

Inspiring
people, places, and
possibilities together.



Canada Lands Company
Société immobilière du Canada





Looking for a facilitator and accelerator?

Canada Lands Company (CLC), a self-financing Crown corporation with over 30 years of experience in real estate development, is your best partner for transforming exceptional sites in a thoughtful and sustainable manner, working together to create added value for communities. Today and in the future.

Canada Lands offers:

- ✓ Access to **strategic locations**
- ✓ **A public engagement** process
- ✓ **Turnkey** infrastructure work
- ✓ **Accelerated project** delivery
- ✓ **A rigorous and transparent** governance process



Our collaborative approach brings bold housing projects to life—initiatives that create real social and economic impact, address today's challenges, and benefit communities for generations to come. We believe that accelerating development projects in accordance with best practices contributes to building strong communities and promoting the well-being of all.

✓ A unique partner for
Municipalities
Developers
Non-profits



We are also one of Canada's leading operators of tourist attractions, including the Old Port of Montréal and the CN Tower in Toronto.





Explore the latest phase of Pleasantville, another transformative project by Canada Lands Company.

As experts in sustainable site development with a focus on social diversity, we transform the urban landscape using industry best practices to meet current and future needs.



Welcome to the Future of Pleasantville



A new way of life is growing in Pleasantville

Here, daily living needs like grocers, retail stores, and restaurants are just a 15-minute walk from your front door—and beautiful Quidi Vidi Lake is basically at your doorstep. When you want to go farther, Pleasantville's connection to railways and transit systems makes it easy to access all the highlights of historic St. John's.



Our Vision & Guiding Principles

Enjoy a modern, neighbourly lifestyle in the heart of St. John's.
It's connected, active, and full of beautiful indoor and outdoor spaces.



A Safe, Family-friendly Community

Designed with people—not cars—at its core, streets are shared, vehicles are slowed, and a network of paths weaves through the neighbourhood connecting to nearby amenities. Every detail is designed to make walking, biking, and playing together in the neighbourhood easy and safe.



A Vibrant Neighbourhood that Brings People Together

Thoughtfully designed public spaces invite neighbours to connect, share experiences, and create lasting memories. It's a community where gathering spots spark conversation and feel alive with possibility.



Homes Embedded in Nature

Wake up to sweeping views and natural amenities just steps away. Connected green spaces weave through the community, shaping a neighbourhood where nature isn't an afterthought, it's part of everyday life.



Housing Types for All Life Stages

A diverse mix of homes inspired by St. John's iconic rowhouses and saltbox forms, reimagined for modern living. Designed for flexibility, affordability, and choice—building a neighbourhood that evolves with its people.





Over 1,000
residential homes
in phase 2 alone

**Affordable
housing**
available

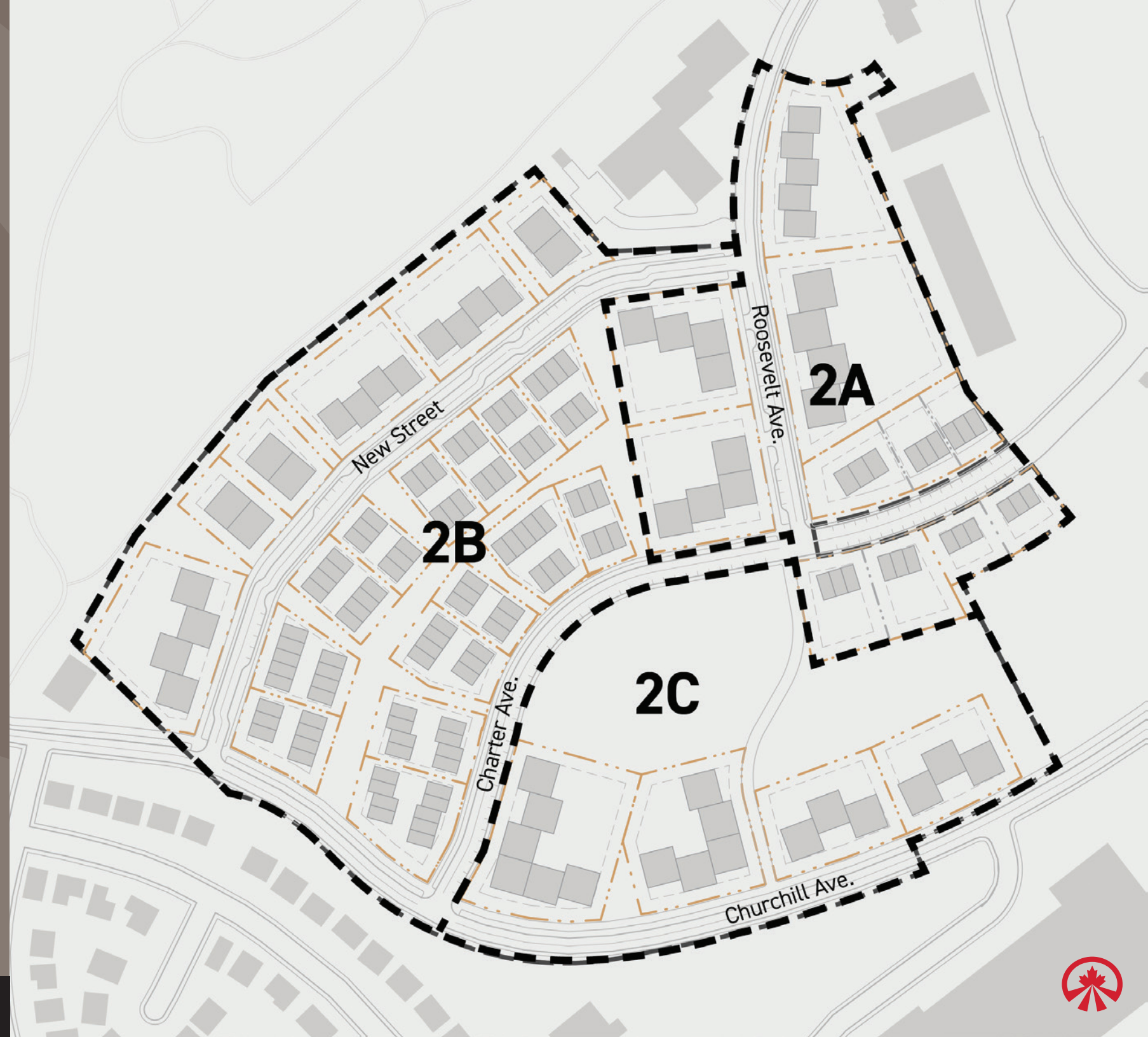
**Connected by
trails & parks**

School
in the neighbourhood



Phasing Plan

Sales of Phase 2A sites will begin immediately. Site servicing and road construction for Phase 2A will begin in Summer 2026.



2A Lot Plan

- A1** 0.39ha / 0.96 ac
3 storey apartment
30 units
- A2** 0.6 ha / 1.48 ac
6 storey apartment
+/-80 units
- A3** 0.35 ha / 0.86 ac
6-8 storey apartment
+/-100 units
- A4** 0.36 ha / 0.89 ac
6-8 storey apartment
+/-100 units
- A5** 0.31 ha / 0.77 ac
3 storey townhomes
18 units (stacked)
- A6** 0.19 ha / 0.47 ac
3 storey townhomes
12 units (stacked)
- A7** 0.31 ha / 0.77 ac
3 storey townhomes
12 units (stacked)



Overall Lot Plan

B1 0.15 ha / 0.37 ac 4-5 storey apartment 18 units	B9 0.13 ha / 0.32 ac 3 storey townhomes 16 units (stacked)	B17 0.11 ha / 0.27 ac 3 storey townhomes 12 units (stacked)
B2 0.27 ha / 0.67 ac 3 storey apartment 24 units	B10 0.11 ha / 0.27 ac 3 storey townhomes 12 units (stacked)	B18 0.15 ha / 0.37 ac 3 storey townhomes 14 units (stacked)
B3 0.27 ha / 0.67 ac 3 storey apartment 24 units	B11 0.11 ha / 0.27 ac 3 storey townhomes 12 units (stacked)	B19 0.17 ha / 0.42 ac 3 storey townhomes 16 units (stacked)
B4 0.15 ha / 0.37 ac 4-5 storey apartment 18 units	B12 0.11 ha / 0.27 ac 3 storey townhomes 12 units (stacked)	B20 0.20 ha / 0.49 ac 3 storey townhomes 18 units (stacked)
B5 0.14 ha / 0.35 ac 4-5 storey apartment 18 units	B13 0.11 ha / 0.27 ac 3 storey townhomes 12 units (stacked)	C1 0.47 ha / 1.16 ac 6-8 storey apartment +/-150 units
B6 0.41 ha / 1.01 ac 6-8 storey apartment +/-100 units	B14 0.14 ha / 0.35 ac 3 storey townhomes 14 units (stacked)	C2 0.37 ha / 0.91 ac 6-8 storey apartment +/-125 units
B7 0.15 ha / 0.37 ac 3 storey townhomes 14 units (stacked)	B15 0.11 ha / 0.27 ac 3 storey townhomes 12 units (stacked)	C3 0.27 ha / 0.66 ac 6-8 storey apartment +/-100 units
B8 0.16 ha / 0.40 ac 3 storey townhomes 18 units (stacked)	B16 0.16 ha / 0.40 ac 3 storey townhomes 16 units (stacked)	C4 0.26 ha / 0.64 ac 6-8 storey apartment +/-100 units



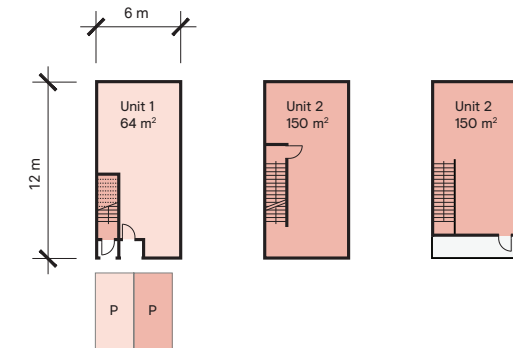
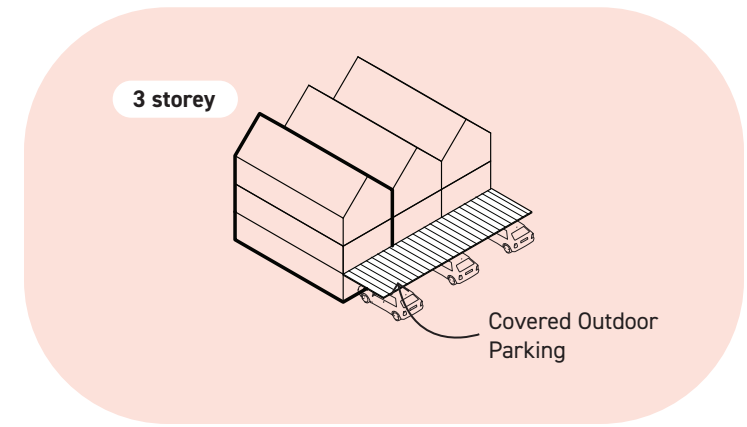
Built Typologies

The Pleasantville Master Plan is more than a development—it's the creation of a complete, connected community. Achieving this vision means embracing distinctive building typologies that bring variety, character, and inclusivity to every street. A diversity of scales and forms will ensure there are homes for people at every stage of life, from individuals and young couples to families and seniors. By designing varied, thoughtful buildings, Pleasantville can foster inclusivity, encourage neighbourhood pride, and offer residents distinctive homes that reflect their identities, while shaping a lively streetscape that feels authentic, adaptable, and deeply connected to place.

Stacked Townhomes

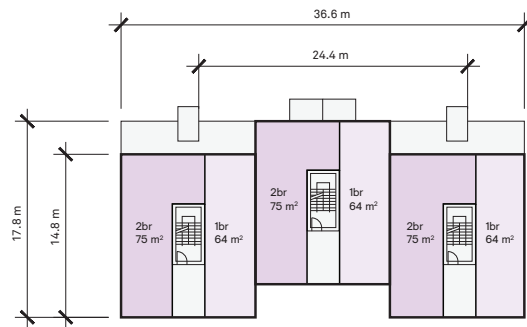
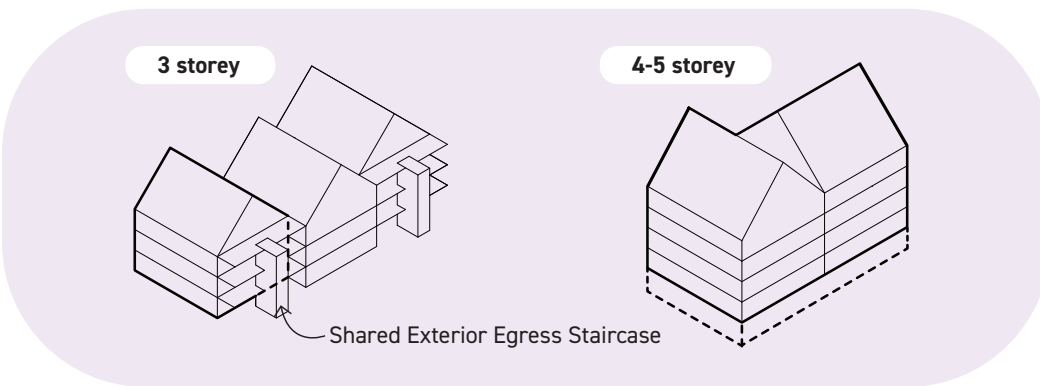
6-plex building where individual homes are arranged vertically, with each unit having its own private entrance.

- R2 Zoning
- Part 9
- Max 3 storeys
- Up to 6-units per building
- Wood Framing
- Fire separation between units
- Not Sprinklered
- At Grade Parking

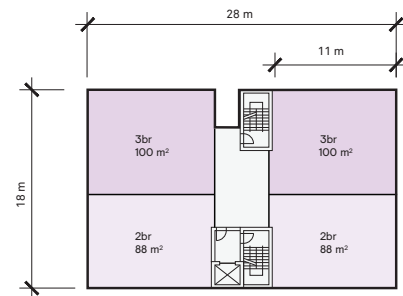


Low-rise Apartments

Small-scale apartment buildings featuring intimate entrances shared by only a handful of residents. Designed for a low-density, human-scale experience, with either a single elevator or stair-only access.



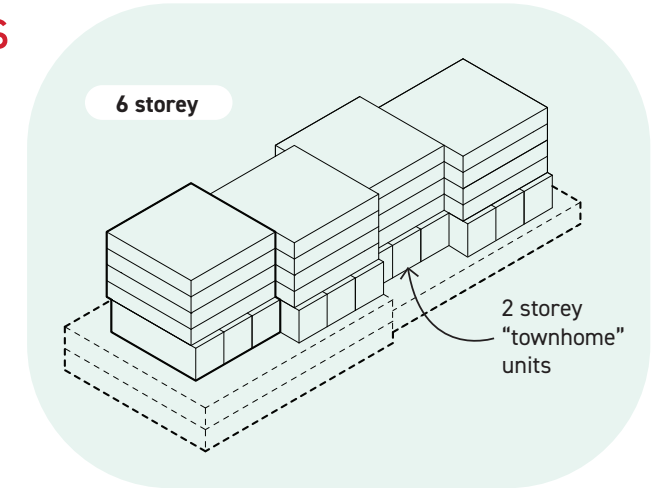
- A2 Zoning
- Max 3 storeys
- Wood Framing
- Fire separation between units
- Firewall every 600m² (3 blocks)
- Not Sprinklered
- At Grade Parking
- 3m deep back balcony
- Exterior back stairway
- Part 9
- 6 units per “block”



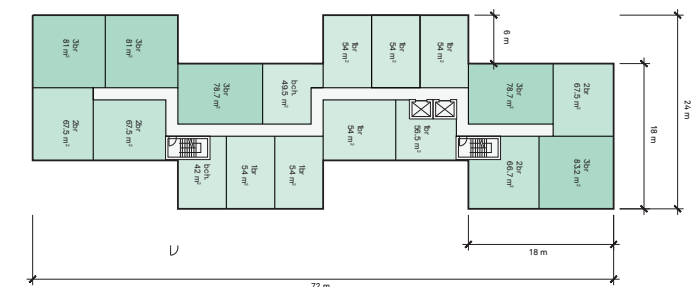
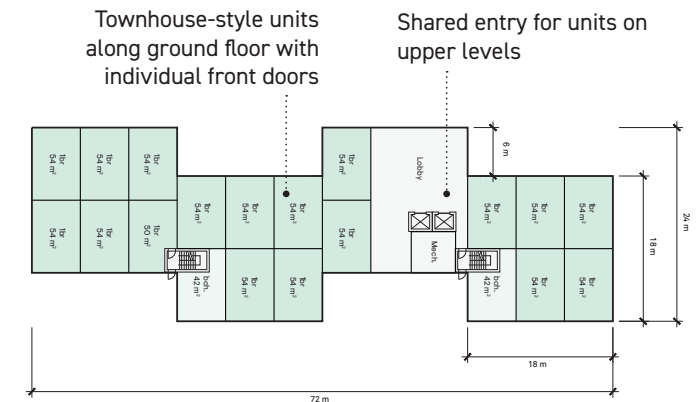
- A2 Zoning
- Part 3
- Max 6 storeys
- 4 units per floor
- Wood Framing
- Fire separation between units
- Sprinklered
- At Grade or Underground Parking
- One Elevator

Mid-rise Apartments

Townhomes line the ground floor with front-door convenience, while contemporary apartments above provide elevated views and modern layouts



- A2 Zoning
- Part 3
- 6 storeys max.
- Max. of 600m² building footprint
- Mass Timber Construction
- Fire separation between units
- Sprinklered
- At grade and Underground Parking
- Two elevators
- Townhome units at grade





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Now is your opportunity to join us at the heart of this dynamic neighbourhood. Create the Pleasantville of tomorrow—a community where innovation meets connection.

Heather Chisholm, Director, Real Estate

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