

**JOHANNESBURG METROPOLITAN MUNICIPALITY**

**HERITAGE ASSESSMENT SURVEYING FORM**

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

**NAME OF PLACE:** Family Furnishers Building



**Previous/alternative name/s :**

**LOCATION:** Street : Pritchard  
Street number : 38  
Stand number : 719 (previously 1648)  
Block number : Q

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

## **DESCRIPTION OF PLACE:**

Four storeys (ground floor / double volume and first to third floors); one basement level.

The second and third storeys of this building have remained unaltered from the time of the construction of the building, showing clear glass window panels with louvres above, topped by vitreous enamel panels. The reinforced concrete canopy over the pavement is supported with steel cantilever props.

## **CONSTRUCTION MATERIALS:**

Walls : reinforced-concrete, partly brick plastered and partly cladded with anodized aluminium Luxalow.

Roof : flat, concrete.

Windows: steel frame.

## **SITE FEATURES:**

## **ALTERATIONS:**

Internal and external alterations: addition of aluminium Luxalow cladding externally, to the large area of mosaic facing on the East elevation of the building, as well as to the entire first floor and the top sections of the display window panels along the entire shop frontage; internal alterations to the ground floor were of a lesser nature and extent.

Architects : Jolliffe & Fraser  
Plans passed : 27 October 1983

## **INTEGRITY:**

The external appearance of the building was changed significantly during 1983 with the addition of anodized aluminium facing covering the entire first floor section, as well as the top section of the shop frontage. The original mosaic panelled section of the East elevation was similarly cladded with aluminium facing.



## **INSCRIPTION:**

## **ARCHITECT/BUILDER:**

Arthur Burman

**CONSTRUCTION DATE:**

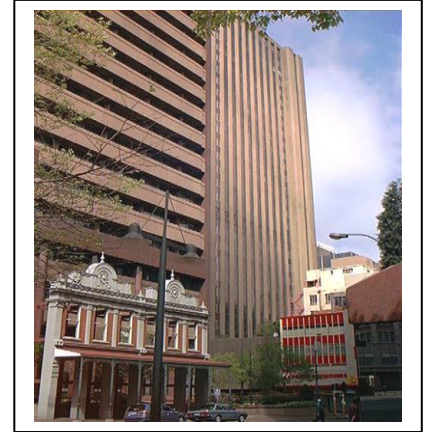
On plan : 21 February 1962  
Completed : August 1962

**BUILDING STYLE:**

Johannesburg Late Modernist (Urban Features).

**BUILDING TYPE:**

Was built as a shop, showroom and office building.



**ENVIRONMENT:**

The building stands out like a small cherry that has fallen from an enormous caramel coloured cake, giving colour to an otherwise monotonous environment of overpowering size and scale (like the reconstructed Kimberley House Façade on the adjacent city block). The building clearly has no connection with its surrounds. (cjmb)

**CONDITIONS:**

Good.

**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: T544/1960 Shadavo Inv Pty Ltd

**PRE-HISTORY OF THE SITE:**

The earliest record of this site pertains to plans that were submitted by M.D. Silverman (for *Christies Outfitters*) during October 1950 with respect to the proposed addition of a storage mezzanine in the rear section of what appears to have been a single storey retail building, with its public entrance on Harrison Street.

Less than a year later during June 1951, J.C. Cook & Cowen Architects submitted plans for alterations to what was then to become a fish and chips shop for Mr Tsimas.

**HISTORY:**

At the time of the proposed construction of the new building, the estimated cost of its construction was £60 000. The original plans of the building show that it was intended to use the basement, as well as ground and first floors as showrooms and the second floor as offices. (A note on the ground floor plan made reference to a proposed radio and electrical showroom on the ground floor).

**GENERAL NOTES:**

**SOURCES:**

Opname Historiese Geboue In Johannesburg, Second Report June 1976, Inner City, RAU

City Engineering Department, Stand No. 719, Township Johannesburg (Planning Department), City of Johannesburg

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

Registrar of Deeds, Johannesburg

**RECORDED BY:**

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Photographs by Chris JH Coxen (unless otherwise indicated).

**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