

## 7.2.16 Multi storey mixed-use building along Louis Botha Avenue\_ 'The Royal' cinema\_Stand 277 & 32/58-IR

Address	215 Louis Botha Avenue
Stand No.	277 & 32/58-IR
Current Zoning	Business 1
Year of erection	1939
Architect	Kallenbach, Kennedy & Furner
Heritage Significance	Social/ Cultural/Architectural
Statement of Significance (Heritage importance grading system due to the National Heritage Resources Act 25, 1999)	(a) its importance in the community, or pattern of South Africa's history;
Proposed SAHRA Grading	3A
<p><b>Site Description</b></p> <p>The Cinema was originally called 'The Royal' and built in 1939 by the architectural firm Kallenbach, Kennedy &amp; Furner and was located on the corner of Tenth and Louis Botha Avenue. Corrugated iron roof of original Bioscope building still visible on locality map (see below). Diagonally opposite was the suburban cinema called the 'Astra' creating a suburban cinema node along Louis Botha Avenue in Orange Grove from the 1930s to 1950s showing all the current Hollywood movies of the time.</p>	

### Locality Map



Fig. 65 Stands 277 & 32/58-IR are located on the north-western corner of Tenth and Louis Botha Avenue and housed originally the Royal Cinerama  
(Source: City Council of Johannesburg, GIS map)

## Original plans for Stands 277 & 32/58-IR

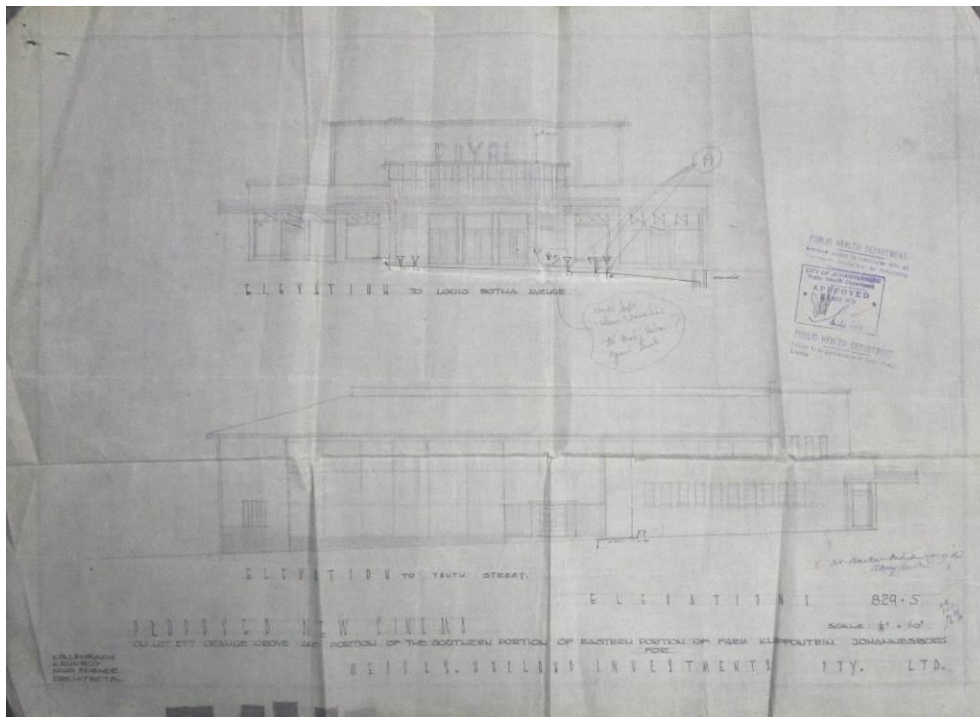


Fig. 66 Original plan from 1939 showing proposed new cinema on Stand 277 & Port. 5 of E on the corner of Tenth Street and Louis Botha Avenue, Orange Grove  
Architects: Kallenbach, Kennedy & Furner  
(Source: City Council of Johannesburg, Plans Archive)

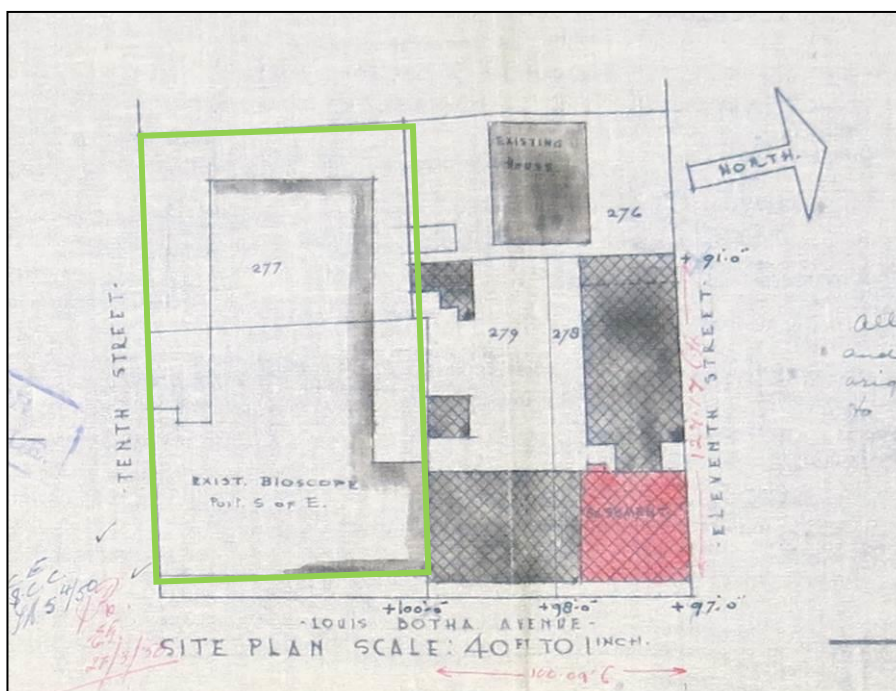


Fig. 67 Original site plan from 1949 showing existing Bioscope on Stand 277 & Port. 5 of E on the corner of Tenth Street and Louis Botha Avenue, Orange Grove  
(Source: City Council of Johannesburg, Plans Archive)

## Identifying Images



Fig. 68 Corner Tenth Street and Louis Botha Avenue, original cinema façade from 1939 is not visible anymore  
(Source: tsica heritage consultants, 2015)



Fig. 69 Original Bioscope opened as 'The Royal' Cinerama on the corner of Tenth and Louis Botha Avenues in 1965  
(Source: <https://johannesburg1912.wordpress.com/2013/07/29/theatres-in-early-johannesburg/>)

## Impact of Proposed Development Plan on Heritage

<p><b>Densities</b></p> <p>Medium to High (160-300dph) new buildings suggested maximum scale is 6-8 and a minimum of 2 storeys</p>	<p><b>Recommendations</b></p> <p>Building is in a high density zone, it is recommended that this building be conserved, and that it could be restored to original design to serve the public again.</p>
<p><b>Transport</b></p> <p>Site is along main BRT route transit spine</p>	<p><b>Recommendations</b></p> <p>Any BRT Stations and street widening should not negatively impact the visibility of the building.</p>
<p><b>Social Cluster Development</b></p> <p>No social cluster development is ear marked for this area</p>	<p><b>Recommendations</b></p> <p>Site is not in a social cluster area development.</p>
<p><b>Mixed-use Development</b></p> <p>Site is within a mixed-use development</p>	<p><b>Recommendations</b></p> <p>Site is already adjacent to mixed-used buildings however recommended lower rise scale buildings are recommended around the site so to not dwarf the building.</p>

## Conservation Management Policies\_Grade 3A\_Commercial sites

Conservation management plans (CMPs) help to guide the management and running of heritage sites, scenarios, particularly if the heritage buildings or sites are earmarked for development. The CMP particularly the policies and guidelines, should be used in the preparation of future expressions of interest, development and feasibility studies, as well as by consultants planning or documenting future work. In conjunction with the SWOT analysis it becomes a useful tool in assessing the opportunities that can arise from the development as well as identify potential risk or threat of the site. 3A commercial buildings are already in a position where there is a lot of change and movement because of the nature of businesses that are carried out usually in that space. Because

of their importance in local heritage there are recommended for conservation and any changes done should be highly monitored by heritage specialists.

## Swot Analysis

Analysis	Result
Strength	The building structure was majorly altered and added but original features are still in place and could be refurbished according to Conservation Management Plan  Site can be accessed by the public and could be a good example of an original Cinerama building structure of the 1930s
Weakness	Integrity and character of site is compromised because of its current usage as commercial building Internal alterations have compromised the integrity of the site
Risk/ Threat	The site is located in an area of high density development and it may change the character of the site if new buildings are erected near it
Strength/Opportunity	High Density development may allow for increased access to the site and economic and social significance of the site

## Conservation Management Policies\_ Commercial sites

### Views/Vistas

- Retain views of the aesthetically and architecturally significant building
- Ensure that all new buildings erected do not conflict or overpower the heritage buildings

### Fabric and Setting

- Retain and restore all the original materials, doors, window panels and other original features of the buildings if alterations are intended for the building
- If additions are to be made, then a contrasting modern materials to be used according to conservation principles
- In new buildings, use materials that fit in well with the site's historic fabric
- Ensure that building designs and materials introduced to the site do not overpower the older buildings

## **Management**

- Establish a team of heritage/conservation professionals which oversee the restoration of historical structures and the introduction of new buildings on site or near the site
- Include the site as part of heritage local tours and increase awareness of the importance of the building

## **Future Development**

- Adaptively re-use the buildings in a manner that will not diminish – and will ideally enhance – their historical or cultural integrity
- Ensure that alterations and additions are made only after consultation with the Provincial Heritage Resources Authority (Gauteng) and in accordance with the National Heritage Resources Act of 1999 section 34 or section 36
- Public facilitation takes place prior to any development