



Marcon wants to replace the 4-storey Rosellen Suites at 2030 Barclay with a 27-storey, 270-unit hotel tower.

### What's the Problem?

Policy/Regulation	Requirement	Proposal	Conflict
RM-5B Zoning	Max 6 stories FSR 2.75	27 Stories FSR 12.75	Exceeds all limits
RM-5B Land Use	Low and mid-rise residential	100% Commercial Tower - no housing	Major commercial intrusion
West End Rezoning Policy	Maintain low/mid-rise west of Denman; adhere to Plan	Major Commercial Tower via spot CD-1 rezoning	Directly contradicts intent of zoning and policy
West End Community Plan (WECP)	Protect skyline, views and sunlight	27-story hi-rise hotel	In direct conflict with WECP
Spot Zoning Precedent Risk	Maintain zoning stability	Site-specific CD-1 in residential zone	Erodes zoning framework
Hotel Development Policy	Focus hi-rise hotels in CBD / Boutique hotel in West end	Hi-rise hotel in middle of low/mid-rise residential block	Ignores policy misaligned location
Hotel Development Task Force	Hi-rise hotels in CBD - Boutique hotels in West End	Hi-rise hotel in middle of low/mid-rise residential block	Ignores recommendation from Hotel Industry
Tower Spacing	80 ft separation required	60 ft separation	Fails requirement
Liveability	Minimize shadow/ noise Protect privacy	Significant loss of sunlight & privacy	Violates zoning guidelines
Seismic Risk	Independent Seismic Risk assessment	Does not address seismic risk	No seismic risk assessment

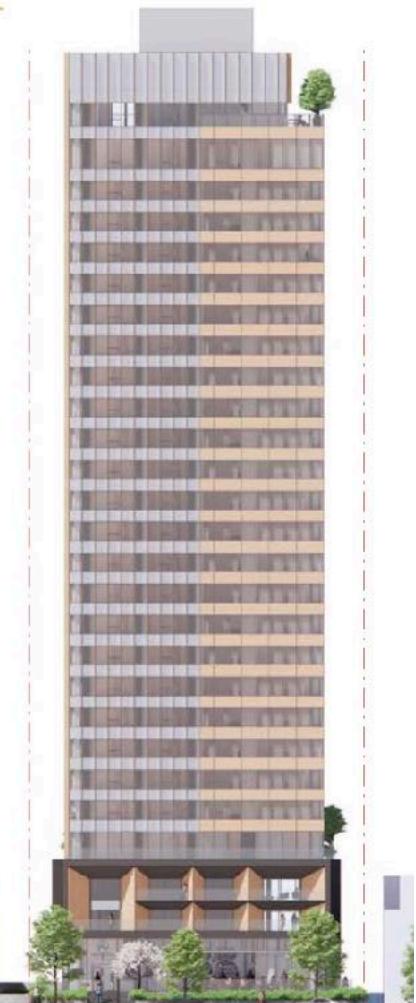
**Send your objections to the City today!**

[shapeyourcity.ca/2030-2038-barclay-st](http://shapeyourcity.ca/2030-2038-barclay-st)

[stop2030barclay.ca](http://stop2030barclay.ca)

Vancouver needs more hotels. But they should be the right hotels in the right places. The [Hotel Development Task Force](#) agrees and notably recommends boutique hotels in the West End which it labels an “Urban Resort Neighbourhood”, with clear recommendations for building height, room count, and site area.

Hotel Type	Boutique	Rosellen Suites	Marcon
Number of Rooms	50	27	270
Floor Area	36,000 SF	50,000 SF	165,400 SF
Building Height	5 Stories	4 Stories	27 Stories
Room Size	425 SF Avg.	500 -1900 SF	450 SF Avg.
Est. Site Size	25,000 SF	13,000 SF	13,000 SF



Rosellen Suites      Marcon's Tower  
(Scaled to size)

Taken together, the RM-5B zoning, the West End Community Plan, the West End Rezoning Policy, and the Hotel Development Policy form a coherent framework for land use in the West End.

This application conflicts with every one of those policies: it far exceeds height and density limits, introduces an incompatible land use, disregards community plan objectives, and misapplies citywide hotel policies to a residential neighbourhood.

# Traffic Congestion

Traffic in the West End is already congested. The hotel, with 270 units, will obviously make matters worse with more traffic, more noise, and more commercial-style activity to a mostly residential area. That includes deliveries, tour buses, rooftop patio noise, and people coming and going at all hours. It's basically turning the middle of a residential block into a busy hotel zone, and that's not what this neighbourhood is meant to be.

KEEP THE WEST END LIVABLE

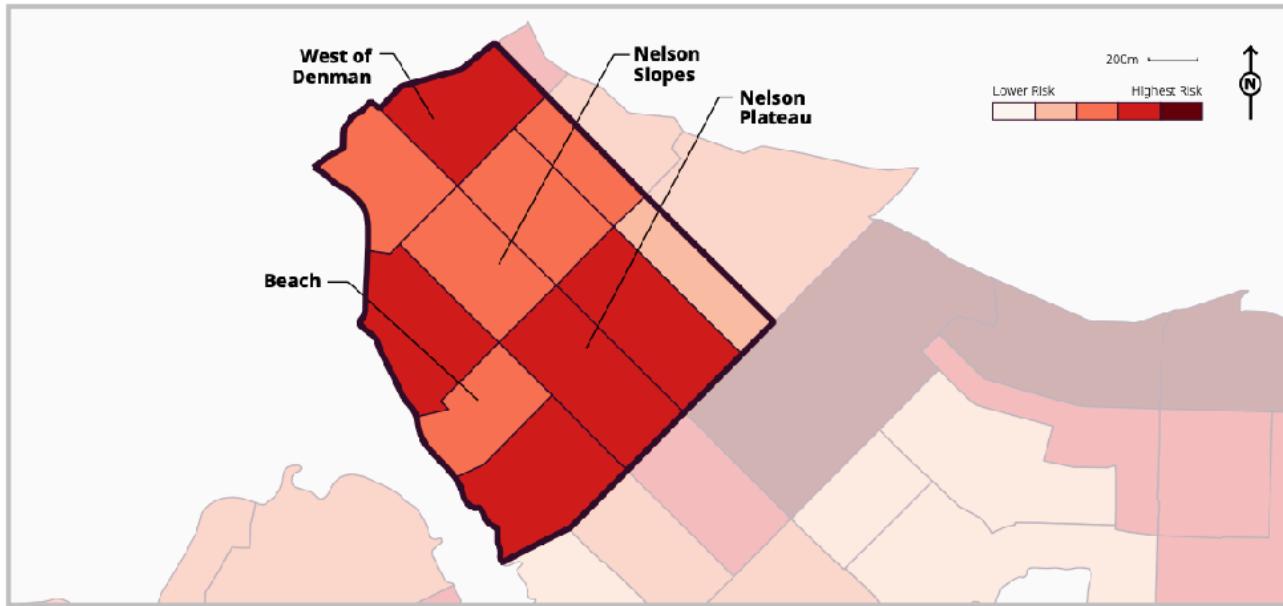


Adding the traffic volume of a major hotel would create gridlock, parking shortages, and safety issues for cyclists and pedestrians, undermining the livability of the neighbourhood and straining infrastructure never designed to handle such intensity.



A good example is the nearby Pooh Corner Daycare — twice a day parents park on nearby Lagoon Lane to drop off and pick up their kids. More traffic will make that harder and less safe.

Figure 6-2: Seismic Risk in The West End, M7.2 Georgia Strait Planning Scenario Earthquake



The City of Vancouver's [Seismic Risk Report](#) (2024) identifies the West End, particularly west of Denman, as the neighbourhood facing the highest risk of earthquake damage and resident displacement.

**The immense weight of a 27-story hotel and the extensive excavation required for four levels of underground parking pose a direct threat to the structural integrity of neighbouring, older apartment buildings, potentially compromising their foundations and increasing their seismic risk.**

It is alarming that the rezoning application makes no mention of the extraordinary risk to the foundations of neighbouring buildings in Vancouver's most vulnerable seismic area.

**An independent third-party seismic risk assessment is absolutely essential before this rezoning application can even be considered.**

# Develop with Care

2014

FACT SHEET  
#11

Great Blue  
Heros

Environmental Guidelines for Urban and Rural Land Development in British Columbia



## PROTECT THE HERON NESTING COLONY!

**The developer ignores the ecological risk to the iconic Stanley Park Heron nesting colony.**

The construction site is inside the government's 260 m development buffer zone and well within the 1000 m excessive noise zone established by the [Province of BC's Development Guidelines](#).

This will be the first major construction project in the buffer zone since the herons started nesting here in 2001. The herons have become habituated to human activity *below but critically not above their nests*. That will end beginning with the construction cranes and then a building that will tower *above* their nests.

**This unprecedented disruption could cause the herons to abandon one of the largest urban Heron colonies in North America.**

**Is it worth the risk?**



## A Spot Rezoning to CD-1 Commercial with Dangerous Consequences

- 1. Contravenes West End Zoning:** The hotel is excessively tall and dense, directly contradicting the West End Community Plan, existing zoning bylaws, and the new Hotel Development Policy.
- 2. Sets a Dangerous Precedent:** Approving this spot rezoning to CD-1 would open the floodgates to relentless development of high-rise towers in not only the West End but other residential neighbourhoods.
- 3. Harms Neighbourhood Character:** The hotel's size and commercial amenities threaten the safety, tranquility and quiet enjoyment of the west of Denman neighbourhood.
- 4. Increased Seismic Risk:** The towers' weight and excavation will endanger the foundations and increase the seismic risk to neighbouring buildings.
- 5. Threat to Protected “at risk” Heron Colony:** The development poses a risk to the nearby Stanley Park heron colony.



Your voice is crucial!

Print the Poster - Pass it Around

Demand the city upholds the West End Community Plan, prioritizes resident safety and well-being, and reject this inappropriate and dangerous precedent setting spot rezoning.

- Ken Sim: [Ken.Sim@vancouver.ca](mailto:Ken.Sim@vancouver.ca)
- West End Councillor Peter Meiszner: [Peter.Meiszner@vancouver.ca](mailto:Peter.Meiszner@vancouver.ca)
- West End Councillor Lucy Maloney: [lucy.maloney@vancouver.ca](mailto:lucy.maloney@vancouver.ca)

- [2030 Barclay Street Rezoning Application](#)

[stop2030barclay.ca](http://stop2030barclay.ca)