

The 33 Avenue S.W. Main Street area runs from Crowchild Trail to 14 Street S.W., with active uses along both 33 and 34 Avenues. It is located on the edge of the communities of Richmond and South Calgary, while the community of Aladore borders it to the south. The Marda Loop area is popular destination for Calgarians with coffee shops, yoga studios and retail stores. Providing direction for redevelopment with land use planning policies, the Marda Loop Area Redevelopment Plan was approved in 2014. Decisions on growth are also informed by city wide policies in the Municipal Development Plan (MDP) and the recently approved Developed Areas Guidebook. Updates to the existing land use districts (zoning) and the Area Redevelopment Plan will provide more direction for growth and change in Marda Loop. These updates will be reviewed with City Council and are shown in this document.

Existing Land Use (Zoning)

33 and 34 Avenues S.W. are a key retail and commercial service area for the surrounding residential neighbourhoods. Current zoning does allow for development to reach the minimum population and employment targets outlined in the Municipal Development Plan, but only to the minimum target and limits opportunity for full growth potential. Along the Main Street itself, the current zoning does allow for low-rise mixed use development, but the current land use population allowances are not necessarily sufficient enough to prompt redevelopment. Rezoning could allow greater flexibility for mixed use within the Main Street area, allowing more households and businesses to choose Marda Loop.

Proposed Land Use (Zoning)

When residents provided input about the future of this area, they shared their hope that commercial business would continue to serve the local community and be a destination for all Calgarians; there be more potential for future markets, events and festivals; and that an improved street environment that is safe and vibrant would provide improved connectivity with the city.

In February, May and September 2018, local residents provided detailed feedback at public open houses and through The City's online engagement portal on a proposed land use framework to meet this growth potential. These comments were considered when refining this proposal. This new zoning proposal will provide opportunity for new forms of housing and commercial space. Additional housing options will benefit businesses in the neighbourhood and the main street area can grow to meet the desires expressed by the community.

Proposed Land Use – Colour Graphics



