

# ROSEMOUNT THEATRE (FMR), NORTH PERTH



PLACE INFORMATION	
Place name	Rosemount Theatre (fmr)
Other names	Rosemount Bowl
Place type	Individual building or group

HERITAGE LISTING	
inHerit ID:	27560
State Heritage Register:	
Other Listing:	

SITE LOCATION	
Street address	462-466 Fitzgerald St
Locality	North Perth
Survey	LOT: 87 D/P: 2355
Vol/folio	1597/699
Reserve	—

SIGNIFICANCE	
Level of significance	<p><b>Considerable</b></p> <p>Very important to the heritage of the locality. High degree of integrity/authenticity.</p>
Management category	<p><b>Category 2</b></p> <p>Conservation of the place is highly desirable. Any alterations or extensions should reinforce the significance of the place.</p>
Statement of significance	<p>The place has aesthetic value for the remaining evidence of the Inter War Stripped Classical style on the upper floor of the main façade.</p> <p>The place is a landmark in the streetscape for its bulk and scale on this prominent street junction and its position on the front of the lot.</p> <p>The place has historic value for its association with the establishment and development of North Perth in the Inter War period.</p> <p>The place has historic value for its association with leading architectural firms of the mid 20th century, Rosenthal and Rosenthal, and Oldham Boas and Ednie Brown who undertook design work on the building.</p> <p>The place has social value for its provision of an entertainment venue for the community since 1923. The changes of use have always included opportunities for groups to gather and has therefore been a place visited by a wide cross section of the community.</p> <p>The theatre has social value for its ongoing presence in the streetscape and therefore contributes to the community sense of place.</p>

PLACE USE	
<b>Original use</b>	Social/Recreational: Theatre or Cinema
<b>Current use</b>	Social/Recreational: Other Sports Building
<b>Other use</b>	Commercial: Shop/Retail

CONSTRUCTION DETAILS	
<b>Construction date</b>	1922; 1928; 1950s; 1967
<b>Walls</b>	Painted Brick
<b>Roof</b>	Corrugated Metal sheeting
<b>Architectural Style</b>	Inter War Free Classical

<b>Physical description</b>	<p>This two storey building is located on the busy junction of Fitzgerald Street and Angove Street and truncates the view to the south east down Angove Street. It is part of a commercial hub at this junction, with the Rosemount Hotel across the road.</p> <p>The building is positioned on the front property boundary and has an awning across the full width of the façade. The ground floor comprises three premises with the central portion providing access to the main building, including the upper levels. The two shop fronts either side are stand alone premises and are largely later fit-outs with aluminium framed windows and doors. The shop premises on the northern side does demonstrate an angled entry that may be from an earlier arrangement. At the southern end of the façade is a double timber door with leadlight fanlight above that features multiple panels. This door is no longer accessible but is likely to have provided alternative access to the upper levels.</p> <p>The façade above the awning is rendered brick, divided into three sections, consistent with the ground floor divisions. Within each sections are windows that have been arranged in groups of three. The panes have differing treatments including mirrored glass, horizontal mullions and inserted air-conditioning units. Dividing the thirds of the façade are masonry pillars, forward of the main façade and painted in a contrasting colour that emphasises these vertical elements. Bold signage is present across all faces of the façade.</p>
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CONSTRUCTION DETAILS	
<b>Physical description</b>	The rear and sides of the building were not accessed however glimpse of the side elevations show that the brickwork is not rendered, but painted.
<b>Condition</b>	Good
<b>Integrity</b>	Moderate
<b>Authenticity</b>	Moderate

### HISTORICAL INFORMATION

The Rosemount Picture Gardens first operated from 1919 to 1922 in grounds behind the Rosemount Hotel. In 1923, the Regent Theatre (later renamed the Rosemount Theatre) opened at 484 Fitzgerald Street across from the hotel. The opening ceremony was performed by the Mayor of Perth Sir William Lathlain and an article in the Sunday Times described the many features of the design.

*Huge sliding doors convert the auditorium in to a semi-open air theatre, ensuring a maximum of comfort to patron on the hottest of nights. The seating accommodation is for approximately 1499, and consists of modern tip-up and comfortable deck chairs. This, with music by an excellent orchestra and projection of a very high standard, should make the proprietors, Messrs Daring and Parker feel proud of their new enterprise. This new theatre which was opened by the Mayor recently is a decided acquisition to this growing suburb.*

The theatre seated a further 450 in the dress circle and upstairs was a lesser hall with access to a viewing balcony, which could be hired for parties and other social events. Cinema Treasures website states that the theatre was designed by architect Samuel Rosenthal however no primary source evidence was found to support this statement. The State Records Office hold a Plan of the Electrical Installation for the building prepared in 1922 by electrician Neil Miller. No architectural drawings were found for the theatre.

In 1928, architects Oldham Boas and Ednie Brown were engaged by Daring and Parker to remodel the theatre, this did not include interior decoration or lighting. Contractors A. N. Hill were engaged for the works for a fee of £1500. The extent of these works is not known.

### HISTORICAL INFORMATION

The economic depression of the early 1930s led to a decline in attendance at entertainment venues however new owners invested in refurbishments and reopened sometime between 1934 and 1935.

In the 1950s, the lease for the Rosemount Picture Gardens operating on the site of the Rosemount Hotel expired and a new Rosemount Picture Gardens opened at 360 Fitzgerald Street, remnants of the structure are still evident on this site. Potentially as a result of this alternative venue opening, the owners of the Rosemount Theatres, Goldfield Pictures Ltd, engaged architects Rosenthal and Rosenthal in 1954 to design alterations for the theatre, comprising new toilets on the ground floor and upper floor.

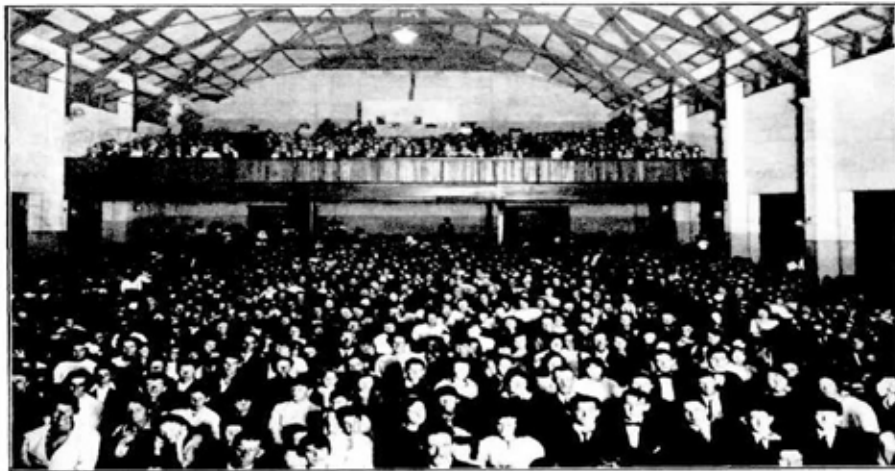
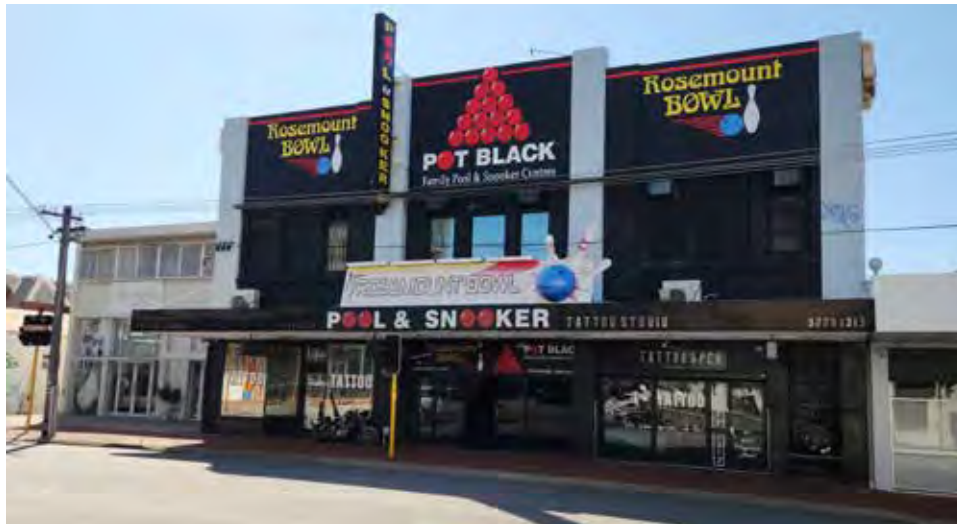
The Rosemount Theatre and associated Picture Gardens both closed in 1967 as a result of the popularity of television in the home. The theatre was remodelled, with the upstairs gallery turned into a bowling alley and the lower part into a hall for the Police and Citizens Club. It has not been determined when the façade was altered to the current arrangement which removed the detailed parapet which was still evident in the 1940s.

Aerial photographs from the mid 20th century provide no conclusive evidence of changes to the building form or detail and the extent has remained the same.

### HISTORICAL INFORMATION

<b>Historic theme</b>	Cultural Life: Recreation - Arts, Culture and Entertainment Cultural Life: Recreation - Sport	
<b>Associations</b>	Oldham Boas and Ednie Brown During and Parker Samuel Rosenthal Rosenthal and Rosenthal	Architect of 1928 additions Owners Architect Architect
<b>Sources</b>	The Daily News, 31 May 1928, p. 2. The Sunday Times, 28 January 1923, p. 5. The Western Mail, 25 January 1923, p. 25. Cinema Treasures <a href="https://cinematreasures.org/theatres/49524">https://cinematreasures.org/theatres/49524</a> accessed Oct 2024. Landgate aerial photographs City of Vincent Local History Collection Rosemount Bowl website <a href="https://www.rosemountbowl.com.au/about-us">https://www.rosemountbowl.com.au/about-us</a>	

ADDITIONAL PHOTOGRAPHS



A FLASHLIGHT PHOTOGRAPH OF THE ATTENDANCE AT THE ROSEMOUNT PICTURE THEATRE. Which was officially opened by the Mayor (Sir Wm. Lathlain), last Saturday night. The proceeds of the opening night were devoted to the North Perth Branch of the Silver Chain Nursing League.

Opening night of the Rosemount Theatre. Western Mail, 25 January 1923, p. 25.



View of Fitzgerald Street, 1940s. Courtesy City of Vincent Local History Collection, image 1016941.

ARCHIVAL IMAGES



*View to Rosemount Theatre, 1924. Courtesy City of Vincent Local History Collection, image 1033671.*