

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: JUTAS CORNER BUILDING



Top: view of the building taken from the southwestern corner of Loveday and Pritchard Streets. Top right: from left to right is *Juta's Corner Building*, *Lewis Building*, and *Geen & Richards Building*. Bottom centre: from left to right, can be seen, *Budget House*, *East London Hotel* and *Juta's Corner Building*. Bottom right: portion of main elevation.

Previous/alternative name/s : Juta's Buildings

LOCATION: Street : cnr Pritchard, Loveday
 Street number :
 : [43 Pritchard; 52 Loveday]
 Stand Number : 828
 Previous Stand Number: by 1921 - 1555
 Block number : V
 GIS reference :

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

DESCRIPTION OF PLACE:

Height :
Levels above street level :
Levels below street level :
On-site parking :

CONSTRUCTION MATERIALS:

Walls:

Roof:

Windows:

SITE FEATURES:

ALTERATIONS:

INTEGRITY:

INSCRIPTION:

ARCHITECT:

W.G. Whyte.

BUILDER:

CONSTRUCTION DATE:

Date on plans :
Approval of plans :
Completion date :

BUILDING STYLE:

Late Modernist.

BUILDING TYPE:

Shops to street and multi storey light industrial.

ENVIRONMENT:

Budget House, East London Hotel and Juta's Corner Building: these buildings represent an interesting group of buildings. Although they were erected at different periods and designed by different architects, they stand in perfect harmony, albeit that each of these buildings has attained an own identity.

CONDITION:

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	<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:

FIRST J.C. JUTA & CO. BUILDING:

The *first Juta Building* - a corrugated iron store erected during 1887 and opened on 9 January 1887 - served the public until a more permanent structure was erected.

"By 1890" according to Palestrant, "there were eleven booksellers and stationers in Johannesburg and a public library had been established...Juta & Company which had started business in a corrugated building at the corner of Loveday and Pritchard streets in 1887, had 'the largest stock of books and stationary including the best works on mining and mining industries' and 'the largest stock of bibles and prayer books for the use of all churches in South Africa in a most varied selection of binding.'" It is mentioned by Stark that "Johannesburg has always been reasonably well served by bookshops. The earliest of those still existing was J.C. Juta & Co., who started business on their present site in 1887. Mr. James Dall came to Johannesburg to open the branch of Juta's, and later, about 1910, set up his own business." (Palestrant, E.: Johannesburg One Hundred).

SECOND J.C. JUTA & CO. BUILDING:

The name Juta has a long-standing association with Johannesburg. According to Leyds, J.C. Juta (Jnr) of J.C. Juta & Company, "was the first Secretary of the Sanitary Committee of Johannesburg. The minutes, signed by Juta as secretary, show that the first meeting was held in 1887...J.C. Juta & Co., the booksellers, were the first to erect their own building, a three-storey one, which was opened officially on 9th January, 1888, at the corner of Loveday and Pritchard Streets. That building [see first building] stood until 1947, and was then replaced by the firm's modern structure. Their 1888 advertisement says they 'specialise in catering for the clergy, medicine, law, mining and scholastic book, also general literature for the general public.'" (Leyds, G.A.: A History of Johannesburg).

Leyds shows the date of completion of the second three storey building as being 1892: "The north-west corner of Loveday and Pritchard streets is the site of two of Johannesburg's first businesses. Juta's Bookshop on the corner, and the adjacent East London Hotel (see V-2) in Loveday Street were built here in 1888 and did business in the original buildings until 1954 (sic.?) when the buildings were altered, but remained on the same site." (Leyds, G.A.: A History of Johannesburg).

G.-M. van der Waal describes the second *Juta's Building* as a non-descript building with low-keyed on ornamentation. He dates the completion of the building to have been 1892: "There was also a marked difference between shops built before 1895 and those that came after. The first shops constructed after the economic depression of 1889-90 were of simple design and modest in scale and ornamentation. Examples were: *Juta Building* (1892), 43 Pritchard Street; *Kimberley House* (1892), 44 Pritchard Street [see R-1]; the first *Thorne & Stuttaford Building* (1893), 58, 60 Pritchard Street [see Pre-History: T-2]; *Duffus Bros Building* (1893), 70 Pritchard Street [see Pre-History: AC-6]; *Henwood Building* [see Pre-History: AE-1] and *Paddon & Brock Building* (1893) [see Pre-History: AC-3 and AC-5], 56 [sic. this should be 44] Joubert Street and 68 Pritchard Street. The first four were built in the style of the period before 1890 – a free and folksy interpretation of classicist building forms. By contrast, *Duffus Bros* and *Paddon & Brock Buildings* in particular were cast in a new style, the picturesque Neo-Queen Anne, as revealed mainly by the prominent gables and colourful variations between red-brick wall surfaces and pale plaster accents. The interruption of the street wall's roof silhouette by gables gave the buildings an individual colour and aspect, so that these 'gable buildings

broke away from the homogeneity which was such an important feature of building styles prior to 1890. The commercial buildings erected between 1894 and 1899 underscored this differentiation still further, thereby reinforcing the identity of the shopping district." (Van Der Waal, G-M.: From Mining Camp to Metropolis...).

HISTORY:

"Juta's, after ninety-seven years on the same site, has now (i.e. 1986) moved to the African Life Centre (see AA-1), corner of Eloff and Commissioner streets." (Norwich, O.I.: A Johannesburg Album; Historical Postcards.).

GENERAL NOTES:

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

PREVIOUS TENANT:

By 1954: fourth floor - Johannesburg Municipal Employees Association.

CURRENT TENANTS:

2003: Bantori Computer Business & Secretarial College, 2nd Floor, Telephone: 011 838 3164, Fax: 011 833 6641. www.netdirectory.co.za/gautengtechnikons.html.
2004: Warsaw Fast Foods.

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 BPUWER.
Unless otherwise indicated photographs by Catharina JM BPUWER.

ATTACHMENT: PRE-HISTORY OF SITE

FIRST J.C. JUTA & CO. BUILDING:

"The corner of Loveday and Pritchard Streets. Both East London Hotel and Messrs. Juta are still on the same site in 1956, but many buildings have followed each other on this corner. This view gives some idea of the corrugated iron stage which succeeded tent town in the early years of Johannesburg." (Smith. See below).

Below: Smith, A.H. (comp. / ed.): Pictorial History Of Johannesburg, City Of Johannesburg Africana Museum – Frank Connock Publication No. 3, Juta & Co. Ltd., Johannesburg, 1956.



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Unless otherwise indicated photographs by Catharina JM Bruwer.



FRESH, HOT PIES
SOLD HERE

FRESH, HOT PIES
SOLD HERE

29 3 2004

5 4 2003



5 4 2003

JUTAS

JUTAS CORNER

EAST LONDON HOTEL

COFFEE SHOP



5 4 2003



THE GREAT LONDON HOTEL

JUTAS CORNER

CAPITAL BANK

5 4 2003





LEWIS

PRICE 'N PRIDE

PRICE 'N PRIDE

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25 1 2004

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LEWIS

Lewis

G.R. Queen & Richard

big sale

