

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Giacomo DeAnnuntis [gdeannuntis57@gmail.com]

Sent: Wednesday, November 13, 2013 9:00 AM

To: Jon Farnham

Cc: Friends of the Boyd [howard@friendsoftheboyd.org]

I Giacomo DeAnnuntis, am a resident of Philadelphia, zip code 19128, and I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Giacomo DeAnnuntis November 13, 2013

Boyd Theatre

Boyd Theatre

Edmund Weisberg [eweisber@exchange.upenn.edu]

Sent: Wednesday, November 13, 2013 9:25 AM

To: Jon Farnham

Dear Dr. Farnham:

I am a resident of Philadelphia, zip code 19103, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored, and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film.

Thank you for your consideration.

Sincerely,
Edmund Weisberg

Edmund Weisberg, MS, MBE

Communications Writer

Penn Medicine Development and Alumni Relations

3535 Market Street, Suite 750

Philadelphia, PA 19104

Tel: 215-898-5741

E-mail: eweisber@upenn.edu



Boyd preservation

Boyd preservation

Martin Varnedoe [mvarnedoe@santucciassoc.com]

Sent: Wednesday, November 13, 2013 11:05 AM

To: Jon Farnham

Good morning

It ceases to amaze me that there is a possible demise of the Boyd Theater. I grew up in South Georgia and would go to the Lucas Theater in Savannah Georgia. Back in I believe the 80's the Lucas theater was in bad shape and was about to be done away with. The Savannah College of Art and Design realizing the importance of theaters like the Lucas came in bought up the property and is now restored to its original beauty. They currently have many events and is used a lot now. You could go to the web site [Lucas Theater Savannah Georgia](#) and see what a fine job was done there. Why cant some of the Art Institutions in Philadelphia help or may be they have Just would be sad to see the Boyd demolished

A concerned friend of the Boyds

Maritn Varnedoe

Boyd Theater Survival

Entrejlt@aol.com

Sent: Tuesday, November 19, 2013 12:52 AM

To: Darrell Clarke; Mark Squilla; Kenyatta Johnson; Jannie L. Blackwell; Curtis Jones.Jr; Bobby Henon; Maria O Sanchez; Cindy Bass; Marian Tasco; Brian O'Neill; Wilson Goode; Bill Greenlee; Bill Green; Dennis O'Brien; James Kenney; Blondell Reynolds Brown; David Oh

Cc: Jon Farnham; Michael Nutter

THE JOHN LEARY ORGANIZATION

MAKE A DIFFERENCE

*Best Practices Solutions * Business Ethics Review * Business Networking
Community Development * Consumer Advocacy * Entertainment Production
Event Planning * Fundraising * Image Consulting * Marketing & Promotions*

November 19, 2013

Dear respectful members of Philadelphia City Council, Dr. Farnham of the Philadelphia Historical Commission, and the Honorable Mayor Nutter:

Re: Boyd Theatre, 1910 Chestnut Street

As a resident of Philadelphia I oppose iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" for live entertainment and a film series can be enjoyed by all residents and visitors to Philadelphia.

And this approach to helping the Boyd survive would be a good way to segue into "Visit Philadelphia", the new name for The Greater Philadelphia Tourism Marketing Corporation (GPTMC), the region's official destination marketing organization. The survival of the Boyd would be a great way to show everyone that "Visit Philadelphia" is something that means something and is not just a slogan.

Think about it. Visitors to Philadelphia could look forward to visiting one of the nation's great and historical movie palaces, and Philadelphia would take its place among the other cities who have realized the importance of the movie palace experience for young and old alike.

Sincerely,

John Leary

Consultant * Producer

2 Penn Center * POB 59107 * Phila, PA 19102

215.701.7216

"May this communication be a blessing in your day."

THE JOHN LEARY ORGANIZATION

Please save the Boyd Theatre!

Please save the Boyd Theatre!

Kenny Family [Kennyfam@comcast.net]

Sent: Tuesday, November 26, 2013 9:08 AM

To: Jon Farnham

Cc: Friends of the Boyd [howard@friendsoftheboyd.org]

Re: Boyd Theatre, 1910 Chestnut Street

I __Nancy Kenny_____, am a resident of Cinnaminson, NJ, zip code __08077 (NJ)_____ and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series. The Boyd (then Sameric) was my first job during my years at La Salle College, and I got to personally witness 2 magnificent, Hollywood quality, red-carpet premiers when I worked there in the 1980's. (Trading Places and Rocky 3). The Boyd should host the Philadelphia Film Festival as well as fundraisers, and live theatre. Philadelphia should strive to work for MORE events like that and make the Boyd the centerpiece!!

Nancy Kenny_____ _11/26/13_____
Signature Date

This e-mail was sent to Kennyfam@comcast.net because you are subscribed to at least one of our mailing lists. If at any time you would like to remove yourself from our mailing list, please feel free to do so by visiting:

<http://www.friendsoftheboyd.org/listmessenger/public/unsubscribe.php?g=1&addr=Kennyfam@comcast.net>

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

WBFREASJR@aol.com

Sent: Sunday, November 24, 2013 7:07 PM

To: Jon Farnham

Walter B. Freas, Jr

Brandywine Sr. Living

311 Route 73, Apt. 238

Voorhees, New Jersey 08043

Tel. 609-654-8381

wbfreasjr@aol.com

November 23, 2013

Dr. John Farnham

Philadelphia Historical Commission

Jon.Farnham@phila.gov

Philadelphia, PA 19107

Re: Boyd Theatre, 1910 Chestnut Street

Dear Dr. Farnham:

I, Walter B. Freas, Jr. am presently a resident of Voorhees New Jersey, 08043, but grew up in Philadelphia an avid movie fan enjoying many of the movie palaces on Central City. Watching them disappear one by one leads me to most strongly OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Sincerely,

Walter B. Freas, Jr.

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Paul Black [pvwb@att.net]

Sent: Monday, November 25, 2013 6:44 PM

To: Jon Farnham

Cc: Michael Nutter; Darrell Clarke; howard@friendsoftheboyd.org

Attn: Dr. John Farnham
Philadelphia Historical Commission

I am a resident of Philadelphia, zip code 19103 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

A venue like a fully restored Boyd Theatre is a reason to live in Philadelphia. Please consider this a priority.

Regards,

Paul V.W. Black
November 25, 2013

100 N. 22nd Street, #115
Philadelphia PA 19103
215-563-8091
pvwb@att.net

Don't destroy the Boyd Theatre, 1910 Chestnut Street

Lois Gelfand [lois.gelfand@gmail.com]

Sent: Monday, November 25, 2013 11:34 AM

To: Jon Farnham

Cc: Michael Nutter

Dear Dr. Farnham,

My name is Lois Gelfand and I am a resident of Philadelphia at zip code 19143, and I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I attended movies at the theatre (then Sam Eric) as a high school student at Masterman, and was always struck by the incredible beauty of the interior of the theatre. I agree with preservationist Ben Leach, who described the Boyd's interior to be "spectacular' like 30th Street Station or City Hall and said that "We should be thinking of this as a resource....and not an impediment to development" (Philadelphia Inquirer, 11/20/13). It is a work of art just like any in a museum, and we should restore it so that more people can enjoy it (rather than destroy it). I have been to many cities, and find that beautiful architecture, including interiors, is one of the things that makes spending time in cities enjoyable. The destruction of beautiful, irreplaceable buildings or their interiors makes our cities less interesting and less livable. Thank you for your consideration.

Sincerely,

Lois Gelfand 11/21/13

Boyd theatre

Boyd theatre

James Fennell [James_Fennell@comcast.net]

Sent: Saturday, November 23, 2013 12:05 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org; Benjamin Leech [ben@preservationalliance.com]

Re: Boyd Theatre, 1910 Chestnut Street

I James M Fennell, am a long time resident of Philadelphia, zip code 19130 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

I have fond memories of attending films at the Boyd even in its faded glory in the 1980s. It deserves the city's support and respect.

James Fennell

I oppose iPic's application

I oppose iPic's application

Ellen Newman [ellen.n.feinstein@gmail.com]

Sent: Thursday, November 21, 2013 9:59 PM

To: Jon Farnham

I, Ellen Feinstein, live in suburban Philadelphia, zip code 19002, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request that the City of Philadelphia work for the survival of the Boyd Theatre, not its near total destruction. Almost every city in the United States has saved, restored, and reopened a ex-movie palace in its downtown. Philadelphia should preserve the lobbies and auditorium, as well as the facade, of the Boyd Theatre to ensure a real "movie palace experience" for live entertainment and a film series.

Ellen N. Feinstein_____
Signature

November 21, 2013_____
Date

Regarding the BOYD THEATRE Plans

Regarding the BOYD THEATRE Plans

LSBTRAVEL@aol.com

Sent: Thursday, November 21, 2013 4:26 PM

To: Jon Farnham

Cc: howard@friendsoftheBoyd.org

Dear Dr. Farnham:

I am the owner of the Penthouse at The Rittenhouse Plaza, one block from The Boyd Theatre and am a lifetime resident of Philadelphia.

Although I would certainly appreciate having a new luxury multiplex nearby, and would visit it on a regular basis as I am a Board Member of The Philadelphia Film Society, and one of the two new screening rooms is named THE LOUIS BLUVER SCREENING ROOM, I cannot support this project involving destroying the theatre's interior.

I encourage having this project find another location in Center City that does not involve destroying a landmark like The Boyd.

Sincerely,

Louis Bluver
Rittenhouse Plaza
Penthouse- 19th Floor
Phila. Pa. 19103

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Lynn Rosenthal [rosenthalynn@gmail.com]

Sent: Thursday, November 21, 2013 11:00 AM

To: Jon Farnham

Cc: Friends of the Boyd [howard@friendsoftheboyd.org]

I Lynn Rosenthal, am a resident of Philadelphia, zip code 19103, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Lynn Rosenthal

Please Help Save the Boyd Theatre

Please Help Save the Boyd Theatre

Vickie Feldman [feldman.vickie@gmail.com]

Sent: Thursday, November 21, 2013 10:50 AM

To: Jon Farnham

Cc: Friends of the Boyd [howard@friendsoftheboyd.org]

I, Vickie M. Feldman, am a resident of Philadelphia, zip code 19130, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Sincerely,

Vickie M. Feldman

November 21st, 2013

Boyd Theatre

Howard [silverphl@gmail.com]

Sent: Thursday, November 21, 2013 10:41 AM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Dr. Farnham,

I was concerned to hear the the plans for the demolition and reconstruction of the Boyd Theatre.

Howard Silverman, am a resident of Philadelphia, zip code 19103 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Howard Joel Silverman 21 November, 2013

Signature

Date

The Boyd Theater

Debbie Shelmire [DShelmire@NBME.org]

Sent: Thursday, November 21, 2013 10:36 AM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Dr. Farnham,

I, Debbie Shelmire, am a resident of Philadelphia, 19148 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series. This could be such an attraction for Center City, we have no movie theaters to speak of, it would be such a great thing for Chestnut Street.

Regards,

*Debra Shelmire, MPH, CPH
Test Development
National Board of Medical Examiners
(215) 590-9582*

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Fwd: Friends of the Boyd Weekly Update

Fwd: Friends of the Boyd Weekly Update

Jenny Emery [emery.jenny@gmail.com]

Sent: Thursday, November 21, 2013 10:36 AM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Jon,

Re: Boyd Theatre, 1910 Chestnut Street

I, Jennifer Emery, am a resident of Philadelphia, zip code 19147, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Jennifer Emery 11-21-13

Thank you,
Jenny

correction in my email

correction in my email

blcastrotheatre@aol.com

Sent: Wednesday, November 13, 2013 3:16 PM

To: Jon Farnham

Jon,

Not to give incorrect information. I ran the Castro Theatre from 2005 thru 2011 for a period of 7 years.

Sorry for the mistake, I got so caught up in the subject matter of my letter I didn't double check my facts.

Regards,
Bill Longen

BOYD Theatre

blcastrotheatre@aol.com

Sent: Wednesday, November 13, 2013 3:00 PM

To: Jon Farnham; BillLongen@aol.com

Attachments: BILL_CASTRO_BOOTH_SCAN_C_2~1.jpg (3 MB) ; Castro_street_line_festiv~1.jpeg (377 KB) ; 0723885-R1-029-13.jpg (1 MB) ; ironwood_bill_counter_2.jpg (2 MB)

Jon,

having grown up in Philadelphia I frequented the BOYD Theatre many times, and in later years did relief work as a projectionist there, while I was working full time as a film editor for what was then WCAU-TV 10 CBS, from 1966 to 1977.

I have been around the movie business all my life, from 2005 thru 2007 I ran the famous CASTRO Theatre in San Francisco working on restoring the theatres visibility but also making it a profit making business. Proudly I can say I did make the theatre in the first two years, not only financial stable but also did continuing work on the building, our crowning achievement was in 2008 when the theatre façade was restored for filming of the Academy Award winning feature "MILK" and had the first World Premiere of the film 2 weeks before opening the picture for an amazing 5 week run.

These are the kind of things that can be done with the BOYD and once completely restored will become a vital part of the Downtown Philadelphia scene.

I know this will happen, Philadelphia has lost all of it's great Center City Theatres: FOX, GOLDMAN, STANTON, TRANS LUX.

San Francisco learned it's lesson back in 1963 when the city turned down an offer to buy the 5000 seat FOX Theatre on Market Street for one and a half million dollars and the theatre was in pristine operating condition. All theatre historians know about the FOX tragedy in San Francisco, there is even a beautiful book dedicated to the history of the theatre.

From that point on San Francisco was determined to save as many of it's grand old theatres as possible, and for the most part they have!

Also, the finest example of Art Deco design in the country is the PARAMOUNT Theatre across the Bay In Oakland, it was slated for the wrecking ball, but saved, and now a major jewel.

Don't let the BOYD meet a fate like the FOX in San Francisco, a great loss to the city.

I would love to be involved, if I can do anything to assist let me know.
Attached are some photos of the Castro Theatre and myself.

I now own and operate with two partners the IRONWOOD 8 CINEMAS in Minden, Nevada, but still live in SF.

Please give serious thought to saving the BOYD, because once it's gone it can not come back!

Sincerely,

Bill Longen

Fog City Cinemas LLC

37 States Street, Ste.26

San Francisco, California 94114

415-874-9850 office

415-685-6959 cell

BLFogCityCinemas@aol.com

BillLongen@aol.com

IRONWOOD 8 CINEMAS

1760 Hwy 395

Minden, Nevada 89423

www.ironwoodcinemas.com

775-782-3444 theatre office

Boyd Theatre, 1910 Chestnut Street

Boyd Theatre, 1910 Chestnut Street

Patrick Mattucci [patrickmattucci@hotmail.com]

Sent: Tuesday, November 26, 2013 10:40 AM

To: Jon Farnham; Michael Nutter; Mark Squilla

Cc: howard@friendsoftheboyd.org

Gentlemen:

I, Patrick Mattucci, am a resident of Philadelphia, zip code 19147, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored, and reopened an ex-movie palace, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film.

Sincerely,

Patrick Mattucci

November 26, 2013

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Max Kaiserman [MKaiserman@Kaiserman.com]

Sent: Tuesday, November 26, 2013 10:41 AM

To: Jon Farnham; Michael Nutter

Cc: howard@friendsoftheboyd.org; Ronald Kaiserman [RKaiserman@Kaiserman.com]

I, Max Kaiserman, am a resident of Philadelphia, zip code 19103, and I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real movie palace can be had for live entertainment and a film series.

Only a few blocks from Rittenhouse Square, 19th and Chestnut stands out as untapped potential, with the possibility of increased business and home values should it be revitalized. I believe a true restoration of the Boyd Theater can be the keystone to revitalization of west Chestnut Street, provided it has a unique and classy draw to it that an original 1920s-era movie palace brings. "Facadectomies," are the antithesis of historic preservation when the interior is in original restorable condition. In addition, restoration brings with it construction, skilled labor and artistic restoration jobs creation. The beautiful plaster, fabric, glass, and chrome work in the Boyd Theater all require the hands of local artisans to restore to their original magnificence; a level of detail and manual craftsmanship that no longer exists in modern new construction.

The Boyd is a local treasure, inside and out; the last of its kind in our great city which prides itself on its arts and culture. I implore you, please do not allow our city to lose this theater.

Thank you for your consideration.

Respectfully yours,

-Max Kaiserman

11/26/13

Max K. Kaiserman, LEED Green Associate
Special Projects
Kaiserman Company, Inc.
201 S. 18th St., Suite 302
Philadelphia, PA 19103
Phone: (215) 546-2665 ext. 143
Cell: (215) 266-1376
Fax: (215) 546-6828
www.kaiserman.com<<http://www.kaiserman.com/>>

Boyd Theatre, 1910 Chestnut Street

Boyd Theatre, 1910 Chestnut Street

Howard S. Serlick [Serlick@comcast.net]

Sent: Tuesday, November 26, 2013 12:36 PM

To: Jon Farnham; Michael Nutter; Bill Greenlee; Mark Squilla; Bill Green; Jannie L. Blackwell; Brian O'Neill; Darrell Clarke; Marian Tasco; Bobby Henon; Blondell Reynolds Brown

Cc: howard@friendsoftheboyd.org

Dear Mayor Nutter, Dr. Farnham & Councilmen/women:

I Howard Stephen Serlick, am a resident of Philadelphia, zip code 19147, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

We must preserve our architectural heritage. Our architecture is what defines our streetscape, makes our city unique, and provides quality of life for residents and visitors alike. When we destroy a landmark property, we cannot get it back. The Boyd is the last of it's kind. What is needed is a creative approach that looks beyond mere money and financial gain. While finance is very important, we need a developer that can see the added benefit of historic preservation.

Howard Stephen Serlick

26 November 2013

709 B Kater Street
Philadelphia, 19147
Signature Date

The Boyd Theater

C BOWI [cebowi@yahoo.com]

Sent: Tuesday, November 26, 2013 12:55 PM

To: Michael Nutter; Jon Farnham

Cc: howard@friendsoftheboyd.org

Attachments: Boyd.jpg (269 KB)

I, Charles A. Bowi, as a former resident of Philadelphia, and current resident of Chicago, zip code 60618, OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. The proposal in it's current form, call for destructiv alteration, and this could not be undone, do not be the one who signs off on this.

The city of Chicago has saved a number of it's historic theaters and a couple are still awaiting restoration, but they were not torn down, nor radically altered. As the only intact example of a 20th century movie palace remaining in center-city, allowing an alteration like this would demonstrate a clear lack of vision, a sell-out to real estate interests, and clear disregard for the city's history.

Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Respectfully,

Charles A. Bowi

Theatre on Chestnut Street

esther buck [lillyfield41@gmail.com]

Sent: Tuesday, November 26, 2013 1:35 PM

To: Jon Farnham; Michael Nutter; howard@friendsoftheboyd.org

I'm a forty year old, born and raised, live here until I die Philadelphian. I grew up going to the movies. My parents took me to the Devon on Frankford Avenue, the Mayfair on Cottman and the multi-plexes as they popped up through the city. Nothing compared to when I discovered the Boyd on Chestnut Street. Visited by Grace Kelly and John Wayne, it was called a movie Palace by Tom Hanks. In October of this year, the Philadelphia Film Society screened the movie Philadelphia to a sold out audience at the Prince Music Theatre. Film has become a vital part of the city's revenue from the films that are shot here, the festival energy, and the films debuting here. People in this city love their movies! We need to have a gorgeous structure that boasts the historical value and modern significance of film for our city! In small towns all across the country, people are plucking up movie houses to restore them, not destroy them. We have a place right here in our city that can be restored! iPic can take one of the other theatre structures that are intact and make it a shadow of it's past. The Girard is at 7th and Snyder waiting for a new life. If the Boyd is transformed to a soulless shell, this is one Philadelphian who will never patronize it.

Boyd Theatre

Boyd Theatre

Sol Siegel [solouisiegel@aol.com]

Sent: Tuesday, November 26, 2013 2:09 PM

To: Jon Farnham

Dear Mr. Farnham,

I, Sol L. Siegel, am a resident of Philadelphia (Zip code 19115), and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Sincerely yours,

Sol L. Siegel

8940 Krewstown Road, Apt. 211

Philadelphia, PA 19115

Boyd Theatre

George Quirk [georgeq@yahoo.com]

Sent: Tuesday, November 26, 2013 3:29 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

I George Quirk, am a resident of Folcroft, PA 19032 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

George Quirk 11/26/2013

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Walker Roberts [stonedalliance@hotmail.com]

Sent: Tuesday, November 26, 2013 4:19 PM

To: Jon Farnham

Dear Dr. Farnham,

I am writing you to state my fierce opposition to iPic's proposed plan to raze the Boyd Theater at 1910 Chestnut Streets. I partly write this out of selfish reasons, I still have fond memories from my childhood of going to the Boyd in its incarnation as the Sam Eric; as seedy and rundown as the place was in its final years, it was still impossible to ignore the magnificence of the main auditorium, the splendor of its lobby. Here was a place that awed all who entered, and like a fine wine, the older the Boyd becomes the more impressive it is. Passing by does not do it justice. To save only the façade and to tear down the rest would not only be foolhardy and shortsighted, it would be irreversible and a stain upon this city's long, proud architectural legacy. The preservation of the Boyd is imperative, its value for the city can only increase with time and future generation will surely be grateful to have such a structure in all its grandeur situated in the heart of center city.

I thank you for your time and patience.

Sincerely,
Benjamin Roberts

Boyd Theatre, 1910 Chestnut Street

Boyd Theatre, 1910 Chestnut Street

David Seidman [davidseidman@comcast.net]

Sent: Sunday, December 01, 2013 9:50 AM

To: Jon Farnham

Cc: Michael Nutter

I, David Seidman, am a resident of Philadelphia, zip code 19131 and **OPPOSE** iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

David Seidman

December 1st, 2013

the beautiful Boyd Theatre

the beautiful Boyd Theatre

Amy Levine [alevine5923@verizon.net]

Sent: Friday, November 29, 2013 3:55 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Dr. John Farnham

Philadelphia Historical Commission

Re: Boyd Theatre, 1910 Chestnut Street

I am a resident of Philadelphia and oppose iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. I have been inside the theater and it is wonderful. I remember being enchanted by theaters like the Boyd as a child in my hometown of Pittsburgh, a far smaller city, which has restored several movie houses which are thriving today. I don't understand why Philadelphia can't do the same.

We like to look at Philadelphia's eighteenth-century past as a time to be remembered and honored, but its more recent history is important too. I remember the big wonderful movie theaters, but young people have no chance to experience them--unless they are preserved. Experiencing such buildings allows everyone to better understand our past, our history, and where we have come from.

Please don't let this beautiful theater disappear.

Sincerely,

Amy Levine

1420 Locust Street, Apt. 9G
Philadelphia, PA 19102

Boyd Theatre, 1910 Chestnut Street

Boyd Theatre, 1910 Chestnut Street

Katy Otto [katyotto@gmail.com]

Sent: Thursday, November 28, 2013 11:01 PM

To: Michael Nutter; howard@friendsoftheboyd.org; Jon Farnham

Send your own message or copy & paste the below (fill in the blanks) to Dr.

I am Katy Otto and I live in South Philly, in Pennsport. I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

--

Katy Otto

KO Consulting - Resource Development for Social Change

<http://koconsulting.org>

Exotic Fever Records

www.exoticfever.com

RE: Boyd Theatre, 1910 Chestnut Street

RE: Boyd Theatre, 1910 Chestnut Street

Sam May [srmhist87@gmail.com]

Sent: Thursday, November 28, 2013 1:35 PM

To: Jon Farnham; Michael Nutter

Cc: howard@friendsoftheboyd.org

I Sam May am a resident of Bucks County, and I oppose iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Samuel May, November 28, 2013.

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Christopher Dascher [christopherdascher@gmail.com]

Sent: Thursday, November 28, 2013 10:28 PM

To: Jon Farnham

I Christopher Dascher, am a resident of Philadelphia, zip code 19148 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Christopher Dascher

For Your Consideration

Hillsman Wright [hillsmanwright@hotmail.com]

Sent: Wednesday, November 27, 2013 3:50 PM

To: Jon Farnham; Darrell Clarke; Michael Nutter; Mark Squilla; Michael Decker; Jannie L. Blackwell; Curtis Jones.Jr; Bobby Henon; Maria Q Sanchez; Cindy Bass; Marian Tasco; Brian O'Neill; Wilson Goode; Bill Greenlee; Bill Green; Phil Innamorato; James Kenney; Blondell Reynolds Brown; howard@friendsoftheboyd.org

The Boyd Theatre is the last remaining movie palace in Philadelphia. Its distinctive Art Deco design places it among a handful of the finest remaining movie palaces built during the 1920's. Movie palaces are a uniquely American architectural invention and are proven to be worthy of preservation, restoration and revitalization.

Aside from the historic and architectural importance of the Boyd, it can become an economic engine to power cultural and economic growth. Scores of American cities have invested public funds in historic theatre preservation and reaped dividends from the new tax revenue generated by private investment in the surrounding areas. Historic theatres build community.

The City of Brotherly Love has a distinguished history of preserving landmarks associated with the founding of our nation and has been richly rewarded by the millions of dollars generated annually from tourism. The Boyd has the same promise.

Movie palaces are repositories of memory and meaning. The Boyd holds a special place in the collective memories of generations of Philadelphians. Over the course of its life, it has changed hearts and minds. The short term benefits of the iPic proposal pale in comparison to the dividends that will come if the City "Saves the Boyd" and takes a leadership position in bringing this irreplaceable treasure back to life.

Preventing the demolition of the Boyd is Phase I. Please consider not only its past, but the promise it holds for the future of Philadelphia.

Sincerely,

Hillsman Wright

Co-Founder, Los Angeles Historic Theatre Foundation (www.lahtf.org)

Former Board Member of the League of Historic American Theatres (www.lhat.org)

310 403-0865

hillsman@lahtf.org

hillsmanwright@hotmail.com

PLEASE DO NOT AVOID THE BOYD

PLEASE DO NOT AVOID THE BOYD

Mitch [mitchseidman@comcast.net]

Sent: Tuesday, November 26, 2013 7:53 PM

To: Jon Farnham

Philadelphia Historical Commission

City Hall, Room 576

Philadelphia, PA 19107

Re: Boyd Theatre, 1910 Chestnut Street

Dear Dr. John Farnham,

I, David M Seidman, am a resident of Delaware County, zip code 19050, and **OPPOSE** iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Regards,

David M Seidman

PS - May your holidays be filled with happiness!



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www.film.org
mail@film.org

December 2, 2013

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

Re: iPic Entertainment Financial Hardship Application for Boyd Theater

Dear Dr. Farnham:

I wish to add my support for approval of the financial hardship application for iPic Entertainment with respect to the Boyd Theater. I have been a strong supporter of historic preservation during all of the years for which I have held a position of leadership in Philadelphia this community, including my service as Executive Director of the Greater Philadelphia Film Office since 1992.

I bring a unique perspective to this case. I was the leader decades ago in the fight to preserve the Boyd as the last movie palace in Philadelphia. But that was long before the Kimmel Center became the home to many of our greatest performing arts institutions, and long before elegant new and restored buildings took the place of the 1928 Boyd Theater, shuttered because its allure and its usability became obsolete. I have watched the Boyd's slow death on and to Chestnut Street.

As a lover and proponent of culture and architecture in our city, I have always cared deeply about historic preservation. In 1999, I was honored by the Preservation Alliance of Greater Philadelphia with its "Public Service Award for Support of Historic Preservation in the Public Interest." But the long shuttered and neglected Boyd Theater's future is folly as a single stage venue. Center City residents are begging for a modern first class cinema experience. And Chestnut Street needs to develop westward-- which is why I very much support iPic Entertainment's proposal to bring the Boyd back to life.

iPic will restore the Boyd's facade to its original, impressive state, as well as much of the facility's head house. It will pay homage to the history of the Boyd by displaying artifacts and memorabilia for public viewing throughout the theater. Philadelphia film-lovers will flock. Chestnut Street West will see new life. And I'm convinced that most Philadelphians will be well served.

Preserving history is important, but embracing opportunity is important, too. The economics of a 2,300-seat theater for movies is obsolete. Supporters of restoring the interior of the theater to its original state concede that millions of dollars in public money would be required. This plan is a modern-day movie palace and requires no public money. It will become an instant asset to Center City and to film lovers like me.

Thank you for your consideration.

Sincerely,

Sharon Pinkenson
Executive Director

Financial Hardship Application of Live Nation Worldwide, Inc. and iPic-Gold class Entertainment for 1910 Chestnut Street (The Boyd Theatre)

Laura Millis McClatchy [Laura@film.org]

Sent: Monday, December 02, 2013 2:47 PM

To: Jon Farnham

Attachments: PHC letter PDF.pdf (585 KB)

Please find attached a letter from Sharon Pinkenson. Thank you.

Laura Millis McClatchy

Industry & Executive Relations
Greater Philadelphia Film Office

1515 Arch Street, 11th Floor

Philadelphia, PA 19102

215-686-2668

Laura@film.org

Visit Us Online:



Boyd Theater - iPic Business Model Flawed

Howard Hopwood [howardhopwood@yahoo.com]

Sent: Tuesday, December 03, 2013 12:37 AM

To: Jon Farnham; Michael Nutter; howard@friendsoftheboyd.org

Hello -

In reading about the attempts to either restore the Boyd, or gut it for use as a multiplex cinema, I have not seen any mention of the viability of the business model proposed by iPIC.

As was the case in the 50's, when television started offering alternative ways to see films, theaters are now going for bigger and more spectacular presentation. But, equipment available for use in the home is keeping up with these efforts. The only thing that has prevented a wholesale abandonment of the theatrical experience in the cinema has been the cost of equipping a home with the latest and greatest electronics.

That is, that was the case until now. 4K is the resolution that theatres strive to offer their patrons. Even IMAX is based on 4K projectors now that it has gone to a digital format. As of this last week, Sears was offering a 55 inch 4K Ultra HD LED flat screen television for \$848.99 as a holiday sales promotion.

No doubt the intention was to keep the price of 4K units in the range of \$3,000 to \$5,000 for as long as possible, but that price point has been cracked open by Sears. Other retailers will respond and families of even modest means will be able to have a truly theatrical experience without leaving home.

Cinemas are not likely to be completely forgotten, but they may end up being visited only for viewing the latest blockbuster. More modest films and even repeat viewings of those blockbusters could well take place in personal media rooms. The dramatic lowering of pricing on these theatrical quality home units is a game changer, and will speed up the process of the audience moving away from purpose built cinemas for watching films.

This could be a major impediment to the plan to gut the Boyd in order to create a number of smaller cinema spaces. The audience may just not be there over time. If only a small percentage of paying customers decide to decamp to their living rooms, then profitability could become a thing of the past. That would mean that the city would have neither a working arts center in a restored Boyd nor an open multiplex cinema in the space that the Boyd formerly occupied.

Sincerely,

Howard Hopwood
33 Holiday Drive
Carrollton, GA 30116



RITTENHOUSE ROW

December 2, 2013

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

I am writing to the Philadelphia Historical Commission on behalf of Rittenhouse Row, an organization that represents more than 200 Center City-based businesses. All of our businesses are neighbors of The Boyd Theatre and directly impacted by its current state at 1910 Chestnut Street. Rittenhouse Row strongly supports the Financial Hardship Application of iPic and urges the Commission to approve it as soon as possible.

As the heart of the 1900 Block of Chestnut Street, The Boyd Theatre deserves a real chance at new life – and we believe that is what iPic Gold Class Entertainment is offering. This exciting upscale movie theatre project embodies an appropriate adaptive reuse of the site and strikes a meaningful balance for The Boyd by restoring the exterior and portions of the head house to their original grandeur, while offering consumers and residents a modern movie house concept.

iPic is not just a new and exciting concept for Philadelphia, but represents the most realistic opportunity to redevelop The Boyd Theatre that has been seen in years. Furthermore, iPic will be an excellent addition to the business and residential community in Center City, with those located around it benefitting greatly from such a unique destination nearby.

For too many years, we have watched The Boyd Theatre sit vacant with the occasional promise of redevelopment that has never materialized. As time passes, the building continues to decay. iPic's proposal would breathe new, exciting life into The Boyd and reinvigorate Chestnut Street. Our membership vigorously encourages the Historical Commission to approve the iPic application and bring preservation-minded progress to the 1900 block of Chestnut Street.

Sincerely,
Corie Moskow
Executive Director, Rittenhouse Row
CC: iPic-Gold Class Entertainment, LLC

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

steve.stoltz@earthlink.net

Sent: Thursday, December 05, 2013 8:36 AM

To: Jon Farnham; Michael Nutter

Cc: howard@friendsoftheboyd.org

I Stephen Stoltz am a resident of Philadelphia zip code 19103 and I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre and not its near total destruction. Almost every U.S. city has saved, restored and reopened a ex-movie palace downtown and so should Philadelphia. We should preserve not only the facade but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Thank you,

Stephen Stoltz

12/5/13

iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

jliney@goldenasp.com on behalf of Jon Liney [jliney@gmail.com]

Sent: Thursday, December 05, 2013 4:58 PM

To: Jon Farnham

**1920 Chestnut Street Condominium Association
1920 Chestnut Street
Philadelphia, PA 19103**

December 5, 2013

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham,

I am the president of the 1920 Chestnut Street Condominium Association and am writing on behalf of the Association which has voted in favor of the above-described application to express our support to the Commission.

We are the closest residence to the Sam/Eric Theater, once known as The Boyd Theater. We have waited patiently for years for this eyesore to be renovated and put to active commercial use. One plan after another has failed, and largely for the reason that the economics of renovating and reusing this historic facility in its current configuration simply make no sense any more. Each successive developer, until now, has passed on the opportunity to restore a 2,300-seat theater in modern Rittenhouse Square. This is because Philadelphia is well-served with larger legitimate theaters (some of whom are not enjoying financial health as it is), the large movie-palace is a venue without utility in the modern era, and other projects (concert arenas, wedding halls, etc.) require more consistent use than can be reasonably projected to cover the enormous cost of renovation and restoration.

iPic-Gold has presented a plan which 1) utilizes a modern multi-screen cinema experience with upscale amenities; 2) is supported by the vast majority of residents in a vibrant Center City neighborhood with **no** movie theaters; 3) preserves the historic façade and a sample of the interior architecture; and 4) allows the neighborhood to move forward architecturally and economically.

This block of Chestnut Street has 6 shuttered businesses (all in the past several months), a mix of modern and historic architecture and a young and empty-nester urban population which seeks restaurant and entertainment options nightly. The iPic-Gold plan meets all of those requirements. It also serves to remove an ugly eyesore which is a haven for rats, displaced persons and garbage and which greatly diminishes the quality of life on our block.

The Commission should take note that the location in question was once occupied by one of Philadelphia's great hotel palaces, the Aldine. Abraham Lincoln, Ty Cobb and Babe Ruth all stayed

there during its heyday. The 1900 block of Chestnut was a most fashionable one until it fell into disrepair. The left building of the Aldine was torn down in the early 1920's and replaced by, among all things, The Boyd Theater! This progression is natural and normal for cities, with one outdated use giving way to another one more in keeping with changing times.

I cite this example because it is entirely applicable to the current hardship application before you. An unused and blighted -- but historic -- property will be refurbished and restored on the outside, contain a new and viable configuration on the inside, and once again make a positive contribution to the life and energy of our city. The property will provide employment, pay greater taxes and spur the development which the current blighted asset has halted.

We strongly urge the Commission to grant the hardship application.

Sincerely,

Jon Liney
President

Via Email: jon.farnham@phila.gov

Re: Boyd Theatre, 1910 Chestnut Street

I Ernie Mabrey, am a resident of Philadelphia, zip code 19103 and **OPPOSE** ipic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Ernie Mabrey 11/25/2013
Signature Date

Boyd Theatre Preservation

Craig Morrison [craig.morrison.aia@gmail.com]

Sent: Friday, December 06, 2013 5:59 PM

To: Jon Farnham

Dear Mr. Farnham:

As President of the Theatre Historical Society of America, as author of *Theaters* (W. W. Norton, 2005), and as an architect who has participated in restoration advice and planning for over 30 historic theaters, including Philadelphia's Academy of Music (and the non-theatrical Second Bank of the United States), I would like to comment on the current proposals for the Boyd Theatre.

I am sure that others have praised the Boyd's unique artistic and historic contribution to Philadelphia's center city. I can only agree. Some may have mentioned that a theater's facade, no matter how contributory it may be to the streetscape, is but a fraction of the whole picture—the inside is of no less merit or importance. Again, I can only agree wholeheartedly.

I would like to concentrate on the nationwide success of restored downtown theaters. They exist by the dozens in cities across the land and, without exception, have been stunningly successful both culturally and economically. Even facilities that are less than optimal by conventional standards—Florida's Tampa Theater, for example, has no true stage but functions beautifully as a multi-purpose performing arts center—draw admiration and loyal attendance from their communities.

Worst-case examples often can speak eloquently. Playhouse Square, a complex of five once-closed, now restored theaters on the edge of downtown Cleveland, is now the largest theatrical complex outside of New York's Times Square. It has enabled its owners to become major revitalization developers in their community, adding new hotel and office facilities to a once-derelict neighborhood that now brims with life evening after evening.

Standing in Grand Circus Park, the central square of Detroit, one can see at once five restored theaters whose audience capacity totals almost 15,000. All are busy presenting a variety of program types. Out of sight, but a short distance away, five more restored theaters add at least 10,000 more seats to the total.

It is common knowledge that the downtowns of Cleveland and Detroit do not share Philadelphia's reputation as attractive gathering places. Still, all of these 15 venues are in full operation and only one, the auditorium of the Detroit Institute of Arts, is publicly owned.

As a theater architect and historian, as well as a former Philadelphian, I urge you to act decisively to prevent the demolition of the Boyd Theater's unique interior. It is an artistic and cultural jewel that deserves many more years of renewed service to the Philadelphia community.

Sincerely,

Craig Morrison AIA

Richard Brome
1210 Pine Street
Philadelphia, PA 19107

December 5, 2013

To: The Philadelphia Historical Commission

Re: The Historic Boyd Theater

I write today to implore the Commission to vote to preserve both the **interior** and exterior of the beautiful and historic Boyd Theater on Chestnut Street.

When I first came to Philadelphia 17 years ago to attend Drexel University, my first cinema experience in the city was in the main theater at the Boyd (then Sam Eric) theater. I was blown away by the grandeur of the space. I moved here from rural Virginia, where such things simply do not exist. It made an impression. I knew I was in a real, historic city; a special place.

That experience has stayed with me ever since. I have since purchased and renovated a 175-year-old Historic home in Wash. West. It brings me great pleasure to look after a part of our great city's historic legacy.

In that spirit, I have also given thousands of dollars to the Friends of the Boyd organization. I greatly enjoyed seeing movies in that space and look forward to doing so again. I feel it's a special part of our city's history and I have put my money where my heart is.

The Boyd our city's cinematic equivalent to the Academy of Music. It is our *only* remaining movie palace. Most other major American cities have been able to preserve, restore, and bring to life one or more of their historic movie palaces. These examples prove that it can be done, and can be financially viable.

When I first experienced the Boyd, it was not the façade that impressed. It was the interior. Frankly, the façade, while nice, has never been the most impressive part of the Boyd. The main treasure of the Boyd is most certainly the lobby and theater spaces.

That the Boyd's interior space doesn't fit iPic's business model is no excuse for permanently destroying such a city treasure, the last of its kind. Frankly, I find it mind-boggling that iPic is even considering the Boyd location. It simply doesn't align with the space they need. Our city does need more and better movie screens in Center City, but why isn't iPic working with PREIT to add theaters to The Gallery? What about the huge lots across from The Gallery at 8th & Market? If iPic's plan is just - essentially - to demolish and start from scratch, wouldn't any location be better than a landmark with such a glorious, irreplaceable, historic interior?

Thank you for your consideration.

Sincerely,



Richard Brome

BOYDS
PHILADELPHIA

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

December 5, 2013

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

I am writing to the Philadelphia Historical Commission on behalf of Boyds, a family-owned men's and women's retailer in Center City, neighboring The Boyd Theatre and directly impacted by its current state at 1910 Chestnut Street. Boyds strongly supports the Financial Hardship Application of iPic and urges the Commission to approve it as soon as possible.

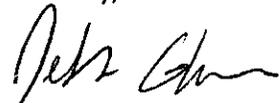
Boyds, located in the 1800 block of Chestnut, is intimately familiar with the need to respect historically certified buildings as we occupy one. It would be impossible for Boyds to have taken over the old Oliver H. Beard funeral home and renovated it, so it would be a viable use as a store, without the help of the Historical Commission at that time. We are sensitive to the historical preservation of buildings, however we are also sensitive to what makes sense for the needs of the neighborhood. Boyds has most recently fought a fast food restaurant from coming into the area - we are vigilant as to who is moving in.

The Boyd/iPic project will be an exciting use for a property that has remained, and probably will continue to remain, an eyesore for the area for quite some time. This exciting upscale movie theatre project embodies an appropriate adaptive reuse of the site and strikes a meaningful balance for The Boyd by restoring the exterior and portions of the head house to their original grandeur, while offering consumers and residents a modern movie house concept.

iPic will be an excellent addition to the business and residential community in Center City, with those located around it benefitting greatly from such a unique destination nearby. Furthermore, we are very sensitive to the use of the name "Boyd" with any venture that takes place there and we feel very good about the use of the "Boyd" name in conjunction with the iPic theater.

Thank you for your consideration.

Sincerely,



Jeff Glass
Co-owner, Boyds Philadelphia

Boyd Theatre, 1910 Chestnut Street

Boyd Theatre, 1910 Chestnut Street

Anne Harvey [naneharvey@gmail.com]

Sent: Monday, December 09, 2013 11:29 PM

To: Jon Farnham

Dear Mr. Farnham,

Would the Russians tear down the Bolshoi or the Italians La Scala? Of course not, and, yes we can agree that the Boyd is not an internationally known theatre, but it's still a cultural treasure in Philadelphia. The cities that people want to visit and live in are those that have preserved their history in the form of architecture and cultural icons. Replacing the Boyd with a non-descript piece of architecture that will not stand the test of time is simply a bad idea. We talk about sustainability in Philly, so why not restore what we have instead of producing construction waste and losing another piece of our history.

I urge you to work to preserve the Boyd theatre. It's value will increase over time, even if some developers can't see that now.

Thank you,

Anne Harvey

ARM/CINEMA 25

2209 Memphis Street • Philadelphia PA 19125 • arm@armcinema25.com • 215-901-3771

Dr. John Farnham
Philadelphia Historical Commission
City Hall, Room 576
Philadelphia, PA 19107

Re: Boyd Theatre, 1910 Chestnut Street

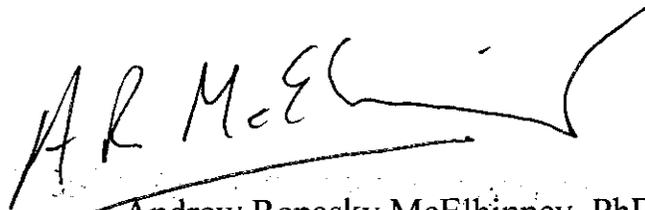
Dear Dr. Farnham,

My name is Andrew Repasky McElhinney and I am a feature film director and Rutgers educator based in Philadelphia.

I strongly OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction.

Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Yours sincerely,



Andrew Repasky McElhinney, PhD

**JOHN ANDREW GALLERY
910 Spruce Street #5
Philadelphia PA 19107**

December 9, 2013

Jon Farnham
Philadelphia Historical Commission
City Hall Room 576
Philadelphia PA 19107

Dear Mr. Farnham,

The financial hardship application submitted to the Historical Commission in support of the request for a permit to demolish the Boyd Theater contains quotations from a December 2008 letter from me in my then capacity as Executive Director of the Preservation Alliance. It also contains a quotation from my testimony before City Council in 2003.

These quotations seem to have been selected to suggest that these past positions imply support for the current hardship application. That is not the case. The quotations have been taken out of context and are therefore misleading. In the case of the December 2008 letter, which is quoted on pages 6 and 9 and included in Exhibit E, a critical sentence has been omitted. That sentence says:

*In the first half of 2008 the Preservation Alliance worked diligently to find a developer willing to purchase the Boyd Theater from Live Nation, the current owner, who would agree to **fully rehabilitate** the historic building. (emphasis added)*

The phrase "fully rehabilitate" reflects the Preservation Alliance's long-standing support for restoring the interior of the theater as well as preserving its exterior; that is, the full restoration of the entire historic building. Although this term was not used in my City Council testimony in 2003, the Preservation Alliance's support for the TIF being considered by City Council was also clearly predicated on the commitment of Clear Channel to **fully restore** the theater, including both its interior and exterior, as was indicated in plans presented by Clear Channel at that time.

It was true in the past and is still true now that the full restoration of the interior and the preservation of the auditorium as a single space requires functions that can use such a space and entertainment or theatrical functions are logically the ones that can do this. However, that is not the issue that is before the Commission at this time.

Page 2

The issue before you — and the one to which the hardship application should be addressed — is not whether there is a feasible use that can fully restore the historic building, but whether there are uses that can be accommodated within the building without requiring demolition of its exterior. With respect to that issue, the Preservation Alliance's statements in 2003 and 2008 are irrelevant in that those statements only address the issue of full interior restoration as well as exterior rehabilitation.

Sincerely,


John Andrew Gallery

cc. Caroline Boyce
Ben Leech

Boyd Theatre

Boyd Theatre

Alan Silverblatt [alan.silverblatt@gmail.com]

Sent: Monday, December 09, 2013 9:53 PM

To: Jon Farnham; Michael Nutter

Re: Boyd Theatre, 1910 Chestnut Street

I am a resident of Philadelphia, zip code 19118 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Alan M. Silverblatt

215-248-2262

alan.silverblatt@gmail.com

<http://silverblatt.net>

The Boyd Theatre, 1910 Chestnut Street

Jim Farmer [axelfarm@msn.com]

Sent: Monday, December 09, 2013 6:10 PM

To: Jon Farnham

Cc: Michael Nutter; howard@friendsoftheboyd.org; Elaine Axelrod [e.r.axelrod@gmail.com]; garyk [garyk@att.net]

Dear Mr. Farnham:

I have been a resident of Philadelphia for 35 years, currently residing at 4633 Spruce Street, and I oppose iPic's application to demolish the majority of the Boyd Theatre, also known as the Sameric Theatre, to construct a new multiplex. I strongly urge the City to work for the survival of the Boyd Theatre and not its near total destruction. Many major North American cities have saved, restored, and reopened at least one of their original movie palaces, and the Boyd is the only one that is now left in Philadelphia. Moreover, in its day, the Boyd was one of the most grand and beautiful of the Philadelphia movie palaces, and it should be preserved. Theatres like the Elgin Winter Garden in Toronto and the Tampa Theatre in Tampa, FL, have been beautifully restored and are now jewels of their respective downtowns, hosting both tours and a wide range of entertainment options, including concerts and films. Similar steps must be made to ensure that our last remaining movie palace, the Boyd, is similarly saved and preserved. The lobbies and auditorium of the Boyd are even more important, to me, than its façade, and the Boyd truly needs to be saved in its entirety so that future generations have the experience of seeing entertainment in such a palatial setting. I urge the City to do all it can to preserve the Boyd.

Thank you - Jim Farmer

cc (by fax): Darrell L Clarke, City Council President
Jannie Blackwell, City Council Member

Theatre

Theatre

James Laster [jameslaster34@me.com]

Sent: Monday, December 09, 2013 11:22 AM

To: Jon Farnham

Cc: Michael Nutter

Re: Boyd Theatre, 1910 Chestnut Street

Sirs:

I JAMES LASTER, was born in Philadelphia, and live in Winchester, VA and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

9 December, 2013

James Laster, Ph.D.

www.jameslaster.com

jlaster34@comcast.net

540.662.4907 (home)

540.664.5378 (cell)

Save Boyd Theater

Save Boyd Theater

Paul Filanowski [wefixit03@yahoo.com]

Sent: Tuesday, December 10, 2013 6:49 PM

To: Jon Farnham

RE: Boyd Theatre, 1910 Chestnut Street

I, Paul Filanowski, am a resident of Philadelphia and I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film screening. December 10, 2013.

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Gloria Reisman [gloria@reisman-consulting.com]

Sent: Friday, December 13, 2013 9:27 AM

To: Jon Farnham

Cc: Friends of the Boyd [howard@friendsoftheboyd.org]

Attachments: Boyd Theatre ltr Farnham.pdf (88 KB)

Please see my attached signed letter opposing iPic's application to demolish most of the Boyd Theatre to construct a new multiplex

Gloria Reisman

GLORIA REISMAN

[Reisman Consulting Group](http://www.reismanconsulting.com)

A "Concierge" Staffing & Consulting Company

Certified *Women's* Business Enterprise

gloria@reisman-consulting.com | 610.908.2122

Re: Boyd Theatre, 1910 Chestnut Street

Dear Dr. Farnham,

I, Gloria Reisman, am a resident in the district of Philadelphia, zip code 19130, and **OPPOSE** iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction.

Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

We know that historic architecture in world-class cities like New York, Chicago and Barcelona are tourist magnets, and add a valuable dimension to the cultural and tourist experience for city residents and visitors.

PLEASE save the Boyd Theatre!



Signature

December 13, 2013

Date

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

herbphilly@aol.com

Sent: Friday, December 13, 2013 8:39 AM

To: Michael Nutter; Jon Farnham; Mark Squilla

Re: Boyd Theatre, 1910 Chestnut Street

I, Herb Moskowitz, am a resident of Philadelphia, zip code 19147, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Herbert Thomas Moskowitz
Signature

December 13, 2013
Date

Boyd Theatre

Boyd Theatre

BobinPhila@aol.com

Sent: Friday, December 13, 2013 10:23 AM

To: Jon Farnham

Re: Boyd Theatre, 1910 Chestnut Street

I ___Joseph Contro_____, am a resident of Philadelphia, zip code _19148_____, or elsewhere_____ and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

___Joseph Contro_____ 12-13-2013 _____
Signature Date

AIA Philadelphia

A Chapter of The American Institute of Architects



December 17, 2013

Dr. Jon Farnham
Executive Director
Philadelphia Historical Commission
City Hall, Room 576
Philadelphia, Pennsylvania 19107

Dear Dr. Farnham:

In 2004, the Board of Directors of AIA Philadelphia bestowed its annual Landmark Building Award on the Boyd Theater in Philadelphia. The award cited the Boyd's unparalleled Art Deco interior, still mostly intact behind protective plywood, which defined the grandness of the lobby and auditorium spaces. The last of Philadelphia's great movie theaters, it is now in danger of joining the Erlanger, the Mastbaum, and countless other great buildings on the dust heap of history. We are writing to encourage the Historical Commission to take a longer view and protect this unique and important building.

Protecting the Boyd Theater, rather than allowing demolition and development of the site, will certainly mean some short-term frustration and pain, but once a building is demolished, it is gone forever. There is no hope of another Boyd. As architects and preservation professionals, AIA Philadelphia members have seen too many cases of regret after buildings are lost to allow this to happen to the Boyd without a strong protest.

We have also seen many cases of buildings long given up for lost that have eventually been revitalized and are now the centerpieces of their respective neighborhoods or campuses. The Baptist Temple on North Broad Street, the Naval Home, the many historic buildings in Philadelphia's Navy Yard, the Victory Building, and Eastern State Penitentiary, as well as large movie theatres such as those in Bryn Mawr, Ambler and Media – all were, at one time, declared obsolete, too difficult to renovate, too expensive – and all are now thriving. The right project, and the best use, is sometimes simply a matter of waiting.

We understand clearly that the question of how best to revitalize the Boyd Theater is a vexing one. The current hardship application lists several prior (failed) attempts at revitalization as evidence of its impossibility and implies that the building is just too difficult and too expensive to reuse. Yet a more careful reading of the documentation points to political pressure, the death of a prominent developer, and the unprecedented economic malaise and evaporation of public money of the past few years as the true reasons for repeated development failures on this site. It is unfair to assume the building itself is the only problem, rather than the factors that bedevil so many development projects. Economic models and business climates change frequently, but demolition is permanent.

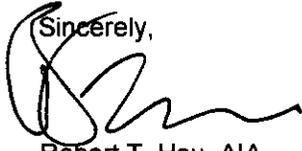
It is perhaps the height of irony that the proposed use, a grand and glorious movie palace, would be achieved at the cost of Philadelphia's last remaining grand and glorious movie palace. No matter how much one might support the advantages of the proposed project – and they are compelling – the price is too high. Philadelphia's future

1218 Arch Street
Philadelphia, Pennsylvania 19107
Chapter Tel. 215.569.3186
Chapter Fax 215.569.9226
Web Site www.aiaphiladelphia.org

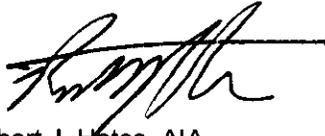
Bookstore Tel. 215.569.3188
Bookstore Fax 215.569.4952

should not be created at the expense of its past. We, AIA Philadelphia, encourage the Historical Commission to save the Boyd Theater.

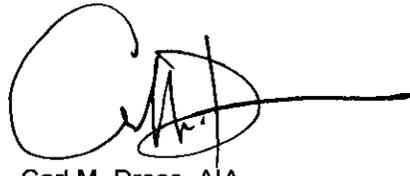
Sincerely,



Robert T. Hsu, AIA
President



Robert J. Hotes, AIA
Co-chair, Preservation Committee



Carl M. Dress, AIA
Co-chair, Preservation Committee

Boyd Theater

Boyd Theater

Robert Bury [rhbury@msn.com]

Sent: Friday, December 13, 2013 10:46 AM

To: Jon Farnham

Cc: Howard Haas [howard@friendsoftheboyd.org]

Re: Boyd Theatre, 1910 Chestnut Street

I, Robert H. Bury, am a resident of Philadelphia, zip code 19106, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

A handwritten signature in blue ink, appearing to read "R. Bury". The signature is stylized with large, sweeping loops and a long tail.

December 13, 2013

Nicholas J. Maiiale

Attorney at Law

Suite 1107

1420 Walnut Street

Philadelphia, Pennsylvania 19102

Tel (215) 546-5515

Fax (215) 546-4211

December 12, 2013

Jonathan E. Farnham Ph.D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

Re: iPic-Gold Class Entertainment, LLC and Live Nation
Entertainment Financial Hardship Application for
1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

I have called Rittenhouse Square in Philadelphia home for 7 years. I am currently a resident of the Parc Rittenhouse Condominium building where I have lived since prior to its major renovation in 2006. Rittenhouse is a fantastic neighborhood that continues to grow and flourish thanks to the exciting restaurants, shops and cultural institutions that have proliferated in and around it. It is for that reason that I write you today and urge your approval of the iPic Financial Hardship Application for redevelopment of The Boyd Theatre.

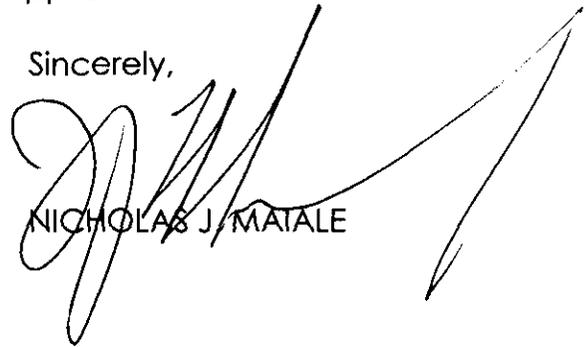
A once grand location, The Boyd is not so grand anymore. The property has become a blight on the 1900 block of Chestnut Street. As a neighbor, I want to see our community thrive in every conceivable way. To allow such a wonderful movie theatre proposal to pass us by just to see The Boyd property continue to languish seems like a preposterous trade off to me. iPic's offer of a long sought after movie theatre for Center City

Jonathan E. Farnham Ph.D.
December 12, 2013
Page 2

should be considered long and hard. Their proposal strikes a fine balance between preserving elements of the original structure, while bringing our community the type of development and amenities that will help it continue to grow and thrive well into the future.

I urge you to act in favor of the iPic application.

Sincerely,



NICHOLAS J. MATALE

NJM/kai

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Lauren Drapala [laurendrapala@gmail.com]

Sent: Friday, December 13, 2013 1:30 PM

To: Jon Farnham; Michael Nutter

Cc: Friends of the Boyd [howard@friendsoftheboyd.org]

Dear Mr. Farnham and Mayor Nutter,

I, Lauren Drapala, am a resident of Philadelphia, zip code 19146 and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

There are few, precious opportunities where Philadelphia can preserve its incredible historic interiors. Once they are demolished, they are gone forever, and I can assure you that modern movie theaters will not be putting the same level of detail, craftsmanship and design that exists in the Boyd Theater interior. Please save this important piece of our history, both for its own important history and for the future development of arts and culture in Philadelphia.

Lauren Drapala, 12/13/2013

Re: Boyd Theatre, 1910 Chestnut Street

I James Harrison, am a resident of Philadelphia, zip code 19145, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Thusly, I am currently writing a book about Art Deco in Philadelphia and the loss of the Boyd would be unforgiven and I would boycott IPic for the rest of my life as I've done Macy's.

James R. Harrison 12/14/13

Signature

Date

Boyd Theatre

Boyd Theatre

Brigham, NobleArtemas Trostle [BrigNA20@episcopalacademy.org]

Sent: Saturday, December 14, 2013 11:25 AM

To: Jon Farnham

Dear Dr Farnham,

I am against I-Pics Entertainment demolishing the interior of the Boyd Theatre. What I-Pics Entertainment proposes as a movie palace is really not one. A theater like the Boyd is rare today with so many gutted and destitute theaters around Philadelphia the Boyd is one of the few that survives. A theatre like this is a 20th century cultural icon. The theatre from it's art deco plaster to it's jazz age murals is a treasure. So in short save the Boyd!

Sincerely,

Noble Brigham

toppers
spa/salon

A world away, right around the corner.



Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

December 12, 2013

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment
Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Corporate Offices
117 South 19th Street, Suite 300
Philadelphia, PA 19103
(215) 599-0504 (215) 599-0575 fax

Rittenhouse Square
117 South 19th Street
Philadelphia, PA 19103
(215) 496-9966 (215) 496-9952 fax

Devon
745 West Lancaster Avenue
Wayne, PA 19087
(610) 989-9660 (610) 688-2960 fax

Bucks County
Newtown Shopping Center, 50 West Road
Newtown, PA 18940
(215) 860-5200 (215) 860-8294 fax

Marlton
Designers Court, 945 Route 73 South
Marlton, NJ 08053
(856) 596-3500 (856) 596-7686 fax

Dover Downs Hotel & Casino
1131 North DuPont Highway
Dover, DE 19901
(302) 857-2020 (302) 674-8555 fax

toppersspa.com
800 93-RELAX

Dear Dr. Farnham:

On behalf of Toppers Spa/Salon located at 117 S. 19th Street in Center City Philadelphia I am writing to voice support for the iPic proposal to redevelop The Boyd Theatre.

Toppers Spa/Salon has been operating in the City of Philadelphia for 32+ years and for as long as I can remember The Boyd has sat vacant and dilapidated; an eyesore the surrounding business community and residents would love to see improved. Numerous proposals to do just that have been floated. To date, none of them have had the money or support to be realized.

With iPic's proposal comes a rare and realistic opportunity for redevelopment of The Boyd Theatre that requires no public dollars and brings a long needed amenity to the neighborhood. I sincerely hope the Historical Commission can see that and will advance this proposal forward.

Sincerely,

Kenneth A. Wyka
President & CEO
Toppers Spa/Salon

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

David Curtis [david.curtis47@gmail.com]

Sent: Sunday, December 15, 2013 12:10 AM

To: Michael Nutter; Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Mayor Nutter and Dr. Farnham:

I am an MPA candidate at The University of Pennsylvania Fels Institute of Government, where I am focusing my studies on urban economic development. I am writing to state my opposition to iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

I request that the City work toward the restoration of the Boyd Theatre to anchor this crucial area of Center City. Rising land values and rapidly increasing residential density in the immediate vicinity have merely hinted to the full revival of this stretch of Chestnut Street. As development moves forward at the nearby YWCA and PHA properties on Chestnut Street and the vacant lot at 1911 Walnut Street, the possibilities for a fully restored Boyd Theatre become ever greater.

I want to express as clearly as possible that any future reuse should preserve and restore not only the facade, but also the exquisite lobbies and auditorium of the Boyd.

Respectfully,

David Curtis

MPA candidate 2015

Fels Institute of Government

University of Pennsylvania

814-207-3005

www.linkedin.com/in/davidcurtis2

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Ade Bolden [ade@blackbelttheater.com]

Sent: Sunday, December 15, 2013 11:32 AM

To: Jon Farnham; Michael Nutter; Mark Squilla

I, Ade Bolden, am a resident of Philadelphia, zip code 19106, and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Ade Bolden

12.15.13

FW: Just A Sign Guy - We need Lights, Camera , Action !

FW: Just A Sign Guy - We need Lights, Camera , Action !

Jim [jim@urbanneon.com]

Sent: Tuesday, December 17, 2013 3:04 PM

To: Jon Farnham

Cc: Matthew Braden

Attachments: Side Night.jpg (3 MB) ; Before.jpg (921 KB) ; Light it Up.jpg (1 MB) ; Opening Night.jpg (908 KB) ; Original Letters.jpg (2 MB)

[Dear Jon and Matt - I sent this today..please read.](#)

Honorable Mayor Nutter and respected members of City Council,

I am a lowly, uneducated sign vendor from Philadelphia. Please, bear with me to the end of this email and certainly open the attached photos for full effect.

I beseech you to do what you can to preserve the interior of the Boyd. I know its a difficult decision, financially and emotionally. Trust me, I would not want to be in your shoes.

But to "gut this building like a fish" and then to only do a "face lift" would be in my view a travesty for the City as a whole. and for you personally.

Here's why...

I've been in the sign industry for 30 years. (27 of them in the city of Phila). Learned the trade of hand lettering at Philadelphia College of Art.

We've done repairs on the iconic PSFS Building and the strings on Hard Rock Cafe's giant Guitar, Reading Terminal, Penns Landing, The Gallery, etc.

I love all things Philadelphia AND vintage neon signs. It's a sickness that I have (and so do many others). My previous employer actually built the neon for the old "Viking" theater that used to be at the CVS at 19th Chestnut back in the 50's.

Ironically, the city made them turn off the "oars" on the Viking ship because it was animated !

My dad says there were over 8 theaters on 52nd Street alone ! Now they're all gone.....forever.

We recently restored the marquee in nearby Lansdowne Pa. They too are awaiting funds to correctly restore the interior of the theater. (see before and after photos attached).

"Silver Linings Playbook" was filmed in front of the theater and almost 900 people showed up to see the relighting ceremony. They were clapping wildly and cheering as if they were teenagers again.

I saw "A Christmas Story" in this theater as it was a true movie house in the 80's. I have fond memories of the Benn and Benson theaters in SW Phila. Sticky floors and all.

My firm also did the neon at Citizens Bank Park and the neon Liberty Bell. I am very proud every time it lights up when a home run is hit by the Phillies.

I hope someday to SEE the Boyd marquee read: "Thank You Mayor and City Council of Philadelphia for Saving the Boyd ". (See photos)

What a personal and powerful testimony and a fantastic legacy to leave behind to serve Philadelphians well into the future, long after your respective tenures are over.

How proud you too would be every time you would walk by the restored theater and say to yourself: **"I had something to do with saving the Boyd "**.

Conversely, if destroyed, you would not have the same sentiment and would carry that heavy burden the rest of your life. This life is not a dress rehearsal, and you only get one shot at this.

Many folks don't even get a shot, but you do!

I implore you to do the right thing, for the city, for posterity, for yourself , please.

Jim Malin

610 804-0437 cell

[Jim@urbanneon.com](mailto:jim@urbanneon.com)

FW: Just A Sign Guy - We need Lights, Camera , Action !

Urban Neon

Sign, Lighting and Graphics Co.

610 583-6366 Ext 105

610 461-5566 Fax

500 Pine Street - Suite 3B

Holmes, Pa. 19043

www.urbanneon.com

December 01, 2013

Mr. Jonathan Farnham
City Hall, Room 576
Philadelphia, PA 19107

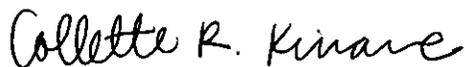
Re: Boyd Theatre, 1910 Chestnut Street

Dear Mr. Farnham,

I, Collette Kinane, a resident of 1930 Chestnut Street (zip code 19103), strongly oppose iPic's application to demolish the interior of the Boyd Theatre to construct a new multiplex. There are many design and economic avenues that iPic could utilize to creatively and considerably adapt the Boyd without the destruction of its interior. I request the City work for the survival of the Boyd Theatre - not only the facade, but also the lobbies and auditorium.

The preservation of this building has had a long path. It is because of this building that our City has an interior designation component as part of its historic preservation ordinance. We ought to honor that history by ensuring that this theatre's interior is kept intact. Almost every city in the United States has saved, restored and reopened a former movie palace in its downtown district. Many of these locations have become successful movie venues where people come for the film and the experience. I myself have many memories of my hometown's single-screen movie palace that was carefully restored and became a destination for seeing not only current films but the reruns of classics and live performances. We lack a real "movie palace experience" in Philadelphia and the Boyd certainly could provide that. We should encourage and fight for the preservation of this incredible cultural resource.

Sincerely,



Collette Kinane

Mr. Evan Evelev
1706 Rittenhouse Square
Apt. 201
Philadelphia, PA 19102

December 9, 2013

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

I am writing to express my and my neighbors' excitement over the announced plans for the new iPic at the Boyd Theater.

Our community represents a magnificent blend of the old and new, historical and modern structures interspersed to create one of the most picturesque and livable areas of the city. The plan for the Boyd combines the best of both of the old and new in one spot. The historically restored head house will be a beautiful addition to the 1900 block of Chestnut Street and the interior will provide a place to very comfortably enjoy motion pictures.

At the same time, it is unconscionable to allow the building to remain in its current state of disrepair when a viable, privately-funded alternative is at hand. We have had to endure the sight of this derelict building for far too long.

We appreciate the responsibility the Historical Commission has to protect Philadelphia's marvelous historic buildings but at this point the Boyd is certainly not marvelous and the portion of the building that is truly historic, the front, is going to be completely restored.

On behalf of the residents of 1706 Rittenhouse I ask that the commission approve the iPic application and begin the process of rejuvenation the Boyd and its adjoining properties. Thank you.

Sincerely,

Evan Evelev
1706 Condo President

Evan Evelev
1706 Rittenhouse Square
Philadelphia, PA 19102

December 9, 2013

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

As a resident who lives near the Boyd Theater and CEO of a development company constantly working to improve the quality of life and economic vibrancy of Philadelphia, I wholeheartedly support approval of the financial hardship application submitted by iPic-Gold Class Entertainment.

I have watched the theater deteriorate as it has sat vacant over the years. I have seen proposals for its restoration come and go as none proved financially viable. In the meantime, the property continues to inflict a deleterious impact on our community that cascades far beyond just the property itself. Other businesses are reluctant to locate on the 1900 block of Chestnut when it should be a prime block, located so close to Rittenhouse Square.

The proposal from iPic offers the exciting prospect that I and my neighbors can walk to a first-class movie theater. Even more important, the minute construction begins on the project I am confident other businesses on the block will invest in dramatic improvements to their properties and this section of Chestnut Street will experience a renaissance. That translates into higher property values and sales tax revenues for the city.

I have seen the plans. They are first class and they pay exquisite attention to historical detail on the Chestnut Street entrance. The design resurrects the theater's original look, a view not seen there in decades. It is also noteworthy that despite the obvious substantial investment required to develop the site there is no public money involved.

I have researched the company and its ownership. They are solid and the theaters iPic currently operates are all thriving, indicating they will become the kind of solid corporate entity we need to attract and retain in Philadelphia. Their proposal will result in an ideal fit for the location. I urge the commission to approve the application as soon as possible.

Please feel free to contact me at 215-432-6925 if you would like to discuss the matter further. Thank you for your attention.

Sincerely,

Evan Evelev

Evan Evelev

1706

Rittenhouse

Condo President

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

David Curtis [david.curtis47@gmail.com]

Sent: Tuesday, December 17, 2013 3:46 PM

To: Michael Nutter; Jon Farnham

Cc: howard@friendsoftheboyd.org; Alan Greenberger; Everett.Gillison; Luke Butler

Dear Mayor Nutter and Dr. Farnham:

I recently submitted a statement of opposition to iPic's application to demolish most of the Boyd Theatre. It occurs to me that nearby 1911 Walnut Street is a far superior location for iPic's proposed cinema. As I'm sure you know, Toll Brothers is planning to develop the vacant lot at 1911 Walnut Street for a 40-story residential tower with undetermined mixed uses on the ground floor.

Toll Brothers announced their plan weeks after the iPic proposal, so the team at iPic is likely unaware of this recent opportunity to co-locate on the corner of Rittenhouse Square. This solution, if palatable to both iPic and Toll Brothers, provides a better amenity to the surrounding neighborhood and a greater economic impact for the city.

Perhaps the City can get the two sides talking.

Best,

David Curtis

On Sun, Dec 15, 2013 at 12:10 AM, David Curtis <david.curtis47@gmail.com> wrote:

Dear Mayor Nutter and Dr. Farnham:

I am an MPA candidate at The University of Pennsylvania Fels Institute of Government, where I am focusing my studies on urban economic development. I am writing to state my opposition to iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

I request that the City work toward the restoration of the Boyd Theatre to anchor this crucial area of Center City. Rising land values and rapidly increasing residential density in the immediate vicinity have merely hinted to the full revival of this stretch of Chestnut Street. As development moves forward at the nearby YWCA and PHA properties on Chestnut Street and the vacant lot at 1911 Walnut Street, the possibilities for a fully restored Boyd Theatre become ever greater.

I want to express as clearly as possible that any future reuse should preserve and restore not only the facade, but also the exquisite lobbies and auditorium of the Boyd.

Respectfully,

David Curtis

MPA candidate 2015

Fels Institute of Government

University of Pennsylvania

[814-207-3005](tel:814-207-3005)

www.linkedin.com/in/davidcurtis2

Re: Boyd Theatre, 1910 Chestnut Street

--

David Curtis
MPA candidate 2015
Fels Institute of Government
University of Pennsylvania
814-207-3005
www.linkedin.com/in/davidcurtis2

James R Cotton [jrcotton@juno.com]

Sent: Wednesday, December 18, 2013 2:47 PM

To: Jon Farnham; Michael Nutter

Cc: patrick@preservationalliance.com; howard@friendsoftheboyd.org

Re: Boyd Theatre, 1910 Chestnut Street

I, Randall Cotton, am a resident of Delaware County and oppose iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction.

Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

This historic resource is an irreplaceable asset not only to the city, but also the region, and in its restored state would offer yet another reason for suburbanites to visit Philadelphia (which we would not be inclined to do if it were just a multiplex).

Do not succumb to iPIC's argument, which is essentially a variation the infamous Vietnam War rationale: 'It became necessary to destroy the town to save it',

J. Randall (Randy) Cotton
Wallingford PA 19086

Boyd Theatre, 1910 Chestnut Street

Boyd Theatre, 1910 Chestnut Street

Nicholas Vargelis [nvargelis@gmail.com]

Sent: Wednesday, December 18, 2013 2:04 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Jon Farnham,

I Nikolaos Vargelis, am a resident of Paris, France and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US and even Paris, city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

Nikolaos Vargelis 18 december 2013

18 rue de l'Hôtel de Ville

75004 Paris

France

Boyd Theater is endangered under your watch.

Boyd Theater is endangered under your watch.

Karen Noonan [karencolizzinoonan@gmail.com]

Sent: Wednesday, December 18, 2013 9:20 PM

To: Jon Farnham; Michael Nutter

To: Mayor Michael Nutter and Philadelphia Historical Commission - Jon Farnham and Members of the Philadelphia City Council:

A great American city, steeped in layers of historical significance - yet Philadelphia seems poised to turn its back on one of the 20th century's greatest monuments to American ingenuity. How can a city that claims to treasure the past even think of allowing the demolition of the Boyd Theater's auditorium?

Has anyone who sits in judgement of this glorious theater walked through it? I have, and it took my breath away.

To destroy such an architectural and cultural treasure is unthinkable. The abundant gilding, the majestic arch of the ornate proscenium, the delicate Deco icons; they all speak to an era of elegance and beauty that no longer exists.

For 10 years I served as president of the national organization Theatre Historical Society of America and in that capacity traveled all over the United States visiting theaters and consulting on their preservation and reuse. In countless cities both large and small, historic theaters are being saved as cultural icons and as economic engines. But the value in these architectural wonders is in the wholeness of their design. The facade alone does not speak to the Boyd's architectural merit. To destroy the auditorium is a completely unacceptable scenario for such an extraordinary theater.

It would be an embarrassment for the city of Philadelphia to allow any redevelopment of the Boyd to occur that does not honor and respect the entire building. The eyes of the national preservation community are upon you. Your decision will have long lasting consequences for the legend of Philadelphia's next Historic Era.

Karen Colizzi Noonan,
Immediate Past President
Theatre Historical Society of America
Personal Address:
147 High Street Geneva, New York 14456
Day Phone [315-536-7488](tel:315-536-7488) Evening Phone [315-789-6158](tel:315-789-6158)

Please Save the Boyd

Please Save the Boyd

Joan K [joaniek1216@yahoo.com]

Sent: Wednesday, December 18, 2013 6:26 PM

To: Jon Farnham; Michael Nutter

Cc: howard@friendsoftheboyd.org

I, Joan Homick Kelly, am a resident of Exton, Chester County, PA, and I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series.

I am originally from Norristown, PA, and the destruction of the Norris Theatre there in the early 1980s was a horrible mistake. A parking garage now stands in its place and downtown Norristown is a shell of what it once was and what it could have again become. If the Boyd is destroyed, there will never be a chance to get it back, and it will be a huge loss for the people of the Philadelphia area.

Sincerely,

Joan Homick Kelly

December 18, 2013

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Sean Jordan [sean@netbanshee.com]

Sent: Thursday, December 19, 2013 12:58 PM

To: Jon Farnham

I am writing to let you know that I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

As your constituent, I request the City work for the survival of the Boyd Theatre, not its near total destruction. I urge you to oppose iPic's application and help preserve and restore the Boyd as a historical treasure.

Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd. Please allow Philadelphia residents, tourists, cultural supporters and historic architecture appreciators from around the world the opportunity to enjoy a real movie palace experience with live entertainment and a film series at the Boyd, as advocated for and planned by the Friends of the Boyd Theatre.

On a non-curated note, I did have the pleasure of seeing The Exorcist during it's re-release in the early 2000s. I couldn't imagine a more proper setting to see that film and such a "minor" experience sticks with me even now. Others should be blessed to have the same fortune. A facade clearly wouldn't provide moments such as that.

Sean Jordan
7735 Devon Street
Philadelphia, PA 19118

Marilyn Frank
1908 Spruce Street
Philadelphia, PA, 19103

December 13, 2013

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

My husband and I have lived in Center City for the past six years and one thing that has seemed absurd to us during that time is that we do not have a downtown movie theater. We enjoy going to the movies and so we travel to the Ritz and on occasion to the Rave in University City but would love to see a theater in our community.

That is why we are excited about the prospect of the new iPic theater planned for the Boyd. We are strong believers in historic preservation but we also believe in practical reality. It is not reasonable to presume that someone will come along and invest in restoring the grand old theater if they haven't done so in all the years the theater has been sitting empty.

This is our second go-round living in Center City. We lived here 20 years ago and had a movie to walk to at that time. We and many people like us would like to have that convenience again. But even more important, the new iPic theater will add economic value to everyone who lives in the city and in our view that public good outweighs the hope that perhaps someday a savior for the original Boyd will arrive.

Please count us as supporters of the iPic proposal. We hope the Historical Commission approves the application as soon as possible.

Thank you for your attention.

Sincerely,



Marilyn Frank

CC: iPic-Gold Class Entertainment, LLC

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

December 18, 2013

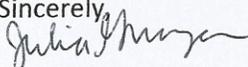
RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

I am writing to the Philadelphia Historical Commission as a resident of the 2000 block of Chestnut Street, and a neighbor of the long-vacant Boyd Theater at 1910 Chestnut Street. Having experienced first-hand the direct impacts of the Boyd Theater in its idle state, I strongly support the approval of iPic Gold Class Entertainment's Financial Hardship Application and urge the Commission to act as soon as possible.

As a local resident, I cannot fathom why the Commission would allow the Boyd Theater to further dilapidate. The building's several years of decay has and will continue to seriously hurt nearby residents and businesses. I whole-heartedly encourage iPic's plans for redeveloping the theater, and I believe the surrounding blocks and the rest of Center City only stand to benefit from an ideally located modern movie house.

I am a former filmmaker and dedicated movie buff, and as such, I place a high premium on my movie-going experience. I and so many other Philadelphia residents would be more than thrilled to have a movie theater in Center City. I believe iPic's plans for the Boyd Theater are appropriate, and would be a welcomed addition to my neighborhood. In short, I passionately encourage the Historical Commission to approve iPic's application.

Sincerely

Julia Grayer
2101 Chestnut St.
Unit 607
Philadelphia, PA 19103

Letter of Support: iPic Gold Class Entertainment's Financial Hardship Application

Julia Grayer [juliagrayer@yahoo.com]

Sent: Thursday, December 19, 2013 1:18 PM

To: Jon Farnham

Attachments: Julia Grayer iPic Support ~1.pdf (2 MB)

Dear Dr. Farnham,

Attached please find my letter in support of iPic Gold Class Entertainment's Financial Hardship Application.

Sincerely,

Julia Grayer
2101 Chestnut St.
Unit 607
Philadelphia, PA 19103

Boyd Theatre: 1910 Chestnut Street

Ross Melnick [rossmelnick@hotmail.com]

Sent: Thursday, December 19, 2013 4:41 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Mr. Farnham,

The City of Philadelphia has a critical decision to make: what kind of future will it provide for its past?

Philadelphia was once replete with grand movie palaces like the Fox, Mastbaum, and Stanley. Over the past half-century, these and many other historic theaters have been lost to redevelopment and indifference. The Boyd, thankfully, still stands and represents the last of an era, an important cultural and architectural landmark from a bygone era of deluxe moviegoing.

All across the country, cities have restored and reopened theaters like the Boyd as crucial economic and cultural engines, revitalizing moribund streets and nearby businesses with concerts, touring shows, motion pictures, and other cultural and civic events. The Fox in Oakland, the Paramount in Boston, the Hippodrome in Baltimore, the Orpheum in Los Angeles, and many others have all been restored and reopened in the 21st century to provide their cities with a monument to the past that is ready and able to serve the future.

Today, those kinds of projects are continuing as public officials and private citizens recognize the importance and irreplaceable value of these once dormant movie palaces. This recognition does not always come quickly or easily and the Boyd's 11-year slumber is nothing compared to some of its colleagues. Baltimore's Hippodrome was closed for 14 years while Boston's Paramount lay fallow for 34. After more than three decades in empty disuse, the Loew's Kings in Brooklyn is finally being restored and reopened and will soon become a focal point of the area's economic revitalization.

It is easy to stand in front of the Boyd and see a boarded up theater without hope, if one ignores its possibilities and its importance. But around the country and, indeed, around the world, numerous cities are currently restoring and reopening former movie palaces to provide critical spaces for art, culture, and entertainment. I was privileged to tour the outside *and* inside of the Boyd Theatre in 2004 and can attest to its expansive size and the great possibilities for the theater.

I want to conclude this letter with a sobering thought: once the Boyd is demolished, it can never be undone. Today, it is hard to fathom why anyone wanted to tear down Radio City Music Hall in the 1970s or why the city of San Francisco did not save the Fox Theatre in the 1960s? Philadelphia is presented with such a choice today. Will the city save the Boyd and help bring it back to life or prompt future generations to wonder why Philadelphia's last movie palace was left unprotected by the city it served for three quarters of a century?

It took three decades for Boston's Paramount to return and will take even longer for the Loew's Kings to reopen. But each theater provides a powerful connection to the past and a reaffirmation of the city's future. I urge Philadelphia to make a similar commitment to one of its most important and most forgotten historical landmarks. Please save the Boyd for future generations who will thank you for making this choice.

Sincerely,

Ross Melnick

Santa Barbara, CA

Author, *American Showman: Samuel 'Roxy' Rothafel and the Birth of Entertainment Industry* (2012) and co-author of *Cinema Treasures* (2004)



ECONOMIC IMPACT

OF FOX TUCSON THEATRE ON DOWNTOWN TUCSON

DIRECT SPENDING BY FOX THEATRE PATRONS AT THE FOX AND OTHER DOWNTOWN BUSINESSES

OVERVIEW

- Fox Theatre brings \$3.4 million in direct spending to downtown Tucson in a year. Of this, nearly half is spent at businesses other than the Fox. The biggest beneficiaries are restaurant and bar establishments, where Fox patrons spend \$1.2 million annually while downtown for Fox events.
- In a year, Fox patrons downtown for events at Fox Theatre spend more than \$100,000 at downtown retail stores; \$86,000 at other downtown arts, entertainment, and recreation places; \$73,000 at other downtown service establishments; and \$61,000 at downtown lodging establishments. This is in addition to nearly \$1.2 million for tickets, \$173,000 for concessions, and \$467,000 for merchandise and other expenditures at the Fox.
- Fox Theatre brings more than 61,000 visitors a year to downtown Tucson. (This counts individual visits, not individual people who make multiple visits.)
- More than 95% of Fox Theatre patrons reside outside downtown Tucson and 77% live more than 5 miles away. More than half live outside the City of Tucson. Nearly 10% of patrons travel to Fox Theatre from outside Pima County.
- Nearly 85% of Fox Theatre patrons would visit downtown Tucson less frequently if not for the Fox. More than 35% would visit much less frequently or not at all (more than 7% would not go downtown at all if not for Fox Theatre).

- More than 70% of Fox patrons visit downtown Tucson primarily to attend a concert, movie, or other event at the Fox, but then visit other businesses and spend money while there.

CONCERTS

- More than 80% of Fox Theatre concertgoers spend money at other downtown businesses while there for concerts, averaging \$81.68 per party or \$33.07 per person.
- More than 95% of concertgoers who spend at other downtown businesses do some of that spending at restaurants and bars at an average of \$66.21 per party or \$26.81 per person.
- Fox Theatre concerts bring \$1.9 million in spending to downtown Tucson in a year. Fox concertgoers spend \$1.2 million for tickets and more than \$82,000 for concessions at the Fox. In addition, they spend more than \$553,000 at downtown restaurants and bars; \$44,000 at retail stores; \$39,000 at other arts, entertainment, and recreation places; \$36,000 at lodging establishments; and \$34,000 at other service establishments while downtown to attend concerts.



TOTAL ANNUAL DIRECT SPENDING BY FOX THEATRE PATRONS

At Fox Theatre	\$1.8 million
At Other Downtown Tucson Businesses	\$1.5 million
Restaurants and bars	\$1.2 million
Hotels/motels	\$61,000
Retail stores	\$101,000
Other arts, entertainment, and recreation places	\$86,000
Other services	\$73,000
TOTAL	\$3.4 million

AZ ECONOMIC RESEARCH

Robert Carreira, Ph.D.

P.O. Box 1574, Tombstone, Arizona 85638-1574

(520) 457-3293 • Robert@AzEconomicResearch.com

www.AzEconomicResearch.com

MOVIES

- Nearly 80% of Fox Theatre moviegoers spend money at other businesses while downtown to attend a movie, averaging \$56.75 per party or \$21.41 per person.
- More than 95% of Fox moviegoers who spend at other downtown businesses do some of that spending at restaurants and bars, with an average of \$50.42 per party or \$19.03 per person.
- Fox Theatre movies bring nearly \$127,000 in spending to downtown Tucson annually, including more than \$70,000 to downtown restaurant and bar establishments and nearly \$13,000 to other downtown Tucson businesses, in addition to more than \$44,000 for tickets and concessions at the Fox.

OTHER EVENTS & SPONSORSHIP

- More than two-thirds of attendees of Fox Theatre events, other than concerts and movies, spend at other businesses while downtown for the event, averaging \$74.49 per party or \$29.80 per person.
- More than 97% of Fox patrons who spend money downtown while there for Fox events do some of that spending at restaurants and bars, averaging \$60.42 per party or \$24.17 per person.
- Fox Theatre events other than concerts and movies bring nearly \$1 million in spending to downtown Tucson in a year. This includes more than \$595,000 to restaurants and bars; nearly \$52,000 to retail stores; more than \$43,000 to other downtown arts, entertainment, and recreation places; nearly \$36,000 to other service establishments; and more than \$23,000 for lodging, in addition to more than \$251,000 in spending at the Fox.
- In addition to direct revenue generated by Fox Theatre at the theatre itself and by spending of Fox patrons at other downtown businesses, the Fox also brings in more than \$290,000 in sponsorship/donor revenue that generates an economic impact by funding general operations, maintenance, and repair of the Fox.

Boyd Theatre, 1910 Chestnut Street

Craig Sumberg [Craig@foxtucson.com]

Sent: Thursday, December 19, 2013 6:19 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Attachments: FoxEconomicImpact 2 pg Rev~1.pdf (1 MB)

Mr. Farnham: I write as the ED of the historic Fox Tucson Theatre in Tucson, AZ. As someone who has seen first-hand how a historic theatre can have a positive impact on a community and its economy, I implore the City of Philadelphia to work for the survival of the Boyd Theatre, not its near total destruction. Once it is gone, it cannot be replicated. A great many US cities have saved, restored and reopened a former movie palace downtown to great success. Philadelphia should preserve not only the façade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film.

The Fox Tucson Theatre generates close to \$2 million each year to the theatre itself, and an additional \$1.5 million to the rest of our downtown (see attached). Would hate to see that economic engine in Philadelphia lost to the wrecking ball...

Craig
Craig Sumberg
Executive Director
Fox Tucson Theatre Foundation
#520/547-8601
craig@foxtucson.com

Boyd Theatre, 1910 Chestnut Street

Randy Bobst-McKay [randy@jeffersonlive.org]

Sent: Thursday, December 19, 2013 6:19 PM

To: Jon Farnham

Dr. Farnham,

As the operator of an historic theater and having been through the restoration of three historic movie palaces similar to the Boyd, I urge you to work for the survival of the Boyd Theatre. Not just its exterior, but the grand lobbies and an intact auditorium. And saving Philadelphia's last remaining movie palace also makes great economic sense. I've seen firsthand how the preservation and use of a stunning structure like the Boyd—with its lovely art deco auditorium and lobbies intact—can do for the economics of the older sections of downtown that they are always located in. In restoration after restoration, movie palaces turned into performing arts centers or multi-use theater facilities turn a blight into an asset that breathes new life and vitality into the surrounding neighborhoods—something multiplexes rarely ever do. Downtown revitalization project after project has used performing arts as a catalyst for economic development that is proven to work. Movie theaters, with their lower ticket prices (while a worthwhile and needed community amenity), do not provide the same level of patron spending in the surrounding community and therefore cannot provide the same level of new vitality for a neighborhood.

Please carefully consider all of the options before choosing this final, irrevocable option of subdividing the Boyd and losing the last of Philadelphia's historic treasures from the golden age of film.

Sincerely,

Randy Bobst-McKay

Executive Director | Jefferson Live!

Managing the Cascade & Holly Theatres

221 West 10th Street, Ste 200

Medford, OR 97501

541-772-3797

cascadetheatre.org

hollytheatre.org

jeffersonlive.org

SAVE the Boyd!

SAVE the Boyd!

glenn rogers [glenndeco@hotmail.com]

Sent: Thursday, December 19, 2013 7:17 PM

To: Jon Farnham; Michael Nutter

Cc: howard@friendsoftheboyd.org

Re: Boyd Theatre, 1910 Chestnut Street

I Glenn Rogers, am a resident of Bolingbrook, IL, and a board member of the Chicago Art Deco Society and OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex. I request the City work for the survival of the Boyd Theatre, not its near total destruction. Almost every US city has saved, restored and reopened a ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and a film series. PHILADELPIA DESERVES NO LESS! I hope you realize the gem you have and save it before it is too late.

Sincerely,

Glenn Rogers

Re: The Historic Boyd Theatre, at 1910 Chestnut Street

Re: The Historic Boyd Theatre, at 1910 Chestnut Street

Kylie Pierce [kylie@romecapitol.com]

Sent: Friday, December 20, 2013 10:32 AM

To: Jon Farnham

Dear Dr. Farnham,

I hope this note finds you well. I work at the Rome Capitol Theatre in downtown Rome, New York, and have seen first-hand how a historic theatre can have a positive impact on a community and its economy. Our theatre was nearly demolished during urban renewal; now we are the city's gem and focal point, with future plans to expand our offerings and physical plant. Our patrons appreciate the experience of coming to an historic movie palace, whether it be for films, theater, concerts, or community events. There are other options in the city, including a multiplex, but they choose the historic theater experience time and time again. Audiences come from outside the area to see a show, stay in our hotels, eat at our restaurants and visit our businesses.

I implore the City of Philadelphia to work for the survival of the Boyd Theatre, not its near total destruction. Once it is gone, it cannot be replicated. A great many US cities have saved, restored and reopened a former movie palace downtown to great success. Philadelphia should preserve not only the façade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film. You will not regret it.

Thank you for your consideration.

Cordially,

--

Kylie Pierce
Development Director
Rome Capitol Theatre
Rome, NY
www.romecapitol.com
(315) 337-6277

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

soulshine8899@gmail.com on behalf of Jamie Hicks [jamie@romecapitol.com]

Sent: Friday, December 20, 2013 10:50 AM

To: Michael Nutter; Jon Farnham

Cc: howard@friendsoftheboyd.org

Dear Mayor Michael Nutter and Dr. John Farnham

I work as the Box Office Manager to the historic Rome Capitol Theatre in Rome, NY. As someone who has seen first-hand how a historic theatre can have a positive impact on a community and its economy, I implore the City of Philadelphia to work for the survival of the Boyd Theatre, not its near total destruction. Once it is gone, it cannot be replicated. A great many US cities have saved, restored and reopened a former movie palace downtown to great success. Philadelphia should preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film. Thank you for your time and careful consideration.

Jamie Hicks
Box Office Manager
Rome Capitol Theatre
220 W Dominick St
Rome, NY

December 20, 2013

Save the Boyd Theater

Save the Boyd Theater

Litvin, Mark [mlitvin@nycitycenter.org]

Sent: Friday, December 20, 2013 3:59 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Re: Boyd Theatre, 1910 Chestnut Street

As someone who has seen first-hand how a historic theatre can have a positive impact on a community and its economy, I implore the City of Philadelphia to work for the survival of the Boyd Theatre, not its near total destruction. Once it is gone, it cannot be replicated. A great many US cities have saved, restored and reopened a former movie palace downtown to great success. Philadelphia should preserve not only the facade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film.

Sincerely,

Mark Litvin
December 20, 2013

Mark Litvin | Senior Vice President & Managing
Director

📞 212.763.1210 📠 212.262.4661

mlitvin@nycitycenter.org

130 W 56th St, New York, NY 10019



Please consider the environment before printing this email.

FW: iPic Letter of Support

FW: iPic Letter of Support

Reggie Bobikiewicz [rbobikie@bolingbrook.com]

Sent: Friday, December 27, 2013 11:20 AM

To: Jon Farnham

Cc: Kirk@ceislermedia.com

Attachments: iPic - Letter of Support.pdf (314 KB)

It is our pleasure to provide a Letter of Support for the iPic Theatre . See attached.

If you have any further questions, please feel free to contact the Mayor directly at 630-226-8412.

Thank you,
Reggie

Reggie Bobikiewicz
Mayor's Office
Village of Bolingbrook
375 West Briarcliff Road
Bolingbrook, IL 60440
(630) 226-8416 – Office
(630) 226-8409 – Fax
rbobikie@bolingbrook.com



Bolingbrook

a place to grow

December 27, 2013

Roger C. Claar
Mayor

Jonathan E. Farnham Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

Carol S. Penning
Village Clerk

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Leroy J. Brown
Deputy Mayor
& Village Trustee

Dear Dr. Farnham:

I am writing on behalf of iPic entertainment as the Mayor of a community which has benefited from the location of an iPic theater.

Village Trustees
Michael T. Lawler
Ricardo Morales
Joseph B. Morelli
Patricia E. Schanks
Maria A. Zarate

The Village of Bolingbrook, IL (pop. 74,000) has grown rapidly in recent years, thanks largely to the investments of private business operators who saw us as an up and coming community. iPic represents one of the enterprises located here. CEO Hamid Hashemi promised us from the start he would build a theater that complemented the shopping area in which it was to be located and he built exactly what his plans showed he would.

The theater became an instant success. The most frequent comment we hear is that after seeing a movie at the iPic patrons become spoiled and can't watch a movie anywhere else. It has become the theater of choice for my family and many of my friends who live in Bolingbrook and outside of Bolingbrook.

James S. Boan
Village Attorney

Hamid is a man of integrity and an aficionado of movie palaces, both historic and modern. If his plans detail the historic restoration of the Boyd Theater head house my experience indicates he will deliver on that plan and the theater will be wildly popular and attract visitors to the venue and the area around it.

I believe the Philadelphia Historical Commission would be doing your city a service by approving iPic's application.

Please contact me if you have any questions related to my experience with iPic. Good luck with your deliberation.

Sincerely,


Roger C. Claar, Ph. D.
Mayor

c iPic-Gold Class Entertainment, LLC



375 W. Briarcliff Road
Bolingbrook, Illinois
60440-0951

www.bolingbrook.com

(630) 226-8400
FAX: (630) 226-8409
TDD: (630) 226-8402

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Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Michael Castaldo [castaldomj@aol.com]

Sent: Saturday, December 28, 2013 12:39 AM

To: Jon Farnham

I am writing to let you know that I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

As your constituent, I request the City work for the survival of the Boyd Theatre, not its near total destruction. I urge you to oppose iPiC's application and help preserve and restore the Boyd as a historical treasure.

Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd. Please allow Philadelphia residents, tourists, cultural supporters and historic architecture appreciators from around the world the opportunity to enjoy a real movie palace experience with live entertainment and a film series at the Boyd, as advocated for and planned by the Friends of the Boyd Theatre.

Michael Castaldo
1162 S.13th St.
Phila., PA 19147

PARKWAY

Parking at A Higher Level.

JOSEPH S. ZURITSKY
Chairman/CEO

150 North Broad Street
Philadelphia, PA 19102
Tel: 215.575.4001
Fax: 215.557.0334
EMail: jzuritsky@parkwaycorp.com

**Parking Management
Real Estate Development**

December 23, 2013

Jonathan E. Farnham Ph.D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham:

As a resident in the premier condo building in center city, 1706 Rittenhouse Square, I wish to voice my wholehearted support for this iPic movie theater to be placed on the existing Boyd Theatre property.

As I understand it, the Chestnut Street entrance to the theater will be completely upgraded and brought back to better than new condition. Chestnut Street is the face of the theater. The Samson Street end of the property is approximately a four-story solid brick wall with fire escapes hanging off of it. There is nothing to that wall that deserves preservation, and that wall will be replaced by another, more attractive wall of similar height and quality.

As you know, the existing building has two other possible uses, for which there is no market. First, it could be returned as a huge single movie theater, which in today's time is not economical to operate. Even if it were split in half and made into two theaters, it still would not pay for itself or the massive investment in new dollars needed to bring it back to a high-quality theater. Second, as a legitimate theater, it would require additional space to be built onto it for a proper theater operation.

As you know, the Prince Theatre in the 1500 block Chestnut Street is a theater that is suffering badly and has been saved by a few wealthy philanthropists, but it is barely surviving. There is no need for additional legitimate theater space in Philadelphia and, therefore, turning down this viable and valuable project condemns this property to decay and ultimate collapse from its own weight.

I hope you and the Historical Commission can see its way clear to do what is right and proper for the Boyd Theatre.

Thank you for your consideration of this request.

Very truly,



Joseph S. Zuritsky

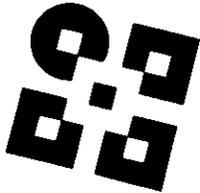
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Jonathan E. Farnham, Ph. D.
Executive Director
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Room 576 City Hall
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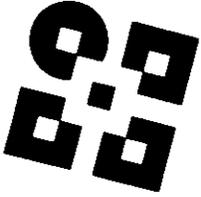
RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)

Dear Dr. Farnham,

I am writing in support of the proposed renovation of the Boyd Theater by iPic Entertainment.

As the Co-Chair of the Philadelphia Retail Marketing Alliance (PRMA), I work with various public agencies, retailers, property owners and the commercial brokerage community in Philadelphia to enhance Center City's retail mix. I routinely meet with local and national developers, retailers and brokers and have a good sense of the retail market. I see retail as an important downtown amenity that activates our streets and increases the number of workers and residents who choose to be in Center City.

During the decade in which the Boyd has sat vacant, it has been a major deterrent to the vitality of the 1900 block of Chestnut Street. Pedestrian volumes on that block drop off, having an adverse impact on adjacent retailers and lowering the value of nearby real estate. If the building had a wider Chestnut Street presence, the prime retail frontage, it probably would have been converted to a non-movie use a long time ago. But the costs of converting this to a drug store or other retail use, the fate of other old theaters, is prohibitive based on the rents that its limited, Chestnut Street profile can command. So iPic's proposal to reuse the Boyd as a movie theater is significant because it preserves the movie use for this under-served area of Center City, makes a positive contribution to the 1900 block of Chestnut Street and helps support the overall evening economy.



iPic Entertainment's proposal will be transformational for Chestnut West. Plans call for the restoration of the façade and headhouse to its 1928 glory and they plan to pay homage to its history by displaying artifacts and memorabilia throughout the theater. By increasing the number of venues within the building, more people will arrive and depart from the theater throughout the evening, contributing to steady pedestrian volumes on the street, which will bring more customers to other retail premises.

Throughout the years we have met with many different movie theatre operators, who are eager to enter the Center City market because of what they see as high demand for a modern multiplex to serve our growing downtown population. However, no one has found a better location since land and construction costs in Center City make building new prohibitively expensive.

While I understand the desire of others to preserve the current large auditorium, I know from years of interaction with movie exhibitors that the demand for space of this size is minimal and the costs of renovation are extraordinarily high, requiring substantial public or foundation construction and operating subsidies.

iPic's proposal preserves the theater's presence on Chestnut Street, while bringing a 21st century version of the movie experience to Center City

Sincerely,

Michelle Shannon
Vice President, Marketing

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Lisa and Michael Rosen [lrosen@mlinnovations.com]

Sent: Monday, December 30, 2013 1:03 AM

To: Jon Farnham

I am writing to let you know that I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

As your constituent, I request the City work for the survival of the Boyd Theatre, not its near total destruction. I urge you to oppose owner Live Nation's and prospective tenant iPIC's application and help preserve and restore the Boyd as a historical treasure.

Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd. Please allow Philadelphia residents, tourists, cultural supporters and historic architecture appreciators from around the world the opportunity to enjoy a real movie palace experience with live entertainment and a film series at the Boyd, as advocated for and planned by the Friends of the Boyd Theatre.

The interior is in very good condition, with much of the original art deco splendor remaining or restorable. This treasure belongs to this and future generations of Philadelphians -- not out of town developers with their own selfish, short-sighted agendas.

Don't let this great, last movie palace be a victim of bad timing coming to market as we emerge from our countries greatest recession. It survived and thrived through the Great Depression, don't allow the Great Recession and the City's failure to step up, to dictate its demise!

Lisa and Michael Rosen
614 S. 8th St, #284
Philadelphia, PA 19147



3025 Walnut St.
Philadelphia, PA 19104
Voice 215.222.1400
Fax 215.222.1417
www.worldcafelive.com

December 20, 2013

Jonathan E. Farnham, Ph. D.
Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107

**RE: iPic-Gold Class Entertainment, LLC and Live Nation Entertainment
Financial Hardship Application for 1910 Chestnut Street (The Boyd Theatre)**

Dear Dr. Farnham:

My company, Real Entertainment Group, Inc., created and operates the two World Cafe Live music, restaurant and event venues in Philadelphia and Wilmington. In developing these entertainment venues over the past fifteen years, a primary consideration was whether we could create a sustainable business model. Given our considerable experience, in the case of the Boyd Theater, it would be economically irrational to invest millions of dollars in the restoration of a 2,300-seat theater that has no obvious path to becoming self-sustaining. Please understand that I am not writing in my own self-interest as this project would not compete with our facilities -- the largest of the four performance halls in our venues holds 850 people standing, so we are in a much smaller niche.

Even if the operation did not have to generate a return on the huge capital investment it would take to rehab the building, given the competitive environment that currently exists for live music performance spaces in the Philadelphia area, it is hard to imagine that the facility could breakeven on a purely operational basis even with minimal rent. It would be competing for artists and audiences with for-profit venues like Electric Factory, the Tower Theatre, the Keswick Theatre, and others. Also, I understand that two slightly larger for-profit venues are about to be announced in other parts of the city. In addition, it would compete with nonprofits performing arts centers like the Kimmel Center, the Academy of Music, the Temple Performing Arts Center and others.

On the other hand, center city Philadelphia suffers from a dearth of movie theaters. The project proposed by iPic-Gold Entertainment would have a waiting and willing audience. Like my Queen Theater project on Market Street in Wilmington, the new iPic theater would have the added benefit of spurring foot traffic and other business development around it. The section of Chestnut Street where the Boyd is located would become much more of a destination. In addition, the restoration of the front of the theater would pay tribute to the Boyd's history as a first class movie theater of its era.

I sympathize with preservationists who would like to restore the interior theater to its former luster. That is what we did in Wilmington. But, the situation was far different. In Wilmington, the Queen Theater represented a unique attraction the city badly needed and one which has very little competition. People, companies, government entities and foundations were motivated to contribute and support WCL at the Queen in Wilmington as the \$25 million catalyst for a \$400 million urban revitalization effort. The same need simply does not exist on Chestnut Street in center city Philadelphia and, as mentioned, Philadelphia is fortunate to have several great live entertainment venues of similar capacity.

For the reasons outlined here, I recommend and request that the Historical Commission approve the iPic application.

Respectfully,

A handwritten signature in black ink that reads "Hal Real". The signature is written in a cursive, flowing style.

Hal Real
Founder & President
Real Entertainment Group/World Cafe Live

Proposals for The Boyd Theatre, 1910 Chestnut Street

Jay Davidson [jzjoynt@me.com]

Sent: Friday, December 20, 2013 7:14 PM

To: Jon Farnham

I am writing to let you know that I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

As your constituent, I request the City work for the survival of the Boyd Theatre, not its near total destruction. I urge you to oppose iPiC's application and help preserve and restore the Boyd as a historical treasure.

Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd. Please allow Philadelphia residents, tourists, cultural supporters and historic architecture appreciators from around the world the opportunity to enjoy a real movie palace experience with live entertainment and a film series at the Boyd, as advocated for and planned by the Friends of the Boyd Theatre.

OK, I get it, AMC/Loews/UA....nobody wants to prop up a single old school 70mm house.... And that's a damn shame.... So is the state of the awesome tapestry in this room. Is there not a marriage between some non-profit and the city to save this treasure??

J Davidson

Artist/Musician/Citizen/Movie Fan

Jay Davidson

Apt 203

2446 Coral Street

Philadelphia, PA 19125

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Robert and Donna Janusko [janusko@rcn.com]

Sent: Friday, December 20, 2013 3:27 PM

To: Jon Farnham

I am writing to let you know that I OPPOSE iPic's application to demolish most of the Boyd Theatre to construct a new multiplex.

As your constituent, I request the City work for the survival of the Boyd Theatre, not its near total destruction. I urge you to oppose iPiC's application and help preserve and restore the Boyd as a historical treasure.

Almost every US city has saved, restored and reopened an ex-movie palace downtown, and so should Philadelphia preserve not only the facade, but also the lobbies and auditorium of the Boyd. Please allow Philadelphia residents, tourists, cultural supporters and historic architecture appreciators from around the world the opportunity to enjoy a real movie palace experience with live entertainment and a film series at the Boyd, as advocated for and planned by the Friends of the Boyd Theatre.

Robert and Donna Janusko
1329 Eaton Ave
Bethlehem, PA 18018

Re: Boyd Theatre, 1910 Chestnut Street

Re: Boyd Theatre, 1910 Chestnut Street

Kate Castle [kate@romecapitol.com]

Sent: Friday, December 20, 2013 11:55 AM

To: Michael Nutter; Jon Farnham

Cc: howard@friendsoftheboyd.org

As someone who has seen first-hand how a historic theatre can have a positive impact on a community and its economy, I implore the City of Philadelphia to work for the survival of the Boyd Theatre, not its near total destruction. Once it is gone, it cannot be replicated. A great many US cities have saved, restored and reopened a former movie palace downtown to great success. Philadelphia should preserve not only the façade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film.

Kate Castle

Executive Assistant

[Rome Capitol Theatre](#)

(315) 337-6277

RE: Boyd Theatre, 1910 Chestnut Street

RE: Boyd Theatre, 1910 Chestnut Street

Craig Sumberg [Craig@foxtucson.com]

Sent: Friday, December 20, 2013 6:27 PM

To: Jon Farnham

Cc: howard@friendsoftheboyd.org

Attachments: AnnualReport 2012 FINAL.pdf (2 MB)

Happy to give you the “standing on one foot” version of our history. LONG story very much condensed, the Fox Tucson Theatre was renovated as part of an effort to re-energize Tucson small but historic downtown. Basic breakdown is this (and worth knowing that I got here in 2009, so the renovation pre-dates me by a few years):

- a) 1999-2005 - \$14 million renovation of which \$4 was a contribution from the downtown tax financing district (known locally as “Rio Nuevo”), about \$2.5 million was raised from the community, another \$2.5 million came from the NTCIC (historic AND new market tax credits), and the rest was a LOAN from Rio Nuevo (which we have yet to pay a dime back)
- b) 2006-2008 – Opened to much fanfare and excitement, but had some trouble finding our sea legs in terms of programming, operating an arts institution (as opposed to one that was renovating the building), and lost a decent amount of money operationally these years.
- c) 2008-2009 – City essentially took over the operation of the building, loaning the director of the convention center to the Fox Foundation as ED and using convention center staff to run events
- d) 2009-2013 (essentially my tenure here) – Foundation turned the ship around, began to book more and bigger name acts, worked hard on getting rental income up, began to raise money again, and generally turned the “brand” of the Fox around to the point where now we’re seen as one of if not the premier entertainment venue/presenter in So AZ

Obviously I’m summarizing huge periods of time in a few sentences, others who lived through these period might differ with my assessments, etc. but the overall narrative is fairly indisputable.

I’m attaching our annual report from 2012 which will give you some idea of our turnaround the last four years. I will say that a good part of our success is following the successful resurrection of the surrounding downtown, to the point now where there are new restaurants and/or bars opening regularly (a fact that the Fox takes some credit for creating, along with other downtown Arts and Culture entities, the environment that allows these businesses to survive). We are STILL not breaking even, to be honest, but I believe we will get there in the next 12-24 months.

Still have the Rio Nuevo loan outstanding, our hope is that either that gets forgiven entirely—eminently possible, given our recent success and the fact that our former board chairman is now the chairman of Rio Nuevo—or termed out over a few decades.

This is a brief summary of our history, bottom line is that I believe for Tucson the Fox Theatre was an essential building to save, renovate and re-energize. Obviously every city is different, but if the hope is that the Boyd Theatre could be part of a concerted effort to improve that section of Philadelphia, I can say that with the right staff and lay leadership in place, this should be strongly considered. Good luck with your efforts, let me know if you have other questions...

Craig
Craig Sumberg
Executive Director
Fox Tucson Theatre Foundation
#520/547-8601
craig@foxtucson.com

RE: Boyd Theatre, 1910 Chestnut Street

From: Jon Farnham [mailto:Jon.Farnham@phila.gov]
Sent: Friday, December 20, 2013 7:50 AM
To: Craig Sumberg
Cc: 'howard@friendsoftheboyd.org'
Subject: RE: Boyd Theatre, 1910 Chestnut Street

Dear Mr. Sumberg:

Thank you for your email of December 19, 2013 regarding the Boyd Theater in Philadelphia. The summary of the economic impact of your theater on Tucson is very interesting and compelling. I am emailing to see if you might have an equivalent summary regarding the rehabilitation and reuse of your theater, especially the financial aspects of it. I would be especially interested in knowing whether any capital and/or operating costs of the theater were or are publicly subsidized. Here's why I am asking. The question before the Philadelphia Historical Commission is not whether the Boyd Theater should be saved. I think that all agree that it should be saved if possible. The narrow question before the Philadelphia Historical Commission is whether it is financially feasible to reuse the Boyd Theater. The Boyd is privately owned and the Philadelphia Historical Commission cannot compel a private property owner to preserve a building that has no financially feasible reuse. To do so without just compensation would be unconstitutional. The Philadelphia Historical Commission has retained a consulting firm to help it determine whether the Boyd can be profitably reused. As part of that analysis, the consultant and Commission's staff are exploring similar theater reuse projects throughout the US. We would very much like to know more about your project. Initial research appears to indicate that the reuse of historic movie palaces typically requires significant public subsidies or direct public ownership. In most cases we've looked at, a non-profit has stepped up, obtained site control, formulated a redevelopment plan, and raised public and private funds to rehabilitate and reuse the historic movie palace, all without an expectation of profit. Unfortunately, Philadelphia has not produced a non-profit with the leadership and ability to undertake the Boyd project. Any information explaining how your organization accomplished the preservation and reuse of your theater would be greatly appreciated. Please don't go to any trouble, but an overview of the project that can be emailed would be great. Thanks very much.

Jonathan E. Farnham, Ph.D.
Executive Director
Philadelphia Historical Commission
City Hall, Room 576
Philadelphia, PA 19107
tel: 215-686-7660

From: Craig Sumberg [Craig@foxtucson.com]
Sent: Thursday, December 19, 2013 6:19 PM
To: Jon Farnham
Cc: 'howard@friendsoftheboyd.org'
Subject: Boyd Theatre, 1910 Chestnut Street

Mr. Farnham: I write as the ED of the historic Fox Tucson Theatre in Tucson, AZ. As someone who has seen first-hand how a historic theatre can have a positive impact on a community and its economy, I implore the City of Philadelphia to work for the survival of the Boyd Theatre, not its near total destruction. Once it is gone, it cannot be replicated. A great many US cities have saved, restored and reopened a former movie palace downtown to great success. Philadelphia should preserve not only the façade, but also the lobbies and auditorium of the Boyd so a real "movie palace experience" can be had for live entertainment and film.

The Fox Tucson Theatre generates close to \$2 million each year to the theatre itself, and an additional \$1.5 million to the rest of our downtown (see attached). Would hate to see that economic engine in Philadelphia lost to the wrecking ball...

RE: Boyd Theatre, 1910 Chestnut Street

Craig
Craig Sumberg
Executive Director
Fox Tucson Theatre Foundation
#520/547-8601
craig@foxtucson.com

\$100-\$249
(continued)

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May 1, 2013

DEAR FRIENDS OF THE FOX,

There is so much good news to share about the Fox's progress in 2012. As you'll see on the charts on this page, we continued our positive trend in three of the four key areas we identified in last year's report, including earned income, contributed dollars, and attendees. The only area we cut back on was on the number of shows we presented, and that was partly intentional because of the impact of the downtown construction on our earned revenue. We are particularly pleased that despite the construction we attracted 10,000 additional patrons downtown in 2012!

With the bulk of the construction project finally behind us, and with downtown Tucson becoming ever more appealing for Tucsonans of all ages, we believe the Fox is poised to break through to the next level of national prominence. Time and time again we hear from the musicians and other performers that the Fox Tucson is among their favorite venues to perform in. As a recent economic impact survey of the Fox affirms (see www.foxtucson.com for the details), there's just no question that the Fox Tucson Theatre is a key driver of the current transformation of downtown Tucson. We thank those of you who have already contributed to the Fox's resurgence, and invite others to join us.

The best is yet to come...

Sincerely,



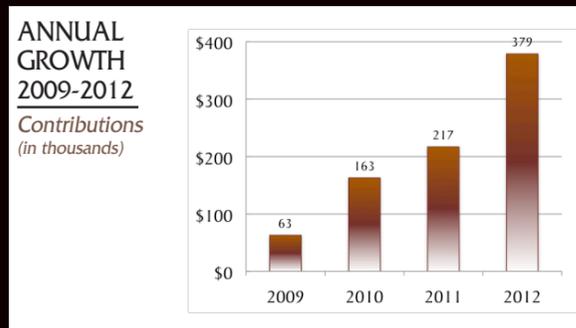
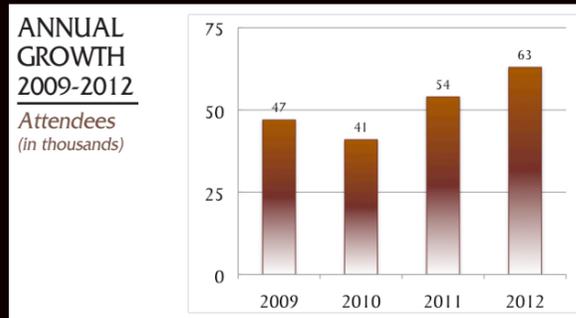
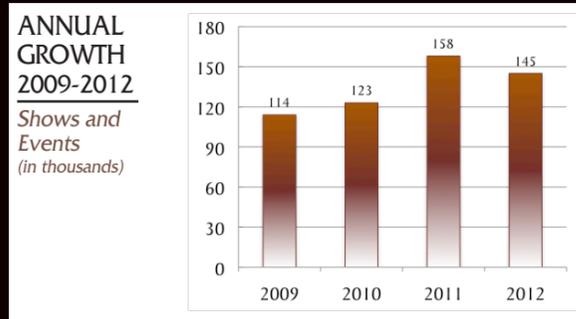
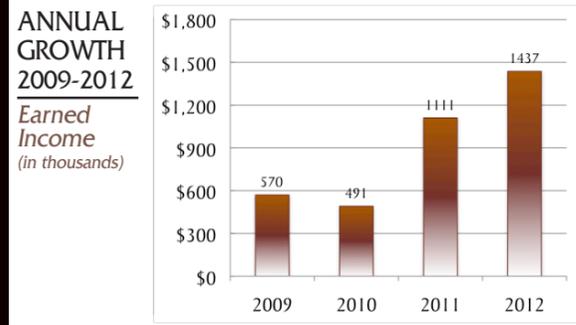
Terri Saint Pierre
Board President
Fox Tucson Theatre Foundation



Craig Sumberg
Executive Director
Fox Tucson Theatre Foundation

"A magnificent cathedral devoted to the saints of sound and stage, consecrated when the world was black and white and dreams were over the rainbow, the Fox Theatre is downtown's majestic cousin of San Xavier del Bac."

Fox in Review



Contributors

Fox members enjoy a variety of benefits, from early ticket purchase privileges, to concession discounts, to naming opportunities and other types of recognition. We appreciate each and every one of our supporters, and would like to recognize those who have gone above and beyond to support the Fox Tucson Theatre this year. For more information on becoming a member, upgrading your membership, or any other questions, please call the Fox Tucson Theatre Foundation at (520) 624-1515.

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David and Bonnie Burnett
Kathleen Burnett
Ken and Beverly Burns
Roger Canchola
Paul Chandler
Steve and Denise Chesser
George and Barbara Chrenka
Heather Connor
Stephen Coons
John and Joanne Crocker
Daniel Asia Charitable Trust
Phillip and Jennifer Delaney
Mary Dorgan
Peter Douglas (continued..)

-David Fitzsimmons, Arizona Daily Star

Boyd theater support

Boyd theater support

stephen kalstein [ophthxx@comcast.net]

Sent: Wednesday, January 01, 2014 7:15 PM

To: Jon Farnham

We fully support the revitalization o the Boyd theater. It costs the city nothing and will be a useful addition to the that area which appears to be deserted and blighted .

stephen kalstein
ophthxx@comcast.net

Boyd Theatre

Boyd Theatre

angelobene@comcast.net

Sent: Wednesday, January 01, 2014 6:43 PM

To: Jon Farnham

Jon,

I am in support of refurbishing the Boyd Theatre, back to a movie theatre that mainly plays independent foreign and American films, along with occasional live performances of plays or music acts. The majority of the residents in that neighborhood are sophisticated and elderly and dearly need a venue that is convenient.

Sincerely,

Angelo Benedetto

Center City

Boyd Theater

Donna Gerson [donna@donnagerson.com]

Sent: Thursday, January 02, 2014 10:38 AM

To: Jon Farnham

Dear Dr. Farnham,

I write in support of iPic-Gold Class Entertainment to convert the Boyd Theater into a modern, multiplex movie theater. The Boyd has been a vacant eyesore for many years and Center City would be greatly enhanced by a new, first-class movie theater. My family moved to Center City five years ago (after spending 18 years in Pittsburgh) and we want to see Center City businesses grow and thrive. We want Center City to be an attractive place for people to live, work, and enjoy all of the cultural amenities of modern city life. Please, Dr. Farnham, do not allow rigid preservationists to derail this project. The current proposal to preserve the exterior facade and build a new, modern, multi-theater complex reflects the reality of today's movie-going public. This business proposal - which involves no public money - would be a first step in transforming the 1900 block of Chestnut Street.

I write this letter as a private citizen, a proud Philadelphian who chose to live in Center City, and a person who wants to see our urban landscape thrive. Keep the Boyd Theater facade and honor the past, but let's also respect that we need to move into the future and change with the times.

Happy New Year to you and thank you for your consideration,

Donna Gerson
2118 Delancey Street
Philadelphia, PA 19103
www.donnagerson.com
donna@donnagerson.com
(215) 546-1491

Find me on LinkedIn

Follow Me on Twitter: DonnaGerson

Boyd theatre

Boyd theatre

Howard and Cirel Magen [howardandcirelmagen@hotmail.com]

Sent: Thursday, January 02, 2014 12:11 PM

To: Jon Farnham

Dear Jon Farnham,

I support the conversion of the Boyd Movie Theatre into a commercially viable multiplex. My most fervent wish is that as many of the architectural artifacts and decorations as possible be retained.

Sincerely yours,

Cirel Magen'

1420 Locust Street, 30 K,
Philadelphia, PA, 19102

I am writing to you today as a private citizen who is concerned about the future development of The Boyd Theater (on the 1900 block of Chestnut Street) which has been dormant and deteriorating for far too many years.

I am supporting the proposal by iPic-Gold Class Entertainment to convert the vacant Boyd Theater into a first class multiplex movie theater. I believe this would revitalize this blighted site and immediately improve the quality of life and economic vibrancy of this neighborhood. It would mean that I and my neighbors could actually walk to a first-class movie theater.

Even more important, the minute construction begins on the project I am confident other businesses on the block will invest in dramatic improvements to their properties and this section of Chestnut Street will experience a renaissance. There is no public money involved in developing The Boyd Theater site. However, there is the benefit of higher property values and sales tax revenues for the city.

The plans for this development pay exquisite attention to historical detail on the Chestnut Street entrance. The design resurrects the theater's original look, a view not seen there in decades. I encourage you to write to Jonathan E. Farnham, Executive Director of the Philadelphia Historical Commission in support of revitalizing this neighborhood architectural gem.

**Dr. Jonathan E. Farnham, Executive Director
Philadelphia Historical Commission
Room 576 City Hall
Philadelphia, PA 19107
Jon.Farnham@phila.gov**

The Renovation of The Boyd Theatre

The Renovation of The Boyd Theatre

herbert.kaplan [herbert.kaplan@verizon.net]

Sent: Thursday, January 02, 2014 12:33 PM

To: Jon Farnham

Attachments: BOYD LETTER 1 January 2014.docx (14 KB)