

Key findings by **main street**

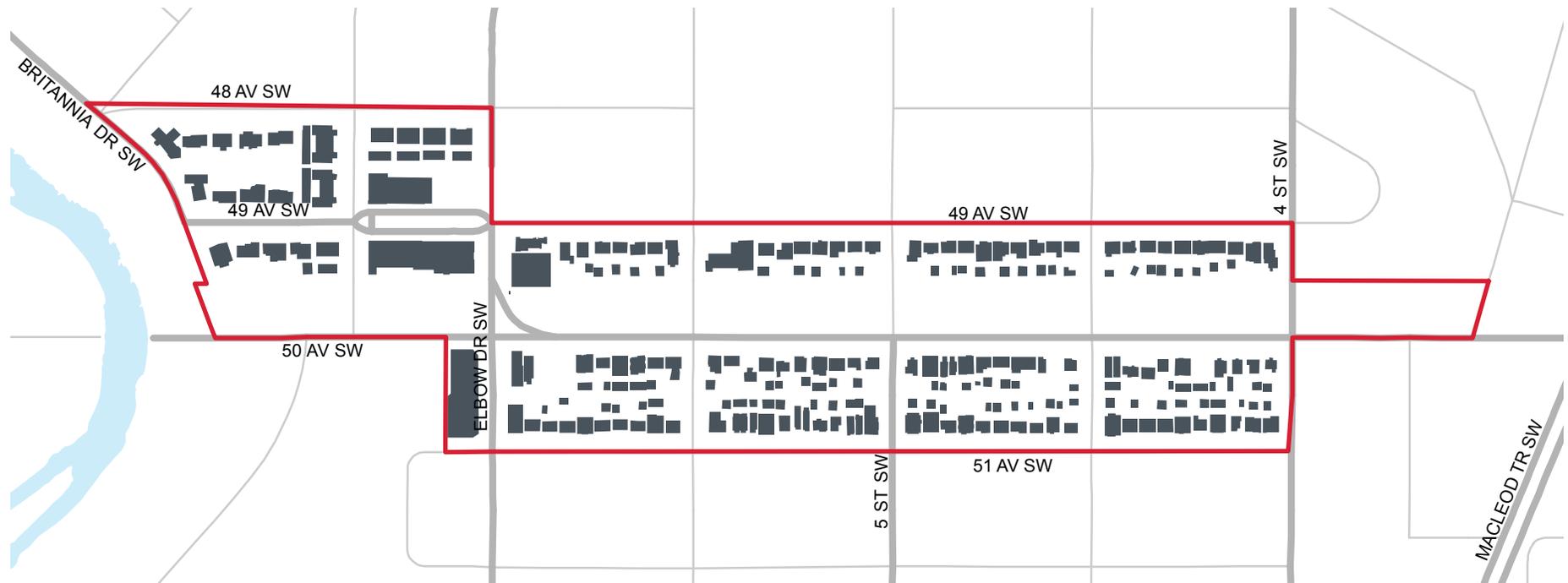
By reviewing the local statistics for each main street, the Main Streets' team is considering how past population, employment and transportation trends apply to the future of Calgary's main streets.

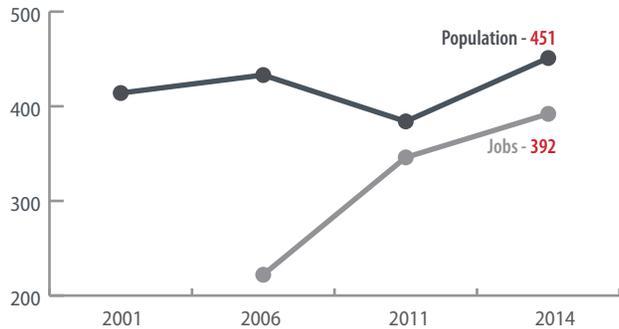


50 Avenue SW

50 Avenue SW **now**

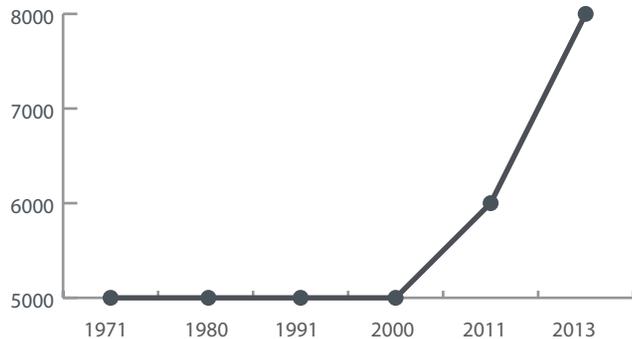
The 50 Avenue SW main street extends from Macleod Trail to Elbow Drive SW through the neighbourhoods of Elboya, Windsor Park and Britannia. The area is evolving into a complete street that accommodates pedestrians, cyclists, transit and vehicles in a well landscaped environment.





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.



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

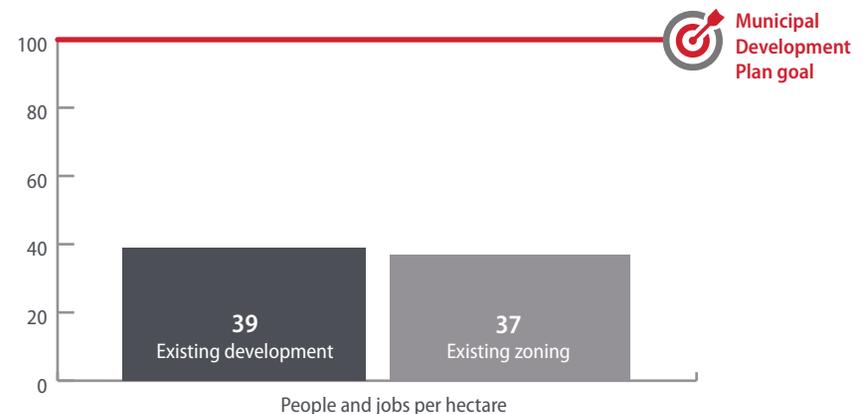
50 Avenue SW main street users indicated that they would like to create a central gathering place and ensure sufficient amenity space to support multi-residential.

Desired outcome

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

Growth potential

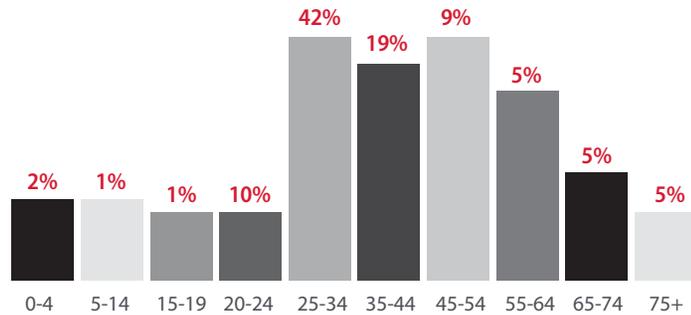
Growth for this main street area is significantly less than the Municipal Development Plan target. The most relevant factors contributing to this are market desire and consumer preference, which haven't driven redevelopment. Land use districts (zoning) must be in place to enable redevelopment potential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

