Proposed Changes for Massage Establishments
Frequently Asked Questions

February 27, 2026

1. **What is the City proposing related to massage establishments?**

   The City last updated its massage regulations in 2018. Since that time, many neighboring jurisdictions have modernized their licensing and operational standards in response to evolving community and public safety concerns. The City is now reviewing its regulations to determine whether updates are needed to align more closely with current practices in surrounding cities.

   The intent of any potential changes is to strengthen safeguards against unlawful activity, protect residential neighborhoods, and address public safety and human trafficking concerns. This review is particularly timely, as the number of massage establishments operating in the City has nearly doubled since 2019.

2. **What significant changes are being considered?**

   A number of revisions to the regulations are being considered that would align Citrus Heights regulations with surrounding jurisdictions. While most are minor in nature some key changes under consideration are:

   - Establishment owners must disclose all criminal charges within the past 10 years and all convictions from the age of 18
   - All therapists must be identified as an employee or as an independent contractor
   - Establishments must hold one-million-dollar insurance policy
   - Reception areas must remain visible from outside public areas.
   - Early warning devices remain prohibited; limited security cameras would be allowed.
   - Sexually suggestive advertising and advertising on illicit websites would be prohibited.
   - Requirement for establishments to provide two restrooms would remain in place should more than two therapists work at one time.
   - Create advertising restrictions, to include sexually suggestive content and advertising on websites known to promote illicit activity.
   - Define window covering requirements to allow visibility into a massage establishment during the hours of operation.
   - Allow security cameras at the reception desk and rear entry/exit of the business.
   - Incomplete applications must be corrected within 15 days.

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3. **If I am currently operating a massage establishment, how would any changes impact the business?**

   All current massage establishments will be required to comply with any new operational changes including compliance with the window covering allowances, prohibition from advertising on websites known to promote illicit activity and all other updated regulation.

4. **Does the proposal include any changes to the licensing for the massage establishment owner?**

   All owners of a massage establishment must either hold a valid certification from California Massage Therapy Council (CMTC) or must obtain a Special Business License from the City of Citrus Heights. Special Business Licenses require processing and background checks through the police department. As part of this update, all criminal charges within the last ten years and all criminal convictions from the age of 18 must be included in the application and will be reviewed in the application process.

   The proposal does include clarification on who may be considered a "responsible person."

5. **Does the proposal include any changes to the licensing for the massage therapist?**

   No, all licensed therapists must hold a valid certification from CA Massage Therapy Council (CAMTC).

6. **I own a property that has a massage establishment, how will any of the proposed changes impact me?**

   Any licensing changes including obtaining property owner authorization, will be required at the time the existing establishment's license is up for renewal.

7. **What are the next steps?**

   On February 25, 2026, the City Council reviewed the City's current regulations and compared them with those of surrounding jurisdictions. The Council expressed support for updating the ordinance to better align with regional standards. The proposed amendments will be presented for formal consideration at an upcoming public meeting.

8. **How do I learn more about the proposal?**

   This information is provided to inform the public about the City's review of massage regulations. The items described may change, and additional regulations may be added. To follow this project and review updates, visit **www.citrusheights.net/massage**