

**JOHANNESBURG METROPOLITAN MUNICIPALITY**

**HERITAGE ASSESSMENT SURVEYING FORM**

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

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**NAME OF PLACE: LOVEDAY HOUSE**



Photograph: Catharina JM Bruwer.

Above: the Marshall (to the right) and Loveday (to the left) Streets elevations of *Loveday House*. (CJMB)

Previous/alternative name/s :  
:  
:

**LOCATION:** Street : corner Marshall and Loveday  
 Street number : 15 Loveday  
 : (96, 98, 100 Marshall; 15 Loveday)  
 Stand Number : 1177  
 Previous Stand Number:  
 Block number : CF  
 Suburb : Marshallstown  
 GIS reference :

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

**DESCRIPTION OF PLACE:**

Height :  
Levels above street level : ten (Loveday Street); eight (Marshall Street)  
Levels below street level :  
On-site parking :

**CONSTRUCTION MATERIALS:**

Walls: reinforced concrete frame, fabrick and textured panels  
Roof: flat, concrete  
Windows: steel casements

**SITE FEATURES:**

**ALTERATIONS:**

G. T. Wheelan & Associates. 1988.

**INTEGRITY:**

**INSCRIPTION:**

**ARCHITECT:**

**BUILDER:**

**CONSTRUCTION DATE:**

Date on plans :  
Approval of plans :  
Completion date :

**BUILDING STYLE:**

Early Modernist. 1940s.

Architectural Merit: "Modernist composition of the elements about the corner. The Framing up of elements and articulation of the building above the street allow the building to float visually." (Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City).

**BUILDING TYPE:**

**ENVIRONMENT:**

**CONDITION:**

**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:

**PRE-HISTORY OF SITE:**

**HISTORY:**

**GENERAL NOTES:**

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

PREVIOUS TENANT/S:

By 1954, the offices of The Rand-Pretoria Directory were located in the building.

CURRENT TENANT/S:

**SOURCES:**

Published Sources

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

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).

**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.