

AUCKLAND CITY STREETScape STUDY RECORD FORM

Preliminary Information



AUCKLAND CITY

LOCATION / ADDRESS: 533-535 Dominion Road, Balmoral Shopping Centre	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD	LEGAL DESCRIPTION	
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 The first business here would appear to be a home cookery and a dentist in the mid 1920s. By the end of the decade, this was the location of Balmoral's branch of the Self Help chain of stores, which continued to the early 1960s. From the mid 1960s until present day, a series of cafes and restaurants have used the premises. Along with surrounding residential development, the electric tram service was an important catalyst for development in the Balmoral shopping centre in the 1920s. This building is one of a number built around this time to serve the needs of the local community. The tram line had reached as far as Herbert Road just to the north of the intersection by 1908 and commercial development in the Balmoral shopping centre commenced around 1910 when the first shop here opened between Balmoral Road and Rocklands Ave. ¹ Subdivision of the surrounding land for residential development was also occurring in the first two decades of the twentieth century. By 1912, the shopping centre had expanded with a baker, grocer, chemist and drapers. The oldest building remaining from this early period of development dates from 1917. (594-596 Dominion Road) . The electric trams were extended to Halston Road in the Balmoral Shops in 1920, and a significant period of development occurred in Balmoral Shopping Centre at this time. ²	ZONING Business 2	
REFERENCE SOURCES LINZ records Wises Street directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER Not known	

¹ DP 4365, LINZ records

² Stewart, p. 200



Dominion Road looking towards the Balmoral shopping centre in the 1920s. Auckland City Libraries. 10950

<p>STATEMENT OF SIGNIFICANCE This building contributes to the intact character of the Balmoral shopping centre which was established by a succession of buildings constructed during the 1920s. It forms part of an intact group of two level buildings in this part of Dominion Road which are similar in scale, materials, style and detail, that make an important contribution to the collective character of the centre.</p>	<p>PERIOD / DATE OF CONSTRUCTION C 1920</p>												
<p>AREAS OF SIGNIFICANCE</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> HISTORICAL</td> <td><input checked="" type="checkbox"/> ARCHITECTURAL</td> <td><input type="checkbox"/> TECHNOLOGICAL</td> </tr> <tr> <td><input checked="" type="checkbox"/> AESTHETIC</td> <td><input type="checkbox"/> SCIENTIFIC</td> <td><input type="checkbox"/> SPIRITUAL</td> </tr> <tr> <td><input checked="" type="checkbox"/> SOCIAL</td> <td><input type="checkbox"/> TRADITIONAL</td> <td><input type="checkbox"/> SPECIAL</td> </tr> <tr> <td><input type="checkbox"/> RARITY VALUE</td> <td><input checked="" type="checkbox"/> GROUP VALUE</td> <td><input type="checkbox"/> OTHER</td> </tr> </table>	<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	<input checked="" type="checkbox"/> SOCIAL	<input type="checkbox"/> TRADITIONAL	<input type="checkbox"/> SPECIAL	<input type="checkbox"/> RARITY VALUE	<input checked="" type="checkbox"/> GROUP VALUE	<input type="checkbox"/> OTHER	<p>MATERIALS Plaster, brick</p> <p>INTEGRITY/ SIGNIFICANT ELEMENTS Original brick and plastered façade remains largely intact with a simple parapet above a cornice. Tripartite windows are located either side of a central pilaster.</p> <p>STREETScape VALUE The building forms part of an intact group of two storeyed retail buildings on the west side of Dominion Road, built during the 1920s in the Balmoral shopping centre. The buildings are all designed in variations of a stripped classical style. They are relatively narrow in width, and generally of similar scale, style and detail. Built up to the street edge this group of buildings provides a strong sense of containment and continuity to this part of Dominion Road.</p>
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<p>PREPARED BY: Matthews & Matthews Architects Ltd and LJ Truttman FOR: AUCKLAND CITY COUNCIL Read in conjunction with Character Heritage study</p>	<p>CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE High</p> <p>DATE OF SURVEY September 2006</p> <p>EXTERIOR: INTERIOR:</p> <p>BY: Matthews & Matthews Architects Ltd</p> <p>CHECKED: PHOTOGRAPHED:</p>												