

# AUCKLAND CITY STREETSCAPE STUDY RECORD FORM

## Preliminary Information



LOCATION / ADDRESS: 636 Dominion Road, Balmoral Shopping centre, Auckland.	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 From the 1930s to 1960s, the two main businesses here were a succession of fishmongers and fruiterers. The latter business continued until the late 1990s.  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>1</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. ( 594-600 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>2</sup>	ZONING Business 2	
REFERENCE SOURCES Auckland City Council records. Wisers Street Directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER	

<sup>1</sup> DP 4365, LINZ records  
<sup>2</sup> Stewart, p. 200



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

<p><b>STATEMENT OF SIGNIFICANCE</b>          This building contributes to the intact character of the Balmoral shopping centre which was established by a succession of buildings constructed during the 1920s. The building addresses the corner of Rocklands Ave and forms part of an intact group of two storeyed 1920s buildings on the east side of Dominion Road between Balmoral Road and Rocklands Avenue. 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.</p>	<p><b>PERIOD / DATE OF CONSTRUCTION</b>          1920s</p>												
<p><b>AREAS OF SIGNIFICANCE</b></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><b>MATERIALS</b>          Plastered brick</p> <p><b>INTEGRITY/ SIGNIFICANT ELEMENTS</b>          The plastered façade includes shallow projecting details and narrow paired pilasters which frame the original double hung sash windows. The parapet has simplified pediments above a wide projecting cornice. Some windows have been replaced with aluminum. Shop fronts have been modified.,</p>
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<p>PREPARED BY: <b>Matthews &amp; Matthews Architects Ltd and L.J.Truttman</b>          FOR: <b>AUCKLAND CITY COUNCIL</b>          (Read in conjunction with Character Heritage Study)</p>	<p><b>STREETSCAPE VALUE</b>          The building addresses the corner of Rocklands Ave and forms part of an intact group of two storeyed buildings 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><b>CONTRIBUTION TO COLLECTIVE CHARACTER</b>  <b>HERITAGE VALUE</b>          High</p> <p><b>DATE OF SURVEY</b>          September 2006/2008</p> <p><b>EXTERIOR:</b></p> <p><b>INTERIOR:</b></p>												
	<p><b>BY:</b> Matthews &amp; Matthews Architects Ltd</p> <p><b>PHOTOGRAPHED:</b></p>												

Original drawings