

**Commercial Group #5, 237-249 Heretaunga Street West**

Inventory Number: 65 Property ID: Building 1: 24556, Building 2: 99719, Building 3: 21037, Building 4: 21035; TRIM Reference: 24556#002#0005

Report by Sarah Akers & Chris Cochran

Final Report: August 2012, Updated 2015 by the HDC Environmental Policy Team

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## Hastings CBD Heritage Inventory Project



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### HURST'S

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**OTHER NAMES:** Breakaway Travel; Lilac's



**LOCATION:**

*Street and Number:* 409 Heretaunga Street East

*City / Town:* Hastings

*Region:* Hawke's Bay

**LEGAL DESCRIPTION:**

*Legal Description:* Lot 1 Deposited Plan 27093

*Certificates of Title:* HBW3/463 (1998), HB1/483 (1965), B13/29 (1927), Deeds Index 17/54

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### SUMMARY OF SIGNIFICANCE:

#### *Architectural Value:*

This long, small building dates from the reconstruction period after the 1931 earthquake. Its street façade is interesting for its simple but elegant composition and the strong and striking use of Art Deco decoration.

#### *Historic Value:*

The site has a lengthy history of retail uses, and is especially associated with the long standing Lilac Cafeteria/Bakery, which occupied the building for 57 years.

#### *Aesthetic Value:*

The building has a striking street frontage, enhanced by the present colour scheme, and has a prominence in the local townscape that is disproportionate to its relatively small scale. Located at a main entrance point to the Hastings CBD, the building is something of an introduction to the Central Character Precinct.

### HISTORY:

The exact provenance of the present building is not presently known, although its strong Art Deco façade and concrete frame construction dates it to at least the early 1930s; it is most likely to have been built after the 1931 earthquake.

409 Heretaunga Street West was, in 1925, a millinery shop under the proprietorship of Miss Anne Nichols<sup>1</sup>. However by 1930 it had become the establishment of Mr. Hurst, the tailor<sup>2</sup>. No records have yet been located to confirm the date of construction of the present building. It is presumed an older building either fell victim to the earthquake, or was demolished to make way for a new building. Hurst remained the proprietor until 1945. Mr Barley took over the tailor's shop from at least 1946 until 1950<sup>3</sup>.

From 1950 right up to 1997 it was the premises of the Lilac Cafeteria<sup>4</sup>. Its distinctive colour – lilac – “made it a prominent feature near the Hastings Street – Heretaunga Street intersection.”<sup>5</sup> The building will be well known to many Hastings residents for this use. During 1997 it was turned into a Travel Agency and it was owned by Breakaway New Zealand Limited.

There are few records of changes, although the building has been extensively altered over time, including at least two major alterations to the shopfront, the most recent dating from 2009. In 1996, the owner of Lilac Bakery (D L Campbell) applied for assistance in upgrading the façade of the shop under the Central Hastings Façade Enhancement Scheme. In February 2009, another application was made and granted with regard to upgrading the façade of 409 Heretaunga Street East to reflect the new tenants, Zealous Hairdressing and Beauty Therapy.

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<sup>1</sup> *Wises Street Directory* 1925

<sup>2</sup> *Wises Street Directory* 1930

<sup>3</sup> *Wises Street Directory* 1946

<sup>4</sup> *Wises Street Directory* 1950-51

<sup>5</sup> Hastings Façade Enhancement Scheme Application for Lilac Bakery, 1996

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The current owners are Lilac Limited, and the building is tenanted by Zealous Hairdressing and Beauty Therapy (as of 2012).

**PHYSICAL DESCRIPTION:**

*Architect:* Davies, Garnett and Phillips, Architects

*Builder:* T.A Hill

*Date of construction:* 1932

*Construction details:* Concrete structural frame, timber-framed roof

*Description:* 409 Heretaunga Street West is a distinctive small building located at one of the main entry points to the Hastings CBD<sup>6</sup>, near a cluster of important buildings including the Wesley Church, Age Concern building and The Opera House.<sup>7</sup> The building's street façade is painted to highlight its architectural features and is given additional prominence by the neighbouring sites, a car-park to the north and a non-descript modern building to the south, which enable good views of the front and side of the building.

The building fills a narrow and long site. The front section is the oldest part; there are two successive additions to the rear as well as a rear yard. The street front is the most visually interesting part, although the additions convey something of the building's history of change. The street front, aside from the modern aluminium-framed shop-front joinery and the over-scale verandah hoarding, remains much as it was when first built. Above the suspended verandah, the façade is a striking symmetrical composition of simple rectilinear steps flanking a central vertical panel of heavy triangular flutes, atop three small windows just above the verandah (now blanked off from the interior).

The building is constructed with a basic concrete post and beam frame, with a tall parapet to the street façade and lower parapet walls to the sides and transverse parapets that delineate the successive additions to the building. The roof is principally covered with corrugated steel, supported on timber framing. The rear of the building is constructed from concrete masonry.<sup>8</sup> None of the original interior is thought to survive.

**ELEMENTS OF ARCHITECTURAL SIGNIFICANCE:**

Element	Significance
Form and detail of the main façade above verandah level	Architectural, aesthetic, townscape value
Verandah	Townscape value

<sup>6</sup> Hastings Façade Enhancement Scheme Application for Lilac Bakery, 1996

<sup>7</sup> Façade Enhancement Scheme Report – Zealous, 2009. (TRIM reference: 22233#0029)

<sup>8</sup> Earthquake-prone building assessment, LHT Design Engineering Solutions, 2008. (TRIM reference: 22233#002#0001)

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**MAJOR BIBLIOGRAPHIC REFERENCES:**

*Wises Street Directory, 1925-1950-51.*

*Earthquake-prone building assessment, LHT Design Engineering Solutions, 2008. (TRIM reference: 22233#002#0001)*

*Hastings Façade Enhancement Scheme Application for Lilac Bakery, 1996*

*Façade Enhancement Scheme Report – Zealous, 2009. (TRIM reference: 22233#0029)*

*HDC permit records:*

Alterations to shopfront, 28.2.1961, BR Construction Company Limited

Staff amenities block, 2.6.1965

Relining 2 rooms for health department requirements, 31.7.1979

**OTHER RELEVANT INFORMATION:**

*NZHPT Register:* Not registered.

*District Plan:* The building is not currently listed as a Heritage item in the Hastings District Plan.

*New Zealand Historic Places Act 1993:* This site has not been identified as a potential archaeological site under Section 2 of the New Zealand Historic Places Act 1993.

**OTHER PHOTOGRAPHS:**



409 Heretaunga Street when it was occupied by Breakaway Travel

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409 Heretaunga Street, north-west elevation, 2012. The steps in height illustrate successive additions to the building.

**Hursts, 409 Heretaunga Street East**

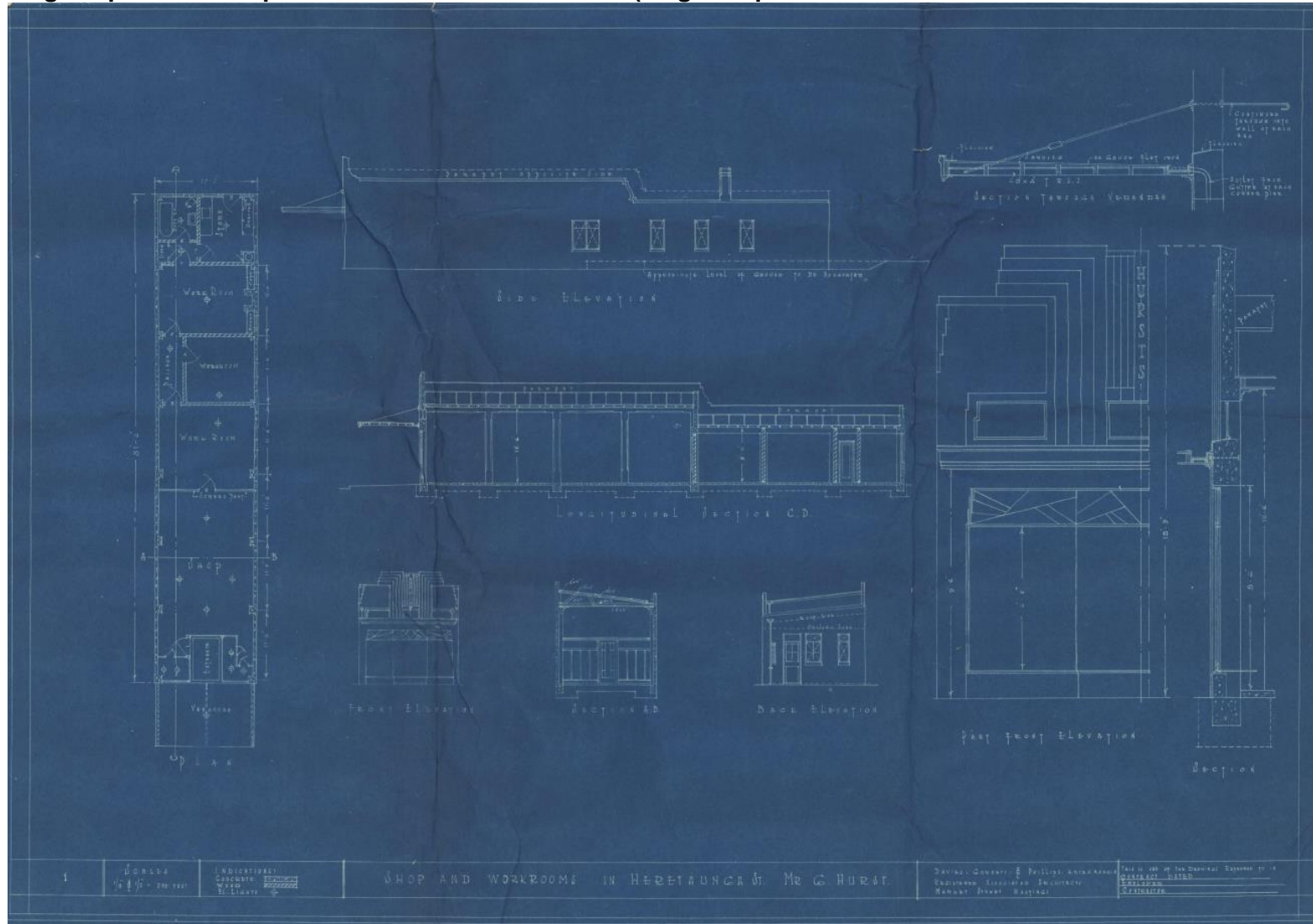
Inventory Number: 29; Property ID 22233; TRIM Reference: 22233#002#0002

Report by Warwick Johnston

Draft: 16 August 2007, update December 2009, updated June 2012 (Cochran & Murray), updated September 2015 (HDC Environmental Policy Team)

**ARCHIVE PLAN(S):**

**Original plans for shop and store rooms dated 1932. (Original specifications are also saved on file - Trim Ref: 22233#0079)**





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