


AUCKLAND CITY STREETSCAPE STUDY RECORD FORM

Preliminary Information



LOCATION / ADDRESS: 714 Dominion Road	ITEM NUMBER	CATEGORY (IF SCHEDULED)
		
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD	LEGAL DESCRIPTION Lot 5-7 DP 16363	
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 This building was built by Adams and Hine (who also built the shops at 630-632 and 698-700 Dominion Road). The permit drawings are dated 14 September 1925. It is built with the upper level extending over a right of way. 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 Auckland City Property Records	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER Not shown on original drawings	
STATEMENT OF SIGNIFICANCE This building forms part of a group of 1920s buildings at the southern end of the Balmoral shopping centre. This grouping, though separated from the core of the 1920s development close to Balmoral Road, contributes to the established 1920s character at this southern end of the centre. They are typical of the shop-with-dwelling type erected in many New Zealand mainstreets around a similar time.	PERIOD / DATE OF CONSTRUCTION 1925	MATERIALS Plastered brick
AREAS OF SIGNIFICANCE <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	STREETSCAPE VALUE The building forms part of an intact group of buildings dating from c 1920 on the east side of Dominion Road at the southern end of 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

<input type="checkbox"/> RARITY VALUE	<input checked="" type="checkbox"/> GROUP VALUE	<input type="checkbox"/> OTHER	CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE Medium DATE OF SURVEY September 2006 EXTERIOR: INTERIOR: BY: Matthews & Matthews Architects Ltd CHECKED: PHOTOGRAPHED:
INSERT PHOTOGRAPH HERE			
PREPARED BY: Matthews & Matthews Architects Ltd FOR: AUCKLAND CITY COUNCIL			

Copy of original drawings, Auckland City Council permit records.

