


<div>Medicine Hat The Gas City</div> <h1>Heritage Evaluation Form</h1>	Site Number		Category	
			A	
	Community District		Downtown	
	Designation			

Site Name(s): MONARCH THEATRE									
Municipal Address:		609 - 2 Street SE		Date Of Construction:		Y 1910			
Consultant(s):		Lorne Simpson and Harry Sanders		Evaluation Date:		Y M D 0 9 0 3 1			
Heritage Committee:		TOTAL							
Heritage Planner:									
		80.0							

History (H)	E	VG	G	F	P	(H) SCORE
H.1 Associations/Patterns		X				20
H.2 Age		X				10

Comments:

H.1 The building illustrates the evolution of the theatre/entertainment industry from live and cinema production to cinema only; it is illustrative of a social/cultural development pattern.

H.2 1910

Architecture (A)	E	VG	G	F	P	(A) SCORE
A.1 Style/Type/Design	X					40
A.2 Designer/Builder	X					20
A.3 Construction Technology					X	0
A.4 Interior Details					X	0
A.5 Alterations	X					0

Comments:

A.1 The original theatre was designed in the grand and monumental Beaux-Art style, typical of theatres in the early 20th Century. It was totally redesigned in the Moderne style, and remains a very good and rare example for the City. It features; simple flat white surfaces, strong vertical stylized pillars framing the entrance, strong horizontal speed lines, over-scaled projecting sign and canopy, and glass block windows.

A.2 Original designer William T. Williams, and builders A.P. Burns and M. Fulton.

A.3 Typical example.

A.4 Renovated.

A.5 Exterior completely remodelled, but considered part of the evolution of the building - new facade largely intact.

Urban Context (C)	E	VG	G	F	P	(C) SCORE
C.1 Landmark/Character			X			5
C.2 Streetscape/Landscape			X			5

Comments:

C.1 A familiar structure within the context of the City.

C.2 Illustrates part of the evolution of the streetscape; it is compatible with the character of the area.

Statement of Significance	Site Number	Category
		A

Site Name:	MONARCH THEATRE
Municipal Address:	609 - 2 Street SE

<p><b>Description of Historic Place:</b></p> <p>It is a two storey, brick purpose-built theatre structure originally designed in a Beaux-Art style, and later converted to Moderne style to reflect the evolution of the film industry. The Moderne style facade is generally intact with clean simple white surfaces, vertical stylized pillars, horizontal speed lines, and projecting sign and canopy. It is located in the centre of the downtown business district.</p>
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<p><b>Heritage Value of Historic Place:</b></p> <p>The heritage value of the Monarch Theatre lies in its status as Medicine Hat's oldest existing theatre that still conforms to its original functional purpose. Its evolution from a combination cinema and live theatre to a motion picture theatre only reflects a typical pattern for the entertainment industry. The building is also valued as an example of the work of William T. Williams, an early Medicine Hat architect. The current Moderne façade, the work of an unknown architect, replaced Williams' facade at an unknown date. It is a rare example of Moderne architecture in the City.</p>
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<p><b>Character Defining Elements:</b></p> <p>The character defining elements of the Moderne style facade include:</p> <ul style="list-style-type: none"><li>- clean simple stucco surfaces</li><li>- strong vertical stylized pillars framing the entrance</li><li>- strong horizontal speed lines</li><li>- projecting sign and canopy</li><li>- glass block window</li></ul>
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