

Key findings by **main street**

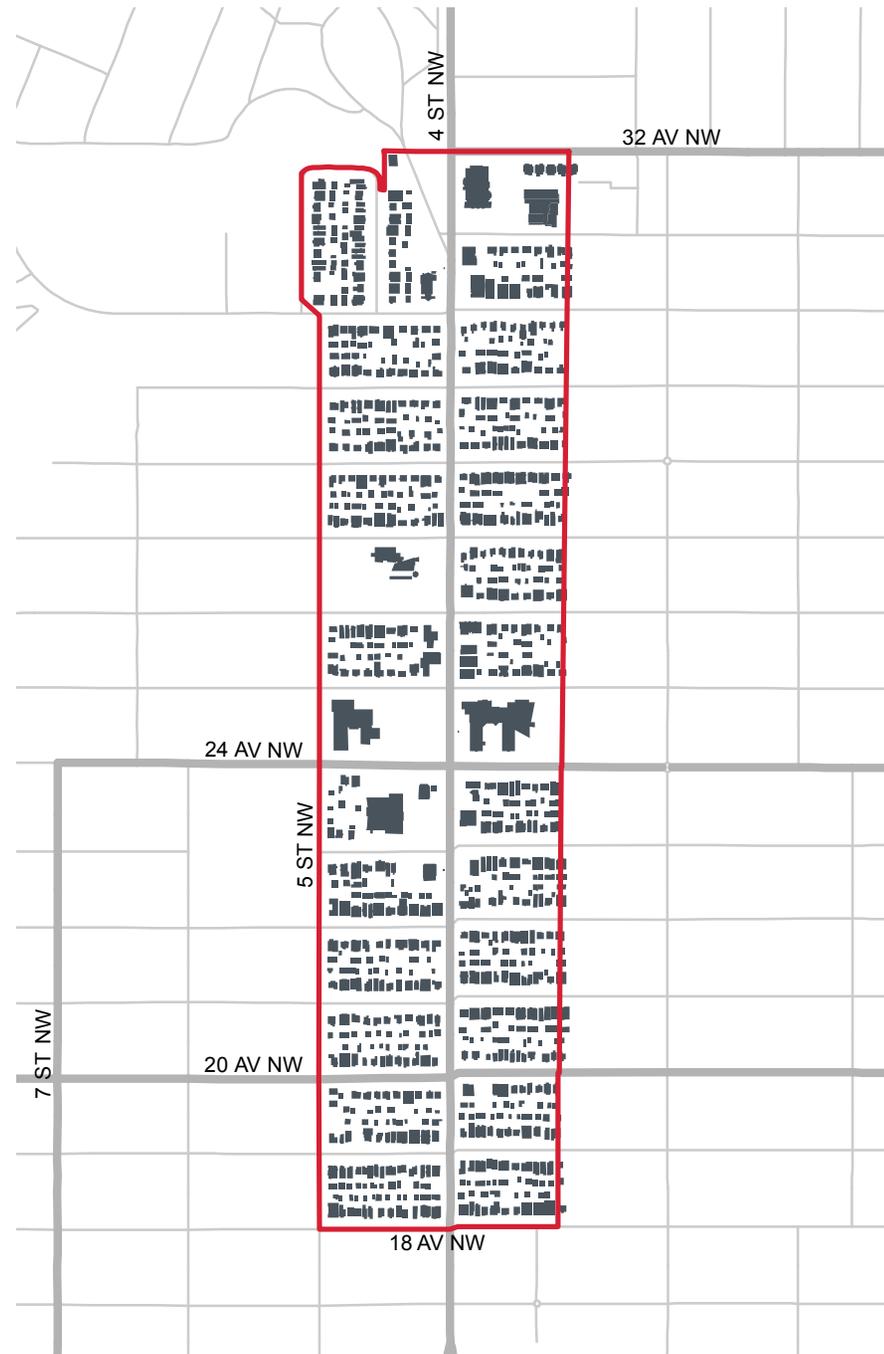
By reviewing the local statistics for each main street, the Main Streets' team is considering how past population, employment and transportation trends apply to the future of Calgary's main streets.



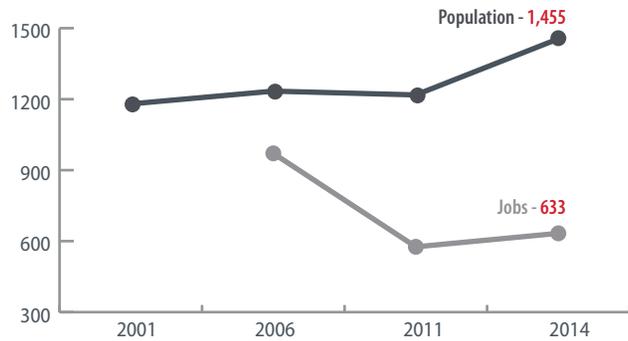
4 Street NW

4 Street NW **now**

The 4 Street NW main street is oriented north-south, and stretches from 16 Avenue to 32 Avenue NW. The main street is located entirely within the mature and established community of Mount Pleasant, which includes a historic community once known as Balmoral.

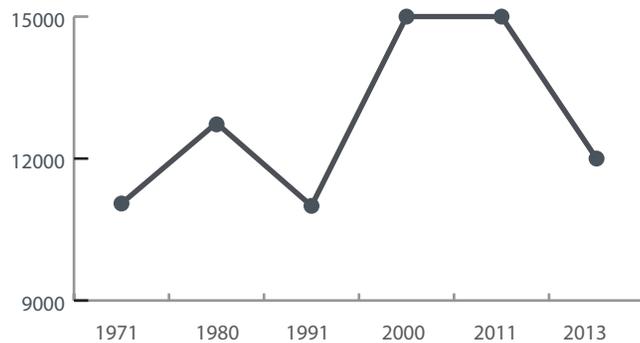


Jobs and population trends



Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

67

Somewhat walkable:
Some errands can be accomplished on foot.

Local planning

This main street is primarily low density residential with limited local commercial areas. This commercial area and the low density residential areas along 4 Street NW have area redevelopment plan policies to direction land use planning by the North Hill Area Redevelopment Plan, approved by City Council in 2000. The current North Hill Area Redevelopment Plan does not provide land use policies that support the Municipal Development Plan goals of a mixed use street along 4 Street NW.

Current zoning

4 Street NW is intended to be a neighbourhood main street, serving the community of Mount Pleasant. Current zoning does not allow for development to reach the growth targets outlined in the Municipal Development Plan for population and employment. This is currently restricting housing choice to single- and semi-detached homes, with little to no opportunities for mixed use, apartment, or even row or townhouse development. Rezoning could help introduce building forms that work with the scale of the main street neighbourhood while allowing for more housing choice and a greater population. Increased population would help to sustain City services and enhance the viability of local businesses.

1



TRANSIT ROUTES

10 mins

Frequency of trips departing during **peak** hours

15 mins

Frequency of trips departing during **off peak** hours

4 Street NW **future**

Important outcomes to main street users



Vibrant public realm

When 4 Street NW main street users provided input about the future of this area, they shared that they'd like to see safe and comfortable sidewalks for pedestrians and people at all levels of mobility.

Desired outcomes

- Pedestrian and family friendly street



Variety of retail and small business

4 Street NW main street users shared that an increase in the diversity of businesses and commercial services is important to the future of this area.

Desired outcomes

- Variety of business



Public and park spaces

4 Street NW main street users also indicated that they would like to see space along the main street where people could gather and socialize with their neighbours.

Desired outcomes

- Flexible temporary active spaces

Growth potential

Growth for this main street area is significantly less than the Municipal Development Plan target. The most relevant factors contributing to this are market desire and consumer preference, which haven't driven redevelopment. Land use districts (zoning) must be in place to enable redevelopment potential to increase to desired population and employment levels, but strong market interest is a key for fueling new construction. Support from City services and infrastructure can have a positive impact on market demand and will contribute to the evolution of this main street.

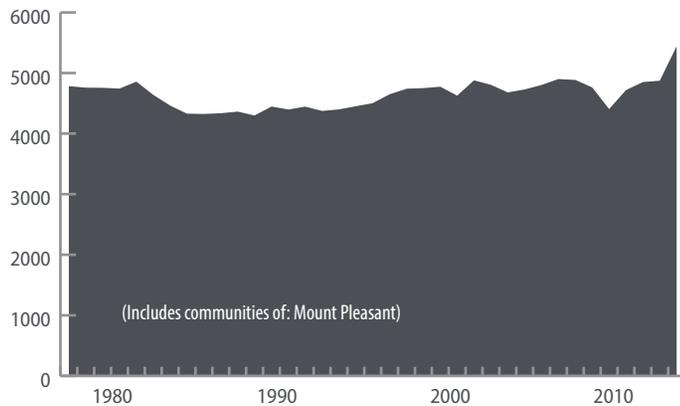


Market outlook

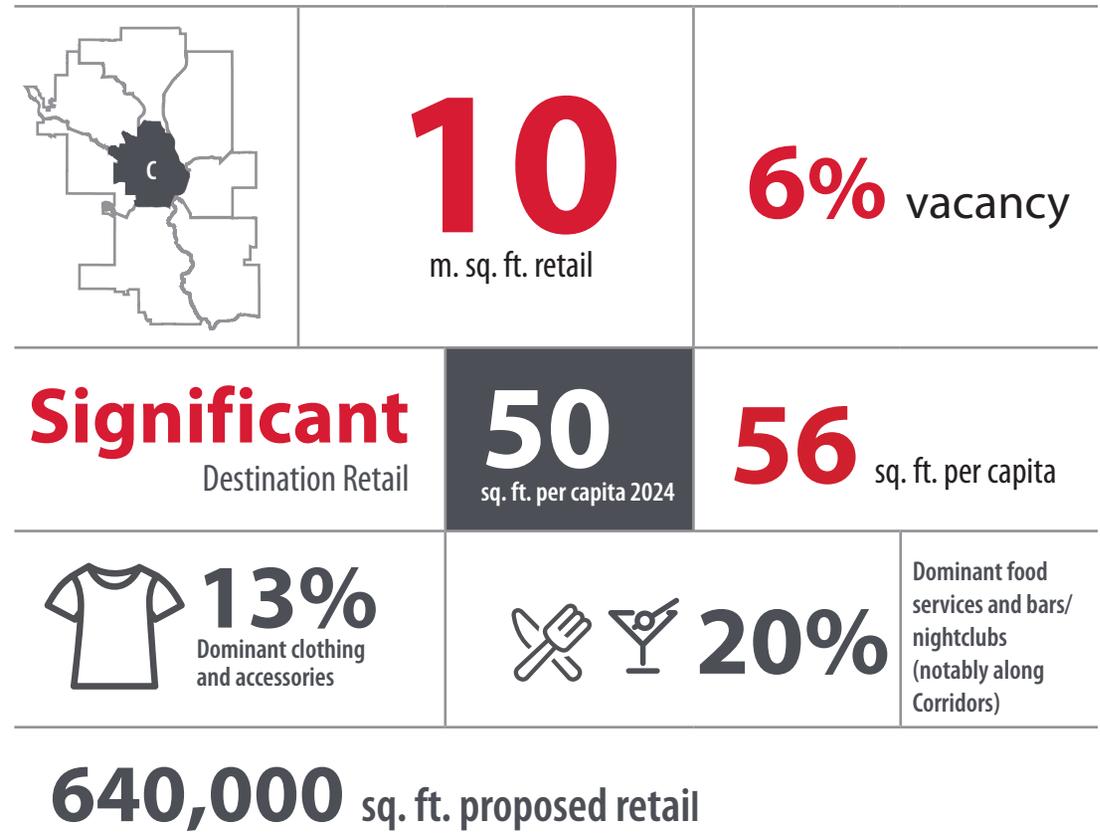
Based on the 2011 census, the trade area accounts for about 2,361 homes, or about 0.51% of Calgary's housing inventory. 4 Street NW has a higher than average share of multifamily units, specifically semi-detached homes. The housing stock is considerably older than the city wide average, with the majority of homes built before 1960. The trade area contains significantly newer development. Given the historic and inner-city nature of this corridor, the overall age of its housing stock aligns with expectations and suggests that many units may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total of some 900 residential units built over the next 25 years, starting at about 20 units per year between 2016 and 2020. Additional commercial and retail opportunities in the area will be driven by population growth in the immediate area.

4 Street NW is predominantly residential with minimal office real estate. The main street has about 45,000 square feet of office space accounting for about 0.06% of the city wide inventory.

POPULATION OF COMMUNITIES NEAR MAIN STREET



CENTRE RETAIL FEATURES



AGE GROUPS

