Calgary Citywide Retail and Commercial Study: Resulting Key Focus Areas

Administration will focus on the following key actions to implement the retail strategy and support existing and new commercial businesses.

1. Incorporate retail strategy in policy initiatives
• Support established retail commercial areas and strategic priority areas through Main Streets, Green Line, Developed Areas Guidebook and new mixed use districts in Land Use Bylaw • These policy initiatives prioritize areas for redevelopment and support greater flexibility for mixed use projects to support retail developers and businesses
2. Share knowledge gained
• Commit to ongoing research and to communicate findings to inform planning, support innovation and respond to the needs of the evolving market • Continue to consult with the development industry to understand barriers that restrict retail development
3. Support retail business and mixed use development

• Promote local and small scale retail through initiatives including:
   o Chinatown Retail Strategy and Action Plan
   o Working with Business Revitalization Zones
   o Proposed mid-cycle budget adjustment initiatives:
      ▪ Centre City enterprise district
      ▪ Pop-up retail program
      ▪ Small business tactical support team
   ▪ Implementing the recommendations coming out of the Calgary Building Services Zero Based Review that support business such as:
      ▪ Online applications
      ▪ Providing info on how to start a business
      ▪ Live chat services
• Application process improvements

4. Continue monitoring
• Maintain the inventory of retail businesses • Track commercial development projects