

# 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.





**M**  
Montgomery



[www.montgomerybrz.com](http://www.montgomerybrz.com)

Bowness Road NW  
(Montgomery)

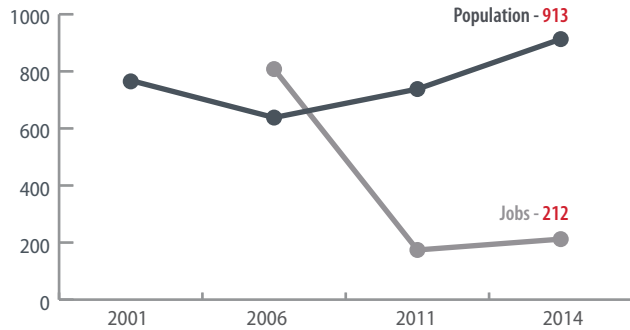
## Bowness Road NW (Montgomery) **now**

The east side of the Bowness Road NW main street is located in Montgomery and runs from 48 Street to 16 Avenue NW.

Like its neighbouring community of Bowness, Montgomery was also amalgamated by Calgary in 1963. The demographics continue to shift over time as this area grows and is redeveloped. The Bowness Road main street has seen much revitalization over the past several years with mixed use retail, commercial, restaurant and housing shaping a vibrant main street.

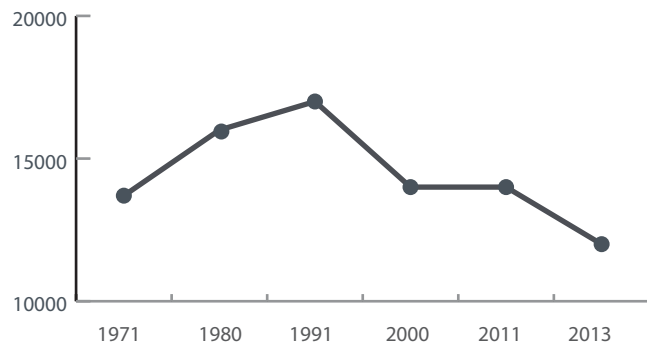


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)





WALK SCORE

**64**

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

**2**   
TRANSIT ROUTES

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

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

## 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 current Montgomery Area Redevelopment Plan was approved in 2008 with only minor changes since then. The Montgomery Area Redevelopment Plan provides policy that promotes and encourages the success and growth of the commercial area along both Bowness Road NW and 16 Avenue NW in Montgomery.

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

## Current zoning

Bowness Road NW in Montgomery is intended to be a neighbourhood main street, serving the local community. Current zoning allows for a limited amount of mixed use development on a small portion of the main street. 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.

# Bowness Road 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

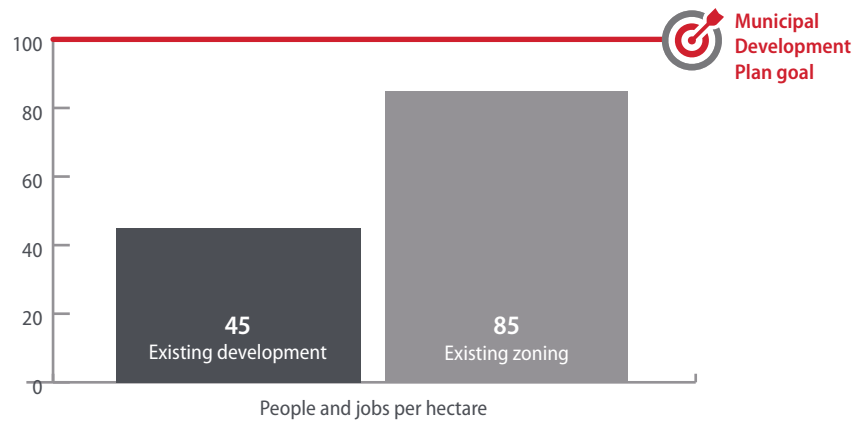
Montgomery main street users also shared that the vitality of retail and small business were important to the future success of Bowness Road NW in Montgomery.

#### 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.

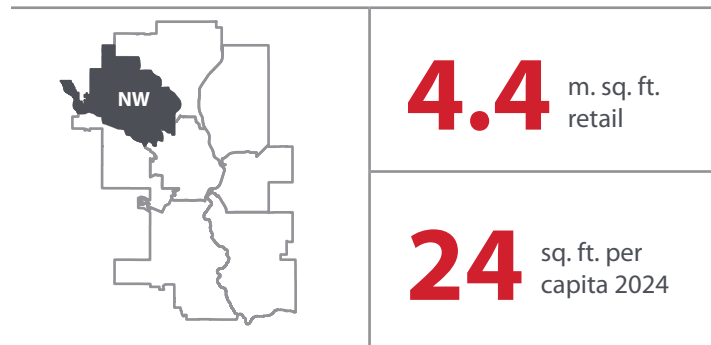


## Market outlook

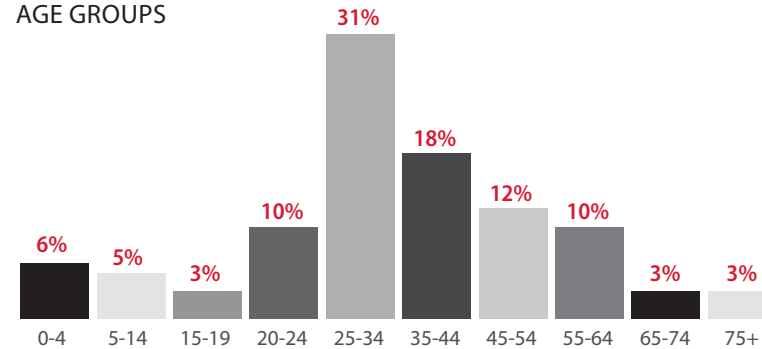
Both the Bowness Road NW (Montgomery) and 16 Avenue NW main streets, located in the community of Montgomery, have not been overly active locations for new development in recent years. It is considered a stable neighbourhood, and consists

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

