

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.

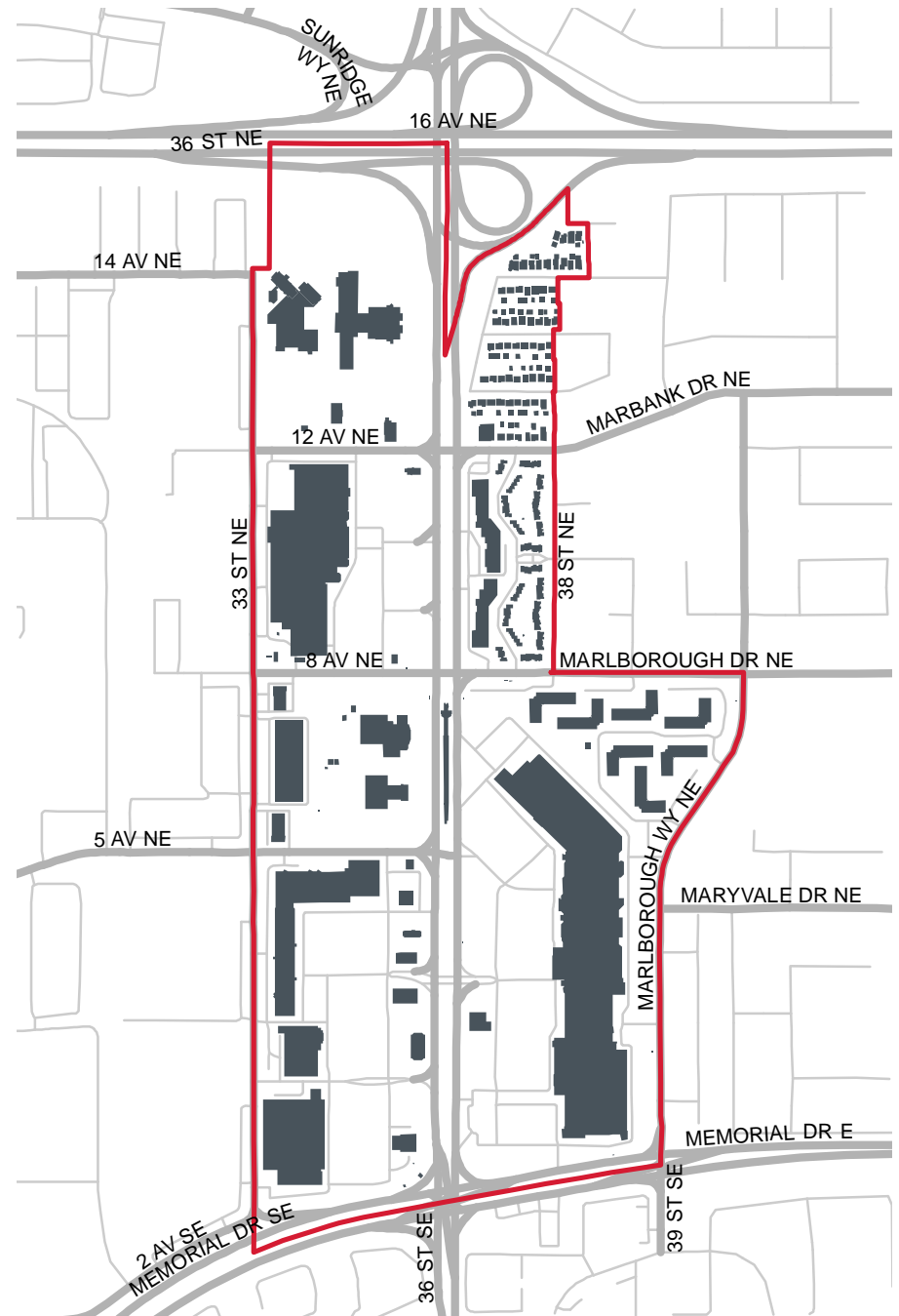


36 Street NE

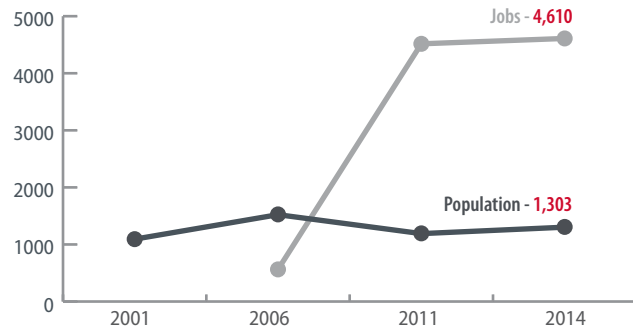
36 Street NE **now**

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.

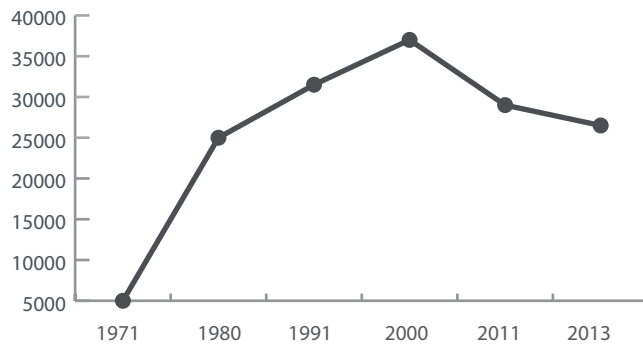


Jobs and population trends



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

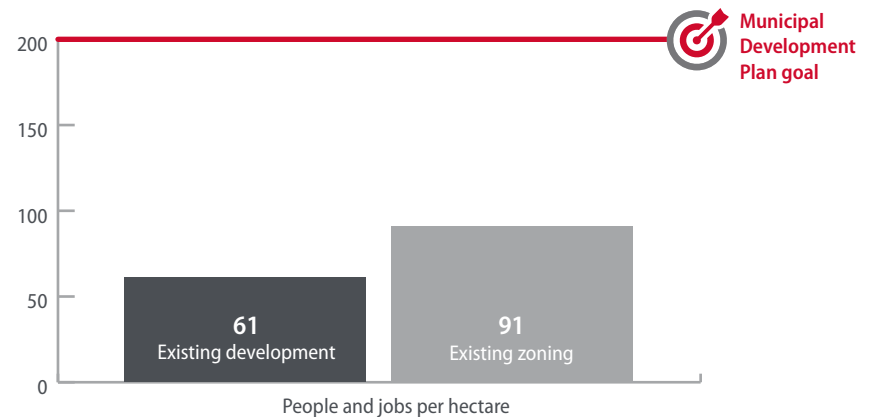
36 Street NE main street users also indicated that they would like to see an increase in the quality and amount of landscaping and considerations for incorporating more native and low water plants.

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.

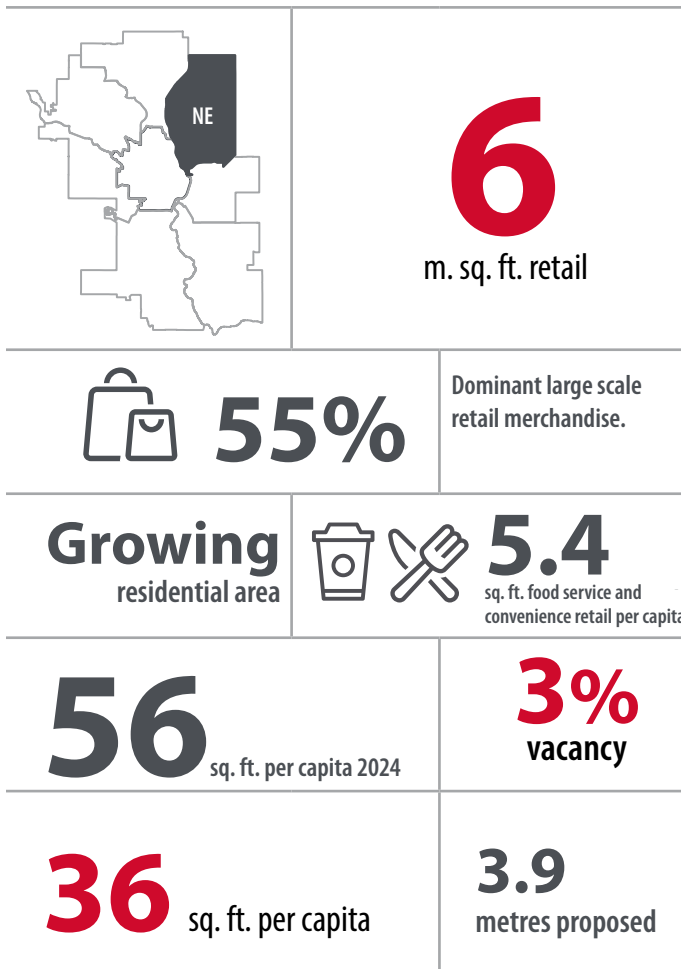


Market outlook

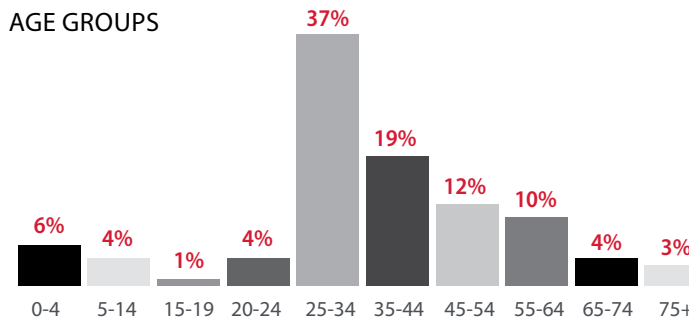
36 Street NE accounts for about 10,000 homes, or about 2.2% of the Calgary housing inventory. The area has a higher than average share of multifamily units, especially in low-rise apartments and semi-detached homes. Most of the housing stock was built between 1961 and 1980. Given the history of this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

