

JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

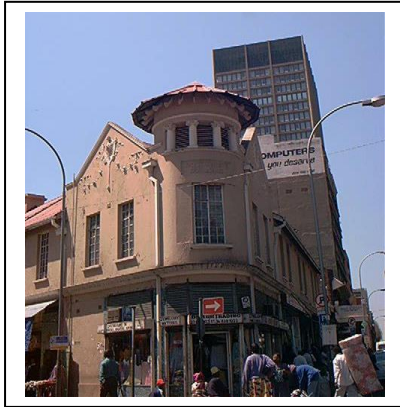
NAME OF PLACE: Rosenberg Buildings



Previous/alternative name/s :

LOCATION: Street : Diagonal
Street number : 10
Stand number : 317 (originally 618)
Block number : N

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



DESCRIPTION OF PLACE:

This double storey building was constructed on Stand No. 317 and part of Stand No. 318. Shops were provided at ground floor level with 23 rooms (with one built-in cupboard in each) on the top floor; accommodation for 46 'Europeans' was approved; as a free-standing structure at the rear of the building, one bath and wash basin, three toilets and one urinal were provided with no roof. The fire escape is at the back of the building. The entrance to the first storey is on Diagonal Street.

"The diagonal plan form was dictated by the diagonal west axis of the original *uitvalgrond*. The ground-floor shops have protective canopies. The upper-level accommodation was that of a typical inner-city rooming-house for Johannesburg's predominantly male floating population. The gable enrichment reveals Stucke's connection with the Art Nouveau movement." (Chipkin)

CONSTRUCTION MATERIALS:

- Walls : burnt stock bricks, plastered.
- Roof : pitched corrugated iron roof with four chimneys on Market and Jubilee (now Diagonal) Streets.
- Windows: timber framed glazed shop fronts; casement, timber, framed glazed on first floor.
- Columns: clad with blue mosaic tiles.
- Doors : double; timber and glass.

SITE FEATURES:

ALTERATIONS:

(Application/approval forms not on record and set of plans incomplete) . Additions and alterations on corner part of stand; one bathroom, hand washbasin room and room converted to shops, new stairwell to shops; new room added; doors bricked in one of the shops facing Diagonal Street; balcony and verandah added to back of section of building.

- Architect : James C. Cook
- Plan date : October 1928
- Plans passed : 29 November 1928

New shelving in storage space in existing shop on Market Street. Estimated cost £60.

- Plans passed : 27 August 1952

Mezzanine floor and ventilation added in one of the shops; mezzanine floor added for storage only. Estimated cost £30.

- Architect : Kling & Trope
- Plan date : July 1956
- Plans passed : 26 July 1956

New internal storeroom for storage of tins and sawdust for *Nizamie Butchery* on Diagonal Street. Estimated cost R500.

Architect : Leslie Simon
Plans passed : 24 August 1962

INTEGRITY:

The original fabric of the building has remained largely intact and it is recommended that any future work to this building should be based on a proper conservation policy. The building's fabric is valuable and sufficiently sensitive to warrant the development of such a policy.

INSCRIPTION:

ARCHITECT/BUILDER:

W.H. Stucke
(See GENERAL NOTES)

CONSTRUCTION DATE:

Plans passed : 11 July 1905
Commenced : 11 July 1905
Foundation : 19 July 1905
Completed :

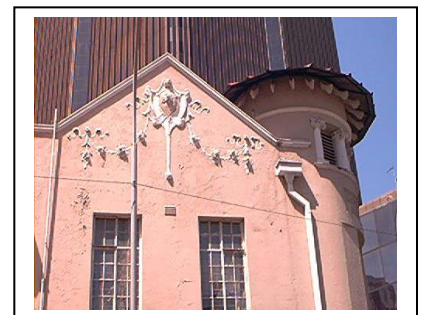
BUILDING STYLE:

"An Edwardian building blending Art Nouveau Decoration with earlier Romantic Revival Details – Interesting attic vents with columns & decorative plaster motif on gable. Pretty cast iron exterior staircase in courtyard. Very unusual tower."

"An Edwardian Eclectic Building blending Art Nouveau Decoration with earlier Romantic Revival details."

BUILDING TYPE:

Shops and residential building.



ENVIRONMENT:

NMC Assessment Form, no date: "Part of very important Diagonal Street proposed Conservation Area. Plays major role in creating the typical & well known Diagonal Street atmosphere."

CONDITION:

The exterior of the building requires a new coat of paint. The structural condition of the building is sound.

URGENT ACTION:

SAHRA RECORD REGARDING ALTERATIONS, RENOVATIONS, RESTORATION:

PROTECTION STATUS: (under National Heritage Resources Act, 1999)

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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:

NOTES:

In 1993, the NMC letter in a letter dd. 20 August 1993 to the owner, confirmed that the building was automatically protected (i.e. under the former National Monuments Act, being older than 50 years – “Although not a National Monument the Rosenberg(sic.) building is regarded as a very good building that is worthy of declaration as a National Monument.”

DEEDS INFORMATION:

Original ownership: Messrs Rosenberg Esq

By 1928: H. Green Esq and S & G (Pty) Ltd

T31451/1981 Aboo Surtee Family Trust
T45629/1997 Mays Brothers Inv CC

HISTORY:



GENERAL NOTES:

This building stands on the corner of Market and Diagonal Streets - the latter was known as Jubilee Street. The original set of plans of the building is incomplete.

1928: H. Green Esq and S & G (Pty) Ltd, the owners of this property also owned the properties next door i.e. the Grand Hotel - H. Baker (Stand Nos. 324-327).

NMC Assessment Form, no date: "Extremely good example of a small shop & very good corner presentation. Very important – representative of earlier Johannesburg trading section, and 'Coolie' location. Interesting roof construction...The exterior of the building is quite unique. Building is unchanged and in good condition."

Reporter Sally Dewar in The Sunday Star – 'Timeout' of 10 April 1988, reported as follows on her visit to the Diagonal Street precinct : "It is vibrant and alive, and colourful, peopled by a hotchpotch of many races, religions and cultures to whom Diagonal Street is a way of life: nothing special, just a few rows of shops that they and their fathers have always patronised for their daily needs...I spent some time there. I wondered down Diagonal Street...then back along KortStreet, dodging the stacks of tin trunks and pyramids of saucepans spilling out from doors of overstocked shops, stepping round neat piles of fruit on wooden trestles...In most of these little shops which sell just about everything, the precaution is with health. In the northern suburbs they have their health shops; here they have all the traditional remedies of the black culture, with a smattering of the old Afrikaans, and a little of the Oriental thrown in too...Over all hangs an aura of incense, which is sold in most shops and burns in many... Kitchenware comes high on the list, from small gadgets to great sets of enamelled or aluminium saucepans...I felt a flutter of anticipation as I walked into the cool depths of a shop stocked from floor to ceiling with bolts of cotton cloth – mostly African prints...I pass time in a wholesale and retail merchant's shop, in which the scene must be familiar to travellers from Hong Kong, Cairo...or Mombassa – wherever Asians ply their trade."

SOURCES:

NMC File 9/2/228/5/5: Diagonal Street Conservation Area, Johannesburg

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

NMC File 3/1/3/Joh/111: Diagonal Street Conservation Area (including colour photographs)

Chipkin C.M. : Johannesburg Style: Architecture & Society 1880s – 1960s, David Philip Publishers, 1993

City Engineering Department, Stand Nos. 317 and 318, Township Johannesburg (Planning Dept., City of Johannesburg)

Registrar of Deeds, Johannesburg

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