

Date:

Mr. Brian Holton  
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Lee's Summit, MO  
64063

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**SUBJECT**

Proposal for Business License Amendment  
(Addition of *Accessory use to current practice*)

**Location in Question:**

202 NE Douglas St.  
Lee's Summit , MO  
64063  
Currently zoned (PO)

## **HISTORY**

- Lee's Summit resident since 1993
- Licensed Tattooist by the State of Missouri since 2000 (Certification: CPR, First Aid, &BBP)
- Filmmaker under representation since 2011
- Freemason Summit Lodge #263 member since 2007

## **EDUCATION**

- Longview College
- Central State, Connecticut
- Experimental Printmaking Institute
- Pittsburgh Filmmakers

## **DAY TO DAY BUSINESS PRACTICES**

### **PRIMARY:**

Film & Brand Development  
Client Based  
Editing & Screenwriting for Film & Television  
6am – Noon Daily

### **SECONDARY:**

Professional Tattooing  
Client Based  
PRIVATE / APPOINTMENT ONLY  
Scheduling online  
Noon- 7pm Daily

To whom it may concern,

Thank you for the opportunity to present you with this request for an amended business license. I have been a long time resident of the City of Lee's Summit, MO. I would like to continue to practice my profession and contribute to the community that I feel very much a part of. I have had a chance to meet and speak with Robert McKay and his staff to explain my predicament, which brings me to this letter.

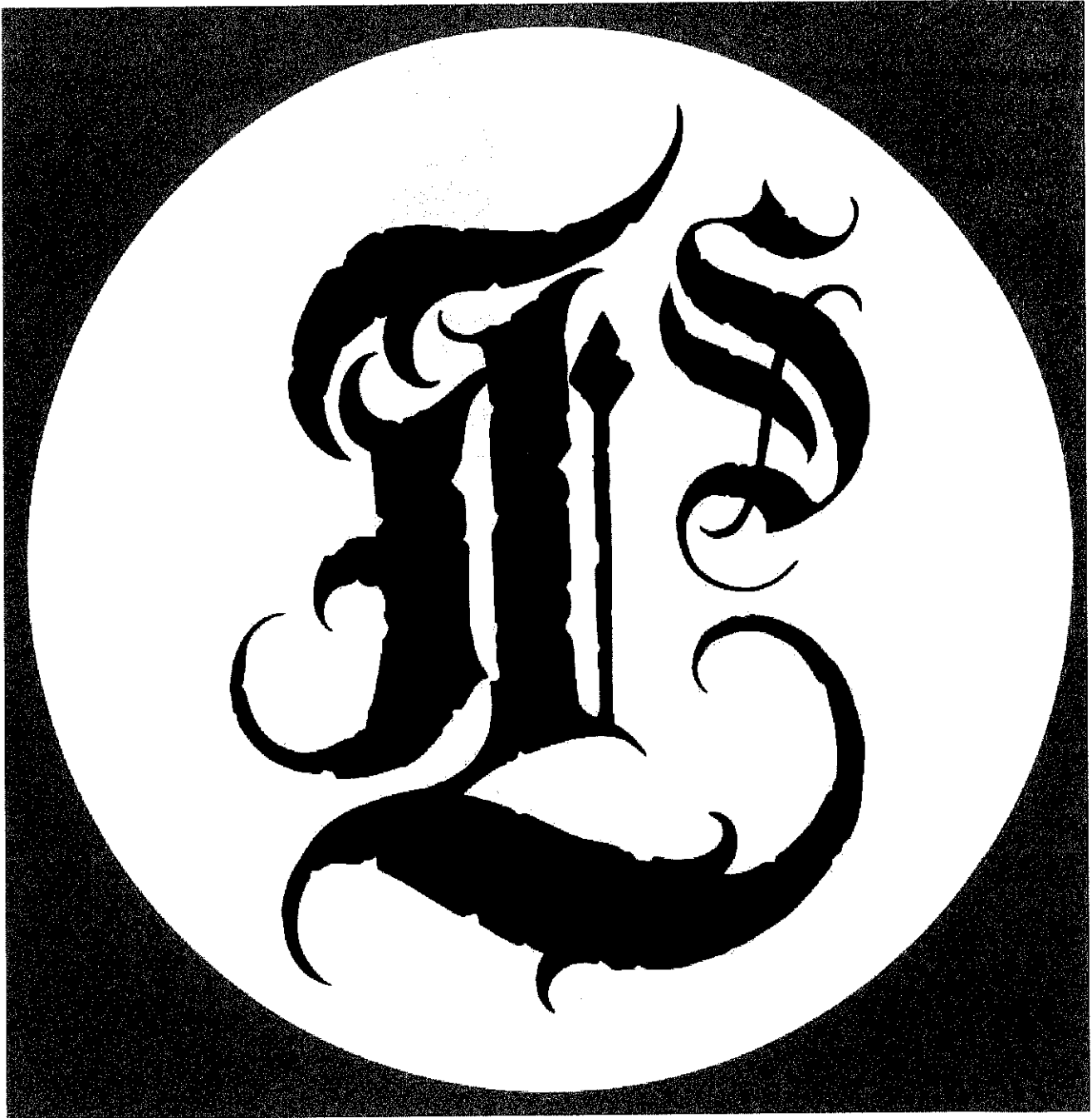
The location that I am applying for is currently zoned PO. This zoning suits the primary functions of my profession (Film / Art Studio). The secondary part of my profession (Tattooing) falls under the CP2 & PI zones. Both of these practices make up my livelihood and supplement each other since both are client based.

This choice in location suits my business model best. I understand that Tattooing with its "High Traffic" history was zoned for CP2 for a reason and that the immediate solution would be to "Just go and find another location". I took this into consideration before requesting that any one grant a use variance. This proved to be quite challenging. I spent roughly 6 hours physically driving to every single location in the permitted zones for tattooing. Around 11% of that zone had availability. A large part of that small percentage were beyond 800 - 1500 sq ft. The 2% of leftover space were in areas that directly contradict my business model and would set me up for potential failure. Where does this leave the Artist that doesn't want to operate a high traffic production operation? While I consider myself a very resourceful person, it seemed impractical to try to move forward in Lee's Summit.

Placing Tattooing in these zones in yr. 2000 made complete sense and I don't expect a rezoning of that. It is quite effective in minimizing the over saturation of high production Tattoo studios in the area which I support. Unfortunately it's a double edged sword in the sense that the few shops that are in the areas are also allowed the usage of overt signage that can create an eyesore in a growing town that is now reaching upwards of 96,000 in population. The current shops may be very well fixed in their storefront ideas (exaggerated curb appeal) dating back to early 2000's. Another problem that can develop from minimal location options are kitchen and basement tattoo artist which we absolutely don't want.

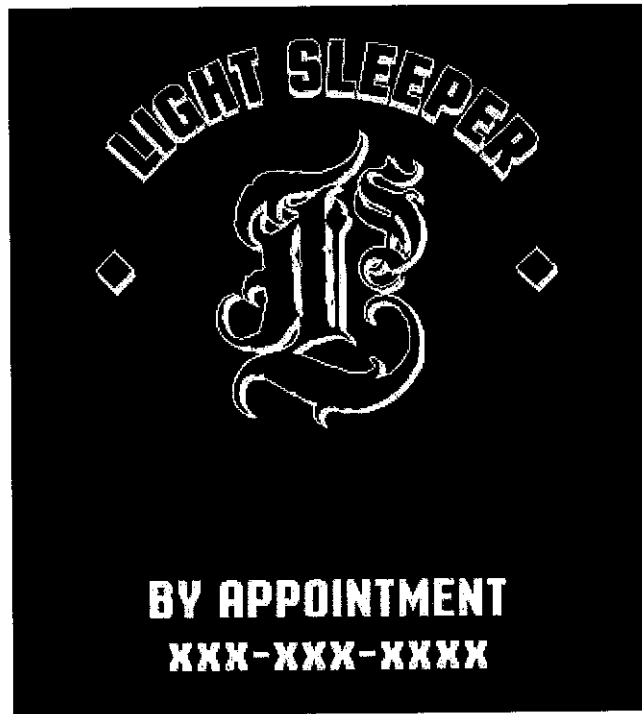
I would like for you to consider this variance for my business so that I can also lead by example and show that tattooing can be PRIVATE and BY APPOINTMENT ONLY. Sterile and professional with LIMITED to NO TATTOO SIGNAGE. Just a company logo /Phone number/ Email, which I imagine is how you and I would have wanted it to be presented in the first place. We have been in the information and social media age for some time now. Most clients do not travel around town to all of the shops to look at portfolios in a lobby full of people to choose an artist anymore. Most clients including my own research online via Facebook, Instagram, and so on before they reach out to their artist to book an appointment. Help me to establish a new pleasant visual for this in our city. I would rather not be forced to do business in one of the neighboring towns ( i.e. Blue Springs, Indp. Raytown). Lee's Summit has always been good to me and my family as well as embracing my ideas and forward thinking over the years. I am in my 17<sup>th</sup> year tattooing with maybe 3 – 5 years left before I transition completely into film work. Lee's Summit is my home and I care about its integrity. I also care about the integrity of my field. Let's walk towards making this look better than it does.

Sincerely,  
**Brian Holton**



**LOGO**

**MINIMAL SIGNAGE EXAMPLE**



**LOGO 2 (WINDOW DECAL)**

**MINIMAL SIGNAGE EXAMPLE**