



# STAFF REPORT

**TO: PLANNING COMMISSION**

**PREPARED BY: Dina Tasini, Contract Planner**

## GENERAL INFORMATION

**PROPOSAL:** Request a zoning determination of the Planning Commission as to the operation of Lice Removal Salons within Commercial Zoning Districts Citywide

**LOCATION:** Citywide within Commercial Zoning Districts (NC, CC, SC)

## RECOMMENDATION

Provide a determination regarding the operation of Lice Removal Salons within the City of Martinez.

## PROJECT DISCUSSION

Staff was made aware through a business license request that a lice removal salon was poised to open within the downtown commercial district. Staff reviewed the proposal and found lice removal salons were not listed within the Zoning Ordinance as a use. The business owner requested staff consider this use so that they can begin operation. Since staff does not have the authority to add new uses to the Zoning Ordinance and/or determine whether this use is permitted as a subset of a use covered under an existing use classification, the Planning Commission has the authority, and can make such a determination. Therefore, staff is requesting the Planning Commission make such a determination for lice removal salons.

## STAFF ANALYSIS

While the City of Martinez Municipal Code does not specifically identify "lice removal salons" as a use, lice removal salons may appear to be consistent with barbershops and beauty shops that are permitted within the Neighborhood Commercial District. The use will operate in a similar fashion to beauty salons in that appointments are made (an occasional drop in) and customers show up at a designated time for service. There will be no waiting for an appointment outside the salon or long waits in a waiting room. The customer arrives and begins treatment and returns for visits treatments to eradicate the

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lice.

Staff surveyed Lafayette, Oakland and San Francisco where there are lice removal salons and found that all three jurisdictions permitted the use and determined the use to be consistent with personal services or hair salons. Each jurisdiction has received no complaints from adjacent businesses and the businesses are hugely successful.

In order to better understand the lice removal salon standard business operation, staff contacted several salons. Staff found the majority of lice removal salons operated in a similar fashion in that they did not have sinks for washing hair, since they request that the customer wash hair prior to the appointment, they apply water via a spray bottle and a conditioning cream which kills the fleas. The fleas are then combed out of the hair. The combs and brushes are disinfected and the towels are washed and dried. Only one lice removal salon had on site washer and dryer, by and large the business operation is simple and requires a clean well-lit place. In addition there is one service that is by appointment only and comes to the customers homes. Staff has provided a number of attachments from the interested business operator to assist in understanding how lice removal salons operate.

The Planning Commission does have several options that are as follows:

- Determine that Lice Removal Salons is within the classification for and are similar to Beauty and Barber shops and therefore permitted within Commercial Zoning Districts (NC, CC, SC).
- Determine that the use is not consistent with any use in the Municipal Code and direct staff to draft an Ordinance to address this new use.
- Find this proposed use is consistent with another activity (not beauty or barbershops) that is either permitted or conditionally permitted.
- Finally, the Planning Commission can determine lice removal salons are not consistent with any existing use and should not be permitted within any Zoning District.

## **ATTACHMENTS**

1. Submittal received March 7, 2012 from Ladybugs Lice Removal Salon



## LadyBugs Lice Removal - Facts of Lice

### I - Hair

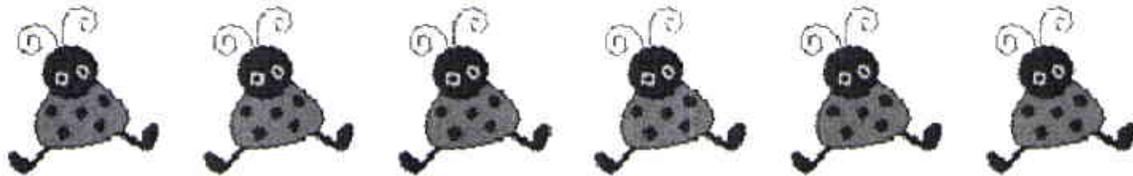
- Wash your hair at least twice in the next week using the Lice Repel Shampoo and Conditioner that you purchased.
- Wear your hair up daily to prevent infestation.
- All Hair accessories and tools such as combs, barrettes, etc. should be cleaned after each use. Soak them in rubbing alcohol for one hour (be sure to rinse well after); or boil your items for 10 minutes in hot water.
- Make sure every member of the family has their own comb, brush, etc., and a place to store it where there will be no cross contamination.
- Be sure to wash your hair prior to your next appointment.

### II - Laundry

- Wash all bedding, towels and previously worn clothing in hot water. Dry on high heat.
- Change pillowcases and towels used to dry hair after each use.

### III - Environment

- Pack away stuffed animals in a garbage bag for 10 days. If this is not possible, then wash the stuffed animal daily as you would the pillow case.
- Treat carpets, drapes, throw pillows, and headrests on furniture and in car with Spray, and do not forget to vacuum.
- **Call LadyBugs Lice Removal if you have any questions or concerns.**



## Standard Operations for Ladybugs Lice Removal

Appointment and Walk-ins welcome

Hours of operations 9AM – 7PM 7 days a week

Ladybugs use only organic non-toxic products. We believe that by methodically removing the Head Lice is the best and safest way. Our business is very private and kid friendly. We have toys, books and individual hand held DVD players for each client. Our blinds are never open while clients are receiving treatment.

The following are steps taken when a parent discovers their child could possibly have lice.

### STEP ONE:

- Parent will contact Ladybugs Lice Removal to schedule an appointment.
- Upon arrival, parent will fill out an informational form. Information will be entered into our computer database.

### STEP TWO: (3-4 possible treatments)

- Client is seated in chair; a salon cape and towel are placed around client's neck.
- Client's hair is sprayed with water to dampen it
- Organic lice repellent conditioner is spread evenly throughout the individual's hair.
- The individual's hair is combed out with a plastic brush and a large tooth comb to remove any tangles.
- A Nit/Lice removal comb is then used to gently graze the scalp to remove the lice. This is done on the entire head. A small white towel is used to wipe off the Nit/Lice removal comb after each pass through the individual's hair. You continue this process until the entire head is done and lice are no longer found.
- The client's hair is then put into a ponytail / braid.

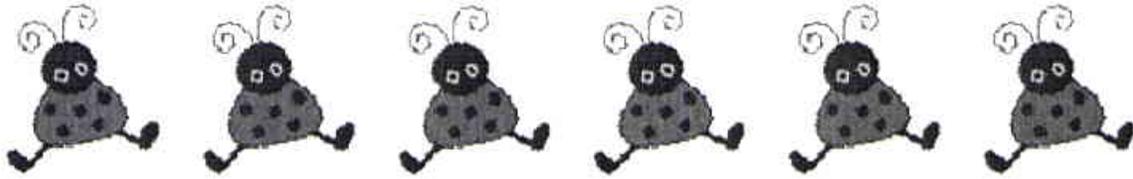
### STEP THREE:

- We take the towels and capes and carefully place them in an enclosed laundry bin.
- Immediately after completion, all combs, clips and any other items used to clean the individual's hair are placed in barbicide disinfectant.

### STEP FOUR:

- We provide the individual's parents with at home care instructions to insure that this issue does not continue, while educating our client on how to prevent this issue in the future.

At the end of business day, the hair utensils are removed from the barbicide and thoroughly washed in hot water and placed on a clean towel to dry. The laundry baskets are then taken home, washed in hot water & dried on high heat.



# Ladybugs Lice Removal Client Information Sheet

Date: \_\_\_\_\_

Name (Parent/Guardian): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Where were you diagnosed?    School    Home    Pediatrician    Other \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

Please list all members of your household:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Age: \_\_\_\_\_

Sex: F M

Sex: F M

School \_\_\_\_\_

School \_\_\_\_\_

Appointment today? Yes No

Appointment today? Yes No

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Age: \_\_\_\_\_

Sex: F M

Sex: F M

School \_\_\_\_\_

School \_\_\_\_\_

Appointment today? Yes No

Appointment today? Yes No

# Ladybugs Lice Removal



## Business Plan

Martinez, CA

Owners,

Pamela Gay and Sofia Deleuse



## Welcome to Ladybugs Lice Removal.

We are a Lice Removal Service based in Martinez, CA. We take a very chemical free and natural approach to lice removal.

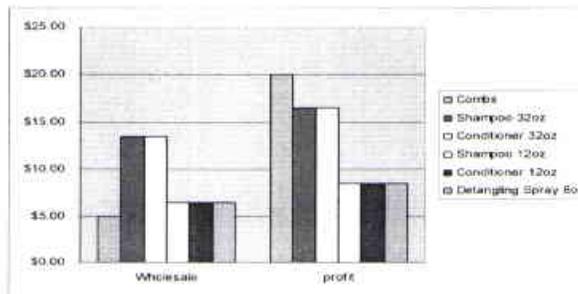


## Ladybugs Lice Removal

- **Mission** – Ladybugs takes a very chemical free and natural approach to Lice Removal. We want to educate the community on the “real facts of lice”.
- **Vision** - Within the next three years, Ladybugs Lice Removal would like to grow into a creative, vibrant company that is dedicated to eliminating the persistent lice problem while educating the community on the use of safe and effective treatments.



## Products/Sales



Packages	Wholesale	Ladybugs sale price	profit
Large pack with comb	\$41.50	\$90.00 with \$20.00 discount	\$48.50
Large pack no comb	\$38.50	\$65.00 with \$10.00 discount	\$26.50
Small pack with comb	\$24.50	\$60.00 with \$10.00 discount	\$35.50
small pack no comb	\$19.50	\$40.00 with \$5.00 discount	\$20.50

Product	Wholesale	Ladybugs sale price	profit
Combs	\$5.00	\$25.00	\$20.00
Shampoo 32oz	\$13.50	\$30.00	\$16.50
Conditioner 32oz	\$13.50	\$30.00	\$16.50
Shampoo 12oz	\$6.50	\$15.00	\$8.50
Conditioner 12oz	\$6.50	\$15.00	\$8.50
Detangling Spray 8oz	\$6.50	\$15.00	\$8.50



## Products/Sales Continued

Visits		Teacher discount	
First visit First Hour	each additional 15 min	First visit First Hour	each additional 15 min
\$95.00	\$23.75	\$47.50 per hour	11.87
Second visit First Hour	each additional if needed	Second visit First Hour	each additional if needed
\$95.00	\$23.75	\$47.50 per hour	11.87
Third visit First Hour		Third visit First Hour	
\$95.00		\$47.50 per hour	



## Other company revenue

Revenue Sales from other Lice Removal Company			
Month	2009	2010	2011
January	N/A	16,317.71	17,653.08
February	N/A	10,394.34	11,197.39
March	N/A	12,579.07	15,318.84
April	N/A	12,195.03	13,790.74
May	(First month open) 3,894.28	12,159.44	10,021.79
June	13,688.03	21,628.36	10,702.70
July	17,995.90	14,990.94	13,891.56
August	15,301.81	14,975.65	12,325.29
September	23,471.59	16,430.70	16,872.68
October	24,159.53	20,667.49	14,584.95
November	15,288.18	21,157.57	19,202.88
December	13,113.49	15,442.11	14,454.44



## Ways of Promoting our Business

- Advertise
  - Local newspaper
  - Magazines (M Magazine, Parenting magazine)
  - Yellow Pages
  - Online business directory
- Mailings to local schools, Dr. offices, Dental offices and Salons
- Offering Free local school head checks
- Donations to local business and school fund raisers
- Ladybugs Website to purchase products.