

# HOUSING IMMIGRANTS IN SMALL COMMUNITIES

Presentation by

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at

On The Bright Side: Rural Canada Works

Rural Development Institute

Brandon University

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# Presentation Objectives

- 1) Setting the Context
- 2) Describe the Housing Needs
- 3) Discuss the Market Circumstances
- 4) Strategies to Resolve Rural Housing Shortages
- 5) Outline a Community Housing Process
- 6) Concluding Thoughts

# Setting The Context

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# Increasing Numbers of Immigrants to Manitoba and Rural Areas

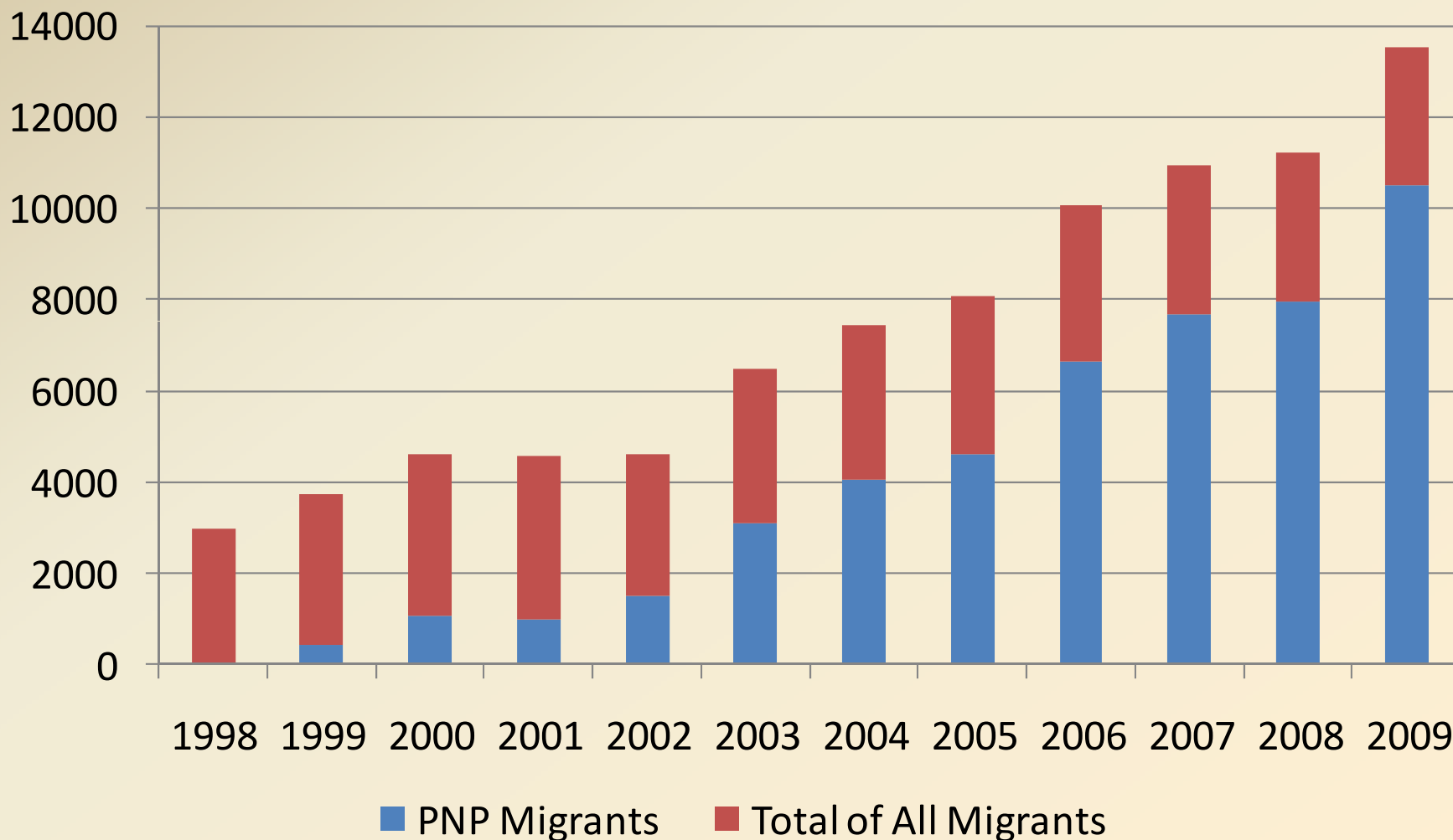
To Manitoba: 3,000 in 1998, 13,520 in 2009

To Areas Outside Winnipeg: 510 in 1998, 3,550 in 2009

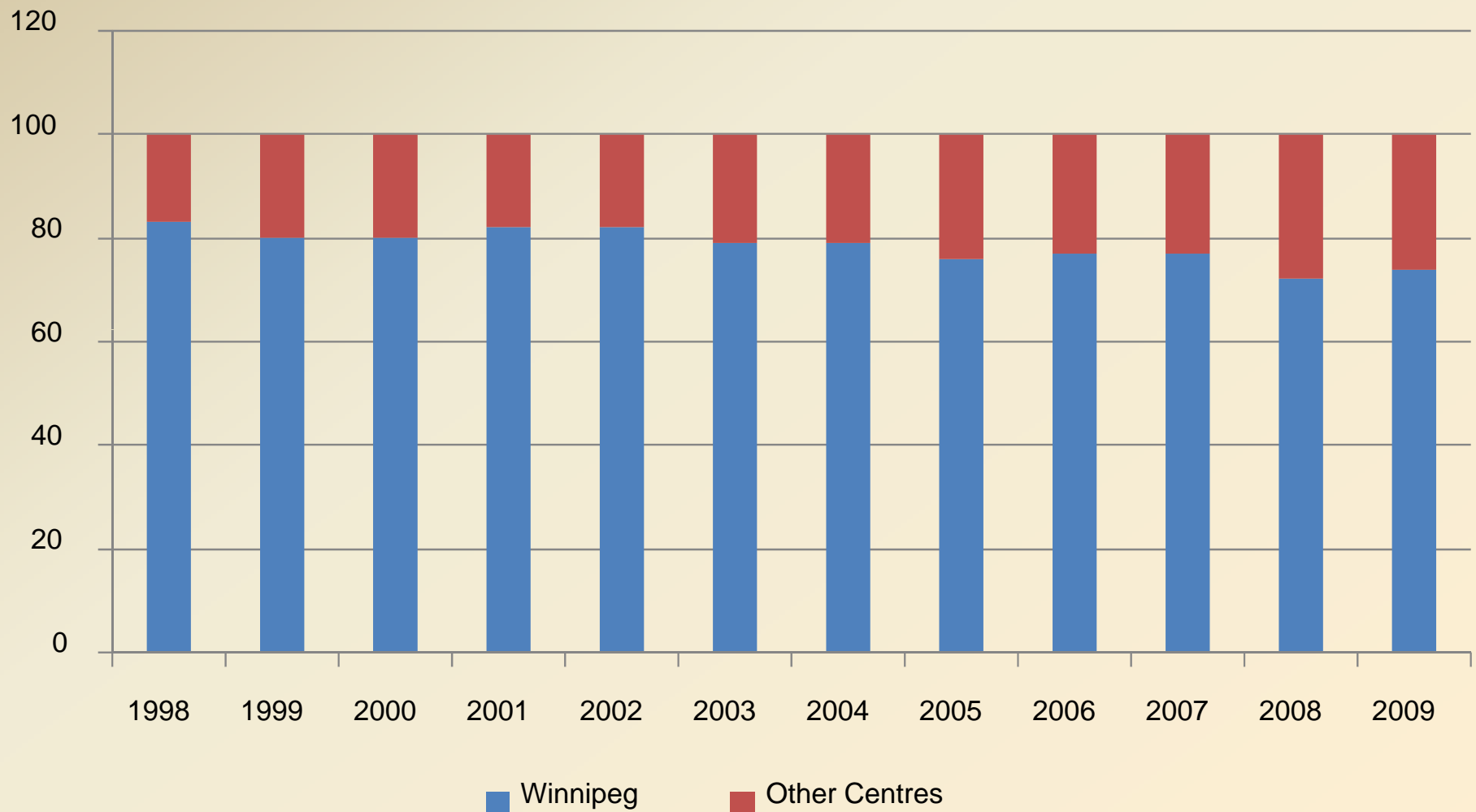
Province has a policy objective of 20,000 immigrants per year by 2016

Provincial Nominee Program is the Major Policy Tool of Attraction

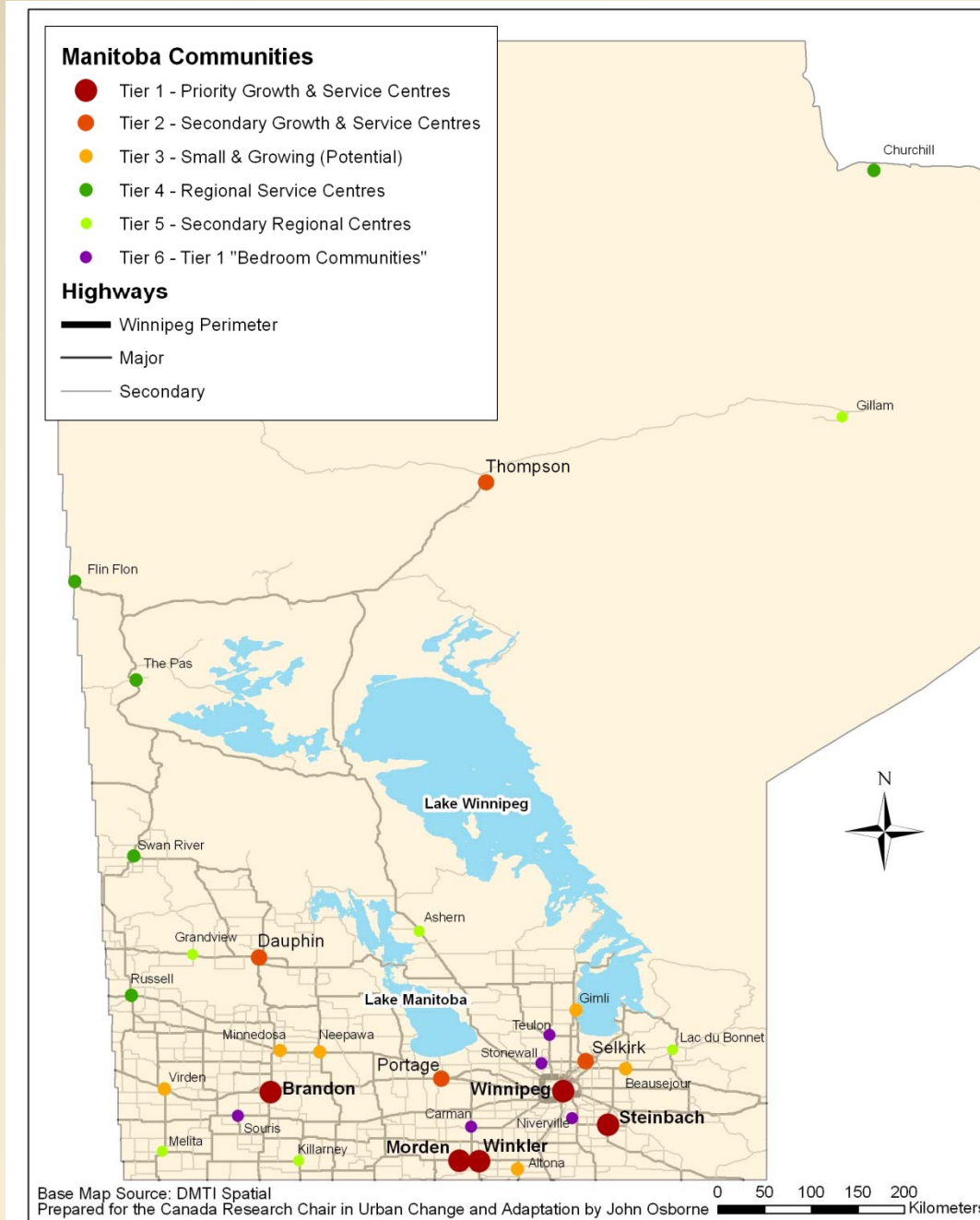
# International Immigration to Manitoba 1998 – 2008



# Immigrants to Manitoba: Winnipeg versus Other Centres 1998 - 2008



# Prioritized Ranking of Manitoba Growth Centres



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## Manitoba Provincial Nominees by Community Destinations 2003 - 2008

Centre	(Principal Applicants and Dependents)		
	Total Arrivals	Percentage	Rank
Winnipeg	23,594	69	
Winkler	3,537	10	1
Steinbach	2,114	6	2
Brandon	1,530	4	3
Morden	635	2	4
Total	7,816	23	
% of Total		75	
% Outside Winnipeg			
Altona	153	0.4	5
Thompson	127	0.3	6
Rhineland	115	0.3	7
Virden	68	0.2	8
Ste Anne	52	0.2	9
Stonewall	43	0.1	10
Total	558	1.6	
% of Total		5	
% Outside Winnipeg			
Other Centres	2,123		
% of Total		6	
% Outside Winnipeg		20	
Total Outside Winnipeg	10,497	31	
Total Provincial Nominees	34,091	100	



# Housing Needs

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# CHARACTERISTICS OF THE PROVINCIAL NOMINEES

- eighty percent of households arriving are families
- seventy percent have children
- twelve percent are extended families
- average household size is four

## CHARACTERISTICS OF PROVINCIAL NOMINEES

- 85% of principal applicants working
- two-thirds of spouses working
- close to 60% have university degrees
- average income \$49,000 (\$11,000 < Prov. avg.)
- 18% earn less than \$30,000
- 16% earn \$70,000 plus
- 40% initially below poverty line – declines rapidly

## CHARACTERISTICS OF PROVINCIAL NOMINEES

- average homeowner pays \$700/month
- average renter pays \$600/month
- 25% of owners and renters have affordability problems
- homeownership rate 39% after 2 years, 79% by 5 years

# HOUSING NEEDS

- initial need for rental housing during early settlement period
- large (3 bedroom) rental units often required
- affordable homeownership to meet longer term demand
- **THE GREATEST DEMAND IS FOR AFFORDABLE BUT NOT LOW-INCOME HOUSING**
- significant growth is very concentrated in a few centres
- even small numbers of arrivals can put pressure on housing markets

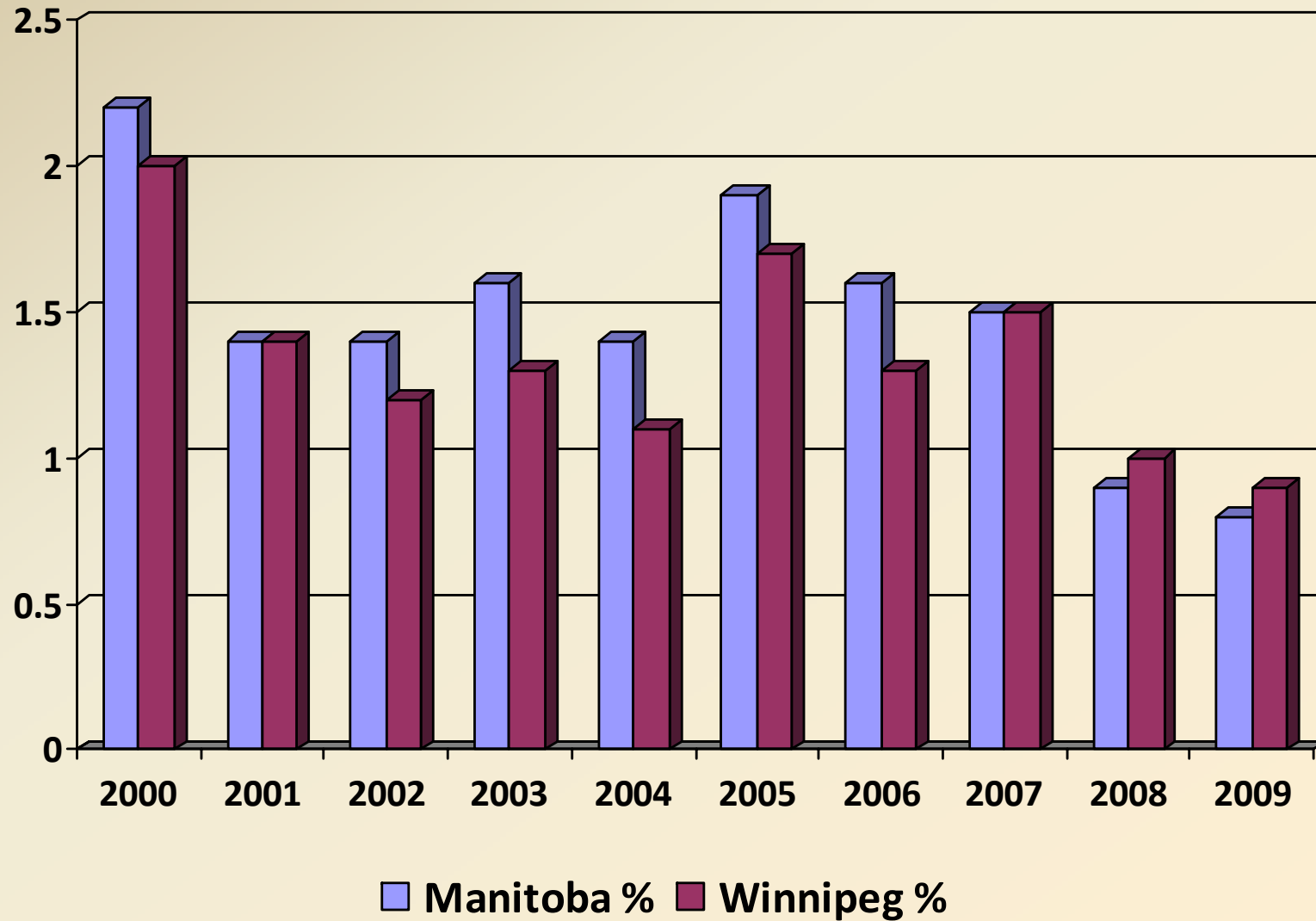
# Rural Housing Market Circumstances

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# THE RURAL MARKET IS CHARACTERIZED BY:

- low vacancy rates
- an aging housing inventory – poor condition, energy problems, small, some abandoned/derelict units
- very few rental units in some centres
- limited supply of serviced lots and shortage of serviceable land
- lack of capacity in the housing and development industry

# Rental Vacancy Rate: Manitoba 2000 - 2009





## Brandon Rental Statistics

	Bachelor		One bedroom		Two bedrooms		Three + bedrooms		Total	
	Oct 2008	Oct 2009	Oct 2008	Oct 2009	Oct 2008	Oct 2009	Oct 2008	Oct 2009	Oct 2008	Oct 2009
Vacancy Rates (%)	0.0	0.0	0.3	0.6	0.2	0.1	0.0	0.0	0.2	0.2
Average Rents (\$)	398	415	500	519	636	666	762	805	586	614
% change Rents		4.3		3.8		4.7		5.6		4.8

Source: CMHC Rental Market Report, 2009

## Steinbach Rental Statistics

	Bachelor		One bedroom		Two bedrooms		Three + bedrooms		Total	
	Oct 2008	Oct 2009	Oct 2008	Oct 2009	Oct 2008	Oct 2009	Oct 2008	Oct 2009	Oct 2008	Oct 2009
Vacancy Rates (%)	4.5	0.0	0.0	0.4	2.5	0.2	0.0	0.0	1.6	1.3
Average Rents (\$)	336	345	504	522	623	660	701	709	580	612
% change Rents		2.7		3.6		5.9		1.1		5.5
Source: CMHC Rental Market Report, 2009										

# Vacant Home in Neepawa MB



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# Derelict House in Minnedosa MB



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# Row Housing in Grunthal MB



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# White Horse Village Trailer Park, Elie MB



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# REGIONAL MARKET ISSUES

- Demand for housing in some centres is spill over from other centres
- Minnedosa – recipient of spill over demand from Brandon and Neepawa
- Raises both policy and housing investment issues
  - Who should respond to the demand?
  - Is the demand temporary or long term?
  - Will demand fluctuate?
  - Are jobs permanent or temporary?
- Perhaps best to develop regional housing strategies

# Strategies to Resolve Rural Housing Needs

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# BROAD STRATEGY APPROACHES

- large and small communities may have to approach the provision of housing differently
- the scale of demand requires different approaches

**Larger Centres → Greater Demand → Build New Units**

**Smaller Centres → Limited Demand → Modify Existing Stock**

- remember the ultimate housing objective of most immigrant households is homeownership
- **housing provided for immigrants should also be flexible enough to meet local needs**

# SPECIFIC HOUSING ACTIONS

- repair older homes
- conversion of commercial or institutional buildings to residential units
- development of secondary suites and accessory apartments
- zoning changes to facilitate the development of housing
- development of new affordable rental and ownership housing
- production of modular housing
- tax incentives
- trust funds
- exploring alternate development standards
- development of community housing strategies
- housing informational and educational programs

# Conversion Potential in Neepawa



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# Minnedosa Old Town Office Converted to Temporary Housing



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# Affordable Housing in Steinbach MB

lyndhurst gate

- CHOICE OF UNIQUELY DESIGNED FLOOR PLANS
- ATTACHED GARAGE
- COMBINATION OF STONE, STUCCO & DESIGNER SIDING
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## Small Lot High Density Ownership Units in Steinbach MB



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# Innovative Subdivision Design in Steinbach

## Hampton Village



### MASTER PLANNED

Stonebridge Developments is proud to introduce: Hampton Village as Steinbach's premier planned community. After years of planning the developers of Stonebridge on the Park, Garry Dueck and Kurt Sawatzky have put together a beautiful community plan which promises to be a wonderful addition to the growing City of Steinbach.

### EXQUISITE

Hampton Village is a beautiful piece of land which will offer over 20 acres of parks with mature trees, walking trails and biking paths. Hampton will also have a new state of the art school and daycare center. Architectural guidelines are set in place to benefit the neighbourhood and ensure consistency throughout the development.

### AMENITY & VARIETY

All building sites have full City water and waste services. Lots range from 32' to over 100' wide so there is something to suit every budget. Please call Vern Falk or Mike Fast at (204) 326-1007 or visit [www.gihomes.ca](http://www.gihomes.ca) for more details.

# The Community Housing Process

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# THE PROCESS OF DEVELOPING A HOUSING STRATEGY

- there are at least seven steps in developing a strategy
  - taking leadership
  - building partnerships
  - conducting a needs assessment
  - community consultations
  - identifying priorities
  - assessing funding needs and delivery options
  - choosing options

Some housing needs will always go unanswered

# Concluding Thoughts

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There is no “one size fits all” housing approach

Questions?