

1.0 Introduction

This report has been prepared on behalf of Steinbach Housing Inc. in support of applications for a Conditional Use and associated Variations to facilitate the development of a new multi-family seniors housing development at 185 Friesen Avenue in the City of Steinbach. The multi-family housing development represents an important opportunity to address the growing demand for affordable seniors housing within the community while making efficient use of an appropriately located urban property.

Steinbach Housing is a long-established non-profit housing provider with a proven history of developing and operating affordable seniors housing within Steinbach. The organization's mandate is centered on providing safe, affordable, accessible, and community-oriented housing for seniors within a supportive Christian environment. Existing Steinbach Housing developments, including Linden Place and Fernwood Place, have played an important role in addressing housing needs within the community for many years.

The proposed development at 185 Friesen Avenue builds upon this long-standing commitment by expanding the supply of affordable seniors housing units in a centrally located and highly accessible area of the city. The proposal has been designed to respond to both local housing demand and the broader demographic shifts occurring throughout Steinbach and southeastern Manitoba.

2.0 Subject Property and Surrounding Area

The subject property is legally described as Lot 30, Block 2, Plan 10121 and contains approximately 28,000 square feet of land area with frontage along Friesen Avenue.



Figure 1: Image from Manitoba Assessment showing 185 Friesen

The property is situated within a well-established area of Steinbach characterized by a mix of residential, commercial, and institutional land uses. The site is located in close proximity to Main Street, the Steinbach Shoppers Mall, medical services, churches, restaurants, and a variety of community amenities that are important to seniors and individuals seeking independent living opportunities.

The surrounding area already contains several multi-family and seniors-oriented residential developments, including Linden Place which abuts 185 Friesen, Fernwood Place nearby, and several condominium developments within the broader neighbourhood. As such, the proposed development would not introduce a new or incompatible land use into the area, but rather would reinforce an existing pattern of higher-density residential development within a centrally located urban setting.

3.0 Proposed Development

Steinbach Housing is proposing the construction of an 84-unit multi-family seniors housing development on the subject property. The development has been intentionally designed to provide affordable and accessible housing opportunities while integrating respectfully within the surrounding neighbourhood context.



Figure 3: Revised Rendering of 185 Friesen with covered parking on main level

The proposed building is oriented toward Friesen Avenue in order to maintain an active and residential streetscape. A drop-off and loading loop is proposed along Friesen Avenue to support accessibility and resident mobility. Parking and the primary vehicular access to the site are directed toward 1st Street through a shared access arrangement with Linden Place. This configuration helps reduce traffic, congestion, and noise impacts along Friesen Avenue while maintaining a more pedestrian-oriented frontage.

The development includes:

4.0 Applications

To facilitate the proposed development at 185 Friesen Avenue, Steinbach Housing has submitted applications for:

1. A Conditional Use to permit multi-family residential development within the C1 – Commercial Neighbourhood Zone;
2. A Parking Variation to reduce the number of required parking stalls; and
3. A Height Variation to permit additional building height beyond the standard zoning requirements.

Each of these applications is discussed in further detail below.

5.0 Conditional Use Analysis

5.1 Compatibility with the Surrounding Area

The proposed multi-family seniors housing development is considered highly compatible with the surrounding area and represents a logical form of urban infill development.

The subject property is situated within a mixed-use area that already has a combination of commercial uses, institutional uses, and medium- to higher-density residential developments. The surrounding area includes existing multi-family housing forms and seniors-oriented developments, indicating that the neighbourhood has already evolved beyond exclusively low-density residential development.

The proposed use represents a continuation of an existing development pattern rather than a significant departure from the established character of the area.

In addition, the property functions as an appropriate transitional area between Steinbach's Main Street commercial corridor and adjacent residential neighbourhoods. Multi-family residential development in this location helps provide an effective transition in land use intensity while supporting more efficient use of centrally located urban land. The residential uses will also support the nearby existing commercial businesses.

5.2 Proximity to Services and Infrastructure

One of the most significant planning merits of the proposal is the site's proximity to services and infrastructure.

The development is located near:

- Commercial services and retail;
- Medical and healthcare services;
- Churches and community institutions;
- Public streets and infrastructure; and
- Existing residential neighbourhoods.

This level of proximity is particularly important for seniors housing developments, where accessibility and walkability can significantly improve quality of life and reduce transportation barriers.

From a planning perspective, directing higher-density residential development toward locations with existing infrastructure and services represents sound land use planning practice and supports the efficient use of municipal infrastructure investments.

5.3 Housing Need and Community Benefit

The proposal responds directly to a demonstrated need for additional affordable seniors housing within Steinbach.

Steinbach Housing currently operates Linden Place and Fernwood Place, both of which maintain significant waiting lists. As of March 17, the waiting list at Fernwood Place totaled 179 individuals, while Linden Place had 132 individuals on its waiting list.

These figures clearly demonstrate substantial unmet demand for affordable seniors housing within the community.

The proposal would therefore provide an important public benefit by:

- Expanding housing opportunities for seniors;
- Supporting aging in place;
- Increasing housing affordability;
- Reducing social isolation; and
- Providing additional housing choice within the community.

As Manitoba's population continues to age, communities such as Steinbach are experiencing increasing demand for accessible and affordable housing options for older adults. Many seniors from surrounding rural municipalities are choosing to relocate to Steinbach in order to access healthcare, services, and community amenities. This proposal helps respond to that demographic reality.

6.0 Parking Variation Analysis

6.1 Overview

The proposed development includes a request to vary the parking requirements established within the City's Zoning By-law.

As initially proposed, the requested reduction was to vary the parking requirement was significant. Since the time of the application Steinbach Housing has revised the building rendering to include an additional 30 covered parking spaces and has a commitment from Cornerstone Church to secure space for an additional 90 out-door parking spaces. See below drawing of the additional lands to be acquired and commitment from Cornerstone Church to work with Steinbach Housing.

Steinbach Housing recognizes that the requested parking variation requires careful consideration. However, the parking analysis for this proposal should be viewed within the context of both the nature of the proposed development and the substantial opportunities available to secure additional parking beyond the spaces initially located on the subject property.

The proposed development is a seniors-oriented affordable housing project located within a highly walkable and centrally located area of Steinbach. Seniors housing developments historically generate significantly lower parking demand than conventional apartment developments due to lower vehicle ownership rates, proximity to services, reliance on family transportation, and changing transportation patterns. The subject property's location near shops, medical services, churches, and community amenities further reduces the need for residents to rely heavily on private vehicles.

In addition, Steinbach Housing operates comparable nearby seniors housing developments that provide valuable real-world parking utilization data. This operational experience demonstrates that parking demand for seniors housing is substantially lower than standard zoning ratios would otherwise suggest.

At the same time, Steinbach Housing has proactively pursued several opportunities to secure additional parking in the immediate area in order to ensure that both resident and visitor parking demands can continue to be accommodated over the long term.

6.2 Comparable Developments

Fernwood Place

Fernwood Place contains 136 residential suites and currently provides a total of 88 parking spaces, including both surface parking and garages. Despite providing fewer spaces than would

typically be required under conventional parking standards, a significant number of stalls remain unused on a regular basis. Current utilization demonstrates that the development operates successfully with actual parking demand substantially below the by-law requirement.

This experience demonstrates that seniors housing developments function differently than conventional residential developments and typically generate lower parking demand due to reduced vehicle ownership among residents.

Linden Place

Linden Place, located directly adjacent to the subject property, contains 33 suites and 43 parking spaces. Of those spaces, only 11 are currently utilized. This represents approximately 0.3 parking spaces utilized per unit.

The parking utilization data from Linden Place is particularly relevant given its direct proximity to the proposed development and the similarity in resident demographic and operational model.

Together, Fernwood Place and Linden Place provide strong localized evidence that the proposed parking variation is reasonable and reflective of actual parking demand associated with seniors housing developments in Steinbach.

6.3 Proposed Parking Strategy

While the proposed site plan includes parking spaces located directly on-site, Steinbach Housing has also been actively pursuing several opportunities to secure additional parking lands and shared parking arrangements within the immediate area.

These opportunities include:

Location	Ownership / Arrangement	Potential Spaces
Revise185 Friesen Avenue	On-site Parking	40
Linden Place	Shared Parking Agreement	30
Cornerstone Church	Potential Lease or Land Purchase	90
284 1st Street	Potential Property Acquisition	23
Total Potential Parking Supply		186 Spaces

Steinbach Housing has received confirmation from Cornerstone Church indicating a willingness to work collaboratively on either a land sale or parking arrangement to facilitate additional parking supply for the development.

From: Jordan Vogt <jordyvogt@gmail.com>
Sent: Friday, May 22, 2026 9:41:26 AM
To: Tannis Nickel <TNickel@havengroup.ca>
Cc: Harry Reimer <harrybreimer@gmail.com>; Billy Reimer <billycreimer@gmail.com>
Subject: [EXTERNAL] SHI/Cornerstone statement

Good Morning Tannis,

As discussed, here is a statement from us that you may present to Council:

Should Steinbach Housing receive approval to proceed with the construction of their project at 185 Friesen Ave, Cornerstone Bible Church intends to cooperate with them to solve their parking issue. This cooperation would specifically take the form of a sale (pending subdivision approval/etc.) or a lease/rental agreement that would see the existing greenspace owned by Cornerstone be developed by Steinbach Housing as additional parking space. While the details of any agreement, including but not limited to fair compensation for the land or use thereof, have yet to be established to the satisfaction of both parties, this statement is made to indicate goodwill intent on the part of Cornerstone to reach such an arrangement so as to enable Steinbach Housing to satisfy their parking requirements.

Kind regards,

On behalf of Cornerstone Bible Church's Elder Board and Deacon Committee,
Jordan Vogt, Deacon

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Figure 5: Commitment from Cornerstone Church to provide Steinbach Housing with additional lands for parking.

This area can be used in conjunction with the existing parking area to provide up to 90 outdoor parking spaces, as is shown in the drawing below.

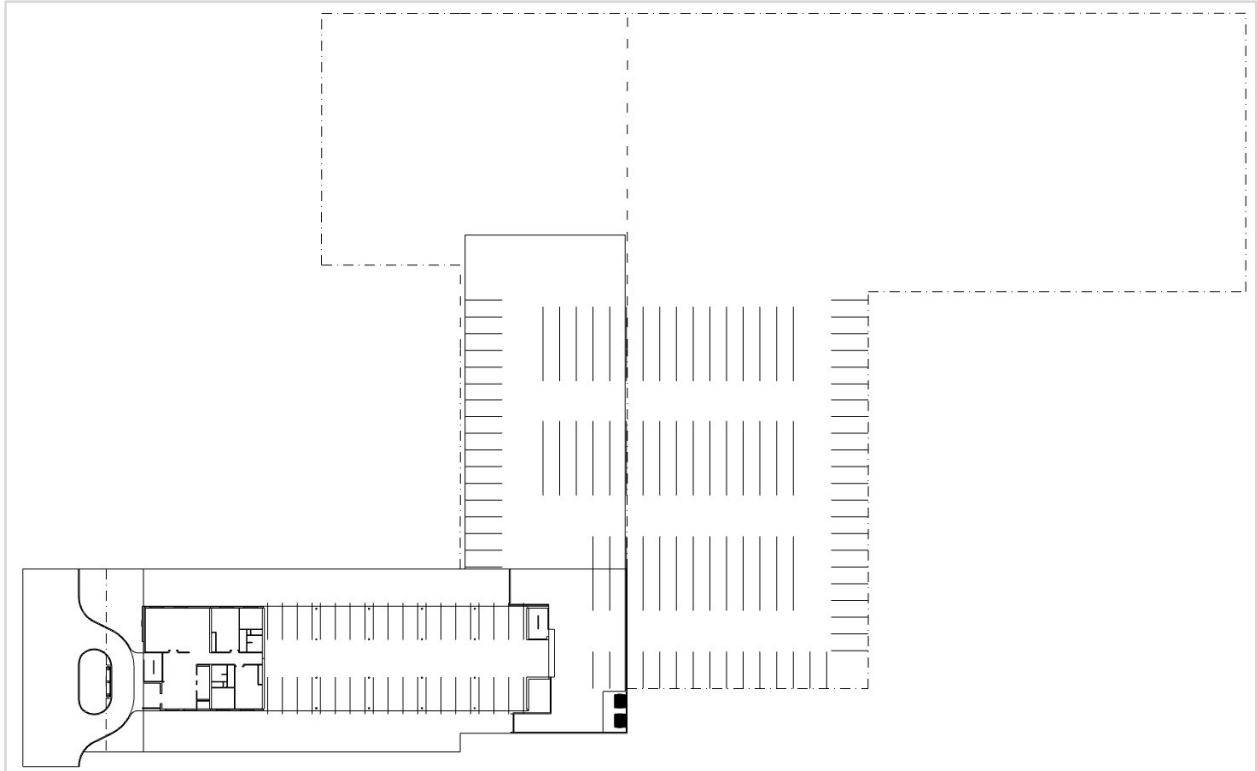


Figure 6: Potential Parking layout with land from Cornerstone Church.

In addition, Steinbach Housing owns Linden Place immediately adjacent to the subject property and has the ability to formalize shared parking arrangements utilizing underused parking spaces at that location. Existing utilization data demonstrates that Linden Place currently has substantial surplus parking capacity available.

Steinbach Housing is also actively exploring acquisition of the adjacent property at 284 1st Street, which would create additional long-term parking opportunities and further strengthen the overall parking supply available to the development.

Importantly, these opportunities demonstrate that the proposed development is not constrained solely to the parking located directly on the subject property. Rather, Steinbach Housing has developed a broader parking strategy that incorporates adjacent lands, shared parking opportunities, and future expansion potential.

Based on the combination of:

- on-site parking;
- shared parking agreements;
- additional lands available for parking expansion; and

- demonstrated lower parking demand associated with seniors housing,

Steinbach Housing is confident that the development will be able to provide, at a minimum, approximately one parking space per residential unit through a combination of on-site and secured off-site parking opportunities if ultimately required over time.

This flexibility is important, as it allows the development to respond to future parking demand while still permitting the site to be designed in an efficient and community-oriented manner today.

7.0 Height Variation Analysis

The requested height variation is intended to facilitate a more efficient and compact building design while preserving site functionality, landscaping opportunities, and outdoor amenity areas.

Without the additional height, the building footprint would need to expand horizontally across the property, resulting in:

- Reduced green space;
- Reduced landscaping opportunities;
- Greater site coverage;
- Reduced outdoor amenity areas; and
- Less efficient use of urban land.

The proposed additional height therefore represents a more sustainable and efficient design solution.

The surrounding area already contains multi-storey residential developments, including Linden Place, meaning that the requested height increase is not out of character within the broader context of the neighbourhood. Furthermore, the site's proximity to commercial areas and institutional uses makes it an appropriate location for somewhat greater building intensity.

The additional height also directly contributes to increasing the number of affordable seniors housing units that can be provided on the site, helping address significant community demand.

8.0 Community Consultation

Steinbach Housing undertook community consultation with surrounding property owners and residents as part of the planning process. Representatives spoke directly with residents and distributed information letters containing renderings and details regarding the proposal. A copy of the letter is included in Appendix A.

The consultation process generated largely positive feedback. Many residents recognized the need for additional seniors housing within the community, while others expressed interest in living within the proposed development themselves.

Some residents also identified the importance of preserving green space and pedestrian connectivity through the site. In response, the site design continues to incorporate landscaping opportunities and outdoor amenity space wherever feasible.

The consultation process demonstrates that Steinbach Housing has approached the proposal thoughtfully and proactively with a strong focus on being a good neighbour and responsive community partner.

9.0 Conclusion

The proposed development at 185 Friesen Avenue represents an appropriate, compatible, and well-considered form of urban infill development that responds directly to an identified community need for affordable seniors housing.

The proposal is supported by several important planning considerations, including:

- Compatibility with surrounding land uses;
- Proximity to existing services and infrastructure;
- Demonstrated need for additional seniors housing;
- Efficient use of urban land and infrastructure;
- Real-world parking utilization data;
- Appropriate site design and access configuration; and
- Positive community consultation outcomes.

The requested Conditional Use and associated Variations are reasonable within the context of the proposal and are supported by both planning rationale and operational evidence from comparable developments.

Overall, the proposal represents a significant community benefit that will help expand housing opportunities for seniors while contributing positively to the long-term growth and sustainability of the City of Steinbach.

10.0 Appendix

February 9, 2026

HELLO HOMEOWNERS & NEIGHBOURS

We would like to introduce ourselves and share information about a proposed development at 185 Friesen Avenue. My name is Allison Driedger, and I am with Bluestem Development, a small, locally owned and operated land-use consultancy based in southeastern Manitoba. Together with Tannis Nickel, CEO of Haven Group, we are reaching out on behalf of Steinbach Housing, a non-profit Christian organization that has been providing safe and affordable housing for seniors in the Steinbach area since the 1970s.

Steinbach Housing has a long reputable history of serving the community and currently provides affordable, accessible and safe housing in both Fernwood Place and Linden Place. In recent years, the organization has seen a growing demand for affordable, safe, and conveniently located seniors housing. In response to this need, Steinbach Housing is exploring the development of a seven-storey, 91-unit seniors housing building at 185 Friesen Avenue.

The proposed development would provide much-needed affordable housing for seniors in a central location, within walking distance of shops, services, and other amenities that support independent living and quality of life.

We welcome the opportunity to hear your thoughts and feedback as this project is explored. To help illustrate the potential of the site, we have included sample renderings and images showing what could be developed at this location.

Box 846. Grunthal. R0A 0R0. Email: bluestemdevelopment@gmail.com



Image 1: Sample rendering of the building exterior

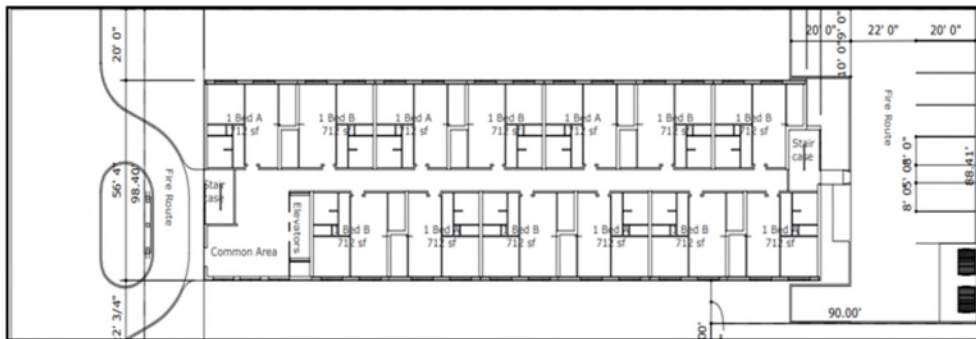


Image 2: Possible floor plan

If you have any questions please let us know.

Sincerely,

Allison Driedger & Tannis Nickel
Bluestem Development & Haven Group

Email: bluestemdevelopment@gmail.com or phone: 204-392-3849