



DOMINION CITY

Infill Residential Development Opportunity

M Richard
& Associates Ltd.

Prepared by: M Richard & Associates Ltd.
Date: Feb 2025

TABLE OF CONTENTS

Preface	iii
1.0 ABOUT DOMINION CITY.....	1
1.1 Demographics	1
1.2 Community Amenities	3
2.0 SITE CONTEXT AND POTENTIALS	4
2.1 Potential Infill Site	5
2.2 Property Characteristics	6
2.3 Market Review	7
2.4 Infrastructure	8
2.5 Opportunities and Constraints	9
3.0 SEE THE POSSIBILITIES	11
3.1 Potential Site Plan Design	11
3.2 Conceptual Model	12
3.3 Site Plan Dimensions	13
4.0 CONCLUSION	14
4.1 Development Incentive and Process	14

PREFACE

The Municipality of Emerson-Franklin is seeking to engage experienced residential land developers to invest in the urban centres of Emerson and Dominion City.

Dominion City offers a balance between country-living and the conveniences of an urban lifestyle at a competitive price point. It is located within reasonable driving distance to major urban centres such as Winnipeg, Steinbach and Winkler.

As land becomes more valuable and more difficult to develop in the Winnipeg Metropolitan Region due to land, construction costs, and difficult development approvals, communities such as Dominion City become increasingly more attractive for the following reasons:

- Close proximity to major urban areas
- Large lot offering on a full range of municipal services
- Quality education and cultural amenities that fit within those sealing large lot single family home
- Immediately available land that is serviced
- State of the art fiber optic infrastructure

To accelerate development, the Municipality has approved a housing development incentive bylaw that formalizes a suite of development incentives for eligible housing constructions, which includes:

- Grant up to \$25,000 per dwelling unit
- Property tax rebate
- Municipal Permit Fee Rebate and streamlined approval

While in this document one example is provided, developers can find similar opportunities for infill and redevelopment throughout Dominion City. Examples provided is just one illustrative scenario and the municipality welcomes innovative solutions in a range of contexts.



1.0 ABOUT DOMINION CITY

Dominion City is an unincorporated urban centre within the Municipality of Emerson-Franklin. The community is located in southcentral Manitoba about 12 kilometres east off Provincial Trunk Highway 75 (PTH 75) at the crossroads of Provincial Road 201 and 200 (PR 201/200). With excellent north-south and east-west access, it is easy for residents to access surrounding communities including the City of Winnipeg.

1.1 DEMOGRAPHICS

POPULATION AND AGE

Dominion City has a population of approximately 320. Like many Manitoba communities, Dominion City is aging. The community has a median age of 57 which is significantly higher than the provincial median. The next most significant age group is youth under the age of 14 years, indicating the presence of young families.

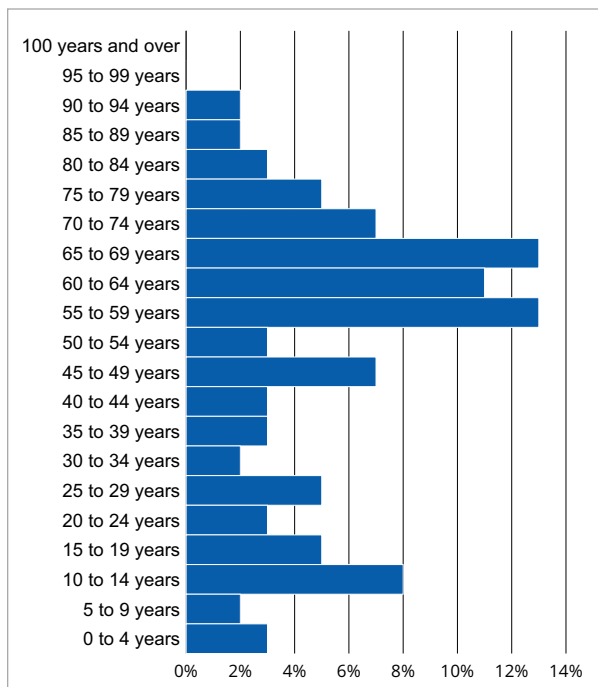


Figure 1. Age Profile

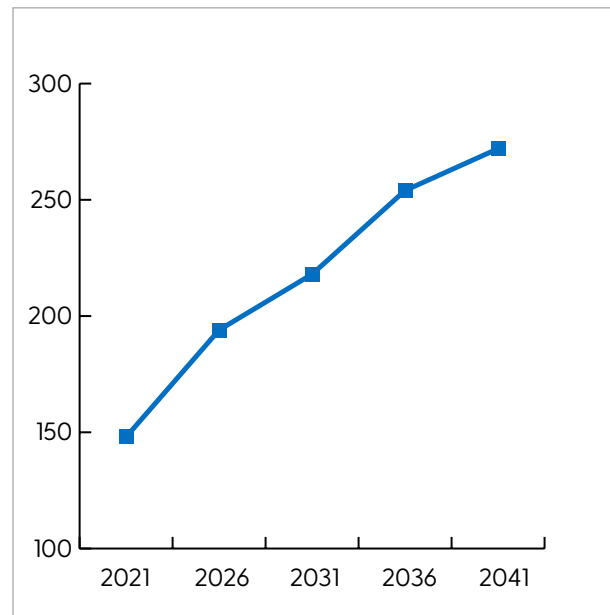


Figure 2. Projected Housing Growth

HOUSING TYPES

Next to single-detached homes, the most common type of housing are low-rise apartments with a small mix of semi-detached, duplexes and mobile homes. While single-family homes remain predominant, there is room to diversify the housing market in Dominion City.

HOUSEHOLD SIZE

Currently, two out of three households are made up of one or two people, while 3-person, 4-person, and 5-person households make up the remaining third; and the average household size is 2.6 people. As Dominion City grows, there's an increasing demand for multi-family housing.

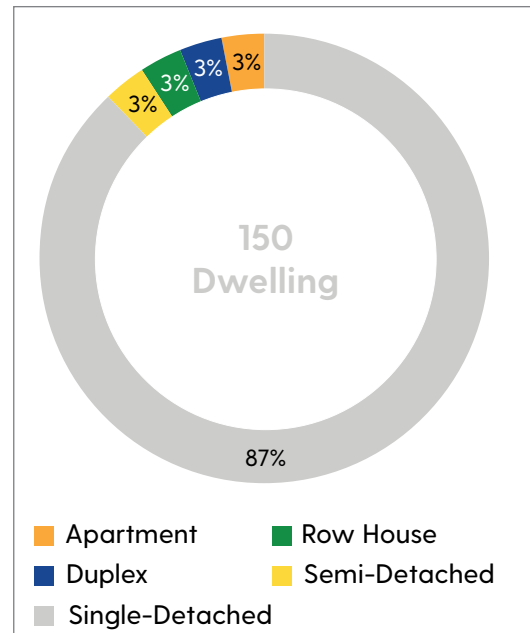


Figure 3. Housing Types

HOUSEHOLD INCOME

Household income in the municipality is also growing. The median household income increased by \$10,000 between 2016 and 2021. In Dominion City, the majority of households earn \$80,000 or more annually, suggesting that residents are looking for more affordable and practical housing solutions that multi-family units can provide. This type of development would make efficient use of land, offer a more affordable entry point for both young families and seniors, and help accommodate the population's changing housing preferences.

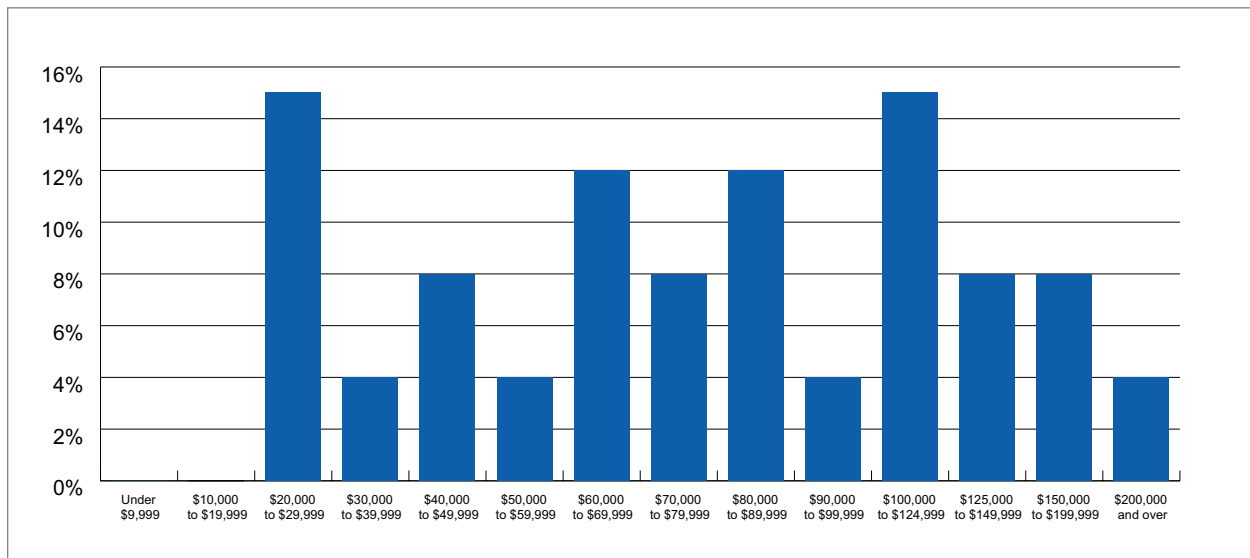


Figure 4. Household Income (Before Tax)

1.2 COMMUNITY AMENITIES

RETAIL SERVICES

With increased investment in housing in Dominion City, Waddell Avenue (Main Street) has significant potential to become a thriving commercial hub that accommodates more retail businesses and services. Currently, the area features some retail options, such as Uptown Cafe and Bakery and Calderwood's Country Store, along with essential services like banking and postal facilities. However, the existing retail landscape falls short of its full potential, offering limited diversity and choice to residents.

By expanding residential development, the demand for a wider variety of retail and community amenities is expected to grow, presenting opportunities for new businesses to establish themselves in Dominion City. This could include additional cafes, specialty shops, restaurants, and other essential services that cater to the daily needs of a larger population. A more vibrant Waddell Avenue (Main Street) would not only enhance the convenience and quality of life for residents but also attract visitors from surrounding areas, boosting local economic activity and fostering a sense of community.



COMMUNITY SERVICES

Dominion City offers a robust range of community recreation services for its size, demonstrating the municipality's commitment to enhancing residents' quality of life. Key amenities include the Roseau Valley School (K-12), which serves as an educational and community hub, and a variety of recreational facilities such as the Kyle Memorial Golf Course, Dominion City Arena and Curling Club, and swimming lessons for all ages. Places like the Franklin Craft Club/Library, Franklin Museum, and the Community Hall help bring people together by hosting events and activities that encourage social and cultural connections.

The City also benefits from essential services such as the Dominion City Fire Department, Canada Post Office, and waste and recycling pick-up, all of which contribute to the overall safety and well-being of its residents. Despite the comprehensive nature of these services, their full potential is yet to be realized due to the current population size.



2.0 SITE CONTEXT AND POTENTIALS

The aim of this document is to accommodate a major residential development opportunities and does not reflect any actual plans for development at the time this report was produced.

While this plan spotlights one part of Dominion City, the Municipality has designated multiple areas within Dominion City where similar residential, commercial, and mixed-use developments can flourish. Therefore, please note the following site has been identified for marketing purposes to illustrate the potential opportunity for the Municipality and similar concepts could be applied to other parts of Dominion City.



2.1 POTENTIAL INFILL SITE

The following example focuses on a specific infill site—centrally located within Dominion City’s commercial area—but it should be noted that this is just one opportunity. Other sites in Dominion City may also offer the space, infrastructure readiness, and policy support required for successful development projects.

The site is located in the heart of Dominion City at the intersection of Waddell Avenue and Centennial Drive. The site is comprised of five lots (24, 26, 28, and 30 Centennial Drive, and 132 Waddell Avenue) along the city’s ‘Main Street’ and within the central business district.

The site is publically-owned by the Municipality and consists of 0.67 acres, or approximately 30,000 square feet. The site is considered a developable brownfield site with potential soil contamination from prior commercial uses. It has access to municipal wastewater services and potable water through Pembina Valley Water Coop. Currently, the site is occupied by a vacant commercial building and open to purchase.

Emerson-Franklin’s new development plan identifies this site for development. The Development Plan policies indicate that ‘urban’ areas shall be prioritized primarily for a mix of housing and potentially commercial businesses. It is within short walking distances (under 5 minutes) to municipal amenities such as the community hall, school, and Heritage Crossing Park.



2.2 PROPERTY CHARACTERISTICS

Roll Number(s)	116200, 116300, 116400, 116600, 116700, 116800
Registered Owner(s)	RM of Emerson-Franklin
Development Plan 2024-06	Urban Policy Area: Intended to provide an adequate inventory of residential lands to accommodate a range of dwelling types, forms, and ownership tenure to meet local needs and provide housing opportunities and personal services, while minimizing the need for travel beyond the community.
Zoning By-law 06-17	General Development: Intended to provide for a wide range of residential, commercial, and industrial uses within smaller settlement centres.
Land Area	0.67 acres
Adjacent Lands	Directly to the left there is Centennial Drive, directly to the north there is Waddle Avenue, and directly to the east there are mall business and empty lots. Directly to the south site is Franklin Avenue. A major neighboring to the planning areas is from South of the side which is DC Power and Products Automotive Autopac: 118600
Assessment Value (2024)	\$41,400
Legal Description	Original Plan: SE-20-02-03-E Lots 1-7, Block 31, Plan 18410
School Division	Border Land
Title Number(s)	1028225, 1028203, 1563501, 3127845, 3102089, 2082760

2.3 MARKET REVIEW

The demand for living in communities like Dominion City has increased significantly over recent years. This has in large part been due to an increase in the number of people working from home, coupled by the rising cost of living in major metropolitan areas across Canada.

Young families and older adults are looking to live in a community that offers affordability advantages and spacious property with access to commercial and community amenities. There is also an increasing number of newcomer families moving to Manitoba who require suitable housing at a price-point that is not typically feasible in many areas across the Winnipeg region. Dominion City has the ability to meet these diverse needs and accommodate a range of housing types.

There is affordable land to accommodate large, custom builds multi-family apartment as well as bungalow court or cluster type in a great location of the city. The Municipality offers direct financial incentives for new housing development in Dominion City and Emerson, which may include a combination of direct cash per door, tax rebates, infrastructure support and financing, beautification grants, and streamlined plan approval.

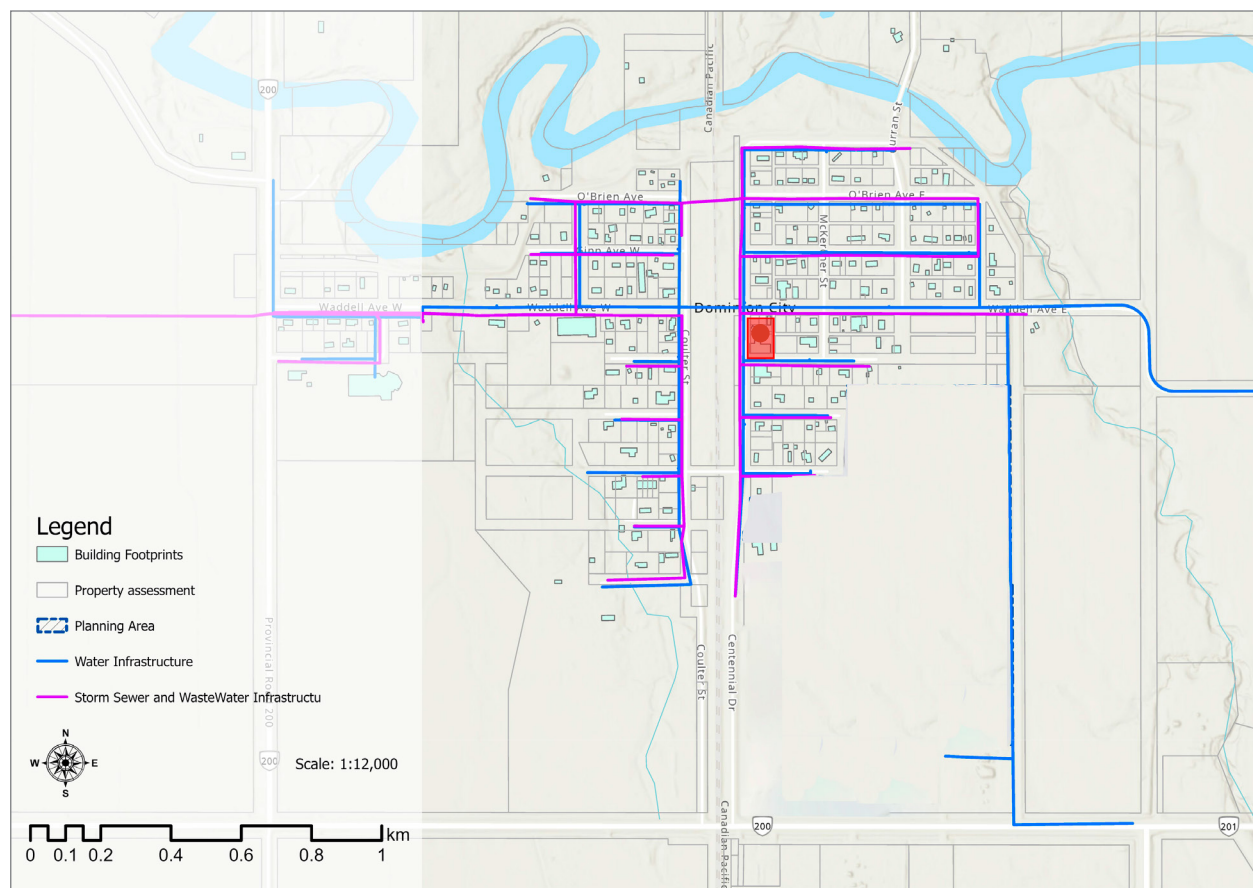
Dominion City is a hub for health and community living. It is about, or less than, an hour away from major urban centres in Manitoba, and central to many small towns and communities in the south-central region. The Municipality is committed to promoting Dominion City as a hub for health and community living by investing in the Healthy Living Centre and continuing to enhance its facilities and amenities such as the park and campground, community hall and arena.



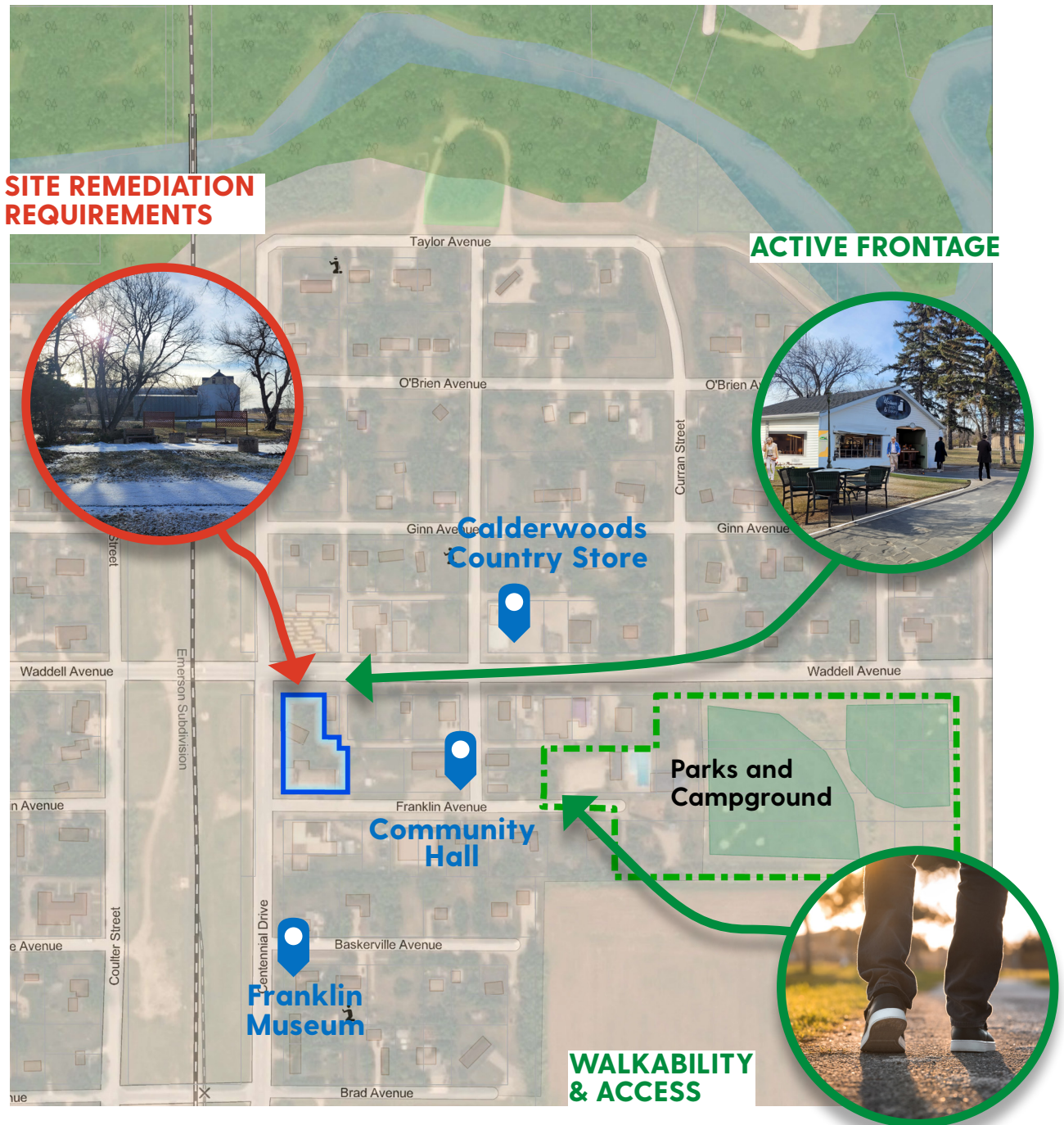
2.4 INFRASTRUCTURE

Dominion City is serviced by a municipal wastewater lagoon and distribution system, in addition to the Letellier Water Treatment Plant through Pembina Valley Water Cooperative. As such, the site has access to water and wastewater infrastructure, from Centennial Drive in the west side of the planning area, to North side from Waddell Avenue, and to the south from Franklin Avenue as shown in the map. Therefore, no constraints are existing for the infrastructure.

Dominion City's municipal services and infrastructure are readily extendable or adaptable to various infill sites. There are no major constraints exist for servicing potential infill developments in the city, and therefore these potentials are applicable for other lots.



2.5 OPPORTUNITIES AND CONSTRAINTS





ACTIVE FRONTAGE

The prominent location on Dominion City's main street (Waddell Ave) and Centennial Drive presents a strong potential for creating opportunities for a vibrant and active frontage.



WALKABILITY & ACCESS

Maintaining a pedestrian connection to the existing amenities and services such as recreational amenities and Community Hall to the east is a desirable feature for the development.



SITE CLEARANCE AND REMEDIATION REQUIREMENTS

The existing on-site conditions and potentially contaminated soils, require thorough site clearing and remediation; financial support from the Municipality is available as an incentive to address environmental standards necessary for redevelopment.



Dominion City's urban form and municipal services support similar approaches to residential expansion, pedestrian connectivity, and environmental design in other suitable locations. Dominion City's existing urban fabric, walkability, and pedestrian connections can be leveraged in multiple redevelopment sites.



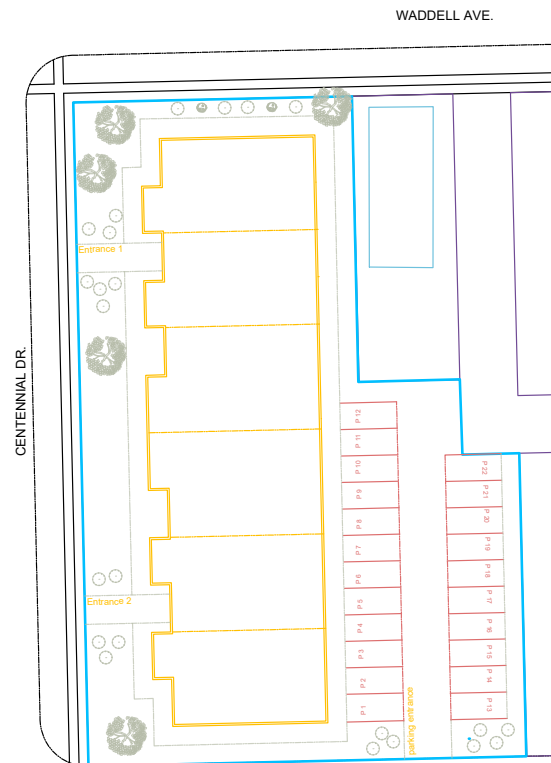
3.0 SEE THE POSSIBILITIES

3.1 POTENTIAL SITE PLAN DESIGN

It is important to note that provided site plan is a conceptual example. The following example demonstrates how a site in Dominion City could be designed and developers are encouraged to adapt these principles to other suitable parcels throughout Dominion City.

The core principles guiding the creation of this site plan are centred on leveraging the existing context and maximizing the site's potential. The conceptual plan aims to create a cohesive and well-integrated Multifamily development concept that respects its natural surroundings and offers residents diverse opportunities.

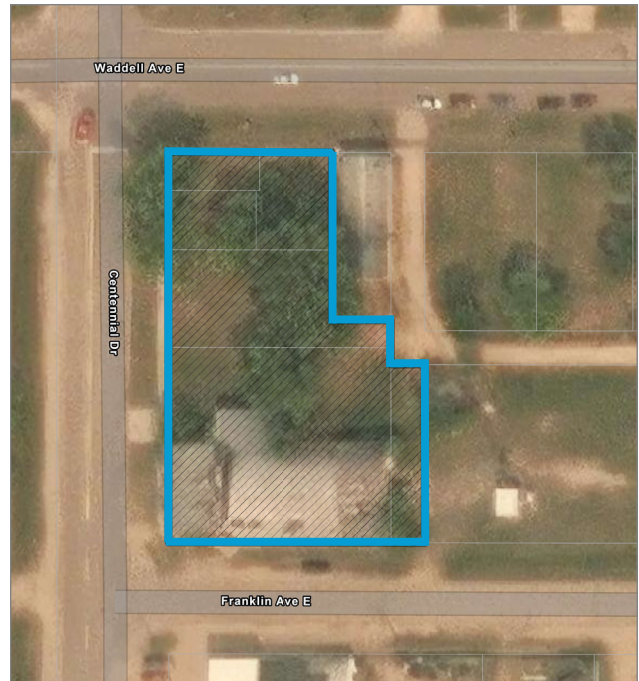
The following site plan concept balances the needs of the community and Municipality, while maximizing a developer's return-on-investment potential.



3.2 CONCEPTUAL MODEL

The proposed development features 12 residential units with an average size of 180 m² (1937 sq f), offering comfortable living spaces spread across two floors. The layout prioritizes efficient land use by incorporating 22 parking spaces located at the rear of the building, ensuring unobstructed access for pedestrians along the east, west, and north sides. The design integrates well with the surrounding area and maintains a building height that complements the site's natural context.

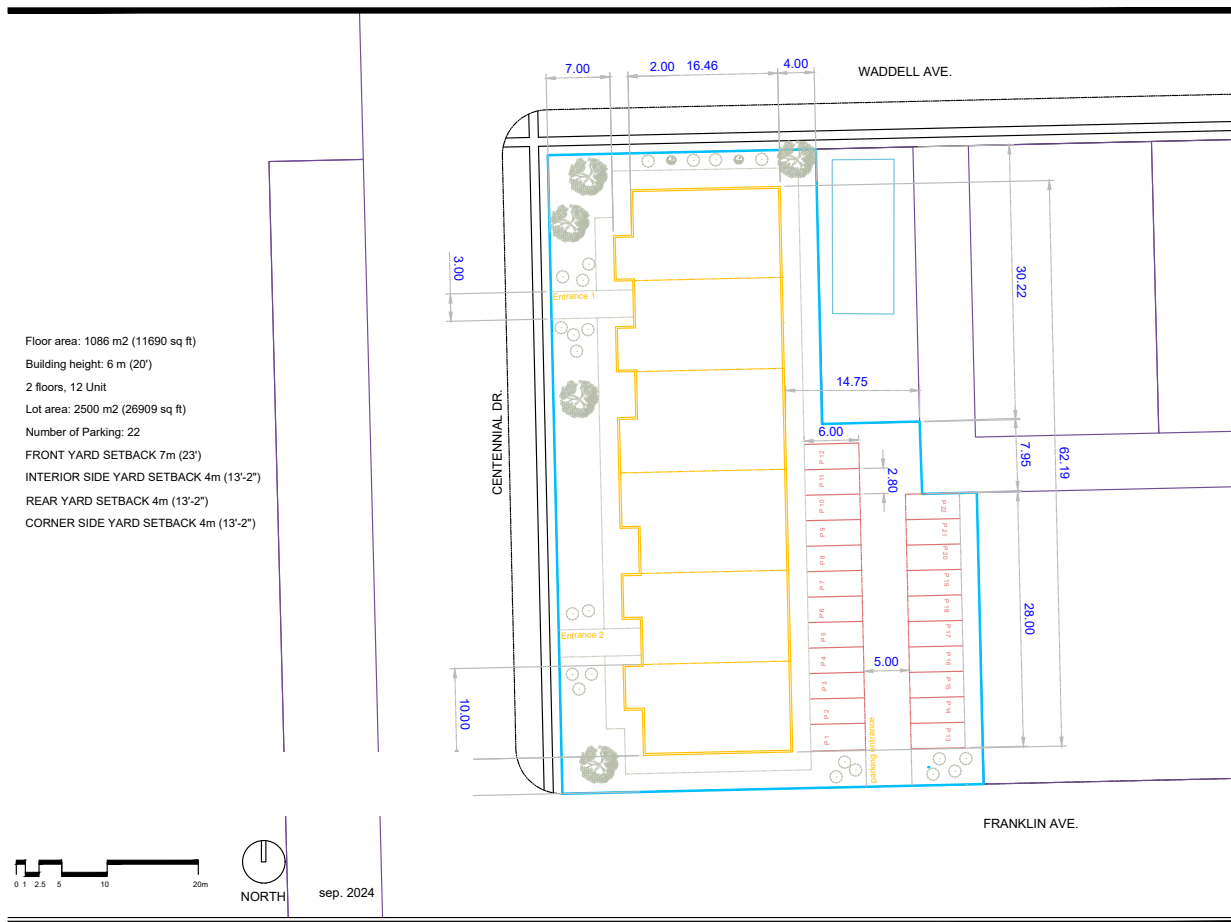
The lot has an area of 2,500 m² (0.67 acres, 26909 sq f). The proposed concept includes a total floor area of 1,086 m² (11670 sq f), with a building height of 6 meters (20 feet) across two floors. The development comprises 12 units and 22 parking stalls. The front yard setback is 7 meters (23 feet), while the interior side yard, rear yard, and corner side yard setbacks are 4 meters (13 feet).



3.3 SITE PLAN DIMENSIONS

Following outlines the dimensions and setbacks for the proposed concept, accompanied by a detailed map for reference:

- Lot area: 2500 m² (26909 sq ft)
- Floor area: 1086 m² (11690 sq ft)
- 2 floors, 12 Unit
- Number of Parking: 22
- Front Yard Setback 7m (23')
- Building height: 6 m (20')
- Interior Side Yard Setback 4m (13'-2")
- Rear Yard Setback 4m (13'-2")
- Corner Side Yard Setback 4m (13'-2")



4.0 CONCLUSION

4.1 DEVELOPMENT INCENTIVE AND PROCESS

The Municipality of Emerson-Franklin offers developers a range of incentives to support the development of new housing in Dominion City and Emerson. The Municipality has officially approved its housing development incentive bylaw, ensuring a structured and reliable framework for development support. This include direct cash per door, property tax abatements, streamlined permitting, and direct financial rebate for Municipal Permit and Infrastructure Fees.

Incentive bylaw includes:

- Up to \$25,000 per dwelling units
- Four-year Property tax rebate (decremental)
- Municipal Permit Fee Rebate and streamlined approval

The Municipality of Emerson-Franklin has staff available to support applicants with the development application and review process. A housing development project typically involves the following applications and review processes:

1. Pre application review
2. Subdivision and zoning plan review*
3. Development agreement
4. Site plan approval and building permit

*If applicable. May require approval from Province of Manitoba, Municipal and Northern Relations

* Note that the municipality is eager to work with developers across various locations and that the incentive package is not site-specific.

For more information please contact us
or visit www.investemersonfranklin.ca

Municipality of Emerson Franklin


Box 66, 115 Waddell Avenue East
Dominion City, MB R0A 0H0
P: 204-427-2557
info@emersonfranklin.com




M Richard & Associates Ltd.

M Richard & Associates Ltd.
200 - 55 Donald Street
Winnipeg, MB R3C1L8

 info@mrichard.ca

 204-202-7672

 mrichardassociates.ca