



Zoning By-law Amendment

Personal Wellness Establishments

Prepared by: Adrian Cammaert

Phoebe Chow

Planning Services

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Overview

- Background
- Proposed Zoning By-law Amendment
- Next Steps

Background

- Body rub parlour regulations review
- Council directed Legislative Services staff to repeal the Town's body rub parlour classification and adopt a personal wellness establishment licensing framework
- Council directed Planning staff to proceed to a statutory public meeting to amend the Town's zoning by-laws

Proposed Zoning By-law Amendment

- Repeal the definition and provisions of Body Rub Parlour in Zoning By-laws 2010-40 and 2019-06
- Add two new definitions to both Zoning By-laws:
 - Personal Wellness Establishment
 - Alternative Massage
- Regulate where PWE will be permitted

Proposed Definitions

Person Wellness Establishment:

- any premises or part thereof where an Alternative Massage is performed, offered or solicited in exchange for payment

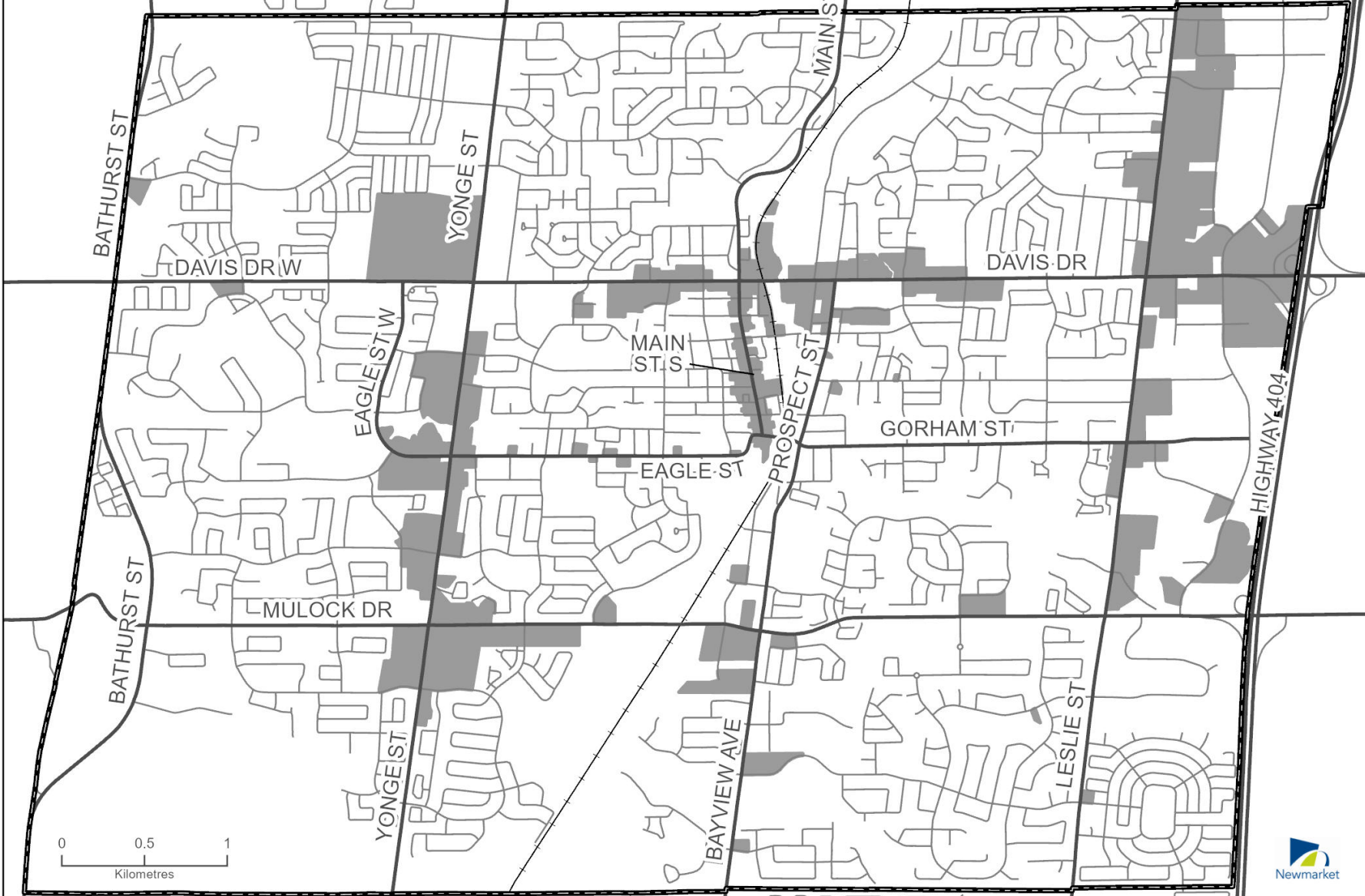
Alternative Massage:

- any massage that is not provided by persons licensed, or registered as a regulated health professional under the laws of the Province of Ontario by the College of Massage Therapists as registered massage therapists or massage therapists to provide medical or therapeutic in nature, nor is it designed to appeal to erotic appetites or inclinations

Where is PWE permitted?

- The following Commercial Zones:
 - Convenience Commercial (CC)
 - Service Commercial (CS)
 - Retail Commercial (CR-1 and CR-2)
- All Urban Centres (UC) Zones
- Mixed Employment (EM) Zone
- All Mixed Use (MU) Zones

Permitted Areas for Personal Wellness Establishments



■ Permitted Area for Personal Wellness Establishments — Major Road — Road + Railway — Municipal Boundary

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Next Steps

- Gather public input
- Recommendation report and amending Zoning By-law to Council later this year