



The Main Streets initiative
What we've learned
Marda Loop



33 Avenue SW

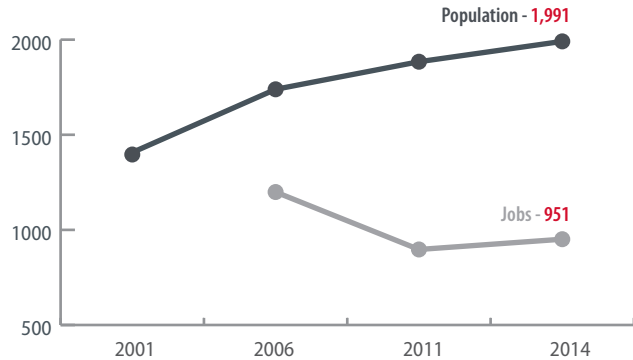
33 Avenue SW **now**

The 33 Avenue SW main street runs from Crowchild Trail to 14 Street SW. It is located on the edge of the communities of Richmond and South Calgary, while the community of Altadore borders it to the south.

The interchange at Crowchild Trail has solidified 33 Avenue as a primary thoroughfare, while the coffee shops, yoga studios and retail stores have made the street a popular destination for Calgarians.

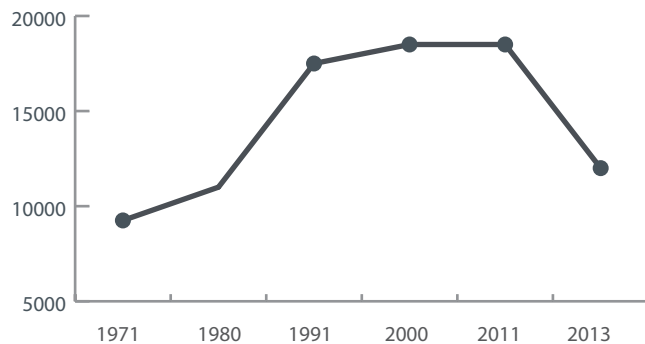


Jobs and population trends



Travel and transportation

TRAFFIC VOLUME (AVERAGE NUMBER OF VEHICLES PER DAY)




WALK SCORE

77

Very walkable:
Most errands can be accomplished on foot.

2 
TRANSIT ROUTES

 **7 mins**
Frequency of trips departing during **peak** hours

 **15 mins**
Frequency of trips departing during **off peak** hours

Local planning

33 Avenue SW is guided by the Marda Loop Area Redevelopment Plan, approved by City Council in 2014. Public engagement, policy creation and internal City of Calgary review was directed by the goals and objectives of the Municipal Development Plan. The boundary of the Area Redevelopment Plan, however, does not fully align with the Municipal Development Plan boundaries of the main street areas. The plan is mostly limited to parcels that front 33 Avenue SW from Crowchild Trail SW to 18 Street SW. As a result, there is no policy direction to address development transition into the adjacent residential communities which have lower density. The current land use districts from 18 Street SW, east to 14 Street SW remain so residential redevelopment has been underdeveloped and unable to support the redesign of the roadway and a higher quality streetscape.

Current zoning

33 Avenue SW is the heart of Marda Loop. Current zoning does not allow for the achievement of the vision set out in the Marda Loop Area Redevelopment Plan. If fully built out, current zoning would barely allow for population and employment to reach Municipal Development Plan targets for main streets. Current zoning allows for a variety of mixed use development along 33 Avenue itself (west of 19 Street SW) and provides for a mix of apartment housing in the blocks to the south. To the north there is little to no transition from mixed use or apartment housing and on either side there are few opportunities to develop row or townhouses. Rezoning could help implement the vision set out in the Marda Loop Area Redevelopment Plan and allow for more choice and diversity in housing, while enabling more residents and businesses to choose Marda Loop.

33 Avenue SW **future**

Important outcomes to main street users



Vibrant public realm

When 33 Avenue SW main street users provided input about the future of this area, they shared that they'd like to see active, safe and comfortable sidewalks. This included discussion about safe and frequent pedestrian crosswalks across 33 Avenue, as well as more street trees and public gathering spaces.

Desired outcomes

- Safe and vibrant main street sidewalk
- High quality public realm elements



Diversity of housing (mixed use residential)

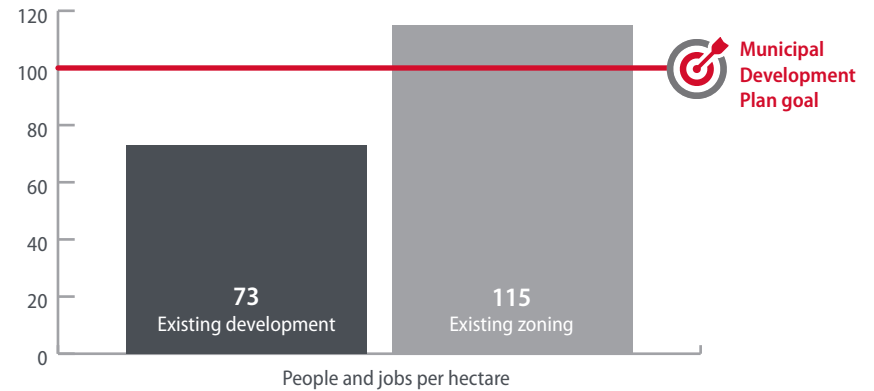
33 Avenue SW main street users also shared that they'd like to see new residential options and a population which would support commercial services to the neighbourhood.

Desired outcomes

- More intensity and mix of uses along 33 Avenue SW

Growth potential

Growth for this main street area is close to the Municipal Development Plan desired target. The most relevant factors that narrow this gap are market desire and consumer preference; there is modest market desire to accommodate development at a level similar to Municipal Development Plan goals. Land use districts (zoning) must be in place to enable redevelopment to reach desired population and employment levels. 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

33 Avenue SW has recently seen a significant amount of development at its western end, with redevelopment of the former Canadian Forces lands. The neighbourhood is evolving with more housing options, bringing population growth to the area. This population growth supports services and transportation options.

Approximately 1,412 homes are expected to be built over the next 25 years, starting gradually between 2016 and 2020. Additional commercial and retail opportunities may be driven by population growth in this area.

CENTRE RETAIL FEATURES



10
m. sq. ft. retail

Significant
Destination Retail

50
sq. ft. per capita 2024



20%

Dominant food services and bars/nightclubs (notably along Corridors)



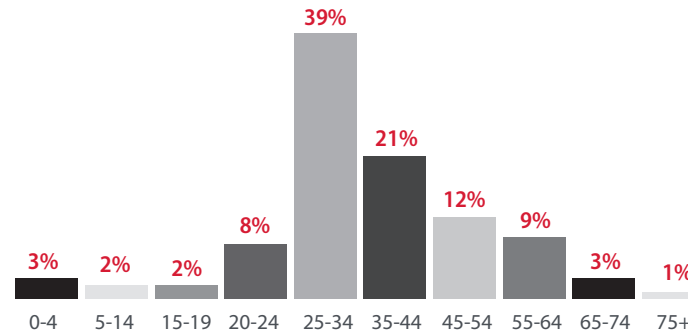
13%
Dominant clothing and accessories

6%
vacancy

640,000
sq. ft. proposed retail

56
sq. ft. per capita

AGE GROUPS



POPULATION OF COMMUNITIES NEAR MAIN STREET

