

AUCKLAND CITY STREETScape STUDY RECORD FORM

Preliminary Information



LOCATION / ADDRESS: 706-712 Dominion Road	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 Original drawings have not been found for this building during research to date but it is likely to have been built at a similar time to those adjacent, in the 1920s. In the 1930s one of these shops housed a net maker. Other tenancies have included dressmakers and the dairy has been a continuous feature. Context: Along with surrounding residential development, the electric tram service was an important catalyst for development in the Balmoral shopping centre in the 1920s. These 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 Council permit records Street Directories	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER Not Known	
STATEMENT OF SIGNIFICANCE This building forms part of a smaller group of 1920s buildings on Dominion Road, south of Queens Ave. It contributes to the established character of the Balmoral shopping centre and is one of a number of buildings constructed during the 1920s in the centre which are similar in scale, materials, style and detail, which give the centre its particular urban character.	PERIOD / DATE OF CONSTRUCTION C1920s	
	MATERIALS	
	INTEGRITY/ SIGNIFICANT ELEMENTS Building exteriors remain largely intact, divided into three bays with plain pilasters and a simple cornice and parapet. Some upper level windows have been replaced with aluminum. Some shop front detail remains.	
AREAS OF SIGNIFICANCE <input checked="" type="checkbox"/> HISTORICAL <input checked="" type="checkbox"/> ARCHITECTURAL <input type="checkbox"/> TECHNOLOGICAL	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	

¹ DP 4365, LINZ records

² Stewart, p. 200

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|---------------------------------------|---|------------------------------------|
| <input type="checkbox"/> AESTHETIC | <input type="checkbox"/> SCIENTIFIC | <input type="checkbox"/> SPIRITUAL |
| <input 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 |

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.

INSERT PHOTOGRAPH HERE

CONTRIBUTION TO COLLECTIVE CHARACTER
HERITAGE VALUE
Medium

DATE OF SURVEY
September 2006
EXTERIOR:
INTERIOR:

PREPARED BY: **Matthews & Matthews Architects Ltd**
FOR: **AUCKLAND CITY COUNCIL**

BY: **Matthews & Matthews Architects Ltd**
CHECKED:
PHOTOGRAPHED: