



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

City Council Meeting  
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# Background

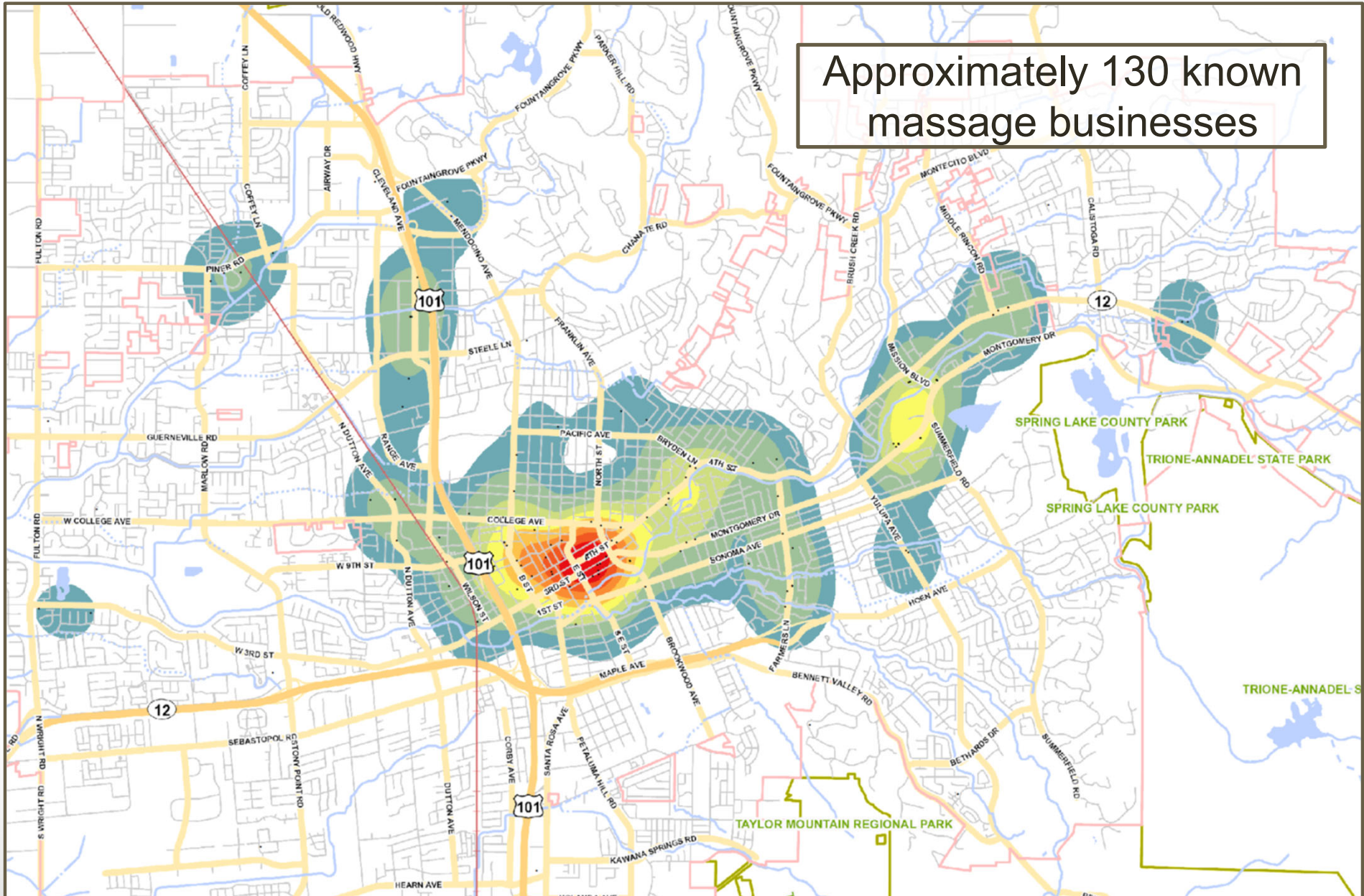
- Heightened community concerns
  - Apparent proliferation of illicit uses
  - Potential for human trafficking, negative community impacts, and threats to the public health and safety
- Increased inspections and enforcement by Police and Code Enforcement
- Comprehensive ordinance redesign undertaken
- 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(Requirements in Title 6 will be repealed)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

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