

Vancouver ODP Amendment and CD-1 Rezoning: 2396-2400 Kingsway and 2441-2493 East 33rd Avenue - Oppose

Date Received	Time Created	Subject	Position	Content	Author Name	Neighborhood	Attachment
2026-07-23	14:44	Vancouver ODP Amendment and CD-1 Rezoning: 2396-2400 Kingsway and 2441-2493 East 33rd Avenue	Oppose	Dear Mayor and Council, My name is Annabelle Loi, and I am a resident of the Renfrew-Collingwood neighbourhood. I am writing to formally register my opposition to the proposed four-tower redevelopment of the 2400 Motel site (2396-2400 Kingsway and 2441-2493 E 33rd Ave) and to respectfully request that this correspondence be included as part of the Public Hearing record. I am asking Council to reconsider the proposed demolition of the 2400 Motel, one of Vancouver’s most significant remaining examples of post-war roadside motel architecture and one of the Lower Mainland’s last intact motor courts. I fully recognize Vancouver’s urgent need for housing and the importance of creating new homes and community amenities. However, I believe this proposal presents a false choice between housing and heritage preservation. Vancouver has an opportunity to demonstrate that thoughtful density can coexist with the conservation of culturally significant places. The complete removal of the motel buildings should not be considered the only path forward. The 2400 Motel has been described as “one of the best remaining motor courts in the Lower Mainland,” due in part to its “scrupulously maintained” and “virtually unchanged” property. This distinction is incredibly important. Unlike many roadside motels from the post-war era that have disappeared, been substantially altered, or lost their original character, the 2400 Motel remains a rare and remarkably intact example of a once-common architectural form that helped define Vancouver’s relationship with travel, tourism, and automobile culture. The City’s own report recognizes the heritage value of this site. However, the current proposal recommends demolition of the motel buildings while retaining only the historic sign. Respectfully, retaining the sign alone does not meaningfully conserve the heritage value of the property. The significance of the 2400 Motel exists in the entire ensemble - the buildings, the courtyard arrangement, the landscape, the architectural details, and the experience of moving through the site. Removing the physical motel while preserving only a symbol risks turning a living heritage resource into a commemorative object. The 2400 Motel also holds a unique cultural significance beyond its architectural history. It has become an internationally recognizable filming location and an important part of Vancouver’s creative landscape. The motel has been featured in major television and film productions including Backrooms, Supernatural, Smallville, and Yellowjackets, productions that have reached audiences around the world. Its distinctive mid-century design and preserved character have made it an irreplaceable resource for Vancouver’s thriving film industry. As Vancouver continues to promote itself as a global centre for film and television production, it is worth considering the value of preserving unique locations that cannot simply be recreated. The loss of the 2400 Motel would remove one of the few remaining authentic post-war motor courts available for future generations of filmmakers, artists, historians, and residents. I also respectfully request that Council carefully consider several concerns identified within the current proposal: 1. Significant departures from the Norquay Village Plan The proposed development represents a substantial departure from the existing planning framework. The proposal increases the anticipated height from approximately 16 storeys to	Annabelle Loi	Renfrew-Collingwood	

			28 storeys and increases density from approximately 3.8 FSR to 5.4 FSR. While increased density may be justified in some circumstances, these significant changes deserve careful scrutiny, particularly when they require the complete loss of a recognized heritage resource and introduce a scale of development that may substantially alter the established character of the surrounding neighbourhood. The existing area surrounding the 2400 Motel has a unique balance between the urban corridor of Kingsway and the quieter, lower-scale residential communities nearby. The motel’s low-rise buildings, mature landscaping, open courtyard, and landscaped setting contribute to a sense of openness, greenery, and transition that is increasingly rare in Vancouver. The introduction of a 28-storey development would represent a significant visual and physical change to this relationship. The increased height and massing may create substantial impacts for surrounding residents, including changes to existing sightlines, reduced access to open sky, and a diminished sense of the suburban character, tranquility, and visual openness that currently define the area. For many nearby residents, the existing landscape provides a meaningful connection to greenery, space, and neighbourhood identity. The transformation from a low-rise, landscaped motor court into a significantly taller high-density development risks fundamentally changing the experience of the community and removing one of the last remaining places that provides a sense of openness and transition along this portion of Kingsway. Density is an important part of Vancouver’s future; however, successful urban planning requires consideration not only of the number of homes created, but also of how new development integrates with the existing neighbourhood context. The challenge is not simply how much can be built, but how it can be built in a way that respects the character, history, and livability of the surrounding community. The existing 2400 Motel site provides a rare form of urban relief—a landscaped, low-rise cultural landmark within an increasingly dense city. Its replacement with a significantly taller development represents not only the loss of a heritage resource, but also the loss of a distinctive neighbourhood landscape that contributes to Vancouver’s diversity of urban experiences. 2. Heritage conservation strategy The current approach acknowledges heritage value but ultimately prioritizes demolition. A more comprehensive conservation strategy should be explored, including: Adaptive reuse of existing motel structures; Integration of heritage buildings into the new development; Partial retention of significant architectural elements; A design approach that incorporates the existing courtyard and historic character. Many cities have successfully demonstrated that heritage preservation and increased density can work together. 3. Loss of mature trees and landscape character The proposal would remove more than 60 existing trees, retaining only approximately 14. The mature landscaping is not simply decorative — it contributes to the unique character and atmosphere that make this motor court significant. The trees, courtyard setting, and open landscape are essential components of the property’s historic identity and contribute to the sense of place that has allowed the 2400 Motel to remain such a distinctive and recognizable landmark.			
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			However, the loss of this mature landscape also raises broader environmental concerns that extend beyond heritage preservation. Vancouver has made significant commitments toward climate resilience, urban forest protection, biodiversity, and creating greener, more livable communities. The removal of more than 60 established trees represents a substantial loss of existing ecological value, including mature canopy coverage, carbon storage, habitat, stormwater management benefits, and neighbourhood cooling capacity. Mature trees provide environmental benefits that cannot be quickly replaced. While new plantings are valuable, newly planted trees require decades to achieve the ecological impact of an established canopy. The loss of a mature landscape should therefore be carefully weighed against the long-term sustainability goals of the City. Additionally, demolition of the existing motel structures would result in the loss of significant embodied carbon already invested in the property. Adaptive reuse and heritage retention are increasingly recognized as important sustainability strategies because preserving existing buildings can reduce demolition waste, avoid unnecessary emissions associated with new construction, and extend the useful life of existing resources. The 2400 Motel represents an opportunity to demonstrate that heritage conservation and climate action can work together. A redevelopment approach that integrates existing structures, preserves mature landscaping where possible, and minimizes unnecessary demolition would better align with Vancouver’s environmental objectives while still achieving important housing and community goals. 4. Community benefits are not guaranteed The proposal references future childcare and social service amenities; however, these benefits rely on future funding that has not yet been secured. These potential benefits should be carefully weighed against the guaranteed loss of an important heritage site. 5. Market rental housing versus deeper affordability While secured rental housing is valuable, the proposed homes are market-rate rentals rather than non-market or deeply affordable housing. The original Norquay Village planning vision contemplated a broader mix of housing options, including social housing, and this distinction should remain part of Council’s evaluation. I respectfully ask Council to direct staff to further investigate alternatives before approving the permanent loss of this landmark property. Specifically, I ask that Council: Reconsider demolition as the only viable option; Request a deeper heritage assessment of the complete motel complex, not only the sign; Explore adaptive reuse and heritage integration opportunities; Engage with heritage organizations, the film industry, and community stakeholders; Ensure that any redevelopment genuinely balances housing needs with Vancouver’s cultural history. The 2400 Motel represents a rare piece of Vancouver’s identity. It tells a story about the city’s past while continuing to contribute to its present through tourism, film, culture, and community memory. Once demolished, this landmark cannot be recovered. Progress does not require erasing the places that make Vancouver unique. The strongest cities are those that grow while respecting the stories embedded in their landscapes. Thank you for considering this submission. I urge Council to reject this application in its current form and send it back to staff for a redesign that respects our community's		
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				infrastructure limits, housing affordability needs, and heritage.				
				Thank you for your time and consideration.				