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1/26/2026

Wauwatosa Plan Commission
7725 W. North Avenue
Wauwatosa, WI 53213

Re: Conditional Use Request for 24/7 Operation — 7105 W. North Avenue

Dear Members of the Plan Commission,

I am writing as a nearby resident to express my concerns regarding the request for 24/7 operating hours at the proposed laundromat at 7105 W. North Avenue. I want to be clear that I am not opposed to the business itself. A well-run laundromat can be a positive addition to the community. My concern is specifically with the request for **round-the-clock operation** in a location that sits immediately adjacent to a quiet residential block.

After reviewing the applicant's supporting documentation, I believe the materials do not demonstrate that 24/7 operation is compatible with the surrounding neighborhood. In fact, many of the points offered unintentionally highlight why overnight hours are inappropriate for this location. I respectfully ask the Commission to consider the following:

1. The evidence provided does not address neighborhood impact — only customer satisfaction

The applicant's packet consists largely of Google reviews from laundromats in **other cities** such as Waukesha, West Allis, Greenfield, and Cudahy. These testimonials speak to customer convenience and machine quality, not to the land-use compatibility of a 24-hour business placed adjacent to single-family homes.

Conditional use decisions must be based on **impact to adjacent properties**, not on whether customers enjoy late-night laundry options elsewhere.

2. Customer convenience is not a valid justification for overnight commercial activity

The applicant repeatedly emphasizes that customers appreciate being able to do laundry late at night, including third-shift workers. While understandable, convenience alone does not justify a land-use exception that introduces overnight noise, traffic, and activity into a residential corridor.

If convenience were sufficient grounds for 24/7 operation, nearly every business could make the same claim.

3. The applicant's own data shows extremely low overnight usage

The hourly usage chart included in the packet shows that between midnight and 6 AM, only about **15%** of total daily activity occurs — and between 2 AM and 5 AM, usage drops to **approximately 5%**.

This data undermines the claim that 24/7 operation is essential for business viability. The marginal benefit to the business does not outweigh the impact on nearby homes.

4. The extensive security measures highlight the inherent risks of overnight operation

The applicant lists:

- Nightly Securitas patrols
- Roving company security guards
- AI-enabled cameras with facial recognition and behavioral alerts
- Loitering and line-crossing detection
- A 24/7 hotline for reporting suspicious activity

These are not the hallmarks of a low-risk, low-impact use. They are indicators that **overnight hours inherently attract activity that requires constant monitoring.**

A business that must deploy AI threat detection and nightly security sweeps is not compatible with a residential block during the quietest hours of the night.

5. Security patrols do not prevent disturbances — and they create noise themselves

A patrol at 4:30 AM does not prevent:

- Car doors closing
- Engines idling
- People talking outside
- Headlights sweeping into homes
- Late-night arrivals and departures

Even a small number of customers at 2–4 AM introduces noise that would not otherwise exist. Security presence is reactive, not preventative — and the patrols themselves add to overnight disruption.

6. Testimonials contradict the claim that customers remain inside and quiet

Many of the reviews included by the applicant describe:

- Using the parking lot late at night
- Appreciating that “no one is there” at 2–4 AM
- Security checking the exterior
- Customers coming and going at all hours

These descriptions reflect exactly the kind of unpredictable, late-night activity that is incompatible with a residential setting.

7. The applicant’s existing Wauwatosa location is not comparable

The applicant cites a 30-year history of operating a 24/7 laundromat on Bluemound Road. However, that location sits on a **major commercial corridor**, not within steps of single-family homes. North Avenue, particularly at this block, transitions quickly into residential streets. The context is fundamentally different.

8. “Competition” is not a land-use standard

The applicant argues that they need 24/7 hours because other laundromats in other municipalities have them. Competitive parity is not a criterion for conditional use approval. Wauwatosa’s responsibility is to protect neighborhood character, safety, and livability — not to ensure that businesses match the hours of those in West Allis or Waukesha.

9. The claim that reduced hours would make the business “impossible to succeed” is unsupported

The applicant provides no financial analysis, no revenue projections, and no evidence that reasonable hours — such as 6 AM to 11 PM — would jeopardize the business. Meanwhile, every other business on this stretch of North Avenue operates successfully without overnight hours.

10. The packet lacks any evidence demonstrating compatibility with adjacent homes

The applicant does not address:

- Noise impacts
- Overnight traffic
- Light spill
- Residential privacy
- Safety concerns for nearby families
- The cumulative effect of late-night comings and goings

Instead, the packet focuses on customer convenience and security technology — neither of which demonstrates that 24/7 operation is appropriate for this location.

Conclusion

The applicant has shown that they operate clean, modern laundromats and that customers appreciate their services. What they have *not* shown is that 24/7 operation is compatible with a residential block in Wauwatosa.

Given the minimal overnight usage, the extensive security measures required to manage late-night activity, the lack of evidence addressing neighborhood impact, and the fundamentally different context of their other locations, I respectfully urge the Plan Commission to **approve the laundromat with reasonable operating hours**, such as **6 AM to 11 PM**, rather than granting 24/7 operation.

This approach supports the business while preserving the peace, safety, and character of the surrounding neighborhood.

Thank you for your consideration.

Sincerely,
Brian Holmertz