



Village de/of St-Pierre-Jolys

Background Study



Richard+Wintrup
Planning & Development
202-885 Notre Dame Ave
Winnipeg, MB, R3E 0M4
ph: 204.202.7672
www.richardwintrup.com



Prepared by Richard+Wintrup | Michelle Richard, John Wintrup, Matthew Robinson, Chris Gibson, and Brody Osadick.

2020. The authors and publisher grant the Village of St. Pierre-Jolys publication rights for the background study research and data collection in this report. Readers of this report may copy it without the copyright owner's permission, if the author and publisher are acknowledged in the copy and copy is used for not-for-profit purposes.

While the authors and publisher have attempted to ensure that the information in this report is accurate at the time of publication, they provide no express or implied warranties in relation to the content. The information in this report is provided 'as is' and without any guarantees as to its accuracy, currency, completeness or reliability. This report uses Vancouver Style source citation.

Contents

Acknowledgments	vi
Study Purpose	vii
Document Structure	viii
Introduction	1

CITIZENS

Population.....	3
Housing.....	8
Growth Projections.....	11
Public Engagement.....	18

COMMUNITY

Land.....	20
Transportation.....	25
Amenities.....	29
Digital Infrastructure.....	33
Waste.....	34

ENVIRONMENT

Land Cover	37
Soil	39
Watershed	42
Climate Change	45

COMMERCE

Income.....	48
Education	50
Development Activity.....	52
Business & Tourism.....	53
Conclusion.....	56
Sources.....	57

Appendix A: Growth Projection Calculations

List of Maps

Map 1.	Regional Context.....	2
Map 2.	Status Quo Density Scenario Example (2031).....	13
Map 3.	Medium Density Scenario (2031).....	14
Map 4.	High Density Scenario (2031).....	15
Map 5.	Growth Scenario Summary (2031).....	17
Map 6.	Zoning By-Law (2010-6).....	21
Map 7.	Undeveloped Lands.....	22
Map 8.	Transportation Network.....	26
Map 9.	Heritage Assets.....	31
Map 10.	Digital Service Area.....	33
Map 11.	Wastewater.....	35
Map 12.	Land Cover.....	37
Map 13.	Soil Texture.....	39
Map 14.	Land Drainage.....	40
Map 15.	Agricultural Capability.....	41
Map 16.	Elevation.....	43
Map 17.	Watershed District.....	44

List of Figures

Figure 1.	Population Projection to 2046.....	3
Figure 2.	Aging Trends.....	5
Figure 4.	Nationality / Ethnicity.....	6
Figure 3.	Language.....	6
Figure 5.	Housing Inventory.....	9
Figure 6.	Household Composition.....	9
Figure 7.	Housing Density Scenarios.....	12
Figure 9.	Change in Property Sales.....	24
Figure 8.	Change in Total Assessment Value.....	24
Figure 10.	Commuting Patterns, 2016.....	27
Figure 11.	Heritage Assets.....	30
Figure 12.	Manitoba GHG Emissions, 2018.....	45
Figure 14.	Corporate GHG Emissions.....	46
Figure 13.	Community GHG Emissions.....	46
Figure 15.	Household After-Tax Income.....	48
Figure 16.	Labour Force Trends.....	49
Figure 17.	Educational Attainment, Ages 15 and over.....	51
Figure 18.	Development Permits.....	52
Figure 19.	Businesses in the Village.....	53
Figure 20.	Tourism Assets.....	54

List of Tables

Table 1.	Population Change in Surrounding Municipalities	4
Table 2.	Age Forecasting to 2031	5
Table 3.	Median Age 2006-2016	5
Table 4.	Immigration & Mobility	7
Table 5.	Average House Price	10
Table 6.	New Dwelling Units Needed to 2031 and 2046.....	11
Table 7.	Housing Inventory	12
Table 8.	Density Scenario Lot Sizes.....	12
Table 9.	Status Quo Growth Scenario	13
Table 10.	Medium Density Scenario	14
Table 11.	High Density Scenario	15
Table 12.	Employment Growth Projections.....	16
Table 13.	Growth Projection Summary	17
Table 14.	Land Supply by Land Use	20
Table 15.	Property Assessment by Land Use	23
Table 16.	Health, Wellness and Care Services.....	31
Table 17.	Land Cover Summary	38
Table 18.	Soil Texture Summary	39
Table 19.	Land Drainage	40
Table 20.	Agricultural Capability.....	41

Acknowledgments

The Village of St-Pierre-Jolys is located on Treaty 1 territory, home of the Anishinaabeg, Cree, Dakota, Dene, Métis and Oji-Cree Nations. We respect and honor the Treaties that were signed on these lands over a century ago and acknowledge the spirit and vision towards reconciliation through meaningful collaboration with Métis and First Nation people.

The ongoing support and feedback from residents over the last year and a half have been instrumental in helping build a better future for the Village. Thank you specifically to Mayor Raymond Maynard, Councillor's Raymond Gagné, Paule Péloquin, Justin Kehler, along with Chief Administrative Officers (CAO) Tina Bubenzer and Nicole Bratzke, and Village staff, Michel Carrière for your assistance in preparation of this report.

Study Purpose

The purpose of the Development Background Study (the Study) is to provide a current snapshot of the Village of St-Pierre-Jolys (the Village). Through careful analysis of current trends, we can better inform the land use decisions that shape citizens, community, environment and commerce characteristics throughout the Village. Specifically, this report will analyze the most recent data to answer the following questions:

- What are the qualities and characteristics of people living in the Village?
- What is the current state of commerce and where is the local economy headed?
- What is the current state of critical infrastructure systems that serve the community?
- What does development look like in terms of land value and land cover?
- How is the natural and built environment changing over the past, present and future?
- How will the Village build a more climate resilient future and affordable future?

These are only some of the questions this background study looks to answer. The three primary objectives of this Study are to:

1. Provide a current-state analysis of the Village;
2. Frame and set out a realistic, and preferred state for the Village; and
3. Identify key issues and drivers of growth to inform the Development Plan and Zoning By-law review.

Methods and Sources

The content of this Study comes from a variety of sources, including technical documentation and information gathering via open data shared by the Province of Manitoba, Government of Canada, and Village of St-Pierre-Jolys, to more casual conversations had with community members and Council members. Specific sources include: Statistics Canada, Manitoba Land Initiative, Agri-Food Canada, Natural Resources Canada, Manitoba Property Assessment, and the Seine-Rat River Watershed District.

In addition to the technical data collection, citizens, stakeholders, organizations, and elected officials were invited to provide input on the draft vision and guiding principles back in November 2019 when creating the Village's Municipal Strategic Plan. Key discussion points from this engagement have informed the concerns and drivers of growth found throughout the Study.

This study sets the stage for an iterative planning approach in order to be as transparent and accessible as possible. An iterative process begins with community dialogue, is followed up with draft visioning and policy framing, and then brought back again to the community for feedback and input. The next step following this study is to loop-back with the community to present our findings, which in turn will provide the base for a development plan and zoning by-law review.

Document Structure

Introduction: History; guiding principles; regional context.



CITIZENS

Population: How is the population changing? How are people aging?

Housing: What is the housing stock like? What does household tenure and composition look like? And what is the cost of housing in the area?

Growth Projections: How many new residential units are needed in the future? Based on what types of housing? And what does that mean for employment lands?

Public Engagement: What are the priorities, issues and challenges of the people in the Village?



COMMUNITY

Land: Where are the undeveloped lands? What are the current land uses? How much are the lands valued at?

Transportation: How do people of the Village move around?

Amenities: What are the assets of the Village for recreation and parks, heritage, healthcare and wellness services?

Digital Infrastructure: What is offered for internet service providers and coverage area?

Waste: What is the capacity of wastewater and solid waste collection?



ENVIRONMENT

Land Cover: What types of crops and natural lands make up the Village?

Soil: What is the surface texture, land drainage, agricultural capability rating like?

Watershed: What is the water quality like? Are there erosion areas? What are the groundwater characteristics?

Climate Change: What are the sources of GHG Emissions in Manitoba and the Village?



COMMERCE

Income: How have household incomes changed?

Education: What is educational attainment and training opportunities like? How is the workforce compared to the business and educational background in the Village?

Development Activity: How much development has there been over the last decade?

Business & Tourism in the Village: What are the common tourist destinations in the Village?



DRIVERS OF GROWTH

Each section above is accompanied by drivers of growth. These key influencing factors are based on key issues, priorities, and strengths of the Village that are identified by market trends, local residents, business owners, Village Council and staff.

Introduction

The Village of St-Pierre-Jolys is home to many Métis and French people, whose heritage reach all the way back in history to the birth of Manitoba. Two years after the creation of Manitoba in 1870, twenty Métis families had a vision to settle along the Rat River. The land now known to be the Village of St-Pierre-Jolys had been locally developed at the time as a wintering spot for cattle in Saint Norbert, when Father Jean-Marie Jolys, the first parish priest of St. Pierre and among the guidance of Bishop Taché and Abbé Ritchot, set forward in motion the first vision for development in the Village.⁽¹⁾

When the Village first incorporated in 1947, the town was known to many as the Town of Rat River, named after its dense woodland and species-rich watercourses that extend from the Seine River. Nature and productive soils surrounding the town has always been a driving force for the local economy in the Village, which is demonstrated by the town's ability to attract business and residents steadily over time. Since its incorporation, the Village has continued to be a hub for servicing and supporting Manitoba's agricultural, manufacturing and construction industries. Today, many people in the Village have strong historical and cultural ties to the Village, demonstrated by annual celebrations such as the Canadian National Frog Jumping Championship and Sugaring Off Festival, or through family, friends and extended relatives.

Over the next ten- to twenty-five years there are many socio-economic, environmental, and technological trends that will affect growth within rural towns in Manitoba. The Village is a desirable community for families that want to experience a small town atmosphere and remain close to major urban areas. We are in a position to capitalize on smart and suitable growth. Older adult populations are increasing in numbers as baby-boomers reach retirement and semi-retirement age. Newcomers are seeking supportive communities, and families across the province are looking for affordable living alternatives. This study analyzes these trends to inform the development and zoning by-law review process for the Village.



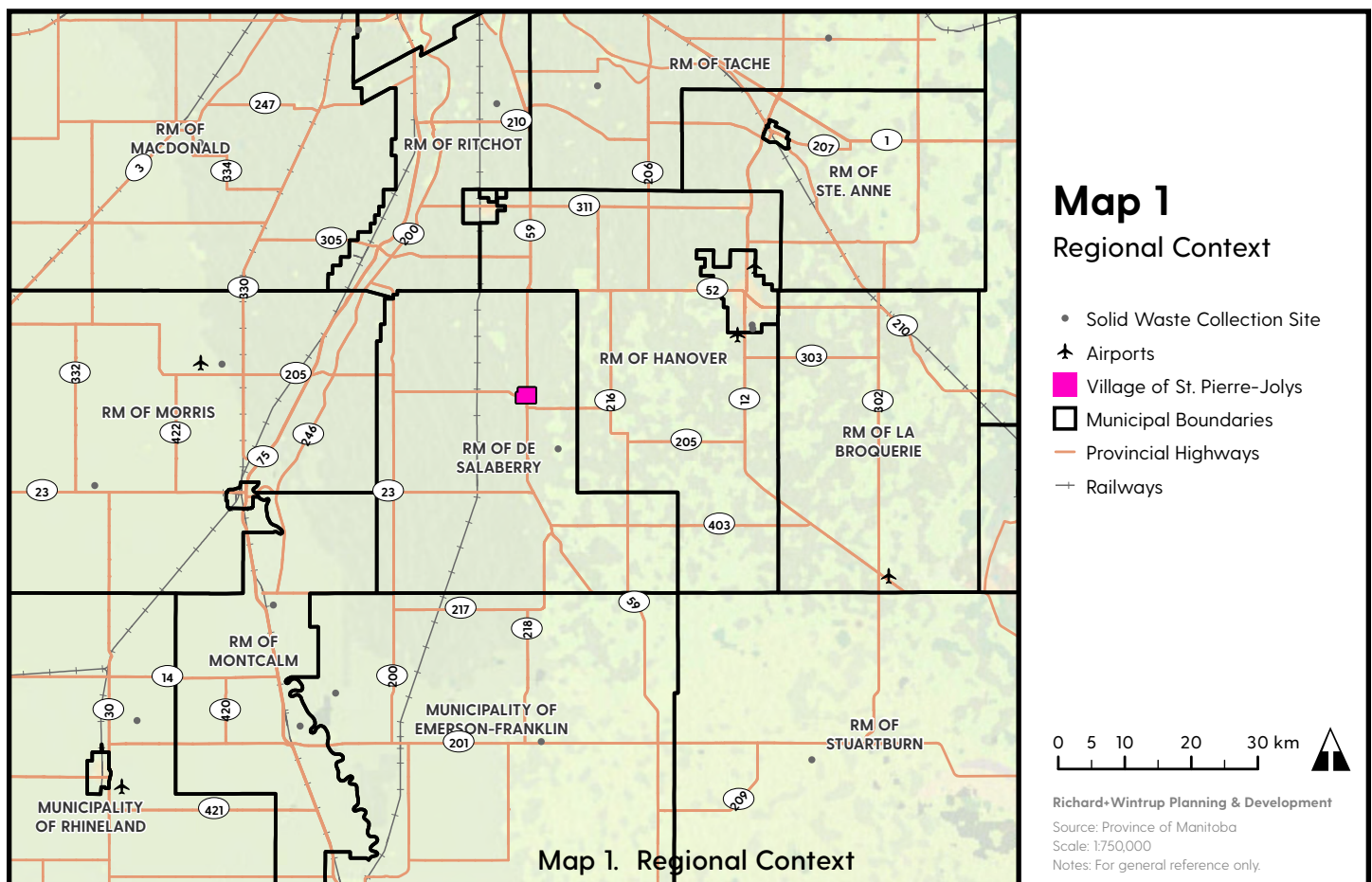
Guiding Principles

The Village is guided by overall goals and guiding objectives outlined in their Municipal Strategic Plan, which specifically defines four over-arching principles:

1. Create conditions to support coordinated economic development across all sectors
2. Promote a culture that generates and supports open communication and collaborative opportunities within the Village and the broader region
3. Increase the Village tax base through responsible growth and tap into funding opportunities to develop and maintain amenities and infrastructure important to sustaining a high quality of life
4. Preserve our identity (the Francophone and Métis history and identity of the Village)

Regional Context

The Village of St-Pierre-Jolys has a total land area of 2.66 square kilometres. This small land base makes for about 440 people per square kilometer. In the surrounding region are Rural Municipalities of De Salaberry, Emerson-Franklin, and Morris. The RM of De Salaberry covers about 670 square kilometres and has a population of about 3,580 as of 2016, equivalent to about 5 people per square kilometre. It's proximity to the major employment centres of Winnipeg and Steinbach makes the Village an attractive nearby community for commuters and for private investment.



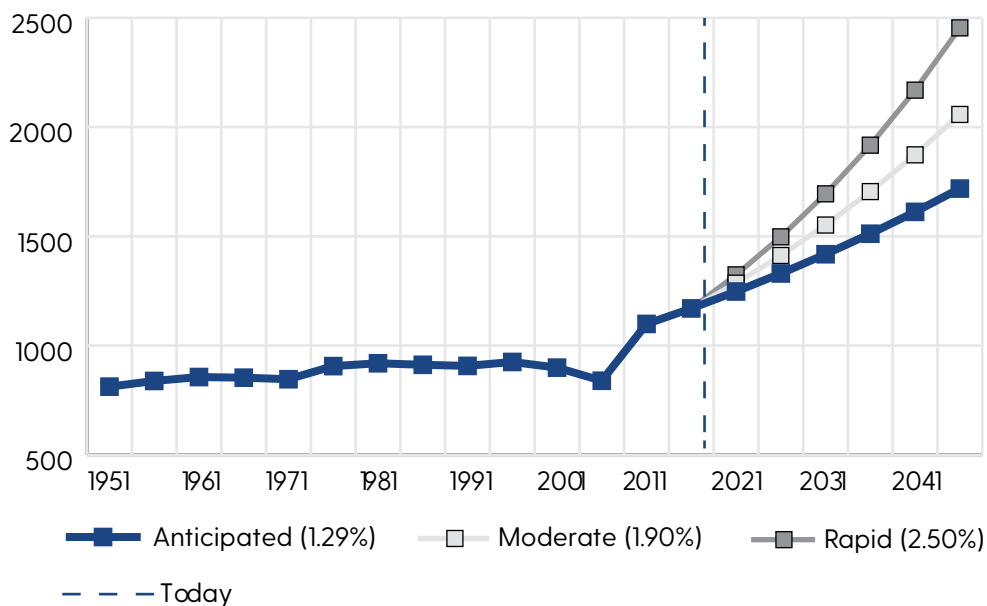
The first chapter of this background study looks at the people in the Village. It is an overview of what their characteristics and qualities might be, and how these have changed over time. Housing characteristics are examined in this chapter, both in terms of what exists in the Village and what residential growth might look like into the future. At the conclusion of this chapter, we summarize the demographic trends and use these numbers to forecast the potential demand for land development. The last part of the chapter revisits community priorities and issues from what we heard back in November 2019 during our strategic planning public engagement sessions.

Population

The rate of population change in the Village has been fairly steady since 1951. During the most recent census period of 2011-2016, the Village has experienced a growth rate of about 1.3% annually, greater than both the Manitoba and national Canadian average. Over the last ten years, the Village has increased on average of about 33 people per year, which is steady and competitive in the Southeast region of Manitoba.

Anticipated Growth (1.29%)

Figure 1. Population Projection to 2046



Manitoba as a whole generally from 2013 to 2038 is expected to grow anywhere between 1.2% and 1.5% annually.⁽²⁾ The anticipated growth scenario for St-Pierre-Jolys, also the low-end projection across the province of Manitoba, is an annual increase of about 1.29%. The anticipated growth projection is the baseline population projection for the Village, which represents the previous 15-year average for the Village and a conservative growth assumption among the Southeast region of Manitoba.

Moderate Growth (1.90%)

The Province of Manitoba predicts South Central and Southeast regions to experience higher and stronger rates of population growth.⁽²⁾ Urban areas in the region, including the towns of Saint Malo, Grunthal, Niverville and Ile des Chênes, have seen a strong growth rate and also tend to be located closer to Winnipeg (as see in table 1 below). If these trends are to continue, it is likely the Village will experience a more moderate growth rate of 1.9%.

Rapid Growth (2.50%)

An influx of jobs, people and residential development would be more likely to create the conditions for a rapid growth scenario. If the Village develops as a hub for business activity, it would help support a steady labour force, increase in population, and livelihood of a strong community base. This rapid annual population increase is similar to the previous five-year growth rate of Niverville, the fastest growing community in Manitoba in terms of population data, which is about 2.5% annually.

Surrounding Towns & Municipalities

Two communities in particular, Ile des Chênes and Niverville, are among the fastest growing communities in Manitoba according to the last census period. Similarly, in the Village, population growth has, and will continue to be largely influenced by its proximity to Winnipeg. Population trends suggest that St-Pierre-Jolys, Niverville, Ile des Chênes, and other communities near the City of Winnipeg are more likely to experience an overall higher demand for land and residential development.

Location	Annual Rate of Change	Distance from Wpg
Saint Malo	1.38%	58 km
Grunthal	0.6%	55 km
St-Pierre-Jolys	1.30%	43 km
Niverville	6.0%	28 km
Ile des Chênes	5.0%	14 km

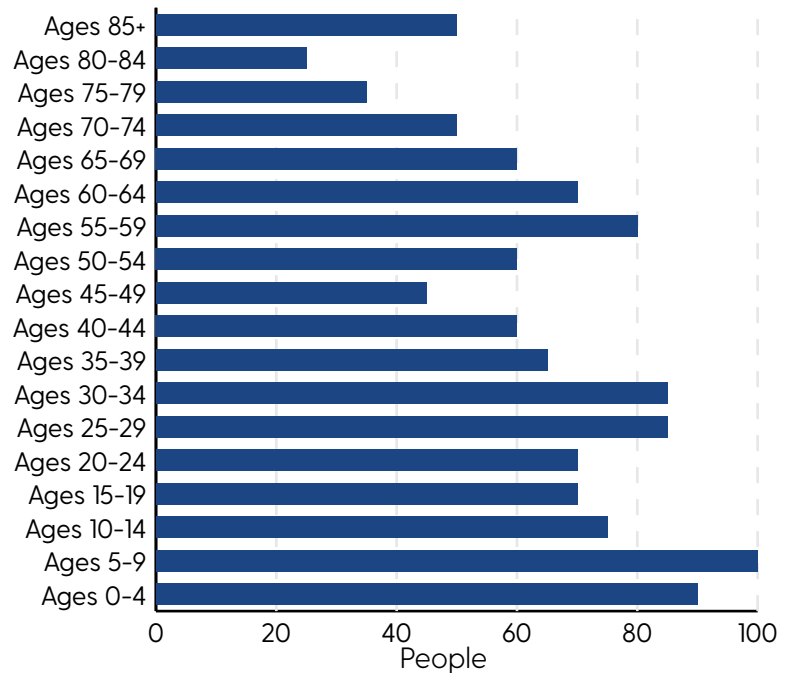
Ageing Trends

From age 8 and under to age 80 and over, it is important for a healthy and sustainable community to have a mix of people of all ages. Ageing research today in Canada shows that families with young children help stabilize populations by remaining in place until retirement, at which point in their lives they become more mobile, and in turn tend to re-evaluate their living conditions particularly in relation to support networks and supportive amenities.⁽³⁾

Like many communities, the Village today is young, yet aging. Representing the base of the population pyramid in Figure 2 are a large number of young families with children under the age of 10 years, in addition to a significant number of people reaching this age of mobility (age 55-64), who may decide to downsize or transition into different types of housing where services are more accessible.

Over the next decade, ‘Baby Boomers’ will reach retirement age and will slowly contribute to older adults outnumbering children in Canada. Stats Canada predicts that by 2031 there will be just as many, if not more, older adults (65+) than children (<14). However, they also predict immigration and intra-provincial migration to outpace this ‘Baby Boomer’ trend, thereby decreasing the overall proportion of older adults.⁽⁴⁾

Figure 2. Aging Trends



Compared to Manitoba, the Village is much younger, both in terms of children and young families, but also the young working adult. As the Village and its built heritage develops and continues to age, there is a clear need to consider youth and young families, the young working adult, and the baby boomer entering retirement age.

Age Range	SPJ Pop. # 2016	SPJ Pop. % 2016	MB Pop. % 2016	MB Pop. % 2031
Children (0 – 14 years old)	265	22.6%	18.6 %	18.7 %
Adolescence / Young Adulthood (15 - 39 years old)	375	31.9%	31.3 %	31.5 %
Middle Adulthood (40 – 64 years old)	315	26.8%	29.0 %	29.9 %
Older Adulthood (65+ years old)	220	18.7%	20.9 %	19.8 %

	2006	2011	2016
St-Pierre-Jolys	41.5	34.2	35.5
Manitoba	38.1	38.4	38.3

Cultural Background

The first settlers of the Village to accompany First Nations and Métis communities came mostly from Québec.⁽¹⁾ Over time, the Village has proudly continued to preserve its Francophone heritage, with nearly two-thirds of the population today (61%) speaking both English and French. Since its emergence as a prominent French and Métis community, the Village has been successful at attracting people from many different cultural backgrounds, with the top ethnic origins being Scotland, Germany, and Russia.

Figure 4. Nationality / Ethnicity

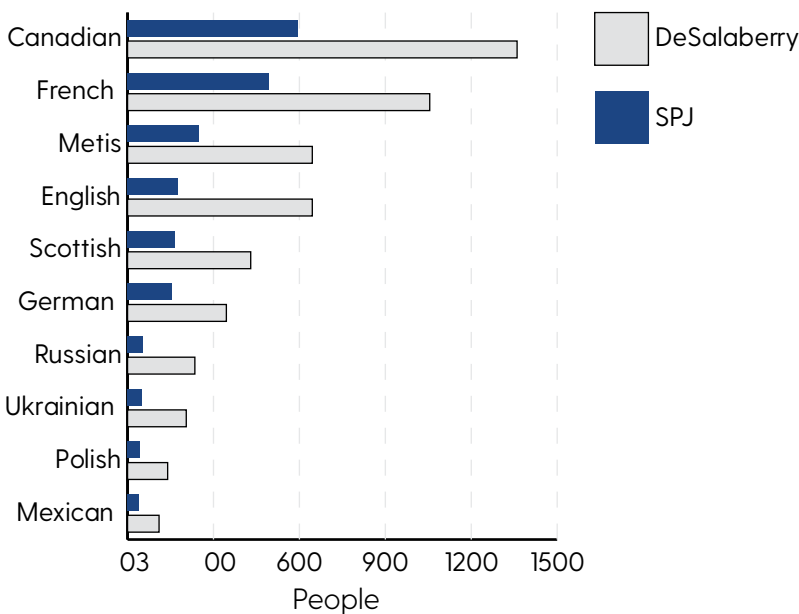
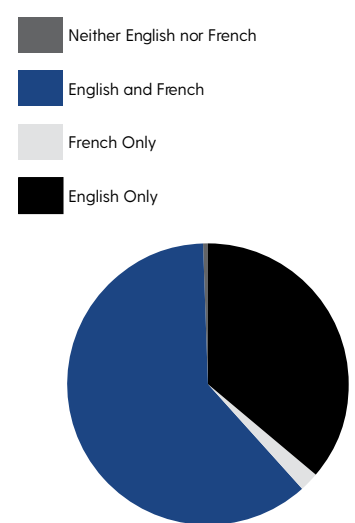


Figure 3. Language



Immigration & Mobility

Population in rural Manitoba is primarily driven by people migrating from within the Province, referred to as ‘intra-provincial’ migration. From 2010-2016, about 315 people moved to the Village from another place in Manitoba, either from another Rural Municipality or existing urban centre, compared to only 10 people from outside Manitoba/across Canada.

St-Pierre-Jolys has a relatively low rate of immigration, compared to the Province as a whole. Over the last 40 years there have been about 40 people who have immigrated into Canada and have settled in the Village. This is only 3.5% of the total population of the Village. The Village has a much higher rate of success attracting people from within the Province, as opposed to from outside of Manitoba and across other Canadian municipalities. These mobility patterns suggest an opportunity to market nationally and internationally to attract diversity, while continuing to be an attractive place for fellow Manitoban’s.

Table 4. Immigration & Mobility		
	St-Pierre-Jolys	RM of De Salaberry
Non-Immigrants	1095	2830
Immigrants	40	190
Before 1981	20	55
1981 - 1990	10	10
1991 - 2000	0	55
2001 - 2010	10	60
2011 - 2016	10	10
Non-Permanent Resident	0	45

2010 to 2016
Inter-provincial
Migration:
15

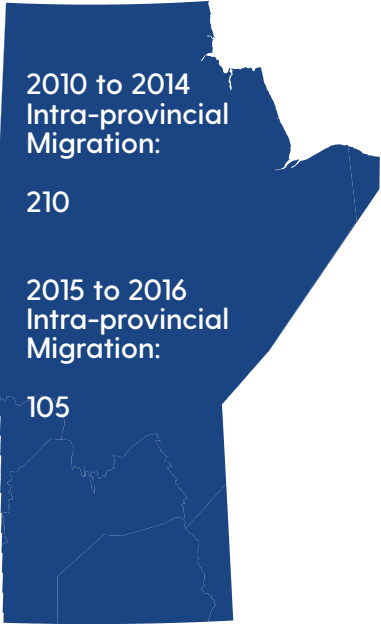
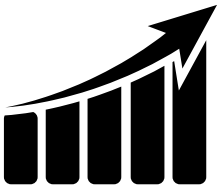


Table 4 above compares the international immigration patterns between the Village of St-Pierre-Jolys and the Rural Municipality of De Salaberry, versus the Figure to the right which illustrates the rate of ‘inter’ and ‘intra’ provincial migration to the Village. The two illustrations show that migration from within the province has historically been a much stronger driver of growth for the Village and highlights the opportunity to further efforts to attract people from other francophone communities.

POPULATION - DRIVERS OF GROWTH

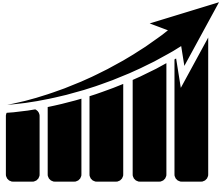


Migration

Much of the recent growth in St-Pierre-Jolys has been due individuals and families moving from other areas of the Province. Municipalities in proximity Winnipeg see a lot of growth from people who are looking to leave the urban environment of a bigger city for the benefits of a smaller town, which include lower housing costs and a better quality of life. This is just one of the ways to attract new residents.

Francophone Culture

A French-first mentality has helped to preserve the identity and cultural foundation of the Village. Future development of the public realm should be based on this mentality to celebrate Francophone roots and attract new residents coming from French-speaking areas.



Aging Population

Older adults will soon outnumber children for the first time in Canada's history. It is key to plan for an age-friendly community, where housing meets the needs across age groups, neighbourhood design allows for people to age in place, and where streetscapes and public spaces help support healthy living and physical activity. Creating the conditions for a healthy environment for all ages is a key driver of growth.

Housing

A profile of housing is essential for the official Development Plan and Zoning By-law review process. This type of analysis is critical in the population growth projection analysis that is presented in later in this Chapter. As the Village continues to grow and provide shelter for its citizens, the diversity, affordability and adaptability of housing types, tenure, and unit characteristics will ultimately drive economic growth by being in a position to not only attract a wide-range of people across age groups, but also from across Manitoba, Canada and beyond.



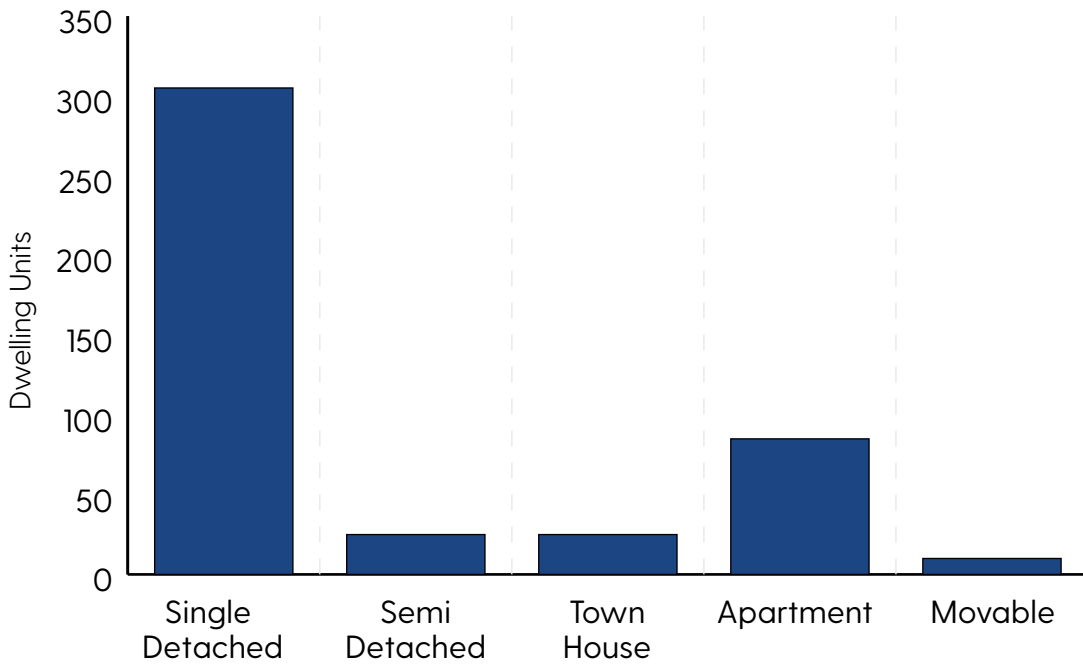
Housing Stock

Figure 5 on the following page outlines the current housing inventory for the Village as of 2016. Single-detached dwellings make up about two-thirds (67%) of the overall housing stock in the Village, whereas apartment-style dwellings less than five stories make up the second most common type of housing at one-fifth (19%). St Pierre Manoir, the single-level assisted living complex at 449 Jolys Ave West, is believed to make up the majority of apartment dwellings in the Village with 60 units.



The remaining 14% of housing units are a mix of row house, condo, duplex and moveable dwellings. Compared to Manitoba as a whole, a diverse mix of low-rise apartment and other attached housing already exist to help create affordable conditions for residents. More recently, the Village has seen a notable increase in the construction of semi-detached, row house and duplex housing, particularly from 2011 to 2016. Since then, from 2017-2020, subdivision records indicate that 7 single detached and 4 semi-detached dwellings have been built and added to the housing stock.

Figure 5. Housing Inventory



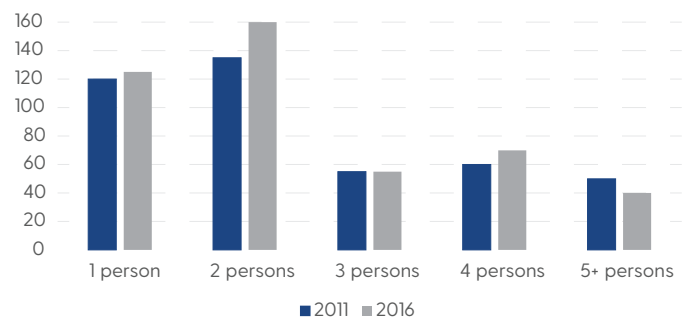
Housing Tenure

Housing tenure compares rental versus ownership. Ownership may suit people and families looking to downsize from the City or retain a plot of land for those moving from a rural area, whereas renting may suit more mobile people looking for affordable alternatives. In the Village, one-third of households in the Village, about 155 dwelling units, are occupied by someone renting. In comparison, only 6% of households in the RM of De Salaberry are rented out. As people age, decide to downsize or pass-down their farmstead in a surrounding RM or nearby urban centre, people will seek a housing within or near the same town or community as they grew up in.

Household Composition

Figure 6 shows us household size by the number of occupants per private dwelling. As of 2016, the average household size was ~2.5 people. Market trends suggest that one and two person households are more likely to be either older adults or the young working adult, whereas the larger household size represents younger families with children. For this Study and in the following growth projection analysis, we assume 2.5 persons to occupy each new dwelling unit constructed in the Village.

Figure 6. Household Composition



St-Pierre-Jolys	\$ 232,069
RM of De Salaberry	\$ 281,751
Ile des Chênes	\$ 274,126
Niverville	\$ 316,448
Grunthal	\$ 229,359
Saint Malo	\$ 238,014
Manitoba	\$ 297,444

2011	2016
\$195,806	\$232,069



Household Cost

The average household cost in the Village, noted in the table above, is slightly lower than other nearby urban centres and the provincial average. Over the course of five years between 2011 and 2016, the price of housing in the Village has increased on average \$7,000 per year.



HOUSING - DRIVERS OF GROWTH

Aging in Place

An aging population has significant effects on the housing market. Even with a relatively young population, it is important to be aware of the increased housing needs for residents entering retirement. Often, these residents are looking to downsize and reduce the amount of required maintenance. Facilities like Manoir St-Pierre are a great asset to the Village and help residents to remain as they age. Independent living and co-housing facilities would complement existing facilities.

Mix of Housing

The Village has demonstrated a diverse housing stock and a willingness from the public to integrate a variety of housing forms (i.e. single-detached, row houses, and multi-family apartment/condominiums). This helps provide residents of all ages the ability to find a dwelling that meets their needs from a cost perspective, as well as an accessibility perspective. Emphasizing this diversity, and providing a readily available supply of dwellings, will ensure the Village keeps growing sustainably.

Housing Cost

As noted in the Study, the price of housing in the Village has increased by an average of \$7,000/year. At this rate, the average price has remained low in comparison to the RM of De Salaberry, as well as other similar municipalities. Newly constructed urban-standard dwellings will bring with it increased prices, however, there will still be a clear cost advantage to developing in rural areas like St-Pierre-Jolys over Winnipeg. Additionally, increased housing prices can be mitigated by providing greater density if needed.

Growth Projections

Projecting the amount of land required to accommodate future residential, commercial, and industrial development will help provide an understanding of how the Village can grow in the most sustainable manner and best understand both the short and long-term impacts of future land use development. The following growth projection analysis uses a 10-year and 25-year time frame to 2031 and 2046. The 10-year time frame represents the next Development Plan review period, whereas the 25-year time frame is considered best practice for long-term plans and projections.

There are three main assumptions made in the growth projection analysis. The first assumption is made based on a average household composition of 2.5 persons, as determined by the 2016 census information. Second, is the assumptions related to three annual population increases in the Village, which is outlined under “Population” on page 3. The third and final assumption is based on the median lot size for single-detached dwellings in the Village, which is about 2.5 acres—calculated using spatial analysis software and parcel information provided by the Province of Manitoba. Each of these assumptions influence the amount of land needed in the future to accommodate residential, commercial and industrial development in the Village.

New Residential Units

As of 2016, the population of the Village was about 1170. Our projection estimates that by 2031, an additional 100 to 210 new dwelling units will need to be built to accommodate anticipated, moderate or rapid growth. When we look to the year 2046, we estimate around 220 to 514 new dwelling units will be needed. Different types of housing will accommodate different numbers of people, which is why the next major component in this growth projection analysis are to define the assumptions between single-detached and multi-family housing.

Table 6. New Dwelling Units Needed to 2031 and 2046

	Anticipated Pop. Growth	New Dwelling Units	Moderate Pop. Growth	New Dwelling Units	Rapid Pop. Growth	New Dwelling Units
2016	1170	-	1170	-	1170	-
2020	1232*	-	1262*	-	1292*	-
2031	1418	100	1552	153	1695	210
2046	1719	220	2056	356	2454	514

**2020 anticipated population growth is extrapolated from the 2016 Census data and does not reflect the actual current Village population.*

As mentioned previously, single- and semi-detached dwellings make up two-thirds of the housing stock in the Village, with the remaining third dedicated to apartment buildings and row-housing. For the purpose of this analysis, we group and define the former as ‘Single-Detached’ and the latter as ‘Multi-Family,’ as seen in Table 4 on the following page. We assume 70% of new dwelling units to be single-detached homes, with the remaining 30% dedicated to multi-family dwellings—as defined in the Zoning by-law as a building structure containing three or more dwelling units.

	Single	Multiple Family			
	Single Detached	Semi Detached	Movable Dwelling	Town House	Apartment
#	310	15	10	30	95
%	67%	3%	2%	7%	21%

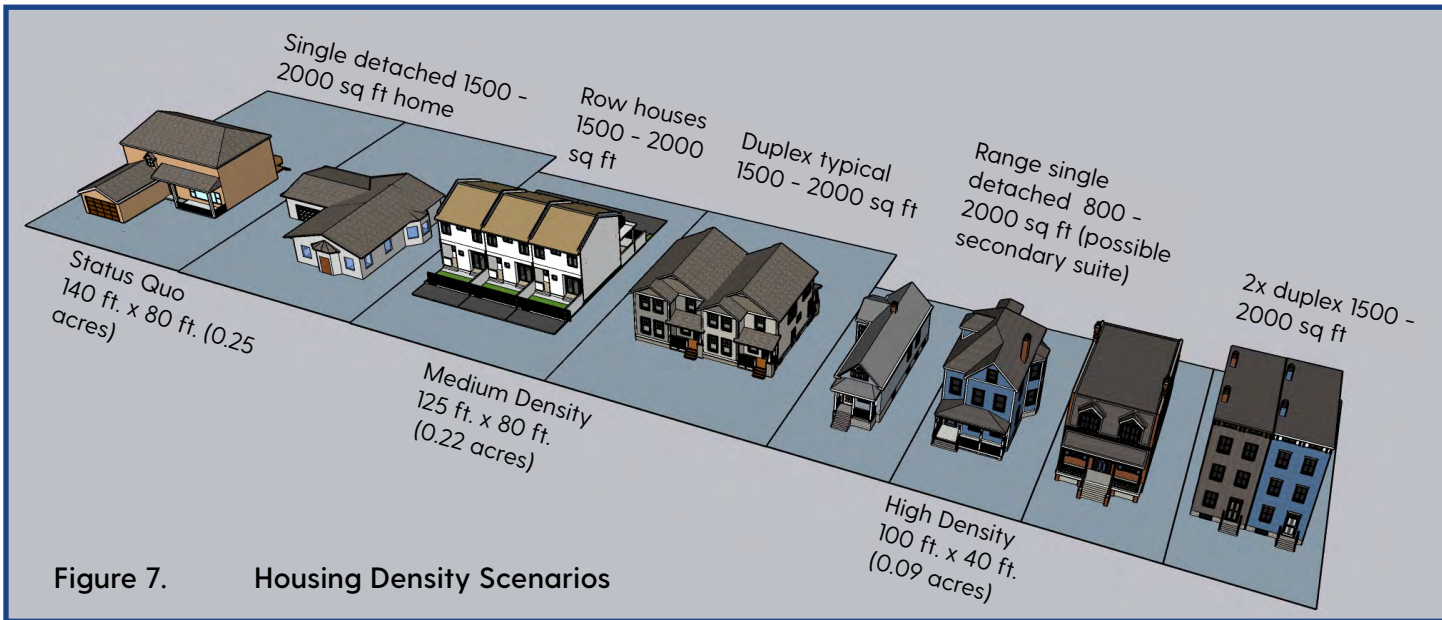
Assumptions:

- The proportion of new single-family and multi-family dwellings will be 70:30.
- One multi-family lot will contain 3 units.
- Each new dwelling unit will contain 2.5 persons.

Density Scenarios

Three housing-related density scenarios are outlined to help forecast the number of acres needed to accommodate growth: Status Quo, Medium, and High Density. The Status Quo represents the median single-detached lot size in the Village, as calculated using spatial analysis software. The Medium-Density scenario represents a slightly smaller lot size for single-detached dwellings compared to the median. Whereas, the third High-Density scenario is based on the bare minimum required lot size as defined in the existing Zoning By-law, which in other words is the smallest possible lot size a developer would have to adhere to when subdividing.

Status Quo	140 ft. x 80 ft. (0.25 acres)
Medium Density	[50%] 125 ft. x 80 ft. (0.22 acres) [50%] 125 ft. x 70 ft. (0.20 acres)
High Density	100 ft. x 40 ft. (0.09 acres)



Status Quo Density

As aforementioned, 'Status Quo' represents the median lot size in the Village, which is 0.25 acres, or 140 by 80 ft for single-detached units and 0.30 acres, with various lot dimensions for multiple family dwellings. This scenario assumes new single and multi-family lot sizes will remain similar to the current median, and that the

- 10,890 square foot median lot size for single-family dwellings (1 dwelling per 0.25 acres/4 dwellings per acre)
- 13,068 square foot median lot size for multi-family dwellings (1 dwelling per 0.10 acres/10 dwellings per acre)

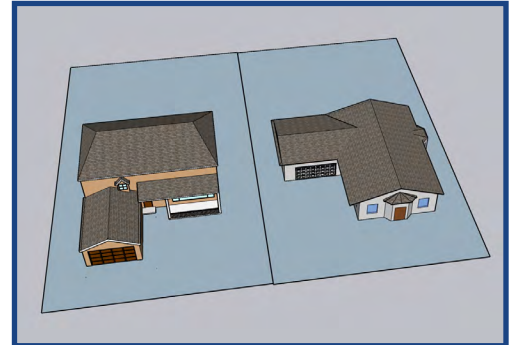
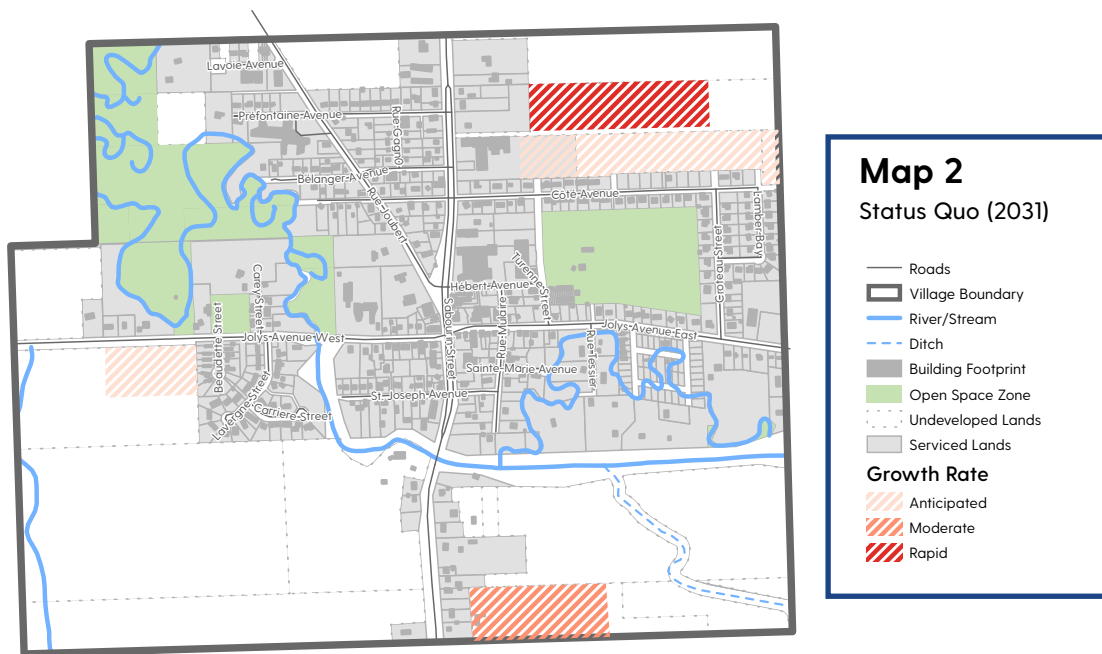


Table 9. Status Quo Growth Scenario		
Growth Rate	Demand for Residential Land to 2031	Demand for Residential Land to 2046
Anticipated (1.29%)	20 acres	45 acres
Moderate (1.90%)	31 acres (+11)	73 acres
Rapid (2.50%)	43 acres (+12)	105 acres



Map 2. Status Quo Density Scenario Example (2031)

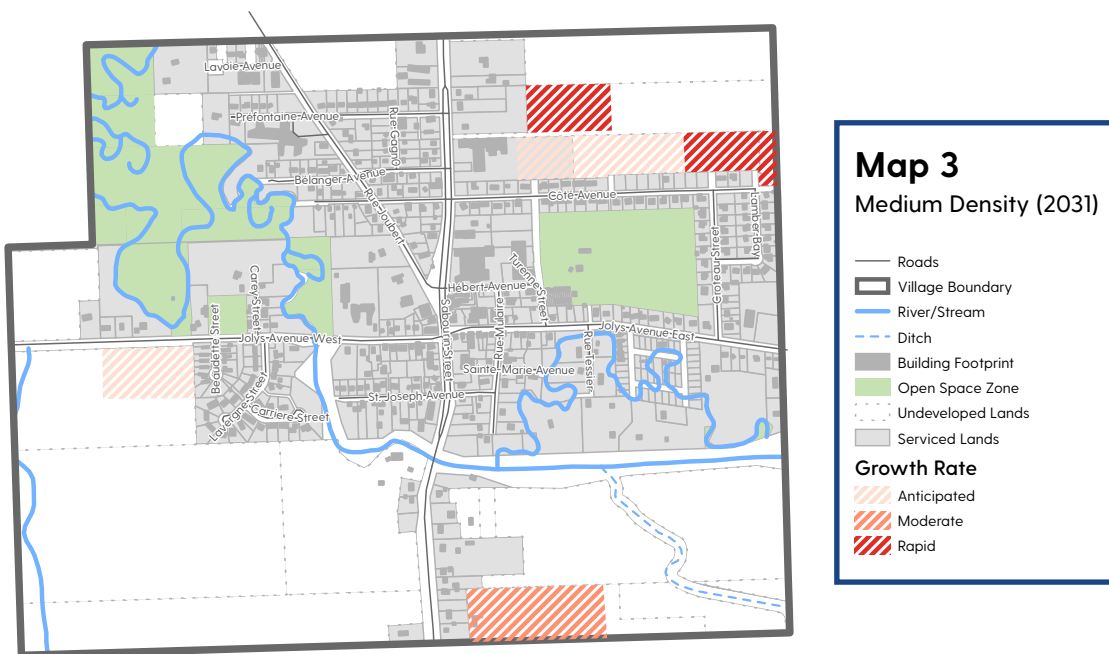
Medium Density

Medium Density represents a small reduction in single-detached lot sizes only, shrinking from a typical lot size of 140 ft. by 80 ft. (0.25 acres) to 125 ft. by 80 ft. (0.22 acres) and 125 ft. by 70 ft. (0.20 acres). This scenario assumes half of all new single-detached dwellings will subdivide on 0.22 acre lots and the other half on 0.20 acre lots.

- (50%) 10,000 square foot lots for single-family dwellings (1 dwelling per 0.22 acres/4 dwellings per acre)
- (50%) 8,125 square foot lots for single-family dwellings (1 dwelling per 0.20 acres/5 dwellings per acre)
- 13,068 square foot average for multi-family dwellings (1 dwelling per 0.10 acres/10 dwellings per acre)



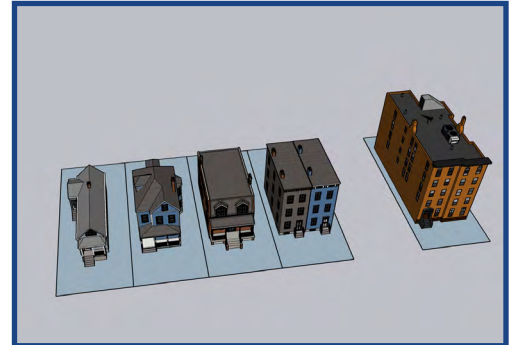
Growth Rate	Required Residential Land to 2031	Required Residential Land to 2046
Anticipated (1.29%)	17 acres	39 acres
Moderate (1.90%)	27 acres (+10)	63 acres
Rapid (2.50%)	37 acres (+10)	91 acres



Map 3. Medium Density Scenario (2031)

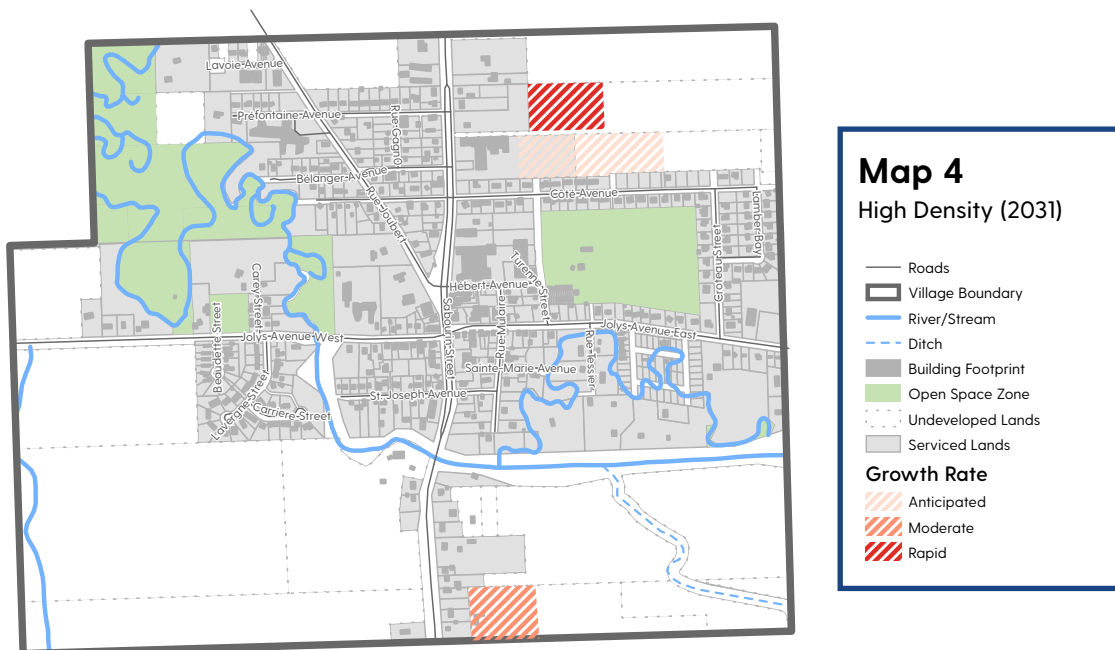
High Density

High Density represents the minimum lot size requirement for single-detached and multi-family dwellings as defined in St-Pierre-Jolys Zoning By-Law 2010-06. For single-detached units, the minimum lot size requirement is 0.09 acres (4,000 sq. ft.), equal to about 11 dwelling units per acre. For multi-family units, the minimum lot size requirement is 0.18 acres (8,000 sq. ft.), which is defined as consisting of a minimum of three dwelling units. Therefore, this scenario assumes a multi-family density equal to about 16 dwellings per acre.



- 4,000 square foot minimum lot size for single-family dwelling (1 dwelling unit per 0.09 acres/11 dwellings per acre)
- 8,000 square foot minimum lot size for multi-family dwelling (1 dwelling unit per 0.06 acres/16 dwellings per acre)

Table 11. High Density Scenario		
Growth Rate	Required Residential Land to 2031	Required Residential Land to 2046
Anticipated (1.29%)	8 acres	17 acres
Moderate (1.90%)	13 acres (+5)	29 acres
Rapid (2.50%)	18 acres (+5)	42 acres



Map 4. High Density Scenario (2031)

Employment Growth Projections

The amount of land required to accommodate commercial and industrial demand is directly related to the residential growth and density scenarios. In the Village, the current ratio between Residential and Employment Land (i.e. commercial, industrial, and mixed-use zoned properties) is slightly greater than one-to-one, which means for every residential acre in the Village there is also one acre allocated to commercial, industrial or mixed use. For this employment growth projection scenario, we assume that for every one-acre needed for future residential development, an additional 0.75 acres should be allocated for commercial/mixed-use, followed by 0.50 acres for industrial land.

Depending on the level of density and rate of population growth in the Village, the amount of land needed for 'Employment Lands' will vary. Table 12 below outlines the possible levels of demand that the Village might experience for developing employment lands over the next ten to twenty-five years. Using these projections below in combination with the residential growth projections, we can begin to map and visualize the level of future demand in the Village compared to the availability of undeveloped or under-developed lands.

Table 12. Employment Growth Projections		
Status Quo Density		
	Demand for Employment Lands to 2031	Demand for Employment Lands to 2046
Anticipated (1.29%)	25 acres	56 acres
Moderate (1.90%)	40 acres	91 acres
Rapid (2.50%)	53 acres	131 acres
Medium Density		
Anticipated (1.29%)	22 acres	48 acres
Moderate (1.90%)	34 acres	79 acres
Rapid (2.50%)	46 acres	113 acres
High Density		
Anticipated (1.29%)	10 acres	22 acres
Moderate (1.90%)	16 acres	36 acres
Rapid (2.50%)	21 acres	52 acres

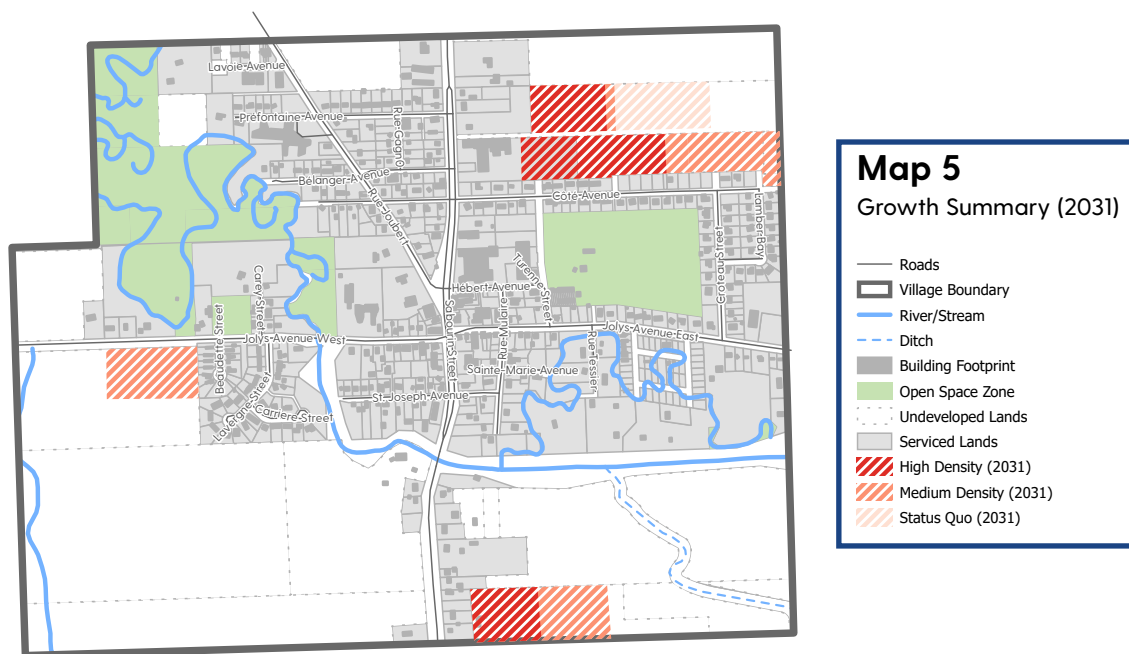


Growth Projection Summary

From now til 2031, the Village can expect anywhere from 18 to 45 acres of land to encounter development pressure, either for residential or employment purposes. The entire red area on Map 5 below represents the ‘Status Quo’ scenario, or 45 acres of land needed for development under an anticipated growth rate. However, under a ‘Medium Density’ scenario, the Village will need about 39 acres of land for development, which is represented on Map 5 in both medium and dark red. Under a ‘High Density’ scenario, only 18 acres would likely be needed for residential and employment land development, which is less than half of what would be needed if the Village were to continue to develop under the ‘Status Quo.’

The long-term projections to the year 2046 in this growth analysis are heavily dependent on residential density assumptions outlined previously. This means that by 2046, the bare minimum amount of land that is likely to be needed to accommodate growth is 94 acres, represented under ‘High Density’ and ‘Rapid’ growth in Table 13. The highest and most development-intensive scenario would see a potential demand of 236 acres by 2046. Where the ‘High Density’ is more of a baseline projection, the ‘Status Quo’ and ‘Medium Density’ scenarios on the other hand are a more accurate estimate as to the amount of land needed to fully realize population growth projections outlined in this Study.

	Status Quo		Medium Density		High Density	
	2031	2046	2031	2046	2031	2046
Anticipated	45 acres	100 acres	39 acres	68 acres	18 acres	39 acres
Moderate	71 acres	164 acres	61 acres	142 acres	32 acres	65 acres
Rapid	96 acres	236 acres	83 acres	204 acres	38 acres	94 acres



Map 5. Growth Scenario Summary (2031)

Public Engagement

In Winter 2019-2020, over the course of several engagement activities for the St-Pierre-Jolys 2020 Municipal Strategic Plan, community members shared their feedback on the strengths, weaknesses, opportunities, and threats facing the Village. What we heard is a strong desire to preserve cultural heritage, retain a skilled labour force, and ensure people have access to high-quality trails, healthcare, and housing as we age in place.

Strategic Priorities

Francophone heritage – Building on strong Francophone, Métis and bilingual roots of the Village and promoting the presence of French history and culture is a core priority. Taking action on this will require intentional and inclusive efforts to ensure the Village is a place where people celebrate French in many different ways while welcoming diverse communities and cultural backgrounds.

Local business and jobs – There is a clear priority to secure more job opportunities within the Village. Facilitating community economic development will require learning about the skills and training of the community, understanding where the job market is headed, and working to support entrepreneurs and businesses through incentives to bring new opportunities to the Village.

Trail connections – A high-quality all-season trail network is a core feature and priority for people in the Village. The Crow Wing Trail and Joubert Creek Loop Trail are existing pathways which provide all-season use for cross-country ski and snowmobiling. Enhancing these features throughout the development of the Village is a fundamental quality of life priority.

Housing for older adults and new residents – There is a strong desire to pursue more housing options for retirement and older adults; including assisted living, supportive co-living and independent living options. Offering a mixture of housing types is key to economic growth—from country-style single-unit lots, to triplexes/fourplexes and bungalow courtyard style retirement lots.

Health and Wellness – On-going engagement with the De Salaberry District Health Centre and Southern Health-Santé Sud Regional Health Authority is important to ensure the needs of a growing and aging population are met without compromising the quality of care and existing service levels.



Issues and Challenges

In addition to the priorities to improving the quality of life in the Village, community members identified several issues and challenges to growth that the Village is currently facing and will likely continue to encounter moving forward. What we heard from residents are concerns about the availability of developable land, housing options and the viability of generating more local businesses.

Availability of developable and affordable land area – While there are areas designated for future development, there are limits in place that are restricting certain forms of new residential units. From discussions with local builders and developers, there is a desire for more land to be available for purchase and development.

Property Tax Incentives – Higher property taxes on newer homes is a common concern among younger residents looking to enter the housing market, and similarly to older adults wishing to downsize. Property tax incentives can attract developers to build units that attempt to meet the needs of the residents in the community.

Local employment opportunities – Many residents expressed the need to grow the Village by attracting and investing in local industry, office and retail businesses and in turn generate higher tax revenues for the Village. Securing public-private investment with local training opportunities is critical to fulfill employment gaps and generate economic diversity within the Village.

Infrastructure Maintenance – Land development and population growth of the Village is largely determined by the level of infrastructure service offered and maintained. This includes having access to groundwater, sewer mains, the Provincial Highway network, green spaces and recreation facilities, etc.

Local Volunteerism – Many residents told us that there has been a noticeable decrease in volunteerism in the Village over recent decades. Community organizing and recognition is important to help retain and bring on new volunteers as career-building strategies in the Village.

COMMUNITY

This chapter analyzes the features that support the Village as an attractive community with true town qualities. It covers details related to:

- the overall supply and value of land within the Village;
- transportation networks connecting people and places;
- amenities enjoyed by residents, including parks and recreation areas, heritage assets, and health/wellness services; and
- key infrastructure assets such as digital technology, wastewater and solid waste collection.

Land

Using 2020 property tax assessment and zoning data from the Province of Manitoba, a snapshot of the land supply in the Village was done to measure and compare with the growth projections in the previous chapter. This inventory of ‘Future Development’ or undeveloped lands helps frame the potential areas for infill and transformative development moving forward. A summary of the inventory can be found below in Table 14, which are further broken-down by zoning designations found in By-law No. 2010-6. This was completed by identifying properties without building structures using 2020 Satellite Imagery, followed by on-the-ground observations during site visits in August and October 2020 and follow-up consultation with the Village.

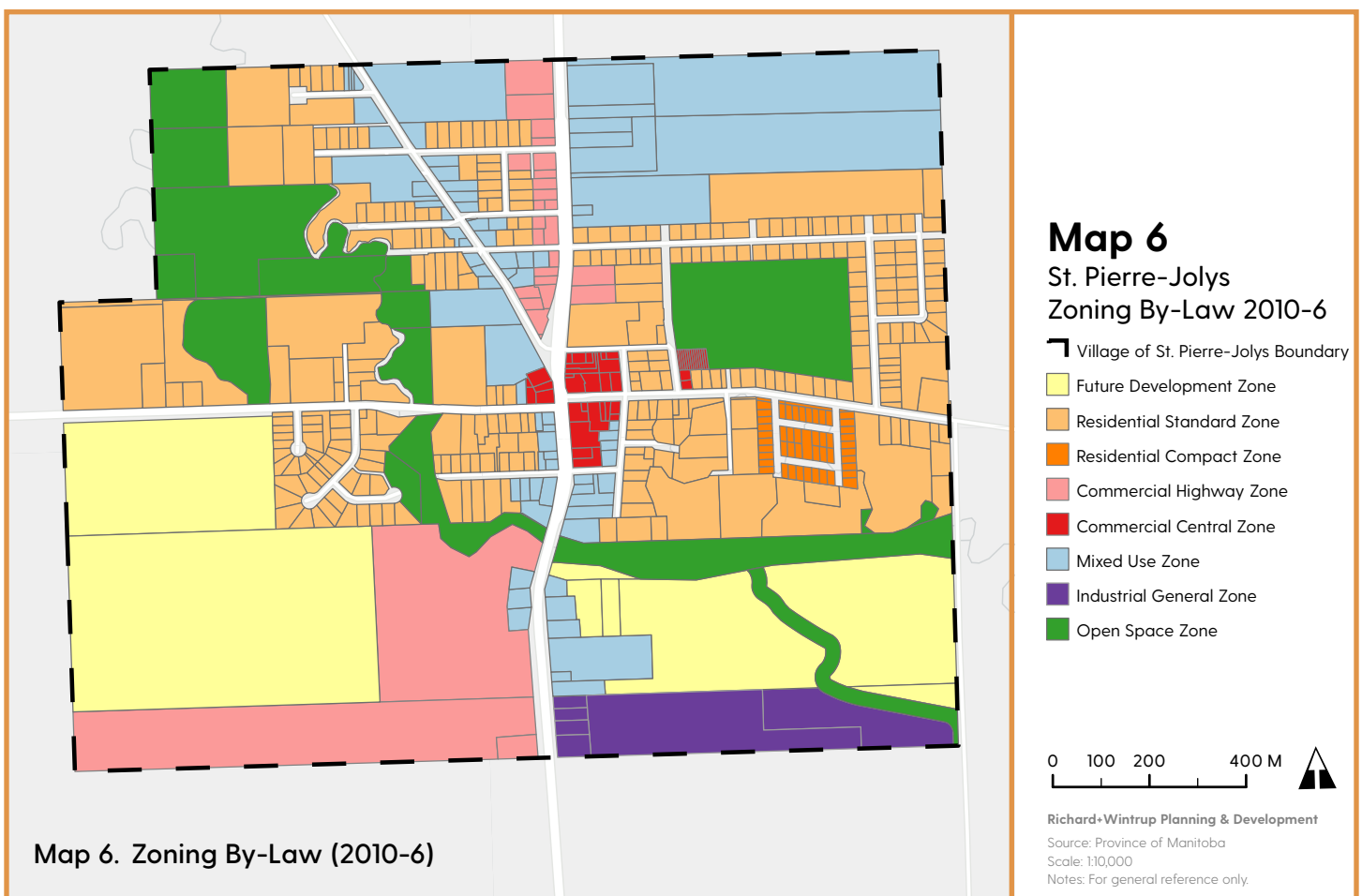
Overall, there appears to be enough undeveloped land in the Village to absorb the growth projections, as outlined under “Growth Projection Summary” on page 17. However, there is about 124 acres of land zoned “Future Development,” defined in St-Pierre-Jolys Zoning by-law 2010-06 as agricultural areas where lands are held for such purposes until they are needed to accommodate contiguous urban development.

Table 14. Land Supply by Land Use

Land use	Acres	Ratio	# of Lots	Undeveloped lots	Undeveloped (acres)	Avg Lot Size (acres)	Median Lot Size (acres)
Residential	173.42	30%	347	30	32.00	0.503	0.256
Standard	167.50		297	11	29.59	0.564	0.275
Compact	5.923		50	19	2.41	0.118	0.113
Commercial	73.10	13%	74	2	54.66	0.988	0.199
Central	6.664		44	0	0	0.151	0.100
Highway	66.435		30	2	54.66	2.214	0.322
Mixed Use	94.85	0.16	73	4	46.21	1.230	0.306
Industrial	24.16	0.04	7	3	21.94	3.451	0.518
Future Development	127.05	0.22	7	6	124.36	15.881	10.64
Open Space	90.31	0.15	15	1	1.47	6.02	4.75
Total	582.89	1.00	523	46	280.64		

Map 6 below illustrates the current zoning districts, as defined in the Zoning By-law No. 2010-06. The parcels that make up the Village derive from the traditional river lot system, which is also evident through an abundance of green space along Joubert Creek and around Parc Carillon. The river lots and open space network work together to create attractive properties adjacent to green space. 15 percent of the total land use supply is dedicated to parks and open space, providing a strong foundation for attracting residents and future development. Commercial and mixed-use activity is concentrated at the junction of the Village, where many heritage buildings, health and wellness services, and retail outlets exist today. The land supply along this main street is critical to accommodate both employment and residential lands in the future.

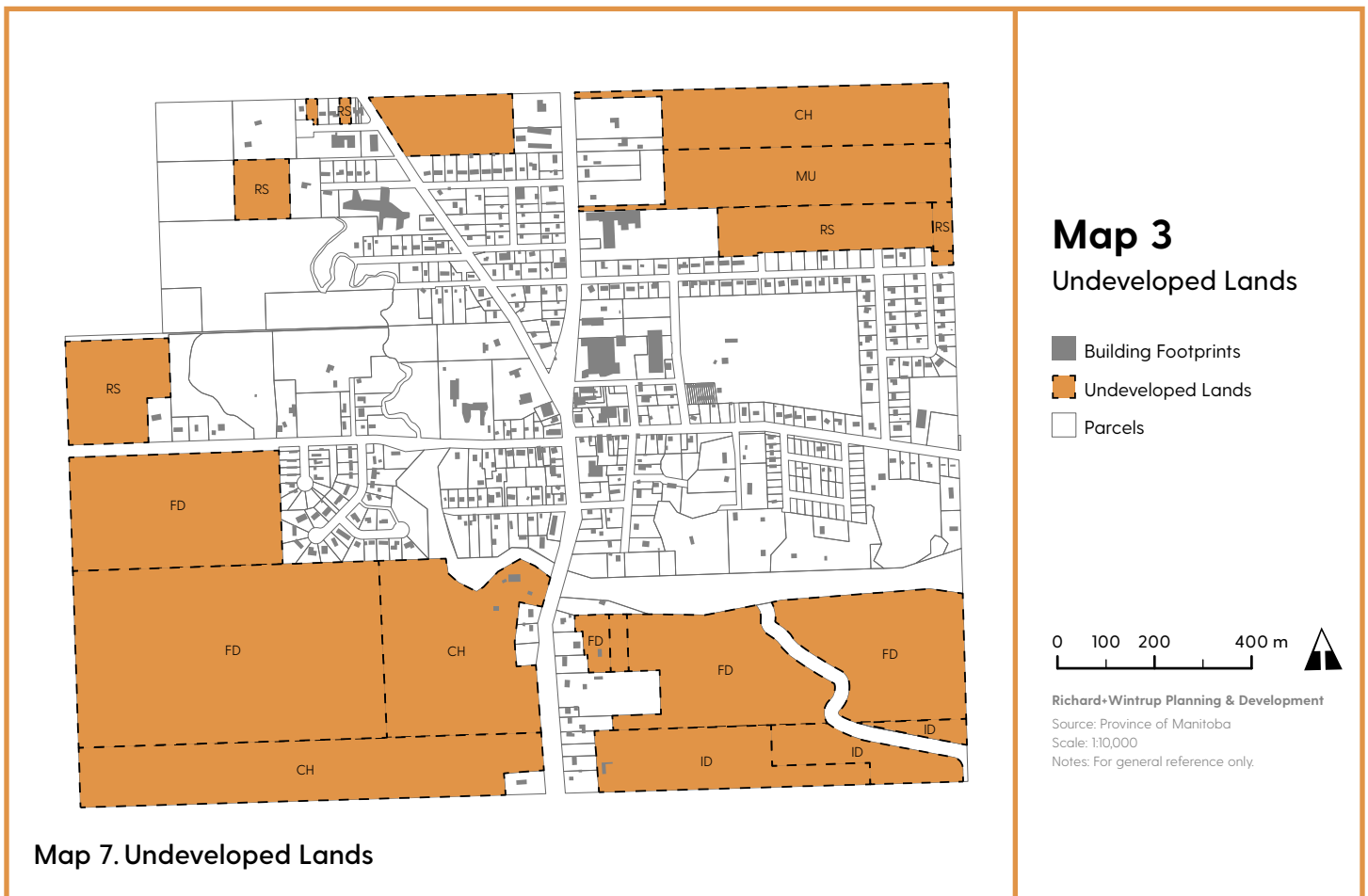
The land supply suggests that the amount of undeveloped land zoned “Residential,” “Commercial,” “Industrial,” or “Mixed Use” is indeed enough land to accommodate the most conservative growth scenario by 2031 (Anticipated/ Status Quo), regardless of any major changes to lot sizes. An important consideration of the Development Plan review process is identifying the “current-state” of undeveloped areas to understand where and how new developments should occur.



Undeveloped Land

Most of the “Future Development” or undeveloped land that exists in the Village today are located to the southwest, as seen in Map 3. Undeveloped lands that are more imminent for development are located to the northeast side of the Village, which are currently zoned “Commercial Highway,” “Mixed Use,” and “Residential Standard.” One parcel along Joubert Street, across from the Regional Health Centre, is zoned “Mixed Use” and also represents a more imminent development site.

The total supply of undeveloped land in the Village is approximately 280 acres. Among these lands, 30 is zoned for “Residential Standard,” 54 for “Commercial,” 46 for “Mixed-Use,” 21 for “Industrial,” and 124 acres is zoned for “Future Development.” Under a moderate-to-rapid growth scenario, nearly three-quarters of this undeveloped land supply would likely be consumed by the year 2046 (assuming Status Quo density as summarized under “Growth Projection Summary” on page 17).



Land Value

This section of the ‘Community’ chapter draws on property assessment data retrieved from the Department of Finance and their office of Advisory Services. Property in Manitoba is taxed based on a portion of the assessed value by regulation under The Municipal Assessment Act. Provincial land assessments are derived from three fundamental aspects relating to the property: cost, income and sales.

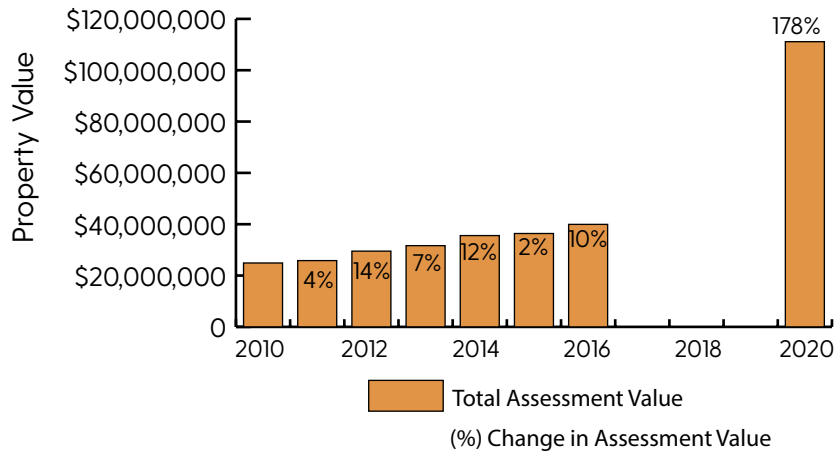
- The *cost* approach is based on the sale value of similar lands and/or building replacement cost. This type of cost-based approach is applied to special purpose buildings that rarely sell in the market due to retrofit challenges (e.g. large industrial plants, communication towers, and institutional buildings such as schools and hospitals).
- The second property assessment approach is based on the *income*-generated from the specific use of the property, typically applied to hotels, commercial properties, and apartments where income and profitability of the property is assessed.
- The third and final approach is the most widely used for residential properties, referred to as the *sales-comparison* approach. This approach is done in mass-appraisal, by comparing the property in question to adjacent property sale values.

Zone	Acres	Total Assessed Value*	Median Assessed Value**	Avg Assessed Value per Acre
Residential Standard Compact	173.42 167.50 5.923	\$69,570,700 \$63,306,700 \$6,209,800	\$181,200 \$186,900 \$169,800	\$401,168 \$377,950 \$1,048,952
Commercial Central Highway	73.10 6.664 66.435	\$15,175,000 \$8,102,300 \$7,072,700	\$150,350 \$147,600 \$162,900	\$207,592 \$1,215,831 \$106,460
Mixed Use	94.85	\$23,951,500	\$159,200	\$252,519
Industrial	24.16	\$730,700	\$137,700	\$30,244
Future Development	127.05	\$758,900	\$76,700	\$5,973
Open Space	90.31	\$935,300	\$33,700	\$10,356
Total	560.28	\$111,122,100		\$198,333

*Total assessed value for compact residential lots excluding empty lots: \$5,623,500

**Median assessed value for compact residential lots excluding empty lots: \$207,100

Figure 8. Change in Total Assessment Value



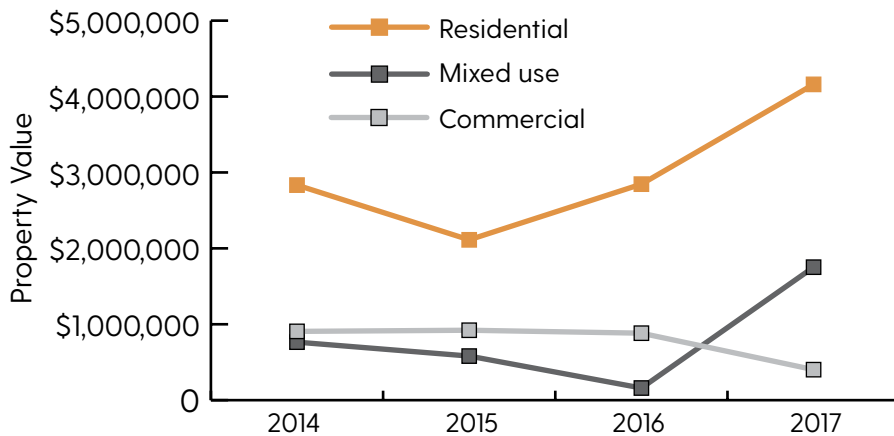
Property Tax Assessment

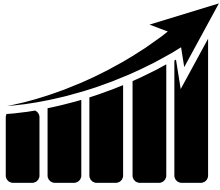
The property tax assessment information above is limited due to the use of two different sources, both from the Province of Manitoba. Data illustrated from 2010 to 2016 is part of an audited financial statement summary report of all municipalities in Manitoba provided by the Department of Finance, which was discontinued, leaving a gap between 2017 and 2019. However, 2020 data was compiled from the most recent ‘ROLL_ENTRY’ dataset provided by the Province of Manitoba, Assessment Services, which summarizes the total value of land within the boundary of the Village.

Property Sales

Assessment Services discloses property sales dating back to April 2018. Property sales in the Village were up significantly from 2016 to 2017, by about \$1.2 million dollars in total value. During this time, many property transactions involved the sale of land purchased for building a home, with some mixed-use land transactions occurring more recently. Since then there have been few sales involving solely commercial or industrial lands.

Figure 9. Change in Property Sales





LAND - DRIVERS OF GROWTH

Property Tax Incentives

Many municipalities struggle to attract business and boost economic development and revitalization. Tax incentives lower the financial burden on businesses and help municipalities attract investment. It also helps municipalities create incentives for businesses, and compete with other communities across Canada and the United States, where similar incentives are already available. These may include multi-year tax exemptions, reductions or deferrals for non-residential properties.

Public Reserve Fund

An important tool for sustainable growth in a municipality is setting up a public reserve fund through land dedication. New developments would be required to provide either a portion of their site as public reserve or to provide cash-in-lieu.

Funds may be utilized for acquisition of land for parks, trails or recreational facility development; enhancement of properties/programs for community benefit as deemed necessary.

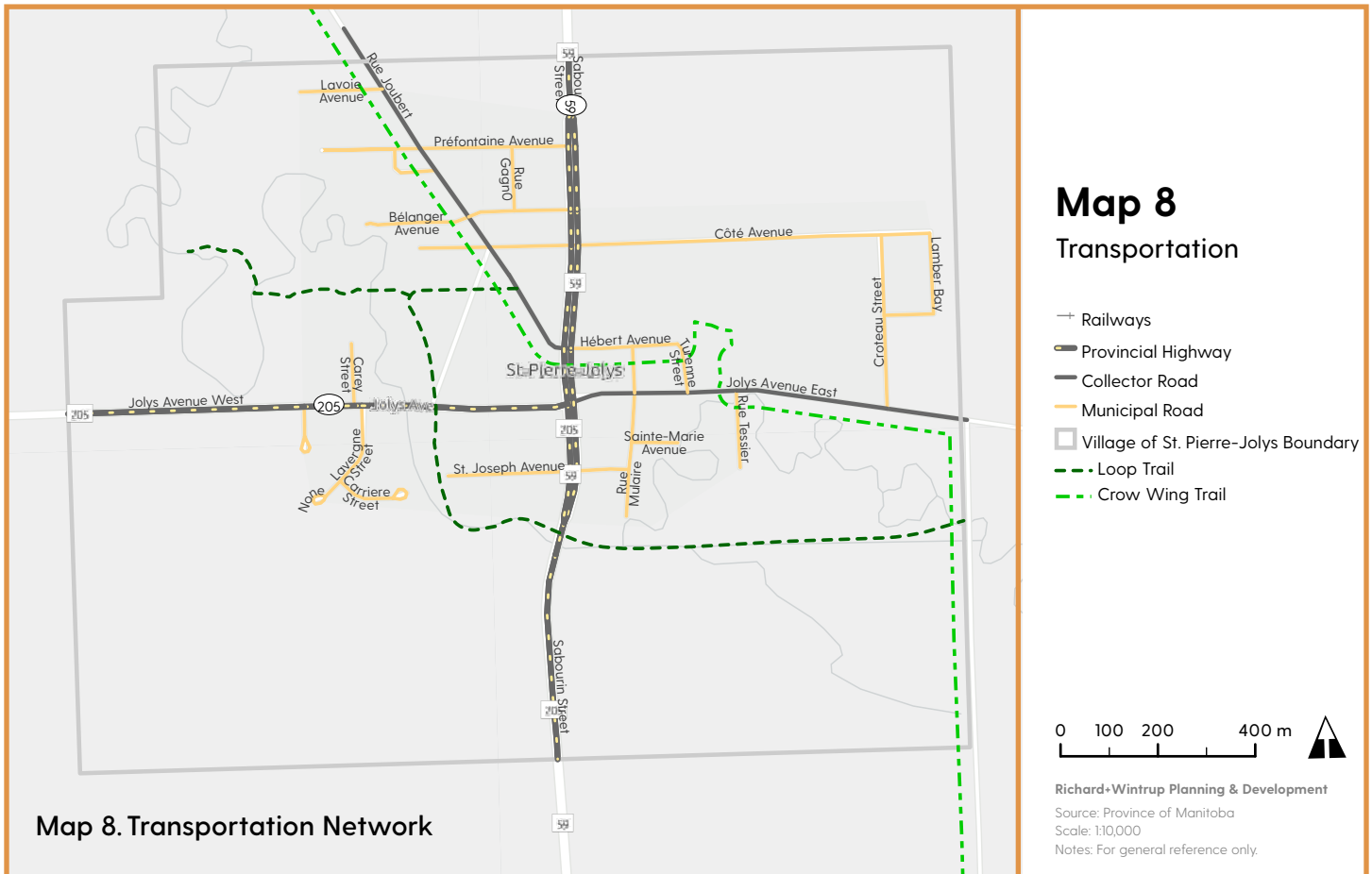
Transportation

A seamless network for moving people and goods to and throughout the Village is vital to bring people to the town, procure supplies and diversify economic activity. Strong connections that link nodes of activity together are the life blood and arteries of the Village. The network consists of Provincial Truck Highways, Collector Roads, Local/Municipal Roads, trails, railways and airport facilities to thread together and drive a growing and resilient economy.

Provincial Trunk Highways and Provincial Roads

Provincial Trunk Highways (PTH) and Provincial Roads (PR) are declared under Manitoba's Highway and Transportation Act and are managed by Manitoba Infrastructure (MI). Standard provincial statutory controls apply with respect to access and placement of structures and plantings near the public right-of-way of Provincial Highways. However, direction by local Council on land use developments can influence and impact major improvements to the transportation network. Improvements to local streets and pedestrian paths typically occur in conjunction with new land use development to ensure fronting accessibility and public safety.





The junction of Sabourin Street (PTH 59) at Jolys Avenue (PR 205) is the centre of a major north-south arterial connecting the City of Winnipeg to the United States border. This stretch between the City of Winnipeg and the Village is about 42 kilometres, whereas the distance between the Village and the United States border is similar at about 50 kilometres.

Besides Highway 59, the other notable Provincial Road through the Village is PR 205. PR 205 travels east/west bound, with the exception of the junction in the Village, where it travels south for ~500 metres before heading east/west bound towards the Town of Morris and community of Grunthal. The Town of Morris is about 28-kilometres west of the Village and 10 kilometres east of the Village (via PR 205).

All Manitoba roads are grouped into one of the following three levels for winter operations:

- Level 1 Major Routes: Travel lanes plowed within four hours after end of storm. (PTH 59)
- Level 2 Regional Highway Network: Surfaced, travel lanes plowed such that surface is predominantly visible within eight hours after plowing on level 2 roads begin. (PTH 205)
- Level 3 Regional Highway Network: Gravel, access and service roads, plowed only after all other higher priority roads have been done, typically within 48 hours after the end of the storm during normal working hours. (n/a)

Collector Roads

Collector roads typically distribute traffic between municipal roads and highways, linking residents of the Village to community amenities, assets and residences. Collector roads are important because they tend to accommodate a wide-range of road users, from pedestrians to goods movement. There are two main collector roads in the Village—Joubert Street and Joly Avenue East. Joubert Street extends northwest from the Sabourin-Jolys junction and towards the De Salaberry District Health Centre and Providence University College in Otterburne, Manitoba. Jolys Avenue East collects traffic from PTH 59 and PR 205 eastbound and branches into local roads and private approaches to residences and businesses.

Municipal Roads

Municipal roads provide direct access to individual properties and tend to support higher volumes of active transportation such as cycling and walking. The Village benefits from long-standing and historically significant Municipal Roads such as Prefontaine, Hebert and Cote Avenue that run perpendicular to Sabourin Street (PTH 59) to form the basis of a grid street pattern. Over the last thirty years, new Municipal Roads have been paved east of Sabourin Street (PTH 59), including extensions to Cote Avenue, the addition of Croteau and Tessier Street, and a cul-de-sac extending off of Joly-Avenue West.

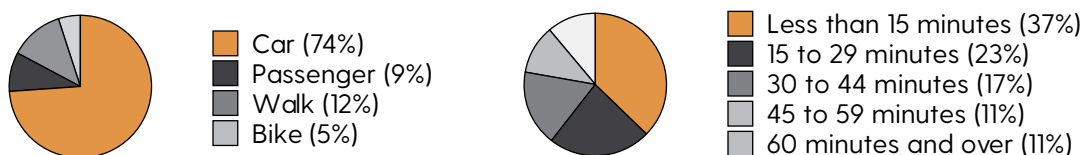
Trails

St-Pierre-Jolys benefits from well-used trails along the Crow Wing Trail, highways for off-road snowmobiling, and the loop around Joubert Creek. The St-Pierre-Jolys portion of the Crow Wing trail meanders alongside Jolys Avenue East, through Parc Carillon and northwest up Rue Joubert Street. Off-road snowmobile routes make use of part of the loop trail and Crow Wing Trail along Joubert Street and the hydro corridor on the north side of the Village on Cote Avenue, Hebert Avenue, and Croteau Street.

Commute

Commute times can reveal where many residents of St-Pierre-Jolys work. In the 2016 census, 200 (or 37.4%) of the 530 respondents said they commute less than fifteen minutes to work, while 210 (or 39.3%) people said they commute thirty minutes or more to work. This would suggest that about a third of workers in the Village are commuting to other urban centers or rural communities for employment.

Figure 10. Commuting Patterns, 2016



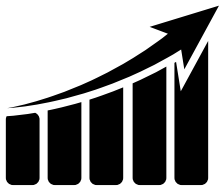
Rail

Most of Manitoba trade is imported by truck or rail. The nearest railway is approximately 6 kilometres west of the Village, which is a CP main line running parallel to PTH 59, north from the community of Otterburne and south through to the Municipality of Emerson-Franklin. The central hub for the main rail lines of the Canadian Pacific Railway (CP) and Canadian National Railway Company (CN) networks are located 50 kilometres north in the City of Winnipeg.

Air

The nearest airfields are located in Steinbach and Steinbach South (22 kilometres northeast), Rosenort Airfield (30 kilometres west), Zhoda (38 kilometres southeast), Lyncrest (44 kilometres north), Altona Municipal Airfield (55 kilometres southwest), and Winnipeg's James Armstrong Richardson International Airport (60 kilometres north).

Winnipeg's major airport features two runways, 11,000 and 8,700 feet long, accommodating nine carriers and 525 weekly nonstop flights, including international carriers, commuter airlines, jet freight carriers, fixed base operators, and various charter operations.



TRANSPORTATION - DRIVERS OF GROWTH

Trails

Providing a well-maintained trail network is a priority for the Village and is becoming an increasingly important amenity across Manitoba and Canada. Future development should consider how they fit into the entire trail network to offer a seamless network throughout the community.

Transportation Master Plan

It is important to take all transportation modes into account when planning for the future. While vehicle ownership is vital to living in rural areas, active transportation (i.e. walking and biking) plays an important role in the quality of life for residents. Safe and accessible active transportation routes ensure the safety of both the youth and elderly population.

Traffic Calming

PTH 59 is imperative to the sustainability of the Village, as it provides high-quality road access North to Winnipeg and South into the United States. There has been a lot of focus on traffic calming along the St-Pierre-Jolys main street (Rue Sabourin), and all future development in this main street area will need to be aware of its impact on this traffic route.

Amenities

Recreation, parks, heritage and health amenities help strengthen social ties, protect nature, and make the Village an interesting place to live, invest and play in. We hope to continue building a competitive labour force and industry by taking into account families, residents and the quality of amenities, services and infrastructure available to support them. Limited funds and resources at a municipal level will often force difficult decisions about where and how recreation and community services are delivered, and in turn relying more on the private and third (voluntary) sector to manage amenities and deliver services.

A defining amenity for the Village is the Red River Bilingual Service Centre that offers residents in the region a multitude of government and community-based services in French. The Village has many other bilingual amenities, which are defined and broken down in this report as: Recreation and Park Facilities, Heritage Assets, and Health and Wellness Services. These are the amenities and qualities which help set the Village apart from other towns in Manitoba.

Recreation and Parks

St-Pierre-Jolys benefits from a wide-variety of nature-based amenities, which offer high ecological and recreational value. Overseeing many of these functions is the Parc Carillon and Rat River Recreation Commission and St. Pierre Arena Board of Directors. Parc Carillon, located behind the St. Pierre Arena, is the primary location for various recreational activities, including:

- A skatepark
- Outdoor adult fitness equipment
- Baseball diamond
- Campground
- Disc golf course
- Climbing net
- Ice skating trail
- Soccer field
- Canteen with public washrooms
- Splash pad
- Toboggan hill
- Crow Wing Trail



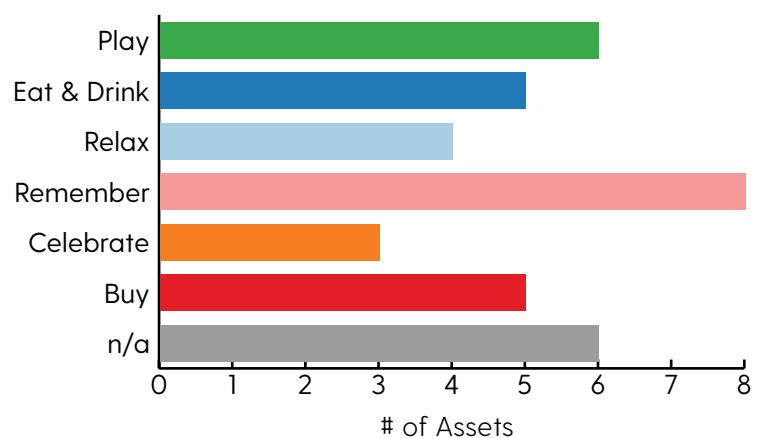
St. Pierre Arena has the benefit of sharing its location with Parc Carillon to help mutually support its amenities throughout the year. A well-maintained arena is important for supporting the town’s minor hockey, ringette, public skating, and community-based events, which has seen several structural improvements over the last two years (2018-2020) through the help of a Recreational Infrastructure Grant provided by Government of Canada, on top of many donations from residents. The St. Pierre Arena Board of Directors and Parc Carillon and Rat River Recreation Commission work together to determine the level of improvement to recreational facilities and open spaces.

Beyond Parc Carillon and St. Pierre Arena, there is Joubert Creek, its loop trail, and a newly constructed wood bridge located just outside the Village to add to the natural and recreational amenities offered throughout the Village. The new pedestrian bridge unveiled in October 2018 is part of a larger greenway initiative to make better and more sustainable infrastructure decisions throughout the region by offering safe and accessible trail connections. The bridge replaces an old bridge that had been disassembled years back and will add value to the Village by bringing people from across Southern Manitoba to the Village and the Museum.

Heritage Assets

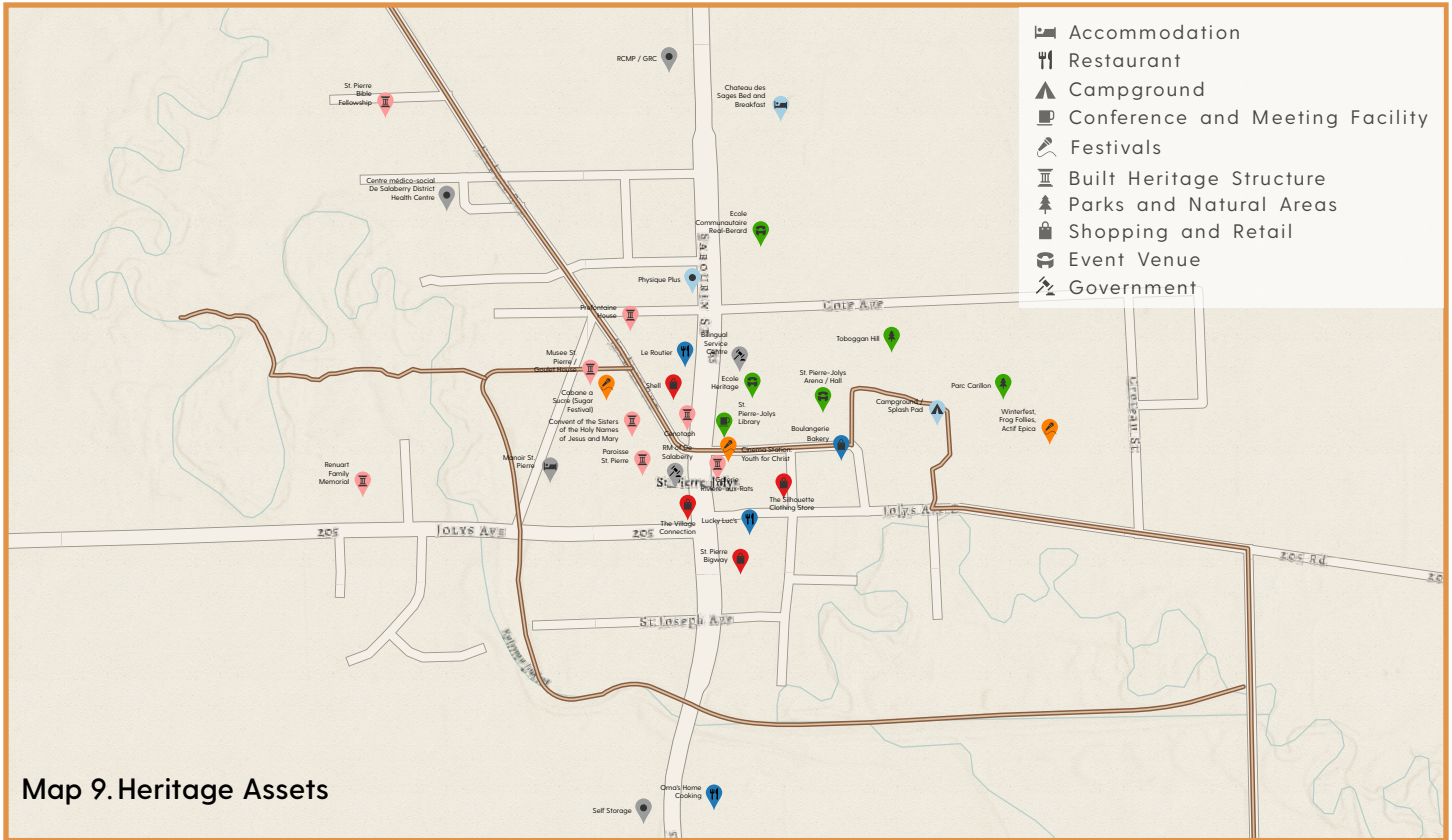
In 1998, the Merchants Group, Chamber of Commerce, Economic Development Committee, and many local artists in the Village introduced a Chaboille Heritage Corridor concept focused along PTH 59.⁽⁵⁾ This concept was accompanied by drawings for 15 façade improvements along St-Pierre-Jolys Main Street to create a distinct historical and cultural corridor. Although façade improvements have not been fully realized, the vision for a Chaboille Heritage-Main Street corridor remains possible under focused development efforts.

Figure 11. Heritage Assets



Unique cultural heritage assets in the Village are identified using a placemaking category. This is used to understand why people (locals and visitors) congregate on a regular basis at many unique places of interest throughout the Village. This could be for a variety of reasons: To buy, to celebrate, to remember, to eat, to relax or to play.

- **Buying** - a place where people can shop souvenirs.
- **Celebrating** – a place where people can gather to celebrate special events.
- **Remembering** – a place where people can visit to learn/reminisce about local history.
- **Eating and Drinking** – a place where people can consume food/drinks from a distinct culture or area.
- **Relaxing** – a place where people can go to relax, either passively (e.g. enjoying nature) or actively (e.g. spa treatment).
- **Playing** - a place for leisure activity, from organized sport to performing art venues.



Map 9. Heritage Assets

Healthcare & Wellness Services

The Village is a hub for health, wellness and care services in the Southern Health-Santé Sud Region. The range of healthcare & wellness amenities extend well beyond the hospital and care home facilities, with several places that offer services such as daycare, fitness training, and conference meeting facilities. People from across southern Manitoba and neighbouring communities come to the Village for dental services, massage therapy, physiotherapy, x-ray diagnostic, daycare, etc. The St-Pierre en Boom Community Profile report provides a comprehensive breakdown of health, wellness and care services located within the Village: ⁽⁶⁾

Health and Wellness Service	Name	Number
Fitness Training / Yoga	Physique Plus Fitness	3 Instructors 2 Physiotherapists
Dentist	St Pierre Dental Centre	2 Dentists
Medical Clinic	Clinique St-Pierre-Jolys Medical Clinic	3 Physicians 2 Nurses
Physiotherapy	Red River Physiotherapy & Wellness Centre	1 Therapist
Optometry	Specs St. Pierre Eye Care	1 Optometrist

Table 16. Health, Wellness and Care Services

Chiropractor	St. Pierre Wellness	1 Chiropractor
Massage Therapy	Back to Basic Massage Therapy Knead a little Heaven	5 Therapists
Family Counselling	St. Pierre Wellness	2 Counsellors
Emergency Service	Centre médico-social De Salaberry District Health Centre	2 ambulances 1 medical lab 14 acute care beds
Pharmacy	Pharmacie St-Pierre Pharmacy	2 Pharmacists
Supported Living Housing	Manoir St. Pierre Manor (Independent & Assisted living)	60 units
Personal Care Home	De Salaberry District Health Centre	22 beds
Social services	Manitoba Housing Community Living Services Child and Family Services Disability Services Employment and Income Assistance	2 Registered Social Workers
Daycare	Les Petites Grenouilles Inc.	6 Certified Early Childhood Educators
Spa Treatment	Jacqueline's Salon and Tanning Spa	n/a



HEALTH - DRIVERS OF GROWTH

Cross-Cultural Services

Arts and culture have remained an important part of the Village for decades. There are many placemaking assets throughout the community, including festival celebrations that bring together people from all backgrounds to high-quality park and recreation facilities. Continuing to support these assets and events helps place the Village as a unique destination for new residents.

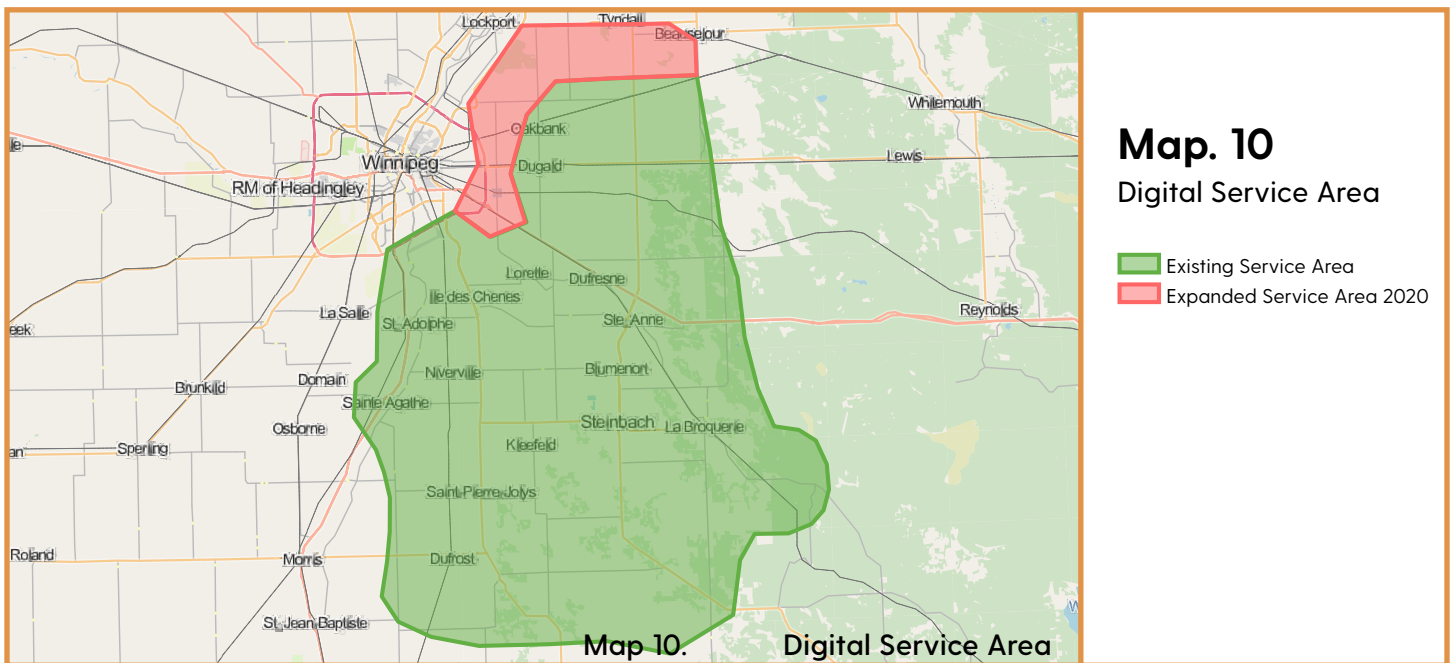
Health Care Hub

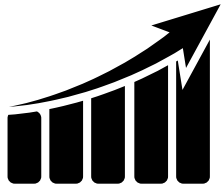
As the Province moves further towards a shared health hub model, the Village is ideally situated to continue providing these services. Many rural areas across Manitoba struggle to retain their health care facilities, which often results in older residents forced to move to nearby urban areas. The Village should use this as an advantage and market what they are able to offer.

Digital Infrastructure

Today, high-speed internet and communication technology is vital to a thriving and sustainable community. It creates greater equity across urban and rural areas, since commerce and social connections can be carried out virtually. Safety measures from COVID-19 have given us a greater understanding of how we can work remotely in many areas of work. As our reliance on this technology increases, municipalities must place digital infrastructure as a high priority for investment. In doing so, entrepreneurs will recognize the opportunity to benefit from what smaller towns have to offer, such as the quality of life in St-Pierre-Jolys, while retaining the infrastructure that is most important to their operations.

The Village is serviced by four primary internet-telecommunication providers; Shaw Communications, BellMTS, Xplore Mobile, and Swift High-Speed Internet. All four providers offer internet speeds between 300 Megabytes per second (mbps) to 1 Gigabytes per second (gbps) download, and 50+ mbps upload speeds. Shaw, BellMTS, and Xplore Mobile all offer to a broad coverage area across the entire Province. Whereas, Swift High-Speed Internet specializes in rural residential fibre optic installation in southern Manitoba. The below map shows the current service area and proposed 2020 expansion area for Swift High-Speed internet in Manitoba.





TECHNOLOGY - DRIVERS OF GROWTH

Interactive Collaboration and Engagement

One of the best ways to connect with residents, and specifically youth, is through online portals. Embracing what technological advancement offers is the first step in meeting the challenges of tomorrow.

Municipal Asset Data Collection

Online accessibility of municipal documents and assets is an important tool for future investment.

Waste

The question of what to do with our waste is an issue of shared concern across our region and across the world. Whether it be recycling plastics, washing the dishes, or composting food waste, finding strategies to deal with this waste and wastewater is a core priority for every municipality. Waste reduction strategies for municipalities often target the diversion of solid waste to more regenerative processes, including e-waste processing facilities, food waste composting, and energy-recovery systems. This section covers details related to municipal wastewater services and solid waste collection.

Wastewater

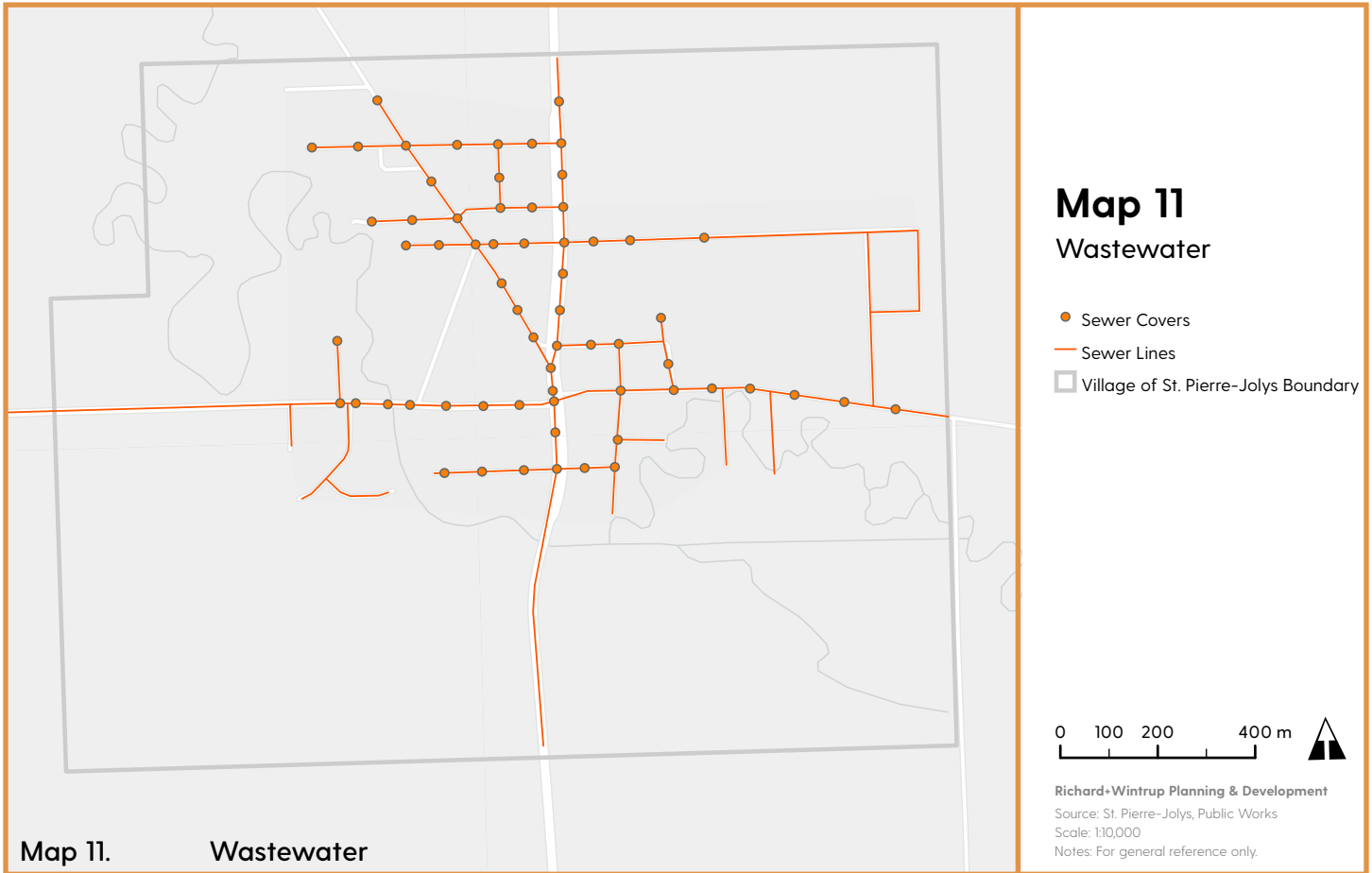
The wastewater treatment lagoon servicing the Village is located on the outside the municipal boundary, to the west. In 2018, the lagoon underwent an expansion with the construction of one new cell to increase the storage capacity of the lagoon facility with its clay core, as well as combining the existing two primary treatment cells to become one larger primary cell. A part of this expansion is a new wetland cell to reduce the total amount of phosphorus run-off.⁽⁷⁾



Wastewater pipes collect and distribute the sewage through a gravity system and is stored in the lagoon for a seasonal discharge period between June 15 through to November 1, and a continuous discharge through the new wetland cell. The 2018 expansion of the lagoon adds additional storage capacity to the collection system to support a Village population of up to 2,000 people. Map 11 on the following page illustrates the existing wastewater piping throughout the Village.

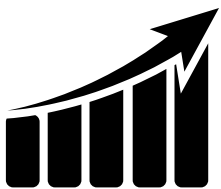
Solid Waste Collection

The Village uses a landfill site within the Rural Municipality of De Salaberry, located seven kilometres southeast of the town to collect solid household waste, plastic recycling, e-waste, used oil and anti-freeze, and hazardous



materials. The west half of the Village (divided by PTH 59) is scheduled for solid waste collection on Tuesdays, and Fridays for the East half.

The RM of De Salaberry and the Village partnered with the Green Action Centre in 2016 to deliver a three-year pilot project that was intended to test the viability of an organic composting program in rural areas. Despite a relatively strong turnout, the cost to deliver a municipal composting service was deemed too much at its conclusion in 2019.



WASTE - DRIVERS OF GROWTH

Partnership and Public Investment

Current solid waste management partnerships have provided the Village with efficient and effective service. There are still areas for improvement to support long-term waste and sustainability goals, such as providing community-wide composting. An efficient and high-quality composting system can also create by-product that can be used or sold.

ENVIRONMENT

The 'Environment' chapter of this Study examines the ecological features and characteristics of the Village. Historically, lands in southern Manitoba have been sought after for productive soils, access to fish and open grassland for grazing. This chapter provides a high-level snapshot of these qualities through analysis of land cover, crop production, land drainage, watershed issues and climate change drivers.

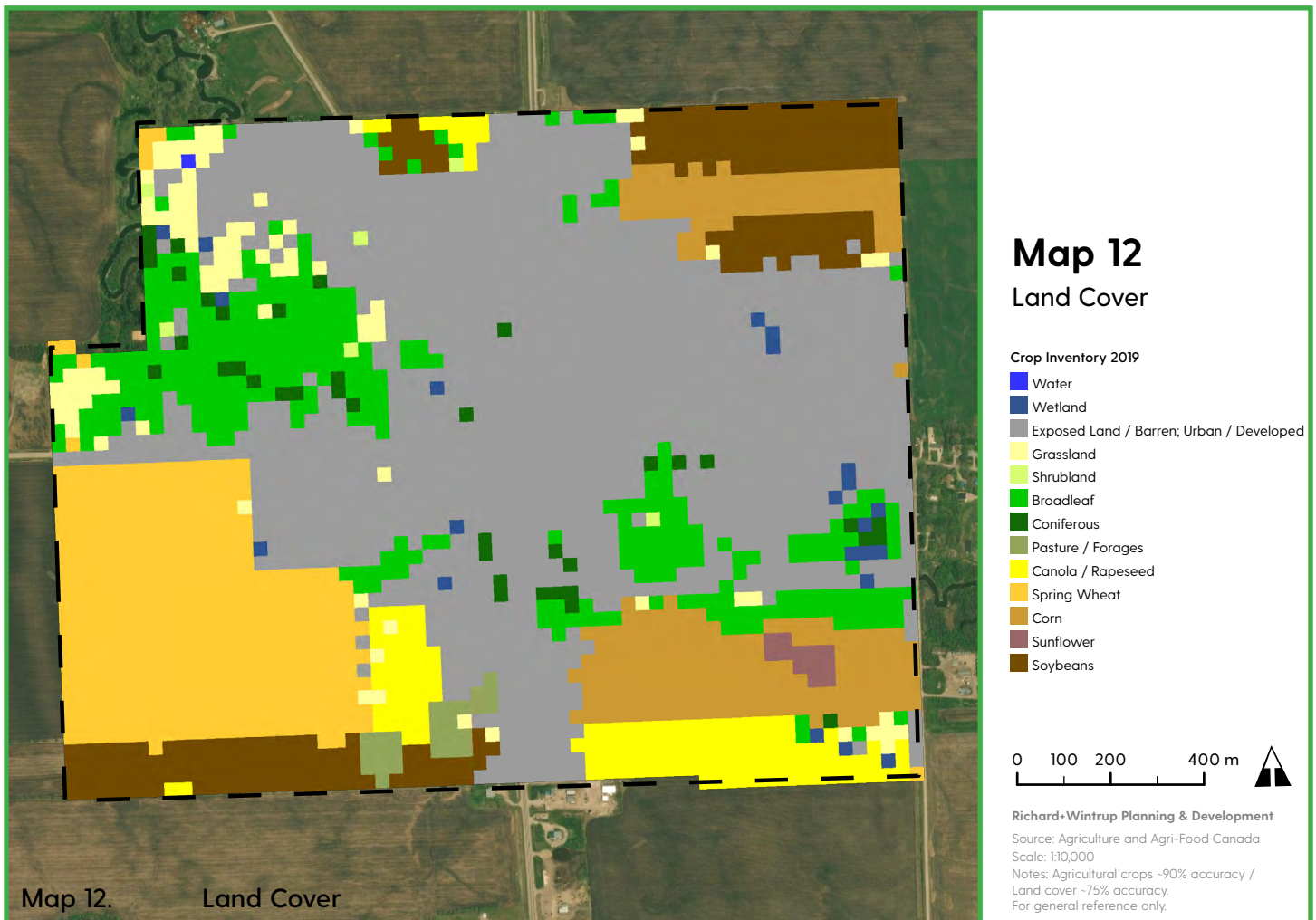
Across Manitoba, and similarly in the Village, farms are consolidating and large tracts of agricultural lands adjacent to urban centres face development pressure. As the Village accommodates growth over the next ten years, strategic decisions must be made to ensure appropriate and suitable plots of land are approved for planned subdivision. Land cover qualities can add to environmental concern when building structures, add to property values over time, and help mitigate extreme weather events such as flooding and wind-storms. Preserving the ecological qualities in the interest of future generations for its high recreational, property taxation, and disaster resiliency value.



Land Cover

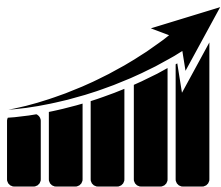
The following land cover and crop inventory data comes from the Agriculture and Agri-Food Canada (AAFC) land cover product and annual crop insurance providers. What results below in Map 12 is a series of land cover points: Water, urban, shrubland, wetland, grassland, coniferous and broadleaf forest; and agricultural production points (pasture, spring wheat, corn, canola, sunflower and soybeans). Both inventory data products provide a 30-square-meter spatial representation of either a land cover or agricultural production. Annual crop insurance data points deliver the most accurate inventory product at 85% confidence, while the land cover provides a more general outlook at 63% confidence.

Overall, spring wheat, corn, soybeans, and canola remain to be a dominant crop in the region and similarly within the Village. Over the last ten years, there has been a significant increase in the production of corn and soybeans, while canola and sunflower each decreased by roughly 7-9%. Finding innovative solutions to promote rural heritage while accommodating economic growth in the Village is a fundamental priority for the Village moving forward.



Using pixel image analysis tools on the data provided by AAFC, the Village's urban footprint was calculated and determined to have increased by an average of 1.5 acres per year since 2009. Today, about half of the land cover in the Village is considered 'developed'. The next most significant natural land feature in the Village is the ecologically-rich riparian vegetation classified as 'Broadleaf Forest' in the land cover data. The 70 acres of 'Broadleaf' Forest in the Village are critical in supporting diverse habitats for wildlife, maintaining healthy soil to absorb surface run-off, and developing quality fresh air and shaded green space for residents.

Table 17. Land Cover Summary			
Land Feature	Acres	Percentage (2019)	Change in Percentage (2009-2019)
Water	0.22	0.04%	+0.04%
Urban / Developed	293.33	46.54%	+4.62%
Shrubland	1.33	0.21%	-9.60%
Wetland	5.11	0.81%	+0.81%
Grassland	20.01	3.18%	+2.44%
Pasture / Forage	5.78	0.92%	+0.92%
Spring Wheat	84.28	13.37%	+1.72%
Corn	52.92	8.40%	+8.40%
Canola	31.58	5.01%	-7.19%
Sunflower	2.66	0.42%	-8.93%
Soybeans	52.92	8.40%	+3.26%
Coniferous	8.67	1.38%	+1.38%
Broadleaf	71.38	11.33%	+2.15%
Total	630.26	100%	



NATURAL LANDS - DRIVERS OF GROWTH

Urban / Development Land

The current available land supply in the Village will likely be developed in the coming decades, as noted previously in the Study. Urban / developed land cover will soon surpass 50% of the total land cover. It will become increasingly important to consider how new developments will be integrated into the natural environment to provide forest and grassland space. During this process, agricultural activities will be slowly pushed outside of the current Village boundaries in favour of industrial and commercial activities.

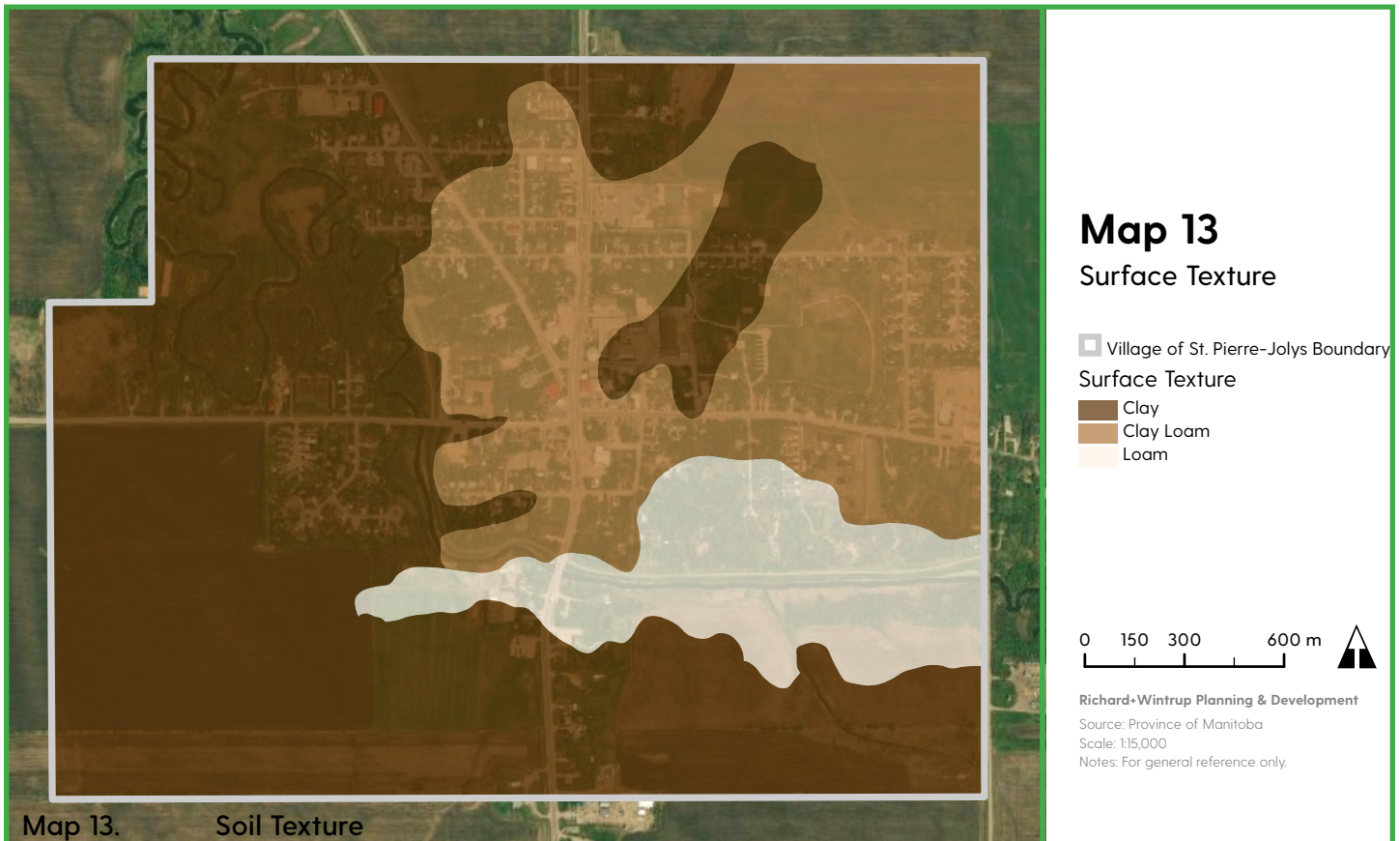
Soil

Rich soil is one of our most valuable natural resources in Manitoba. Among the Mid-Eastern Prairies, where most of Manitoba and the Village is situated, are highly valuable soils classified as an Orthic Black Chernozem. These soils are formed in calcareous, loamy glacial till of limestone, granite and shale origin; and are native to grassland and aspen groves. This section focuses on three soil features: Surface texture, land drainage, and agricultural capability.

Surface Texture

Soil texture is important for retaining moisture, absorbing surface run-off capacity and maintaining a healthy-level of fertility. Clay soils transmit water much more slowly and are more susceptible to holding excess moisture—leading to possible erosion. Clay soils with more sand or medium-textured (loamy) are generally fertile and are able to retain sufficient moisture for cultivation, but are loose and more susceptible to wind erosion. Sandy (loam) soils generally do not retain plant nutrients as well as clay-based soils. Most soils in the Village are clay-based or medium-textured with more of a mixture of clay and sandy soils on the northeast half of the Village.

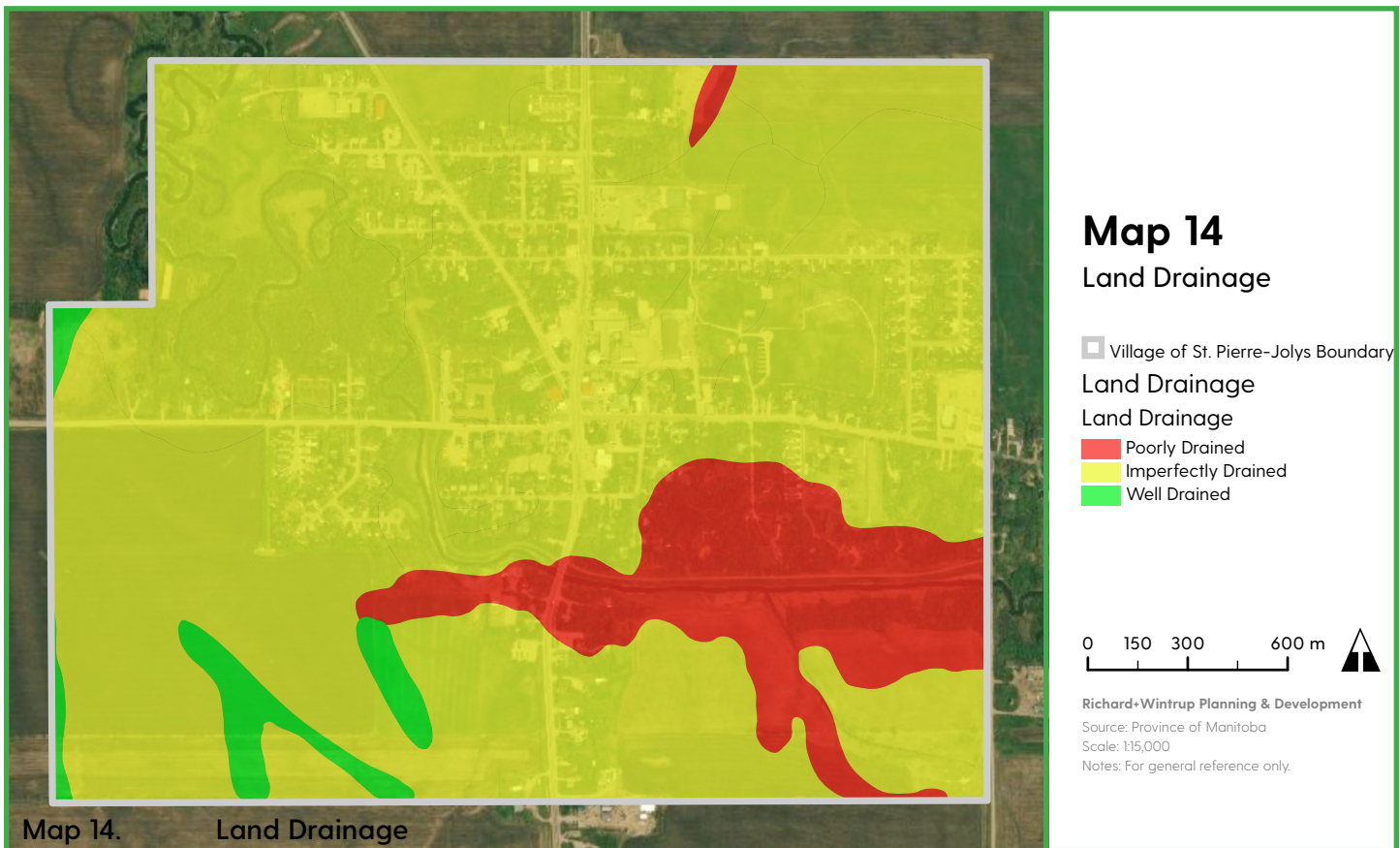
Type	Acres	Percentage (%)
Clay	371.66	58.95 %
Clay-Loam	190.40	30.20 %
Loam	68.39	10.85%
Total	630.46	100.00%



Land Drainage

Surface runoff in St-Pierre-Jolys is considered moderate to moderately rapid, with permeability considered moderately slow. The average annual precipitation for the Village is about 590mm (23 inches) for rainfall and 107cm (42 inches) for snowfall with a frost-free period of about 105 days. Most of the Village land is considered 'Imperfectly Drained' due to low land along Joubert Creek.

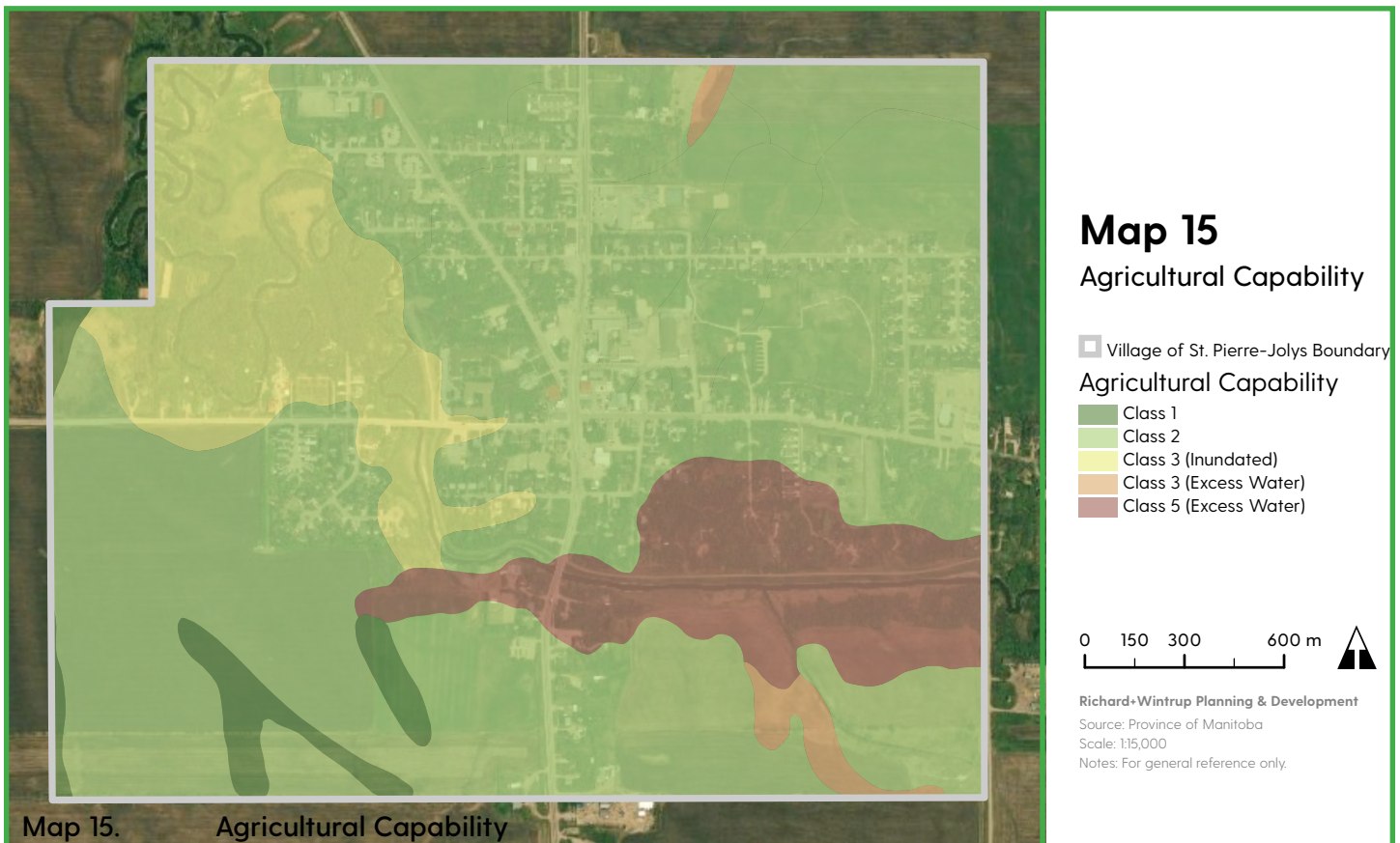
Table 19. Land Drainage		
Type	Acres	Percentage (%)
Well-Drained	17.53	2.78 %
Imperfectly Drained	535.94	85.00 %
Poorly Drained	76.99	12.22%
Total	630.46	100.00%

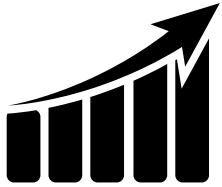


Agricultural Capability

Soils in the Village are very productive for spring and winter wheat, canola, barley, flax, peas and alfalfa-based forages. Generally, the agricultural capability is considered to be naturally replenished with plant nutrients, which in turn support a wide-range of field crops. The areas with more severe limitations are found along Joubert Creek where soils are too wet or inundated with seasonal flooding to support any type of annual crop production. The northeast and southwest areas in the Village currently used for agricultural purposes are primarily 'Class 2' and 'Class 1' in mineral soil capability with little to no landscape limitations.

Table 20. Agricultural Capability		
Rating	Acres	Percentage (%)
Class 1	17.53	2.78 %
Class 2	444.41	70.48 %
Class 3 (Inundated)	91.53	14.51 %
Class 3 (Wet)	8.59	1.36 %
Class 5 (Wet)	68.40	10.84 %
Total	630.46	100.00%





SOIL - DRIVERS OF GROWTH

Land Drainage

Stewardship of natural water drainages protects the aquatic ecosystem health to ensure drinking water is safe for human consumption. It also contributes to managing the water-related risks for human security such as overflows from Joubert Creek. This must be addressed through policies in the Development Plan. New development will have to consider how they might impact soil drainage properties and other residences along Joubert Creek.

Watershed

St-Pierre-Jolys is part of the Seine-Rat River Watershed District and the Rat River-Joubert Creek Sub-Watershed District. The Water Protection Act in Manitoba provides a framework to guide watershed districts define specific issues relevant to local areas, which may involve flooding, soil erosion, loss of wildlife habitat, stream bank erosion, wetland drainage or drinking water demand. Integrated Watershed Management Plans adopted by districts work on these issues in unison with Development Plan policies to address land use development and building construction concerns near waterways, specifically by involving relevant stakeholders, enforcing and reviewing existing by-laws, and implementing new policy and technologies to manage and enhance water quality.

Water Quality

According to sampling sites, fish captures and wildlife habitat studies, Joubert Creek and the Rat River riparian area near the Village is considered Habitat Classification “C”, with most of the corridor considered Class “A”. Class “A” areas are minimally impacted by human activity, tend to have natural channel structure and offer a rich diversity of biodiversity. Class “C” are areas that are highly impacted and generally have altered hydraulic regimes (e.g., channelization, barriers). Bank stability in Class “C” tends to be moderately stable, with marginal riparian vegetation for surface run-off filtering capacity.

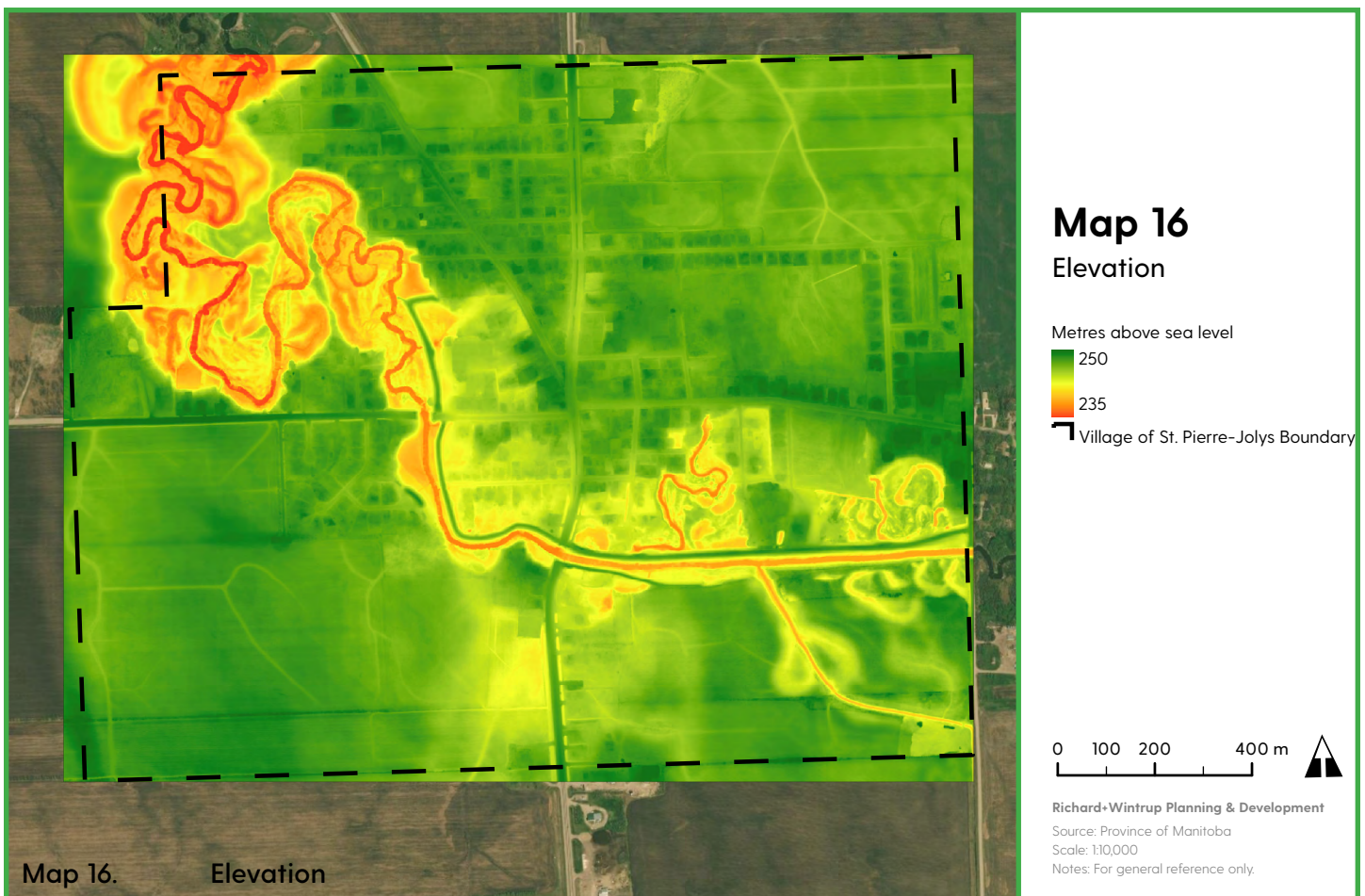


The same Aquatic Habitat and Riparian Assessment Survey found that the total phosphorus and ammonia concentrations seemed to increase with distance downstream on both the Rat River and Joubert Creek. Phosphorus and ammonia concentrations often did not comply with the Tier III – Manitoba Water Quality Guidelines at the time of this study. High concentrations of ammonia and phosphorus in the water further leads to the endangerment of species, such as the Silver Chub fish, as declared by the Committee on the Status of Endangered Wildlife in Canada.

Erosion Risk Areas

Building structures and intensive urban land uses that are necessary to accommodate growth in the Village should be planned, constructed and monitored carefully to protect against significant flooding occurrences and subsequent erosion or bank instability. Low riparian lands should be left in its natural state for low intensity uses such as recreation, grazing or wildlife habitat. More intensive developments will be considered in cases where erosion risks are significantly reduced, flow velocity or water levels are not adversely altered, and natural tree and vegetative cover are preserved to stabilize the riverbank.

Map 16 illustrates Light Detection and Ranging (LiDAR) data provided by the Province of Manitoba, which represents digital elevation (in meters) above sea level. Land area in green are higher-lands which are generally considered more suitable for development, whereas lands in yellow/red are more susceptible to geotechnical issues. Joubert Creek bank has overhanging vegetation at top of a bare bank, trees falling into stream, and a number of slope failures apparent. According to a geotechnical analysis of Joubert Creek and Rat River in 2006, the Joubert Creek bank in most places is considered moderately stable and high. A lower amount of eroding surface on outside bends is protected by roots that extend to the base-flow elevation.

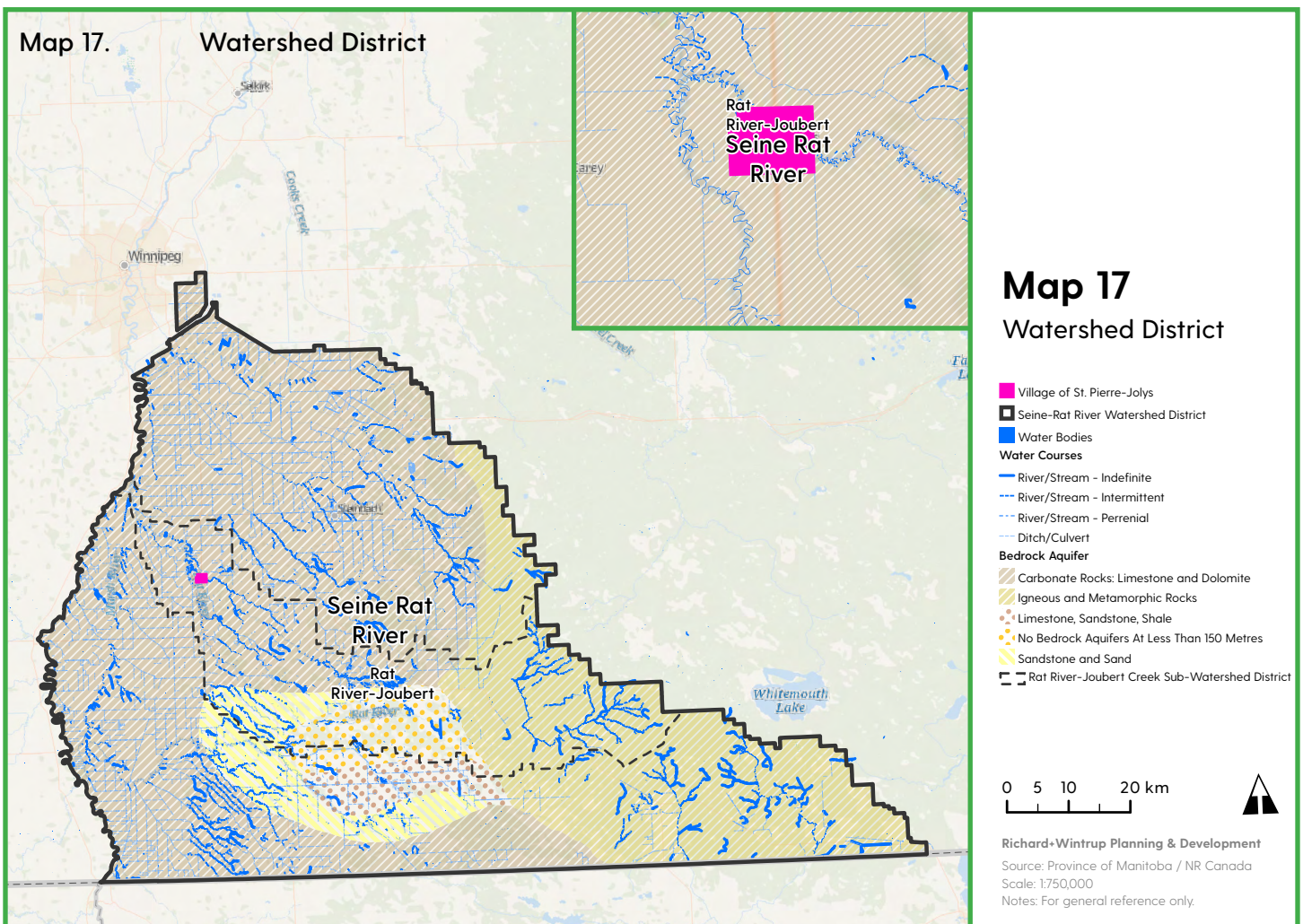


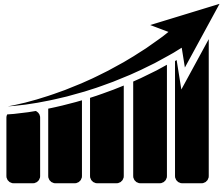
Groundwater

Water quality is generally very good in the St-Pierre and De Salaberry region. Based on the general elevation and groundwater of the area, groundwater flow at the site is west towards the Rat River. Limestone and Dolomite-based bedrock aquifers are continuous and are formed by thick and extensive carbonate rock beds with minor shale beds.

Domestic wells typically yield more than 1.0 litres per second, while the potential intermittent yield of high capacity wells may be closer to 100 litres per second in most areas. Till sand aquifers are layered on top of the limestone bedrock. The depths of these sand aquifers range from a few to more than (100) one-hundred meters in depth which yield from less than 0.1 litres per second to more than 10 litres per second depending on the well capacity.⁽⁸⁾

A Water Use License is required for retrieving water from groundwater sources for purposes where the quantity exceeds the threshold of 25,000 litres per day. Domestic use of water, or installation of a new domestic water well, typically does not require the issuance of a Provincial Water Use License.





WATER - DRIVERS OF GROWTH

Erosion

Erosion and bank instability are important considerations for Development Plan policies, along with land drainage. New development cannot compromise the integrity of the natural areas around Joubert Creek and must provide appropriate buffers. These buffers also offer an opportunity to further support amenities such as trails.

Artesian Wells

Current water supply in the Village is strongly supported by high capacity artesian wells. This capacity will allow for continued growth for the foreseeable future and will benefit new industries.

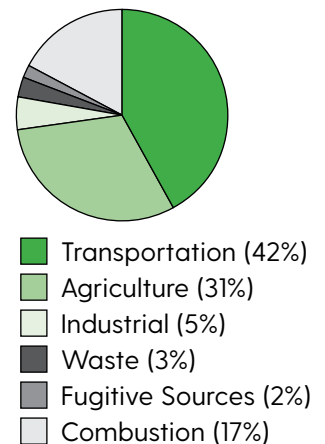
Climate Change

The Province of Manitoba has identified that acting on climate change is an “economic and environmental imperative for Manitoba. The case for reducing our greenhouse gas (GHG) emissions and preparing for the impact of climate change becomes increasingly evident as the negative repercussions of the status quo become evident locally.”⁽⁹⁾

The impact of climate change will be felt in all areas of our communities through extreme weather patterns, aging infrastructure, and decreased water quality. The Province of Manitoba’s vision from their 2017 Made-in-Manitoba Climate and Green Plan is to be “Canada’s cleanest, greenest and most climate resilient province.” However, this is an on-going challenge as our emissions in 2018 were recorded 27% above the level we should have been at by 2012 to achieve our Kyoto Protocol target. From this report, Manitoba’s GHG emissions came from these sectors and in these proportions:⁽¹⁰⁾

- 17% – **Stationary combustion** – energy used for residential and commercial heating, in electricity generation, in the oil and gas industry, and in the manufacturing and construction industries
- 42% – **Transportation** – moving people and goods
- 31% – **Agriculture** – mostly methane (CH₄) from livestock and nitrous oxide (N₂O) from soils
- 5% – **Industrial processes**
- 3% – **Waste disposal** – mostly methane (CH₄) from landfills
- 2% – **Fugitive sources** – the release of GHGs from the production, processing, transmission, storage, and use of fossil fuels (e.g. flaring)

Figure 12. Manitoba GHG Emissions, 2018



The Village has placed a strong focus on climate change through the important planning work conducted in partnership with CDEM's Green Projects Team (now known as Eco-West). Eco-West first approached the Village in 2012 to measure greenhouse gas emissions and create a plan designed to help navigate the potential impacts of climate change in the community. In 2016, *Acting Today to Change Tomorrow: A Climate Change Local Action Plan* for greenhouse gas reduction was created. This was accompanied by a GHG emissions report that highlighted emission totals from 2003 to 2011.⁽¹¹⁾

The Local Action Plan committed to reducing GHG emissions to 20% below 2011 levels for municipal operations and 6% below 2011 levels in the community within 10 years (2026). To achieve this, 8 goals were outlined in the Plan:

- Goal 1: Reduce community waste
- Goal 2: Sustainably operate the municipal services of St-Pierre-Jolys
- Goal 3: Sustainably manage water
- **Goal 4: Sustainably grow the Village of St-Pierre-Jolys**
- Goal 5: Encourage Sustainable Living Practices
- Goal 6: Improve air quality
- Goal 7: Reduce energy consumption & reliance on traditional sources of energy
- Goal 8: Improve communication infrastructure in St-Pierre-Jolys

This Development Plan and Zoning By-law review process directly addresses Goal 4 of sustainably growing the Village. The Climate Change Local Action Plan and framework will be used to help create the document that will guide development.

GHG Emissions

The Province of Manitoba sees Development Plans as a critical tool in meeting GHG Emissions. Up to 50 per cent of GHG emissions are under the direct or indirect control or influence of local governments. This influence is prominent in local governments' land use planning decisions.

As measured in the St-Pierre-Jolys GHG Emissions Report, the corporate emissions total for the Village was 104.7 tonnes of eCO₂ (equivalent CO₂ emissions). The Arena accounts for a majority of these emissions, and sustainability improvements to this building would create the largest impact on for the municipality. The economic benefits of reducing emissions are clearly identified in the report:

"...if the Village committed to a 20% decrease in per capita emissions from 2015 levels, it could save an estimated \$22,580 annually (in 2015 dollars). The more ambitious goal of realizing 20% off 2015 levels would result in a savings of \$53 250 annually."⁽¹¹⁾

Figure 13. Community GHG Emissions

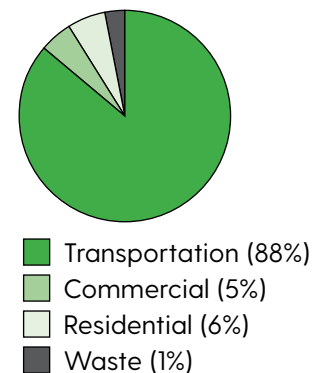
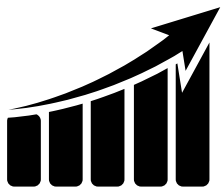


Figure 14. Corporate GHG Emissions



Community Emissions were also calculated in this report, comprised of Residential, Commercial, Industrial, Transportation and Waste sectors in the Village. Total emissions were calculated to be 21,576 tonnes of eCO₂. The Transportation Sector made up 88% of emissions, far more than average in Manitoba (~50%). However, this is noted as misleading due to PTH 59 being a major thorough in the community. Environmentally conscious changes across all sectors need to be considered to meet the previously stated commitments. Key areas will be addressed in a development plan from a GHG Emissions perspective to help achieve the Village's goals. These generally include:

- **Transportation** – policies should include measures to shift modes of transportation from personal automobile to alternative choices. Goods movements should also be addressed to identify ways for cleaner and more efficient energy choices and alternatives.
- **Land Drainage** – policies should include identification of climate change on land drainage and associated impacts. Policies should also include measures to address issue related to land drainage such as flooding.
- **Energy Needs at the Community Level** – policies should include linking development choices to energy needs. For example, the development plan should have infill policies directing, where appropriate, new residential growth to areas that are already built up and have available infrastructure.
- **Waste Reduction** – policies should include strategies around reducing waste going to landfills. Strategies might include recycling and composting.
- **Heating and Cooling of Buildings** – policies should address how energy is used in buildings and encouraging more efficient energy options.



CLIMATE - DRIVERS OF GROWTH

Parking

Improving active transportation infrastructure in the Village may open up initiatives to reduce parking for new developments. Land can be utilized more efficiently and promote more green space, while eliminating many of the shorter vehicle trips that cause unnecessary carbon emissions.

Infill Strategies

Policies that promote infill development also promote sustainability. Using existing infrastructure and maintaining a more compact form has been demonstrated to produce a smaller carbon footprint. This is one of the goals that came from the Climate Change Local Action Plan that can be easily achieved through the Development Plan and Zoning By-law review process.

Resource Efficiency

Energy efficient options for both new and existing buildings are helpful ways to positively impact the environment. This includes the promotion of high efficiency furnaces, low flow toilets and high R-value insulation.

COMMERCE

The fourth and final chapter of this Study provides insight into the trade characteristics and qualities of the Village. In this chapter we examine the most recent educational, income and workforce census information, recent development and building permit records, and potential investment opportunities and development destinations by outlining an inventory of business and tourism assets in the Village.

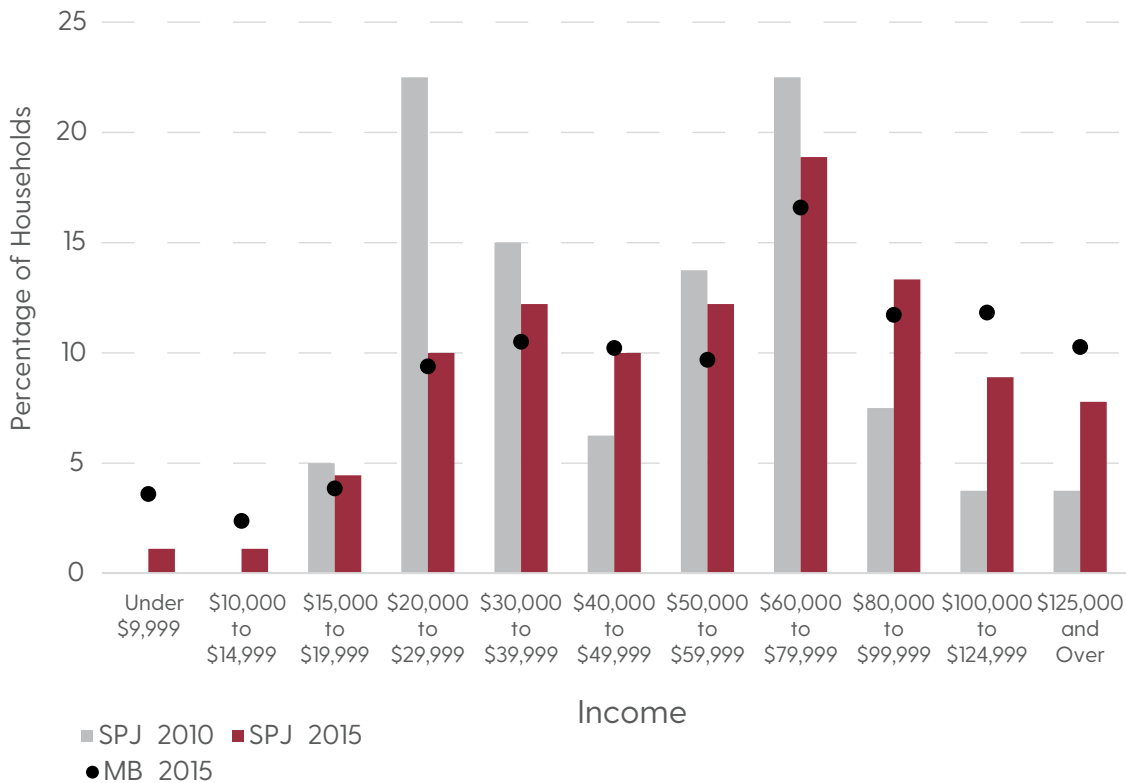
Income

Figure 15 below shows us the household income trend over time, from 2010 to 2015. The median total after-tax income of households in 2015 for the Village was \$58,240, compared to the provincial median of \$59,093. In 2010 there were more households earning within the \$20,000 to \$29,999 and \$60,000 to \$79,999 income brackets. In 2015 household incomes within the \$20,000 to \$29,999 income bracket has reduced by half, and similarly for the \$60,000 to \$79,999 income bracket. However, the trajectory of household incomes on average have been increasing. ⁽¹²⁾



Since 2010 the household income distribution has shifted with more households in the \$80,000 to \$99,999 and the \$100,000 and over income bracket. Although the general income trend is up from 2010 to 2015, there was also an increase of 10 households earning less than \$15,000 per year in 2015 during the same five-year span.

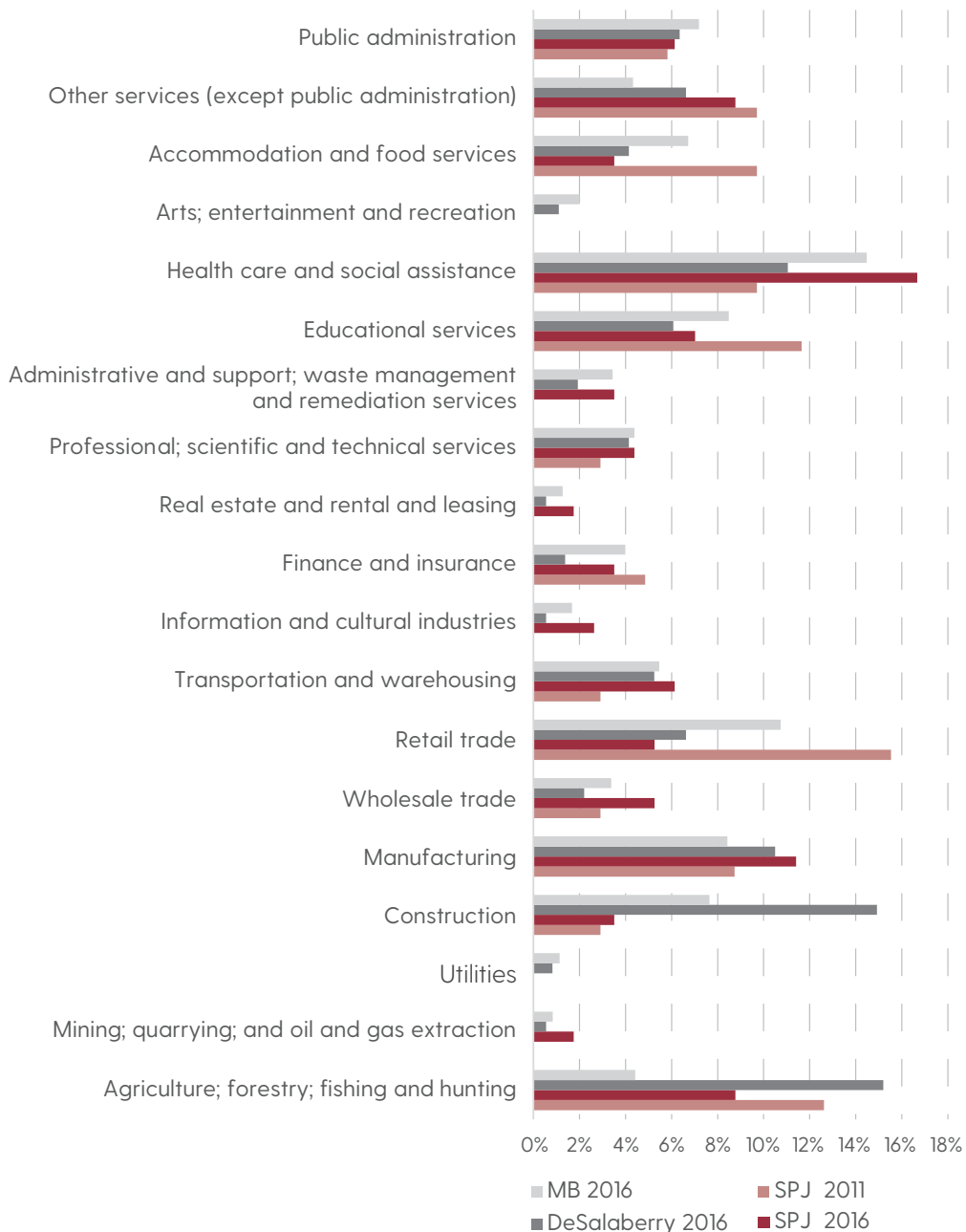
Figure 15. Household After-Tax Income



Labour Force

Labour force trends at the time of the 2016 census for the Village are notable in the fields of health care and social assistance (19.8%); manufacturing (10.1%); and agriculture, forestry and fishing. Health care and manufacturing industries in the Village both saw an increase from the 2011 National Housing Survey, whereas agricultural-related workforce in the Village declined slightly. The Village experienced a rise in 11 of the 19 Labour Force categories as defined in the census, which hints at the ability to attract and diversify economic activity.

Figure 16. Labour Force Trends



In 2016, the population age 15 years and over was 840. Of those there were only 590 in the labour force. Leaving 250 over the age of 15 not in the labour force, 220 of those not working can be accounted for people 65 years of age and over. The remaining 30 people could be those who have retired prior to the age of 65 years of age.

The unemployment rate in 2016 in the Village, according to the 2016 Census, was 4.2%, down from 6.4% at the time of the 2011 National Housing Survey. This rate is higher than the surrounding area of De Salaberry but 2.5% lower than the provincial unemployment average.



INCOME - DRIVERS OF GROWTH

Rising Household Income

Overall, a rising household income is beneficial to the sustainability of a municipality. This trend can be examined in relation to educational attainment, which demonstrates an increase in skilled labour force. Offering new and high-quality residential development will continue to increase these numbers and support a higher tax base moving forward.

Savvy Work Force

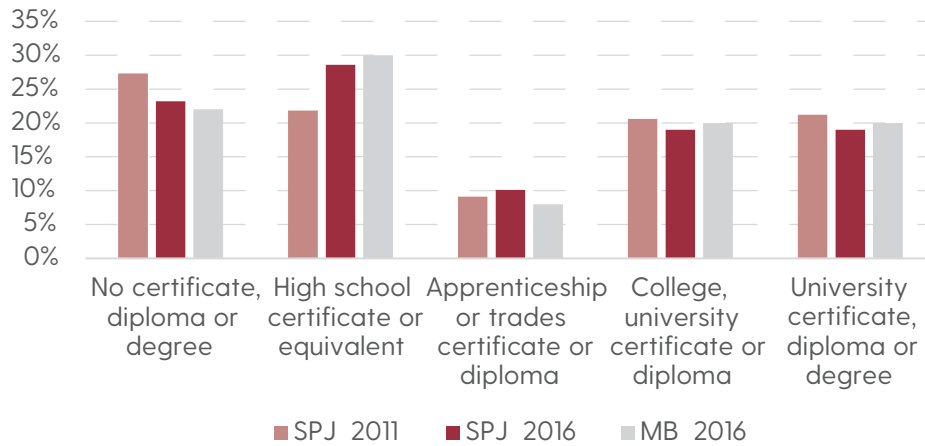
According to most urban planners and economists, potential investors in your community will base their decision not only on the ability of the area to handle new industry but on its ability to meet quality of life expectations of potential workers (i.e. new residents). It is the demonstration that your communities have available housing to meet preferences along with the ability to provide social, community, educational and health assets that becomes the key driver to attracting and retaining residents.

Education

There is a diverse representation of educational status throughout the Village. This diversity is important to meet the market requirements, since it demonstrates a variety of skills and experience. It will be important to continue to attract and retain citizens with higher educational attainment for future economic growth. According to the census data obtained, there has been an increase in those who have attained their high school and apprenticeship certificates. Individuals with college and university education have relatively stayed steady and consistent with the provincial average.

St-Pierre-Jolys has 2 schools and 2 transition preschools within the community. École Communautaire Réal-Bérard, offers a French program from Kindergarten to grade twelve through the Division Scolaire Franco-Manitobaine (DSFM). The community is located within the Red River Valley School Division (RRVD) and offers a French Immersion Program from Kindergarten to grade eight through École Héritage Immersion.

Figure 17. Educational Attainment, Ages 15 and over



- Following High School, the Village is in proximity to several post secondary educational facilities.
- Providence University College and Theological Seminary is located 9 kilometers north in Otterburne, offering a combination of college accredited courses and seminary classes
- Eastman Campus is located 33 kilometers east in Steinbach, providing post-secondary education and training courses.
- University of Manitoba located 51 kilometer north in Winnipeg, which offers over twenty different faculties and colleges.



EDUCATION - DRIVERS OF GROWTH

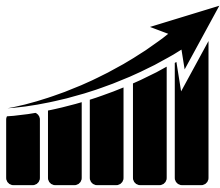
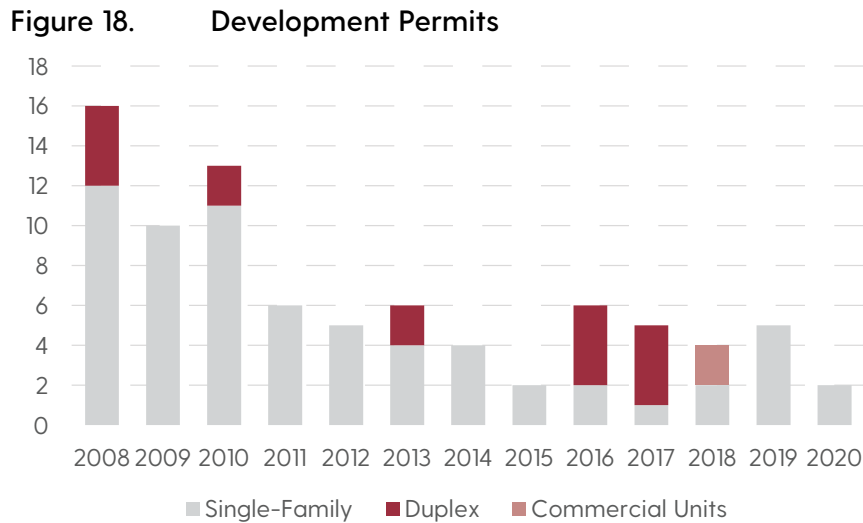
Post-Secondary Support

The Village already provides necessary educational opportunities for a growing bilingual community. One of the difficult components to retaining young residents after graduation is the need to move for employment or post-secondary education. Today, there are a variety of options following high school that may not necessitate relocating, such as distance learning or entrepreneurship. By presenting the benefits of these options, it could demonstrate the viability of staying in the community.

Development Activity

The Village has seen a steady flow of development and building activity from 2008 through to 2020 with many permit applications being submitted by residents for the construction of decks, sheds, storage units, sunrooms and dwelling units. Figure 18 below illustrates the number of development and building permits associated with the construction of new single-family houses, duplexes, and commercial buildings during this time. On average, the Village reviews about six development applications each year, with an average of 4 single-detached dwelling, two semi-detached dwellings and the odd commercial unit.

The Planning Act defines “development” as the construction of a building on, over or under land, a change in land use or intensity of use of a building or land, the removal of soil or vegetation from land, or the deposit or stockpiling of soil or material on land. Development and building permit information was retrieved from permit summary reports prepared over the years by staff.



DEVELOPMENT - DRIVERS OF GROWTH

Infill Incentives

Infill and housing development should be strongly encouraged on lands that are underdeveloped. This can be done by providing incentives to build sustainable components with rebates. Grant programs could be possible in a multi government incentive package.

Service Corridor

Industries seek out land along important service corridors, outside of large urban centers with higher land taxes. PTH 59 is a strong asset for promoting new industrial and commercial development.

Business & Tourism

Many people work, play and shop in the Village, but many also commute outside to other urban centres and rural areas for work. Analyzing how the businesses in the Village differ from the labour force trends aforementioned in this chapter may help identify gaps in business development potential. The business and tourism inventory data collected was initially retrieved from the 2009 Background Study report prepared by the University of Manitoba, City Planning Department, which was then followed up with two site visits to 'ground-truth' businesses that exist today, while documenting any new businesses or tourist destinations that have emerged over recent years in consultation with Village Municipal Council.

Business and tourism in the Village enjoy the economic benefits from the many health and wellness services in the area. Amenities and services such as De Salaberry District Health Centre, Manoir Saint Pierre, and other fitness related facilities attract people from outside the Village and help create favourable spin-off consumer spending at nearby businesses and tourism locations.

Businesses in the Village

Business in the Village is fairly diverse, with great potential to build upon. Many government offices are located in the Village, which contribute to a high number of offices dedicated to Public Administration, Finance and Insurance, social, health, and other professional and technical services. As the Village continues to attract people from throughout the region, more economic diversification opportunities will arise, and industries will be looking to take advantage of the existing strengths and market opportunities within the Village.

A notable difference between Figure 16 and 19—the current labour force versus current business in the Village—is the number of people working in the 'Agriculture, Forestry, Fishing' and 'Manufacturing' industries and the relatively few businesses of this type in the Village. This suggests that many people who farm or manufacture goods often have to travel outside of the Village for work. Besides 'Healthcare and Social Assistance,' the second most common business in the Village is 'Food and Beverage' with the like of Boulangerie Bakery, Le Routier, Oma's Schnitzel Stube, Bigway Foods, Lucky Luc's, Club Jolys, and Subway.

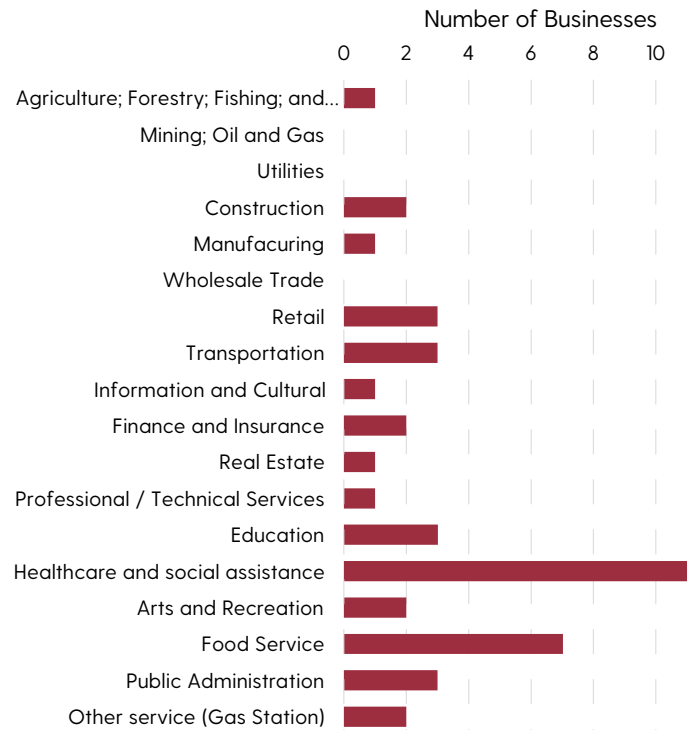


Figure 19. Businesses in the Village



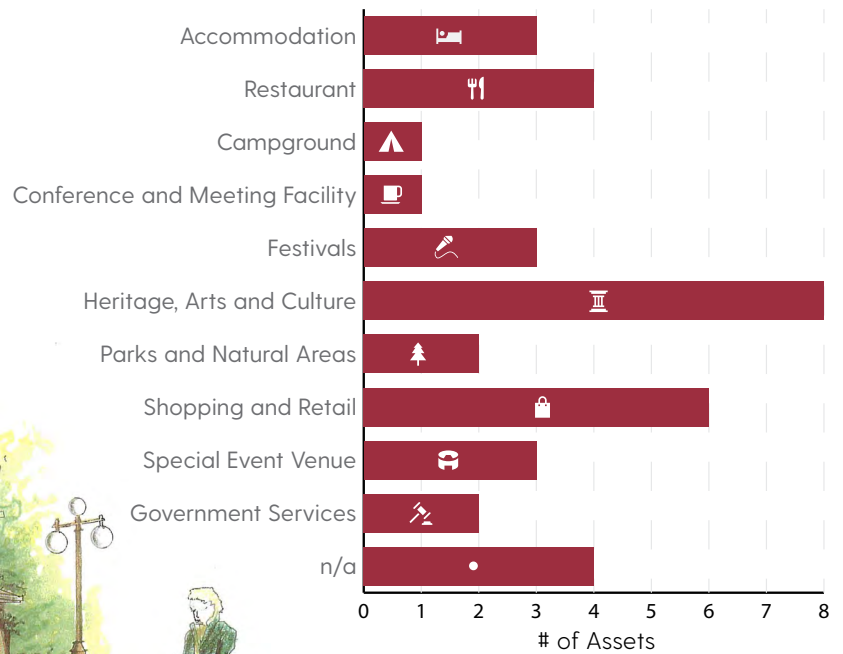
Tourism in the Village

Green space, heritage structures, arts and culture is what defines and drives tourism activity and community-building in the Village. It is what brings people from across the Province, perhaps beyond, and what contributes to the memorable experiences made when living or visiting the Village. Municipal investment into the campground and Park Carillon over the years have added to the quality of the area’s many events and festivities, while a combination of public-private investment into maintaining building structures and systems have helped ensure the Village is an attractive place to explore for all types of visitors.

The core junction of Sabourin Street–Joubert Road, its local streets that extend east-west (Jolys and Herbert Avenue) have the greatest potential to attract and drive tourism activity with the presence of older building structures and existing monuments. In addition to the many historic structures and buildings such as the museum (Musée de St. Pierre), the area also has a mix of newer buildings like the Regional Library, designed by one of Manitoba’s most notable French-modernist architects, Etienne Gaboury. These are the types of tourism building-blocks the Village has to use to draw people in and drive community economic growth.

Figure 20 below summarizes of the types of tourism destinations within the Village, which are a mix of private and public places that are generally carry some form of cultural significance and would attract and bring in people and community members to congregate. The most common type of tourism destination category are heritage structures, followed by shopping and retail stores and restaurants.

Figure 20. Tourism Assets



The Musée is located within the third oldest convent structure in Manitoba, which sits adjacent to the historic site of Goulet House. Both structures are traditional examples of early French domestic architecture and are in “visually immaculate” condition with its preserved hand-cut log walls, vertical board-and-batten siding, and gambrel roofing.⁽¹³⁾ These two landmark features of the Village have been instrumental in preserving French heritage in Manitoba and ultimately to the development of the qualities of the Village over time.



Besides Heritage, Arts, and Culture, the Village thrives from its annual Sugaring-Off Festival in the Winter and Frog Follies Festival in the summer. These events bring in hundreds of people from outside the Village and indirectly produce benefits to local shops and businesses. Capitalizing on other forms of spin-off benefits through festivals, markets, camping, conferences, tournaments, and self-guided tours, as examples, are important to help build strong local business in the Village for residents to enjoy and to preserve the qualities of the Village over the long-term.



BUSINESS & TOURISM - DRIVERS OF GROWTH

Economic Diversification

The Village, as a whole, feels strongly that future growth lies in the ability of the Village to create and maintain a strong, diversified economy. A key priority should be attracting new business and industry. There is a strong relationship between tools such as the development plan and zoning and attracting business and ensuring appropriate policies are in place to ensure diverse uses are compatible with one another.

New Industries

There are increasing opportunities for new industries relating to e-commerce, along with traditional industrial and manufacturing businesses. Since the current market trends are seeing much of the world moving to an online shopping preference, it is an industry that could see little overhead costs. Development of warehouse buildings as a strata may be worth exploring here.

Seasonal Activities

Exploring the use of trails and outdoor recreational amenities could help drive tourism and business activity throughout the year. The Village already experiences high traffic from snowmobiles in the winter and off-road biking in the summer. These two activities could be pursued by the Village to actively maintain and enhance the network of trails and outdoor recreational amenities to drive tourism and business growth throughout the year. If the Village and community desired to implement new features and assets through the Village, it would be important to provide separated infrastructure for heavier off-road vehicles to ensure trail infrastructure is maintained.

Conclusion

St-Pierre-Jolys is quickly growing and is among the fastest growing region in Manitoba. From 2006-2016, the number of people living in the Village has reached a record high of 1170 people. Over the next ten- to twenty-five years, the population is expected to increase modestly, and the pace of the previous 15-year rate (1.29%). This leads the Village to a conversation of future land development to accommodate housing, along with increased demand and use on infrastructure, recreation and education facilities, parks and other services.

The Village benefits from many community assets and existing infrastructure, such as roads, amenities and waste management systems to accommodate the demand for future land development. However, in order to achieve this growth without compromising the existing level of service, the Village must find ways to promote and allow greater residential, commercial and industrial development so they can in turn continue to provide a high level of service through an overall increase in the Municipal tax base.

Historically, the strengths and opportunities within the Village have been driven by highly productive soils, and access to fish and rich-open grassland for grazing. Today, although these specific types of uses are becoming less common in the Village, protecting natural lands, through policies around woodland, wetland and land drainage remain to be important to the Village. Both the natural and cultural heritage of the Village continue to be strengths and help drive investment and economic activity.

The Background Study promotes the concept of a robust and cohesive development plan along with other economic tools to create the conditions that successfully build on the drivers of growth. Generally, incomes in St-Pierre-Jolys are rising, the labour force is slowly diversifying, and businesses and tourism attractions in the Village are looking to bounce-back from the economic 'shock' caused by the pandemic. The Village is now in a better position to grow in a strategic manner that attracts people of the community, protects the ecological features, and builds on the qualities and skills of residents.

Sources

1. Welch D, Payne M. St Pierre-Jolys [Internet]. 2012. Available from: <https://www.thecanadianencyclopedia.ca/en/article/st-pierre-jolys>
2. Manitoba Population Projections 2013-2038 [Internet]. 2015. Available from: https://www.gov.mb.ca/mbs/reports/pubs/601_pop_projections/oview_fall2014_prov-er_free.pdf
3. Novak M, Campbell L, Northcott H. Retirement and Work. In: *Aging and Society: Canadian Perspectives*. Seventh. Toronto: Nelson; 2014.
4. Statistics Canada. 2013. Projected Population, by projection scenario, age and sex, Canada, provinces and territories. Available from https://umanitoba.ca/centres/aging/pubs/coa_facts_on_aging_demographic_facts-popnprojection.html
5. Chaboillé Heritage Corridor [Internet]. Village of St-Pierre-Jolys; 2001. Available from: [http://www.dropbox.com/s/f3ooaxv76zww923/2001-01 Chaboillé Heritage Corridor - Final Report -EN.pdf?dl=0](http://www.dropbox.com/s/f3ooaxv76zww923/2001-01%20Chaboill%C3%A9%20Heritage%20Corridor%20-%20Final%20Report%20-%20EN.pdf?dl=0)
6. Village of St-Pierre-Jolys Community Profile. 2019. Available from: https://cdem.com/user_files/14-05-2020/st-pierre-jolys_1589477163.pdf
7. WSP. Lagoon Expansion Study 2016 [Internet]. St. Pierre-Jolys; 2016. Available from: <https://www.gov.mb.ca/sd/eal/registries/84.2stpierre/eap.pdf>
8. Rutulis M. 1986. Bedrock Aquifers. Province of Manitoba, Department of Natural Resources, Water Resources Branch. Available from https://www.gov.mb.ca/water/pubs/maps/water/1986_rutulis_bedrock_aquifers.pdf
9. Provincial Climate Change Green Economy Action Plan. 2017. Province of Manitoba. Available from <https://www.gov.mb.ca/sd/annual-reports/sdif/mb-climate-change-green-economy-action-plan.pdf>
10. Made-in-Manitoba Climate and Green Plan. 2017. Province of Manitoba. Available from https://www.gov.mb.ca/asset_library/en/climatechange/climategreenplandiscussionpaper.pdf
11. Acting Today to Change Tomorrow. 2016. St-Pierre-Jolys, Manitoba. Climate Change Local Action Plan for Greenhouse Gas Reduction. Available from http://eco-ouest.com/en/communities/community/?province=manitoba&com_id=316
12. St-Pierre-Jolys and Region Economic Profile. 2018. Province of Manitoba. Available from https://www.gov.mb.ca/jec/ecprofiles/pdfs/southeast/st_pierre_jolys_sla.pdf
13. Landmarks: Significant Heritage Buildings of De Salaberry and St. Pierre. De Salaberry/St. Pierre Heritage Advisory Group. Available from http://heritagemanitoba.ca/images/pdfs/featuredProjects/De_Salaberry_Landmarks_Heritage_MB_Part2.pdf



Residential Land Calculation to 2031

Density Scenarios (acreage per dwelling)	Growth Scenarios					
	Anticipated Growth (1.29%)		Moderate Growth (1.90%)		Rapid Growth (2.50%)	
	100 dwelling units required	Acres required	153 dwelling units required	Acres required	210 dwelling units required	Acres required
Status Quo						
Single Family (0.25)	70	17.5	108	27.00	147	36.75
Multi Family (0.10)	30	3.0	46	4.6	63	6.3
Total	-	20.5	-	31.6	-	43.05
[Medium]						
Single Family A (0.22)	35	7.7	54	11.88	74	16.28
Single Family B (0.20)	35	7.0	54	10.8	73	14.6
Multi Family (0.10)	30	3.0	46	4.6	63	6.3
Total	-	17.7	-	27.28	-	37.18
[High]						
Single Family (0.09)	70	6.3	108	9.72	147	13.23
Multi Family (0.06)	30	1.8	46	2.76	63	3.78
Total	-	8.1	-	12.48	-	17.01

Residential Land Calculation to 2046

Density Scenarios (acreage per dwelling)	Growth Scenarios					
	Anticipated Growth (1.29%)		Moderate Growth (1.90%)		Rapid Growth (2.50%)	
	220 dwelling units required	Acres required	356 dwelling units required	Acres required	514 dwelling units required	Acres required
Status Quo						
Single Family (0.25)	154	38.5	250	62.5	360	90
Multi Family (0.10)	66	6.6	106	10.6	154	15.4
Total	-	45.14	-	73.1	-	105.4
[Medium]						
Single Family A (0.22)	77	16.94	125	27.5	180	39.6
Single Family B (0.20)	77	15.4	125	25	180	36
Multi Family (0.10)	66	6.6	106	10.6	154	15.4
Total	-	38.94	-	63.1	-	91
[High]						
Single Family (0.09)	154	13.86	250	22.5	360	32.4
Multi Family (0.06)	66	3.96	106	6.36	154	9.24
Total	-	17.8	-	28.86	-	41.6

Commercial and Industrial Demand Calculation to 2031						
Density Scenarios (% of Residential Acres)	Growth Scenarios					
	Anticipated Growth (1.29%)		Moderate Growth (1.90%)		Rapid Growth (2.50%)	
	Residential Acres Required	Acres required	Residential Acres Required	Acres required	Residential Acres Required	Acres required
Status Quo	20.5		31.6		43.05	
Commercial (75%)	-	15.375	-	23.7	-	32.29
Industrial (50%)	-	10.25	-	15.8	-	21.52
Total	-	25.62	-	39.5	-	53.82
[Medium]	17.7		27.28		37.18	
Commercial (75%)	-	13.27	-	20.46	-	27.88
Industrial (50%)	-	8.85	-	13.64	-	18.59
Total	-	22.12	-	34.1	-	46.47
[High]	8.1		12.48		17.01	
Commercial (75%)	-	6.07	-	9.36	-	12.75
Industrial (50%)	-	4.05	-	6.24	-	8.5
Total	-	10.12	-	15.6	-	21.25

Commercial and Industrial Demand Calculation to 2046						
Density Scenarios (% of Residential Acres)	Growth Scenarios					
	Anticipated Growth (1.29%)		Moderate Growth (1.90%)		Rapid Growth (2.50%)	
	Residential Acres Required	Acres required	Residential Acres Required	Acres required	Residential Acres Required	Acres required
Status Quo	45.14		73.1		105.4	
Commercial (75%)	-	33.85	-	54.82	-	78.75
Industrial (50%)	-	22.55	-	36.55	-	52.7
Total	-	56.4	-	91.37	-	131.45
[Medium]	38.94		63.1		91.0	
Commercial (75%)	-	29.21	-	47.33	-	68.25
Industrial (50%)	-	19.47	-	31.55	-	45.5
Total	-	48.68	-	78.88	-	113.75
[High]	17.8		28.86		41.6	
Commercial (75%)	-	13.35	-	21.65	-	31.2
Industrial (50%)	-	8.9	-	14.43	-	20.8
Total	-	22.25	-	36.08	-	52