

Dear Residents of West Kitsilano

There is hope for the Hollywood! But it's too soon to celebrate yet!

A development application has been submitted to the City of Vancouver for the Hollywood Theatre and the 100-foot site adjacent to the theatre to the west.

An Open House is being held on

Thursday, March 15,

4:30 to 7:30 pm

St. James Community Square, 3214 West Tenth Avenue.

The proposal is to retain the Hollywood Theatre with irrevocable Heritage designation, through a Heritage Revitalization Agreement (HRA) and operate it as a private entertainment/cultural centre. The HRA would transfer the potential existing density, available if the Theatre were demolished and the property redeveloped, to the 100-foot site next door. The result of this transfer is a 6 storey mixed commercial/residential strata titled building, beside the restored and preserved Hollywood Theatre.

Your presence at the Open House is vital!!

The city will be looking at the neighbourhood's opinions in order to help determine the next steps. The following gives an outline of our concerns, reached after reviewing the application details and discussions with City planners and the project architects.

1. Will the outcome for the Hollywood result in a vibrant arts and cultural centre that will benefit the community and the city in perpetuity?

We believe that a strong Community Use Agreement needs to include a requirement for a significant commitment to film, non-profit, and community use - in perpetuity- in return for the density bonus onto the adjacent site. The designation of the building needs to include the exterior façade, those elements of the interior that have heritage significance, including the original projection system and sloped floor, the original neon signage, as well as the use of the building as a multi-purpose performance space.

2. Will the design of the new building enhance the West Broadway streetscape and respect the heritage theatre building? Will it enhance the pedestrian experience on our main shopping street?

The proposed design of the adjacent residential building makes a statement through the use of dominant horizontal banding which serves to conceal a discontinuous series of balconies. These horizontal bands extend furthest on the upper levels. The grand scale, in our opinion, overwhelms the theatre and the street, and does not reflect the existing human scale and the overall block

character composed of small site frontages found on the West Broadway streetscape. Nor is the Art Deco style of the Hollywood reflected in any way. Some acknowledgement of the new building's location adjacent to, and its role as a complimentary background to, a landmark heritage building (the Hollywood Theatre), would be desirable in our view.

The design additionally proposes to set back the commercial frontage at the street level, breaking up the continuous street edge. This has met with mixed results in other developments.

The use of a 'modern' aesthetic is not the issue here. Simply striving to be 'different' is not always enough to be successful.

Also, we should remember what the most important element in this project is, the Hollywood Theatre, not the proposed residential building. The rebirth of the Hollywood is responsible for the possibility of this project. Is this reflected in the project's overall design?

3. Does the proposed overhang over the Hollywood Theatre building on the east side respect the heritage structure?

The overhang and balconies that project out over the theatre itself are, in our view, detrimental, and unnecessary. While the architect's goal may be to have the new building 'hover' over and interlink with the theatre, in our view, the design detracts from and overwhelms the theatre. The two buildings, though linked through this DP, are very separate entities, and the design should reflect this fact.

4. Does the overall massing of the building reflect the current and future anticipated street wall height of this section of West Broadway?

Most of the recently completed multi-use buildings along this section of West Broadway have used stepped back fifth (and sixth) floors to create a four storey street façade. That gesture is appreciated, and enjoyed. The upper two floors of this building could be visually lighter and/or stepped back, to enhance and extend that four storey street wall.

These are our concerns; what are yours? Do you share our opinions or have differing ones?

Come to the Open House and let the City know whether these are important issues for you.

Details of the Development Application can be found here:

<http://development.vancouver.ca/3133wbroadway/index.htm>