

# AUCKLAND CITY STREETScape STUDY RECORD FORM

## Preliminary Information



LOCATION / ADDRESS: 565-571 Dominion Road, Auckland	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY)	LEGAL DESCRIPTION Pt lot 40, DP4347	
BUILDING / STRUCTURAL / OBJECT / SITE USE:  <input checked="" type="checkbox"/> RESIDENTIAL <input checked="" type="checkbox"/> COMMERCIAL      OTHER <input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> INSTITUTIONAL <input type="checkbox"/> RECREATIONAL <input type="checkbox"/> AGRICULTURAL	OTHER LISTINGS	
HISTORY & KNOWN ASSOCIATIONS This building was designed by architect Mr Brown for J Hopwood Esq. It had two shops at ground level with four bedrooms at the upper floor. Permit drawings are dated 1925. Bakeries and fruiterers shared this building from the late 1920s until the mid 1960s. A home appliance centre used the present day massage parlour until the late 1990s. <sup>1</sup> 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 Business 2	
REFERENCE SOURCES Permit drawings on microfilm, Auckland City Council records. Street directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER Mr Brown	
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. These are purpose built shops with dwellings above, erected in 1925 and have housed a range of shops over the years including fruiterers and bakeries. Designed in an Arts and Crafts derived style, the expressed pitched roof reinforces the domestic character of the upper level. The building forms part of an intact group of single level and two storeyed 1920s buildings in this part of Dominion Road which are generally consistent in age, style, materials and detail. The building provides evidence of the type of shop/ dwelling buildings which characterize many mainstreet strip shopping centers from this period.	PERIOD / DATE OF CONSTRUCTION 1925	
	MATERIALS Plastered brick with tiled roof.  INTEGRITY/ SIGNIFICANT ELEMENTS The building exterior remains largely intact. It is divided into two bays with a tiled roof, above a pair of windows in each bay.	
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 one and two storeyed buildings on the west side of Dominion Road, south of Wiremu Street, built during the 1920s in the Balmoral shopping centre. The buildings are typically designed in variations of a stripped classical style. They are relatively narrow in width, and generally of similar style, scale 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.	

<sup>1</sup> Street directories

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

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

	CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE High
	DATE OF SURVEY 2008 EXTERIOR: INTERIOR:
PREPARED BY: <b>Matthews &amp; Matthews Architects Ltd and LJ Truttman</b> FOR: <b>AUCKLAND CITY COUNCIL</b> (Read in conjunction with Character Heritage Study)	PHOTOGRAPHED: <u>Matthews &amp; Matthews Architects Ltd</u> <hr/>

Copies of original permit drawings at Auckland City Council Records.

