


# AUCKLAND CITY STREETScape STUDY RECORD FORM


## Preliminary Information



LOCATION / ADDRESS: 638-644 Dominion Road	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD Rocklands Building	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 Rocklands Building, is associated with a subdivision by Beazley and Bayliss, possibly Albert Beazley and Leonard Earle Bayliss who were part of a syndicate behind the building of the Professional Chambers at the corner of Broadway and Remuera Roads in Newmarket two years later.  This building was designed as a block of 4 two storeyed shops with accommodation above for Messers Beazley and Bayliss in 1929. The building now known as Drum City, behind the Rocklands Building was designed as a garage and workroom for Messers Beazely and Bayliss at the same time and designed/drawn by the same architect (drawings not signed). This block's design typified the move as the decade had continued towards bolder, more significant buildings in the area which had become well-established by the beginning of the 1930s, as road conditions improved with the concreting of Dominion and Balmoral Roads in the late 1920s. The first key tenant was a dairy operated by Amburys in the 1930s, which became the Hollywood Dairy by the late 1950s until the late 1990s. Other occupiers have included fruiterers, milliners, and an agency of the Bank of New Zealand.  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. ( 594-596 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>2</sup>	ZONING Business 2	
REFERENCE SOURCES Auckland City Property Records- permit drawings for Rocklands Building and Garage /workshop behind in Rocklands Ave. Street directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER	

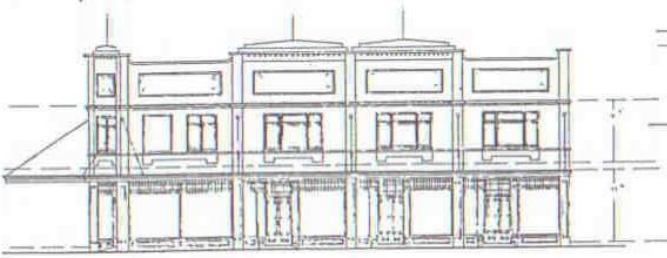
<sup>1</sup> DP 4365, LINZ records

<sup>2</sup> Stewart, p. 200

<p>STATEMENT OF SIGNIFICANCE</p> <p>The building defines the corner of Rocklands Ave and forms part of an intact group of buildings dating from c 1920 on the east side of Dominion Road in the Balmoral shopping centre.</p> <p>It is similar in scale, style, materials and detail to surrounding buildings which date from a similar period. It retains original shop fronts which add to the authentic 1920s character of the streetscape. The building has had a long association with the Hollywood Dairy, a feature of the Balmoral shops from the late 1950s to late 1990s.</p>	<p>Not shown on original drawings</p> <p>PERIOD / DATE OF CONSTRUCTION 1929</p> <p>MATERIALS Plastered brick</p> <p>INTEGRITY/ SIGNIFICANT ELEMENTS The original exterior remains largely intact. It is divided into bays by pilasters, with shallow pediments to the parapet at the corner and two bays along the Dominion Road façade. Original timber windows remain along with some original shopfronts.</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 defines the corner of Rocklands Ave and forms part of an intact group of buildings dating from c 1920 on the east side of Dominion Road 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>An original shop front remains intact with terrazzo stall boards, lead-lights, timber joinery and original doors.</p>	<p>CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE High</p>
<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>DATE OF SURVEY September 2006/2008</p> <p>EXTERIOR: INTERIOR:</p> <p>BY: CHECKED:</p> <p>PHOTOGRAPHED: <u>Matthews &amp; Matthews Architects Ltd</u></p>

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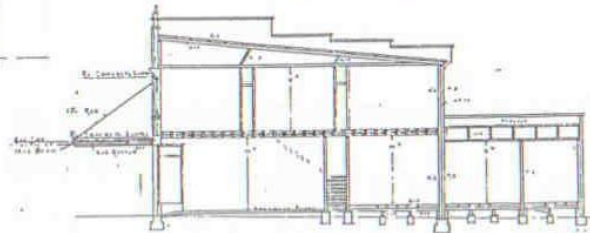
DRAWINGS OF SHOPPING LIVING QUARTERS  
C. BOYDSON R. ROSE L. APP. A. L. L. B. L. A.  
FOR MESSRS. DEALY & BATHURST



FRONT ELEVATION

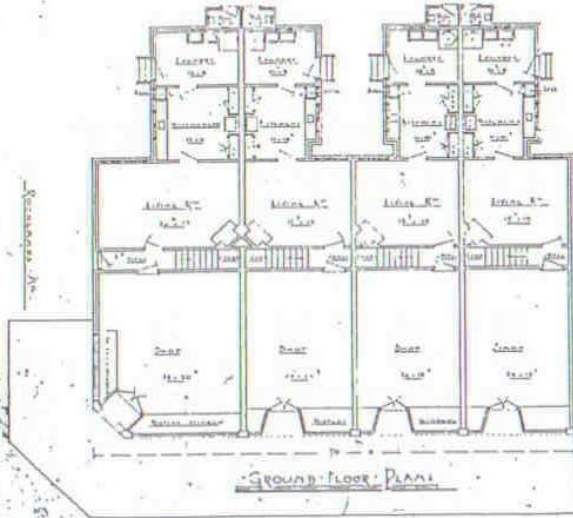


SIDE ELEVATION

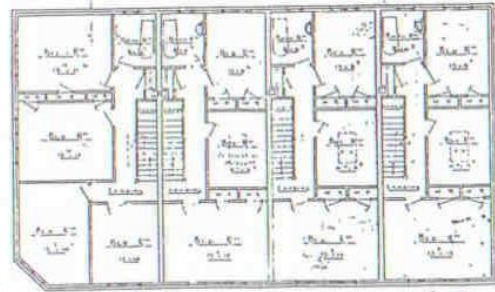


SECTIONAL ELEVATION

SCALE 1/4"



GROUND FLOOR PLAN



FIRST FLOOR PLAN

6179