



Heritage Vancouver

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July 16, 2018

Mayor Robertson and Vancouver City Council
Vancouver City Hall
453 West 12th Avenue
Vancouver BC V5V 1V4

Re: 3123 West Broadway (Hollywood Theatre)

Dear Mayor and Council,

We are putting forward this letter of support for the retention of the Hollywood Theater and the development of 3123 – 3129 West Broadway Street.

Heritage Vancouver supports the retention of the Hollywood Theatre in the form of a theatre and cultural community space for the retention and cultivation of these legacies create unique cultural and social values that contribute to the identity, character and vitality of their neighbourhoods.

This project also has our support within the larger context of Vancouver Film Festivals. It has been noted that there is a lack of dedicated film venues, with the two purpose-built cinemas, Vancity Theatre and the Cinematheque, over-subscribed. The resurrection of the Hollywood Theater would expand the available cinemas that can participate in the myriad of film festivals that have become of Vancouver's cultural scene.

It has been noted that this proposal proposes an active and participatory collaboration with a broad range of different cultural and educational organizations, which if specifically designed to accommodate film screenings, would not only help support the local film community, but also become a vital part of the local community and bring life to this section of West Broadway.

Heritage Vancouver also supports the revitalization of the Hollywood Theater exterior and interior, which remain in good condition, with “exotic” features including hieroglyphic decorations, inset scrolled figures, its original frameless glass ticket booth and prominent marquee. The building is listed on the City of Vancouver's Heritage Register and as one of the last remaining movie theatres from the 1930s. As such, it deserves to be not only retained but also to have its architectural integrity brought back.

The proposal allows this precious 1935 Art Deco community landmark to maintain its integrity through a number of well thought out and deployed strategies, such as the

setting back of the façade and contracting of the building verticality with a horizontal building.

Looked at within the framework set out by the City to densify the arterials, the proposed scheme, though over the allowable height, does not overwhelm the theater at the pedestrian level and indeed respects the traditional pattern of stores along that section of Broadway. The proposed scheme also creates the potential for street activity through the use of a widened sidewalk and a deep overhang.

Vancouver has lost many of its beloved neighbourhood historic theatres in recent years, including the Varsity on 10th Avenue, the 1910 Imperial (last known as the Venus) on Main Street, the Van East Cinema on Commercial, the city's oldest theatre, the 1908 Pantages, The Fraser on Fraser Street, and most recently the Ridge Theatre (1949). It has become clear that this produces a negative impact on these communities and the City as a whole. Therefore, Heritage Vancouver believes the retention of these unique spaces has become critical.

This proposal merits support for it restores an essential part of our community cultural life as well as heritage asset while creating the conditions for supporting the street life that has long defined this pedestrian street. For these reasons Heritage Vancouver endorses this worthwhile proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Javier', with a vertical line to the left of the name.

Javier Campos,
President, Heritage Vancouver Society