

AGENCY MEETING OF
October 26, 2010

SUPPLEMENTAL #1 TO ITEM 13A

Honorable Mayor and Members
of the Torrance City Council
City Hall
Torrance, California

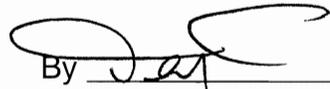
Members of the Council:

**SUBJECT: SUPPLEMENTAL #1 TO COUNCIL AGENDA ITEM 13A
Moratorium on issuance of any licenses and permits for new
massage and acupuncture establishments**

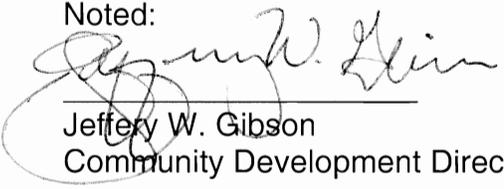
Correspondence was received after Agenda Item 13A was prepared and is attached herewith for your consideration. Staff continues to recommend that the City Council adopt an Ordinance extending a moratorium on the issuance of any licenses and permits for new massage and acupuncture establishments for an additional ten month and 15 day period.

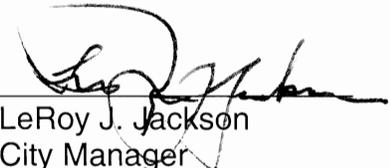
Respectfully submitted,

Jeffery W. Gibson
Community Development Director

By 
Ted Semaan, Manager
Redevelopment & General Plan Division

Noted:


Jeffery W. Gibson
Community Development Director


LeRoy J. Jackson
City Manager

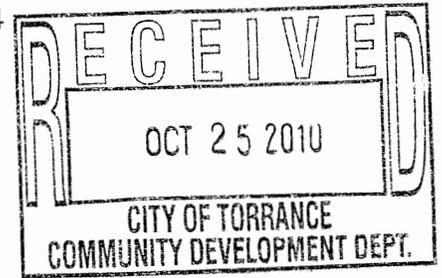
Attachment:
1. Correspondence

2116 Plaza

P.O. Box 4075
Palos Verdes Peninsula, CA 90274
310-377-0895
Email: maxshadow@cox.net

October 21, 2010

Redevelopment and General Plan Division Staff
City of Torrance
3031 Torrance Blvd.
Torrance, CA 90503



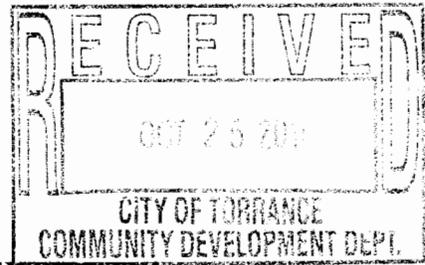
RE: Proposed moratorium on the issuance of permits and license for massage and acupuncture.

Dear Sirs:

I am a property owner in the City of Torrance and I have been leasing space to a spa for almost 40 years. I protest the City of Torrance's indiscriminate moratorium on the issuance of any permits or license for massage and acupuncture establishments. The City of Torrance has allowed and licensed massage technicians to work at the spa located at 2012 W. Redondo Beach Blvd since it was built, circa 1970's. Mr. Toshimitsu Ikariyama, has been with the spa since it first opened and has continued to work for three different owners. In the past he has applied and has been granted permits to operate until this year. He does not know why he has been denied a license by the City of Torrance this year. The moratorium is making it extremely difficult for my current spa tenant to hire legitimate, licensed masseuses. The moratorium is unfairly jeopardizing my tenant's business and thus my rental income. Please reconsider how you are applying the moratorium and allow established spas to continue their work. The spa has a long history of helping people.

Sincerely,


Cheryl C. Jew
Property Owner



October 19, 2010

Body Oasis Day Spa
23829 Hawthorne Boulevard
Torrance, CA. 90505

URGENT PLEASE READ ENTIRETY!

Re: Massage Moratorium Status Change

Hello, my name is Sequita Howard and I am the owner of Body Oasis Day Spa.

I am desperately writing this letter to ask that you **PLEASE APPROVE OUR APPLICATION FOR MASSAGE ESTABLISHMENT.** Pending Massage Business License Reference # _____. We are currently licensed for Skin Care.

Before I signed a lease I checked with the Business License Dept. to make sure if massage would be ok. I was told yes since the establishment was previously licensed for said use and passed all of the necessary inspections when it was Laurie's Skin Care.

A couple of weeks later I filed for the Massage Establishment License and as it was going through the various departments (all have since approved) the moratorium was passed but my application was in the system prior to.

We turn away at least 4 new facial customers a day since we can not offer massage. I am afraid I will not be able to generate enough revenues to remain open & we just moved in!

We previously sold gift certificates at our Redondo Beach & Lomita locations for Massage and if we can not honor them it will be catastrophic. I am worried we could be besieged with potential law suits. The Holiday season is fast approaching and if we can not offer full Day Spa packages we will not be competitive and will be charting in waters of Titanic proportions!

I have attached a copy of my Bio for your review. On behalf of my staff, I implore you to allow Body Oasis Day Spa the opportunity to prosper & grow at our new location in the city of Torrance.

Thank you for hearing our plea.

Sequita V. Howard **References:** Mickey & Duke Schneider Dubunne Day Spa
(Former Employer 1993-2001)
Steve Wolowicz – Zdoneck & Wolowicz CPA Firm
Rachel Tobin – Torrance Resident & Client
Dr. Waren Wilson – Torrance Dermatologist
Trudy Colburn - Client

Contact: Sequita H. Davis
Body Oasis Day Spa
23829 Hawthorne Blvd.
Torrance, CA. 90505
(310) 378-5678 W
(310) 918-1555 C

BIOGRAPHY



Sequita Howard-Davis, has been in the beauty and wellness industry since 1987 and holds licenses in Manicuring, Esthetics and also a Certified Massage Technician Certification. With an emphasis in Paramedical Aesthetics & Corrective Skin Care, she is an expert on anti-aging & anti-acne modalities.

An accomplished writer, and former industry educator, Howard-Davis has authored several published feature articles for trade journals. Additionally, she has produced two tutorial videos: **The Professional Approach to Aesthetic Pedicures** and **Effleugage: The Art of Back Massage**.

Boasting an extensive catalog of credentials in her perspective fields; Howard-Davis decided to integrate her knowledge and began creating innovative day spa treatments. One such signature service is the **Ginseng Rejuvenator®**, featured in **SELF** Magazine.

In May 2001 Davis opened Body Oasis Day Spa in Redondo Beach, California and has since relocated to a stunning 2,000 square facility located in Torrance, California.

Body Oasis Day Spa's staff of 4 offers guest a Disney level of customer service. "We continually receive referrals as a result of gift certificate purchases and referrals from a prominent local Dermatologist".
