

# 1. Introduction

The 2400 Motel is located on the south side of Kingsway, just east of Nanaimo Street. The property is owned by the City of Vancouver, which originally purchased it as an investment.

Since the City bought the property, the Motel has become one of the few remaining examples in the City of the auto-court style of motel developed along Kingsway in the 1940s and 1950s. Almost all of the others have been redeveloped.

The Motel is located near the centre of the proposed Norquay Village Neighbourhood Centre, an area along Kingsway between about Nanaimo Street and Killarney Street that is being considered for higher density residential and commercial development.

The planning process for the Norquay neighbourhood has raised questions about the appropriate future use of the 2400 Motel site. Possibilities include:

- Retaining the site in its present use because of its heritage value.
- Redeveloping the site for higher density urban uses including commercial space and housing.
- Accommodating community amenities to meet the needs of neighbourhood population growth.
- A combination of these uses.

The City of Vancouver has retained a consulting team to explore some options for the future of the 2400 Motel.



1. The 2400 Motel sign
2. The administration building at the main entrance
3. Landscaping on the site
4. Motel Bungalows viewed from E. 33rd Avenue
5. Parking on the motor court
6. Walkways to several bungalows
7. View into the site from Kingsway



**2400 Motel**

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Horton Bakker Boniface  
Hodson  
Architects + Urbanists

June 27, 2007

# 2. Context

This illustration shows the area around the 2400 Motel site.

- The area is well served with transit, including two Skytrain stations.
- The 2400 site is adjacent to the El Dorado site, which has been approved for high density residential and commercial development including a 22-storey tower.
- The site is not far from Norquay park.
- The City has plans to create a new road link extending Clarendon through to East 33<sup>rd</sup> Avenue immediately south of the 2400 Motel site.



- 2400 Motel
- Bicycle Routes
- Transit: Bus Routes
- Transit: SkyTrain
- Truck Routes
- School
- Greenways
- Park
- Conceptual Green Link
- Conceptual Street Link



1. The El Dorado site redevelopment
2. Mixed use development near to the 2400 Motel
3. Mixed-use development across Kingsway
4. The future Clarendon connector and views to the north
5. Kingsway and Slovan existing retail
6. Retail across Kingsway
7. Existing residential across Kingsway

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# 3. Norquay Village Neighbourhood Centre

There is a comprehensive neighbourhood planning process underway in the Norquay community. As part of the process, the section of Kingsway between Nanaimo and Killarney has been identified as a possible location for higher density residential and commercial development in a neighbourhood centre.

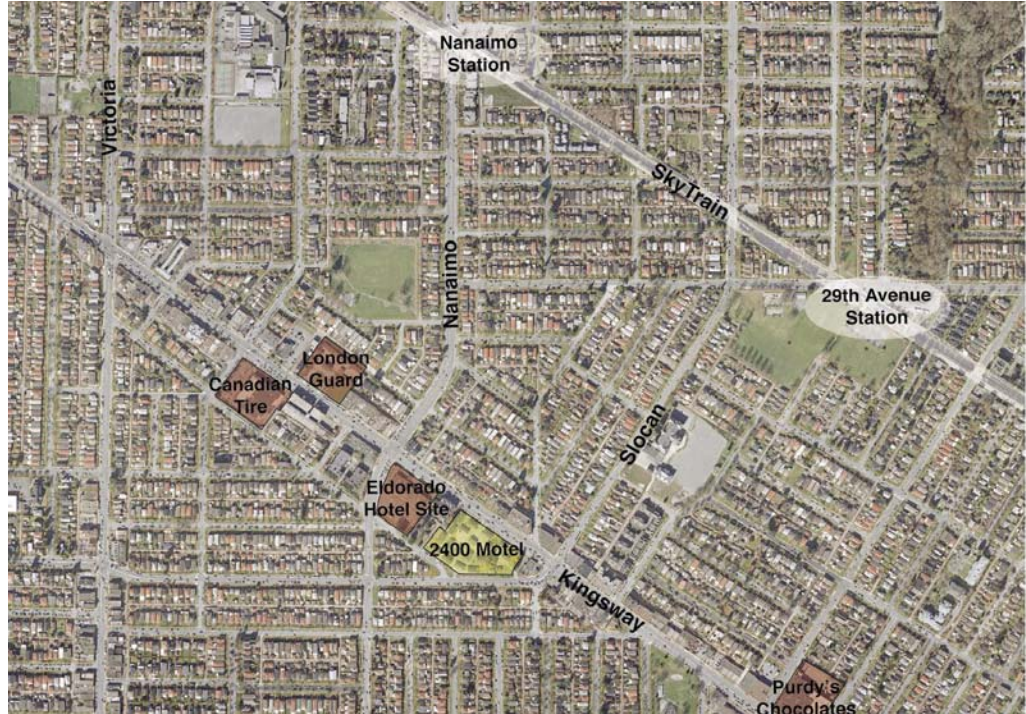
The purpose of this neighbourhood centre would be to create a mixed use, higher density core with housing, commercial space, community amenities, and enhanced streetscapes that would provide a neighbourhood focal point. There is a neighbourhood centre to the east at Collingwood Village (around Kingsway and Joyce) and a new centre emerging at King Edward Village (Kingsway and Knight), but the long stretch of Kingsway between these does not have a focus or a concentration of neighbourhood-oriented retail space.

The 2400 Motel site is near the centre of the proposed Village Centre.



**Top right:** This diagram of the Kingsway Re-Zoning Area represents work completed to date by the City of Vancouver as part of the Norquay Village Neighbourhood Centre Program. The diagram is a "work in progress" and may be updated in the future as part of the City's planning process and community consultation work.

**Bottom right:** The 2400 Motel Site is one of only a few large parcels along the Kingsway corridor in the Norquay Village Neighbourhood Centre that would be capable of accommodating a large retailer or public amenity. Other sites include the El Dorado Hotel site (approved for redevelopment) as well as the Canadian Tire site, the London Guard site, and the Purdy's Chocolates site.



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# 4. Perspectives

Based on discussions with stakeholders, there are many views on the possible future of the 2400 Motel site.

Here are some of the different perspectives that have been suggested:



- The site is an important heritage resource, as it is one of the few remaining examples of the car-culture oriented motels developed in the 1940s and 1950s. The site embodies an era in which North America was developing its love for the automobile, which led to the creation of the Kingsway strip, with its neon signs, auto-court motels, and drive-in restaurants. At that time Kingsway was a major gateway into the City. The site should be retained in its present form because of its heritage significance.



- The City bought the property as an investment. The site now has great value as a development property. When the City makes money on investment property, it can use this money to fund capital and operating expenses that benefit the community. The site should be rezoned and sold for development.



- If the site is redeveloped, it will need rezoning. When large properties are rezoned, the City usually obtains significant amenity contributions, either in the form of cash or actual amenities. Redeveloping the 2400 Motel site is an opportunity to obtain new amenities in the neighbourhood. On the other hand, there are other sites in the neighbourhood that could be rezoned and redeveloped, generating amenity contributions. These other contributions could include funds used to retain the 2400 Motel site for heritage purposes and/or to pay for community amenities that could be built at the 2400 site.



- The Norquay Village neighbourhood centre needs more retail space. In particular, the centre needs a grocery store, street cafes, a more attractive pedestrian environment...the things that create a sense of place in a neighbourhood. The 2400 Motel site is one of the few properties large enough to make a strong contribution to a neighbourhood commercial centre, so it should be redeveloped to include retail.



- Because of its location in the neighbourhood centre and the high level of transit service, this is an excellent location for housing. New housing adds residents who will help make the neighbourhood centre more vibrant by supporting local businesses. The site should be redeveloped to include housing.



- The Norquay neighbourhood needs more community amenities to meet the needs of existing residents. Adding more residents in new developments will increase the need for local amenities. The 2400 Motel site is a good location to accommodate a wide range of amenities that would enhance the neighbourhood, such as daycare, community centre space, library, and meeting rooms. There is also strong community interest in the arts and a desire to see more arts-related facilities. The 2400 Motel site could be a good location for artists' studios, galleries, art education and programs, and performance spaces. Any future use of the site should include community amenities.



- The neighbourhood needs more affordable housing, not just new market housing at today's high prices. Redevelopment of the 2400 Motel site could be a way to include some affordable housing in the area.



- Because of its low density and large area of green landscape, the 2400 Motel site has a sense of openness, views to the mountains, and small scale of development that are an interesting and attractive contrast to higher density developments along Kingsway. The site should be retained in a low density form.

It does not seem possible to come up with a plan for the 2400 Motel site that equally reflects all of these perspectives. The challenge is deciding what is most important and then choosing a plan that reflects these priorities.



# 5. Directions for the 2400 Motel Site

There are many different possibilities for the future of the 2400 Motel site.

The 6 small sketches below show just a few of the many directions a plan for the site could take.

1. Redevelop under existing zoning, which allows a mix of single detached and duplex units

2. Retain the site in its present form

3. Retain key elements of the motel along Kingsway and redevelop the rest of the site

4. Retain only a small portion of the motel and redevelop the rest of the site

5. Redevelop the whole site with a mix of community amenities, commercial space, low-rise residential, and high-rise residential

6. Redevelop the whole site with a mix of community amenities, commercial space, and high-rise residential

We chose three of these directions to explore in more detail how the site would be used if certain perspectives were given priority.

The next 3 panels illustrate three different directions the site might take:

- A Heritage
- B Redevelopment
- C Mix of Heritage and Redevelopment



## 2400 Motel



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June 27, 2007

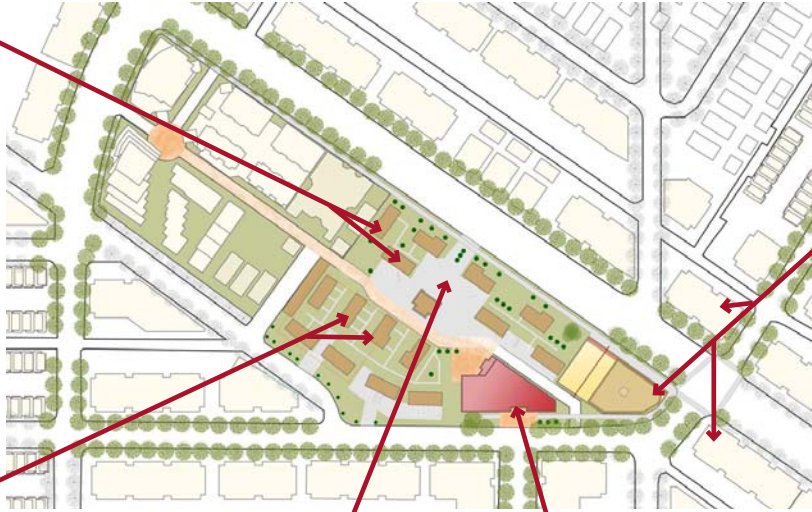
# 6. Future Uses of the Site

## A. Heritage

The site could be retained more or less in its present form because of the site's heritage significance. The statement of heritage significance for the site notes that "The 2400 Motel is important for its historical, formal, aesthetic, and cultural values, most particularly for being a prominent marker of the evolution of Kingsway following the Second World War...The Motel is a local remnant of the continent-wide infrastructure serving the North American romance for the road trip, providing guests with a familiar suburban home-away-from-home... the 2400 Motel is an important example of residential site planning practice for the period immediately following WWII: the scale and spacious distribution of the repeated bungalow duplexes set in the expansive lawned landscape are typical of this period...The 2400 Motel's geographic prominence at this point along Kingsway where a broad view of Vancouver is first seen, its longevity, and its singular appearance of being from another time make the 2400 Motel one of the most recognized grouping of buildings in the City, giving the site a city-wide and even regional importance in the cultural landscape".

To pay for the land, the amenities, and the heritage building renovations in this option, the City will have to obtain community amenity contributions (CACs) from other properties being rezoned and redeveloped in the area. By absorbing a large part of the neighbourhood's potential to generate CACs from rezonings, this option limits the potential to create other amenities on other sites.

Units could be retained in their present state, with some refurbishing, keeping as much of the original materials and character as possible. Or, to make the units more adaptable to new uses, perhaps only the facades could be retained, with the interiors and the rear of the units replaced to create new storefronts.



To pay for amenities, refurbishment of the motel units, and the City's land value, the City could allow development rights from the site to be sold and transferred to other sites in the area, assuming these are rezoned for higher density development.

What would occupy the motel units? One option is to keep operating the motel. Another option is to re-use the units for a mix of small businesses (such as café, craft store, dentist office) and community amenities (such as offices for community groups, artist studios, daycare).

Open space on the site could be made publicly accessible.

A portion of the site could be used to construct a community amenity space that might include a community centre, daycare, library, performing arts space, or studios.

### Development Statistics

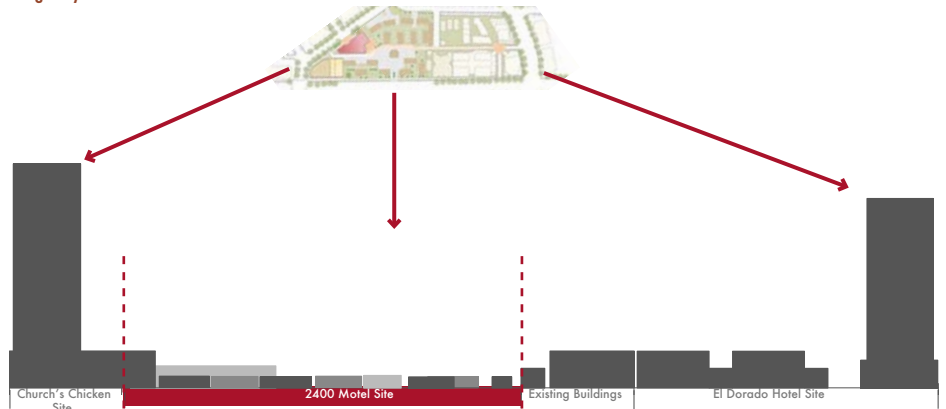
#### Amenity or Community Space:

Existing Buildings: 22,000 square feet  
 New Building: 20,000 square feet  
**Subtotal: 42,000 square feet**

#### Residential:

**0 square feet**

### Kingsway Profile



**2400 Motel**

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# 7. Future Uses of the Site B. Redevelopment

The site could be completely redeveloped with a mix of community amenities, commercial space, open space, and housing. The option shown below develops the whole site at a relatively high density, with towers similar in height to the one approved for the El Dorado site. The development could include elements that recall the 2400 Motel site, such as the neon sign and the style of landscaping, but this option comes from a perspective that says the site can make more of a contribution to the community by being redeveloped than by being retained in its present form.

The residential and commercial development included in this option will generate a large community amenity contribution (CAC) that can be applied to the construction of community amenities on this or other sites in the neighbourhood.

Ground level space could be used for retail space that enhances the neighbourhood centre, such as a grocery store, cafes, pharmacy.

Ground level and second level space could be used for new community amenities such as library, day-care, art studios, performing arts space, meeting rooms.



Redevelopment of the site could possibly be integrated with redevelopment of the adjacent Church's Chicken site.

The plan could include a mix of towers and mid-rise residential buildings, sited to protect views through the site.

The plan could include a significant public plaza and pedestrian links that would offer an alternative to the busy Kingsway frontage.

## Development Statistics

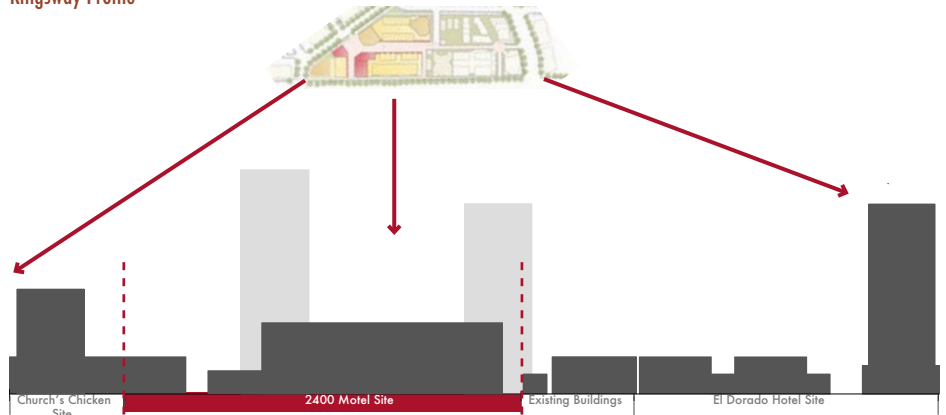
### Amenity or Community Space:

Existing Buildings: 0 square feet  
 New Building: 80,000 square feet  
**Subtotal: 80,000 square feet**

### Residential:

**510,000 square feet**

## Kingsway Profile



**2400 Motel**

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# 8. Future Uses of the Site

## C. Mix of Heritage and Redevelopment

The heritage statement of significance identifies some key elements that define the character of the 2400 Motel, including the sign, the line of bungalows along Kingsway, the manicured lawns and shrubs, the auto courtyard, and the unique spacing of small buildings in a formal landscape. In this option, these key elements are retained but the rest of the site is made available for redevelopment to provide a mix of community amenities, commercial space, and housing. In this version, the housing is in towers that are similar in height to the one approved at the El Dorado site.

Motel units could be retained in their present state, with some refurbishing, keeping as much of the original materials and character as possible. Or, to make the units more adaptable to new uses, perhaps only the facades could be retained, with the interiors and the rears of the units replaced to create new storefronts. There would not be enough units to keep operating the motel, so the units would be refurbished and used for small retail, office, or amenity spaces.

Ground level space could be used for retail space that enhances the neighbourhood centre, such as a grocery store, cafes, pharmacy.

This option includes two towers, at the same height as the one approved for the El Dorado site.

Ground level and second level space could be used for new community amenities such as library, day-care, art studios, performing arts space, meeting rooms.

The plan could include a pedestrian plaza in the former auto courtyard and pedestrian links to adjacent sites.

Open space on the site could be made publicly accessible.

Redevelopment of the site could possibly be integrated with redevelopment of the adjacent Church's Chicken site.



### Development Statistics

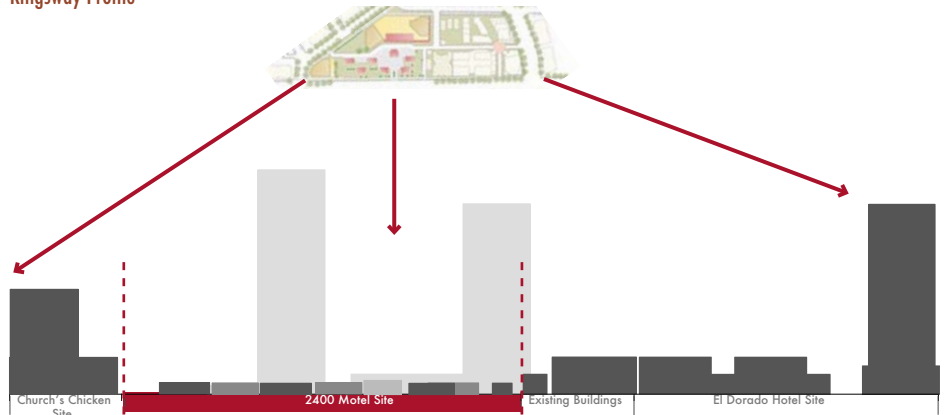
#### Amenity or Community Space:

Existing Buildings: 12,000 square feet  
 New Building: 39,000 square feet  
**Subtotal: 51,000 square feet**

#### Residential:

**320,000 square feet**

### Kingsway Profile



## 2400 Motel

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# 9. Timing

## Timing



There is a major neighbourhood planning process currently underway in the community around the 2400 Motel site. This planning process may lead to zoning changes that accommodate more people, who will create needs for more community facilities and services.

One of the perspectives on the 2400 site is that it would be a good location to accommodate community amenities, but it is not yet known in detail what amenities will be needed or wanted by the community, how much land or space they would need, and whether the 2400 Motel site is the best location for amenities that serve the neighbourhood.

The neighbourhood planning process underway in Norquay Village is expected to include an analysis of the community amenity requirements that would result from a decision to significantly increase the total potential for new residential and commercial development in the area. A final decision on the future of the 2400 Motel site will not be made by the City until the amenity needs analysis has been completed, which will likely be in mid 2008.

## What Happens Next?

### WHAT HAPPENS NEXT?

The project team will consider the input from this open house to develop two detailed options that best illustrate the range of possibilities for this site. These will be presented to the City in July.

