

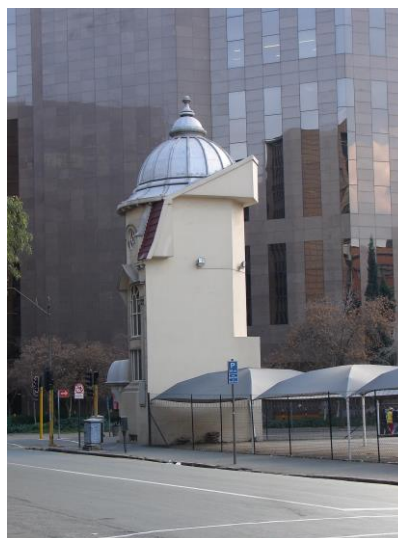
JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

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NAME OF PLACE: MARSHDALE HOUSE AND VACANT PARKING LOT

Photographs: Catharina JM Bruwer.

Above, left: View of the "memory" of former *Marshdale House*, corner of Marshall and Loveday Streets. Above, right: The remnant of former *Marshdale House*, as seen from the southwest corner of Loveday and Anderson Streets, with the *Nedbank Group Central Building (BY-1)*, in the background.

Previous/alternative name/s : General Motors Building

:
:**LOCATION:** Street : Marshall, Rissik, Anderson and Loveday

Street number :

:

: (102, 104, 106, 108 Marshall; 13, 15 Rissik;

: 65, 67, 69, 71 Anderson, 12, 14 Loveday)

Stand Number : 259, 263, 264, 265, 266, 1180

Previous Stand Number:

Block number : CE

Suburb : Marshallstown

GIS reference :

ZONING:

Current use/s :

Previous use/s :

DESCRIPTION OF PLACE:

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

CONSTRUCTION MATERIALS:

Walls: plastered brick
Roof: corrugated iron
Windows: timber casements

SITE FEATURES:

Old cast iron posting box at northeast corner of Anderson and Loveday Streets. (CJMB)

ALTERATIONS:

INTEGRITY:

The retained corner tower section of *Marshdale House* constitutes a "memory" of the former three storey Victorian building from a location viewpoint. Due to its isolation, however, from the remainder of the building of which it formed an integral part (i.e., both in terms of the original design and material used in the construction of the building), the "memory" cannot be considered an authentic structure any longer.

INSCRIPTION:

ARCHITECT:

BUILDER:

CONSTRUCTION DATE:

Date on plans :
Approval of plans :
Completion date :

BUILDING STYLE:

Victorian.

BUILDING TYPE:

Shops to street and office building.

ENVIRONMENT:

The "memory" of *Marshdale House* today, stands as a mere token to heritage conservation, in a hostile setting, dominated by the sheer scale and form of the *Nedbank Group Central Building*.

CONDITION:

Fair.

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:

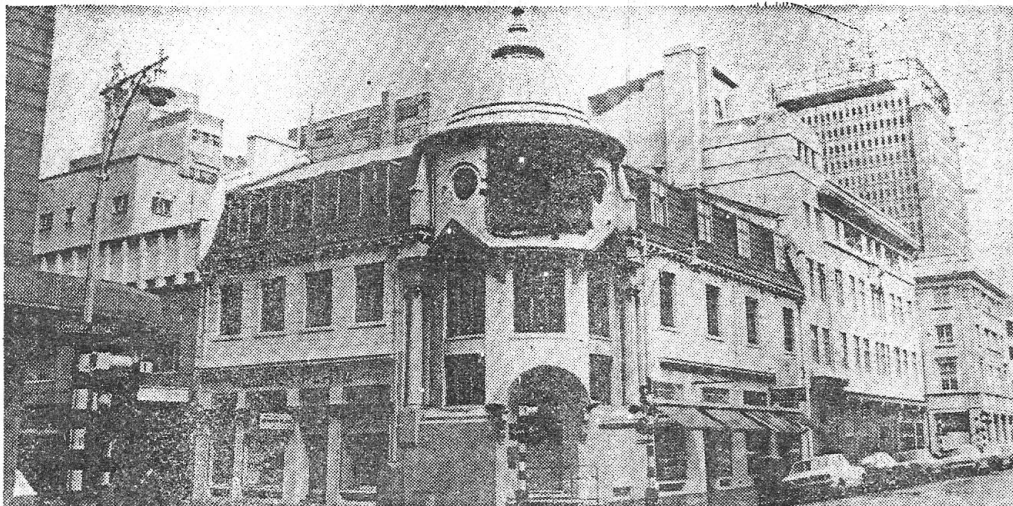
Original ownership:

PRE-HISTORY OF SITE:

HISTORY:

In 1995, *Marshdale House* was demolished, except for the corner tower with prominent dome. The demolition was authorised by the National Monuments Council.

The building, as described in the newspaper article below, was the first South African headquarters of General Motors SA.



This elegant little three-storey building at the corner of Marshall Street and Loveday Street in the centre of Johannesburg was the first headquarters of the mighty General Motors Company when it first came to South Africa.

First office of giant car company

An unusually designed building at the corner of Marshall Street and Loveday Street, has played an interesting role in South African industrial history. It is typically Victorian in design, with just that touch of extravagant elegance that distinguishes such buildings from present-day dreary designs.

Whatever the nature of the business of present occupants, that of "Number Plate," in Marshall Street, is closest to the story of the building, which was for some years nothing less

Denis Godfrey writes on old Jo'burg

than the first South African headquarters of the now mighty General Motors organisation in South Africa.

The premises were built about 60 years ago, and were known as General Motors Building.

General Motors first came to do business in South Africa in 1915, and Eric Rosenthal, who has recently completed a full-scale history of the great car manufacturing company in South Africa, says: "The fellow who came out to establish General Motors in South Africa was

in the Lusitania, sunk by the Germans during World War 1. He was a survivor, however, and eventually reached South Africa."

This Lusitania disaster, which is said, more than anything else, to have caused the entry of America into the war on the side of the Allies, happened early in May 1915, and set off the series of anti-German riots in Johannesburg.

The General Motors representative did not remain in South Africa, but came as a "visitor," but as a result of his visit General

Motors decided to open up business in South Africa — a land of long and arduous distances where motor cars should be in demand.

Eric tells me that the oldest of the General Motors cars was the Oldsmobile.

This may come as a surprise to most people, who naturally believe that the Chevrolet was the first car made by the company.

Incidentally, General Motors itself was only created in 1908. The Chevrolet car was designed in 1912 and came to South Africa 60 years ago.

"I found the opening announcement of the arrival of the first model to South Africa, and also a great deal of interesting material about General Motors and the various cars they produced," says Mr Rosenthal.

Above: Article published in The Star (date of publication not known).

GENERAL NOTES:

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

PREVIOUS TENANT/S:

CURRENT TENANT/S:

SOURCES:

Newspapers, Periodicals (including Journals)

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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And Catharina JM Bruwer.

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