

April 28, 2026

Daniel Feeney, Rezoning Planner
Planning, Urban Design & Sustainability
City of Vancouver
510 West Broadway
Vancouver, BC V5Z 4A8

**RE: 3696 Kingsway, Rezoning Application
ODP Amendment Rationale**

Dear Mr. Feeney,

Further to the rezoning application for 3696 Kingsway, the following provides a rationale for the associated Official Development Plan (ODP) Amendment.

THE PROPOSAL

The proposal is a privately initiated ODP Amendment application, which seeks to amend the Vancouver ODP's Generalized Land Use (GLU) designation for 3696 Kingsway from Mixed-Use Low-Rise to "Mixed-Use High-Rise 1", to facilitate a mixed-use development consisting of a 25 storey residential rental building with over 10,000 sq. ft. of at grade commercial space, as well as a telecommunications utility building.

No Regional Growth Strategy Amendment would be required as the site is designated General Urban in the RGS. The site's designation as General Urban under Metro Vancouver's Regional Growth Strategy is intended to accommodate residential neighbourhoods and centres supported by shopping, services, and transit, with growth focused in locations that make efficient use of existing infrastructure.

The proposed ODP Amendment aligns with the intent to optimize an underutilized site along a frequent transit corridor by enabling its transition from a telecommunications facility to a mixed-use development that responds to the evolving character of the neighbourhood.

The project will deliver secured rental housing (approximately 233 units), new local-serving commercial space where none exists today, and employment-supporting infrastructure, all with zero residential or commercial displacement. In addition, it will introduce a state-of-the-art utility component that strengthens the city's fibre network, supporting long-term economic growth while contributing to the vibrancy of retail along Kingsway.

The following provides a discussion of the existing policy context and how the site is considered in the Vancouver ODP as well as an ODP Amendment rationale based on City staff direction in accordance with the City's Privately Initiated ODP Amendment process.

LOCATION AND CONNECTIVITY

The subject site is strategically located at the eastern edge of the City of Vancouver at the intersection of Kingsway and Boundary Road, a major regional gateway connecting Vancouver and Burnaby. Kingsway is a designated Frequent Transit Network corridor and one of Metro Vancouver's longest continuous commercial arterials.

The site is:

- Within General Urban land as designated by Metro Vancouver's Regional Growth Strategy, where most of the regional residential growth is intended to occur, particularly in locations supported by frequent transit and commercial services.
- Immediately adjacent to a major east-west employment corridor, connecting to Metrotown, Joyce-Collingwood, and Downtown Vancouver.
- Located next to Central Park, one of the region's largest urban parks, providing immediate access to recreation and open space without the need to create new parkland onsite.

The combination of arterial road connectivity, frequent transit service, nearby employment centres, and adjacency to regional-scale open space supports a higher-density mixed-use form consistent with regional and city-wide growth objectives.

Development Context

On the Burnaby side of Boundary Road, the approved King and Park redevelopment at 3777–3791 Kingsway will introduce five residential towers ranging from 31 to 64 storeys, including three later-phase towers of 52, 60, and 64 storeys immediately within the Central Park/Metrotown gateway context. This approved form is part of a broader Metrotown pattern of high-density, transit-oriented redevelopment, including Concord Metrotown's approved and under-construction towers ranging up to 65 storeys. In contrast, the proposal at 3696 Kingsway introduces a 25-storey form that is materially more modest than the emerging Burnaby-side context, while appropriately responding to the changing character of this gateway intersection.

POLICY CONTEXT

Although the Official Development Plan provides a new policy framework for Vancouver, it is based on existing Council-approved land use policies and existing zoning. The existing designation for the site,

therefore, is a function of the existing C-2 zoning for the site, and not recent planning work that would consider future growth. While there is a lack of policy context in this area, policy for adjacent areas provides relevant context for an ODP Amendment on this site.

Joyce Collingwood Station Precinct Plan

While Boundary Road and Kingsway are two major arterials, there is little policy context on the City of Vancouver side of the intersection. Despite the street's important history as a vital travel route for Indigenous peoples and later used by settlers as a connection between New Westminster and Vancouver, there is no fulsome Vancouver policy that addresses land use along Kingsway.

However, some high-density development has taken place in close proximity to this site. Collingwood Village, at the Joyce Collingwood Station, built in the 1990s includes buildings between 16 to 26 storeys in height. In 2016, the City approved the Joyce Collingwood Station Precinct Plan, which created limited opportunities for additional high-rise development around the station, with maximum tower heights set to the geodetic height of the TELUS boot building at Boundary and Kingsway - as had been done with the Wall Centre Central Park development - drawing a relationship between taller buildings at this strategic intersection.

With the redevelopment of the TELUS boot property and the introduction of towers up to 60+ storeys on the Burnaby side of the intersection, this context is changing significantly and sets a different tone for the neighbourhood. This application responds to the changing context, while staying within the City of Vancouver's general scale for high density development.

Rupert Renfrew Station Area Plan

There is general consensus that development economics on Vancouver's westside are different than on the eastside. The most recent land use policy developed for an eastside community is the Rupert Renfrew Station Area Plan approved by Council in 2026. While the subject site is not located in this area, the anticipated scale of development and public benefits requirements are relevant for this location.

The Rupert Renfrew Plan provides opportunities for sites up to 800 m from the stations to achieve up to 26 storeys. The Plan recognizes the challenging development economics in this location and provides opportunities for 100% rental housing. This reflects the economic realities for rental housing developments at Kingsway and Boundary and justifies the ODP Amendment we are seeking.

ODP AMENDMENT RATIONALE

Vision and Foundational Principles

The proposed ODP Amendment aligns with the Vision and Foundational Principles of the Vancouver ODP, advancing its long-term objectives related to equity and resilience.

The proposal is located at the far eastern edge of the city, where Vancouver meets Burnaby, and on Kingsway, one of the most important historical corridors in the region.

The proposal's 233 new rental homes, delivered without any tenant displacement, bring a diversity of housing to this neighbourhood that will enliven the area. This critical mass of market rental housing will support the resiliency of the community by supporting Kingsway's shops and services, while adding more retail to an underutilized block.

It will also bring families to the neighbourhood, thanks to a significant number of two- and three-bedroom homes, where elementary school closures have long been a threat. In fact, even after Carleton Elementary was closed and students diverted, the catchment school for the area, MacCorkindale Elementary, operated under capacity in 2024/25 and so did the area's secondary school, Killarney. Of the 233 secured market rental units, 19.7% are two-bedroom units (46 units) and 9.9% are three-bedroom units (23 units), together representing approximately 30% of the total unit count. This is supplemented by 9.9% junior two-bedroom units (23 units), further supporting family-oriented living within a purpose-built rental tenure.

In addition, TELUS's investment in the transition to fibre optic not only provides a far superior land use for this community compared to the existing but it creates a more resilient telecommunications network for the area. This is critical, not only for economic growth but for emergency services. The new Central Office will:

- Have a smaller physical footprint, made possible by advances in technology, which also results in lower energy use and emissions.
- Be designed to meet current and evolving seismic and life-safety standards, ensuring continued operation following a major event.
- Be better suited to support future telecommunications needs, including expanded fibre capacity and flexibility for future growth.
- Improve the ability to upgrade and maintain critical services, including local infrastructure and 911 emergency services, as community needs evolve.
- Use newer, smaller, and quieter mechanical systems, resulting in lower overall noise levels compared to the existing building.

Three Big Ideas

Equitable Housing and Complete Neighbourhoods:

The project delivers 233 secured market rental homes, with no tenant displacement. This diversifies the housing mix in the community, and supports Kingsway as a shopping street. Adding more retail on the ground level finally completes the extension of retail to Boundary.

An Economy that Works for All:

The proposal incorporates a new TELUS CO building and associated infrastructure upgrades, that will facilitate critical regional network growth, strength and long-term reliability. This is a critical investment that helps facilitate the growth and resiliency of Vancouver's key industries.

In addition, the inclusion of over 10,000 sq. ft. of commercial space will attract customers, further supporting the existing retail businesses along Kingsway and providing local job opportunities.

Climate Protection and Restored Ecosystems:

The integration of upgraded fibre optics telecommunication infrastructure allows for heat recovery from network equipment waste heat that provides space heating and hot water for the residential building. These measures reduce energy consumption and support the project's commitment to environmental responsibility.

Upgrades to the building's perimeter ensure a friendly public realm for future residents and retail customers. Redevelopment allows for the introduction of new street trees along Kingsway as well as generous outdoor residential amenity spaces on the podium that will include trees and gardens.

Urban Structure Compatibility

The proposal is in a "Neighbourhood Centre" as identified in the ODP's Urban Structure Strategy, which is intended to be oriented around local shopping streets and an area where residential growth is expected.

Our proposal directly responds to this designation as follows:

Per the ODP, "In 2021, 58% of Vancouver residents lived within a 5-minute walk of shops and services. In the future, 76% will live within a 5-minute walk of shops and services". This proposal directly responds to this policy goal by adding residential and commercial uses on an underutilized block along an existing retail and transportation corridor.

FG1.7.1 Housing: The addition of 233 market rental units without the need for displacement helps diversify the local housing supply, supporting the growth of purpose-built rental in the city, across different neighbourhoods.

FG1.7.3 Jobs: Critical infrastructure upgrades will help facilitate the growth and resiliency of Vancouver's key industries, while the addition of ground level retail will extend Kingsway's shops and services, ensuring this block is able to contribute to the area's vibrancy.

FG1.7.4 Local shopping streets: The addition of over 10,000 sq. ft. of retail along Kingsway, extends retail to Boundary, along a former industrial block. The introduction of approximately 233 new rental homes will add a meaningful residential population immediately adjacent to local-serving retail. Research and recent development patterns along Kingsway show that increased residential density directly supports retail viability, extended business hours, and reinvestment in aging commercial stock, particularly in emerging nodes east of Joyce–Collingwood.

FG1.7.6 Built form: The proposal contributes to the area’s diversity of built form and housing by introducing a high-density rental project at a major gateway intersection at the eastern edge of the city. Its scale reflects the economic realities of delivering viable purpose-built rental housing in this part of Vancouver, consistent with precedents such as the Rupert Renfrew context, while enabling secured rental homes, ground-oriented commercial space, and critical telecommunications infrastructure. The proposal remains responsive to surrounding context and City expectations for high-density development along major arterials.

FG1.7.8 Nature: The development allows for the provision of new street trees along Kingsway and an expanded sidewalk, while street trees along Ormidale Street will be preserved.

City-wide Policy Areas

Housing: The proposal contributes to improved diversity of housing with 233 new units focused on family housing, and features 100% net new housing with no tenant displacement. With 5,960 sq.ft of indoor residential amenity as well as podium & rooftop outdoor residential amenity spaces, the proposal will integrate new residents thoughtfully into the community by mitigating demand on local public facilities such as the Central Park across the street.

Economy: The proposal will add over 10,000 sq. ft. of local serving retail space and will expand the Kingsway retail district to Boundary Road. Investment into new state-of-the art telecommunications infrastructure will support the growth and resiliency of Vancouver’s core industries and allow Vancouver to attract new businesses.

Climate: By incorporating a heat exchange, landscape biodiversity, passive design strategies, mixed land uses, energy conscious building envelope design, high-efficiency systems and low carbon construction, the proposal takes strides to mitigate its contribution to climate change. Located within 800 m of two rapid transit stops - Patterson and Joyce Collingwood - and the #19 Bus, which runs past the site and connects Stanley Park to Metrotown, the location allows residents to utilize transit.

Ecology: The proposal integrates space for nature onsite through setbacks that facilitate the introduction of new street trees along Kingsway. Extensive outdoor podium amenity spaces allow for the introduction of new planting and trees, achieving a net increase in tree quantity of over 3,000% (or 62 new trees from 2 existing city trees), including both onsite and offsite additions. The proposed

landscape is expected to add at least 25% tree canopy coverage of the site area and approximately 5,500 sq. ft. of planting beds. The landscape will include native, drought-tolerant, and bird-friendly species. Through diverse planting design, it aims to enhance ecological value within the site's urban context, mitigate the heat island effect, and reduce water demand.

Transportation: Kingsway is a Frequent Transit Network with bus route #19, which connects Stanley Park to Metrotown via Kingsway, and it is slated for greater frequency of service per TransLink's 2025 Investment Plan.

CONCLUSION

This proposal represents a thoughtful and policy-responsive vision for this site, reflecting both current market realities and the changing area context. The proposed ODP amendment advances the broader objectives of the ODP by supporting housing diversity, economic resilience, and complete communities.

This is accomplished through the provision of secured rental housing with a family-oriented unit mix, a state-of-the-art upgraded telecommunications facility that allows for heat recovery and advanced sustainability features for the rental building, on-site commercial opportunities, and an enhanced public realm. Importantly, the redevelopment of this underutilized industrial site can occur without displacement of existing residents.

We believe the proposed redevelopment will strengthen Kingsway as a complete neighbourhood destination and contribute to a more complete, equitable, and resilient future by advancing long-term housing, employment, and infrastructure objectives in this area of the city.

Sincerely, LPI Management Ltd.



Maria Pawluczuk
Development Manager