


AUCKLAND CITY STREETSCAPE STUDY RECORD FORM

Preliminary Information



LOCATION / ADDRESS: 594-600 Dominion Road, Balmoral Shopping Centre	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD	LEGAL DESCRIPTION Pt lot 12, DP1133	
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 These shops were built in 1917 for a Mr Avery, and are the earliest shops in the Balmoral shopping centre. They were designed with three bedrooms and a bathroom at the upper level with the living room, kitchen and wash house at ground level at the rear of the shops. Alterations include the subdivision of one of the original three shops into two, for Mr Wake (not dated) and alterations in 1981 for the Misa Family Partnership when the original central stairs were removed and new stairs to one side put in. From just after World War I until the late 1990s, a series of fish merchants operated here. The building also has a home appliance business dating from the 1980s. Other uses have included general stores. 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. 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. This 1917 building is the oldest building remaining from the early period of development. 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 Permit drawings on microfilm at Auckland City archives. Date on building façade-1917 Wises Street directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER	

¹ DP 4365, LINZ records

² Stewart, p. 200



Dominion Road looking towards the Balmoral shopping centre in the 1920s. The building can be seen adjacent to the Capitol Theatre. Auckland City Libraries. 10950

<p>STATEMENT OF SIGNIFICANCE</p>	<p>PERIOD / DATE OF CONSTRUCTION</p>
<p>This is the earliest building in the Balmoral shopping centre and contributes to the intact character of the Balmoral shopping centre which was established by a succession of buildings constructed around the 1920s. It is consistent in age, style, scale, materials and detail to other buildings in the block and contributes to the collective established character of the centre. It forms part of an intact group of c1920s buildings on the east side of Dominion Road between Balmoral Road and Rocklands Avenue.</p>	<p>1917(on façade)</p> <p>MATERIALS Plastered brick</p> <p>INTEGRITY/ SIGNIFICANT ELEMENTS The building exterior remains largely intact, divided into four main bays with a central bay capped by a semi circular cornice molding and keystone, with the building date in raised plaster lettering beneath. Original upper level windows remain; paired double hung sash windows with 9-light top sashes. Original shop front detail remains.</p>
<p>AREAS OF SIGNIFICANCE</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 <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>	<p>STREETScape VALUE</p> <p>The building forms part of an intact group of two storeyed retail shops on the east 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. They are generally consistent in scale, materials, style and detail.</p>
<p>PREPARED BY: Matthews & Matthews Architects Ltd FOR: AUCKLAND CITY COUNCIL</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:</p> <p>PHOTOGRAPHED:</p>