



P.O. Box 3336, Vancouver, BC, V6B 3Y3, (604) 254-9411

November 30, 2009

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

RE: Heritage Revitalization Agreement at 1215 Bidwell

On behalf of Heritage Vancouver, I am writing to express with some reservations our Society's support for the proposed development to restore the façade of the historic "Maxine's College of Beauty" at 1215 Bidwell. Façade retention especially in the case of an intact heritage building is never our first choice of heritage conservation options. This partial retention being proposed is however preferable to the demolition of this landmark West End building.

We are encouraged that the developer has agreed to enter into a Heritage Revitalization agreement ensuring that the façade restoration will be carried out using National heritage preservations standards and the façade will be designated. Another positive change we note in the overall project design is that the façade is the proposed entrance to a public space rather than to the condo tower as originally proposed.

We suggest the following additions to the proposal:

- The developer be required to retain the services of a heritage consultant to oversee the restoration of the facade
- More prominence be given to the heritage façade and better framing to the south to prevent the façade from being overwhelmed by the new development
- Interpretive panels and photos be included in the interior of the public building as reminders of the history and prominence of this building throughout it seventy-three years as a public space at this West End location

In terms of the overall development we are concerned that granting density for yet another purpose, "market rental housing", will place an additional burden on the already threatened heritage density bank. The transfer of density has proven to be the most successful incentive the city has at its disposal to ensure the retention of important heritage buildings. The city's freeze on the density bank has led to the cancellation of several planned heritage

revitalization projects. We strongly support the City's November 18th addendum requiring that "the owner secure the purchase of heritage density with value of \$400,000 from a suitable site. This will certainly take some pressure off the heritage density bank.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "don luxton". The signature is fluid and cursive, ending with a long, sweeping flourish.

Donald Luxton, President
Heritage Vancouver

Cc
P. Ballem, City Manager
S.A. Johnston, Deputy City Manager
B. Toderian, Director of Planning
D. McLellan, General Manager of Community Services
Marco D'Agostini, Senior Heritage Planner
Richard Keate, Chair of the Heritage Commission