

Commercial Group #8, 304-308 Heretaunga Street East

Inventory Number: 68 Property ID: 100882 (Building 1), 21371 (Building 2) TRIM Reference: 100882#002#0002

Report by Chris Cochran

Final Report: 19 April 2012; Updated: October 2012

Hastings CBD Heritage Inventory Project



304-308 HERETAUNGA STREET EAST (COMMERCIAL GROUP #8)



Building 1 (Sarah Akers, 2009)



Building 2 (Sarah Akers, 2009)

Commercial Group #8, 304-308 Heretaunga Street East

Inventory Number: 68 Property ID: 100882 (Building 1), 21371 (Building 2) TRIM Reference: 100882#002#0002

Report by Chris Cochran

Final Report: 19 April 2012; Updated: October 2012

LOCATION:

Street and Number: 304 Heretaunga Street East (Building 1), 308 Heretaunga Street East (Building 2)

City / Town: Hastings

Region: Hawke's Bay

LEGAL DESCRIPTION:

Legal Description: Lot 2 DP 405851 (Building 1), Part Lot 121 DDP 83 (Building 2)

Certificate of Title: Building 1: HB425961; Building 2: HB90/23

SUMMARY OF SIGNIFICANCE:

Architectural Value:

These two buildings have modest architectural values. Both are subtly decorated in an Art Deco style, they complement each other nicely and they contribute to the group values of the area. They are typical of the commercial buildings built immediately after the Hawke's Bay earthquake, and have a reasonable level of authenticity.

Historic Value:

The buildings in Commercial Group #8 have a fairly typical retail history that can be associated to a number of similar buildings in the Hastings CBD. However, the buildings house longstanding tenants (XL Dairy and UFS Dispensary), both of which have been operating in that location for over 50 years.

Aesthetic Value:

The two buildings contribute to the streetscape qualities of this part of Heretaunga Street East, their Art Deco design providing visual interest in the street and strengthening the prevailing character of the area.

HISTORY:

Building 1: This building was built in 1932 in the immediate aftermath of the 1931 earthquake. Listings in various editions of the *Wises Street Directory* for Heretaunga Street indicate that the building has been used as a dairy since around 1940.¹ The dairy was first operated by D. Brough and became known as the XL Dairy in 1955.² The XL Dairy is still in operation in the building, although it is now co-tenanted by Baylocks Locksmiths. The building is owned by M & S Lightfoot, Daryl Mervyn Keast and S & M Lightfoot Family Trust.

Building 2: The building is thought to have been built in 1957 by the Usherwood Brothers Builders³. Prior to this the site was an open section with a billboard advertising films at the Regent Theatre⁴. The UFS Dispensary was first listed as an occupant of the building in

¹ *Wises Street Directories*, 1940

² *Wises Street Directories*, 1955

³ Personal Communication: P. Arthur, Hastings UFS Assn., 2012

⁴ *Ibid*

Commercial Group #8, 304-308 Heretaunga Street East

Inventory Number: 68 Property ID: 100882 (Building 1), 21371 (Building 2) TRIM Reference: 100882#002#0002

Report by Chris Cochran

Final Report: 19 April 2012; Updated: October 2012

the 1959-60 edition of *Wises Street Directory*.⁵ UFS remain the current occupants 50 years later, and the building is owned by Hastings & District United Friendly Societies Association.

PHYSICAL DESCRIPTION:

Architect: Not presently known.

Builder: Not presently known.

Date of construction: Building 1: 1932; Building 2: not presently known.

Construction details: Reinforced concrete.

Description: These two single storey buildings make a very compatible pair, of matching height, scale and decorative finish. Building 1 is divided into two shops; the dairy on the left still has its original fanlights, display windows, and tiled finish around the doorway (now painted), while above the verandah it has a bold frieze of dog-tooth moulding with the date nicely inscribed in a band below.

Building 2, modernised below verandah level, has a simple pattern of horizontal banding above. Interestingly, this building has reinforcing rods protruding in three clusters from the top of the parapet, suggesting that a second storey was planned but never built.

There are no early documents surviving for these buildings, so the architects and buildings are not presently known.

ELEMENTS OF ARCHITECTURAL IMPORTANCE:

| Element | Significance |
|---------------------------------------|---------------------------|
| Form and detail above verandah level. | Architectural, aesthetic. |

MAJOR BIBLIOGRAPHIC REFERENCES:

Wises Street Directories, 1934-1959-60.

OTHER RELEVANT INFORMATION:

NZHPT Register: Not registered.

District Plan: The buildings in Commercial Group #8 are not specifically listed as Heritage items in the Hastings District Plan, but are located within the Central Character Precinct.

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

ARCHIVAL PLAN(S):

Hastings District Council does not hold the original plans for these buildings

⁵ *Wises Street Directories*, 1959-60