

**JOHANNESBURG METROPOLITAN MUNICIPALITY**

**HERITAGE ASSESSMENT SURVEYING FORM**

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

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**NAME OF PLACE: SECOND STANDARD HOUSE**



Previous/alternative name/s : 1998 - Ellerines  
*New Financial House*

**LOCATION:** Street : Simmonds  
Street number : 67  
: [127 Jeppe; 65, 67, 69 71 Simmonds; 210 Bree]  
Stand Number : 1201, 1202, 1207, 1208  
Previous Stand Number: 994, 995, 1107, 1108  
Block number : AN  
GIS reference :

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

**DESCRIPTION OF PLACE:**

Height :  
Levels above street level : eleven  
Levels below street level : one  
On-site parking : yes

**CONSTRUCTION MATERIALS:**

Walls:

Roof:

Windows:

**SITE FEATURES:**

**ALTERATIONS:**

**INTEGRITY:**

**INSCRIPTION:**

**ARCHITECT:**

Colly Segal.

**BUILDER:**

**CONSTRUCTION DATE:**

Date on plans :  
Approval of plans : 6 August 1969  
Completion date : 1970

**BUILDING STYLE:**

Johannesburg Late Modernist.

**BUILDING TYPE:**

Multi Storey Light Industrial (shops and offices).

**ENVIRONMENT:**

**CONDITION:**

Fair (requires maintenance work – of mostly 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
- Formal protection: provincial heritage site
- national heritage site
- provisional protection
- heritage area
- listed in provincial heritage resources register

Relevant Gazette Notice:

Gazette description:

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

**NOTES:**

**DEEDS INFORMATION:**

Original ownership:

**PRE-HISTORY OF SITE:**

KROBRO BUILDING:

By 1954, the *Krobros Building* stood on the 65 Simmonds Street portion of this consolidated stand. RIC Scott-Hayward, Government Sworn Appraisers were tenants in 1954.

FIRST STANDARD HOUSE:

At the corner of 210 Bree and 71 Simmonds Streets in 1954, was the *First Standard House*. Tenants in the building during 1954 were: Bree Street Tailoring; Old England Fish & Chip Shop; Mutual Outfitters (Pty) Ltd.

**HISTORY:**

**GENERAL NOTES:**

Estimated cost of building : R140 000  
Estimated cost of drainage : R7 000  
Accommodation approved :  
Valuation at completion :  
Occupied : yes (Ground Floor).

"Mr. Eric Ellerine entered the furniture business in 1950 when, at 16 years of age, he opened his first store in Cyrildene Johannesburg. Legend has it that his first sale was a credit sale. From these small beginnings, Ellerines has developed into a major force in South African retailing. Remarkable to record in these days of growth by acquisition, Ellerines' growth is almost entirely organic. The group comprises some 489 stores grouped into five store brands, of which the Ellerines brand itself, comprising some 218 stores, is the largest. Although several stores are based in neighbouring countries, Ellerines remains, overwhelmingly, a South African company. It is also a major source of credit with a debtors' book of little under R2 billion comprising the accounts of some of South Africa's poorest consumers, many of whom do not even have access to a bank account." (Information sourced from <http://www.comptrib.co.za/decidedcases/html/78LMJULOOM.HTM>).

According to the 1973 edition of *Who's Who*, Eric Ellerine son of Alf Ellerine; born on the 10th November 1933 in Johannesburg was the Chairman and Managing Director of Ellerine Holdings Limited; Chairman of Cohen Bros. Limited; Director of Volks Meubels Group of Companies and Managing Director of Ellerine Furnishers Group of Companies. He was educated at the Athlone High School in Johannesburg. (Roberts, T. (Managing Editor): *Who's Who...*)

**PREVIOUS TENANTS:**

By 1998: Ellerines.

**CURRENT TENANTS:**

His Majesty's School; King Roast; WL19 Trading Wholesale Phones; L.S. Nkosi Optometrist.

**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.

**RECORDED BY:**

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

28 9 2003



MS. MURKIN SCHOOL GR D-12

PERE

TO LET  
SEE LISTING

PHOTOGRAPHY



PEP

HIMEI SCHOOL

BUCCONER

17 8 2003



17 8 2003



JHI  
47-0003

NIS MAJESTY SCHOOL GR 0-12

CHANGEL  
1000

COSMETICS

MCC

17 8 2003



HIS MAJESTY'S SCHOOL GR 0-12

RESTORANT

PEP

Amrita's  
COSMETICS

sofina  
LANDING WITH STYLE

il

Dark  
LOVELY

17 8 2003



STANDARD  
HOUSE  
67

TARGET  
REAL ESTATE  
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H/S FRESH  
SALAD & DRINK  
100%

**KING  
ROAST**

17 8 2003



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WINE SUPPLEMENT

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M  
E

GOODS  
COTS  
HAMS  
APPLES  
APARTURE

THE NEW  
STORE  
OPENING  
ON  
JANUARY  
15TH  
2004

1ST FLOOR ARISTON  
SHEPHERDSON AVENUE

TOP STORE  
SUPERMARKET  
100 JEFFREY STREET

TOP STORE  
SUPERMARKET  
100 JEFFREY STREET

BRIDGE  
JVC

TOP STORE SUPERMARKET

Centre  
EAT CENTRE

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