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March 11, 2014

Mayor Gregor Robertson and Vancouver City Council
Vancouver City Hall
453 W. 12th Ave.
Vancouver, BC, V5Y 1V4

Dear Mayor & Council:

Re: Retention of Hollywood Theatre, 3123 West Broadway

On behalf of the membership of Heritage Vancouver, we wish to express our sincerest appreciation to Council and City Staff for their ongoing efforts to ensure preservation of the historic and culturally significant Hollywood Theatre. The negotiations to date have ensured that different options for the retention of the Theatre can be explored. Through this process, we are hopeful that there will be a successful resolution that will ensure that this community landmark – one of our last intact neighbourhood theatres – can be preserved.

Whatever the outcome, we continue to express our concerns about the preservation of the significant interior features of the Hollywood. It is critical that both the significant interior and exterior features of the building be retained and designated as part of the conservation of the heritage value of the Hollywood. Although we would support functional changes that would allow continued community use, our support for the retention of the Hollywood is contingent upon the retention of the main theatre hall in its current configuration – other than potential modest changes such as potential enlargement of the stage and lobby areas. In our communications with the broader community, we understand that this is the generally-accepted position, that the hall must survive and be designated, rather than be gutted and rebuilt. The historic interior of the Hollywood is an enormous part of its heritage value, and the preservation of just its facade is not a suitable outcome, especially if significant City incentives are being offered.

It is important that the City of Vancouver use all heritage tools available, such as transfer of density to the adjacent site, in order to attract an owner that understands the value of retaining the historic interior of the Hollywood Theatre.

We consider this matter to be of great urgency and we look forward to hearing from the City of Vancouver regarding actions they have taken or are prepared to take to preserve this important community landmark and asset. Heritage Vancouver is prepared to work with the city and the community to ensure that the future of the Hollywood is secure.

We thank you for your consideration of this most important heritage issue.

Yours truly,

A handwritten signature in cursive script, appearing to read "Janet Leduc".

Janet Leduc, Executive Director
Heritage Vancouver Society



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The Hollywood Theatre (1935); 3123-3129 West Broadway
Harold Cullerne, Architect

