

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

NAME OF PLACE: Joffe's Building



Jhb Metro - Cool Factory

Previous/alternative name/s :

LOCATION: Street : Market
Street number : 45
Stand number : 320, 321 (previously 621, 622)
Block number : N

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

DESCRIPTION OF PLACE:

Ground floor with shops to street; five storeys; sixth storey added in 1967.

On entering one of the shops, one's attention is immediately drawn to the extensive covering of the walls inside with old dark coloured wooden shelving; the shop is divided into sections, all filled with an amazing range of colourful linen and other soft wares; a long old wooden counter runs nearly the whole length of the shop. The office of Mr Gokal is situated in the left rear corner of the shop and separated from the remainder of the interior with light coloured timber panelling and glazed partitioning. The large desk almost fills the entire office and the computer on Mr Gokal's desk seemed somewhat out of place; one experienced one of those wonderful feelings of childhood... when going shopping with your mom. It's the atmosphere in the building, the old fashioned politeness and the arrangement of wares and the 'spirit' of the place.

This is a sturdy, well proportioned factory building. The heavy verandah balances the interesting arrangement of windows and the horizontal and vertical lines of the building. The building is in a state of disrepair but not even this will lessen its obvious durability. (cjmb)

CONSTRUCTION MATERIALS:

Walls : face brick.

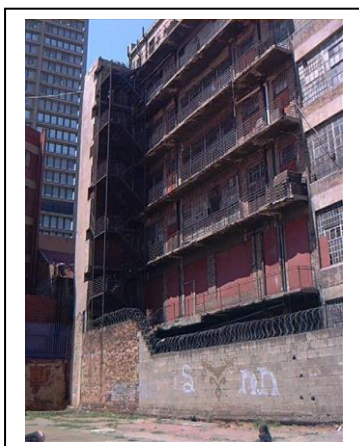
Floors : grano.

Roof : corrugated iron, pitched.

Windows: steel frame; aluminium and glazed shop front.

Doors : timber frame, glazed.

SITE FEATURES:



ALTERATIONS:

Pitched roof flattened and new brick walls added; new lift room installed on roof, new basement section for lift; new ladies toilets added to back, on exterior of building to all floors; new two-inch teak fire doors at back of building to all floors; new concrete verandahs at back of building to second, third and fifth floors. Estimated cost £14,400, this added £15,000 to value of building.

Architect : J.C.Cook & Cowen
Builder : A.S. Joffe (Reinforced concrete Engineers)

Plan date : 11 September 1936
Plans passed : 18 June 1937

New transformer room in basement and lifts room and locker room on roof; new partitions to third and fifth floors.

Architect : J.C.Cook & Cowen
Plan date : 2 February 1938
Plans passed : 11 April 1938

Temporary offices and new mezzanine floor to shop on ground floor.

Plans passed : 14 January 1949

New change and storerooms with partitions on first floor. Estimated cost £100.

Plans passed : 14 January 1949

New panelling to ground floor, partitions, toilets and drainage removed on first floor.

Architect : Solly Segal

Plans passed : 16 September 1949

New mezzanine floor and partitions with glazing; three new sample rooms with partitions and wood on concrete floors on ground floor. Estimated cost £100.

Building Consultant : P Summerville

Plan date : 2 May 1951

Plans passed : 19 June 1951

Alterations on the following floors (estimated cost £500),

Second floor : for *Union Printing Works*, new internal brick walls and steel window.

Second floor : for *Ark Clothing*, new Rhino Board partitions.

Third floor : for I. Berman's *Leather Works*, new wood partitions.

Plans passed : 4 July 1952

Removal of partitions; instatement of new partitions, door fan and counter; new hand washbasin and drainage on the fifth floor for *Sun Proccess Engraving Co. (Pty) Ltd.* Estimated cost £300.

Plans passed : 14 November 1952

New partitions in cloak room on second floor for *Hela Knitwear*. Estimated cost £25.

Plans passed : 4 March 1955

New screen walls and partitions for offices, and new toilets and hand washbasin on first floor for *V. Gokal & Co. Transvaal Pty Ltd.* Estimated cost £525.

Plans passed : 14 July 1955

New partitions, interior doors and windows for offices for *Exppress (sic) Printing Works* on the third floor. Estimated cost £50.

Plan date : 4 June 1955

Plans passed : 22 December 1955

Nine inch interior brick wall, new fireproof door and iron lining screen wall for *S.A. Picture Frames* on the fourth floor. Estimated cost £75.

Plans passed : 11 April 1956

Remove window and existing interior wall, new window, door, and double door. Estimated cost R 220.

Architect : T. Mc Vie

Plan date : 10 July 1961

Plans passed : 10 August 1961

New storey added to match existing, new pitched steel roof. Estimated cost R28 000.

Architect : Herson & Latinsky

Plan date : September 1966

Plans passed : 2 March 1967

INTEGRITY:

The building's façade was restored with the last additions done when the pitched roof which was flattened in 1937, was reinstated. The new storey added is shown as an addition with the brickwork below the windows being plastered, instead of using face bricks, as shown on the September 1966 plans.

INSCRIPTION:**ARCHITECT/BUILDER:**

Original plans not on City Engineering Department's records.

CONSTRUCTION DATE:

On plan :
Completed : 12 January 1928

BUILDING STYLE:

Early Modernist (Urban Features).

BUILDING TYPE:

Shops, factory and warehouse; multi-storey light industrial.

**ENVIRONMENT:**

The buildings in its own peculiar way, contributes to the character of its surroundings.

CONDITION:

Aug/Sept 2002 – Except for shops on the ground floor the building stands vacant. Refer to broken windows panes. City grime has taken its toll but there is nothing that cannot be repaired and made good. The condition of the building might appear worse than it actually is.

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: B.I. Joffe, Ditah Investment

T3445/1962 Hadar Prop Ltd

HISTORY:

GENERAL NOTES:

Chipkin describes the J.C. Cook & Cowen practice as follows: Going into the 1930's, there was the "prolific firm" of Cook & Cowen. "who designed vast Art Deco piles and were working, at the beginning of 1934, on fourteen major buildings. Cook & Cowen, were the architects of Dunvagan Chambers...and Broadcast House, as well as buildings like Dorchester Mansions in Rissik Street and Stanhope Mansions in Plein Street, both embellished with startling Art Deco relief panels". Later on, he states that there is no doubt in his mind "that, like the Obels, Maurice Cowen had also walked the sidewalks of New York: breathing in the atmosphere, studying the Manufacturers Trust Building, absorbing Art Deco details along lower Broadway, responding with youthful enthusiasm to the concocted world of New York modernity."

SOURCES:

NMC File 3/1/3/Joh/111 : App. Diagonal Street Conservation Area Johannesburg (including colour photograph)

City Engineering Department, Stand Nos. 320 and 321, Township Johannesburg (Planning Dept., City of Johannesburg)

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

Registrar of Deeds, Johannesburg

Interview: Mr A. Gokal, owner of the building, September 2002

RECORDED BY:

Johann J and Catharina JM Bruwer.

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