

AUCKLAND CITY STREETScape STUDY RECORD FORM

Preliminary Information



LOCATION / ADDRESS: 545-551, 553 Dominion Road, Balmoral Shopping Centre, West Side.	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD	LEGAL DESCRIPTION	
BUILDING / STRUCTURAL / OBJECT / SITE USE: <input 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 corner shop and dwelling were built c 1920/21 for Mr T Spooner, and the adjacent three shops were built for Mr A E Gilmore and included a large billiard room at the upper level. ¹ (Mr Gilmore also built the adjacent building at 541-543 Dominion Road and Mr Spooner built the building at the northern end of the block, near the corner of Balmoral Road.) This block, as with the other buildings between Balmoral Road and Wiremu Street, appeared in the mid 1920s. This has been the location of businesses such as butchers, hairdressers, mercers, fruiterers, and a billiard saloon started by Archie Seaton which later became known as Billiards Ltd, then Balmoral Billiard Parlour, before finally ending up as the workshop for Textile Printers by the mid 1960s. One of Balmoral's early postal agencies operated from a stationer's shop at the corner, which also served as a lending library, for around ten years from the end of World War II. ² 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. ³ 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. ⁴	ZONING Business 2	
REFERENCE SOURCES Auckland City Property records, original drawings Street directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER Not shown on original drawings	

¹ Original Permit drawings, Auckland City Council records

² Street Directories

³ DP 4365, LINZ records

⁴ Stewart, p. 200



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

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.

Designed in a stripped Classical style, the building exteriors remain largely unchanged and contribute to the intact character of the Balmoral shopping centre which was established by a succession of buildings constructed during the 1920s. They similar in scale, age, architectural style, materials and detail to the buildings adjoining and contribute to the continuity and established 1920s character of this part of Dominion Road.

PERIOD / DATE OF CONSTRUCTION
c 1920/21

MATERIALS

Plastered brick

INTEGRITY/ SIGNIFICANT ELEMENTS

The original exterior remains largely intact. Pilasters divide the building façade into regular bays, with a plain parapet above the cornice line. Within each bay are four-part timber casement windows with top lights .The original plaster finish remains unpainted.

The corner building incorporates similar cornice and parapet detail. Timber double hung sash windows have been replaced with aluminum windows.

AREAS OF SIGNIFICANCE

- | | | |
|--|---|--|
| <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 |

STREETSCAPE VALUE

The building forms part of an intact group of two storeyed 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

CONTRIBUTION TO COLLECTIVE CHARACTER

HERITAGE VALUE

High

DATE OF SURVEY

2008

EXTERIOR:

INTERIOR:

BY:

CHECKED:

PHOTOGRAPHED:

Matthews & Matthews Architects Ltd

PREPARED BY: **Matthews & Matthews Architects Ltd and L.J Truttman**
FOR: **AUCKLAND CITY COUNCIL**
(Read in conjunction with Character Heritage Study)

Copies of Original Drawings from Auckland City Council

