



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 11/3/2025

To: Mayor and Planning, Heritage and Design Commission Members

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Steven Madsen– (262) 636-9151 steven.madsen@cityofracine.org

Case Manager: Michelle Cook

Location: 524 Main Street

Applicant: Charlie Ramirez

Property Owner: 401 Wisconsin Ave, LLC

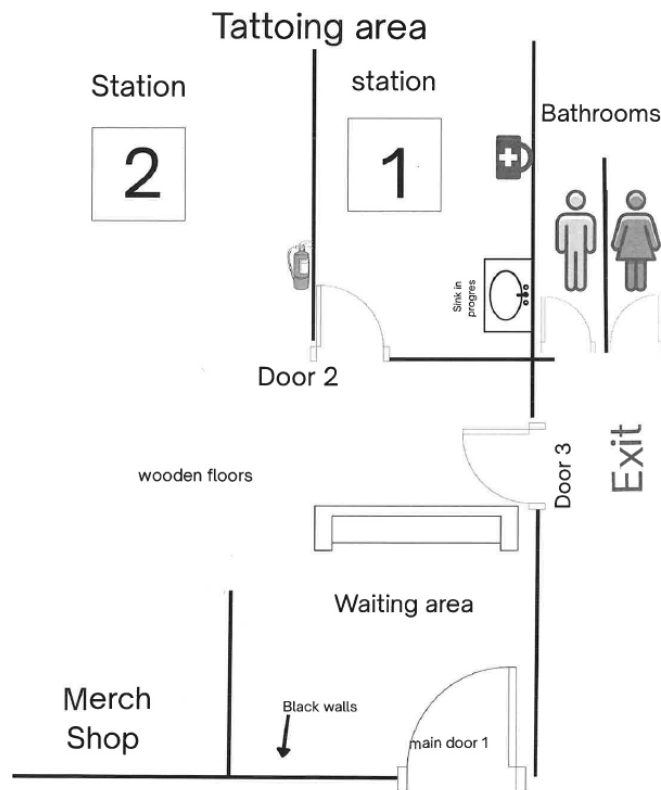
Request: Consideration of a request from Charlie Ramirez for a conditional use permit to operate a tattoo parlor at 524 Main Street (aka 524 Monument Square) located in a B-4 Central Business Zone District, as allowed in Section 114-508 of the Municipal Code.

BACKGROUND AND SUMMARY: The applicant seeks to utilize the existing commercial space addressed as 524 Main Street as a tattoo studio. The studio will be open Monday thru Saturday, from 9:00 A.M. to 9:00 P.M., by appointment.

The Zoning Ordinance classifies this proposed use (tattoo studio) as permissible in the B-4 Central Business Zone District upon the issuance of a conditional use permit (114-508).



Birdseye view of the property, indicated in red. North is up.



Chicano Art tattoos

Floor plan, submitted by the applicant.

GENERAL INFORMATION

Parcel Number: 00294000

Property Size: 9,600 square feet

Comprehensive Plan Map Designation: Downtown

Consistency with Adopted Plans:

The [Racine Comprehensive Plan](#) states that:

- Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods.
- Promote infill development in areas with existing infrastructure and services, protecting natural areas, and provide adequate infrastructure, public services, and land supply to meet existing and future.

Corridor or Special Design District?: Downtown Area Design Review District

Historic?: N/A

Current Zoning District: B-4 Central Business

Purpose of Zone District: The B4 central business district is intended to accommodate those retail and office uses which are characteristic of the major shopping streets of the downtown area of the city, and discourage uses which detract from, or are incompatible with, pedestrian and shopping-oriented traffic.

Proposed Zoning: No change proposed

Existing Land Use: Commercial

Surrounding Zoning and Land Uses:

North	B-4 Central Business	Restaurant
East	B-4 Central Business	Restaurant
South	B-4 Central Business	Ice Cream Shop/Retail
West	B-4 Central Business	Restaurant/Office Building

ANALYSIS:

Development Standards:

Density ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)):

Standard	Required	Provided
Lot Area	No minimum	9,600 square feet
Lot Frontage	30 feet	60 feet
Floor Area Ratio	8.0 maximum	2.87

Setbacks ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): Nonresidential uses are not required to provide yards, except as required in 114-470.

Yard	Required	Provided
Front (East)	0 feet	0 feet
Side (North)	0 feet	0 feet
Side (South)	0 feet	0 feet
Rear (West)	0 feet	0 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The design of the building complies with the design standards required by the code.

Sign Regulations (114-[Article X](#)): No sign plan was submitted with this application. Any changes to exterior signage would have to be reviewed by the Planning, Heritage and Design Commission.

Off-street parking and loading requirements (114- [Article XI](#)):

Use Type	Required	Provided
Tattoo establishment	0*	
Total	0*	0

*The B4 Central Business District does not have an off-street parking requirement (Sec. 114-1147)

Landscaping, screening and yard requirements (114- [Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The site is almost entirely developed and there are no planned changes to landscaping.

Outdoor lighting, signs (114-[Sec. 742](#)): The lighting on the property complies with the requirement that lighting be arranged, shielded and oriented in a manner that does not direct radiation or glare onto adjacent properties.

Rubbish and trash storage (114-[Article V](#) & [114-740](#)): There is no planned area for outdoor trash enclosure. If trash is to be stored outside, it would need to be in the rear screened by the primary structure or accessory structure.

Engineering, Utilities and Access:

Access (114-[1151](#)): There are no proposed changes to the ingress and egress of the site and it should be adequate.

Surface drainage (114-[739](#) & Consult Engineering Dept.): The reuse of this existing building is not expected to alter drainage for the area or lot.

Sewage disposal and water supply (114-[821](#) & Consult Engineering and S/W Utility): All utilities are available for this site and the applicant proposal is not expected to impact the ability to service this area.

Exceptions to ordinance: No exceptions are required for this conditional use.

Additional Planning and Zoning Comments: N/A

REQUIRED FINDINGS OF FACT:

CONDITIONAL USE FINDINGS (Sec. 114-154. – Standards.)

No Conditional Use shall be recommended by the Plan Commission unless it is found that that:

- 1) The establishment, maintenance, or operation of the conditional use will not be detrimental to, or endanger, the public health, safety, morals, comfort, or general welfare.**

Staff Comments: The establishment of a tattoo studio in this existing building is not anticipated to be a detriment to the public. The area is located the Downtown area and is consistent with the commercial zoning designation for the property. The tattoo shop will be open six days a week and closed by 9:00 P.M., which is similar to other businesses in the area. The tattoo studio will operate mainly by appointment and be set up for a few clients at a time and should not cause any issues with crowding in the area. The tattoo shop is required to be licensed by the State of Wisconsin and any materials used will be required to be disposed of hygienically. The applicant proposes to conduct the activities within the confines of the building.

- 2) The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood.**

Staff Comments: At this scale and intensity, the use will not generate exterior noise, traffic or odor, which would be injurious to other properties in the vicinity. The use is expected to function like that of a professional office with appointments, set hours, and licensed staff. Reuse of this property is consistent with the goals of the Racine Comprehensive Plan in that current infrastructure and services will be utilized. Establishment of this business, as described by the applicant does not appear to diminish the use, enjoyment, or value of property in the neighborhood.

- 3) The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.**

Staff Comments: The proposed use and organizational structure of the business proposed by the applicant is not expected to negatively impact surrounding properties. The proposed operation details and hours are consistent with other established businesses in the area and are less intensive than some uses which are allowed by right in this zoning district.

4) Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.

Staff Comments: The applicant is not contemplating any changes to the access, utilities, or drainage for the site. The reuse of the site and existing building is not expected to impact the provision of utilities for the property or general area.

5) Adequate measures have been or will be taken to provide ingress and egress so designated as to minimize traffic congestion in the public streets.

Staff Comments: Ingress and egress will remain unchanged and are anticipated to be adequate based on the proposed usage of the property. Access to the property occurs from Sixth Street, Monument Square, and Wisconsin Avenue.

6) The proposed conditional use is not contrary to the objectives of the current land use plan for the city.

Staff Comments: The Comprehensive Plan calls for a land use pattern which strengthens the character and livability of the City's downtown core, commercial, and industrial areas. The business will reuse a portion of a building that would otherwise remain vacant, thus strengthening Downtown's commercial corridor.

7) The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the plan commission.

Staff Comments: It is expected that this establishment will operate in accordance with the applicable regulations for this zone district. No exceptions are needed with this request and the proposed development is expected to fit with the mix of uses allowed to occur in the surrounding area.

POSSIBLE ACTIONS FOR THE PLANNING HERITAGE AND DESIGN COMMISSION

1. Approve the request as submitted; or
2. Approve the request with conditions deemed necessary to mitigate any adverse impacts that could arise from the project; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM CHARLIE RAMIREZ SEEKING A CONDITIONAL USE PERMIT TO OPERATE A TATTOO SHOP AT 524 MONUMENT SQUARE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning Heritage and Design Commission on November 3, 2025 be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) That the hours of operation be Monday thru Saturday from 9:00 A.M. to 9:00 P.M.
- d) That all sharps or other equipment used in administering tattoos or piercings shall be disposed of in accordance with State and local regulations.
- e) That no minor changes be made from the conditions of this permit without the approval of the Department of City Development, and no major changes be made from the conditions of this permit without the approval of the Planning Heritage and Design Commission.
- f) That this conditional use permit is subject to Planning Heritage and Design Commission review for compliance with the listed conditions.

ATTACHMENTS:

- 1) Property owner notification map indicating the subject property;
- 2) Aerial Photo indicating the subject property;
- 3) Zoning Map indicating the subject property;
- 4) Land Use Map from Comprehensive Plan, indicating the subject property;
- 5) Site photos of the property and general area; and
- 6) Submittal documents (view in legistar).



Conditional Use Permit - 524 Main St.





Conditional Use Permit - 524 Main St.





Conditional Use Permit - 524 Main St.

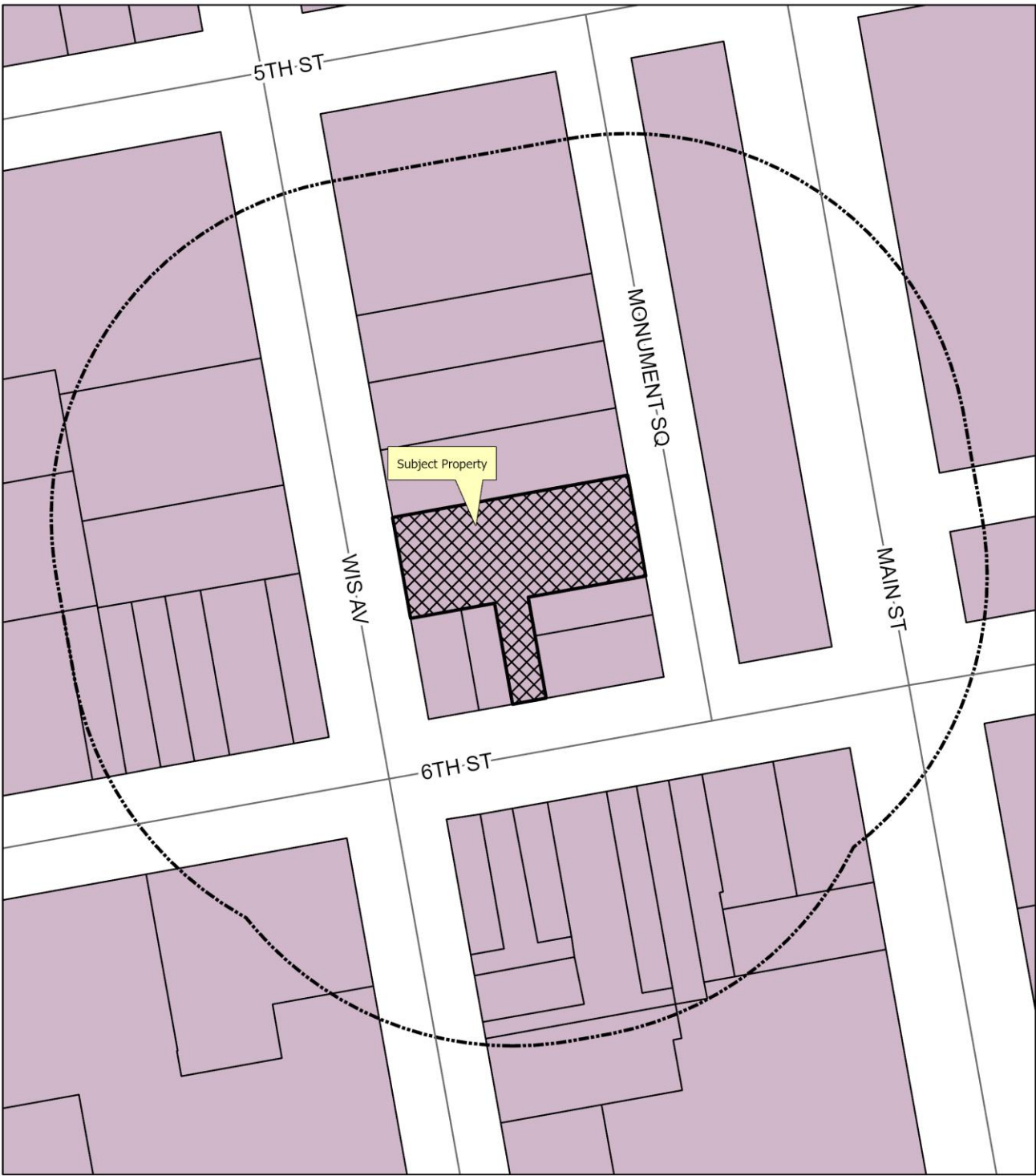


Zoning Designation
B-4





Conditional Use Permit - 524 Main St.



Land Use Designation
Downtown

Tax Parcel Boundary
Street Centerlines
Subject Property
Notification Area

0 62.5 125 250 Feet



Site Photos



Looking West at front of building



Looking East at back of building