

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.



Sunalta

ENTRANCE

Calgary Transit

ENTRANCE

Calgary Transit

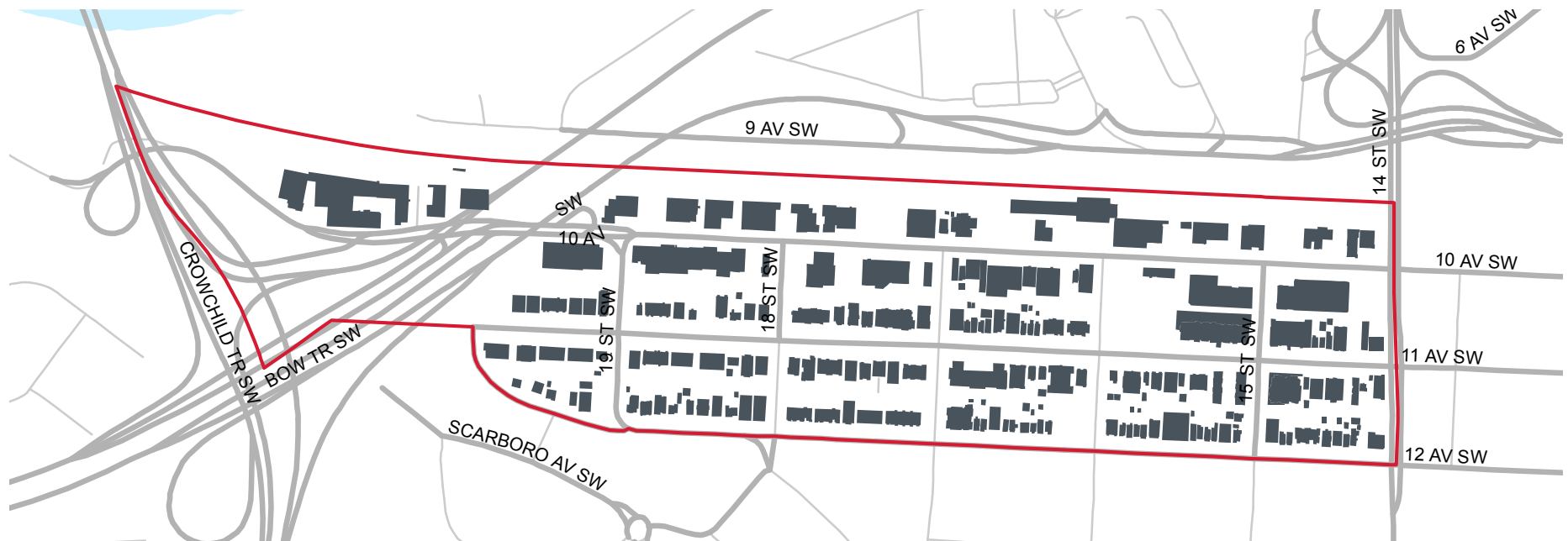
10 Avenue SW

10 Avenue SW **now**

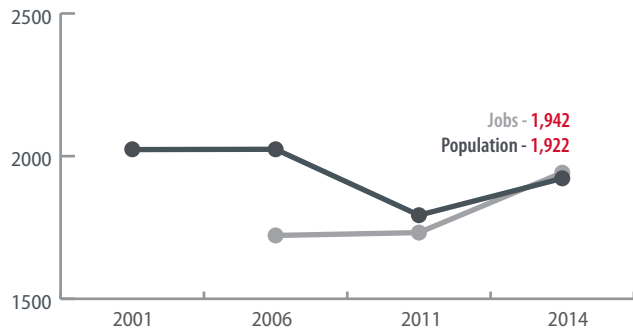
The 10 Avenue SW main street stretches from 19 Street to 14 Street SW in the community of Sunalta.

Sunalta was annexed to Calgary in 1907, and by 1909 light industrial activity was already becoming a means of employment for the community. The land was primarily developed as residential, but due to the proximity to the Canadian Pacific Railway rail line, sections of land surrounding 10 Avenue SW were set aside for industrial uses. The mix of residential, commercial

and industrial uses continues to be observed today, although policy is in place to discourage expansion of existing industrial uses so that commercial uses are now replacing industrial uses in areas. The new West LRT station at Sunalta brings opportunities for transit-oriented development along this main street. Higher density, mixed use developments are encouraged in close proximity to the station, adding to the high-street flavour of this area.

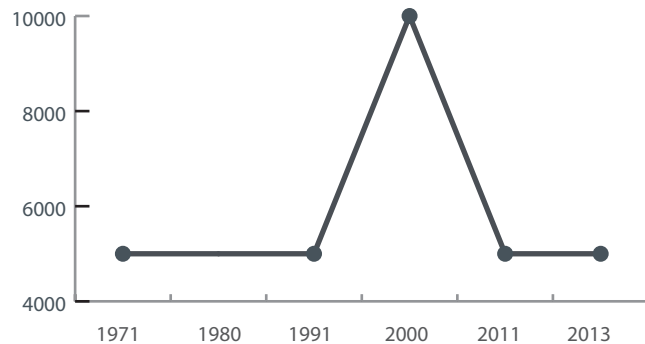


Jobs and population trends



Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

86

Very walkable:

Most errands can be accomplished on foot.

Local planning

10 Avenue SW has a recent update to the Sunalta Area Redevelopment Plan for the west LRT expansion in 2009. The whole process for engagement, policy creation and internal City of Calgary review was directed by the goals and objectives of the Municipal Development Plan. City initiated land use districts (zoning) were put into place soon after the Area Redevelopment Plan to support both transit oriented development and main street area redevelopment plan.

Current zoning

Current zoning is a customized Direct Control district that allows for significant height and density along 10 Avenue, with declining heights and densities as development moves south to 11 and 12 Avenues. Key challenges that rezoning could potentially address are primarily related to the shallow lot depth and access constraints faced by properties on the north side of 10 Avenue.



TRANSIT ROUTES

20 mins

Frequency of trips departing during **peak** hours

40 mins

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

10 Avenue SW **future**

Important outcomes to main street users



Public and park spaces

10 Ave SW main street users said that they would like to have improved open space and recreational amenities.

Desired outcomes

- Open spaces designed to be safe and active with active street fronts and for year round use
- Opportunities to incorporate public art into open spaces



Diversity of housing (mixed use residential)

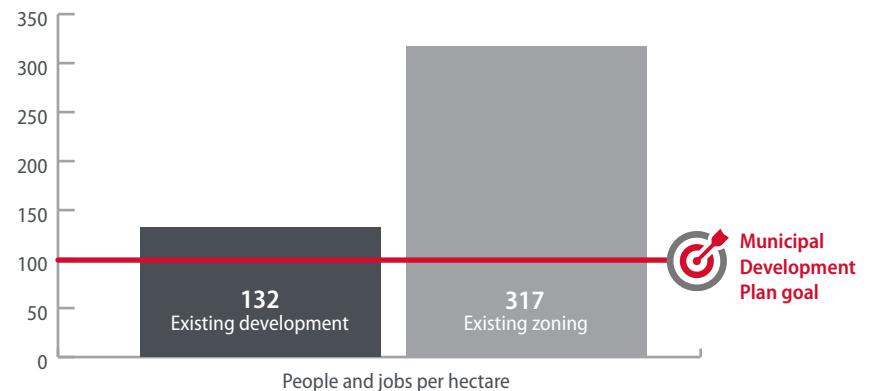
10 Avenue SW main street users also shared that they'd like to see new residential options and a population which would support commercial services to the neighbourhood.

Desired outcomes

- Mixed use buildings have active, animated, and visually interesting ground floors
- Due to its proximity to LRT should allow for residential, commercial, and light industrial opportunities
- Provide a variety of housing types to serve a range of incomes, families, and seniors etc

Growth potential

Growth for this main street area is above the Municipal Development Plan desired target. The most relevant factors that create this growth are 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) are 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 contribute to a high quality residential and commercial area.

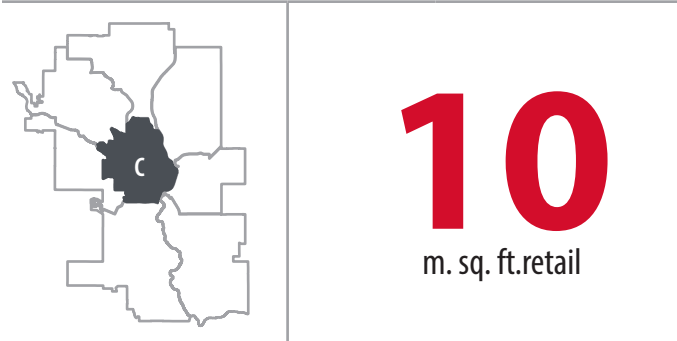


Market outlook

The redevelopment opportunity for this main street area is dependent on the timing of transition from an industrial-commercial area to a more mixed use environment that leverages

the LRT station. An estimated total of some 250 residential units is expected to be built over the next 25 years, starting gradually between 2016 and 2020.

CENTRE RETAIL FEATURES



Significant
Destination Retail

50
sq. ft. per capita 2024



20%

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



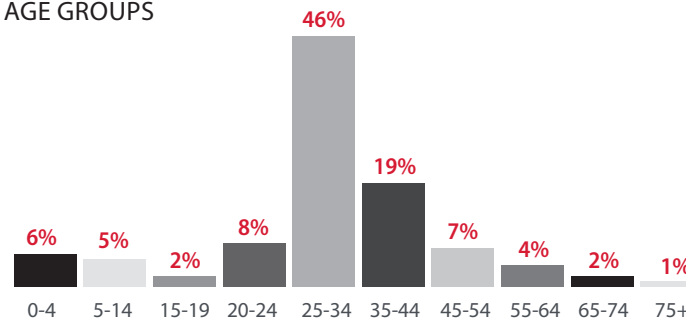
13%
Dominant clothing and accessories

6%
vacancy

640,000
sq. ft. proposed retail

56 sq.
ft. per capita

AGE GROUPS



POPULATION OF COMMUNITIES NEAR MAIN STREET

