

# 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.





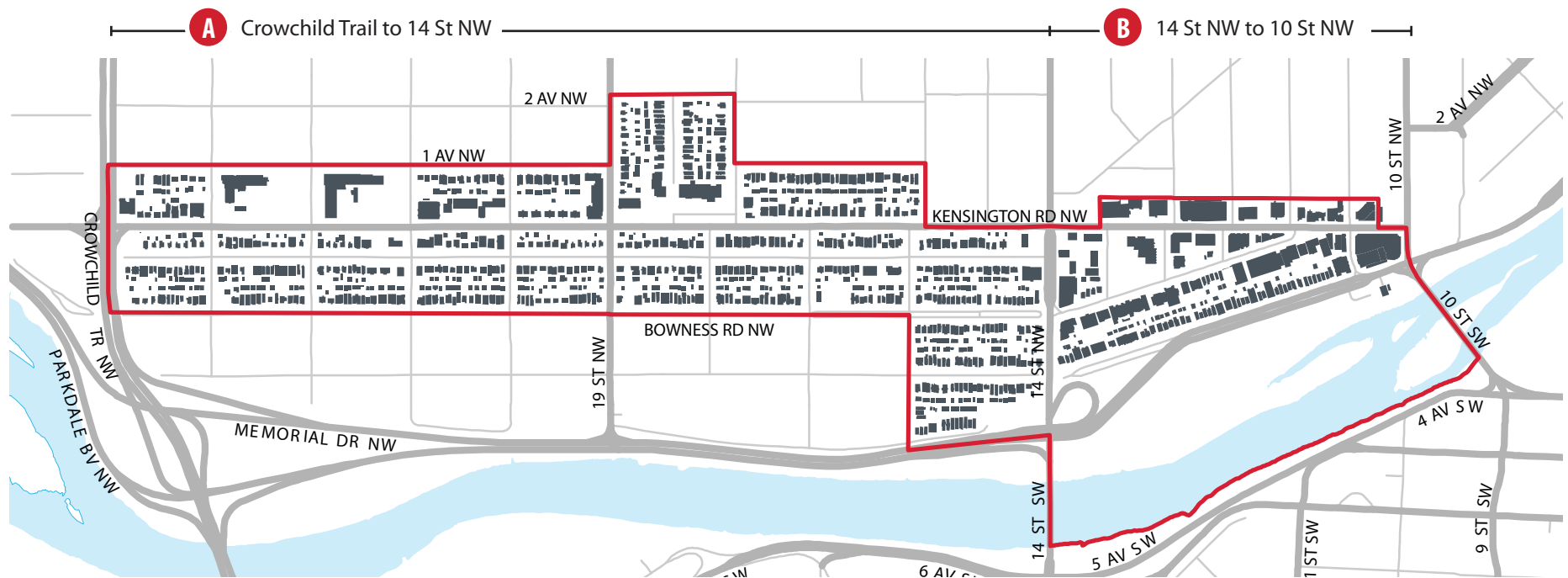
Kensington Road NW

# Kensington Road NW **now**

The Kensington Road NW main street stretches from Crowchild Trail to 10 Street NW through one of Calgary's oldest communities, West Hillhurst.

West Hillhurst was annexed by the City in 1907. The area saw significant housing development after the Second World War. Once part of Calgary's streetcar system,

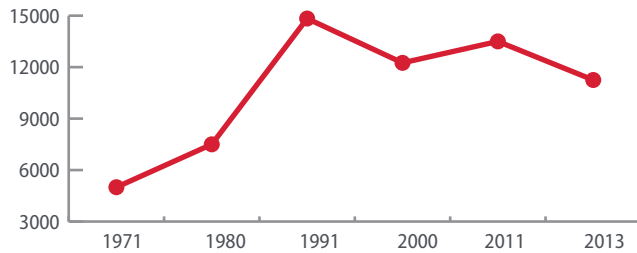
Kensington Road is now home to many well established businesses and unique shops, and has become a destination for both local residents and visitors. The population in West Hillhurst has increased slightly in the past few years and is anticipated to grow more as the community accommodates new commercial and residential developments.



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

Kensington Road NW – Overall

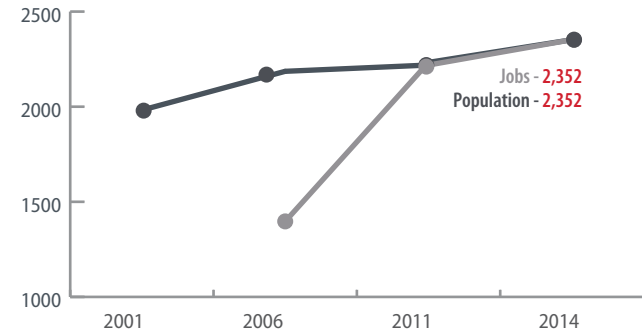


WALK SCORE

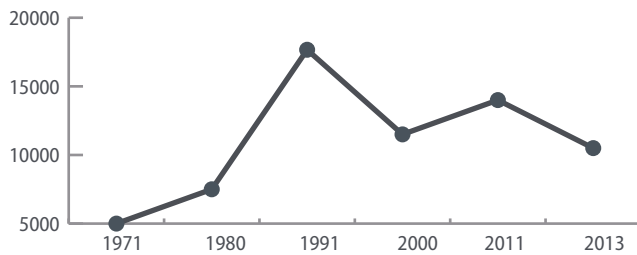
# 88

**Very walkable:**  
Most errands can be accomplished on foot.

## Jobs and population trends



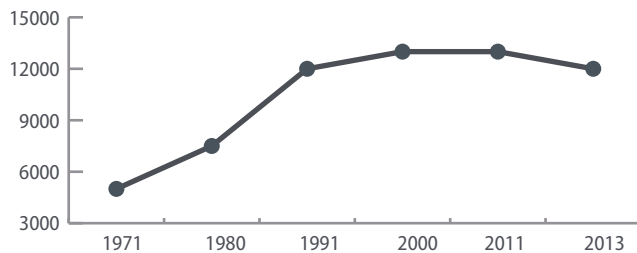
**A** Crowchild Trail to 14 Street NW



# 78

**Very walkable:**  
Most errands can be accomplished on foot.

**B** 14 Street NW to 10 Street NW



# 95

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

## Local planning

East of 14 Street NW the 2009 amendments to the Hillhurst/Sunnyside Area Redevelopment Plan support both main street and transit oriented redevelopment, but west of 18 Street NW, in the community of West Hillhurst, there is no local area plan. Without a local area plan, the Municipal Development Plan, as well as relevant transportation policies and guidelines of the Calgary Transportation Plan, should be considered to inform community planning solutions.

## Current zoning

Kensington Road NW is one of Calgary's best-loved destination main streets and the heart of Hillhurst. In broad terms, current zoning does not allow for the density and forms of development set out in the Hillhurst/Sunnyside Area Redevelopment Plan and, if built out, would only just meet 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 could allow more flexibility for mixed use redevelopment and allow for growth as specified in the Hillhurst/Sunnyside Area Redevelopment Plan.

# 3

TRANSIT ROUTES



# 10 mins

Frequency of trips departing during **peak** hours



# 12 mins

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

# Kensington Road NW **future**

## Important outcomes to main street users



### Vibrant public realm

When Kensington Road NW main street users provided input about the future of the area to the west of 14 Street N, they said they'd like to see improved pedestrian and public realm features such as street trees, sidewalks and enhanced street light posts.

#### Desired outcome

- High quality public realm elements



### Variety of retail and small business

Kensington Road NW main street users also shared that they'd like to see allowances made for laneway housing in between the Kensington Road main street and the adjacent residential neighbourhood.

#### Desired outcomes

- Laneway housing



### Diversity of housing (mixed use residential)

Easy access to commercial services such as groceries, hardware, pharmacy, restaurants and retail were indicated as important factors for the future of this area according to main street users.

#### Desired outcomes

- Need more commercial services and businesses

## Growth potential

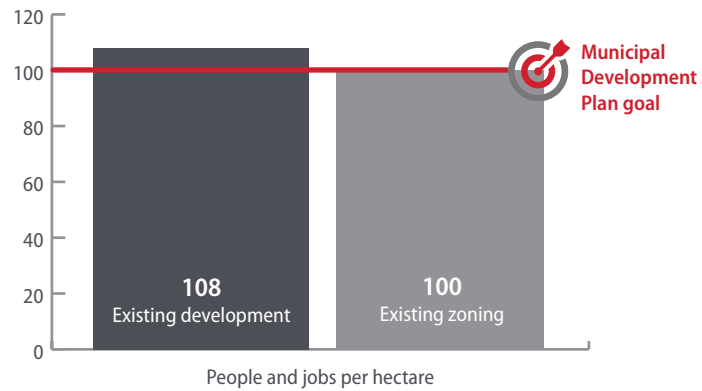
### **A** Crowchild Trail to 14 Street NW

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.



**B** 14 Street NW to 10 Street NW

Kensington Road - 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.

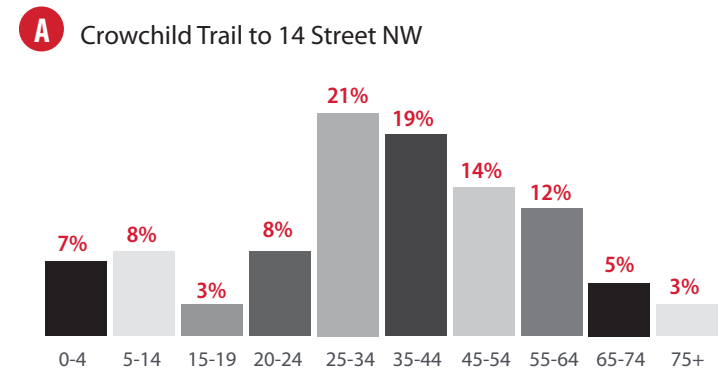
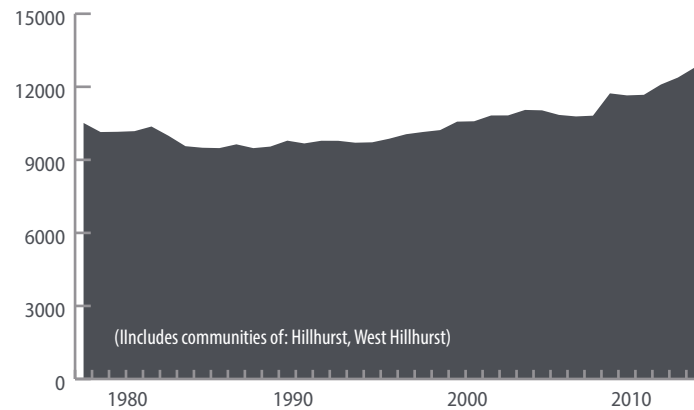


## Market outlook

Kensington Road NW varies in character on either side of 14th Street NW; it is predominantly low density residential to the west, and a mix of streetfront retail and mixed use character properties to the east. Overall, the redevelopment timing for the western section of this main street is considered medium-term, although there could be some modest development activity in the near term on select sites.

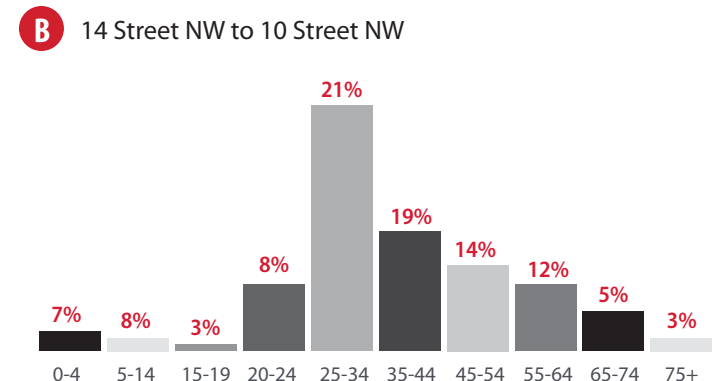
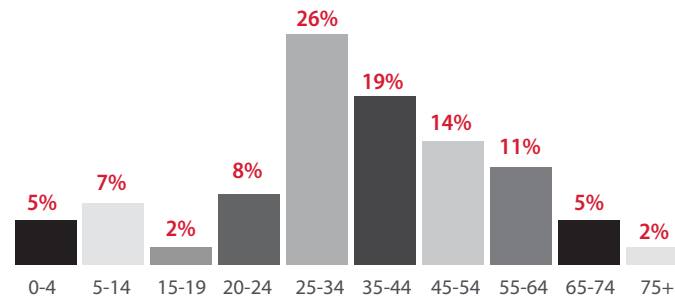
The result is a total of some 1,396 residential units to be built over the next 25 years, starting gradually between 2016 and 2020. Potential for regional draw, character retail and commercial development east of 14 Street NW, but likely only additional commercial and retail opportunities west of 14 Street NW with population growth in the immediate area.

### POPULATION OF COMMUNITIES NEAR MAIN STREET



### AGE GROUPS

#### Kensington Road – Overall





CENTRE RETAIL FEATURES



**10**  
m. sq. ft. retail

**Significant**  
Destination Retail

**50**

sq. ft. per capita 2024



**20%**

Dominant food services  
and bars/nightclubs  
(notably along Corridors)



**13%**  
Dominant clothing  
and accessories

**6%**  
vacancy

**640,000**  
sq. ft. proposed retail

**56** sq.  
ft. per capita