



CITY OF SPARKS
REQUEST TO ADDRESS THE CITY COUNCIL

Date 6/12/19

Agenda Item No. #4

Name Anthony Ortega

Address (Optional)

City/State/Zip Code (Optional)

Phone (Optional)

I represent (Optional)

I am in attendance concerning: re-zoning tattoo shops

[] I do not wish to speak, but wish to note my position in favor or in opposition

[X] I wish to speak (for use by city: comment was in favor or in opposition)

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CITY OF SPARKS
REQUEST TO ADDRESS THE CITY COUNCIL

Date 8/12/19
Name Wendy Stolyarov
Address (Optional) 420 F St.
City/State/Zip Code (Optional) Sparks NV 89431
Phone (Optional) 775 247 4390

Agenda Item No. 4

I represent (Optional)

I am in attendance concerning: LG BT + Issues

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CITY OF SPARKS
REQUEST TO ADDRESS THE CITY COUNCIL

Date 8/12

Agenda Item No. 4

Name Ron Moreland

Address (Optional) 2510 Old Waverly Ct.

City/State/Zip Code (Optional) Sparks, NV

Phone (Optional)

I represent (Optional)

I am in attendance concerning: Mayor's comments re Drag Queen Story Time

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CITY OF SPARKS
REQUEST TO ADDRESS THE CITY COUNCIL

Date 8/12/19

Agenda Item No. #9

Name Jesus Brown

Address (Optional) _____

City/State/Zip Code (Optional) _____

Phone (Optional) _____

I represent (Optional) _____

I am in attendance concerning: re-zoning tattoo shops

I do not wish to speak, but wish to note my position in favor ↑ or in opposition _____

I wish to speak (for use by city: comment was in favor _____ or in opposition _____)

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Date 8.12.19

Agenda Item No. #4

Name CLINT NEUBURG

Address (Optional)

City/State/Zip Code (Optional)

Phone (Optional)

I represent (Optional) PINON BOTTLE CO.

I am in attendance concerning: CROWLER CODES

[] I do not wish to speak, but wish to note my position in favor or in opposition

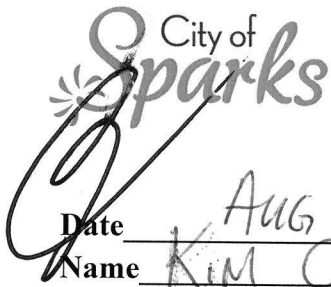
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CITY OF SPARKS

REQUEST TO ADDRESS THE CITY COUNCIL

Date AUG 12, 2019.

Agenda Item No. # 4

Name KIM GIESYNSKI

Address (Optional) _____

City/State/Zip Code (Optional) _____

Phone (Optional) _____

I represent (Optional) _____

I am in attendance concerning: Downtown Zoning

I do not wish to speak, but wish to note my position in favor _____ or in opposition _____

I wish to speak (for use by city: comment was in favor _____ or in opposition _____)

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Kim

#4



1645 D Street –
Front office

1626 D Street –
Back Studio



1626 D Street



CITY OF SPARKS
REQUEST TO ADDRESS THE CITY COUNCIL

Date 8/12/19

Agenda Item No. # 4

Name Mary L. Gilbert

Address (Optional) 1623 D St.

City/State/Zip Code (Optional) Sparks NV

Phone (Optional)

I represent (Optional)

I am in attendance concerning: re-zoning tattoo shops

[] I do not wish to speak, but wish to note my position in favor or in opposition

[X] I wish to speak (for use by city: comment was in favor or in opposition)

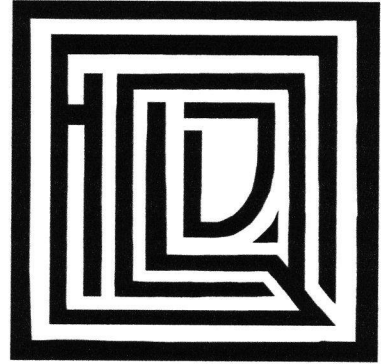
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#4



Anthony N. Ortega and Mary L. Gilbert
EQLD Creations
(775) 843-0991
eqldcreations@yahoo.com

EQLD Creations Moving Analysis

Proposed Address:

1626 D Street
Sparks, Nevada 89431



Potential Problems:

1. Increased traffic on D Street with the introduction of a new business:

The proposed property is currently a business, that intakes approximately 4 or more clients per day. EQLD Creations only books for half days or full days, which means that at the most, only 2 people coming in at any given day, which would actually reduce the current traffic that is already there. The traffic increase during events such as the Rib Cook-off, Hot August Nights, and Street Vibrations fill up the local side streets surrounding Victorian Square, and have a significantly larger effect on the community than an introduction of a local business would.

2. Increased businesses on D Street can potentially mean more noise in the neighborhood:

The current neighborhood in question is surrounded by major streets: Prater Way and Rock Boulevard, as well as being quite close to the I-80 freeway, and is in a direct path for airplanes leaving and arriving at the Reno/Tahoe airport, so the community in this area is no stranger to noise. That being said, the noise of a tattoo machine is quiet - easily drowned out by the noise of a car driving by, or a plane flying overhead, even the noise of hair clippers. The noise made in a tattoo shop would not affect the surrounding community whatsoever. For art show events, there would be little to no noise, and would be only located inside of the building, not disturbing the community.

3. Having a tattoo shop on D Street may decrease housing value.

This is an archaic conception that many people still hold - that somehow being surrounded by a tattoo shop may decrease the value of the community. Tattoo shops have come a long way from decades ago when they only catered to sailors and "undesirables." According to recent statistics, 4 out of 10 people have at least one tattoo. This rate is increasing exponentially as time goes by. Tattoo shops are required to follow Health Department standards, and EQLD Creations follows these standards religiously. The interior of EQLD Creations looks less like a tattoo shop, and more like an eccentric grandmother's house: warm, welcoming, and like a small museum that you could explore for hours finding new things, from various art collected, to indigenous tribal masks, and a multitude of various plants hanging from the walls and ceiling. The exterior of the proposed location has opportunities for signage, which we plan to utilize. However, there will be no indication of what the shop actually is, only the logo seen on the first page of this proposal. From the outside of the shop, you will not be able to tell what the business actually is. The goal of EQLD Creations is privacy and it does not cater to walk-in traffic, therefore it would not have any indication of what is on the inside, making sure that it does not affect the views of people looking to purchase property around the neighborhood.

4. Having a tattoo shop on D Street is potentially too close to schools.

This seems to be an issue in many communities, however through searching, there seemed to be little information on the requirements of the distance required for City of Sparks. Through general searching, it appears that most cities with requirements in regards to distance from schools is on average 1,000 feet. With regards to the local schools in the area, here is the distance between the proposed location and the various schools:

Robert Mitchell Elementary: 2,640 ft.

Sparks High School: 2,112 ft.

Kate Smith Elementary: 2,250 ft.

That being said, EQLD Creations does not tattoo minors, not even with parental permission. It is important that someone who is coming in to get a tattoo is mature enough to make a decision, and must be over the age of 18 years old.

5. Having a tattoo shop on D Street may increase the crime rate.

The notion that tattoo shops increase a crime rate is an archaic notion. In fact, welcoming EQLD Creations to the area means that Anthony will have an opportunity to spend more time in the area working on his art, which means introducing more murals into the community to help fight the blight problem with painting murals which discourage illegal graffiti. If EQLD Creations can move to the proposed area, there will be a video doorbell installed, which will increase the safety of not only the property itself, but of the neighborhood, which not only captures any illegal activity being done, but also deters illegal activity from happening by discouraging people from doing something that they could be caught on camera for.

6. Allowing one tattoo shop to open in a residential area leaves potential for more tattoo shops to move into residential areas, and they might not be as discreet as EQLD Creations intends to be.

This appears to be a concern with many city staff. However, many tattoo shops rely on walk-in customers, which means that they need people to come in off of the street in order to make revenue. Therefore, for most tattoo shop owners, it would be more ideal to have a tattoo shop in a more public area that has more foot traffic than a residential area. The only types of shops that changing this zoning category would affect would be shops that are similar to EQLD Creations; private, appointment-only, shops that rely on repeat customers, word of mouth, and not walk-in traffic. A shop in a residential area is not attractive to a business that needs to be in a busy area, so this is essentially a non-issue when it comes to adding tattoo shops into a Personal Services zoning category. The notion of this happening is based not in fact, but in emotions and personal beliefs revolving around tattoo shops and the type of places they are.

Benefits:

1. Changing tattoo shops to be included with Personal Services could potentially increase city sustainability, bringing more revenue and customers to the Sparks area, instead of going to the Reno area.

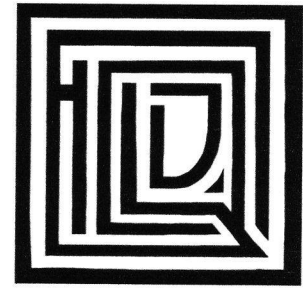
This greatly benefits Sparks in increasing people visiting the city, as well as bringing more businesses to the area. It helps to make Sparks appear more accessible, friendly, and welcoming by showing that they are progressing towards being more progressive, which increases the likelihood of the younger population showing interest in moving to the area, wanting to visit other areas of Sparks, and wanting to visit the businesses here.

2. Making tattoo shops included with Personal Services shows support for First Amendment Rights.

There have been many lawsuits in regards to the art of tattooing, and protecting artist's First Amendment Rights. In September of 2010, "a unanimous three-judge panel of the U.S. Court of Appeals for the 9th Circuit... [held] that, "the tattoo itself, the process of tattooing, and the business of tattooing are forms of pure expression fully protected by the First Amendment," (Anderson v. City of Hermosa Beach). "The act of tattooing is sheltered by the First Amendment," (Beuhrl v. City of Key West). And not just as a tattoo artist, but as a business owner, everyone deserves the "fundamental right of anyone to pursue a livelihood and operate a legal business without a local government shutting it down because of personal, negative feelings not based in fact or the law," (Preston v. City of Phoenix).

3. Changing the code can mean more art being brought to the City of Sparks.

The City of Reno is rich in arts and culture, boasting such events as Artown, offering tours around the area for visitors to check out local murals. There are sculpture parks, Burning Man art is brought to various areas and placed along the river, and in the downtown area. This helps to bring more tourism, and to help reduce the blight throughout the city by filling the town with art. Having tattoo shops in the area brings more artists to the area, people who are also looking to beautify their city. Sparks has The Generator in its midst, which is a communal area for art that many people don't know about. The Generator typically moves the art they create for various events to the City of Reno, as opposed to Sparks due to the lack of interest. Sparks could greatly benefit from having more art throughout it, and beginning to allow more art-related venues is one of the first steps it could take. What follows are collective groups of artists working together to begin working towards beautifying their city.



EQLD Creations
Anthony Ortega & Mary Gilbert
(775) 843-0991 & (775) 342-7261
eqldcreations@yahoo.com

Request to Expand Zoning of Tattoo Shops in the Sparks Zoning Code

To Whom it May Concern;

We are requesting for the City of Sparks to re-evaluate their zoning code in order to expand the possibility of allowing more tattoo shops into the city. There are a couple of options in order to change this:

1. Changing the zoning definition of tattoo shops. Instead of having tattoo shops as their own separate definition, putting in tattoo shops with the Personal Services category as defined in the zoning law.
2. Changing multi-use residential areas to permit tattoo shops into the zoning codes.
3. Changing multi-use residential areas to permit tattoo shops into the zoning codes, however putting specific conditions on them, such as hours of operation, required distance of 1,000 feet away from schools (a common number in other areas where there are conditional use permits for tattoo shops), days of operation (such as only on weekends), etc.

We are asking for your support in starting *and* continuing the conversation to get this zoning ordinance changed. There are many reasons to support this change:

1. Multi-use residential areas, especially in certain areas in Sparks, is becoming less single or multi-use residences, and converting houses into businesses as the city expands to make room for more people who are moving here for work as corporations are utilizing the Reno/Sparks area to bring their businesses to. In order to keep Sparks appealing to those moving here, it is necessary to expand the area for a diverse range of businesses to open to allow for growth. The City of Sparks is expanding, and many businesses are thriving, and in an area where it has great potential for business growth, the allowance for tattoo shops shows that the City of Sparks is committed to expanding their development.
2. Many tattoo artists and tattoo shops are striving to grow their business into a private, appointment only shop, one that doesn't allow "walk-ins," meaning they want less people coming in on a whim, and more people coming in to get meaningful, unique, and custom art on their bodies, and to take the time to think about and wait for a permanent body decoration.

In order to do this, having a shop in a quieter area means that their space is more comfortable and safe, and appeals to people who take their tattoos more seriously.

3. Limiting tattoo shops in most areas means that the only available options are in less desirable areas that leave customers feeling unsafe and uncomfortable.
4. Allowing tattoo shops to move to mixed-use residential does not mean that you are allowing walk-in shops to the area, it means you are allowing more private, appointment-only boutique-like studios to come into the area, which are less invasive and non-disruptive to the area.
5. Allowing more zoning for tattoo shops also means inviting in more artists into the Sparks community. Most tattoo artists do not simply do tattoos, they also are fine artists who do paintings, murals, sculptures, and various other types of art to share with the community. Meaning that Sparks will be welcoming more art into the city, which could benefit the community by helping to remove blight around the city with murals, and having more local artists in the area for people to connect with.

In conclusion, we hope that you take the time to consider this proposal. We believe that the zoning allotted for tattoo studios is extremely prejudiced and needs to be adjusted to allow for more opportunities for a better caliber of tattoo studios to come into the City of Sparks. We believe that tattoo artists have a fundamental right to pursue a livelihood and operate a legal business without a local government trying to shut us out because of personal, negative feelings not based in fact or the law. We are a family business trying to open in a city that we love, and are hoping to be welcomed to expand the vibrancy of the community.

Thank you for your time.

Sincerely,

Anthony Ortega & Mary Gilbert