

## Hastings CBD Heritage Inventory Project



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### KERSHAW'S BUILDING

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#### LOCATION:

*Street and number:* 226 Heretaunga Street East  
*City/town:* Hastings  
*Region:* Hawke's Bay

#### LEGAL DESCRIPTION:

*Legal Description:* 1 Deposited Plan 20785, Lot 1 Deposited Plan 2124, Lot 1 Deposited Plan 24134  
*Certificates of Title (including Registry):* HBM1/771 & HBV2/87, Hawke's Bay Registry

## **SUMMARY OF SIGNIFICANCE:**

### *Architectural Value:*

The building's architectural values derive largely from its Art Deco character. It is otherwise a utilitarian structure, fit for its purpose and a good example of the typical sort of low-rise commercial building constructed after the 1931 earthquake.

### *Aesthetic Value:*

The aesthetic value of Kershaw's building rests on its townscape qualities. Although it is a relatively quiet building in a group of similarly quiet buildings, its narrower frontage and distinctive Art Deco features and style add an interesting accent to the group. The group makes a strong contribution to the predominant Art Deco theme of the architecture of the Central Business District.

### *Historical Value:*

The Kershaw Building has historical value for its very long association with the Kershaw family, and further value as a part of the built landscape that developed after the 1931 earthquake. The building has some distinction as part of a rare group of three contiguous commercial buildings of the same era designed by Anscombe.

### *Social Value:*

The Kershaw business and the Kershaw Building have been owned and operated in Hastings by the Kershaw family since 1879 and this provides a very strong link to the past. The building has social significance associated with this business.

## **HISTORY:**

William Kershaw, a tradesman from Ponsonby, established Kershaws Furnishers Ltd in 1879.<sup>1</sup> Kershaw set up as a cabinetmaker on the present site of Kershaw's Building in 1890, prior to that his business had been situated on Market Street North.<sup>2</sup> Furniture was made in a factory situated behind the Heretaunga Street store, which also operated as a funeral parlour.<sup>3</sup>

Records include plans for additions and alterations in 1925 (and other undated plans presumably for an earlier addition) prepared by local architect A Garnett.<sup>4</sup> The original building was destroyed in the 1931 earthquake. However, the furniture factory survived, largely due to its corrugated iron and wood construction. This meant that Kershaw was able to make sales direct from the factory in the wake of the earthquake.<sup>5</sup>

Plans for the new Kershaw Building were prepared by architects Edmund Anscombe and Associates from Wellington (who had also designed the nearby Russell's Building). The new building was completed in 1933.<sup>6</sup> The store provided goods such as manchester, beds, lounge and dining suites, baby-wear, and other furniture.<sup>7</sup> Succeeding William

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<sup>1</sup> Pupils of Heretaunga intermediate School (1984) *From City to Centenary*, Hastings: Heretaunga Intermediate School.

<sup>2</sup> *ibid*

<sup>3</sup> Fowler, M. (2007) *From disaster to recovery: the Hastings CBD 1931-35*, Michael Fowler Publishing Limited, Havelock North p. 73.

<sup>4</sup> Hastings District Council file information

<sup>5</sup> *Ibid*.

<sup>6</sup> Boyd, M.B. (1984) *City of the Plains: A History of Hastings*, Wellington: Victoria University Press.

<sup>7</sup> Hawke's Bay Herald Tribune, May 1987

**Kershaw's Building, 226 Heretaunga Street East**

Inventory Number: 41; Property ID: 21353; TRIM Reference: 21353#002#0004

Report by Penny Laurenson

Draft: 3 August 2007 updated June 2012 (Cochran & Murray)

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Kershaw, George Herbert Kershaw took over the business in 1934, and in the mid 1970s, Gordon Trindall Kershaw took over responsibility for the store. His son, William Gordon Kershaw joined the business in 1980.<sup>8</sup>

The building is currently owned by the Florence Trust, Ngaire Ida Kershaw, and William Gordon Kershaw, and was occupied by Kershaw's Furniture Court until relatively recently (around 2005). It is now occupied by Seekers Megamart (a second hand clothing store).

**PHYSICAL DESCRIPTION:**

*Architect:* Edmund Anscombe

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.<sup>9</sup>

*Builder:* Unknown

*Date of construction:* 1933

*Construction details:* The single-storied building is made of reinforced concrete with a stucco finish. It has a corrugated steel roof supported on a timber frame

*Description:* Kershaw's building is a simple and fairly plain single-storey commercial building, deep in plan and backing on to an open service area. It is located within a block of fairly similar structures, all of comparable scale and vintage, several designed by Anscombe. These buildings add to a visually harmonious and interesting whole that typifies Art Deco rebuilding in Hastings in the early 1930s.

The building's main elevation is symmetrically composed; as the shop-front is modern aluminium, nearly all the architectural interest is resident in the form and detail of the façade above the verandah. This has predominantly horizontal proportions that resonate with the adjacent buildings, and features a simple stepped parapet with restrained geometric decoration that brackets "Kershaw's" in relief in the centre; at either end stylised radiator grille motifs bracket ends of the façade. There are three panels of low-set windows on top of the stayed verandah that admit light to the interior.

The interior features two spectacular stained glass lay-lights with strong geometric patterns in the front part of the building. The interior space is "knocked through" into the adjacent building, where there are two further lay-lights in plainer timber sashes towards the rear.

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<sup>8</sup> Pupils of Heretaunga Intermediate School (1984) *From City to Centenary*, Hastings: Heretaunga Intermediate School.

<sup>9</sup> Drawn from: Greg Bowron, 'Anscombe, Edmund 1874-1948', *Dictionary of New Zealand Biography*, updated 16 December 2003  
URL: <http://www.dnzb.govt.nz/>

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**ELEMENTS OF ARCHITECTURAL IMPORTANCE:**

Element	Significance
Form and detail of the façade above verandah	Townscape, aesthetic, architectural
Stayed verandah	Townscape, architectural
Lay-lights in ceiling	Architectural, aesthetic

**MAJOR REFERENCES:**

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

Boyd, M.B. (1984) *City of the Plains: A History of Hastings*, Wellington: Victoria University Press.

Fowler, M. (2007) *From disaster to recovery: the Hastings CBD 1931-35*, Michael Fowler Publishing Limited, Havelock North p. 73.

Hawke's Bay Herald Tribune, May 1987

Pupils of Heretaunga Intermediate School (1984) *From City to Centenary*, Hastings: Heretaunga Intermediate School.

Shaw, P. and Hallett, P. (1991) *Spanish Mission: Hastings: Style of Five Decades*, Napier: Cosmos Publications

Thompson, J. (Ed)(1998) *Southern People: A Dictionary of Otago Southland Biography*, Dunedin: Longacre Press.

**OTHER INFORMATION:**

*NZHPT Register:* Not registered

*District Plan:* The building is not specifically listed as a Heritage item in the Hastings District Plan, but is located 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.

ARCHIVE PLAN(S):

New block of shops, Heretaunga St, Hastings, for W Kershaw Esq. by Edmund Anscombe (TRIM Ref: 21353#026)

