

ST. JOHN'S

Cowan Heights & University Area Neighbourhood Plans

Phase 2 What We Heard
June 2025



Disclaimer

- The City creates a What We Heard Report for every City-led public engagement process to be transparent about the information collected. The full report is available at www.engagestjohns.ca
- The report is a summary of all feedback, and does not include word for word submissions.
- This feedback is used to inform project and Council recommendations and decisions.
- The City protects the privacy of those who provide feedback as per Access to Information and Privacy Legislation.

Project Timeline



Phase 1 Engagement

Fall 2024



Phase 2 Engagement

Spring 2025



Draft Plan Release

Fall 2025

Engagement Objectives

To gather feedback from residents and interested parties on initial plan recommendations for:

- Neighbourhood vision, objectives, and strategy
- Land use
- Mobility
- Parks and Recreation
- Community Activation



Cowan Heights May 7, 2025 Open House.

Who We Engaged

- Members of the public / city residents
- First Light Staff
- City Advisory Committees and Working Groups
- Community organizations with interests in each neighbourhood (recreation, housing, social, etc)



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University Area Open House on May 8, 2025.

Engagement Tactics

Online Opportunities

April 23 - May 25, 2025

- Project website
- Online Survey
- Virtual Information Sessions (Cowan Heights April 29, University Area April 30)

	Cowan Heights	University Area
 Online Public Survey	271 responses	309 responses
 Virtual Information Session	2 attendees	8 registered 0 attendees

In-Person Opportunities

- May 7, from 12 p.m. - 2 p.m. Village Shopping Centre Popup
- May 10, from 9 a.m. - 3 p.m. Farmers' Market Popup
- May 9, from 12 p.m. - 2 p.m Memorial University Student Centre Popup
- May 7, 2025 Open House Cowan Heights (École St. Matthew's School 5-8 p.m.)
- May 8, 2025 Open House University Area (École St. Matthew's School 5-8 p.m)
- 1 Staff workshop
- 4 Focus Group sessions
- Meeting with First Light
- Various one-on-ones with Interested Parties

	Cowan Heights	University Area
 Open House	26 participants	42 participants
	Combined	
 Focus Group Sessions	1 business	
	7 organizations	
	3 Council Committees	
 Interviews	6 organizations	
 First Light Lunch	7 First Light staff participants	
 Pop-Ups	130+ interactions	

Promotion

- EngageStJohns.ca Project website (www.engagestjohns.ca)
- Email newsletter subscriber list
- Social media posts
- Coffee sleeves
- Media release

		Combined	Cowan Heights	University Area
	Project Website		1,513 page visits	1,259 page visits
		April 22: sent to 4126 people - open rate 63.2%		
	Email List	May 5: sent to 4139 - open rate 60.2%		
		May 9: sent to 4081 - open rate 57.3%		
		May 14: sent to 4089 - open rate 58.7%		
	Coffee Sleeves	300+ coffee sleeves		
	Media Release	1 release		
	Social Media		Link clicks: 1,213	Link clicks: 1,284
			Impressions: 78,896	Impressions: 86,559
			Unique reach: 18,229	Unique reach: 23,787

Engagement Findings

Cowan Heights Key Themes



Upgrading Parks &
Trails



Increasing Safety



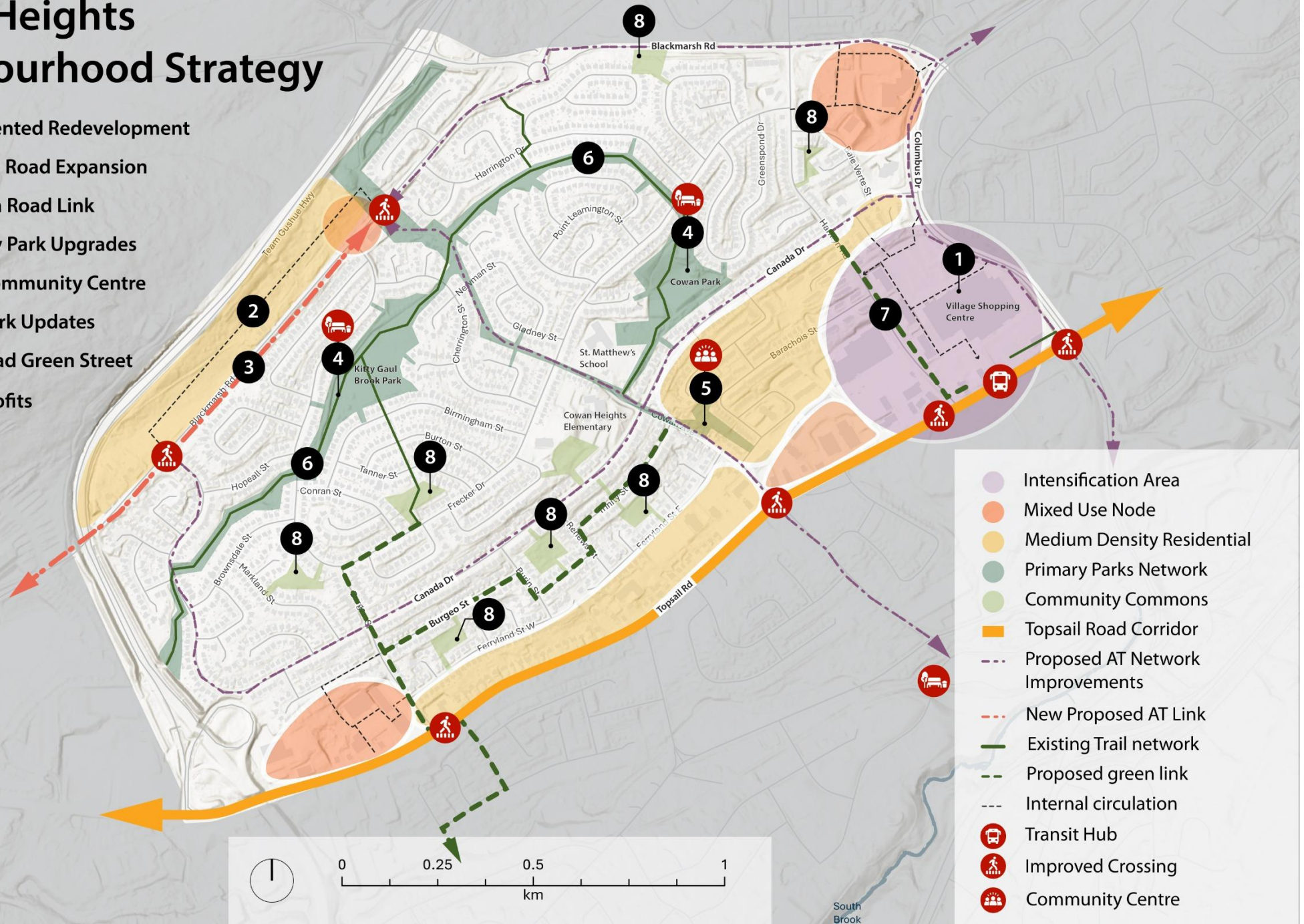
Providing Access &
Accessibility



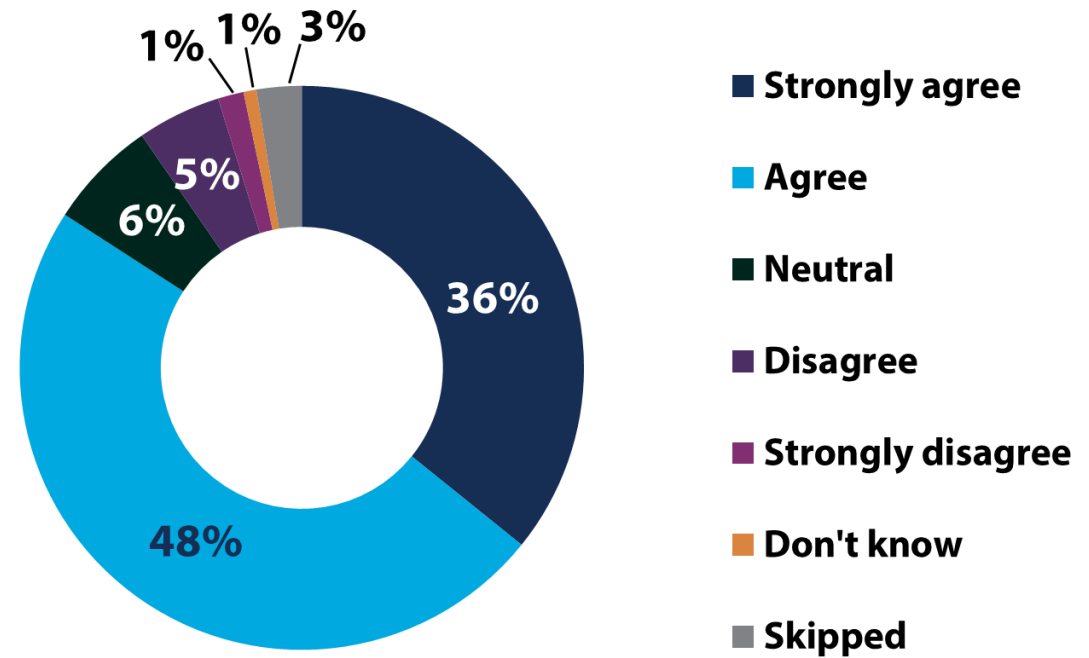
Retaining Livability
and Managing
Growth

Cowan Heights Neighbourhood Strategy

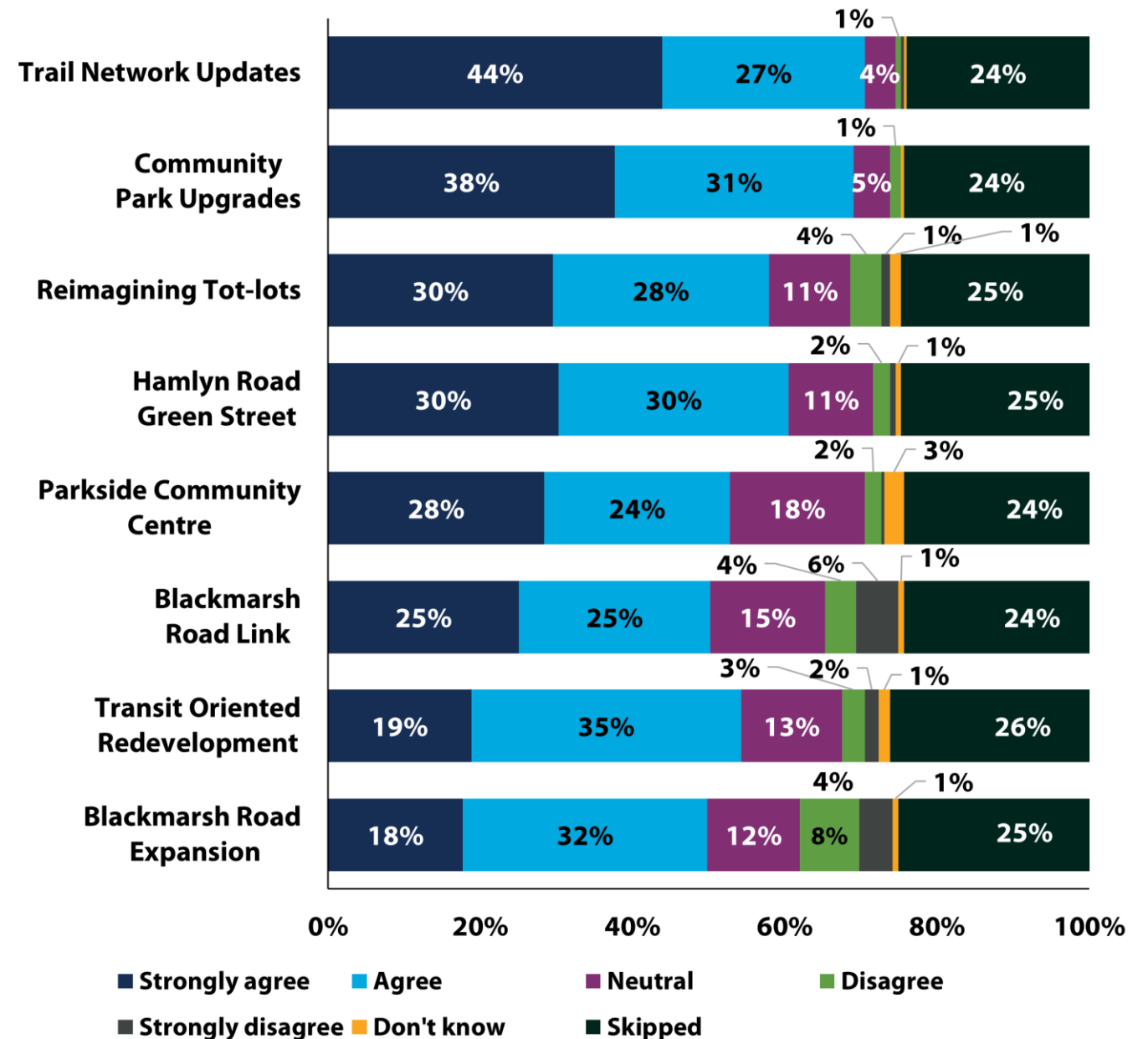
- 1 Transit-Oriented Redevelopment
- 2 Blackmarsh Road Expansion
- 3 Blackmarsh Road Link
- 4 Community Park Upgrades
- 5 Parkside Community Centre
- 6 Trail Network Updates
- 7 Hamlyn Road Green Street
- 8 Tot-lot retrofits



What is your level of agreement with the draft vision?



What is your level of agreement with the following strategies?



Percentage of Participants (264 completed/ 7 skipped)

University Area Key Themes



Supporting
Appropriate
Land Use



Reflecting
Community Identity



Providing Safer
Transportation

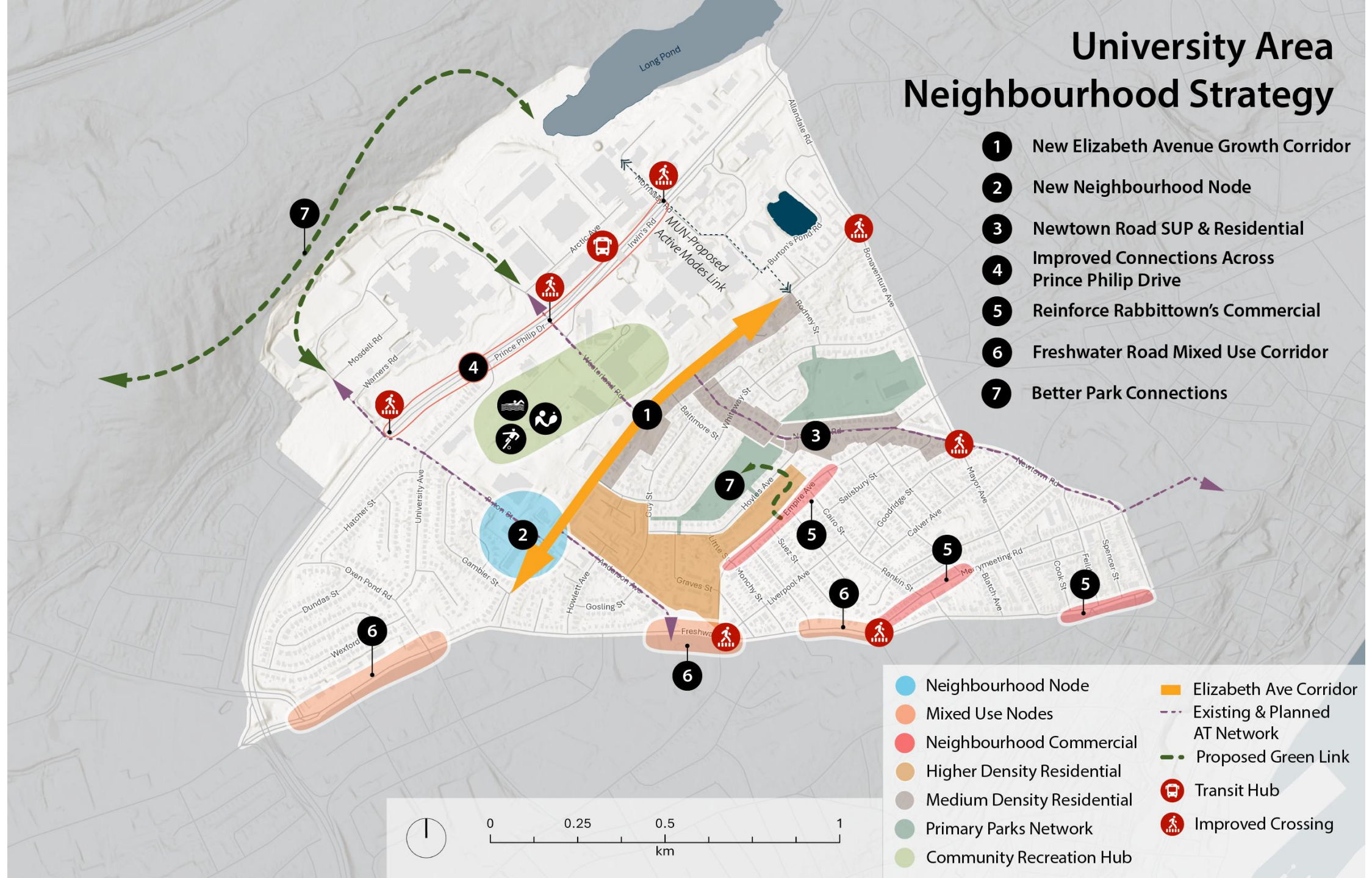
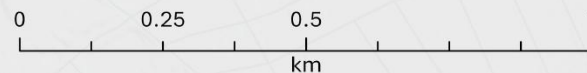


Empowering
Community Involvement

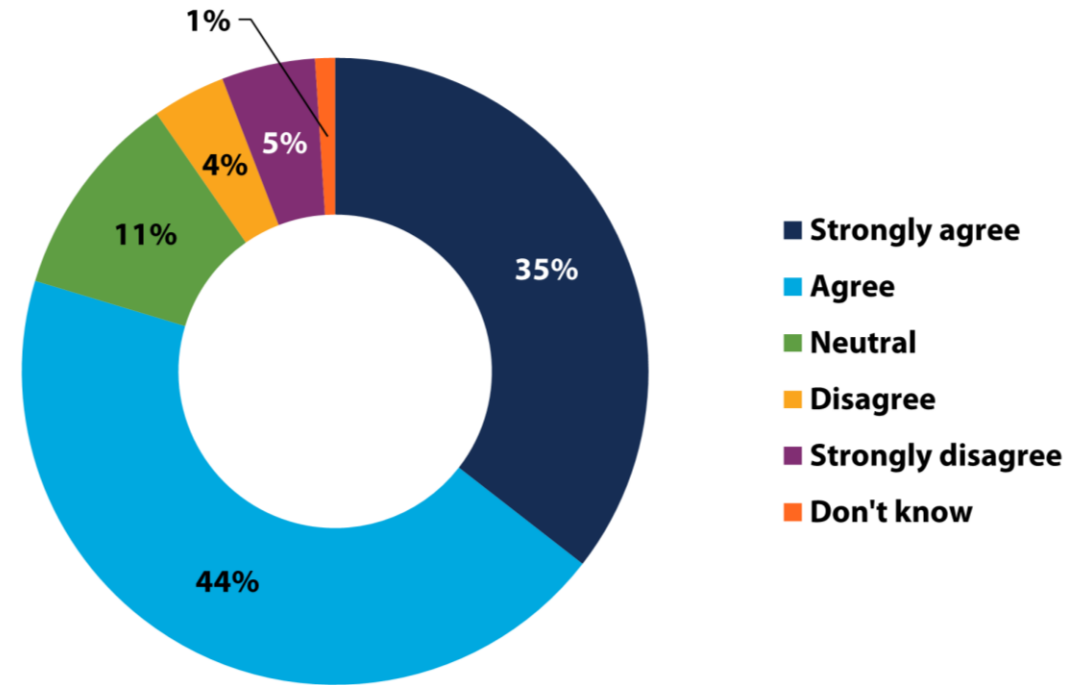
University Area Neighbourhood Strategy

- 1 New Elizabeth Avenue Growth Corridor
- 2 New Neighbourhood Node
- 3 Newtown Road SUP & Residential
- 4 Improved Connections Across Prince Philip Drive
- 5 Reinforce Rabbittown's Commercial
- 6 Freshwater Road Mixed Use Corridor
- 7 Better Park Connections

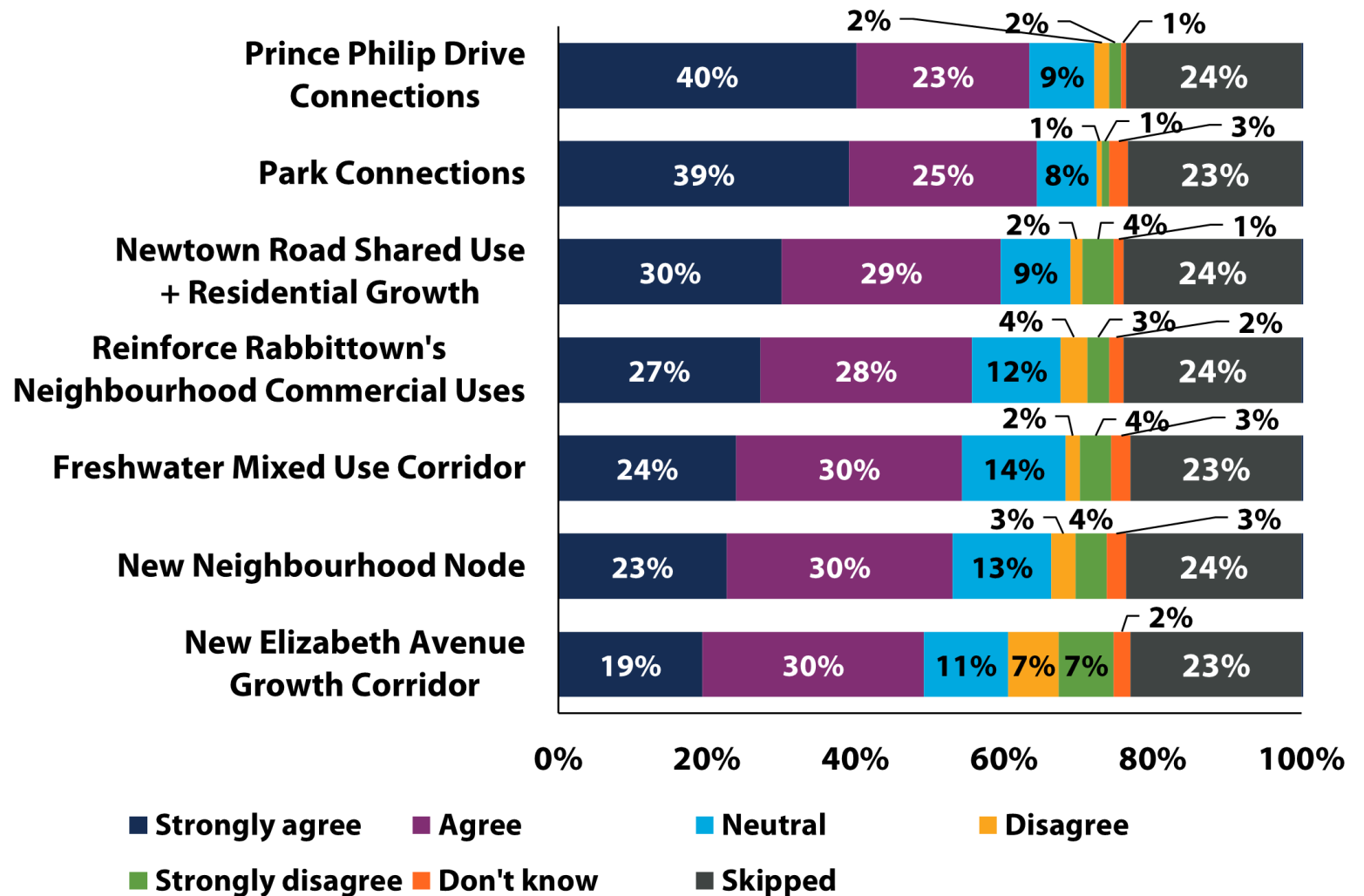
- | | |
|--|---|
|  Neighbourhood Node |  Elizabeth Ave Corridor |
|  Mixed Use Nodes |  Existing & Planned AT Network |
|  Neighbourhood Commercial |  Proposed Green Link |
|  Higher Density Residential |  Transit Hub |
|  Medium Density Residential |  Improved Crossing |
|  Primary Parks Network | |
|  Community Recreation Hub | |



What is your level of agreement with the draft vision?



What is your level of agreement with the following strategies?



Percentage of Participants (238 completed / 71 skipped)

Next Steps

- Finalize Neighbourhood Plans
- Neighbourhood Plans released in Fall 2025
- Formal approvals process

Connect with us!



**Help us plan the future
of Cowan Heights**



**Help us plan the future
of the University Area**