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May 1, 2026

VIA HAND DELIVERY TO City of Santa Rosa and VIA EMAIL TO (DeBaca, Daniela <ddebaca@srcity.org>; Anderson, Cassidy <cganderson@srcity.org>; Bliss, Jimmy <JBliss@srcity.org>; Leonhardt, Kelly <KLeonhardt@srcity.org>)

Planning & Economic Development Department

City of Santa Rosa

100 Santa Rosa Avenue Rm 3

Santa Rosa, CA 95404

RE: Appeal of Denial of MEC
Highway 12 Massage – 4908 Sonoma Highway
Hongyuan LLC - Weihong Hu, Owner & Authorized Agent

To Whom It May Concern:

I hand deliver this Appeal Application on behalf of my Clients, Hongyuan LLC and Weihong Hu, whose Application for Massage Establishment Certification was denied on April 15, 2026. Ms. Daniela DeBaca Senior Code Enforcement Officer has agreed that the Appeal Deadline be extended to May 1, 2026.

Also in part because the Planning and Economic Development Department is closed today, pursuant to its Operational Schedule, I will plan to personally deliver a check for the Appeal Fees on Monday, May 4, 2026.

Our Appeal Application is limited to the contents of the April 15, 2026 Letter of Denial and to those matters which we are able to respond to. There are references to events occurring on October 10, 2024 and September 2, 2025 which occurred before my clients became involved as owners of Highway 12 Massage. We are not able to respond to those allegations at this point as we have no information or knowledge on those allegations and cannot effectively respond to them. We reserve the right to Supplement our Appeal Application when additional information becomes available.

In addition, I have been advised that there may be other concerns that are not detailed in the Denial Letter of April 15, 2026. Similarly we reserve the right to Supplement our Appeal Application when we understand if those concerns will be part of this Appeal and have necessary information with which to respond.¹

Please do not hesitate to contact me if there are any questions regarding this letter or the Appeal.

¹ Ms. DeBaca has provided some documentary material on those additional concerns but some is still lacking as is an understanding of what role, if any, these concerns will play in this Appeal.

Appeal of Denial
Planning & /Economic Development
4908 Honoma Highway
May 1, 2026

Otherwise, I look forward to any Response this Letter or the Appeal may result. Thank you for your consideration.

Sincerely,

Richard Freeman
Richard Freeman



www.srcity.org

APPEAL APPLICATION

GENERAL	LOCATION OF PROJECT (ADDRESS)	Note: This form is for appeals of Department actions only. Appeals of Commission and Board actions are filed in the City Manager's Office.		
	4908 Sonoma Highway			
	NAME OF PROJECT			
	Highway 12 Massage			
	APPELLANT NAME	DAYTIME PHONE	HOME PHONE	
	Hongyuan LLC	(707) 481 - 4004 *	() -	
	APPELLANT ADDRESS	CITY	STATE	ZIP
	4908 Sonoma Highway	Santa Rosa	CA	95409

To the Chairman and Members of the Planning Commission / Design Review Board/Cultural Heritage Board:

The undersigned: Weihong Hu obo Hongyuan LLC does hereby appeal to the Planning Commission /

Design Review Board/Cultural Heritage Board the decision of the Department of Planning and Economic Development made on 4-15-26
(Date)

which Denied the application of Hongyuan LLC/Weihong Hu
(approved, denied, other) (Name of property owner or developer)

for a Massage Establishment Certification
(State nature of request made to the Planning and Economic Development Department)

on property situated at 4908 Sonoma Highway, Santa Rosa
(Street address of subject property)

A. The grounds upon which this appeal is filed are: (list all grounds relied upon in making this appeal. Please attach additional sheets if more space is needed.)

1. PLEASE SEE ATTACHED

2. _____

B. The specific action which the undersigned wants the City Planning Commission/Design Review Board/Cultural Heritage Board to take is:

The Appellant requests that the findings of the Director of Planning & Economic Development in the Denial Letter of April 15, 2026 be set aside and that the Commission determine that no gross violations as alleged have occurred.

Weihong Hu
Appellant's signature

May 1, 2026
Date

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ATTACHMENT TO APPEAL APPLICATION
APPEAL OF HONGYUAN LLC
DENIAL OF MEC CERTIFICATION (4-15-26)

This appeal is limited to the specific items of non-compliance detailed in the Letter denying the Application of Hongyuan LLC and Heiwong Hu for Massage Establishment Certification. Appellant lacks some detail concerning cited non-compliant activities on October 10, 2024 and September 2, 2025 as Appellant did not own or operate Highway 12 Massage at that time. Appellant reserves the right to supplement this Appeal Application as necessary when further information is available.

A. GROUND FOR APPEAL

1. Appellant denies the allegations related to October 10, 2024 as neither Hongyuan LLC or Weihong Hu had any involvement with the Highway 12 Massage operation at that time. Ms. Hu was an owner of the Building at 4908 Sonoma Highway with her Husband, Louis Lacabanne and as the owners leased the premises to Meiyang Tang to operate her Highway 12 Massage business. Neither the LLC or Ms. Hu had any involvement with the operation of the business at that time. They lived in Forestville and were not at the premises except periodically.

2. Appellant denies the allegations related to September 2, 2025 relating to advertising on illicit websites. Neither Hongyuan LLC or Weihong Hu had any involvement with the Highway 12 Massage operation at that time or any advertising. Ms. Hu was not aware of nor did she participate in advertising done at that time. She never saw any such advertising nor did she submit any content or photos for advertising. Ms. Hu did not take over the actual operation of the business until September 15, after the former business owner had moved out and left. She continued with the use of the name only.

3. Appellant denies the allegations related to March 18, 2026 (advertising on March 6, 2026) and April 15, 2026 (advertising on March 14, 2026). At those times Hongyuan LLC and Weihong Hu were leasing the premises and operating Highway 12 Massage. The business had

1 applied for MEC Certification and Ms. Hu had been Certified as a Massage Therapist. She was
2 working on the premises.

3 However, beginning in Mid-September, 2026 advertising was done on behalf of Highway
4 12 Massage. Ms. Hu, who is limited in her English had been contacted on the “We Chat” phone
5 app at her business number by a Chinese woman, Anne, who solicited her to handle her
6 advertising to improve business. Ms. Hu never met her in person, never spoke to her, and never
7 provided any content or photos regarding the business.

8 In the “We Chat” communications (via text) through the phone in Chinese, Anne promised
9 to improve her business through advertising at a cost of \$1200 per month. Anne directed her
10 where to send Zelle payments, to two different contact sites, neither of which reflected any
11 particular website on which the ads were posted. Ms. Hu’s payments to Anne through Zelle began
12 in September, 2025. The payment details did not indicate website details.

13 Anne handled all the details on content using the Google ad with which she was familiar
14 and adding pictures. Weihong furnished no content or pictures and relied entirely on Anne.
15 Weihong did not even know what website was utilized and saw no ads or content. It was only after
16 receiving the Denial that Weihong was aware that the website Anne used was claimed to be
17 “illicit”. At one point, Anne may have shifted the posting to a different website.

18 After receiving the City’s Letter of April 15, 2026, Ms. Hu immediately contacted Anne to
19 stop all ads and then on April 20, 2026 changed the Phone Number for the Spa. Under such
20 circumstances, the LLC and Ms. Hu deny a violation of any violation of Section 20-49.120 (A) (2)
21 of any gross violations.

22 As set forth above Appellant reserves the right to Supplement this Appeal
23 Application and to offer additional facts circumstances and exhibits in Support of this appeal.