

Calgary



# The Main Streets initiative

## **What we've learned**





Main streets are important to the long-term growth of our city, and are ideal places for mixed use development, including residential, commercial and retail development. Access to transportation options, infrastructure and amenities make these areas great places to live, work or visit.





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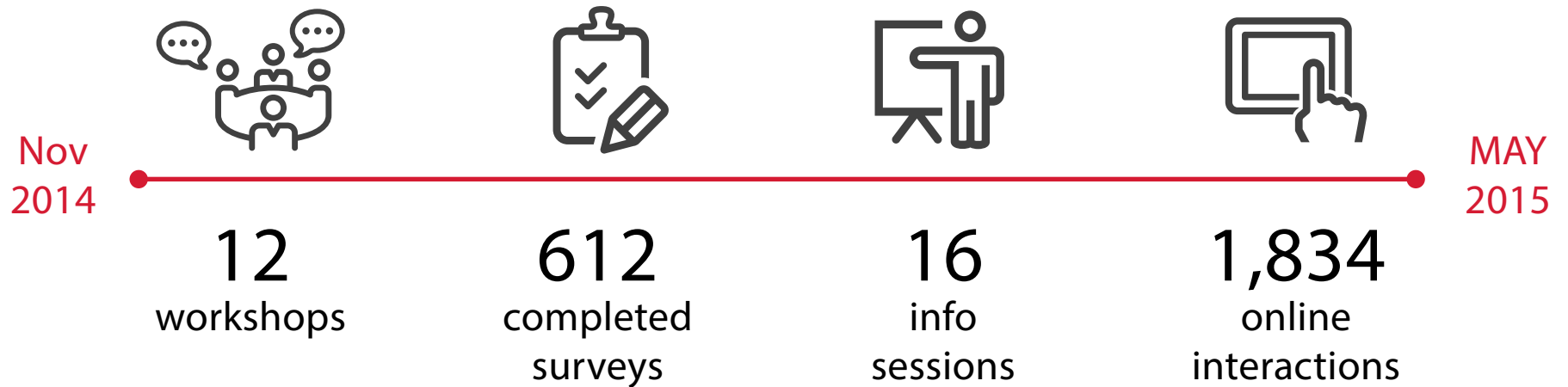
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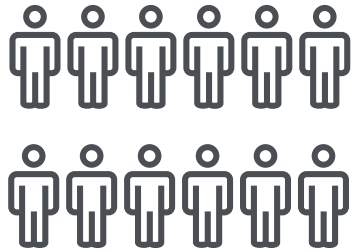
Public **input**

Between November 2014 and May 2015, people from across Calgary provided thousands of comments and input at workshops, in surveys, at information sessions and online, about their hopes and concerns for their main street neighbourhoods.



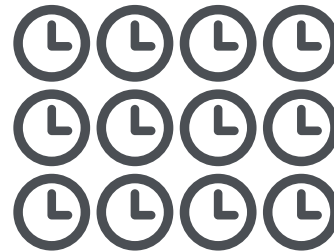


## Calgarians shared their input



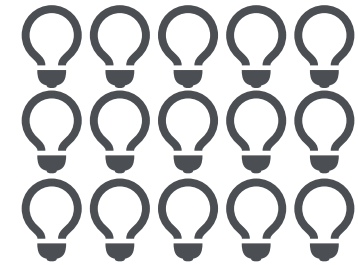
**2,238**

participants



**1,335**

hours of discussion



**4,505**

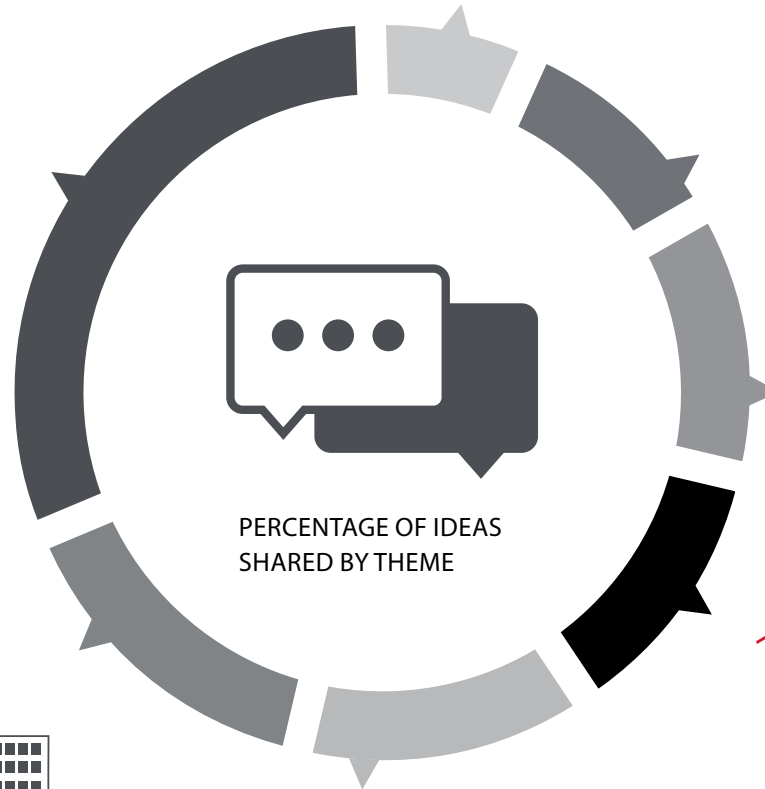
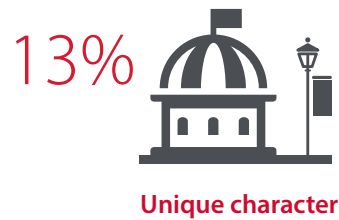
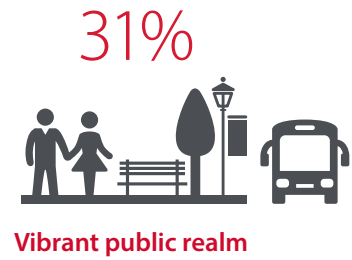
ideas

The City's Main Streets initiative will continue to consider the needs of neighbourhood residents, along with market research, to identify potential for future growth in these areas.

The first step in this process was to gather local perspectives about main street issues, opportunities and desired outcomes.

# Outcome themes

For all main streets, as shared by Calgarians



Through the extensive public engagement process, City planners and staff were able to understand what main street users and citizens would like to see for the future of their main streets. The summary below includes the common themes about future improvements across all of Calgary's main streets. For full details on the input we heard about each main street, visit [calgary.ca/mainstreets](http://calgary.ca/mainstreets).

**Based on Main Streets initiative engagement findings:**

**Variety of retail and small business**

15% of Calgary's main street users would like to see a variety of retail and small businesses along their main streets.

**Create a destination**

13% of Calgary's main street users would like to see their main street as a destination with the vitality to attract residents and visitors.

**Public and park spaces**

10% of Calgary's main street users would like to see improvements to public and park spaces. They are looking for open spaces to gather, be active and enjoy the main street with other people.



**Vibrant public realm**

31% of Calgary's main street users would like to see a vibrant public realm along their main streets. This includes considerations for safety, landscaping, walkability and the overall streetscape environment.

**Unique character**

12% of Calgary's main street users would like to keep the unique character of their main street. They value their street's small town feel, or close knit community or quirks.

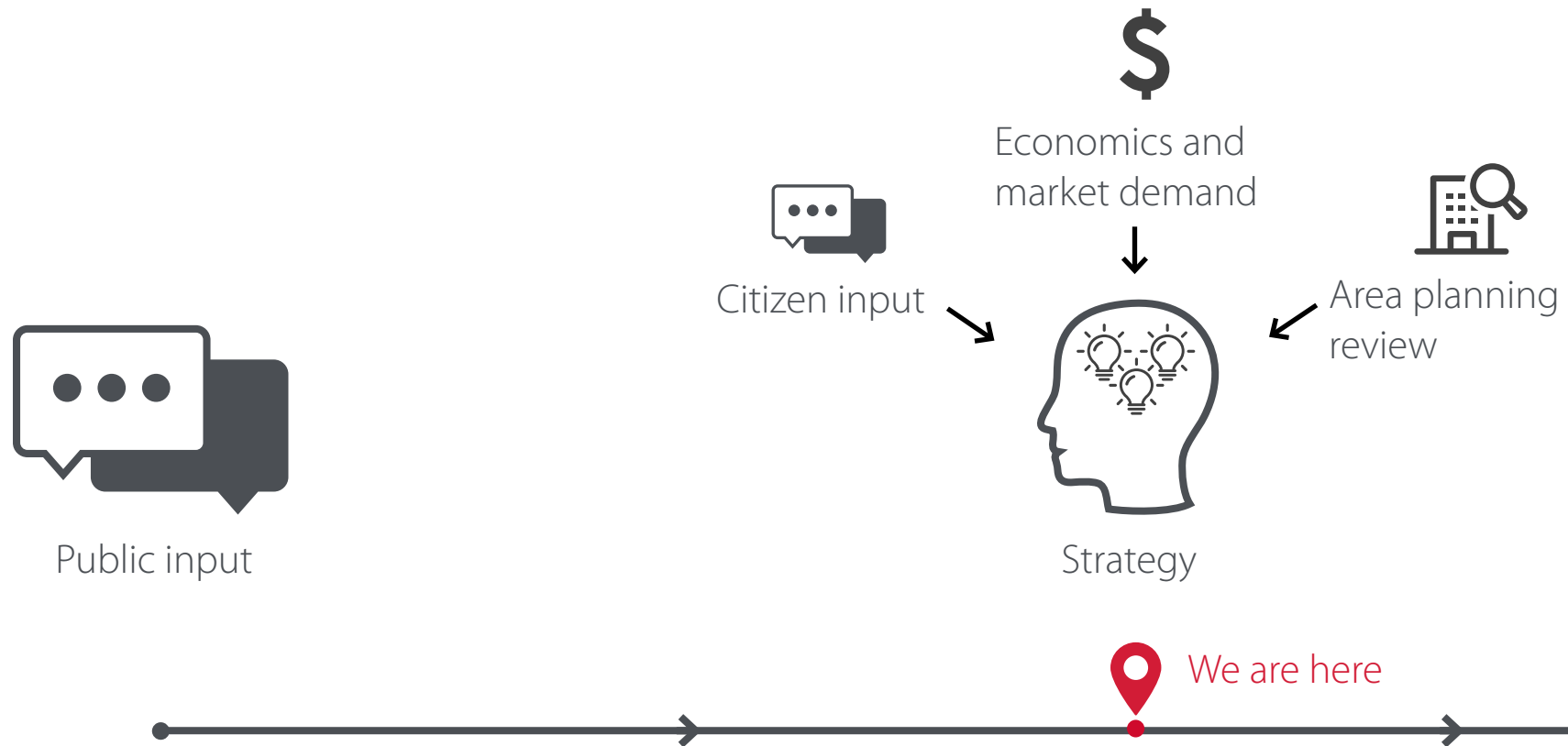
**Balance of transportation options and infrastructure**

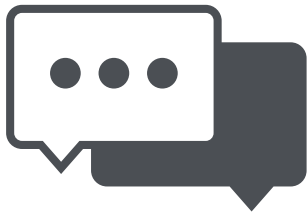
12% of Calgary's main street users would like to see a balance of transportation options and infrastructure growth with the main street. This includes considerations for a variety of travel modes, safety, and parking.

**Diversity of housing (mixed use residential)**

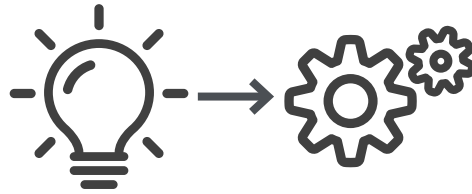
7% of Calgary's main street users would like to see a diversity of housing along or near their main street. They feel a mix of housing types and population growth would benefit the area.

# Main Streets initiative work flow

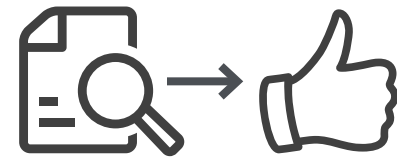




Public input



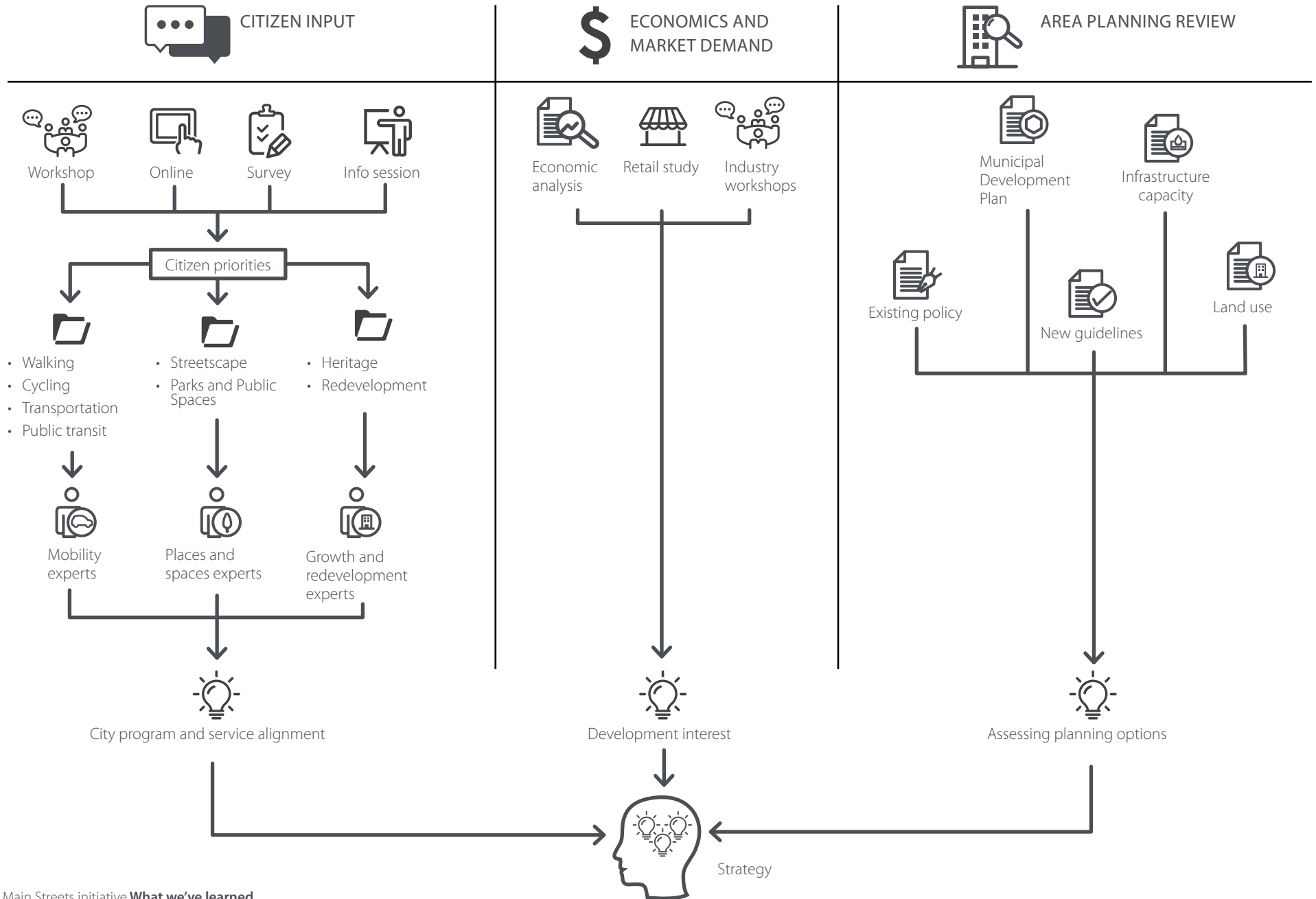
Implementation plan



Review and approval



# Input, decision and outcome roadmap



## Input and considerations

Representing one of the largest local planning public engagement efforts initiated by The City, more than 2,200 Calgarians collectively volunteered 1,335 hours of their time to share concerns, suggestions and future visions for main street neighbourhoods.

Experts from departments across The City worked together to review and consider local input, identifying opportunities for improvement or alignment with existing City programs and services.

The City's Main Streets' team also consulted economic research experts and industry partners to understand the market demand, opportunities and challenges in main street areas.

City planners then used this information along with local input to evaluate policy and planning options and build a strategy for the success of Calgary's main streets.





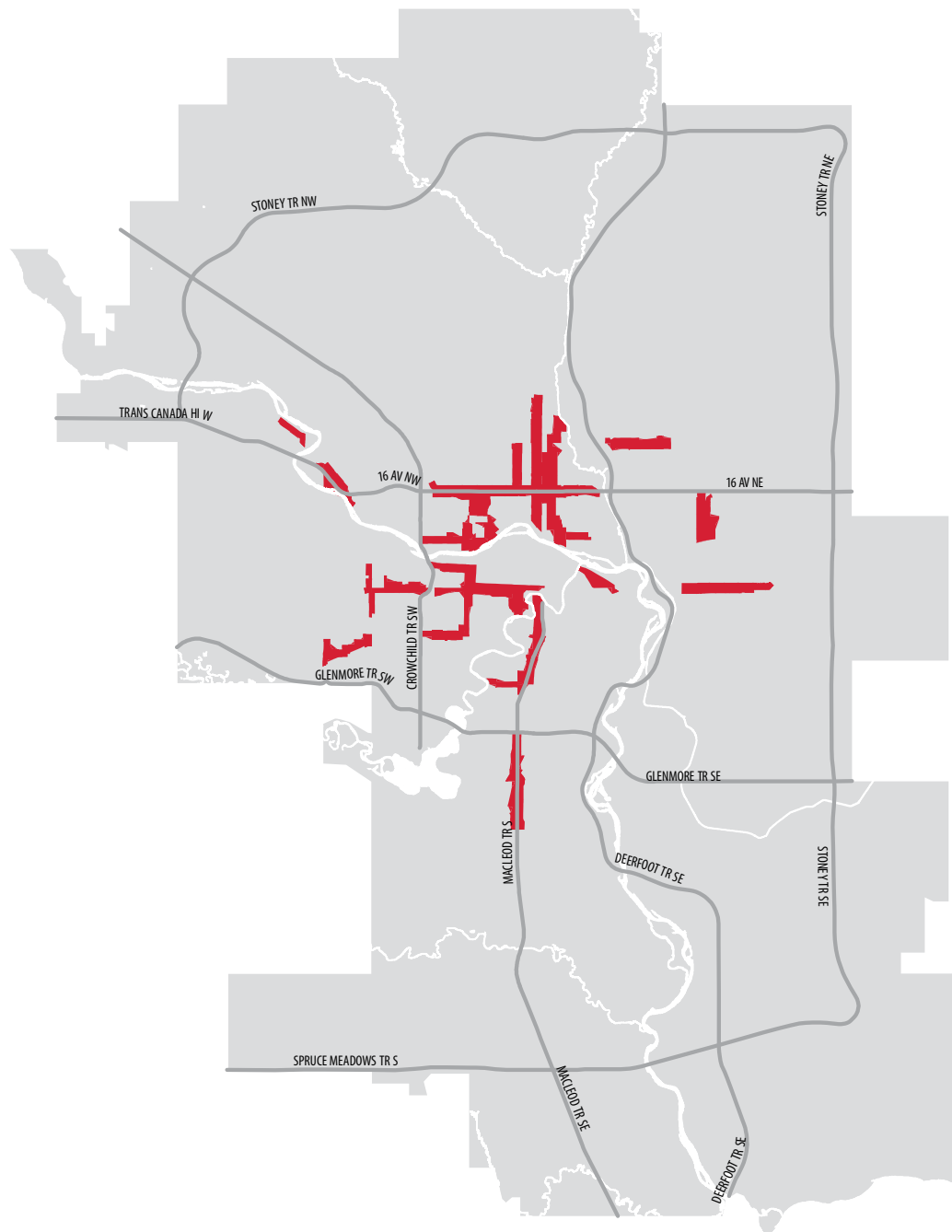
Growth and market **demand**

# Municipal Development Plan

The Main Streets initiative focuses on the implementation of Calgary's Municipal Development Plan objectives along Calgary's 24 main streets. The Municipal Development Plan and Calgary Transportation Plan provide broad, long term policy that aims to change the growth pattern of the city over the next 50 to 60 years. The vision of Calgary's long term growth includes a more connected and compact city where people have more choices to live and work and on how they travel.

Key to this concept is concentrating growth in jobs and population along transportation networks and providing adequate transitions from higher intensity land uses, to lower intensity land uses. The higher intensity areas have more flexibility to provide a range of commercial businesses, recreational services and housing types, while transitions to lower built forms provide more housing options for Calgarians. Overall this pattern supports complete communities and spurs local innovation and character.

How this development pattern is created is specific to each main street community's local context. Many physical and cultural elements influence the evolution of a community; community residents and local business owner needs are being considered to support future growth.



# Main street growth targets

The Municipal Development Plan has set minimum growth targets for Calgary's 24 main streets. This growth is key to support cost efficient and high quality transit service that is attractive to more users. The creation of more jobs and population greatly enhances the variety and vitality of main street areas. The Municipal Development Plan indicates the growth target minimum for people and jobs in an area, not the specific mix of each growth type; this is typically determined by marketplace demands for residential or commercial space.

The minimum growth targets are intended to be reached over a long period of time, but some of the existing main streets meet or exceed this minimum. Being above minimum ensures better transit and other mobility improvements, providing a more complete community.

For analysis of growth target progress along the main streets, several longer streets were divided and reviewed in smaller sections. Of the 33 main street sections, only 7 areas (21%) are currently meeting the Municipal Development Plan target. This indicates long term growth potential in main street areas. Each main street area has unique growth needs; some require a minor amount of development to achieve the increased population and jobs which would improve the vitality of the area.

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.

# Understanding market desire for main street growth

The evolution and growth of the main street areas will be driven by private investment in new building construction for commercial and residential uses. The City supports this growth by providing infrastructure for water, transportation, recreation and other civic services. Understanding market desire for location and timing enables The City to align this consumer preference with strategic policy goals and budget planning. As well, market demand is influenced through proactive planning policy intervention and infrastructure investments. Analysis by economic consultants has provided insights into the market desires.

In 2011, the population of the main street areas was approximately 59,500, accounting for a 5.5% share of the overall city. The population of the main street areas is forecast to grow to approximately 108,600 from 2011 to 2038. While population forecasts to 2078 are projected, the period from 2011 to 2038 is the focus of this economic and market analysis.

Since 2005, 40% of all new apartment units in Calgary have been built within the communities near main streets. Active projects in the main street communities account for 37% of all apartment development underway. Mid-rise apartments provide land efficiencies and population requirements that help support commercial services along the main streets. This development type also creates a more efficient use of transit and other modes of travel.

Since 2005, 5% of ground oriented housing units in Calgary were built within communities near main streets. Ground oriented development currently has limited potential but there is market desire for this building type. Providing more of this built form creates a greater variety of housing choices.

Presently, the 24 main street areas account for about 4.6 million square feet of office space, roughly 5.76% of the city wide

inventory. It is projected that this could increase to an estimated 8% of the city wide inventory by 2040, with an average annual increase of 181,000 square feet per year (spread across all 24 areas). Even with this growth of office floor space in main street areas, the majority of the office development is forecast to occur in the Downtown and Beltline office markets, or within suburban office parks.

The city wide office vacancy rate is increasing with new, under construction, Downtown office space yet to be offered on the market. As the new office construction is completed and added to the inventory, this vacancy rate will increase further. The main street areas will be impacted by a near-term absence of demand for new office space. The main street areas are not anticipated to attract a significant share of future office growth. The main street areas have attributes which make them well suited to support population related professional services.

The main street areas exhibit a range of retail activity and development. Some are home to major regional shopping centres, while others have only a local-serving retail function. Given the established nature of many of these areas, it is unlikely that significant large scale retail will occur. The need for additional commercial and retail opportunities in the main street areas will be driven by residential development, to increase service demand.

# 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.



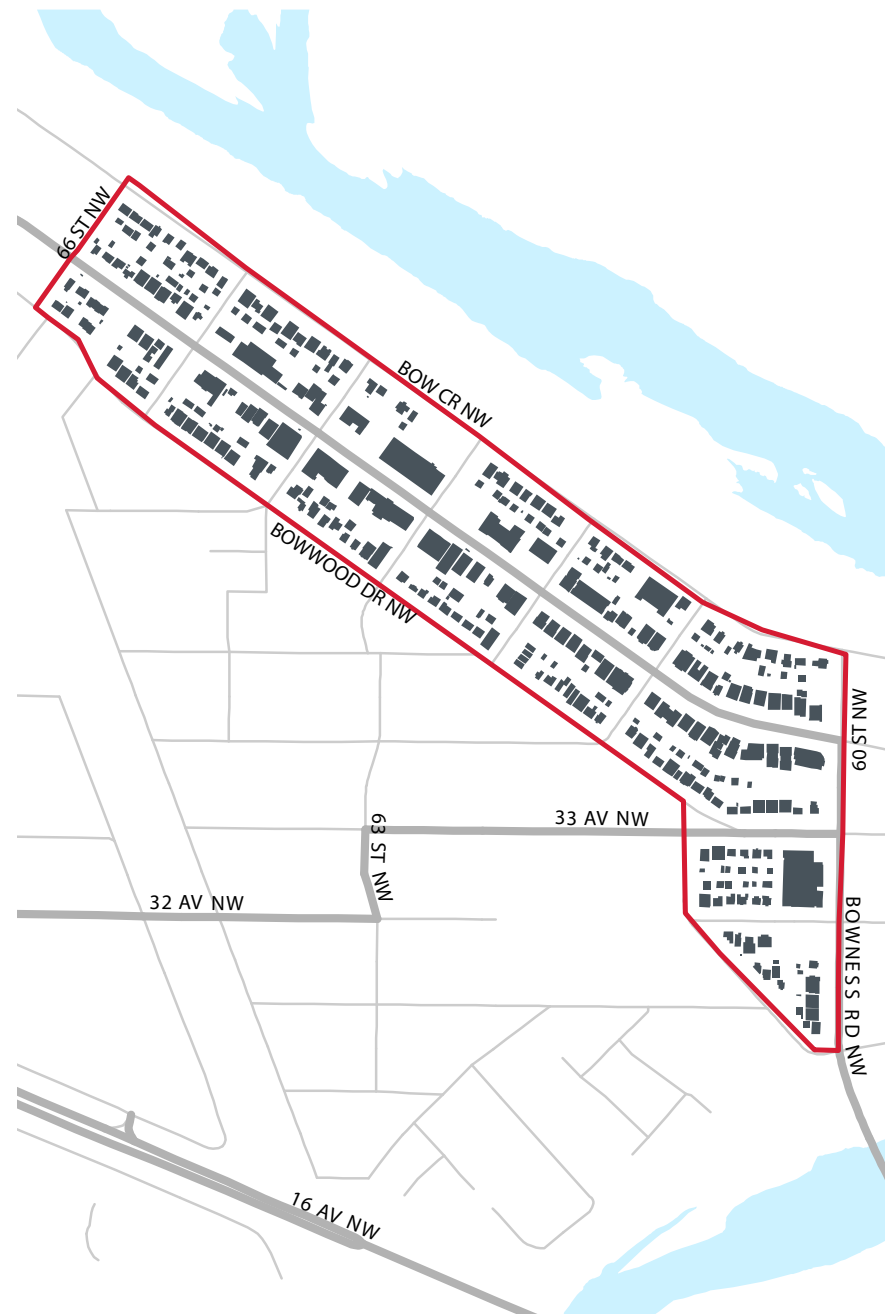


Bowness Road NW

## Bowness Road NW **now**

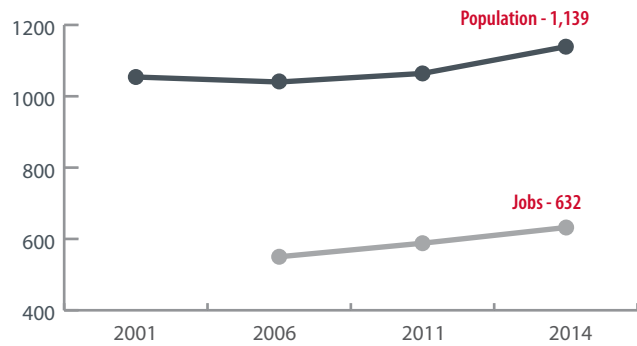
The Bowness Road NW main street is located in the community of Bowness, stretching from Bow Crescent to 60 Street NW.

The community of Bowness was actually once a town until it was amalgamated by Calgary in 1963. The residents of Bowness, called “Bownesians,” enjoy the community’s diversity and friendly neighbourhood character. Bowness Road was recently upgraded as a “Complete Street” with a bike lane installed between 48 Avenue and 70 Street NW.



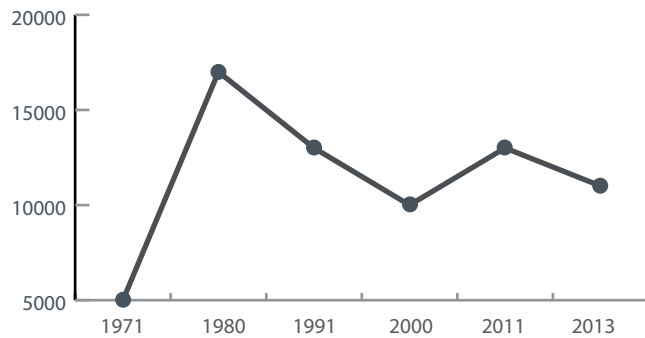


## Jobs and population trends



## Travel and Transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

# 61

**Somewhat walkable:**  
Some errands can be accomplished on foot.


## Local planning

The current Bowness Area Redevelopment Plan was approved in 1995 with only minor changes since then. The Bowness Area Redevelopment Plan provides policy that promotes and encourages the success and growth on the commercial area along this main street and aims to maintain this as a key part of the community. The built form-scale policy within the Bowness Area Redevelopment Plan matches the current adjacent low-density residential districts.

## Current zoning

Bowness Road NW is the heart of Bowness and is a great example of a prairie main street. Current zoning does not allow for development to reach the population and employment targets outlined in the Municipal Development Plan. Along the main street itself, the zoning does allow for low-rise mixed use development, but the current land use population allowances are not necessarily sufficient enough to prompt redevelopment. Rezoning could allow greater flexibility for mixed use along Bowness Road and offer more options in terms of row- or townhouses as a further transition, allowing more households and businesses to choose Bowness.

**3**   
TRANSIT ROUTES

 **10 mins**  
Frequency of trips departing during **peak** hours

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

# Bowness Road NW **future**

## Important outcomes to main street users



### Unique character

When Bowness Road NW main street users provided input about the future of this area, they shared that they'd like to see the unique character of this main street considered. This includes its small town feel and the close knit community characteristics.

### Desired outcomes

- Small town feel
- Close knit community



### Public and park spaces

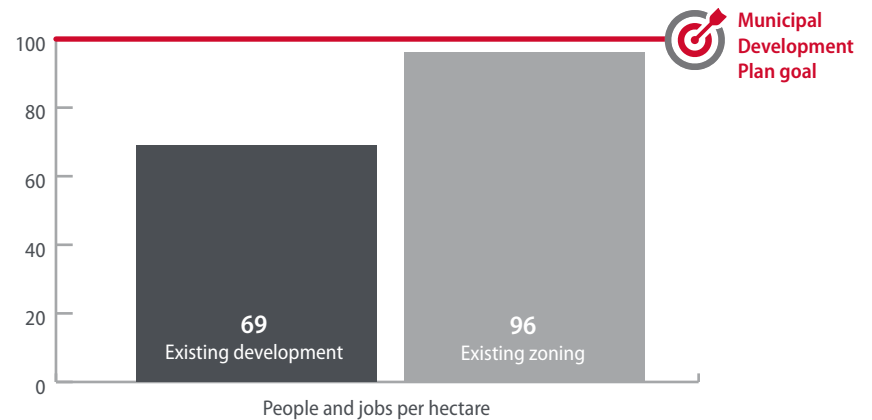
Bowness Road NW main street users also indicated that they would like to see the ability to create flexible or temporary active spaces which would encourage animated streets, where street activity is promoted. Elements such as temporarily converting parking into patio space or road closures for street festivals were noted by main street users.

### Desired outcomes

- Flexible temporary active spaces

## Growth potential

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.

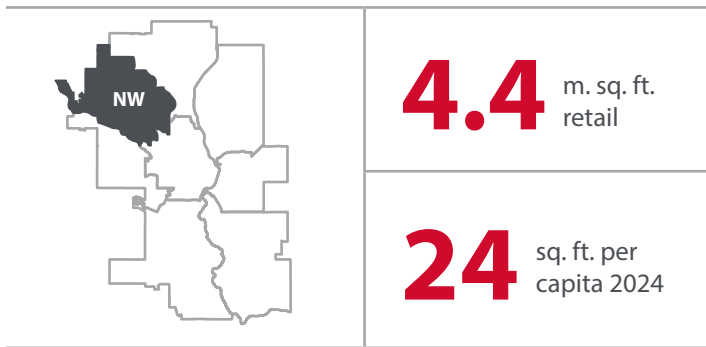


## Market outlook

Geographically, this is among the most outlying of Calgary's main streets. It is a relatively low density built environment, which has seen little new development recently. It is not anticipated to see any broad-scale redevelopment for some time. Other main streets are better positioned to attract redevelopment, and therefore this is considered a longer-term growth opportunity.

The result is a total of some 86 residential units to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities in the area will be driven by population growth in the immediate area.

### NORTHWEST RETAIL FEATURES



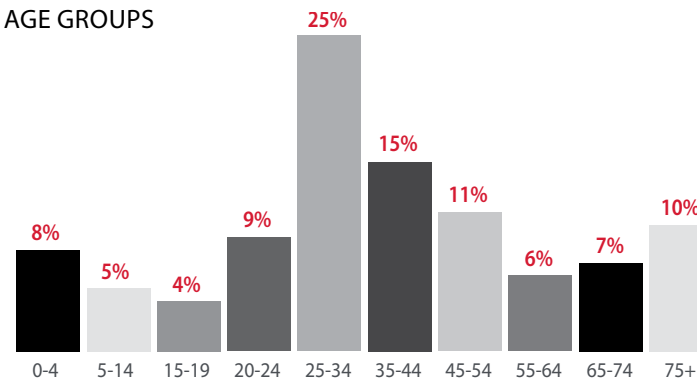
 **51%** **High** retail merchandise specializing in clothing and accessories and general merchandise.

 **11%** **Low** food services.

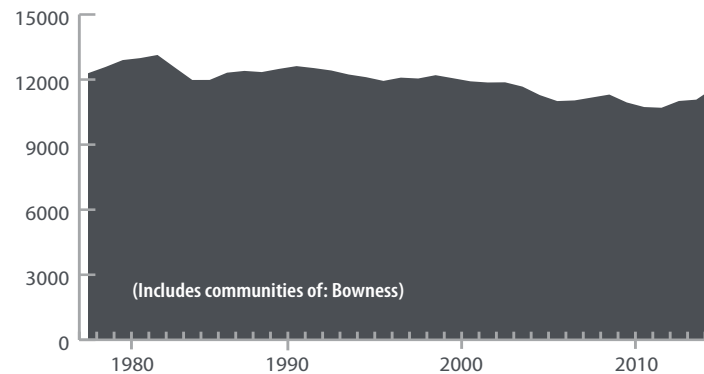
**1%** vacancy

**25** sq. ft. per capita

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET







M  
Montgomery



[www.montgomerybrz.com](http://www.montgomerybrz.com)

Bowness Road NW  
(Montgomery)

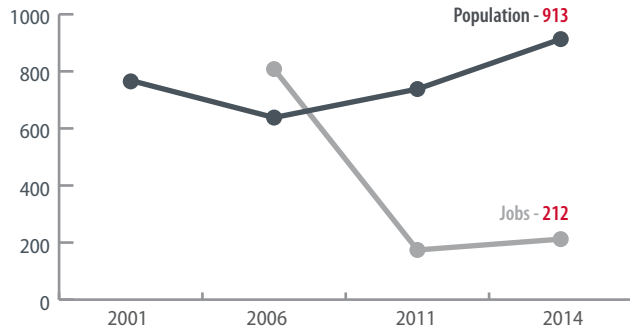
## Bowness Road NW (Montgomery) **now**

The east side of the Bowness Road NW main street is located in Montgomery and runs from 48 Street to 16 Avenue NW.

Like its neighbouring community of Bowness, Montgomery was also amalgamated by Calgary in 1963. The demographics continue to shift over time as this area grows and is redeveloped. The Bowness Road main street has seen much revitalization over the past several years with mixed use retail, commercial, restaurant and housing shaping a vibrant main street.

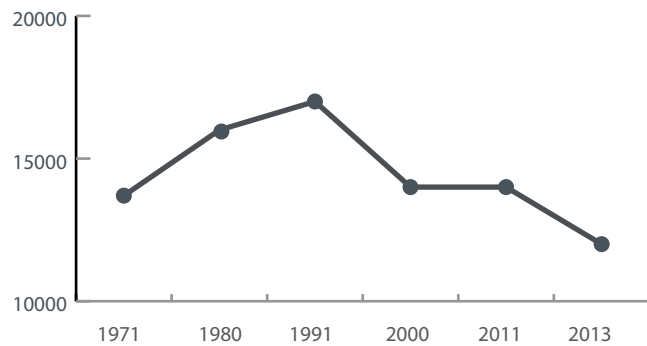


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)




WALK SCORE

**64**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

**2**   
TRANSIT ROUTES

 **10 mins**  
Frequency of trips departing during **peak** hours

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

## Local planning

The Montgomery section of Bowness Road NW is the main street of the community of Montgomery. 16 Avenue NW is a regional road (part of the Trans-Canada Highway) with significant vehicle traffic that presents design challenges to meet its growth potential. The current Montgomery Area Redevelopment Plan was approved in 2008 with only minor changes since then. The Montgomery Area Redevelopment Plan provides policy that promotes and encourages the success and growth of the commercial area along both Bowness Road NW and 16 Avenue NW in Montgomery.

The Montgomery Area Redevelopment Plan provides policy that encourages pedestrian focused commercial and mixed use buildings along Bowness Road and a gateway commercial area of high quality along 16 Avenue NW. The built form-scale policy within the Montgomery Area Redevelopment Plan matches the surrounding residential districts.

## Current zoning

Bowness Road NW in Montgomery is intended to be a neighbourhood main street, serving the local community. Current zoning allows for a limited amount of mixed use development on a small portion of the main street. There is some capacity for low-rise apartment buildings, but the majority of nearby residential development is restricted to single- or semi-detached homes. If development were to maximize the current zoning, the street would not be able to reach the population and employment targets outlined in the Municipal Development Plan. Rezoning could allow greater flexibility for mixed use, apartment, or row or townhouse development and create more housing options and business opportunities for Montgomery.

# Bowness Road NW (Montgomery) **future**

## Important outcomes to main street users



### Vibrant public realm

When Montgomery main street users provided their input about the future of this area, they shared that they'd like to see improvements to sidewalks in order to have a better pedestrian experience.

#### Desired outcome

- Safe and vibrant main street sidewalks



### Variety of retail and small business

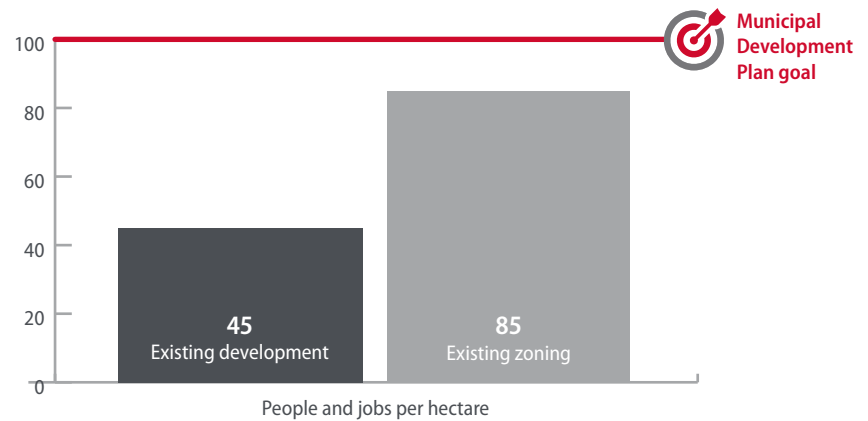
Montgomery main street users also shared that the vitality of retail and small business were important to the future success of Bowness Road NW in Montgomery.

#### Desired outcomes

- Variety of business
- Reuse, refurbish and renew older retail

## 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.



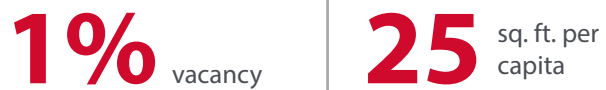
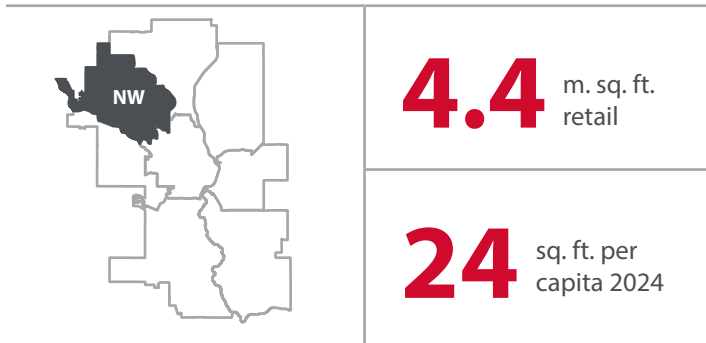


## Market outlook

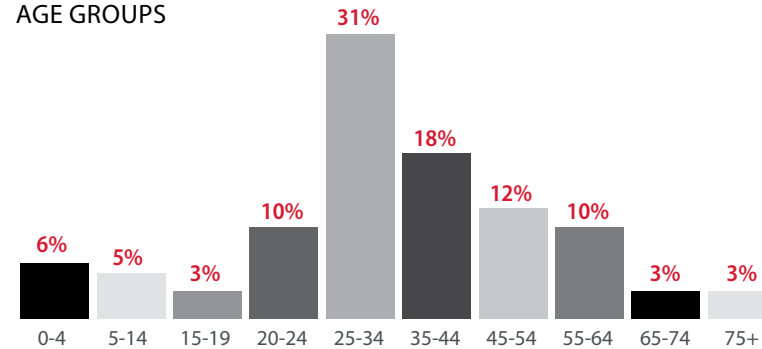
Both the Bowness Road NW (Montgomery) and 16 Avenue NW main streets, located in the community of Montgomery, have not been overly active locations for new development in recent years. It is considered a stable neighbourhood, and consists

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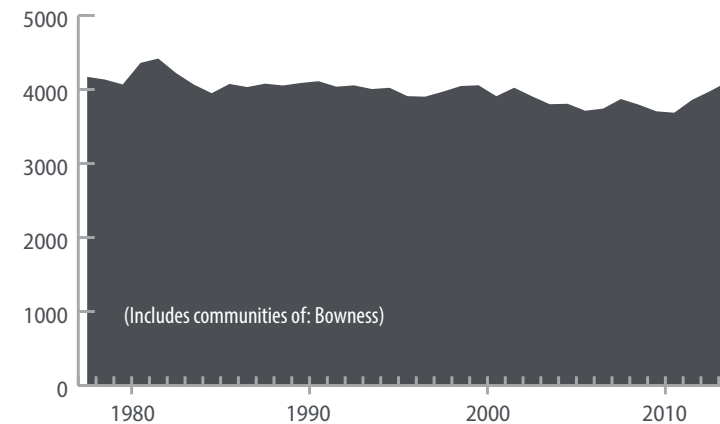
### NORTHWEST RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET





MONTGOMERY

WWW.MCAPEOPLE.CA

16 Avenue NW (Montgomery)

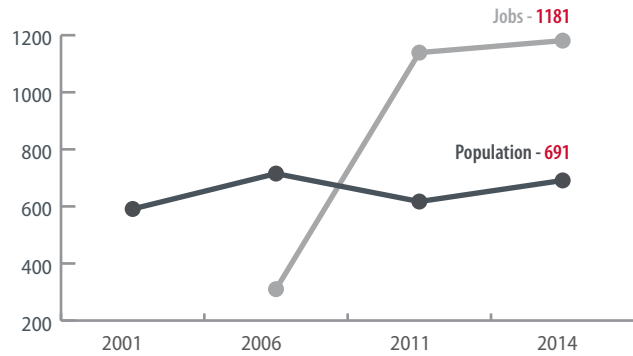
## 16 Avenue NW (Montgomery) **now**

The west section of the 16 Avenue NW main street is located in Montgomery and spans from Home Road to the northwest interchange of 16 Avenue and Shaganappi Trail NW.

It serves as both a regional destination and thoroughfare. Known as a gateway to the mountains to the west, this main street offers a diverse variety of local recreational opportunities and services, as well as services and businesses well suited for visitors heading to mountain getaways.

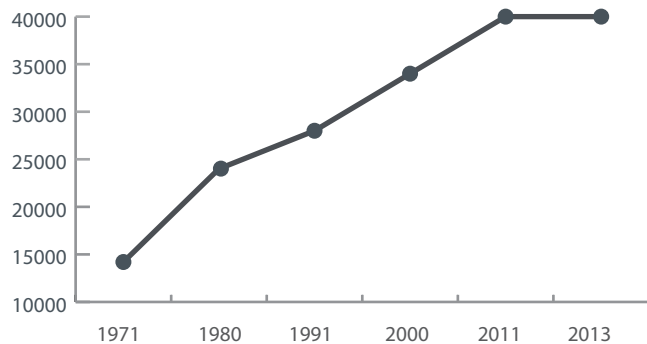


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**64**

**Somewhat walkable:**  
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## Local planning

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The Montgomery Area Redevelopment Plan provides policy that encourages pedestrian focused commercial and mixed use buildings along Bowness Road and promotes a gateway commercial area of high quality along 16 Avenue NW built form-scale policy within the Montgomery Area Redevelopment Plan matches to the surrounding residential districts.

## Current zoning

16 Avenue NW in Montgomery is intended to be a neighbourhood main street, serving the local community. As a significant traffic artery, it also appeals to businesses looking to serve NW Calgary. Current zoning allows for a range of mixed use development, but at relatively low heights and densities. There is some capacity for low-rise apartment buildings, but the majority of nearby residential development is restricted to single- or semi-detached homes. If development were to maximize the current zoning, the street would not be able to reach the population and employment targets outlined in the Municipal Development Plan. Rezoning could allow greater flexibility for mixed use, apartment, or row or townhouse development and create more housing options and business opportunities for Montgomery.

**2**   
TRANSIT ROUTES

 **35 mins**  
Frequency of trips departing during **peak** hours

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

# 16 Avenue NW (Montgomery) **future**

## Important outcomes to main street users



### Vibrant public realm

When Montgomery main street users provided their input about the future of this area, they shared that they'd like to see improvements to sidewalks in order to have a better pedestrian experience.

### Desired outcome

- Safe and vibrant main street sidewalks



### Variety of retail and small business

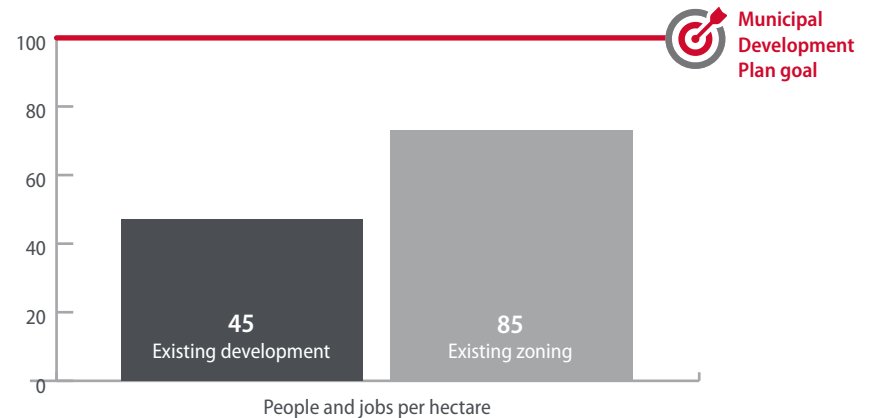
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### Desired outcomes

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- Reuse, refurbish and renew older retail

## 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.

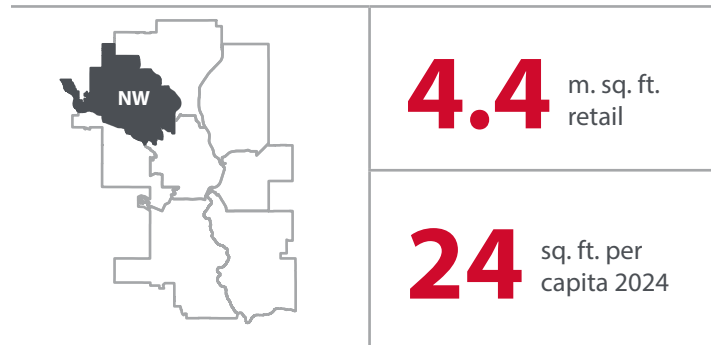


## Market outlook

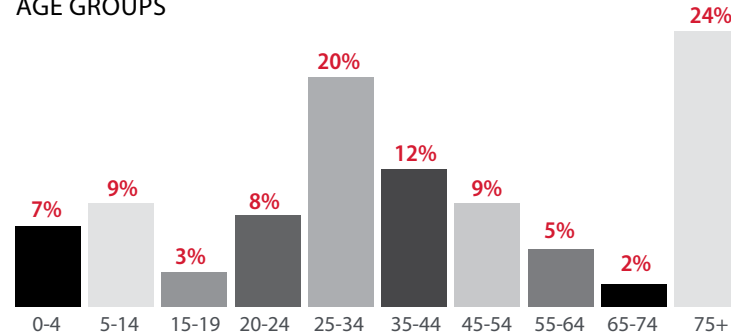
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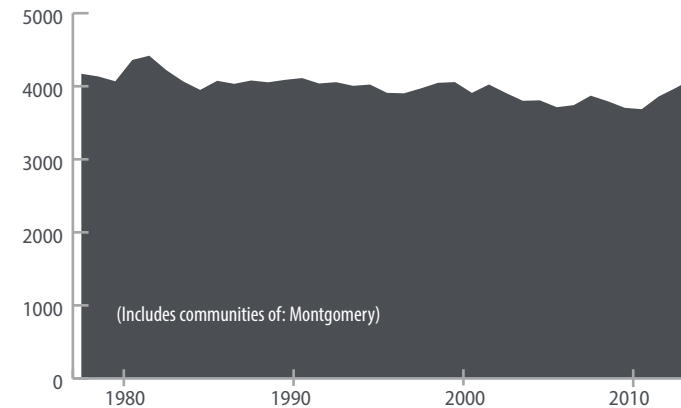
### NORTHWEST RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET









**THE  
MOVIE  
POSTER  
SHOP**

**POPULAR AND  
RARE POSTERS**

**Ready-Made Picture Frames • Plaque Mounts**

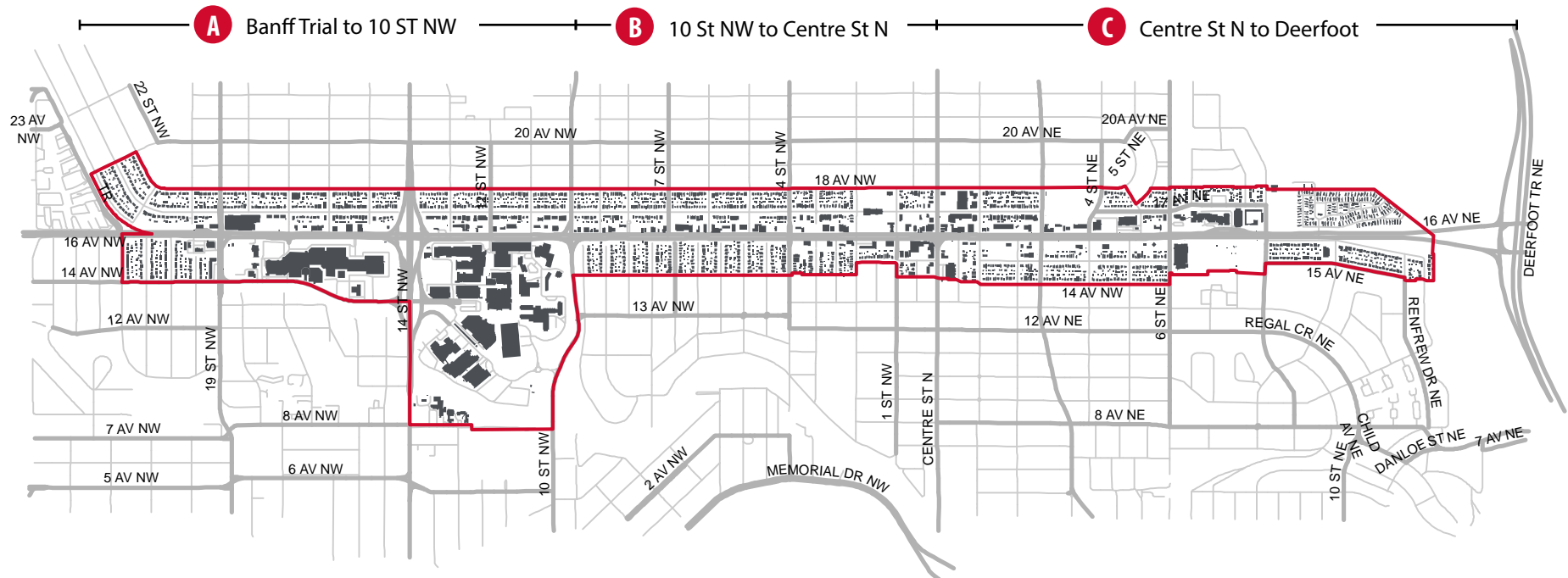
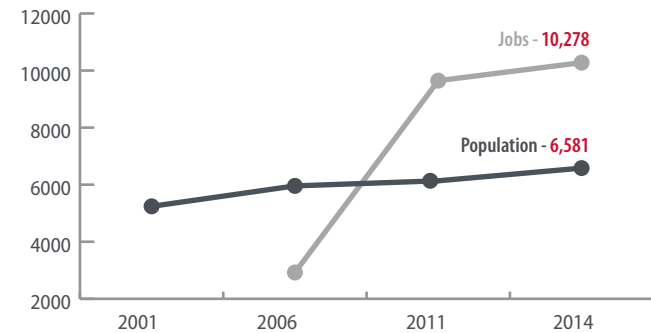
16 Avenue N

# 16 Avenue N **now**

The 16 Avenue North main street (also known as the Trans-Canada Highway) stretches east from Banff Trail to the interchange at Deerfoot Trail.

As one of Calgary's longest and oldest main streets, 16 Ave N is bordered by many businesses and northern inner-city communities. This includes portions of Banff Trail, Capitol Hill, Hounsfield Heights/Briar Hill, Rosemont, Rosedale, Crescent Heights, Mount Pleasant, Tuxedo, Mountview and Renfrew.

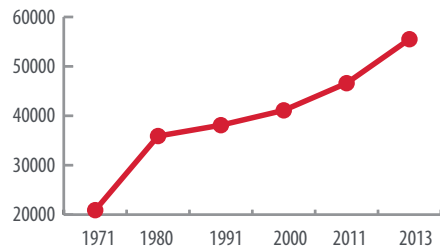
## Jobs and population trends



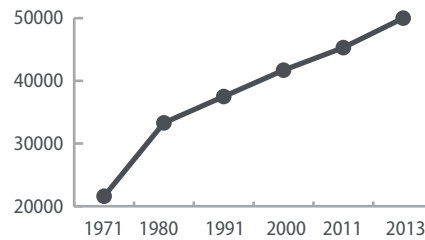
## Travel and transportation

### TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

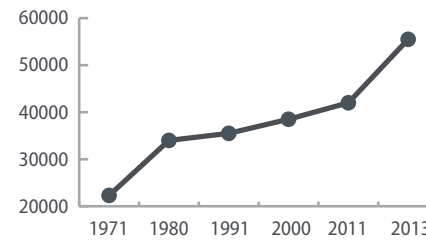
16 Avenue NW – **Overall**



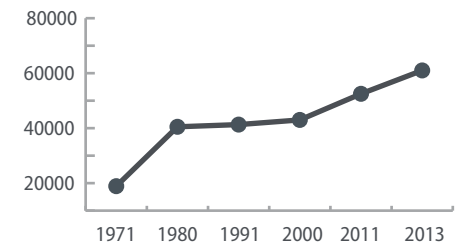
**A** Banff Trail to 10 St NW



**B** 10 St NW to Centre St N



**C** Centre St N to Deerfoot



### WALK SCORE

**83**

Very walkable:  
Most errands can be  
accomplished on foot.

**83**

Very walkable:  
Most errands can be  
accomplished on foot.


**81**


Very walkable:  
Most errands can be  
accomplished on foot.

**84**

Very walkable:  
Most errands can be  
accomplished on foot.

**3**   
TRANSIT ROUTES

 **10 mins**  
Frequency of trips departing  
during **peak** hours

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

## Local planning

16 Avenue North has an Area Redevelopment Plan that is focused along the road corridor, a boundary uncommon for many area redevelopment plans since most are bounded by community boundaries. The 16 Avenue North Area Redevelopment Plan has goals aligned with the Municipal Development Plan for urban corridors or main streets, including mixed use buildings, providing a variety of building types and a high degree of building and street design. The 16 Avenue North Area Redevelopment Plan was approved by City Council in mid 2007, with City initiated land use districts (zoning) updated soon after. This area redevelopment plan spans from 6 Street NE west to 14 Street NW along the edge of several communities, which is shorter than the Municipal Development Plan defined Urban Corridor. The Municipal Development Plan main street is from Crowchild Trail NW to Deerfoot Trail NE. The roadway of 16 Avenue North was also upgraded to a full six lanes of automotive traffic and with street trees and wider sidewalks in this same section. This area redevelopment plan provides a lot policy aiming to achieve a vibrant community with residential and employment variety and options with a high degree of design. Little redevelopment has occurred since the approval of the 16 Avenue North Area Redevelopment Plan, land use districts and automotive and pedestrian improvements.

## Current zoning

16 Avenue N was rezoned as part of the reconstruction and widening of the entire historic Trans-Canada Highway through inner northern Calgary. Current zoning is focused on creating a high quality transition between higher intensity development on 16 Avenue N and the neighbourhoods behind, but does not allow development to meet the growth targets outlined in the Municipal Development Plan. Rezoning could explore ways to create more opportunity for people and businesses to choose to locate on or near 16 Avenue N, while ensuring a sensitive transition in height and density to the north and south.

# 16 Avenue N **future**

## Important outcomes to main street users



### Unique character

When 16 Avenue N main street users provided input about the future of this area, they shared that they'd like to see a balance of commercial and retail businesses for use by both local and destination visitors. They'd like fun places to go and to see more people on the street.

### Desired outcomes

- Create more of a destination



### Balance of transportation options & infrastructure

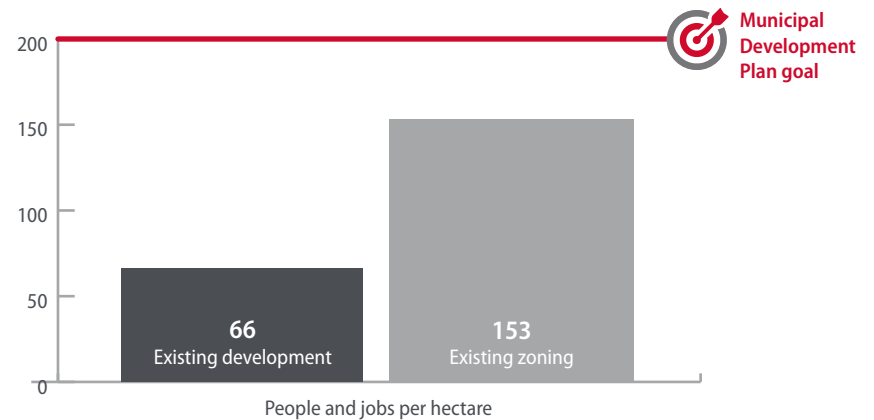
16 Avenue N main street users also felt it was important to make the street desirable to people as well as car traffic and consider improving the quality of transportation infrastructure for all travel modes.

### Desired outcomes

- A place for people and cars
- Better quality for other travel modes

## 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

The most comprehensive information on the type and tenure of the residential inventory within the 16 Avenue North trading area comes from the 2011 Census. The trade area accounts for about 17,900 homes, or about 3.9% of the Calgary housing stock at the time.

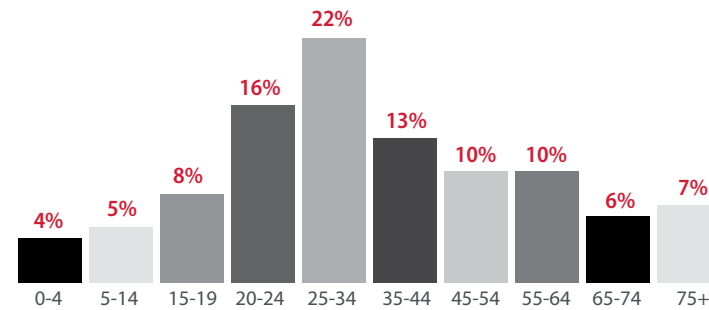
16 Avenue North has a higher than average share of multifamily units, especially in low-rise apartments and detached duplexes. The housing stock is considerably older than the city wide average, where units are over three times as likely to have been built before 1960. Conversely, units in the trade area are 15-75% less likely to have been built after 1960. Given the historic and inner-city nature

of this main street, the overall age of its housing stock aligns with expectations and suggests that many units may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total of some 4,182 residential units built over the next 25 years, starting gradually between 2016 and 2020.

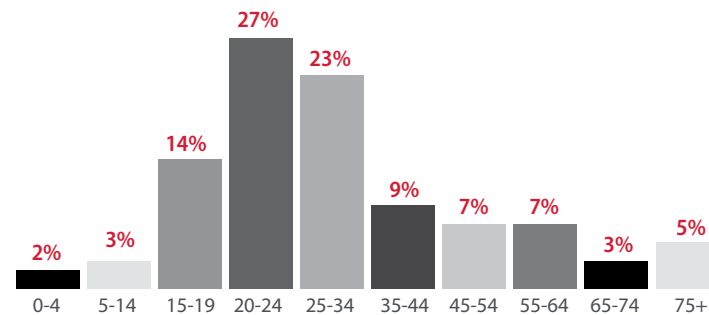
The 16 Avenue North main street has about 384,000 square feet of office space accounting for about 0.5% of the city wide inventory. It is important to note that most of the existing and proposed space is still fully leased, despite the recent economic slowdown and high overall vacancy rates.

### AGE GROUPS

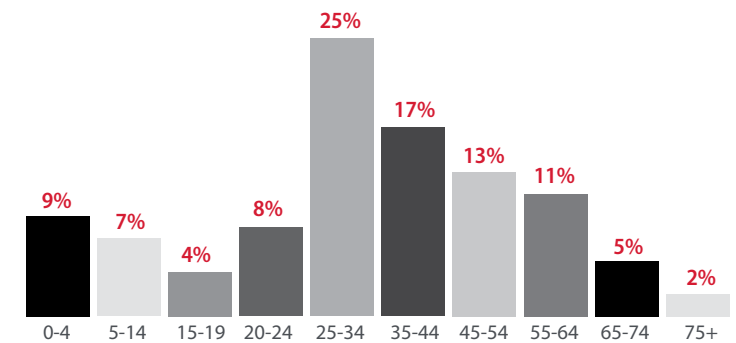
#### 16 Avenue N – Overall



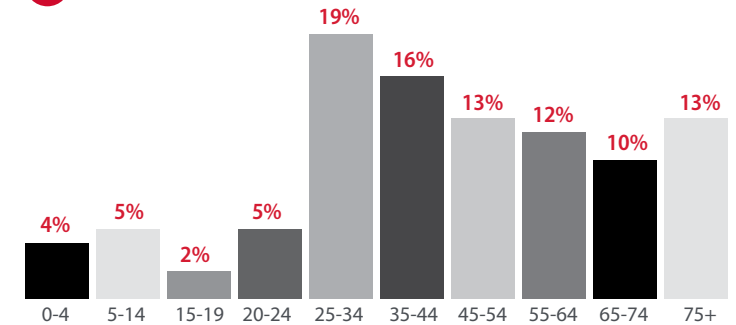
#### A Banff Trail to 10 ST NW



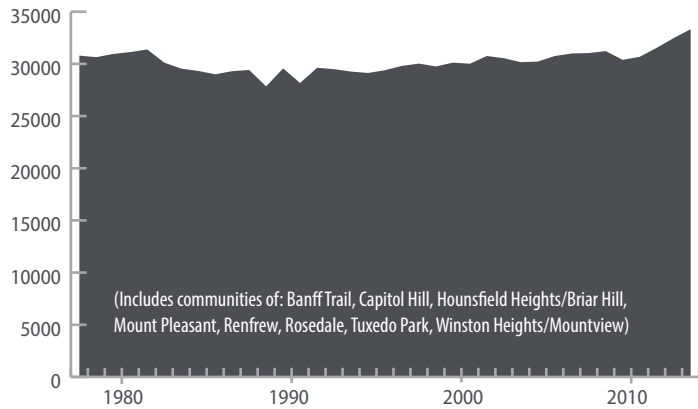
#### B 10 St NW to Centre St N



#### C Centre St N to Deerfoot



POPULATION OF COMMUNITIES NEAR MAIN STREET



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







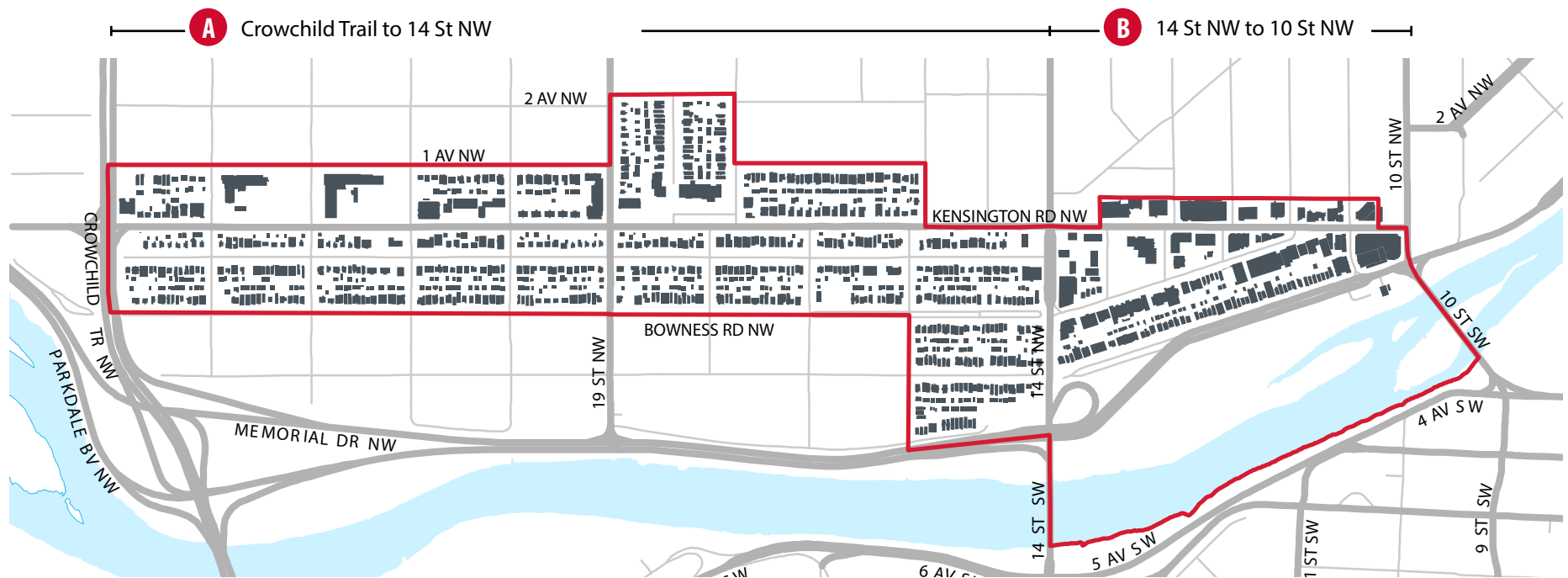
Kensington Road NW

# 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,

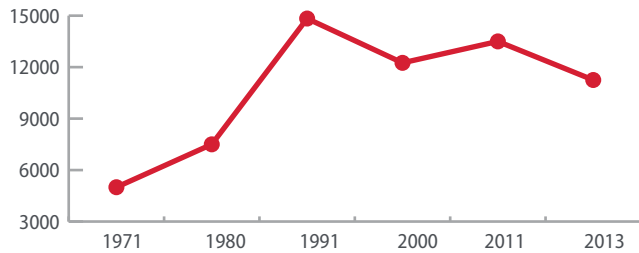
Kensington Road is now home to many well established businesses and unique shops, and has become a destination for both local residents and visitors. The population in West Hillhurst has increased slightly in the past few years and is anticipated to grow more as the community accommodates new commercial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



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

Kensington Road NW – Overall

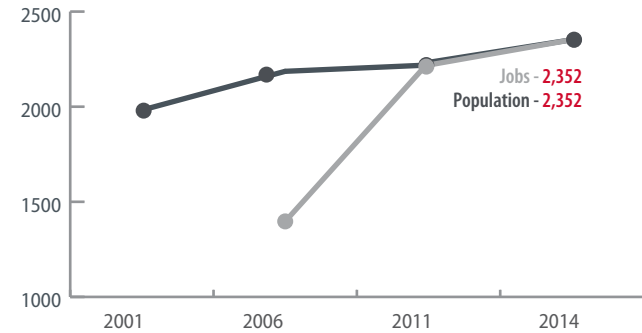


WALK SCORE

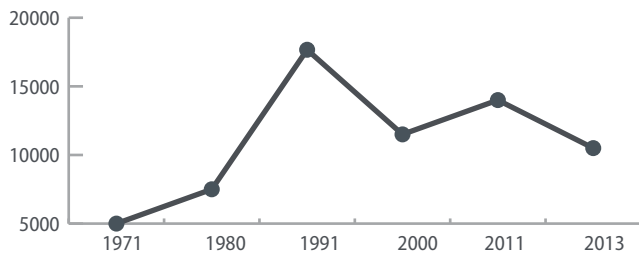
88

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

## Jobs and population trends



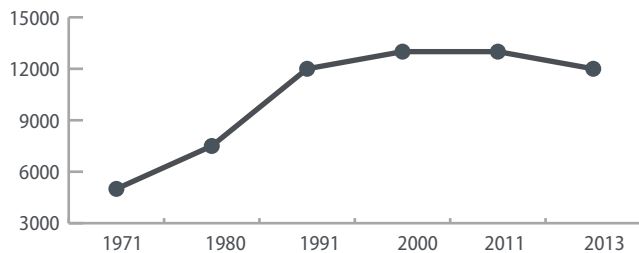
**A** Crowchild Trail to 14 Street NW



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

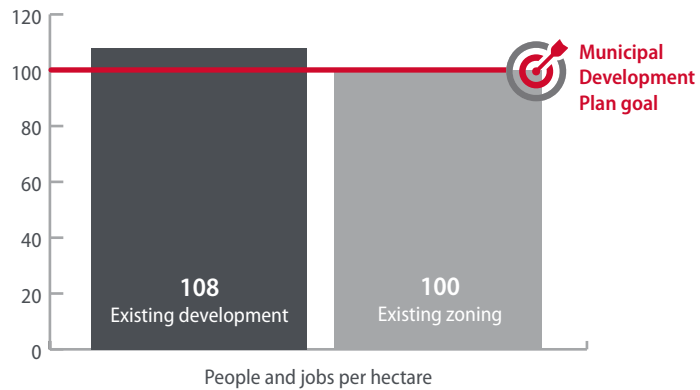
### **A** Crowchild Trail to 14 Street NW

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.

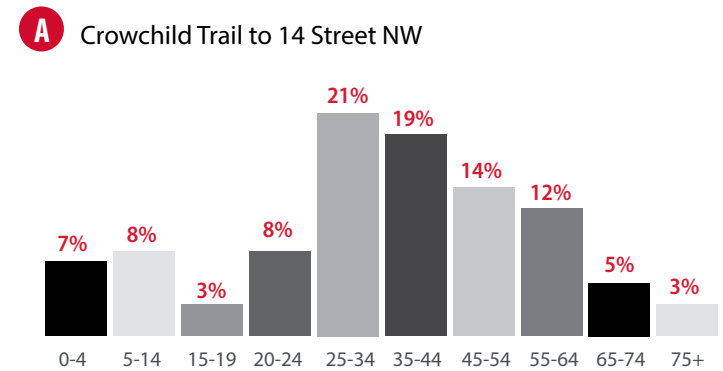
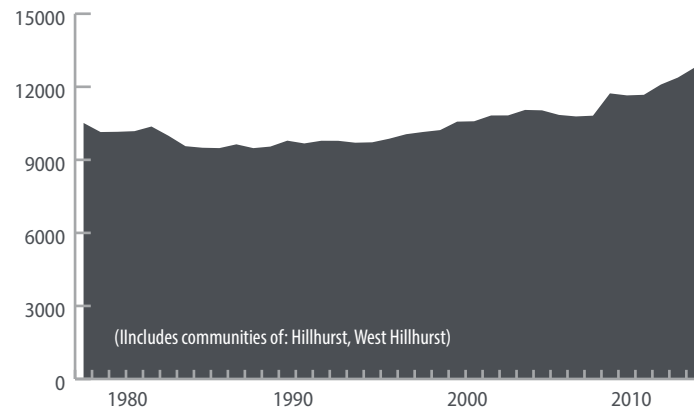


## Market outlook

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.

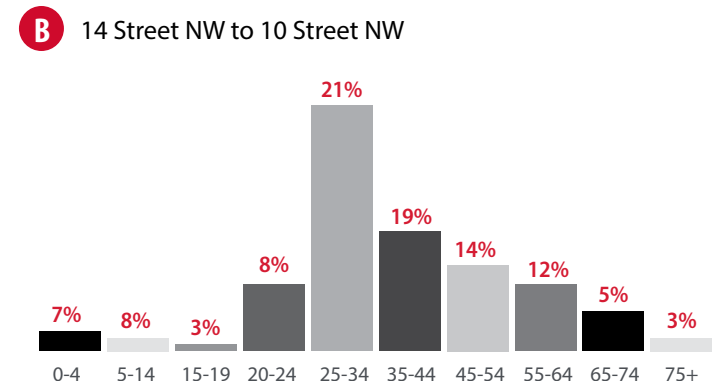
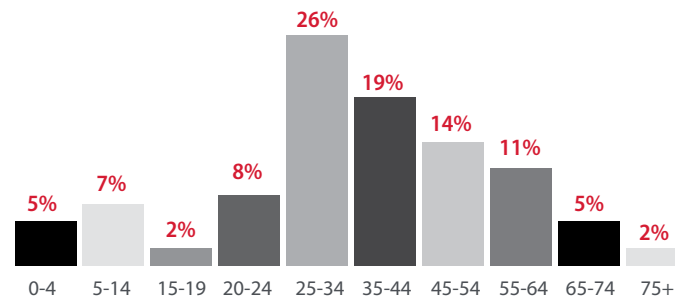
The result is a total of some 1,396 residential units to be built over the next 25 years, starting gradually between 2016 and 2020. Potential for regional draw, character retail and commercial development east of 14 Street NW, but likely only additional commercial and retail opportunities west of 14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







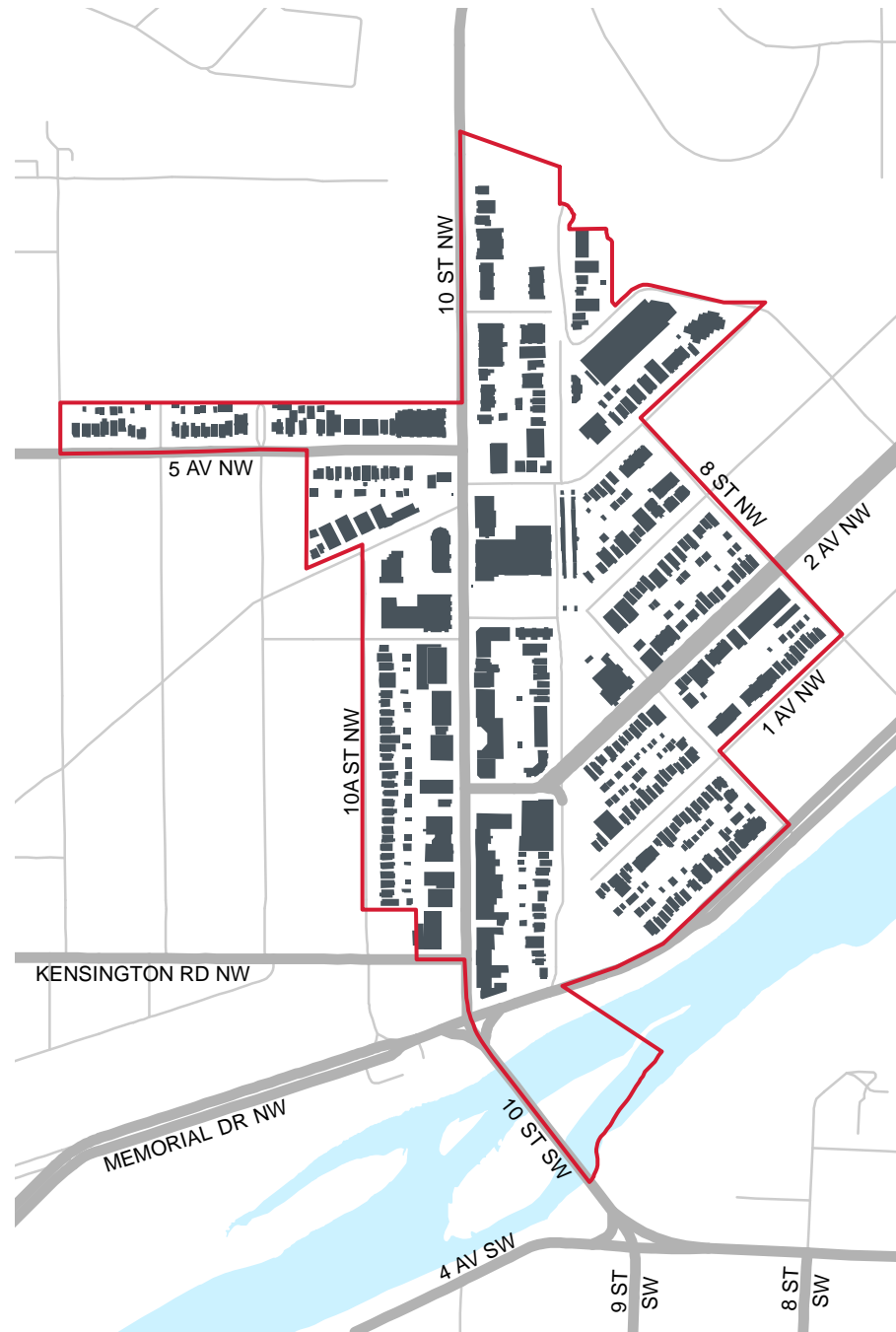
ST JOHN TENTHS

10 Street NW

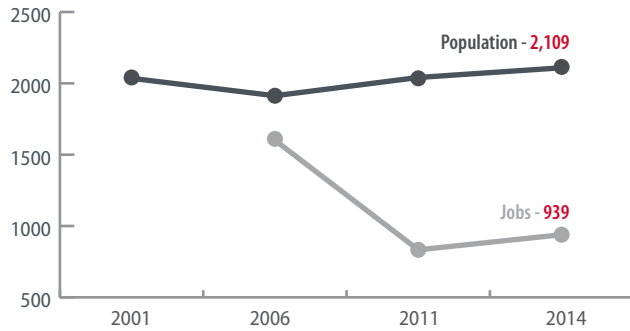
## 10 Street NW **now**

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.

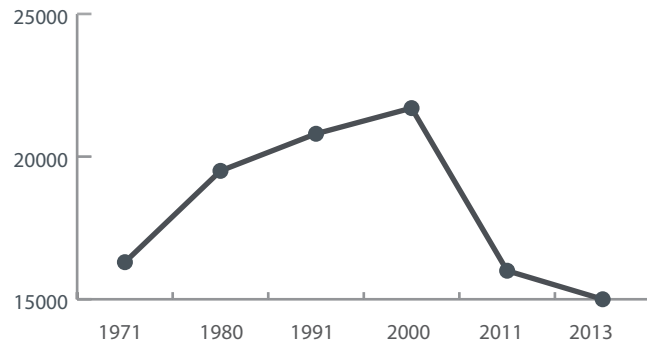


## Jobs and population trends



## 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

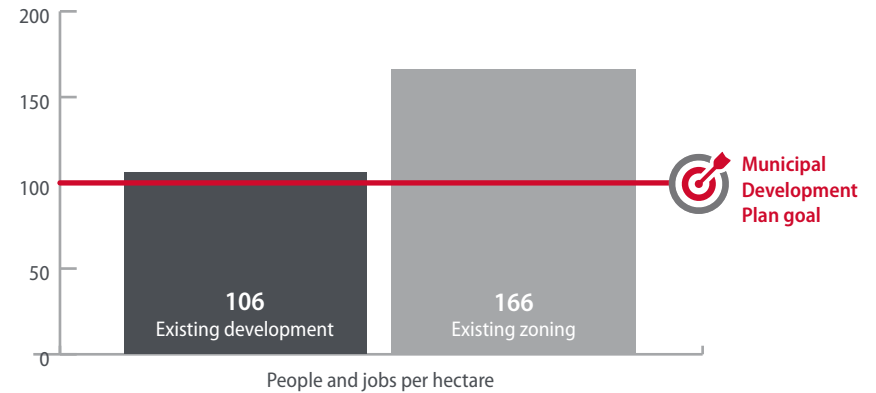
10 Street NW main street users shared that they'd like to see active, safe and comfortable sidewalks.

### 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.

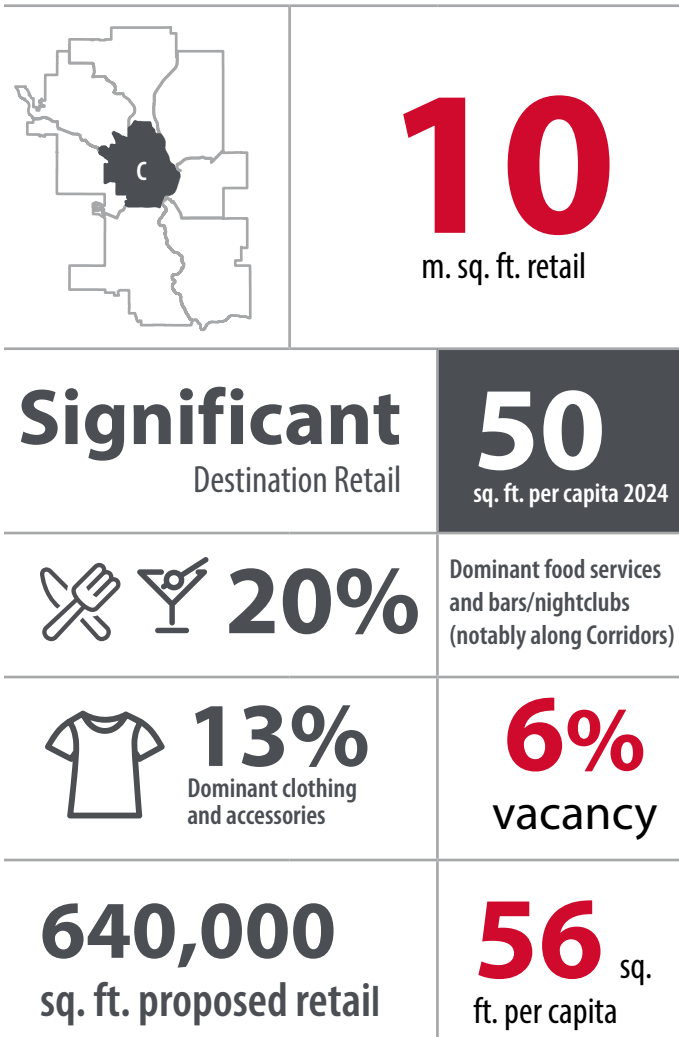


## Market outlook

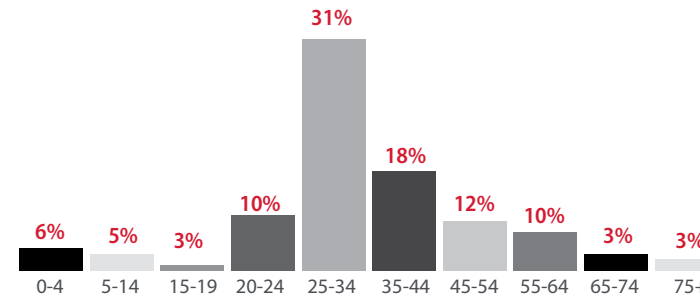
10 Street NW is a relatively built-out area, with numerous medium and higher density land uses along the main street itself. The overall redevelopment timing for this main street is considered short and medium term with buildings currently under construction and several more in the planning stages.

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.

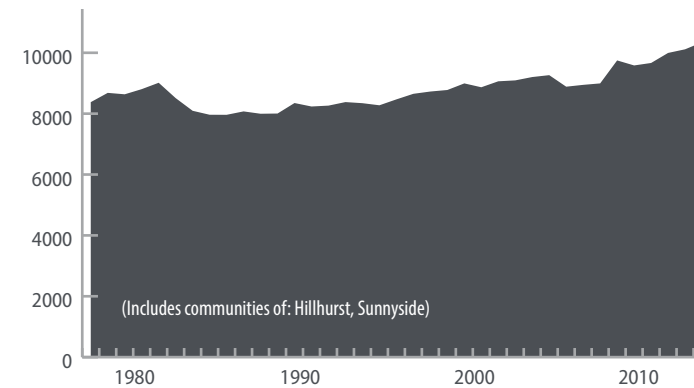
### CENTRE RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET



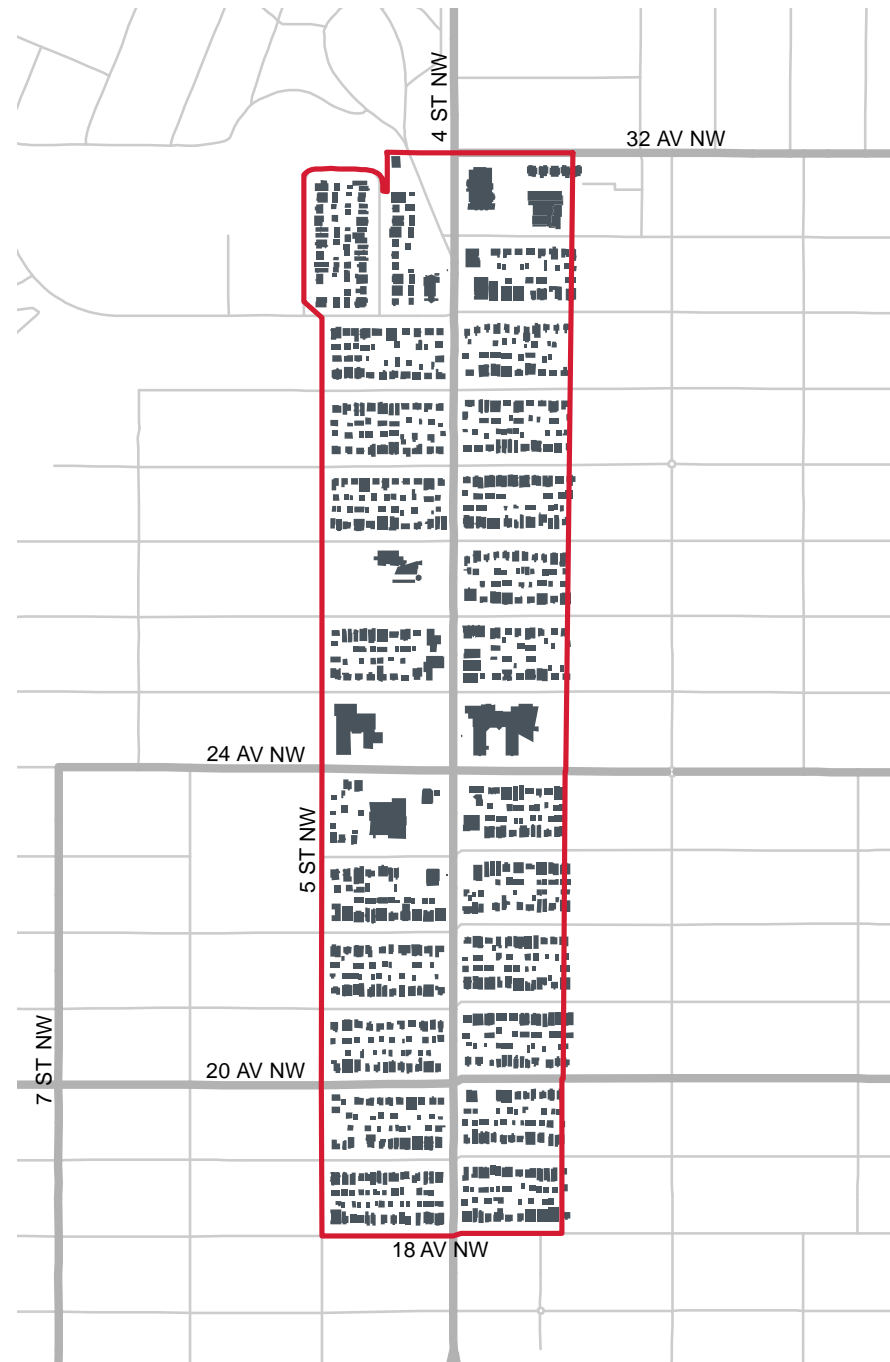




4 Street NW

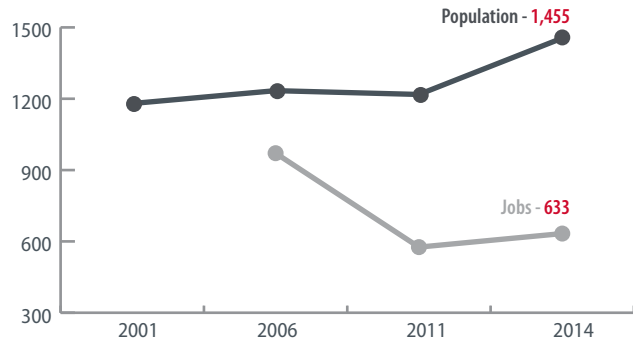
## 4 Street NW **now**

The 4 Street NW main street is oriented north-south, and stretches from 16 Avenue to 32 Avenue NW. The main street is located entirely within the mature and established community of Mount Pleasant, which includes a historic community once known as Balmoral.



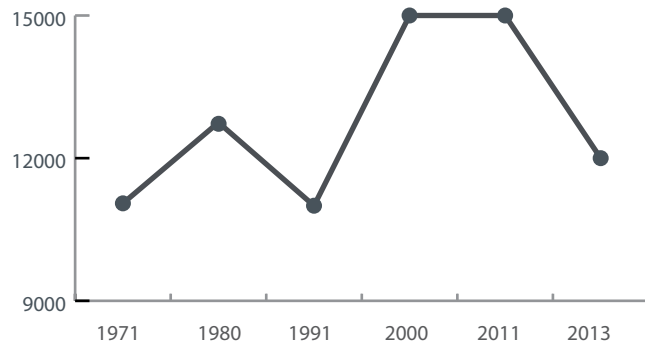


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

# 67

**Somewhat walkable:**  
Some errands can be accomplished on foot.

## Local planning

This main street is primarily low density residential with limited local commercial areas. This commercial area and the low density residential areas along 4 Street NW have area redevelopment plan policies to direction land use planning by the North Hill Area Redevelopment Plan, approved by City Council in 2000. The current North Hill Area Redevelopment Plan does not provide land use policies that support the Municipal Development Plan goals of a mixed use street along 4 Street NW.

## Current zoning

4 Street NW is intended to be a neighbourhood main street, serving the community of Mount Pleasant. Current zoning does not allow for development to reach the growth targets outlined in the Municipal Development Plan for population and employment. This is currently restricting housing choice to single- and semi-detached homes, with little to no opportunities for mixed use, apartment, or even row or townhouse development. Rezoning could help introduce building forms that work with the scale of the main street neighbourhood while allowing for more housing choice and a greater population. Increased population would help to sustain City services and enhance the viability of local businesses.



TRANSIT ROUTES

 **10 mins**

Frequency of trips departing during **peak** hours

 **15 mins**

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

# 4 Street NW **future**

## Important outcomes to main street users



### Vibrant public realm

When 4 Street NW main street users provided input about the future of this area, they shared that they'd like to see safe and comfortable sidewalks for pedestrians and people at all levels of mobility.

#### Desired outcomes

- Pedestrian and family friendly street



### Variety of retail and small business

4 Street NW main street users shared that an increase in the diversity of businesses and commercial services is important to the future of this area.

#### Desired outcomes

- Variety of business



### Public and park spaces

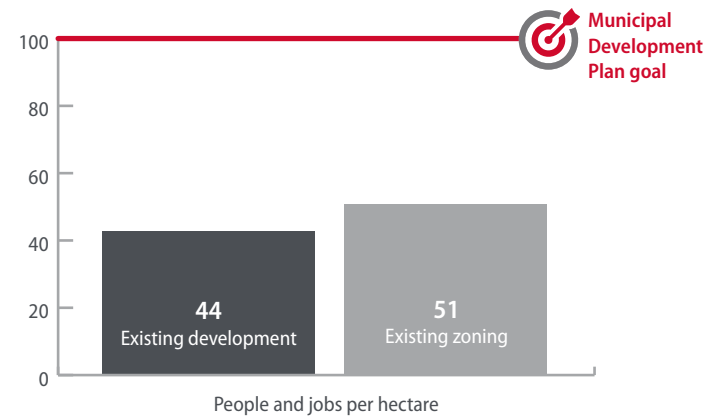
4 Street NW main street users also indicated that they would like to see space along the main street where people could gather and socialize with their neighbours.

#### Desired outcomes

- Flexible temporary active spaces

## 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.

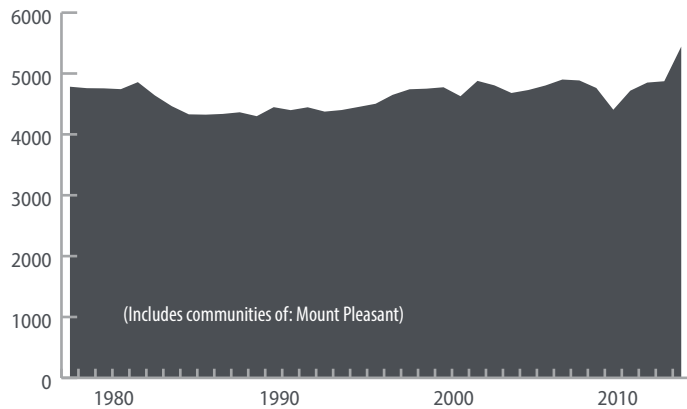


## Market outlook

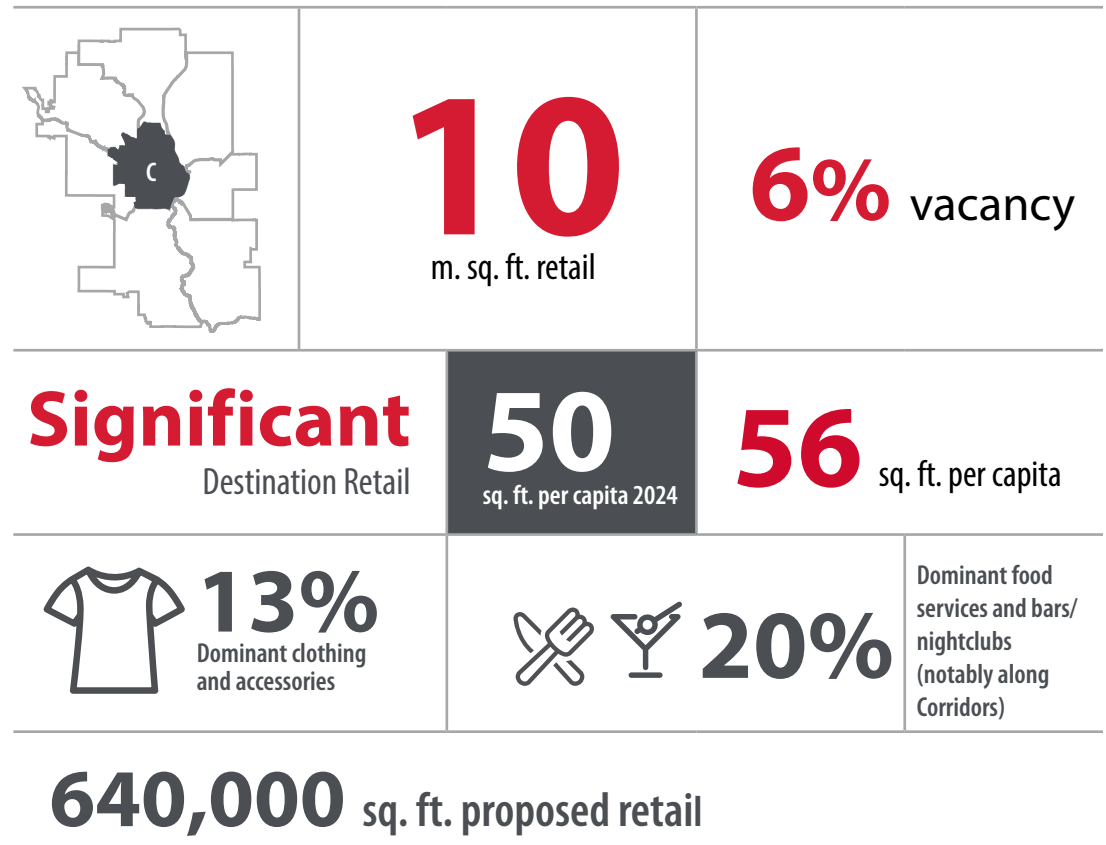
Based on the 2011 census, the trade area accounts for about 2,361 homes, or about 0.51% of Calgary's housing inventory. 4 Street NW has a higher than average share of multifamily units, specifically semi-detached homes. The housing stock is considerably older than the city wide average, with the majority of homes built before 1960. The trade area contains significantly newer development. Given the historic and inner-city nature of this corridor, the overall age of its housing stock aligns with expectations and suggests that many units may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total of some 900 residential units built over the next 25 years, starting at about 20 units per year between 2016 and 2020. Additional commercial and retail opportunities in the area will be driven by population growth in the immediate area.

4 Street NW is predominantly residential with minimal office real estate. The main street has about 45,000 square feet of office space accounting for about 0.06% of the city wide inventory.

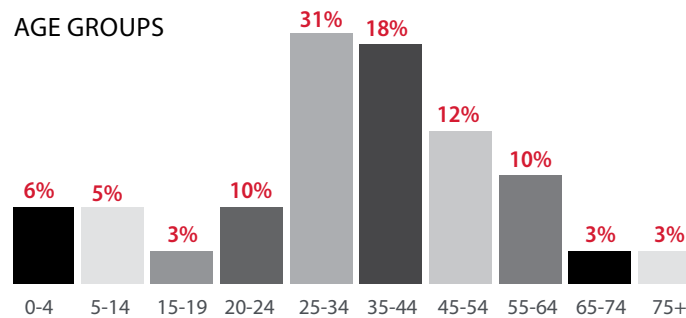
## POPULATION OF COMMUNITIES NEAR MAIN STREET



## CENTRE RETAIL FEATURES



## AGE GROUPS







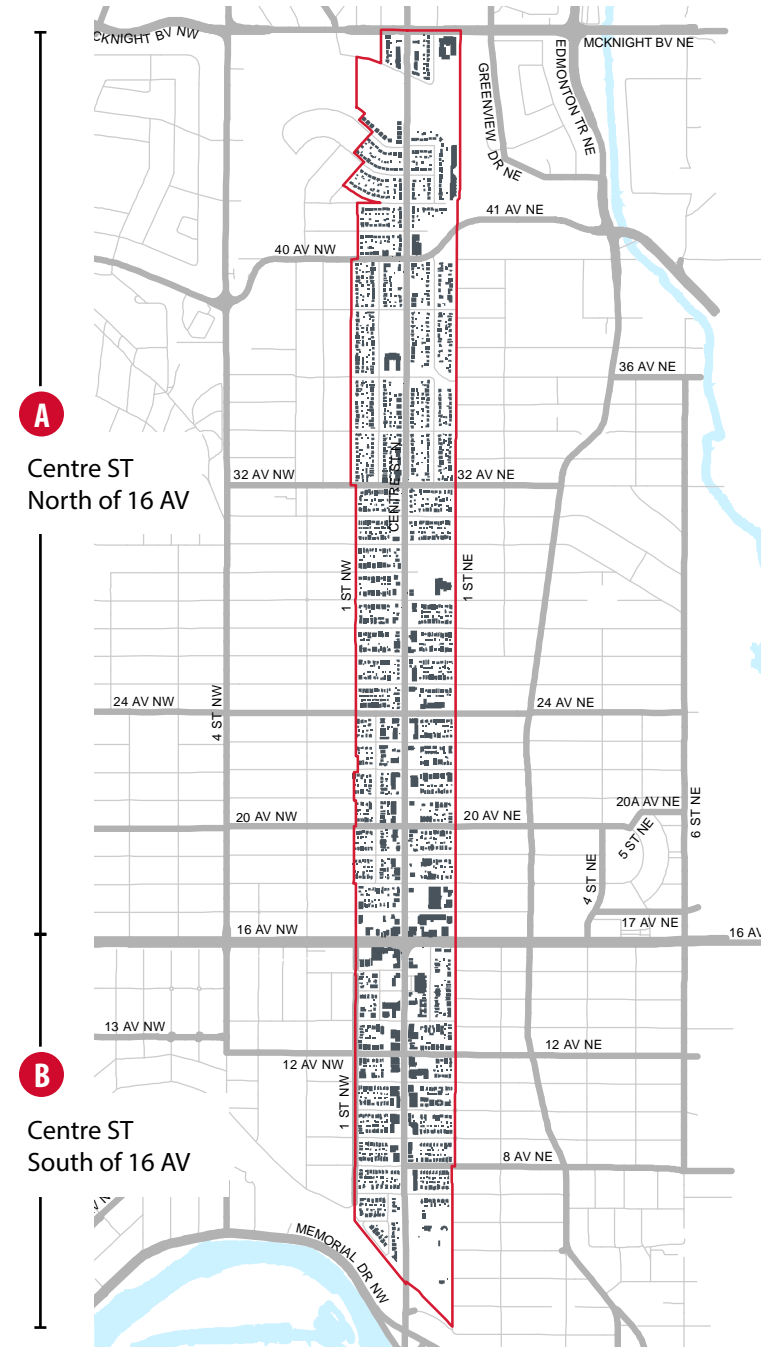
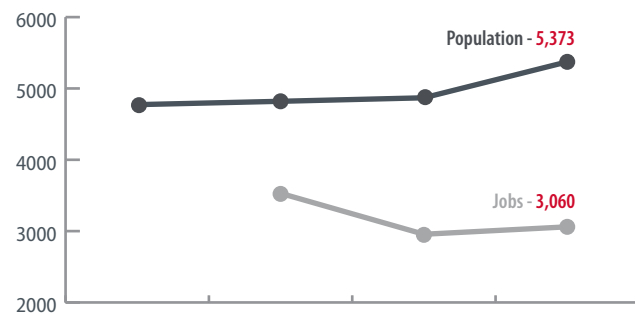
Centre Street N

# Centre Street N **now**

The Centre Street N corridor from the Bow River to McKnight Boulevard is one of Calgary's most important gateways to the downtown.

Completed in 1916, the Centre Street Bridge connects Calgary's historic Chinatown across the Bow river to the north. Centre Street passes along the communities of Crescent Heights, Tuxedo and Highland Park. Similar to many of Calgary's main streets, Centre Street was home to a streetcar system, and will continue to be a transit artery. Centre Street is home to a diverse array of businesses and residents, and has unique stretches of residential and commercial development. Tigerstadt block on Centre Street was home to Tigerstadt Photo Studios, where some of the first images of the Calgary Stampede parades were developed.

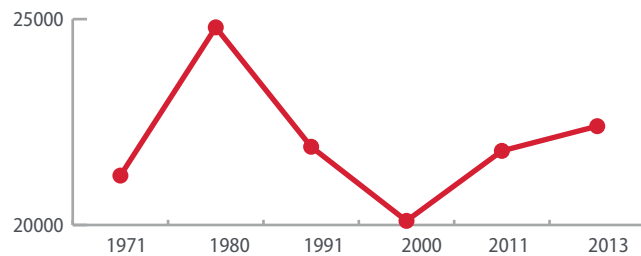
## Jobs and population trends



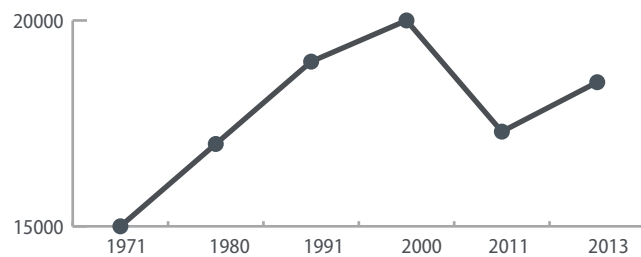
## Travel and transportation

### TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

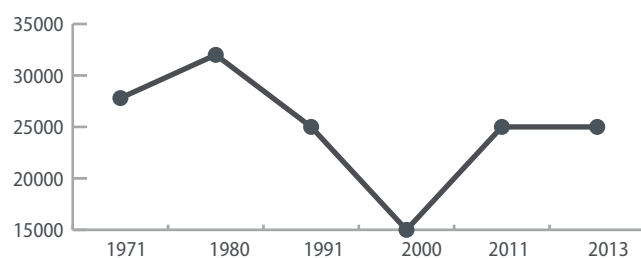
#### Centre Street – Overall



#### A Centre ST North of 16 AV



#### B Centre ST South of 16 AV



**10** 

TRANSIT ROUTES

 **5 mins**

Frequency of trips departing during **peak** hours

 **10 mins**

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

### WALK SCORE

**73**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

**58**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

**88**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

## Local planning

Centre Street N is one of the longer Municipal Development Plan main streets with a variety of contexts. It was evaluated in two separate sections.

### A Centre Street N from the Bow River to 16 Avenue N

Centre Street N is a community hub for the adjacent community of Crescent Heights, as well as a regional draw for many Calgarians to enjoy the diverse and interesting restaurants and wide range of commercial services. This main street is successful and provides an important cultural and recreational space for many. This section of the main street has the Crescent Heights Area Redevelopment Plan (1997) to provide land use policy, which generally supports Municipal Development Plan policies for low scale, mixed use main street redevelopment.

### B Centre Street N from 16 Avenue N to McKnight Boulevard

North of 16 Avenue the main street is primarily local commercial areas north to 31 Avenue, then mostly low density residential. These commercial and low density residential areas along Centre Street N have policy direction from the North Hill Area Redevelopment Plan, approved by City Council in 2000. The North Hill Area Redevelopment Plan generally supports Municipal Development Plan policies for low scale, mixed use main street redevelopment along Centre Street N.

## Current zoning

Centre Street N is intended to be an urban main street, serving the neighbourhood, but also acting as a welcoming destination for all of north-central Calgary. Even if all properties were redeveloped to the maximum allowed by current zoning, population and employment would fall short of the growth targets outlined in the Municipal Development Plan. Increased population is required to support transit and services. Rezoning along Centre Street would facilitate more mixed use development along a major travel artery and allow greater convenience to residents and visitors as well as access to the future Green Line LRT service.

# Centre Street N **future**

## Important outcomes to main street users



### Vibrant public realm

When Centre Street N main street users provided input about the future of this area, they shared that they would like to see improvements to the public spaces and sidewalks along Centre Street. Both to create an enjoyable experience while visiting the street, but also to improve pedestrian and bicycle mobility.

#### Desired outcome

- Safe and vibrant main street sidewalk
- High quality public realm



### Diversity of housing (mixed use residential)

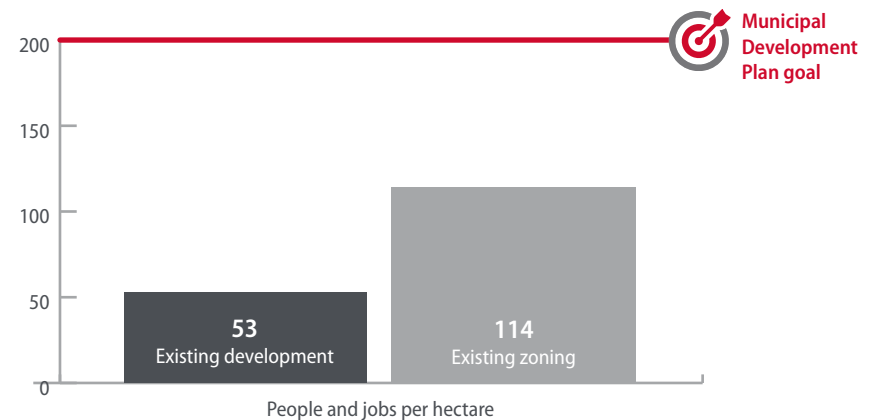
Centre Street N main street users also state that a diversity of housing types throughout the surrounding communities would be important to the future success of this main street.

#### Desired outcomes

- Diversity of housing

## 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

Based on the 2011 Census, Centre Street accounts for over 9,500 homes, or about 2.1% of the Calgary housing inventory.

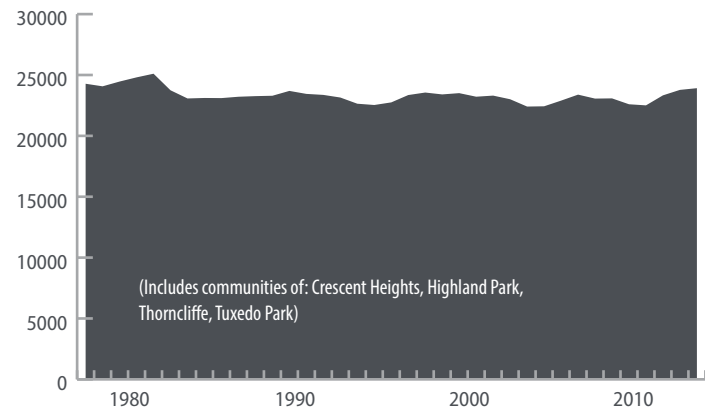
Centre Street has a significantly higher than average share of multifamily units, especially in low-rise apartments and detached duplexes. The housing in this neighbourhood is considerably older than the city wide average, where units are likely to have been built before 1960. Given the historic and inner-city nature of this corridor, the overall age of its housing stock aligns with expectations and suggests



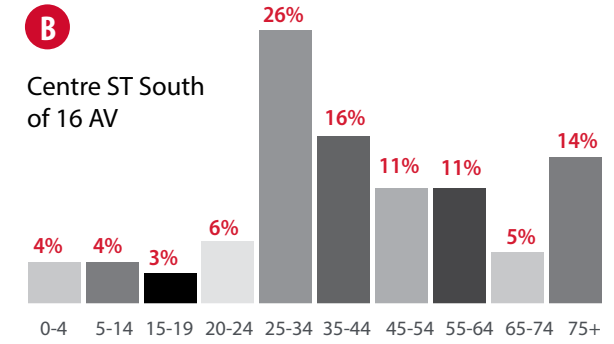
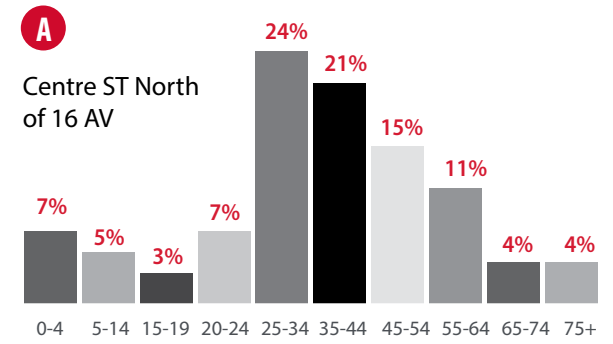
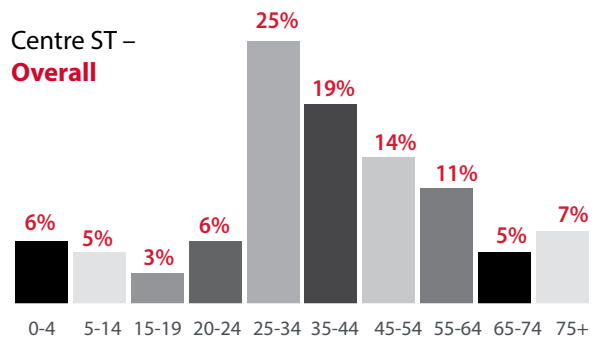
that many units may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total of some 3,286 residential units built over the next 25 years, starting more slowly between 2016 and 2020.

Centre Street N has about 358,000 square feet of office space accounting for about 0.44% of the city wide inventory. It is important to note that most of the existing buildings are still fully leased, despite the recent economic slowdown and high overall vacancy rates. As of December 2015, there were no proposed office properties within the Centre Street N corridor boundary.

### POPULATION OF COMMUNITIES NEAR MAIN STREET



### AGE GROUPS



### CENTRE RETAIL FEATURES

	<b>10</b> m. sq. ft. retail	<b>6%</b> vacancy
<b>Significant</b> Destination Retail	<b>50</b> sq. ft. per capita 2024	<b>56</b> sq. ft. per capita
<b>13%</b> Dominant clothing and accessories	<b>20%</b>	Dominant food services and bars/nightclubs (notably along Corridors)
<b>640,000</b> sq. ft. proposed retail		





Remedy's Rx

Worship Now Down  
PLANES

GLAMORGAN  
MEDICAL CLINIC  
Family Practice & Walk In

OPEN

DEPARTMENTS

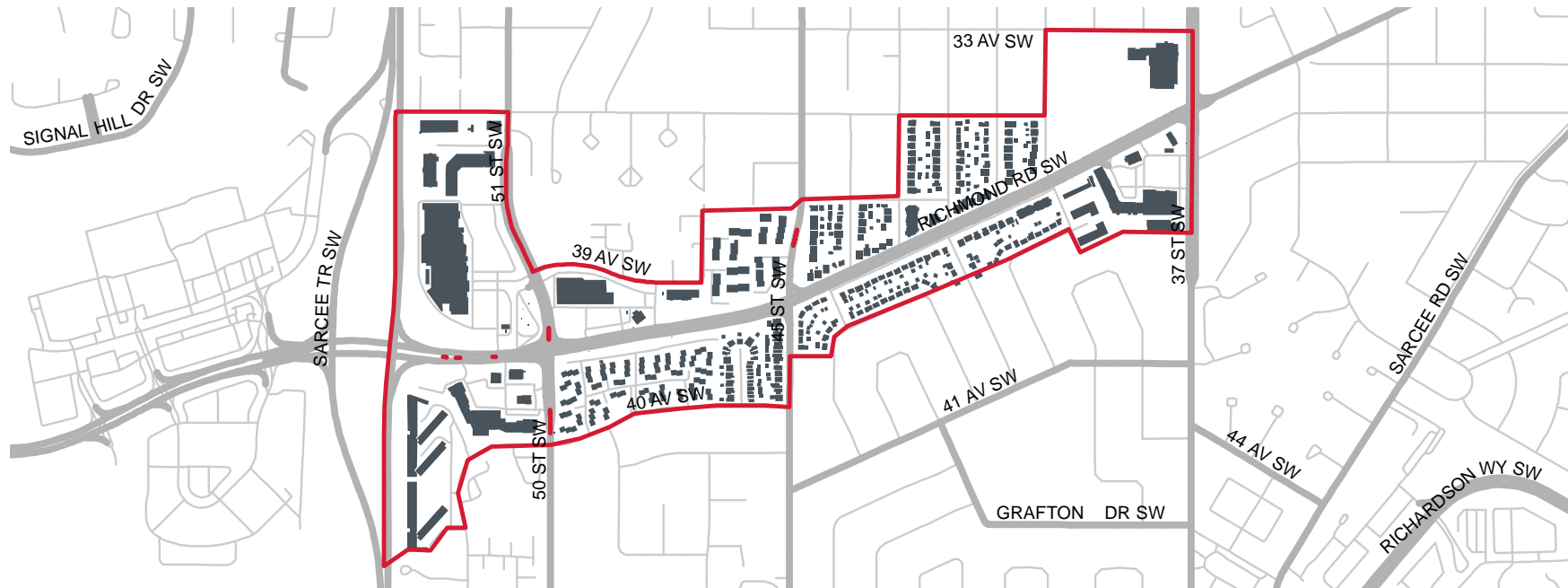
bacon...  
body wash?  
toothpicks?  
even soda?  
YUP! we have it all!

Richmond Road SW

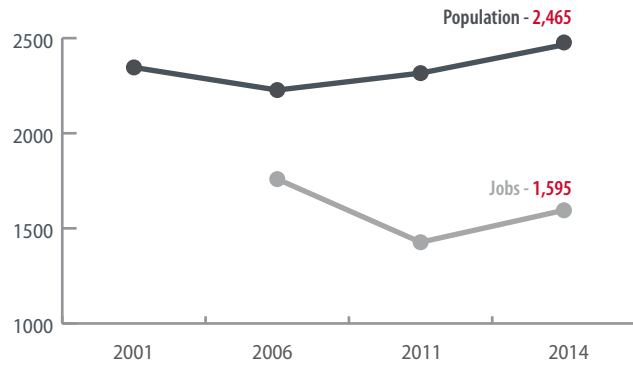
# Richmond Road SW **now**

The Richmond Road main street runs from Sarcee Trail to 37 Avenue SW between the communities of Glamorgan and Glenbrook.

This relatively high traffic route offers a variety of large and small scale commercial and retail. The communities of Glamorgan and Glenbrook attract a diverse demographic of residents who enjoy the neighbourhood access to amenities and transportation options.

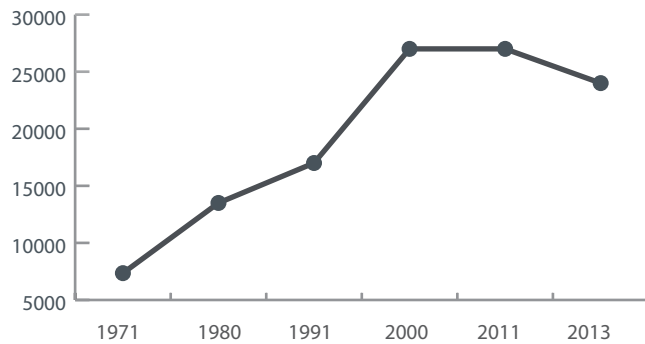


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**68**

**Somewhat walkable:**  
Some errands can be accomplished on foot.


## Local planning


Richmond Road SW is a commercial hub for the surrounding communities of Glamorgan and Glenbrook. This main street provides low density, small to large- format commercial shopping centres on each end, with primarily low density residential uses in between. The only local plan is a non-statutory design brief from 1977. This plan does not provide land use policies that support the Municipal Development Plan goals of a mixed use street along Richmond Road SW.

## Current zoning

Richmond Road SW is intended to be a neighbourhood main street, serving Glenbrook and Glamorgan. Current zoning allows for development to meet The City's targets for population and employment growth, but does not necessarily accommodate marketable forms of development. Most intensity is focused at either the Sarcee Trail or 37 Street SW ends of the main street, on large commercial sites that could potentially be redeveloped as mixed use anchor tenants for the street. Rezoning would primarily need to address height and interface with neighbouring development.

**2**   
TRANSIT ROUTES

 **15 mins**  
Frequency of trips departing during **peak** hours

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

# Richmond Road SW **future**

## Important outcomes to main street users



### Vibrant public realm

When Richmond Road main street users provided input about the future of this area, they said that they'd like to see active, safe and comfortable sidewalk areas to allow for a high degree of pedestrian and bicycle mobility. They'd also like to see public realm enhancements, such as street trees and interesting public spaces.

### Desired outcomes

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



### Public and park spaces

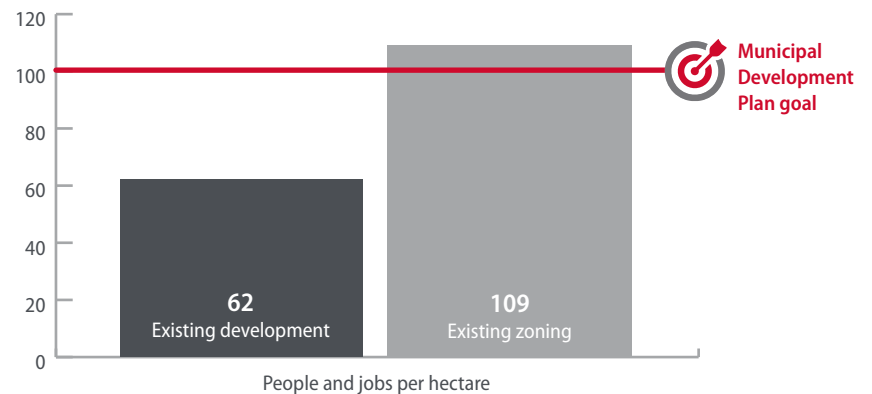
Richmond Road SW main street users also shared that they would like to increase the amount of green space and enhance existing open spaces.

### Desired outcomes

- More green and open space

## 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.

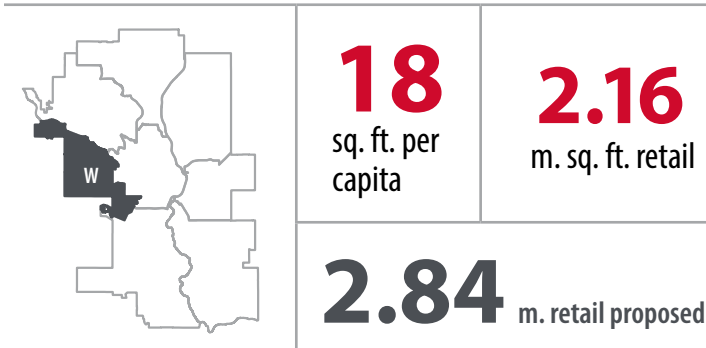


## Market outlook

Very little new residential development has occurred along this main street in recent years. The timing of any redevelopment in this area is likely to be long-term. Approximately 360 homes are expected to be built over the next 25 years, starting gradually

between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

### WEST RETAIL FEATURES



Retail Merchandise with high proportion clothing.



**20%**

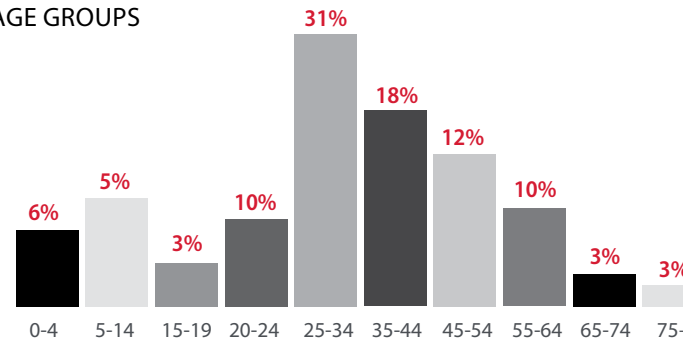
Dominant convenience retail with high proportion food services, hair and beauty and recreation oriented services.

**34**  
sq. ft. per capita 2024

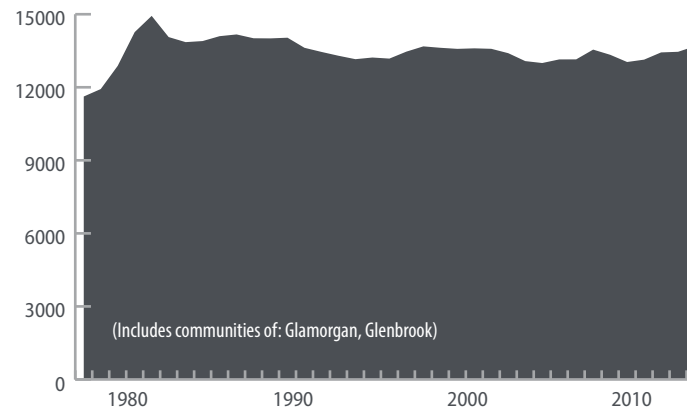
High proportion bars/nightclubs

**6%**  
vacancy

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET







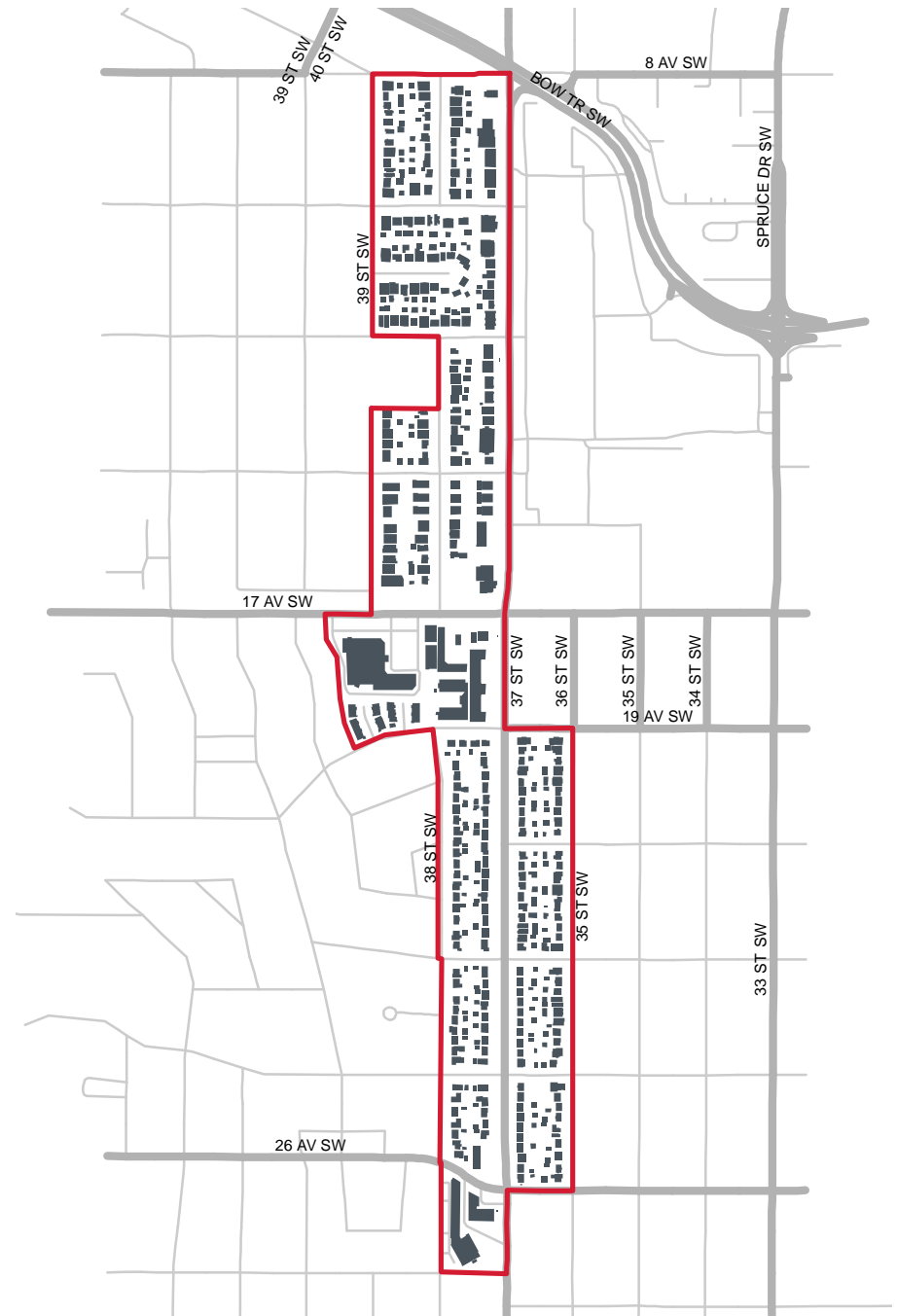


37 Street SW

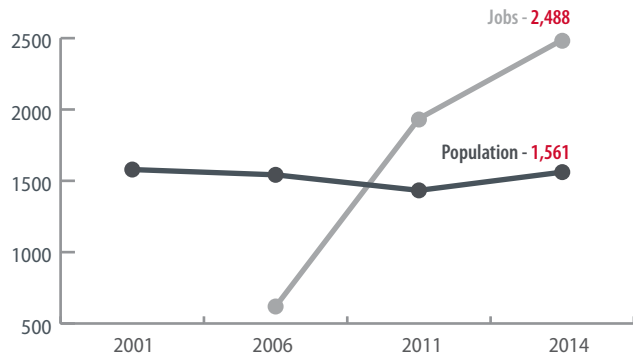
## 37 Street SW **now**

The 37 Street SW main street extends from Bow Trail to 26 Avenue SW, adjacent to the communities of Rosscarrock, Glendale and Killarney.

This main street area is primarily a residential neighbourhood, close to the Westbrook shopping centre and LRT station. The communities of Rosscarrock and Glendale were founded in the 1950s, while Killarney developed earlier in 1906. Populations in the area have stayed relatively stable over the past 10 years.

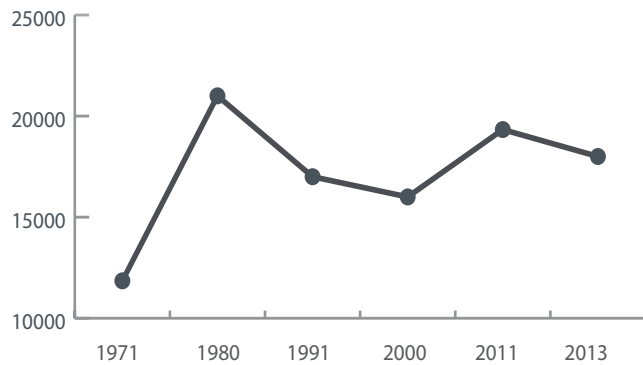


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**74**

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

**5**   
TRANSIT ROUTES

 **10 mins**  
Frequency of trips departing during **peak** hours

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

## Local planning

The northern half of 37 Street SW is guided by the recent Westbrook Village Station Area Redevelopment Plan, approved in 2009. Public engagement, policy creation and internal City of Calgary review was directed by the goals and objectives of the Municipal Development Plan. Much of the northern half of this main street had City-initiated land use districts (zoning) put into place soon after the Area Redevelopment Plan, but not all areas. South of 17 Avenue SW on 37 Street SW, the Killarney/Glengarry Area Redevelopment Plan, approved in 1986, contains policies to guide land use planning. The community of Glendale, east of 37 Street SW, has land use policy within the non-statutory West LRT Land Use Study. Both of these plans do not provide land use policies that support the Municipal Development Plan goals of a mixed use street along 37 Street SW.

## Current zoning

37 Street SW is a key north-south connection in SW Calgary. While the northern half of the main street is adjacent to Westbrook Mall and has considerable zoning potential as part of that site's redevelopment, the portion south of 17 Avenue SW (to 26 Avenue SW) is primarily zoned for single- or semi-detached homes. The current zoning does not allow the street to grow over time to meet the targets set in the Municipal Development Plan. This limits investment potential in new forms of housing and commercial space that provide housing options and benefit businesses in the neighbourhood.

Rezoning could allow for more mixed use and apartment development along 37 Street and new housing options such as row- or townhouses, in addition to existing single- and semi-detached homes in Killarney and Glendale.

# 37 Street SW future

## Important outcomes to main street users



### Create a destination

When 37 Street SW main street users provided input about the future of this area, they shared that they would like to see this main street become a trendy destination with unique shops and a lot of activity.

### Desired outcomes

- Create more of a destination
- More vitality



### Balance of transportation options & infrastructure

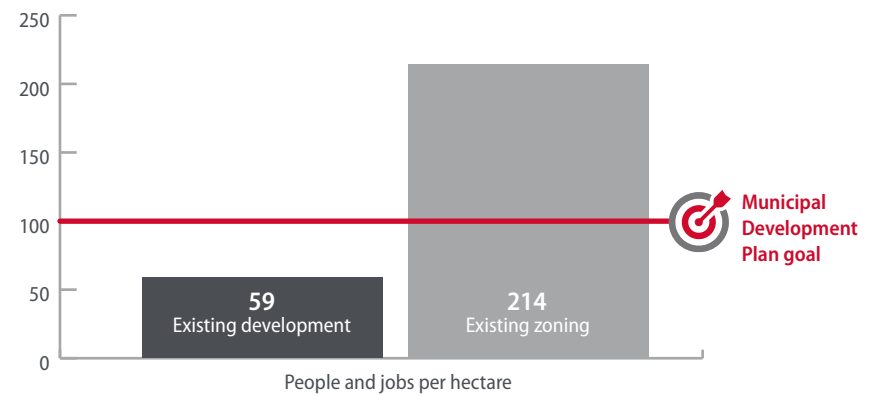
37 Street SW main street users also indicated that more parking solutions would be an important consideration for the future success of businesses in the area.

### Desired outcomes

- Managed parking

## 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.

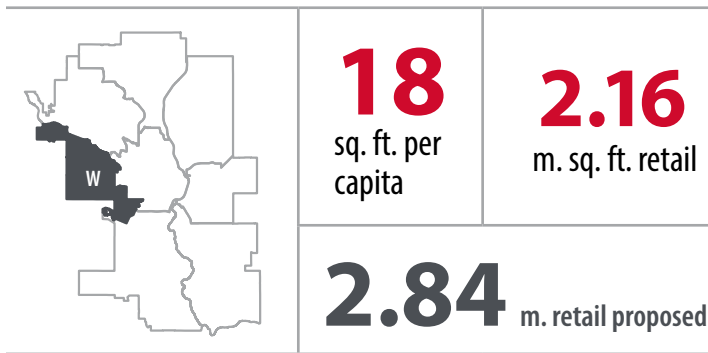


## Market outlook

The LRT station located northeast of this main street provides an opportunity for potential development and redevelopment in the area. This main street area has a high demand for redevelopment in the short-term, with significant market interest in residential units. Approximately 3,208 homes are expected to be built over

the next 25 years, starting gradually between 2016 and 2020. The Westbrook Mall site has potential for office and general commercial retail development at a larger scale than most main street sites.

### WEST RETAIL FEATURES



Retail Merchandise with high proportion clothing.



**20%**

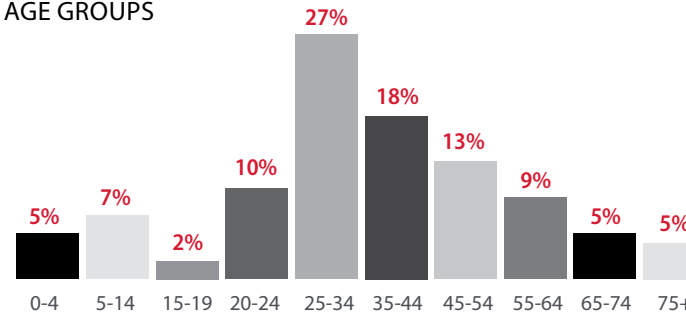
Dominant convenience retail with high proportion food services, hair and beauty and recreation oriented services.

**34**  
sq. ft. per capita 2024

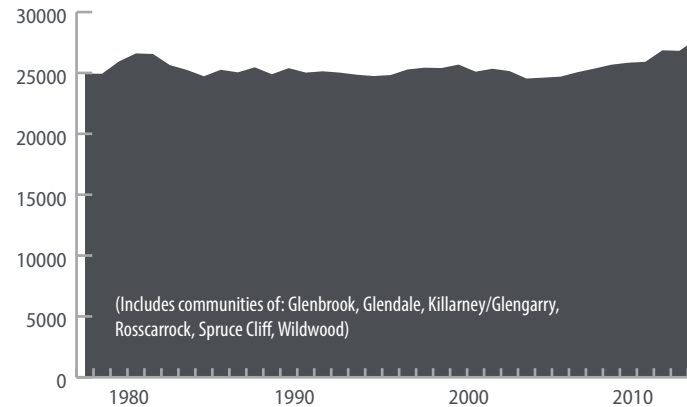
High proportion bars/nightclubs

**6%**  
vacancy

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET







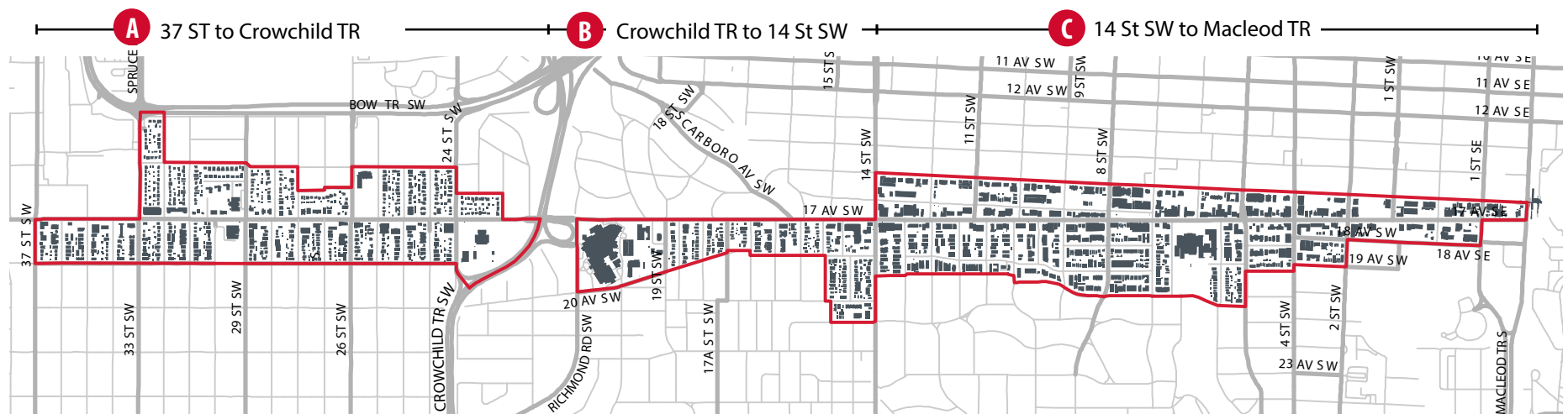
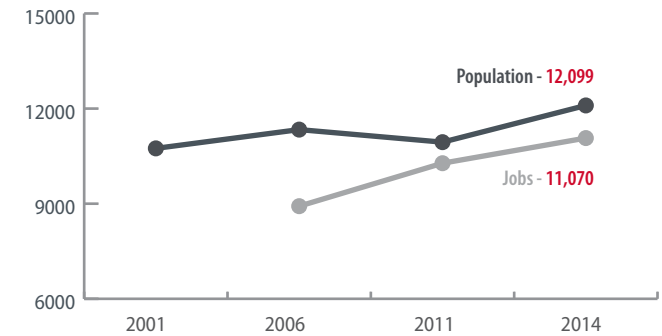
17 Avenue SW

# 17 Avenue SW **now**

The 17 Avenue South main street stretches from Macleod Trail to 37 Street SW, surrounded by the communities of Beltline, Lower Mount Royal, Mission, Cliff Bungalow, Bankview, Sunalta, Rosscarrock, Scarboro, Killarney/Glengarry, Shaganappi and Richmond.

In the early 1900s, the street served as a boundary to the city, and has always been an important east-west transportation route. Currently, 17 Avenue is defined by its variety of uses, but mostly ground-floor restaurants, bars, boutique retailers and more, with residences and offices above. Much of the area is undergoing revitalization, as 17 Avenue has become one of the trendier main streets in Calgary. The eastern portion of 17 Avenue S is known as the 17th Avenue Retail & Entertainment District.

**Jobs and population trends**

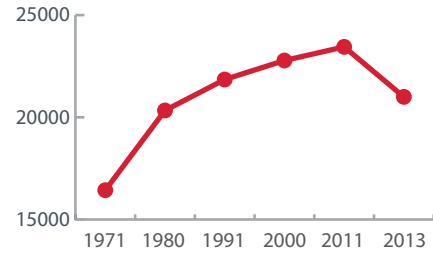




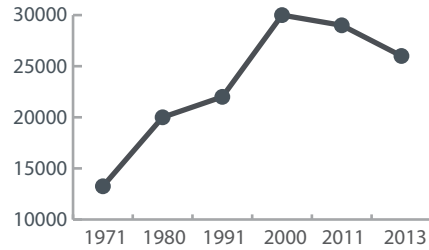
## Travel and transportation

### TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

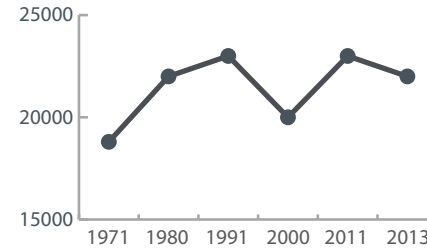
17 Avenue SW – Overall



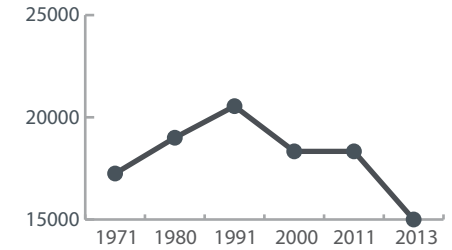
**A** 37 Street to Crowchild Trail



**B** Crowchild Trail to 14 Street SW



**C** 14 Street SW to Macleod Trail



### WALK SCORE

**83**

**Very walkable:**

Most errands can be accomplished on foot.

**75**

**Very walkable:**

Most errands can be accomplished on foot.

**80**

**Very walkable:**

Most errands can be accomplished on foot.

**95**

**Walker's paradise:**

Daily errands do not require a car.

**4** 

TRANSIT ROUTES

 **7 mins**

Frequency of trips departing during **peak** hours

 **15 mins**

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

## Local planning

As one of the longest Municipal Development Plan main streets, with a variety of contexts, 17 Avenue SW was evaluated in three separate sections.

### **A** 17 Avenue SW from 37 Street SW to Crowchild Trail SW

South of 17 Avenue SW the Killarney/Glengarry Area Redevelopment Plan provides land use policies that support Municipal Development Plan goals of a mixed use street along 17 Avenue SW. The northern half of the western section of this main street is guided by the recent Westbrook Village Station Area Redevelopment Plan. Public engagement, policy creation and internal City of Calgary review was directed by the goals and objectives of the Municipal Development Plan. Much of the northern half of this main street had City-initiated land use districts (zoning) put into place soon after the Area Redevelopment Plan.

The communities of Shaganappi and Scarboro/Sunalta West have land use policy within the non-statutory West LRT Land Use Study that support the Municipal Development Plan goals of a mixed use street along 17 Avenue SW. The community of Richmond, guided by the Richmond Area Redevelopment Plan, also has land use policies that support this Municipal Development Plan goal.

### **B** 17 Avenue SW from Crowchild Trail SW to 14 Street SW

The communities of Richmond, Scarboro, Sunalta and Bankview are adjacent to this section of the main street. The Richmond, Sunalta and Bankview area redevelopment plans provide land use policies that support the Municipal Development Plan goals of a mixed use street along 17 Avenue SW. Scarboro has no local area plan and any redevelopment would be guided by Municipal Development Plan policies.

### **C** 17 Avenue SW from 14 Street SW to Macleod Trail SE

The main street of 17 Avenue SW from 14 Street SW to Macleod Tr. SE draws area residents and Calgarians city wide to its diverse a range of restaurants, shops and commercial services. This successful and thriving main street provides an important cultural and recreational space for many Calgarians. It is guided by several area redevelopment plans that provide land use planning policies that promote and encourage main street redevelopment aligned to the Municipal Development Plan and Calgary Transportation Plan goals. These include: the Beltline Area Redevelopment Plan (2006), Lower Mount Royal Area Redevelopment Plan (1983), Mission Area Redevelopment Plan (2006) and Cliff Bungalow Area Redevelopment Plan (1993).

## Current zoning

### **A** 17 Avenue SW from 37 Street SW to Crowchild Trail SW

Upper 17 Avenue SW (west of Crowchild Trail) is the shared main street of Shaganappi and Killarney and home to several well-established local businesses. Current zoning allows for a range of mixed use and apartment development to the south, but restricts commercial uses on the sunny north side of the street. The zoning boundaries for mixed use and apartment development on both sides can pose challenges for site design and building interface. In both cases there is limited opportunity for street level-access forms of multi-residential development such as row- or townhouses. Rezoning could help provide more options for households and businesses to develop along this main street.

### **B** 17 Avenue SW from Crowchild Trail SW to 14 Street SW

17 Avenue SW (along the hill up to Crowchild Trail) is the border between Bankview and Scarboro. Current zoning allows for the street to meet The City's population and employment growth targets. On the Bankview side, current zoning is a patchwork of different districts, evidence of a history of smaller office buildings and conversions of older homes. Rezoning could explore ways to make these regulations more consistent and effective at promoting development that would enable more Calgarians to choose Bankview and Scarboro for their home or business.

### **C** 17 Avenue SW from 14 Street SW to Macleod Trail SE

17 Avenue SW (from 14 Street SW to MacLeod Trail) is one of Calgary's highest-profile main streets. A city wide destination for shopping, eating, and dining, 17 Avenue is also a valued part of the Beltline, Mission, Cliff Bungalow, and Lower Mount Royal neighbourhoods. As the current zoning more than accommodates The City's population and employment growth targets, rezoning along 14 Street SW would primarily address quality and marketability of main street sites and nearby properties.

# 17 Avenue SW **future**

## Important outcomes to main street users

### **A** 17 Avenue SW from Crowchild Trail to 37 Street SW



#### **Create a destination**

When main street users discussed the future of the western section of 17 Avenue SW (from Crowchild Trail to 37 Street SW), they said they would like to see vacant and large sites redeveloped to add to the local populations and provide an active and interesting street experience.

#### **Desired outcomes**

- Development of vacant sites
- Tecumseh site - potential for intensification



#### **Unique character**

Main street users also discussed the importance of character and historic resources when considering the future growth of the area.

#### **Desired outcomes**

- Retain character

### **B** 17 Avenue SW from 14 Street to Crowchild Trail SW



#### **Unique character**

When main street users discussed the future of the central section of 17 Avenue SW (from 14 Street to Crowchild Trail SW), they said they would like to keep the comfortable feel of the neighbourhood as it grows and changes.

#### **Desired outcome**

- Close knit community



#### **Public and park spaces**

Main street users also discussed how this area could use enhanced green and open spaces.

#### **Desired outcome**

- More green and open space



#### **Variety of retail and small business**

Main street users also discussed the importance of easy access to local services like groceries, hardware, pharmacy and a variety of restaurants.

#### **Desired outcome**

- Need more commercial services and businesses

## **C** 17 Avenue SW from MacLeod Trail to 14 Street SW



### **Vibrant public realm**

When main street users discussed the future of the eastern section of 17 Avenue SW (from MacLeod Trail to 14 Street SW), they said they would like an active, safe and comfortable sidewalk to maximize pedestrian mobility.

#### **Desired outcome**

- Safe and vibrant main street sidewalk



### **Create a destination**

Main street users also discussed how this area should be considered as a destination street for all Calgarians.

#### **Desired outcome**

- Create a destination street



### **Variety of retail and small business**

Main street users also shared that they would like to see an outdoor Farmers' and craft market along 17th Avenue in the future.

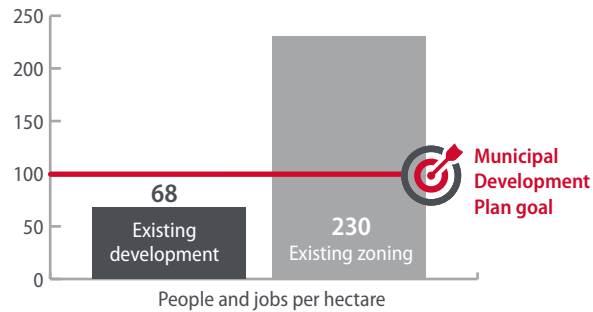
#### **Desired outcome**

- Farmer's market

## Growth potential

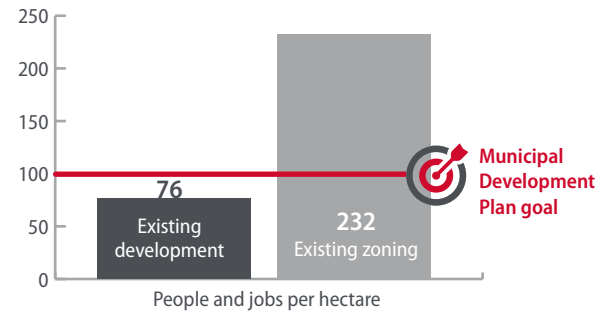
### A 37 Street to Crowchild Trail

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.



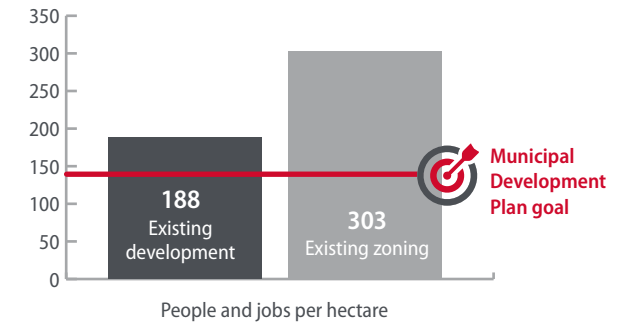
### B Crowchild Trail to 14 Street SW

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.



### C 14 Street SW to Macleod Trail

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.

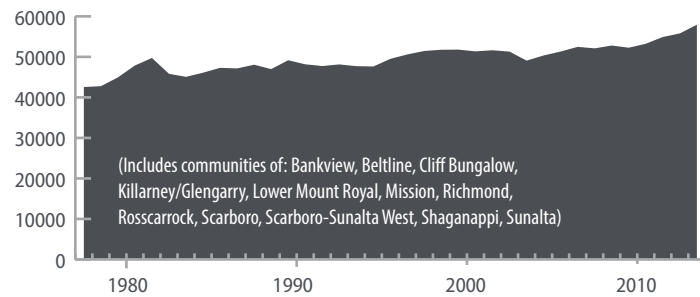


## Market outlook

Along the east-west part of this main street, various neighbourhoods have experienced considerable development in the past decade.

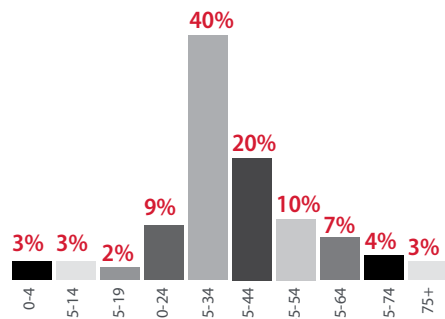
Based on recent redevelopment success and popular marketing demand, 17 Avenue SW continues to show short-term potential for new development and growth. Three other main street areas intersect or feed into 17 Avenue SW (37 Street SW, 14 Street SW and 4 Street SW). Approximately 3,340 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. There is potential for further retail and commercial development opportunities and population growth along this main street.

### POPULATION OF COMMUNITIES NEAR MAIN STREET

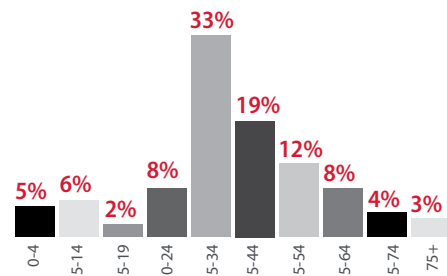


### AGE GROUPS

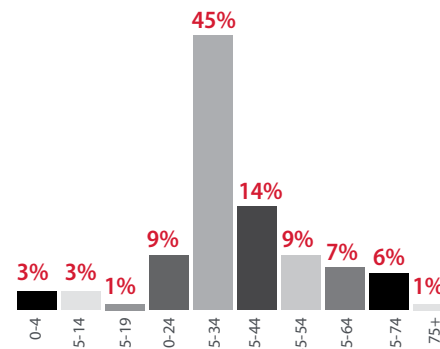
#### 17 AVENUE NW – Overall



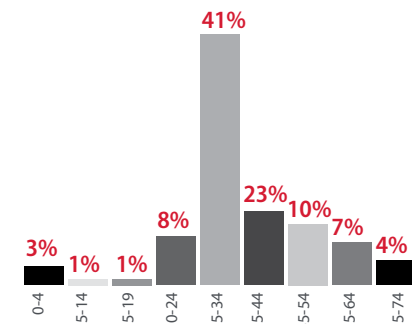
#### A 37 ST to Crowchild TR



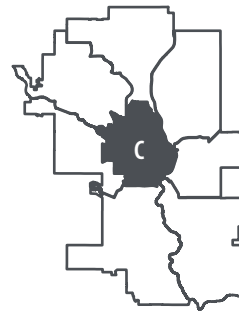
#### B Crowchild TR to 14 St SW



#### C 14 St SW to Macleod TR



## CENTRE RETAIL FEATURES



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

**6%** vacancy

**Significant**  
Destination Retail

**50**  
sq. ft. per capita 2024

**56** sq. ft. per capita

**13%**  
Dominant clothing and accessories



**20%**

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

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







Sunalta

ENTRANCE

Calgary Transit

ENTRANCE

Calgary Transit

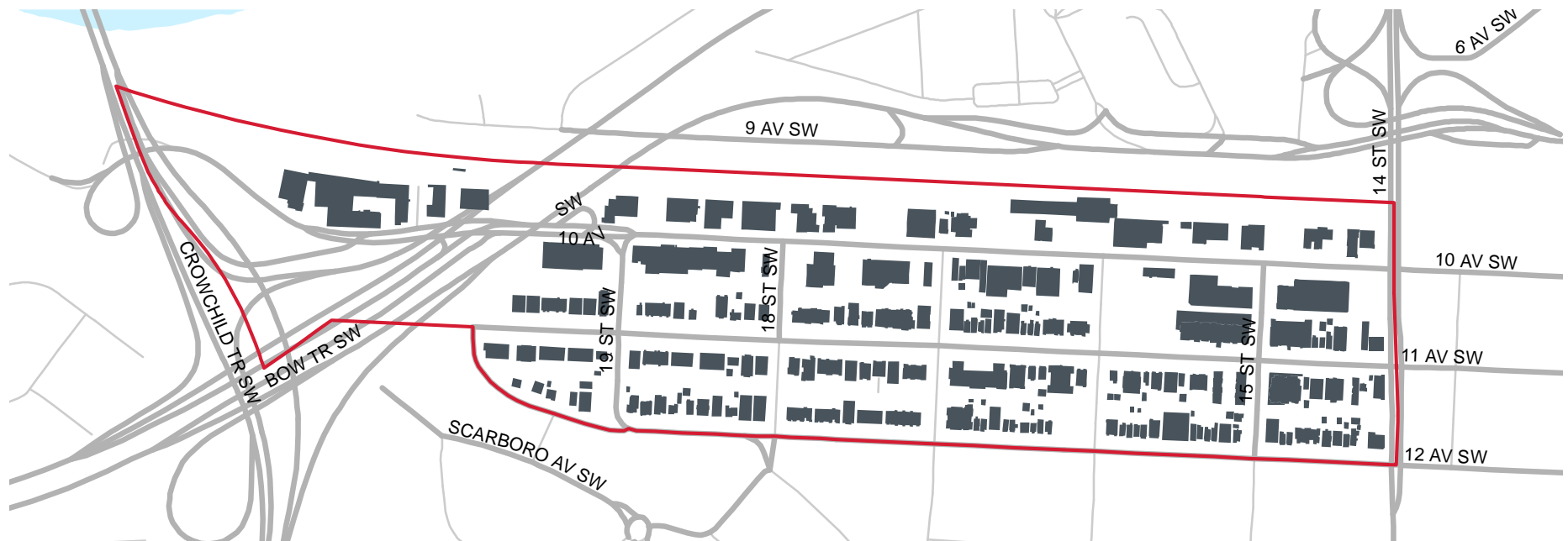
10 Avenue SW

## 10 Avenue SW **now**

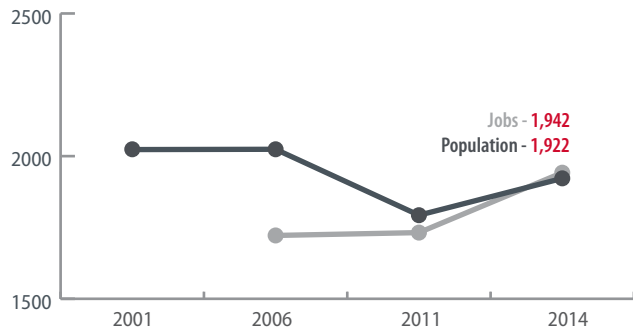
The 10 Avenue SW main street stretches from 19 Street to 14 Street SW in the community of Sunalta.

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.

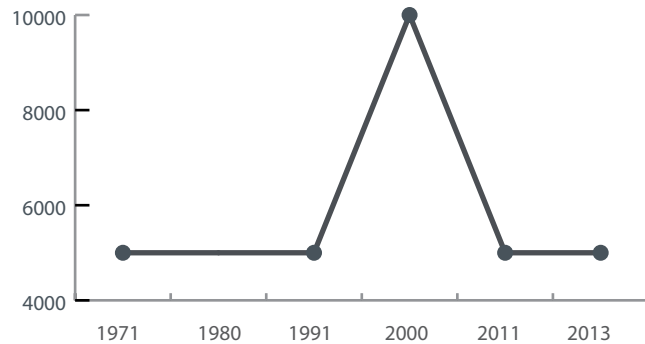


## Jobs and population trends



## 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)

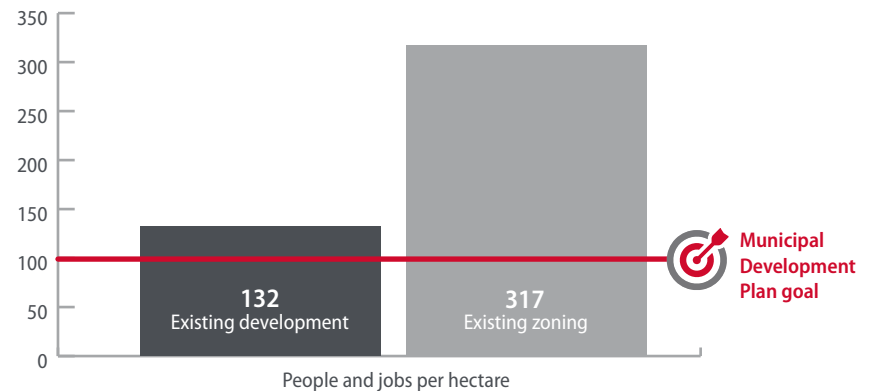
10 Avenue SW main street users also shared that they'd like to see new residential options and a population which would support commercial services to the neighbourhood.

### 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.

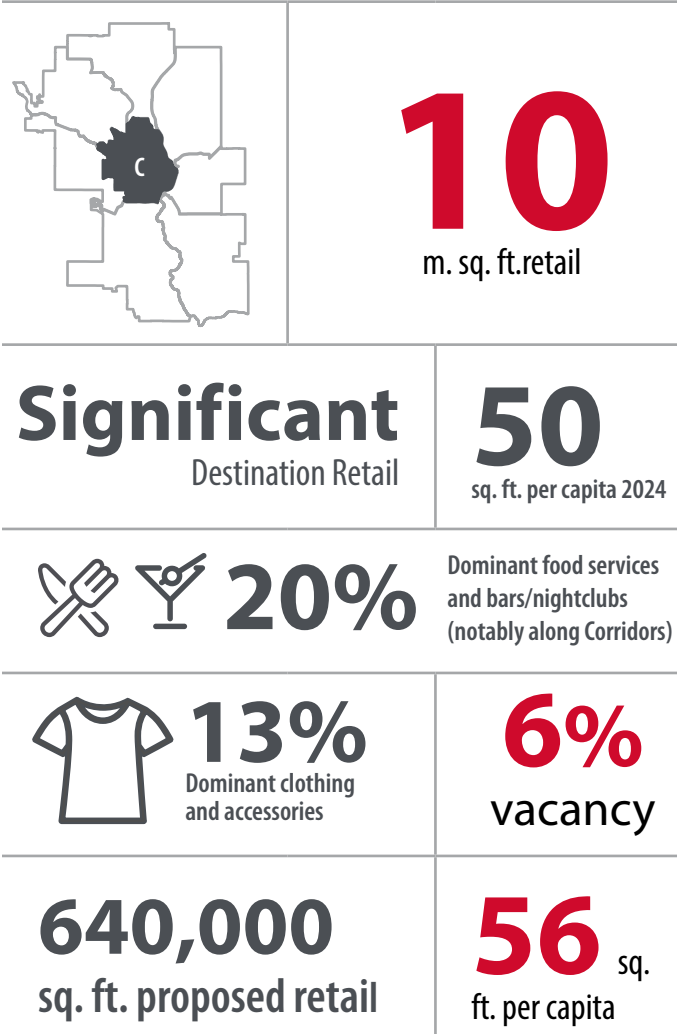


## Market outlook

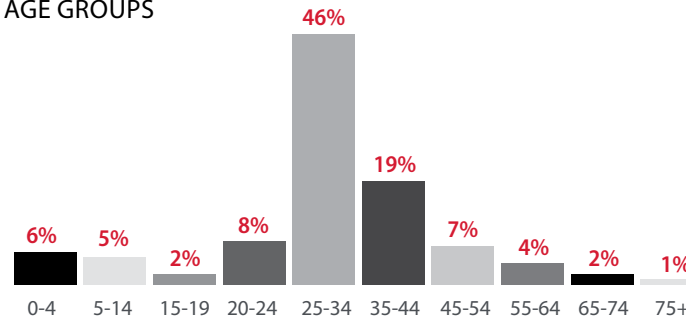
The redevelopment opportunity for this main street area is dependent on the timing of transition from an industrial-commercial area to a more mixed use environment that leverages

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.

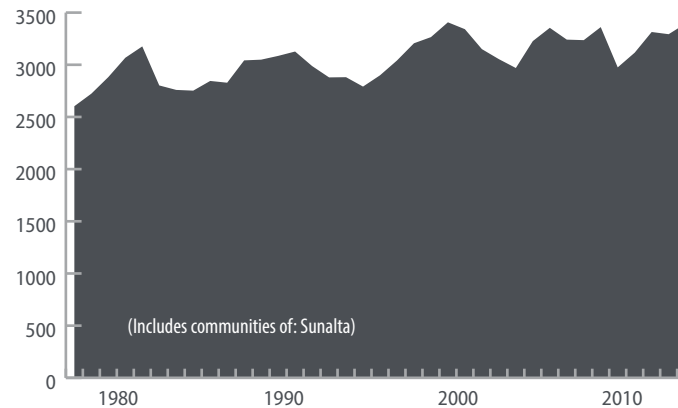
### CENTRE RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET







14 Street W

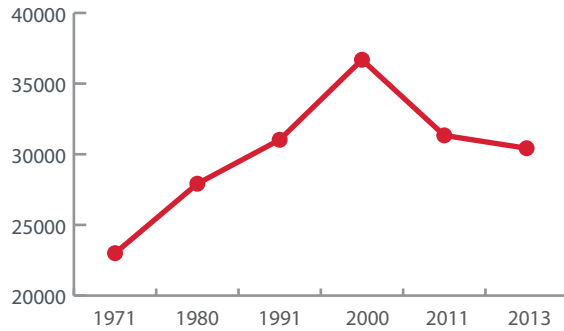




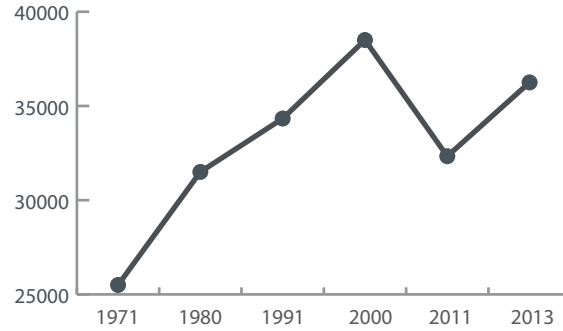
## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

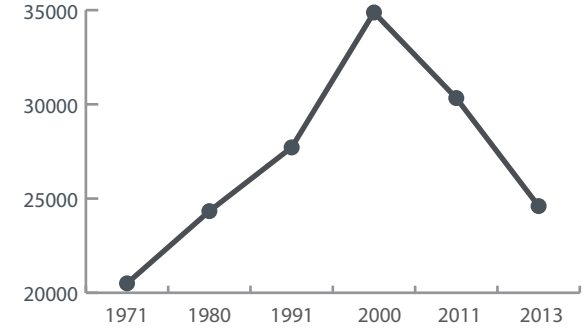
14 Street W – Overall



**A** 14 Street NW



**B** 14 Street SW



WALK SCORE

# 88

**Very walkable:**

Most errands can be accomplished on foot.

# 90

**Walker's paradise:**

Daily errands do not require a car.

# 85

**Very walkable:**

Most errands can be accomplished on foot.

# 4



TRANSIT ROUTES

# 30 mins

Frequency of trips departing during **peak** hours

# 30 mins

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

## Local planning

As one of the longer Municipal Development Plan main streets, with a variety of contexts, 14 Street W was evaluated in three separate sections.

### **A** 14 Street NW from the Bow River to 7 Avenue NW

14 Street NW from the Bow River to 7 Avenue NW has recent area redevelopment plan policies to guide 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.

### **B** 14 Street SW from the Bow River to 33 Avenue SW

14 Street SW from the Bow River to 17 Avenue SW has recent Area Redevelopment Plan policies to guide land use planning. A major addition and update to the Sunalta Area Redevelopment Plan (2009), West Village Area Redevelopment Plan (2010) and the Beltline Area Redevelopment Plan (2006) supports both main street and transit oriented redevelopment.

14 Street SW from 17 Avenue SW to 33 Avenue S is guided by four area redevelopment plans: the South Calgary/Altadore Area Redevelopment Plan (1986), Bankview Area Redevelopment Plan (1981), Lower Mount Royal Area Redevelopment Plan (1983) and Upper Mount Royal Area Redevelopment Plan (1996). Generally, the Bankview, Lower Mount Royal and South Calgary /Altadore area redevelopment plans provide land use policies that support Municipal Development Plan goals of a mixed use street along 14 Street SW.

## Current Zoning

### **A** 14 Street NW from the Bow River to 7 Avenue NW

14 Street NW, intended to be a neighbourhood main street serving Hillhurst and West-Hillhurst, is also an important traffic artery that attracts activity to local businesses. Current zoning does not allow for the types of growth and development set out in the Hillhurst/Sunnyside Area Redevelopment Plan. If fully built out, current zoning would only just meet City of Calgary targets for population and employment. Current zoning allows for mixed use development along 14 Street NW itself, while allowing low-rise apartments to the east and single and semi-detached homes to the west. Rezoning could allow more flexibility for mixed use redevelopment and allow for growth as outlined in the Hillhurst/Sunnyside area redevelopment plan.

### **B** 14 Street SW from 17 Avenue SW to 33 Avenue SW

14 Street SW from the Bow River to 17 Avenue SW is the boundary between Sunalta/Scarboro and the Beltline, a major transportation artery, and a dynamic main street that is home to a range of local businesses. Current zoning allows for significant redevelopment along and near 14 Street SW. As the current zoning more than accommodates The City's population and employment growth targets, rezoning along 14 Street SW would primarily address quality and marketability of main street sites and nearby properties.

14 Street SW is the connection between Bankview, South Calgary, and Mount Royal. While current zoning allows for redevelopment in line with The City's population and employment growth targets, rezoning could create additional opportunities for new development to complement and strengthen the small, mixed use portions of the street and create a more community-oriented streetscape.

# 14 Street SW future

## Important outcomes to main street users



### Vibrant public realm

When 14 Street SW main street users provided input about the future of this area, they said that they'd like to see improved pedestrian and bicycle mobility and experience. This could include dedicated bike lanes, more street trees and more public spaces to encourage socializing.

### Desired outcomes

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



### Diversity of housing (mixed use residential)

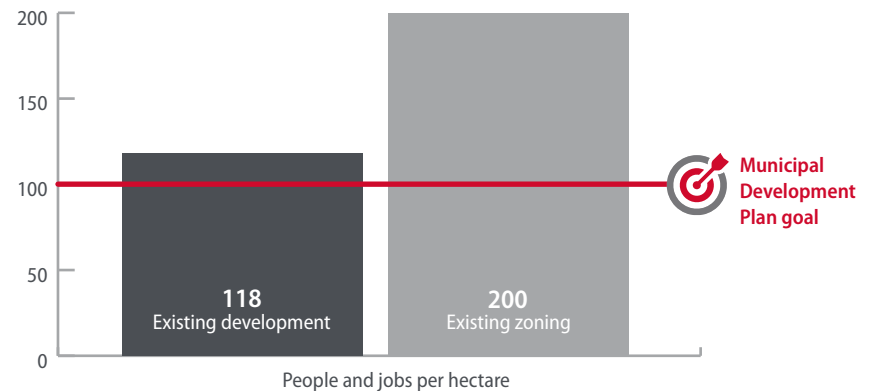
14 Street SW main street users also shared that they'd like to see new residential options and a population which would support commercial services to the neighbourhood.

### Desired outcomes

- Mixed use neighbourhood along 14 Street SW

## Growth potential

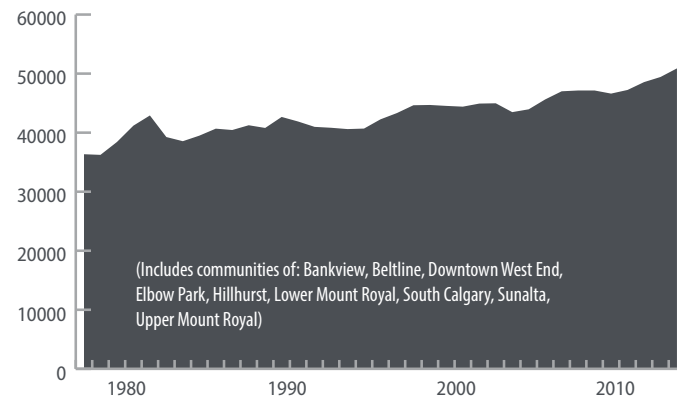
Growth for this main street area is above the Municipal Development Plan desired target. The most relevant factors that create this growth are market desire and consumer preferences; there is strong market desire to accommodate development at a level similar to Municipal Development Plan goals. Land 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

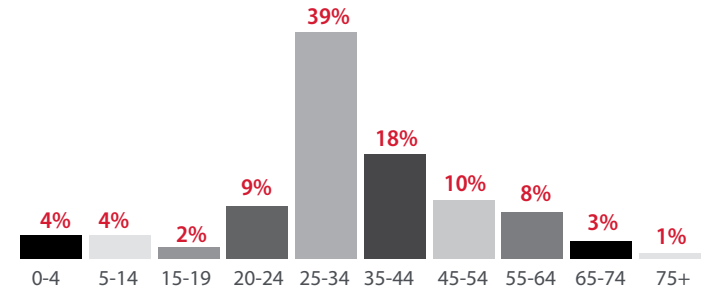
The 14 Street SW main street area is varied in terms of existing land uses, density and recent development activity. Approximately 3,515 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

### POPULATION OF COMMUNITIES NEAR MAIN STREET

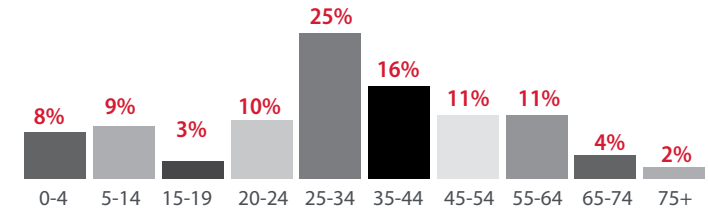


### AGE GROUPS

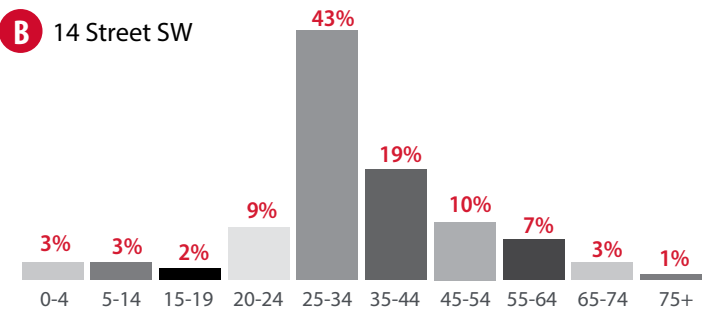
#### 14 Street W – Overall



#### A 14 Street NW



#### B 14 Street SW



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





PINKY  
LAUNDRY

and more

33 Avenue SW

# 33 Avenue SW **now**

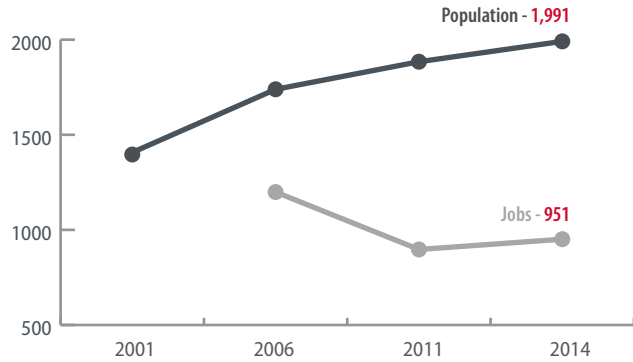
The 33 Avenue SW main street runs from Crowchild Trail to 14 Street SW. It is located on the edge of the communities of Richmond and South Calgary, while the community of Altadore borders it to the south.

The interchange at Crowchild Trail has solidified 33 Avenue as a primary thoroughfare, while the coffee shops, yoga studios and retail stores have made the street a popular destination for Calgarians.



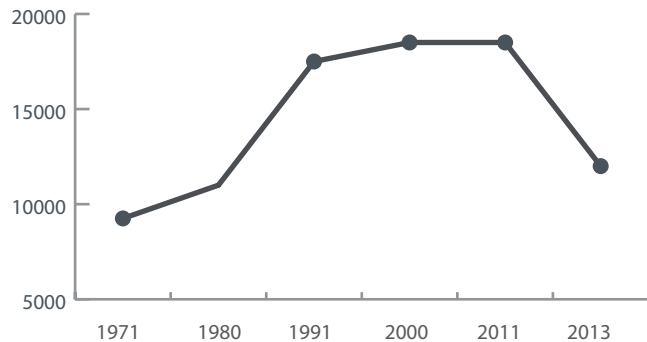


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)




WALK SCORE

**77**

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

**2**   
TRANSIT ROUTES

 **7 mins**  
Frequency of trips departing during **peak** hours

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

## Local planning

33 Avenue SW is guided by the Marda Loop Area Redevelopment Plan, approved by City Council in 2014. Public engagement, policy creation and internal City of Calgary review was directed by the goals and objectives of the Municipal Development Plan. The boundary of the Area Redevelopment Plan, however, does not fully align with the Municipal Development Plan boundaries of the main street areas. The plan is mostly limited to parcels that front 33 Avenue SW from Crowchild Trail SW to 18 Street SW. As a result, there is no policy direction to address development transition into the adjacent residential communities which have lower density. The current land use districts from 18 Street SW, east to 14 Street SW remain so residential redevelopment has been underdeveloped and unable to support the redesign of the roadway and a higher quality streetscape.

## Current zoning

33 Avenue SW is the heart of Marda Loop. Current zoning does not allow for the achievement of the vision set out in the Marda Loop Area Redevelopment Plan. If fully built out, current zoning would barely allow for population and employment to reach Municipal Development Plan targets for main streets. Current zoning allows for a variety of mixed use development along 33 Avenue itself (west of 19 Street SW) and provides for a mix of apartment housing in the blocks to the south. To the north there is little to no transition from mixed use or apartment housing and on either side there are few opportunities to develop row or townhouses. Rezoning could help implement the vision set out in the Marda Loop Area Redevelopment Plan and allow for more choice and diversity in housing, while enabling more residents and businesses to choose Marda Loop.

# 33 Avenue SW **future**

## Important outcomes to main street users



### Vibrant public realm

When 33 Avenue SW main street users provided input about the future of this area, they shared that they'd like to see active, safe and comfortable sidewalks. This included discussion about safe and frequent pedestrian crosswalks across 33 Avenue, as well as more street trees and public gathering spaces.

### Desired outcomes

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



### Diversity of housing (mixed use residential)

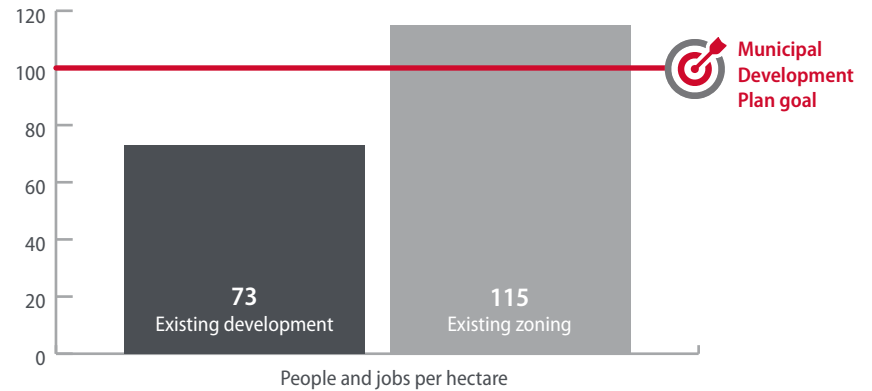
33 Avenue SW main street users also shared that they'd like to see new residential options and a population which would support commercial services to the neighbourhood.

### Desired outcomes

- More intensity and mix of uses along 33 Avenue SW

## Growth potential

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

33 Avenue SW has recently seen a significant amount of development at its western end, with redevelopment of the former Canadian Forces lands. The neighbourhood is evolving with more housing options, bringing population growth to the area. This population growth supports services and transportation options.

Approximately 1,412 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

### 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)



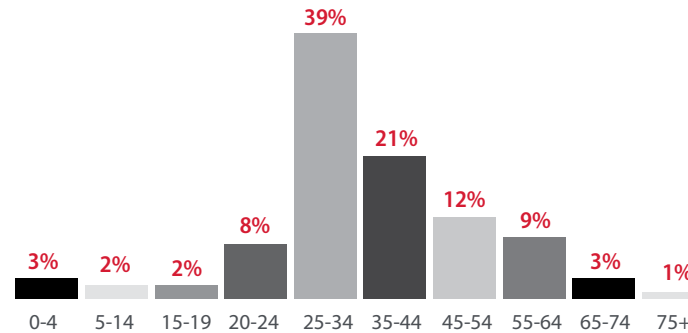
**13%**  
Dominant clothing and accessories

**6%**  
vacancy

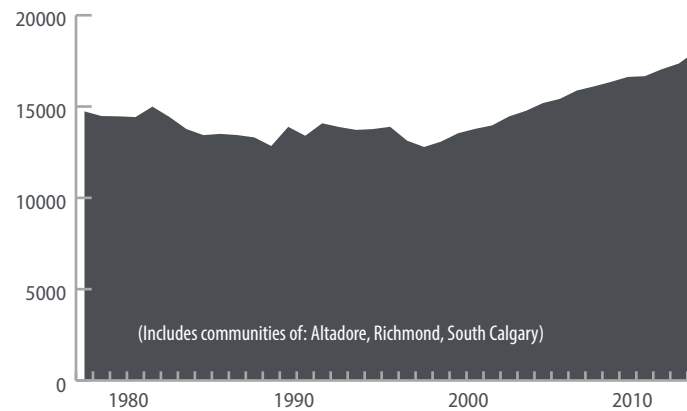
**640,000**  
sq. ft. proposed retail

**56**  
sq. ft. per capita

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET



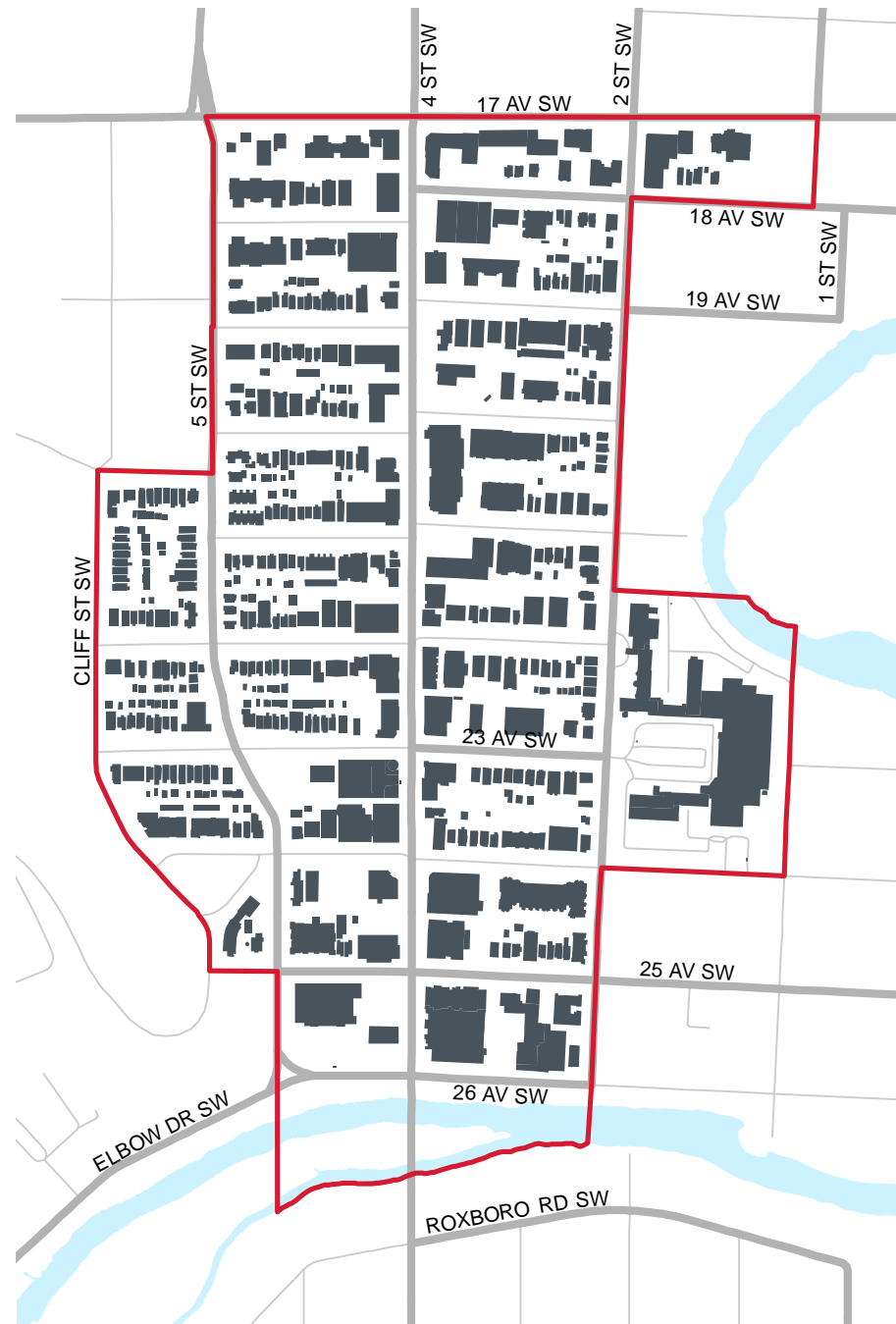




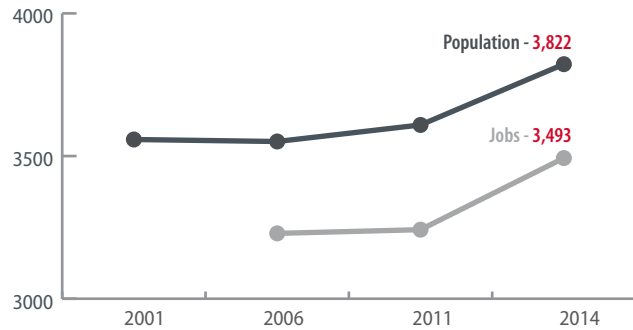
4 Street SW

## 4 Street SW **now**

The 4 Street SW main street runs from 17 Avenue SW to the Elbow River, located between the communities of Mission and Cliff Bungalow. In 1884, two quarter-sections of land were given to the Oblates of Mary Immaculate to establish a French Canadian Catholic mission. Mission was incorporated as the Village of Rouleauville in 1899 and then annexed by Calgary in 1907.



## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**93**

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


## Local planning


4 Street SW is a community hub for the adjacent communities of Mission and Cliff Bungalow, drawing many Calgarians to enjoy its diverse range of restaurants, shops and commercial services. This successful and thriving main street provides an important cultural and recreational space for many Calgarians. The street has two area redevelopment plans directing policy and land use, the Mission Area Redevelopment Plan (2006) and Cliff Bungalow Area Redevelopment Plan (1993). Both these plans support Municipal Development Plan policies for main street redevelopment.

## Current zoning

4 Street SW in Mission is in one of Calgary's most popular destination main streets and the shared heart of the Cliff Bungalow and Mission communities. The current zoning along 4 Street SW allows for a range of mixed use development including retail, restaurants, office and apartments, with a mix of low-rise apartment forms allowed to the west (Cliff Bungalow) and higher intensity apartments allowed to the east (Mission). As the current zoning more than accommodates The City's population and employment growth targets, rezoning along 4 Street SW would primarily address quality and marketability of main street sites and nearby properties.

**3**   
TRANSIT ROUTES

 **5 mins**  
Frequency of trips departing during **peak** hours

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

# 4 Street SW **future**

## Important outcomes to main street users



### Vibrant public realm

When 4 Street SW main street users provided input about the future of this area, they shared that they'd like to see an active, safe and comfortable sidewalk area, separated bike lanes, more street trees, public art and more spaces that promote social gatherings.

### Desired outcomes

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



### Unique character

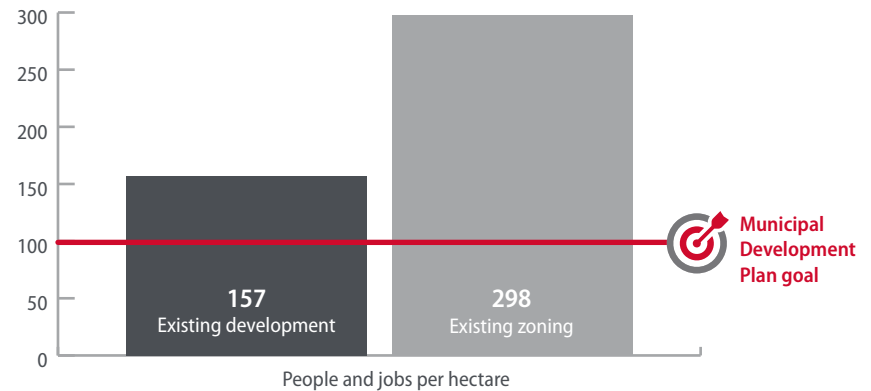
Main street users also indicated that they would like Mission and Cliff Bungalow's historic character considered and protected as the area grows and changes.

### Desired outcomes

- Retain character

## 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.



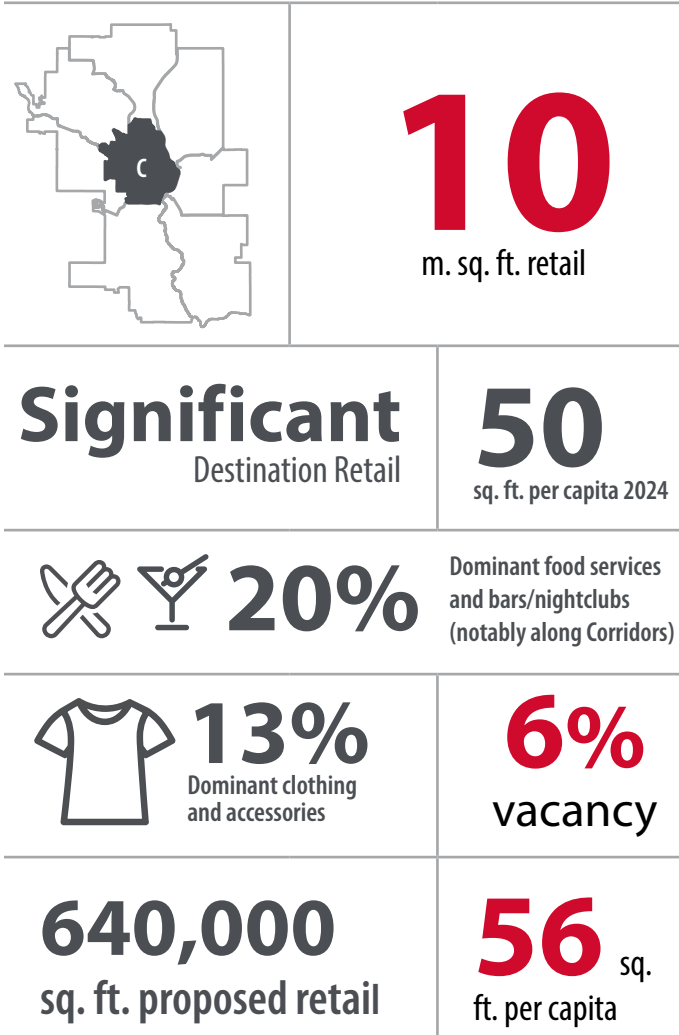


## Market outlook

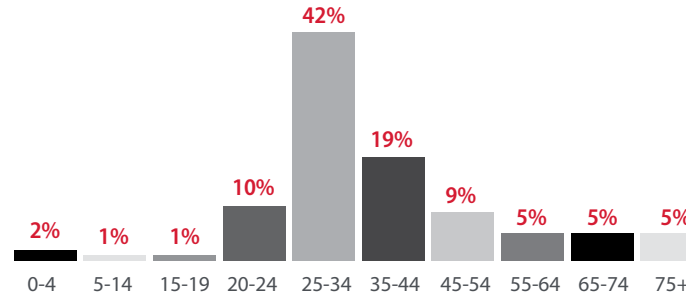
Among the shortest main streets in terms of length, 4 Street SW has a mix of retail-commercial, office, residential and institutional uses.

Approximately 524 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

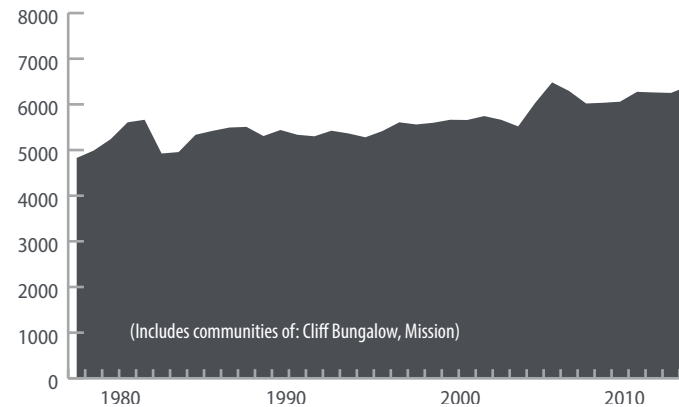
### CENTRE RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET



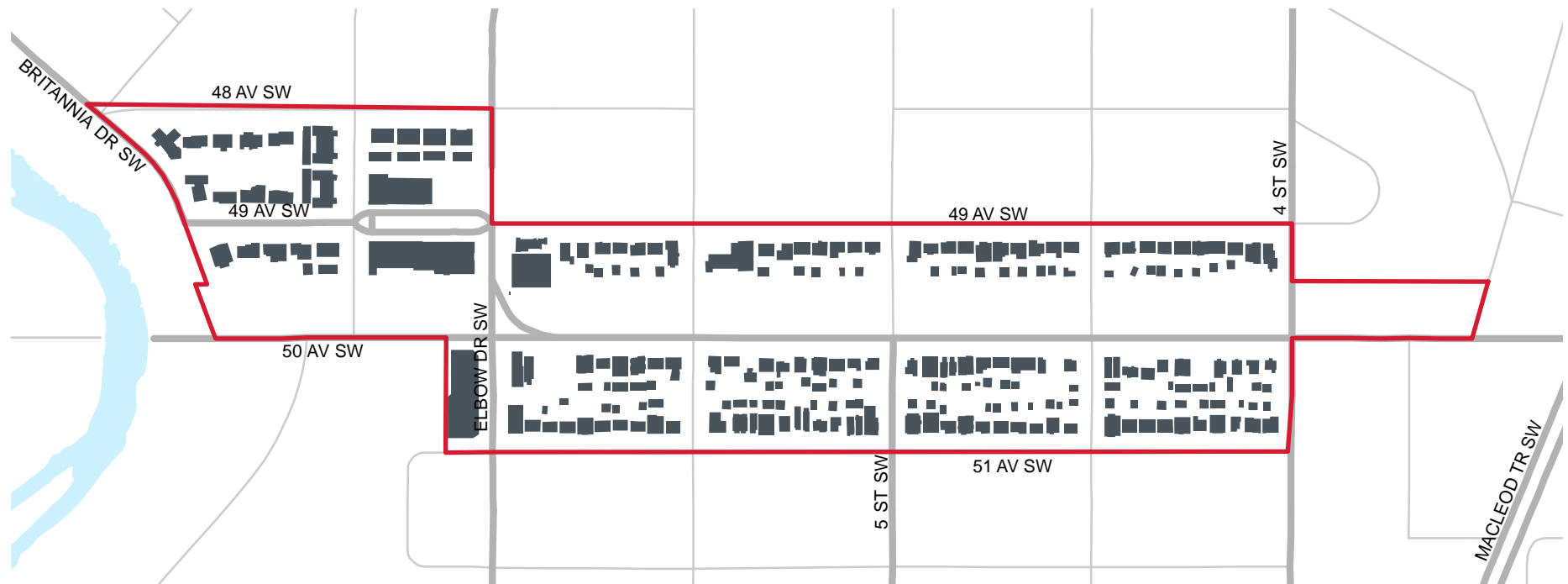




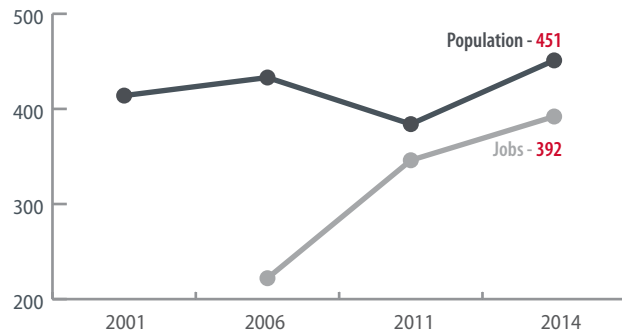
50 Avenue SW

## 50 Avenue SW **now**

The 50 Avenue SW main street extends from Macleod Trail to Elbow Drive SW through the neighbourhoods of Elboya, Windsor Park and Britannia. The area is evolving into a complete street that accommodates pedestrians, cyclists, transit and vehicles in a well landscaped environment.

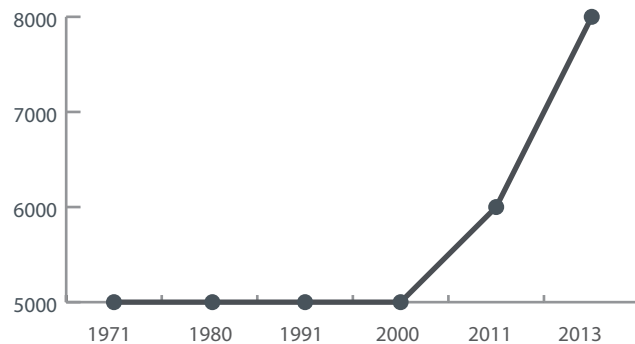


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**69**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

## Local planning

50 Avenue SW has a recent area redevelopment plan, approved by City Council in 2013. 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. The plan is mostly limited to parcels that front 50 Avenue SW, so no policy direction was provided to address the development transition for the adjacent residential communities. No land use district (rezoning) followed the 50 Avenue SW Area Redevelopment Plan approval, so the limited amount of residential redevelopment which has occurred has not enabled the population growth required for a redesign of the roadway and streetscape improvements.

## Current zoning

50 Avenue SW is intended to be a neighbourhood main street, anchored by mixed use development at Elbow Drive and MacLeod Trail. Current zoning allows only single or semi-detached homes to be built on both sides of 50 Avenue. This means that redevelopment capable of reaching the growth targets outlined in the Municipal Development Plan is not allowed without individual property owners applying for a rezoning, even to build what the local area redevelopment plan calls for. Property on the north side of 50 Avenue SW will require further analysis of the costs and benefits of relocating the Altalink power transmission lines underground.

**1**  
TRANSIT ROUTES



**30 mins**  
Frequency of trips departing during **peak** hours

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

# 50 Avenue SW **future**

## Important outcomes to main street users



### Diversity of housing (mixed use residential)

When 50 Avenue SW main street users provided input about the future of this area, they shared that they'd like to see the potential for a mix of complementary land uses, including commercial, residential, live/work and office.

#### Desired outcomes

- Maximize the amount of active building frontage
- Consider spaces that allow future markets, events and festivals



### Public and park spaces

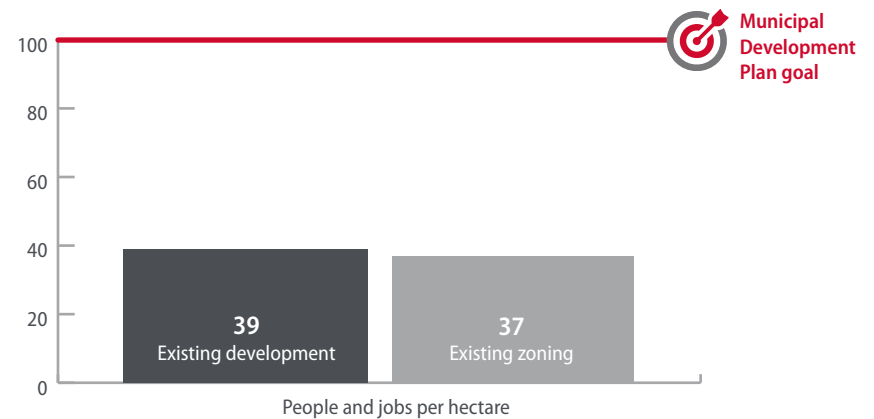
50 Avenue SW main street users indicated that they would like to create a central gathering place and ensure sufficient amenity space to support multi-residential.

#### Desired outcome

- Incorporate public art that reflects the community values and identity
- Improve connectivity between parks and opens space

## Growth potential

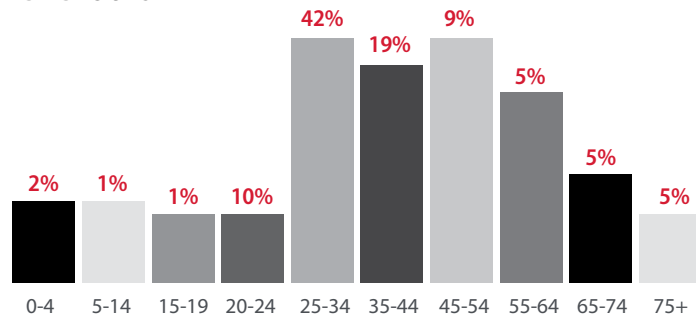
Growth for this main street area is significantly less than the Municipal Development Plan target. The most relevant factors contributing to this are market desire and consumer preference, which haven't driven redevelopment. Land use districts (zoning) must be in place to enable redevelopment potential 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.



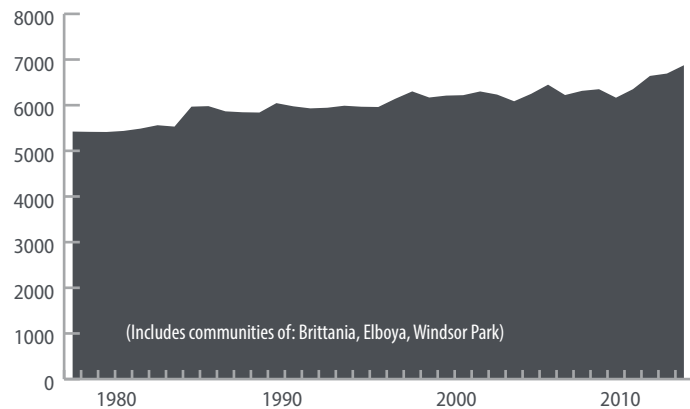
## Market outlook

Based on 2011 Census, the 50 Avenue SW trade area includes approximately 3,400 homes, or about 0.73% of the Calgary housing inventory. 50 Avenue has a higher than average share of single family houses and detached duplexes. There is an estimated 307 residential units expected to be built over the next 25 years. Additional commercial and retail opportunities in the area will be driven by population growth in the immediate area.

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET









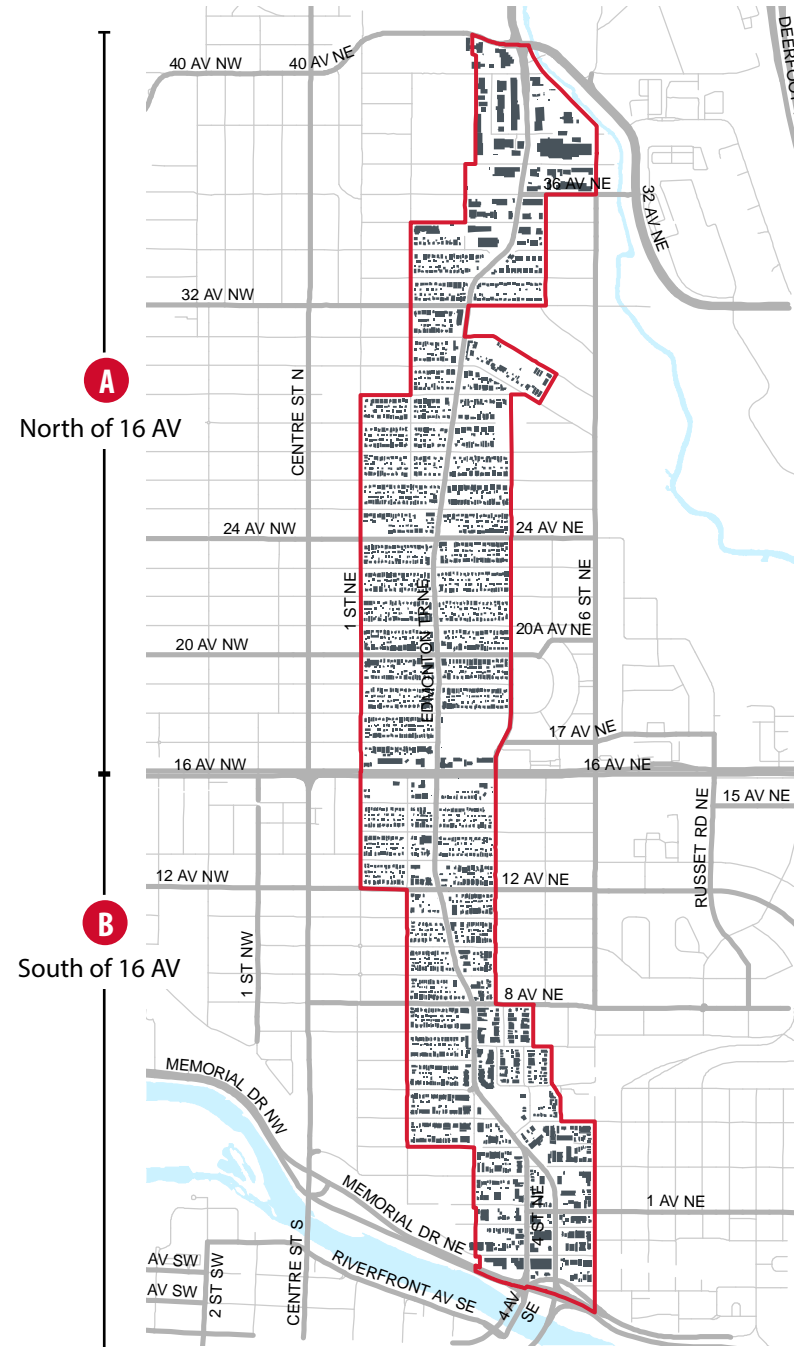
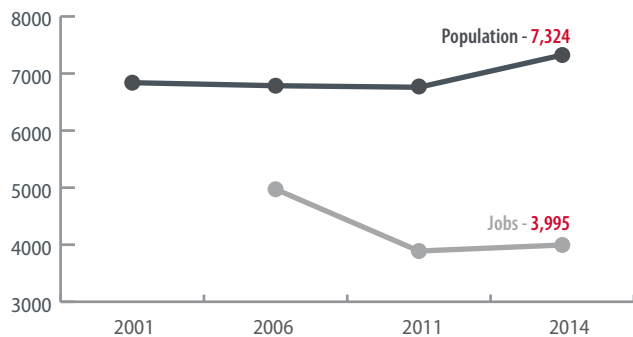
Edmonton Trail NE

# Edmonton Trail NE **now**

The Edmonton Trail NE main street stretches from the Bow River to 32 Avenue NE.

This main street originally served as the main transportation route between the fur trade post at Fort Edmonton and Fort Calgary beginning in 1875. A bi-weekly mail route developed along this trail in 1883. By the 1890s a new gravel road, which would become Highway 2, took over as the primary transportation road between Edmonton and Calgary. Today, Edmonton Trail passes through several communities including Bridgeland, Renfrew, Crescent Heights, Tuxedo Park and Winston Heights/Mountainview. Edmonton Trail serves as a north-south arterial route for Calgarians, and has a variety of residential, light industrial, commercial and retail uses.

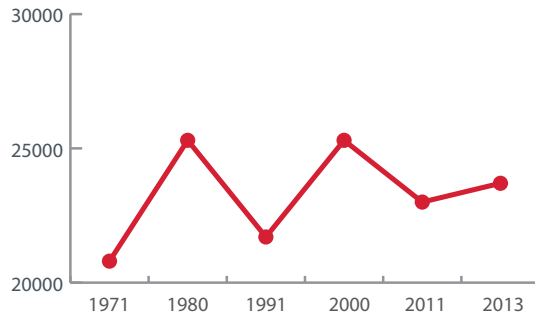
## Jobs and population trends



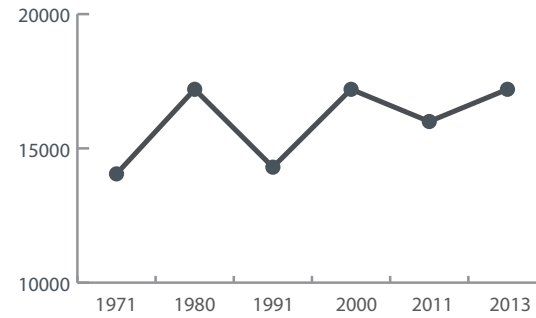
## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)

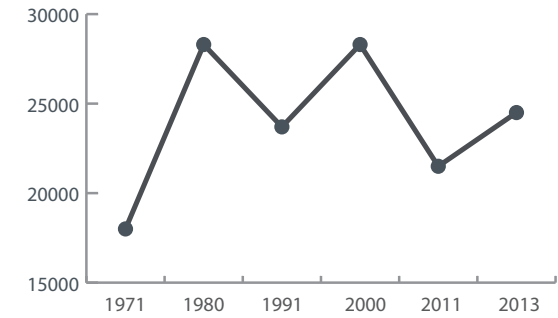
Edmonton Trail – Overall



**A** North of 16 Avenue



**B** North of 16 Avenue



WALK SCORE

# 80

**Very walkable:**

Most errands can be accomplished on foot.

# 72

**Very walkable:**

Most errands can be accomplished on foot.

# 88

**Very walkable:**

Most errands can be accomplished on foot.

# 3



TRANSIT ROUTES

# 10 mins

Frequency of trips departing during **peak** hours

# 20 mins

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

## Local planning

Edmonton Trail NE is one of the longer main streets specified in the Municipal Development Plan. With a variety of contexts along the main street, it was evaluated in two separate sections: Edmonton Trail NE from the Bow River to 16 Avenue NE and Edmonton Trail NE from 16 Avenue NE to 41 Avenue NE

### **A** Edmonton Trail NE from the Bow River to 16 Avenue NE

Edmonton Trail NE is a community hub for the adjacent communities of Crescent Heights, Bridgeland/Riverside and Renfrew, as well as a regional draw for many Calgarians to enjoy the diverse restaurants and wide range of commercial services. This main street is successful and provides an important cultural and recreational space for many. This section of the main street has two area redevelopment plans directing policy and land use, the Crescent Heights Area Redevelopment Plan (1997) and Bridgeland/Riverside Area Redevelopment Plan (1980). Both these plans generally support Municipal Development Plan policies for low scale, mixed use main street redevelopment.

### **B** Edmonton Trail NE from 16 Avenue NE to 41 Avenue NE

North of 16 Avenue this main street is primarily low density residential with limited local commercial areas. This commercial area and the low density residential areas along Edmonton Trail NE have two area redevelopment plans to direction land use planning: the North Hill Area Redevelopment Plan, approved by City Council in 2000 and the Winston Heights/Mountainview Area Redevelopment Plan, approved in 2006. The North Hill Area Redevelopment Plan does not provide land use policies that support the Municipal Development Plan goals of a mixed use street along Edmonton Trail NE. The Winston Heights/Mountainview Area Redevelopment Plan supports moderate population increases and mid rise residential development along Edmonton Trail NE.

## Current zoning

### **A** Edmonton Trail NE from the Bow River to 16 Avenue NE.

Edmonton Trail is intended to be an urban main street, serving the local neighbourhood while also having enough space for housing and employment to become a bigger destination. Current zoning allows for a broad mix of low-rise apartment, mixed use, and single- or semi-detached homes. However, if built out to the limits of the current zoning, development along Edmonton Trail (south of 16 Avenue NE) could only reach approximately 70% of the targets set in the Municipal Development Plan. This limits investment potential in new forms of housing and commercial space that provide new housing options and benefit businesses in the neighbourhood.

### **B** Edmonton Trail NE from 16 Avenue NE to 41 Avenue NE

Edmonton Trail is intended to be an urban main street, serving the local neighbourhood while also having enough space for housing and employment to become a bigger destination. Current zoning largely restricts development to single and semi-detached homes on the west side, and three or four storey apartments on the east side of the street, with small commercial corners at 20 and 24 Avenue NW. The current zoning does not allow the street to grow over time to meet the targets set in the Municipal Development Plan. This limits investment potential in new forms of housing and commercial space that provide new housing options and benefit businesses in the neighbourhood.

# Edmonton Trail NE **future**

## Important outcomes to main street users



### Vibrant public realm

When Edmonton Trail NE main street users provided input about the future of this area, they shared that they would like to see an active, safe and comfortable sidewalk and improved pedestrian and bicycle mobility.

### Desired outcomes

- Safe and vibrant main street sidewalk
- High quality public realm



### Diversity of housing (mixed use residential)

Edmonton Trail NE main street users also indicated that a diversity of housing types throughout the surrounding communities would be important to the future success of this main street.

### Desired outcomes

- Diversity of housing

## 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.



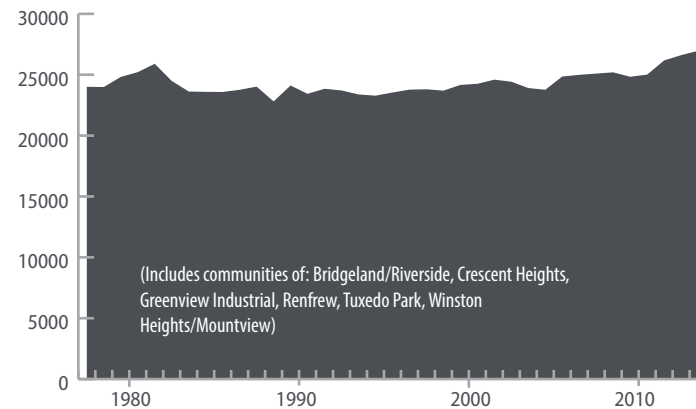
## Market outlook

Based on the 2011 Census, Edmonton Trail accounts for about 14,600 homes, or about 3.1% of the Calgary housing inventory.

Edmonton Trail has a higher than average share of multifamily units, especially in low-rise apartments and detached duplexes. The housing stock is considerably older than the city wide average, with homes likely to have been built before 1960. Given the historic and inner-city nature of this main street, the overall age of its housing stock aligns with expectations and suggests that many units may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total demand of 4,502 residential units to be built over the next 25 years, starting gradually between 2016 and 2020.

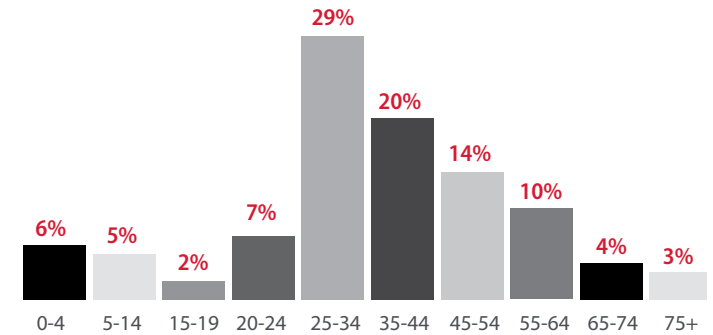
Edmonton Trail main street already has 104,000 square feet of office space accounting for about 0.13% of the city wide inventory. The new Remington building nearly doubled the current inventory of office space for Edmonton Trail. Additional commercial and retail opportunities in the area will be mostly driven by population growth in the immediate area.

### POPULATION OF COMMUNITIES NEAR MAIN STREET

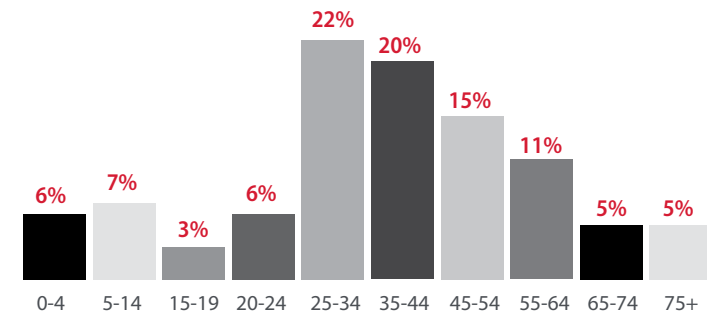


### AGE GROUPS

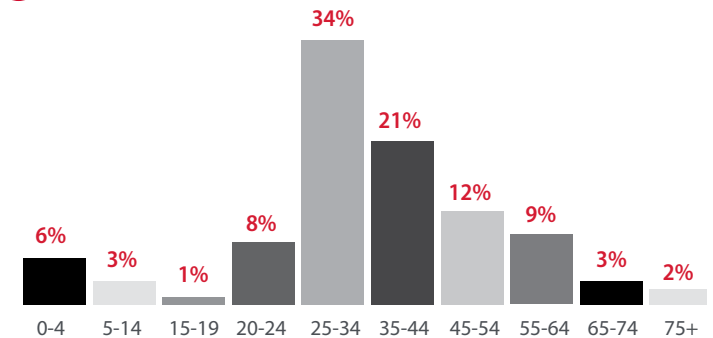
#### Edmonton Trail – Overall



#### A North of 16 Avenue



#### B North of 16 Avenue



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





**BRIDGELAND**

**DONT BE TRIPPIN'  
BE STOPPIN'  
ITS JUST FOUR  
STOP SIGNSYO**

**M  
ICE CREAM**

BRIDGELAND

1 Avenue NE

# 1 Avenue NE **now**

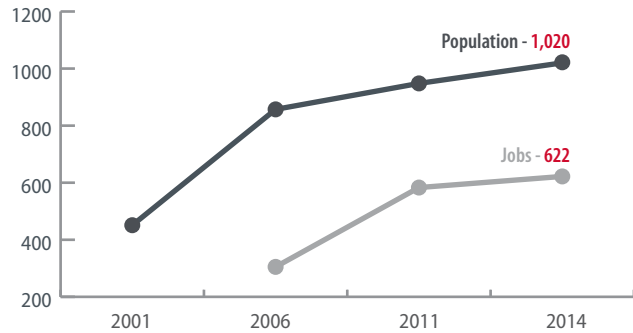
The 1 Avenue NE main street, stretching from Edmonton Trail to 10 Street NE, is located within the historic community of Bridgeland.

During Calgary's first population boom in the 1880s, a significant number of Russian-German immigrants moved to this community, formerly known as

Riverside. By the early 1900s, many Italians and Ukrainians had moved to the area and Bridgeland became popularly known as "Little Italy." This inner city community was incorporated as a village in 1903 and then annexed to Calgary in 1910. The demolition of the Calgary General Hospital in 1998 spurred intense redevelopment in the area.

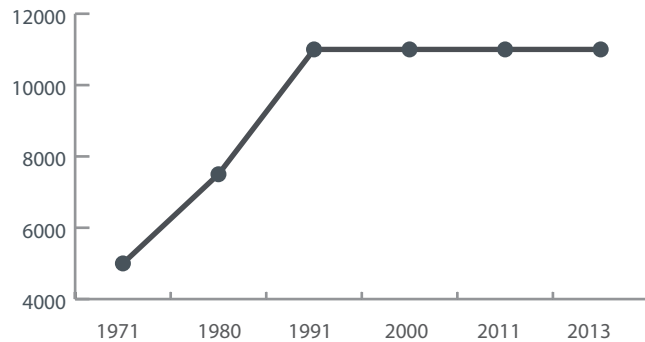


## Jobs and population trends



## Travel and transportation


TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY) WALK SCORE



# 76

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

**2**   
TRANSIT ROUTES

 **20 mins**  
Frequency of trips departing during **peak** hours

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

## Local planning

1 Avenue NE is the main street of the community of Bridgeland/Riverside. The current Bridgeland/Riverside Area Redevelopment Plan was approved in 1980 with a significant change and amendments in 2002 by the Bow Valley Centre Concept Plan that support redevelopment of the former hospital land. The Bridgeland/Riverside Area Redevelopment Plan provides policy that promotes and encourages the success and growth of the commercial area along this main street and aims to maintain this as a key part of the community. The built form-scale policy within the Bridgeland/Riverside Area Redevelopment Plan matches the current surrounding low density residential districts.

## Current zoning

While the southern side of the street has seen significant change as a result of the redevelopment of the former General Hospital, the north side has not seen much activity in new development. Current zoning, if built out, would not allow for population and employment numbers to meet the growth targets outlined in the Municipal Development Plan. Current zoning could also be a significant barrier to mixed use projects on the north side in particular. Rezoning could allow greater flexibility for mixed use, apartment, or row or townhouse style development and allow for more apartment housing choices and business locations for Bridgeland.

# 1 Avenue NE future

## Important outcomes to main street users



### Public and park spaces

When 1 Avenue NE main street users provided input about the future of this area, they shared ideas for increased flexibility which would allow for private businesses to maximize public spaces as areas where people can interact and be together. This included innovative discussions about temporary patio spaces and community hall uses.

### Desired outcomes

- Community gathering spaces



### Unique character

1 Avenue NE main street users indicated that maintaining the unique small town feel that the community of Bridgeland has had over its evolution would be an important consideration for its future growth.

### Desired outcomes

- Small town feel



### Vibrant public realm

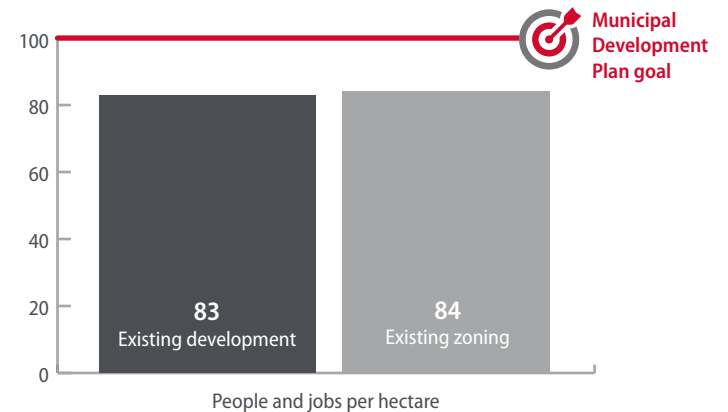
1 Avenue NE main street users also discussed how they'd like to have a shared street used by bikes, pedestrians and cars, with enhancements to the public realm such as more street trees.

### Desired outcomes

- High quality street feel

## Growth potential

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.

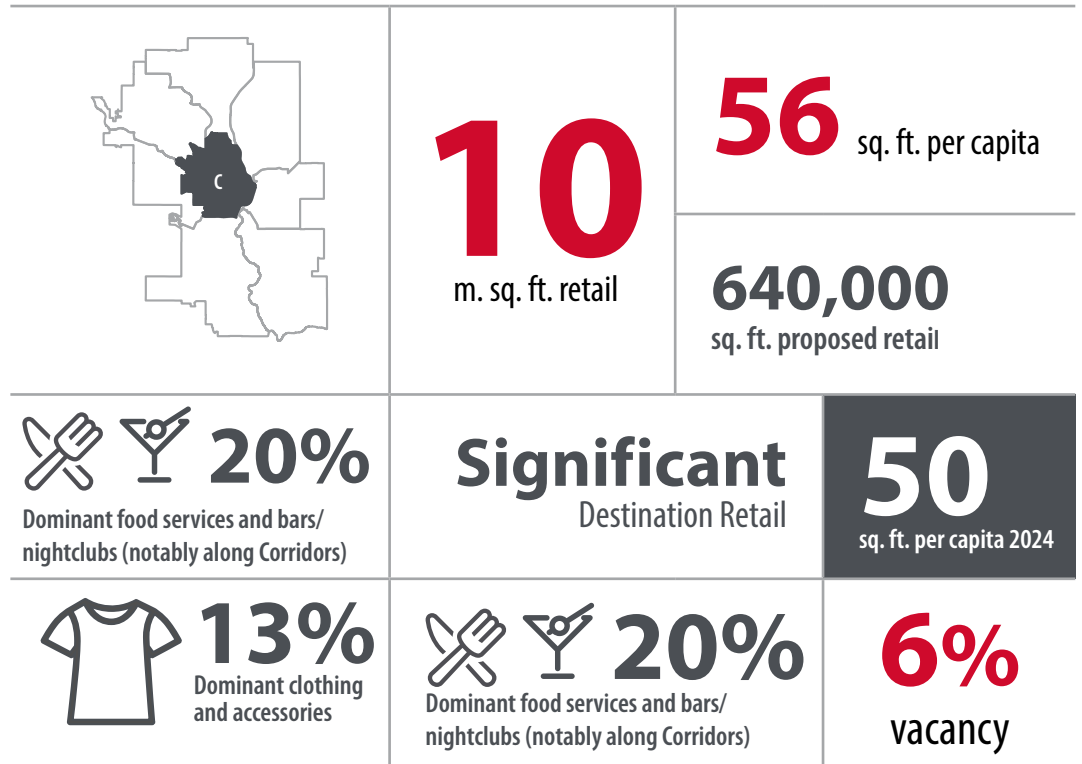


## Market outlook

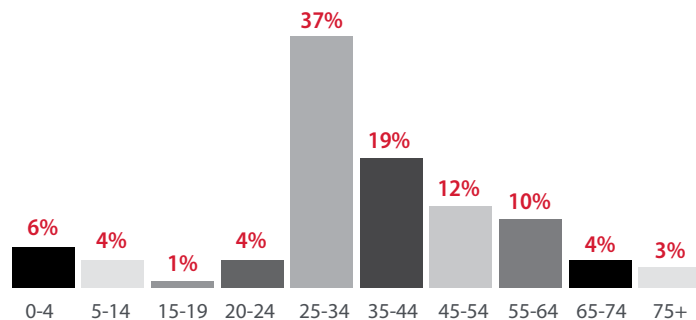
1 Avenue NE accounts for just under 2,600 homes, or about 0.56% of the Calgary housing inventory. 1 Avenue NE has a higher than average share of multifamily units, especially in low-rise apartments and detached duplexes. The housing stock is considerably older than the city wide average, with homes likely to have been built before 1960. Given the historic and inner-city nature of this corridor, the overall age of its housing stock suggests that many units may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total demand for 868 residential units expected to be built over the next 25 years. Growth, in Bridgeland, is partly evidenced by the spike in the fraction of homes built since 2006.

1 Avenue NE has about 88,000 square feet of office space accounting for about 0.11% of the city wide inventory. The current vacancy is 1.4%. Additional commercial and retail opportunities will be mostly driven by population growth in the immediate area.

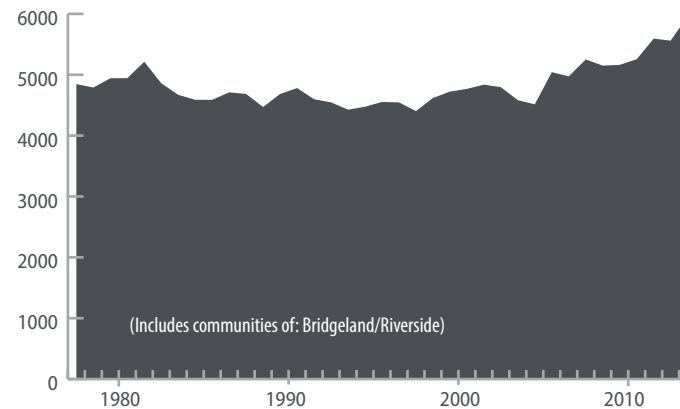
## CENTRE RETAIL FEATURES



## AGE GROUPS



## POPULATION OF COMMUNITIES NEAR MAIN STREET







32 Avenue NE

## 32 Avenue NE **now**

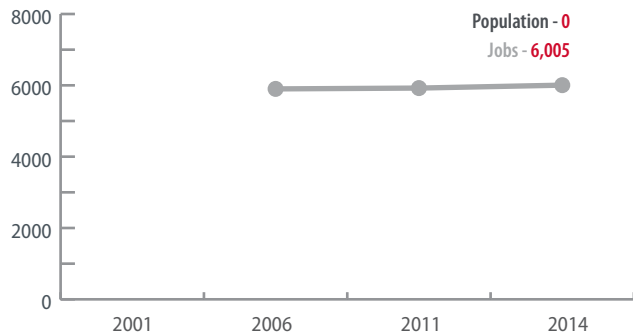
The 32 Avenue NE main street extends from 12 Street to Barlow Trail NE through the communities of McCall, North Airways and South Airways.

This main street serves as an east-west arterial route, including some airport traffic. There are many large- and small-scale retail establishments, restaurants, office and commercial uses along this main street as well as the McCall Lake Golf Course.



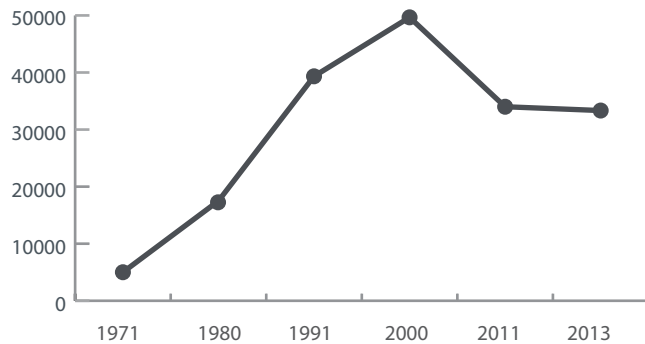


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**47**

**Car-dependent:** Most errands require a car.

**5** 

TRANSIT ROUTES

 **10 mins**

Frequency of trips departing during **peak** hours

 **30 mins**

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

## Local planning

There are no approved local area plans for 32 Avenue NE. Any redevelopment would be guided by Municipal Development Plan policies.

## Current zoning

32 Avenue NE is intended to be an urban main street, combining a high number of jobs with a significant transit corridor. Current zoning reflects a mix of industrial uses with commercial office and retail uses at the major cross streets (12th, 19th, and Barlow). This zoning allows for a range of uses compatible with the industrial setting and location under the YYC Calgary Airport Authority flight path and is in line with the Municipal Development Plan target for population and employment growth.

# 32 Avenue NE **future**

## Important outcomes to main street users



### Balance of transportation options & infrastructure

When 32 Avenue NE main street users provided input about the future of this area, they shared that they'd like to see a focus on safety for all transportation modes, considerations for transit and improved traffic flow.

#### Desired outcomes

- New street configuration
- Safe and comfortable multi modal main street



### Public and park spaces

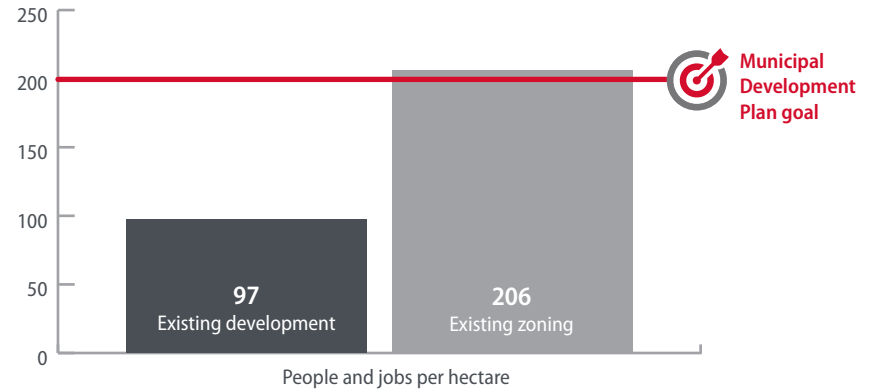
32 Avenue NE main street users also noted that they would like see an increase to the maintenance and features in existing open spaces.

#### Desired outcomes

- Enhanced park and open spaces

## 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.

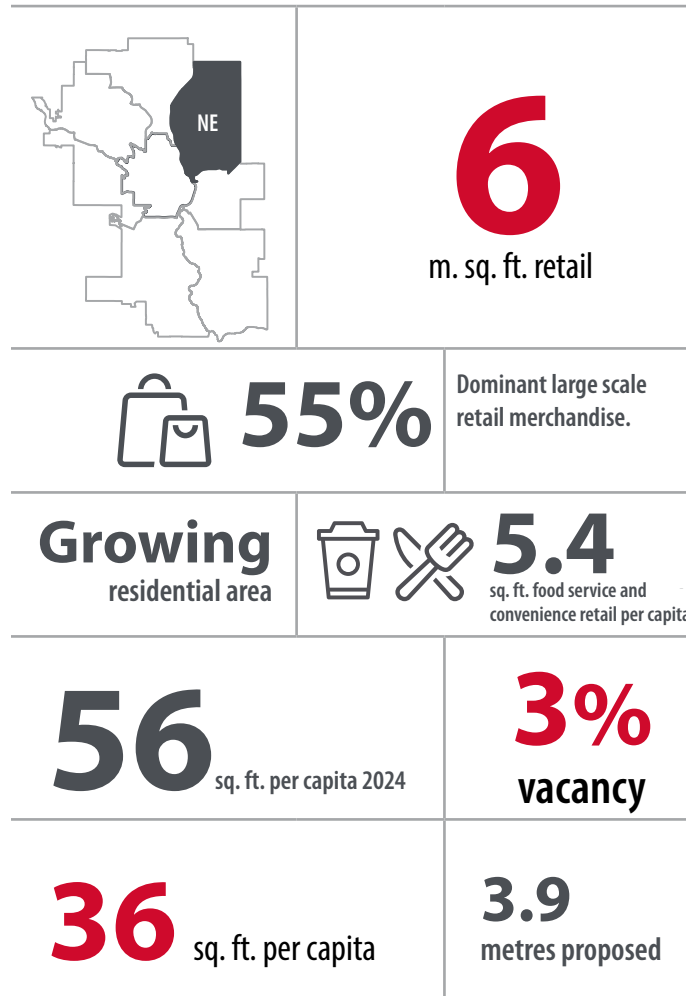


## Market outlook

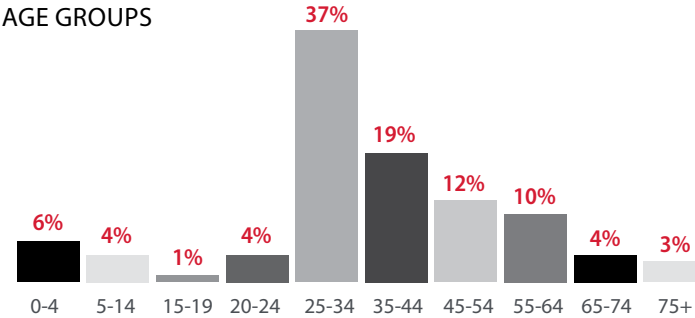
In keeping with the industrial nature of the area, the 32 Avenue NE main street has no real estate devoted to housing. Any redevelopment would need to be industrial employment intense or office to meet Municipal Development Plan objectives. This

main street area is considered a long-term opportunity for growth and likely requires investment to initiate significant redevelopment.

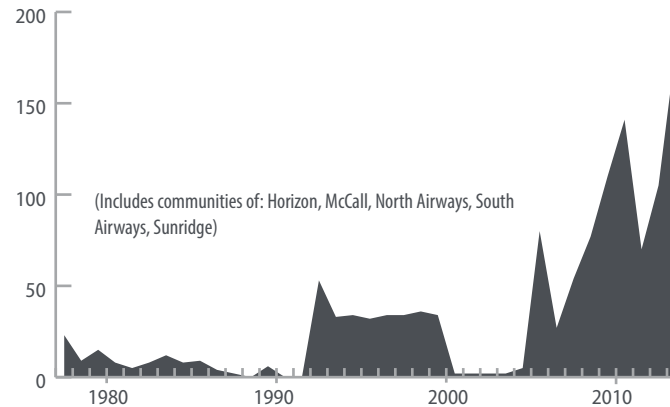
### NORTHEAST RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET





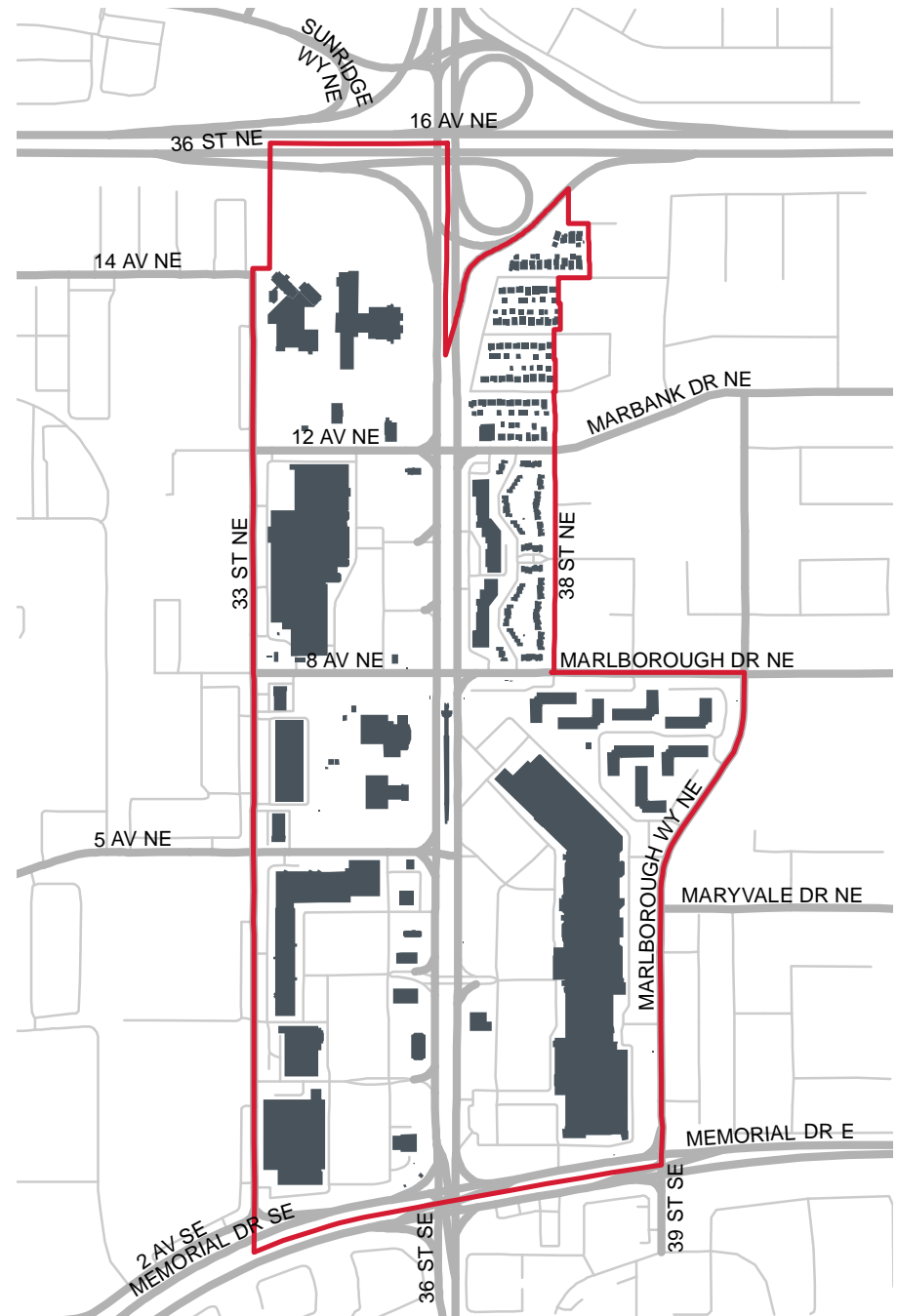


36 Street NE

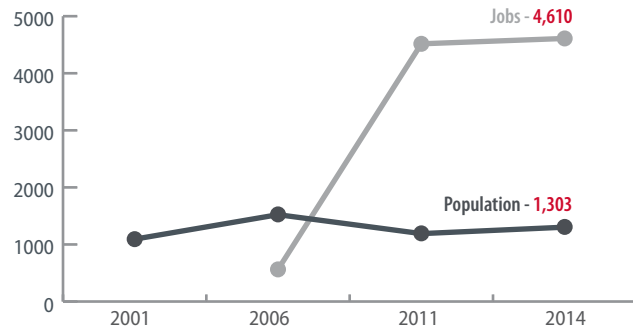
## 36 Street NE **now**

The 36 Street NE main street reaches from Memorial Drive to 16 Avenue NE between the neighbourhoods of Franklin and Marlborough.

This area was largely undeveloped until the 1990s and more than a third of residents are new Canadians. Extensive retail and shopping centres, including Marlborough Mall and Franklin Mall, car dealerships, a couple of hotels and the Marlborough LRT Station are located on this busy corridor.

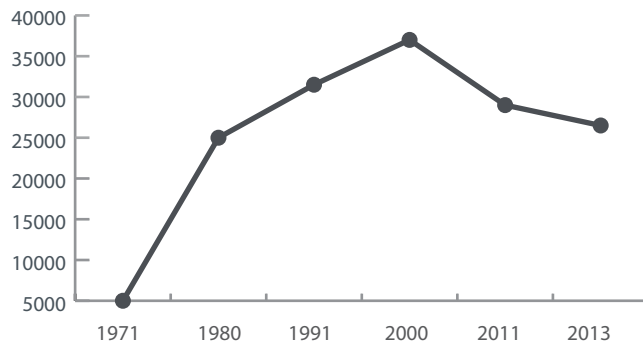


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**71**

**Very walkable:**

Most errands can be accomplished on foot.

**10**   
TRANSIT ROUTES

 **4 mins**  
Frequency of trips departing during **peak** hours

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

## Local planning

The Marlborough Design Brief from 1971 provided policy for growth along 36 Street NE, but generally does not provide the proper framework for transit oriented and main street redevelopment envisioned by Municipal Development Plan policy.

## Current zoning

36 Street NE is intended to be an urban main street, serving the neighbourhood and becoming a regional destination. Anchored by Marlborough Mall, current zoning along 36 Street does not facilitate mixed use development and makes more creative use of large commercial sites a challenge. Rezoning could help to encourage investment in these large sites and offer more housing options to the area.

# 36 Street NE future

## Important outcomes to main street users



### Balance of transportation options & infrastructure

When 36 Street NE main street users provided input about the future of this area, they shared that they'd like to see an active, safe and comfortable sidewalk area which provides a high degree of pedestrian and bicycle mobility. They also mentioned that Transit priority design for buses, automotive traffic flow needs to be reconsidered for this main street.

### Desired outcomes

- Safe and comfortable multi modal main street
- High quality public transit facilities



### Vibrant public realm

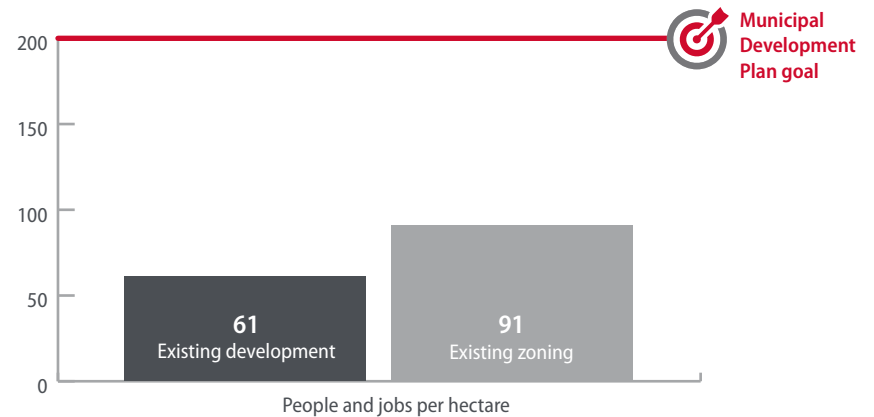
36 Street NE main street users also indicated that they would like to see an increase in the quality and amount of landscaping and considerations for incorporating more native and low water plants.

### Desired outcomes

- More landscaping

## 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.



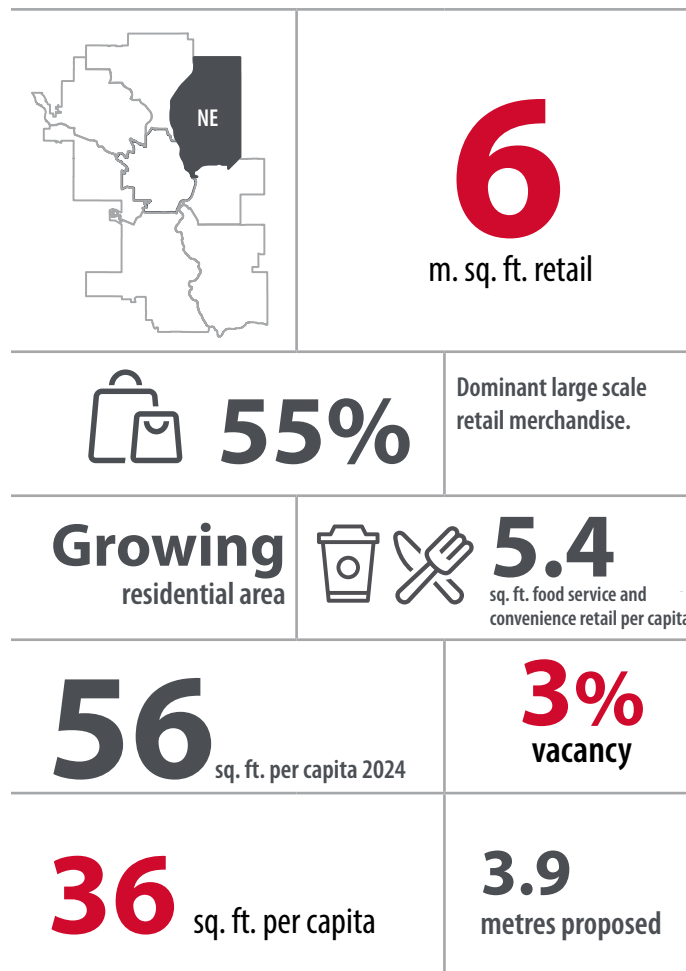


## Market outlook

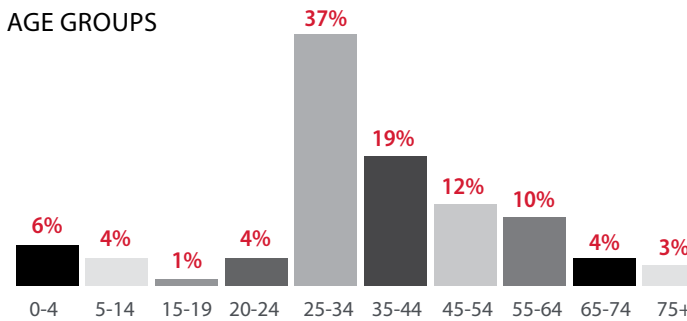
36 Street NE accounts for about 10,000 homes, or about 2.2% of the Calgary housing inventory. The area has a higher than average share of multifamily units, especially in low-rise apartments and semi-detached homes. Most of the housing stock was built between 1961 and 1980. Given the history of this main street, the overall age of its housing stock suggests that many homes

may be reaching the end of their lifecycle and may be ready for redevelopment. The result is a total of some 214 residential units expected to be built over the next 25 years, starting gradually between 2016 and 2020. Many sites along 36 Street NE have potential for larger scale projects including medium-term opportunity for residential, office and retail development.

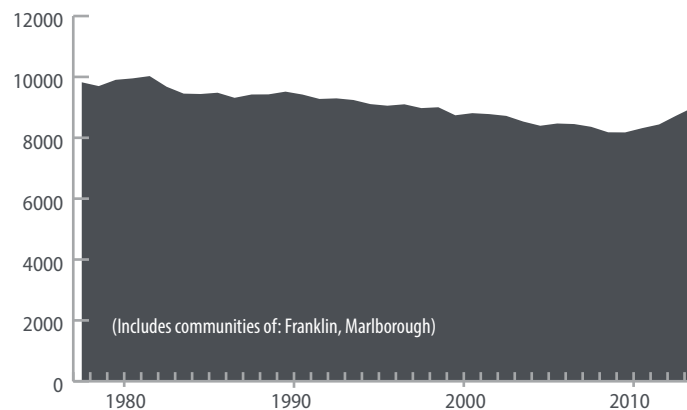
### NORTHEAST RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET







17 Avenue SE

# 17 Avenue SE **now**

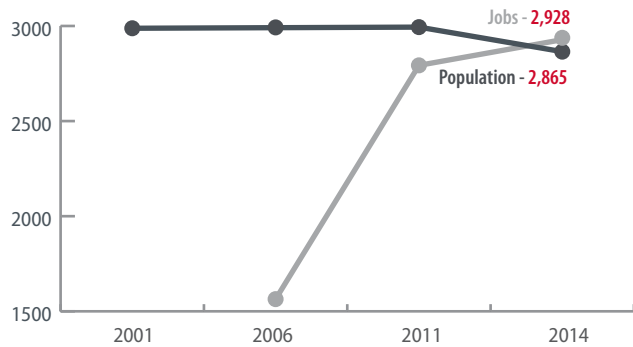
The 17 Avenue SE main street stretches from 26 Street to 60 Street SE and is located in the communities of Southview, Albert Park/Radisson Heights and Forest Lawn.

The area surrounding 17 Avenue SE was first settled in the early 1900s as part of the Municipal District of Shepard. Later, in 1934, Forest Lawn incorporated as a village, and was finally annexed to Calgary in

1961. Today this family friendly neighbourhood has a diverse selection of shopping and services. The 17 Avenue main street plays many important roles: as the original main street of the Forest Lawn community, as a secondary highway with regional connections, as a culturally diverse hub dubbed International Avenue and as part of Calgary's envisioned primary transit and cycling networks.

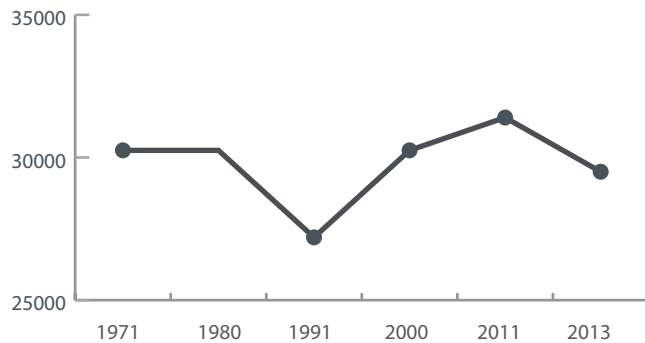


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

# 76

**Very walkable:**

Most errands can be accomplished on foot

## Local planning

17 Avenue SE has a recent local planning policy in the form of the Southeast 17 Corridor: Land Use and Urban Design Concept, which was approved by City Council in 2010. The process for engagement, policy creation and internal City of Calgary review was directed by the goals and objectives of the Municipal Development Plan. The plan is mostly limited to parcels that front 17 Avenue SE, so no policy direction was provided to address the development transition into the lower density residential communities adjacent to the main street. No land use district (rezoning) followed the plan approval, so the limited amount of redevelopment has happened and not yet enabled the redesign of the roadway to improve the streetscape.

## Current zoning

17 Avenue SE is intended to be an urban main street, serving the local neighbourhood as well as being a city wide destination. Current zoning does not match up with the City Council approved Southeast 17 Corridor: and, if built-out, would not allow for development to reach the growth targets outlined in the Municipal Development Plan for population and employment. The existing zoning allows for a variety of mixed and commercial uses along 17 Avenue SE, with some transitional apartment uses largely to the north, but poses challenges for row house and townhouse development. Rezoning would allow for greater flexibility for mixed use development along the main street as well as more housing options for the surrounding community and population to support International Avenue businesses.

# 9



TRANSIT ROUTES



## 10 mins

Frequency of trips departing during **peak** hours



## 12 mins

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

# 17 Avenue SE future

## Important outcomes to main street users



### Variety of retail and small business

The 17 Avenue SE main street serves both the daily shopping needs of local residents as well as attracts shoppers throughout the city to the specialty shops. Storefronts are well kept and contribute to a distinctive visual character of the area.

### Desired outcomes

- Multiple products and services for the local community and serves as a destination
- Consider spaces that allow future markets, events and festivals
- Serves as a showcase for the cultural diversity of the area
- Acts as both a job hub and a place to live



### Balance of transportation options & infrastructure

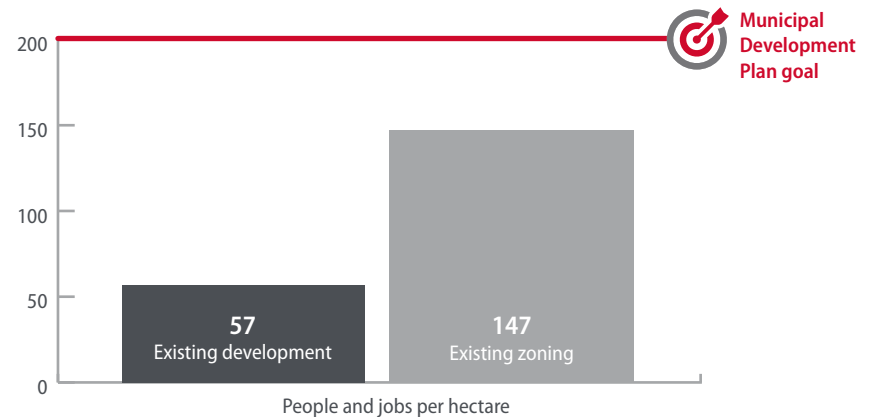
17 Avenue SE functions as a multi modal urban boulevard where walking, cycling and transit are the priorities, though it continues to accommodate moderately high volumes of traffic serving the needs of both local residents and businesses and the needs of those commuting through the area to the Downtown and connecting to Deerfoot Trail.

### Desired outcome

- Safe and vibrant main street sidewalk
- Improve connectivity with the city

## 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.

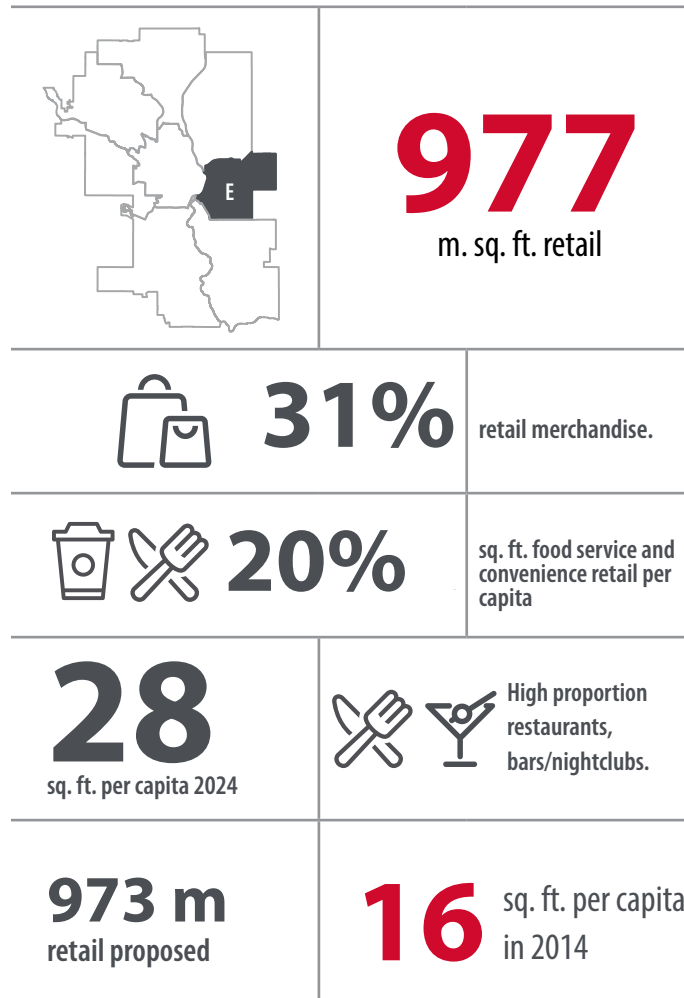


## Market outlook

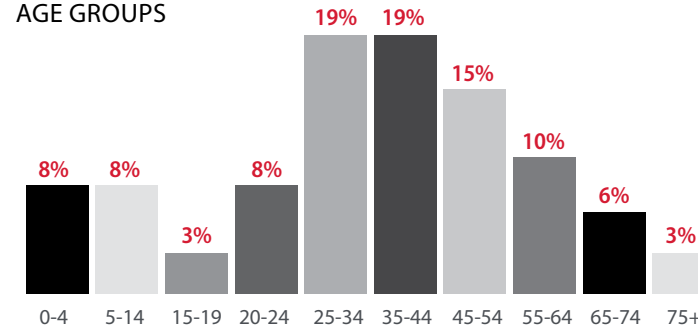
It is expected that approximately 1,794 residential units will be built over the next 25 years, starting gradually between 2016 and 2020 and gradually increasing. Over the past four years, over 32.5% of new units built in this area have been apartments. This trend

toward multifamily development is expected to continue. Many sites along 17 Avenue SE have potential for larger scale projects including short to medium-term opportunity for residential, office and retail development.

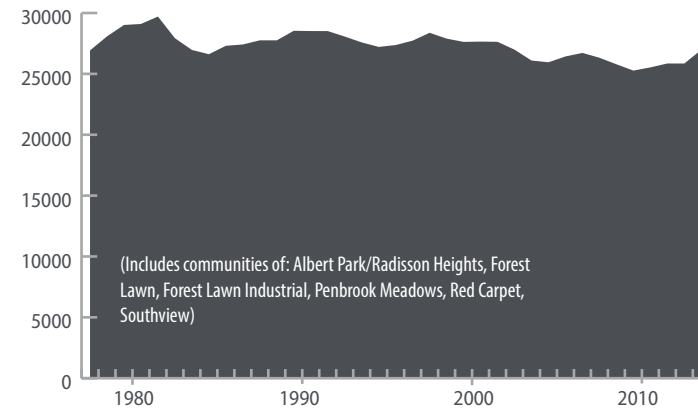
### EAST RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET









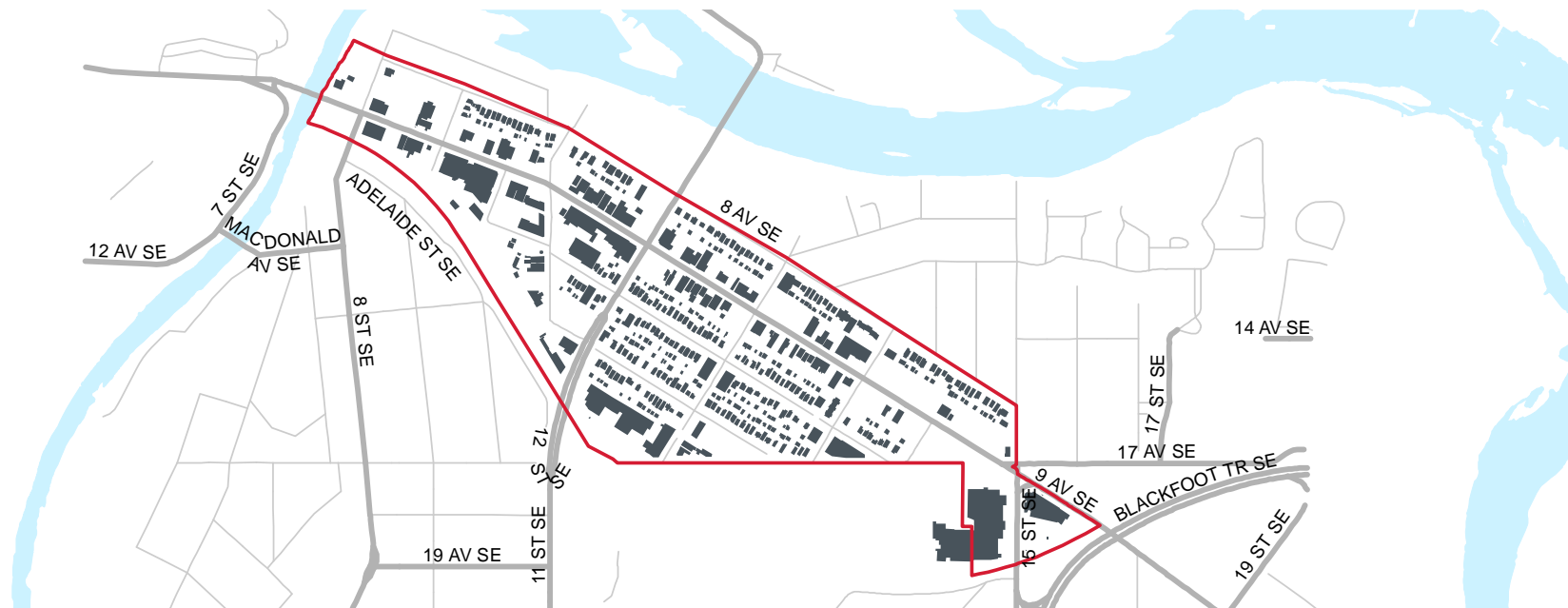
9 Avenue SE

## 9 Avenue SE **now**

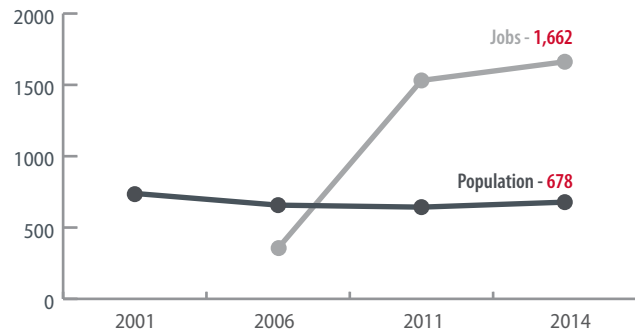
Inglewood's 9 Avenue SE main street, originally named Atlantic Avenue, stretches from the Elbow River to 17 Avenue SE. Located south of the Calgary Zoo and the East Village, the communities of Ramsay and Inglewood surround it.

Inglewood is Calgary's oldest community and was established after Fort Calgary was built in 1875, with 9 Avenue SE serving as a main street. It continues to serve as the community's main street providing shopping,

restaurants, residential and commercial opportunities, as well as arterial access to the industrial lands functioning around the Canadian Pacific Rail line. In 2013, historic 9 Avenue SE made history again when it became a filming location for the TV Series Fargo. The communities bordering 9 Avenue SE are attracting a significant amount of investment and revitalization.



## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**67**

**Somewhat walkable:**  
Some errands can be accomplished on foot.

## Local planning

The current Inglewood Area Redevelopment Plan was approved in 1993 with only minor changes since then. The Inglewood Area Redevelopment Plan provides policy that promotes and encourages the success and growth of the commercial area along this main street and identifies it as a key part of the community. The built form-scale policy within the Inglewood Area Redevelopment Plan matches the current low density residential districts. Currently, The City is engaging land owners and the community for updates to this area redevelopment plan in relation to the transit oriented development opportunities for a new Green Line LRT.

## Current zoning

As the heart of Inglewood, the street is home to a mix of businesses and residents in buildings that reflect the entire history of the city. Current zoning allows for mixed use development with a height limit of approximately six storeys. Rezoning could potentially adjust the specific details of the land use district to make redevelopment more attractive while respecting local context. This would enable more people to choose Inglewood as the location for their home or business.

**1**



TRANSIT ROUTES



**10 mins**

Frequency of trips departing during **peak** hours



**12 mins**

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

# 9 Avenue SE future

## Important outcomes to main street users



### Unique character

When 9 Avenue SE main street users provided input about the future of this area, they shared the importance of maintaining the unique character of the area as it grows and changes. They agreed with (and quoted) activist Jack Long's belief that Inglewood's future is better if its "Kept slightly sleazy". Residents value this main street's unique character, history and atmosphere.

### Desired outcomes

- Keep it slightly sleazy



### Variety of retail and small business

Many 9 Avenue SE main street users indicated that they would like to see more commercial services such as a grocery store, pharmacy, hardware and variety of restaurants and retail.

### Desired outcomes

- Need more commercial services and businesses



### Vibrant public realm

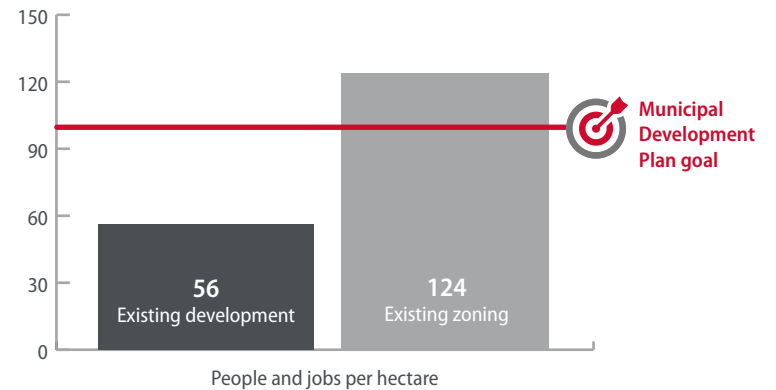
9 Avenue SE main street users also indicated that they would like to see an active, safe and comfortable sidewalk and street with a high degree of pedestrian mobility.

### Desired outcomes

- Safe and vibrant main street sidewalk

## 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.

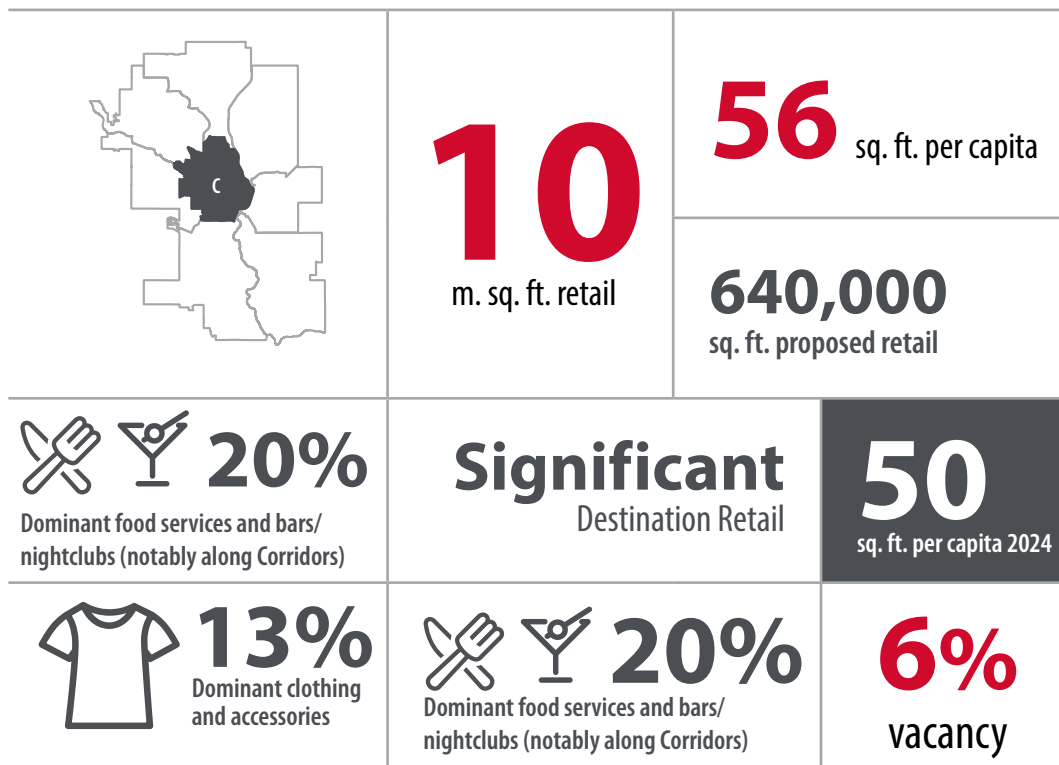


## Market outlook

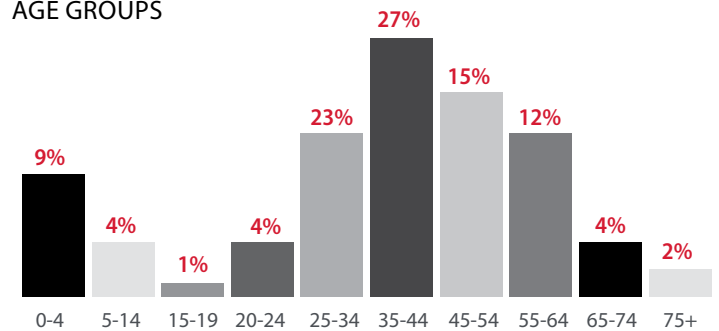
The 9 Avenue SE neighbourhood accounts for about 4,000 homes, or about 0.85% of Calgary's housing inventory. It has a higher than average share of multifamily units, especially in all types of apartments and detached duplexes. The housing stock is considerably older than the city wide average, with homes most likely to have been built before 1960. Given the historic and inner-city nature of this main street, the overall age of its homes suggests that many units may be reaching the end of

their lifecycle and may be ready for redevelopment or heritage restoration. The result is an estimated 621 residential units to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities will be mostly driven by population growth in the immediate area with potential for regional draw, character retail and commercial development.

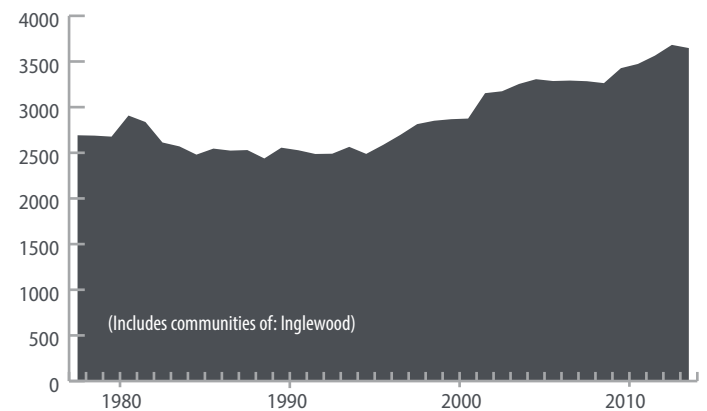
### CENTRE RETAIL FEATURES



### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET



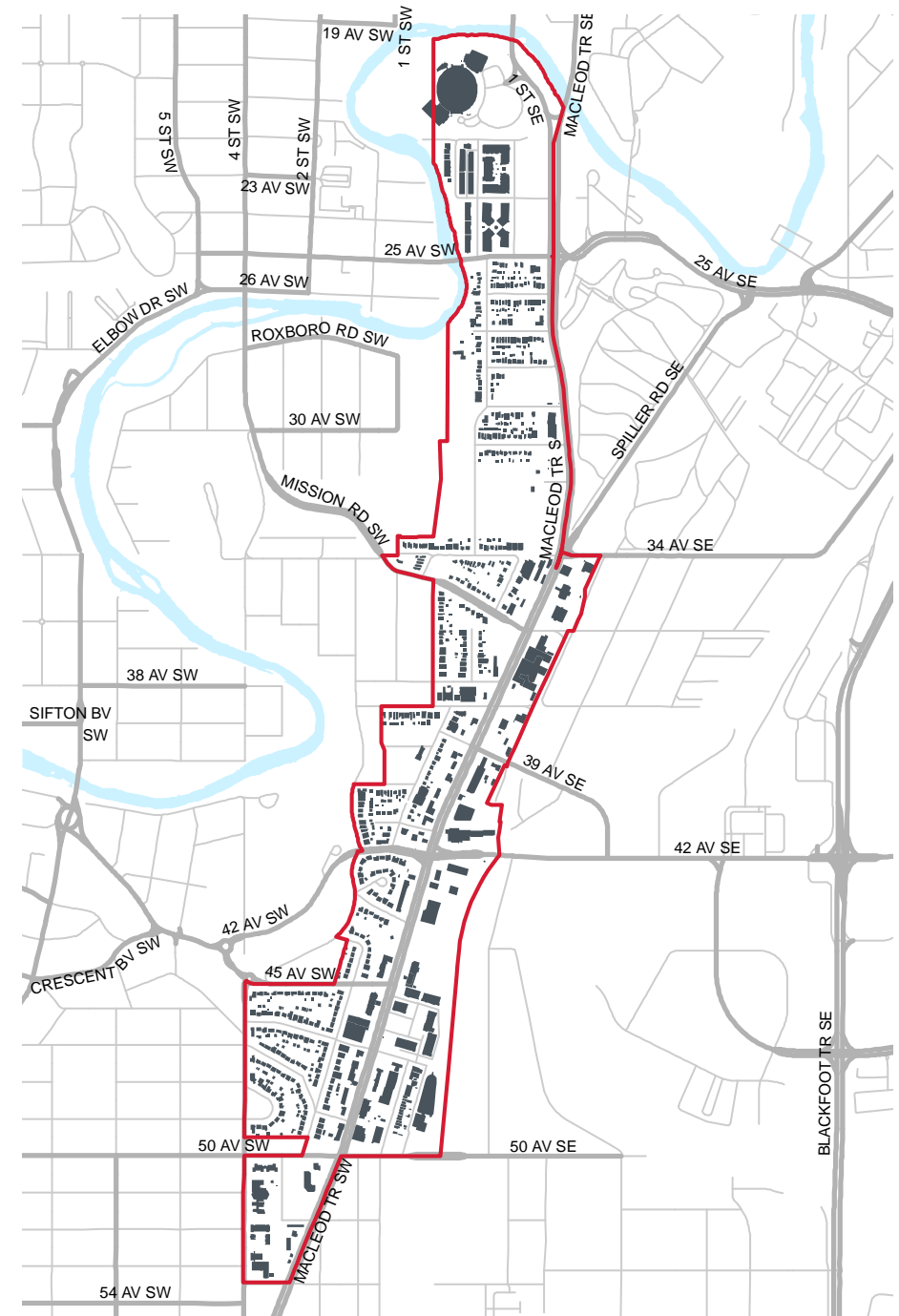




Macleod Trail S (North)

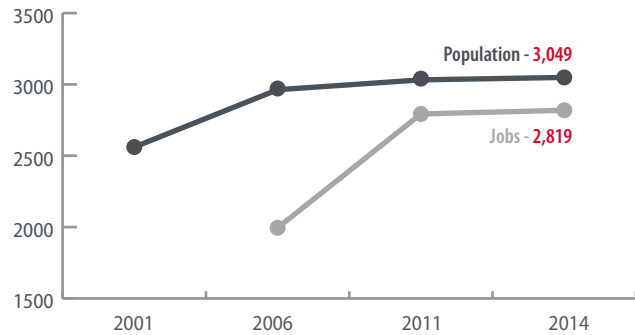
## MacLeod Trail S (North) **now**

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.



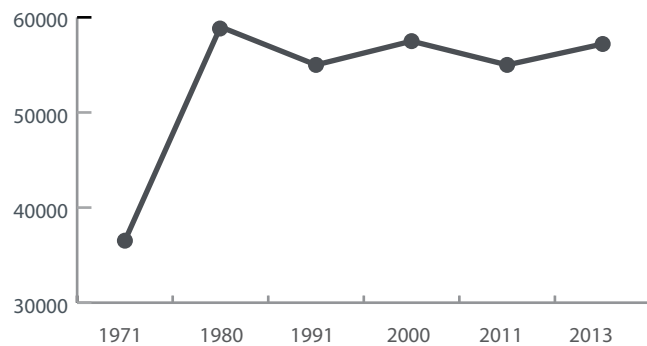


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF 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 townhouses. 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

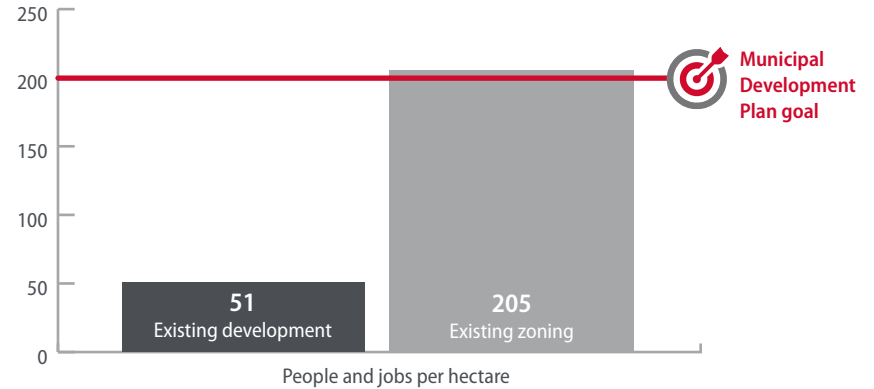
When MacLeod Trail S (North) main street users provided input about the future of this area, they shared that they would like to see increased pedestrian mobility, safety and comfort, including more trees and green space enhancements.

### 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.

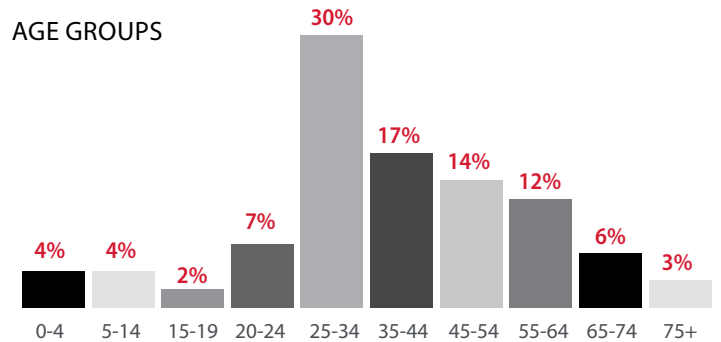
The MacLeod Trail main street already has about 220,600 square feet of office space, accounting for about 0.28% of the city wide inventory. All of the existing space is still fully leased, suggesting office tenants who have strong operations despite the current economic downturn.

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 stats. This trend toward multi-family development is expected to continue.

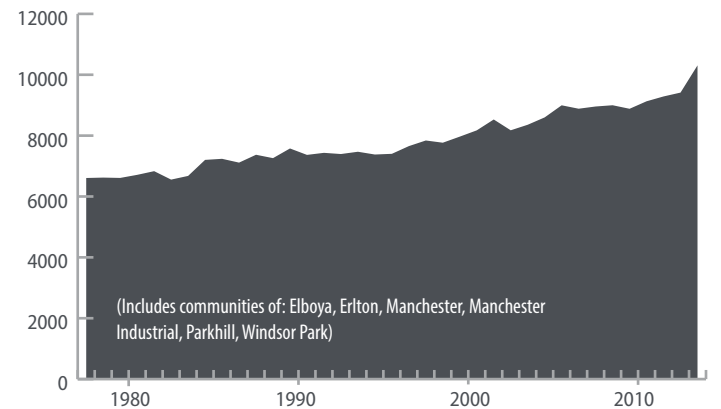
### CENTRE RETAIL FEATURES

	<b>10</b> m. sq. ft. retail	<b>56</b> sq. ft. per capita
		<b>640,000</b> sq. ft. proposed retail
  <b>20%</b> Dominant food services and bars/ nightclubs (notably along Corridors)	<b>Significant</b> Destination Retail	<b>50</b> sq. ft. per capita 2024
 <b>13%</b> Dominant clothing and accessories	  <b>20%</b> Dominant food services and bars/ nightclubs (notably along Corridors)	<b>6%</b> vacancy

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET





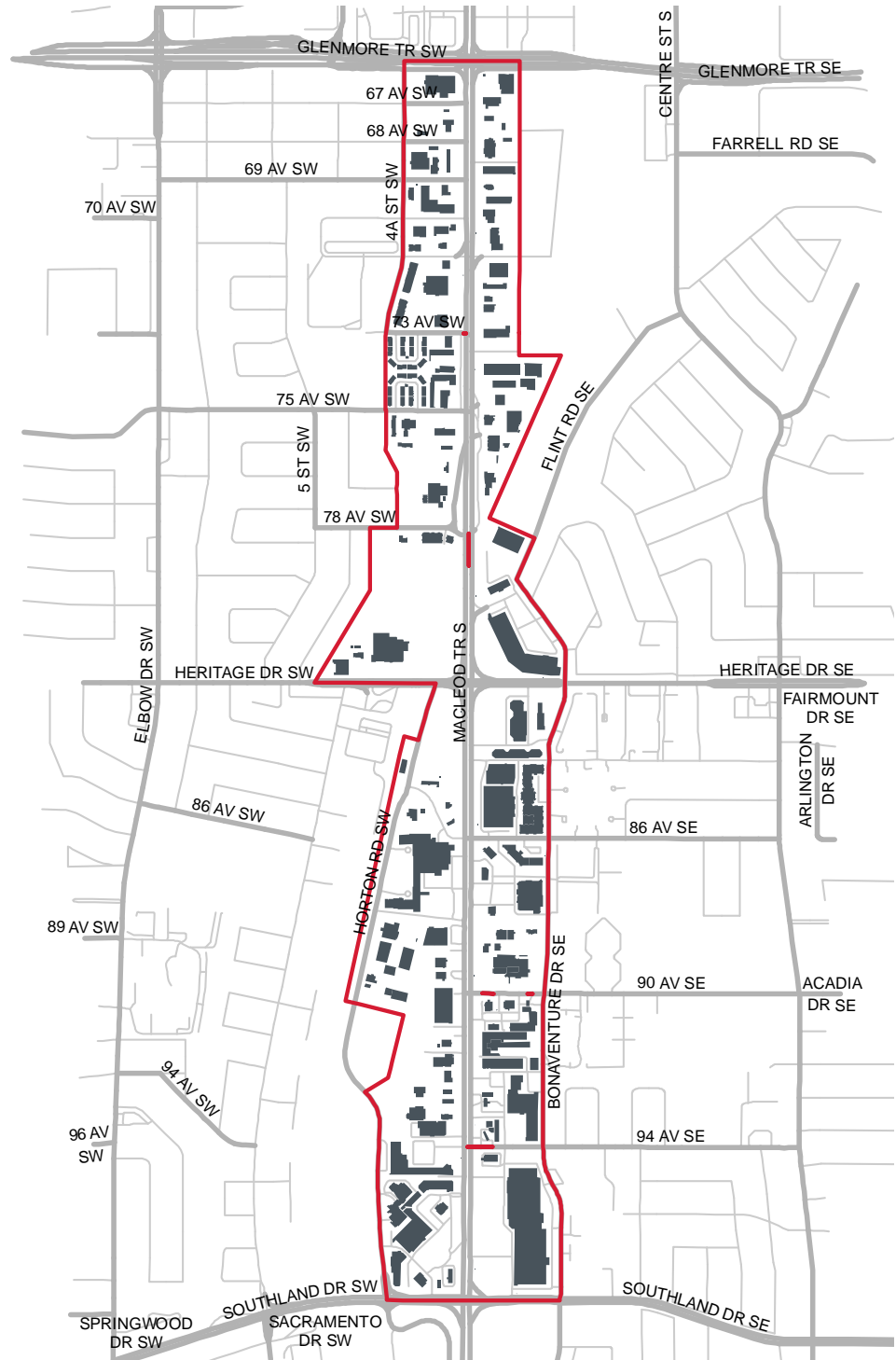


Macleod Trail SE

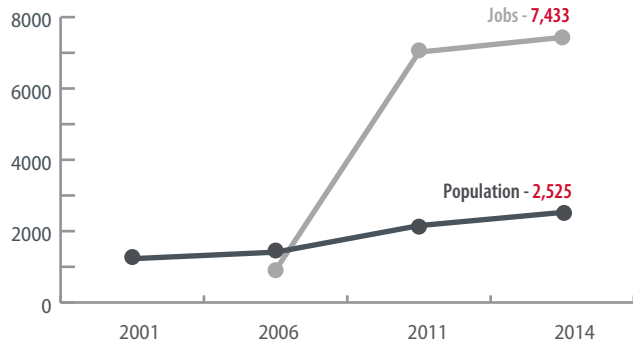
# MacLeod Trail SE **now**

The MacLeod Trail SE main street runs from Glenmore Trail to Southland Drive SE and is located between the communities of Fairview and Acadia to the east, and Kingsland and Haysboro to the west.

This automobile-oriented commercial section of MacLeod Trail was annexed by the City of Calgary in 1956 as part of an annexation of the lands between 50 Avenue South, the Bow River, Anderson Road, and 37 Street West.

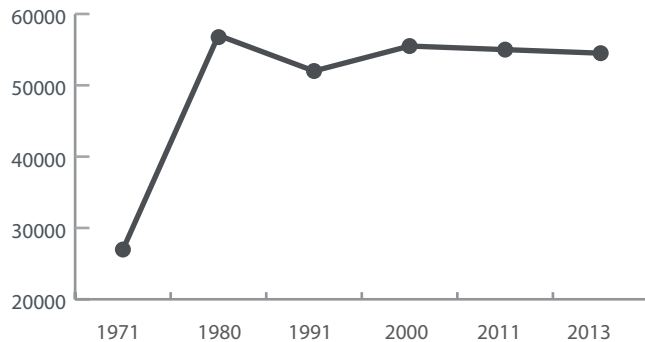


## Jobs and population trends



## Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)



WALK SCORE

**75**

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

## 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 southern section was subdivided with a larger road right of way and provides a high degree of mobility for many different types of travel. A non statutory transit oriented development policy approved with the LRT line in 1980 (L.R.T. South Corridor Land Use Study) provides land use policy. This policy supports 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. As a collection of larger sites, rezoning could help create options for redevelopment to enable more people and businesses to thrive along the street, while also addressing a need for better public space and streetscapes.



TRANSIT ROUTES

**30 mins**

Frequency of trips departing during **peak** hours

**30 mins**

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

# MacLeod Trail SE **future**

## Important outcomes to main street users



### Vibrant public realm

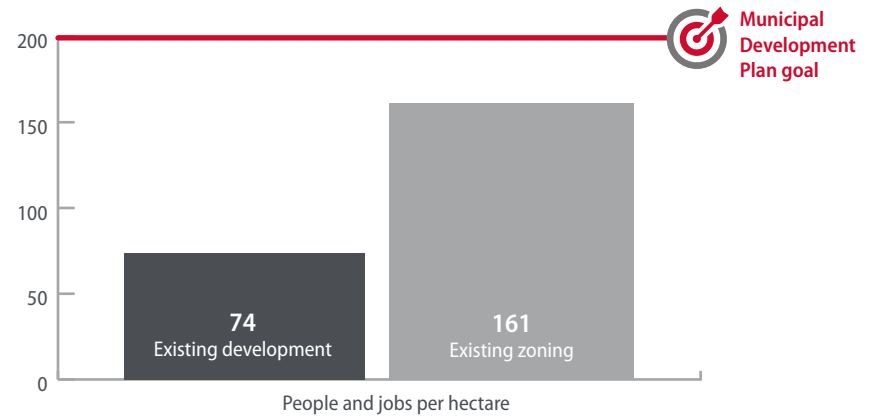
When MacLeod Trail SE main street users provided input about the future of this area, they shared that they would like to see increased pedestrian mobility, safety and comfort, including more trees and green space enhancements.

### 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.



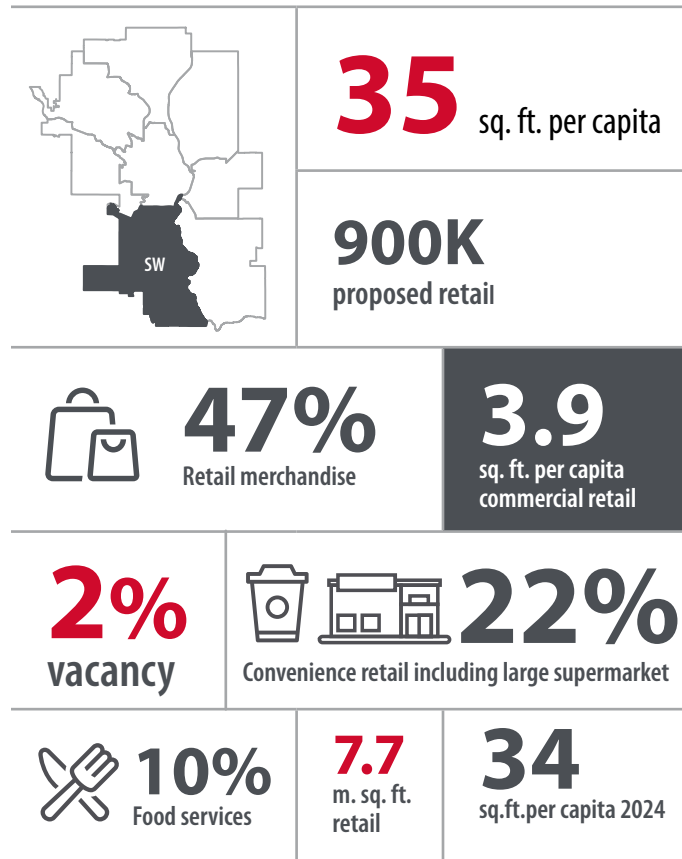


## Market outlook

MacLeod Trail South accounts for about 16,700 homes, or about 3.6% of Calgary's housing stock. The housing stock is considerably older than the city wide average, where homes are likely to have been built before 1960. This part of the MacLeod Trail area was originally an early suburban area. This suggests that many units may be reaching the end of their lifecycle and may be ready for redevelopment. Approximately 2,427 homes are expected to be built over the next 25 years.

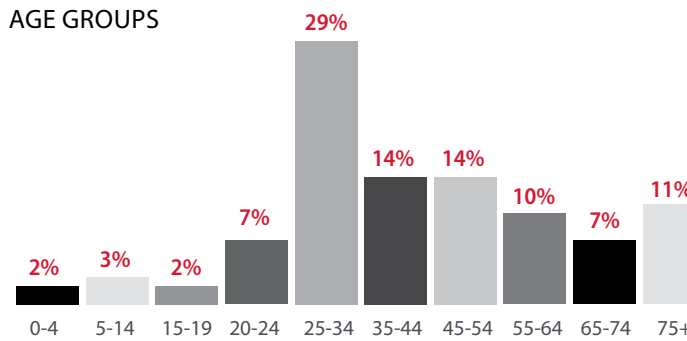
MacLeod Trail SE has 770,000 square feet of office space, accounting for about 0.96% of the city wide inventory. Much of the existing space is fully leased, despite the recent economic slowdown. Specifically, the vacancy rate is just under 6.7%, less than the city wide rate of over 10%.

### SOUTHWEST RETAIL FEATURES

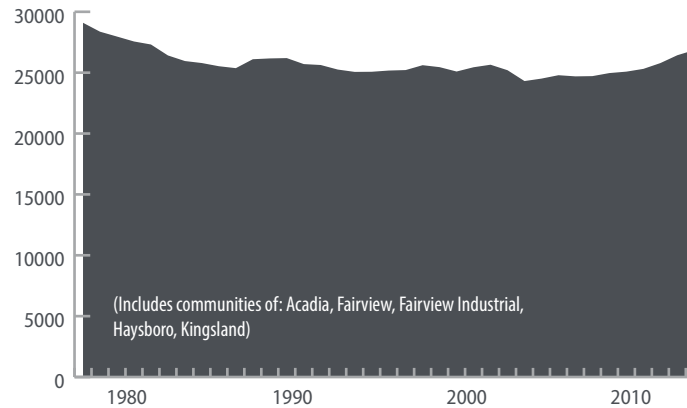


Local and regional (destination) serving retail – medium to large store size

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET








# Planning the future of Calgary's **main streets**


# Working together to plan the future of Calgary's main streets


Experts from across The City are working together to consider the input provided by Calgarians. There are numerous elements that are important to the success of our main streets; public input, industry feedback and research were reviewed to identify opportunities for improvement or alignment with existing programs and services.

 **STREETSCAPE AND URBAN DESIGN**  
This includes consideration of urban design elements and features such as street trees, benches/seating, lighting and public art.


 **PUBLIC TRANSPORTATION**  
This includes considerations of features and services related to buses and c-trains. The Main Streets' team is working with the Green Line team and other City partners to ensure that relevant input is shared across the corporation.


 **WALKING FEATURES**  
This includes considerations for the places and spaces where people walk. The Main Streets team is working with the Pedestrian Strategy team and other City partners to ensure that relevant input is shared across the corporation.


 **CYCLING FEATURES**  
This includes considerations for the places and spaces where people ride or park their bicycle.

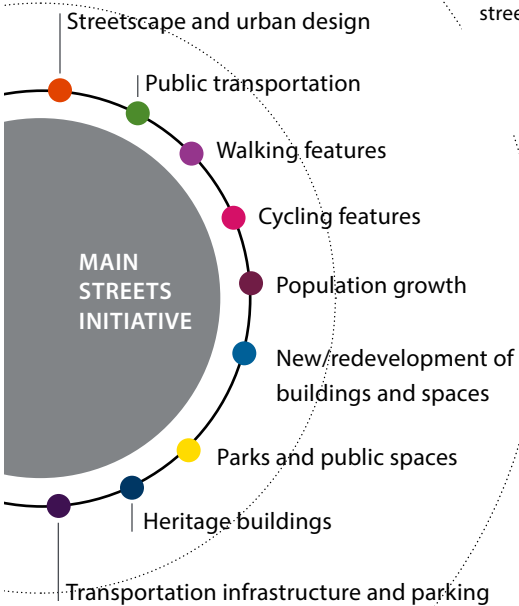
 **POPULATION GROWTH**  
This includes considerations about the needs of the main street based on the future population growth.

 **NEW/REDEVELOPMENT OF BUILDINGS AND SPACES**  
This includes considerations about how land in these areas is designated for various types of use.

 **PARKS AND PUBLIC SPACES**  
This includes considerations about how land in these areas is designated for various types of use.

 **HERITAGE BUILDINGS**  
This includes considerations about buildings with significant historical value. Many main streets are surrounded by some of Calgary's first communities. As we plan for the future, this heritage character and its conservation will be examined.

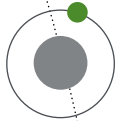
 **TRANSPORTATION INFRASTRUCTURE AND PARKING**  
This includes considerations about roads, parking, traffic, intersections, bridges, pathways and other structures created to enable the transport of people and goods on the main street.



**8 AVENUE SE LANE CONSULTATION**  
 Reviewing options for enhancing and connecting the lane to 12 Street, and exploring parking and public space options for this area.



**17 AVENUE SE BUS RAPID TRANSIT**  
 Improved transit service to provide Calgarians with fast, reliable connections to major destinations.



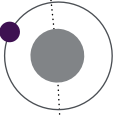
**GREEN LINE**  
 The Green Line will be located on and near some of Calgary's main streets. Transit Oriented Development opportunities, redevelopment and area planning are also being considered in relation to the new stations and LRT line.



**CROWCHILD TRAIL STUDY**  
 Investigating how Crowchild Trail transportation enhancements will affect surrounding roadways and networks.



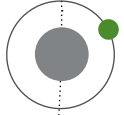
**INTEGRATED DOWNTOWN-TOD PARKING STRATEGY**  
 Considering alternative solutions to parking needs as part of transit oriented development parking strategy.



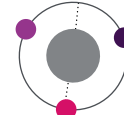
**MACLEOD TRAIL TRANSPORTATION CORRIDOR STUDY**  
 Examining transportation improvements and transit oriented development opportunities.



**NORTH CROSTOWN BUS RAPID TRANSIT**  
 Improved transit service to provide Calgarians with fast, reliable connections to major destinations.



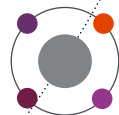
**BOWNESS ROAD NW COMPLETE STREET (PHASE 2)**  
 Improved pedestrian and cycling environment.



**SW RING ROAD**  
 The completion of the SW Ring Road will improve the road network in and around Calgary.



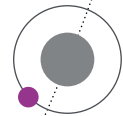
**17 AVENUE S ROAD RECONSTRUCTION**  
 Road reconstruction will occur on 17 Avenue S., between Macleod Trail SE and 14 Street S.W. This work includes sidewalk area improvements, a new road design, and upgrades to underground utilities.



**16 AVENUE AND HOME ROAD NW UPGRADE**  
 Improving safety and connectivity for pedestrians, cyclists and motorists, while enhancing the look of the streetscape.



**PEDESTRIAN STRATEGY**  
 Considered and participated in Main Streets public engagement to inform strategy and recommendations.



## Planning strategy for Calgary's main streets

In order to develop solutions which ensure the future success of Calgary's main street neighbourhoods, City planners listened and learned from main street users, neighbourhood residents, industry experts and economic specialists to understand the unique challenges and opportunities for growth and development in these areas.

This included an in-depth review of comments, concepts and ideas from Calgarians, business and property owners gathered throughout 2015 as well as dialogue with industry representatives, market research and growth trends. Based on these key insights we began to align existing City programs to plan for the future of these areas. This included a review of all local area plans and policies currently in place for main street areas to determine if additional work was needed.

All of the public input and discussion with experts expressed one common concept; focus the effort of the Main Streets initiative work on a few key or strategic streets in the short term to maximize chances of success. Once that success has been tested it will then be applied to main streets across Calgary as the timing for growth makes sense based on the unique needs of each street.

By reviewing all of the input, research and through careful analysis, 3 key areas for action were identified: innovation, investment and planning.

As the Main Streets initiative moves forward to develop an implementation plan, it will focus on these elements in strategic areas.



## Innovation

Allow for creative, business orientated approaches to improving vibrancy along main streets. Encourage heritage conservation and explore ideas for improvement and potential expansion of open space along main streets.



## Investment

City investment into an improved public realm along main streets and understanding cost and requirements for infrastructure upgrades to provide short term development to occur. Coordination across City services to maximize efficiency in infrastructure delivery.



## Planning

Provide a policy and land use framework that supports near term development along strategic main streets. Identify main streets with short term development potential and focus on these action areas to learn from their growth, then plan how best to apply these learnings across all main streets.



## What's next

The next phase of the Main Streets initiative will focus on providing strategic planning direction, aligning processes and identifying resourcing required for growth opportunities in main street neighbourhoods.

## Get involved

As The City's Main Streets' team works to refine solutions for Calgary's main streets, there will be more opportunities for you to share your input. Visit [calgary.ca/mainstreets](http://calgary.ca/mainstreets) and sign-up for email updates to learn about upcoming events or online input opportunities.





