

# 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.



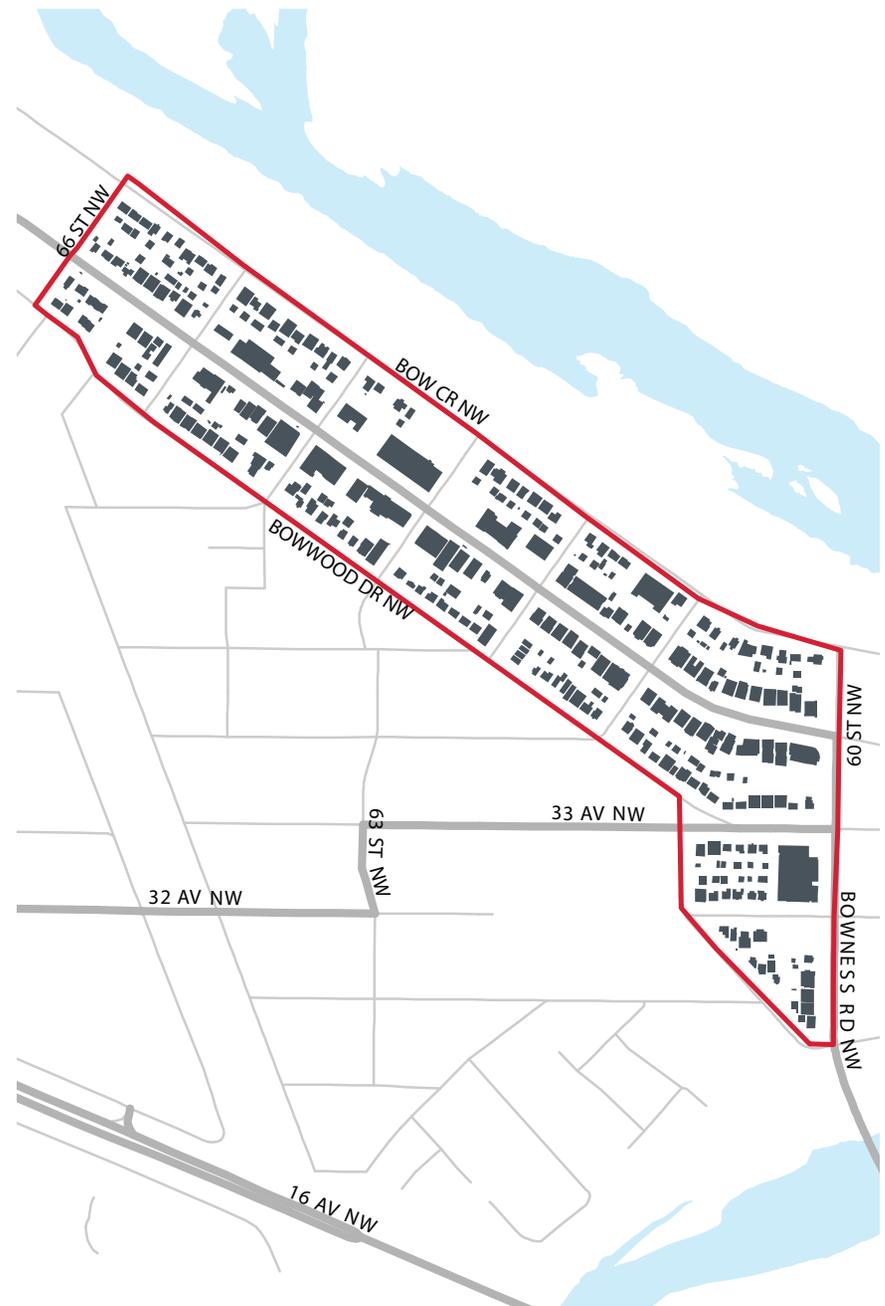


Bowness Road NW

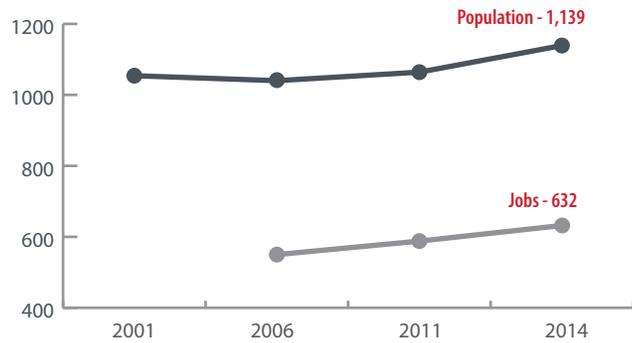
## Bowness Road NW **now**

The Bowness Road NW main street is located in the community of Bowness, stretching from Bow Crescent to 60 Street NW.

The community of Bowness was actually once a town until it was amalgamated by Calgary in 1963. The residents of Bowness, called “Bownesians,” enjoy the community’s diversity and friendly neighbourhood character. Bowness Road was recently upgraded as a “Complete Street” with a bike lane installed between 48 Avenue and 70 Street NW.

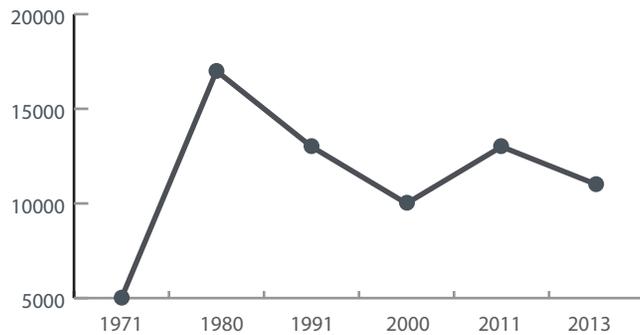


## Jobs and population trends



## Travel and Transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**61**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

**3**   
TRANSIT ROUTES

 **10 mins**  
Frequency of trips departing during **peak** hours

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

## Local planning

The current Bowness Area Redevelopment Plan was approved in 1995 with only minor changes since then. The Bowness Area Redevelopment Plan provides policy that promotes and encourages the success and growth on the commercial area along this main street and aims to maintain this as a key part of the community. The built form-scale policy within the Bowness Area Redevelopment Plan matches the current adjacent low-density residential districts.

## Current zoning

Bowness Road NW is the heart of Bowness and is a great example of a prairie main street. Current zoning does not allow for development to reach the population and employment targets outlined in the Municipal Development Plan. Along the main street itself, the zoning does allow for low-rise mixed use development, but the current land use population allowances are not necessarily sufficient enough to prompt redevelopment. Rezoning could allow greater flexibility for mixed use along Bowness Road and offer more options in terms of row- or townhouses as a further transition, allowing more households and businesses to choose Bowness.

# Bowness Road NW **future**

## Important outcomes to main street users



### Unique character

When Bowness Road NW main street users provided input about the future of this area, they shared that they'd like to see the unique character of this main street considered. This includes its small town feel and the close knit community characteristics.

### Desired outcomes

- Small town feel
- Close knit community



### Public and park spaces

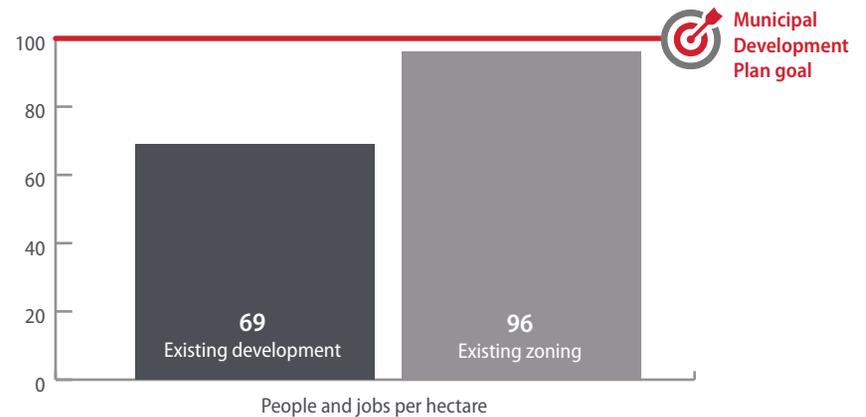
Bowness Road NW main street users also indicated that they would like to see the ability to create flexible or temporary active spaces which would encourage animated streets, where street activity is promoted. Elements such as temporarily converting parking into patio space or road closures for street festivals were noted by main street users.

### Desired outcomes

- Flexible temporary active spaces

## Growth potential

Growth for this main street area is close to the Municipal Development Plan desired target. The most relevant factors that narrow this gap are market desire and consumer preference; there is modest market desire to accommodate development at a level similar to Municipal Development Plan goals. Land use districts (zoning) must be in place to enable redevelopment to reach desired population and employment levels. Support from City services and infrastructure can have a positive impact on market demand and will contribute to the evolution of this main street.

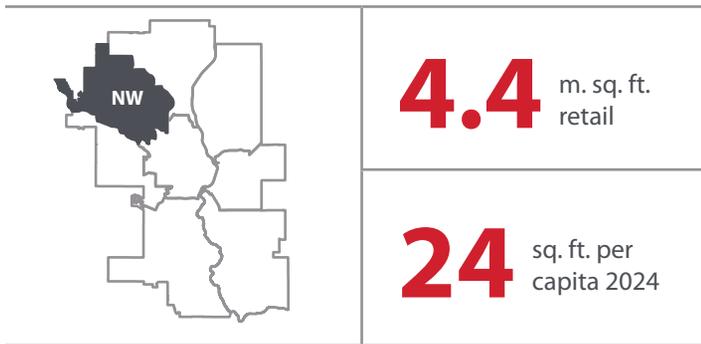


## Market outlook

Geographically, this is among the most outlying of Calgary's main streets. It is a relatively low density built environment, which has seen little new development recently. It is not anticipated to see any broad-scale redevelopment for some time. Other main streets are better positioned to attract redevelopment, and therefore this is considered a longer-term growth opportunity.

The result is a total of some 86 residential units to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities in the area will be driven by population growth in the immediate area.

### NORTHWEST RETAIL FEATURES



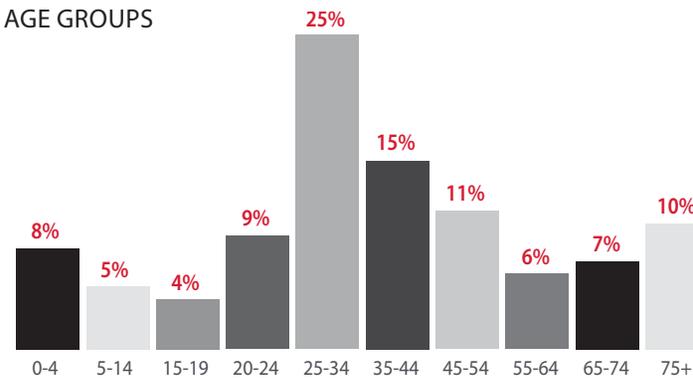
 **51%** **High** retail merchandise specializing in clothing and accessories and general merchandise.

 **11%** **Low** food services.

**1%** vacancy

**25** sq. ft. per capita

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET

