

RESOLUTION NO. _____

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SANTA ROSA
DENYING AN APPEAL AND UPHOLDING THE DECISION OF THE PLANNING AND
ECONOMIC DEVELOPMENT DIRECTOR DENYING A MESSAGE ESTABLISHMENT
CERTIFICATE FOR THE PROPERTY LOCATED AT 4908 HIGHWAY 12, SANTA ROSA,
APN: _032-300-002 - FILE NUMBER: _MEC26-0003

WHEREAS, WEIHONG HU (“HU”) is a licensed massage therapist and the Managing Member of HONGYUAN LLC; with a business address of 4908 Highway 12, City of Santa Rosa, County of Sonoma, 95409 (the “Massage Establishment”);

WHEREAS, on September 23, 2025, HU and HONGYUAN, LLC jointly submitted an application requesting approval of a Massage Establishment Certificate for the Massage Establishment known as Highway 12 Massage, initiating a formal review process required under the City of Santa Rosa Zoning Code; and

WHEREAS, on October 24, 2024, the Santa Rosa Police Department (SRPD) notified the Code Enforcement Division that Highway 12 Massage had been identified as advertising on illicit websites; and

WHEREAS, on March 18, 2026, Code Enforcement staff reviewed the Massage Establishment Certification application and confirmed that Highway 12 Massage continued to advertise on illicit websites, with the most recent advertisement posted on March 6, 2026, demonstrating an ongoing pattern of noncompliance; and

WHEREAS, on April 15, 2026, as part of the ongoing investigation, Code Enforcement staff identified additional advertisements for Highway 12 Massage on illicit websites, including postings as recently as March 14, 2026, further substantiating the continued violations; and

WHEREAS, on April 15, 2026, the Massage Establishment Certification application was denied based on confirmed findings of illicit advertisements, and a Notice of Denial was properly served on HU, via email, regular mail, and personal service, in accordance with City procedures; and

WHEREAS, on May 1, 2026, an Appeal Application was filed by Attorney Richard Freeman on behalf of his client, Appellant HU and HONGYUAN LLC, seeking review by the Planning Commission pursuant to Zoning Code Chapter 20-62; and

WHEREAS, on July 23, 2026, the Planning Commission held a duly noticed public hearing and considered the appeal of the Planning and Economic Development Director’s denial of a Massage Establishment Certificate for the property located at 4908 Highway 12, including all comments made at the public hearing, and all other information contained in the administrative record;

NOW, THEREFORE, BE IT RESOLVED, that after consideration of the reports, documents, testimony, and other materials presented, and pursuant to City Code Chapter 20-49 (Massage Regulation and Massage Establishment Registration), the Planning Commission of the City of Santa Rosa finds and determines:

- A. Pursuant to Section 20-49.120(A), a Massage Establishment Certificate may be denied or revoked upon a finding that procedural or gross violations have occurred on or relative to the premises of a massage establishment. The evidence presented demonstrates that such violations have occurred at Highway 12 Massage, justifying the denial of the certificate;
- B. Highway 12 Massage is in violation of Section 20-49.120(A)(2) related to gross violations, specifically for advertisements on illicit websites, which constitute grounds for denial under the City's Massage Ordinance;
- C. The appellant has not provided credible and persuasive evidence to demonstrate that the violations identified by Code Enforcement staff are not attributable to the operation of Highway 12 Massage or to the application for the Massage Establishment Certificate. The administrative record lacks any substantiated facts or documentation from the appellant that would rebut the findings of procedural or gross violations occurring at the business premises;
- D. Though appellant denies the allegations brought forward by Code Enforcement staff in the administrative record, claiming that neither HU nor HONGYUAN LLC had any involvement with the Highway 12 Massage operation, inclusive of advertisements on illicit websites, until approximately September 15, 2025, the administrative record demonstrates that HONGYUAN LLC has been the primary business owner of Highway 12 Massage since 2023; notably, HU, having received certification as a Certified Massage Technician (CMT) on or about September 19, 2023, reported to the California Massage Therapy Council (CAMTC) on May 27, 2024, that she owned and operated Highway 12 Massage, located at 4908 Highway 12. Illicit advertisements for the business with its published phone number were posted between May 26, 2024, and March 14, 2026.

BE IT FURTHER RESOLVED that the Planning Commission hereby denies the appeal and upholds the Planning and Economic Development Director's denial of the Massage Establishment Certificate for the property located at 4908 Highway 12, based on the findings set forth above and the evidence in the administrative record.

REGULARLY PASSED AND ADOPTED by the Planning Commission of the City of Santa Rosa on the 23rd day of July, 2026, by the following vote:

AYES:

NOES:

ABSTAIN:

RECUSE:

ABSENT:

APPROVED: _____
KAREN WEEKS, CHAIR

ATTEST: _____
JESSICA JONES, EXECUTIVE SECRETARY