

# AUCKLAND CITY STREETScape STUDY RECORD FORM

## Preliminary Information



LOCATION / ADDRESS: The Warehouse , Balmoral shopping centre, Auckland	ITEM NUMBER	CATEGORY (IF SCHEDULED)
NAME (IF ANY) NUMBER, STREET, LOCALITY, WARD Balmoral Road, Auckland	LEGAL DESCRIPTION	
BUILDING / STRUCTURAL / OBJECT / SITE USE:  <input 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 Described as Auckland's "latest mal type of shopping complex, the Warehouse was built in 1967 as the Super Value Drive-in Shopping centre. The development was said to have a strong American influence in the approach to the customer: <i>'The customer is the most important person in the store. Treat her like a friend.'</i> The complex included a supermarket, and others hops including a dress shop, chemist, drapery, coffee lounge, appliance, paint and wallpaper shops. It was served by a large carpark. It was to be a one stop shopping centre, introducing the latest retail concepts. Balmoral shopping centre had been chosen as the location because it was one of the most central, in Auckland, serving a broad local community and easily accessible by car to other areas.	ZONING Business 2	
REFERENCE SOURCES Auckland Star 6.12.1967	REGISTERED OWNER	
PHOTOGRAPHS (HISTORICAL)	ARCHITECT / DESIGNER	
STATEMENT OF SIGNIFICANCE	PERIOD / DATE OF CONSTRUCTION 1967	
	MATERIALS	
	INTEGRITY/SIGNIFICANT ELEMENTS	
AREAS OF SIGNIFICANCE  <input type="checkbox"/> HISTORICAL <input type="checkbox"/> ARCHITECTURAL <input type="checkbox"/> TECHNOLOGICAL <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 type="checkbox"/> GROUP VALUE <input type="checkbox"/> OTHER	STREETSCAPE VALUE	
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)	CONTRIBUTION TO COLLECTIVE CHARACTER HERITAGE VALUE	
	DATE OF SURVEY September 2006 EXTERIOR: INTERIOR: BY:                      Matthews & Matthews Architects Ltd CHECKED: PHOTOGRAPHED:	