

Key findings by **main street**

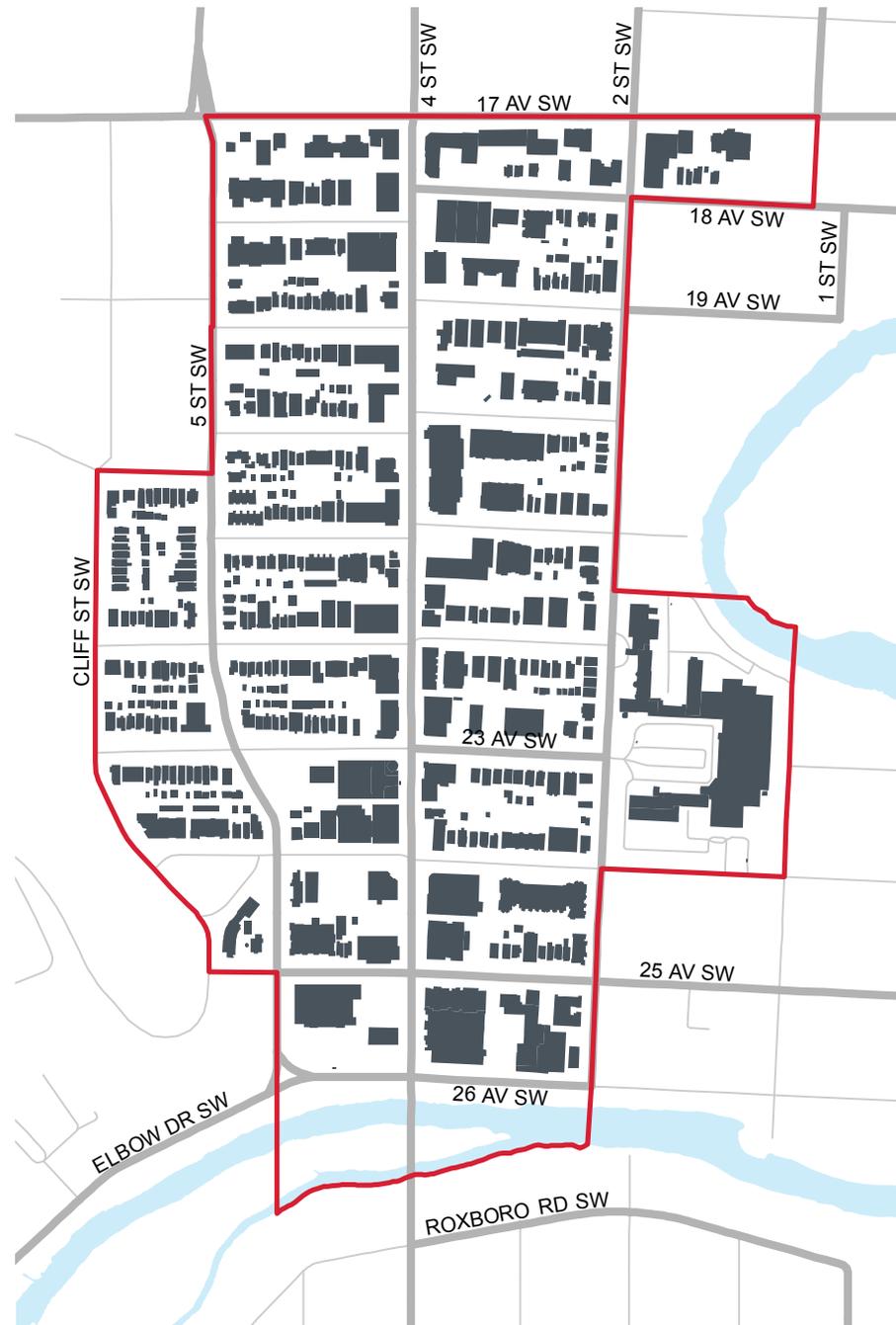
By reviewing the local statistics for each main street, the Main Streets' team is considering how past population, employment and transportation trends apply to the future of Calgary's main streets.



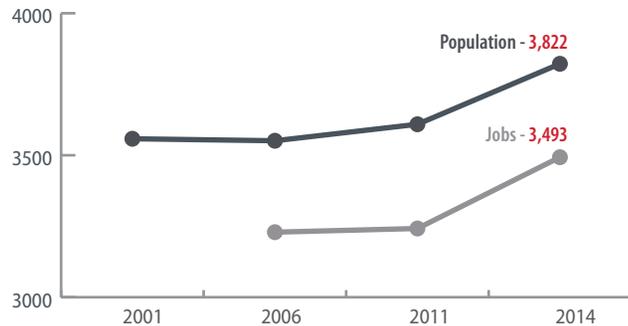
4 Street SW

4 Street SW **now**

The 4 Street SW main street runs from 17 Avenue SW to the Elbow River, located between the communities of Mission and Cliff Bungalow. In 1884, two quarter-sections of land were given to the Oblates of Mary Immaculate to establish a French Canadian Catholic mission. Mission was incorporated as the Village of Rouleauville in 1899 and then annexed by Calgary in 1907.

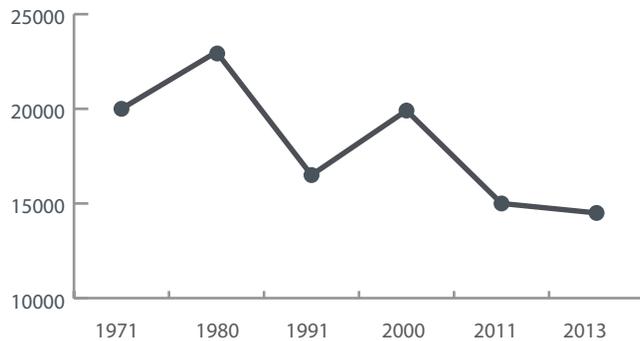


Jobs and population trends



Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

93

Walker's paradise:
Daily errands do not require a car.

Local planning

4 Street SW is a community hub for the adjacent communities of Mission and Cliff Bungalow, drawing many Calgarians to enjoy its diverse range of restaurants, shops and commercial services. This successful and thriving main street provides an important cultural and recreational space for many Calgarians. The street has two area redevelopment plans directing policy and land use, the Mission Area Redevelopment Plan (2006) and Cliff Bungalow Area Redevelopment Plan (1993). Both these plans support Municipal Development Plan policies for main street redevelopment.

Current zoning

4 Street SW in Mission is in one of Calgary's most popular destination main streets and the shared heart of the Cliff Bungalow and Mission communities. The current zoning along 4 Street SW allows for a range of mixed use development including retail, restaurants, office and apartments, with a mix of low-rise apartment forms allowed to the west (Cliff Bungalow) and higher intensity apartments allowed to the east (Mission). As the current zoning more than accommodates The City's population and employment growth targets, rezoning along 4 Street SW would primarily address quality and marketability of main street sites and nearby properties.

3 
TRANSIT ROUTES

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

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

4 Street SW **future**

Important outcomes to main street users



Vibrant public realm

When 4 Street SW main street users provided input about the future of this area, they shared that they'd like to see an active, safe and comfortable sidewalk area, separated bike lanes, more street trees, public art and more spaces that promote social gatherings.

Desired outcomes

- Safe and vibrant main street sidewalk
- High quality public realm elements



Unique character

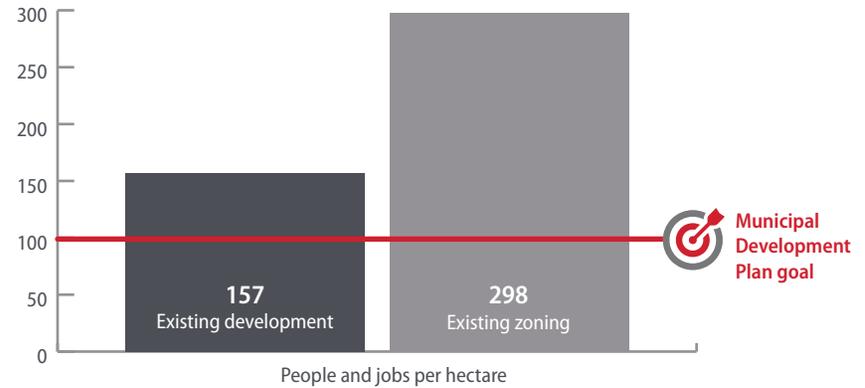
Main street users also indicated that they would like Mission and Cliff Bungalow's historic character considered and protected as the area grows and changes.

Desired outcomes

- Retain character

Growth potential

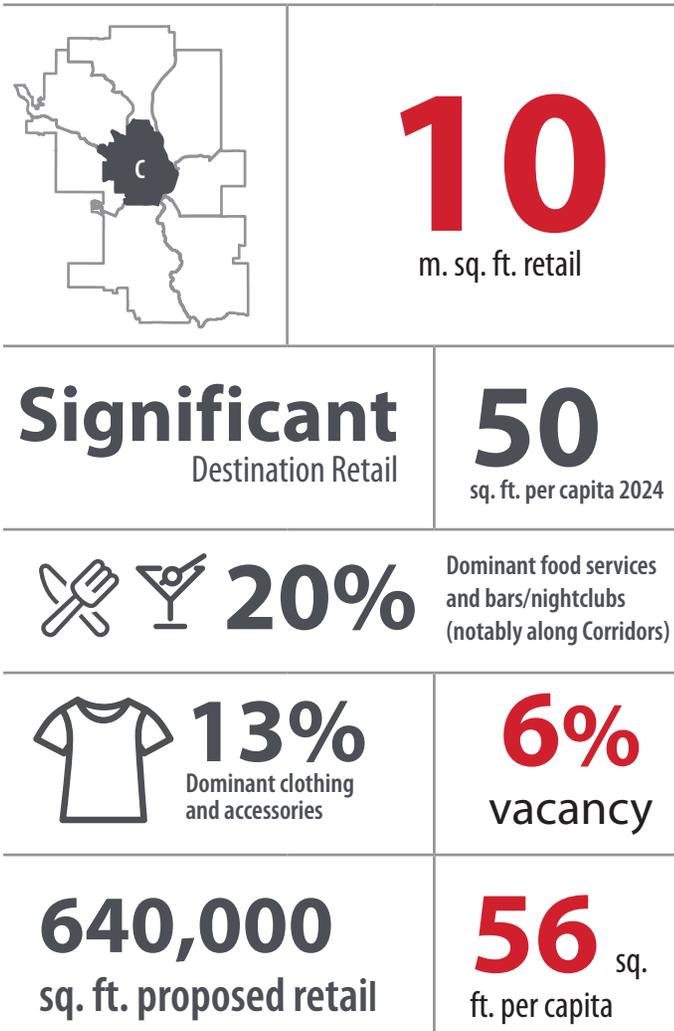
Growth for this main street area is above the Municipal Development Plan desired target. The most relevant factors that create this growth are market desire and consumer preferences; there is strong market desire to accommodate development at a level similar to Municipal Development Plan goals. Land use districts (zoning) are 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 contribute to a high quality residential and commercial area.



Market outlook

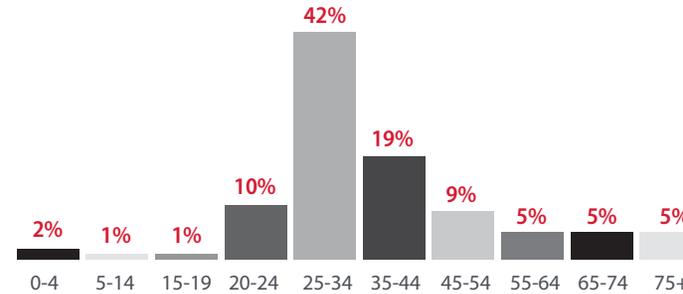
Among the shortest main streets in terms of length, 4 Street SW has a mix of retail-commercial, office, residential and institutional uses.

CENTRE RETAIL FEATURES



Approximately 524 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

AGE GROUPS



POPULATION OF COMMUNITIES NEAR MAIN STREET

