

December 15, 2024

City of Wauwatosa  
Art Pinon  
Principal Planner  
City of Wauwatosa | Development Department  
7725 W. North Avenue, Wauwatosa WI 53213

Reason: Request Zoning Code Amendment 24.08.040 Section Q

Dear Mr. Art Pinon,

On behalf of Image Studios located at 11415 West Burleigh Street, Wauwatosa, WI 53222, we request that the City's Zoning Code be amended to allow for tattoo and body art facilities (i.e., non-medical permanent body art establishments per Chapter 24.08.040, Section Q) within the General Commercial (C2) zoning district.

IMAGE Studios Wauwatosa completed our brand-new buildout and obtained our Occupancy Permit in August 2024. We now provide 40 private studios that are high-end, hygienic, and safe accommodations for licensed and experienced beauty, health, and wellness professionals.

According to the City's Zoning Code, C2, the General Commercial district accommodates a wide range of businesses, commercial spaces, and other destination-oriented uses. A tattoo and body art facility is a destination-oriented use; therefore, it aligns with this zoning district.

By allowing this use, the City has greater oversight to monitor and regulate this service for the benefit of public health and ensure each operator operates according to the required standards. This ensures safe, hygienic practices for both staff and the customer.

Several surrounding communities, including the City of Milwaukee and various suburbs surrounding Wauwatosa, allow this use; thus, the City of Wauwatosa is losing economic revenue to these surrounding communities. The City of Wauwatosa will capture that economic benefit by amending the City's Zoning Code to allow for tattoo and body art facilities.

If I can provide further reasoning as to why allowing non-medical permanent body art would benefit the City of Wauwatosa, please contact me at the information below.

Sincerely,  
Bobbie Peters  
Operator and Leasing Agent  
414-737-9500  
Bobbie.peters@imagestudios360.com

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