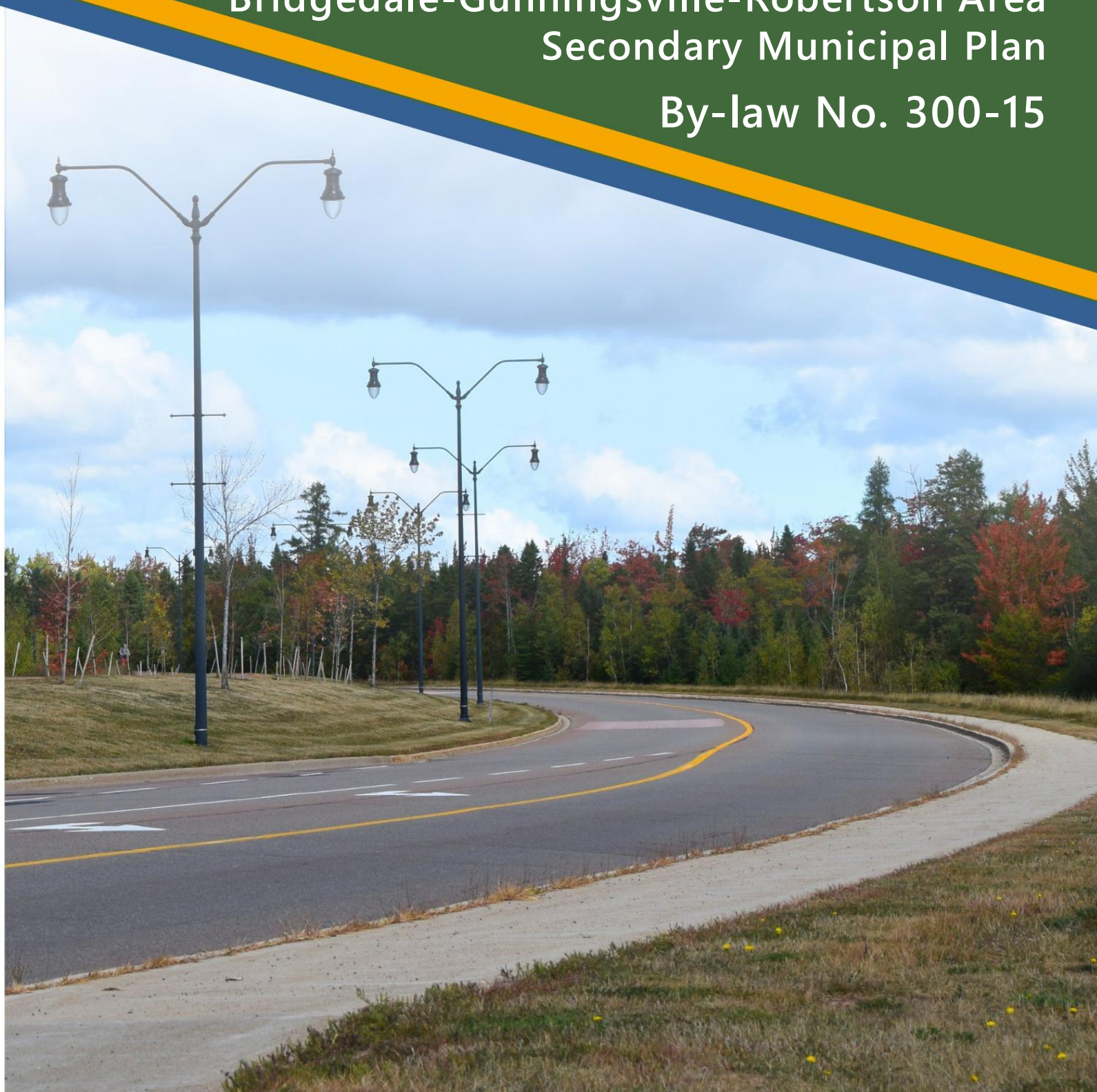


2026



Town of Riverview
Bridgedale-Gunningsville-Robertson Area
Secondary Municipal Plan
By-law No. 300-15





BY-LAW No. 300-15

TOWN OF RIVERVIEW – BRIDGEDALE-GUNNINGSVILLE-ROBERTSON AREA SECONDARY MUNICIPAL PLAN

WHEREAS the Council of the Town of Riverview has the authority vested in Section 24 and 29 of the *Community Planning Act*,

AND WHEREAS the process has been undertaken to perform an adoption and a Secondary Municipal Plan By-law has been proposed,

THEREFORE BE IT ENACTED by the Town of Riverview under the authority vested in it by the *Community Planning Act* as follows:

- (1) A Secondary Municipal Plan for the physical, social, and economic development of the Bridgedale, Gunningsville, and Robertson area be hereby adopted.
- (2) Chapters 1 through 12 of the document, hereto attached, entitled, “Bridgedale-Gunningsville-Robertson Area Secondary Municipal Plan”, and Schedules A, B, and C constitute the Secondary Municipal Plan mentioned in subsection (1).

ENACTED this _____ day of _____, A.D. 2027.

MAYOR

Andrew J. LeBlanc

TOWN CLERK

Marieka Dow

First Reading

Second Reading

Third Reading

Table of Contents

1.	Background.....	1
1.0.	Purpose.....	1
1.1.	Extent.....	2
1.2.	Context.....	3
2.	Public Engagement and Feedback.....	5
3.	Urban Planning Principles.....	7
4.	General Development.....	8
4.0.	Urban Design and Community Cohesion.....	8
4.1.	Economic Development.....	9
4.2.	Ecological Resilience.....	10
4.3.	Efficient Use of Infrastructure.....	11
4.4.	Affordable Housing Development.....	12
5.	Urban Structure.....	12
6.	Residential Development.....	13
6.0.	Low Rise Neighbourhood Development.....	14
6.1.	Mid-Rise District Development.....	14
7.	Commercial Development.....	15
7.0.	Mixed Use Corridor Development.....	15
8.	Parks and Open Space.....	17
8.1.	Central Community Park.....	17
8.2.	Environment.....	19
9.	Institutional Development.....	19
10.	Transportation.....	20
10.0.	Road Network.....	20
10.1.	Active Transportation.....	21

11. Infrastructure.....21

11.0.Storm Sewer 22

12. Implementation 22

DRAFT

Land Acknowledgement

Riverview is located within the traditional, unceded territory of the Mi'kmaq Peoples.

This territory is covered by the *Treaties of Peace and Friendship* which the Wabanaki People first signed with the British Crown in 1725. The treaties did not deal with the surrender of lands and resources but in fact recognized the Wabanaki title and established the rules for what was to be an ongoing relationship between nations.

We affirm our commitment and responsibility in improving relationships between nations, and to improving our own understanding of local Indigenous Peoples and their cultures.

DRAFT

1. Background

1.0. Purpose

This Bridgedale-Gunningsville-Robertson Area Secondary Plan is a supplementary plan to the Town of Riverview's Municipal Plan. It serves the purpose of detailing some of the Municipal Plan's general policies, and to refine them to meet the specific needs of the Bridgedale-Gunningsville-Robertson area (the "Plan Area"). While the Municipal Plan creates the overall vision and high-level policies for the town as a whole, there was a growing need for policy directions focusing specifically on the Plan Area as the area has remained difficult to develop. Reasons for this difficulty include:

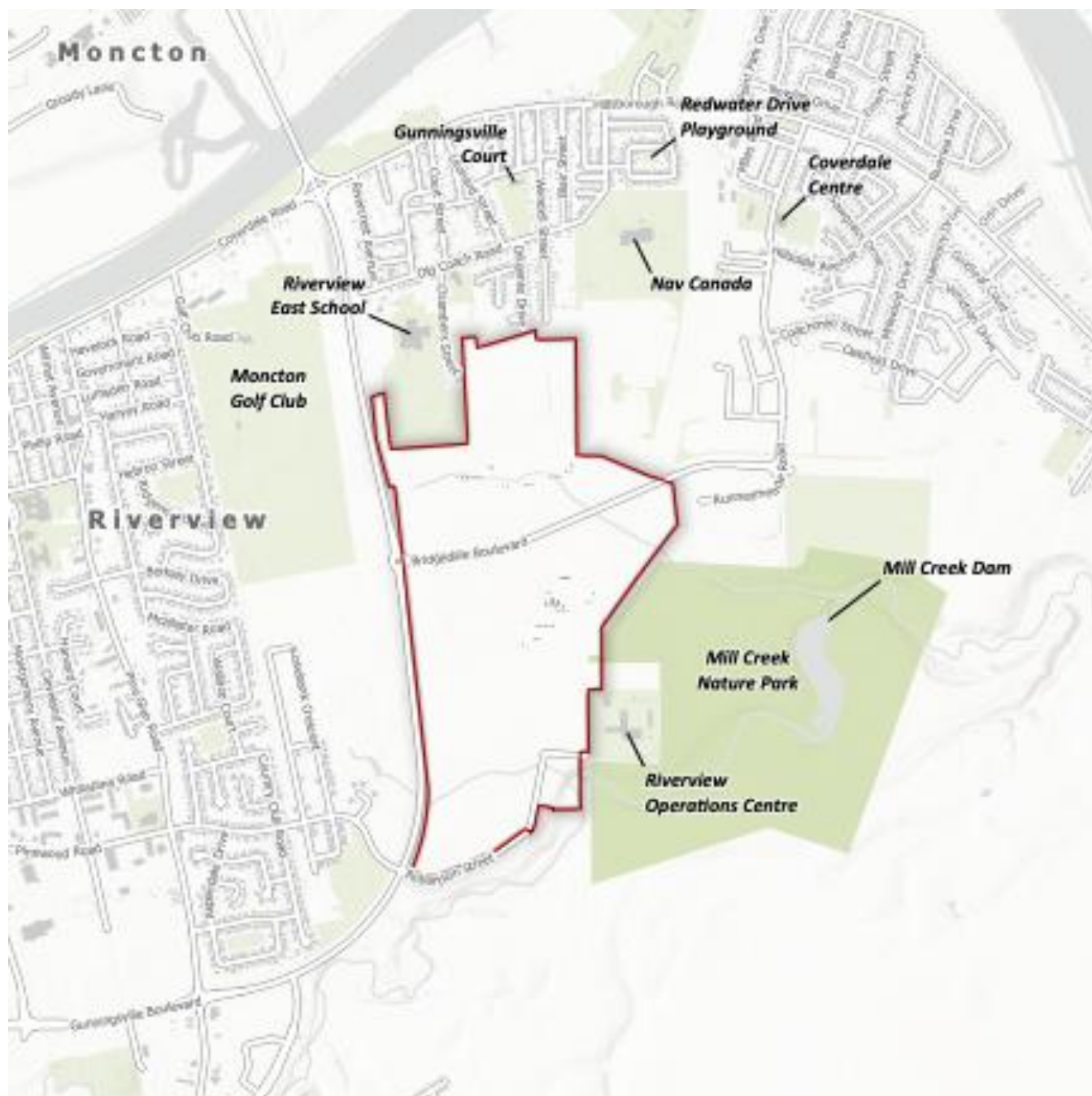
- The unknown magnitude and perimeter of wetlands and watercourses in the area;
- The need for innovative engineering solutions to conserve natural assets and mitigate uneven terrains;
- The fragmented nature of parcels in the area, possessed by multiple different landowner groups including the Town, with different visions for their land and a lack of collaboration;
- Servicing cost constraints and market appropriateness;
- The Controlled Access By-law requiring street connections into Bridgedale and Gunningsville Boulevards to be a minimum of 200 metres apart from each other to preserve efficient traffic flow; and most importantly
- The urban planning requirement in past Municipal Plans for Secondary Plans to be developed for the expanse of land within the Plan Area prior to any development, to ensure a holistic and well-connected approach to future development.

While the town-wide policies of the Municipal Plan and other plans and strategies still apply to this document, this Secondary Plan will create a secondary level of policy guidance that is more reflective of the Plan Area's current needs. The policies brought forward in this Plan therefore apply in conjunction with the Municipal Plan for the Town of Riverview.

1.1. Extent

This Bridgedale-Gunningsville-Robertson Area Secondary Plan applies to lands in the eastern portion of the town, generally situated around Bridgedale Boulevard and shown with a red boundary on the map below. The lands lie between Mill Creek Park to the east, the Carriage Hill Estates subdivision to the northeast, the neighbourhood of Gunningsville and the Riverview East School to the north, Gunningsville Boulevard to the west, and Robertson Street to the south.

DRAFT



1.2. Context

The broader Greater Moncton Area has been one of the fastest growing regions in the country in recent years. Corresponding with this growth, the population of the Town of Riverview has been steadily growing, with a growth rate of 4.7% between 2016 and 2021.

The Town has maintained a strong identity as a tight knit, welcoming community with a small-town feel. However, growth in Moncton and Dieppe has far outpaced growth in Riverview. Comparing trends across the region can provide valuable context for understanding Riverview's position within the Greater Moncton Area, while recognizing that each municipality has distinct development patterns, long-term objectives, and identities.

As cities, Moncton and Dieppe have experienced higher rates of population growth and have attracted a larger share of younger residents. According to the 2021 Canadian Census, seniors represented 22% of Riverview's population, compared with 19% in Moncton and 17% in Dieppe. At the same time, Riverview has embraced its growing senior population by becoming New Brunswick's 15th Age-Friendly Community in 2024, reflecting the Town's commitment to creating an inclusive community for residents of all ages. As the region continues to grow, Riverview has opportunities to attract additional young families and working-age residents while continuing to support older adults and preserving the qualities that make the community unique.

The housing stock in Riverview is predominantly single-family homes, which represent 64% of all housing in Riverview. In comparison, single-family homes form 48% of all housing in Dieppe, and 42% in Moncton. The 2024 Riverview Housing Needs Assessment provided many insights into the community's priorities when it comes to housing. Resident engagement undertaken as part of this work identified housing affordability as the most significant concern among Riverview respondents, with 82% characterizing affordability as a "Critical or High Need", while 62% emphasized the need for rental housing. Moncton and Dieppe have seen more apartment construction – while apartments form only 16% of the housing stock in Riverview, they form 21% of the housing stock in Dieppe and 33% in Moncton. This pattern means that Moncton and Dieppe have a higher availability of affordable and suitable housing options for younger people as well as for seniors looking to downsize. Similar support for housing diversity in Riverview could enable the town to both attract new residents and maintain their existing populations throughout their lifespans, by creating housing options for young Riverview residents who want to continue living in Riverview as well as Riverview seniors looking to age in place.

The Town's recent Commercial Market Threshold Report found significant potential for growth and prosperity within the town. Riverview residents are highly supportive of local businesses and strongly value the convenience of shopping close to home. The town is home to over 1,200 businesses and boasts strong markets in groceries, pet care and automotive services, and is well-positioned with recreational attractions within the town as well as the potential to act as a gateway to tourist attractions like Fundy National Park and Hopewell Rocks Provincial Park. In-demand sectors include

restaurants and coffee shops, clothing retail, health and personal care services, and tourism accommodations. By creating opportunities for these businesses, Riverview is poised to become a dynamic hub for residents and visitors alike.

The town remains well positioned for future growth and is considered an attractive destination for newcomers and young families. The variety of open spaces and recreational opportunities offered in the municipality are also attractive to new residents, such as recent investments by the Town in the Riverview Recreation Complex located just outside the Plan Area. This Plan provides opportunities for a range of housing forms in order to be prepared for future demand and growth. The Plan also encourages the creation of a commercial node in order to attract new businesses to the area, with flexibility built into the Plan to enable various types of commercial uses.

2. Public Engagement and Feedback

Two rounds of public engagement were conducted as part of preparing this Secondary Plan. The initial round of engagement gathered public input on what types of uses and development they would like to see in the area. The second round of engagement presented the public with a preliminary concept for development in the area and gathered public feedback on this concept. Activities conducted as part of public engagement include:

Round 1 (December 2025 – January 2026):

- In-person Open House – 28 participants
- Online public meeting – 21 participants
- Shareholder interviews – 9 participants
- Landowner interviews – 6 participants
- Online interactive map – 123 participants (214 comments)

Round 2 (April – May 2026):

- In-person Open House – 37 participants
- Online public meeting – 21 participants
- Landowner interviews – 4 participants

- Online interactive map – 35 participants (80 comments)
- Online survey – 18 participants

All public engagement activities were advertised extensively via social media, the Town of Riverview news section of the website, publicly available Council reports, and more. Additionally, a project website with informational materials was available throughout the project. Several rounds of review with an internal steering committee and workshops with Town Council were also conducted during the preparation of this Plan.

These public consultations established a range of guiding principles for development, on which the rationale of this Secondary Plan is based. These principles, which reflect the essence of public feedback, can be summarized as follows:

Highlight the Area's Natural Assets: Community members strongly felt that Riverview's open spaces and access to nature are a key component of the town's identity. There was strong support for protecting wetlands and integrating nature as a defining feature of future development by expanding and improving parks. Many community members would like to see an expanded trails network in the area with connections to existing trails.

Provide More Housing Options: Community members would like to see a wider range of housing types and densities, and more affordable options in the town. There was feedback about needing housing for a diverse range of groups such as trainees at NAV Canada, seniors looking to downsize, single-parent families, and newcomers with multigenerational households. There was also a desire to see a variety of housing typologies developed in accordance with community demand.

Create a Complete Community: There was interest in creating a neighbourhood that can easily serve the needs of daily life close to home by providing amenities such as parks and playgrounds, schools, grocery stores, clinics and small local businesses such as cafés and retail. Community members are generally more interested in commercial areas that have a walkable neighbourhood feel rather than auto-oriented shopping plazas with big-box stores.

Provide Safe and Convenient Connections: Community members felt that many surrounding neighbourhoods are disconnected from each other, and that development in the Plan Area could help provide more convenient connections for walking, cycling, and driving. Safe walking connections were consistently prioritized, especially for children going to school. There was interest in providing alternative routes for vehicles in the area to reduce reliance on Hillsborough Road, however, there were also concerns about increased through traffic in existing neighbourhoods.

Many community members do not want to see a significant number of intersections added directly onto Gunningsville Boulevard, maintaining it as a limited-access arterial road.

3. Urban Planning Principles

Based on the community values derived from public feedback, and the socioeconomic and ecological context in which the Town of Riverview finds itself, the Secondary Plan will aim to reach general planning goals for the area as follows:

Ecological Integrity and Connectivity: The philosophy of the Secondary Plan is to accommodate the anticipated population growth at a prudent rate of urban footprint increases, in order to protect valuable natural assets in the area. Wetlands stand out as a natural feature that have a large presence within the Plan Area. These wetlands contribute important ecological function and help to manage stormwater, potentially saving the Town large expenses for hard-engineered infrastructure fulfilling the same goal. Additionally, preserving ecological integrity and the existing connectivity that the land provides for wildlife is integral. The plan balances the need for ecology protection and mobility network connectivity. Finally, natural areas provide an opportunity for recreation for nearby residents. Consideration for wetlands and wetland-friendly policies for nearby development will therefore play an important role in this plan.

Complete Communities: The diversity of people and activities helps communities to be physically, socially, and economically vibrant. This Plan provides land use and design policies to promote pedestrian supportive, mixed-use developments that allow safe and convenient access to the goods and services needed in daily lives within walking distance. This will also provide opportunities for residents of the surrounding existing neighbourhoods to access recreational and commercial amenities and services. It is the intent of this Plan to create a neighbourhood that is easily accessible, encourages local businesses, and provides services to meet residents' needs.

Connectivity and Mobility: Development needs to be integrated with an appropriate regard for how people will move around the area. Facilitating response times for emergency services and ensuring efficient community evacuation routes are available in the event of an emergency are also important considerations. This Plan intends to build a network of people-first transportation such as trail connections that enable easy mobility and connectivity throughout the Plan Area. The intent would be that residents and visitors will not be over-reliant on the use of personal automobiles. This will promote active lifestyles and induce less overall traffic in new and existing neighbourhoods. Strategic

new road connections can also help improve access and connectivity, facilitating emergency response.

Human Scale Design: Building and streetscape design can make people feel more at ease and allows them to relate to their surroundings. This Plan provides direction for a built environment that respects human scale. By utilizing built form requirements such as appropriate setbacks and well-spaced building entrances, human scale can be emphasized and celebrated. Such design, paired with appropriately sized streets, open space, and plazas create an environment where people feel comfortable and want to explore their own communities.

Growth Nodes and Corridors: It is the intention of this Plan to add to the town's fabric of mixed-use growth nodes and their connecting corridors to spread commercial and recreational amenities more evenly through the town. Most of such growth is planned to occur along Bridgedale Boulevard, featuring the form of mixed-use mid-rise buildings, with opportunities for standalone commercial buildings as well. This area will create a new service centre for the town, which will transition into the surrounding lower density neighbourhoods.

4. General Development

In keeping with the urban planning principles set out for this Plan, the overarching land use concept for the Plan Area rests on a holistic approach to land use planning that anchors resiliency as a core principle. Since planning must strive to future-proof a community, the kind of resiliency aspired to is a multifaceted concept – one that goes beyond environmental consideration to include economic vitality, community cohesion, and adaptability to future growth. A robust and resilient town is one that can absorb pressure, recover quickly from challenges, and continue to thrive through adaptation.

The planning approach for the Bridgedale-Gunningsville-Robertson Area embodies the belief that mitigation of risks such as social isolation, economic volatility, climate risks, high infrastructure costs and traffic congestion is achieved through the design of neighbourhoods that are lively, efficient and adaptable. This Secondary Plan sets out a comprehensive framework that embraces this philosophy by shaping neighbourhoods that are compact, connected, complete and strong by design.

4.0. Urban Design and Community Cohesion

A well-designed urban environment contributes directly to the health, safety, and wellbeing of residents. The way neighbourhoods, streets and public spaces are planned and built influences

opportunities for physical activity, social interaction, access to nature, and protection from environmental hazards. Accessibility and age-friendly design are also core considerations for streets and public space design. Thoughtful urban design helps foster vibrant, inclusive, and resilient communities, where development patterns respect natural systems and create places that support daily life, comfort and belonging.

Past suburban expansion has led to fragmented neighbourhoods dependent on long vehicle trips for even the most basic daily trips, such as travel to schools. This pattern is neither economically sustainable nor supportive of social and environmental wellbeing. The creation of a well-defined local core within the Plan Area will enable residents to access shops, recreation, and workplaces within short walking or cycling distances from housing, building a self-sufficient and connected community.

Resiliency in this sense also means fostering social durability. The design of the built environment influences the strength of community bonds, and this Plan seeks to create places where residents can meet naturally – in parks, cafés, along tree-lined streets, and within vibrant local centres. Public spaces surrounded by mixed-use buildings and thoughtfully integrated standalone commercial uses that complement the urban form and foster walkability can encourage everyday interaction. In these environments, community life becomes the foundation of safety, health, and town identity.

- Policy 4.0.1.** Council shall guide development in the Plan Area according to a framework that emphasizes compact growth, mixed-use neighbourhood corridors, and an interactive fabric as the foundation of community resilience.
- Policy 4.0.2.** Council shall encourage development that contributes to a complete community structure by including a variety of housing forms, local services, parks and public spaces within walking distance of all residents.
- Policy 4.0.3.** Council shall encourage development patterns and mobility options that minimize reliance on private vehicles and prioritize safe, accessible routes for pedestrians, cyclists, and transit users.

4.1. Economic Development

The Town of Riverview supports the mixed-use vision of the Plan Area to integrate commercial activities within the residential environment. The policies of this Plan are aligned with the Town of Riverview's Community Economic Development Strategy and support economic development by

providing increased opportunities for employment, housing, services and encouraging development that will build a livable and attractive neighbourhood.

Policy 4.1.1. Council may consider strategic growth targets and economic development objectives of this Plan and the Community Economic Development Strategy when amending the Zoning By-law.

Policy 4.1.2. Council shall consider working with other levels of government and public and private institutions to maintain and expand employment in the Plan Area, and to create synergies between key services, infrastructure development, and economic sectors.

Policy 4.1.3. Council shall encourage development that incorporates local commercial, service, and employment opportunities within residential neighbourhoods to strengthen the local economy, reduce travel needs, and support fiscal sustainability.

4.2. Ecological Resilience

Environmental resilience is an important aspect of a resilient town. The wetlands and watercourses of Riverview are assets that provide natural infrastructure for stormwater management, temperature regulation, and biodiversity. Integrating these systems into the urban fabric will mitigate flood risks, reduce municipal infrastructure investment and maintenance costs, and improve residents' quality of life. A green network of parks, open spaces and trails will link neighbourhoods together, creating an urban structure where nature and community coexist.

Vegetation cools the urban environment, shelters residents from strong winds, improves air quality and supports pollinators essential for urban food systems. By integrating and protecting biodiversity within the urban fabric, the town can not only safeguard itself against climate-related hazards but also create healthier, more livable environments for residents. A long-term management approach to the tree canopy can help make valuable contributions to the biodiversity of the area and protect the area's residents from heat island effects and other negative impacts of climate change.

Policy 4.2.1. Council shall integrate natural assets into urban design by maintaining continuous green corridors and considering wetlands and watercourses.

Policy 4.2.2. Council shall encourage the use of green infrastructure in major developments and the integration of such infrastructure into the parks and open space system where appropriate, such as naturalized stormwater features.

Policy 4.2.3. Council shall promote building and neighbourhood design that supports long-term adaptability and energy efficiency, ensuring that new developments can evolve to meet future needs.

Policy 4.2.4. Council shall aim to increase the tree canopy density on Town-owned lands and in new public parks.

4.3. Efficient Use of Infrastructure

Fiscal resilience is another pillar of this planning approach. By concentrating development in walkable nodes, the Town will be able to provide higher-quality public spaces, efficient transit service, and water and sewer infrastructure that is both sustainable and fiscally responsible. Local commercial uses embedded within residential neighbourhoods will diversify employment opportunities, keep spending within the community, and strengthen the town's local economy against global uncertainties.

Reducing residents' dependence on private vehicles also has direct fiscal and social benefits. When residents need to drive less, they spend less of their disposable income on gas and car maintenance. At the same time, fewer car trips improve traffic conditions for the entire community, making streets safer, reducing congestion, and lowering infrastructure wear.

The Plan encourages diverse housing options and flexible building forms that can respond to new demographic and economic realities. The same mixed-use buildings that serve young families today may accommodate seniors or creative workspaces in the future. This adaptability ensures that the Bridgedale-Gunningsville-Robertson Area will remain relevant and vibrant for generations to come.

Policy 4.3.1. Council shall prioritize development that aspires to a compact urban form, maximizing the efficiency of public investment and minimizing long-term maintenance obligations.

Policy 4.3.2. Council shall coordinate public investment in infrastructure, transit, and public spaces with compact, walkable growth patterns to enhance service efficiency, cost-effectiveness, and community quality of life.

Policy 4.3.3. Council shall promote development patterns and mobility options that reduce reliance on private vehicles, helping residents save on transportation costs, improve local traffic flow, and support safer, more sustainable streets.

4.4. Affordable Housing Development

The Riverview Affordable Housing Strategy 2024-2029 is a comprehensive plan designed to address the growing need for affordable housing in the community. Recognizing the pressures of demographic growth and rising housing costs, the strategy sets out a vision to increase the supply and diversity of affordable housing options for residents at all income levels and life stages. It outlines concrete actions across five key goals: facilitating affordable housing supply, providing quality and diverse housing, fostering collaboration among shareholders, integrating housing policy with broader municipal strategies, and establishing ongoing monitoring and improvement processes. It is the intent of this Plan to support the development of affordable housing in the town.

Policy 4.4.1. This Plan recognizes opportunities to support affordable housing, including through the range of housing forms already permitted within the residential zones, while having regard for the Town's Housing Needs Assessment and Affordable Housing Strategy.

5. Urban Structure

The Generalized Future Land Use Map, identified as Schedule A, establishes the five (5) land use designations that form the land use framework for managing growth within the Plan Area. Each designation is identified with the prefix "ER" (East Riverview). The characteristics of each designation are summarized as follows:

- The **ER-Neighbourhood** Designation is applied to areas adjacent to existing low-rise neighbourhoods that surround the Plan Area, such as Gunningsville or the Carriage Hills subdivision. The intent of this designation is to recognize the character of these surrounding neighbourhoods and extend them into the Plan Area. This designation also permits community uses such as schools and parks.
- The **ER-District** Designation is applied to most of the lands within the Plan Area that are not adjacent to existing low-rise neighbourhoods. The intent of this designation is to allow for a variety of denser housing types, from townhouses to mid-rise apartment buildings. This designation also permits community uses such as parks.
- The **ER-Boulevard** Designation is applied to lands around the intersections of Gunningsville and Bridgedale Boulevards, and Gunningsville Boulevard and Robertson Street/Pinewood Road. The intent of this designation is to create commercial and mixed-use nodes along major roads and transit corridors.

- The **ER-Parks and Public Space** Designation is applied to lands that include parks and public uses such as playgrounds, plazas, and similar forms of community space. The intent of this designation is to support the creation, maintenance and enhancement of a network of parks.
- The **Wetlands** Designation is applied to lands that include ecologically sensitive areas. Ecologically significant areas include those wetlands that have a total area greater than 1 hectare, or which connect to a watercourse, and are shown on Schedule C of this Plan.

Policy 5.0.1. Council shall establish the urban structure for the Plan Area by creating the following designations: ER-Neighbourhood, ER-District, ER-Boulevard, ER-Parks and Public Space, and Wetlands as shown in Schedule A.

As the lands within the Plan Area are likely to undergo subdivision and adjustments to property boundaries, a need may arise to adjust the boundaries of designations to match new property boundaries and make development feasible.

Policy 5.0.2. When considering proposals to redesignate properties within the Plan Area, Council shall consider:

- a) That the intent of the urban structure of land use designations of this Plan is maintained, providing a transition from ER-Boulevard, ER-District, to ER-Neighborhood Designations
- b) That a sufficient land supply is maintained in the ER-Boulevard Designation around the Bridgedale-Gunningsville and Gunningsville-Roberston intersections to reasonably accommodate commercial development.

6. Residential Development

It is the intention of this Plan to provide adequate lands to accommodate significant residential growth within the Plan Area, while protecting ecologically sensitive areas. Development within the Plan Area will largely consist of residential development, including areas of low-rise and mid-rise development. Mid-rise development shall be the preferred use throughout most of the Plan Area, to encourage densification rather than urban sprawl into ecologically sensitive areas, and a more environmentally and fiscally sustainable use of infrastructure.

6.0. Low Rise Neighbourhood Development

Much of the town's development history has focused on low density neighbourhoods of primarily single unit dwellings. As a result, existing residential development surrounding the Plan Area consists of primarily low-rise neighbourhoods. To maintain the character of these existing neighbourhoods, it is the intent of this Plan to designate areas of low-rise development immediately adjacent to existing low-rise neighbourhoods

Policy 6.0.1. Council shall zone all lands within the ER-Neighbourhood Designation with the Low-Rise Residential (R-LR) Zone of the Town's Municipal Plan and Zoning By-law.

Additionally, policies for the Residential Designation of the Town's Municipal Plan will also apply to properties within the ER-Neighbourhood Designation of this Plan to ensure consistent development across the town.

6.1. Mid-Rise District Development

A compact urban form makes better use of public investment by reducing the cost of extending infrastructure and services. Apart from the individual benefits for each resident that result from being closely located to various amenities, compact growth also benefits the fiscal health of the Town as a whole. Significant portions of the Plan Area will be protected from development for ecological reasons, and as a result land suitable for development may need to accommodate higher densities in order to prevent the overall urban footprint from sprawling more than needed, especially into ecologically sensitive areas. Increasing density also helps accommodate differences in community members' ages and lifestyle. As a result, it is the intention of this Plan to designate a core district of mid-rise development in the Plan Area.

Policy 6.1.1. Council shall zone all lands within the ER-District Designation with the Residential Mid-Rise (R-MR) Zone of the Town's Municipal Plan and Zoning By-law.

Policy 6.1.2. Council shall include the following uses as conditional uses within the ER-District Designation on the Generalized Future Land Use Map in Schedule A:

- a) pharmacy or medical clinic uses;
- b) personal service shops;
- c) restaurants and coffee shops; and
- d) fitness centres, gyms or other wellness facilities.

Policy 6.1.3. When considering conditional use applications for the commercial uses listed in Policy 6.1.2 the Committee shall consider:

- a) design elements that ensure a pedestrian friendly environment and encourage active street facing facades including but not limited to public entrances facing the street, parking located at the rear of the building, increased glazing on the ground floor, and visual articulation on street facing facades; and
- b) compatibility of the proposed building with abutting lots and residential uses including but not limited to massing of the building and height transitions, screening of parking areas, landscape buffering where appropriate.

7. Commercial Development

It is the intention of this Plan to encourage economic growth in the form of commercial and office employment uses within the Plan Area. Both Gunningsville and Bridgedale Boulevards are significant arterial roads that provide strong connectivity to other parts of the region, and the intersection of the two roads is a prominent, highly visible area in the town, supportive to the success of commercial businesses in the future. Bridgedale Boulevard is also planned to extend to Hillsborough Road, further improving accessibility and connections to regional attractions. Fundy National Park and Hopewell Rocks Provincial Park welcome over 600,000 annual visitors, and the Plan Area represents a prime opportunity for commercial development in the tourism industry to capitalize on this strategic location advantage

This area around the Bridgedale-Gunningsville intersection can be developed as a strong commercial corridor for the town, serving not only future residents within the Plan Area but also acting as a new commercial and service centre for residents in the surrounding areas. The intersection of Gunningsville Boulevard and Robertson Street is a similarly prominent intersection and can also act as a secondary commercial corridor. The intent of this Plan is to encourage commercial development in the Plan Area through a flexible, mixed-use approach that also allows for standalone commercial uses.

7.0. Mixed Use Corridor Development

As a goal of this Plan is to promote dense growth and create a complete community that limits sprawl, protects ecologically sensitive areas, and makes efficient and sustainable use of infrastructure, it is important that new development within the commercial areas allow for mixed uses, to promote

easy access to service and amenities and promote business success. At the same time, certain essential services such as grocery stores are also needed to create a truly complete community, and many of these services often develop in the form of standalone commercial buildings. It is the intent of this Plan to create flexible and inclusive policies to enable the development of a mix of building forms and densities along the commercial corridors in the Plan Area. The Mixed-Use Zone of the Town's Municipal Plan and Zoning By-law is a flexible zone that enables both mixed-use and standalone commercial development as-of-right.

Policy 7.0.1. Council shall zone the areas within the ER-Boulevard Designation with the Mixed Use (MU) Zone of the Town's Municipal Plan and Zoning By-law.

Policy 7.0.2. Council shall encourage commercial growth within the Plan Area by requiring that any residential development proposed within the ER-Boulevard Designation shall include commercial or community uses on the ground floor facing the street.

Policy 7.0.3. Council will direct the Planning Advisory Committee to consider design standard variances to aspects such as minimum ground floor height and minimum building height to support the development of single-use commercial buildings within the ER-Boulevard Designation with regard for the type of commercial use. Variances may be considered for:

- a) retail uses limited to grocery stores, supermarkets or pharmacies; or
- b) medical clinic uses.

Policy 7.0.4. When considering a variance under Policy 7.0.3., Council will direct the Planning Advisory Committee to have regard for the Urban Planning Goals of this Plan, by encouraging design elements such as:

- a) a pedestrian-friendly environment with direct pedestrian connections from the main entrance to the street and parking situated in the rear of buildings;
- b) driveway and loading access from secondary streets rather than arterial roads;
- c) landscaping, especially to mitigate against the heat island and stormwater management impacts of surface parking lots; and
- d) any other matters deemed advisable by Council.

Additionally, policies of Section 6.2 of the Town's Municipal Plan will also apply to properties within the ER-Boulevard Designation of this Plan to ensure consistent development across the town.

8. Parks and Open Space

The variety of parks and open spaces in the area contribute strongly to the town's identity. These major amenities play an important role in the social, cultural, economic, environmental, and physical health and well-being of our community's residents. It is the intent of this Plan to continue to contribute to Riverview's parks and open spaces and to provide easy access to recreation for the Plan Area's future residents. The Plan Area is directly adjacent to the Mill Creek Nature Park, with opportunities for new connections into the park. The Town of Riverview already owns multiple parcels of land within the Plan Area abutting the Mill Creek Nature Park, and these Town-owned lands will provide access to public spaces within the Plan Area for close-to-home recreation needs.

Policy 8.0.1. Council shall apply the Parks and Recreation (PR) Zone to all lands owned by the Town within the Plan Area that do not contain ecologically significant wetlands.

8.1. Central Community Park

While the neighbouring Mill Creek Park provides excellent opportunities for passive recreation in a natural wooded space, the increase in population in the area also warrants the creation of an urban park space with space for amenities such as a playground, small fields, and other active recreational uses. Such a park can act as a community living room or focal point where residents can meet and relax and can be activated with programming and recreational events. A park that is well integrated into the mid-rise district can also create visual interest by creating an open space for surrounding mid-rise buildings to be oriented towards and by varying height in the neighbourhood. An ideal location for such a central community park has been determined on and around the location of an existing damaged wetland that has lost its ecological function, and is shown on Schedule B.

The subdivision process in Riverview is regulated by the Subdivision By-law and typically involves the dedication of land or cash-in-lieu towards a public benefit. However, this process can result in small, fragmented parks scattered throughout the area, often in locations with poor visibility or on residual lands. It is the intent of this Plan to encourage landowners within the Plan Area to combine any land dedications for public benefit towards the development of a single, high-quality central community park.

Policy 8.1.1. Council shall, when a proposed subdivision involves dedication of lands for public purposes or cash-in-lieu, support the development of a central community park by:

- a) requiring the dedication of land within the approximate location of the central community park, for properties being subdivided where some portion of the property overlaps with the central community park area shown on Schedule B;
- b) requiring cash-in-lieu instead of land dedication (in excess of any land dedicated for trails or active transportation paths generally consistent with Schedule A), for properties being subdivided where no portion of the property overlaps with the central community park area shown on Schedule B;

Policy 8.1.2. Council shall utilize the funds obtained through the cash-in-lieu process described in Policy 8.1.1.a) of this Plan to acquire any additional lands needed to achieve the vision of this Plan for the central community park, and to develop and improve the park.

Policy 8.1.3. Where some portion of the property being developed overlaps with the central community park area shown on Schedule B, Council shall direct the Planning Advisory Committee to consider a variance to account for the development potential that would have been achievable on the parkland under the standards of the R-MR zone, with regard for:

- a) permanently protecting the central community park land from development through Land for Public Purpose dedication, easement, covenant, or other mechanism satisfactory to Council;
- b) the resulting development supporting the Goals of this Plan, including those respecting urban design, environmental protection, and neighbourhood compatibility; and
- c) the proposed development including height transitions generally consistent with the principles of the Height Transitions provisions of the Zoning By-law.

Policy 8.1.4. When considering a variance under Policy 8.1.3, Council shall direct the Planning Advisory Committee to consider any of the following:

- a) density and building form variances such as increased lot coverage, reduced setbacks, or any other building design requirements, with consideration for impacts on surrounding uses and stormwater management;

- b) parking variances such as reduced minimum automobile parking requirements, or shared parking arrangements; or
- c) any other design standard deemed suitable by Council

8.2. Environment

The Plan Area contains many ecologically significant wetlands, as well as numerous small wetlands, as identified by a wetland delineation survey undertaken during the development of this Plan. Ecologically significant wetlands include those wetlands that have a total area greater than 1 hectare, or which connect to a watercourse, and are shown on Schedule C of this Plan. These wetlands form part of the Mill Creek watershed, which provides valuable storage for stormwater runoff, and also serves as a habitat for many species. It is the intent of the Town to protect these ecologically significant areas

Policy 8.2.1. Council shall apply the Open Space and Conservation (OS) Zone of the Town's Municipal Plan and Zoning By-law on ecologically sensitive areas as well as on lands within a 30-metre buffer of such areas with the intent to protect and conserve these areas, as shown on Schedule C.

Policy 8.2.2. In considering road connections through ecologically sensitive areas, Council shall evaluate all options to minimize impacts on wetlands and watercourses.

Policy 8.2.3. When considering active transportation connections through ecologically sensitive areas, Council shall encourage low-impact trail designs such as elevated boardwalks or permeable surfacing.

9. Institutional Development

Institutional and public services play an essential role in enhancing the social, cultural, and economic potential of individuals and communities and are an important aspect of community planning. During the secondary planning process for the development of this Plan, it became apparent that the District scolaire francophone Sud is considering a new francophone school in Riverview, potentially to be located in the Plan Area, and that community members in Riverview would benefit from such a facility. It is the intent of this Plan to support the potential development of this school. The Provincial Department of Education and Early Childhood Development has ultimate authority over the prioritization and location of Francophone school development in Riverview.

Policy 9.0.1. Council shall include institutional and public services type uses within the ER-Neighbourhood Designation on the Generalized Future Land Use Map of this Plan that forms Schedule A.

The Town's Municipal Plan contains policies to support the development of schools and other public services within the town, and these will apply to the potential development of a school or other public use within the Plan Area as well.

10. Transportation

With the addition of new development in the Plan Area, planning for the movement of people and goods in the area must be at the forefront of this Plan. While there is a significant opportunity for new connections for automobile travel, these must be balanced with maintaining safe and quiet residential streets and providing alternative transportation options like transit, walking, and cycling. A well-planned network that provides for multiple modes of transportation will help Riverview become a more sustainable community.

10.0. Road Network

With Bridgedale and Gunningsville Boulevards serving as the Plan arterial road network, there is a need to provide connections to these roads without significantly impacting existing traffic flow. It is also preferable for the road network to be laid out in a manner that does not incentivize driving through neighbourhoods on local roads, with non-local traffic preferably being directed to arterial roads.

Policy 10.0.1. Council shall encourage the development of a road network generally consistent with the proposed roads shown on the Generalized Future Land Use Map in Schedule A during subdivision and development review processes.

Policy 10.0.2. Council shall explore the implementation of traffic management controls such as traffic circles/roundabouts for new intersections along Gunningsville and Bridgedale Boulevards.

Policy 10.0.3. Depending on the proposed type of development or use north of Bridgedale Boulevard, Council and/or the Developer may further investigate the costs, benefits and impacts of developing the proposed road connection between Chambers Street and Gunningsville Boulevard or Bridgedale Boulevard on Schedule A and shall not consider developing this road until after the completion of these studies. These

studies shall have consideration for neighbourhood connectivity, traffic patterns, public safety and accessibility, and the short- and long-term infrastructure costs.

Policy 10.0.4. Council shall encourage an interconnected street network that allows for multiple route options and avoids the creation of disconnected residential areas with limited access, especially with regard for emergency response and evacuation routes.

10.1. Active Transportation

Active transportation refers to travel by walking, cycling, or rolling (which includes modes such as wheelchairs and scooters). To promote and improve connectivity in the town, people need to be able to move about safely and efficiently by modes other than private vehicles. It is the intent of this Plan to encourage the development of a well-connected trails and sidewalk network throughout the Plan Area to improve pedestrian permeability and promote the use of active transportation. This network is also more suited to the compact development vision of this Plan and the creation of a complete community, where direct walking and cycling connections are prioritized between residences and amenities such as parks, schools, and commercial areas.

Policy 10.1.1. Council shall evaluate opportunities for connections to existing active transportation and trails networks during the review of all subdivision applications in the Plan Area.

Policy 10.1.2. Council shall, when a proposed subdivision involves dedication of lands for public purposes or cash-in-lieu, require the dedication of lands that allow for the development of an active transportation and trails network generally consistent with the proposed trails network shown on Schedule A.

Policy 10.1.3. In considering opportunities for active transportation connections, Council shall permit the use of multi-use paths rather than sidewalks on one side of a street, if a sidewalk is provided on the other side of the street.

Policy 10.1.4. Council shall prioritize the provision of safe active transportation connections to schools, community spaces and other similar uses that attract high pedestrian and cyclist traffic and vulnerable road users such as children and seniors.

11. Infrastructure

Municipal infrastructure includes water supply and distribution systems as well as sanitary and storm sewers. Existing water and sanitary sewer systems along Bridgedale and Gunningsville Boulevards

are well positioned to serve development within the Plan Area. Sections 4.1 and 4.3 of the Town's Municipal Plan contain policies around water and sanitary sewer systems respectively, and these will apply within the Plan Area as well.

11.0. Storm Sewer

The Municipal Natural Assets Initiative for the Town of Riverview completed in 2020 confirmed that the Mill Creek Watershed provides valuable storage for stormwater, estimated to be equivalent to infrastructure worth \$2 million in value. Maintaining the natural stormwater flow through the area and utilizing naturalized stormwater features has the potential to both economically and environmentally benefit the Town and future residents of the area.

Policy 11.0.1. Council shall explore the feasibility of integrating wetlands and other natural drainage features into the stormwater management system for the Plan Area.

Policy 11.0.2. Council shall explore the development of area-specific design standards for stormwater infrastructure that incorporate naturalized features such as ditches and bioswales.

12. Implementation

This Plan guides decision making for growth, development and investment within the Plan Area over the course of the next 20 years. The Plan will be implemented through various regulatory documents including the Zoning By-law.

Policy 12.0.1. Council shall recognize that this Secondary Plan is one of the principal documents for guiding development within the Plan Area, along with the Town's Municipal Plan. The Secondary Plan and the Municipal Plan shall be used in decision making as follows:

- a) All forms of development including zoning amendments, land subdivision and construction shall be consistent with this Secondary Plan and the Municipal Plan.
- b) The Zoning By-law and Subdivision By-law shall contain regulations that implement this Plan.
- c) Other Town By-laws will support the implementation of this Plan.
- d) Where this Secondary Plan may lack direction or conflict with the Municipal Plan, the policies and direction of the Municipal Plan will take precedence.

DRAFT

TOWN OF RIVERVIEW

GENERAL FUTURE LAND USE

SCHEDULE A

DRAFT

LAST UPDATED

2026.07.22

LEGEND

- Neighbourhood
- District
- Boulevard
- Parks and Public Space
- Protected Wetlands 30m Buffer
- Protected Wetlands
- Other Wetlands
- Proposed Trails
- Proposed Roads

PREPARED BY

UPLAND
PLANNING + DESIGN STUDIO

PREPARED FOR

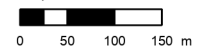


NORTH



SCALE

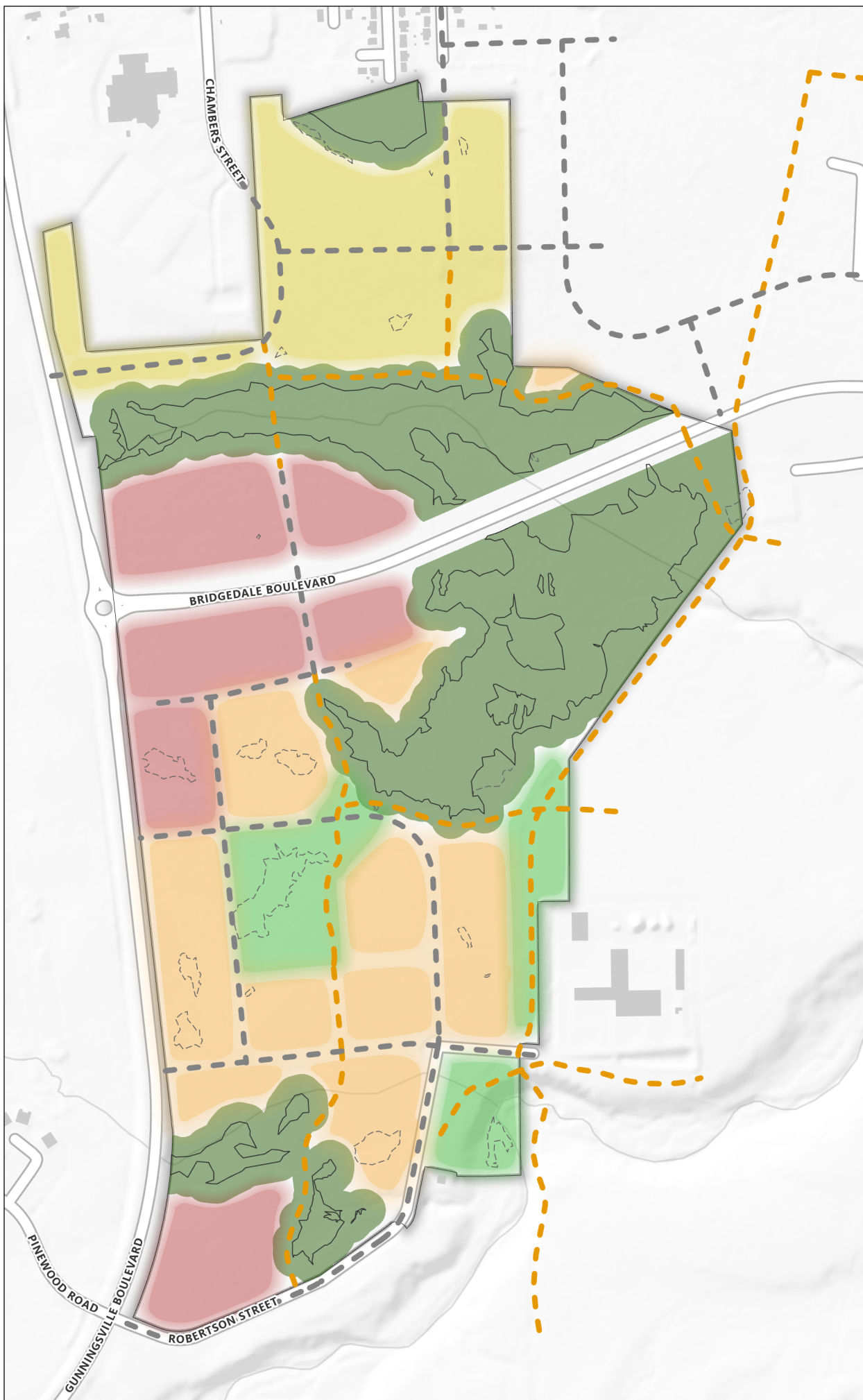
1:8,000



DATA SOURCE

Basemap: , Town of Riverview

FLU: UPLAND Planning + Design



TOWN OF RIVERVIEW

PROPOSED PARKS

SCHEDULE B

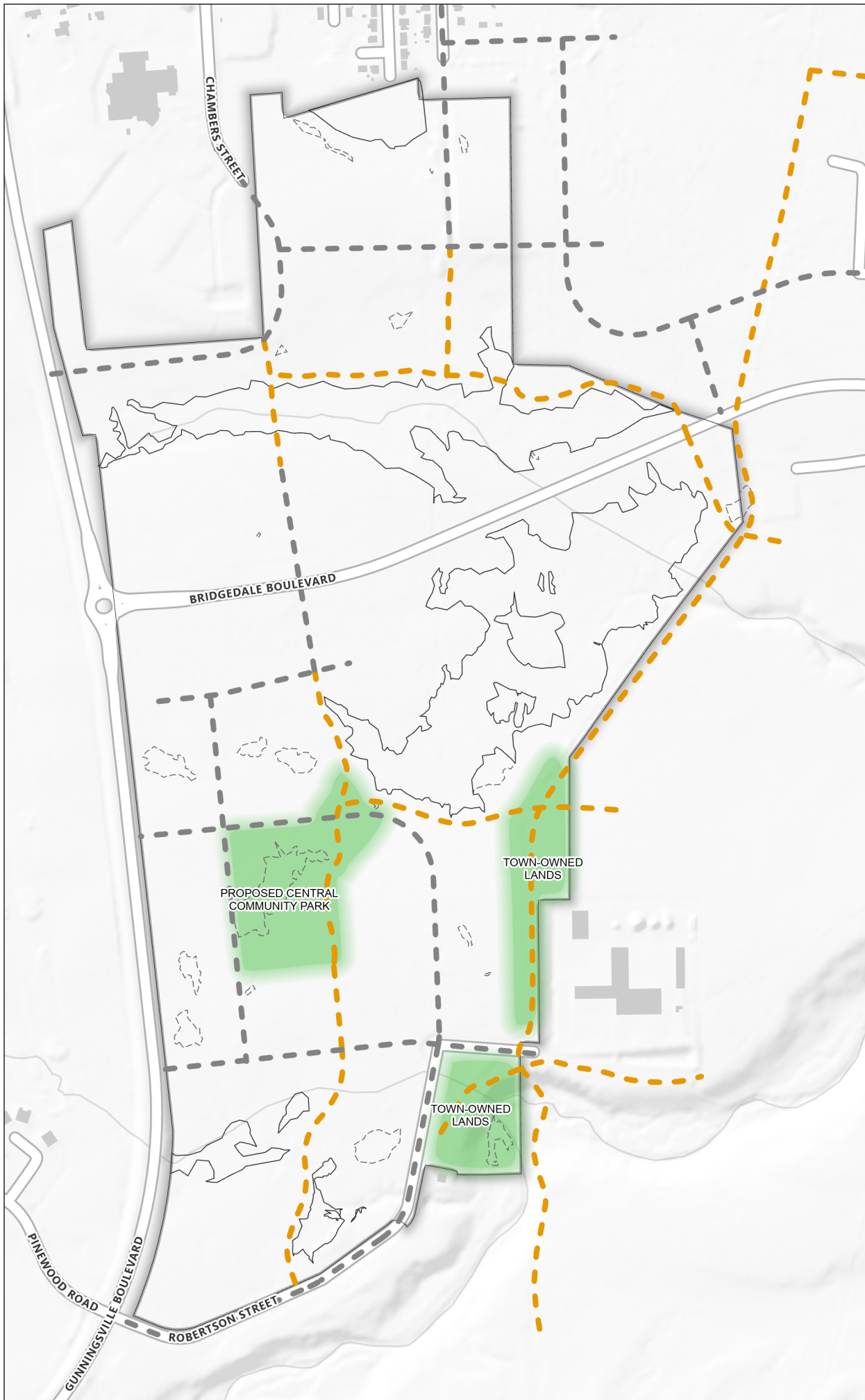
DRAFT

LAST UPDATED

2026.07.22

LEGEND

-  Parks and Public Space
-  Proposed Trails
-  Proposed Roads
-  Protected Wetlands
-  Other Wetlands



PREPARED BY

UPLAND
PLANNING + DESIGN STUDIO

PREPARED FOR

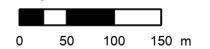


NORTH



SCALE

1:8,000



DATA SOURCE

Basemap: , Town of Riverview

FLU: UPLAND Planning + Design

TOWN OF RIVERVIEW

ECOLOGICALLY SENSITIVE AREAS

SCHEDULE C

DRAFT

LAST UPDATED

2026.07.22

LEGEND

-  Protected Wetlands
30m Buffer
-  Protected Wetlands
-  Other Wetlands
-  Proposed Trails
-  Proposed Roads

PREPARED BY

UPLAND
PLANNING + DESIGN STUDIO

PREPARED FOR



NORTH



SCALE

1:8,000



DATA SOURCE

Basemap: , Town of Riverview

FLU: UPLAND Planning + Design

