

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.

MONTGOMERY

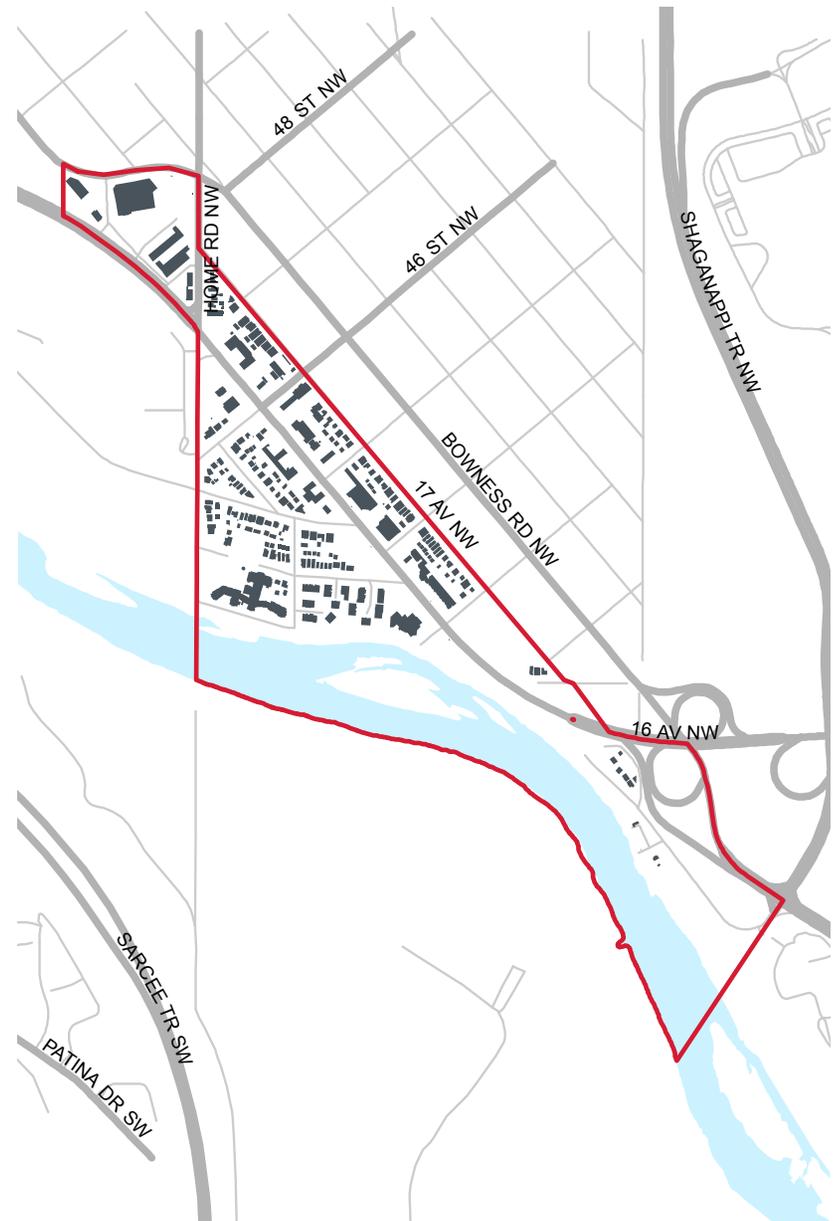
WWW.MCAPEOPLE.CA

16 Avenue NW (Montgomery)

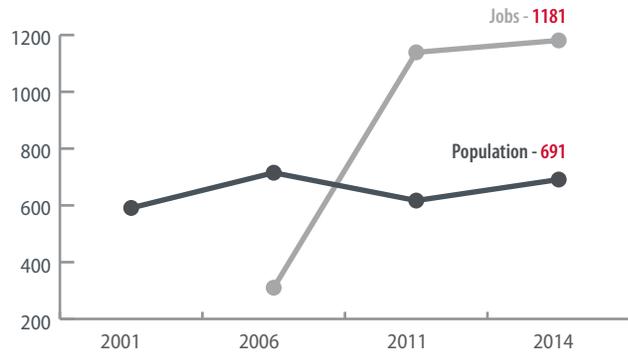
16 Avenue NW (Montgomery) **now**

The west section of the 16 Avenue NW main street is located in Montgomery and spans from Home Road to the northwest interchange of 16 Avenue and Shaganappi Trail NW.

It serves as both a regional destination and thoroughfare. Known as a gateway to the mountains to the west, this main street offers a diverse variety of local recreational opportunities and services, as well as services and businesses well suited for visitors heading to mountain getaways.

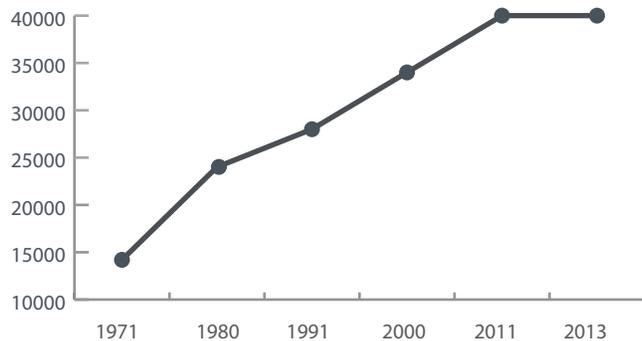


Jobs and population trends



Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

64

Somewhat walkable:
Some errands can be accomplished on foot.

Local planning

The Montgomery section of Bowness Road NW is the main street of the community of Montgomery. 16 Avenue NW is a regional road (part of the Trans-Canada Highway) with significant vehicle traffic that presents design challenges to meet its growth potential.

The Montgomery Area Redevelopment Plan provides policy that encourages pedestrian focused commercial and mixed use buildings along Bowness Road and promotes a gateway commercial area of high quality along 16 Avenue NW built form-scale policy within the Montgomery Area Redevelopment Plan matches to the surrounding residential districts.

Current zoning

16 Avenue NW in Montgomery is intended to be a neighbourhood main street, serving the local community. As a significant traffic artery, it also appeals to businesses looking to serve NW Calgary. Current zoning allows for a range of mixed use development, but at relatively low heights and densities. There is some capacity for low-rise apartment buildings, but the majority of nearby residential development is restricted to single- or semi-detached homes. If development were to maximize the current zoning, the street would not be able to reach the population and employment targets outlined in the Municipal Development Plan. Rezoning could allow greater flexibility for mixed use, apartment, or row or townhouse development and create more housing options and business opportunities for Montgomery.

2 
TRANSIT ROUTES

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

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

16 Avenue NW (Montgomery) **future**

Important outcomes to main street users



Vibrant public realm

When Montgomery main street users provided their input about the future of this area, they shared that they'd like to see improvements to sidewalks in order to have a better pedestrian experience.

Desired outcome

- Safe and vibrant main street sidewalks



Variety of retail and small business

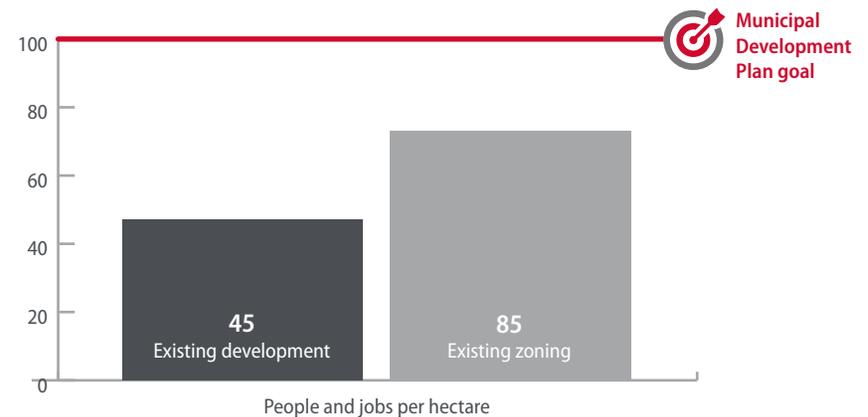
Montgomery main street users also shared that the vitality of retail and small businesses were important to the future success of 16 Avenue NW in Montgomery.

Desired outcomes

- Variety of business
- Reuse, refurbish and renew older retail

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.

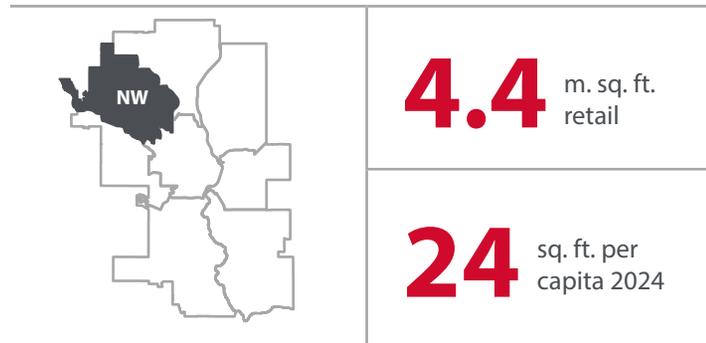


Market outlook

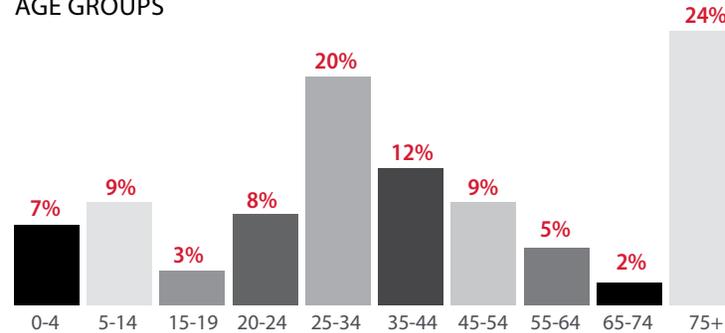
Both the Bowness Road NW (Montgomery) and 16 Avenue NW main streets, located in the community of Montgomery, have not been overly active locations for new development in recent years. It is considered a stable neighbourhood, and consists

predominantly of low density land uses, with a modest amount of retail-commercial space. Additional commercial and retail opportunities in the area will be driven by population growth in the immediate area.

NORTHWEST RETAIL FEATURES



AGE GROUPS



POPULATION OF COMMUNITIES NEAR MAIN STREET

