

Heritage Item #

MI Reference: 63 HCWA No: 1860	Place Name: The Northam Advertiser Office (fmr)	Other Name/s: Advocate Building, Northam Locksmiths
		Date of Review: September 2021



Address: 245 Fitzgerald Street East, Northam	Lot No: 128 Property Key: Plan Diagram: D73095 Vol Folio: 1987/490 Assess No: A11126
Locality: Northam	GPS:
Current Use: Locksmiths	Original Use(s): Newspaper Office
HERITAGE LISTINGS	
Listings:	
CONSTRUCTION	
Date of Construction: 1893	
Architect / Builder:	
Architectural Style: Federation Free Style	
PHYSICAL EVIDENCE	
<p>Description:</p> <p>The Northam Advertiser Office (fmr), located at 245 Fitzgerald Street East, is a single storey rendered masonry building with a concealed corrugated steel roof displaying characteristics of the Federation Free Style of architecture.</p> <p>The building has a symmetrical form with a zero-setback addressing Fitzgerald Street East. The building has a decorative parapet wall that steps up to a central rectangular pediment. The word and numerals 'ESTD. 1893' are inscribed in the pediment. A rendered band extends the width of the building sitting below the parapet with the words 'The Northam Advertiser' inscribed across. There is a decorative festoon with scrolls centred above the rendered band.</p> <p>The front façade is articulated with vertical pilasters. The building has two fixed windows to the front façade with rendered sills and detailed ornaments either side. The central entry door is a timber double door with a highlight that contains a sign titled, 'Northam Locksmiths'. The entrance is raised up three steps with a steel railing either side.</p>	

The rear of the building is painted brick in a stretcher bond pattern. There are a number of arched windows extending along the eastern façade. There is evidence of brick deterioration along the western façade. There is a small tree to the front footpath.
Condition: Good-Fair
HISTORICAL
Notes: <p><i>The following information has largely been sourced from the heritage assessment of 23-325 & 16-334 Fitzgerald Street and 1-15 & 12-18 Peel Terrace, Northam, prepared by Greenward Consulting, June 2015.</i></p> <p>The original section of this building is reputed to have been erected when the Central Districts Advertiser was established by Joseph O'Reilly in 1893.</p> <p>The name later changed to The Northam Advertiser and reported on social, moral, industrial and commercial issues in the district. It was influential in the rise and fall of eminent Northam politicians such as George Throssell and James Mitchell over the years. The newspaper has played a significant role in the development of Northam for more than a century. One of the editors was Hal Colebatch who served a very brief term as Premier of Western Australia. Hal Colebatch purchased the newspaper in 1919. The newspaper was later amalgamated with a number of other local newspapers.</p> <p>In May 1925 tenders were called for a new façade for this building: <i>TENDERS are invited until NOON on WEDNESDAY, MAY 20, for NEW FRONT ADDITIONS to the Northam Advertiser Office, Fitzgerald Street, Northam for Messrs. Cotebatch and Company Plans and specifications may be seen at the above, address, Northam, and at the office of the architect. P W HARRISON F.R.I.A.</i></p> <p>Newspaper operations ceased at the building in 2005. In 2010, the building underwent an internal fit out to become a shop & office a locksmith business.</p>
Theme: Newspapers
Associations: Avon-Valley Advocate, editor, Hal Colebatch also Premier of Western Australia, Founding editor J T O'Reilly, Harley Colebatch, Rural Press Regional Media (WA) Pty Ltd
Heritage Assessment or Conservation Plan: Heritage Assessment of 23-325 & 16-334 Fitzgerald Street and 1-15 & 12-18 Peel Terrace, Northam. Prepared by Greenward Consulting, June 2015.
Public Access: Limited
SIGNIFICANCE
Level of Integrity: Medium
Level of Authenticity: High
Statement of Significance:
The Northam Advertiser Office (fmr) is of cultural heritage significance for the following reasons: <ul style="list-style-type: none"> • The place is an aesthetically pleasing building that contributes to the streetscape of the main commercial street of Northam. • The place has historical and social significance to the local community of Northam.
Level of Significance: Considerable
Heritage Category: 2

Additional Photographs



Front Façade
Source: Municipal Heritage Inventory,
2012



Parapet Detail
Source: Stephen Carrick Architects
September 2021



Festoon with scrolls
Source: Stephen Carrick Architects
September 2021



Rear of building - West Elevation
Source: Stephen Carrick Architects
September 2021