



**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, January 22, 2025
6:00 PM**

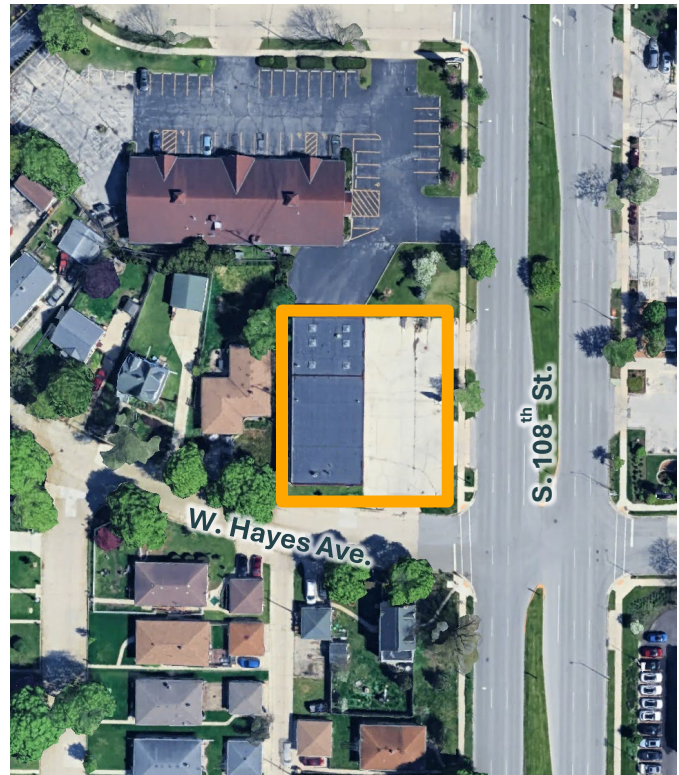
Watch: <https://www.youtube.com/user/westalliscitychannel>

- 3A. Conditional Use Permit for CD One Price Cleaners, a proposed Dry Cleaning use, at 2367 S. 108 St.**

- 3B. Site, Landscaping, and Architectural Design Review for CD One Price Cleaners, a proposed Dry Cleaning use, at 2367 S. 108 St. (Tax Key No. 484-0013-001)**

Overview and Zoning

The currently vacant building at 2367 S. 108th St. most recently housed an auto parts warehousing and retail business. The existing single tenant commercial building is proposed to become a dry cleaning retail and plant location. The business operator will be CD One Price Cleaners. Specializing in efficient operations and innovative plant/store designs, the company has grown to 49 stores across four Midwestern states and aims to expand into southeastern Wisconsin, starting with West Allis. Services offered will include dry cleaning, laundered shirts, personal wash and fold laundry, and specialized services such as wedding gown preservation, rug and boot cleaning, and leather garment cleaning through



third-party vendors. The business uses environmentally safer cleaning solvents, such as DF 2000, and advanced technologies to avoid the use of perchloroethylene (PERC), a chemical commonly used in traditional dry cleaning.

The property at 2367 S. 108th St. is Zoned C-4. Dry Cleaning uses are considered Conditional Uses in the C-4 district.

Construction is anticipated to being in Spring 2025 with a targeted Fall 2025 opening. The business plans to hire 8-10 employees with future growth planned to hire 15-20 workers over time.

Hours of Operation:

- Retail Store Hours:
 - Monday – Saturday: 7 a.m. – 7 p.m.
 - Sunday: Closed
- Self-Service Kiosk: 24-hour access

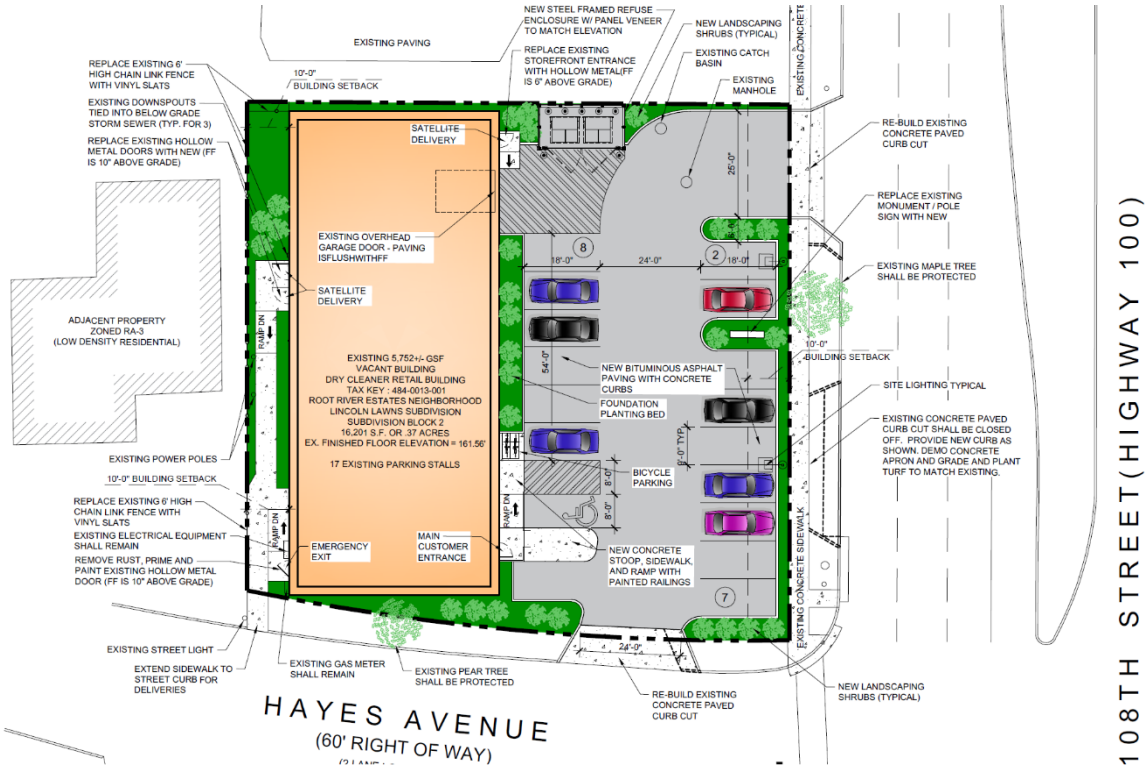


Site Plan

The site shows an existing 5,752 square foot building on the western side of the property. The building has an existing parking lot along with a nonconforming trash enclosure and pole sign. The site is currently accessible by two driveway access points on S. 108th St. and one driveway access point off W. Hayes Ave.

The proposed site plan shows no changes to the existing building. However, there are numerous changes proposed to the parking lot area. The parking area shows a total of 17 parking stalls proposed. This is in conformance with the required parking maximum. Two bicycle racks are proposed. New landscaping bulbs on the eastern portion of the lot are proposed. Additionally, existing concrete is to be replaced by landscaping along the east and west walls of the building. The northern area of the parking lot shows a new refuse area with screening. The refuse area is located next to a loading area that does not allow parking. Directly west of the building is an existing walkway that consists entirely of asphalt. The proposal shows removal of some asphalt, with a portion of being retained as a walkway. Access to the parking lot is provided by S. 108th St. and W. Hayes Ave. The proposal shows the removal of the southern access point along S. 108th St.

A formal landscaping plan has not been submitted by the applicant at the time of the staff report. The site plan indicates locations for potential landscaping. A full species list with locations will be required to be submitted and reviewed by City Forestry. Staff recommends additional landscaping be planted along the western edge of the parking lot, buffering the sidewalk and parking area.



Architectural Plan

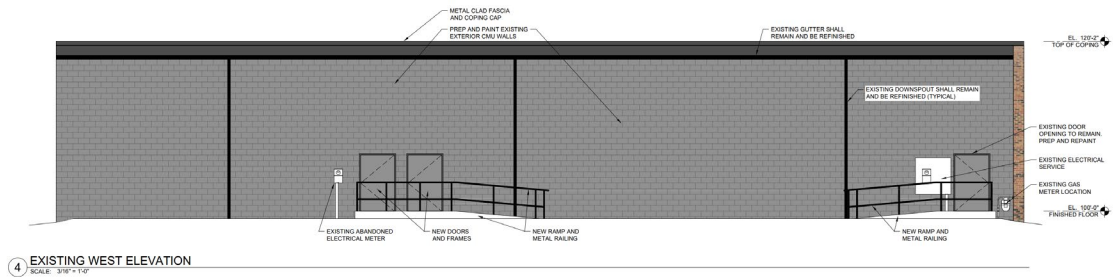
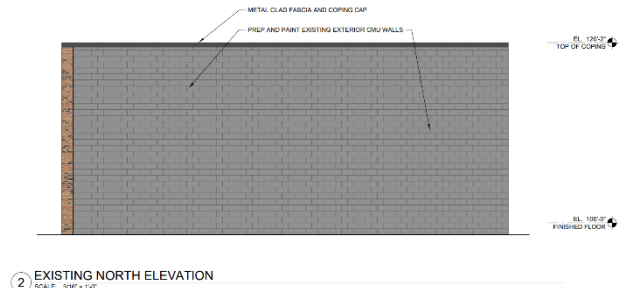
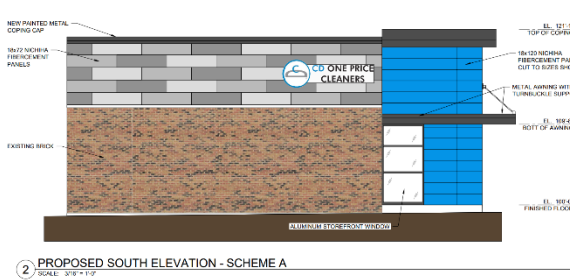
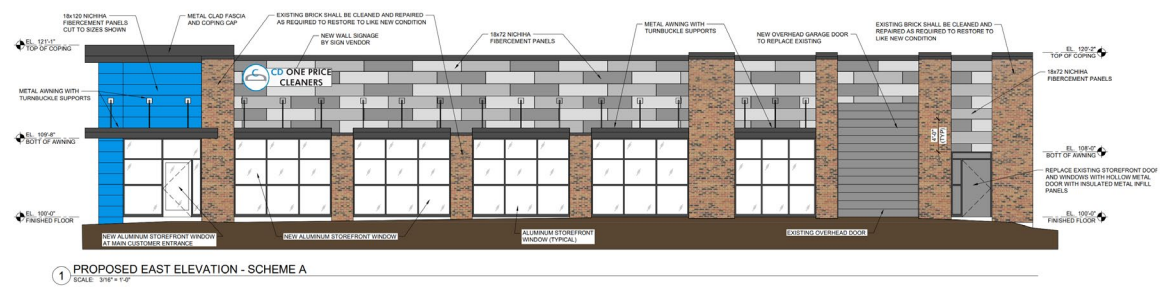
The proposed architecture plan shows an overhaul to the existing commercial building. The street facing façade is currently comprised of minimal window, multiple overhead garage doors, and minimal aesthetic detailing. The proposed architecture plan delivers a commercialized look to the building, straying from the current industrial appearance.

A row of new, large storefront windows are proposed along the majority of the street facing façade. The windows are to be visually separated by existing masonry that will be restored to like-new condition. A glass door serving as the main customer entrance is located within one of the sets of the aluminum storefront windows. Next the windows towards the northeast corner of the building is one existing overhead garage door. This is the only overhead garage door remaining after the exterior remodeling. Above the new windows are metal awnings with turnbuckle supports. The supports are placed upon a row of grey colored Nichiha fibercement panels, which make up most of the upper half of the street facing façade. The southeast

corner of the building also shows Nichiha paneling, but shown in blue. The corner has Nichiha working its way up from the base to the top of the façade. Metal clad fascia copes the building on all sides.

The south façade follows a similar architectural design with the blue and grey nichiha paneling. An aluminum storefront window is to be replaced. The remainder of the south façade is comprised of existing masonry. Minimal changes are proposed for the north and west facades. Both the north and west facades will receive a new paint scheme. The west façade shows new doors and a new ramp with a metal railing.

Additional details are needed on the visibility of any rooftop mechanical units or additional mechanical units on any facades. Additionally, locations for any venting will be needed. Ideally, venting should be placed as to not disturb the adjacent residential area to the west.

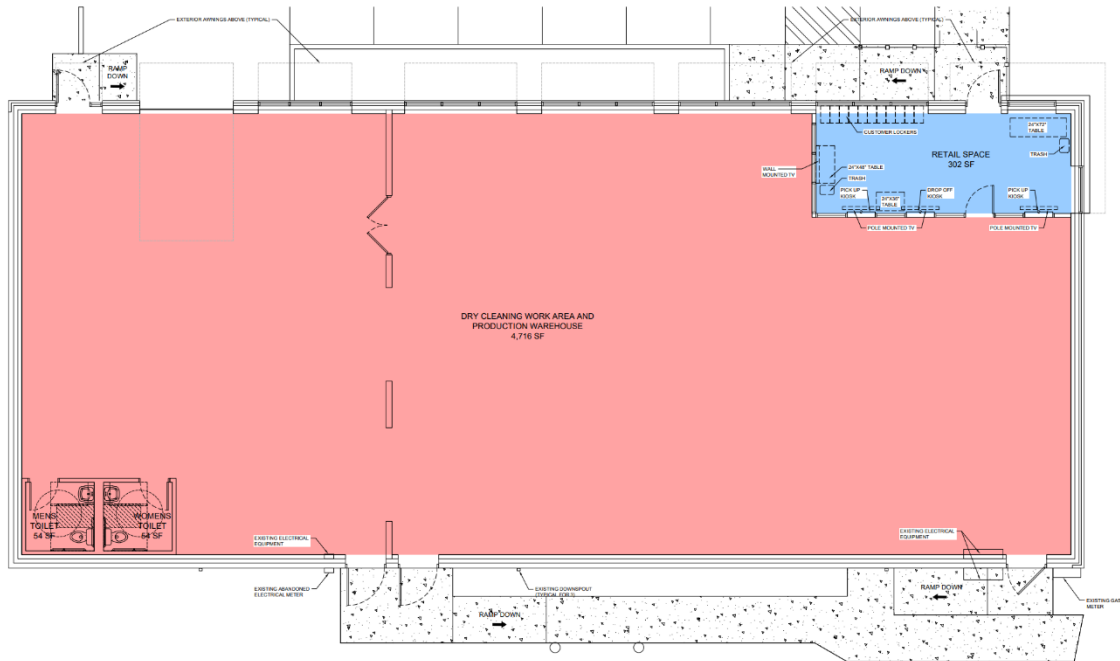


Floor Plan

Additional details will be required for the floor plan for the submission of building permit applications. Shown on the provided floor plan is a 302 square foot retail space where public may enter the building for service. The retail space will feature customer lockers, a table, and drop-off & pick-up kiosks. A 4,716 square foot dry cleaning work area and production warehouse is shown over the remaining balance of the building. In addition to the public entrance, the building has three other doors on the NE and west side of the building for employee/business use. Staff notes that any deliveries of clean or dirty items should be focused utilizing east side doors, and not on the west side. The parking lot should be used by employees for commercial operations and not Hayes Ave.



Parking and stopping along this portion of W. Hayes Ave. is currently signed no stopping May through November.



Design Guidelines

This project is considered a significant redevelopment due to proposed changes. Design guidelines are required for this project. See attached Plan Commission checklist and [Design Review Guidelines](#) for further details. The proposed project for the existing building satisfies most of the criteria.

Recommendation: Common Council approval of the conditional use and approval of the Site, Landscaping, and Architectural Design Review for CD One Price Cleaners, a proposed Dry Cleaning use, at 2367 S. 108 St. (Tax Key No. 484-0013-001) subject to the following conditions:

(Item 1 -5 are required to be satisfied prior to the issuance of building permits associated with the proposed work reviewed by Plan Commission. Contractors applying for permits should be advised accordingly.)

1. Common Council approval of the Conditional Use Permit (Scheduled for February 11th, 2025)
2. Revised Site, Landscaping, Architectural, and Floor Plan being submitted to the Planning and Zoning Office showing a) detailed landscaping with a species list and additional landscaping placed to buffer the parking lot and the sidewalk b) details on any proposed mechanical units and venting c) details on the interior floor plan d) commercial operations (deliveries/exports) being focused out the east doors e) a new 6-ft double sided wood or composite fence being added along the west property line.
3. Building permits being applied for with the Code Enforcement Department for review.
4. A driveway permit being applied for with City Engineering Department for work within the City Right-of-Way.
5. WisDOT coordination and approval of alterations to any driveway access points along STH 100 (S. 108th St.)

PLAN COMMISSION CHECKLIST

1.

Goal:
Context

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Neighbor	i. Street wall	<input type="checkbox"/>	
	ii. Scale	<input type="checkbox"/>	
	iii. Historic neighbors	<input type="checkbox"/>	
	iv. Connectivity	<input type="checkbox"/>	
b. Site	i. Orientation	<input type="checkbox"/>	
	ii. Unique features	<input type="checkbox"/>	
	iii. Historic elements	<input type="checkbox"/>	
	iv. Additions	<input type="checkbox"/>	

2.

Goal:
Public Realm

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Active Ground Floor	i. Tall and clear ground floor	<input type="checkbox"/>	
	ii. Street edge	<input type="checkbox"/>	
	iii. Active uses	<input type="checkbox"/>	
	iv. No blank walls	<input type="checkbox"/>	
b. Build for People	i. Engaging spaces	<input type="checkbox"/>	
	ii. Accessible spaces	<input type="checkbox"/>	
	iii. Built-out site	<input type="checkbox"/>	
	iv. Pedestrian connections	<input type="checkbox"/>	
c. Mitigate Impacts	i. Vehicle parking	<input type="checkbox"/>	
	ii. Utilities and services	<input type="checkbox"/>	
	iii. Lighting	<input type="checkbox"/>	
	iv. Fencing	<input type="checkbox"/>	

3.

Goal:
Quality

Objective	Criteria	<input checked="" type="checkbox"/>	Notes
a. Building	i. Quality materials	<input type="checkbox"/>	
	ii. Ground floor	<input type="checkbox"/>	
	iii. Exterior features	<input type="checkbox"/>	
	iv. Quality design	<input type="checkbox"/>	
b. Environment	i. Natural features	<input type="checkbox"/>	
	ii. Manage stormwater	<input type="checkbox"/>	
	iii. Reduce impervious surface	<input type="checkbox"/>	
	iv. Embody sustainability	<input type="checkbox"/>	



PLAN-24-93

Planning Application

Status: Active

Submitted On: 12/24/2024

Primary Location

2367 S 108 ST
West Allis, WI 53227

Owner

108th Holding, LLC
1010 E LAYTON AVE RORY
OPPENHEIMER MILWAUKEE, WI
53207

Applicant

 Saumil Makim
 847-343-6759
 samsmarathon@gmail.com
 213 E. Army Trail Rd
Glendale Heights, IL 60139

PLANNING & ZONING APPLICATION

Contact the Planning & Zoning Department with any questions. Thank you.

planning@westalliswi.gov

PLAN COMMISSION APPLICATION REQUIREMENTS

In order to be placed on the Plan Commission agenda, Planning & Zoning MUST receive the following by the last Friday of the month, prior to the month of the Plan Commission meeting:

- Completed OpenGov application
- Application Fees
- Project Description
- Set of plans attached to this application

TYPE OF APPLICANT

Type of Applicant* 

I represent a business that is NOT the property owner

BUSINESS INFORMATION

Business Name*

CD One Price Cleaners

Business Owner/Contact Name

Sam Makim

Business Owner/Contact Position

Manager

Business Owner/Contact Phone Number

8473436759

Business Owner/Contact Email

samsmarathon@gmail.com

Business Street Address*

213 E, Army Trail Rd

Business City*

Glendale Heights

Business State*

IL

Business Zip*

60139

APPLICATION TYPES

Choose which process you are applying for. *

Conditional Use

Conditional Uses require a public hearing. Other requirements include site, landscaping and architectural plan review.

Choose from the dropdown the total value of your project.

Conditional Use - Site, Landscaping, Architectural Design Review *

Level 3: Project Cost \$5,000+ (Fee \$525)

Business/Project Name*

CD One Price Cleaners

Will you be selling alcohol?*

No

Will you be serving food?*

No

Will the existing use of the building change?*

Yes

Describe the change of use of the building:*

Currently the building is vacant and unused. It was used last as an Auto Parts manufacturing and warehousing facility. We intend to use it as a Dry Cleaning Retail and Plant location

Are new buildings/and or structures being constructed as part of this project?*

No

Notice Regarding Building Permits and Plan Reviews

Have you reached out to the Code Enforcement Department?*

Yes, I have already reached out to the Code Enforcement Department.



Christopher Kidd and Associates, LLC
ARCHITECTS DESIGNERS PLANNERS

18650 W. Corporate Drive, Suite 302 Brookfield, Wisconsin 53045-6326
P 262.901.0505 arch@cka-ae.com cka-ae.com

Proposed CD One Price Cleaners



2367-2373 South 108th Street
West Allis, Wisconsin 53227
January 07, 2025

PROPERTY OWNER CONTACT INFO

108TH Holding, LLC
1010 E. Layton Avenue
Milwaukee, WI 53207

PROPOSED TENANT CONTACT INFO

CD One Price Cleaners
Milwaukee, Wisconsin
Contact : Sam Makin, CEO

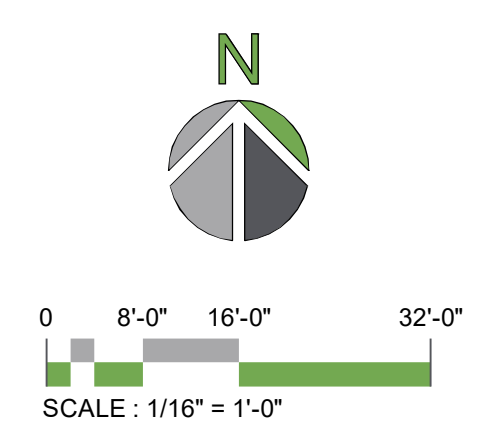
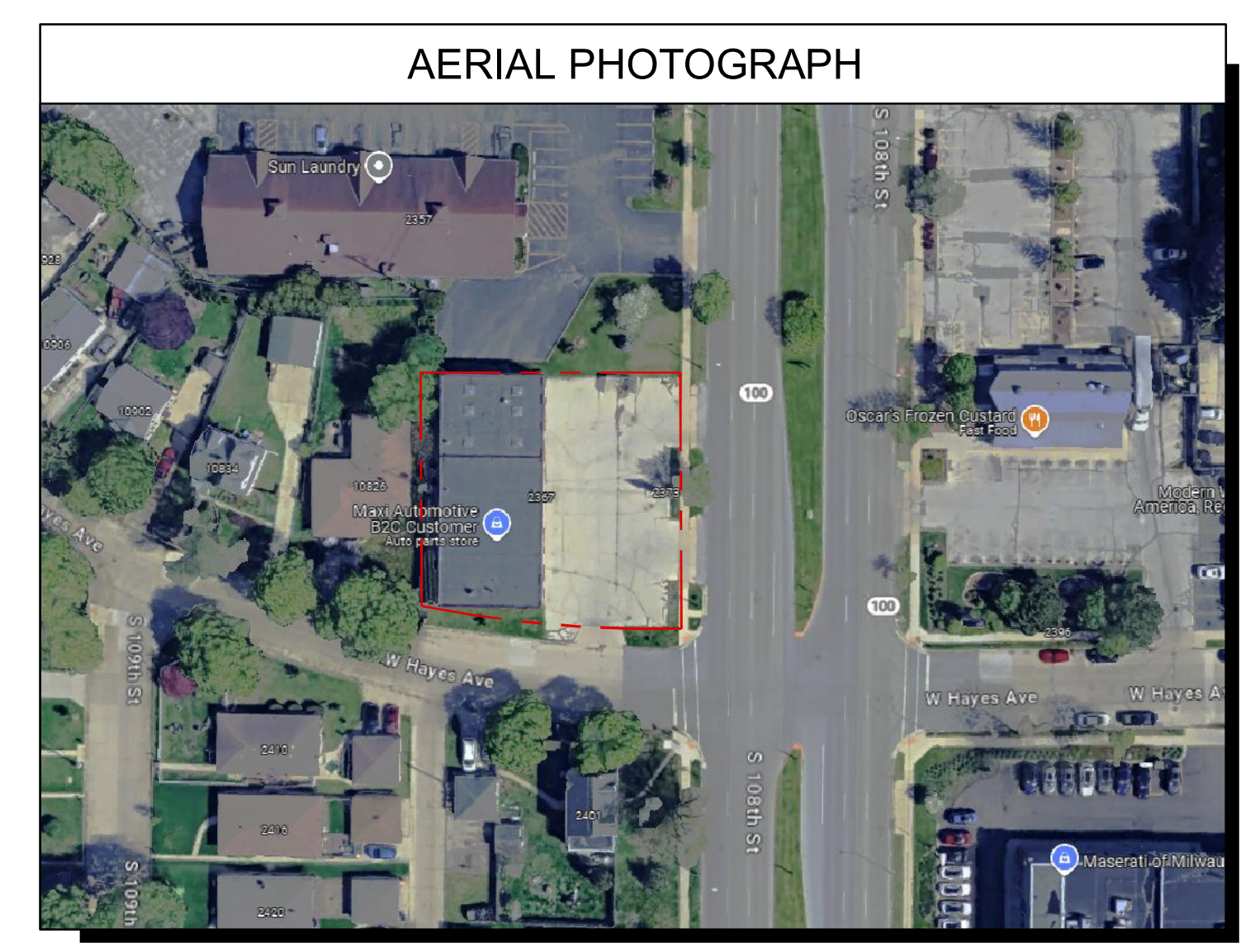
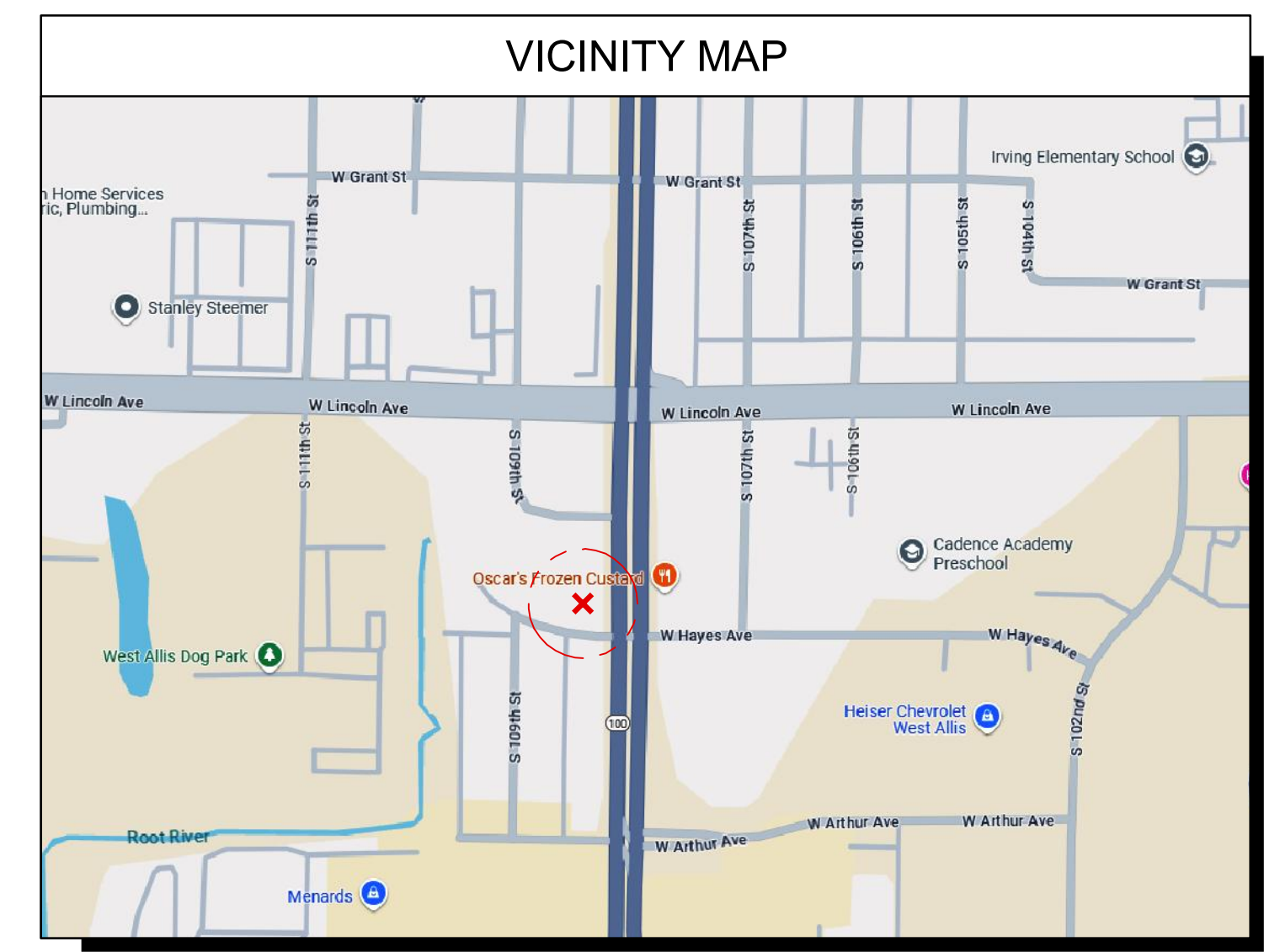
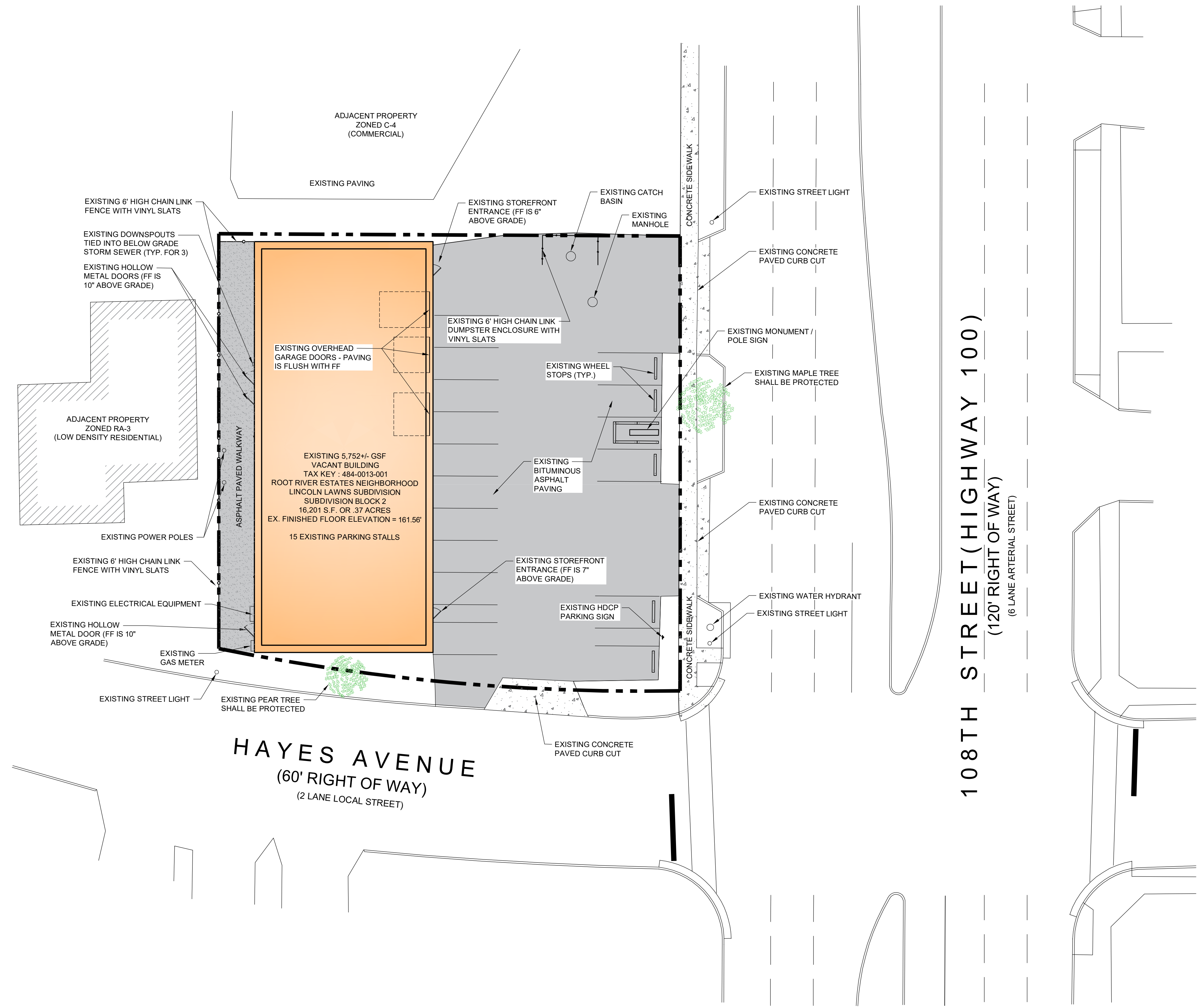
DRAWING INDEX

- 00-Titlesheet
- 01-Existing Site Plan
- 02-Proposed Site Plan
- 03-Existing Floor Plan
- 04-Demolition Plan
- 05-Proposed Floor Plan
- 06-Existing Elevations
- 07-Proposed East & South Exterior Elevations
- 08-Proposed West & North Exterior Elevations

ARCHITECTS

DESIGNERS

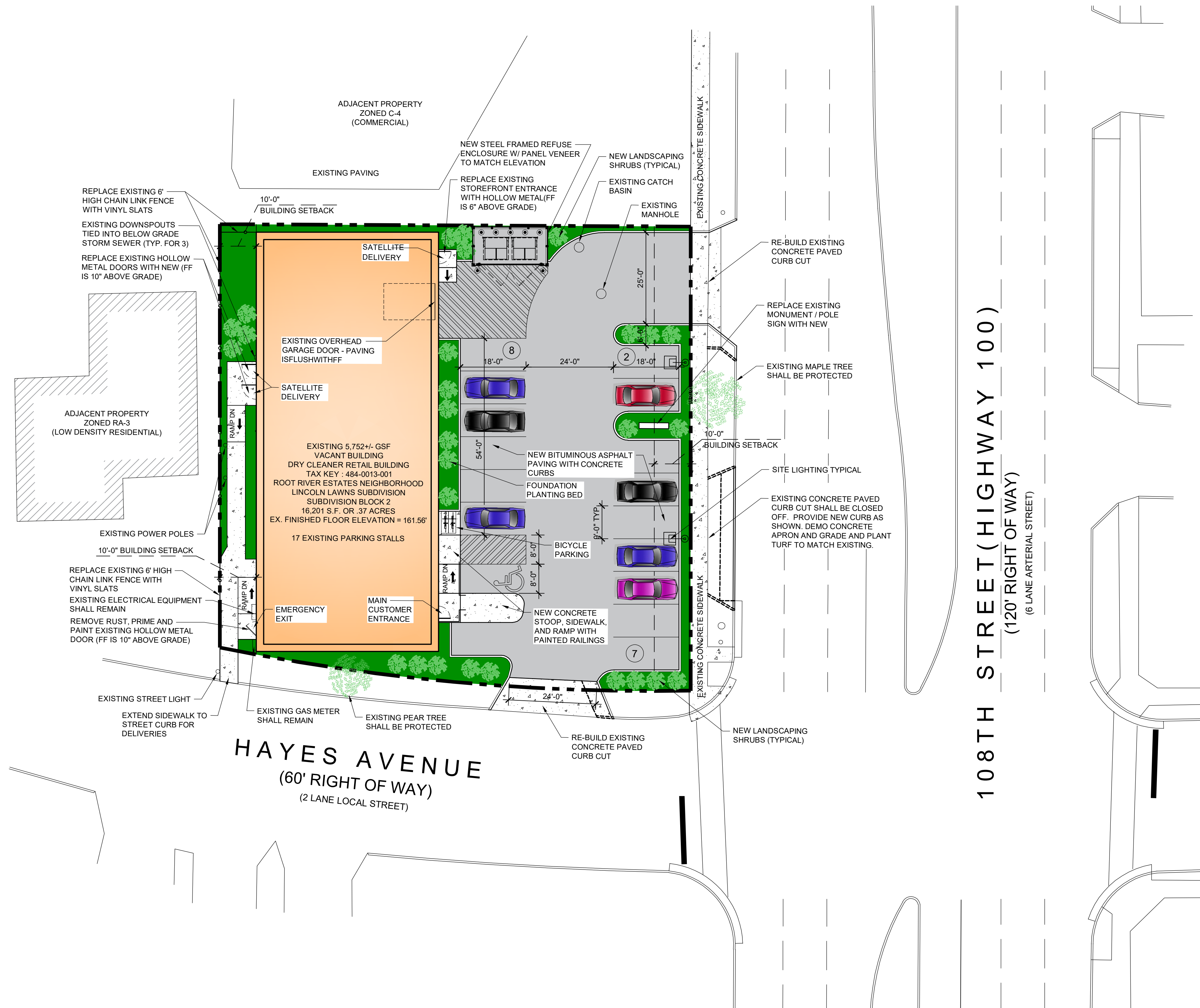
PLANNERS



CD ONE PRICE CLEANERS

WEST ALLIS, WI

01-EXISTING SITE PLAN



SITE SUMMARY

ZONING

C-4 - COMMERCIAL DISTRICT
DRY CLEANING USE IS PERMITTED AS CONDITIONAL USE

SURROUNDING ZONES:
NORTH - C-4 - COMMERCIAL DISTRICT
EAST - 108TH STREET
SOUTH - HAYES AVENUE
WEST - RA-3 - RESIDENTIAL DISTRICT

AREAS

LOT AREA:	16,201 S.F. OR .37 ACRES
TOTAL BUILDING AREA:	5,752 G.S.F.
LOT COVERAGE:	35.5%
MAX. LOT COVERAGE:	N/A

PARKING

TOTAL PARKING NEEDED PER CITY:	17
(3/1000GFA MAX.)	
TOTAL BIKE PARKING NEEDED PER CITY:	2
(1/3000GFA MIN. BIKE PARKING REQUIRED, NOT MORE THAN 10)	
TOTAL PARKING REQUIRED BY CLIENT:	17

PROVIDED STANDARD STALLS: 16
PROVIDED ACCESSIBLE STALLS: 1
TOTAL PARKING PROVIDED: 17

PARKING STALL SIZE PER CODE, 90': 9'X18' PROVIDED
aisle width, 90': 24' PROVIDED

SETBACKS

STREET: 10' MIN. - PAVING WITHIN SETBACK ALLOWED
SIDE: 0' (10' MIN. TO AVOID RATING)
REAR: 10' MIN. - PAVING WITHIN SETBACK ALLOWED
HEIGHT: 105'


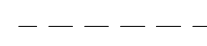

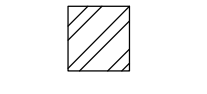
LANDSCAPING

N/S

OTHER DESIGN REQUIREMENTS

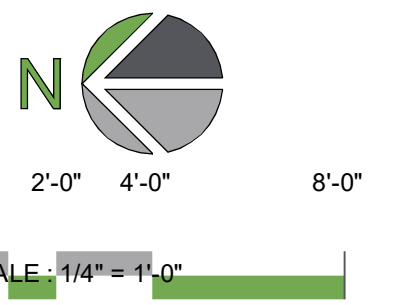
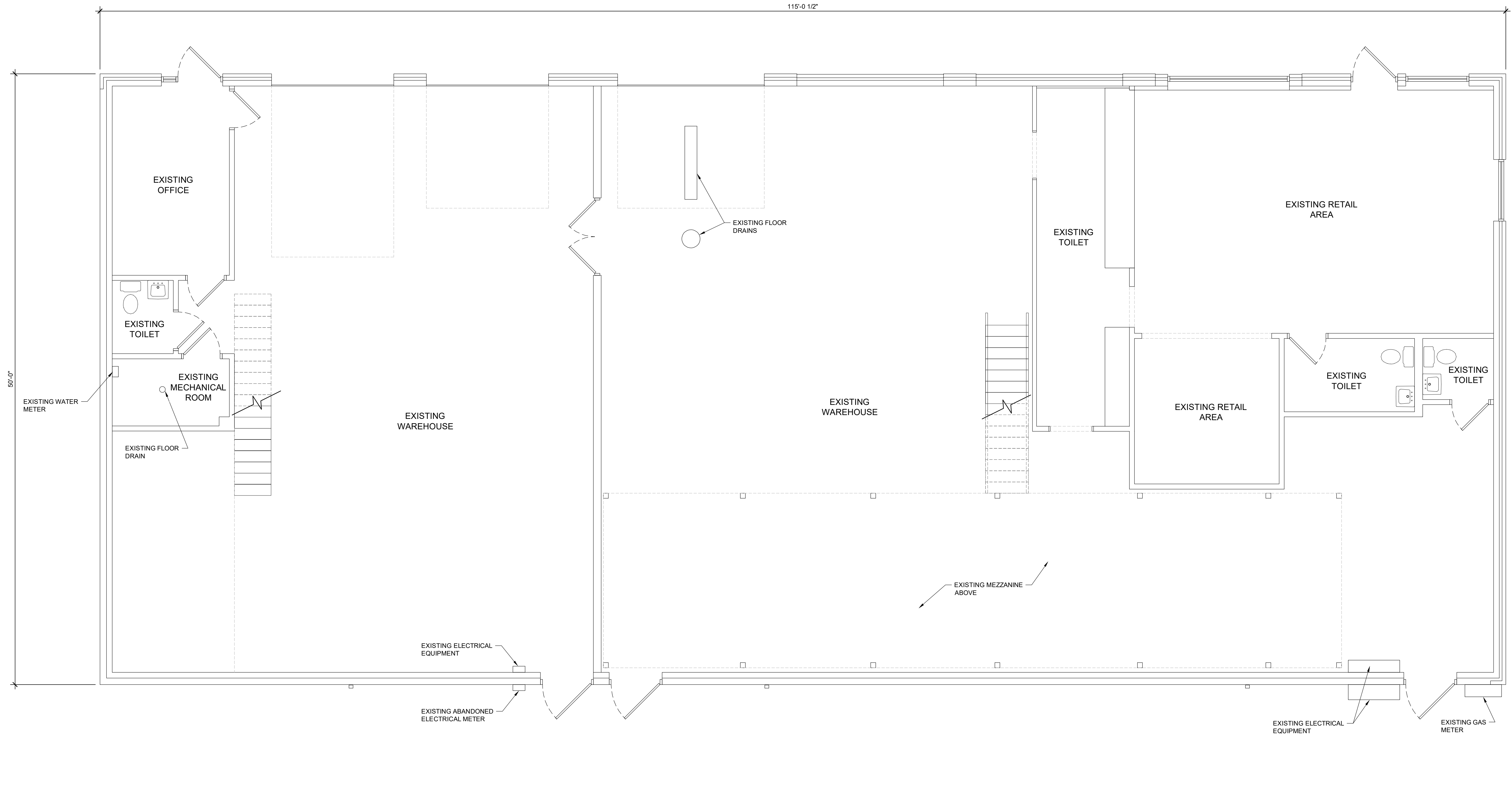
- REFUSE ENCLOSURE PERMITTED IN SIDE AND REAR YARD SETBACK ONLY
- SIGNS PERMITTED WITHIN ALL SETBACKS
- CURBS REQUIRED, STORMWATER SHALL BE CONTAINED TO OUR PROPERTY
- A VISUAL BUFFER, ENCLOSURE OR SCREEN SHALL SURROUND PARKING AS REQUIRED BY PLAN COMMISSION

DRAWING LEGEND

	INDICATES EXISTING PROPERTY LINE
	INDICATES REQUIRED SETBACKS AND EASEMENTS
	INDICATES NEW CONCRETE SURFACE FOR PERMANENT USE
	INDICATES PEDESTRIAN OR ACCESSIBLE AISLE STRIPING

GENERAL NOTES

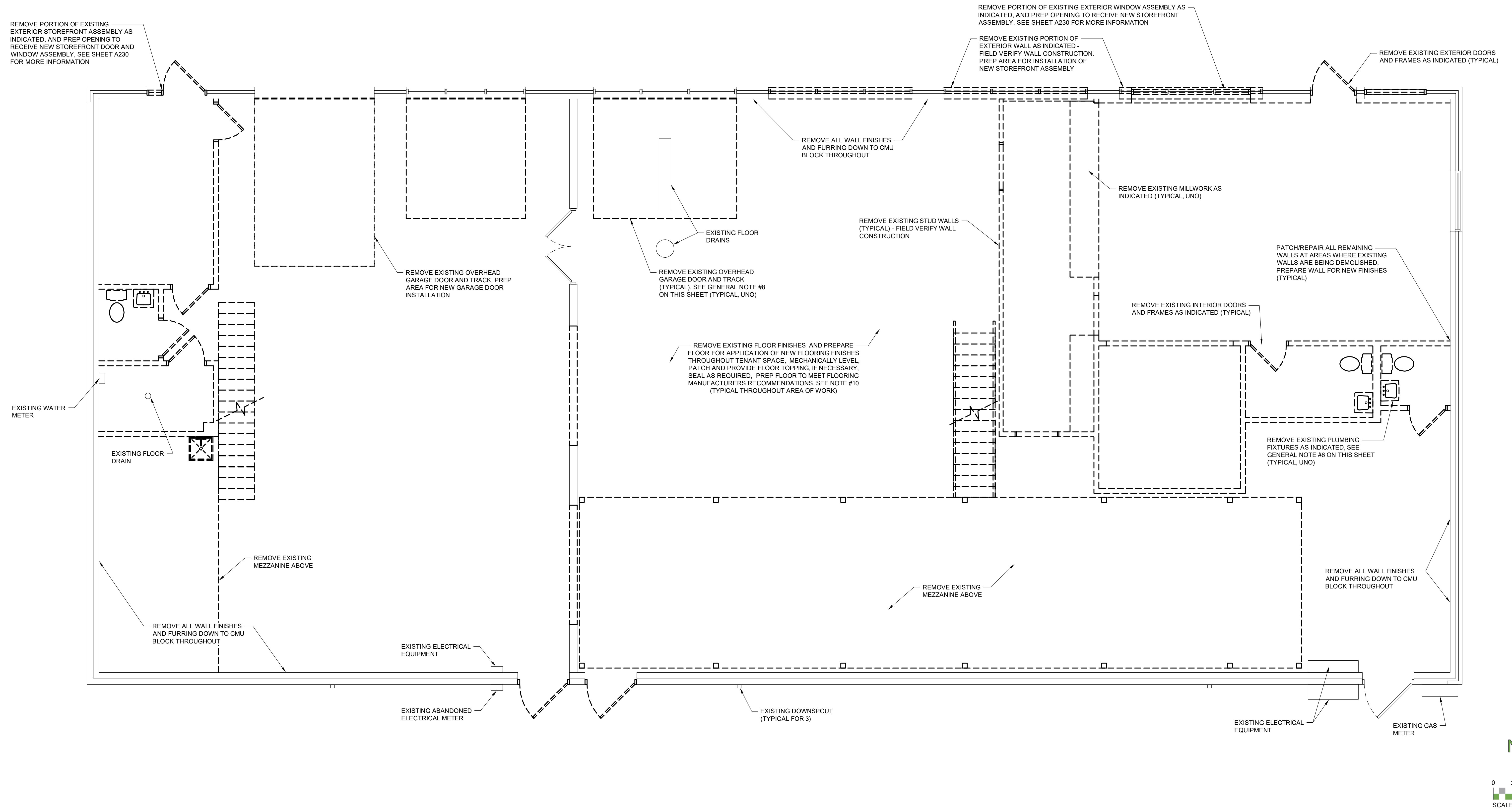
- THIS PLAN IS PRELIMINARY IN NATURE. IT IS NOT TO BE USED FOR CONSTRUCTION PURPOSES. PROPERTY BOUNDARIES AND EXISTING WERE GENERATED USING AERIAL PHOTOGRAPHS AND FIELD INFORMATION. SITE ACCURACY CANNOT BE VERIFIED UNTIL LAYED OUT IN RELATION TO A CURRENT SURVEY OF THE PROPERTY.
- ZONING AND PLAN REVIEW FEES AND APPLICATIONS SHALL BE VERIFIED WITH THE LOCAL MUNICIPALITY
- ALL SITE UTILITY LOCATIONS SHALL BE VERIFIED VIA CURRENT ALTA/ARCHITECTURAL SURVEY FOR THE PROPERTY IN QUESTION. THE ARCHITECT SHALL NOT ASSUME RESPONSIBILITY FOR UTILITIES NEEDED THAT ARE NOT IMMEDIATELY ADJACENT TO THE SITE.
- UTILITY PERMITS, TAP FEES AND STORM WATER FEES INCLUDING WATER MODEL CALCULATIONS SHALL BE VERIFIED WITH THE LOCAL MUNICIPALITY
- STORMWATER MANAGEMENT REQUIREMENTS SHALL BE VERIFIED WITH THE LOCAL MUNICIPALITY
- CURRENT STATUS OF PROPERTY WITH REGARD TO LOCATION IN A FLOOD PLAIN MUST BE VERIFIED WITH THE LOCAL MUNICIPALITY. WETLAND BOUNDARIES AND SETBACKS SHALL BE VERIFIED BY A WETLAND SURVEYOR.



CD ONE PRICE CLEANERS

WEST ALLIS, WI

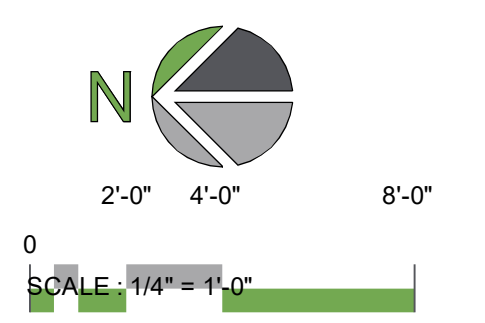
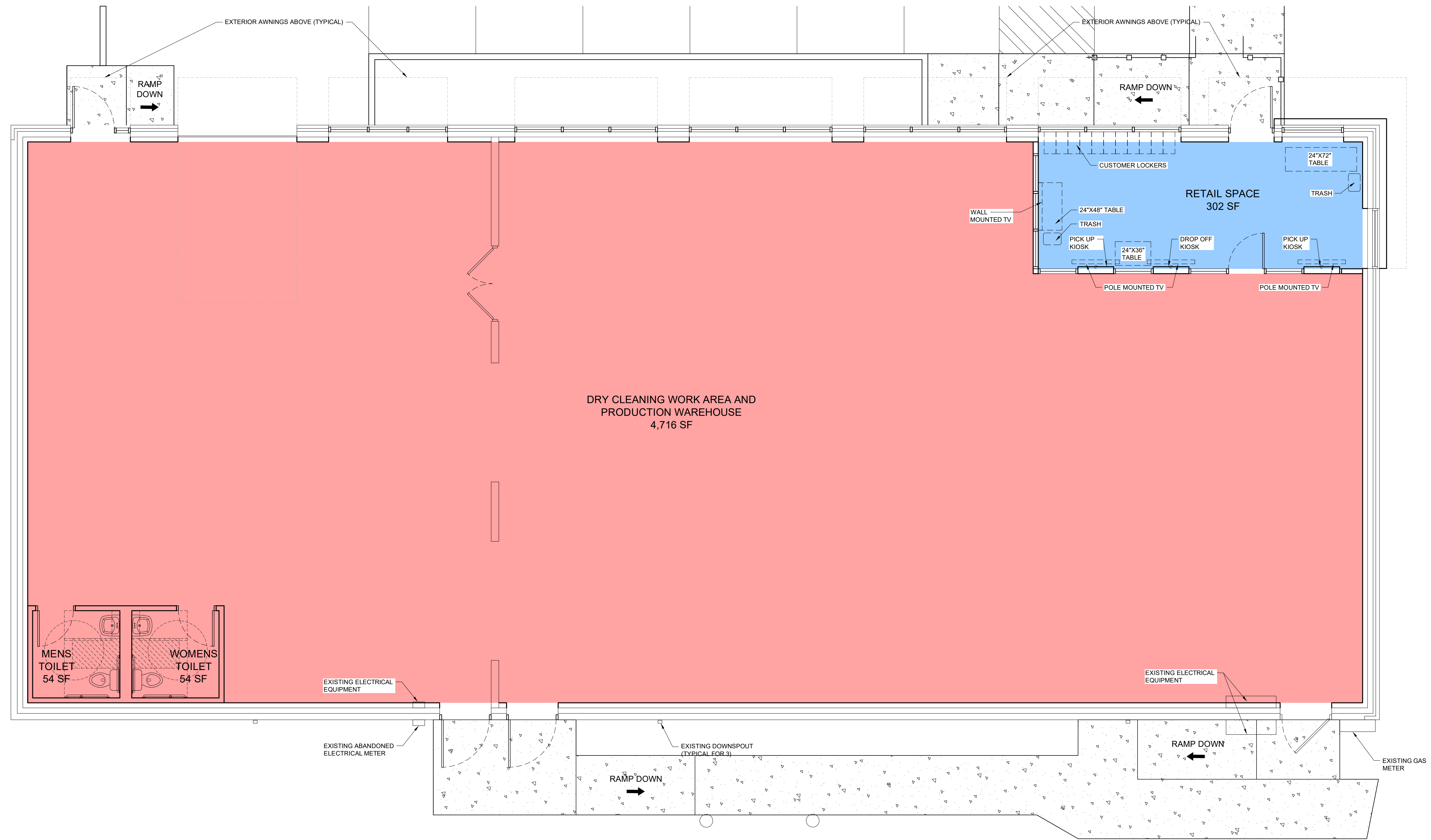
03-EXISTING FLOOR PLAN



CD ONE PRICE CLEANERS

WEST ALLIS, WI

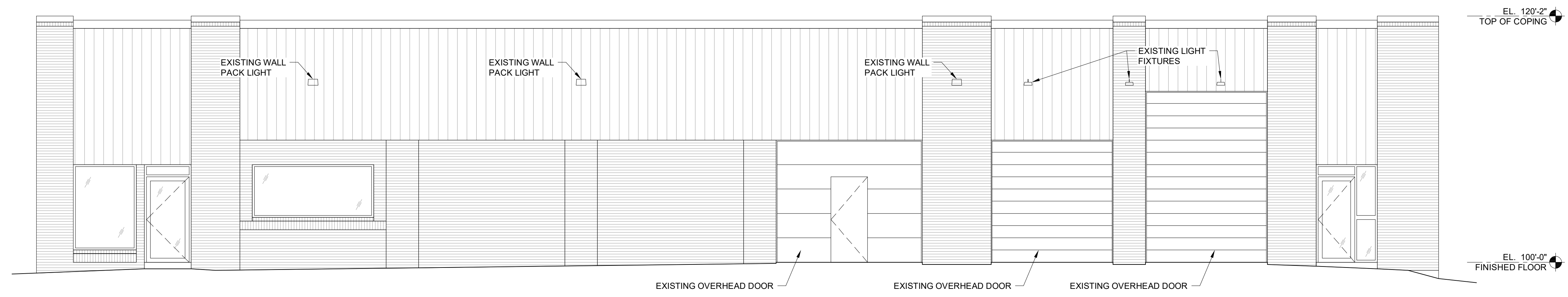
04-DEMOLITION PLAN



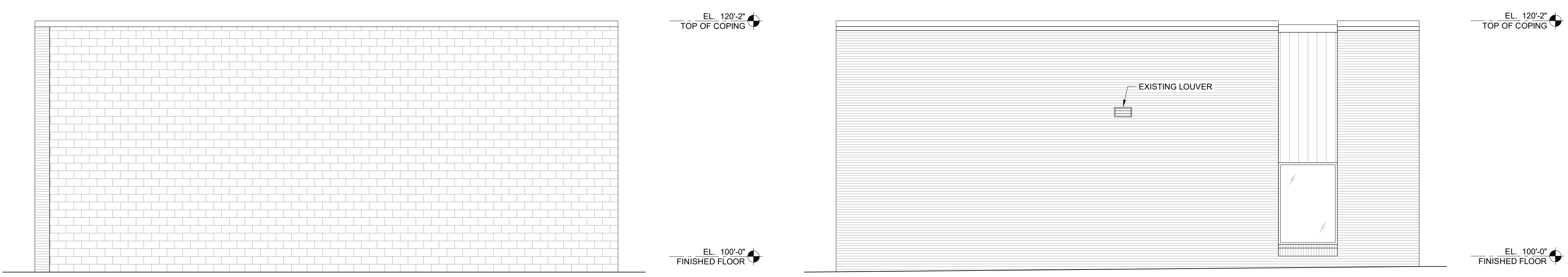
CD ONE PRICE CLEANERS

05-PROPOSED FLOOR PLAN

WEST ALLIS, WI

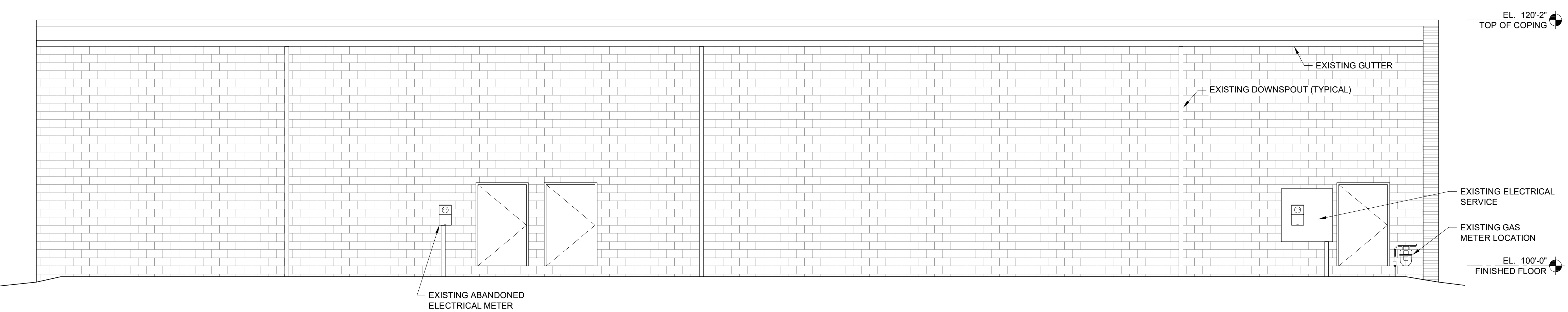


1 EXISTING EAST ELEVATION
 SCALE: 3/16" = 1'-0"

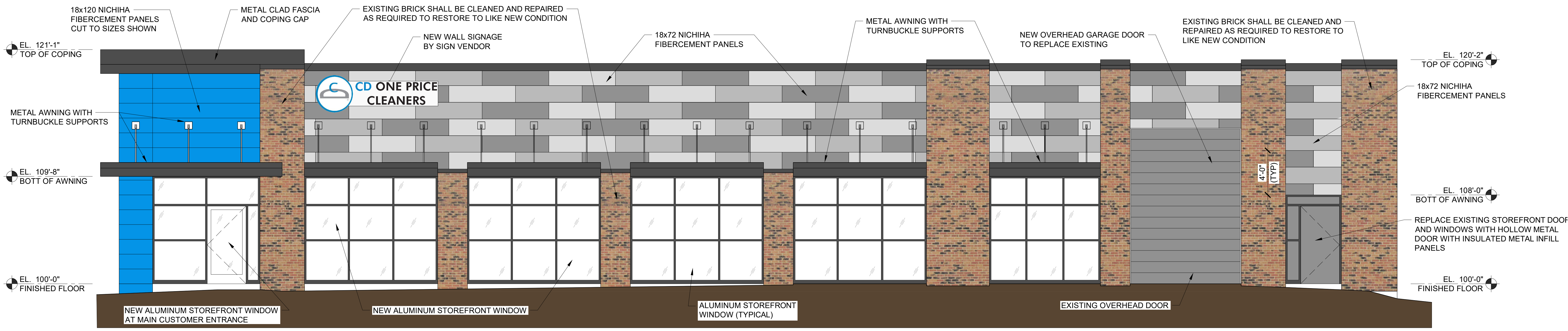


2 EXISTING NORTH ELEVATION
 SCALE: 3/16" = 1'-0"

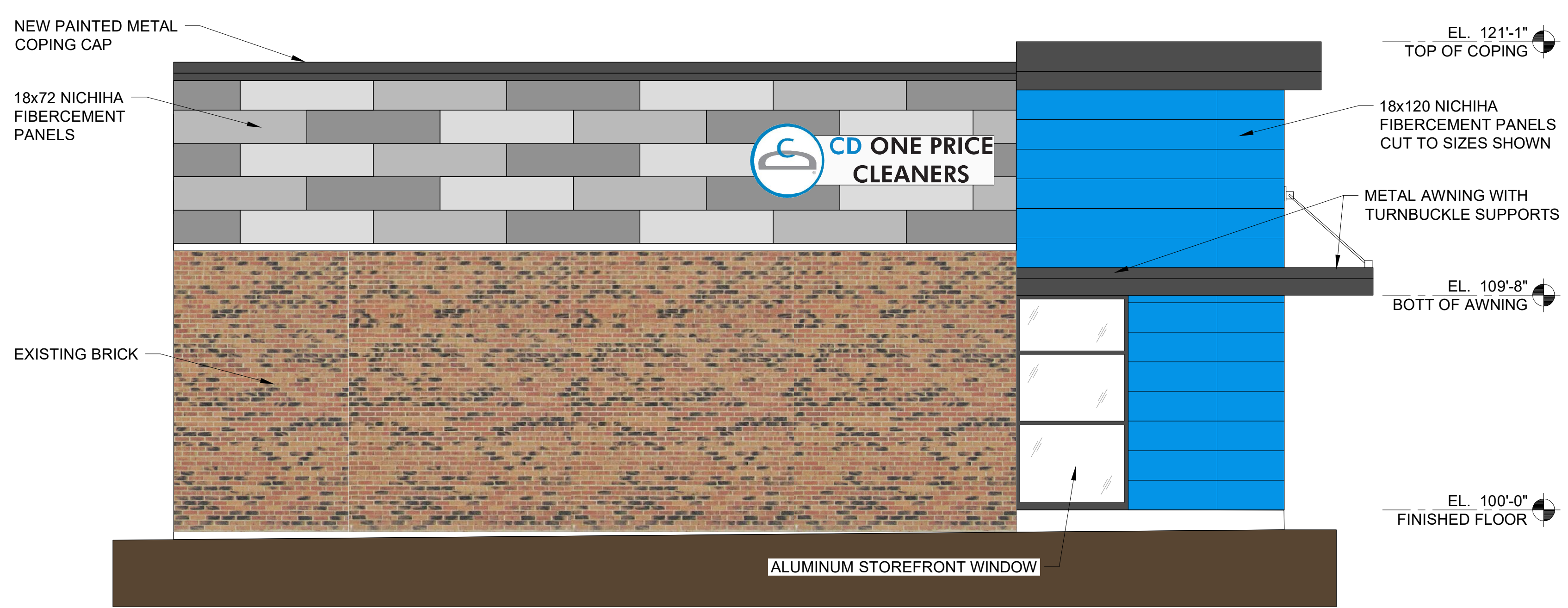
3 EXISTING SOUTH ELEVATION
 SCALE: 3/16" = 1'-0"



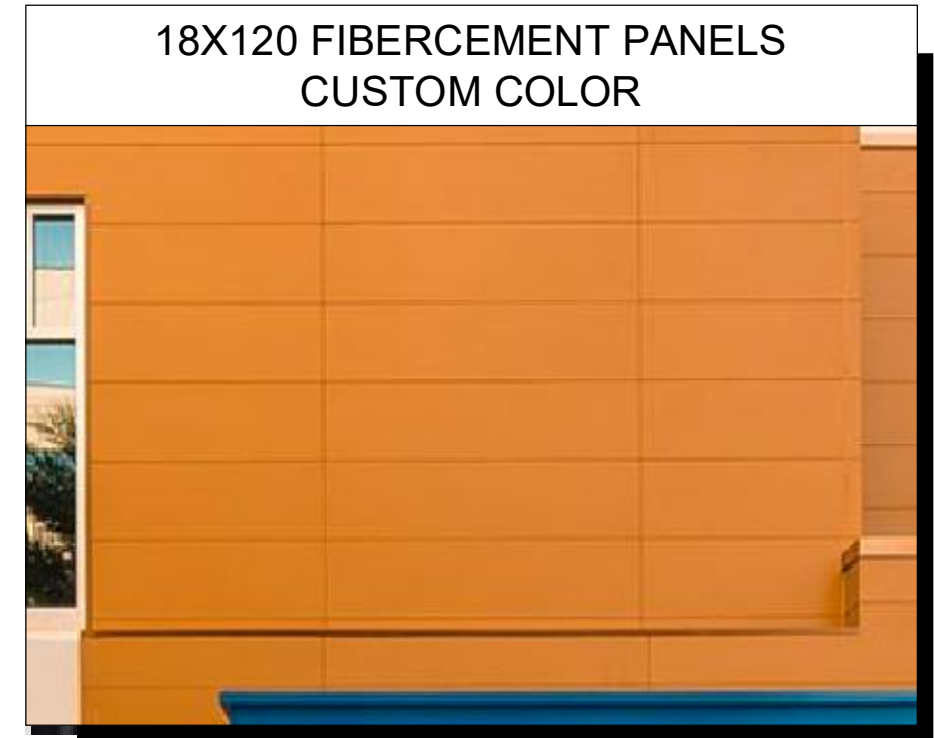
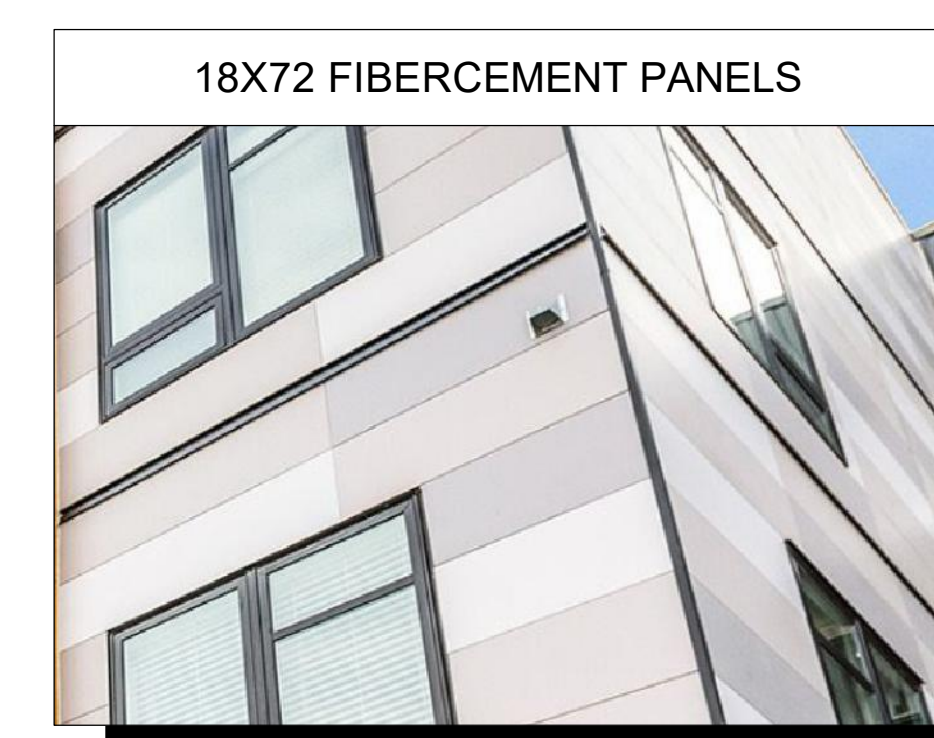
4 EXISTING WEST ELEVATION
 SCALE: 3/16" = 1'-0"



1 PROPOSED EAST ELEVATION - SCHEME A
SCALE: 3/16" = 1'-0"



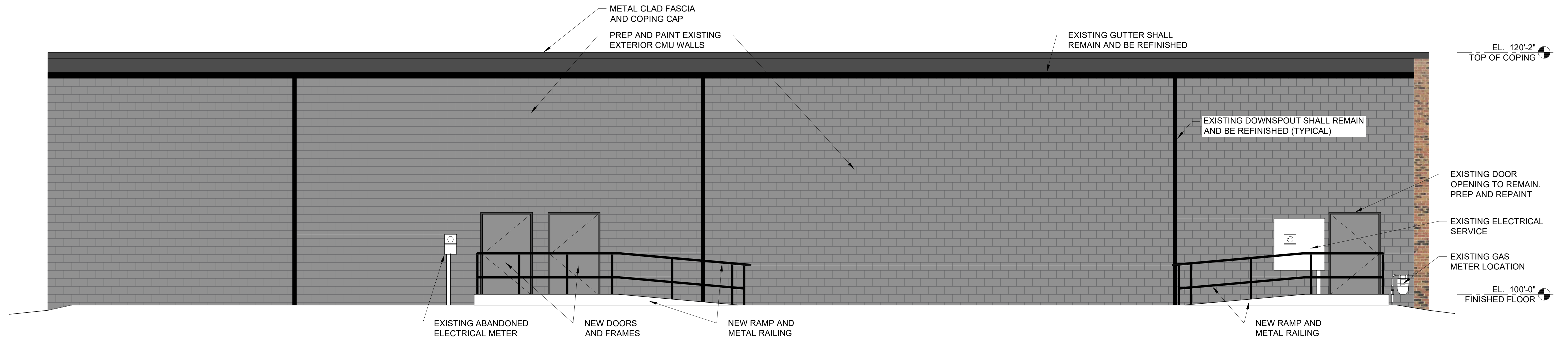
2 PROPOSED SOUTH ELEVATION - SCHEME A
SCALE: 3/16" = 1'-0"



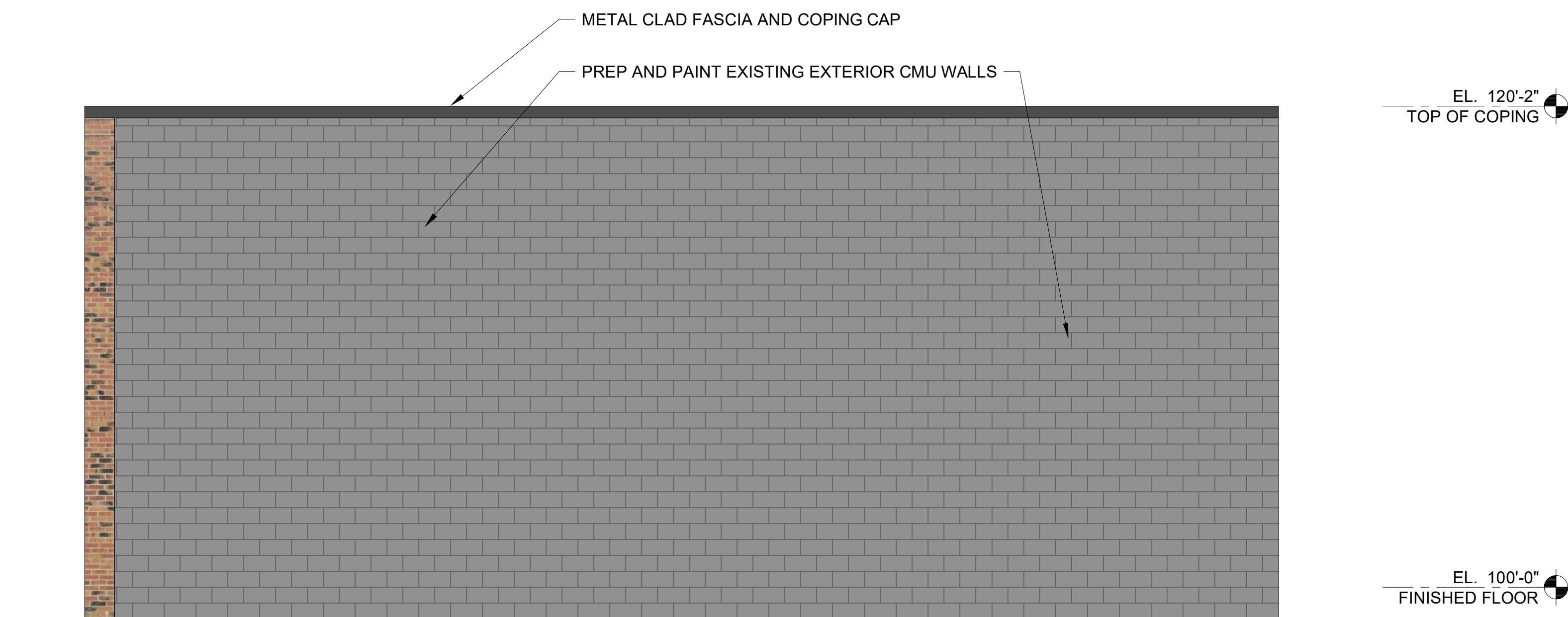
CD ONE PRICE CLEANERS

WEST ALLIS, WI

07-PROPOSED EAST AND SOUTH ELEVATIONS



4 EXISTING WEST ELEVATION
 SCALE: 3/16" = 1'-0"



2 EXISTING NORTH ELEVATION
 SCALE: 3/16" = 1'-0"

CD ONE PRICE CLEANERS

WEST ALLIS, WI

08-PROPOSED WEST AND NORTH ELEVATIONS

CD One Price Cleaners



CD ONE PRICE
CLEANERS®



Welcome!

Overview:

- Company History and Information
- Current State of the Industry & Franchising
- Store Operations and Innovation



Company History

Where it all began-
Lincolnwood, IL 2001



Company History

- The founders of CD One Price Cleaners are specialists in plant and store design and dry cleaning and laundry operations.
- As former dry cleaning and laundry equipment distributors, founders have strong relationships with key equipment manufacturers.
- First CD One store opened in 2001.
- The company started franchising in 2006.
- 49 total stores in four states in the Midwest (Illinois, Minnesota, Indiana and Missouri)
- SE Wisconsin is next target market

35 Franchise
Plant/Production Stores

14 Franchise Satellite
Stores

49 Total
Stores

3 Executed Satellite
Store Leases

CD One Franchise System

Multi-Store Ownership Focus at CD One Price Cleaners:

- **13** Multi-Store CD One Owners
- This group operates **34** of the **49** stores—Approx **70%**--a very healthy sign and indicates franchisee satisfaction.
- 8 Single Plant/Store Owners



Points of differentiation—Independent cleaners compared to CD One Price Cleaners

Other independent Dry-Cleaners
1. Smaller, out-dated, unbranded stores of 1200-2000 sq ft
2. Frequently, no-posted pricing and no consistency in pricing, frequent unannounced up charges
3. Frequently two or three day service
4. Different prices for men's and women's garments and frequent upcharges
5. Pay at pickup, resulting in slower pickups by customers
6. Many dry cleaners still using odorous, more environmentally hazardous perchloroethylene dry cleaning solvent
7. No centralized advertising fund—they are on their own to fund and develop advertising

CD One Price Cleaners
1. Larger, modern, well-lighted 2800-3200 Sq Ft “superstores” with open viewing of plant operations
2. Consistent, posted, no-surprises, one garment/one-price dry cleaning pricing strategy!
3. Same or Next Day Service for fast turnaround at no additional cost
4. No upcharges—same pricing for men's and women's garments
5. Pay upfront at drop off, resulting in faster pickups by customers
6. “PERC Free”, use of more environmentally friendly dry cleaning solvent
7. Large, centralized advertising fund of approximately for brand building, website development, social media management, customer service programs, etc

What Makes Us Different



- Uniformed, highly-trained personnel
- Highly efficient operations with viewable on-premises cleaning at the central plant location that creates a bit of theater
- Order ready text notification to customers that their order is complete and garments are ready for pickup
- Strong and effective customer feedback and CRM system for tracking any customer service issues
- Local hiring from the community surrounding the plant/store
- Pickup and delivery in area around the store

Plans for Milwaukee/West Allis Plant

- One Central Plant/store on 108th Street servicing local market area (7-8 minute drive time)
- Residential Pickup and Delivery in neighborhoods around the Plant/Store
- Servicing additional satellite (non-production) stores
- Utilizing the latest technology in dry cleaning and laundry equipment and cleaning agents.
- No use of “PERC” (perchloroethylene) in the dry cleaning process
- Dry cleaning solvent is DF 2000, a hydro carbon solvent that is significantly less environmentally hazardous than PERC.
- Highly efficient “IPURA” dry cleaning machines and other cleaning technology.
- We train our franchise owners to follow all best practices as far as plant management, procedures which will follow both state and federal requirements

West Allis Development Plan

Proposed Plan:

- Hiring Plans—Initial plans to hire 8-10 local employees with growth plans up to 15 to 20 employees over time.
- Building Plans- We would like to enhance the building elevations and site surrounding landscaping to latest commercial retail designs
- Timeline- If everything goes per plan, we would like to close on the property in April and start construction immediately for a targeted Fall 2025 Opening of the facility
- Plant/Store plans to utilize and park one to two light commercial utility vans like the Ford Transit
- Retail store hours: Customer service lobby hours 7am-7pm Monday through Saturday. Closed Sundays.
- Self-service kiosk to enhance customer experience by providing 24/7 secure access to the lobby by customers only. Kiosk and lobby will have 24/7 video monitoring for enhanced security.
- Plant hours: Typically, six to seven hours per day at start, with capacity to expand as business grows in future years.

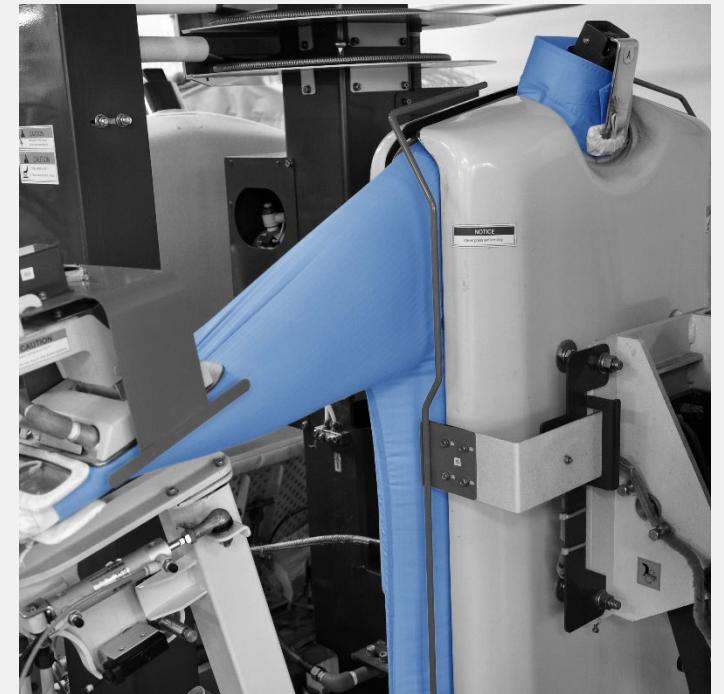
Store Operations' Mission

- Plant/store design and layout support from franchisor
- Construction visits by Franchisor in conjunction with Franchisee
- 4-week initial training program (both cleaning production and customer service)
- Additional Franchisor support around store opening
- Franchisor Customer Experience Assessments/Reviews with focus on the following:
 - ❑ Garment production quality
 - ❑ Plant and premises review
 - ❑ Customer service/customer satisfaction

Store /Plant Operations



Store Plant/Operations



Store Services

- Dry Cleaning—men's and women's garment
- Laundered Shirts
- Personal Wash and Fold Laundry
- Household Goods—Comforters and Blankets
- Alterations
- Wedding Gown Preservation—Third Party Vendor
- Rug and Boot Cleaning—Third Party Vendor
- Leather Garment Cleaning—Third Party Vendor



Value proposition in Dry Cleaning and Laundry services

- First of a kind, state of the art dry cleaning and laundry facility in the state of Wisconsin.
- Value driven professional experience and services for all customers
- Implementation of latest technological innovations in plant and store operations to enhance value proposition and costs to consumers
- Community centric focus and possibility of future locally owned CD One price store franchisees for entire Milwaukee metro area