

Town of Riverview

Presented to: Mayor & Council

Department: Economic Development

Date: August 11, 2025

Subject: RFP #25-121 Secondary Plan for Bridgedale, Gunningsville, and Robertson Area, Contract Award



BACKGROUND

Following direction provided by Council, the Town of Riverview released a Request for Proposal (RFP) on May 27, 2025, seeking proposals from qualified proponents to deliver a Secondary Plan for the lands adjacent to Bridgedale, Gunningsville, and Robertson, delineating the wetlands, outlining a connectivity network, and providing zoning and land-use guidelines.

The RFP was advertised on the New Brunswick Opportunities Network (NBON). The Town received three (3) proposals in response to the RFP. Respondents included the following:

Submissions
Fathom Studio Inc.
UPLAND Planning + Design
WSP Canada Inc.

The proposals were reviewed by a selection committee comprised of the Chief Administrative Officer, the Economic Development Manager, and a Planner at Plan360. As per the RFP process, the selection committee evaluated proposals based on the following evaluation criteria and scoring grid:

Graded Criteria (100%)	Percentage
Adequacy of proposal in responding to both the Functional and Technical requirements set out in this request for proposal document	25%
Methodology and work plan showing logical approach to creating road networks, delineating wetlands, and establishing zoning	20%
Experience and qualifications of consultant team assigned to the project, previous similar plans completed, and positive references	10%
Engagement strategy for landowners, urban planners, Town Council and staff, Riverview residents, and other key shareholders	10%
Understanding of the Town of Riverview's development opportunities and landscape, strategic and project objectives	10%
Innovation and value-added services , i.e., unique approach or tools proposed	5%
Price , i.e., cost-effectiveness and appropriate resource allocation	20%

After reviewing and scoring proposals independently, then collaboratively as a selection committee, the highest scoring proponent was identified as UPLAND Planning + Design.

The proposed fee for the Secondary Plan is \$199,850 + HST, and includes concept design, an engagement strategy, wetland delineation and reporting, transportation and engineering concepts, municipal infrastructure schematics, municipal and provincial adoption process facilitation, and more.

Of the overall fee for the Secondary Plan, \$80,000 will be covered by a grant the Town secured in May of this year known as the [Preconstruction and Infrastructure Fund to Support Housing](#) obtained through the Regional Development Corporation (RDC). The remainder of the costs will be covered by reallocating the budget from the Canadian Mortgage and Housing Corporation (CMHC) [Housing Accelerator Fund](#) (HAF) to cover the cost of this crucial project aiming to open up land for development and increase the stock and diversity of Riverview's local housing mix. This project is thus supported by existing grants accounted for in the current and upcoming year's budget.

The project timeline aims to have all phases of the Secondary Plan complete by May of 2026.

Recommendation of staff

Town Council approve the award of RFP #25-121 to UPLAND Planning + Design, and the Town enter into negotiations to finalize the contract arrangements. The value of the RFP award will be up to a maximum of \$199,850 + HST between August 2025 and May 2026. Council give direction to the Mayor and Town Clerk to sign all necessary documentation.



Shanel Akerley
Economic Development Manager



Colin Smith
Chief Administrative Officer