

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.



17 Avenue SE

17 Avenue SE

17 Avenue SE **now**

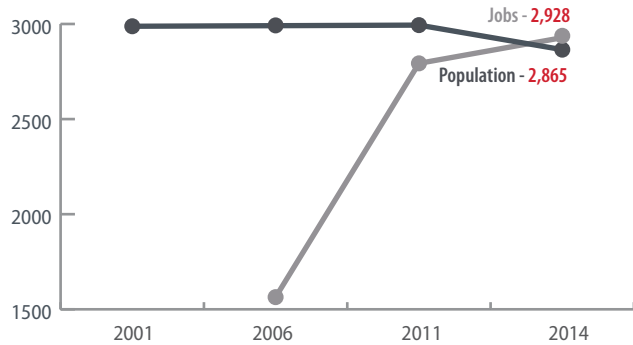
The 17 Avenue SE main street stretches from 26 Street to 60 Street SE and is located in the communities of Southview, Albert Park/Radisson Heights and Forest Lawn.

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.

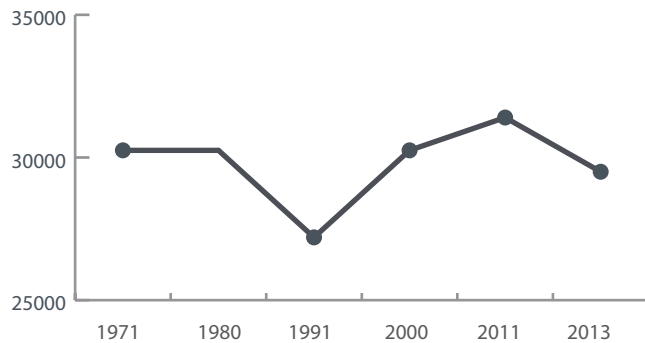


Jobs and population trends



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

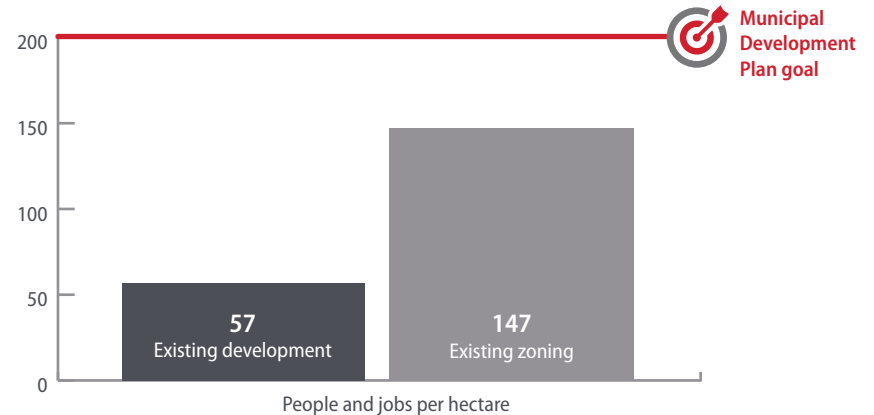
17 Avenue SE functions as a multi modal urban boulevard where walking, cycling and transit are the priorities, though it continues to accommodate moderately high volumes of traffic serving the needs of both local residents and businesses and the needs of those commuting through the area to the Downtown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

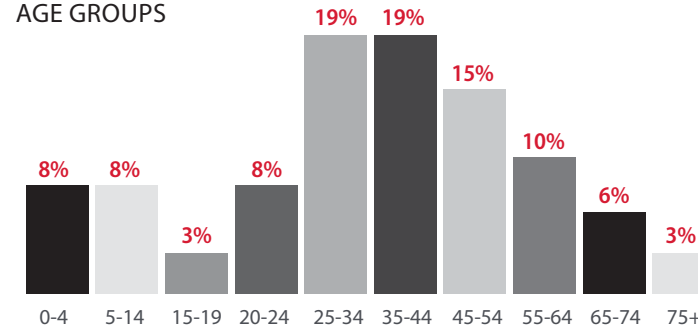
It is expected that approximately 1,794 residential units will be built over the next 25 years, starting gradually between 2016 and 2020 and gradually increasing. Over the past four years, over 32.5% of new units built in this area have been apartments. This trend

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

	<h1>977</h1> <p>m. sq. ft. retail</p>
 <h2>31%</h2>	<p>retail merchandise.</p>
 <h2>20%</h2>	<p>sq. ft. food service and convenience retail per capita</p>
<h1>28</h1> <p>sq. ft. per capita 2024</p>	 <p>High proportion restaurants, bars/nightclubs.</p>
<h2>973 m</h2> <p>retail proposed</p>	<h1>16</h1> <p>sq. ft. per capita in 2014</p>

AGE GROUPS



POPULATION OF COMMUNITIES NEAR MAIN STREET

