

# Response To Concerns

# Core Themes From Comments

## Public Safety

**Proposition: to have an attendant during these proposed extended hours.**

- Can a specific study be provided to show proof of what “studies show” instead of generalized claims without specific evidence of what study, what the study found etc. Seems like these are just general ideas without any facts.
- NEVER had a break in, in any of our safes, machines etc. (Showing our deterrents work)
- What is a more attractive target? someone looking to burglarize a business, a closed down business or one with an attendant and customers inside.

# Noise

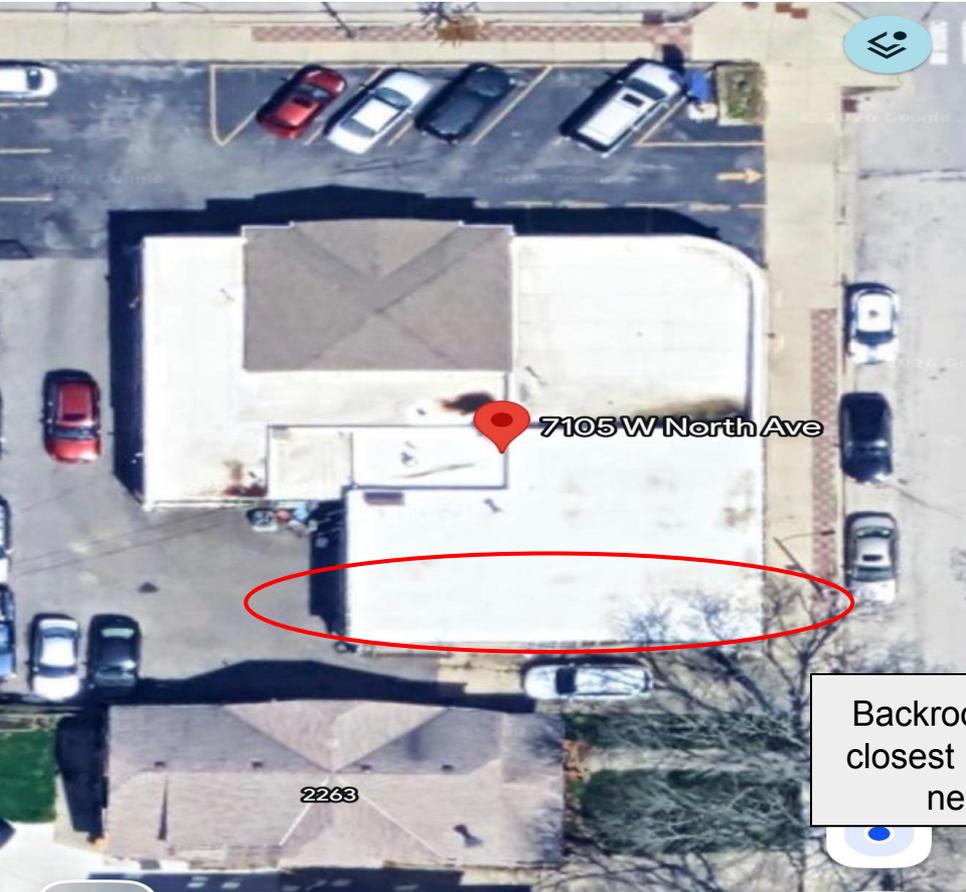
- Mechanical Systems are all located **inside**
  - The new systems are efficient and quiet
    - They are around \$150,000 ( not a cheap old system that makes noise)
- All operations of the business are conducted inside.
  - Customers wait inside while laundry is being done, not inside a car playing music
  - Customers have no reason to hang around outside.
- These are not people looking to cause trouble.
  - They want to get their laundry done and go home.

# Proximity

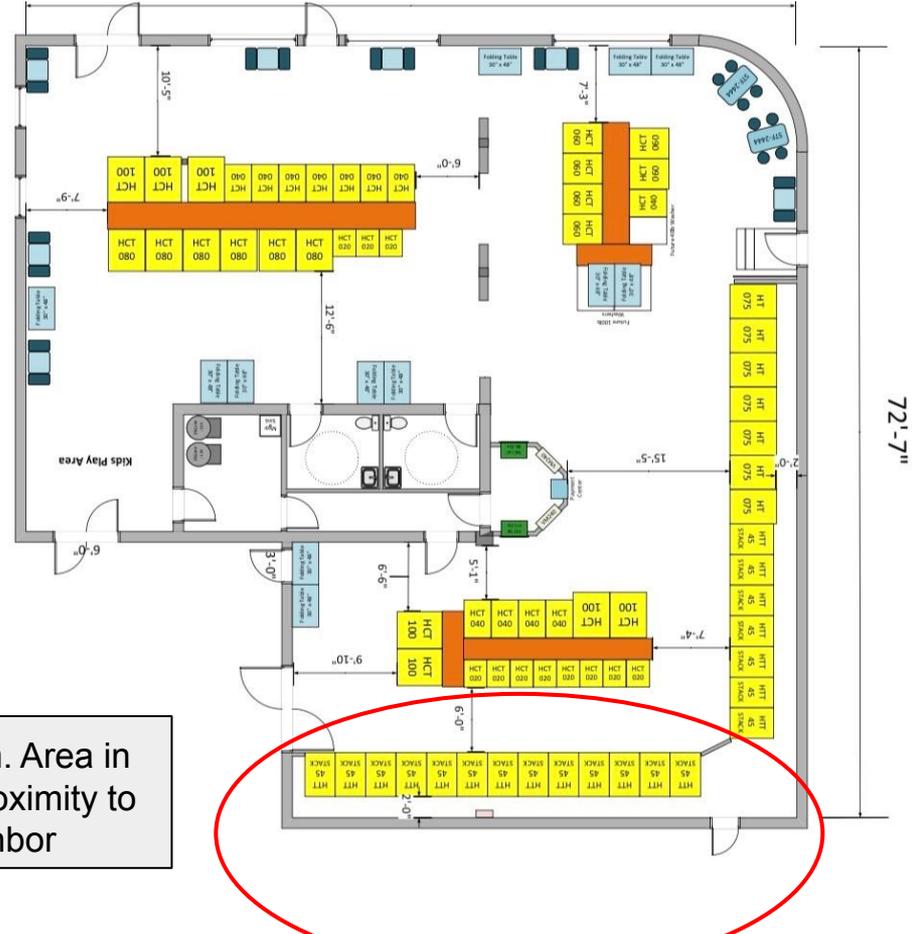
The footage between other locations and neighbors is void of context.

- Yes the physical building is closer to a house but all our other locations have parking butting up to other houses where the majority of the concerns proposed seem to be worried about not internal operations.
  - The house in question is adjacent to our **back room**/storage room
  - less of a noise impact vs a parking lot.

# Proximity



Backroom. Area in closest proximity to neighbor



# Property Values increases of neighbors

Zestimate<sup>SM</sup> history  
+117% in last 10 years



8915 w becher

Zestimate<sup>®</sup> history [Table view](#)  
+74% in last 10 years



523 N 61st S

Addresses of the neighboring homes near the new flash tosa location

# Property Values Continued

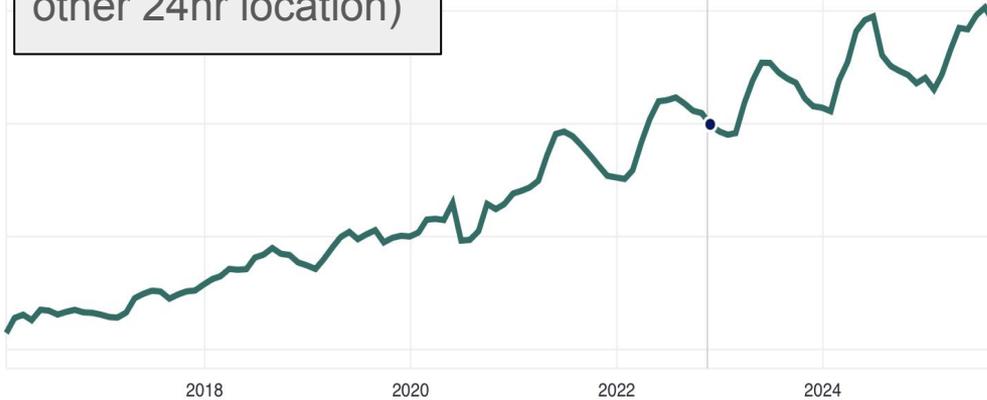
## Zestimate® history [Table view](#)

+69% in last 10 years

[Home values](#) [Rent Zestimate](#) [Tax paid](#)

Neighbor of 4515 W forest home (one of other 24hr location)

\$249.4K



Est. refi payment: **\$1,696/mo** [Refinance your loan](#)

Single Family Residence

Built in 1952

9,583.2 Square

\$311,700 Zestimate®

\$223/sqft

\$2,283 Estim

## Home value

Zestimate®  
**\$311,700**

Estimated sales range  
**\$284,000 - \$343,000**

Rent Zestimate®  
**\$2,283/mo**

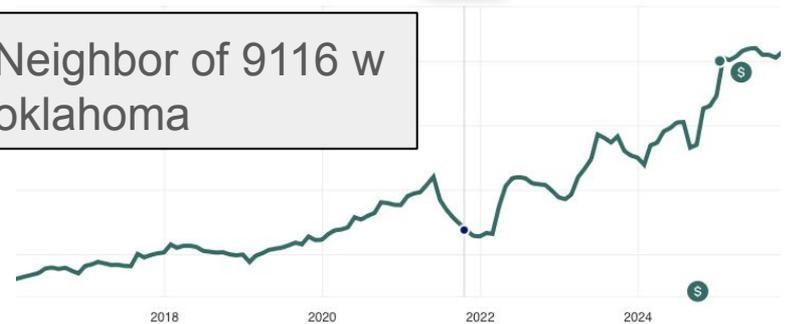
## Zestimate® history [Table view](#)

+139% in last 10 years

[Home values](#) [Rent Zestimate](#) [Tax paid](#)

Neighbor of 9116 w oklahoma

\$168.8K



# Houses on 71st street increase in property value last 10 years

Zestimate®  
**\$296,500**

Est. refi payment: **\$1,676/mo** [Refinance your loan](#)

SingleFamily Built in 1916 4,792 Square Ft  
\$296,500 Zestimate® \$254/sqft \$1,840 Estimat

## Home value

Zestimate®  
**\$296,500**

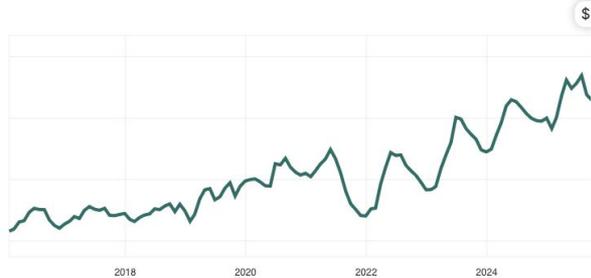
Estimated sales range  
**\$261,000 - \$329,000**

Rent Zestimate®  
**\$1,840/mo**

## Zestimate® history [Table view](#)

+42% in last 10 years

Home values Rent Zestimate Tax pa



beds 1 baths

Est. refi payment: **\$1,882/mo** [Refinance your loan](#)

SingleFamily Built in 1925 5,227 Square Ft  
\$333,000 Zestimate® \$204/sqft \$2,168 Estimate

## Home value

Zestimate®  
**\$333,000**

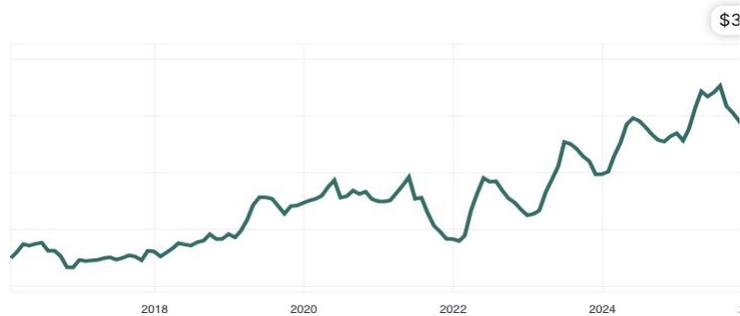
Estimated sales range  
**\$293,000 - \$370,000**

Rent Zestimate®  
**\$2,168/mo**

## Zestimate® history [Table view](#)

+48% in last 10 years

Home values Rent Zestimate Tax pa



**\$300,000**

Est. refi payment: **\$1,696/mo** [Refinance your loan](#)

Single Family Residence Built in 1921  
\$304,700 Zestimate® \$161/sqft

## Home value

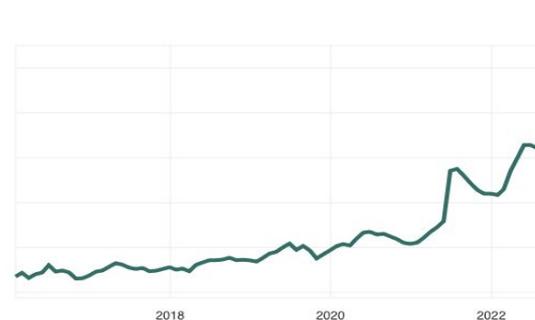
Zestimate®  
**\$304,700**

Estimated sales range  
**\$280,000 - \$332,000**

## Zestimate® history [Table view](#)

+40% in last 10 years

Home values Rent Zestimate



# Property Value Summary

- On average houses next to laundromat went up **99.75%**
- Houses on 71st street close to laundromat went up **43%**

On average houses next to our locations have gone up 56.75% higher vs houses on 71st during this time

# Noise concerns

## Addressing the concern pertaining to the amount of decibels:

**1st:** cited decibel figures assume continuous peak-output operation of exhaust systems. In practice, laundromat exhaust systems operate intermittently:

- **cycling** based on machine usage rather than continuously at maximum output throughout overnight hours

**2nd:** inverse-square-law calculations presume an unobstructed point-source in open space

- includes building mass, fencing, adjacent structures, and directional venting, all of which materially **reduce sound transmission** and **invalidate free-field assumptions**.

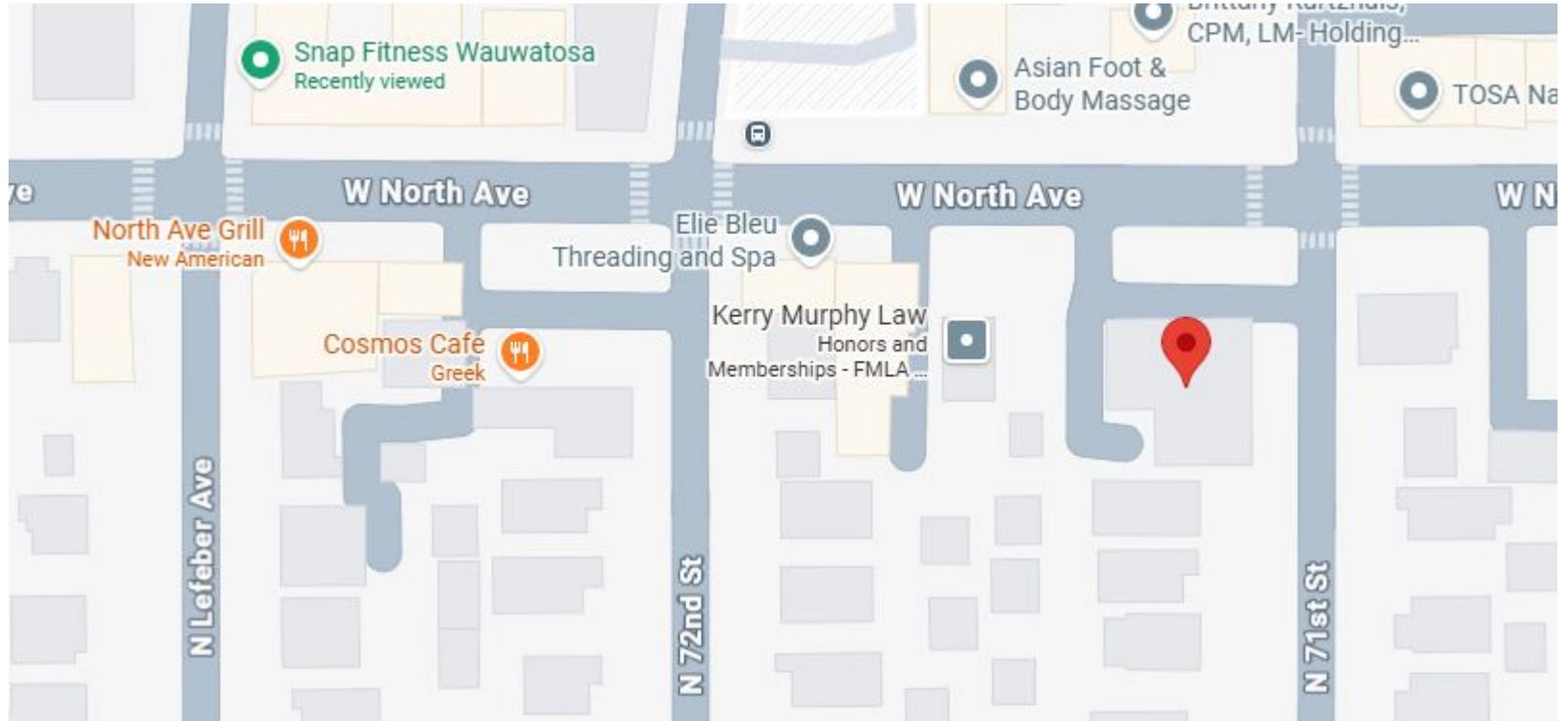
**3rd:** mechanical systems will be designed and installed to meet applicable building and noise codes,

**Ex:** vibration isolation, acoustic lining, and baffling where required.

- significantly reduce both low/high-frequency noise components.

\*\*\*compliance with municipal noise ordinances is measured **at** the property line, not at theoretical source output levels

# Snap Fitness( Approved 24hr Business)



# Conclusion

- **No** empirical data tied to our operation
  - All vague & no data tied to laundromat
- Generalized fear based concerns not evidence based.
- Initial concerns regarding property value have been proven otherwise
  - As provided from Zillow
- Our procedures in place, **protect and mitigate** any potential issues with adjacent properties.
- All **mechanical concerns** will be addressed with the city and the hvac designer.

# If our proposed 24 hours are agreed to

- Have an attendant on site during these hours.
- **Security & Monitoring:** Installation and continuous operation of AI-enabled camera systems covering interior and exterior areas, with recorded footage retained and made available to the City upon request.
- **Overnight Response Protocol:** A monitored 24/7 customer and security response line with documented response times to address noise, loitering, or safety concerns.
- **Anti-Loitering Enforcement:** Clearly posted anti-loitering signage and active enforcement, including removal of non-customers from the premises.
- **Noise Compliance:** All operations shall comply with Wauwatosa Municipal Code noise standards.
- **Mechanical Review:** Final mechanical and exhaust plans shall be subject to City review and approval prior to commencement of 24-hour operations.
- **Lighting Controls:** Exterior lighting shall be shielded and directed away from adjacent residential properties to prevent light spillover.
- **Trash & Cleanliness:** Daily exterior trash patrols shall be conducted, including parking and perimeter areas, with logs maintained.