

JOHANNESBURG METROPOLITAN MUNICIPALITY**HERITAGE ASSESSMENT SURVEYING FORM**

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

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NAME OF PLACE: CONSOLIDATED BUILDING

Photograph: Catharina JM Bruwer.

Above: The *Consolidated Building*, as seen from the northeast corner of Fox and Harrison Streets.

Previous/alternative name/s :

LOCATION: Street : corner Fox and Harrison
Street number :
: (84, 86 Fox; 29, 31 Harrison)
Stand Number : 149, 150, 152
Previous Stand Number:
Block number : BN
Suburb : Marshallstown
GIS reference :

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

DESCRIPTION OF PLACE:

Height :
Levels above street level : eight
Levels below street level : one
On-site parking :

Van Der Waal: "Small arches extending over the height of several storeys were used in the first group of buildings in which frame construction was a determinant in the façade design. The best example of this was the *Consolidated Building* (1904-6), 84/6 Fox Street, which at the same time represented the closest approach to the Chicago style of America.

The *Consolidated Building's* façade articulation was distinctly similar to that of *Adler & Sullivan's Auditorium Building* (1889-1904) in Chicago. It also showed similarities with horizontally directed treatment of windows and rounded corners with narrow windows used by Sullivan in his *Carson, Pirie & Scott Building* (1899-1904) in Chicago. The narrow bands of rusticated wall planes of the *Consolidated Building* were a powerful expression of the frame construction. Ornamentations was limited to a minimum, but the classicist origins of this ornamentation vaguely identified the structure with the Beaux Arts. An interesting feature of the building was the stepped upper storeys which foreshadowed the building regulations of the 1930s which made this style a distinctive feature of the cityscape" (Van Der Waal, G-M.: From Mining Camp to Metropolis...). See also BUILDING STYLE.

"Suiwerste toepassing van die styl van die Amerikaanse kantoorgebou, en, sover vas te stel, vroegste voorbeeld in Suid-Afrika. Geronde, onversierde hoekpary herinner spesifiek aan Louis H. Sullivan se *Carson, Pire & Scott*, Chicage, (1899)-1904).

(Opname Historiese Geboue In Johannesburg, Second Report June 1976, Inner City, RAU, unpublished.)



The above article in the Beeld newspaper of 27 June 1981, incorrectly refers to the address of the building as 88 Fox Street, i.e. the address of the *Equity Building* (BM-1).

CONSTRUCTION MATERIALS:

Walls: plastered brick
Plinth: polished grey granite panels

Structure: steel frame construction – Milliken Bros, 11 Broadway, New York

Roof: flat

Windows: timber casements

SITE FEATURES:

ALTERATIONS:

The dome of the corner tower was removed at the time of the addition of the two top floors.

INTEGRITY:

The integrity of the original design and materials used in the construction of the facades of the building is high. It is clear that painstaking maintenance over the years, has resulted in the high degree of authenticity of the building. The installation of air-conditioning units tends to be a distracting element in the visual appreciation of the building, but these air-conditioning units constitute a reversible intervention, and are therefore not of any real concern to the conservation of the building.

INSCRIPTION:

ARCHITECT:

TH Smith (London) as main architect, and Aburrow & Treeby as supervising architects.

'Smith, T H

(fl. 1900 - 1903/6) was architect to the firm of English decorators and builders Waring & Gillow around 1900; he was responsible for the design of the original Carlton Hotel, [see AA-1 PRE-HISTORY] Johannesburg, W LECK having been appointed supervising architect for the hotel which became the most elegant and among the best-known hotels in South Africa. Smith also designed the Consolidated Building in the Chicago style of commercial buildings and at one point the tallest building in Johannesburg, ABURROW & TREEBY being appointed the supervising architects. (Benjamin 1979:10-14).'

(Architects In South Africa 1780 – 1940; Draft manuscript, J Walker & G M van der Waal, 1992, HSRC, Pretoria.)

'Aburrow & Treeby

the partnership between Charles ABURROW and Philip TREEBY began in Johannesburg in 1902, becoming a leading practice involved in the design of several of the early mansions in Parktown. Among these was Hazeldene Hall (1902) for C Jerome. They won the competition for St Augustine's Church in Doornfontein in 1904 and in 1910 were placed fourth in the competition for Johannesburg city hall (1910-15). In 1913 they won the competition for the Trades Hall. The partners were an increasingly popular choice as designers of commercial buildings, executed in the Edwardian Grand Manner, among these being Mosenthal's Warehouse (1911-1912) in Johannesburg. They were placed second in the competition for the South African Party Club (1919). The partnership was dissolved in 1922...'

(Architects In South Africa 1780 – 1940; Draft manuscript, J Walker & G M van der Waal, 1992, HSRC, Pretoria.)

Johannesburg: 1st Carlton Hotel, Commissioner/Eloff/Joubert/Market Sts (Benjamin:10-14 ill; Van der Waal 1987:138 ill) 1903-6; Consolidated Bldg, Fox/Harrison/Marshall Sts, supervising archts ABURROW & TREEBY (Van der Waal 1987:133) 1904-6'.

BUILDER:

CONSTRUCTION DATE:

Date on plans : February 1904; January 1906

Approval of plans :

Completion date : 1906

BUILDING STYLE:

"Suiwerste toepassing van die styl van die Amerikaanse kantoorgebou, en, sover vas te stel, vroegste voorbeeld in Suid-Afrika. Geronde, onversierde hoekparty herinner spesifiek aan Louis H. Sullivan se *Carson, Pire & Scott*, Chicago, (1899)-(1904)."

Architectural Merit: "Another neoclassic corner building in Johannesburg, again excellently detailed and resolved." (Johannesburg Building, Space & Urban Feature Classification, 1998: Inner City).

BUILDING TYPE:

Office building.

ENVIRONMENT:

The building is an integral part of one of the most interesting and important group of buildings in the city, situated opposite the old *Standard Bank Chambers* and *Equity House*, and diagonally opposite *Victory House*, with these four buildings dating from the formative years of Johannesburg.

CONDITION:

The building is in a fair condition. However, cosmetic repairs are required to various sections of the exterior of the building.

URGENT ACTION:

Urgent repairs are required to the Fox Street Entrance of the building. These repairs must be done by a specialist. Any work to the exterior of the building must be supervised by a conservation architect. The owners should be informed to take pains never to paint the facades without prior consultation with the responsible heritage resources authority.

SAHRA RECORD REGARDING ALTERATIONS, RENOVATIONS, RESTORATION:**PROTECTION STATUS:** (under National Heritage Resources Act, 1999)

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:

FORMER PROTECTION STATUS: (under National Monuments Act, 1969)**NOTES:****DEEDS INFORMATION:**

Original ownership: Johannesburg Consolidated Investment Company.

By 1976: Johannesburg Consolidated Investments, P.O. Box 590, Johannesburg.

PRE-HISTORY OF SITE:

CROSBY CHAMBERS:

By 1892, the single-storey brick and iron *Crosby Chambers* stood at 84 Fox Street (Stand 149). (CJMB)

COLLONADE BUILDING:

By 1890, the *Collonade Building* the double storey brick and iron building occupied the corner stand of 86 Fox and 31 Harrison Streets (that is Stand 150) of this site. The Johannesburg Consolidated Investment Company occupied the building by 1897. (CJMB)

JEWISH SOCIAL CLUB BUILDING:

By 1895, the Jewish Social Club erected a single-storey iron building on the 29 Harrison Street (Stand 152) portion of this stand. (CJMB)

HISTORY:

The Johannesburg Consolidated Investment Company was established by Barney Barnarto in 1889.

GENERAL NOTES:

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

The stand was valued at £40,500 during 1904, but the building was not valued at the time; the value of the stand decreased to £23,000 in 1910 and the building was valued at the same time at £110,000. (CJMB)

PREVIOUS TENANT/S:

By 1954:

Free State Development & Investment Corporation Ltd.

Government Gold Mining Areas (Modderfontein) Consolidated, Ltd. (G. R. Tomlin)

Langlaagte Estate and Gold Mining Co., Ltd.

New Springs Colliery Ltd.

New State Areas, Ltd.

Potgietersrust Platinums, Ltd.

The Randfontein Estates Gold Mining Co., Witwatersrand, Ltd.

Witwatersrand Gold Mining Co., Ltd.

29 Harrison – Rafel's Buildings

29 Harrison – Regent Outfitters

29a Harrison – City Goods Bazaar

31 Harrison – Distins Seeds (Pty.), Ltd.

31 Harrison – Yardleys Toys

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

CURRENT TENANT/S:

Johannesburg Consolidated Investment Company Ltd.

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.

Van Der Waal, G-M.: From Mining Camp to Metropolis, The buildings of Johannesburg 1886-1940, Chris Van Rensburg Publications, Johannesburg, 1987.

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).

Plans records of surveyed buildings, Marshallstown and City of Johannesburg: Archives, Building Control, Development Management, City of Johannesburg Metropolitan Municipality.

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

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.