


# TOWN OF RIVERVIEW SECONDARY PLAN

## BRIDGEDALE, GUNNINGSVILLE, AND ROBERTSON AREA

*WHAT WE HEARD REPORT*

JANUARY 2025

# 1 INITIAL ENGAGEMENT



# WHAT WE DID

## SUMMARY

To ensure we heard from a wide range of perspectives, multiple methods of engagement were conducted. For our in-person engagement activities, we held a community open house at Riverview Town Hall.

We also conducted online engagement with the community, including an online public meeting for those who could not attend in-person, an interactive map, and virtual discussion sessions with key shareholders such as local organizations and property owners within the plan area.

## HOW WILL THIS REPORT BE USED?

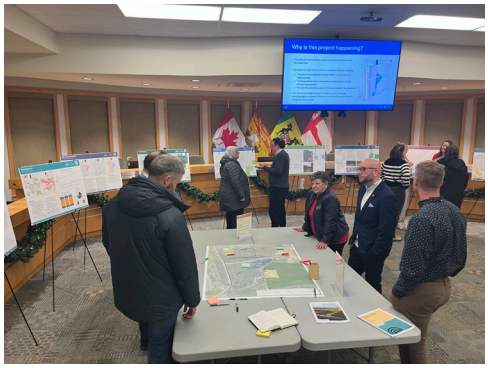
The information presented in this report will help guide the creation of a development concept and draft Secondary Plan, ensuring they reflect the community's needs and preferences. A second, future round of public engagement on these draft documents will lead to the final concept and Secondary Plan.

## COMMUNITY OPEN HOUSE

An in-person community open house was held in Council Chambers at Riverview Town Hall on December 10th, 2025, from 6:00 p.m. to 8:00 p.m., and was attended by 28 community members.

The open house commenced with a short presentation to share background information about the project, following which participants were able to view display panels showing more detailed information, speak with project team members about their ideas and concerns, and share their feedback on a large map of the plan area.





*Participants viewing panels and sharing their feedback at the community open house on December 10th, 2025.*

## ONLINE PUBLIC MEETING

A virtual public meeting was held over Zoom on December 9th, 2025, from 6:30 p.m. to 7:30 p.m, and was attended by 21 community members.

The online public meeting commenced with a short presentation to share background information about the project, followed by a discussion during which partners could ask questions and share their ideas and concerns.

## LANDOWNER AND SHAREHOLDER MEETINGS

There are a total of eight landowners within the plan area, with one being the the Town itself and the seven others being private landowners. In total, we received feedback from six out of the seven private owners, as well as nine shareholders representing local service providers and community organizations. These were:

Landowners:

+ Clayton Developments
+ Moemar Homes
+ Four private individuals

Shareholders:

+ Ability New Brunswick
+ District scolaire francophone Sud (Francophone School District)
+ Fundy Biosphere
+ Friends of Mill Creek Park
+ Multicultural Agency of the Greater Moncton Area
+ NAV Canada
+ New Brunswick Department of Environment and Local Government
+ Town of Riverview Community Engagement Worker for Business
+ Town of Riverview Community Recreation Coordinator

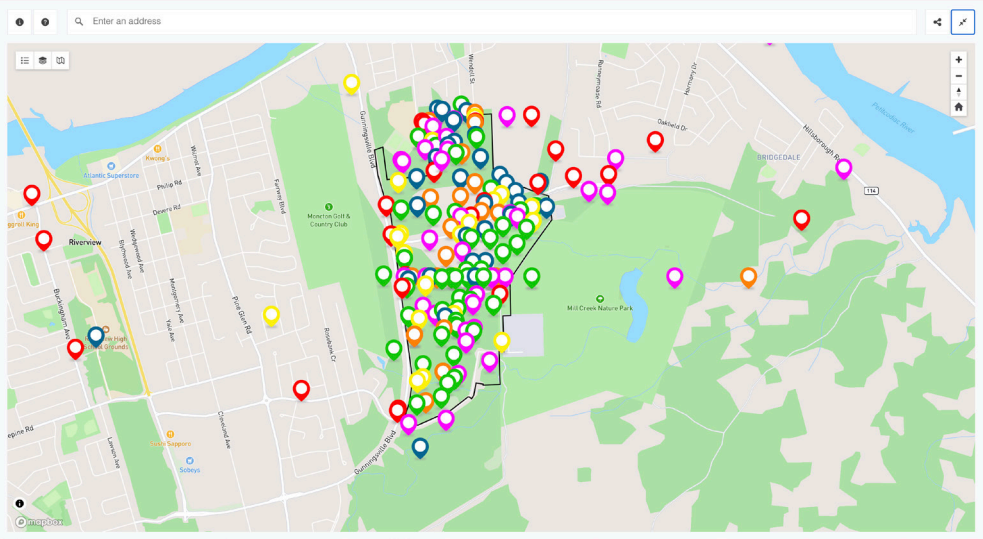
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## ONLINE INTERACTIVE MAP

An online interactive map was hosted on the project website from November 18th, 2025 to January 11th, 2026. Visitors to the website were encouraged to add a marker to the map and leave a comment with their feedback or suggestion. A total of 214 comments were received, from 123 individual contributors.

## ADVERTISING AND PROMOTION

The public engagement sessions and activities were promoted to the public via multiple social media posts ranging from November 18th, 2025 to January 7th, 2026, the Town of Riverview news section of the website, publicly available Council reports, and more.




*Screenshot of the online interactive map with markers added by participants.*

# WHAT WE HEARD

### HOW TO READ THIS SECTION

The key takeaways summarize the overarching sentiments of paticipants across all feedback received. This is followed by summaries of all feedback received organized into specific categories such as environment or housing, arranged in order from most mentioned to least mentioned themes. Some feedback is also organized into location specific feedback, shown on maps.

### KEY TAKEAWAYS

**Highlight the Area's Natural Assets**

There was strong support for protecting wetlands and forests, and integrating nature as a defining feature of future development.

**Provide More Housing Options**

Participants want a wider range of housing types and affordability options, with general support for a mix of densities and a desire for variety.

**Create a Complete Community**

There was a clear desire for a walkable, mixed-use community with local services such as school, amenities, and gathering spaces close to home.

**Provide Safe and Convenient Connections**

Safe walking and cycling connections were consistently prioritized, along with suggestions to improve transit frequency and create a well-connected street network.



### WHAT WE HEARD ABOUT... ENVIRONMENT

+ Many participants felt that the natural assets of the area should be protected, with a few suggesting that the area should remain undeveloped.
+ Many suggested maintaining at least some portions of the plan area (especially south of Bridgedale Boulevard) as untouched wilderness and expanding Mill Creek Park into the plan area.
+ Participants cited climate change and sustainability goals as reasons to maintain environmental features wherever possible, with a few participants highlighting the capacity of the wetlands to manage stormwater runoff.
+ Many also expressed that they value the easy access to nature available in Riverview.
+ Participants want to see buffers maintained around wetlands, and some participants expressed concern about impacts on wildlife in the area, especially deer and turtles, with one participant suggesting the creation of a wildlife corridor to allow wildlife to safely move through the area.
+ Some participants were willing to trade off on higher density if natural areas are well integrated into future development.
+ There were also a few suggestions to restore the native forest habitat.



### WHAT WE HEARD ABOUT... PARKS AND RECREATION

+ Separately from comments relating to environmental stewardship, many participants expressed a desire for new parks and green spaces to be incorporated into any future development. There were many suggestions for green buffers between developments.
+ Some participants expressed a need for playgrounds and features such as splash pads in the area, citing overcrowding at existing playgrounds.
+ Dog parks and off-leash dog areas were also suggested by a few participants.
+ Some participants highlighted the existing green space along Gunningsville Boulevard as a valued feature and would like to see a green buffer maintained along the boulevard.

+ A few participants suggesting arranging development around a central park or playground space.
+ There were a few comments suggesting community amenities in parks such as a public stage, public washrooms or vendor kiosks for ice cream or hot chocolate.
+ Some participants expressed an interest in new recreation facilities. Ideas that received support from multiple participants include a skating rink and especially a disc golf course. There were also a few suggestions for a dedicated pump track for cycling, as well as for public campgrounds or summer camps.
+ Participants felt that improved recreation opportunities could attract tourism to the area, especially in conjunction with the new recreation complex.



### WHAT WE HEARD ABOUT... ACTIVE TRANSPORTATION AND TRAILS

+ There was strong support for an expanded trails system in the area, including walking, running, cycling and cross-country skiing trails.
+ Many participants wanted to see the trails within Mill Creek Park extended out into the plan area, with suggestions to connect these trails with the Riverfront trail and the Dobson trail. Shareholders on the project also pointed out the ongoing development of the Shoreline Trail from Alma to Cap-Pelé, which will ideally connect through Mill Creek Park.
+ A few participants suggested boardwalks around the wetland areas, potentially with viewing platforms or educational programming.
+ Overall, participants indicated that they would like to see active transportation (AT) prioritized in any new development in the area.
+ A few participants felt that existing cycling infrastructure is overly focused on recreational use and should include better on-street bike lanes that connect cyclists to key destinations such as schools and employment hubs, allowing for cycling as a primary mode of transportation rather than just recreation.
+ There was also a suggestion to improve signage for cycling routes.
+ The need to provide safe and convenient walking and cycling paths for children to access schools was especially highlighted as an urgent need by participants.
+ There were suggestions to connect the Carriage Hill and Gunningsville neighbourhoods with AT infrastructure, as well as to provide AT connections to the new recreation complex.



### WHAT WE HEARD ABOUT... HOUSING AND DENSITY

+ When mentioning density, many participants were in favour of more dense forms of development such as multi-unit apartment buildings. These participants felt that denser forms of development would limit sprawl and allow for more natural areas to be preserved and incorporated into the development.
+ A few participants suggesting developing a mixed density neighbourhood.
+ However, a few other participants did not want to see dense development in the area and felt that Riverview should maintain a small-town character with primarily single-family homes, with a focus on bungalows and smaller homes to maintain affordability.
+ Many participants expressed interest in expanding the housing options available in Riverview

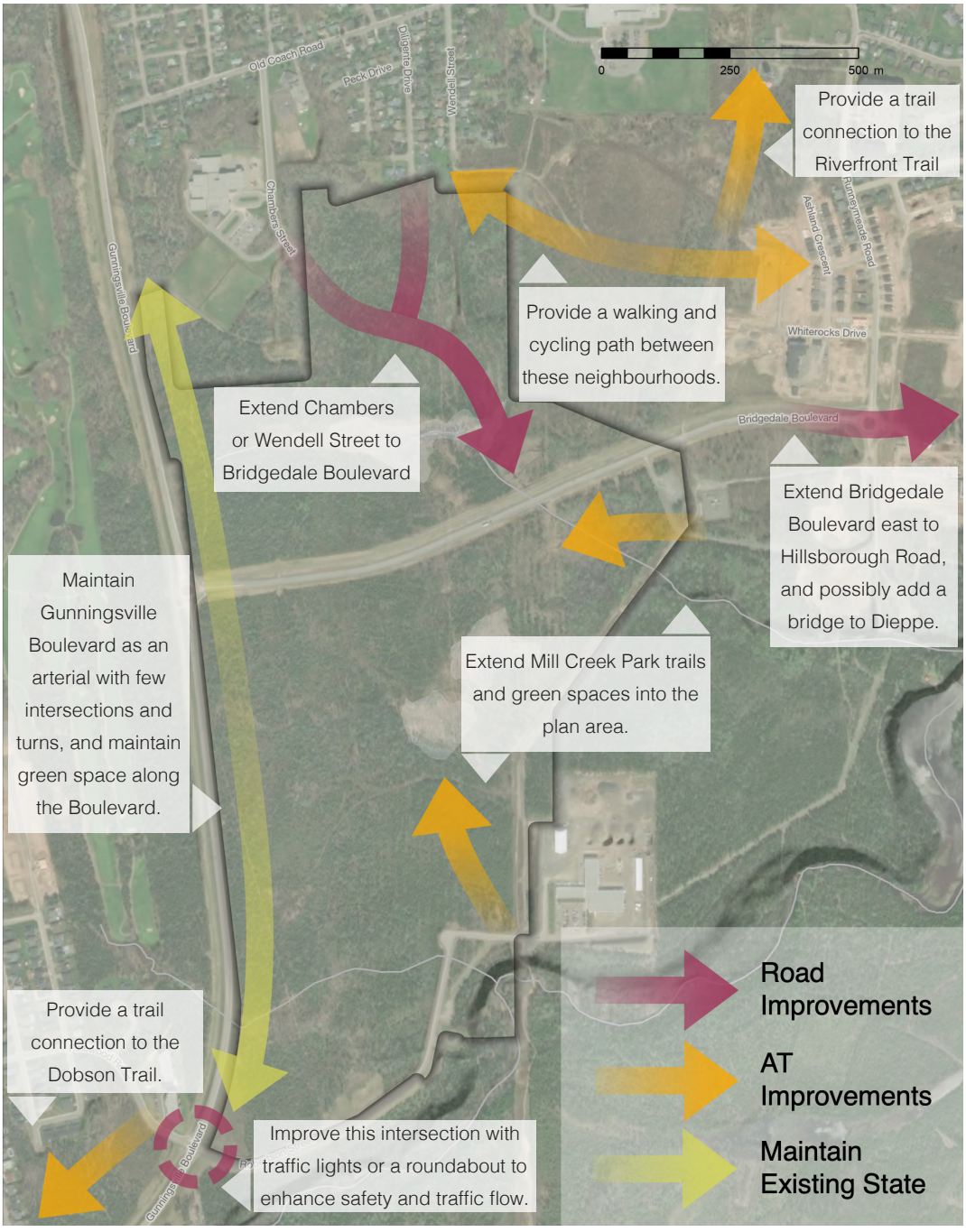
+ Participants expressed an interest in apartment rentals, including short-term rentals for NAV Canada's training centre students, and some expressed a desire for affordable housing options such as subsidized or co-operative housing models.
+ Shareholders pointed out that newcomers often need housing with 3 or more bedrooms, especially to accommodate multigenerational households, which can be hard to find in the area.
+ Housing for seniors was mentioned by multiple participants, with some expressing a need for downsizing options and others wanting to see a dedicated senior's home in the area.
+ One participant also pointed out the need for smaller rentals for single-parent families.
+ A few participants felt that Riverview has enough housing available and did not want to see new housing developments in the area.



### WHAT WE HEARD ABOUT... TRAFFIC AND VEHICULAR MOVEMENT

+ Many participants were interested in connecting existing streets in the Gunningsville neighbourhood with Bridgedale Boulevard to provide an alternative access to Hillsborough Road in and out of the neighbourhood.
+ However, a few participants were not in favour of making these connections, including one participant who was concerned about an increase in through traffic if these streets are extended. These participants instead favoured active transportation connections.
+ There were also a few suggestions to extend Bridgedale Boulevard east to Hillsborough Road, and potentially beyond with a bridge to Dieppe over the Petitcodiac River.
+ Participants wanted to see Gunningsville Boulevard maintained as an arterial and expressed that they do not want to see a significant number of intersections or turns added directly onto Gunningsville.
+ There were some requests in various areas to incorporate traffic calming measures and improved lighting to improve pedestrian safety, and a few suggestions to improve traffic control at the intersection of Gunningsville, Pinewood and Robertson by adding a traffic light or roundabout.

## SUGGESTED CONNECTIONS AND IMPROVEMENTS






UPLAND




### WHAT WE HEARD ABOUT... URBAN DESIGN AND PARKING

+ Among those in favour of development in the plan area, there was generally support for denser forms of development such as apartment buildings and townhouses, and mixed-use developments.
+ There were a few suggestions for ground floor retail and small setbacks from the street to create a walkable, human-scaled neighbourhood and places for community to interact and gather.
+ When mentioning commercial forms, participants were generally opposed to big-box store development, and wanted to see walkable commercial areas with smaller, local businesses.
+ Parking areas were mentioned by many participants as having a negative impact on community feel, with suggestions to reduce parking minimums, move parking underground or conceal parking areas.
+ However, a few other participants felt that ample parking has not been provided in other neighbourhoods, leading to overflow parking on neighbourhood streets, and suggested requiring higher off-street parking capacity.
+ There was also a suggestion to provide more parking at Mill Creek Park for visitors.
+ Some participants suggested improved lighting to improve perceptions of safety.
+ Some participants also mentioned wanting to see varied building design, expressing that repeated designs reduce community aesthetics.



### WHAT WE HEARD ABOUT... BUSINESSES AND SERVICES

+ Participants were eager to see smaller businesses in the area, rather than big-box stores, especially food and beverage businesses such as cafés, restaurants, bars and pubs. There were also a few suggestions for small retail stores, a grocery store, and a pharmacy.
+ One participant suggested a convention centre, and a few others mentioned the need for hotel accommodations, citing the proximity to the new recreation complex and Mill Creek Park as tourism draws.
+ There was one suggestion to create more strip malls, and another to create an industrial park.
+ Conversations with shareholders revealed that Riverview has a large share of home-based businesses and has low availability of commercial space for lease. These shareholders highlighted the need for a farmers' market to support farmers and home-based artisans.
+ One participant also expressed that affordability of commercial space was an important factor to support local businesses.
+ Creative solutions such as container market stalls near the waterfront were suggested to provide low-cost options for retail.



### WHAT WE HEARD ABOUT... COMMUNITY SERVICES AND SCHOOLS

+ Some participants would like to see a medical facility such as an urgent care clinic added to the area.
+ There were also a few comments suggesting new schools be built in the area, citing capacity issues at existing schools, and a few comments suggesting a new daycare facility.
+ The need for a francophone school was brought up by multiple participants and shareholders, citing rapid growth in the number of French-speaking students in the area. Shareholders highlighted funding opportunities for co-locating a Francophone school with other community amenities such as a library or daycare.



### WHAT WE HEARD ABOUT... TRANSIT

+ Some participants expressed that improved transit is needed in the area, especially to support new development.
+ Shareholders also pointed out that transportation can be a key challenge for newcomers and recent immigrants.
+ Participants wanted to see frequent, reliable bus service to the area at all times of the day.
+ A few participants emphasized the need to provide covered bus shelters with seating.
+ One participant suggested that a new Codiac Transpo hub could be developed in the area to improve transit frequency.

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