



Village of St-Pierre-Jolys, Manitoba

Call to Interested
Developers



Prepared for: Village of St-Pierre-Jolys
Prepared by: M Richard and Associates Ltd.

In this report...

1.0	Demographic Snapshot	2
2.0	Community Advantages.....	3
3.0	Available Land	5
4.0	Market Outlook	8
5.0	Infrastructure Capacity.....	9
6.0	How can we assist you?	11

About this Report

The preparation of this report is in response to an increasing demand for residential, commercial and industrial development in southcentral Manitoba. The Village of St-Pierre-Jolys is seeking to engage experienced land developers to pursue opportunities identified in this report.

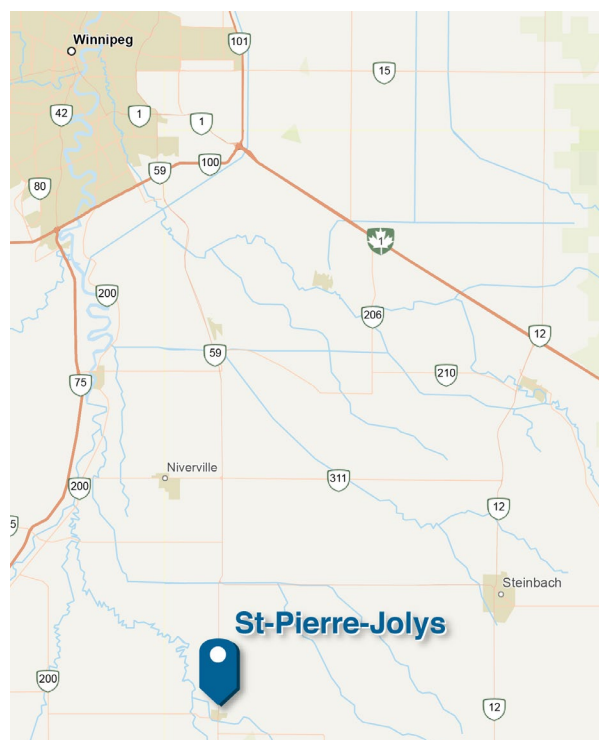
The following defines the unique competitive advantages and value proposition of The Village of St-Pierre-Jolys and sets out areas for targeted development and focused investment opportunities. The Village has identified several areas within its jurisdiction for concentrated growth, accompanied by investment in infrastructure and community services.

About The Village of St-Pierre-Jolys

St-Pierre-Jolys, Manitoba is a hidden Francophone gem waiting to be discovered by residential developers looking to build their next big project.

It is a small but culturally rich bilingual prairie town that strongly celebrates and maintains its historically French background throughout day-to-day life and with yearly celebrations. With its modern infrastructure, a wide array of amenities and services that positions it as a bilingual regional hub, and growth-oriented municipal leaders, The Village of St-Pierre-Jolys is primed for targeted residential development opportunities.

St-Pierre-Jolys is located less than an hour's drive south of Winnipeg on Highway 59 and has an approximate population of about 1300 people.



1.0 Demographic Snapshot

Population and Age

The Village of St-Pierre-Jolys is currently home to a population of 1305, where it has climbed from just 1170 in 2016. Unlike many Manitoba communities, The Village has a higher proportion of younger adults under 40 compared to older age adults. The next most significant age demographic is of youth under 15 years old.

Language Profile

St-Pierre-Jolys proudly boasts a rate of over 50% of its population being bilingual in both official languages. Other languages spoken in the community also includes Ukrainian, German, and Spanish.

Household Size

The most common type of housing are single-detached homes. The next most common are low-rise apartments, followed by a mix of side by sides and mobile dwellings.

Household Income

Household income in the municipality is growing. The median household income increased by \$10,000 between 2016 and 2021. The majority of households in St-Pierre-Jolys earn \$66,900 or more annually after tax, which is just above the province as a whole.

Median Household Income

St-Pierre-Jolys - \$66,900

Manitoba - \$69,000

Canada - \$68,400

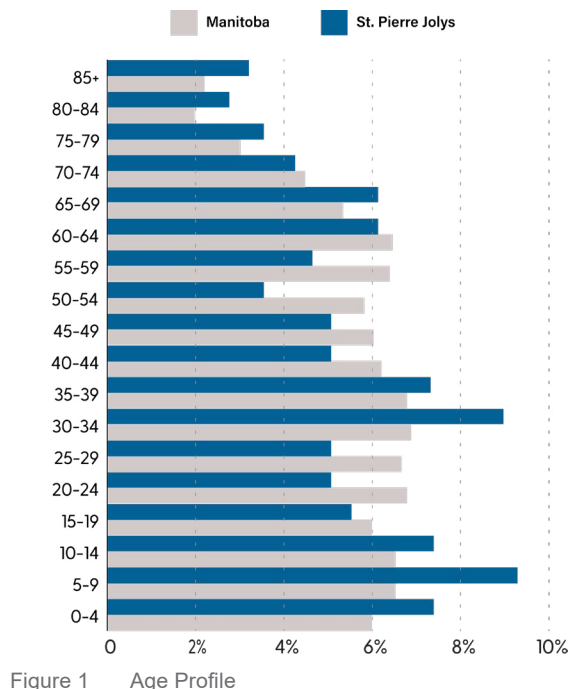


Figure 1 Age Profile

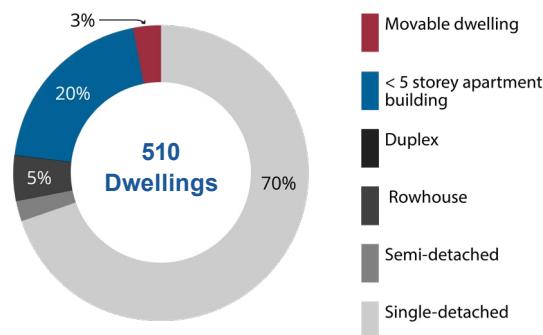


Figure 2 Dwelling Types

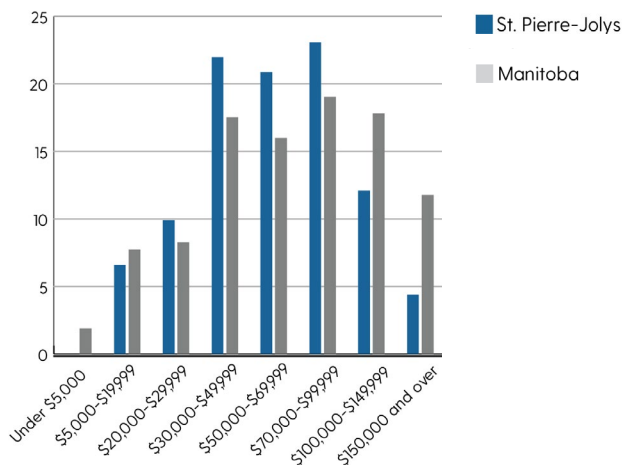


Figure 3 Household Income

2.0 Community Advantages

St-Pierre-Jolys boasts a number of qualities that make it advantageous for targeted residential development and investment.

Complete Community

St-Pierre-Jolys has all the necessary ingredients of a complete community. It offers the peace and tranquility of a small town with all the amenities, services and spirit of an established urban neighbourhood. The Village is committed to supporting a variety of lifestyle options, allowing people of all ages and abilities to live, work, learn and play all in the same community.

Healthy Living and Outdoor Recreation

Despite its small size, St-Pierre-Jolys offers an impressive array of amenities that make it an attractive place to live and play in.

With central access to the Trans Canada Crow Wing Trail network, the largest trail in Canada, accompanied by a set of high quality community recreation areas (e.g. arena, skate park, baseball diamonds and soccer fields, disc golf course, campgrounds, outdoor fitness equipment area, golf club) and extensive health care services that are available given its housing of Southern Health-Santé Sud Region, The Village is an important regional health, wellness and active aging hub for many communities.



Francophone Culture

As one of the largest Francophone communities in Southern Manitoba, St-Pierre-Jolys commemorates and proudly displays its historical French and Métis history through things like its dedication to maintaining a strong working relationship with the Métis people or hosting annual festivities such as Frog Follies or the Cabane a Sucre. They also offer bilingual services, amenities and dual official translations for public documents, phone services and more.

Entrepreneurship and Services Hub

The Village celebrates a lively local retailer and creator scene, with many specialty stores available. These range from grocery and goods such as St Pierre Bakery, to custom craft, cultural and hand-made good stores and services like The Silhouette Company and Louis and Léa. Everyday services such as banks, pharmacies and postal services are also available.

The unique blend of small-town Francophone charm and modern amenities makes The Village of St-Pierre-Jolys an attractive choice to strike a balance between a serene rural atmosphere and convenient access to major urban centres including Winnipeg, Steinbach and Niverville.

Available and Affordable Land

The Village has land available and 'shovel-ready' for residential development. The rising cost of housing is considered affordable compared to other urban areas in Manitoba and Canada. The cost of land is affordable in St-Pierre-Jolys, making it an attractive option for developers who want to maximize their return on investment.

Cost of Housing

Based on that same census information, housing prices in The Village are lower than the Manitoba median, with the average household valued \$90,800.00 lower than the provincial average. Average monthly housing costs are also lower than the provincial average.

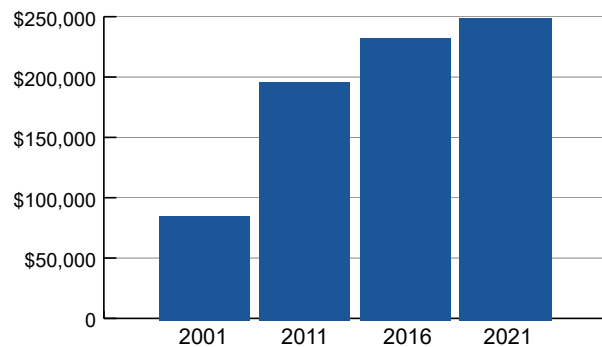


Figure 4 Average St-Pierre-Jolys House Prices

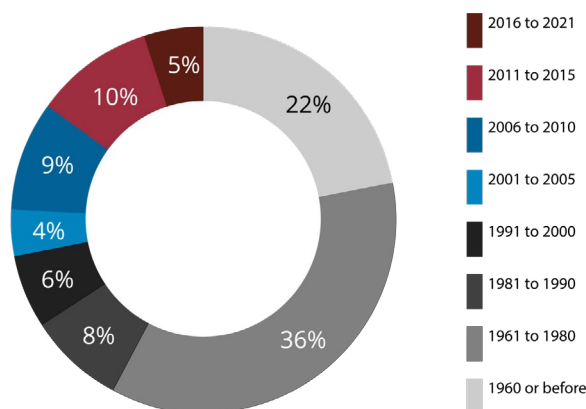


Figure 5 Dwellings by Period of Construction

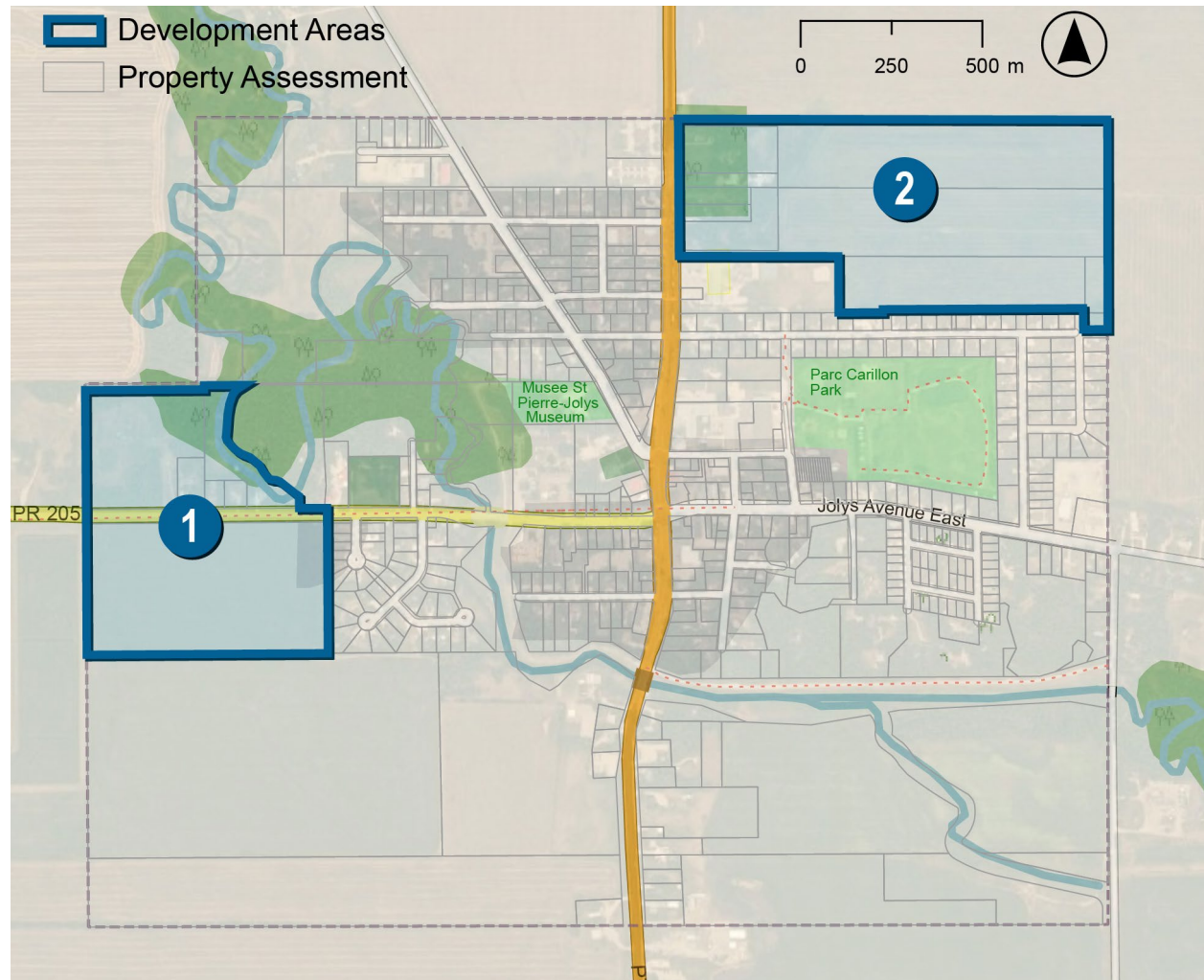
Community Services

St-Pierre-Jolys provides core community services and partners with institutions, government agencies and community groups to deliver programming. This includes:

- Affordable serviced lots
- Canada Post Office
- St-Pierre-Jolys Library
- Paroisse St. Pierre
- Musée St. Pierre / Goulet House
- Réal-Bérard Community School and Heritage Immersion School
- St Pierre Recreation Centre
- Physique Plus Fitness
- St. Pierre Fire Hall
- Local RCMP branch



3.0 Available Land

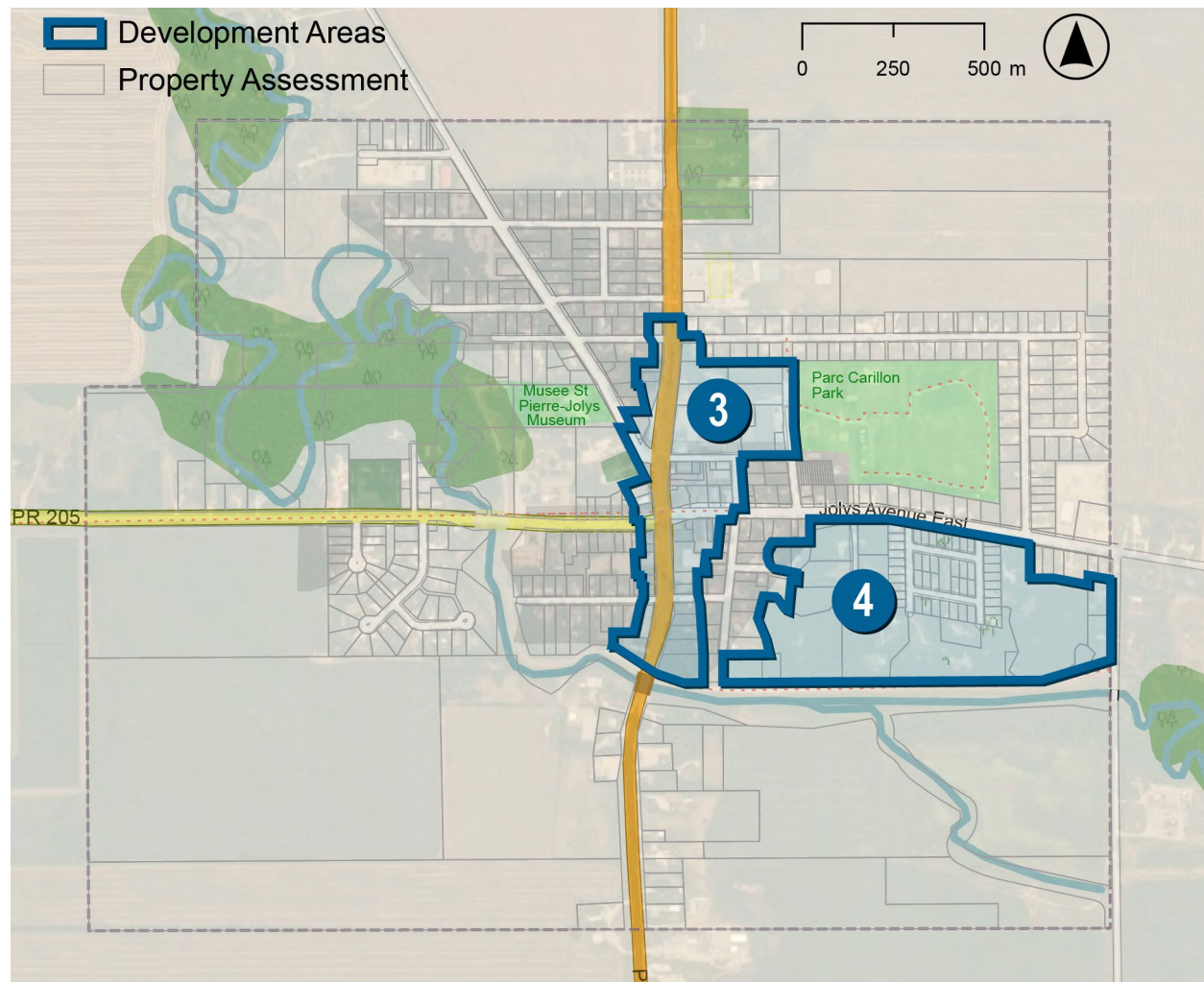


1 Jolys Avenue West

Located on the west most edge of the Village boundary is Jolys Avenue West. Surrounded by dense woodland and the beautiful Joubert Creek trail, this development area is ideal for residential development including ‘missing middle’ housing types such as cottage court bungalows, side-by-sides and courtyard-style townhouses. This area also benefits from having access to the main trunk wastewater sewer line along Jolys Avenue West.

2 Meadows Edge

Jolys Meadows Edge is the largest and most economically significant development opportunity in the Village. With nearly 60 acres of development-ready land adjacent to a school and a major highway, Meadows Edge holds the potential to advance the Village as a complete, walkable community. The land is zoned RMU – Residential Mixed Use and is ideal for blend of residential, commercial and open space development.

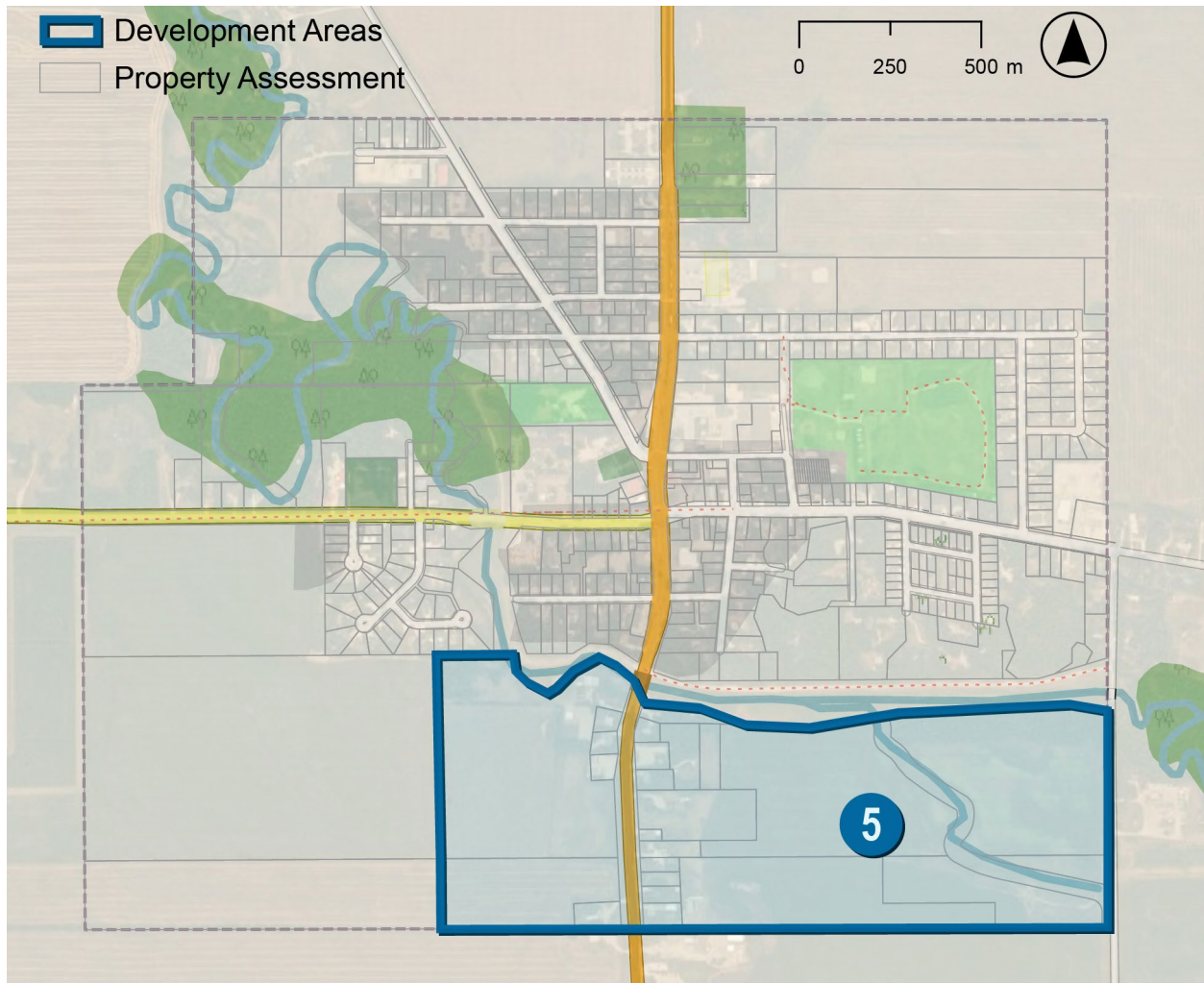


3 Chaboillé Mixed Use Service Corridor

The Chaboillé Mixed Use Service Corridor has heritage significance. Not only is it the central business district with several heritage buildings and structures, but it also acts as a junction and business hub that provides critical north-south and east-west linkages. This development area is serviced with sidewalks and crosswalks, street lighting and pedestrian seating areas, making it well-suited for infill mixed-use development.

4 Jolys Avenue East

Jolys Avenue East is a unique development area featuring dense riparian woodland that backs onto Joubert Creek, creating an attractive investment opportunity for residential developers. Although generally fragmented by multiple landowners and existing old homes, this area offers potential for increased residential density from RS – Residential Standard to RC – Residential Compact building on the Place of Dreams subdivision.



5 Joubert Creek South

Joubert Creek offers the largest tract of land (approximately 80 acres) currently available for business park related development. This area is ideally suited for a master developer looking to build a mix of housing, commercial, light industrial with open space buffering residential uses along Joubert Creek. Significant wastewater infrastructure upgrades are needed for these lands to be fully developed along with a conceptual master plan to guide the mix and scale of future land uses. This area holds the greatest return on investment potential for commercial and or light industrial developers.



4.0 Market Outlook

As of 2021, the population of the Village is about 1,305. Assuming historical trends of growth, the possibility of immigration influx, migration out of Winnipeg and associated ongoing residential development projects, the current projects predicted a need of 52-69 new homes over the next three years.

Between 2018-2022, there were 15 building permits issued related to new housing in St-Pierre-Jolys, an average of 3 new housing starts per year. The demand for residential development in the Village is expected to increase in the coming years due to the following trends and factors:

1. Implementation of a Development Incentive By-law
2. Spill-over growth from the Winnipeg Metropolitan Region
3. Recent council approval (late 2022) of a multi-lot, multi-family subdivision

Demand for work-life balance, work-from-home opportunities and affordable housing, having been accelerated by the pandemic, also drives growth. This, coupled with rising costs of living, has driven a surge in families living in urban areas seeking communities elsewhere that offer affordability and a similar level of urban standard services.

The adoption of reliable fiber internet in the Village has grown its productivity, competitiveness, efficiency, and attraction across the local market for people looking for work-from-home opportunities. This trend is expected to continue into the future. Among those who were working from home in the first few months of 2022 (but excluding those who were already working from home prior to the pandemic), three in ten (31%) say that they have changed their job and found a new employment that allows for easier work-from-home conditions.

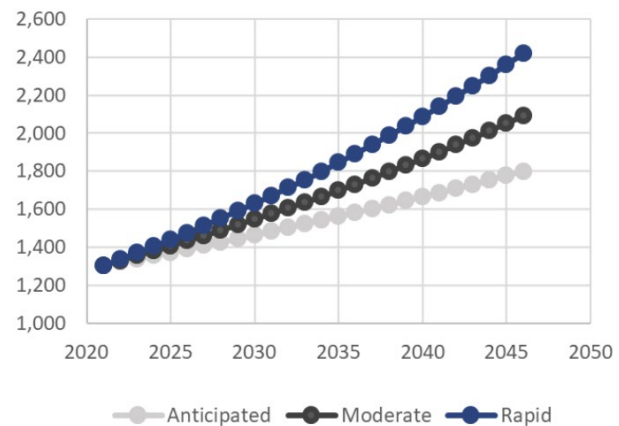


Figure 6 Growth Projects, 2020-2050

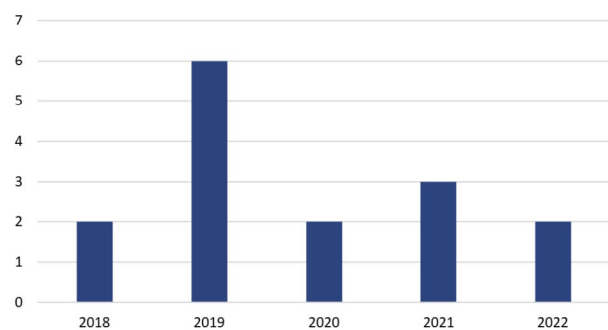


Figure 7 Building Permit Activity, 2018-2022

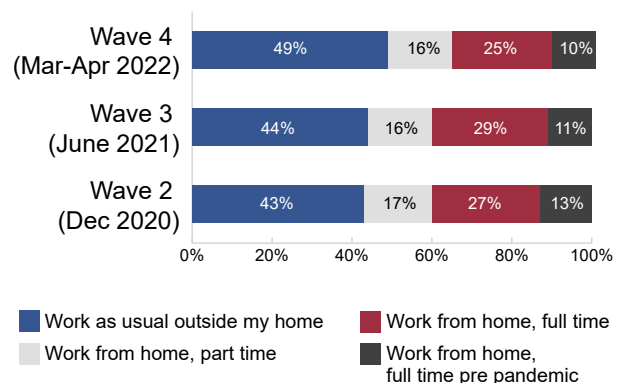


Figure 8 Building Permit Activity, 2018 - 2022

5.0 Infrastructure Capacity

Highway Network

St-Pierre-Jolys is the largest, and one of few communities located along Provincial Trunk Highway 59, a major north-south corridor connecting the City of Winnipeg to Minnesota through the Lancaster–Tolstoi Border Crossing. With excellent access to east-west corridors including Highway 205, 23, 305 and 52, the Village of St-Pierre-Jolys is well-positioned in southern Manitoba to access other markets such as Winnipeg, Steinbach, Morris, and Niverville.

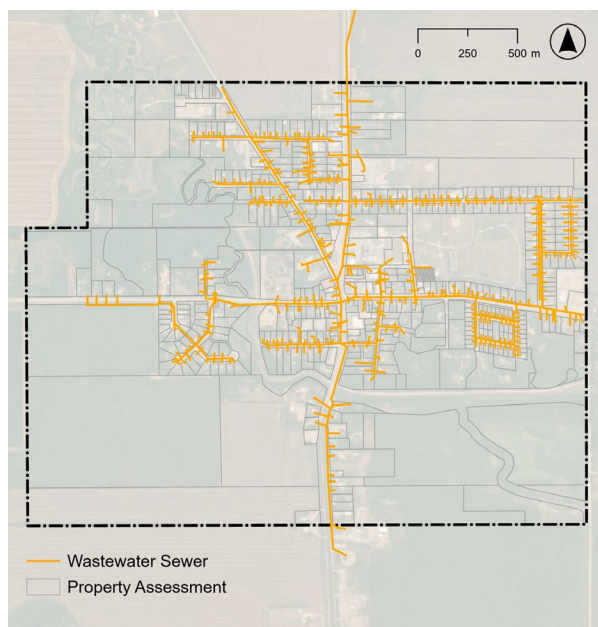
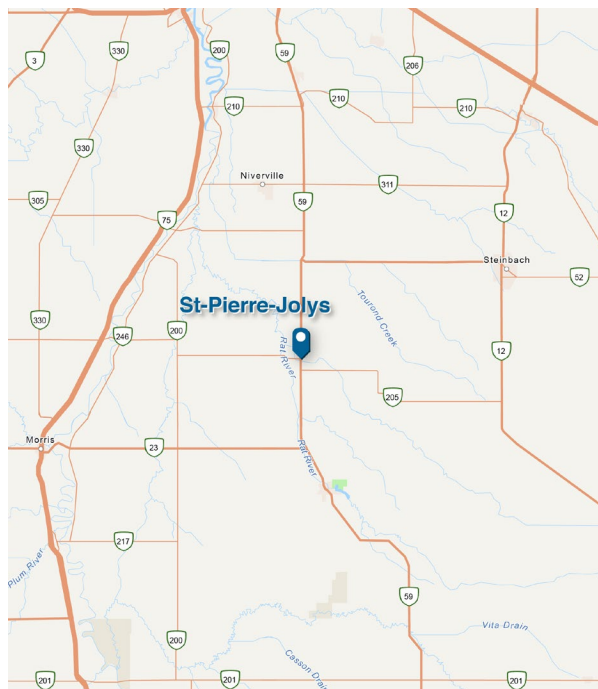
Within municipal borders, St-Pierre-Jolys is characterized by two primary right-of-ways: Sabourin Street (PTH 59) and Jolys Avenue (East and West/PR 205). Joubert Street and Cote Avenue are secondary collector roads that provide the community access to residential areas and other community services.

Wastewater

The Village operates a gravity wastewater collection system with three lift stations and a mix of concrete and PVC pipes. The municipality's treatment lagoon, located east of the Village, was recently upgraded in 2017 to increase treatment and storage capacity for up to a population of 2,000. The majority of the Village's wastewater is conveyed through the Main Lift Station on Jolys Avenue West via a 150 mm diameter forcemain, which is expected to be upgraded over the next three-five years.

Digital Infrastructure

Dominion City is serviced by several traditional internet-telecommunication providers including Shaw Communications, BellMTS, and Xplore Mobile. There are also fiber optic inter-telecomm options available such as Valley Fiber and Swift High-Speed Internet.



Solid Waste

St-Pierre-Jolys contracts Bristol Hauling to collect and dispose of household garbage on a weekly basis. Recycling is handled by SMILE St. Malo Inc. also on a weekly basis. The nearest landfill is located 5 minutes south of the Village in the Rural Municipality of De Salaberry for scrap metal, tires, electronics, etc.

Hydroelectricity

St-Pierre-Jolys is powered through hydroelectricity from Manitoba Hydro. According to Manitoba Hydro, The Village has ample hydroelectric capacity to accommodate larger residential developments, as well as small and medium commercial businesses such as strip malls, restaurants, shops, and small offices. Power lines can be installed either above ground or below, based on the preference of the landowner, while site-specific limitations may also influence the location of new power lines.

Natural Gas

Manitoba Hydro also provides natural gas services throughout The Village. The natural gas lines have the capacity to support various types of facilities, including large apartment complexes, shopping centers, grain dryers, and small to medium food production plants, with a range of 11 to 25 MCFH (thousand cubic feet per hour).

Shovel Ready Commitment

St-Pierre-Jolys is committed to maintaining its “shovel-ready” status, proactively preparing for new development opportunities. It has continuously invested in its public assets and infrastructure. The Village’s commitment to staying “shovel-ready” demonstrates its proactive approach to economic growth and its readiness to support businesses and investors in their expansion plans.

Garbage and Recycling

\$255 (Flat Rate)



Wastewater Levy

\$248 (Flat Rate)



Wastewater Levy

At Large Levy - 17.345 Mills

Local improvement - 0.745 Mills

Red River Valley
School Division



6.0 How can we assist you?

Incentives

Ready to start your next residential subdivision? We are here to help.

The Village is ready to support your endeavours by providing financial assistance to eligible development projects.

[Click here](#) for more information.

Resources and Supports

Need more information? Not a problem. Click on one of the links below to access more information.

- [Community Profile](#)
- [Investment Navigator](#)
- [Stats and Resources](#)
- [Utility Rates](#)
- [Bylaws](#)

Contact Us

Our staff is here to help and ready to assist developers. If you would like more information, please contact:

Shayla Fehr

Development, Planning & Communications Clerk

Village de St-Pierre-Jolys

Ph: (204) 433-7832 EXT 1

Fax: (204) 433-7305

info@villagestpierrejolys.ca





Contact Us

Set up your meeting and tour today!

Village of St-Pierre-Jolys

Ph: (204) 433-7832 EXT 1

Fax: (204) 433-7305

info@villagestpierrejolys.ca