

# 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.







10 Street NW



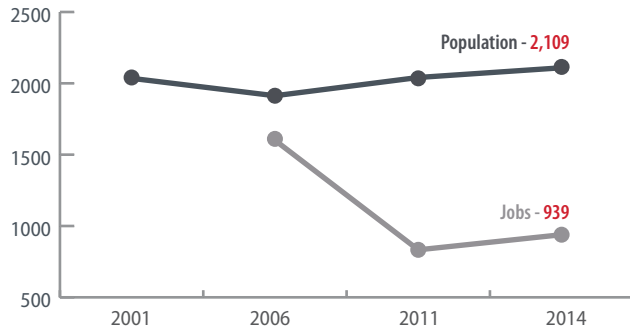
## 10 Street NW **now**

The 10 Street NW main street runs from Riley Park to Memorial Drive NW. The highly sought-after communities of Hillhurst and Sunnyside form the east and west edge of the main street neighbourhood.

The area was originally settled in the 1880s and purchased by The City of Calgary in 1904. There has been a gradual shift in the community dynamics and demographics over the years. The two communities are presently home to more than 10,000 residents in what is now a well designed mixed used development, popular for its historic charm and modern amenities. Development interest along the main street is expected to continue well into the future as the area attracts new residents and businesses.

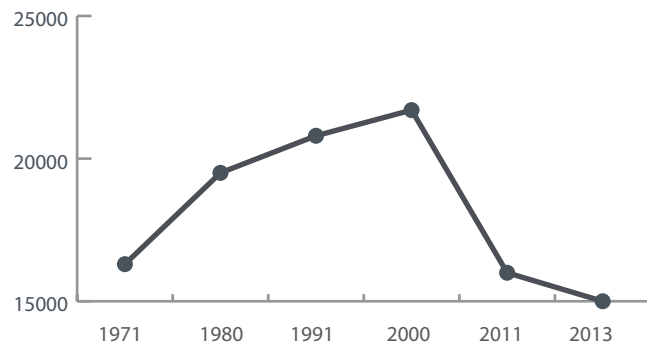


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**95**

**Walker's paradise:**

Daily errands do not require a car

## Local planning

10 Street NW and Kensington Road NW are a community hub for the communities of Hillhurst and Sunnyside, as well as a regional draw for many Calgarians to enjoy the diverse restaurants, drinking establishments and wide range of retail and commercial services. This main street is successful and thriving; it provides an important cultural and recreational space for many. This commercial area has recent area redevelopment plan policies to direct land use planning. A major addition and update to the Hillhurst/Sunnyside Area Redevelopment Plan in 2009 supports both main street and transit oriented redevelopment.

## Current zoning

10 Street NW is one of Calgary's best-loved destination main streets and the shared heart of Hillhurst and Sunnyside. In broad terms, current zoning does not allow for the density and forms of development set out in the Hillhurst/Sunnyside Area Redevelopment Plan, though it substantially exceeds the growth targets outlined in the Municipal Development Plan for population and employment. Current zoning allows for mixed use along Kensington Road itself, with apartments to the south and single- or semi-detached homes to the north. Rezoning along 10 Street NW would implement the recommendations in the Hillhurst/Sunnyside Area Redevelopment Plan and allow greater flexibility for mixed use redevelopment along the main street itself.



TRANSIT ROUTES



**10 mins**

Frequency of trips departing during **peak** hours



**20 mins**

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

# 10 Street NW **future**

## Important outcomes to main street users



### Create a destination

10 Street NW main street where special qualities of the neighbourhood are cherished in the village atmosphere – beautiful tree-lined street, eclectic variety of shops and services, and small public plazas.

### Desired outcomes

- Continue to encourage small-scale stores and restaurants
- Developments to provide front doors on the street



### Vibrant public realm

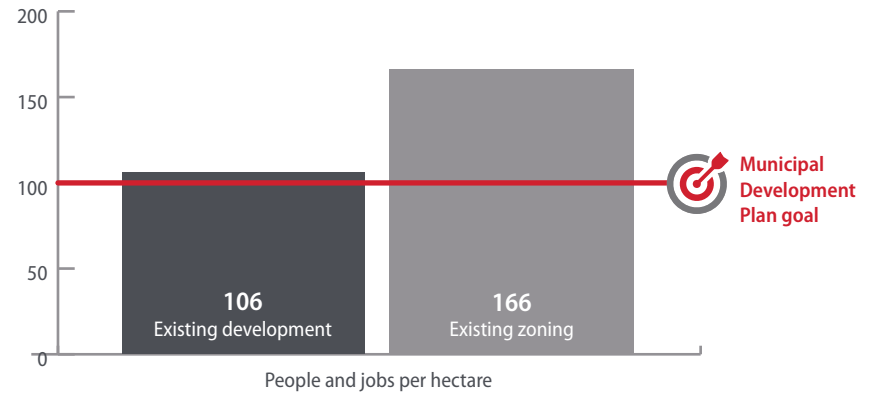
10 Street NW main street users shared that they'd like to see active, safe and comfortable sidewalks.

### Desired outcomes

- Safe and vibrant main street sidewalks
- High quality public realm elements
- Flexible temporary active spaces

## Growth potential

This main street area is above the Municipal Development Plan desired growth target. The most relevant factor that creates this growth is 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) must be in place to allow the approval of redevelopment at Municipal Development Plan levels. Support from The City to enable market demand will assist in the evolution of this main street and contribute to a high quality residential and commercial area.

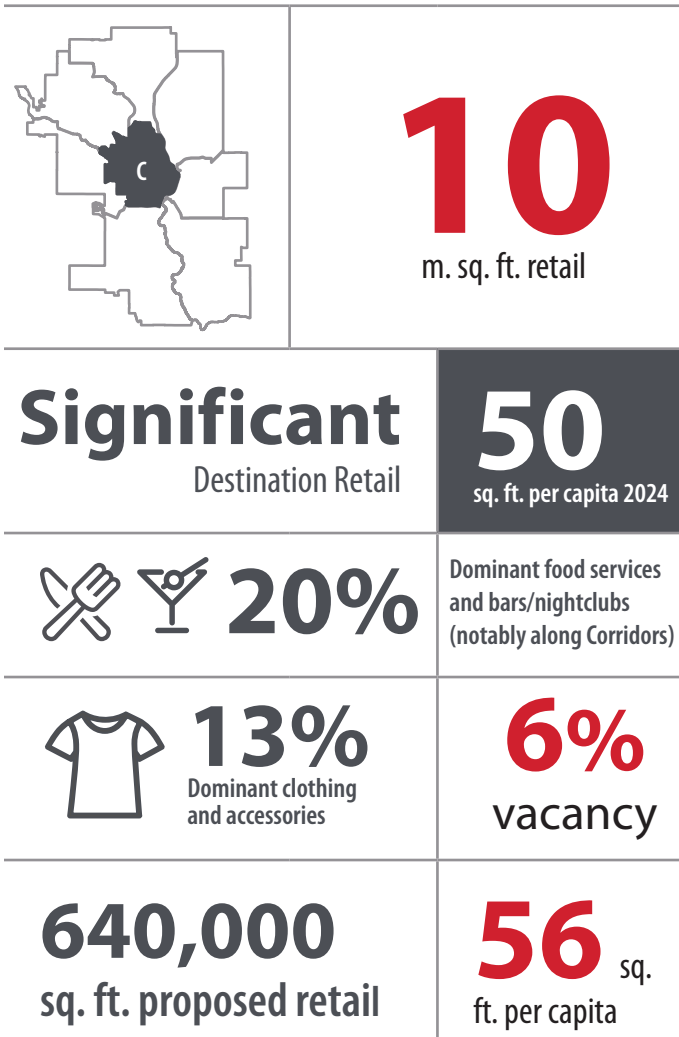


## Market outlook

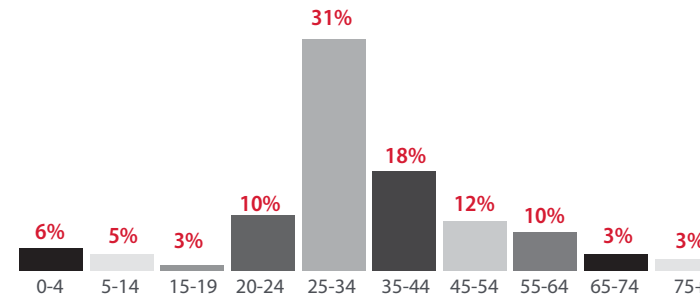
10 Street NW is a relatively built-out area, with numerous medium and higher density land uses along the main street itself. The overall redevelopment timing for this main street is considered short and medium term with buildings currently under construction and several more in the planning stages.

The result is a total of some 1,582 residential units to be built over the next 25 years, starting gradually between 2016 and 2020. Potential for regional draw, character retail and commercial development and additional commercial and retail opportunities with population growth in the immediate area.

### CENTRE RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET

