

April 23, 2023

RE: Helbach CUP (#2585)

Dear Dane County Planning and Zoning Committee:

This letter is in response to the letter you received from the Town of Middleton on April 12, 2023, within that letter are false accusations. We feel that the Town of Middleton based their decision on arbitrary evidence not on substantial evidence. The two opposing neighbors who spoke to the Town of Middleton escalated the situation that led the board to vote on arbitrary evidence rather than substantiated evidence.

We have been operating a short-term rental under CUP #2566 since July of 2022 without any incidents or complaints reported to the Town of Middleton or the police department. This letter is designed to give you the facts rather than hearsay.

Paragraph #3-Misquote of current CUP #2566

Line item #22 of the current CUP states, "The owner, or their designated emergency contact person, be available within one (1) hour to address any problems". The current CUP doesn't state that we are to give the emergency contact person to the neighbors, HOA president, or the Town of Middleton. None of these entities requested this information within the current CUP #2566.

Paragraph #4-Assumptions about clientele.

Upon the initial review, there were various scenarios of what clientele would be utilizing this short-term rental. It was mentioned that business travelers might be a possible customer base. The board extrapolated from this the idea of a Sunday-Friday (5-night) check in. This has been detrimental to the economic opportunity of short-term rentals. It appears through a market analysis that most visitors come to Madison for a 3-4 night minimum.

Paragraph #4-False accusation about length of stay.

Let it be noted that 6993 is our residence where we live. Two of our 4 children are in college and use the home on a regular basis for themselves and their friends. The other two children live in the area and use the home for themselves, their families, and friends. There is a lot of activity at our home. Our neighbors have accused us of having "stays that were often 3-night stays". This is not true for our short-term rentals. You can check our listing at any of the short-term rental sites to prove this (VRBO, Evolve, Air BnB).

In conclusion, we are willing to acquiesce to the one-year review and the submitting of emergency contact information to the neighbors, Applewood Homeowners Association president, The Town of Middleton, and Dane County Zoning Division. We are requesting the minimum stay to be reduced to 3 nights.

Sincerely,

Casey and Melissa Helbach

