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Sent: Tuesday, March 18, 2025 12:25 PM

To: Planning & Development <plandev@danecounty.gov>

Subject: Opposition to Helbach CUP 2653 Renewal & Modifications Request... Pub Hearing March 25

Dear Dane County ZLR Committee Members:

We live at 6997 Applewood Dr immediately next door to Helbach's at 6993 Applewood Dr... and oppose the Helbach CUP 2653 renewal and requested modifications from 5 night to 3 night rental minimum... that will inevitably contribute to a weekend party scenario... as well as any extension of the CUP term. Applewood is a small, quiet residential community with only 41 homes all located on one street, Applewood Drive, essentially a large cul-de-sac with one entrance/exit and no sidewalks. This means residents... including many young children riding bikes and trikes, parents pushing strollers, or residents just out for a walk... are using the street every day for these activities. Non-residents... unfamiliar with Applewood... and the lack of sidewalks... often drive at speeds unsafe for this amount of pedestrian traffic. This makes our Applewood neighborhood distinctly unsuitable for transient renters... with no ties to the community... who will obviously increase non-resident traffic... escalating neighborhood noise, safety and security concerns. **In addition**, while attending the Feb 20, 2025 Town of Middleton Public Hearing re: Helbach's CUP Renewal

Application.... we were disturbed to hear Helbach's resident property manager, Josh Helbach, state that many guests stay for 3 nights while supposedly paying for 5 nights. He seemed to suggest that they incentivize this behavior by negotiating a lower 5 night rate. As Town Hearing minutes confirm... two Board Members felt this was a violation of the CUP... since it appeared to be an attempt to circumvent the 5 night rental covenant. Another Board Member suggested ski resorts do have a seasonal rate structure ... during peak and non-peak snow conditions.. so maybe there is a seasonality to negotiating rates in Applewood. Regardless... we believe this type of potential CUP violation should be investigated thoroughly by Dane County Zoning authorities and... at the very least... more transparency be required of Helbach's by providing a copy of their rental agreement and their rental rates and policies. **Finally...** it should be noted that Helbach's own a home and reside primarily in California... only occasionally visit 6993 Applewood Drive... and therefore seem intent on using the VRBO platform to operate a de-facto hotel business... that appears to be inconsistent with Transient Lodging Regulations.

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