


# AUCKLAND CITY STREETSCAPE STUDY RECORD FORM

## Preliminary Information

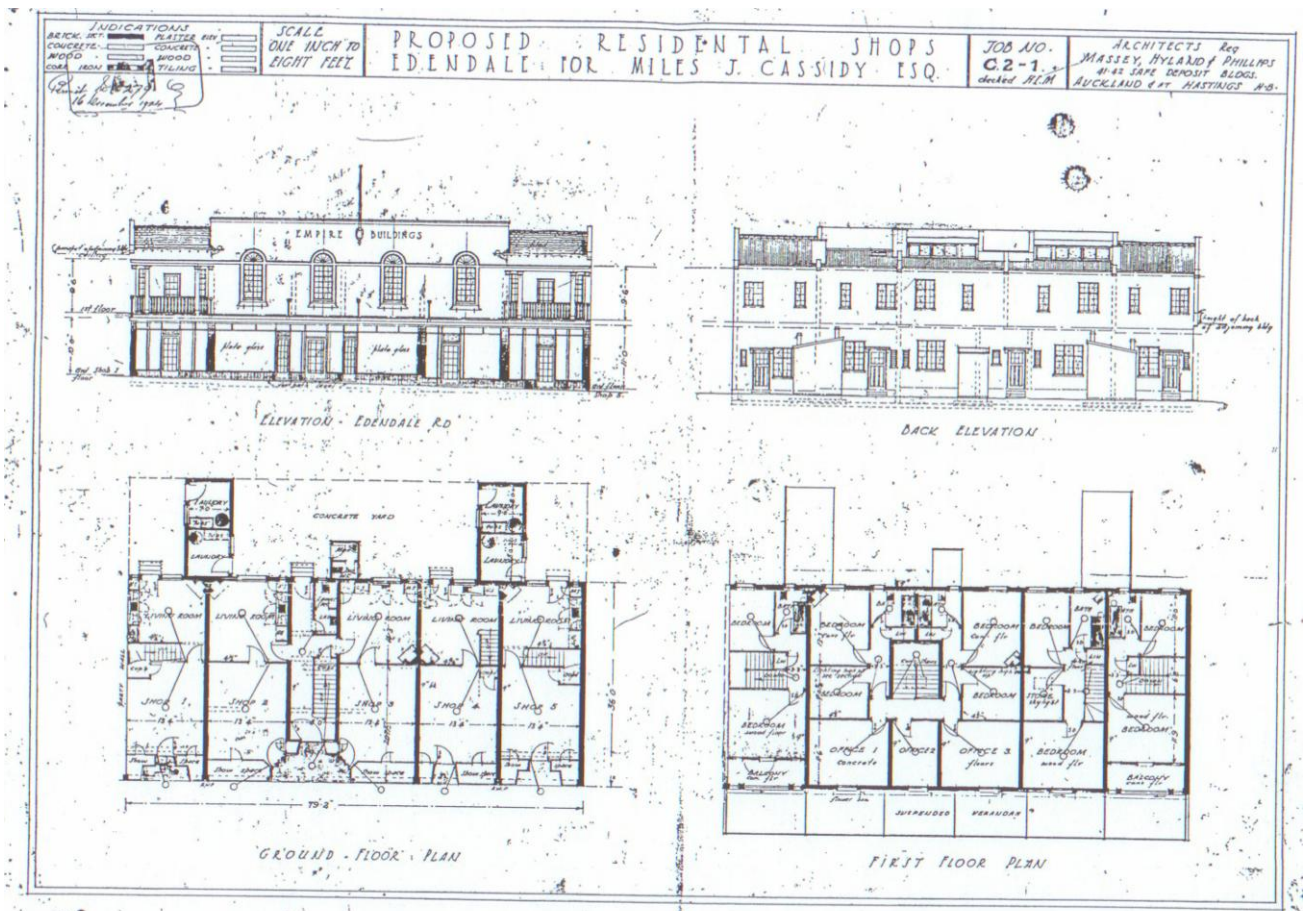


LOCATION / ADDRESS: 521-531 Sandringham Road, Auckland	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD Arcadia Building, formerly Empire Buildings 523-531 Sandringham Road, Auckland	LEGAL DESCRIPTION Lot 50 DP17792	
BUILDING / STRUCTURAL / OBJECT / SITE USE:  <input checked="" type="checkbox"/> RESIDENTIAL <input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> OTHER <input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> INSTITUTIONAL <input type="checkbox"/> RECREATIONAL <input type="checkbox"/> AGRICULTURAL	OTHER LISTINGS	
HISTORY & KNOWN ASSOCIATIONS <p>Cassidy's block was originally known as Empire Buildings, designed by architects Massey, Hyland and Phillips and built in 1924. <sup>1</sup> At a later point, it was renamed Arcadia Buildings. Miles Joseph Cassidy was the head of a successful real estate company in the 20<sup>th</sup> century. The firm however does not appear to have had offices here: <sup>2</sup> It therefore appears to have been an investment property. It was sold to George Winstone in 1930, <sup>3</sup> and the Winstone family sold the property in 1954. <sup>4</sup> This may have been the same person after whom Winstone's Buildings (across the road, at 570-574 Sandringham Road,) was named.</p> <p>John Carrie (d.1961) owned the block between Kitchener Road and Coyle Street from c.1891, purchased originally from Albert Nightingale who first subdivided the part of Allotment 161 fronting onto Sandringham Road. <sup>5</sup> Carrie was to register three slightly differing subdivision plan versions for his land from May 1923 to May 1924. <sup>6</sup></p> <p>Miles Cassidy purchased the section at 523-531 Sandringham Road from John Carrie in 1924. John Carrie built the two buildings on either side, Carries Building at the corner of Kitchener Road in 1923, followed by another at 515-519 Sandringham Road in 1925 (both designed by A Sinclair O'Connor), <sup>7</sup> The rest of the farm was subdivided and sold from 1924. <sup>8</sup></p> <p>Street directories show that the building housed a bootmaker, fruiterer, dentist, dressmaker, draper and fishmonger. Other tenants over the years have included grocers, shoe shops, wool shop and more recently a video shop. A pastry cook or home cookery business has been located in one of the shops from the mid 1930s till the late 1990s.</p> <p>Subdivision of large allotments for residential development in the area of the Sandringham shopping centre commenced around 1909. The earliest shops in the area opened around 1911 -1912 on Sandringham Road, approximately opposite Edendale School. Around the time of the First World War new shops began to be built at the intersection of Sandringham Road and Kitchener Road, which developed further in the 1920s as drainage was improved to address frequent flooding and the tram lines extended down Sandringham Road.</p> <p>Motor buses began serving the Sandringham area from c.1914, <sup>9</sup> possibly as a feeder service for the tram terminus at Kingsland. Tram lines were extended to the Sandringham Shopping Centre in March 1925, after the road bridge over the railway line had been built near New North Road in 1924. The tram service was an important catalyst for the centre which saw an extensive period of development in the</p>	ZONING Business 2	

<sup>1</sup> Plan 5279, ACE site files  
<sup>2</sup> Wisers Directories  
<sup>3</sup> CT 413/244, LINZ records  
<sup>4</sup> ibid  
<sup>5</sup> DP 989, LINZ records  
<sup>6</sup> DPs 6860, 6861 and 17792, LINZ records  
<sup>7</sup> ACE site file  
<sup>8</sup> CT 705/259, LINZ records  
<sup>9</sup> Scott, p. 69

<p>late 1920s.</p> <p><b>ARCHITECTURAL VALUES</b></p> <p>The building is designed in a Spanish Mission derived style, which along with simplified Classical styles, was frequently used for these types of buildings in many New Zealand towns and cities in the 1920s. The depth created on the Arcadia Building with its recessed balconies below Marseille tiled roofs is a particularly appealing part of its design, more clearly expressing the residential nature of the upper floor.</p> <p>The design of the building has similarities with other buildings designed by architect Horace Massey and associated practices including Massey Hyland and Phillips and Tole and Massey. The arched windows are similar to those at Star of the Sea Convent in Howick which was designed by Tole and Massey in 1930.</p> <p>Horace Massey was born in 1895 and educated at Auckland Grammar. He was articled to architect Alex Wiseman (who designed the Auckland Ferry Building) and worked for R K Binney as well as Hoggard Gummer and Prouse. He served in the First World War in the 16<sup>th</sup> Waikato Regiment. After the war he was awarded the Daily Mail prize and a three year scholarship at the Architectural Association in London. By 1924 he was a partner in the firm Massey Hyland and Phillips, but had left this in 1925 to start his own practice. He formed a partnership with George Tole in 1928 which continued until 1935. After this he practiced on his own until establishing the practice of Massey Beatson Rixtro and Carter in the 1940s. Massey was widely described as a progressive architect and won many awards including NZIA Gold Medals for St Michaels Remuera, 1933 (with Tole), Cintra Flats Auckland, Whangarei Public Library and the Wellington Memorial in Petone. He won a bronze medal for the design of his own house in 1953.</p>	
<p><b>REFERENCE SOURCES</b></p> <p>Copy of original permit drawing, on microfilm at Auckland City records.</p> <p>Plan 5279, ACE site files</p> <p>Wises Directories</p> <p>CT 413/244, LINZ records</p> <p>DP 989, LINZ records</p> <p>CT 705/259, LINZ records</p>	<p>REGISTERED OWNER</p>
<p><b>PHOTOGRAPHS (HISTORICAL)</b></p>  <p>The Empire Buildings , later known as Arcadia Building under construction in 1924. Auckland Institute and Museum Library M766.</p>	<p><b>ARCHITECT / DESIGNER</b></p> <p>Massey, Hyland and Phillips</p>
<p><b>STATEMENT OF SIGNIFICANCE</b></p> <p>This building contributes to the intact character of the Sandringham shopping centre which was established by a succession of buildings constructed during the late 1920s. It makes a strong contribution to the character of the street, designed in a Spanish Mission derived style with recessed balconies and tiled roofs which add depth and detail and express the residential nature of the upper floor. It is a good example of a small commercial building designed by the practice of Massey Hyland and Phillips. Horace Massey was a distinguished architect responsible for a number of award-winning buildings in New Zealand.</p> <p>The building provides evidence of the type of shop/ dwelling buildings which were being built in many commercial centers in Auckland and New Zealand in the early 20<sup>th</sup> century. By the late 1940s and 50s single level retail shops were more typical, or shops as the ground floor tenancy of larger commercial buildings.</p>	<p><b>PERIOD / DATE OF CONSTRUCTION</b></p> <p>1924</p> <p><b>MATERIALS</b></p> <p>Plastered brick</p> <p><b>INTEGRITY/ SIGNIFICANT ELEMENTS</b></p> <p>The building appears to be in reasonable condition and well maintained. The original exterior remains largely intact including recessed balconies, expressed tiled roofs, central façade with arched timber windows, original recessed entrance within shop fronts.</p> <p>Original shop front detail has been modified, but the recessed entrance remains. The flagpole in the centre of the façade remains. The façade has been tagged (May 08)</p>
<p><b>AREAS OF SIGNIFICANCE</b></p> <p> <input checked="" type="checkbox"/> HISTORICAL                      <input checked="" type="checkbox"/> ARCHITECTURAL                      <input type="checkbox"/> TECHNOLOGICAL  <input checked="" type="checkbox"/> AESTHETIC                              <input type="checkbox"/> SCIENTIFIC                              <input type="checkbox"/> SPIRITUAL </p>	<p><b>STREETScape VALUE</b></p> <p>The buildings forms part of an intact group of one and two storied retail shops on the west side of Sandringham Road, built during the 1920s in the Sandringham shopping centre. The buildings are all designed in variations of a stripped</p>

<input checked="" type="checkbox"/> SOCIAL <input type="checkbox"/> RARITY VALUE	<input type="checkbox"/> TRADITIONAL <input checked="" type="checkbox"/> GROUP VALUE	<input type="checkbox"/> SPECIAL <input type="checkbox"/> OTHER	classical style, and built to the street edge providing a strong sense of containment and continuity to this part of Sandringham Road. The Arcadia Building is designed in a Spanish Mission style with recessed balconies which give depth and detail to the streetscape.
			CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE High
			DATE OF SURVEY  EXTERIOR: Nov 07, May 08 INTERIOR: BY:                                  Matthews & Matthews Architects Ltd CHECKED: PHOTOGRAPHED:          May 08
PREPARED BY: Lisa Truttman and Matthews & Matthews Architects Ltd FOR: AUCKLAND CITY COUNCIL Note: Street numbers derived from Council GIS system			



Copy of original drawings by architects Massey Hyland and Phillips. ACE Site File Auckland City Council