

**From:** Mary Pfister <mspfister@sbcglobal.net>  
**Sent:** Wednesday, May 01, 2019 7:49 PM  
**To:** Punt, Colin  
**Subject:** Proposed rezoning of 5006 Hammersley Road

Planning commission Representative --

I am a 23 year property owner at 5005 Hammersley Road. I am against the re-zoning of the 5006 Hammersley Road property from single family residential to multi-unit dwelling and conditional use. This is not appropriate for the neighborhood in scale or use. there is no need to take a single family property and put a bemouth 4 unit complex when everything around it is single family. This neighborhood was not planned as a mixed use area. It was planned for single family. I bought a house in single family because I didn't want to live in a rental area, now the city can change that on me because one person wants to maximize his profits.

The purposed building is too large for the space. It will dwarf the houses around it, with the garages and driveway pointing directly into other homes living spaces. No matter what he does with the design, it will tower in front and over the rest of the houses. It will never look like a single family home. I see no reason to ruin the whole neighborhood for 4 apartments. These apartments address none of the needs for housing in Madison. They will not be affordable, they will not be suitable for families, and they will not take section 8 or HUD programs. Robert Keller does not do HUD housing for elderly. It is about Robert Keller wanting the most money, not about what is good for the neighborhood or doing some greater good for the community.

There is no reason why single family housing cannot be put on the lot. This neighborhood has no problems selling houses in a matter of days once listed. I have seen 5 new houses built in this neighborhood when older owners with corner lots decided to sell. These houses sold quickly and were appropriate for the neighborhood.

If the city approves turning this lot into multiple dwelling it opens up the whole neighborhood to being rezoned as people decide to sell and maximize profits. Once you start this rezoning you open up the whole area to having multi-units where single family homes once stood. It is a bad precedent for the neighborhood to re-zone single family to multi-family piece meal.

Lastly, if the city approves the rezoning, and the apartments are built, with a single stroke of a pen, the city will take value out of everyone's house in the vicinity, particularly mine, given my house being directly across the street. Value that has taken me 23 years to build and is a significant amount of my "wealth." As a person that grew up in poverty and fought their way out, this is a slap in the face to me.

In closing, I am asking you to support the neighborhood and vote against this re-zone and apartment building. This isn't good for the neighborhood, it is only good for Robert Keller. I hope you and the city are not ones to put Keller's desire for money over every other home owner's desire to live in single family residential neighborhood and our property values.

Thank you. Mary S Pfister

18-019

**From:** Gary Steinhauer <steinhauergary@aol.com>  
**Sent:** Thursday, May 02, 2019 5:01 PM  
**To:** Punt, Colin  
**Cc:** Henak, Zachary  
**Subject:** 5006 Hammersley Rd.

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Colin,

I am writing to you regarding the proposed zoning change for 5006 Hammersley Rd.

Our Steinhauer Family Trust owns the adjacent lot/single family home at 5010 Hammersley Road. We would like to express our strong desire that the zoning for the 5006 property NOT be changed from SR-C1(single family dwelling) to SR-V1(varied, multi family dwelling).

Here are a few reasons for our concern;

1. Hammersley Road is a pleasant road consisting of single family dwellings all of relatively consistent size. The vacant lot at 5006 has always been a single family home until it was demolished a few years ago. If you drive along Hammersley Rd it would seem obvious to build a single family home on 5006.
2. There are apartments on Whitcomb Drive but they are "off" Hammersley Rd and are fairly well hidden from Hammersley Rd. Having grown up at 5010 I can speak to the fact that the apartments on Whitcomb are a bit "out of sight, out of mind".
3. The 4 unit apartment proposed for 5006 would be completely out of character for Hammersley Rd. The structure size and decor have nothing in common with any house on Hammersley Rd. Basically, it would be an albatross!
4. If you look at the proposal and note the context/scale page the picture shows the apartment building with a lot of green space between 5006 and 5010. In reality this picture does not represent reality. The proposed 4 unit structure is only 13.7 feet from the lot line adjacent to 5010 and much, much closer to our home. In addition, the proposed building takes up a substantial portion of the 5006 lot leaving very little green space. Potentially, there could be four families in the proposed building. Where are children to play? In the street? Where do residents sit/smoke if they want to go outside? Basically, hang out by the street. Hammersley is a relatively busy street...could be a hazardous situation. Again, the lots on Hammersley are of nice size and provide sufficient, safe green space for kids and families to comfortably play and interact.

Colin, please forward this to Madison Planning Commission so they are aware of our deep concern and strong belief that 5006 Hammersley Rd be the sight of a single family home!

Thank you!

18-19

**From:** Gary Steinhauer <steinhauergary@aol.com>  
**Sent:** Thursday, May 16, 2019 1:32 PM  
**To:** Henak, Zachary  
**Cc:** Punt, Colin; [REDACTED]  
[REDACTED]  
[REDACTED]  
**Subject:** 5006 Hammersley Road

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Zachary,

Thank you for organizing the neighborhood meeting last night.

Unfortunately, I was out of the country and unavailable to attend, but I have received comments from several that were in attendance. I would expect you may hear from others.

As you know, the Steinhauer family owns the home at 5010 Hammersley Road. I grew up there along with my Mom, Dad, three brothers and sister. While none of us live in Orchard Ridge now, we have a strong attachment to the area and want the best for the neighbors.

Another reason for our interest revolves around our Dad's wishes. About one year ago Dave Keller and his Dad met with my brother Randy and our Dad to discuss what to do with 5006 Hammersley Road. When the subject of an apartment building was discussed, our Dad expressed his complete disapproval of the idea! Our Dad passed away last year and we are now selling the house. We are trying to follow through on our Dad's wishes and also do what's best for the new owners of 5010 and the residents nearby.

As I have expressed, we recently listed our house at 5010 for \$439,000.00 and received an offer for \$435,000.00. Knowing the deal might be effected, we wanted to be clear the party making the offer was aware of the potential rezoning at 5006. When we passed on this information they came back with "we had no idea". They immediately rescinded the offer! Several days later they came back with an offer \$20,000.00 less than their original offer and was negotiated to \$420,000.00. While we have this offer, it has not closed yet. What's blatantly obvious is the fact that we lost \$15,000.00 directly due to the potential apartment building on 5006 Hammersley Road. There is no disputing the fact that an apartment building on 5006 will negatively effect property values in the area. This alone should be enough to reject the Keller proposal!

In addition, almost all homeowners in the neighborhood are against the proposal. A few that are opposed want to be silent as they know the elder Keller. I understand residents of Keller's apartments nearby and residents of Orchard Ridge not living anywhere near 5006 were in attendance at last nights meeting and offered approval for the rezoning. These people can hardly be taken seriously as they they either don't own property in the area or are not effected by the rezoning. What I would hope you would find important is what the people around 5006 are saying as they are the most effected!

18-19

I have mentioned before the size and scale of the Keller proposal does not in any way fit the Hammersley Road feel. Also, the potential for a hazardous situation with multiple families living at 5006 with very little green space to use is a problem. Common sense should prevail here and again be obvious to anyone who would drive by on Hammersley Road that a house is what should be built on 5006.

Personally, If I was the developer I would want what's best for the neighborhood and not just an albatross that puts a few bucks in my pocket.

I sincerely hope you and the City Planning Commission come to the same conclusion we have.

I have cc'd Colin Punt.....Colin, can you please include this letter in packet for the Commission meeting June 10th.

Thank you!

Gary Steinhauer

Sent from my iPad

**From:** Jan Ogden <jogdenres@gmail.com>  
**Sent:** Friday, May 17, 2019 9:30 AM  
**To:** Henak, Zachary  
**Cc:** Punt, Colin  
**Subject:** Proposed Rezoning for 4-Plex, Hammersley Road  
**Attachments:** Orchard\_Ridge\_Map\_52019.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Zachary:

It was a pleasure meeting you at the meeting at the Meadowood Library to address concerns about the proposed rezoning request by Robert Keller for the now vacant land on Hammersley Road.

My husband, Chris, and I object strongly to this parcel being rezoned to permit the construction of a 4-unit building.

Regardless of whether the Keller Company is a responsible management firm is irrelevant to land use. They are a for-profit corporation who had their sights set long ago on erecting a multi-unit structure that would serve as, according to them, "a gateway to our other properties". Their posture as being altruistic seems no more than a sales pitch to justify their development of the parcel. Keller's veiled threat that construction of homes on the site would be worse for the neighborhood did not ring true.

The highest and best use of the site continues to be construction of a single family home (or up to three on that parcel) as that use would continue not only to contribute to the value of that site but also secure the continuance of maintaining the neighborhood as that of primarily single family homes. Attached is a copy of the neighborhood map, obtained from the City of Madison neighborhood profile website, which clearly shows the vast majority of the neighborhood consists of single family (and two unit) properties. The one "multi-family", orange rectangle on Hammersley Road is a CBRF (community based residential facility).

It is our opinion construction of a multi-unit building would adversely affect the value of properties not only surrounding that site but also throughout the Orchard Ridge neighborhood as well. The value of the home immediately next door to the site at 5010 Hammersley Road, which is currently being marketed for sale, has already seen its value diminished. Once the potential buyers became aware of the possibility of the construction of a four-plex next door, they rescinded their original offer and submitted another at a lower price.

Rezoning the parcel would set a dangerous precedent in our neighborhood.

18 e 19

**Jan and Chris Ogden**  
**5221 Hammersley Road**

18e19

**From:** Gary Steinhauer <steinhauergary@aol.com>  
**Sent:** Friday, May 17, 2019 9:40 AM  
**To:** Henak, Zachary  
**Cc:** Punt, Colin; [REDACTED];  
[REDACTED];  
[REDACTED];  
[REDACTED];  
**Subject:** 5006 Hammersley Road

**Follow Up Flag:** Follow up  
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Zachary/Colin

Having heard a few more comments from neighbors near 5006 Hammersley Road, I thought I would pass on a few more thoughts;

1. Neighbors understand this is a rezoning issue. The proposed Keller plan for 5006 would significantly change the ambiance/feel of a single family residential neighborhood along Hammersley Road. It is clear the neighborhood has come together to stop the rezoning as they care deeply about the area and their property values.
2. It appears, as Hammersley is an established road, there is no Master Plan to review. Any rezoning that allows apartment buildings along Hammersley Road would set a terrible precedent. Neighbors are willing to work with the City of Madison to develop a Master Plan that has neighborhood "buy in" and respects the wishes of the neighborhood.
3. It appears there are 7 openings in Keller apartments nearby...up from 3 in March. More apartments don't appear to be needed and could result in lower rents....lower rents can translate into other issues.
4. Neighbors are concerned about property values as for many of them their homes are their biggest asset. Many have invested their lives in improving their homes and care deeply about the neighborhood as they plan on living on Hammersley Road for a long time. Renters simply do not have the same attachment as a homeowner. The neighbors want people that are invested in the neighborhood!

These are just some additional comments for you to consider and pass on to the Planning Commission.

I hope you can see how concerning the Keller proposal is for the neighborhood.

Gary

Sent from my iPad

18e19

**From:** Gary Steinhauer <steinhauergary@aol.com>  
**Sent:** Saturday, May 18, 2019 10:28 AM  
**To:** Henak, Zachary  
**Cc:** Punt, Colin; [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
**Subject:** 5006 Hammersley Road

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Zachary,

Some thoughts.....

Your response is quite vague and we were hoping for something more conclusive.

You mention tenants "are to be respected and treated as such" as is we have disrespected them. I don't believe we have but that would never be our intention. If we have, please provide a specific example! What we have said about tenants is that they should not have as strong a voice as neighborhood homeowners. The justification is quite simple and makes logical sense. Tenants do not directly write checks to the city for property taxes, they lease rather than own, they don't maintain their yards and shovel their driveways, they don't spend time and money renovating their residences and they have no vested interest in property values....I can go on, but I hope you see the point! People who own homes, especially ones near 5006, as they are most effected should be given priority.

You say "I felt a number of people changed their stances at the meeting". What does that mean?? More people are for Keller or against the Keller proposal? Again, very vague?

You also mention you "spent the afternoon talking with residents" yet you're not specific about what you are hearing. In the interest of getting a clearer perspective on neighborhood feedback, I have a suggestion. Mary, I'm throwing this out in hopes you might be agreeable. Zachary, why don't you and Mary canvass neighbors together and discuss the Keller proposal and see how neighbors respond. Zachary, this should help everyone to better understand how the neighbors are feeling.

The comment on "burden of proof" again is vague and a bit puzzling. What specific point are you trying to make when you say this? How is this effecting your thinking? It appears you are saying the burden of proof has to be produced by the developer. We have provided you with very specific facts and figures as to why the Keller proposal is a bad idea and impacts property values negatively. Where is the "burden of proof" from the developer? I have yet to hear one specific fact as to why the Keller proposal has evidence to show it is a good idea for the neighborhood. Please provide us with any evidence that the Keller proposal will raise property values and be good for the neighborhood. Without something specific, those opposed to the Keller proposal win the burden of proof argument and get the benefit of the doubt!

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I have said this before, but want to be clear. We have provided specific reasons why the Keller proposal is the wrong approach for 5006 Hammersley Road. Yet, we are not hearing anything concrete from the developer, the city, or you that would cause us to change our stance. So far, this doesn't pass the smell test!

Please provide a more detailed response and suggest how we can work together to all have a clearer understanding of neighborhood input.

Thank you!

Gary Steinhauer

Sent from my iPad

18019

**From:** [Parks, Timothy](#)  
**To:** [Punt, Colin](#)  
**Subject:** FW: proposed zoning change for 5006 Hammersley  
**Date:** Monday, May 20, 2019 6:47:20 AM

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FYI...

**From:** Chris Hubbuch <chris.hubbuch@gmail.com>  
**Sent:** May 19, 2019 10:08 PM  
**To:** Firchow, Kevin <KFirchow@cityofmadison.com>; Parks, Timothy <TParks@cityofmadison.com>  
**Subject:** proposed zoning change for 5006 Hammersley

To the City of Madison Plan Commission

Please accept this letter in opposition to the rezoning and conditional use permit applications for the parcel at 5006 Hammersley Road (Legistar reference numbers 55829, 55460).

I live at 4902 Whitcomb Drive, directly across from the lot in question. My wife and I bought the house when we moved to Madison last summer. The location wasn't ideal -- in part because of the proximity to the multifamily buildings on Whitcomb -- but it was the best we could do within our budget and with little time to shop in a tight housing market.

Over the past 10 months, we have put considerable time and money into fixing up the property and have a long list of projects still to do.

I've had nothing but positive experiences with all my new neighbors, including those who live in Mr. Keller's apartment buildings. I have no complaints with him as a landlord. I also understand the need for and value of multifamily housing.

However, I don't feel it would be beneficial to rezone that lot or to build the type of structure that has been proposed. It would be incongruous with the character of Hammersley Road and would extend the cluster of multifamily buildings on Whitcomb to more or less encompass our home. And while Mr. Keller has been a good landlord, there are no guarantees that any subsequent owners of that property would uphold the same values.

Rezoning this lot and building the proposed four-unit structure would not only change the character of the neighborhood; it would also diminish the value of our property. While we were willing to take a chance on this home we would not have even looked had the proposed fourplex been there.

I would welcome the construction of one -- or more -- single-family homes on that lot, or even a duplex, which would add value and preserve the character of the neighborhood.

Thanks for your time and interest in this issue.

Chris Hubbuch  
4902 Whitcomb Drive  
608-769-3077

18<sup>th</sup> 19



neighborhood.

3. It appears there are 7 openings in Keller apartments nearby...up from 3 in March. More apartments don't appear to be needed and could result in lower rents....lower rents can translate into other issues.

4. Neighbors are concerned about property values as for many of them their homes are their biggest asset. Many have invested their lives in improving their homes and care deeply about the neighborhood as they plan on living on Hammersley Road for a long time. Renters simply do not have the same attachment as a homeowner. The neighbors want people that are invested in the neighborhood!

These are just some additional comments for you to consider and pass on to the Planning Commission.

I hope you can see how concerning the Keller proposal is for the neighborhood.

Gary

Sent from my iPad

18-19

DATE: May 30, 2019

TO: Plan Commission

RE: Opposition to Re-zoning Parcel at 5006 Hammersley Rd.

I write to you today to express my concerns with the proposed rezoning of the parcel located at 5006 Hammersley Rd. In summary my reasons for opposition to the rezoning are:

- It is inconsistent with the city comprehensive land use plan;
- There is solid opposition to this project from the neighborhood;
- It changes the complexion of a healthy and vibrant neighborhood;
- The lot size and dimensions will not easily accommodate this size of development, (it will dominate the neighborhood);
- The project does not have many of the essential access components for healthy senior living that other area senior housing offers.

When my family moved back into the City of Madison in 2001, we chose a home and a neighborhood. Our Hammersley Rd. neighborhood is a section of the Orchard Ridge Neighborhood Association (ORNA). It is a vibrant residential neighborhood with single-family homes on large residential lots, and a couple of residential group homes that appear as single-family residences. Our neighborhood is comprised of people who move in and stay in the neighborhood. The houses around us are first and second generation owners, who maintain and improve their homes to the extent they can.

Similar to many City neighborhoods, the areas that border our single-family homes and separate the neighborhood from the Beltline Hwy, and other major through streets, include commercial properties and multi-unit apartment buildings/condominium units. There is ample rental housing on Whitcomb and Whitcomb Circle, Reetz Rd., Gilbert Rd., Raymond Rd. and Russett Rd. (At the time of the second meeting there were seven vacancies in the existing Keller area rental properties). An income generating property that pushes multi-family housing into the single-family portion of the neighborhood is inconsistent with growth and development of the neighborhood. There continues to be strong demand for single-family homes in our neighborhood that serve diverse generational needs from those who age in place to starter homes.

The parcel at 5006 Hammersley is owned in an LLC by Robert H. Keller, who is a multi-property owner/developer. Mr. Keller owns properties throughout the City. This property was formerly a single family home. Mr. Keller formerly rented this property and his last tenant was very problematic and involved in drug related activity, which ultimately resulted in an eviction. The problems with the property had significant impacts for neighbors and concerns for safety.

On March 18, 2019 Robert Keller and his representative attended the ORNA Meeting to provide information on his plans for the property. The plan was

18-19

described as two-story, four-unit building for senior housing. It was stated that rental costs would be in the range of \$1250-\$1400. The plan had unattached covered parking to the rear of the structure, and a building footprint that dominated the lot size. In addition, although stated that this was senior housing, there was no plan for an elevator. The area between the living structure and parking was described as "garden" space, which would be on the north side of the building. Although not discussed in detail, in order for Mr. Keller to proceed with his plan he would need to have the parcel re-zoned. The large building dominated the lot and is inconsistent with the neighborhood aesthetics.

Since we have a newly elected alderperson, there was a second meeting held May 15, 2019. At the second meeting with neighbors, Dave Keller and the architect. I noted there were several changes to the plan. Specifically, the addition of a single person lift, and attaching the parking to the structure. The building continues to be large, and out of scale with the surrounding neighborhood.

After the first meeting I went and spoke with many of my neighbors about this project. Almost all are opposed to this project and the rezoning of the parcel. I have attached three pages of signatures from neighbors who oppose this project. Please note that these homes are within blocks of the proposed project. The owners that would experience the greatest impact of this project, specifically those that are adjacent to, or across from this project are in opposition to the rezoning. I have attached a map noting those opposed that are closest to the project.

As you can see from the attached map, and signature pages there is strong opposition from neighbors. Neighbors have expressed concerns with the size of the building, the reduced set-back, and the incursion of commercial rental property into an area of single family homes.

It is my sincere belief that this project harms the value that we have in our homes, as evidenced by the financial loss experienced with the proposed sale of the 5010 Hammersley Road property. The owner had sold the property, and disclosed this proposed project. The offer was pulled and later came back with a lower offer. It is in the interest of homeowners and the City to maintain the value of the investment people have made in their homes, and as such this project is not consistent with the goals of the City.

I understand the need in our City for housing. This housing need includes affordable single-family homes. I also believe there are parcels within a mile of this proposal, that would make excellent choices for development of additional multi-family housing, specifically in the areas near the empty strip malls, with capacities that exceed what is proposed with this project. This project squeezes an apartment building onto a residential lot and bifurcates the neighborhood. At the meeting another neighbor suggested splitting the lot and building multiple homes. I believe this idea is a potential win-win for neighbors and for the

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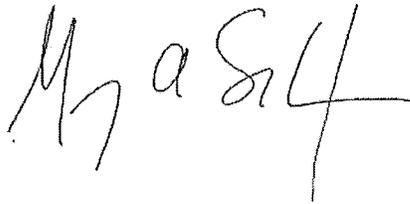
developer, Keller Realty. I clearly heard that single-family dwellings that bring in diverse families were what neighbors would prefer.

The vibrancy and safety of neighborhoods exists at a micro-level of several blocks. Our micro-neighborhood has strong social cohesion, which is the central ingredient on why this neighborhood works. I also believe that the placement of the structure isolates a segment of the neighbors, specifically the homes to the East of this project on the North side of the street. It disrupts the flow and creates a harm that is hard to measure in the short term.

I would also like to comment on the tone set at the both meetings with neighbors. I felt the developer, who no longer lives in our neighborhood, really tried to emphasize past connections with friends who still reside in the neighborhood. The reality is they are a development company with the potential for regular income from rental properties, and not a current neighbor. They actually chose to move away from the neighborhood.

I am opposed to rezoning of this parcel, as are those who signed on the other three pages. We respectfully request that the City not allow this parcel to be rezoned, and to prohibit any variances related to this project. This project benefits a developer over the opposition of a thriving neighborhood.

Thank you for your consideration.



Mary A. Schauf  
Hammersley Rd. Madison, WI

Attachments:

Map of Closest Neighbors in Opposition  
Original Opposition Letter and Three Signature Pages from Neighbors

Cc: Common Council

18019



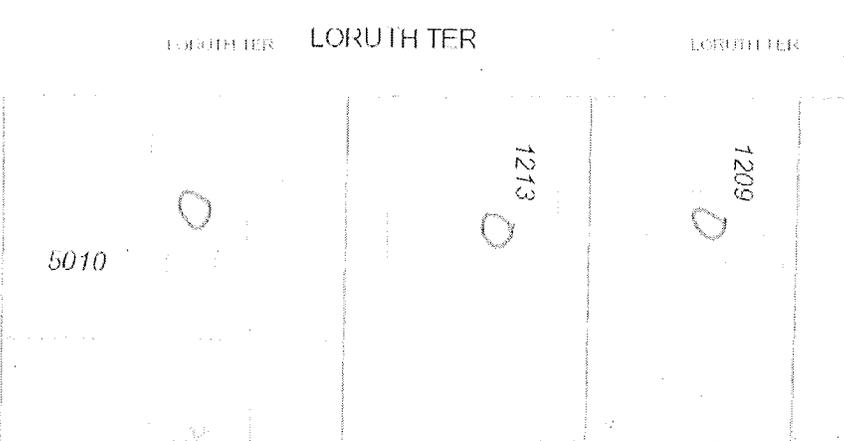
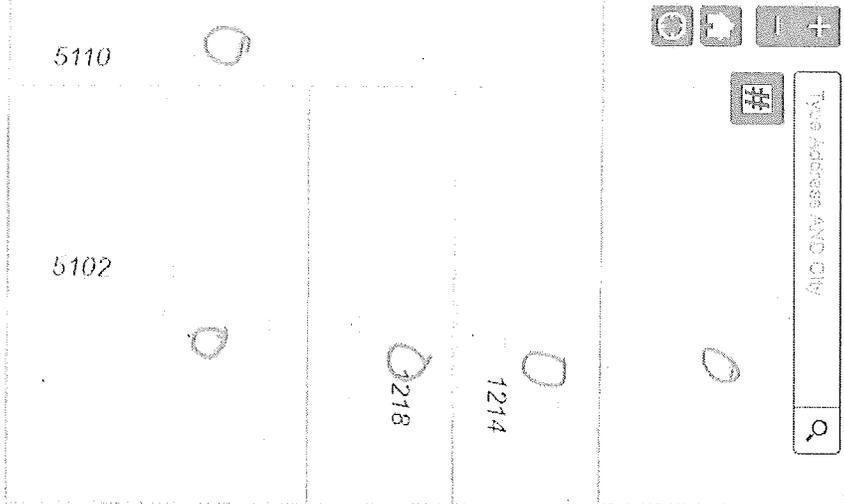
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cityofmadison: maps.arcgis.com

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Type Address AND City



5105 NA  
RESIDENTIAL GROUP HOME

5017  
5013  
5009  
5005

4985  
4937  
4927  
NA

○ = OPPOSED  
NA = NOT AVAILABLE

HANMERSLEY RD  
HANMERSLEY RD

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WHITCOMB DR WHITCOMB DR

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Keller Properties

Keller Properties



bid 2

April 16, 2019

Zachary Henak, Alderperson  
district10@cityofmadison.com  
District 10 Alder

Dear Alder Henak,

We are writing to you today to request that you offer your support and leadership as our alder to **prevent** a change in zoning for the property located at the north-west corner of Hammersley Rd. and Whitcomb Dr. with an address of 5006 Hammersley Rd.

Our Hammersley Rd. neighborhood is a section of the Orchard Ridge Neighborhood Association (ORNA). It is a vibrant residential neighborhood with single family homes on large residential lots. There are also a couple of residential group homes that are housed in the existing homes. Our neighborhood is in transition with many of the original home owners moving on, either aging out, or by living out their lives in their homes. This change is bringing in new families with the next generations of children to grow up in our neighborhood. Similar to many City neighborhoods the areas that border our single family homes and separate it from the Beltline Hwy. include commercial properties and multi-unit apartment buildings/condominium units.

The parcel at 5006 Hammersley is owned in an LLC by Robert H. Keller, who is a multi-property owner/developer. Mr. Keller owns properties throughout the City. I have attached a copy of the City Assessor information for the 5006 Hammersley Rd property for your convenience. This property was formerly a single family home. Mr. Keller formerly rented this property and his last tenant was very problematic and involved in drug related activity, which ultimately resulted in an eviction. The problems with the property had significant impacts for neighbors and concerns for safety. The property had been for sale, and there is information from neighbors that there was a suitable buyer for the property. Mr. Keller decided to demolish the existing home, and the parcel is now a vacant lot.

On March 18, 2019 Robert Keller and his representative attended the ORNA Meeting to provide information on his plans for the property. The plan was described as two-story, four-unit building for senior housing. It was mentioned at the meeting that there would not be a guarantee who the renter would be. It was stated that rental costs would be in the range of \$1250-\$1400. The plan had unattached covered parking to the rear of the structure, and a building footprint that dominated the lot size. In addition, although stated that this was senior housing, there was no plan for an elevator. The area between the living structure and parking was described as "garden" space, which would be on the north side of the building. Although not discussed in detail, in order for Mr. Keller to proceed with his plan he would need to have the parcel re-zoned.

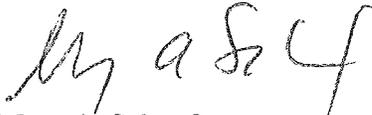
18019

The parcel at 5006 Hammersley is currently zoned SR-C1(Suburban Residential-Consistent District 1). This current zoning does not allow for multi-family dwelling units, please see attached pages from Madison Municipal Ordinances Subchapter 28A (specifically pages 1-4 and 9-14).

We are ***adamantly opposed*** to any change in zoning for this parcel. We believe that Mr. Keller's plan is primarily for his benefit, and not for the overall benefit of the neighborhood. We just had our homes reassessed and noted the increase in our home values. This proposed project would be a detriment to the home values for all the surrounding homes. In addition we believe this proposed building is contrary to the stated intent and purposes of City zoning codes (refer to attached Subchapter 28A). We know our neighbors, we have a great neighborhood, and this proposal detracts from the neighborhood elements that we value.

We respectfully request your assistance with opposing this plan, and any rezoning requests as it moves through upcoming City processes. We intend to send our objections to the appropriate City commissions. Please see the attached pages of neighbor signatures, showing support for this letter, and objecting to Mr. Keller's proposed changes.

Thank you for your consideration,



Mary A. Schauf

Hammersley Rd.  
Madison, WI 53711

Attachments:

- Signatures of neighbors requesting no change in zoning.
- City of Madison Assessor Property Details for 5006 Hammersley Rd.
- Excerpts from MGO Subchapter 28A: Introductory Provisions.

# Neighbors Who Oppose the Keller Realty Proposal for 5006 Hammersley Rd.

April 2019

| Name (Printed)   | Street or Address    | Signature          | H/R* |
|------------------|----------------------|--------------------|------|
| ANN TURNER       | HAMMERSLEY RD        | <i>[Signature]</i> | H    |
| JACK PREBINO     | 5709 HAMMERSLEY RD   | <i>[Signature]</i> | H    |
| NUTTER MUSIC     | 5113 Hammersley rd   | N. Wain            | H    |
| V. Vandula       | 5114 Hammersley      | <i>[Signature]</i> | H    |
| Stacy Regehr     | 5013 Hammersley Rd   | <i>[Signature]</i> | H    |
| Heil Begehr      | 5013 Hammersley Rd   | <i>[Signature]</i> | H    |
| Erasmus Hart     | 5009 Hammersley Rd   | <i>[Signature]</i> | H    |
| Richard Pastore  | 4985 Hammersley Rd   | <i>[Signature]</i> | R    |
| Kathy Pastore    | 4985 Hammersley Rd.  | <i>[Signature]</i> | R    |
| Charles Pastore  | 4985 Hammersley Rd   | <i>[Signature]</i> | R    |
| Mark Ventur      | 4985 Hammersley Rd   | Nick Pastore       | R    |
| Chris Hubbuch    | 4902 Witcomb Dr.     | <i>[Signature]</i> | H    |
| Mike Pfeister    | 5005 Hammersley Rd   | Wayne & Ruth       | H    |
| Judith McAusland | 5017 Hammersley Rd   | Judith McAusland   | H    |
| Sara Brown       | 510d Hammersley Road | Sara Brown         | H    |
| Courtney Fonzon  | 4932 Hammersley Rd   | Courtney Fonzon    | H    |
| Josh Logemann    | 4924 Hammersley Rd   | <i>[Signature]</i> | H    |
| Jess Lee         | 4920 Hammersley Rd   | <i>[Signature]</i> | H    |
| Tom Fiedler      | 4911 Hammersley Rd   | Tom Fiedler        | H    |
| Jim Fairheit     | 4927 Hammersley Rd   | Jim Fairheit       | H    |

\*Homeowner (HO) or Renter (R)

18219





**From:** Cindy Rudie <cindyrudie@gmail.com>  
**Sent:** Friday, May 31, 2019 1:54 PM  
**To:** Punt, Colin  
**Cc:** Henak, Zachary  
**Subject:** Our opposition to Rezoning of property at 5006 Hammersley Rd

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

My husband and I wish to express our opposition to this Rezoning request from multi-family property developer Robert Keller.

We purchased our home at 1214 Loruth Terrace from the original builder that developed land that was subdivided from the property at 5102 Hammersley. When the property was subdivided, there was a Rezoning request for a multi-family structure to be built. This request was denied by the common council and subsequently 2 single family homes were built in its place, 1218 and 1214 Loruth Terrace. They are in keeping with the existing surrounding homes, even though the lots are somewhat smaller!

We were told by our neighbors that during the time of that Rezoning request there was likewise strong opposition to change the dynamics of the neighborhood by introducing a multi-family unit. All of existing single family homes in the area have adequate green space that allows ample play space for children which is why it is a desirable area in which to raise children with close proximity of an elementary and middle school and a neighborhood swimming facility. Houses for sale in the area seldom stay on the market for a long time.

We are quite concerned with the property that is for sale at 5010 Hammersley which is adjacent to the proposed Rezoning project. Should this Rezoning project be allowed to pass, what prevents the developer from buying the single family home at 5010 Hammersley and requesting a Rezoning to Multi-family? In fact Mr. Keller, the developer, sought and was granted permission to tear down the single family home at 5006 Hammersley in order to propose Rezoning that property for a multi-family unit. We assume that the single family home currently for sale will see a substantial depreciation in property value should this Rezoning be passed.

We sincerely ask the planning commission and common council to allow this tight knit neighborhood of single family houses to continue to thrive as such without the intrusion of multi-family properties.

Respectfully submitted,  
Alan and Cindy Rudie  
1214 Loruth Terrace

Sent from my iPhone

18-019

**From:** Stacy Regehr <skfregehr@gmail.com>  
**Sent:** Friday, May 31, 2019 10:29 PM  
**To:** Punt, Colin  
**Subject:** 5006 Hammersley Rd

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Colin,

Mary Schauf included us on the documents she sent you regarding neighborhood opposition to the proposed rezoning at 5006 Hammersley Road. We thought we should forward the email we recently sent to Alder Henak:

We know you've heard from many of our neighbors regarding the proposed rezoning of 5006 Hammersley Road, and we would like to add our agreement with opposing this rezoning.

We live at 5013 Hammersley; we bought the house in 2013 from a family who had lived here for close to 20 years. They, in turn, had purchased the house from a family who had lived here also close to 20 years. One of the main attractions of this house was the neighborhood itself and the mix of young families and older residents, many of whom have lived here for many years. This house was our first home purchase, so we rented for several years before that. There is nothing wrong with renters and apartments, but as former renters, we know that they do not have the same investment in the community.

We do not see any valid reason for rezoning the property when a single-family home (or two) could be built on the property instead, possibly adding more families who would value the neighborhood by buying the property. And if this property is rezoned, what is to stop the whole neighborhood being divided into different zones? We think this would break up the sense of community we feel with our neighbors.

Please support the consensus of the neighbors who would be most affected and oppose this rezoning.

Thank you,

Keil and Stacy Regehr

12-19

**From:** Henak, Zachary  
**Sent:** Wednesday, June 05, 2019 10:47 AM  
**To:** Cindy Rudie  
**Cc:** Punt, Colin  
**Subject:** Re: Rezoning on 5006 Hammersley Rd

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Cindy,

Thank you for your input, I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

> On May 1, 2019, at 8:25 PM, Cindy Rudie <[cindyrudie@gmail.com](mailto:cindyrudie@gmail.com)> wrote:

>

> General Information  
> Name: Cindy Rudie  
> Address: 1214 Loruth Terrace  
> City: Madison  
> State: WI  
> ZIP: 53711  
> Phone:  
> Work Phone:  
> Email: [cindyrudie@gmail.com](mailto:cindyrudie@gmail.com)  
> Should we contact you?: Yes

>

> Message:

> Alder Henak

> Just letting you know the Rezoning Meeting Notice just went up on the property. We hope you have received the letter from Mary Schauf and signed by many of our neighbors. We hope you will represent our feelings to the council.

> Cindy Rudie

>

> Recipient:

> Zachary Henak

18-19

**From:** [Henak, Zachary](#)  
**To:** [Vance Rayburn](#)  
**Cc:** [Punt, Colin](#)  
**Subject:** Re: use of property at 5006 Hammersley Road  
**Date:** Wednesday, June 05, 2019 10:45:41 AM

---

Vance,

Thank you for your input, I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

On May 13, 2019, at 2:18 AM, Vance Rayburn <[vrayburn@att.net](mailto:vrayburn@att.net)> wrote:

I hope to be at the meeting on Wednesday evening but regardless I'd like to register my opposition to the change in zoning and the construction of a multi unit apartment. I live on Loruth Terrace just around the corner from this property and I feel we have enough multi unit apartments in the neighborhood now. Thank you.

18 c19

**From:** [Henak, Zachary](#)  
**To:** [Punt, Colin](#)  
**Subject:** Fwd: Proposed Development of 5006 Hammersley  
**Date:** Wednesday, June 05, 2019 10:44:47 AM

---

Replied without getting you CCed on this one

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

Begin forwarded message:

**From:** Dale Erlandson <[erlandsondn@gmail.com](mailto:erlandsondn@gmail.com)>  
**Subject:** Proposed Development of 5006 Hammersley  
**Date:** May 14, 2019 at 9:06:33 PM CDT  
**To:** <[district10@cityofmadison.com](mailto:district10@cityofmadison.com)>

General Information

Name: Dale Erlandson  
Address: 5622 Hempstead Road  
City: Madison  
State: WI  
ZIP: 53711  
Phone:  
Work Phone:  
Email: [erlandsondn@gmail.com](mailto:erlandsondn@gmail.com)  
Should we contact you?: No

Message:  
Hello,

I will not be able to attend the public meeting tomorrow evening at the Meadowridge library, but I want to express my support for the rezoning of the lot at 5006 Hammersley Road to allow for the building of a multi-unit residential building. The area can certainly support more housing density and a multi-unit building seems to me an excellent use of space, particularly in a location with access to both bus lines and the bike path. I look forward to seeing the project move forward.

Recipient:  
Zachary Henak

18019

**From:** [Henak, Zachary](#)  
**To:** [Joseph Koykkar](#)  
**Cc:** [Punt, Colin](#)  
**Subject:** Re: 4-plex  
**Date:** Wednesday, June 05, 2019 10:42:47 AM

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Joseph,

Thank you for your input, I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

On May 15, 2019, at 3:23 PM, Joseph Koykkar <[jkoykkar@wisc.edu](mailto:jkoykkar@wisc.edu)> wrote:

Zachary,

My wife and I live on 5200 block of Hammersley Rd. and would like to let you know that we strongly oppose the attempts to rezone the lot now under discussion.

it should remain a SINGLE-FAMILY lot.

Thank you for your efforts on behalf of the OR residents to stop this process.

Joseph Koykkar

18-19

**From:** [Henak, Zachary](#)  
**To:** [Lori Conner](#)  
**Cc:** [Punt, Colin](#)  
**Subject:** Re: My opinion on the Hammersley Rd proposed rezoning  
**Date:** Wednesday, June 05, 2019 10:41:51 AM

---

Lori,

Thank you for your input, I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

> On May 15, 2019, at 7:58 PM, Lori Conner <[loriconner@charter.net](mailto:loriconner@charter.net)> wrote:

>

> Dear Alderman Henack,

>

> From what I understand the rezoning request is for the lot only right now. Still, I believe that it opens the door to changing the neighborhood for the worse. So I am against allowing any rezoning now and in the future.

>

> My husband Craig and I are on vacation in Japan right now, or we would come to the meeting tonight.

>

> Please feel free to use my comment.

>

> Best regards,

> Lori Conner

18019

**From:** [Henak, Zachary](#)  
**To:** [Chris Hubbuch](#)  
**Cc:** [Punt, Colin](#)  
**Subject:** Re: rezoning of 5006 Hammersley  
**Date:** Wednesday, June 05, 2019 10:40:53 AM

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Chris,

Thank you for your input, I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

On Wed, May 15, 2019 at 10:23 PM Chris Hubbuch  
<[chris.hubbuch@gmail.com](mailto:chris.hubbuch@gmail.com)> wrote:

Alder Henak,

Thank you for holding the meeting tonight on the Hammersley rezoning project. I appreciate the opportunity to learn more and have my opinion heard.

I live at 4902 Whitcomb Drive, directly across from the lot in question. My wife and I bought the house when we moved to Madison last summer. The location wasn't ideal but it was the best we could do within our budget and with little time to shop. We have put considerable time and money into fixing up the house and have a long list of projects still to do.

I've had nothing but positive experiences with all my new neighbors, including those who live in Mr. Keller's apartment buildings. I have no complaints with him as a landlord. I also understand the need for and value of multifamily housing.

However, I don't feel it would be beneficial to rezone that lot or to build the type of structure that has been proposed. It would be incongruous with the character of Hammersley Road and would extend the cluster of multifamily buildings on Whitcomb to more or less encompass our home. And while Mr. Keller has been a good landlord, there are no guarantees that any subsequent owners of that property would uphold the same values. There's no putting that toothpaste back in the tube.

I would welcome the construction of one -- or more -- single-family homes on that lot, or even a duplex, which would add value and preserve the character of the neighborhood.

Thanks for your time and interest in this issue.

Chris Hubbuch  
4902 Whitcomb Drive

18019

**From:** [Henak, Zachary](#)  
**To:** [Stacy Regehr](#)  
**Cc:** [Punt, Colin](#)  
**Subject:** Re: 5006 Hammersley Rd  
**Date:** Wednesday, June 05, 2019 10:37:27 AM

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Stacy,

Thank you for your input, I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

> On May 31, 2019, at 10:20 PM, Stacy Regehr <skfregehr@gmail.com> wrote:

>

> Dear Alder Henak,

>

> We know you've heard from many of our neighbors regarding the proposed rezoning of 5006 Hammersley Road, and we would like to add our agreement with opposing this rezoning.

>

> We live at 5013 Hammersley; we bought the house in 2013 from a family who had lived here for close to 20 years. They, in turn, had purchased the house from a family who had lived here also close to 20 years. One of the main attractions of this house was the neighborhood itself and the mix of young families and older residents, many of whom have lived here for many years. This house was our first home purchase, so we rented for several years before that. There is nothing wrong with renters and apartments, but as former renters, we know that they do not have the same investment in the community.

>

> We do not see any valid reason for rezoning the property when a single-family home (or two) could be built on the property instead, possibly adding more families who would value the neighborhood by buying the property. And if this property is rezoned, what is to stop the whole neighborhood being divided into different zones? We think this would break up the sense of community we feel with our neighbors.

> Please support the consensus of the neighbors who would be most affected and oppose this rezoning.

>

> Thank you,

>

> Keil and Stacy Regehr

18c19

**From:** [Henak, Zachary](#)  
**To:** [Tim Parsons](#)  
**Cc:** [Punt, Colin](#)  
**Subject:** Re: 4-plex plan for Hammersley Road, approval hearing  
**Date:** Wednesday, June 05, 2019 10:36:02 AM

---

Tim,

Thank you for your input I am copying Colin Punt in order for your comment to be placed in the development file.

Alder Zachary Henak  
District 10  
Cell: 608-471-2900  
Common Council Office

> On Jun 3, 2019, at 3:11 PM, Tim Parsons <parsons.pentim@gmail.com> wrote:

>

> General Information

> Name: Tim Parsons

> Address: 5413 Hammersley Road

> City: Madison

> State: WI

> ZIP: 53711

> Phone: [REDACTED]

> Work Phone:

> Email: parsons.pentim@gmail.com

> Should we contact you?: Yes

>

> Message:

> There are 14 real estate covenants covering "lots in the Plat of Orchard Ridge". They all restrict building in Orchard Ridge to structures used strictly for residential purposes and stipulate that no structure shall be allowed other than one detached single-family dwelling. Even more interesting - the realtor involved was a signer on several of the original covenants.

>

> Recipient:

> Zachary Henak

18-19