



2025

JR MERCANTILE REAL ESTATE ADVISORS INC.

MARDA LOOP

A comprehensive overview of ongoing initiatives in Marda Loop and strategic plans for future development.




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MARDA LOOP



Marda Loop, one of Calgary's most vibrant and evolving communities, is undergoing significant transformations that promise to enhance its appeal and functionality. Known for its strong sense of community and thriving local economy, Marda Loop is home to a variety of staple businesses that have become cornerstones of the neighborhood—such as Marda Loop Brewery, Frilly Lilly, OrangeTheory Fitness, Frida Beauty Bar, and La Duperie. These long-standing establishments contribute to the area's unique charm and active streetscape. At JR Mercantile Real Estate Advisors Inc., we are excited to share the latest developments shaping this dynamic and growing neighborhood.



THE MAIN STREETS PROGRAM:

Revitalizing Marda Loop Central to Marda Loop's transformation is Calgary's Main Streets Program, an initiative aimed at revitalizing key urban corridors to foster economic vitality and community engagement. In Marda Loop, this program focuses on 33rd and 34th Avenues S.W., with a vision to create well-designed public spaces that prioritize pedestrians and reflect the area's unique character.



Key enhancements under this program include:

- **Pedestrian-Friendly Design:** Wider sidewalks, curb extensions, and improved crosswalks are being implemented to ensure safer and more enjoyable pedestrian experiences.
- **Enhanced Landscaping:** The introduction of new trees, planters, and green spaces aims to beautify the streetscape and provide shaded areas for relaxation.
- **Community Gathering Spaces:** The development of public plazas and seating areas encourages social interaction and community events.
- **Improved Mobility:** Upgrades to cycling infrastructure and better connectivity to public transit are designed to accommodate various modes of transportation.

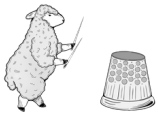
Construction began in June 2023 with completion anticipated in 2025. During this period, over 190 local businesses remain open, and the community is encouraged to continue their support amidst the improvements.

OUR CURRENT PROJECTS

At JR Mercantile Real Estate Advisors Inc., we continue to play a key role in shaping the commercial landscape of Marda Loop, leveraging our extensive local knowledge and deep market insight. Currently, we are actively engaged in the commercial leasing of two major mixed-use developments: The Harrison and Madison, both located along 33rd Avenue SW.

THE HARRISON – 1841 33RD AVENUE SW

We are proud to have successfully facilitated the commercial leasing for a vibrant mix of tenants at the Harrison, contributing to the project's strong tenant synergy and community appeal.



THE
PLANT
PLACE



MADISON – 1918 33RD AVE SW

Just a few blocks away, we are leading the commercial leasing strategy for Madison, a significant mixed-use development scheduled for completion in fall 2025. This project offers seven commercial retail units, with three spaces well-suited for restaurants or food-focused businesses, making it an exciting opportunity for new retailers looking to join one of Calgary's most dynamic urban neighborhoods.



As we continue to guide these projects forward, our goal remains the same: to connect exceptional businesses with high-quality commercial space that contributes to the energy and vibrancy of Marda Loop.



MARC & MADA BLOCK

A landmark project set to redefine Marda Loop's commercial landscape is a joint venture of Calgary Co-op and Truman Homes. Notably, the development proposes two 19-storey towers and two eight-storey buildings, exceeding the current six-storey height limit in Marda Loop. This aspect has sparked discussions about the community's evolving character and the balance between growth and preservation.

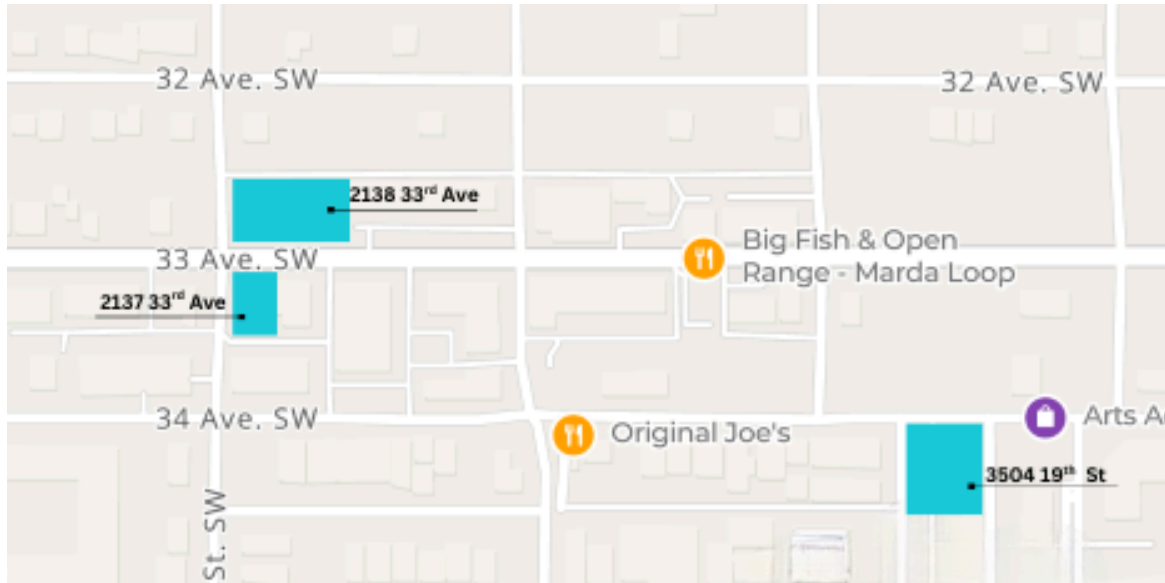
This ambitious development includes:

- **Residential Units:** Approximately 480 new homes, including 48 affordable housing units managed by Liberty Housing Organization, aiming to diversify housing options in the area.
- **Retail Space:** Nearly 45,000 square feet dedicated to retail, anchored by a modern Calgary Co-op grocery store, enhancing local shopping convenience.
- **Public Amenities:** The project plans to incorporate outdoor plazas and community spaces, fostering a vibrant urban environment.



(Hanney Nelson Real Estate Group, 2024) (Retail Insider, 2024) (Global News, 2024)

UPCOMING DEVELOPMENTS



Boardwalk REIT has acquired a one-acre zoned development site in Marda Loop, suitable to construct a six-story mixed-use building. The potential of this site is to construct ground-floor retail spaces complemented by residential units on the upper floors, contributing to the area's urban density and providing new housing and commercial opportunities.

At **3504 19th Street SW**, a land-use amendment has been approved to facilitate a new mixed-use development. The redesignation to Mixed Use – Active Frontage (MU-2f4.0h23) District and Mixed Use – General (MU-1f3.5h23) District allows for a combination of residential and commercial uses, aligning with Marda Loop's vision for a pedestrian-friendly, vibrant community.

Additionally, the property at **2137 33rd Avenue SW**, which had received approval for a two-story building, is currently listed for sale. The future of this site remains uncertain, but it presents potential for development that could further contribute to the neighborhood's growth.

These developments reflect Marda Loop's ongoing transformation into a dynamic, mixed-use community, enhancing its appeal as a destination for both residents and businesses.

Community Engagement and Future Outlook:

The ongoing developments in Marda Loop underscore the importance of community involvement. Public information sessions provided platforms for residents to engage with project teams, ask questions, and share feedback. This collaborative approach ensures that the neighborhood's evolution aligns with the aspirations of its residents and businesses.

Marda Loop also plays host to popular community events such as Mardi Gras and other seasonal festivals, which help draw increased foot traffic to local businesses and contribute to the vibrancy of the area. These events not only support local retailers and restaurants but also reinforce the neighborhood's identity as a dynamic destination.

As Marda Loop undergoes these exciting changes, JR Mercantile Real Estate Advisors Inc. remains committed to keeping stakeholders informed and involved. We believe that thoughtful development and strategic planning will enhance Marda Loop's status as one of Calgary's most sought-after communities, offering a harmonious blend of residential charm and commercial vitality.



PROJECTED POPULATION GROWTH

2023 - 2028



With the continued development of new apartment and mixed-use buildings in Marda Loop, the neighborhood is poised for substantial population growth over the coming years. Projects such as Madison, The Harrison, and several newly proposed developments—including those on 33rd Avenue, 19th Street SW, and the anticipated Boardwalk site—are introducing a significant number of residential units to the area. These developments not only increase housing availability but also attract a diverse demographic of residents seeking walkable, amenity-rich urban living. As more people move into Marda Loop, the community will benefit from increased vibrancy, stronger local commerce, and an even greater sense of neighborhood identity, further solidifying its position as one of Calgary's most desirable urban districts.

OTHER COMMERCIAL PROJECTS JR MERCANTILE HAS CONTRIBUTED TO IN MARDALOOP

Avenue 33

Located in the heart of Marda Loop, Avenue 33 is a thoughtfully designed mixed-use development that blends modern residential living with highly visible, ground-floor boutique commercial spaces. The building features sleek, contemporary architecture and is ideally positioned along 33rd Avenue SW, one of Marda Loop's most active and walkable corridors. With its prime location, Avenue 33 is surrounded by an established community, growing foot traffic, and a vibrant mix of restaurants, fitness studios, and local services.

Facilitated Transactions:

- Orange Theory Fitness
- Frilly Lilly
- Frida Beauty Bar



Garrison Gate

Tucked into one of Calgary's most walkable and eclectic neighborhoods, Garrison Gate is a prominent mixed-use development that plays a central role in Marda Loop's commercial landscape. Situated at the intersection of 33rd Avenue SW and Garrison Gate SW, this charming red-brick complex blends timeless architecture with a lively mix of retail, wellness, and dining establishments.

The development features wide, pedestrian-friendly sidewalks, mature trees, and street-level storefronts that invite passersby to explore. Garrison Gate is home to a variety of staple local businesses that serve the day-to-day needs of the surrounding community while also drawing visitors from across the city. Its ideal location, paired with strong foot traffic and visibility, makes it a sought-after destination for boutique retailers and service-based businesses alike.



Facilitated Transactions:

- Silver Sage Beef

OTHER COMMERCIAL PROJECTS JR MERCANTILE HAS CONTRIBUTED TO IN MARDA LOOP

Harrison

The Harrison is a modern, mixed-use development located in the heart of Marda Loop along 33rd Avenue SW. Featuring stylish residential units above vibrant ground-floor commercial spaces, The Harrison blends urban convenience with community charm. Its boutique retail bays are home to a curated mix of local businesses, offering high visibility, strong foot traffic, and a prime location within one of Calgary's most desirable neighborhoods.

Facilitated Transactions:

- Aroma Cafe
- Massage Addict
- Masterblade Barber Shop
- La Diperie
- Scholars
- Calvin Butts
- Industry & Glow
- Lavoom



Marda Station

Marda Station is a well-established mixed-use building centrally located in Marda Loop, one of Calgary's most vibrant urban villages. With prominent frontage along 33rd Avenue SW, Marda Station offers excellent visibility, steady pedestrian traffic, and convenient access for both residents and visitors. The ground-floor commercial spaces are ideal for boutique retailers, service providers, and food and beverage concepts looking to thrive in a high-demand, community-focused setting.

Facilitated Transactions:

- Razors Edge
- Meltwich

LEASING TRACK RECORD



At JR Mercantile Real Estate Advisors Inc., our extensive experience leasing a wide range of retail spaces in Marda Loop—from boutique shops and wellness studios to cafes and service-based businesses—has given us deep insight into what makes this community thrive. Because we've helped so many diverse tenants successfully launch and grow here, we're confident in our ability to guide future tenants and new business owners toward spaces that align with their vision, goals, and brand. Whether you're just starting out or expanding into Marda Loop, we're here to help you find your perfect fit.



WHY JR MERCANTILE

At JR Mercantile Real Estate Advisors Inc., we specialize in the leasing of boutique commercial spaces within mixed-use developments, with a strong focus on creating vibrant, community-oriented tenant mixes. Our proven track record of successful leasing throughout Marda Loop demonstrates not only our deep understanding of the local market, but also our commitment to matching businesses with the right space to thrive. Whether you're an entrepreneur launching a new concept or an established brand looking to expand, JR Mercantile is the trusted brokerage to help you find your dream location in one of Calgary's most dynamic and fast-growing communities.





**CONTACT US TODAY TO LEARN MORE ABOUT HOW WE
CAN HELP YOU FACILITATE THE AQUISITION OF YOUR
DREAM RETAIL SPACE OR PLAN YOUR FUTURE RETAIL
PROJECT.**



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