
For Immediate Release

Strong Need Forecast for Seniors Housing in Martensville Over the Next Decade

Martensville, Saskatchewan May 7, 2019:

The City of Martensville has released the Martensville Seniors Affordable Housing and Care Project Functional Plan along with the Martensville Housing Need and Demand Market Assessment Report and Martensville Demographic and Seniors Market Segments Supplement. The Functional Plan included a market review, demographic modelling, stakeholder discussions, feasibility assessment, and business plan for an affordable and seniors housing opportunity.

“The City of Martensville is focused on supporting growth and delivering a great quality of life for its residents. Housing is the cornerstone for current and future residents, families, seniors, students, and individuals wanting to live in a thriving community,” said Martensville Mayor Kent Muench. “The Functional Plan was developed to determine the opportunities and the path to meeting the future housing needs of Martensville.”

The Martensville Seniors Affordable Housing and Care Project Functional Plan forecast a base need for an estimated 2,498 to 3,658 additional dwelling units including the housing needs for seniors between 2016 and 2028 with an average annual growth rate of 208.2 to 304.8 total dwellings growth per annum over the next decade. Seniors housing is estimated to represent about 38.0% of the new houses needed in the community or 1,393 units geared to citizens 65 years and older between 2016 and 2028 or on average 116.1 net additional seniors’ dwellings per year.

The Martensville Seniors Affordable Housing and Care Project Functional Plan was prepared by Preferred Choice Development Strategists with support from the City of Martensville. “Martensville has a consistent history of strong population growth and housing development,” noted James Leier with Preferred Choice. “The city is well positioned to continue to be a national leader in housing growth over the next decade.”

“The City of Martensville was looking to determine the community housing needs for families and people of all ages from affordable to market housing,” stated Martensville Community Economic Development Manager Dillon Shewchuk. “The findings of this project will be utilized to encourage, facilitate, and assist developers, builders, and proponents to advance housing projects to address the projected housing needs of Martensville over the next several years.”

A copy of the Martensville Seniors Affordable Housing and Care Project Functional Plan is available at Martensville.ca under 'Planning for the Future' along with the Martensville Housing Need and Demand Market Assessment) and Martensville Demographic and Seniors Market Segments Supplement.

Additional information is provided within the Highlights of the Martensville Seniors Affordable Housing and Care Project document.

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Highlights of the Martinsville Seniors Affordable Housing and Care Project Functional Plan's Key Findings



The Martinsville Housing Market Opportunity

The market need and demand and demographic analysis indicates that on average about 300-305 total new dwelling units per annum to 2028 are forecast for the City of Martinsville to keep up with projected employment, population, and seniors population growth. Additional units are possible to address area housing demand fluctuations and attraction of new residents.

The Martinsville market has a growing opportunity for a range of housing options including affordable and seniors housing fuelled by these factors:

- Based on a thorough Need and Demand Assessment the City of Martinsville forecast growth by an estimated 2,498 dwelling units between 2016 and 2028 with an average annual growth rate of 208.2 incremental dwellings per annum and considering seniors population growth up to 3,658 dwelling units or on average 304.8 total dwelling units growth per annum
- A need for about 9.0% of the new dwellings for about 226 units of affordable housing from 2016 to 2028 or about 19-20 affordable housing units on average per annum for future growth
- A current social housing gap of at least 140 social housing units in Martinsville
- A current long-term care (LTC) beds gap of between 30 to 121 LTC beds which likely is going to grow to between 120 to 195 LTC beds in the city by 2028
- 65 years of age and older occupied dwellings growing by an estimated 1,393 dwelling units from 2016 to 2028 with an average annual growth rate of 116.1 dwellings per annum
- Total dwellings in the city reaching a potential 1,697 dwelling units with residents 65 years of age and older representing 29.5% of the dwelling units in City of Martinsville by 2028
- Considering the rising aging population in the community, census metropolitan area, and across the province there is a growing need for this type of affordable housing facilities
- Martinsville is a strong community with good educational facilities, good community recreational and leisure facilities, a growing retail and commercial business district, access to census metropolitan area employment opportunities, and access to regional health services
- The City of Martinsville has investigated the opportunity for a new Affordable & Seniors Housing Development and determined this is a good opportunity for the community

The Martinsville Functional Plan for Affordable and Seniors Housing and Care has determined a strong need across the housing continuum for a combination of market, entry level, seniors housing, and care homes, along with the development of affordable and seniors housing being promoted by the city.

The Martinsville Functional Plan for Affordable and Seniors Housing and Care Conclusions

The community of Martinsville has a rich history of exceptional growth which is a key factor in the market strengths, need, demand, challenges, and opportunities. All of the stages of the Martinsville Functional Plan for Affordable and Seniors Housing and Care have noted a range of important findings. The Martinsville Functional Plan conclusions are noted in the next exhibit.

Exhibit 1 - Martinsville Functional Plan for Affordable and Seniors Housing and Care Conclusions

- Conclusion #1:** *There is a strong anticipated need for additional housing and rental housing in the City of Martinsville over the next 10 years with a further 2,200 to 2,250 dwelling units needed in the next decade should forecast population growth occur.*
- Conclusion #2:** *Potential additional housing growth in the City of Martinsville at a healthy pace over the next 10 years would require about 1,325 to 1,600 lots for about 1,275 to 1,575 single family dwellings and about 425 to 525 multi-unit dwellings.*
- Conclusion #3:** *The City of Martinsville population and housing growth will be driven by a combination of demographic segments with a range of housing needs across the housing continuum. Housing will need to be developed for Aboriginal Identity people, Immigrants, Non-Permanent Residents, and Non-Aboriginal Born Canadians through a range of housing projects for families, single persons, students, and seniors.*
- Conclusion #4:** *The City of Martinsville area is anticipated to see the Seniors' Population Level grow at 3.30 times the overall population growth rate based on provincial Seniors' Growth Rates which is expected to grow the 65 Years and Older Population by on average 168.2 net additional Seniors per year to 2,482 Seniors or 15.1% of the Overall Population by 2028 should forecast resident employment, population, and seniors growth occur.*
- Conclusion #5:** *The City of Martinsville is anticipated to need on average 116.1 net additional Seniors dwelling units for residents age 65 years and older per year or 1,393 additional Seniors 65 years + dwelling units from 2016 to 2028 should forecast Seniors population segments and overall resident employment and base population growth occur.*
- Conclusion #6:** *There is a healthy anticipated need for additional housing and rental housing in the City of Martinsville over the 12 years from 2016 to 2028 with about a further 2,498 base dwelling units needed with up to 3,658 units needed, including a potential additional 1,160 seniors housing units, over the 12 years' timeframe should forecast resident employment, population, and seniors population growth occur in the community.*
- Conclusion #7:** *There is potential for additional housing growth in the City of Martinsville above base forecast levels through active attraction of seniors, rural residents moving into the community, and attraction of individuals throughout the region and beyond.*
- Conclusion #8:** *A mix of income levels in the City of Martinsville enables the community to afford housing across the housing continuum with the largest need for more market housing and addressing an over 140 unit current social housing gap in the community along with the need for more affordable and entry level housing.*

<p>Conclusion #9: <i>Conditions exist in the City of Martensville for a range of new housing developments over the next decade to address the projected housing needs required in Martensville including the opportunity for a further 200 affordable housing units in the community.</i></p>
<p>Conclusion #10: <i>Over 1.8 times more females than males were in collective Health Care and Related Facilities in Saskatchewan in 2016 with the vast majority (79.8%) of all Saskatchewan residents in Health Care and Related Facilities were age 65 years and older with over ½ (50.9%) of Health Care and Related Facility occupants Saskatchewan females age 75 years and older.</i></p>
<p>Conclusion #11: <i>There currently is a significant LTC Bed gap for at least 30 to 121 beds in Martensville that is forecast to grow over the next 10 years to between 120 to 195 Long-Term Care beds required in the community by 2028.</i></p>
<p>Conclusion #12: <i>The City of Martensville must actively engage developers and builders to encourage, facilitate, assist, and advance the development of housing to address the projected housing needs of Martensville.</i></p>
<p>Conclusion #13: <i>Accessible Transportation Services within the City of Martensville are required for affordable housing residents, seniors, and people with disabilities in the community.</i></p>
<p>Conclusion #14: <i>Given the market vacancy rates in Martensville have never been above 7.1% since 1990 and the lack of non-market affordable and social housing it is reasonable to anticipate strong occupancy for Affordable & Seniors Housing in Martensville.</i></p>
<p>Conclusion #15: <i>Based on the reference information, project assumptions, and provincial affordable rental rate levels the Martensville Housing Corporation Affordable & Seniors Housing Venture is feasible.</i></p>
<p><i>Source: Martensville Seniors Affordable Housing and Care Project Functional Plan, March 2019</i></p>

The Martensville Functional Plan for Affordable and Seniors Housing and Care Recommendations

The Martensville Functional Plan for Affordable and Seniors Housing and Care was developed following industry accepted standards for market assessments, feasibility analysis, and business planning. The overall Martensville Functional Plan recommendations are noted in the next exhibit.

<p>Exhibit 2 - Martensville Functional Plan for Affordable + Seniors Housing + Care Recommendations</p>
<p>Recommendation I <i>That the City of Martensville review the Martensville Functional Plan for Affordable and Seniors Housing and Care findings and provide direction regarding Implementation of the Functional Plan.</i></p>
<p>Recommendation II <i>That the City of Martensville review the suggested affordable housing project parameters and provide direction for the envisioned Martensville Housing Corporation Affordable Housing Venture.</i></p>

Recommendation III That the City of Martensville actively engage the Saskatchewan Housing Corporation and Canada Mortgage and Housing Corporation to access capital funding programs for the Martensville Housing Corporation Affordable & Seniors Housing Venture.

Recommendation IV Additional project preliminary design development, site technical assessments, construction cost estimates, and a further multi-year pro-forma projections will be needed to advance the venture planning.

Recommendation V That the City of Martensville follow-up the Functional Plan with development of an investment structure and strategy to secure all of the required resources to advance the Martensville Housing Corporation project development and implementation as appropriate.

Recommendation VI That once the Martensville Housing Corporation Affordable & Seniors Housing Venture is fully funded and construction ready, Accessible Transportation Services need to be established within the City of Martensville for affordable housing residents and the community.

Recommendation VII Additional project validations will be required based on obtained construction bids, confirmed project management rates, and updated market factors at the project construction authorization stage.

Recommendation VIII THAT the City of Martensville utilize information from the Housing Need and Demand Assessment and Martensville Demographic and Seniors Market Supplement to encourage, facilitate, and assist developers and builders to advance the development of housing to address the projected housing needs of Martensville.

Source: Martensville Seniors Affordable Housing and Care Project Functional Plan, March 2019

The Martensville Functional Plan for Affordable and Seniors Housing and Care Advancement

The City of Martensville has demonstrated a substantial need for a range of housing options across the housing continuum to address current gaps and future need and demand in Martensville. The purpose of the Functional Plan is to generate action to meet the needs of seniors, families, individuals, students, and new residents.

The Overall Martensville Seniors Affordable Housing and Care Project Functional Plan will be utilized to encourage development of dwellings in Martensville across the housing continuum.