

Deyanira Nevarez

From: rod gilbert <gilbertroderick@att.net>
Sent: Monday, January 26, 2026 1:14 PM
To: tclerks
Subject: [External] 1/27/26 Council hearing comments RE: 24-hour laundromat at 7105 W North Ave.

Dear City Clerk:

My name is Roderick Gilbert, and I own a home at located at 2248 N. 71st Street. Recently I received notification that application was made for a 24-hour laundromat to be located at 7105 W. North Ave. which is just a few houses away from my property. While I support business on North Ave and have no opposition to the laundromat, I cannot support the proposed 24-hour operation due to the impact it will have on our neighborhood.

In the 30 years that I have lived in my home, I have invested tens of thousands of dollars in improvements and maintenance. My home has been my largest investment. For many of my neighbors, the same is true. We have a close-knit, stable neighborhood, with families raising their families and little turnover. One of the reasons for the stability is because of safety. We have few problems with random individuals roaming our street, theft or any other crime that would cause concern. We enjoy the ability to walk the neighborhood at night or sit in the back yard and enjoy relative peace and quiet, with the knowledge that we do not have uninvited persons from outside our neighborhood during all overnight hours. That peace and enjoyment of our neighborhood would be shattered with the addition of a 24-hour business located just a few doors from our own.

My concerns are as follows:

- **Public safety:** Studies have shown that 24-hour laundromats attract crime. Specifically: burglaries and theft from coin-

operated machines, forced entry burglaries, theft of services and property and grab-and run crimes. The area has already experienced problems of this kind at the Walgreens Pharmacy at 2656 N. Wauwatosa Ave. and at the Speedway at 6804 West North Ave. (now closes at 11:00 pm}. I am not aware of any business in the vicinity that now operates on a 24-hour basis. If businesses that were operating on a 24-hour basis stopped due to crime, why invite these kinds of problems into our neighborhood? The applicant has promised a "Roving Security Guard", AI Camera System, Nightly Security Checks, etc., but I see nothing about staffing in his business plan, only a 24/7 Customer Phone Line.

- **Noise pollution:** Cars coming and going, doors slamming and running, customers sitting in cars with audio systems blaring while waiting for laundry to go thru cycles, customers congregating in the parking lot, loud conversations and possible confrontations and arguments during early morning hours.
- **Parking:** Will parking be opened behind currently gated area or will overflow come onto 71st Street?
- **Trash:** Who is responsible for cleaning up trash in the parking areas of the business? We expect our neighborhood to be kept clean.
- **Lighting:** Are we going to have additional bright lighting pollution?
- **Reduced Property Value:** Real Estate professionals and Banks use complicated formulas for establishing property values. One of the equations they use to assess values are the businesses nearby and the type of impact they have on a neighborhood. The addition of a 24-hour laundromat, with the proven statistics of associated crime, will have a detrimental effect on the value of our properties. As stated before, this is the largest lifetime investment that I and many neighbors have made. We want to protect our investments as well as the

quality of life and attractiveness of resale value in our neighborhood. We do not feel that a 24-hour laundromat will help us achieve these goals.

- **Precedent risk:** Once a 24-hour business has been established, the door will be opened for other permit requests in the area, further diminishing the value and quality of life in our neighborhood.

I have read the business plan offered by the applicant to the city regarding his request for a permit and think that the business will be an asset to the overall needs of the community with the exception of the hours. The owner has included many testimonials and accolades from customers and business associates that he claims are "Justifications for additional hours". While anyone might include these testimonials in a business plan, I did not see the inclusion of an ***impact study of residential areas abutting 24-hour laundromats***. While the overall plan looks impressive, I fail to see how these accolades justify additional hours of operation. Our neighbors are, however, interested in our community and wish to establish a good relationship with the owner.

Our neighbors believe that many of our concerns can be abated by the following:

- **Limiting the hours of operation from 6 AM to 11PM.** Many of our concerns will be resolved by this action. (The additional risk of crime, noise pollution in the middle of the night, precedent risk and public safety.)
- **Security enforcement:** Provide onsite attendants during all business hours, security cameras and anti-loitering policies strictly enforced.
- **Noise, lighting and signage controls:** Ensure that noise and lighting does not interfere or spill into neighborhood.

- **Parking & Trash:** Ensure that adequate parking is provided for all customers during peak hours without spilling onto street parking on 71st Street and assign employees to pick up trash and debris in parking areas on a daily basis to ensure our neighborhood is not littered by customers.
- **Be accessible:** We ask that the owner be accessible to the city and to the neighborhood for both positive and room for improvement dialog. If there are problems that need to be addressed, we ask that the owner be available to the city and the neighbors and willing to listen and address any issues.

As neighbors, we are interested in working with business enterprises to encourage and support their growth. We are also committed to protecting the quality of life, property values, safety and livability of our neighborhood.

Thank you for the opportunity of providing public comments for your consideration.

Respectfully,
Roderick Gilbert
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