

Justification for additional hours.

7105 West North Ave

X  G. Xiong
8 reviews

★★★★★ a year ago

Best laundromat experience with large load options, fair prices, convenient pay options, and a clean atmosphere with ample seating. The 24-hour option is a big advantage for me, making it convenient to get laundry done on my schedule. Thanks Flash Laundromat!

X  Level 777
Local Guide · 25 reviews

★★★★★ a year ago

From the moment you enter the parking lot you are greeted by 2 owls in the corners. It is very clean very affordable all the machines work and best of all the clothes come out clean and smelling wonderful. They even have a little play area for the kiddos. There's enough table space enough karts and plenty of room when you're not bumping into people. I absolutely love it. I downloaded the app and you don't have to hassle with quarters. It is in the perfect area. Another great thing is that it's open 24 hours and there are cameras for safety. Also if you run out of detergent you can go right down the street to Dollar General and if you're thirsty you can grab a drink at let's roll tobacco. I can't give you 10 stars but you certainly deserve it thank you for bringing this laundromat to Waukesha.

X  SaxyCass Struve
Local Guide · 20 reviews

★★★★★ a year ago

WOW!!! An actual Laundromat that is not totally wrecked! This laundromat is the nicest one I have ever seen! **Open 24 hours** too? Am I dreaming?? It is so close to downtown Waukesha that it's a great relief to anyone without a washer and dryer

X  Antoine Maclin
Local Guide · 32 reviews

★★★★★ 3 months ago

24 hours !! Always clean !!

X  Becca C
3 reviews

★★★★★ 2 months ago

Amazing laundromat, 5 mins away from the house prices are great. Washers and dryers working very well. Love that you can see how much time left from the app and pay from your phone. Also open 24/7 is fantastic because I get home from work really late sometimes and need to wash my uniform for the next day. Highly recommend
Amazing place deserves more than 5 stars but that's all Google allows.



Who Dis
Local Guide · 84 reviews

...

★★★★★ 5 years ago

Very clean quiet and the best part is it's 24 hours.

Brian bergner
Local Guide · 26 reviews

...

★★★★★ 5 years ago

It open 24 hours
It kept up
Awesome washer driers
Please keep up
I come from South Milwaukee just

Karly Smith
Local Guide · 66 reviews

...

★★★★★ a year ago

They have extremely large
washers and dryers that work well.
And open 24hrs.

James Archimede
4 reviews

...

★★★★★ 9 months ago

Clean and super convenient. I enjoy that I can use the app to connect with the machines and check on dry times and pay. Hours are great being 24/7. My reasonings for not... [more](#)

Hearts Faith
27 reviews in Waukesha

...

★★★★★ Edited 8 months ago

My number one favorite thing about this place is that it's 24 hours for MY CONVENIENCE!! Some people are so busy all day working and taking care of children that the only... [more](#)

Scott Rausch
7 reviews

...

★★★★★ 9 years ago

Inexpensive, usually clean, I go there all the time everyone is really friendly, limited parking but there's usually a spot in back, open 24hrs same with the George Webb's 3 steps away, can also run across the street to get snacks or sodas. Good location

Christopher Ramos
Local Guide · 57 reviews

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★★★★★ 2 years ago

Very welcoming environment. Machines were touch screen and very ready to operate. There were no broken machines, and the workers/attendants were on site. Change machines worked. They are open 24 hours, so that's a plus. These machines can also be paid for using an app on your phone once downloaded.

Michael Wolffe
Local Guide · 81 reviews

...

★★★★★ 11 months ago

...also the fact that they're open 24 hours makes it another Plus for me to want to go there again and again

Press and hold to react Reply

Cherry St. Louis
5 reviews

...

★★★★★ 3 years ago

...months worth of laundry done in about 2 hours. Great little seating areas and tables for waiting, nice parking lot, nice bathrooms, stress free laundry-... [more](#)

Miniii Cooper
Local Guide · 90 reviews

...

★★★★★ 7 years ago

Free WiFi. 24 hours. Clean. Right next door to a 24 hr George Webb. Additional parking in back.

Jaz Rodriguez
Local Guide · 98 reviews

...

★★★★★ Edited 2 years ago

Updated my review! very nice and relaxing place to go to wash clothes late at night.

Hearts Faith
Local Guide · 90 reviews

...

★★★★★ Edited 8 months ago

My number one favorite thing about this place is that it's 24 hours for MY CONVENIENCE!! Some people are so busy all day working and taking care of children that the only time they get a minute to do laundry is some stupid hour in the middle of the night.

Michael Robinson
Local Guide · 36 reviews

...

★★★★★ Edited a month ago

I pretty much use this laundromat whenever because I work two jobs, Monday through Sunday, so it's convenient that it's opened later. Regardless the pictures posted or what others say, this laundromat is pretty sweet. Washer machines are beautiful, clothes

Marcus
7 reviews

...

★★★★★ a week ago

Open 24/7 convenience to do laundry anytime

R G
Local Guide · 10 reviews

...

★★★★★ 4 months ago

Usually go from midnight to 2 or 3 whenever I get done. Sometimes there's a little mess, but someone's there. Cleaning it up, the machine seem to get fixed pretty quickly. I like that time cause no one's there. You can get it done, get in never had a problem. They have a private security company that comes to their every so often. Walked in and out, check out things. Make sure everybody's safe. Of all the twenty four hour laundromats i've been to it's the best

SaxyCass Struve
Local Guide · 20 reviews

...

★★★★★ a year ago

WOW!!! An actual Laundromat that is not totally wrecked! This laundromat is the nicest one I have ever seen! Open 24 hours too? Am I dreaming?? It is so close to downtown Waukesha that it's a great relief to anyone without a washer and dryer

Rita Dayana Tinajero
Local Guide · 74 reviews

...

★★★★★ a year ago

This is our new go to! 24 hours, clean, updated!

Arlene Wesley
Local Guide · 8 reviews

...

★★★★★ a year ago

Clean, open 24 hours, safe and can use an app to pay!!

Tracey Connors
1 review

...

★★★★★ 4 months ago

first time here needed and i love it i love how clean and big bright it is and the best part is the kids play area i have a 2 year old and having a place to let him play while i do laundry is complete genius Justin the guy on duty while i was here was amazing very helpful and friendly i will be making this my new laundromat for sure and its open 24 hrs a plus

j
14 reviews

...

★★★★★ 3 years ago

Best laundromat I ever been to ! Especially the big washers they clean so well, Easy to pay, not too many people, very clean, plus they are 24 hours ! 😊

Press and hold to react

✕  **Marcello Mendez**
Local Guide · 137 reviews

★★★★★ a year ago

I go there quite often in the wee hours of the morning. Always clean. Always quiet. I even been in later in the morning even when it's a little busier. Still pretty clean. Nice in and out spot. Not too far from the house. If you don't have a washer and dryer like me, I definitely recommend it the best part about it. It's 24 hours so you can come whenever! They also have the digital pay if you're not one of those people that carry cash.

♥️ 2

✕  **Shelly Kueny**
Local Guide · 23 reviews

★★★★★ Edited a year ago

This has always been my go-to place to do laundry, especially being open 24 hours. Mornings are obviously the busiest, but I've found that going late at night was always best. They've always had their own security roll through randomly and I've never had any issues.

✕  **Jocelyne Jimenez**
9 reviews

★★★★★ 3 years ago

I have been coming to this location for some years now. I like the new system of paying with your phone, very good addition. Every time I come it is clean and the machines are working. I try to stay away from the busy days and the fact that it is open 24/7 is very convenient.

✕  **Kayla Wolcyk**
Local Guide · 67 reviews

★★★★★ 4 years ago

Usually very well kept and low key after 8 pm for laundry

✕  **Rita**
Local Guide · 58 reviews

★★★★★ 8 months ago

I always go here at 4am ish to do my wash. There is a security guy that stops by to check everything out. I feel safe and they have a cleaning crew early .

✕  **Kaung Myat**
4 reviews

★★★★★ 2 years ago

It's a clean and spacious place, most importantly it opens 24 hours.

✕  **Felicite Wusterbarth**
3 reviews

★★★★★ 3 years ago

One of the most cleanest cheapest places I've been to. An it's safe at night time love that they are 24hrs

✕  **Amy**
121 reviews

★★★★★ 3 years ago

24/7 convenient right next to Speedway

✕  **Lala Lopez**
Local Guide · 47 reviews

★★★★★ 6 years ago

Love this place! Open 24 hrs and not the usual crowd you may see at other locations. Place is kept up very well

✕  **Yvonne Bell**
Local Guide · 28 reviews

★★★★★ 6 months ago

Clean quiet and quick just the way I like it...I go after hours so I can miss the "crowd"

✕  **Marcus Meisner**
Local Guide · 85 reviews

★★★★★ 2 years ago

It's a 24hour laundry mat

✕  **Yesseina Mendoza**
Local Guide · 17 reviews

★★★★★ 3 years ago

Place to wash clothes 24/7 and the prices of the machines are very good

✕  **Steve**
Local Guide · 91 reviews

★★★★★ Edited 3 years ago

One of the best laundry places I have ever been too. Very clean you can tell they take care of it. Even at 2am it was still in great shape. Being open all night is a huge plus. Not many places offer that. It is in a good area. Very chill relaxing place. I would recommend trying this place if you are in the area. A schedule like mine this place is perfect.

✕  **BigStacks100**
Local Guide · 37 reviews

★★★★★ 5 years ago

Went in the middle of the night while clear. Quick and easy, in and out. A couple other people were in there but overall it was quiet and quick.

✕  **Lakisha Alston**
5 reviews

★★★★★ a month ago

I couldn't sleep so I randomly searched 24hr laundry. Clean and quiet.

✕  **Vincent King**
Local Guide · 61 reviews

★★★★★ 2 years ago

Firstly the 24/hrs a day, 7 days a week operating schedule this laundromat operates on is, a 4 ☀️ without even using the facility. The lady that tends to the facilities "up-keep" deserves the key to the city because the place is, stop scrolling tiktok and look up good! She does a Prodigiously,, unparalleled job at keeping the facility beyond job description clean. I just feel she is someone who should be told verbally on how well she is at her duties... and I just want to say thank you.

✕  **Nichole "TurtleLover" Reschke**
Local Guide · 76 reviews

★★★★★ 3 years ago

This laundry place is every thing it says it is! Open 24 hrs every day. A whole lot of washers plus dryers in differently sizes too! I think the lady that cleans the place is the owner. Very friendly and kind. I will be coming here for now on! Music is played (no tv's, and I am okay with that 😊) mostly the 80's (I'm okay with that too)! Dryer (bigger size) is 1.00 for 20 min add .25 cents to get an extra 5 min. Most of my loads were only a 1.00 some I did add the 5 min (bigger loads/bedding). There is also a cash app that you can use where you wont need to bring cash (I don't remmeber the name of the app). Neighbor next to the laundry mat is a Speedway! Which is also opened 24 hrs a day too! Give it a try, you wont be disappointed! 😊😊

Customer Need For 24/7 Service



- 3rd shift workers, healthcare workers, police, etc.
- Non 24/7 stores compress everyone into limited hours which causes crowding, longer wait times, parking problems. 24/7 operations reduce peak congestion.
- 28% of customers do their laundry during the current required closing times
- Customers appreciate doing laundry during times where it is quieter and less machines are in use.
- In other locations that are not 24/7, laundromats are required to close actually 2 hours before said time. This creates even more of a hard to overcome burden.

Bluemound Coin Laundry	
Date Range:	06/05/2025 - 07/05/2025
	Bluemound Coin Laundry
12 A.M.	5.27 %
1 A.M.	3.63 %
2 A.M.	2.30 %
3 A.M.	1.71 %
4 A.M.	1.32 %
5 A.M.	1.25 %
6 A.M.	1.24 %
7 A.M.	2.17 %
8 A.M.	3.11 %
9 A.M.	3.63 %
10 A.M.	4.31 %
11 A.M.	5.52 %
12 P.M.	4.93 %
1 P.M.	5.08 %
2 P.M.	5.33 %
3 P.M.	5.33 %
4 P.M.	5.16 %
5 P.M.	4.63 %
6 P.M.	5.06 %
7 P.M.	5.32 %
8 P.M.	5.68 %
9 P.M.	6.16 %
10 P.M.	5.93 %
11 P.M.	5.93 %

Data From our 24/7 Wauwatosa Location.

History of success



- In Wauwatosa, we have successfully owned and operated a 24/7 laundromat for over 30 years.
- The same neighbor has lived directly behind the property for the entire duration.
- This long-term coexistence demonstrates that the business creates no disturbance, no safety issues, and virtually no neighborhood impact.
- Across Wisconsin, we currently operate multiple 24/7 locations, including:
 - 2 in West Allis
 - 1 in Whitewater
 - 1 in Waukesha
 - 1 in Greenfield
 - 1 in Wauwatosa
 - 1 in Cudahy
- Our team has a decades-long proven track record of safely running 24/7 facilities in diverse communities.
- We understand how to manage overnight operations responsibly.
- Our stores consistently maintain cleanliness, order, security, and community compliance.
- We take pride in being the best neighbor possible, responding quickly to concerns and proactively maintaining our properties.
- This long-standing operational success shows that 24/7 laundromats, when run correctly, are safe, respectful, and beneficial to the surrounding community

Security measures in place.



Nightly Security Checks by Securitas

- A professional 24/7 security company conducts nightly on-site checks at our locations, providing email reports and documented updates every night.

Company-Employed Roving Security Guards

- Flash Laundromats employs its own roving security team that actively monitors all Milwaukee County locations 24/7, ensuring rapid response and continuous oversight.

AI-Enabled Camera System With Intelligent Alerts

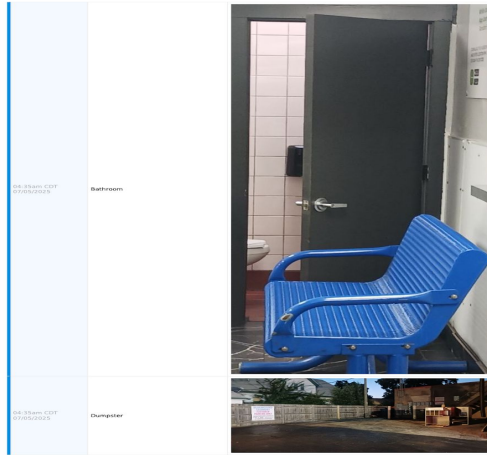
- Our camera network utilizes advanced AI features, including facial recognition and behavioral detection capable of identifying: Vagrancy, Suspicious Behavior, Loitering, Non Customer Presence

This technology alerts management and security instantly.

- **24/7 Customer Phone Line**

Customers may report suspicious activity at any time through our dedicated 24/7 phone line, ensuring immediate awareness and response.

3/5



4/5

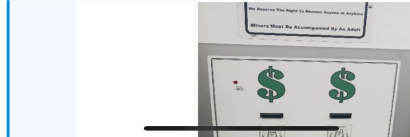
SGR WW

1/5

Tour Details

Time	Action	Details
04:28am CDT 07/05/2023	Checkpoint Scan	Checkpoint Name: Bluemound Laundry Extra Scan Option: Excavation Multi-Question - Completed
04:28am CDT 07/05/2023	Checkpoint Scan Question	Bluemound Laundry Checklist
04:28am CDT 07/05/2023	Comments	exterior and interior patrol no problems occurred no contact made
04:28am CDT 07/05/2023	Front Sign	
04:28am CDT 07/05/2023	Inside	
04:28am CDT 07/05/2023	Inside	
04:28am CDT 07/05/2023	Inside	

2/5



Patrol Report
Confidential

Sidello - Bluemound Laundry

Sidello Bluemound

Route: Sidello Bluemound

Start: 07/05/2023 04:28am CDT

Employee: Willie Williams

End: 07/05/2023 04:36am CDT

Duration: 8 Minutes

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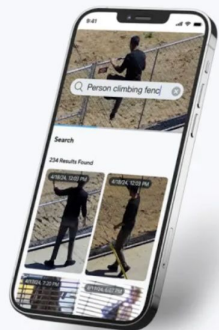
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Tour Details

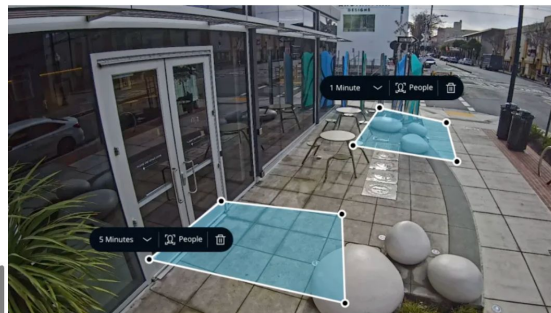
Time	Action	Details
04:28am CDT 07/05/2023	Checkpoint Scan	Checkpoint Name: Bluemound Laundry Extra Scan Option: Excavation Multi-Question - Completed
04:28am CDT 07/05/2023	Checkpoint Scan Question	Bluemound Laundry Checklist
04:28am CDT 07/05/2023	Comments	exterior and interior patrol no problems occurred no contact made
04:28am CDT 07/05/2023	Front Sign	
04:28am CDT 07/05/2023	Inside	

Photos of daily reports from securitas.



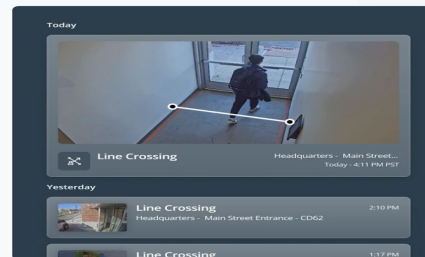
Accelerate Incident Response

Use AI-Powered Search to find people and vehicles within seconds. Quickly share live footage and floorplans over text or email to speed up incident response.



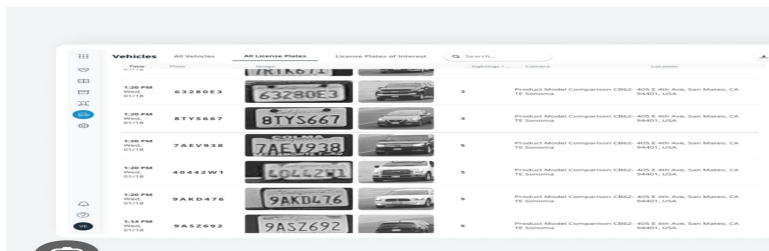
Line-Crossing and Loitering Alerts

Protect sensitive areas with line-crossing alerts that notify security when boundaries are breached. Use loitering alerts to address individuals staying too long in restricted zones.



Alerting

Create alerts from AI-powered search queries, persons of interest, line crossing, motion detection, camera tampering, and other criteria for proactive premises management. Route alerts in real time to a GSOC, specific individuals, or third-party mass notification systems.



AI Search and Analytics

Use a variety of AI-based people and vehicle analytics – from AI-powered search, to face search, and reverse image search – to retrieve relevant footage in seconds.

[Learn more >](#)

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Verkada- Ai Enabled Cameras Monitored by verkadas staff [Customer Stories - Verkada](#)

Why our 24/7 Laundromat Will Not Impact Others

- Customers remain inside the building with their clothing, not outside the premises, which keeps exterior noise levels extremely low.
- Customers visit for convenience, aiming to complete laundry quickly—not to loiter, linger, or cause issues.
- Zero alcohol is permitted on-site, eliminating the primary driver of late-night disturbances in most commercial districts.
- No music, bands, or entertainment that would generate noise or attract crowds.
- A fenced perimeter surrounds the parking lot, keeping all activity contained within the property and preventing overflow into neighboring yards or streets.
- No parties or group gatherings are allowed or typical in a laundromat setting.
- Zero light pollution, with no strobe lights, flashing lights, or intrusive exterior lighting directed at neighboring homes.
- No outdoor seating or lounge areas, which eliminates opportunities for people to “hang out” or remain on-site unnecessarily.
- Combined with our extensive security measures—including nightly Securitas checks, roving guards, AI-enabled surveillance, and a 24/7 customer hotline—
- anyone seeking to cause trouble will avoid this property. It is not an easy or attractive target.



Hours are customary for laundromats nearby

To allow our business to remain competitive we need to have the same hours as our competition.

Premier Express Laundry West Allis -24/7

Bluemound Laundry Wauwatosa-24/7

West Allis Laundromat 8630 W National Ave-24/7

Flash Laundromat West Allis- 24/7

Cudahy Quick Coin- 24/7



Testimonials

- Dan Roadt - Alderman for both West Allis Locations that are 24/7
- Neighbor adjacent to Bluemound location for 30+ years.
- Mike Neitzke- Mayor of Greenfield



OFFICE OF THE MAYOR

December 8, 2025

Flash Laundromat
Attention: Gabe Sidello
5552 South 108th Street
Hales Corners, WI 53130

RE: Greenfield Flash Laundromat

Dear Mr. Sidello/To Whom it May Concern:

I am providing this letter of reference to you with respect to your development of the Flash Laundromat at 4515 West Forest Home Avenue in Greenfield. That development involved transforming a former Dutchland Dairy restaurant/Bingo Hall into an attractive, well-run, and active business. That transformation brought necessary improvements and vibrancy to a formerly vacant, blighted commercial property.

To be clear, there was initial hesitancy to approve of a 24-hour business of any type, much less a laundromat. That said, you worked closely with our community and the neighbors to alleviate objections and concerns. You made a sizeable investment in the project and 'did it right.' With the business now open, we enthusiastically endorse and applaud the business endeavor and are proud of the project. Fears of loitering, absentee supervision, and generalized problems involving city enforcement and oversight have evaporated with your active and attentive management.

If anyone in receipt of this letter of reference has any questions concerning Greenfield's experience with Flash Laundromat, I encourage them to reach out to me at (414) 329-5208 or by email at mayor@neitzke@greenfieldwi.gov.

Very truly yours,

Michael J. Neitzke
Mayor, City of Greenfield, Wisconsin

7325 W Forest Home Avenue • Greenfield, WI 53220

7325 W Forest Home Avenue • Greenfield, WI 53220

Mayor of Greenfield From Our Latest 24/7 Laundromat Buildout



Daniel J. Roadt
Fourth District Alderperson
Committees:
Public Works, Chair
Board of Health, Vice Chair
Public Safety
droadt@westalliswi.gov
414.321.7264

To Whom it may concern:

Flash Laundromat owns and operates two 24/7 locations within my jurisdiction. Both locations are neighboring single family residences. I have never had a complaint against the laundromats from either of those neighboring homes. Flash Laundromats have been exemplary members of the community throughout their tenure in the city. As an Alderman, I can confidently say that with the addition of these businesses to the community, there is a level of stability and safety provided that other businesses do not offer. Upon the purchasing of both of these properties, extensive renovations and upgrades, both inside and outside, have been completed that immediately added value to the nearby homes.

Daniel J. Roadt

11-6-24

Date

Daniel Roadt. Alderman of Both West Allis Locations.

LETTER OF SUPPORT

From Neighbor: **Joseph Pfiffner**

523 N 61st St, Wauwatosa, WI 53213

To Whom It May Concern,

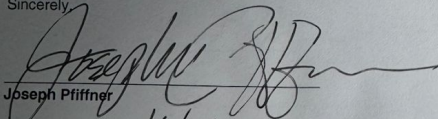
My name is **Joseph Pfiffner**, and I reside at **523 N 61st St, Wauwatosa, WI 53213**. I have lived adjacent to the Flash Laundromats 24/7 location on West Bluemound Road for nearly **30 years**. During that time, I have witnessed firsthand the business's growth, the continual improvement of the property, and their long-standing commitment to the neighborhood.

As other businesses and homes in the area have changed hands many times over the decades, one constant pillar in the community has remained: the laundromat. I have maintained a direct line of communication with the owner, and we have always been able to immediately address any minor issues that naturally arise between neighboring properties—such as fence concerns or trash not being picked up by the garbage company. Flash Laundromats has been **tremendously responsive** in resolving anything that has come up over the years.

I have always felt safe knowing their **24-hour security staff** is present and attentive. They have consistently looked out for me and ensured I was okay if anything unusual occurred. Their presence has been reassuring and has contributed positively to the safety of the surrounding area.

I have truly cherished my time being their neighbor, and I cannot imagine having a better or more responsible business next to me. Flash Laundromats has been an excellent, reliable, and respectful member of the community throughout my time living here.

Sincerely,



Joseph Pfiffner

Date:

12/5/25

Joseph Pfinner. Neighbor for over 30 years at our Wauwatosa Store



In Conclusion

- We value creating a safe, beautiful laundromat that eliminates old “zombiemat” stereotypes.
- We have decades + of experience in operating 24/7 laundromats and keeping them safe, clean, and an overall positive impact on the community
- In order to make this business successful we must have it as 24 hours. It will be impossible to succeed, if we have reduced hours due to the fact that we have to shut down business 2 hours before the actual closing time.
- We have shown our laundromat will have all operations indoors, not be noisy or problematic
- We ask that you grant our conditional use for our laundromat to be 24/7