


AUCKLAND CITY STREETSCAPE STUDY RECORD FORM

Preliminary Information



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| LOCATION / ADDRESS: 646-650: Dominion Road | ITEM NUMBER | CATEGORY (IF SCHEDULED) |
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| 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 Built in the late 1920s, these shops have housed long-lasting florist (H Collis and Sons) and dairy businesses until the 1980s. Other businesses have included jewellers, bakers and fruiterers. 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. 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. ² | ZONING Business 2 | |
| REFERENCE SOURCES Street Directories | REGISTERED OWNER | |
| PHOTOGRAPHS (HISTORICAL) | ARCHITECT / DESIGNER Not known | |
| STATEMENT OF SIGNIFICANCE The building forms part of an intact group of buildings dating from c 1920 on the east side of Dominion Road in the Balmoral shopping centre. It forms part of an intact group of two level buildings in this part of Dominion Road which are similar in scale, materials, style and detail, that make an important contribution to the collective established character of the centre. | PERIOD / DATE OF CONSTRUCTION c. late 1920s | |
| | MATERIALS Plastered brick | |
| | INTEGRITY/ SIGNIFICANT ELEMENTS The exterior remains largely intact, divided into three bays with plain parapets capped with cubes. The patten of fenestration varies in each bay. | |
| AREAS OF SIGNIFICANCE <input checked="" type="checkbox"/> HISTORICAL <input 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 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. | |

¹ DP 4365, LINZ records

² Stewart, p. 200

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| | CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE Medium |
| PREPARED BY: Matthews & Matthews Architects Ltd FOR: AUCKLAND CITY COUNCIL | DATE OF SURVEY September 2006 EXTERIOR: INTERIOR: BY: Matthews & Matthews Architects Ltd CHECKED: PHOTOGRAPHED: |