

# JOHANNESBURG METROPOLITAN MUNICIPALITY

## HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: WISE MART BUILDING



Top right: façade detail. Bottom left: Jeppe Street elevation. Bottom right: situated in the middle-background is the *Wise Mart Building*, 'hemmed-in' by the *Triad Buildings*, in the right foreground, and the *FNB Bank City Complex* in Jeppe Street.

Previous/alternative name/s :

LOCATION: Street :

Street number :

: [119 Jeppe; 33, 35 Fraser]

Stand Number : 1192, 1193

Previous Stand Number:

Block number : AM

GIS reference :

ZONING: Current use/s :

Previous use/s :

### DESCRIPTION OF PLACE:

Height : (original plans not found)

Levels above street level : two

Levels below street level :

On-site parking : none

Noteworthy features of the building are the wide eaves with extended gable walls; two string courses defining the middle section of the façade and the fenestration on Jeppe Street (compare with Fraser Street elevation).

"The fourth type of building with an identity of its own was represented by the warehouses west of the shopping and office districts. Designed in an utilitarian fashion throughout, these buildings all met the primary need of sufficient light in the storage spaces. Thus, all the facades consisted of a grid-like concrete frame construction with large window panels. In most cases there were no sidewalk covers or display windows, so that the facades projected a closed and aloof image, excluding all inviting gestures to the people on the street. This approach was consistently followed in the design of *Bradlow Building* (1925-6), 85 Market Street, and even more so in the *Lennon Building* (1932), 57 Pritchard Street [see U-1]. References to the Beaux Art mode were popular in these buildings throughout the 1920s, so that a classicist design structure was often applied over the grid pattern." (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

#### **CONSTRUCTION MATERIALS:**

Walls: plastered brick with stucco plaster to plinth and second floor.

Roof: corrugated iron.

Windows: steel frame; cottage pane.

#### **SITE FEATURES:**

#### **ALTERATIONS:**

The South African Builder (January 1935:45) list Nurcombe, Donald Lansdowne attending to alterations and additions for EH O'Brien during 1934.

Alterations carried out to the building during 1986; Architect - Gus Da Silva. (Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City).

January, March 2004: no plans record found.

#### **INTEGRITY:**

#### **INSCRIPTION:**

#### **ARCHITECT:**

Reid, W & CW.

#### **BUILDER:**

#### **CONSTRUCTION DATE:**

Date on plans : (original plans not found)

Approval of plans :

Completion date : 1928

#### **BUILDING STYLE:**

Edwardian (1900 to 1914).

#### **BUILDING TYPE:**

Double storey warehouse.

#### **ENVIRONMENT:**

#### **CONDITION:**

Fair.

**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:

**PRE-HISTORY OF SITE:**

**HISTORY:**

During 1998, the building or a part of the building was a soup kitchen. (Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City).

**GENERAL NOTES:**

Estimated cost of building	:	(original plans not found)
Estimated cost of drainage	:	
Accommodation approved	:	
Valuation at completion	:	
Occupied	:	

**PREVIOUS TENANTS:**

By 1954: corner shop – Goldberg Furnishers (Pty) Ltd; 119 Jeppe – Gerber Press Ltd.

**CURRENT TENANT:**

Wise Mart.

**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.

RYERS



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# WISE MART

WELCOME

TO LET  
832192

UNION CELLULAR  
SALE AND REPAIR  
CENTRE



TO LET



WELCOME

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