

# 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.





BOOK BUILDING  
S.W.

MR. LIBBY'S FIRE

DOLLARAMA

DR. ROY ARMSTRONG  
OPTOMETRIST

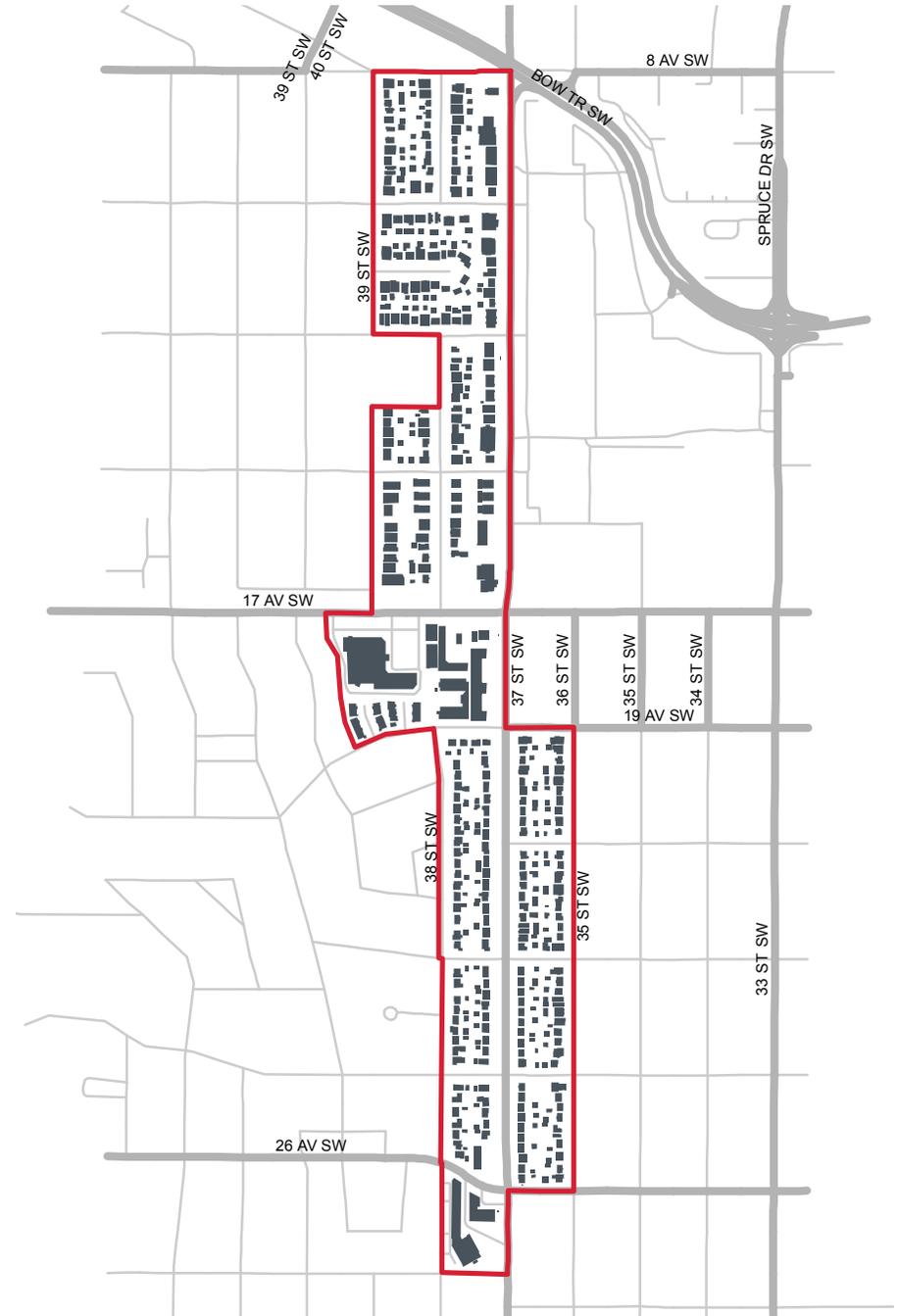
SHOPPERS  
DRUG MART

37 Street SW

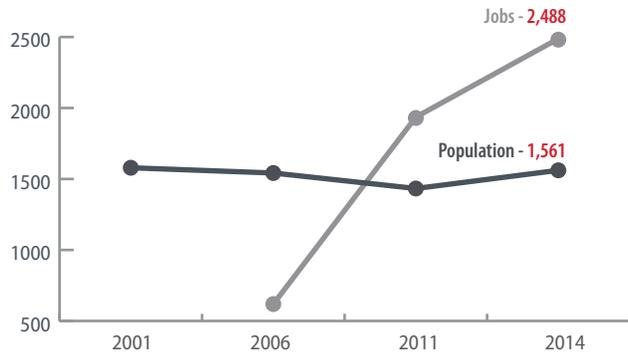
## 37 Street SW **now**

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.

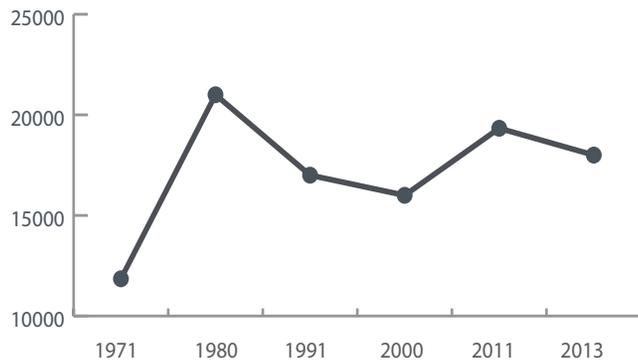


## Jobs and population trends



## 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

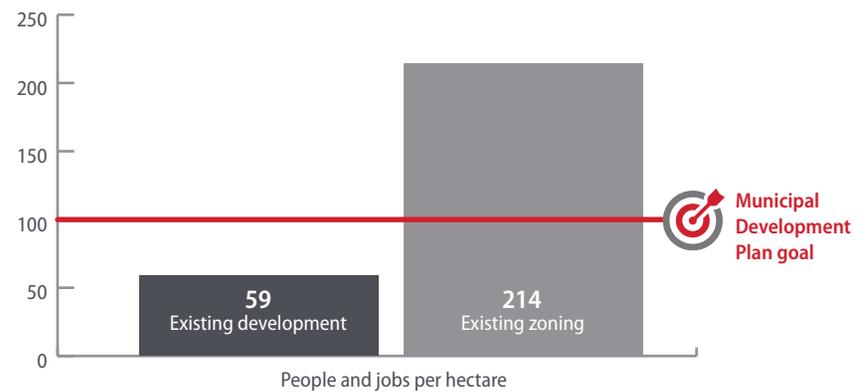
37 Street SW main street users also indicated that more parking solutions would be an important consideration for the future success of businesses in the area.

### 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.

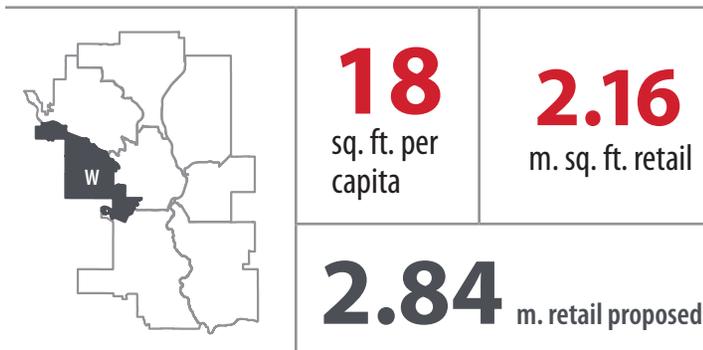


## Market outlook

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%**

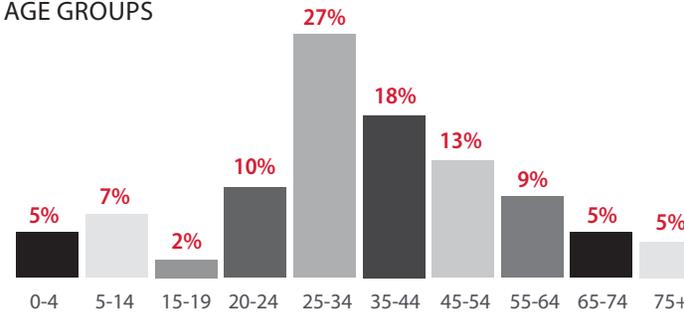
Dominant convenience retail with high proportion food services, hair and beauty and recreation oriented services.

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

High proportion bars/nightclubs

**6%**  
vacancy

### AGE GROUPS



### POPULATION OF COMMUNITIES NEAR MAIN STREET

