

Conditional Use Permit 382 10 Centerpointe Dr., Suite 9 Venus Spa Salon

LA PALMA CITY COUNCIL

MARCH 19, 2019





RECOMMENDATION

- **Deny Conditional Use Permit No. 382**
- **Venus Spa Salon's request to operate a massage facility in Suite No. 9 of the retail building at 10 Centerpointe Drive**



SUMMARY

- **Applicant, Henry Hoang**
 - **Venus Spa Salon**
- **Seeks to provide massage services**
- **Based on staff's review of the files, it appears that the Venus Spa Salon has failed to comply with the City's Zoning Code requirements since its opening**



BACKGROUND

- **8/27/13 Venus Spa Salon opened with Business License**
 - **Business and its personnel were State Certified**
 - **Relocated from 38 Centerpointe Drive 10/16/2001 to 5/23/2013 as “Golden Spa”**



BACKGROUND

- **2018 Business License/Code Enforcement Officer, La Palma Police Department, Building and Safety Division conducted compliance inspections of the massage establishments in the City**
- **Inspection Report provided as Attachment 2**



BACKGROUND

- **Inspections revealed that there were a number of massage establishments that were not fully permitted nor in compliance with the City's Municipal Code regulations**
- **The Venus Spa Salon was one of those massage establishments identified as not in compliance with the Municipal Code regulations since the time of its opening**



Aerial

10 Centerpointe Drive
Suite 9





ANALYSIS

- **Single ownership of business from 2013 to now**
- **Operating as Venus Spa Salon**
- **Applicant intends to change name to Eve Spa Salon**
- **Ownership will not change**



ANALYSIS

- **General Operations**
 - **1,210 square foot office space in Suite No. 9**
 - **Open hours of 9:00 a.m. to 9:00 p.m. Monday through Sunday**
 - **Independent contractors do massages that include the following:**



ANALYSIS

- **Swedish Massage**
- **Deep Tissue Massage**
- **Full Body Massage**
- **Thai Massage**
- **Foot Massage**
- **Shiatsu Massage**
- **Hot Stone**
- **Hot Oil**
- **Skincare, Facial, Waxing**
- **Permanent Makeup**
- **Eyelash Extension**
- **Body Wrap**
- **Skincare Products**



ANALYSIS

- **Additional skin care services will be provided with permanent makeup, waxing, eyelash extension, body wrap and foot massage**
- **New cabinets in the reception area for the retail sales of skincare products**
- **Rebranding effort with new a website/phone number / scheduling service / full time manager**



ANALYSIS

- **City massage regulations provide the necessary structure in protecting the public health, safety, and general welfare of all citizens, businesses and property owners in the La Palma Community**
- **Violations may adversely impact the La Palma Community and result in revocation of prior approvals and denial of pending approvals**



ANALYSIS

- **Inspection revealed that Venus Spa Salon is not adhering to regulations in the Municipal Code**
- **Section 44-230(9) Advertisements**
- **Section 44-232(g) Prohibited Conduct**



ANALYSIS

- **Section 44-230(9) Advertisements**
- **Online advertisements for the Venus Spa Salon were found on known websites historically linked to perpetuating and facilitating the occurrences of prostitution and human sex trafficking**
- **The following are a list of massage services advertised in online ads that were not listed on any previous document submitted to the City of La Palma**



ANALYSIS

- **Business Website:**

“Rear entry available if you park in the back in case your girlfriend comes in the front!”

- **Facebook:**

“If you want exotic yet #erotic, look no further, your desires for the best and most intense massage is here for you! <http://venusspasalon.net/index.html>”



ANALYSIS

“Story: Venus Spa Salon is a massage therapy center in La Palma, Ca. We offer a wide range of massage services, including full body massage, Chinese massage, erotic massage, and body rub. Our cute Asian masseuse will take the best care of you no matter which massage option you choose. From deep tissue massage, to exotic massage, and form reflexology to four hands, we have the healing touch that you desire. Our lovely ladies await at your beauty spa to give you the very best Asian OC massage sessions. Indulge in some spa wellness with a Chinese foot massage of 4 hands treatment. Visit us today – we look forward to meeting you.”



ANALYSIS

- **Twitter @VenusSpaSalon:**

“Venus Spa Salon is a massage therapy center in La Palma, CA. We offer a wide range of massage services, including full body, erotic, deep tissue, Chinese massage.”

#EroticMassage

#CuteAsianMasseuse

#FullBodyMassage



ANALYSIS

- Online ads:
- “Cute, Young & Friendly Asian Girls Will Sooth Your Pains & Stress Away...”
- “Front & Back Entrance for the Discrete Gentleman!”
- Ads feature images of women who are in various poses and scantily clad in various stages of dress that are not consistent with any employees or independent contractors that the City has processed in the past



ANALYSIS

- **Online reviews:**
- **Graphic reviews from men who obtained paid sex acts at the Venus Spa Salon**
- **Reviews were obtained from an online erotic massage parlor social media site called rubmaps.com**
- **Reviews discuss illicit sex acts that have occurred Venus Spa Salon**



ANALYSIS

■ Section 44-232(g) Prohibited Conduct

“No massage establishment shall have installed or utilize any signaling devices of any type to alert employees and/or patrons to the presence of law enforcement or other persons charged with enforcement of the provisions of this Code and/or other applicable laws and regulations.”



ANALYSIS

- **The Venus Spa Salon has installed two (2) cameras in the reception area before the interior reception door that leads into the main hallway of the massage establishment**



ANALYSIS

- **CUP 382 is not consistent with the General Plan**
- **Findings to deny CUP can be made**
- **CUP is exempt from CEQA**
- **Public Hearing was duly noticed**
- **No public input has been received to date**



ANALYSIS

- **The Applicant has submitted into the record a comprehensive response to the City's Inspection Report (Attachment 3)**
- **The response includes exhibits explaining the business's background, staffing qualifications, and letters of support from patrons and businesses**



CONCLUSION

- **Staff recommends City Council deny approval of the Applicant's Conditional Use Permit and direct staff to send a cease and desist letter at the end of the fifteen (15) day appeal period**



FISCAL IMPACT

None.

- **Processing cost a Conditional Use Permit is borne by the Applicant**

QUESTIONS AND RESPONSES CUP 382

VENUS SPA SALON

10 CENTERPOINTE DRIVE, SUITE 9

MARCH 19, 2019

