

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.



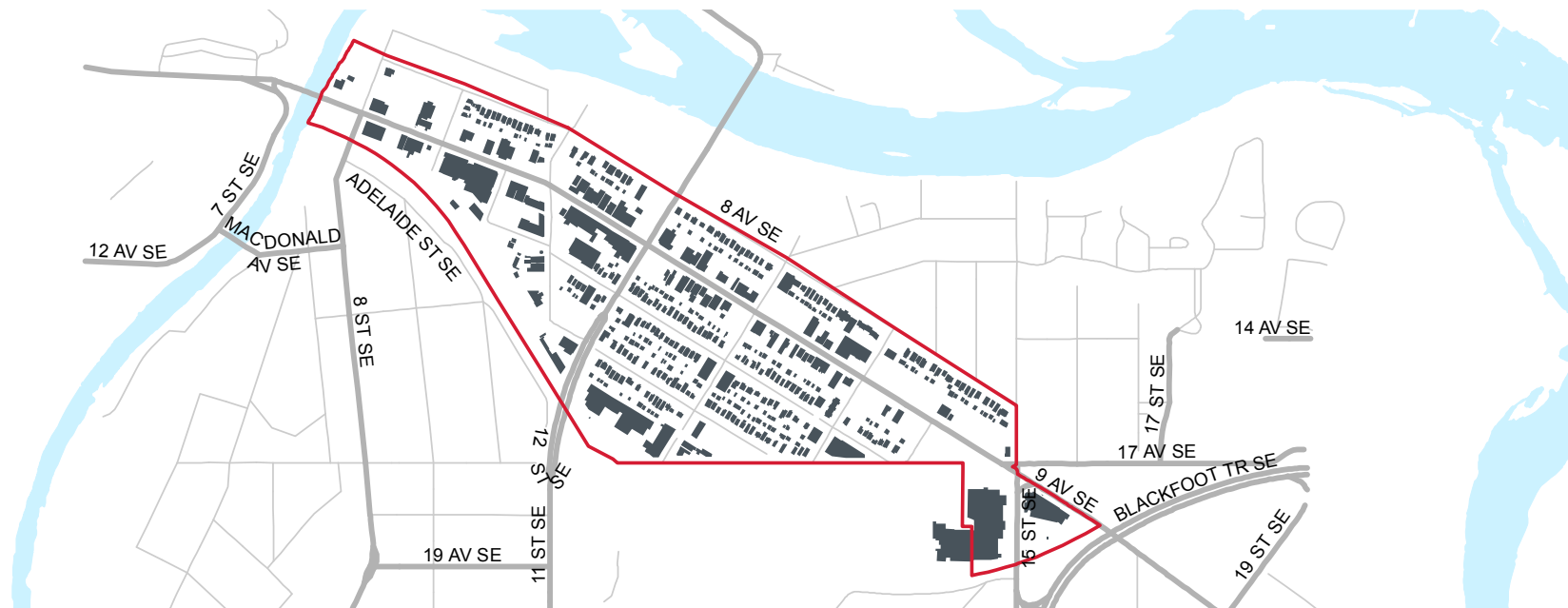
9 Avenue SE

9 Avenue SE **now**

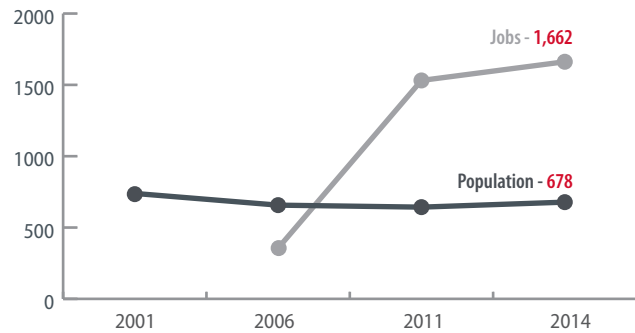
Inglewood's 9 Avenue SE main street, originally named Atlantic Avenue, stretches from the Elbow River to 17 Avenue SE. Located south of the Calgary Zoo and the East Village, the communities of Ramsay and Inglewood surround it.

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.

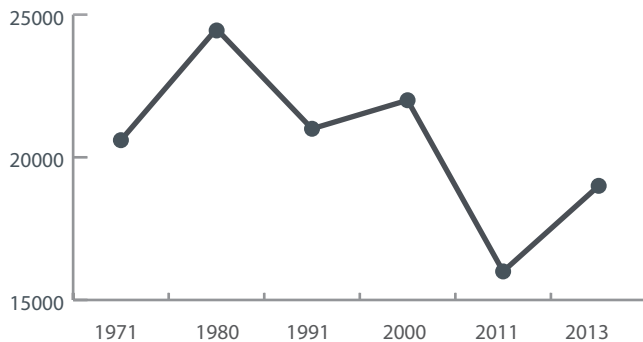


Jobs and population trends



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

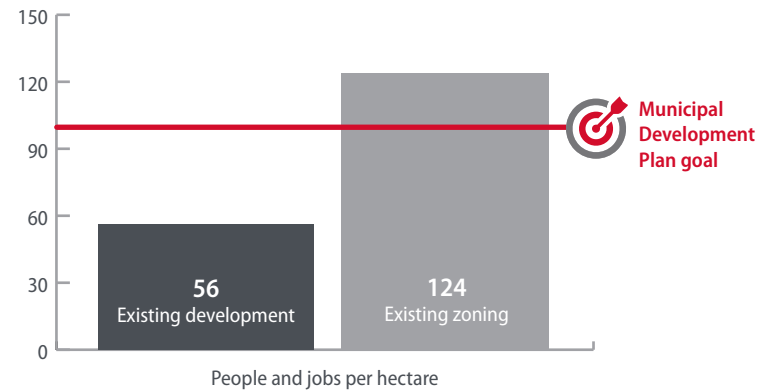
9 Avenue SE main street users also indicated that they would like to see an active, safe and comfortable sidewalk and street with a high degree of pedestrian mobility.

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.

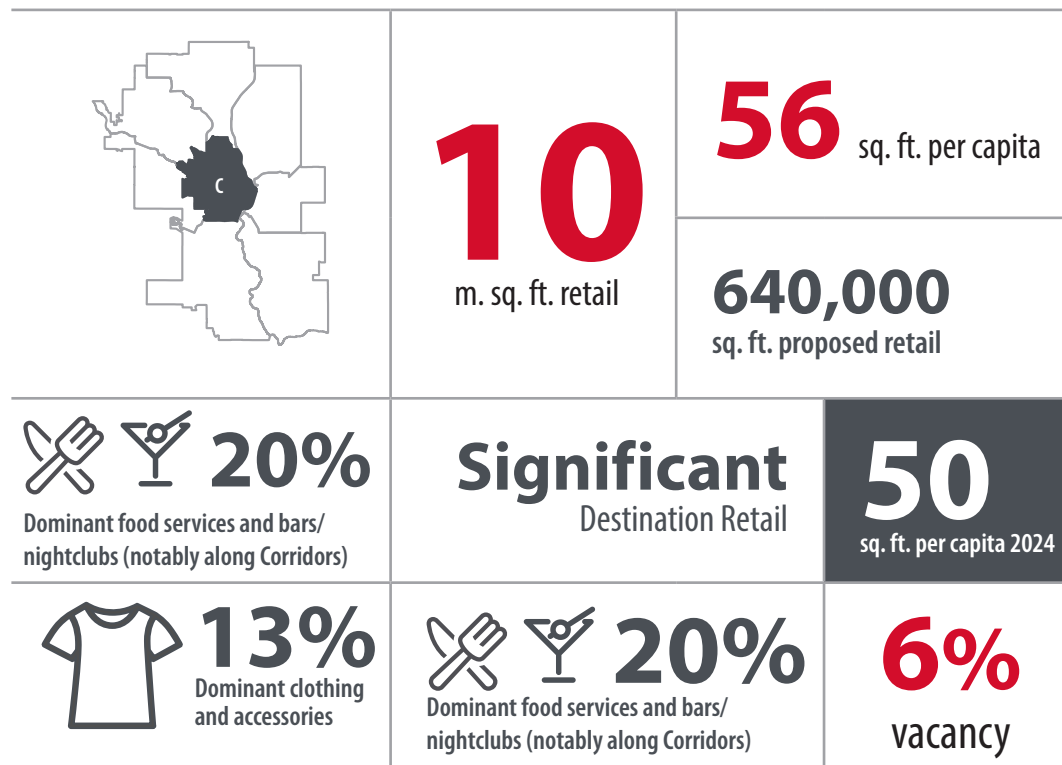


Market outlook

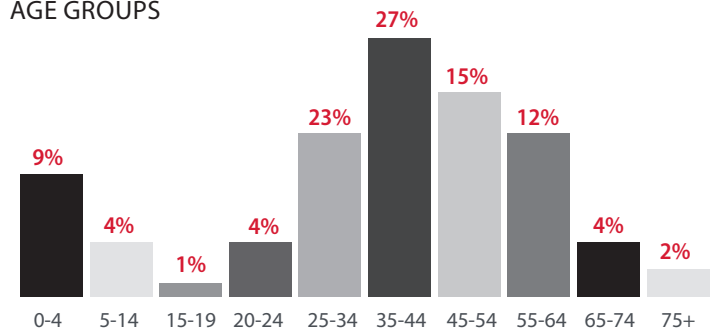
The 9 Avenue SE neighbourhood accounts for about 4,000 homes, or about 0.85% of Calgary's housing inventory. It has a higher than average share of multifamily units, especially in all types of apartments and detached duplexes. The housing stock is considerably older than the city wide average, with homes 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

