



Consideration of Massage and Adult Entertainment Code Amendments and Massage Certificate Fees

City Council Meeting
March 4, 2025

Lou Kirk
Assistant Chief Building Official
Planning and Economic Development

Background

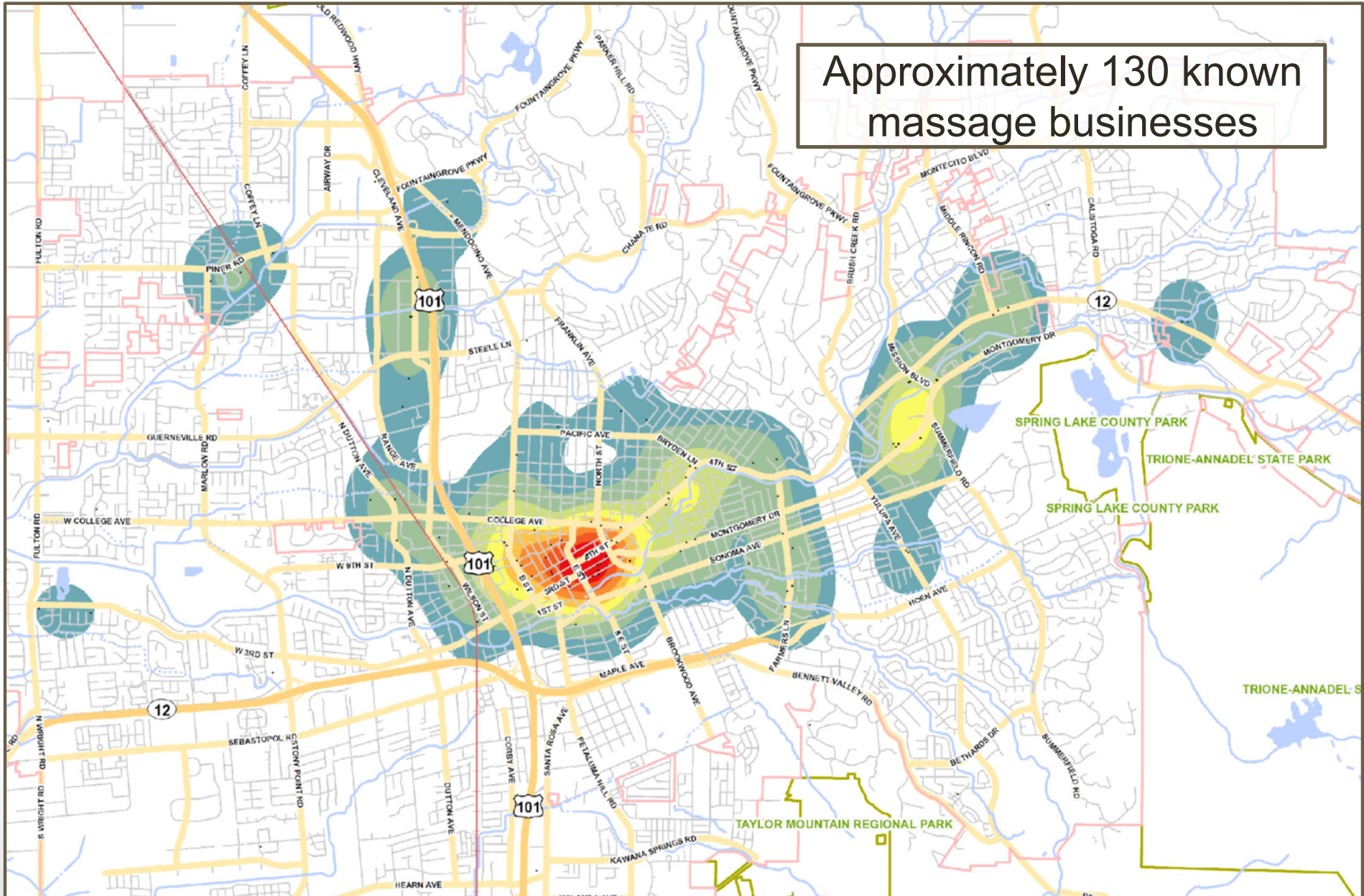
- Heightened community concerns
 - Apparent proliferation of illicit uses
 - Potential for human trafficking, negative community impacts, and threats to the public health and safety
- Increased inspections and enforcement by Police and Code Enforcement
- Comprehensive ordinance redesign undertaken
- Proposal to update existing massage regulations
- Opportunity to clarify permitting requirements for adult entertainment businesses

Background

- Ordinance 3937 adopted in 2010
 - Business License/ revenue oriented
 - Minimal regulation/enforcement
- Changes in State laws have further misaligned the City's ordinance
- Outreach
 - Community Meetings with the public (April-May 2024)
 - Public Safety Subcommittee Meeting (October 2024)
 - Massage Industry Community Meeting (January 2025)
 - Planning Commission Meeting – February 27, 2025
 - Industry input invited through adoption

Background

Approximately 130 known
massage businesses



Ordinance Redesign

- Public health and safety focus
- Realigning City codes with State standards
- Provide robust enforcement tools
- Seek to eliminate the proliferation and existence of illicit massage uses
- Providing a balance for good actors
- Support the success of legitimate massage uses by minimizing impacts to the greatest extent possible

New City Ordinance

- Requirements Listed in Zoning Code
(Requirements in Title 6 will be repealed)
 - Therapist registration through certifying bodies
 - Establishment registration through City
 - Operational and inspection requirements
 - Exemptions and Administrative Adjustments
 - Categorized violation types
 - Enforcement and revocation
- Related Zoning Code amendments required
 - Land use Tables, Permit Review Procedures, Definitions

Zoning Code Amendments

- Required for clarity and internal consistency
- Zoning Code Land Use Tables
 - Table 2-6 (commercial zones)
 - Table 2-10 (industrial zones)
- For each table, two amendments are proposed (via separate ordinances)
 - Amendment of “Adult entertainment business” to require CUP approval
 - Addition of “Massage Related Uses” as a permitted use

Zoning Code Amendments

- Certificate Process
 - Addition of Administrative Adjustment process
 - Provides relief for certain business types
 - Director-level review
 - 2-year renewal process
 - Existing businesses - 180 days to obtain certificate
 - “Gross” and “Procedural” violations

Proposed Certificate Fees

- New Certificate - **\$205.75**
- Certificate Renewal - **\$148.88**
- Certificate Renewal (Active Code Case) - **\$334.92**
- Administrative Adjustment - **\$149.72**
- Additional inspection fees at full staff cost if business triggers additional inspections
- Mobile message not required to pay inspection portion of fee total

Recommendation

The Planning Commission and the Planning and Economic Development Department recommends that the City Council:

1. Introduce two ordinances to establish regulations for massage businesses and permitting requirements for adult entertainment businesses; and
2. Adopt a resolution to establish fees for massage business certification and other related services.

Questions

Lou Kirk
Assistant Chief Building Official
lkirk@srcity.org