



Q&A-

Updated - August 7, 2025

***Where exactly is the Sunnyside community going to be located?**

The community will be located on land that is nestled in a valley beyond a forested hill off Westmorland Road and sits between Fernhill Cemetery (Westmorland Road), the new Saint John Energy substation and the upper parking lot of TD Insurance (Rothesay Avenue).

***Who owns the land?**

Thanks to an agreement with our valued partner Saint John Energy, United Way has purchased a plot of land previously owned by the company for \$1 and is leasing a second, adjacent parcel from SJE for \$1/year. Additionally, thanks to donor support, United Way has purchased a parcel of land adjacent to property owned by Saint John Energy on the city's east side. It is an undeveloped forested area beside Fernhill Cemetery off Westmorland Road.

***What is the expected total cost of this project?**

As we work through funding applications and construction requirements, we continue to refine the total costs of this project. It would be premature to share a total cost, or the breakdown of those costs at this time, but we look forward to sharing more detail when we are in a position to announce final plans, government funding and private donations.

***Will you be fundraising for this project?**

Donors have and will continue to play a critical role in the success and sustainability of the Sunnyside community. We have recently launched a special public fundraising initiative in partnership with the J.T. Clark Family Foundation, and for a limited time any donors' contribution to the Sunnyside Community will be matched up to \$100,000. If you are interested in learning more or supporting this project please contact us - or visit our website at unitedwaysaintjohn.com/sunnyside-tiny-home-community/

***When will people be able to move in?**

There are several steps that need to be completed before setting a date for opening. The rezoning application was approved by Saint John Council in February 2025, and applications for government funding have either been submitted or are being prepared for submission.

Once funding is confirmed we will be in a position to begin site preparation and will be able to provide a more detailed timeline.

***How many people will be housed here?**

The land can accommodate approximately 70 high-quality, deeply affordable modular home units, with wrap around supports to ensure residents can remain safely housed.

While the physical community is constructed, United Way will be working closely with our builders, as well as government and other service providers to determine how best to design the human side of the community to meet specific needs in Saint John – from tenant relationships to service design and more.

***How does a project like this fit in with all the other housing projects happening in the City?**

The Sunnyside Community is just one of many projects that will contribute to affordable housing solutions for some of our most vulnerable residents and our community as a whole. Our intention is to build this as a supportive housing community that maintains long-term affordability and wrap-around supports for tenants who need them.

It's important to note that when affordable housing solutions are introduced at any point along the housing continuum -- from emergency shelters, to transitional or supportive housing, to affordable or subsidized housing – the effect is to relieve pressure on one or more areas, which frees up supports and services for those who need them most.

***How will this project be funded?**

As owner/operator of the Sunnyside Community, United Way will be applying for funding from all orders of government to cover many of the costs related to this project. We're very grateful for the generous support of donors to date. We have also recently launched a special public fundraising initiative in partnership with the J.T. Clark Family Foundation, and for a limited time any donors' contribution to the Sunnyside Community will be matched up to \$100,000. If you are interested in learning more or supporting this project, please contact us – or visit our website at [\[Link\]](#).

***How does this project fit into the City's Housing For All strategy?**

The Sunnyside Community is an innovative housing project that will create safe, affordable and appropriate homes for people who need them. This aligns well with the goals of the Housing for All Strategy. We look forward to continuing to work closely with the City of Saint John to contribute to achieving the goals outlined in the strategy.

***Does my regular United Way donation help support this project?**

Every time you donate to United Way, you're not only helping local programs in your community - you're helping to increase our capacity to respond to immediate needs and create long-term solutions, like affordable housing communities.

We have also recently launched a special public fundraising initiative in partnership with the J.T. Clark Family Foundation, and for a limited time any donors' contribution to the Sunnyside Community will be matched up to \$100,000. If you are interested in learning more or supporting this project please contact us - or visit our website at [\[Link\]](#).

***Is United Way Maritimes in this for the long haul?**

The Saint John Kings and Charlotte office of United Way Maritimes is focused on long-term solutions, ensuring that units, supports and programming are sustainable. We employ a project manager, thanks to the support of the Pannell Foundation. Once units are established and operational, we will ensure the properties are managed and proper supports are available for tenants. United Way has been operating in the Saint John area for several decades, and objectives are long-term. As with all of United Way's affordable housing projects, our intention is to ensure the new units remain affordable always.

***Will they be rentals or homes to purchase/how much will rent be?**

Our plan is for these homes to be available for affordable rental for people who are experiencing homelessness. Eligible tenants will be selected from the coordinated access (by name) list. To learn more about accessing housing supports or ensuring you're on the appropriate list, please contact 211.

***How will residents be chosen or get access to the units?**

The exact nature of that process will be determined based on the needs specified for Saint John - however, residents will be selected from the coordinated access list (by name list) and we are working with other non-market housing and service providers and government departments to ensure we are matching housing opportunities to each individual's needs.

***Will units be accessible?**

We anticipate about 20% of units will be accessible.

***What about people who are living on a very low income?**

United Way recognizes that affordability varies, and what is affordable for some people may not be for others. We're aiming to take advantage of affordable housing subsidy programs at both the provincial and federal levels. Typically, this requires that approximately 30% of a tenant's income be spent on housing. Our plan at this stage is to ensure that units are

available for eligible people from the coordinated access list (by name list), meaning they are currently experiencing homelessness. Rent will be geared to income, so no more than 30% of income.