


# AUCKLAND CITY STREETSCAPE STUDY RECORD FORM

## Preliminary Information



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|--|--|-------------------------|
| LOCATION / ADDRESS:<br>541-543 Dominion Road, Balmoral Shops   | ITEM NUMBER  | CATEGORY (IF SCHEDULED) |
|   |  |                         |
| NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD   | LEGAL DESCRIPTION                                      |                         |
| BUILDING / STRUCTURAL / OBJECT / SITE USE:<br><br><input checked="" type="checkbox"/> RESIDENTIAL <input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> OTHER<br><input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> INSTITUTIONAL<br><input type="checkbox"/> RECREATIONAL <input type="checkbox"/> AGRICULTURAL   | OTHER LISTINGS   |                         |
| HISTORY & KNOWN ASSOCIATIONS<br>The original owner of this building was Mr E A Gilmore, who also built the block of three shops adjacent to the south. It was built by E J Coveney, as a single level building with two shops erected initially in 1920 and a second floor added in 1928.<br>From the early 1920s until the late 1970s, a succession of boot importers and later shoe retailers occupied the shop at 541, while 543 began as a fruiterer's shop, then part of the Blue & White Stores chain from the late 1920s to the late 1950s. A restaurant and takeaway occupy the building today.<br>In the late 1930s, the local branch of the Plunket Society briefly had one of the upper rooms, while from c.1935 until the end of World War II, the Balmoral School of Dancing was located here. <sup>1</sup><br><br>Context: 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. <sup>2</sup> 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. <sup>3</sup> | ZONING<br>Business 2                                   |                         |
| REFERENCE SOURCES<br>Permit drawings, Auckland City Property records<br>Wises Street Directories   | REGISTERED OWNER                                       |                         |
| PHOTOGRAPHS (HISTORICAL)   | ARCHITECT / DESIGNER<br>Not shown on original drawings |                         |

<sup>1</sup> Wises Street Directories

<sup>2</sup> DP 4365, LINZ records

<sup>3</sup> Stewart, p. 200

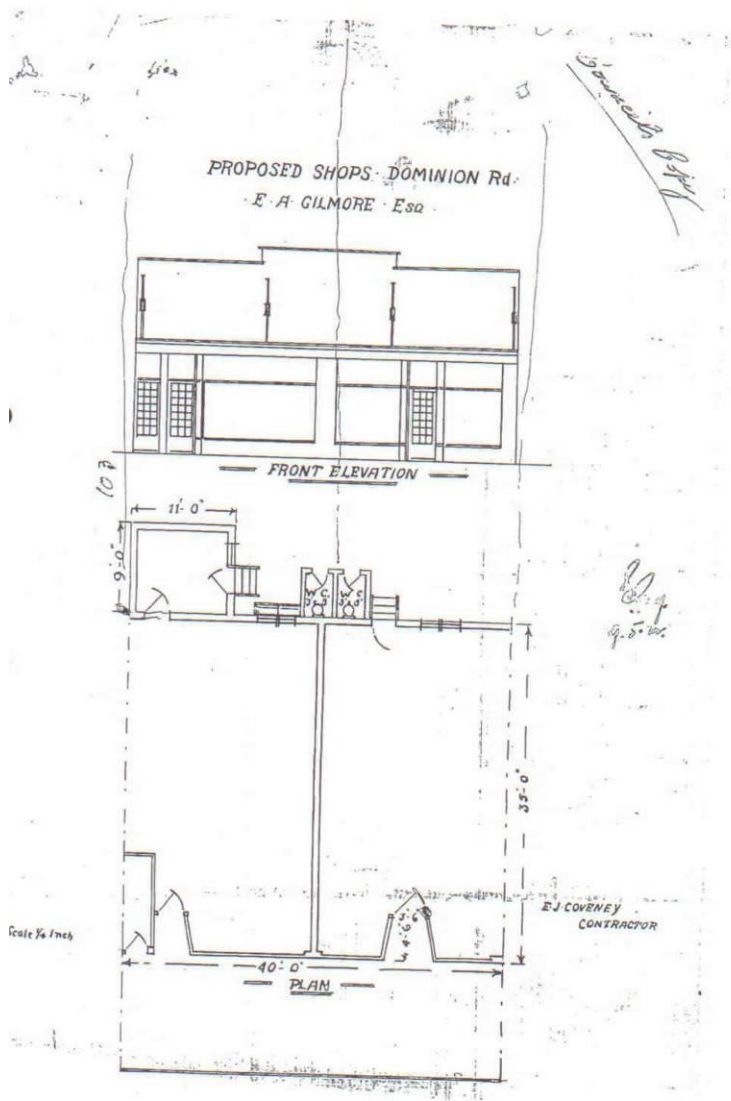


Dominion Road looking towards the Balmoral shopping centre in the 1920s. Auckland City Libraries. 10950

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|---|--|
| <p><b>STATEMENT OF SIGNIFICANCE</b><br/>         This is one of a number of buildings in the Balmoral shopping centre built during the 1920s and has had a long association with boot and shoe businesses. The building is associated with the Balmoral Plunket branch and School of Dancing which was located here at the upper floor from c 1935 to 1945.</p> <p>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><b>PERIOD / DATE OF CONSTRUCTION</b><br/>         1920s</p>   |
| <p> <input checked="" type="checkbox"/> HISTORICAL                      <input checked="" type="checkbox"/> ARCHITECTURAL                      <input type="checkbox"/> TECHNOLOGICAL<br/> <input checked="" type="checkbox"/> AESTHETIC                              <input type="checkbox"/> SCIENTIFIC                              <input type="checkbox"/> SPIRITUAL<br/> <input checked="" type="checkbox"/> SOCIAL                                      <input type="checkbox"/> TRADITIONAL                              <input type="checkbox"/> SPECIAL<br/> <input type="checkbox"/> RARITY VALUE                      <input checked="" type="checkbox"/> GROUP VALUE                              <input type="checkbox"/> OTHER         </p>              | <p><b>INTEGRITY/ SIGNIFICANT ELEMENTS</b><br/>         The plastered brick façade is largely intact. It is designed in a stripped classical style and incorporates a shallow pedimented parapet with cornice. Paired timber windows are located to each side of a central pilaster.</p> <p><b>STREETSCAPE VALUE</b><br/>         The building forms part of an intact group of two storied 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, and built to the street edge providing a strong sense of containment and continuity to this part of Dominion Road.</p> |
|   | <p><b>CONTRIBUTION TO COLLECTIVE CHARACTER</b><br/> <b>HERITAGE VALUE</b><br/>         High</p>  |
| <p>PREPARED BY: <b>Matthews &amp; Matthews Architects Ltd and LJ Truttman</b><br/>         FOR: <b>AUCKLAND CITY COUNCIL</b><br/>         (Read in conjunction with Character Heritage Study)</p>   | <p><b>DATE OF SURVEY</b><br/>         September 2006</p> <p><b>EXTERIOR:</b></p> <p>BY:</p> <p>CHECKED:                      Matthews &amp; Matthews Architects</p> <p>PHOTOGRAPHED: _____</p>   |

Copies of Original Permit drawings from Auckland City Council Records.

241-503



Initial single level building.

