

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: MILADY'S BUILDING



Main photo: view of main (President Street) façade. Top right: Top right: from left to right – Truworths Building, Milady's Building and City Centre.

Previous/alternative name/s : Originally *R.H. Henderson Building; BAKOS* - 1976

LOCATION: Street : President
 Street number : 66
 Stand Number : 368
 Previous Stand Number: originally 541
 Block number : AB
 GIS reference :

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

DESCRIPTION OF PLACE:

Height :
 Levels above street level : three
 Levels below street level : one
 On-site parking : none

Noteworthy features of the building include the six giant-order fluted Ionic columns supporting a gabled parapet wall with moulded balustrades and embossed lettering, and entablature with dentil insets; an exceptional segmental arched verandah hood to the double volume ground floor with large

display windows and stucco plaster; and the striking moulded plaster work appearing on the wide horizontal bands between the giant-orders.

CONSTRUCTION MATERIALS:

Walls: skeleton frame construction; plastered brick.

Roof: corrugated iron on empirical truss.

Windows: steel casements (fanlights, fixed and side-hung).

SITE FEATURES:

ALTERATIONS:

In a NMC letter of reply dated 13 May 1992 to MSC Architects, mention is made of the approval in principle by the responsible Plans Committee of the former NMC (decision taken at a meeting on 20 May 1992) "for the re-installment of the lift in the new structure...to request the developers to consider erecting a small plaque on or near the lift." No follow-up correspondence with regard to this could be found on the relevant SAHRA current file.

INTEGRITY:

This building has retained almost all of its original external elements; the two large flag masts have been removed and the building's original name *Henderson's* to the gabled parapet wall, was changed to *Milady's*.

INSCRIPTION:

ARCHITECT:

Mann, Samuel Victor.

BUILDER:

CONSTRUCTION DATE:

Date on plans : 6 March 1924
Approval of plans : 1924
Completion date :

BUILDING STYLE:

Edwardian (1900 to 1914), 1920s.

Urban Features: "Architectural Merit: "A very interesting Edwardian building."

BUILDING TYPE:

Shop to street and showrooms.

ENVIRONMENT:

This building, a reminder of a long past era in the development of the City, stands proud amongst its new modernistic neighbours.

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: R.H. Henderson Ltd.

By 1976: Stand Three Six Eight Johannesburg (PTY) Ltd., P/A A. Aiken & Carter, P.O. Box 2636, Johannesburg.

By 1991: J.C. Katzenellenbogen.

PRE-HISTORY OF SITE:

TIVOLI MUSIC HALL:

According to Neame, J. W. Jagger "rented a warehouse on the site in President Street on which in later years the old Tivoli Music Hall stood until it was bought by R. H. Henderson and Co." . (Neame, L.E.: City Built On Gold). Unfortunately this is the only information available on the *Tivoli Music Hall*.

HISTORY:

Below is an extract from a letter dated 7 March 1991 from a certain J.C. Katzenellenbogen, addressed to Mrs. Flo Bird, former Chairperson of the Transvaal Plans Committee of the NMC: "I am a part owner of Stand No: 368, located at 66 President Street, Johannesburg. For the purposes of a valuation exercise to help decide whether or not to place the property on the market, I wish to establish what restrictions the National Monuments Council has placed on the building. In your reply I would be grateful for statement on: The architectural and historical importance of the building; The extent to which the building can be altered and demolished. Please find attached a copy of the original plans made at the Building Survey Office at the Civic Centre..."

Mrs Flo Bird's response is contained in a letter dated 19 March 1991, in which it was stated that the "...matter was discussed by the (NMC's) Transvaal Plans Committee at its meeting on 13th March.

1. It was agreed that the building has aesthetic merit and is of cultural interest in terms of the Classical architectural style employed for a commercial building. Historically it reflects the proud status Johannesburg set on its shops, as well as the scale of development during that period. (It was listed by the Heritage Committee of the Institute of Architects as the BAKOS Building.)
2. The City Centre has no natural features which give it shape or a sense of place and with its street grid system it relies for its identity on its buildings. It is therefore important to retain these historical elements even when they are surrounded (as in this instance) by modern developments.
3. The original structure is of a fairly simple hall with the elaborate façade. Ideally it would be preferable to retain the entire shop space behind with its decorated columns. We accept that if this were incorporated into a new development, considerable adjustments would be necessary.

The recommendation is therefore that the façade be retained and the shopfronts restored, and that an area behind this be kept – to be followed would be that the original building would be distinguishable as an earlier structure which was once an independent entity."

Below is a relevant extract from the minutes of a meeting of the time of the NMC's Transvaal Plans Committee held on 13 March 1991: "...7.5 R.H. Henderson's Building, 66 President Street, Johannesburg (9/2/228/1). The letter dated 1991-03-07 refer. It was DECIDED that...a demolition permit should not be granted."

GENERAL NOTES:

Estimated cost of building :
Estimated cost of drainage :
Accommodation approved :
Valuation at completion :
Occupied :

PREVIOUS TENANT:

By 1954: R. H. Henderson Ltd.

CURRENT TENANT:

Milady'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.



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