
From: Rob Gustafson
Sent: Sunday, September 7, 2025 9:38 AM
To: Zachary Kessler
Subject: Please add to plan commission public comment

Dear Members of the Wauwatosa Plan Commission,

I am writing to express my strong support for the creation of a Business Improvement District (BID) along North Avenue between 60th and 76th Streets. This corridor represents an important commercial gateway and a critical link between Wauwatosa and Milwaukee. Establishing a BID will provide the organizational framework necessary to advance coordinated economic development, enhance the business environment, and ensure the long-term competitiveness of the corridor.

My perspective is informed by more than eight years of service on the board of the Uptown Crossing BID, including the past three years as its President. Through this experience, I have seen the measurable benefits a BID brings to a commercial district. Uptown Crossing has leveraged the BID model to strengthen business retention and recruitment, improve marketing and district identity, implement targeted streetscape and safety initiatives, and provide a unified voice in advocating for the needs of local businesses. The results have been tangible: increased investment, greater visibility, and a more cohesive commercial community.

Given the adjacency of the Uptown Crossing BID to the proposed North Avenue BID, there is an additional opportunity to align efforts across municipal boundaries. Coordinated strategies between the two districts could amplify impact, leverage shared resources, and foster a more consistent and attractive commercial corridor that benefits both Wauwatosa and Milwaukee.

I respectfully urge the Plan Commission to advance the establishment of this BID. The structure and accountability a BID provides will equip this stretch of North Avenue with the tools necessary to strengthen existing businesses, attract new investment, and contribute to the overall economic vitality of the City of Wauwatosa.

Thank you for your attention and for your continued leadership in supporting Wauwatosa's economic development priorities.

Sincerely,
Rob Gustafson
Alderson district 5
President (Past 3 Years), Board Member (8 Years) Uptown Crossing Business Improvement District