



**Presentation to L. O. Daniel Neighborhood
Association**

August 16th, 2017

A Quality of Life Amenity for the Community

Project Vision

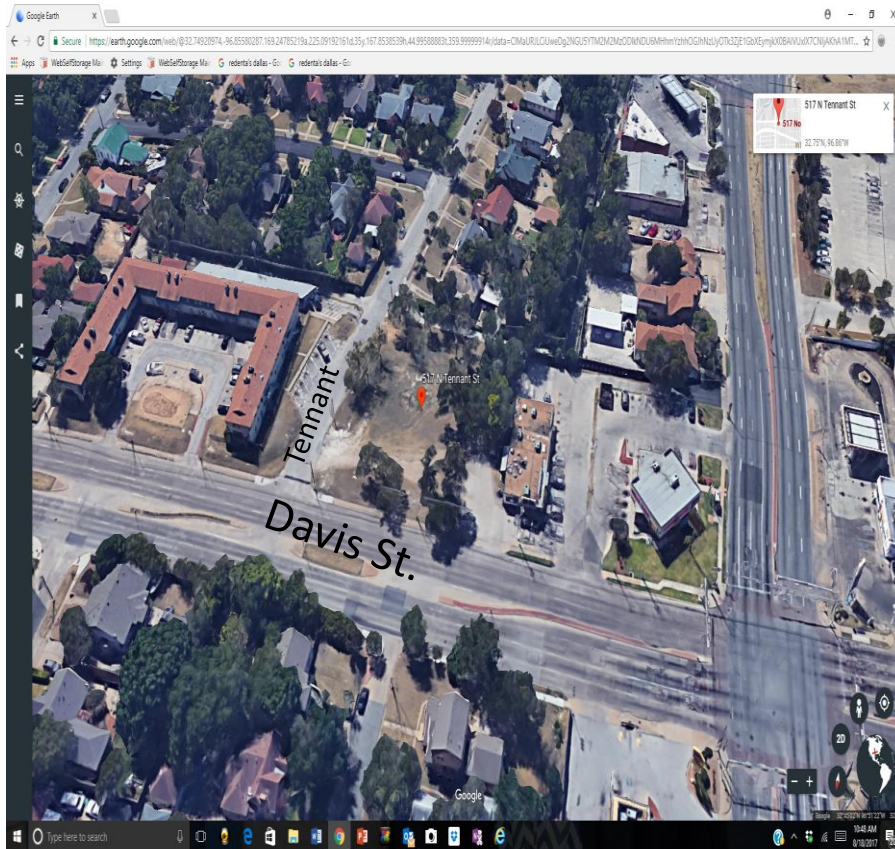
To construct and operate a state-of-the-art express tunnel auto wash system in Oak Cliff that will provide local residents and consumers a first class quality of life amenity and experience not currently found in the area.

“Creative ideas attract business growth....result in a better of quality of life for local residents.”

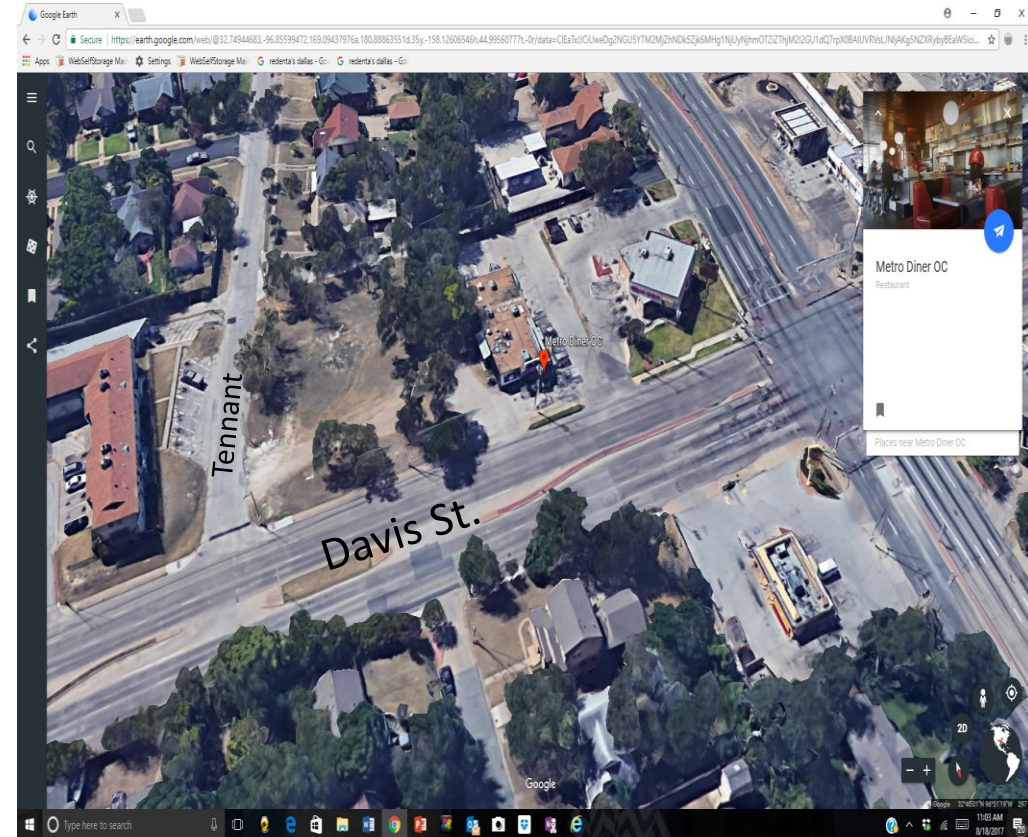


Proposed Location – Street View

Townhome Location

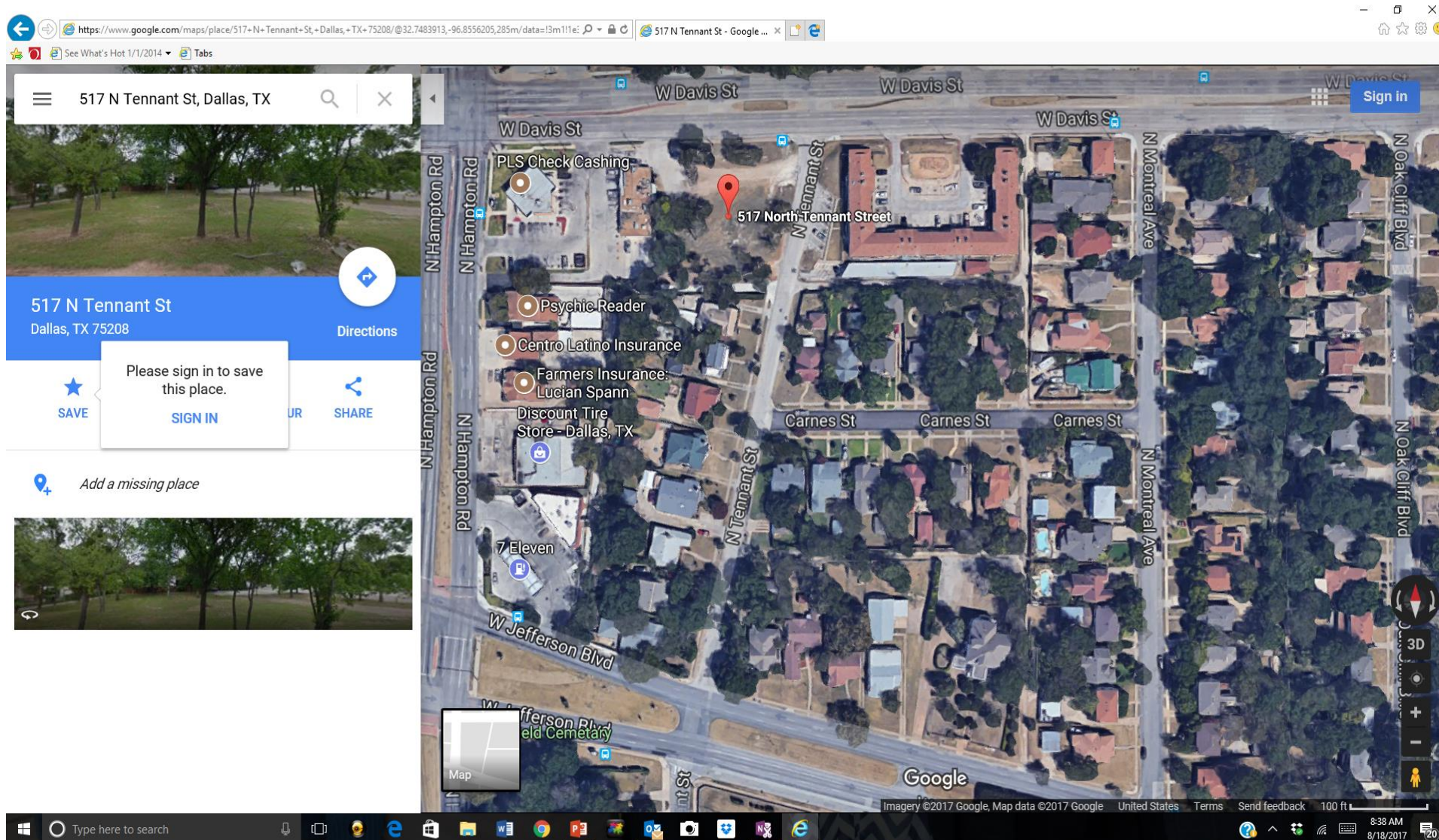


Hello! Deluxe Car Wash Location



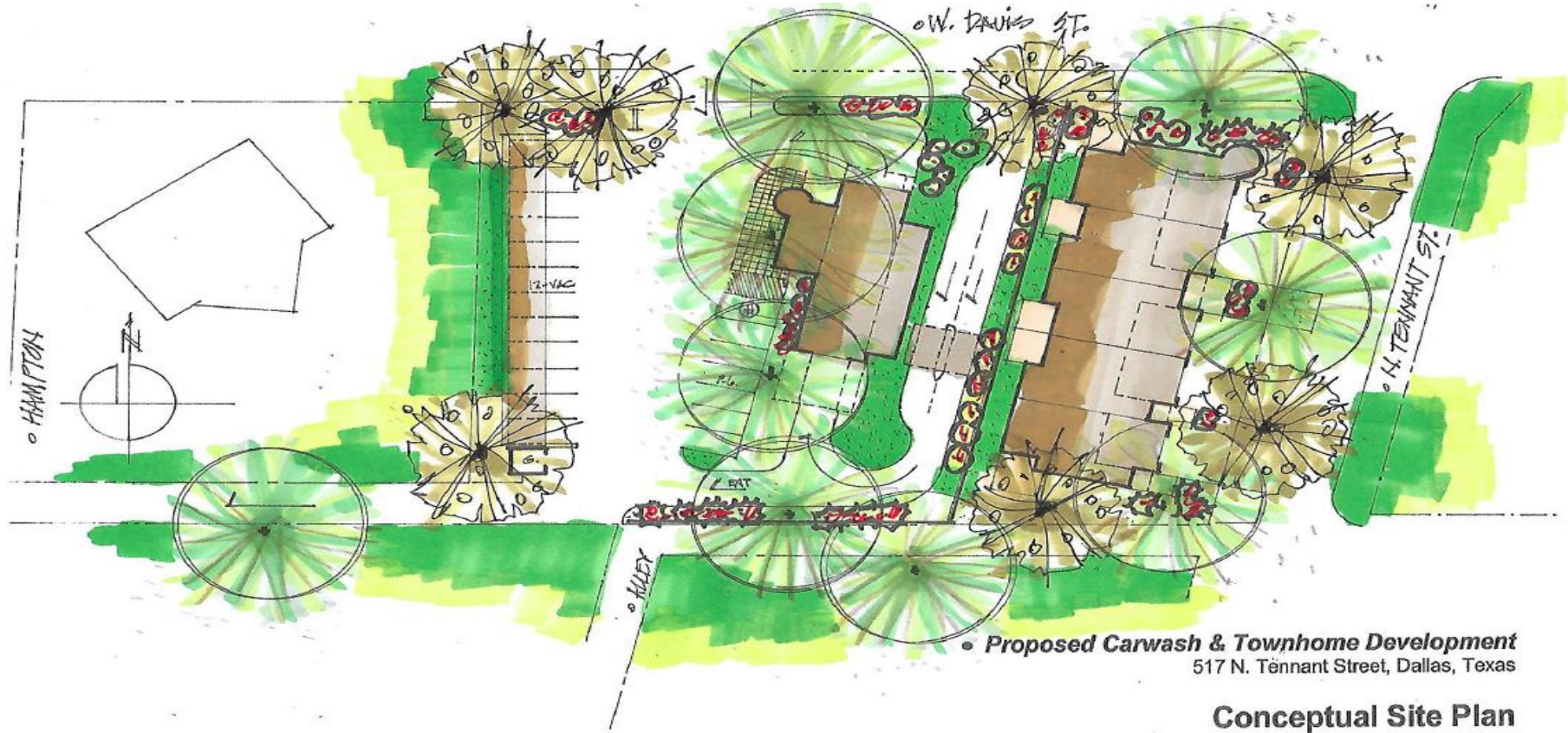
Proposed: Hello! will utilize 20% of 517 N Tennant for drive through access from Davis St. See drawings on next slide.

Proposed Location



Neighbors on either side include:

- PLS Check Cashing
- Centro Latino Insurance
- Psychic Reader
- Farmers Insurance
- Multi Family Apartment Complex



• **Proposed Carwash & Townhome Development**
517 N. Tennant Street, Dallas, Texas

Conceptual Site Plan

FWLB, LLC
Waal.architecture
214.316.9600



• **Proposed Carwash & Townhome Development**
517 N. Tennant Street, Dallas, Texas

Townhomes Street View

FWLB, LLC
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214 242 0200



• **Proposed Carwash & Townhome Development**
517 N. Tennant Street, Dallas, Texas

Carwash Elevations

FWLB, LLC
WaaL.architecture
214.316.9600

Evolution and Elevation of the “Car Wash”

- Unfortunately, many hear the term “car wash” and associate outdated, negative images or connotations with the industry.
- Hello! Deluxe Car Wash will follow the express tunnel business model, using state of the art technology developed to elevate the car wash experience for all users while protecting the environment.
- This model enables access for all members of the community and as a result will ultimately improve the aesthetics of the neighborhood with new construction (consistent with community tradition) and cleaner vehicles.
- The Point of Sale (POS) technology has evolved to cloud based systems that offer consumers the convenience, efficiency and professionalism expected in today’s marketplace.
- The tunnel experience eliminates noise travel and contains and responsibly recycles or disposes of the water, dirt and debris associated with any car wash activity.
- The car wash industry has evolved and elevated and the consumer has responded favorably contributing to both industry growth and greater access to quality of life amenities.



Positive Project Highlights

- Significant capital investment. Capital budget of approximately \$5,000,000.
- Increased ad valorem and personal property tax for the City of Dallas, Texas.
- Express car washes are the new trend in consumer auto washing. Express car washes are environmentally friendly vs. at home and self-serve car washing.
- Turns long-time vacant commercial land tract into viable commercial business for the City and Dallas residents; allows for the future development of an additional five townhomes.
- Hello! Deluxe Car Wash is a committed community partner



Today's Consumer Preferences

- Express car washing offers the speed and convenience increasingly demanded by US Consumers
- US consumers consider products and services that save time and money to be important
- The proportion of US consumers washing their vehicles at home continues to decline (47.6% in 1996 / 24.4% in 2015)
- The trend continues to move from “Do-it-Yourself” to “Do-it-for-Me”
- Quality of car wash
- Ease of use (time on site, convenience)
- Value (quality of wash vs. money spent)
- Environmentally friendly
- Conveniently located
- Safety of self and vehicle



Project Specifics

- Summer Hours: 7am to 8pm
- Winter Hours: 7am to 7pm
- Fully uniformed staff with onsite Manager, Assistant Manager, 2-4 Attendees; excellent employment opportunity for high school and young adults
- Abundant and lush landscaping
- No loitering or noise permitted
- No after-hours accessibility
- 5 townhomes
- Car Wash and townhomes built in Charles Dilbeck style of architecture
- State of the art technology
- Commitment to community involvement



Community Partner

- Project provides ideal platform for local clubs, organizations and non-profits to conduct environmentally friendly fundraising activities. A couple of examples include:
- L.O. Daniel Community: Hello Deluxe Carwash will be an active and supportive partner in the community. Based on the needs of the community we will target specific causes to support throughout the year.
- PALS In the past we have partnered with the local police department to help sponsor youth programs in the community



Water Usage – Environmental Concerns

- Project will reclaim and reuse approximately 70% of water used.
- All detergents are biodegradable and environmentally friendly.
- Significantly reduces harm caused to local waterways caused by self-washing and at-home washing. An average at home car washer using a water hose and hazardous chemicals can use more than 60-gallons of fresh water in as little as 5-minutes; that “dirty” water is discharged directly into storm drains vs. sanitary sewer.
- Assumption: 5,000 residents wash their cars only once a month at home equates to more than 1,500,000 gallons of “dirt” water along with unhealthy chemicals being discharged into storm drains monthly.



Voiced Concerns: Traffic

- The proposed project is not viewed as a destination rather is designed to pull from normal and existing traffic counts. The average time on site is generally less than 10-minutes.
- Access to the car wash will be from Davis, with ability to exit on Hampton or Davis.
- No access to car wash from Tennant Street



Voiced Concerns: Lighting and Noise

Lighting:

- All lighting will be LED and will be directed away from residential areas.

Noise:

- The project is not expected to generate any more incremental noise than general traffic already generates via Davis road traffic. For reference:

Very Loud: Jet Plane, Amplified Rock Music 120 db

Loud: Street Traffic / Busy Street 70-80 db

Wash Entrance: 20' out 74 db

Wash Exit: 15' out 80 db

Developers have included additional greenspace / landscaping barrier to mitigate additional sound.



Positive Community Development

- Up to 8 new quality jobs in the community; uniformed employees
- Community support and interaction with local schools, churches, charities and non-profits
- Abundant landscaping
- Environmentally friendly
- Turns limited use, vacant tract in desirable community amenity for local residents and businesses
- Technology advanced systems facilitate reduced water usage than conventional or self-washing at home
- All car wash solutions are biodegradable and used in computer controlled manner
- All dirt and solids will be collected in trench drains and pass through oil / water separators. Solids will be removed by certified vacuum truck service.



Developer Team

- Developer/Operator: HELLO! Deluxe Car Wash, Frank Nucherenno 214-683-9450
Frank@hellocarwash.com
- Civil Engineering: **BIG RED DOG**, Jennifer Haynes 214-307-4767
Jennifer.Haynes@bigreddog.com
- Architect: Allan Ross
- Marketing/Advertising: 3Headed Monster, Diana Hershberger
- Legal: Baker Mckenzie, John G Flaim

