

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

Compiled by: Dr JJ Bruwer, 2002-07-29

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Cellphone: 082 325 5823

NAME OF PLACE: EAST LONDON HOTEL



Left: Loveday Street elevation.
Centre: View of the building and its neighbours, i.e. on the left *Budget House*, and on the right, *Juta's Corner Building*.
Top: portion of main elevation, showing enclosed First Floor verandah.

Previous/alternative name/s :

LOCATION: Street : Loveday
Street number : 54
Stand Number : 829
Previous Stand Number: by 1921 - 1554
Block number : V
GIS reference :

ZONING: Current use/s :
Previous use/s :

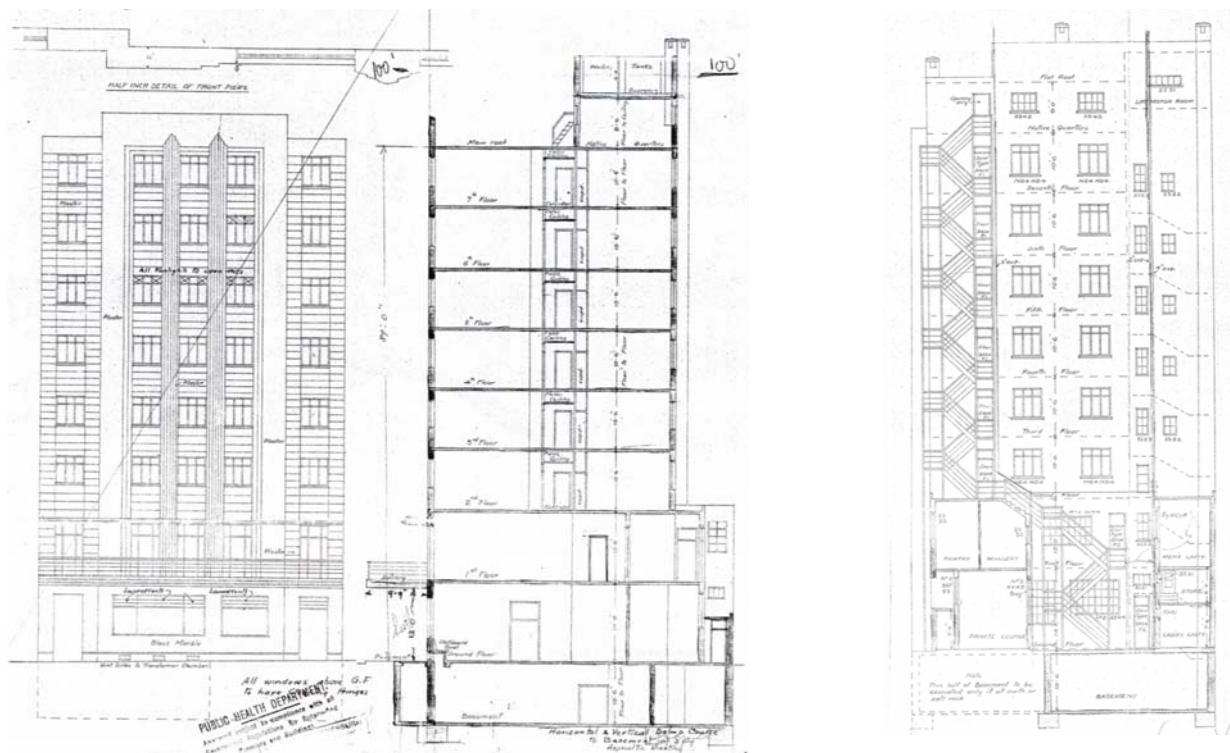
DESCRIPTION OF PLACE:

Height : 100' 5"
Levels above street level : eight
Levels below street level : one
On-site parking : none

The original design of the building included a spacious Public Room, Public Bar and Private Lounge with parquet floors, as well as public toilets (Ladies) at Ground Floor. The building was accessed from Loveday Street, through a hall with black and white marble floor tiles, leading to a Lift Lobby and to the Hotel's Reception area. The Bar was accessed through a separate entrance off Loveday Street.

Access to the remaining floors of the building was via a single lift and stairs. The Hotel's Lounge, Dining Room, as well as a small Cocktail Bar, all with parquet floors, were located on the First Floor.

Adjoining the Dining Room and Lounge was a verandah with black and white cement floor tiles. The Hotel's Kitchen and public toilets (Men) were also located on this floor.



The remaining floors of the building each comprised a central Corridor with Lino flooring and black Grano borders, flanked by guest rooms, as well as a passage to communal ablution facilities.

Located on the roof was the Lift Motor Room, a Staff Dormitory and ablution facilities "for 8 Boys".

Access to the Boiler Room, Liquor Store Room, and Transformer Chamber in the basement was via the Hotel's lift or stairs.

CONSTRUCTION MATERIALS:

Walls: Reinforced concrete framed structure with plastered brick walls; black marble facing at pavement level; cantilevered balcony.

Roof: Flat, concrete.

Windows: Side-hung steel casements with fanlights; steel casements with louvered vents (Ground Floor).

SITE FEATURES:

ALTERATIONS:

Additional Staff Dormitory (reference on plans to "Native Quarters") on roof; separate Beer Cellar and Dry Store in Basement; minor internal alterations at Ground Floor and First Floor.

Architects: J.C. Cook & Cowen. Plans approved: 11 August 1952.

Minor alterations to Kitchen (Ground Floor).

Architects: J.C. Cook & Cowen. Plans approved: 21 May 1957.

Minor internal alterations, including installation of a swing door between Lounge and Lift Lobby on Ground Floor.

Architect: Leslie Simon. Plans approved: 12 August 1965.

Minor internal alterations on Ground Floor.

Architect: Leslie Simon. Plans passed: 27 April 1967.

Ground Floor alterations, including conversion of Lounge into new Ladies Bar.
Plans by Edser (Pty) Ltd. Plans passed: 9 November 1979.

Enclosure of existing verandah: installation of fixed glass panels, adjustable glass louvres and new roof.

Plans by Edser (Pty) Ltd. Plans passed: 10 March 1982.

Owner shown as Rubins Investments (Pty) Ltd (B.C.B. Hotels).

INTEGRITY:

Changes to this building have not affected its integrity.

INSCRIPTION:

ARCHITECT:

J. C. Cook & Cowen.

BUILDER:

Structural Engineers: A.S. Joffe & Co. Ltd.

CONSTRUCTION DATE:

Date on plans : February 1937
Approval of plans : 29 November 1937
Completion date : 1938

BUILDING STYLE:

Art Deco - Exhibition Style.

BUILDING TYPE:

Hotel building.

ENVIRONMENT:

Together, *Budget House*, *East London Hotel* and *Jutas Corner Building* represent an interesting group of buildings. They date from different periods but stand in perfect harmony, each building having attained an own special identity. Although *Budget House* is slightly taller than the other two, this does not detract from the ensemble formed by these buildings.

CONDITION:

Good.

URGENT ACTION:

SAHRA RECORD REGARDING ALTERATIONS, RENOVATIONS, RESTORATION:

PROTECTION STATUS: (under National Heritage Resources Act, 1999)

General protection:	Section 34(1) structure/s	<input checked="" type="checkbox"/>
Formal protection:	provincial heritage site	<input type="checkbox"/>
	national heritage site	<input type="checkbox"/>
	provisional protection	<input type="checkbox"/>
	heritage area	<input type="checkbox"/>
	listed in provincial heritage resources register	<input type="checkbox"/>

Relevant Gazette Notice:

Gazette description:

FORMER PROTECTION STATUS: (under National Monuments Act, 1969)

NOTES:

DEEDS INFORMATION:

Original ownership:

By 1988: Old Mutual Properties.

PRE-HISTORY OF SITE:

FIRST EAST LONDON HOTEL:

The first *East London Hotel* occupied this site by 1887.

FIRST OPEN AIR CINEMA IN JOHANNESBURG:

"In one respect", according to Leyds, "Loveday Street is unique amongst all streets in the here in January or February 1901, that the first public open air showing of a bioscope film, projected on a screen took place, with the screen on the roof of a verandah and the public standing in the street and looking up. The Boer War was dragging to its close. The curfew required all to be indoors by 8 p.m. except on passes issued by the British military authorities. Most shops were closed, barricaded with corrugated iron, the owners having fled to coastal ports. Civic life had come to a standstill. It was an eerie experience to walk up and down deserted Eloff Street, day after day, with not one barricaded shop open for business, and to have the whole street to oneself, except for a military constable. Almost the whole of Johannesburg's population had become refugees, having left for Natal and the Cape Colony as soon as the war broke out in October 1899. There then remained only a few Dutch railway, municipal and postal officials. The burgers had gone to serve with the commando's and their families had mostly returned to the farms from which they came. Whole streets, whole townships such as Doornfontein, stood empty. Most homes had neither electric nor gas lighting, the inhabitants using oil lamps, but as there was no oil, everything had to be done by the one candle which was provided in the week's rations; therefore it was no hardship to observe the 8 o'clock curfew and lights out. There were no regular sporting games to watch, no theatres, no amusements or entertainments, except an occasional inter-regimental football match. The depressing boredom of the remaining citizens was suddenly relieved by that new invention, 'moving pictures', silent of course, which were shown weekly in Loveday Street. The screen was placed on the roof of the verandah of a building, No. 54 Loveday Street. Where the East London Hotel is now." (Note: In January 1888 the Licensed Victuallers granted or renewed licences, the East London Bar was one of the applicants) "It was a one storey shipping and forwarding agent's office, occupied by Messrs. Hofmann & Bickel. Both partners have been dead for many years, but the widow of Mr Bickel, in her eighties, was still living in Cape Town in 1946, and recalled some details for the author. The projector was placed on the opposite side of the street on the iron roof of No. 55 Loveday Street (see W-1). We, the sightseers, stood in the street between the two verandahs. The show was free and took place about 7.30 p.m., when there was still a little daylight. This detracted from its effectiveness, but the curfew prevented later hours. The pictures were mostly marching soldiers, the opening of Parliament at Westminster, King Edward VII in his carriage, and so on. I cannot remember any funny pictures, and the remaining impression is of flickering uncertainty and the stiff, wooden much-too-quick movement of the soldiers' legs. However, it was a completely new and delightful entertainment, and we looked forward to it eagerly each week. Whether the military devised it, or whether some enterprising 'Wolfram' did, I know not. Mr Wolfram, of course was the man who first operated bioscopes in the Cape about the turn of the century. In May 1902 we left Johannesburg, returning in October of the same year, but by then the free shows had stopped." (Leyds, G.A.: A History of Johannesburg).

"Outside each bar, shop or club or office building, was a hitching bar or post of steel tubes, to which many as four or more horses could be tied while the rider went inside. Of the thousands then to be seen none is left, and the only example is in the Africana Museum, a curious reminder of the bygone days, when the automobile was 'not yet'. In January, 1888, the Licensed Victuallers formed an association. The purpose was to protect the trade and by combined action make representations to the Government. The first meeting of the newly formed "L.V." Association was held in the afternoon of 9th January, 1888. The site of the gathering was the Imperial Bar in Loveday Street...The Licensed

Victuallers' Association has been in existence ever since. Four days after the first meeting of the L.V.A. there was a meeting of the Licensing Board for Hotels and Bars. The members consisted of the Gold-mining Commissioner, two members of the Sanitary Board, and the District Surgeon, Dr Hans Sauer (who was in the chair). The members of the Sanitary Board were Messrs Jno Quinn (the baker) and a Mr Deecker. The meeting granted the following new or renewal licences: 6. The East London Bar, Loveday Street. This is still in existence. (The then proprietor was Carl von Wille.)" (Leyds, G.A.: A History of Johannesburg).

Van Der Waal records "By September 1887 there were no less than 90 liquor licences in Johannesburg (Transvaal Mining Argus, 21 Sept. 1887: 7)." (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

"The north-west corner of Loveday and Pritchard streets is the site of two of Johannesburg's first businesses. *Juta's Bookshop* (see V-1) on the corner, and the adjacent *East London Hotel* in Loveday Street were built here in 1888 and did business in the original buildings until 1954 (sic.) when the buildings were altered, but remained on the same site." (Norwich, O.I.: A Johannesburg Album; Historical Postcards).

HISTORY:

See attachment for copy of "Notice In Regard To High Building" published in October 1937 in a local newspaper (name of this newspaper not known). It was obligatory that such a notice be published prior to the approval of any building plans.

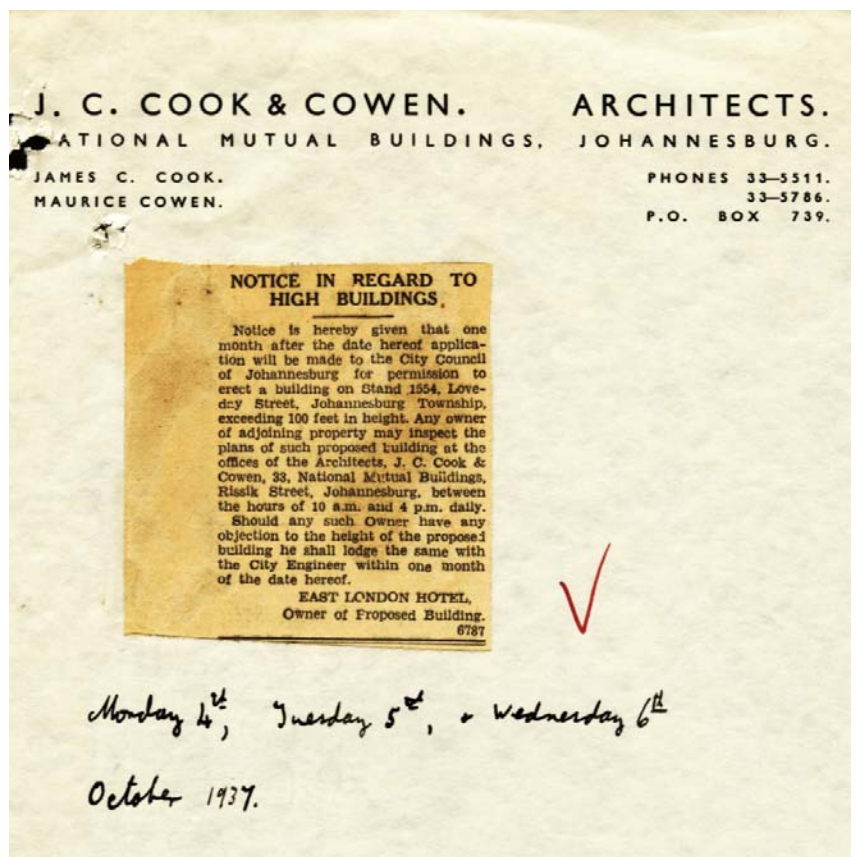
The plans of the existing building dating from 1938 were submitted by the architects J.C. Cook & Cowen on behalf of the East London Hotel, i.e. the owner of the property. The municipal submission drawings were signed by Mr J. Rubin in his capacity as representative of the owner.

"Less important hotels were also located on the edge of the business district. This was in line with the tendency for residential buildings to be gradually crowded out of the city centre – a trend that was to be continued in later years. Indeed, this marked the beginning of the slow death of the city core, which would eventually contain only commercial buildings and lack all vestiges of night life." (Van Der Waal, G-M.: From Mining Camp to Metropolis...). The East London Hotel is one of a handful of hotels surviving to this day.

GENERAL NOTES:

- Estimated cost of building : £24 813
- Estimated cost of drainage : £1 100
- Accommodation approved : 84 ("Europeans") and eight ("Natives").
- Valuation at completion : £18 000 (14 April 1938)
- Occupied :

CURRENT TENANT/S:



SOURCES:

For additional illustrative information, see relevant supplementary photo album in electronic format.

See SOURCES DOCUMENT for information on sources consulted with reference to this document.

ASSESSMENT OF CULTURAL SIGNIFICANCE:

Historic Value:

- Associated with historic person, group or organisation
- Associated with historic event or activity

Architectural/Aesthetic value:

- Important example of building type
- Important example of a style or period
- Fine details, workmanship or aesthetics
- Work of a major architect or builder

Social/Spiritual/Linguistic value:

- Associated with social, spiritual, linguistic, economic or political activity
- Illustrates an historical period

Scientific/Technological value:

- Example of industrial, technical or engineering development/achievement
- New, rare or experimental building techniques

RECORDED BY:

Heritage Resources Management team Johann J and Catharina JM Bruwer.
Unless otherwise indicated photographs by Catharina JM Bruwer.

ATTACHMENT: PRE-HISTORY OF SITE

FIRST EAST LONDON HOTEL:

"The corner of Loveday and Pritchard Streets. Both East London Hotel and Messrs. Juta are still on the same site in 1956, but many buildings have followed each other on this corner. This view gives some idea of the corrugated iron stage which succeeded tent town in the early years of Johannesburg." (Smith. See below).

Below: Smith, A.H. (comp. / ed.): Pictorial History Of Johannesburg, City Of Johannesburg Africana Museum – Frank Connock Publication No. 3, Juta & Co. Ltd., Johannesburg, 1956.



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Unless otherwise indicated photographs by Catharina JM Bruwer.



2002
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CASH LOANS

EAST LONDON HOTEL



5 4 2003



THE GREAT LONDON HOTEL

JUTAS CORNER

CAPITAL BANK



ELITE
CASH LOANS

The EAST LONDON HOTEL

5 4 2003