

Heretaunga Buildings, 210-220 Heretaunga Street West

Inventory Number: 38; Property ID: 25559; TRIM Reference: 25559#002#0006

Report by Marguerite Hill

Draft: 3 August 2007, updated 5 January 2010, updated July 2012 (Cochran & Murray); Final Report: November 2012

Hastings CBD Heritage Inventory Project



HERETAUNGA BUILDINGS



Photo: R. Murray, 2012

LOCATION:

Street and Number: 210-220 Heretaunga St West

City / Town: Hastings

Region: Hawke's Bay

LEGAL DESCRIPTION:

Legal Description: LOT 250 DDP 67 LOT 1 DDP 532 INT IN R/W

Certificates of Title: HBB2/1119 & A2/835

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SUMMARY OF SIGNIFICANCE:

Architectural Value:

Heretaunga Buildings has architectural interest in the way in which Moderne and Art Deco ideas and motifs have been overlaid on an earlier Stripped Classical building. Nearly all of the building's architectural value resides in the form and detail of the façade above verandah level.

Historical Value:

Heretaunga Buildings had a long-standing association with the Hastings Women's Community Club, and have since housed a variety of retail tenants, contributing to the retail history of the Hastings CBD. It otherwise does not have a particularly distinctive history of occupation.

Aesthetic Value:

Heretaunga Buildings is located in a prominent central part of Hastings, where it contributes positively to the local streetscape and the overall character of the city.

HISTORY:

The site of 210 to 220 Heretaunga St West was purchased in February 1927 (under separate certificates of title) by Edward Newbigin, brewer. A reinforced concrete building designed by architects Henry Hyland and Harold Phillips, apparently for Newbigin,¹ in 1922, was replaced by the present building, known as the Heretaunga Buildings, in 1936. The new Heretaunga Buildings were designed in 1935 by Davies and Phillips and were in large part a reconstruction of the existing building.² Davies and Phillips were recognised as 'the chief exponents of Art Deco in Hastings' in the 1930s. The new building swapped the stripped Classical styling of the original for new Art Deco features, particularly the elegant new shop-fronts. In 1937 the building was featured in *Home and Building*: of particular interest were the modern building materials – 'glass, chromium-plated metal, tiles or terrazzo'.³

Edward Newbigin died in 1963 and the titles of both of the lots were bequeathed to John Edward Beatson, Margaret Jane Gilleden, Dudley Harmood Newbigin and Doreen Roake. In 1965 Kaitaka Properties Ltd purchased both lots. The property was purchased by the Crawford Family Trust (Douglas Ian Crawford and Geraldine Lorraine Crawford) in 1990.⁴

The building has had a variety of commercial tenants over its life. In October 1927 part of the premises were let to the Hastings Women's Community Club. This organisation remained tenants until at least 1950-1 (when they disappeared from the *Wises Street Directory*). Some of the tenants, like Mrs Ella Elder, were tenants of both the 1922 and 1935 incarnations of the building.⁵ One tenant, Blackmore (men's outfitters), has a strong

¹ Hastings District Council files

² Di Stewart and Associates, *Hastings Central Business District Heritage Study, Volume II – Heritage Register*, 1997, register item no. 20.

³ Shaw and Hallett, pp. 31, 74.

⁴ CT HBB2/1119 Lot 1 Deeds Plan 532 and Lot 250 Deeds Plan 67, Hawke's Bay Registry.

⁵ *Wises Street Directory*, 1925-1934.

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association with the building, and in particular the original Art Deco chrome, glass and terrazzo shop front.⁶ Another tenant, jeweller H J Grieve, ran one incarnation of his long-standing businesses (one which still survives today) from one of the shops. A number of alterations to both the interior and shop fronts were undertaken during the 1970s and 1980s. During the 1980s and 1990s, the building was occupied by Westpac and PostBank. The current tenants are Postie and 123 Plus.

PHYSICAL DESCRIPTION:

Architect: Eric Davies and Harold Phillips

Harold Davies (1888-1976) and Eric Phillips (1897-1980) worked independently in Hawke's Bay before forming a partnership with Albert Garnett in the early 1930s. Davies Garnett and Phillips were particularly active as part of efforts to rebuild Hastings following the Hawke's Bay earthquake of 1931. While Garnett left to work on his own account in 1933, Davies and Phillips carried on their partnership, which went on to become one of the most successful in the city's history. Davies and Phillips were responsible for the design of a broad range of buildings throughout the Hawke's Bay. Among the most important buildings the partnership was responsible for in Hastings were the former Commercial Bank of Australia Building (1933), Roachs' Building (1934), Las Palmas (1935), and Hastings War Memorial Library (1959), the latter as Davies, Phillips and Chaplin⁷.

Builder: Unknown

Date of construction: 1935-36

Construction details: Two-storied; reinforced concrete construction, corrugated steel roofing on timber framing, steel windows

Description: The present Heretaunga Buildings is a 1935 reconstruction and enlargement of the original 1922 Stripped Classical structure. Two-storey buildings are prevalent in this area of Heretaunga Street, which features an eclectic mix of the prevailing styles of the era. Heretaunga Buildings fits well into this context. It is a large two-storeyed structure divided into three distinct sections behind the tripartite façade, illustrating something of the building's history of change.

The long main elevation shows a mixture of Moderne and Art Deco influences in its arrangement and design, which appears to be laid directly over the original Stripped Classical composition. The building is broken visually into three parts, helping to keep it to a humane scale in the streetscape⁸. The main elevation is symmetrically composed with a broad central bay of horizontal proportion flanked by two end bays of more vertical proportions.

The central bay, which steps back from the street line between the end bays, has five large multi-light steel windows, recessed slightly and with gridded decorative panels above. The windows are separated with tall fluted pilasters that engage with the upper wall. A panel in the top centre of the upper façade bears the legend "Heretaunga Buildings" just below the flat-topped parapet. Below the windows, a large moulded cornice is set at the line of the verandah stays. An inelegant modern timber escape stair depends prominently from the second window along. The parapet lines of the two end

⁶ Shaw and Hallett, p.31.

⁷ Adapted from <http://www.historic.org.nz/corporate/registersearch/ProfessionalBio/Professional.aspx?ID=3084>

⁸ Galloway, Ann, *Hastings Design Guide*

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bays step down slightly; these bays each have an elegantly proportioned set of tall steel windows in the centre and are topped with a prominent moulded cornice just below the parapet. The legend "Blackmore's" appears above the windows on the left bay (below a tall flagpole), and "H J Grieve" above the windows on the right (the latter has been more or less erased).

Below the stayed verandah, which retains a battened soffit, the shop-fronts are all modern, and no trace of the original elegant Art Deco construction remains to be seen.

ELEMENTS OF ARCHITECTURAL IMPORTANCE:

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

MAJOR BIBLIOGRAPHIC REFERENCES:

Galloway, Ann, *Hastings Design Guide*

Shaw Peter, and Peter Hallett, *Spanish Mission Hastings: Styles of Five Decades*

Stewart, Di and Associates, *Hastings Central Business District Heritage Study, Volume II – Heritage Register, 1997*, register item no. 20.

C.T. HBB2/1119 Lot 1 Deeds Plan 532 and Lot 250 Deeds Plan 67, Hawke's Bay Registry.

Wises Street Directories, 1916-1959-60.

HDC Permit records:

"Reconstruction of Premises, Estate of E Newbigin Dec." Davies and Phillips Architects

"Alterations to Heretaunga Buildings for E Newbigin Esq.", 19.11.1929, H G Davies Registered Architect

OTHER INFORMATION:

NZHPT Register: Not registered

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

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.

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OTHER PHOTOS:



Western side of Heretaunga Buildings (Sarah Akers, 2009).



Eastern side of Heretaunga Buildings (Sarah Akers, 2009).

ARCHIVE PLAN(S):

New shop and Office Block for E. Newbigin Esq. by Hyland & Phillips Architects (1922) (TRIM Ref: 25559#0051)

