



**BRIOHN** BUILDING  
CORPORATION

December 16, 2022

Community Development Department – City of Waukesha  
201 Delafield Street, Suite 200  
Waukesha, WI 53188

RE: Project Details for Jilly's Car Wash

To Whom It May Concern:

Jilly's LLC (the "Developer") is pleased to present Jilly's Car Wash (the "Development") to the City of Waukesha (the "City"). The Developer is proposing to build a state-of-the-art facility that will operate an express car wash at the subject site.

**Introduction**

The Development is located at 2301 W. Bluemound Road (the "Property"); parcel numbers WAKC1127005 and WAKC1127006001 will be combined to accommodate the Development which is situated on proposed Lot 1. The proposed total site area will be 55,731 square feet (1.2794 acres). The Property is currently zoned MM1 and occupied by a restaurant. The Development requires a rezone to B5 to permit a car wash facility and razing the existing building. The proposed use is for a single-story car wash facility which is approximately 5,607 SF including the office, car wash bay, mechanical equipment, and employee booth.

**Business Operations**

Jilly's Car Wash ("Jilly's") is an express car wash that allows its customers to experience a clean and dry vehicle in under three minutes. Jilly's wash menu offers multiple options including a single wash or unlimited monthly plan. In an express car wash model, customers do not leave the vehicle and drive their own vehicle through the car wash bay. Upon exiting the wash bay, customers are given the option to park at a vacuum bay to clean the interior of their vehicle themselves. Jilly's customer service exceeds competition by providing the following complimentary services to all customers:

- Free scents and dash wipes provided for all customers
- All vehicles are treated by an employee and hand prepped
- Free use of state-of-the-art central vacuum system for all customers
- Free use of central blower system (to dry hard to reach spots on vehicle) for all customers
- Towels and cleaning supplies provided free of charge for all customers

Currently, Jilly's has five metro Milwaukee locations: operational washes in Elm Grove, Brookfield, Pewaukee, Glendale and under construction in Mequon. Jilly's expects to employ approximately 15 employees at this location, with a shift maximum of five (5) employees.

Hours of operation will be:

- Monday through Saturday – 7:00am to 8:00pm
- Sunday – 8:00am to 7:00pm

### **Entitlement Strategy & Timeline**

The Developer will comply with local approval processes by submitting the Application for Development Review for approval. Additionally, the Property requires a land combination via certified survey map to create one lot from the existing restaurant and parking lot parcels. The Developer anticipates receiving municipal approvals spring 2023, obtaining State approvals and breaking ground immediately, with a fully operational facility late fall 2023.

### **Site Plan**

The Development is thoughtfully planned to capitalize on the parcel constraints while being cohesive with neighboring businesses. Due the constrained size and configuration of the parcel, the Developer has worked on several iterations of the site plan over the recent past. The current layout is the optimal configuration for building placement, vehicle traffic flow, and pedestrian/customer safety in connection with the existing commerce buildings.

The Development incorporates functional design elements based on feedback from employees and customers across the multiple operating locations, including the following:

- Layout: The plan shows five (5) parking stalls which are intended to accommodate employees of Jilly's. There is a maximum of five (5) employees on site at any given time. The plan also shows twenty (20) stalls designed for vacuuming and cleaning vehicles after the wash. The entrance to the wash includes three (3) separate pay stations that will provide stacking for up to sixteen (16) vehicles.
- Vacuum Design and Placement: Jilly's vacuums are state-of-the-art with all utility connections underground to maintain a clear line of vision. The vacuums have been intentionally placed to increase vehicle queuing along the southern property line, in addition to enhanced customer safety with visibility along Parklawn Drive.
- Landscaping/Screening: The Developer prides themselves on installing and maintaining inviting, quality landscaping around the building and property. Ample landscaping has been designed by a professional landscape architect to adequately screen all mechanical equipment.
- Access: The Development will have one point of ingress, and one point of egress off Parkland Drive. Each access drive will allow for full access. The proposed locations of each access point are consistent with the existing curb cuts. The existing northern-most driveway will be vacated.

- Signage: A full sign package will be submitted for approval under separate cover, however, the Developer will comply with all Code standards. Attractive signage is proposed on the building, one monument sign along Bluemound Road, and internal directional signage.
- Lighting: The proposed lighting plan includes parking lot lights and wall packs. The dispersion plan shows the average parking lot illumination level at 3.28 foot-candles. Documentation has also been submitted reflecting the proposed wall packs and parking lot light fixture selections. These fixtures are intended to be full cut-off and zero-degree tilt to comply with the lighting code.

### **Architecture**

The building design includes pre-colored concrete brick and block, aluminum storefront windows, and an asphalt shingled roof. All windows are translucent except for the ones located adjacent to the mechanical room and the upper transoms in the office area. These windows are satin etched to provide security outside of operational hours. The satin etched windows look identical to the translucent windows during daylight but will not permit visual access into the building at nighttime.

The proposed overhead doors are shown to be prefinished insulated steel – color to coordinate with the building colors. There will also be beige vinyl roll up doors with full vision panels in the three center sections (see attached information) that will be located at both overhead door openings such that when the insulated steel doors are open, the roll up doors can close to can keep the heat inside the building during the winter.

### **Construction**

The construction will be completed in one phase. The Developer anticipates breaking ground spring 2023 to be open for business fall 2023.

### **Conclusion**

Jilly's LLC is operated by Jill and Jon Zimmerman, partners of the business, who reside in Milwaukee, WI to operate the local market. The Developer is excited to submit the state-of-the-art Development to the City of Waukesha to enhance the car wash experience within the community.

Please do not hesitate to contact me with additional questions. We look forward to collaborating with the City of Waukesha on this proposed development.

Thank you,

Caitlin LaJoie  
Director of Land Development  
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**Exhibit A – Existing Location Photographs**



Jilly's Car Wash – Glendale





Jilly's Car Wash – Glendale



Jilly's Car Wash – Glendale Vacuums