

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

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Cellphone: 082 325 5823

NAME OF PLACE: BUILDING UNDER CONSTRUCTION - PARKADE



Top left: First Card House, 1998. *[Photograph by Jhb Metro - Cool Factory]*

Top right: First Card House almost demolished as at 5 April 2003.

Centre right: construction work in progress, 28 September 2003

Bottom left: Sauer Street, 25 January 2004; on the left is the second *Kerk Street Mosque*.

Bottom centre: levels one to five of new building comprise on-site parking.

Bottom right: Pritchard Street, 29 March 2004.

Previous/alternative name/s :

LOCATION: Street : Kerk, Fraser, Pritchard, Sauer.
Street number :
 : [14, 16 Kerk; 17, 19, 21, 23 Fraser;
 : 11, 13, 15, 17 Pritchard; 56, 60 Sauer]
Stand Number : 5263
Previous Stand Number: by 1988 - 780, 781, 4771; by 1998 - 5263
Block number : Y
GIS reference :

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

DESCRIPTION OF PLACE:

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

CONSTRUCTION MATERIALS:

Walls: reinforced concrete.
Roof: concrete, flat.
Windows: none to the exterior of the structure.

SITE FEATURES:

ALTERATIONS:

INTEGRITY:

INSCRIPTION:

ARCHITECT:

BUILDER:

CONSTRUCTION DATE:

Date on plans :
Approval of plans :
Completion date : 2004

BUILDING STYLE:

BUILDING TYPE:

Parkade.

ENVIRONMENT:

CONDITION:

New.

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	<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:

PRE-HISTORY OF SITE:

POWER HOUSE:

By 1954, the *Power House* stood at 21 Fraser Street. It is interesting that the National Council for Sweet Making Industry had their offices in this building by 1954. Interesting is the fact that the premises of L & R Feldman Ltd were at the time, also located on the same city block. They were the pioneers in the manufacturing and the biggest distributors of sweets in Johannesburg. For further information, see *Cigarette House*.

Tenants by 1954: Sass & Co (Pty) Ltd and Jennings Book Store; South African Electrical Workers' Association.

STABLES:

By 1908, a structure identified as *stables*, was located at 16 Kerk Street and 23 Fraser Street. See *Clare House* below.

CLARE HOUSE:

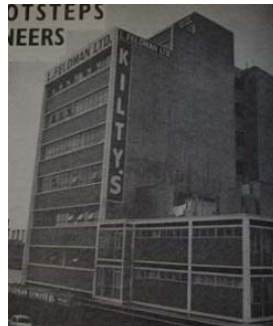
By 1954, the corner building known as *Clare House*, was situated at 16 Kerk Street and 23 Fraser Street.

CIGARETTE-HOUSE:

The *Cigarette-House* was situated on a double stand, i.e. at 60, 62 Sauer Street (By 1976: Stands 1423 and 1530). The owner of this building was World Furniture Holdings. Bertram R. Avery designed this double storey building for L & R Feldman in 1925. See below. This was a plastered brick building with saddle corrugated iron roof. The building was later demolished, with the stand at 62 Sauer Street, now being occupied by part of the second *Kerk Street Mosque*. The stands at 60 and 58 Sauer Street are currently vacant and are being used as a parking lot.

"The firm of L. Feldman Ltd., of 7 Pritchard Street, Johannesburg, Wholesale Tobacconists, Confectioners and General Merchant, had been established as far back as 1918 by two young men, Louis and Richard Feldman, the sons of the late Mr. Joseph Feldman, who arrived in Johannesburg in 1897 and commenced business as a produce merchant. In those years the tobacco business was carried on mostly on the basis of the shopkeeper buying his cigarettes and tobacco straight from the van. Thus the person in charge of the horse-drawn covered van took the order, invoiced the goods, made up the order on the street, and duly delivered it to his customer. Feldmans occupied a small store at 45 Sauer Street (now part of the premises of Barclays Bank, Market Square Branch) [see Pre-History: O-1]. There was one lady assistant, one 'native' driver, one horse and one covered van. Cigarettes in those days was a highly competitive article, and it was accordingly decided to introduce confectionery. Messrs. Feldmans were probably the first in Johannesburg amongst wholesalers to combine Cigarettes and the Sweet business. In 1922, Feldmans decided to discard the old method of going out with a van full of cigarettes and tobaccos, and instead a traveller was engaged and a horse

and trap provided, to canvass for orders. There was some resistance on the part of the retailers to this departure, but the assurances having been given and kept that orders placed in the morning would be delivered in the afternoon, and those placed in the afternoon would be delivered early the next morning, the objection on the part of the retailers soon disappeared. The business had since progressively increased year by year, to a point where it is to-day [i.e. 1956] one of the large wholesale distributing houses in the country. In 1926 Stands 1423/1530 at 60 and 62 Sauer Street were bought, on which was one of the earliest houses erected in Johannesburg, and used as a produce store, and a new building was erected. [This building was known as *Cigarette House* now demolished]. At the end of 1935 the firm of L. Feldman, as it was then known, was formed into a Proprietary Company, under the name of L. Feldman (Pty.) Ltd., and in 1946 a holding Company under the name of Tobacco & General Supplies (Pty.) Ltd. To-day its Share Capital consists of 800,000 shares 5/-, and 100,000 6 per cent £1 cumulative preference shares. L. Feldman Ltd. are primarily Wholesale Tobacconists and Confectioners, but provide a large variety of other merchandise required by the tea room, café and Hotel trade, as well as general storekeepers. They are the distributors for the nationally popular Kilty Sweets, and are the sole South African Agents of Henry Clay, the famous Havana Cigars, Karl I, the Cigar which has the largest sale in Holland itself; and are specialists in Pipes, being the owners of the following well-known brands: Victor Hugo, which claims to be the world's finest Pipe; John Ruskin, the quality London-made Pipe; Dr. Mansfield, the superior Filter Pipe; Dr. MacNab, probably the branded Pipe with the largest sale in the country; No-Nik Cigarette Holders, with Crystal Filter. The third Department, which is known as the General Department, consist of Household Crockery, Glassware, Cutlery, and other household commodities such as Enamelware, Aluminiumware [sic.], etc. There is a stationery Department and a Toy Department, and of course, all smokers' sundries are stocked. The Company has branches at Pretoria, Benoni and Vereeniging, and at Port Elizabeth its branch is known as Algoa Wholesalers. The present directors are Messrs, Louis Feldman, Richard Feldman, Charles Silberman, who joined the firm in 1929, and Simon Leon Kirschner, who started as an office boy in 1925, and the Company's Secretary is Mr. Harry Margo. It is significant that the Company's first employee, who has now celebrated his 70th Birthday, is still with the firm in a part-time capacity, as he is reluctant as yet to retire entirely. Likewise, many of the Company's managers and heads of departments have been with the Company for many years. In 1952, Messrs. Feldman's moved to their own eight-storey building, situated at 7 Pritchard Street, and this year the Company acquired No. 5 Pritchard Street, which will be connected with the present building occupied by them." (Stark, F. [Ed.]: *Seventy Golden Years...*). Sadly, all of the buildings mentioned by Stark were sacrificed in the name of progress.



Left: "Cigarette House at 60 Sauer Street, Johannesburg, head office of the Company in 1926." Right: In 1952 the company moved to *L. Feldman Ltd. Building* at 7 Pritchard Street. During 1956 the company occupied the three-storey building at 5 Pritchard Street. (Stark, F. [Ed.]: *Seventy Golden Years...*).

UNION FRESH MEAT SUPPLY BUILDING:

The *Union Fresh Meat Supply Building* (see below for history of the company) was situated on the corner, at 11 Pritchard Street and 58 Sauer Street. Completed in circa 1904, this single storey plastered brick building, clad with mosaic tiles, and with hipped corrugated iron roof, was demolished to make way for an empty stand that is currently still used as a parking lot! Sadly, due to years of neglect, the condition of the building was described as poor in the 1976 RAU report, in which it was therefore recommended that the building be demolished. By 1976, the Stand Number was given as 1531 and the owner, as Rozitavin Inv. (Pty) Ltd.

"Since 1896, the Fresh Meat Supply Co. (Pty.) Ltd. and Associate Companies have been supplying the whole of the Transvaal and Orange Free State with quality meat and meat product. ...Mr. S. Stein, one of the founders of Fresh Meat Supply Co. (Pty.) Limited, started as a wholesale butcher as far back as 1896. He purchased cattle from farmers at the market, which in those days was situated in the Old Coal Yard in Braamfontein. His abattoir was located in the area which is today known as Brixton and his business was carried on until 1906. With the establishment of the Municipal Abattoirs and Cattle Market in Pim Street, Newtown, Mr. Stein's old premises were closed down. The present company was formed in 1907 by the amalgamation of several butchers in the district and soon after

its formation was supplying practically all the retail butchers in Johannesburg. In addition, it commenced supplying the gold mines, among whom was included the New Consolidated Goldfields, who have been consistent customers ever since. Other concerns which are numbered among the firm's clientele are hospitals and the South African Railways. During the first world war [sic.], the company continued to supply and maintain a high quality of consistency in their products. A few years after the cessation of hostilities, a new company, Union Fresh Meat Supply, was established by Mr. N. Sinder and Mr. M Gladstone. The two companies continued as rival business houses until January, 1942, when after discussion between the directors of the respective firms and amalgamation was agreed upon and Mr. Sinder and Mr. Gladstone joined the board of directors of the Fresh Meat Supply Co. (Pty.) Limited. The Union Fresh Meat Supply Company remained trading as an Associate, with Mr. S. Stein as an equal partner." (Stark, F. [Ed.]: Seventy Golden Years...).

The information below regarding the demolition of the *Cigarette House* and the *Union Fresh Meat Supply Building* has been sourced from relevant SAHRA archive files.

The City of Johannesburg in a letter dated 20 May 1992 to Wreckers (Pty) Ltd.: "...It is confirmed that this Department has no objection to the demolition of this property, on condition that all three gas connections to the property are disconnected before demolition work proceeds.

In a letter dated 1 June 1992, Wreckers (Pty) Ltd. to Bank City Projects stated: "Our Lump Sum Prices For The Above Demolition Are As Follows:

Cigarette House	R55,000-00
Union Building	R20,000-00".

Letter dated 15 June 1992 from First National Bank to NMC: "APPLICATION FOR DEMOLITION PERMIT Stands 780 781 786 Johannesburg - We confirm that we are the owners of the above stands and give our consent to Express Demolition (Pty) Ltd to carry out the necessary work to demolish the building [sic.: there were two buildings being considered for demolition] erected thereon."

It was subsequently (i.e. on 16 June 1992) decided by the NMC to permit the demolition of the buildings.

FIRST CARD HOUSE:

The First Card House, completed during 1970, previously occupied this site. The building was designed in the Johannesburg Late Modernist style.

HISTORY:

GENERAL NOTES:

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

CURRENT TENANT:

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.

RECORDED BY:

Heritage Resources Management team Johann J and Catharina JM Bpuwer.
Unless otherwise indicated photographs by Catharina JM Bpuwer.



25 1 2004



5 4 2003



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