



**City of Waukesha**  
201 Delafield Street  
Waukesha, WI 53188  
Tel: 262.542.3700  
waukesha-wi.gov

## City of Waukesha Cover Sheet

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| <b>Committee:</b><br>Plan Commission   | <b>Meeting Date:</b><br>6/25/2025                          |
| <b>ID Number:</b> PC25-0061  | <b>Ordinance/Resolution Number (if applicable):</b><br>N/A |
| <b>Department Submitting:</b><br>Community Development   | <b>Submission Date:</b>                                    |
| <b>Agenda Item Title:</b><br><b>Conditional Use Permit – 1218 The Strand, Lucidity Arts – A request to operate a tattoo studio out of the first floor of the building at 1218 The Strand as a use similar to and reasonably related to permitted uses in the B-1 Neighborhood Business District.</b> |  |

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| <b>Issue Before the Council:</b> Proposed tattoo studio in currently vacant first floor commercial space on The Strand.   |
| <b>Options &amp; Alternatives:</b> The Plan Commission could approve the application with or without conditions, or deny it. If the application is denied the proposal will not be able to go forward.  |
| <b>Additional Details:</b> 1218 The Strand is a commercial building with an apartment on the second floor. The Strand is predominantly a residential street but has a mix of commercial uses as well. The applicants would like to operate a tattoo studio there. Tattoo parlors are not permitted uses in the B-1 Neighborhood Business zoning district, but beauty shops and barber shops are. Staff feels a tattoo parlor is similar to those uses in terms of its potential for traffic generation, and overall impact on the neighborhood.<br><br>Lucidity Arts is an existing tattoo business which is looking to relocate from its current location in Hartland. Currently the business has two tattoo artists, but it may be able to expand to three at the new location. They expect to be open Monday through Saturday 10:00 AM to 7:00 PM, by appointment only, with the artists likely keeping different hours.<br><br>The property has four parking spaces available in a rear parking lot. Between customers and employees, the applicant expects to occasionally use one to two street parking spaces in addition to the spaces in the lot. Based on the code requirements, the Plan Commission could require the applicant to find up to five additional off-street parking spaces in neighboring |



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parking lots. However, staff feels that this is not necessary. The Strand has several commercial properties with limited parking. Businesses have operated in those properties for many years without problems related to parking. Customers either utilize street parking or alternative forms of transportation. Neighbors are used to these conditions.

**What is the Strategic Plan Priority this item relates to:**

**People-Centered Development**

**What impact will this item have on the Strategic Plan Priority?**

The proposed business will occupy a currently vacant commercial space, adding value and economic activity to the neighborhood.

**Financial Remarks:** No direct financial impact to the City.

**Executive Recommendation:** Staff recommends approval of Final Site Plan and Architectural Review for 818 W. St. Paul Ave. with the following conditions:

- An Occupancy Permit must be issued before the business can start operations.
- A Sign Permit must be approved prior to installation of any new signs.
- This approval is for Lucidity Arts only. A different tattoo business in the space will need a new Conditional Use Permit. Any expansion of the business beyond what is described in the application will also require additional review.

**Recommended Motion:** "I move to approve a Conditional Use Permit for Lucidity Arts tattoo parlor at 1218 The Strand with all staff comments to be addressed."

**Reviewed By:**

|                                     |                           |
|-------------------------------------|---------------------------|
| <b>Reviewer #1 Name &amp; Title</b> | <b>Reviewer Signature</b> |
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| <b>City Administrator</b>           | <b>Reviewer Signature</b> |



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