



## MEDIA RELEASE

### **West End Wake for loss of heritage building Maxine's and businesses on Davie Street to make way for new tower**

(Vancouver, July 30, 2010) A funeral wake is planned for the heritage building formerly known as Maxine's (threatened with demolition except for façade) and other businesses forced to close or move (southwest corner of Bidwell and Davie Streets in the West End). It will be held at 1215 Bidwell Street.

The wake will be held to mourn the end of an era and threatened loss of a rare West End heritage building and several beloved neighbourhood businesses that will be forced to vacate July 31<sup>st</sup> to permit the construction of a 21-storey tower of 49 rental apartments and 98 luxury condominiums under the STIR program, designed by Henriquez Partners Architects and developed by Millennium (Olympic Village et al) Developments.

West End Neighbours is hosting a series of surprise events over the Friday and Saturday evenings from late afternoon until dusk. The intent is to express the community's nostalgia with a wake to remember the past and present businesses that are facing eviction. The most controversial of the buildings slated for demolition is located at 1215 Bidwell Street, formerly known as Maxine's.

West End Neighbours (WEN) is sponsoring the event. West End residents, guests and merchants, past and present; former employees and clients of Maxine's, Maxine's Beauty School, Maxine's for Ribs, Fogg' n' Suds, Mescalero's, Balthazar, Maxine's Hideaway, the Parlor hair salon, Admiral Insurance, Bobo's hair salon, Swagat Tandoori Restaurant, Darchin Persian Restaurant, and Golden Choice Produce Market, etc...are invited to attend.

The event is open to all. Bring your friends, stories and songs, shed a tear, share a smile and celebrate the one and only West End.

It will be held:

- Friday evening, July 30<sup>th</sup> from 8 – 9:00pm
- Saturday evening, July 31<sup>st</sup> from 6 – 8:00pm before fireworks

*West End Neighbours (WEN) is a network of residents that has grown to thousands of West End renters and owners, concerned about the impact of fast-tracked rezoning on liveability in the West End and the implications for all of Vancouver.*

#### **Media Contacts:**

Michelle Mathias: 604-812-1133, [shards@telus.net](mailto:shards@telus.net)

Randy Helten: 604-512-9059, [info@WestEndNeighbours.ca](mailto:info@WestEndNeighbours.ca)

[www.WestEndNeighbours.ca](http://www.WestEndNeighbours.ca)



## **BACKGROUNDER: West End Wake for Maxine's and Davie Street Businesses**

July 30, 2010

Many West Enders were shocked to learn that Maxine's and the neighbouring buildings have been rezoned to permit the construction of a 21-storey tower of 49 rental apartments and 98 luxury condominiums under the STIR program, designed by Henriquez Partners Architects and developed by Millennium (Olympic Village et al) Developments. Only the façade of Maxine's will be preserved.

Citizens are still campaigning actively to save the building for its heritage value. Respondents to a recent poll indicated that 95% of them were in favour of preserving the building.

The first of several radical rezoning sites in the West End, this development inspired the launch of the "No Rezoning Without a Comprehensive Plan Petition" signed by over 8,200 West End residents resulting in tense relations between Vision Vancouver councillors and members of West End Neighbours whom Mayor Robertson has labelled "f#\$%ing hacks".

On July 21<sup>st</sup>, popular Vancouver artist and West End resident Tiko Kerr unveiled an original painting "A Night Full of Stars" that depicts Maxine's. The painting is scheduled to be auctioned to raise funds for the West End to create its own vision.

Maxine's has a fascinating history. A portion of the structure dates to 1905. A Mission Revival "Hollywood" style addition was added in the dirty '30's. The building is named after Maxine McGillvary who opened a beauty school for young women in 1905. During prohibition the property was used as a rum running warehouse and was reportedly connected by tunnels to English Bay and the Roger's Sugar Mansion on Davie Street. At one point, the building was allegedly used as a brothel and frequented by swashbuckling Hollywood actor Errol Flynn. There are many reports that the building is haunted by ghosts of Madame Maxine and a mysterious man with a knife.

At the wake, the community hopes to hear other stories about the history of the building and businesses that will be vacating the premises.

A brief history of Maxine's can be viewed by online slide show (visit "Bidwell & Davie" tab at [WestEndNeighbours.ca](http://WestEndNeighbours.ca)).

*West End Neighbours (WEN) is a network of residents that has grown to thousands of West End renters and owners concerned about the fast-tracked rezoning on the livability in the West End and the implications for all of Vancouver.*

### **Media Contacts:**

Michelle Mathias: 604-812-1133, [shards@telus.net](mailto:shards@telus.net)

Randy Helten: 604-512-9059, [info@WestEndNeighbours.ca](mailto:info@WestEndNeighbours.ca)

E-mail: [info@westendneighbours.ca](mailto:info@westendneighbours.ca)

[www.WestEndNeighbours.ca](http://www.WestEndNeighbours.ca)