
HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: LONDON HOUSE



Photograph: Catharina JM Bruwer.

Above: showing *London House* on the left and its neighbour *Howard House* (see Document BX-4) to the right of the photograph. (CJMB)

Previous/alternative name/s :

LOCATION: Street : Loveday
Street number : 21
Stand Number : 208
Previous Stand Number:
Block number : BX
Suburb : Marshallstown
GIS reference :

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

DESCRIPTION OF PLACE:

Height :
Levels above street level : 14 plus roof and Motor Room
Levels below street level : one
On-site parking :

This is an excellently designed building with strong vertical lines. This building is part of the Johannesburg Art Deco legacy.

This is a reinforced concrete structure.

Incomplete set of original building plans are available.

See electronic version of Survey Report for copies of extant original building plans.
(CJMB)

CONSTRUCTION MATERIALS:

Foundation: concrete
Concrete: in foundation compose of cement, sand and stone
Plinth: polished red granite
Walls: Ground floor with polished red granite and mosaic tiles
Exterior walls: brick, burnt stock; plastered
Mortar: in walls compose of lime and sand
Interior walls: brick, burnt stock
Roof: flat; cover with malthoid
Windows: steel casement
Main Entrance: the original brass doors and furniture as indicated on original Front Elevation Plan
Verandah: cantilevered verandah
Doors: interior – Teak
Flag mast (CJMB) two symmetrical positioned flag masts of typical Art Deco design

SITE FEATURES:

Newspaper stand. (CJMB)

ALTERATIONS:**INTEGRITY:**

The First Floor front elevation of the building is painted. The shop fronts are covered with roller doors, a harsh but necessary intervention against crime. The Ground Floor shop fronts are not similar to those of the original Emley & Williamson design. (CJMB)

INSCRIPTION:

ARCHITECT:

Emley & Williamson
(Address: 76 Market Street, Johannesburg)

'...the partnership between Frank EMLEY and Frederick WILLIAMSON from around 1920 in Johannesburg. Emley was joined by Williamson on Emley's winning the competition for the design of the Main Building (or Central Block) for the University of the Witwatersrand, the first building on the new University campus. Emley's health suffered at the time the new Main Building was being designed and Williamson was responsible for much of the work. Nine of Emley and Williamson's buildings, designed mostly in the Edwardian/Beaux Arts neo-classical style, were displayed at the exhibition of Dominion and Colonial architecture held in London in 1926, among 305 South African exhibits. Emley & Williamson were elected by the Witwatersrand Master Builders Association to design the Association's Johannesburg headquarters. Their work was widely illustrated in contemporary periodicals and in subsequent publications as being representative of a particular Johannesburg style. The practice was continued by Williamson after Emley's retirement.'
(Architects In South Africa 1780 – 1940; Draft manuscript, J Walker & G M van der Waal, 1992, HSRC, Pretoria.)

"London House (1935), Loveday Street, designed by Emley & Williamson just before their attention turned to Anstey's."
(Chipkin, C.M.: Johannesburg Style; Architecture & Society 1880s – 1960s.)

BUILDER:**CONSTRUCTION DATE:**

Date on plans : February 1935
Approval of plans : 20 January 1936
Completion date : 6 March 1936

The Application for Approval of Plans was received by the City Engineer's Department on 18 March 1935 and approved ten months later ie. 20 January 1936. The building was completed on 6 March 1936 (as entered on the valuation roll), meaning it took two months to complete the building or construction to the building was started without approval of plans.
(CJMB)

BUILDING STYLE:

Art Deco - New York

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

BUILDING TYPE:

This is a shop to street and office building. (CJMB)

ENVIRONMENT:

London House and *Howard House* (document BX-4) are perfect examples of the excellent Art Deco buildings of Johannesburg. The sky-line of the two buildings are dramatic and the relationship between the façades, a symphony of spectacular interplay. (CJMB)

CONDITION:

This building is neglected and needs urgent attention. All effort should be made to restore the moulded plaster name of the building as this is eroded. (CJMB)

URGENT ACTION:

The name of the building is crumbling and in need of expert restoration work. The owners of the building should be requested not to paint the building. (CJMB)

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: City Investments Ltd. (Plans signed by. W Blakes)
Dominion House, Joubert Street, Johannesburg.
(CJMB)

PRE-HISTORY OF SITE:

HISTORY:

GENERAL NOTES:

Estimated cost of building : £50 000.00
Estimated cost of drainage : £1 000.00
Accommodation approved : eight 'Natives'
Valuation at completion : £45 000
Occupied : yes
(CJMB)

PREVIOUS TENANT/S:

1937 – Room 111, 112 was occupied Nelly Edwards offices, she was reputed to be the first woman architect in Johannesburg.
(CJMB)

By 1954:

P. D. P. Secretarial Services and Employment Bureau. Rooms 111, 112, London House.
Watsons Shipping (Pty.) Ltd. First Floor.

The information on Previous Tenant/s was extracted from The Rand Pretoria Directory – 1954.
(CJMB)

CURRENT TENANT/S:

The Lock Cabin.

SOURCES:

Published Sources

Chipkin, C.M.: Johannesburg Style; Architecture & Society 1880s – 1960s, David Philip Publishers, Cape Town, 1993.

The Rand-Pretoria Directory 1954 (Comprising Complete Alphabetical And Trades Directories of Johannesburg, Pretoria And Reef Towns), Cape Times Limited, Cape Town, 1954.

Van Der Waal, G-M.: From Mining Camp to Metropolis, The buildings of Johannesburg 1886-1940, Chris Van Rensburg Publications, Johannesburg, 1987.

Unpublished Sources

Architects In South Africa 1780 – 1940; Draft manuscript, J Walker & G M van der Waal, 1992, HSRC, Pretoria.

Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City - Metropolitan Planning, Johannesburg Metropolitan Council (Cool Factory).

Plans records of surveyed buildings, Marshallstown and City of Johannesburg: Archives, Building Control, Development Management, City of Johannesburg Metropolitan Municipality.

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:



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Photographs (unless otherwise indicated) by Johann J Bruwer and Alezea Bruwer.