

Calgary



Main Streets implementation plan

update April 2018





The Municipal Development Plan identifies 24 Main Street areas for strategic growth and municipal investment. Following an exploratory scoping period that focused on engagement options and scope of analysis, the Main Streets initiative was formally launched in November of 2014. In 2014 and 2015, thousands of citizens provided ideas and worked with city planners to discuss the future of their community, this, along with concentrated sessions with special interest stakeholders, refined desired outcomes.

Detailed analysis on growth trends, community desires, market demands, City of Calgary investment and existing local area planning policies was completed in 2016. This examination looked at 33 sections of the original 24 streets to better align analysis efforts with community boundaries and areas of similar context. Recommendations for implementation are based on identifying key areas for a staged approach for planning, investment and innovation.



Planning

private investment tools

The Main Street initiative focuses on implementation of policies, goals and targets contained in the Municipal Development Plan (MDP). The MDP, local area plans and the Land Use Bylaw (LUB) provide the framework for reviewing and rendering decisions on this change. Updating this framework based on best practices is a key implementation deliverable. The Developed Areas Guidebook, city initiated land use district redesignations with a variety of existing and new districts, along with amendments to local area plans, will prime the key main street areas for private investment.



Investment

public realm, public infrastructure

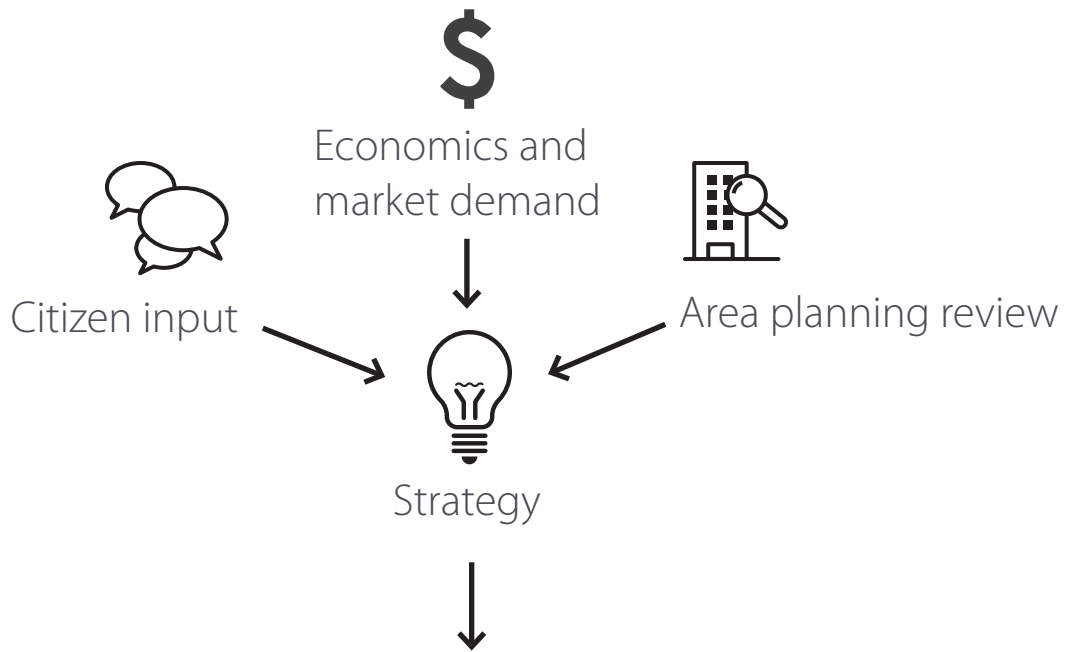
There is a strong desire from main street communities to have a safe, comfortable, high quality street and sidewalk environment that encourages all modes of mobility along the main street, with public gathering places and spaces that foster community interaction. Water infrastructure upgrades impact the cost of new construction projects. Builders and developers are looking for information regarding cost of service connections to city networks earlier in the design process.



Innovation

enabling vibrancy

Unique character, specialty retail, destinations for restaurants and entertainment are key elements that help define commercial areas along main streets. This amenity attracts new residents and further growth to the commercial area. Stakeholders are seeking new and innovative solutions to a variety of issues, including parking management, historic resource conservation, enhancement of local businesses and flexibility for retail and commercial areas to provide more events and activities to draw more people to main streets.



Implementation actions

Planning

- City initiated land use redesignations
- amendments to local area plans



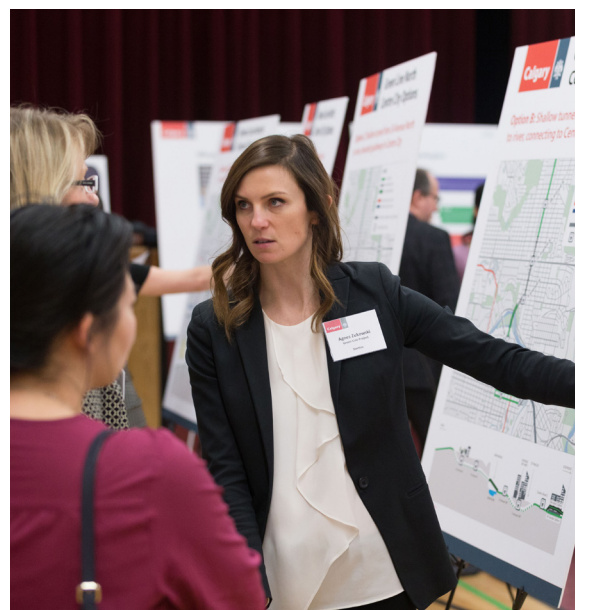
Investment

- streetscape master plans
- streetscape construction
- water service analysis
(review capacity of water, sanitary, storm networks)



Innovation

- parking management
- heritage strategy
- vitality creation





Staged implementation

The main street areas were reviewed on four primary evaluation matrixes; existing land use district capacity, planning need, redevelopment readiness and infrastructure knowledge and cost. Council approved a staged approach for implementation with PUD2016-0564 and identified 9 main street areas for an initial detailed implementation focus. Council approved the Main Streets Implementation Plan with PUD2017-0241 that included a sequence list of 33 main street areas. To accommodate city wide strategic planning goals, a new approach is required.

Updated analysis provides a list of 35 main street areas for implementation, with a group of 20 main streets areas recommended for immediate and near term action (2018 to 2022). These 20 priority main streets will be prepared for private and public investment; private investment supported by an updated land use framework approved by City Council, then design and construction of a new streetscape and public realm funded by the City of Calgary. A specific sequence list of action for the priority main street areas will not be assigned, allowing flexibility to address changing corporate needs and strategic Council direction.



All 35 main street areas will be receiving benefit of programs or services created by innovative solutions related to ongoing project work (e.g. parking management, land use for heritage conservation and vitality creation). Many of the remaining 15 main street areas are receiving a variety of both planning and capital upgrades, with many planning projects or programs at various stages of completion, often infrastructure networks have been recently upgraded or approved for improvement. Several of these areas have adequate planning (local area plans and land use districts) in place. A review of these areas is recommended once land frameworks have been adopted by Council for initial 20 priority main streets, projected to be completed in 2020.



**● Priority main street areas
(Planning/Investment 2018-2022)**

1. Bowness Rd. N.W. (Bowness)
2. Bowness Rd. N.W. (Montgomery)
3. Centre St N - South of 16 Ave. N
4. Centre St N - 16 Ave. to 32 Ave. N
5. Centre St N - North of 32 Ave. N
6. Edmonton Tr N.E. - South of 16 Ave. N.E.
7. Edmonton Tr N.E. - 16 Ave. N.E. to 32 Ave. N.E.
8. Edmonton Tr N.E. - North of 32 Ave. N.E.
9. Kensington Rd. N.W. - Crowchild Tr. to 14 St. N.W.
10. 1 Ave. N.E.
11. 4 St. N.W.
12. 9 Ave. S.E.
13. 10 Ave. S.W.
14. 14 St. S.W. - Bow River to 17 Ave. S.W.
15. 16 Ave. N.W. (Montgomery)
16. 17 Ave. S.E.
17. 17 Ave. S.W. - 37 St. S.W. to Crowchild Tr. S.W.
18. 33 Ave. S.W.
19. 36 St. N.E.
20. 37 St. S.W.

**● Long term main street areas
(Review 2020-2022)**

21. Kensington Rd. N.W. - 10 St. to 14 St. N.W.
22. Macleod Tr. South
23. Macleod Tr. North
24. Richmond Rd. S.W.
25. 4 St. S.W.
26. 10 St. N.W.
27. 14 St. S.W. - 17 Ave. S.W. to 33 Ave. S.W.
28. 14 St. N.W. - Bow River to 8 Ave. N.W.
29. 16 Ave. N.W. - Banff Tr. to 10 St. N.W.
30. 16 Ave. N.W. - 10 St. N.W. to Centre St. N
31. 16 Ave. N.E. - Centre St. N to Deerfoot Tr. N.E.
32. 17 Ave. S.W. - 14 St. S.W. to Macleod Tr. S.E.
33. 17 Ave. S.W. - Crowchild Tr. to 14 St. S.W.
34. 32 Ave. N.E.
35. 50 Ave. S.W.

