

**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: STEADMAN MANSIONS**



Top left: corner Joubert and Jeppe Streets. Bottom left: the multi-storey *Mackay Mansions* can be seen in the left background; the neighbour of the *Steadman Mansions*, i.e. the *School Clinic*, is also clearly visible in this photo. Top right: facing the *Steadman Mansions* on the southwestern corner of Joubert and Jeppe Streets is the *Rand Central Building*.

Previous/alternative name/s :

**LOCATION:** Street :  
 Street number :  
 : [161 Jeppe; 63, 65, 65a Joubert]  
 Stand Number : 1250, 1251, 5040  
 Previous Stand Number: by 1897: 1132a, 1132b, 1133  
 Block number : AR  
 GIS reference :

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

**DESCRIPTION OF PLACE:**

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

A detailed architectural history of the building remains outstanding due to the incompleteness of the plans record of this building. None of the original plans of the building is on record.

The design of the building, in many ways, appears special. Elements of its design worth particular mention are:

The seven semi-arches with Voussoir wedged-shaped brick and elaborate keystone work executed in brick and quarry tiles on the first floor, testify to the work of a highly skilled stonemason.

The three bull's eye windows with Voussoir wedged-shaped brick and vertical steel frame pivot-hung windows.

The atypical quoins executed in stretcher bond brickwork; the area above the connecting walls of the *School Clinic* (see AR-3) shows the continuous line of quoining. During the construction of the addition on Stand 5040, quoins were inserted on the periphery wall of the existing building to define the edge of the new addition as well as contributing to a sense of balance to the corner quoins.

The uninterrupted stringcourse beneath the first floor cantilevered balconies delineates the ground and first floor.

The Joubert Street elevation appears to be a more successful expression of the design; the symmetrically proportioned groups of windows are well balanced in contrast to the disproportionate siting of windows on the Jeppe Street elevation. This disparate composition seems to have been corrected by the J.C. Cook & Cowen 1934 addition in Joubert Street.

Whether by choice or economical considerations, the bare west elevation wall fronting onto the *School Clinic* is in empathy with the brick design of the latter building.

Although the plan of the parapet wall is simplistic, the convex roofline is, visually, most appealing and responds well to the elaborate lower level design.

#### **CONSTRUCTION MATERIALS:**

Walls: load bearing, rough and smooth plastered brick walls.

Roof:

Windows: steel frame.

Addition to Stand 5040 (65a Joubert Street):

Walls: rough and smooth plastered hard-burnt bricks.

Roof: concrete; damp course of asphalt sheeting.

Windows: steel frame.

Floors: Parquet blocks on concrete.

#### **SITE FEATURES:**

#### **ALTERATIONS:**

The record for this building is incomplete, and all the original plans are missing.

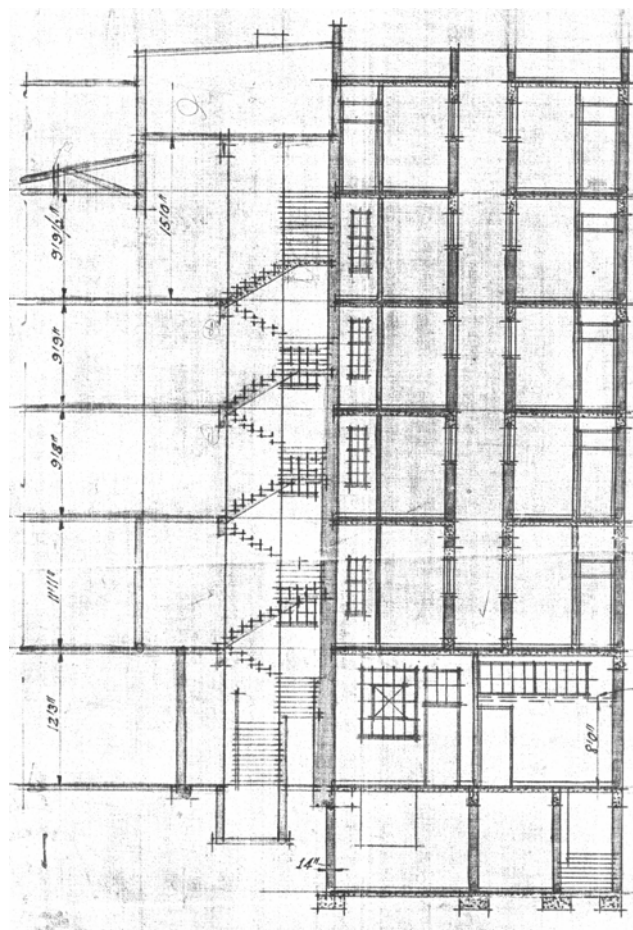
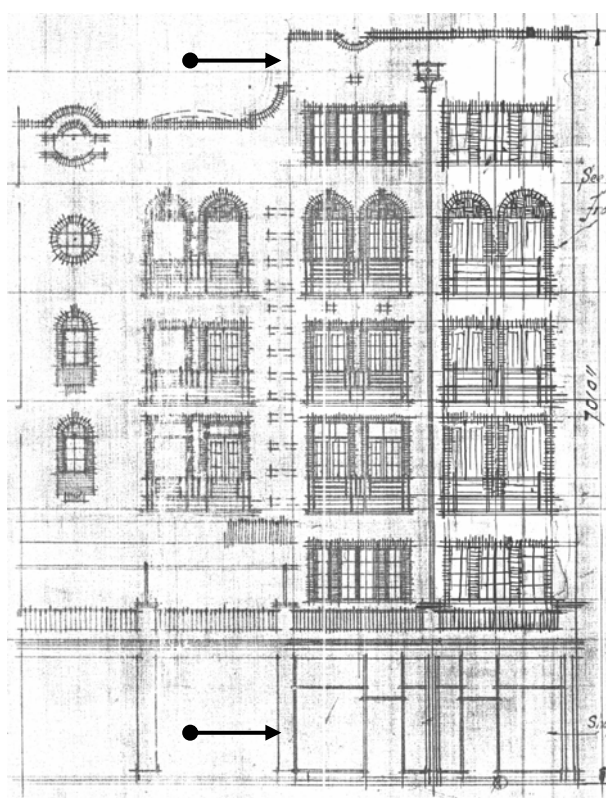
The earliest extant plan of the building was for "Alterations to Stedman (sic.) Mansions for the African City Properties Trust Ltd. on Stds. 1133 & 1132A Jhb.", i.e. currently Stands 1250 and 1251. The following note appears on the plan "The work generally consists of removing the wall dividing the shop from the staircase and making good the supports of the stair necessitated thereby: Also to remove wall...and to include in the shop the space marked 'Existing Entrance' by moving existing shop front...to position indicated". Frank Emley F.R.I.B.A, Architect, Trust Building, Fox Street. It is interesting to note that a certain Williamson signed as witness on 9 March 1923; this could perhaps be Frank Williamson, who later became a member of the highly respected architectural firm of Emley & Williamson. The contractor for this work was D.F. Corlett. Approved – 30 March 1923; completed - 2 July 1923; estimated cost – building £300.

Alterations to outbuildings and Beer Hall: Application for Approval of Plans form dated 3 June 1930; estimated cost – building £50; drainage £25; date on plan - 30 May 1930; architects – Emley & Williamson F & A.R.I.B.A; Stanley House.  
 (The 'Beer Hall' mentioned in this instance, presumably was a remnant of the original *Pavilion Beer Hall Building*).

Alterations and additions for Mr. Rabinowitz: new single room for staff on roof of original building and interior alterations to second and third floor; approved 27 December 1934; estimated cost – building £300; drainage £75; architects J.C. Cook & Cowen.

Alterations & drainage: municipal submission plan/s missing; approved 26 March 1934; estimated cost – building £250; drainage £50; architects J.C. Cook & Cowen.

Alterations and drainage: approved 26 March 1934; estimated cost – building £250; drainage £50; architects J.C. Cook & Cowen.



Above and right: Extracts from submission drawings dated 1933.

**Addition to Stand 5040 (65a Joubert Street):**

Height	: 70'0"
Levels above street level	: six
Levels below street level	: one
On-site parking	: none

The 1934 addition (on plan 11, 12 December 1933) in Joubert Street, was designed by the experienced architectural firm of J.C. Cook & Cowen (see above extracts from relevant drawings). This extension stands as a successful response to the design of the original building. Although the addition is a level higher, the incorporation of certain elements in its design has resulted in the forging of an aesthetically pleasing merger between the existing and the new. Subtle differences, such as the concave section of the parapet wall, and the exclusion of the semi-arches on the first floor, have afforded the addition an identity of its own.

Alterations to drainage: date on plan – 29 October 1935; approved 27 December 1934; architects -

J.C. Cook & Cowen.

New hand washbasin to *Pavilion Beer Hall* (see attached letter from owners): municipal submission plan/s missing; approved – 29 July 1952; estimated cost – drainage £30; Author - Property Manager, S.A. Breweries Ltd.

**INTEGRITY:**

Due to the incompleteness of the plans record of the building, it has not been possible to fully assess the integrity of the building. Alterations to the building appear, however, to have always been planned and executed in a sympathetic manner to the original intentions of design and existing materials used in the construction of the original building as well as the later addition. The fact that the building has clearly been well maintained, is of benefit to its attributes of authenticity and strongly manifested character.

**INSCRIPTION:**

**ARCHITECT:**

Original building : Author unknown  
1934 addition : J.C. Cook & Cowen

**BUILDER:**

**CONSTRUCTION DATE:**

Original building:

Date on plans :  
Approval of plans :  
Completion date :

1934 addition:

Date on plans : 11, 12 December 1933  
Approval of plans : 19 January 1934  
Completion date : 19 November 1934

**BUILDING STYLE:**

Edwardian (1900 to 1914).

Survey form (SAHRA archive file), undated: "This is a most unusual building, quite transition from Art Nouveau to the later Art Deco Style, combining the flamboyance (sic.) of the first in the roof-line and arched windows, with the more restrained decoration of the latter, as in the emphasis of architectural elements through decoration on the corner stones and around the windows."

**BUILDING TYPE:**

Shops to street and residential building.

**ENVIRONMENT:**

This building stands proud amongst its famous neighbours and other valuable buildings in its surround, i.e. the *Union Club*, *School Clinic*, *Manners Mansions*, and the famous *Anstey's Building*.

Survey form SAHRA archive file: "...This and the adjoining 2 buildings (second *Universal House*: AR-2 and the *School Clinic*: AR-3) are considerably older than other buildings in this area, & the first two are particularly unusual in that they are of such a small scale." The owner of the building at the time, was G. Rabinowitz. It was recommended on the above form that the building should be declared as a National Monument.

In a NMC letter dated 30 May 1995, it was indicated that the former organisation's Northern Interim Plans Committee considered the *Steadman Mansions* part of an important group of buildings: "The

Committee is of the opinion that a number of buildings on the remainder of the city block in question were considered to be conservation worthy, i.e. the Fontana building, the City Health building (*School Clinic*, AR-3), the building directly to the north of Anstey's (i.e. *Steadman Mansions*) and the Union Club (see AR-5). The Anstey's building (AF-2) has recently been declared as a national monument and together with Manners Mansions (AE-3) and the abovementioned buildings forms an important conservation area." (Authors' note: the area is not formally protected under the current heritage conservation legislation as a heritage area, previously called a conservation area).

**CONDITION:**

The building is in a good condition and requires minor repairs (all of a cosmetic nature).

**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:**

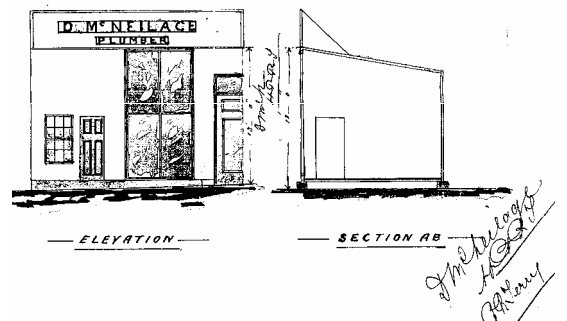
**DEEDS INFORMATION:**

Original ownership:  
 By 1923: African City Properties Trust Ltd.  
 By 1930: African City Properties Trust Ltd.  
 By 1934: Mr. G. Rabinowitz.

**PRE-HISTORY OF SITE:**

D. Mc NEILAGE PLUMBER STORE:

The earliest known structure located on the corner stand (161 Jeppe Street and 63 Joubert Street) was a W.C.; this is indicated on a plan for a temporary shed for D. Mc Neilage, a plumber. AR Terry designed this corrugated iron structure and the plan was passed on 28 May 1897.



Left: extract from municipal submission plan.

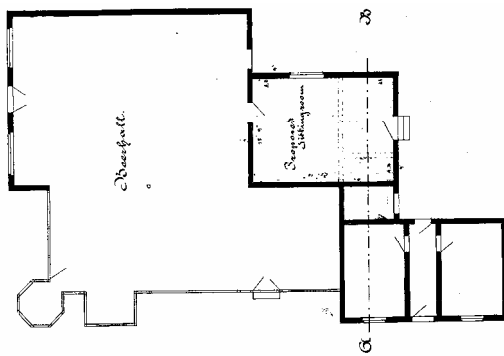
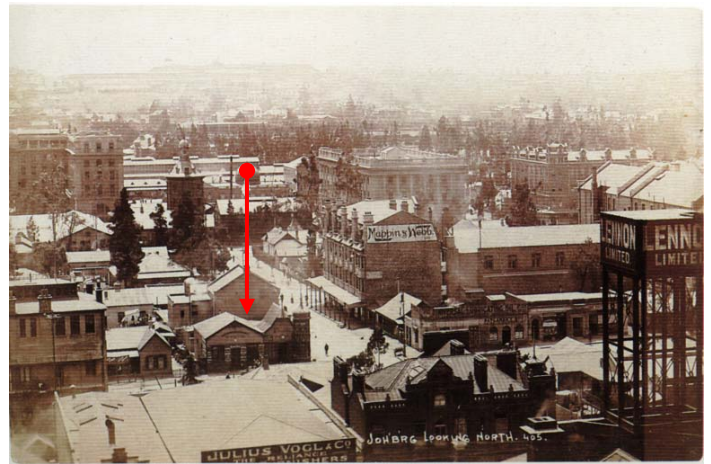
PAVILION BEER HALL BUILDING:

The *Pavilion Beer Hall Building* (plans passed: 20 January 1899) occupied the 161 Jeppe and 63 Joubert Street corner of this site. An Application for Approval of Plans (i.e. an addition) for a loose standing brick building with two bedrooms and a single kitchen, for the then owner W Keidel. was approved on 17 March 1899

Right: "Pavilion Beer Hall...This quaint building (c. 1906) was a favourite beer hall in early Johannesburg, situated at the corner of Jeppe and Joubert streets directly opposite the Orpheum Theatre. H. Ahrens was the proprietor. The beer hall advertises Thoma Beer, a Chandler product on the roof. During the First World War intense anti-German sentiment led to the burning of some of the German businesses and residences and this was one of the casualties. This site subsequently housed the Waldorf Café and Restaurant in the late twenties." (Norwich, O.I.: A Johannesburg Album; Historical Postcards, postcard 88).



Right: "On the corner of Jeppe Street is the Pavillion Bar, subsequently the site of the Waldorf Café, with the Orpheum Theatre directly opposite. On the right corner is the Universal Lubricating Oil Co. owned by Patlansky Bros. Continuing on the right is Mappin & Web, silversmiths in Norfolk House. At the bottom end of Joubert Street is the first Telephone Tower (1894) and on its right the prominent dome of Park Synagogue (1892). To the left is the CSAR Building and beyond it the early railway station and in the distance the Wanderers Club. To the right is the large TUC College and across the corner is the gabled Victoria Mansions." (Norwich, O.I.: A Johannesburg Album; Historical Postcards, postcard 140).



Right: Extract from Municipal Submission Plan for proposed addition to the *Pavilion Beer Hall* for H Ahrens dated July 1910.

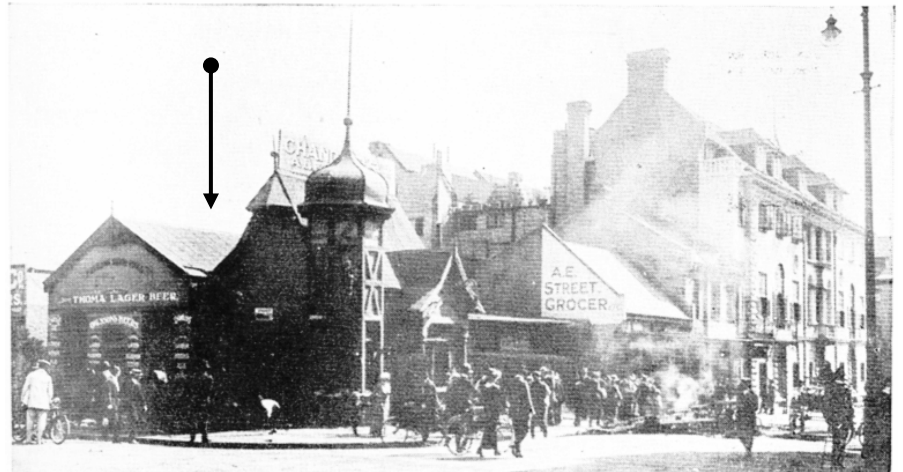
G.A. Leyds recalls a dark period in the history of Johannesburg: "Diering Street, Kenilworth, is named after Mr Louis Diering, a German estate financial and insurance agent, a pioneer who had his offices in Rissik Street (No. 57), opposite Lombardy House. He was highly respected, and became a burger of the Republic, and thus after the Boer War a British subject. During the 1914 – 1918 war, when German submarines had torpedoed the 'Lusitania',

serious riots broke out in Johannesburg. The houses and business premises of most of the Germans were burnt to the ground; notable cases were the liquor stores of Rolfes, Nebel, and Liberman and Bellstedt & Co., the Bristol Hotel, Rissik Street, and the house of Mr Piel of Anghern and Piel's Cold Storage Works. The Germans in Johannesburg were of course greatly frightened having lost all they had and being treated as outcasts by the population, and having received no police protection at the time of the riots. For them Mr Diering organised a 'Helping Hand' Society and he became their mentor, he himself being trusted by the authorities. The German insurance companies which he represented in 1897 (the Trans-Atlantic, the Magdeburg and the Nord Deutche) are no longer in existence." (Leyds, G.A.: A History of Johannesburg).

"Johannesburg's Demand for the internment of Germans 12 May 1915. Feeling against the Germans was running high during the First World War especially after the sinking of the *Lusitania* with the subsequent loss of many lives, and many German businesses and residences were being burnt. According to the records of the fire brigade, sixty-five fires were fought between 3.25 p.m. and 12.45 p.m. on 12 and 13 May 1915. Main Street, Johannesburg was reported to have been flowing with burning whisky from a nearby alcohol depot and in Newtown the large fodder warehouses smouldered for up to three weeks as a result of these anti-German riots." (Norwich, O.I.: A Johannesburg Album; Historical Postcards).

Right: "Burning furniture and Fittings in the Pavilion Beer Hall. This early beer hall was owned by the German H. Ahrens and situated at 47 [sic.] Jeppe Street, on the corner of Joubert Street." (Norwich, O.I.: A Johannesburg Album; Historical Postcards, postcard 315).

Johannesburg's Demand for the Internment of Germans, May 12, 1915.

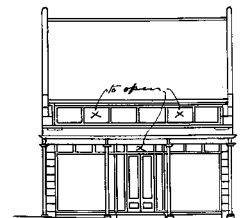


By July 1915, the owner of the *Pavilion Beer Hall* was Mr MA Zocolla and during the same period, J.S. Donaldson designed an addition to the building; approved 12 August 1915.

H. AHRENS SHOP:

Stand 1251: 65 Joubert Street. During November 1911, the architect Heatley Williams designed a single storey brick building with gable roof and verandah for H. Ahrens. The site was passed on 5 December 1911. This building was subsequently enlarged and a storey added for the same owner; site passed - 25 January 1912; architect - Heatley Williams. Accommodation was approved for one 'Native'.

SHOP ON STAND N<sup>o</sup> 1132  
 JOHANNESBURG FOR  
 H. AHRENS. ESQ.



FRONT ELEVATION

Right: Extract of municipal submission plan for *Shop* for H Ahrens dated November 1911.

A.E. STREET GROCER BUILDING:

By 1915, the single storey *A.E. Street Grocer Building* was situated at 65 Joubert Street. This building, the immediate neighbour of the *Pavilion Beer Hall Building*, is clearly visible in the above postcard.

CITY SILK BAZAAR BUILDING:

By 1915, the double storey *City Silk Bazaar Building* with prominent end gable and tall chimney, stood at 65a Joubert Street. This building was the immediate neighbour of the *Union Club Building*, also visible in the above photo.

**HISTORY:**

"Apartment living reflected a specific attitude and a preference for a particular lifestyle. Blocks of flats were built to be let (there was as yet no question of the sectional titles of today), so that occupation was always temporary. In addition, apartment buildings met the accommodation requirements of the lower to middle-class sections of society only. The most affluent and poorest sections preferred detached houses. At the same time there was no concerted effort by friendly societies or any other agency to provide housing for the poorer sections of the community on the model of developments in Europe. By their location near the city centre, these buildings brought their middle-class occupants conveniently close to their places of work and relieved them of the bother of caring for either house or

garden, so that they could devote their energies to earning a living. Since the apartment buildings were put up on or very near the street line and the busy streets afforded no place for children to amuse themselves, there was little opportunity to develop a healthy family life. Human interaction was also severely inhibited by the isolation of the flats as closed units next to or above one another, as well as the absence of communal social areas, such as recreation halls. Financial considerations were the only criteria applied in selecting tenants for the apartments. Thus personal income, not a propensity to fit in with a particular group, was the deciding factor. A prominent feature of apartment buildings was the general block form with a certain degree of mass articulation, mostly in the central sections, which suggested an illusion of depth. This treatment created an impression of friendly accessibility – probably a reference to domestic architectural styles, in which the function of the building was expressed in a traditional form. A second important common feature of these blocks was the use of balconies, by which these buildings came to be identified. Referring to the social aspect of flats, these balconies constituted a link between the interior and exterior and were reminiscent of the Edwardian verandahs. Built in the same materials as the face, the balconies were visually an integral element of the whole, but were at the same time more isolated in terms of function: only one balcony was allocated to each flat. This meant that the need for social space was gradually changed from the communal to the individualised. The balconies were not only inaccessible to neighbours but they could also be furnished to suit the taste of the individual tenant. It is interesting to note that the balcony appointment mostly contained arrangement of plants...in separate pots, which probably reflected a need to retain some kind of bond with the natural environment from which the tenants originated. The construction and provision of services in apartment buildings followed a course of development parallel to that of office and commercial buildings. After the late 1920s reinforced concrete frame constructions were used to an increasing extent, and in a few exceptional cases this permitted a free arrangement of interior walls. In most cases, however, one floor was usually an exact replica of the next, with rectangular rooms. Elevators were fairly common. They were linked to the lobby and the passages built on each floor on the longitudinal axis of the building. As was to be expected, property developers provided built-in cupboards and a bathroom for each flat only in the more luxurious blocks, which were also equipped with the most modern domestic appliances available at the time, including an electric stove and refrigerator...In some cases parking for tenants' cars was provided in the basement...However, the average block of flats supplied only the protection of a roof and walls and tenants had to make do with communal ablution and toilet facilities on each floor. Such asocial effects were common where the profit motive was the major determinant." (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

#### GENERAL NOTES:

Estimated cost of building : Application for Approval of Plans form missing.  
 Estimated cost of drainage :  
 Accommodation approved :  
 Valuation at completion :  
 Occupied : yes

Addition to Stand 5040 (65a Joubert Street):

Estimated cost of building : £8000  
 Estimated cost of drainage : £550  
 Accommodation approved : 20  
 Valuation at completion : £7000

Notwithstanding the manifestation in the building of a transition between building styles, the *Steadman Mansions* has nonetheless been recommended by the authors for listing as one of the city's notable Art Deco Buildings, on account of its prominent Art Deco design detail.

As previously shown, the *Pavilion Beer Hall* was partially gutted by angry mobs demanding the internment of Germans during the First World War. It is interesting to note that by 1952 the 'Pavilion Beer Hall' was a tenant in the *Steadman Mansions*. See below.

#### PREVIOUS TENANTS:

By 1930: Pavilion Beer Hall.

By 1954: 65 Joubert Street – Waldorf Milk Bar; The Show Case; 161 Jeppe - Pavilion Beer Hall.

#### CURRENT TENANT/S:



# THE SOUTH AFRICAN BREWERIES, LIMITED.

(INCORPORATED IN ENGLAND)

PROPERTY MANAGER'S DEPARTMENT

TELEPHONE 22-2572

TELEGRAPHIC ADDRESS:  
"YEAST," JOHANNESBURG

Breweries:

CASTLE BREWERY, JOHANNESBURG  
CASTLE BREWERY, CAPE TOWN  
CASTLE BREWERY, N'DOLA  
CASTLE BREWERY, PORT ELIZABETH  
CASTLE BREWERY, SALISBURY  
NATAL BREWERY, MARITZBURG

P.O. Box 1000  
CONSOLIDATED TEXTILE HOUSE

161, COMMISSIONER STREET

JOHANNESBURG

10 JUL 1952

Depots & Agencies  
THROUGHOUT AFRICA

PLEASE ADDRESS ALL REPLIES TO THE  
PROPERTY MANAGER

4th June, 1952.

AWS/AvT

The City Engineer,  
P.O. Box 1049,  
JOHANNESBURG.

Dear Sir,

Pavillion Beer Hall : Johannesburg  
Installation of wash hand basin.

I enclose, herewith,  
Application Form for the installation of  
a wash hand basin at the above premises  
together with cheque for E1.0.0. (one  
pound) as required, and should be glad of  
your approval as soon as possible.

Yours faithfully,

*AWS Smith*

PP H.J. Carey-Slater B.Sc.  
- E.E., F.I.C.S.  
Property Manager.

*M. Smith*  
Encl.

## 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.



17 8 2003





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