

Heards Jewellery Centre, 112-114 Heretaunga Street West

Inventory Number: 37; Property ID: 21385; TRIM Reference: 21385#002#0005

Report by Warwick Johnston

Draft: 9 August 2007, updated 5 January 2010, updated July 2012 (Cochran & Murray); Final Report: November 2012

Hastings CBD Heritage Inventory Project



HEARDS JEWELLERY CENTRE



Photo: R. Murray, 2012

LOCATION:

Street and Number: 112-114 Heretaunga Street West

City / Town: Hastings

Region: Hawke's Bay

LEGAL DESCRIPTION:

Legal Description: Lot 2 Deposited Plan 3484

Certificate of Title: HB 72/84

SUMMARY OF SIGNIFICANCE:

Architectural Value:

Heard's Jewellery Centre has some architectural value as an example of a well-considered Stripped Classical design (with Art Deco hints) applied to a very small commercial building. Although the decoration is spare, it is carefully balanced and arranged to create visual interest.

Aesthetic Value:

The building's location in the central mall of Hastings CBD means that it stands in an important location within the Hastings context. While the building is not particularly prominent in the streetscape, it is an important part of the surrounding group of contemporaneous buildings that makes a strong contribution to the prevailing 1930s character of central Hastings.

Historic Value:

The building has a strong association with well-known booksellers in the Hastings area – first W. H Bowler, then Foster Brook. It also has some interest for its association with prominent architect Edmund Anscombe.

HISTORY:

In 1906 Mr. Foster Brook bought the building from Hastings' first bookseller, W.H. Bowler¹. That building was destroyed during the 1931 earthquake but a temporary 60 foot building was soon erected on the site.² A large addition to the rear of the temporary shop was drawn by builder N Cole, with a permit approved in November 1931. By June 1933 a new building to replace the temporary one had been designed by noted architect Edmund Anscombe as part of the Hastings redevelopment³; it is presumed construction started shortly thereafter. Sometime in 1933, Foster Brook's son Cyril took over the shop and it remained operating from 112-114 Heretaunga Street West until the early 1980s,⁴ when it shifted to its present site at 228 Heretaunga Street West.⁵ In the 1980s the building was owned by Hallensteins Properties Limited.

The occupiers today are Heards Manufacturers Jewellery (since at least the late 1980s) and the present owners are Migil Holdings Limited.

¹ Boyd.M. City of the Plains. 1984.

² Fowler, M 2007 *From Disaster to Recovery: the Hastings CBD 1931-1935*, Michael Fowler Publishing Limited, Havelock North p. 108

³ Boyd.M. City of the Plains. 1984.

⁴ HB 72/84

⁵ Pupils of Heretaunga Immediate School. [From City to Centenary](#). Hastings. 1984.

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PHYSICAL DESCRIPTION:

Architect: Edmund Anscombe (1874-1948) was a significant New Zealand architect who studied in the United States. After a lengthy spell practicing in Dunedin, he moved to Wellington in 1929, eventually establishing a satellite office in Hastings. His work was influenced by the *beaux arts* and the Spanish Mission style, but he became best known for his later work which featured a distinctive blend of Art Deco and Moderne design. Prominent examples of his work in Hawke's Bay include the Hawke's Bay Farmers Building and the Westermans & Company building. Anscombe is perhaps best known for the New Zealand Centennial Exhibition buildings in Wellington, built in 1939-40.⁶

Builder: C.S. Palmer

Date of construction: 1933

Construction details: single storeyed; reinforced concrete construction⁷

Description: Heard's Jewellery Centre is a small single-storey building located in the heart of the Hastings CBD, within a group of contemporaneous single-storey buildings. It is situated near the middle of the block, with a very narrow frontage and a long slender floor plan.

The main architectural interest resides in the upper façade, above the verandah. This appears to be almost entirely original, and is currently painted sympathetically to emphasise the ornamentation. It has simple symmetrical composition to accompany its well-mannered Stripped Classical style. A pair of "union-jack" style steel windows (painted over) sits just above the verandah, in a frame with a lightly paneled border, trimmed with small rosettes at the corners. The wall face above is lined out in imitation of stonework, but is otherwise plain; the main visible features are the two quite large rosette bosses for the steel verandah stays. Above this is a small cornice, with a reeded panel, surmounted by a frieze of alternating palmettes and scrolls, terminated at either end by a palmette acroterion. There is a small stepped plinth on top of the flat parapet and a large flagpole springs out of the centre.

Nothing of the original shop-front remains visible below the stayed verandah. There is a small patch of marble tiling that can be seen behind the fire alarm bell (it is possible more of this tiling survives behind the present wall cladding), of unknown age. The shop-front is otherwise entirely modern.

⁶ Drawn from: Greg Bowron, 'Anscombe, Edmund 1874-1948', *Dictionary of New Zealand Biography*, updated 16 December 2003 URL: <http://www.dnzb.govt.nz/>

⁷ Hastings Central Business District Heritage Study Item Identification Sheet – Heards Jewellery Centre

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ELEMENTS OF ARCHITECTURAL IMPORTANCE:

Element	Significance
Form and detail of the façade above verandah	Townscape, architectural, aesthetic
Stayed verandah	Townscape

MAJOR BIBLIOGRAPHIC REFERENCES:

Boyd. M.B. City of the Plains. Hastings City Council. 1984.

Pupils of Heretaunga Immediate School. From City to Centenary. Hastings. 1984.

Wises Streets Directory, 1916-1925.

Hastings District Council Application, 31 July 1998.

OTHER INFORMATION:

NZHPT Register: Not registered

District Plan: The building is not listed as a Heritage item in the Hastings District Plan, but is included within the Central Character Precinct.

New Zealand Historic Places Act 1993: This site has been identified as a potential archaeological site under Section 2 of the New Zealand Historic Places Act 1993.

HDC Permit records:

“Proposed additions to shop Heretaunga St for F Brook Esq.”, 18.11.1931, N Cole builder

“New shop premises for Foster Brook Esq.”, 17.6.1933, Edmund Anscombe & Associates Architects

“New shopfront for Foster Brook Booksellers”, n.d. but ca. 1950s or 1960s, S E Morgan & Sons Builders

“New shopfront, ceilings for Hallensteins Properties Ltd.” April 1982, Holland & Flynn Architects

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OTHER PHOTOGRAPHS:



Heard's Jewellery Centre
Heretaunga Street frontage
(Sarah Akers, 2009).



Heard's Jewellery Centre
façade (Sarah Akers, 2009).

ARCHIVE PLAN(S):

New shop premises for Foster Brook Esq. by Edmund Anscombe (1933) (TRIM Ref: 21385#0005)

