

**Theresa K. Walsh**

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**From:** [REDACTED]  
**Sent:** Monday, March 24, 2025 10:54 AM  
**To:** CityClerk  
**Subject:** Proposed Development @ 34 New Cove Road  
**Importance:** High

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To whom it may concern,

We understand that a decision on this proposed development will be made soon.

We just want to reiterate our concerns for this proposed development.

This development is too much for this site. It feels like it is very much 'shoe horned' in. While meeting most of the City design regulations it is asking for a pass on some. These regulations are set in place to protect areas from the design will of developers.

This is an existing neighbourhood that is not equipped to accommodate such a development. While we are for developing the site, we feel something more in scale with the existing established neighbour would be more in keeping.

The issues of traffic will be real; the access point to this development is problematic for New Cove Road (a blind corner), and for the narrow lane of McNaughton Drive. On top of resident traffic from this development, the service traffic ie deliveries , taxis and ubers will all add to the increased traffic on New Cove Road.

The developers have suggested that the balance of the parking can be made up on New Cove Road. This suggestions is not practical. These few street parking spots service both sides of New Cove Road; these spaces are used for residents, visitors, service vehicles a lot of the time. Side note on the width of New Cove Road: it is an issue when a vehicle occupies a street parking space and a larger vehicle is in the oncoming traffic that there is not enough 'comfortable' space to pass. This situation will become more problematic.

Snow storage; There does not appear to be enough allocated space on the site for this. And pushing it to the boundaries that border on existing properties can not be an option.

I hope you listen to the concerns of our neighbourhood.

[REDACTED]

## Theresa K. Walsh

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**From:** Mayor  
**Sent:** Tuesday, March 25, 2025 8:48 AM  
**To:** Theresa K. Walsh  
**Cc:** Danny Breen  
**Subject:** FW: Proposed Development - 34 New Cove Rd.  
**Attachments:** 1\_Follow up comments re proposed development at 34 New Cove Road.pdf; Proposed Development - 34 New Cove Road.pdf

FYI

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**From:** [REDACTED]  
**Sent:** Monday, March 24, 2025 7:08 PM  
**To:** Sheilagh O'Leary <soleary@stjohns.ca>; Jill Bruce <jbruce@stjohns.ca>; Ophelia Ravencroft <oravencroft@stjohns.ca>; Greg Noseworthy <gnoseworthy@stjohns.ca>; Carl Ridgeley <cridgeley@stjohns.ca>; Maggie Burton <mburton@stjohns.ca>; Ron Ellsworth <rellsworth@stjohns.ca>; Sandy Hickman <shickman@stjohns.ca>; Tom Davis <tdavis@stjohns.ca>; Mayor <mayor@stjohns.ca>  
**Subject:** Proposed Development - 34 New Cove Rd.

Some people who received this message don't often get email from [REDACTED] [in why this is important](#)

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Hello

We understand the council will be addressing the proposed development at 34 New Cove Road at the March 25 council meeting.


We would like to **reiterate** our concerns with approving exemptions (height/setback and parking) for the developer so they can construct a 10-storey building on the property. A 10-storey building is just too big for the small lot and for the area. We feel it will create traffic, parking and safety issues in our neighborhood.

If the city provides the developer with exemptions and with approval to proceed with the development as is, it will be countering the guidelines outlined in the 'Envision St. John's' document ( as noted in our email dated March 4th below). It will be setting a precedent for future building in the city.

We are aware of the need for housing, especially affordable housing in the city. And we not against development; but this development is just too big as proposed.

Our initial two submissions related to the proposed development are attached and also outlined in the email below.

Thank you for your consideration.



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----- Forwarded message -----


From: 

Date: Tue, Mar 4, 2025 at 11:20 AM

Subject: comments of concern re 34 New Cove Rd. proposed development

To: Mayor <[mayor@stjohns.ca](mailto:mayor@stjohns.ca)>, Sheilagh O'Leary <[soleary@stjohns.ca](mailto:soleary@stjohns.ca)>, Jill Bruce <[jbruce@stjohns.ca](mailto:jbruce@stjohns.ca)>, Ophelia Ravencroft <[oravencroft@stjohns.ca](mailto:oravencroft@stjohns.ca)>, Greg Noseworthy <[gnoseworthy@stjohns.ca](mailto:gnoseworthy@stjohns.ca)>, Carl Ridgeley <[cridgeley@stjohns.ca](mailto:cridgeley@stjohns.ca)>, Maggie Burton <[mburton@stjohns.ca](mailto:mburton@stjohns.ca)>, Ron Ellsworth <[rellsworth@stjohns.ca](mailto:rellsworth@stjohns.ca)>, Debbie Hanlon <[dhanlon@stjohns.ca](mailto:dhanlon@stjohns.ca)>, Sandy Hickman <[tdavis@stjohns.ca](mailto:tdavis@stjohns.ca)>

Good Morning,

As long-time residents of  we are asking the mayor and councillors to continue to give careful consideration to how the development of a 10-storey apartment building on the site of the old Max property, 34 New Cove Road will adversely affect our neighbourhood.

The proposed development is too large for this area and will create increased traffic/safety issues as well as parking concerns.

Specifics on our concerns are included in the documents that we have already submitted (initial comments in January and follow up comments after the public meeting in February – both attached here).

The proposed development appears to go against the city's own "Envision St. John's" plan that was developed a few years ago (<https://www.stjohns.ca/en/building-development/resources/Planning-Reports/Envision-Municipal-Plan.pdf> page 44 section 6.4).

A 10-storey building is certainly not compatible with the neighborhood. If the city provides the developer with exemptions and approval to move ahead with this development as is, it will be countering the guidelines and vision outlined in this document, and it will set a precedent for future building within the city.

The 'Envision St. John's' document talked about the need to maintain the essential character of neighborhoods, the need to try and minimize impacts on neighborhoods and working with citizens to come up community visions. Hopefully the council will keep these things in mind as they review the developer's proposal.

We note from attending the public meeting that a traffic impact assessment was not completed. As we stated in our documents, New Cove Road is a very busy traffic street. Parking is very limited. This development, as is, will create a more congested and busy street. We urge Council to undertake a full traffic assessment.

Finally, we understand the need for increased affordable housing in the city. But this building as proposed is too big and will only create, traffic, parking and safety issues in our neighborhood.

We would appreciate a response from all St John's City Council members. Thank you.



## **Follow up comments related to the proposed development at 34 New Cove Road.**

We have already submitted a statement detailing our concerns with the proposed development at 34 New Cove Road.

[REDACTED] we would like to reiterate some of our points.

It is obvious based on responses from the city and the developer at the meeting that a sufficient review of the effect on traffic flow and parking has not been adequately considered.

We the residents live in the area and deal with the traffic/parking on a daily basis. New Cove Road is a 'busy, busy' street. Adding 107 new residences in the area, with the prospect of 107 new cars moving in and out of the area during peak 'to' and 'from' work periods will make this already very busy street worse. As we said in our previous submissions, there are currently approximately 66 homes and a couple of small businesses on New Cove Road from Elizabeth Avenue to King's Bridge Road. The developer is proposing adding over double that number to the lower part of the road.

As noted in our previous submission.

- We already see backup of cars at the light's intersection of New Cove Road/King's Bridge Road/Boulevard during peak driving periods. With the new 'red' stop light at the cross walk near Memorial Market on King's Bridge Road this has gotten even worse. It is hard to get out of our driveway some mornings due to the backup in the traffic at the lights. This will only get worse if there are 107 new residences added to this section of New Cove Road.
- The developer said they did compare peak time anticipated traffic flow from the development with operations of similar facilities like the Max. I find this comparison hard to understand. Max facility parking lot was never full. People came to use the facility at different times of the day – some in the early, some during the mid-morning, some during lunch period, some late afternoon, some in the evening.

The developer cannot guarantee that residences in the proposed building will not all be working individuals or individuals who will be leaving the building during peak traffic time.

- The road curves as it approaches the entrance to the former Max property creating a blind spot. Cars travel at a high rate of speed down this road and increasing traffic in and out of this property is a concern. Increasing traffic by 100+ vehicles moving in and out of this parking lot at peak working time will potentially cause many safety issues. We do not feel this has been addressed sufficiently by the city planners.
- As stated in our previous submission, parking is a big concern for us as street parking on New Cove Road is already a major issue. New Cove Road has parking on one side of the

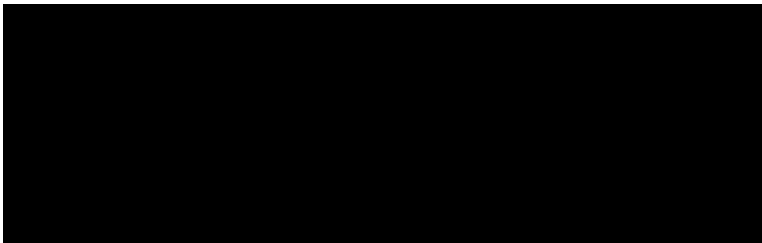
street. From the entrance to the former Max property to King's Bridge Road there are only 7 street parking spaces. There are 4 multi-unit rental properties on the lower half of New Cove Road near King's Bridge Road. At least two of these rentals have 4 apartment units. Many of the renters have cars. There is already high demand for the limited street parking spaces. Over the years we have encountered issues where there was no street parking available for visitors to our home. We even contacted the city about this in the past.

The developer seemed confident that there wouldn't be an issue with parking. However, they cannot guarantee that. There is a potential for at least 107 vehicles – one for every apartment. And, also, the possibility for more if there are people sharing apartments. Where will these people park.

New Cove Road cannot accommodate overflow parking from the development. Any proposed development should be required to provide adequate parking for residents and visitors.

- The proposed development is too big for this small residential area. A smaller development would be much more appropriate.

We urge that the City of St. John's to consider our concerns. We feel strongly that any development should align with our neighborhood's existing structure and character and should not adversely affect current residents.



In response the notice we received from the City of St. John's on **the proposed development of 34 New Cove Road.** A proposal submitted by KMK Capital Limited to develop a 10-story building with 107 units: 38 one bedroom units and 69 two bedroom units.

**We feel this proposed development is far too big for the location/area. Our specific concerns relate to the height/size of the building, the traffic flow, the availability of parking, and the entrance in and out of the property.**

[REDACTED]  
[REDACTED]  
[REDACTED] we would hope that the city will fully investigate how such a large development would impact this residential area and ensure any development that is approved does not adversely affect the residents currently living on New Cove Road.

**Height/Size of the Development:**

The building is too tall for the surrounding residential area. It will tower over the existing residences. It is incompatible with the character of our neighborhood, which consists predominantly of single-family homes and low-rise buildings. Other rental buildings in this area are not as large as the one proposed by KMK. For example, the rental property on the corner of King's Bridge/ Boulevard/Kenna's Hill is only '4' stories.

**Traffic Flow:**

New Cove Road from Elizabeth Avenue to King's Bridge Road currently has approximately 55 homes and a couple of small businesses (as viewed from a google map search). The developer is proposing adding over double the number of 'residences' to the street/area in the form of a 107 unit apartment building. New Cove Road is already a very highly trafficked street. It seems to be used as a connector street for people coming in from the outer ring road and getting to the downtown area as well as from residents in this part of the city finding their way to downtown or down the boulevard to meet up with White Hills Road to Stavanger Drive. Traffic is often backed up at the intersecting lights at New Cove/the Boulevard/Kings Bridge Road at peak traffic periods. This will only get worse with 107 new 'residences' added to the lower part of New Cove Road.

In their land use report, the developer did compare peak time anticipated traffic flow from the development with the Max operation. They report suggested the Max operation generated more traffic during peak times. We have lived on this street when Max and the YMCA were in business and we have not witnessed that. Max users came and went at varying times during the day. As we witnessed while walking my dog regularly in the area, certain patrons came quite early morning to get their work out in prior to going to work; some patrons came during the later morning or afternoon, which we witnessed after retirement and was home more often during the day; some used the facilities after work; some used the facilities at night. The parking lot was never full to our recollection and there are only we believe 65-70 parking spots on the upper parking lot of the property (the lower section was used for hop on/hop off and other buses). I

can't see how this type of sporadic traffic flow can be compared to the potential traffic flow that would be created if 107 residents' cars were coming in and out of the property during peak 'to work' and 'from work' periods. Add to that increased traffic that would be generated with family and friends visiting the 107 residences.

### **Availability of Parking:**

The current proposed development does not provide enough parking spaces for the number of units proposed. The developer is 6 short on the number of parking spaces for the proposed units and has only assigned 14 spaces for visitors. There is also the possibility of certain units having renters with more than one vehicle.

Parking is a big concern for us as street parking on New Cove Road is already a major issue. New Cove Road has parking on one side of the street. From the entrance to the former Max property to King's Bridge Road there are only 7 street parking spaces. There are 4 multi-unit rental properties on the lower half of New Cove Road near King's Bridge Road. At least two of these rentals have 4 apartment units. Many of the renters have cars. There is already high demand for the limited street parking spaces. Over the years we have encountered issues where there was no street parking available for visitors to our home.

New Cove Road cannot accommodate overflow parking from the development. Any proposed development should be required to provide adequate parking for residents and visitors.

The land use report states "KMK is confident that given that the site is well served by public transit and is within easy walking distance of a major supermarket, trail system, restaurants and other amenities it is not anticipated that all units will require a parking stall." The developer cannot guarantee this to be accurate. Most of the current homes owners and renters on New Cove Road have one or more vehicles despite living near public transit and other amenities.

### **Entrance/Exit to 34 New Cove Road:**

New Cove Road is a busy street. The road curves as it approaches the entrance to the former Max property creating a blind spot. Cars travel at a high rate of speed down this road and increasing traffic in and out of this property is a concern. Increasing traffic by 100+ vehicles moving in and out of this parking lot at peak working time will potentially cause many safety issues. This should be addressed.

### **Summary:**

We do not support the developer's request for exemptions.

We urge that the City of St. John's to consider our concerns. We feel strongly that any development should align with our neighborhood's existing structure and character and should not adversely affect current residents.



### **Comment on the Developer's Consultation**

In developing the land use report, the developer said they contacted the residents who properties bordered their development. [REDACTED]

[REDACTED] were also not contacted. Surely a development of this size and with the potential impacts in terms of traffic, etc. would warrant that all residents living in this general area be consulted versus just the few that physically border the developer's property. The developer said in the land use report that they "received several inquiries in response to their notice. Two written submissions...and one requesting additional information about the project, and one which indicated concerns about the development from residents of McNaughton Drive." I suspect they would have receive many more comments/concerns had they contacted more residents living on New Cove Road. We certainly would have responded at that stage had we been approached.

