

June 14, 2024

To: Waukesha Plan Commission Members  
Elizabeth Moltzan, [alldist8@waukesha-wi.gov](mailto:alldist8@waukesha-wi.gov)  
Shawn Reilly, [sreilly@waukesha-wi.gov](mailto:sreilly@waukesha-wi.gov)  
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Cassie Rodriguez, [alldist3@waukesha-wi.gov](mailto:alldist3@waukesha-wi.gov)

From: Dwight Rusch, Patrick Rusch, Picasso Automotive and Freeland Cars  
1352 Ellis Street, Waukesha

Re: Plan Commission Meeting

Our Alderperson came to visit at our request and recommended that we be preemptive and send you a letter telling you about our business. We know that Waukesha is pro-business and we hope to have a fruitful discussion with you.

Picasso Automotive Paint Specialists and Freeland Cars have a synergistic relationship. Freeland Cars provides 22% of the work that Picasso employees perform body and service work on. We have 36 employees, both full and part time. Our 2023 payroll was over \$1,600,000. Freeland Cars provides approximately 22% of the work, about \$355,000 of payroll, not including the benefits we offer. There is a direct correlation between the two and they cannot be separated and provide the same benefit to our employees and customers. Our office staff is able to handle both businesses, and our semi-retired employee is helping us with marketing.

When Picasso or Freeland customers come in, we have the ability to offer them both company services, whether it is buying out their vehicle instead of repairing it, or have Freeland customers utilize Picasso for the multiple services we provide. This makes us unique among body shops and used car lots. Our Freeland warranties come with \$1,000 deductible coverage to help ensure Picasso will have future opportunities to help customers if they are ever in an accident.

We have the unique ability to help guide a customer in the purchasing of the vehicle in one moment, and giving another customer a Picasso estimate. Our one on one hands on approach has proven itself with our average google rating of 4.8 stars.

We benefit the community of Waukesha as a whole, with more than just sales tax revenue, but also by having customers come locally and from all over the country. We always provide references for good places to eat (Cousin's subs, the chicken at Pizza Ranch, or a root beer float from John's are some of our favorite recommendations).

We have plenty of employee parking in the back, although some still choose to park on the road. We have customer parking in the front, and all of the vehicles are in the back and are brought up when we have appointments.

We live in a very humble portion of the industrial area. There are several empty buildings and there is a tree growing through a truck parked at the building to our east. This is not a highly

traveled area, unless you count the four legged variety, and we have good relationships with our neighbors.

We have reemphasized our efforts to ensure we keep the road clear. We acknowledge that some people randomly park in the wrong places, but we address it as soon as we find out. There was a claim that we were advertising vehicles with Freeland badges parked on the street, which is not correct. In the synergy of the businesses, we use Freeland cars that are not for sale to pick up vehicles at dealerships and leave our cars there to be retrieved upon the completion of the Picasso customers' vehicles.

We average 30 car sales a month and right now we have 49 for sale. We would like to continue to sell about 30 cars a month, or one a day. Our retail registrations are about 25 a month. Some sales are wholesale. We support other businesses in the area including several automotive repair facilities. In addition, a lot of our customers send our vehicles to be pre-inspected at other automotive servicing facilities for an unbiased evaluation, before they come in from out of state.

If both business are not able to work from the same facility, we would not have the ability to provide all of the services we currently offer. Please consider our petition, and if not granting us the ability to have it become permanent, we would at least appreciate the opportunity to renew it yearly, to abide by your restrictions and to keep our staff conscientious of the neighborhood.

Sincerely,

The image shows two handwritten signatures in black ink. The signature on the left is 'Dwight Rusch' and the signature on the right is 'Patrick Rusch'. Both are written in a cursive, flowing style.

Dwight Rusch and Patrick Rusch  
Picasso Automotive Paint Specialists Corp. and Freeland Cars  
1352 Ellis Street  
Waukesha, WI 53186  
(262)650-2020

Hello Neighbor!

I hope this letter finds you well. I am writing on behalf of Freeland LLC to extend our heartfelt gratitude for being great neighbors. Your support and cooperation have greatly contributed to fostering a positive and harmonious environment in our community.

We believe that being good neighbors is fundamental to maintaining a thriving neighborhood. To that end, we are always looking for ways to improve and better serve our community. If there are any specific ways in which Freeland LLC can contribute to the neighborhood or any changes we can make to be better neighbors, we would greatly appreciate your feedback. Your insights and suggestions are invaluable to us.

In the upcoming month, we are looking to reapply for a license to continue our work in the neighborhood. If there is anything further we can do to be better neighbors, or if you believe that our current conduct reflects such, we would like to humbly ask you for your support in verifying our presence in this neighborhood is positive by signing our good neighbor initiative to present to the city planners when we present our application, thereby, endorsing our continued presence in this neighborhood.

Thank you once again for your kindness and support. We look forward to continuing our positive relationship and working together to enhance our neighborhood.

Warm regards,

A handwritten signature in black ink, appearing to read "D. Rusch", with a long horizontal flourish extending to the right.

Dwight Rusch  
President  
Freeland LLC



Freeland LLC's Good Neighbor Initiative

(Name here) Barbara Tewes by signing this form here I on behalf of

(Company name) Tewes Corporation verify that Freeland LLC greatly contributes to the economic prosperity and continued growth of our neighborhood, and are continually seeking to improve and better their capacity as neighbors.

Signature: Barbara Tewes

Date: 6/18/2024

Freeland LLC's *Good Neighbor Initiative*

(Name here) Adam Miller by signing this form here I on behalf of

(Company name) Tedo Mechanical, Inc verify that Freeland LLC greatly contributes to the economic prosperity and continued growth of our neighborhood, and are continually seeking to improve and better their capacity as neighbors.

Signature: 

Date: 6-18-24