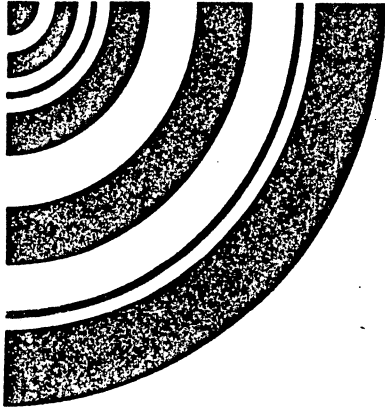


ORSON WELLES CINEMA

1001 MASS. AVE., CAMB., MA. 02138 OFFICE (617) 868-3550 THEATRE 868-3603



January 23, 1978

Hon. Alfred E. Vellucci
City Councillor
City of Cambridge
Cambridge, Massachusetts

Dear Councillor,

As you know the Carpenter and Company proposal for the development of the Harvard Square MBTA Yards site includes the building of three new cinemas.

Such expansion of theaters in the area would have a devastating impact on the local movie theater community placing the Brattle, Orson Welles, Galeria, and Central Square Cinemas in a position where we would likely, based on past experience and the facts, be forced to go out of business.

We have addressed our objections to this aspect of the Carpenter proposal to the Review Board, the developers and architects, and to the advisors to the Board. As the City Council is planning to make recommendations on the question we enclose our letters of correspondence to the Board and its advisors. We ask that you consider them carefully before unqualifiedly endorsing one proposal or the other. We deeply believe that making such a designation of approval prior to the public hearing to be held February 2 is not in the best interests of the community. To this point there has been no opportunity for public expression on both proposals to either the Review Board or the Council.

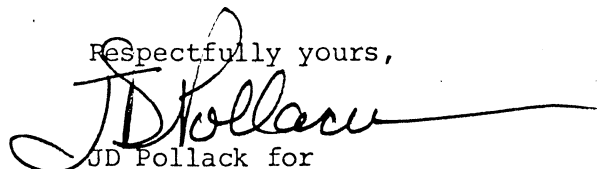
The proposed theaters run contrary to the guidelines of the Harvard Square Task Force as the developer has acknowledged that their seating capacity is inadequate for commercial first-run exhibition and that increasing the seating capacity is unfeasible. They would be in direct competition with the already existing theaters. The developer has offered us the site, but we have refused. Based on the Arthur D. Little study on the future of motion picture exhibition, now is not the time for the expansion of theaters. The movie business is unlike retail or restaurant establishments. There is both a decreasing number of films and a declining audience for them. Our profit margin is such that any siphoning off of our audience by further expansion would be devastating to we the independent theater owners and operators in the area who have contributed to the unique character of Harvard Square and the entire region over the last three decades.

We would like to discuss this matter with you further at your con-

venience.

Thanking you for your time and consideration,

Respectfully yours,

A handwritten signature in cursive script, reading "JD Pollack", with a long horizontal flourish extending to the right.

JD Pollack for
the Orson Welles Cinemas

2.

5-47

communication from J. D. Pollack regarding
the proposal of Carpenter and Company for
the development of the Harvard Square MBTA
Yards site.

In City Council,
January 30, 1978

2/13/78

Placed on File