

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: CUTHBERTS BUILDING



Top left: corner, Pritchard and Eloff Streets. Top centre: alteration work to shop fronts, 2003. Top right: view of bricked-up shop front sections. Bottom centre: the *Cuthberts Building* as seen from a position further north in Eloff Street. Bottom right: "...the loft tower...also housed a studio for artists the better known of whom were Emily Fern and Amschewitz." (Norwich; postcard 116).

Previous/alternative name/s : none

LOCATION: Street : cnr Eloff, Pritchard
 Street number :
 : [75, 77 Eloff, 72 Pritchard]
 Stand Number : 5289
 Previous Stand Number: originally 1673, 1674; by 1978 - 668, 669
 Block number : AC
 GIS reference :

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

DESCRIPTION OF PLACE:

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

Authors' note: The plans record for this building is incomplete. Of particular concern is the fact that the original elevation drawings are missing. This is a common predisposition in the case of buildings designed by eminent architects such as Stucke & Bannister.

The building, according to Chipkin, "is essentially a late-Victorian assemblage possessing a wide-eaved corner turret with a steep roof cone surmounted by a roof lantern and flagmast. There is decorative Victorian cast-ironwork to the old Corner Lounge street balcony at first-floor level, and there are Arts and Crafts sculpted relief figures on the arch spandrels. There is also a recessive theme of Edwardian classicism in the Ionic colonnade at attic-storey level, and a small Roman pavilion implanted at roof level." (Chipkin, C.M.: *Johannesburg Style; Architecture & Society...*).

Stucke, a legendary architect in his own right, had a particular way of doing things, sometimes outside the sphere of standard practice. Thus, the architect I. Wayburne, remembers "...old Stucke drawing out classical details full-size on the workshop floor, where master craftsmen were preparing the moulds for one of his buildings." (Chipkin, C.M.: *Johannesburg Style; Architecture & Society...*).

As the *Cuthberts Building* is one of the most valuable buildings remaining from early Johannesburg, the description here of the building by Van Der Waal is of particular relevance: "In the most sensational of all these possibilities, the accent fell on the articulation of the framework of the building. In an internationally important mining centre such as Johannesburg, it was to be expected that the extensive iron constructions on the mines would produce a generation of engineers who could effectively apply their expertise to the construction of buildings in the city. This also applies to the agencies for foreign suppliers of steel...and local construction plants. Steel was only tentatively used for floor reinforcement in buildings dating from the 19th century, but the first complete steel frame buildings on the American model were put up in Johannesburg immediately after 1902. In all cases the steel frame was trimmed with a brick and/or sandstone face. Small arches extending over the height of several storeys were used in the first group of buildings in which frame construction was a determinant in the façade design. The best example of this was the *Consolidated Building* (1904-6), 84/6 Fox Street, which at the same time represented the closest approach to the Chicago style of America. This 'modern' design was the work of the London architect T H Smith, while Aburrow & Treeby of Johannesburg acted as supervising architects. In other buildings based on the American model high arches were also used in the façade, but they revealed distinct Victorian characteristics as well in that the ornamentation and corner towers were accorded much prominence. The most satisfactory solution aesthetically was to be found in the elegant *Cuthberts Building* (1903-4), 72 Pritchard Street. As late as 1918 an architectural journal described this building as '...the most striking piece of exterior architecture to be seen in the streets of Johannesburg', and '...the freshest and most attractive work of commercial architecture in Johannesburg'...In an ingeniously eclectic manner architects Stucke & Bannister integrated a multiplicity of historical style references in the composition. Thus the octagonal 'peaked hat' tower and double verandah refer to Victorian intimacy, the classicist ornamentation to the Beaux Arts, the organic forms in the treatment of the ornamentation and wrought-iron railing on the top storey to the Art Nouveau, and the bay window sections between the arches to the Neo-Queen Anne." (Van Der Waal, G-M.: *From Mining Camp to Metropolis...*). See also BUILDING STYLE.

The original plan layout of the building was as follows:

Basement:	four cellars; heating chamber; two staircases and elevator.
Ground floor:	five shops; four staircases; passage; yard and ablution block with two E.C.s, three urinals and two basins.
First floor:	three warehouse sections, three staircases and an ablution block as above.
Second to sixth floor:	16 offices; two staircases; spiral stair from second floor up; ablution block with two E.C.s and basins as well as a single urinal.
Roof:	not known (plan missing).

THE CORNER LOUNGE TEA ROOM AND RESTAURANT:

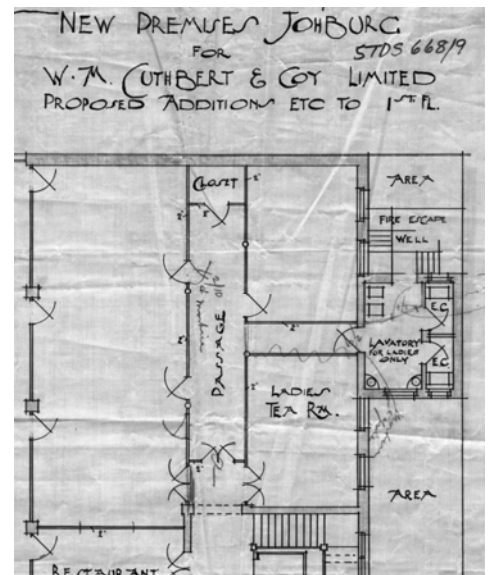
The Corner Lounge was one of the most famous tearooms in Johannesburg and the fact that this space was originally designed as a storage area, is not generally known. Unfortunately, the submission drawing indicating 'New Premises Joh'burg for W.M. Cuthbert & Coy Limited Proposed Additions Etc to 1st Fl.' and designed by Stucke & Bannister, is undated. It is therefore concluded that the Corner Lounge might not necessarily have constituted part of the building at the time of its completion.

Right: "Eloff Street. Eloff Street from the south. Markhams is now firmly established, with Castle Mansions, Temple Court and St James Mansions on the left. In the left foreground is a view of the Cuthberts balcony which became the famous Corner Lounge, a tearoom and social meeting place for young and old alike. Music was provided by the well-known trio the Mackay Sisters playing piano, violin and cello..." (Norwich; postcard 104). (Norwich, O.I.: A Johannesburg Album; Historical Postcards, postcard).



Included in this design (dated circa 1908) is the band stand (situated on the extreme northwest boundary); a large restaurant with five doors leading to the open balcony; pantry with sink, strangely no kitchen area is indicated; Ladies Tea Room; a passage leading to a Closet; a 'Lavatory for Ladies only' with two E.C.s. The toilet area was previously used as a urinal for men. See extract from relevant section of drawing on the right.

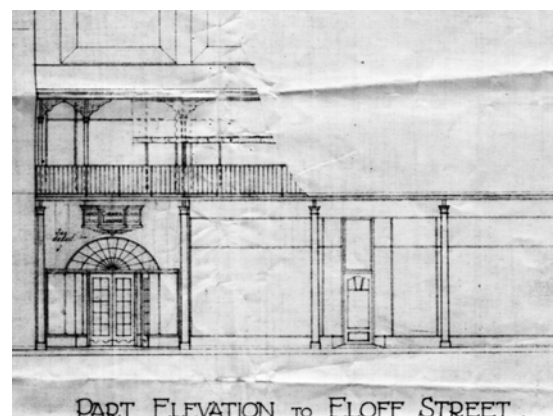
The following definition of an E.C. or Earth Closet is provided by Mitchell, G.: "An earth closet consists of an enclosure, built in a detached outbuilding, or abutting against the dead wall of a dwelling. The entrance should be outside and there should not be any communication with the atmosphere inside the house. These closets should be provided either with an automatic arrangement...or with the means of adding by hand sufficient dried ashes, dried and powdered clay, dry earth, loam, or sawdust, to cover the deposit at each usage of the closet. Sand and gravel are of little value for deodorizing the deposit or absorbing liquid fæces. Earth closets should only be provided in small country houses. The rooms in which they are fixed should be well ventilated, the walls and floors next to adjoining rooms made perfectly airtight and the entrances should be from passages or landings and not from any living-rooms..." (Mitchell, G.A.: Advance Course, Part 2...).



By 1917, the entrance to the Balcony was on Pritchard Street.

A kitchen for the Restaurant (on the south boundary of the building) was designed by Stucke & Harrison; plan dated 4 September 1924; the Ladies Tea Room was now a Private room; the pantry had been removed and part of the restaurant and a new office adjacent to the kitchen were included. These alterations were approved on 1 October 1924 and completed on 6 December of the same year at an estimated building cost of £150.

The floor plan of the Corner Lounge dated 25 October 1926 shows the removal of the Band Stand and pantry (this space was now occupied by the kitchen) and the Ladies Tea Room became part of the Restaurant. A highly decorated entrance to the Corner Lounge



(entrance now on Eloff Street) was included in this design. See extract from relevant section of drawing on the right.

The exact date of the closure of the Corner Lounge is not known; it would have been prior to February 1947, as the former restaurant is shown on an alteration plan of the time, as sample rooms etc. By 1975, all entrance doors to the balcony were sealed; the former Band Stand corner was a Stock Room (by 1977, this had been converted to a new Rest Room for white females). The only memory of the former Corner Lounge is the Ladies Toilets that remained.

According to the RAU June 1976, William Mitchell Cuthbert first established Cuthberts in Grahamstown in 1884. When the building was completed, it housed the biggest shoe shop in town. The Balcony Tea Room was recognized as the place to be and also played a large role in the Johannesburg social life.

Palestrant: At the beginning of the 1890s, one "could go to Cuthberts who claimed to be 'the largest importers of shoes and boots in Africa...The twenties was the age of jazz. Crumpets with tea at Cuthberts. The tango, the bunny hug, the turkey trot, the Charleston and hems so high that even a women's knees were visible. It was the age of electricity..." (Palestrant, E.: Johannesburg One Hundred).

"Started in 1882 in the Cape by W. M. Cuthbert who came to South Africa from Ireland where his father had a tannery. He moved to Johannesburg and the building was erected in 1904. Above the windows you will notice a series of low relief figures depicting modelling, carpentry, shoemaking, plastering, stone masonry, etc. The turret at the top was used as a studio by several early Johannesburg artists. The Corner House (sic. should read Corner Lounge) was a popular and famous tearoom where a band played on Saturdays." (Norwich *et al*: Some Historic Drives & Walks of Johannesburg).

CONSTRUCTION MATERIALS:

Walls:	steel frame construction; plastered brickwork.
Roof:	flat, concrete.
Windows:	timber frame.
Floors:	steel girder and timber floor boards.
Foundations:	concrete.
Roman pavilion:	steel; corrugated iron and glass with timber floor; 42 m ² .

See also DESCRIPTION OF PLACE.

Evenwel defines the concept of steel framed buildings as follows: "Prefabricated steel frames for multi-storey construction, in conjunction with prefabricated elements in other materials, are popular in France, Australia and America for office buildings in particular and, very occasionally, for one-family housing projects...In structures of this nature the problems of fireproofing the steel frames are the most serious obstacles to overcome." (Evenwel: Modern Building Methods).

SITE FEATURES:

ALTERATIONS:

NB: Plans record incomplete. See also DESCRIPTION OF PLACE.

According to the RAU Survey report, (June 1976) a new veranda was added during November 1928.

New staircase on Pritchard Street from ground floor to basement; site passed - 15 January 1907; architects – Harris & Hittinger (address: 88 Sauer's Buildings, Loveday Street; Sole Agents for Stanley Jones & Co. London, Shop, Bank & Office Fitters). No Application for Approval of Plans form on record.

Undated plan (pre 1908) and completed Application for Approval of Plans form missing: additions to roof of a total five bathrooms and showers; a box room and a kitchen. Architects - Stucke &

Bannister. This is first indication that the *Cuthberts Building* was utilized as a residential building.

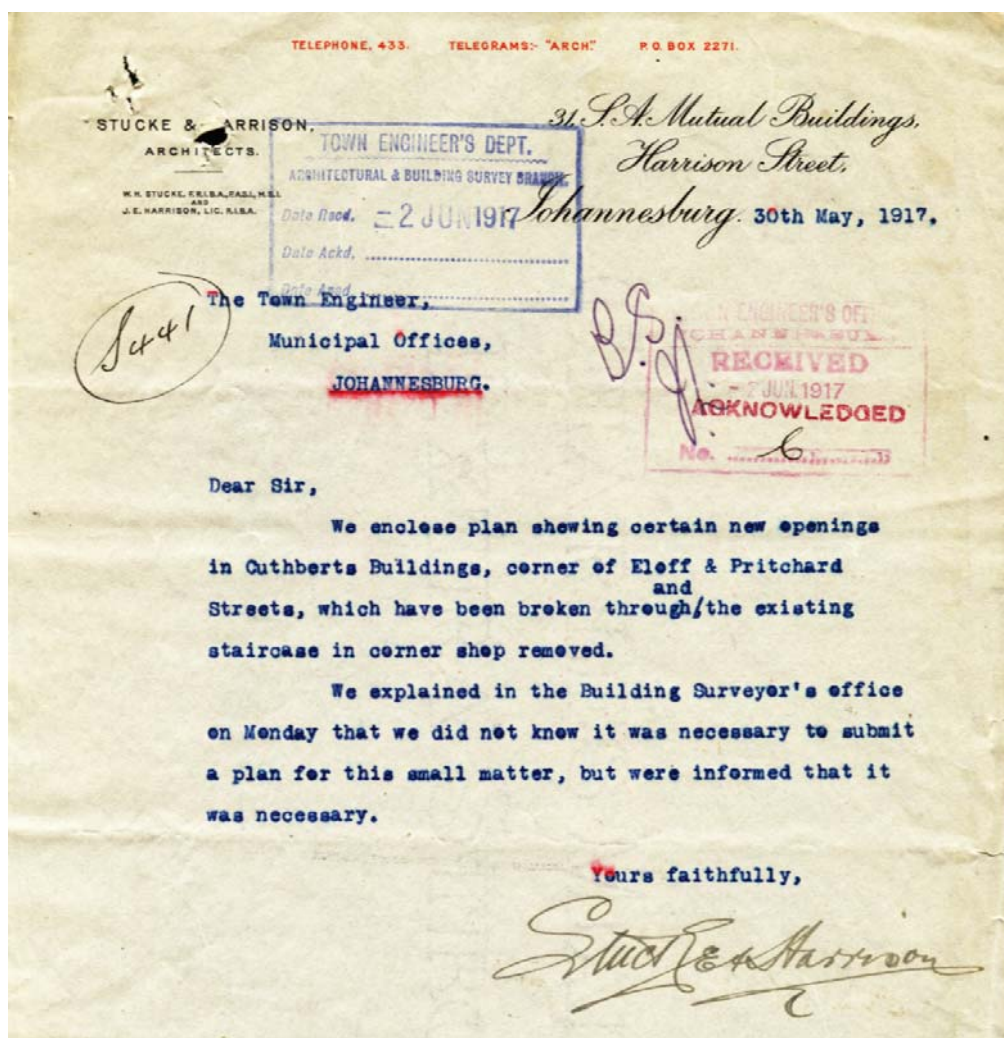
New plate wall (2½" thick) to ground floor; site passed 29 September 1910; architect WH Stucke. No completed Application for Approval of Plans form on record.

Alterations: new entrance door and interior wall on Pritchard Street; approved - 29 April 1914; estimated cost – building £150; architects Stucke & Harrison.

Right: extract from municipal submission plan dated 1914.

Alterations: to drainage of building; approved - 11 May 1914; estimated cost – drainage £5; Author unknown.

Alterations: new door opening in existing wall in basement; removal of staircase on ground floor; approved - 19 June 1917; estimated cost – building £50; architects - Stucke & Harrison.



Alterations: the plans and completed Application for Approval of Plans form for the alterations mentioned in the letter above are missing:

"30th May, 1917. Dear Sir, We Enclose plan showing certain new openings in Cuthberts Buildings (sic.), corner of Eloff and Pritchard Streets, which have been broken through and the existing staircase in corner shop removed. We explained in the Building Surveyor's office on Monday that we did not

know it was necessary to submit a plan for this small matter, but were informed that it was necessary. Yours faithfully, Stucke & Harrison."

This letter was received and acknowledged on 7 June 1917.

Alterations: new entrance on Pritchard Street; staircases removed in basement and ground floor; walls removed and new staircase to basement and ground floor (all on Pritchard Street elevation); date on plan - September 1919; approved - 29 September 1919; completed - 31 December 1919; architects - Stucke & Harrison.

Left: portion of municipal submission plan dated September 1919.



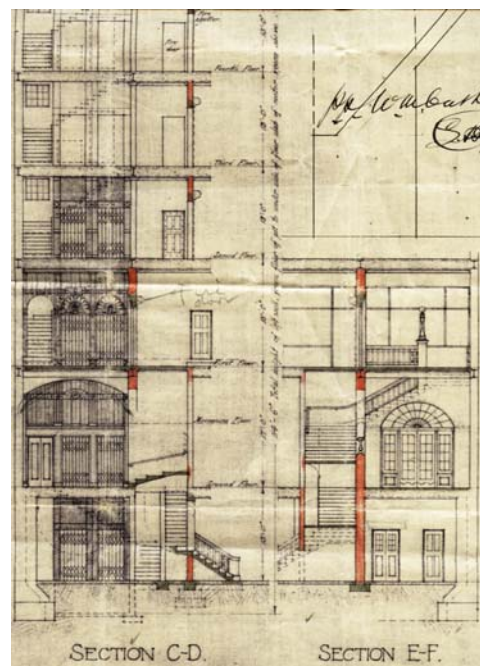
Major internal alterations: existing staircases removed; internal walls removed; two lifts installed "114' 6" Total height of lift well, from floor of pit to under side of floor slab of (new) motor room above"; new staircases to all floors; "new iron fire escape stair up to first floor".

Also indicated on the plans are "Two bath rooms shown as existing on three top floors only. Offices below."

Shown on these plans are an "Existing Lavatory Annex extending the full height of the building."

Date on plans - 25th October 1926; architects - Stucke & Harrison. The completed Application for Approval of Plans form for the above set of plans is missing.

Right: extract from municipal submission plans dated 25 October 1926 showing detail of new lift doors and staircases; the first and second floor detail is quite ornamental.



Additions to drainage: the larger part of the basement converted to a hairdresser saloon with 11 cubicles and ten basins; the remainder of the space is marked as "W.M. Cuthbert & Co. Packing Room"; a tank with air tight door and hand pump was also installed. An interesting note on the Application for Approval of Plans form: "Subject to no nuisance arising from waste water tank". Date on plan - 5 November 1927; approved - 5 December 1927; estimated cost - drainage £100; completed - 7 August 1928; architects - Stucke & Harrison.

Additions of basins: date on plan - 6 February 1928; approved - 21 April 1928; estimated cost - drainage £300; architects - Stucke & Harrison.

Plan/s missing for "altering corner window of shop front"; approved - 2 December 1929; estimated cost - building £50.

Minor internal alterations; Application for Approval of Plans form missing; date on plan 18 March 1932; architects Stucke, Harrison, Ritchie & Smail.

Additions and internal alterations and removal, once again, of staircases and rebuilding in new positions; date on plan - 20 February 1947; approved 30 April 1947; estimated cost - building £5 500; value added £3000; architects Stucke, Harrison & Smail.

Alterations to mezzanine; completed Application for Approval of Plans form missing; date on plan - 10 June 1948; architects - Stucke, Harrison & Smail.

Alterations new internal staircase between fourth to sixth floor: date on plan - October 1952; approved - 5 October 1953; estimated cost - building £400; drainage £20; architects - Stucke, Harrison, Ritchie & Smail.

Alterations and additions to fourth, fifth and sixth floor; date on plan - 15 May 1957; completed

Application for Approval of Plans form missing; Author – Union & Rhodesian Building & Finance Pty. Ltd.

Alterations and additions: high and low tension chambers; date on plan – 3 July 1957; completed Application for Approval of Plans form missing; Author – Union & Rhodesian Building & Finance Pty. Ltd.

Unspecified alterations to kitchen; date on plan – 10 July 1957; completed Application for Approval of Plans form missing; Author – Union & Rhodesian Building & Finance Pty. Ltd.

Alterations and additions to basement, ground and first floor: existing staircase removed and rebuilt in new position; date on plan – 3 May 1957; approved – 9 October 1957; estimated cost – building £500; Author – Union & Rhodesian Building & Finance Pty. Ltd.

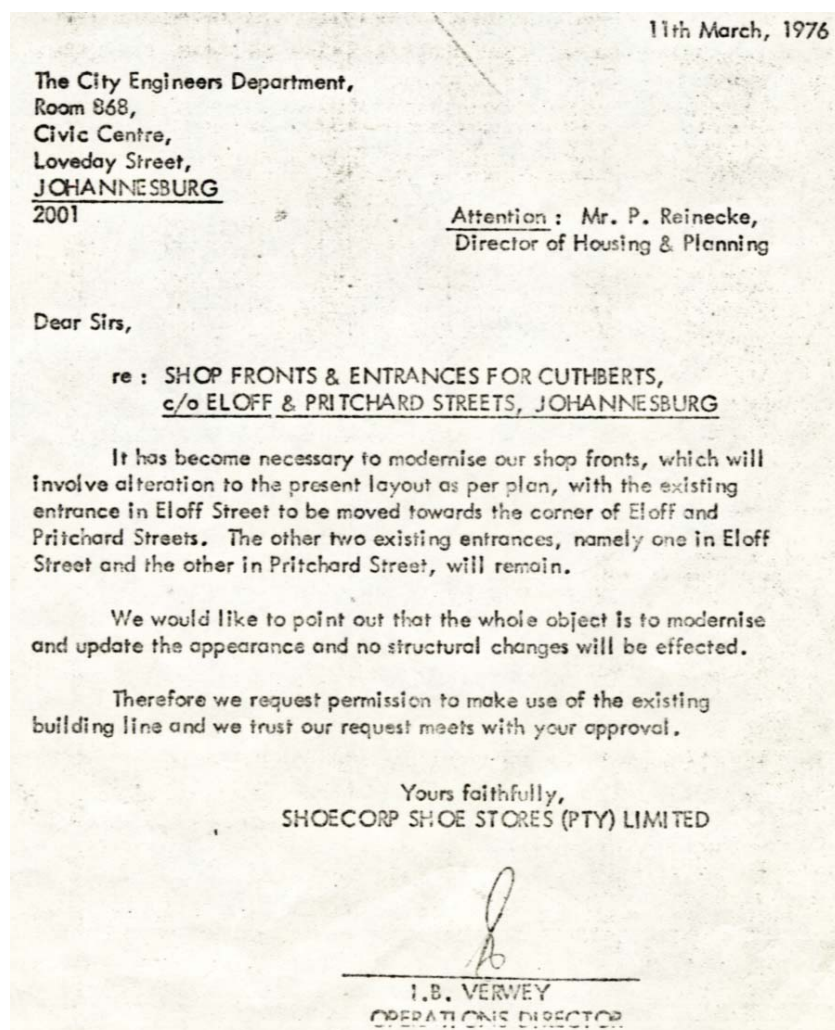
Internal alterations: new partitioning on ground, first, second and third floor; date on plan – April 1975; approved – 25 August 1975; estimated cost – building R8 000; architect A Brian Winskill (address 70 Buckingham Road, Kensington).

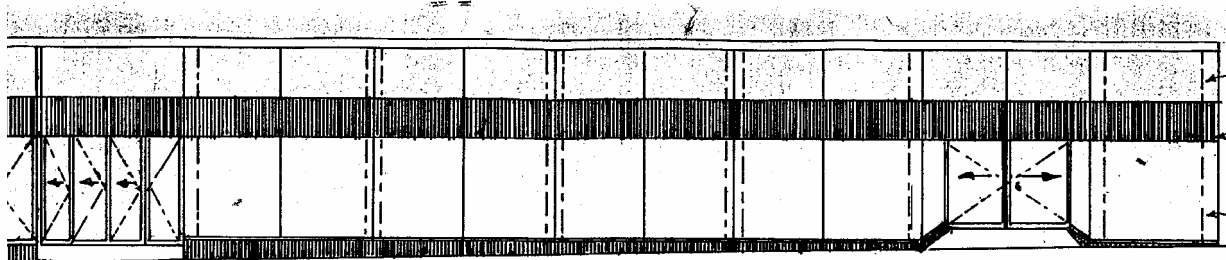
Unspecified internal alteration; plan/s missing; approved – 25 August 1975; estimated cost – building R8 000; architect A Brian Winskill (address 70 Buckingham Road, Kensington).

Internal alterations to all floors except the ground floor; the Roman pavilion converted to an archives area and existing timber floor and walls made good; date on plan – October 1977; completed Application for Approval of Plans form missing; architect A Brian Winskill (address 70 Buckingham Road, Kensington).

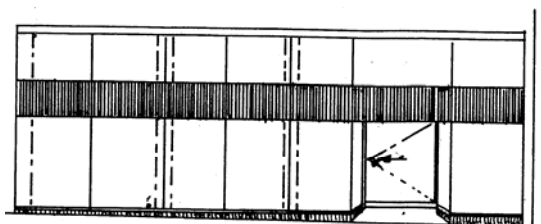
To this point, most of the alterations to the building had largely been executed in a sympathetic manner. The copy of a letter, (left), addressed to the City Engineers Department, is a typical example

of the 1970s, a dark period in the history of Johannesburg, because of the near total disrespect for valuable building stock.





ELOFF STREET ELEVATION



PRITCHARD STREET ELEVATION

External alterations in circa 1978 for W.M. Cuthberts & Co Ltd.: all existing shop fronts replaced with new bronze aluminium glazed shop fronts; Author unknown; completed Application for Approval of Plans missing. See copy of letter dated 13 July 1978.

Above and left: portion of municipal submission.

Mine Officials Pension Fund

P.O. Box 61172
Marshalltown
2107
Telephone 834 1711
Telegraphic Address
"WITPROVIDENT"

Litorn House,
69 Commissioner Street,
(cor. Fraser Street),
Johannesburg.
2001

Your Ref: BS/P

In reply please quote DGB/HA/MO

13th July 1978.

BY HAND

The City Engineer,
City of Johannesburg,
City Engineer's Department,
Civic Centre,
BRAAMFONTEIN.

Dear Sir,

668/9
STANDS 668/9 (FORMERLY ~~1678/47~~) JOHANNESBURG

With reference to your letter of 7th July 1978, we have to advise as follows.

The above property is owned by this Fund, but is leased in its entirety to W.M. Cuthbert & Co. Ltd, from which company it was bought in 1961. As a result, Cuthberts are responsible for the payment of all Municipal accounts and, in effect, administer the property as though they are the owners thereof.

When alterations are contemplated, they advise us thereof and we sign the necessary requests for plan approval but, in most cases, we do not know what contractors they employ or which professional men they engage.

In the present instance, we have at last been able to establish that it concerns the provision of new shop-fronts and that in all probability the firm concerned is P.G. Storefronts of Refinery Road, Driehuek.

We have requested Cuthberts to ascertain what has happened to the plan in question because, as virtual outsiders, we are unaware of the background and would only confuse the issue if we became involved.

We therefore request that you extend the deadline of 20th June 1978, after which you might decide to prosecute, in order to enable us to obtain satisfaction from Cuthberts and the contractor involved.

Yours faithfully,

D.G.B.
D.G. BAILLIE
ASSISTANT GENERAL MANAGER
(Investments)

External and internal alterations for Edgars Real Estate: new entrance door to Eloff Street and existing entrance facing onto Pritchard Street, closed; new tiles to basement, ground and first floors; date on plan 6 November 1985; completed Application for Approval of Plans missing.

Unauthorized changes to shop fronts April 2003.

INTEGRITY:

Changes to the building since its completion, have largely been to the interior of the building. The changes, however, to the shop fronts in 1985 are to be regretted and even more so, the drastic alteration of the shop fronts during 2003. See letter Sake-Beeld, 23 February 2004, p. 6.

The integrity of the original external fabric, except for the near obliteration of the original fabric and design of the shop fronts, has remained relatively intact.

The building must certainly hold the record for the number of times staircases were removed, relocated, and new staircases built!

INSCRIPTION:

ARCHITECT:

Stucke & Bannister.

BUILDER:

CONSTRUCTION DATE:

Date on plans	:	
Approval of plans	:	
Completion date	:	31 December 1904; see copy of Notice of Completion of a Building or Buildings.

Chipkin: "The building dates are recorded on all three (i.e. including *Cuthberts Building* in Germiston and the *Standard Bank Chambers* in Commissioner Street) of these examples in exquisite Art Nouveau script in Johannesburg, neatly on a corbel, 'Cuthberts Building erected 1904, Stucke & Bannister'..." (Chipkin, C.M.: Johannesburg Style; Architecture & Society...).

Right: Cuthberts Building nearing completion (Norwich, postcard 110).



Right: Copy of original Notice completed by the owners
In January 1904 regarding the completion of their building.

BUILDING STYLE:

"Certainly there were strong Art Nouveau themes in a whole series of Edwardian buildings designed by Stucke." According to Chipkin: "Sweeping Art Nouveau railings and undulating arch forms appeared on the principal showroom floor at Cuthberts Building at the corner of Eloff and Pritchard streets. There is another factor that must be pursued: the filtering in of Chicago influences by itinerant routes. High-level façade arches can be found on numerous Chicago buildings of the last two decades of the nineteenth century. These derive from the Romanesque arcades in H.H. Richardson's Marshall Field Wholesale Warehouse (1885-7)...as a means to re-establish the building plane without the entablatures of giant order, and taken up by other Chicago architects. They reappear in Johannesburg on the Cuthberts Building (1903-4), Stuttards (1902-3) [see T-2], several Market Street emporia...We may assume that there was some form of cultural communication between the two new inland cities, Chicago and Johannesburg – the one as originator, the other as recipient. But we notice at once important architectural differences as well. While the Chicago buildings are light and airy structures, Johannesburg's Edwardian architecture is massive and weighty – a celebratory financial style that is related to the City or, where blocked inset columns occur, to the contemporary reconstruction of Regent Street in London." (Chipkin, C.M.: Johannesburg Style; Architecture & Society...). See also DESCRIPTION OF PLACE.

Van Der Waal offers the following description of the Cuthberts Building: "The second type of façade treatment, that in which the faced plane was conceived more dynamically, was more common than the former approach. Far more typical of this period, this approach was related to the general characteristics of the Beaux Arts mode internationally current at the time. In the case of the Beaux Arts, spatial structuring found expression in mass rather than volume. Moreover, the historical associations of Victorianism were largely replaced by contemporary associations, namely those of imperialism. Like the rest of Transvaal, Johannesburg became part of the British Empire after 1902 [this would be after the Second Anglo-Boer War], and the imperial concept was powerfully expressed, as has been shown in the case of government buildings. Within and outside the Beaux Arts several alternatives were possible and in each of these the emphasis was placed on a different element. In an ingeniously eclectic manner architects Stucke & Bannister integrated a multiplicity of historical style references in the composition. Thus the octagonal 'peaked hat' tower and double verandah refer to Victorian intimacy, the classicist ornamentation to the Beaux Arts, the organic forms in the treatment of the ornamentation and wrought-iron railing on the top storey to the Art Nouveau, and the bay window sections between the arches to the Neo-Queen Anne." (Van Der Waal, G-M.: From Mining Camp to Metropolis...). See also DESCRIPTION OF PLACE.

"Tipies-Victoriaanse ontwerp: met toring beklemtoonde straathoek ; sterk eklektiese samestelling van komposisie. Die ontwerp beklee 'n belangrike plek in die oeuvre van argitek W.H. Stucke." (RAU Opname Historiese Geboue In Johannesburg).

Edwardian (1900 to 1914).

Cuthberts

27 JUN 1904

Municipality of Johannesburg.

Notice of Completion of a Building or Buildings.

Official No. 13368

January 1904

TO THE TOWN ENGINEER.

I hereby give you notice that

The New Building

On Stand No. 1673/4, 6689

Pritchard Street.

Johannesburg Township,

has been completed in accordance with the Municipal By-Laws and the Plans approved of by the Johannesburg Town Council under the above official number and is now ready for inspection

Name of Owner Messrs Cuthberts & Co

P.O. Address

*NOTE - The official number of the APPROVAL NOTICE should in all cases be quoted, and when the approval notice refers to two or more buildings, the buildings should be lettered A, B, C, &c. on the BLOCK PLAN, and reference should be made to the official number and letter in all communications relating to such buildings.

Any person who fails to give notice of the completion of the erection of a new building, is liable to a penalty of FIVE POUNDS! and in the case of a continuing offence to a further penalty of FORTY SHILLINGS for each day after written notice of the offence from the Engineer.

This notice must be sent in by the person erecting the building within One Month after the completion of the erection of such building, and SEVEN DAYS at least before such building is occupied.

If this notice be served by post, it shall be deemed to have been served at the time when the letter containing the same would be delivered in the ordinary course of post.

The envelope or wrapper enclosing this notice, should be distinctly addressed to the Town Engineer, P.O. Box 349, Johannesburg.

Inspector 31st Dec 1904

RBm Asst Insp.

"Architectural Merit: A well detailed and articulated building." (Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City).

BUILDING TYPE:

Shops to street and office building.

ENVIRONMENT:

"The erection of *Cuthberts*, a leading shoe store," according to Van Der Waal, "was of significance for the development of the shopping district, located as it was on the intersection of the two most important commercial streets, Eloff and Pritchard – the busiest intersection in the city. The distinctive form of this building, together with the role which The Balcony Tearoom on the first floor played in the social life of the community, makes *Cuthberts* one of the historical landmarks of the city to this day." (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

"Dunvegan Chambers (see AC-4) must be seen in the context of the Victorian profiles of its neighbours, Markham's Building (see AD-7) and also Cuthberts Building. The verticality and modishness of Dunvegan Chambers are an attempt to catch the eye and upstage its late-Victorian neighbours, and provide a clear example of how new styling is used to discredit old eclecticism." (Chipkin, C.M.: Johannesburg Style; Architecture & Society...).

CONDITION:

Good.

URGENT ACTION:

It is recommended that steps be taken to reverse the unauthorized changes during April 2003 to the shop fronts of this valuable building.

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 checked="" 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: Government Notice No. 1249 as published in Government Gazette No. 10296 of 27 June 1986.

Gazette description: See relevant extract below.

6. THE CUTHBERTS BUILDING, ELOFF STREET, JOHANNESBURG

Description:

(a) The property known as certain Stand 668, with all improvements thereon, situate on Eloff Street in the Township of Johannesburg, in the District of Johannesburg, in extent 17 (seventeen) square rods 65 (sixty five) square feet.

Deed of Transfer F9414/1966, dated 1 September 1966 (par. 2).

(b) The property known as certain Stand 669, with all improvements thereon, situate on Eloff and Pritchard Streets in the Township of Johannesburg, in the District of Johannesburg, in extent 17 (seventeen) square rods 65 (sixty five) square feet.

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

Was previously declared as a national monument.

NOTES:

DEEDS INFORMATION:

Original ownership: Wm. Cuthbert & Co.
By 1976: Wm. Cuthbert & Co, PO BOX 7317, Johannesburg.
By March 1976: Shoecorp Shoe Stores (Pty) Ltd.
By 1978: Mine Official Pension Fund.

PRE-HISTORY OF SITE:

R NOBLE & CO BUILDING:

During the period 1889 – 1895, the clothing store R Noble & Co. occupied a single storey brick and corrugated iron roof building situated at 77 Eloff Street; original Stand No. 1673.

EAGLE REST BUILDING:

By 1895, the *Eagle Rest Building* was situated where the *Cuthberts Building* now stands.

VACANT STAND: (77 Eloff Street)

This corner stand (i.e. originally Stand No. 1673) at 74 Eloff Street stood vacant between 1897 and 1903.

CORRUGATED IRON BUILDING: (75 Eloff Street)

On the west portion of this stand, a corrugated iron structure stood adjacent to the *H Evans Building*, this structure had been demolished by 1893.

H EVANS BUILDING:

The first known owner of the stand at 75 Eloff Street was the well-known decorator Herbert Evans. His first building was a single storey corrugated iron structure. The *H Evans Building* was erected prior to 1889; the date of construction of this building is unknown as the records are incomplete.

Carter & McIntosh (address: 9 Victoria Buildings) designed a new shop front for the H Evans Building; this would have been prior to 1889 as the *Duffus Bros Building* is indicated on a block plan of the time. The floor plan confirms the simplicity of the lay-out of this shop; situated at the front of the building was a counter; the wall paper section and glass boxes to the centre of the building adjacent to an office with a table, and the cutting table was placed against the rear wall of the building. The site plan also indicates loose standing structures at the rear of the building.



In circa 1893, the architects Carter & McIntosh designed a new building with corrugated iron lean-to roof for Mr H Evans, behind the main building and next to a large shed, linking the two buildings. During the same period, the building occupied the whole stand and is shown as a cottage and shop combined, also shown on the site plan is a stable, two sheds and a small structure, most likely an E.C.

HISTORY:

"From modest beginnings as a single basement shop selling women's fashions, the Edgars Group has become an internationally recognised organisation with over 730 stores, covering 680 791m², throughout South Africa and surrounding areas. Founders Morris and Eli Ross would be proud of their creation. They would also be proud of the Group's modus operandi of making the customer king as well as creating a highly motivated work force. The Group was a subsidiary of South Africa Breweries from 1982 until January 1999. In June that year the Edgars Group, previously known as Edgars Stores Limited, began trading on the Johannesburg stock exchange as Edgars Consolidated Stores Limited -

listed as Edcon in the retail sector - a name more accurately reflecting the function of the Group. The Edcon Group is comprised of the following companies: Edgars, Sales House, Jet, Cuthberts, ABC, Smiley's and the Manufacturing Division." (Information sourced from <http://www.profile.co.za>)

"On the 6th September 1929, the first Edgars store opened in Joubert Street, Johannesburg. Over the past 73 years, the company has grown to six retail brands, over 720 facias in the 443 store locations throughout South Africa and the neighbouring territories of Namibia, Botswana, Swaziland and Lesotho. In August 2000, Edgars went live with the largest online clothing offering of any South African retailer, at www.edgars.co.za. Our customers and staff are at the forefront of our corporate values, as we strive to be the stores of choice in our various market segments in Southern Africa for clothing, footwear, home textiles and accessories. We do this through our different retail formats. Edgars, incorporating the ABC shoe stores, is a department store, targeting the middle to upper market segments with a predominant focus in the larger shopping malls and downtown metropolitan areas. The middle to lower market segments are covered by the United Retail discount formats, trading as Jet, Sales House, Cuthberts and Smileys. We continue to align our retail brands and store sizes to meet the changing needs of our customers in the malls and on the high street. The company first began trading on the JSE in 1946. In June 1999, Edgars Consolidated Stores Limited embraced the spirit of the new millennium and began trading on the JSE as Edcon." (Information sourced from www.edgars.co.za)

"The Claude Harris Leon Foundation is a charitable trust, resulting from a bequest by Claude Leon (1884 - 1972)...A founder and managing director of the Elephant Trading Company, a wholesale business based in Johannesburg, Claude Leon also helped develop several well-known South African companies, including Edgars, OK Bazaars and the mining house Anglo Transvaal (later Anglovaal). He served for many years on the Council of the University of the Witwatersrand, which in 1971 awarded him an honorary Doctorate of Law." (Information sourced from <http://www.leonfoundation.co.za/foundation-history.html>)

GENERAL NOTES:

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

The stand was valued at £34,000 during 1904 but the building was not valued at the time; the value of the stand decreased to £27,500 in 1910 and the building was valued at the same time at £32,000.

"Two of the last survivors of the CBD's department stores are reached by continuing east until you hit the busy bus ranks of Eloff Street, and then heading north for two blocks until Pritchard Street. Here you will find Cuthberts, which opened as a shoe shop in 1904, and Markham's, built in 1886 (sic.)." (Information sourced from www.cosmotravels.com)

In a letter dated 25th May 1992 to J Hugo, Director: City Planning, City of Johannesburg, Flo Bird, then chairperson of the Transvaal Plans Committee of the former NMC, stated as follows: "...We have been asked to approve the demolition of yet another block of flats in the CDB. This is Mansfield House (101 President Street), on the north-east corner of President and Joubert Streets. The developer has purchased the entire block (the city block bounded by President, Eloff, Pritchard and Joubert Streets), having been warned in advance of the historical importance of a number of buildings on it. These include Cutherts (see AC-7), Penlan (see AC-2), Hilson (see AC-6), The Royalty (see AC-5), Dunvegan Chambers (see AC-4) and possibly Ranath House (see AC-8)...When that assessment was made some years ago, Mansfield was not considered of great significance. It is a good substantial building, with relatively modest Art Deco facades, designed by the same architects as Hilson, the (sic.) Royalty and Dunvegan ie (J.C.) Cook and Cowen, but less lavishly – presumably because it was done in the Depression (during the early 1930s). A case can be made to some extent for its conservation in terms of the National Monuments Act, but it is not of such outstanding significance as to be worth retaining if that is the only contribution it makes. The NMC has always tried to work with the City Council in terms of planning policies, because it is our belief that conservation is most successful where it is integrated into planning. According to numerous press statements the Council is deeply concerned with increasing the residential component of the CDB. We understand it is fundamental to all proposals for revitalising the City Centre. If this is the case, is the City Council opposed to the demolition of Mansfield House? Is there a plan which deals with maintaining or increasing the residential stock in this sector? And if there are plans for this what incentives are being offered to

landlords and/or developers? The redevelopment of the block as outlined by the developers exclude any residential component. It is proposed to erect two stories of retail space, with a floor of offices above. They are prepared to retain the facades and a certain module of the original building behind (at least up to the pitch of the roof where applicable) in respect of Hilson, the (sic.) Royalty, Ranath and Penlan. Cuthberts will be retained intact since it is already a fully declared National Monument. But is it proposed to remove Dunvegan Chambers, as well as the two newer buildings, Fine Arts (see AC-3) and Franwell."

"Those who wrote about Johannesburg during this period [1900 – 1920] were amazed by the high-rise buildings in a city [sic.: Johannesburg only received city status on 5 September 1928] that was hardly 20 years old. Lionel Phillips wrote as follows in 1905: 'Entering the Golden City for the first time, one is struck by the curious spectacle of huge structures upon the American pattern, standing side by side with modest double-storied buildings, and in the immediate vicinity of wood and iron shanties'...The tallest buildings were to be found in the office and commercial districts. Foremost among these were the third *Corner House* [see E-1] and *National Bank Building*, the third *Thorne & Stuttards Building* (all nine storeys tall) [T-2]; the *Consolidated Building* (eight storeys) and *Cuthberts and National Mutual Building* (seven storeys) [see Pre-History: G-8]. These high-rise constructions also exacted a price in human lives. Two 'Whites' and several 'Blacks' plunged to their death from the steel frame of the *Corner House*...Mention should also be made of the third *Stock Exchange Building* and the [first] *Carlton Hotel* [see Pre-History: AA-1] which, while not particularly tall, occupied a full block and almost a full block respectively. In fact, the *Carlton Hotel* was the first building to demonstrate that man claimed not only the space above the city but also the space below ground level. The hotel had a basement of three storeys. The high-rise buildings in Johannesburg were inspired by a number of factors. In the first place, they were symptomatic of the process of consolidation in commerce which was started in the 1890s and subsequently pursued on a larger scale. Larger buildings had to be put up for the major mining companies and commercial enterprises. These structures reflected the financial and commercial power of the companies – not only by their size but also by the use of an abstract white colour and heavy classicist building forms. This philosophy put a focus on the buildings which insulated them from the more personalised older buildings. This intensive land development was also related to the manner in which property was taxed in Johannesburg. Under the ZAR government the rating system for urban property was rather limited, partly because all community services were provided by concession. In fact, the separate tax on buildings and land introduced by Johannesburg's Health Committee in 1893 was the first efficient system in the Transvaal. This system of separate taxation for land and buildings was superseded by a combined tax system in 1902 which was applied until 1916, when a provincial ordinance decreed that land should be more heavily taxed than buildings, and gave town councils the option of abolishing tax on buildings altogether... In 1919 Johannesburg chose to abolish tax on buildings... Johannesburg's subsequent development may be partly attributed to the fact that the tax was levied on the market value of the property, not revenue from the property, as was the case in England. Valuation figures show that land was assessed at much higher values than the buildings...so that owners were obliged, for economic reasons, to put up larger and ever higher buildings. This also accelerated the 'turnover' of buildings. In view of the comparatively high land tax, smaller non-functional buildings could not readily show a profit. This system, reinforced in 1919 by the abolition of tax on buildings, is still the main reason for the intensive land development in the city. It also partly explains the never-ending process of demolition through which so many historical buildings have disappeared." (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

PREVIOUS TENANTS:

By 1917:

Basement: Cuthberts Boot Store; Cuthberts Rough Store and Florence Parker.

Ground floor: Cuthberts Shop; Cuthberts Gents Department and Goldies Shop.

By 1926:

First floor: Corner Lounge.

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

Cuthberts Building

**ELOFF STREET
JOHANNESBURG**

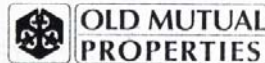
The elegant Cuthberts Building, considered by some to be among Johannesburg's best buildings, evokes strong memories of the city's Victorian past.

Cuthberts Building was designed by architects Stucke & Bannister and completed in 1904 on the corner of Eloff and Pritchard Streets. It originally housed the Johannesburg branch of the thriving Cuthberts shoe business which had its origins in Grahamstown in 1882.

The building is typically Victorian in design and features a corner turret, a double wrought iron verandah which was added in 1928, and decorative friezes and panels depicting different crafts in the ornamental styles of the time – neo-baroque and art nouveau.

As the largest shoe store in Johannesburg, the building played an important role in the city's business life and the Balcony Tea Room on the first floor served as the meeting place for many of the city's prominent people.

Above: extract from brochure dated 1994 by Old Mutual Properties. See also copy of relevant letter below.



9/2/228/120 ; 9/2/228/73 ; 9/2/228/99 ;
9/2/258/119 ; 9/2/258/47

12 October 1994

Mrs M Slabbert
Regional Manager
National Monuments Council
P O Box 7888
0001 PRETORIA

PRETORIA	
R. N. G.	/ N. M. C.
1994 -10- 24	
ONTVANG / RECEIVED	

Dear Mrs Slabbert

I have pleasure in enclosing a copy of our recently produced brochure, "A Portfolio of Innovation and Preservation in South African Property". As the title suggests, this is intended to reflect our approach to the expansion and management of Old Mutual's property portfolio and our commitment to providing innovative, aesthetically pleasing buildings, and, where appropriate and cost-effective, to restoring and preserving buildings of historical note.

If you or your colleagues would like an additional copy, please do let me know and I will gladly arrange for one to be mailed.

Yours sincerely

I.D.R. WATT
ASSISTANT GENERAL MANAGER : PROPERTY

Aan

Geen planne voorgelê vir verandering aan fasade

Die herlewing van die Johannesburgse middestad word bedreig deur groot maatskappye wat dosyne historiese geboue verwaarloos, weier om dit op te knap en in sommige gevalle die fasades skend.

Hoewel daar heelwat geskiedkundige geboue in die middestad is, geniet net 'n handjievol van hulle spesiale bewaringstatus.

Die Cuthberts-gebou, 'n interessante kombinasie van neo-Barok en Art Nouveau op die hoek van Eloff en Pritchardstraat, tel onder hulle. Die gebou, ontwerp deur die argiteksfirma Stucke & Banister, is in 1904 opgerig, wat daarvan een van die oudste geboue in die stad maak.

Op grond van sy kulturele en argitektoniese waarde is die Cuthberts-gebou op 27 Junie 1986 tot nasionale gedenkwaardigheid verklaar.

Ander erfenisgeboue met monument-status sluit in die Rissikstraat-Poskantoor, die Stadshuis en die Ainstey's-gebou.

Volgens die Wet op Erfenishulpbronne, mag geen veranderinge aan dié geboue of hul fasades sonder die goedkeuring van die Suid-Afrikaanse Erfenishulpbronnagentskap (Sahra) aangebring word nie.

Bewaringsbewustes het dit die afgelope week onder *Sake* se aandag gebring dat daar wel in Augustus verlede jaar aan die ingang en die fasade van die Cuthberts-gebou verandering is. Hoe die skending van die gebou verby Sahra en die metropolietaanse munisipaliteit geglip het, bly 'n raaisel. Daar is wel bevestig dat geen planne aan Sahra voorgelê is nie.

Die gebou behoort aan Ou Mutual, wat ook die eienaar van die

erg verwaarloosde Barbican-gebou is.

Die maatskappy was ook verantwoordelik vir die sloping van Kimberley House, die oudste kommersiële gebou in Johannesburg. Van Kimberley House het net 'n tragiese fasade oorgebly.

Mnr. Henri Paine, 'n argitek wat spesialiseer in erfenisgeboue, sê die redes vir die middestad se verwaarloosde toestand kan slegs voor die deur van groot maatskappye gelê word. Dit is juis in hulle hande om geboue vir die nageslag te bewaar, aangesien hulle van die grootste eiendomseienaars in die middestad is. "Huidige generasies is die bewaarders van erfenisse vir toekomstige generasies," sê hy.

Dr. Johann Bruwer, onafhanklike erfeniskonsultant, sê die vraag is hoe kan sogenaamde ingeligte mense hulle skuldig maak aan die skending van monumente. Wat is die nut daarvan om enkele geboue tot monumente te verhef, as dit nie deur die eienaars gerespekteer word nie?

In die geval van die Cuthberts-gebou, het die gebou 'n besonderse winkelfront en argitektuur gehad.

Volgens Bruwer is die veranderinge nie in simpatie met die unieke argitektuur aangebring nie en bloot geïmproviseer. "Ek twyfel of die eienaars hulle enigsins deur kundiges laat lei het," sê hy.

Volgens Bruwer is die beskuldigende vinger wat na Ou Mutual wys in skrilte kontras met die Gautengse provinsiale wetgewer, wat die regte roete volg vir sy voorgenome sloping van ou geboue in die stad.

Ou Mutual is genader om kommentaar, maar het nie gereageer nie.

Dis dalk tyd om volle krag van wet te gebruik

Daar is die laaste tyd breedvoerig berig oor die moontlike sloping van verskeie geboue as deel van die beplande ontwikkeling van 'n geïntegreerde provinsiale regerings-tuiste in die Johannesburgse middestad. Daar is tegelykertyd berig oor die erfenisimpakstudie wat reeds in verband hiermee onderneem is.

Die vereiste vir só 'n studie word deur die nasionale erfeniswetgewing bepaal.

Die tyd het moontlik aangebreek dat die volle krag van hierdie wetgewing gebruik word om 'n ander erfenisverwante probleem aan te pak.

Kenmerkend van die Johannesburgse middestad is sy unieke, dog beperkte versameling erfenisgeboue. Dit is iets waarvan in dié stadium weer gewag gemaak moet word.

Dit, na aanleiding van die uiters verwaarloosde toestand van die Barbican-gebou waaroor *Sake* verlede week berig het. Die gebou is natuurlik 'n baken in die middestad vanweë sy unieke ontwerp en ligging.

In die berig word gemeld dat "sloping deur verwaarloosing" 'n wesenlike gevaar vir die gebou inhou. In die geval van die Barbican-gebou is sloping, op watter manier ook al, heeltemal onaanvaarbaar.

Die betrokke erfenishulpbronowerhede behoort hul stem te verhef, indien nodig deur die uitreiking van bevels van verpligte herstel. Die geboue-erfenis van Johannesburg – 'n onvervangbare kleinood – se kans op oorlewing is beperk en juis daarom moet die saak van verwaarloosing met erns aangepak word.

Die Barbican is terloops nie 'n geïsoleerde geval nie. Nie ver van die gebou nie is die pragtige, maar erg vervalle drie verdieping-gebou bekend as Penlan House in Eloffstraat. Dit is in 1897, dieselfde jaar as die historiese Rissikstraatse poskantoor, opgerig.

Dan is daar ook die Trades Hall in Rissikstraat met sy ryke verbintenis met die geskiedenis van die vakbondwese. Die gebou is beveilig teen vandalisme, maar vertoon glad nie na wens nie.

Volpunte vir die Johannesburgse stadsbestuurders vir die opknapping en beveiliging van die ou Rissikstraatse poskantoor. Die voorbeeld wat sodoende gestel word, bring bepaald hoop vir die saak van bewaring van erfenisgeboue in die middestad.

Johannesburg is reeds meermale as 'n wonderstad beskryf. Die stad se ongekende groei word weerspieël in sy geboue wat uit 'n verskeidenheid van tydperke dateer. Ons wil nie 'n nuwe stad vol nuwe geboue hê nie. Dit is ook nie waarin die toeriste belang stel nie. Daar is genoeg sulke stede oral ter wêreld.

Johannesburg is uniek as gevolg van sy wye verskeidenheid van geboue.

Verwaarloosde ou geboue dra egter nie tot die kwaliteit van verskeidenheid by nie en kan deur niemand goedgepraat word nie.

■ **Dr. Johann Bruwer, onafhanklike erfeniskonsultant van Meyerton**

RECORDED BY:

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



17 8 2003







2003 4 4



5 4 2003







5 1993













5 4 2013



Sport
scene

Sport
scene

17 8 2003



17 8 2003





17 8 2003



17 8 2003



17 8 2003



17 8 2003



9 2003
28

MARKHAM







Sport
scene



Totalsports



14-00

60





Sport
scene





60 TRARIGILL BLVD
HOBBS BEVERLY GARDEN

MULTISERV

ELOFF MEAT

FRESH MEAT, CHICKEN, EGGS, BACON, POLONY, BUNS



BIRMINGHAM