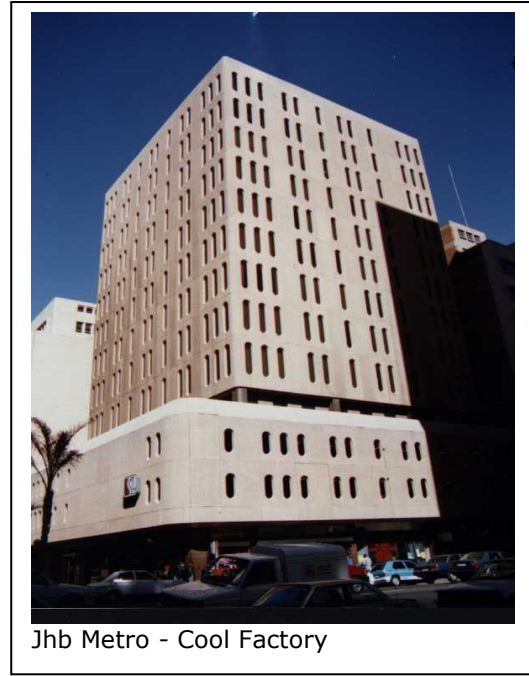


JOHANNESBURG METROPOLITAN MUNICIPALITY

HERITAGE ASSESSMENT SURVEYING FORM

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

NAME OF PLACE: Sage Life Building



Previous/alternative name/s : Argo Building
Allianz (1995 reference)

LOCATION: Street : Pritchard
Street number : 20, 22
Street : Fraser
Street number : 13, 15
Stand number : 4699 (originally 1635, 1635A, 1636, 1637)
Block number : P

ZONING: Current use/s : Business one
Previous use/s : Offices with shops at ground level

DESCRIPTION OF PLACE:

The windows of this building are arranged in an interesting pattern, it is reminiscent of the traditional tripartite fashion with a wider middle section and narrower corner sections.

The cantilevered canopy is unique in the sense that the first and second storey (forming the podium) stands flush with it. This forms an interesting variation of the podium and tower building, the ground floor being set back.

The first and second storeys of the building is stepped back; double set of lifts and stairs.

Basement level : storage; A.C. Plant Room; etcetera.

Ground floor : shops and piazza.

First and second floor : car parking.

Third floor : offices; flowerbox on exterior of building.

Fourth to 12 floor : offices.

13 floor : plant rooms.

CONSTRUCTION MATERIALS:

Exterior

Walls : reinforced concrete; precast terrazzo cladding panels, ochre coloured; brown ceramic tiles to ground floor.

Roof : flat, concrete.

Windows: 'shadowlight' glass.

Interior

Floors : vinelex tiles on screed.

Ceiling : suspended.



SITE FEATURES:

The closure of Fraser Street in this area provides the setting for the piazza. The tar road has been substituted with two colours of paving brick, laid to form diamond patterns and borders. The President Street side has a fountain and pool. A double row of palm trees was planted on the Pritchard Street side. A row of low street lamps was placed slightly off centre. The piazza is flanked by the Sage Centre on the east side, and on the west side by the Sage Life Building and Standard Bank Building. All this forms a small oasis in a busy area of the city.

ALTERATIONS:

Not all documentation in respect of alterations/additions to this building, could be found.

Interior additions.

Plans passed : 20 March 1978

Architect : The Gluckman, De Beer, Margoles Partnership

Alterations to drainage and interior of existing shop.

Designer : C. Gaillard

Plans passed : 18 January 1980

Minor interior alterations.

Plans passed : 7 September 1981

Architect : Hentrich Bergs & Associates

Minor interior alterations.

Plans passed : 13 January 1982

Architect : Hentrich Bergs & Associates

Minor interior alterations.

Plans passed : 21 March 1983

Architect : Hentrich Bergs & Associates

Additions: new partitions to interior of building.

Approved : 8 February 1985

Architect : Get Set (PTY) Ltd

INTEGRITY:

Exterior unaltered, minor interior alterations.

INSCRIPTION:**ARCHITECT/BUILDER:**

Bental, Abramson & Partners

CONSTRUCTION DATE:

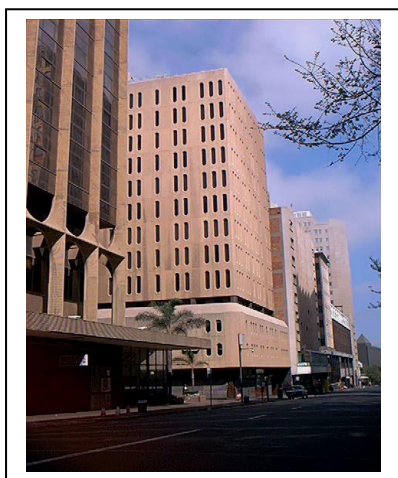
On plan : April, May, June, July 1975

Plans passed : 21 August 1974

Completed : 1975 (?)

BUILDING STYLE:

Johannesburg Late Modernist (Urban Features).



BUILDING TYPE:

Shops and office building.

ENVIRONMENT:

“Weinig verband met omgewing. Hoogstens bestaan daar in ‘n mate ooreenkoms met die fasadebekleding van Sage-gebou daarteenoor in Fraserstraat.” (RAU Report, June 1976)

Bental, Abramson & Partners, in keeping with its immediate neighbours, incorporated the U-form in the design of the Sage Centre (Stand No. 4636). This building and the Sage Towers (Stand No. 5180), were designed by E.I. Graff, Kruger & Associates. They stand in harmony, forming an interesting collection of buildings.

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: Argo Investments Pty Ltd

By 1981: Shield Insurance Co Ltd

T42640/1990 Sandton Centre Point Pty Ltd

T44438/1993 South African Mutual Life Assurance Soc

T44438/1993 Old Mutual Life Assurance Co South Africa Ltd

HISTORY:

GENERAL NOTES:

The estimated cost of the new building was R1 400 00.00 and drainage R80 000.00. The address of this building is 13 Fraser Street.

SOURCES:

Opname Historiese Geboue In Johannesburg, Second Report June 1976, Inner City, RAU

Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City - Metropolitan Planning, Johannesburg Metropolitan Council (Cool Factory)

City Engineering Department, Stand No. 4699, Township Johannesburg (Planning Department), 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