

# 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.



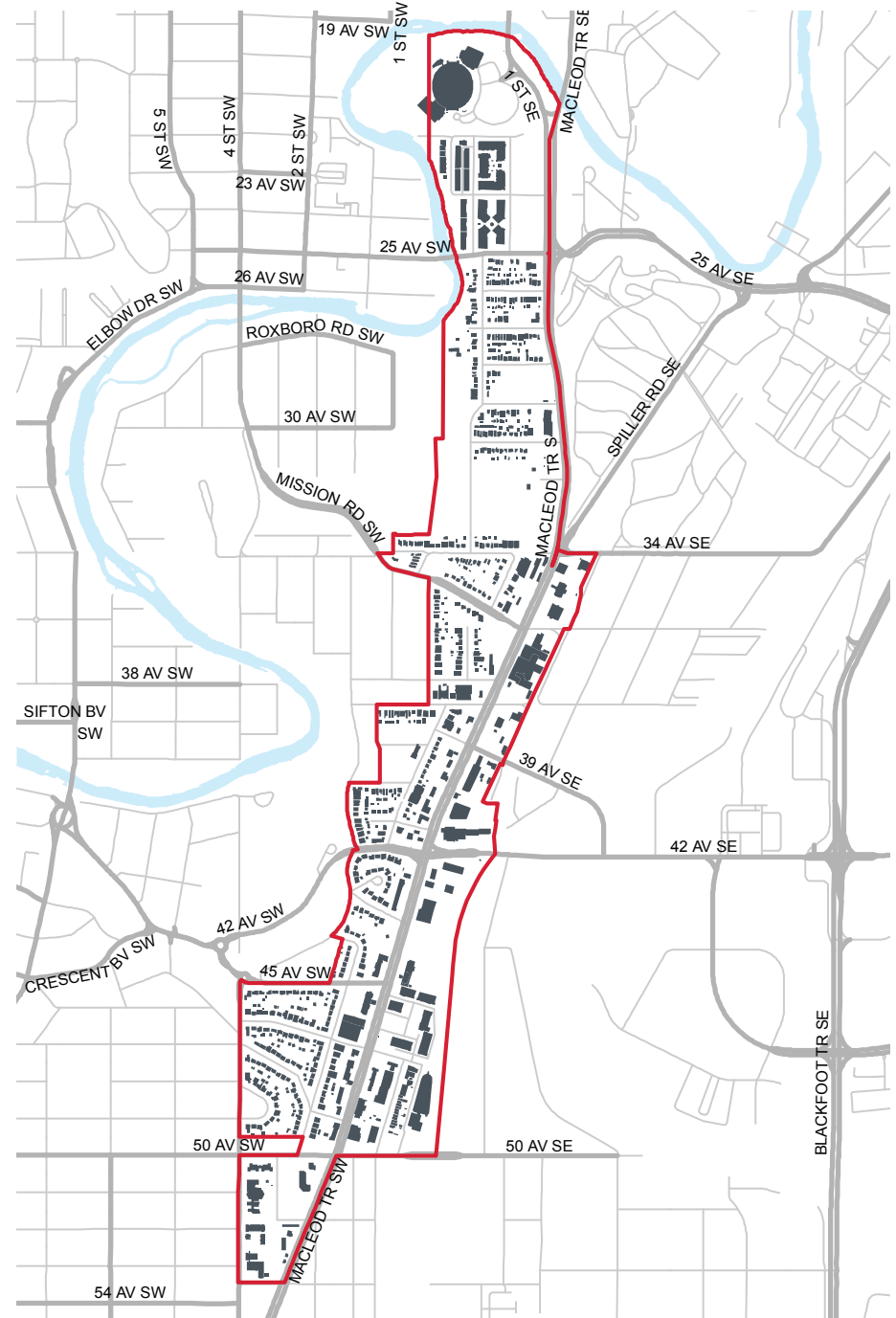
**TRUCKS**  
**RESTRICTED**  
**EDGE AHEAD**  
**USE**  
**RIGHT THRU**  
**LANE**



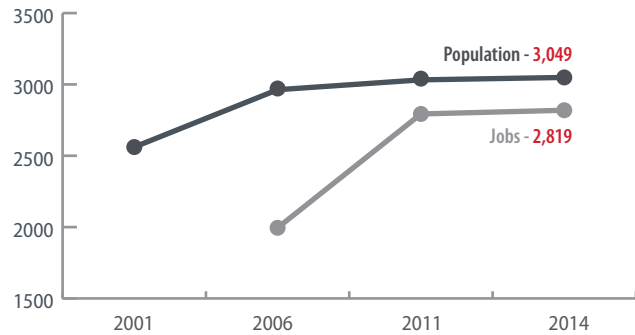
Macleod Trail S (North)

# MacLeod Trail S (North) **now**

The Macleod Trail S (North) main street stretches from the Elbow River to 50 Avenue SW. Moving north to south, this corridor touches the communities of Erlton, Manchester Industrial, Parkhill, Manchester (residential) and Elboya.

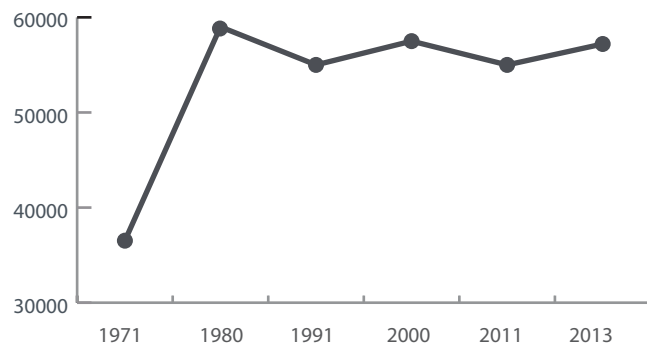


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER VEHICLES PER DAY)



WALK SCORE

**80**

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



TRANSIT ROUTES

**20 mins**

Frequency of trips departing during **peak** hours

**25 mins**

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

## Local planning

MacLeod Trail has two sections designated by the Municipal Development Plan and Calgary Transportation Plan as an Urban Corridor and Urban Boulevard. These two sections of the main street have high frequency transit service with several LRT stations. The northern section was subdivided with an originally smaller road width requiring land acquisition over time for an improvement road and mobility right of way. This area has two area redevelopment plans: Ertton Area Redevelopment Plan (approved 1985) and Park Hill/Stanley Park Area Redevelopment Plan (approved 1984). A non statutory transit oriented development policy was also approved with the LRT line in 1980 (L.R.T. South Corridor Land Use Study). These policies support both transit oriented and main street redevelopment.

## Current zoning

MacLeod Trail is one of Calgary's most iconic roadways. Designated an Urban Corridor, it is an important through route, allowing access for hundreds of local businesses. Current zoning, if fully built out, would just barely allow for MacLeod Trail to meet The City's population and employment targets for main streets and restricts development along one of the best served transit corridors in the city. Rezoning could allow for more flexibility for mixed use development along MacLeod Trail itself, as well as for greater housing choice immediately to the west in the form of low-rise apartments and row or town homes. To the east, rezoning could enable more intensive use of strategically located commercial lands.

# MacLeod Trail S (North) **future**

## Important outcomes to main street users



### Vibrant public realm

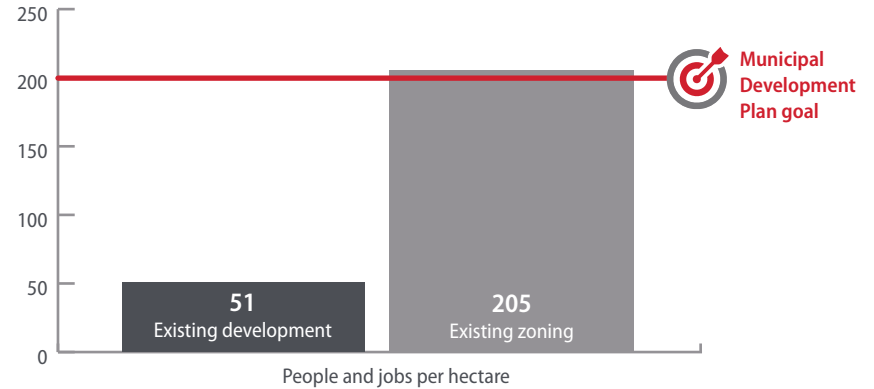
When MacLeod Trail S (North) main street users provided input about the future of this area, they shared that they would like to see increased pedestrian mobility, safety and comfort, including more trees and green space enhancements.

### Desired outcomes

- Safe and vibrant main street sidewalk
- High quality public realm elements
- More street trees

## 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.



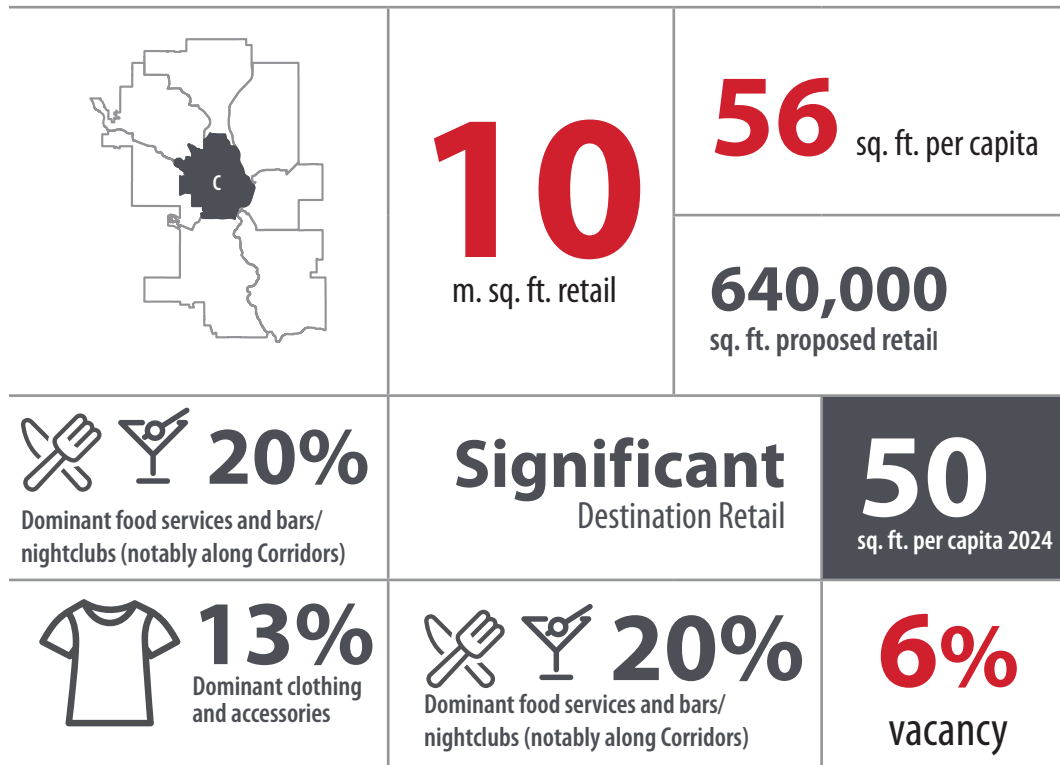
## Market outlook

MacLeod Trail SE accounts for about 11,400 homes, or about 2.5% of Calgary's housing stock. It has a higher than average share of multifamily units, especially in both low-rise and high-rise apartments.

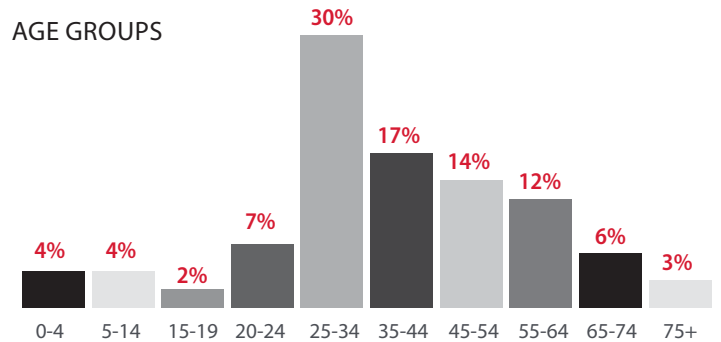
The MacLeod Trail main street already has about 220,600 square feet of office space, accounting for about 0.28% of the citywide inventory. All of the existing space is still fully leased, suggesting office tenants who have strong operations despite the current economic downturn.

Approximately 2,646 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. The types of units to be built have been forecasted based on current trends in the area near Chinook Mall. Over the past four years, over 18% of new units built in Chinook have been apartments. This percentage increases to over 25% when observing the past two years of housing starts. This trend toward multi-family development is expected to continue.

### CENTRE RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET

