



**WHAKATANE BUILT  
HERITAGE STUDY  
PART TWO**

**PREPARED FOR**

**WHAKATANE DISTRICT COUNCIL  
NEW ZEALAND HISTORIC PLACES TRUST  
ENVIRONMENT BAY OF PLENTY**

**BY**

**MATTHEWS & MATTHEWS ARCHITECTS LTD**  
IN ASSOCIATION WITH  
LYN WILLIAMS, SHIRLEY ARABIN  
R.A SKIDMORE & ASSOCIATES

**ISSUE 3 NOVEMBER 2007**

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## 1. INTRODUCTION

This section of the report contains individual record forms for buildings researched within area A and B of the study area. Historical information has been gathered and an assessment of each place's relationship to the thematic framework is included. A statement of significance is also included. The forms are based on those prepared for the Whakatane Township Historic Heritage Resource Study. These have been added to as required to include additional fields. Any further information gathered as part of this study has been added to these forms.

Individual places that are of particularly cultural heritage significance have been assessed against the Regional Policy Statement criteria. This includes those places identified in section 7.2 of part One. It includes;

- Commercial Hotel – both 1939 building and 1917 building
- Whakatane Hotel
- Cinema Five Complex
- Loan and Mercantile Building
- Pohaturoa Rock and surrounds
- Stewart Motors 16 George St
- Plunket Building 35 Quay Street
- Former National Bank Building 62 The Strand
- 84 The Strand
- Bridgers Building 88-92 The Strand
- 108-110 The Strand
- The Grand Theatre – 124-128 The Strand

The list is not exhaustive and may be added to over time. Currently only Pohaturoa is scheduled in the district plan as a heritage item.

In addition to the individual identification of places of high cultural heritage value in the following inventory, places or groups of places/ buildings which contribute to the collective heritage character of central Whakatane have also been identified. Not all are individually as historically or architecturally significant as key places identified, but collectively they reinforce the intact heritage character of the town centre. Groups of retail and commercial buildings survive from the early part of the twentieth century. These places make an important contribution to the established streetscape character in Whakatane.

Places have been grouped as follows:

- Places of high cultural significance that have been researched as part of this study that could be considered for inclusion in the district plan heritage register
- Places which are of significance primarily for their collective character values. A potential Character Heritage Overlay has been identified to reflect these groups of traditional buildings.
- Modern architectural heritage – individual places that are of significance dating from post war development.

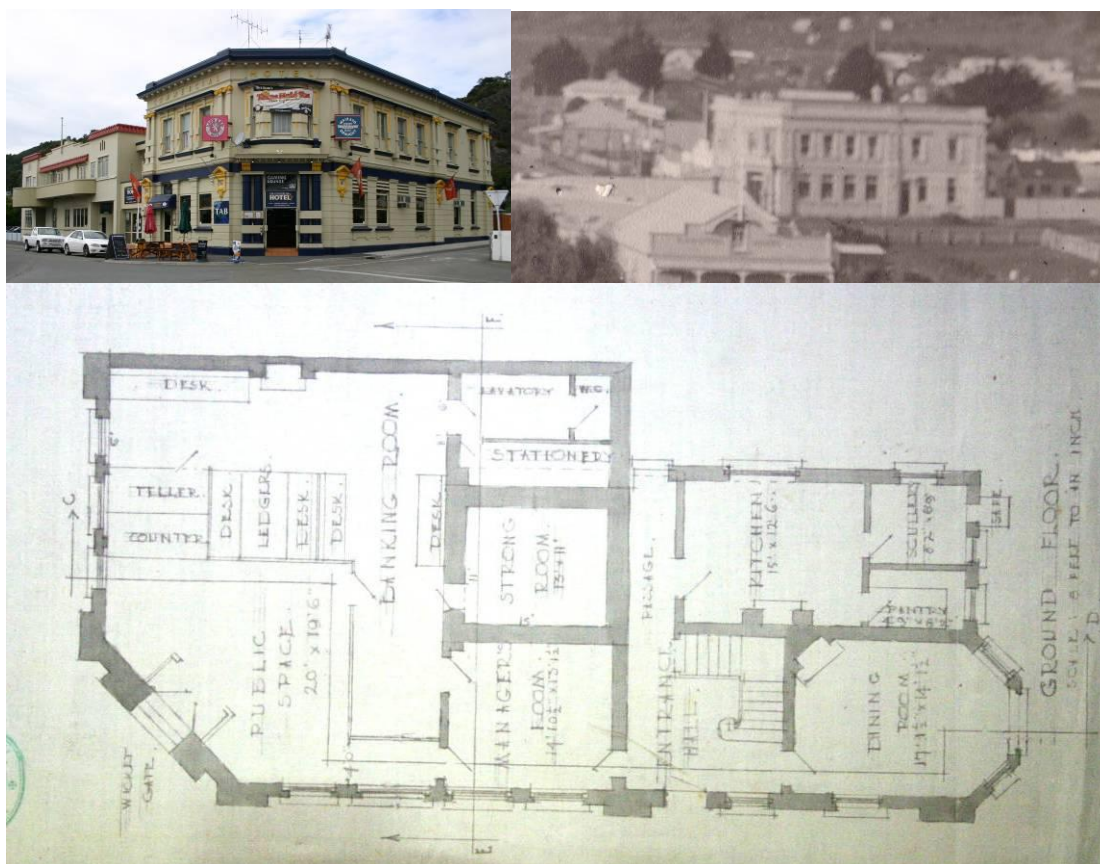
## INDIVIDUAL PLACES OF SIGNIFICANCE



<b>Lot No.</b>	21 pt 2 Whakatane town
<b>Building name</b>	Commercial Hotel.
<b>Building (2007)</b>	<p>39-43 The Strand, Whakatane.</p> <p>Art deco building Commercial Hotel on the site of the original Commercial. Floors including upper floor were concrete. All wall partitions reinforced concrete (also chimneys). Chipped brick fireplaces with tile surround. Stucco on all outside walls. Concrete interior walls rendered. Heart rimu architraves. Archway between entrance hall and foyer, and false arch at end of entrance hall. Doors walnut. Fanlight and transom above front door. Stair dado walnut.</p>
<b>History</b>	<p>The first timber hotel on this site was transported from Waiorongomai to Whakatane after the gold rush was over in the Coromandel range. That town was abandoned as the minerals were a mixture of gold, silver, zinc, lead and copper that was difficult to refine. The hotel was dismantled and W. Griffiths took it by scow to Whakatane where it survived a difficult crossing of the Whakatane bar. It was then reassembled by W.P. Brown.</p> <p>1893 The first licensee E.L. Smith avoided delays to opening during reconstruction by installing a front door leading to an empty space which was sufficient to meet the requirements of the licence. His name could go above the door. He must have come from Opotiki as Edward Louis Smith, hotelkeeper, was on the electoral roll there in 1893.</p> <p>1893 Commercial Hotel licensee was E.L. Smith followed by Godkin to J.H. Spurr in 1898. Others were Billy Regan, A. Nation, T. Hendry, and C.E. Young who was the last licensee of the old hotel. Thomas Godkin was a hotelkeeper at Drury in 1893 (E.Roll).</p> <p>William Regan, publican was in Franklin Road, Auckland in 1893 (E.Roll).</p> <p>1898 taken over by Campbell &amp; Ehrenfried. 1901 Howard to Cooney.</p> <p>1918 the Influenza Pandemic caused the death of Billy Regan and seven of the staff and guests.</p> <p>Te Kooti was said to be a patron of the hotel where he drank rum.</p> <p>Fulloon the native interpreter who was killed by the Hau Hau was first buried in the hotel grounds.</p> <p>Drovers kept their cattle in yards next to the hotel.</p> <p>The standards of accommodation and meals in the hotel were to a high standard in the 1930s. The waitresses lived in a cottage behind the hotel in Toroa Street, and the cook had a room there to rest between meals. The cottage would have been on part of Lot 36 or 37.</p> <p>1939 old building demolished and rebuilt as the New Commercial Hotel. Licensee H.E.Cucksley. Architects were Birr and Mirfield a well known Gisborne firm of architects. They were in practice in 1912 and were responsible for a number of substantial well design buildings in Gisborne including the Masonic Hotel (1915), and New Zealand Insurance Offices.</p>

	<p>1973 Consolidated Hotels Ltd. held associated parcels of land. Lot 3 DPS 86124 (39 The Strand); Lot 1 DP 27629 (41a The Strand; pt Lot 2 DP10937 (43 The Strand); pt Lot 1 DP 10937 (45 The Strand); Allot 46 DP 11978 (43a The Strand); Lot 2 DP26729 (38 Toroa Street); Allot 38 DP 18859 (34 Toroa Street); Allot 36 DP 18859;</p> <p><u>30 Toroa Street (lot 37)</u>. RM Stables stood on this corner. The Rotorua Motor &amp; Coach Co. commenced business in Whakatane in 1907, running a twice weekly coach to Rotorua and changing horses at Te Teko, Rotoma, and Moose Lodge on SH 30.</p> <p>1911 James Pyne was the manager, and Carr &amp; Walker the managing directors. 1917-1931 known as the Rotorua Motor Coaching Co. premises.</p> <p>1920 fire destroyed the RM Stables. When service cars took over from the coaches they used large Hudson cars.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Accommodation, tourism</p> <p>Working: industry and commerce: Expansion of the town's role as a service, business and social centre</p> <p>Building a new settlement: Architectural development in the late 1930s</p> <p>Developing cultural institutions and ways of life: Social life, arts and entertainment</p>
<b>Significance</b>	<p>The Commercial Hotel is part of an intact group of significant historic buildings on the Strand re-developed during the interwar period. The first Commercial Hotel, a wooden building on the same site, was established during a period of major development in the 1890s and played a major role in merchandising.</p> <p>Architecturally it is one of a few substantial two-storied buildings in Whakatane. It was designed by a prominent architectural firm based in Gisborne.</p> <p>It is a good example of the Art Deco style that incorporates features of Spanish Mission style which was also in vogue at the time of construction. Typical features are the streamlined curved balconies with the pan tiled roof edge.</p> <p>At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The building is a major landmark in the streetscape. It is highly visible when viewed along The Strand and marks the edge of the commercial heart of Whakatane Township.</p> <p>The building and its predecessor have been associated with major events and renowned personalities.</p>
<b>Period/date of Construction</b>	Inter War - 1939
<b>Rarity or Special Features</b>	A special feature as a hotel building type is the U shaped floor plan, designed to maximise light and air to the upper floor rooms.
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of hotels combining both entertainment and accommodation facilities, typical of those built in the 1930s. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion and one of two major hotel developments in Whakatane in 1939. The building is one of a pair located at the eastern Strand area.
<b>Diversity</b>	It is one of only two hotels in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural</b>	It is a good example of Art deco with Spanish mission motifs and decorative

<b>Qualities Style or type</b>	elements.
<b>Designer/Builder</b>	It was designed by a well known Gisborne architectural practice.
<b>Source</b>	<p><i>Bay of Plenty Beacon</i> 28 Apr 1939  <i>Whakatane Beacon</i> 11 Jan 1967  Mrs Lillian Jordan (who worked in Commercial dining room in 1930s)  <i>Historic Review</i>, vol.46, No. 2, Nov 1998.  <i>NZ Post Office Directory</i> 1911, 1927  <i>Bay Of Plenty Times</i>, 20 Mar 1893; 1 May 1893; 24 July 1895; 9 Feb 1898; 2 May 1898; 12 Oct 1898; 9 Dec 1901; 13 Aug 1906; 22 Mar 1907;  <i>Whakatane Borough Council Rates Books</i> 1917,1929,1931  <i>Glimpses of Whakatane's Past Monograph 18</i>, Whakatane District Historic Society, 1988  <i>Whakatane Museum and Gallery Archive Scrapbook</i>, Vol 2.  <i>Whakatane Archive, Transport Scrapbook, Vol 1, pg 18.</i></p>

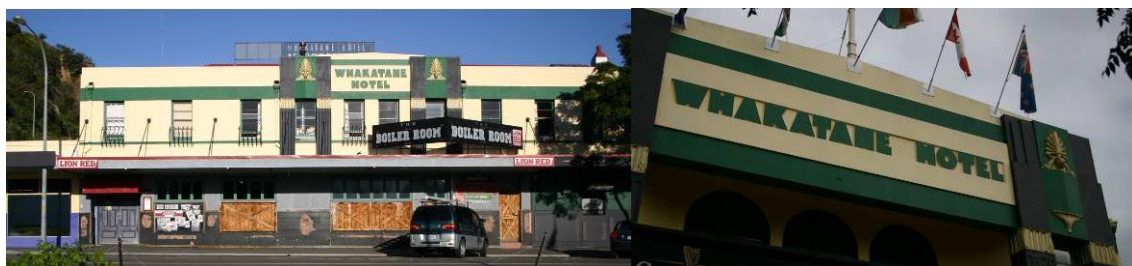


Source WDC Property File

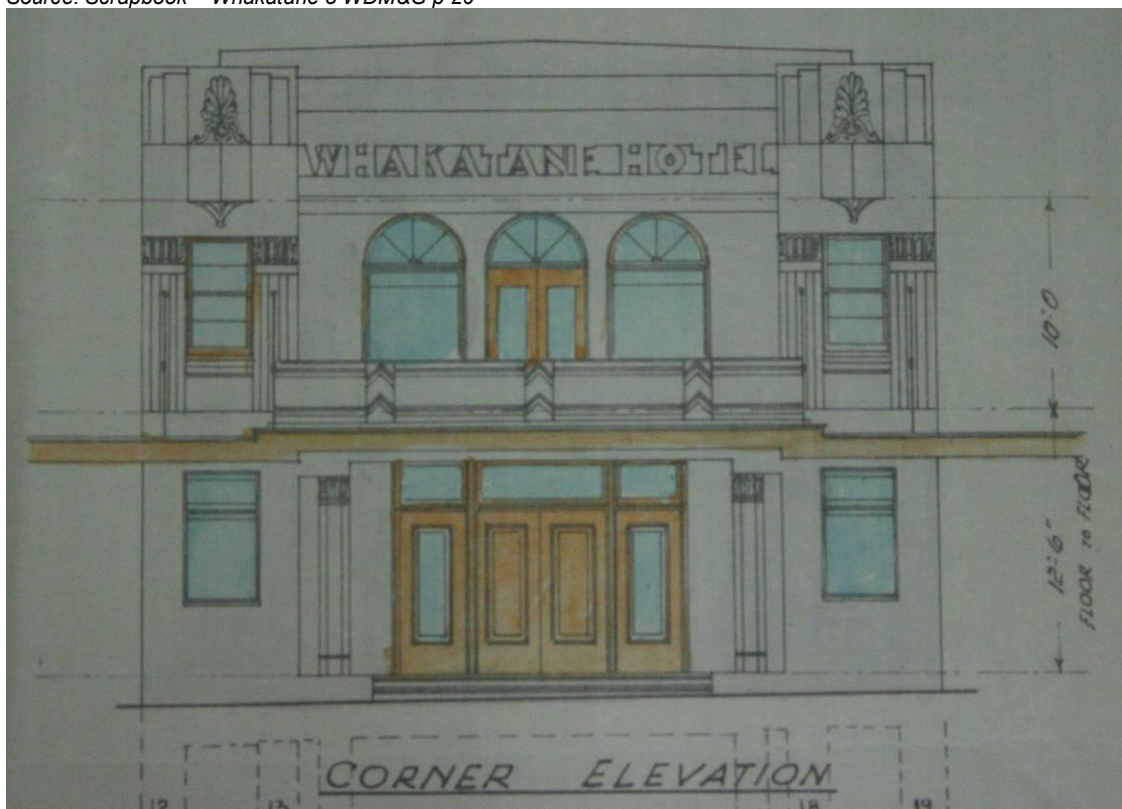
<b>Lot No.</b>	21 pt 1 Whakatane town Lot 1 DPS 87107
<b>Building name</b>	Commercial Hotel (former Bank of New Zealand)
<b>Building (2007)</b>	45 The Strand, Whakatane 2-storey masonry building originally built as a bank. Corner sites and classical styles were traditionally chosen by banks. Entrance on ground floor corner between sets of double pillars below a canopy. Double hung sash windows separated by pilasters of protruding masonry blocks with Doric capitals. A cartouche like feature with gabled pediment, frame and lion's head is repeated on the main block columns. There is an Italianate bay window above the corner entrance. The windows are all double hung sashes on this floor and have hood moulds. A cornice extends over each group of windows. A row of corbels completes the decoration below the upper cornice. The name of the Commercial Hotel is spelt out where the Bank of New Zealand would originally have been seen below the upper cornice. The present style of paint on the building picks out the architectural features.
<b>History</b>	1917 building erected for Bank of New Zealand. Manager's accommodation on first floor. Bank previously in rented premises in 48 The Strand. Bank moved from Wairere Street to Strand (west) in 1961. 1937 Removal of balusters and parapet balustrade cap and plinth, parapet pedestals and ramped returns of Bank exterior. Work carried out by R Atkinson Abbot Architect 1939 became part of the New Commercial Hotel. Licensee H.E. Cucksley. History of the hotel included on page on 39-43 The Strand. 1973 renovation of public bar 1986 extension of Club Bar, Garden Bar. 1988 A. Unsworth 36 Tora Street (lot 38) There was a hall that was used as the Commercial Hotel sample rooms (display of goods by commercial travellers). In the 1930s the hotel porter and handyman used the hall dressing rooms for accommodation. Burnt down in 1945.
<b>Historic Themes</b>	Working: industry and commerce: Expansion of the town's business as a service and social centre  Building a new settlement: Architectural development in the late 1910s



<b>Significance</b>	<p>The former BNZ is part of an intact group of significant historic buildings on the Strand re-developed during the interwar period. The first Commercial Hotel, a wooden building on the adjacent site, was established during a period of major development in the 1890s and played a major role in merchandising.</p> <p>Architecturally it is one of a few substantial two-storied buildings in Whakatane. The design is typical of bank buildings based on a Classical style incorporation Doric columns at the entry, a rusticated base, Ionic pilasters at the upper level, architraves with keystones to window surrounds and a bracketed cornice line.</p> <p>At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The building is a major landmark on a corner site in the streetscape, visible from the main wharf and centre of trade at the time it was built. It was designed to make an impression of solidity and reliability, as befitted a bank.</p>
<b>Period/date of Construction</b>	1917
<b>Rarity or Special Features</b>	This is the only purpose built bank premises remaining in Whakatane dating from the early part of the 20 <sup>th</sup> century. .
<b>Integrity</b>	Generally the exterior is as originally designed apart from alterations to the parapet. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of a BNZ bank building, that was once common thought major and provincial centres in New Zealand
<b>Context or Group Value</b>	It is a landmark building located at the end of The Strand, and forms part of a group with the neighbouring 1939 Commercial Hotel and is a significant corner building.
<b>Diversity</b>	It is the only traditional bank building in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of Classical Style of the early 20 <sup>th</sup> century architecture.
<b>Designer/Builder</b>	
<b>Source</b>	<p><i>Whakatane District Council property file 5170/0041/000</i>  <i>Whakatane Borough Council Rates Books 1917,1923, 1929, 1931 MS1 Whakatane Museum and Gallery Archive Collection</i>  <i>Bay Of Plenty Beacon, 11 Sep 1945, 10 Apr 1961</i>  <i>Specification 12/1/1937 RA Abbott</i></p>



Source: Scrapbook – Whakatane 5 WDM&G p 20

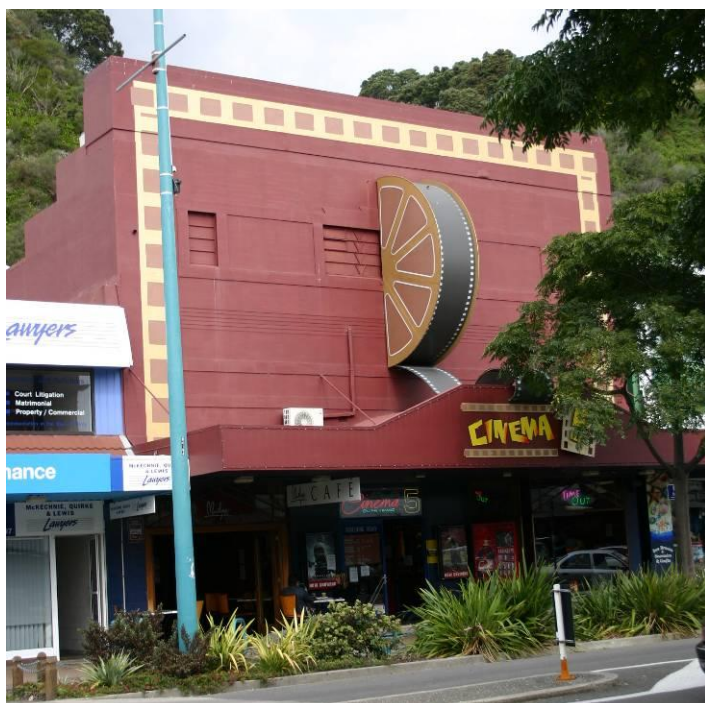


Source: Whakatane District Council Property files

<b>Lot No.</b>	5,6, & 7 Whakatane town
<b>Building name</b>	Whakatane Hotel
<b>Building (2007)</b>	Whakatane Hotel, 77-79 The Strand, Whakatane Two-storey masonry building facing the corner with wings in both streets. Accommodation on first floor. The Art Deco design is evident in the exterior design of the hotel. The façade above the main entrance on the corner of The Strand and George Street is decorated with simplified classical columns each with a plaster shell motif at the top. There is a similar decoration part way along the Strand wing of the building.

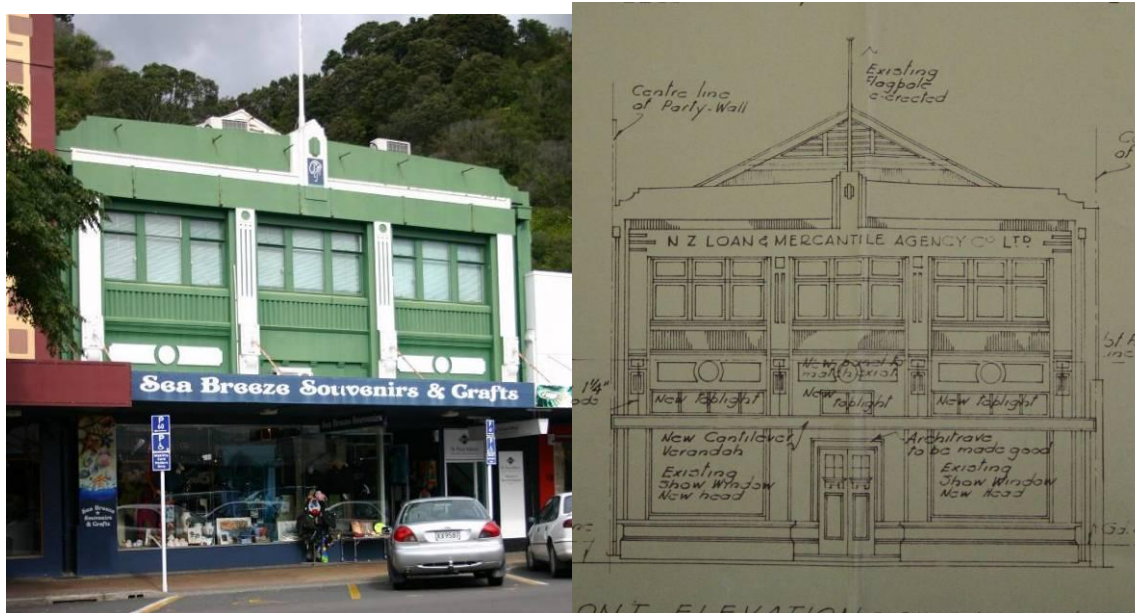
<p><b>History</b></p>	<p>The first hotels in Whakatane were stores that sold liquor from a counter in the shop, and had living quarters attached. Te Kooti sacked the town in 1869 and the first buildings were burnt down.</p> <p>1874 Joseph Merritt had the licence for the Whakatane Inn, later Hotel. On the 1893 electoral roll for Bay of Plenty, Joseph Merritt of Whakatane is listed as a settler.</p> <p>1879 bought by George Simpkins and connected to Simpkins Store. Daughter Eliza Simpkins married John McAlister (b.1852 d. 1924) and her father gave them the hotel as a wedding present.</p> <p>It was opposite the (second) wharf and the publican generally ran the ferry. There were stables behind the hotel.</p> <p>1882 Wrigley.</p> <p>1883 J. McAlister. John McAlister is listed as a publican in the 1893 Bay of Plenty Electoral Roll and in 1895 listed as farmer, Whakatane, in the Auckland Directory.</p> <p>1884 T. Dabrell</p> <p>Other licensees included McIvor, Howard, and Cooney.</p> <p>Early photographs show a cottage on the east side of the hotel. There was one on this site built by J. McAlister and said to have been the home of the first teacher at the European school.</p> <p>1900 the timber two storey hotel was built. The original hotel was built on Lot 5.</p> <p>1909-1920 F.T. Howard licensee. It was known as Fortune's Hotel when owned by Henry Fortune. (b.1867 d.1920) .</p> <p>1929 licence held by A Hayter.</p> <p>1939 the present day hotel was built costing 30,000 pounds for Hancock &amp; Co. This was built over lots 5, 6, and 7 with the main entrance on the corner. An Art Deco style.</p> <p>The hotel was designed by Auckland Architect Robert B Young. Young also worked on other hotels in Newmarket and the Royal Hotel, Hamilton</p> <p><u>Lot 6</u></p> <p>T. Savage erected the original building on the corner on Lot 6 for Capt. Bluett as a general store. Thomas Savage, storekeeper, Whakatane appears in the 1895 Auckland Directory. There was a Thomas Savage a native interpreter in Whakatane in 1911, however, there had been a Thomas George Savage, carpenter of Opotiki on the Bay of Plenty Electoral Roll in 1893. Henry Peter Bluett of Whakatane, settler was also on the roll.</p> <p>1908 Ramsons General Providers.</p> <p>1916 M. Ramson the Whakatane Store, Grocer &amp; Draper.</p> <p>1917 Maynard Ramson's store was on the corner. Ramson was ratepayer.</p> <p>1920-23 now owned and occupied by Peter Lury – second-hand business, draper – Lury Leeds at one time</p> <p>1920 S.Tippett, dentist, had rooms in the building. He had been in Whakatane from at least 1912.</p> <p>1935 Hamill Bros. Motor showroom in corner building.</p> <p>1939 new hotel built.</p> <p>1993 bar refurbished. Still owned by Hancock &amp; Co.</p> <p>1999/2004 - owned by Whakatane Properties Ltd.</p> <p><u>Lot 7</u> is the wing of the hotel in George Street.</p> <p>1917 Walter Semmens, general carrier owned and occupied this site. (b.1873 d.1954)</p> <p>1916 Captain Bluett had a grain store here.</p> <p>1920 NZ Loan &amp; Mercantile Co. had an office and grain store on this site.</p> <p>1929-31 occupier/owner was Harry Greig.</p> <p>1935 H.O. Garaway, accountant, had his office in a building that could have been the former NZ Loan &amp; Mercantile premises. Two old houses at rear of section. F.A.S. Clarke's automotive engineers workshop follows, then Wheelers' Garage next to W. Francis' blacksmiths going south down George Street.</p>
<p><b>Historic Themes</b></p>	<p>Working: industry and commerce: Accommodation, tourism</p> <p>Working: industry and commerce: Expansion of the town's role as a service, business and social centre</p> <p>Building a new settlement: Architectural development in the late 1930s</p>

	Developing cultural institutions and ways of life: Social life, arts and entertainment
<b>Significance</b>	<p>The Whakatane Hotel is part of an intact group of significant historic buildings on the Strand re-developed during the interwar period.</p> <p>The building represents a long continuum of hotels on this site since the 1870s, enlarged and rebuilt as the town developed. It played a major role in merchandising as well as accommodation of visitors.</p> <p>Architecturally it is one of a few substantial two-storied buildings in Whakatane. In terms of scale and size it is one of the largest. It is an exemplary example of the Art Deco architecture featuring many typical decorative motifs associated with this style. The interior maintains many original Art Deco features and contributes significantly the grandeur and authenticity of this building.</p> <p>At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The building is a major landmark in the streetscape, the original building built to face the wharf and on a conspicuous corner.</p> <p>The building and its predecessors have been associated with major events and renowned personalities.</p>
<b>Period/date of Construction</b>	1939
<b>Rarity or Special Features</b>	
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior is also generally original.
<b>Representative</b>	This is a good example of a hotel, combining both entertainment and accommodation facilities, typical of those built in the 1930s. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion. It is one of two major hotel developments in Whakatane in 1939. It is a significant corner building and 'bookends' a strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two hotels in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is an exemplary example of Art Deco style featuring many motifs and decorative elements.
<b>Designer/ Builder</b>	It was designed by a Auckland architect Robert Young
<b>Source</b>	<p><i>Auckland Directory</i> 1895</p> <p><i>Glimpses from Whakatane's Past</i>. Monograph 18, Whakatane District Historical Society, 1988, P.7</p> <p><i>Whakatane County Press</i>, 21/1/1909, 22/1/1938,</p> <p><i>Whakatane Museum and Gallery Archive Scrapbook</i>, Vol 2.</p> <p><i>Bay of Plenty Beacon</i>, 22 Jan 1938, 19 Mar 1939, <i>Whakatane Beacon</i> 18 Jan 1989</p> <p><i>NZ Post Office Directory</i> 1911</p> <p><i>Whakatane Borough Council Rates Book</i> 1917, 1923, 1929, 1931 MS1 Whakatane Museum and Gallery Archive Collection</p> <p><i>Whakatane Cemetery burial record</i></p> <p><i>Bay Of Plenty Times</i>, 4 Apr 1874; 24 June 1874; 4 Sep 1875; 13 Sep 1876; 19 Oct 1878; 8 Feb 1879; 16 Oct 1879; 28 Jan 1898; 12 May 1882; 16 Aug 1882; 4 Dec 1882; 3 Feb 1885; 14 Nov 1894; 4 Jan 1895; 27 Nov 1905; 2 Dec 1908;</p> <p><i>State Fire Insurance Proposal Books</i> 4/34,4/37,19/5 MS 142 Whakatane Museum and Gallery Archive Collection</p>



<b>Lot No.</b>	3 Whakatane town. pt Lot 3 DP 13030
<b>Building name</b>	Cinema Five complex, former Regent Theatre, site of former King's Theatre
<b>Building (2007)</b>	99 The Strand, Whakatane
<b>History</b>	<p>King's Theatre on this site dates back before the reclamation of the north side of the Strand.</p> <p>1914 had a sign on wall for Limbrick, Land and Stock agent. Showed silent movies, also visiting stage shows.</p> <p>1911 Singer Te Rangi Pai was one of the artists who performed on the stage.</p> <p>1914 Lodge Whakatane No. 198 constituted. Hall being erected on site of theatre by Merito Hetaraka (chief). Owners agreed to have a suitable upstairs room above front entrance and another room for the exclusive use of the lodge.</p> <p>1916 W. Thompson, confectioner in shop at front of theatre.</p> <p>1918 Peter Lury, draper &amp; jeweller in shop next to Thompson.</p> <p>1919 Might be date of fire in theatre.</p> <p>1937 present theatre built.</p> <p>1954-89 N. Hendricks was the manager of both the Grand Theatre (on the opposite side of The Strand) and the Regent. Former heated by a coke fired furnace and Regent by a coal fired furnace.</p> <p>1995 twin cinema complex developed.</p> <p>1999 Whakatane Theatre Ltd.- Roger Claridge</p> <p>2002 Cinema Five – Robert van Beek.</p>
<b>Historic Themes</b>	<p>Developing cultural institutions: theatre and cinema</p> <p>Building a new settlement: Architectural development</p> <p>Working: industry and commerce: Expansion</p>
<b>Significance</b>	<p>The theatre represents the growing population and its need for a substantial theatre and cinema in the late 1930s. Alterations and developments show the continuing interest in cinema-going by the local and district communities. The site has been the location of theatre and performance venue since the early part of the 20th century. The site has also been associated with early cultural institutions, being the location of the Masonic Lodge rooms.</p> <p>The building is part of an intact group of significant historic buildings on the south side of the Strand developed during the interwar period.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. The façade design features Art Deco motifs with simple low relief plaster details, chevron patterned glazing bars to windows and stepped side parapet walls. The</p>

	shop front retains original timber detailed windows and doors.  The theatre demonstrates Whakatane's place as a service and recreation centre for the wider district.
<b>Period/date of Construction</b>	1937
<b>Rarity or Special Features</b>	.
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior has been altered with the twin cinema development in 1999. It retains some original shopfront.
<b>Representative</b>	This is a good example of a provincial picture theatre typical of those built in the 1930s. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion in the late 1930s. It is one of two picture theatres in the main street (the other was The Grand). It is a significant large scale building in a continuous strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two picture theatres in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>  <b>Designer/ Builder</b>	It is a good example of Art Deco style featuring motifs and decorative elements.
<b>Source</b>	Whakatane Museum and Gallery Archive <i>Scrapbook advertisements - Whakatane County Press</i> 21/3/1911 <i>Bay Weekend</i> 24 Jan 1948 <i>Whakatane District Council Property File</i> <i>Lodge Whakatane No. 198 50<sup>th</sup> Anniversary</i> (Gisborne: 1964) <i>State Fire Insurance Proposal Books</i> 1/18, 2/190 MS 142 Whakatane Museum and Gallery Archive Collection



Source WDC Property File

<b>Lot No.</b>	Pt Lot 2 Whakatane town DP 19034
<b>Building name</b>	Loan & Mercantile Building
<b>Building (2007)</b>	Seabreeze Souvenirs & Crafts, 101 The Strand, Whakatane Two-storey masonry building. Retail on ground floor
<b>History</b>	<p>1916 one storey retail building that included W. Lawrence, saddler and Tailor. There was a blacksmith shop at the rear opening on to what is now Canning Place.</p> <p>1929 NZ Loan &amp; Mercantile, ratepayer.</p> <p>1936 first floor added to building for NZ Loan &amp; Mercantile Co. Architects Lawrence and Swan, Wellington</p> <p>1937 NZ Loan &amp; Mercantile staff photo in front of building in scrapbook.</p> <p>L. Sisam manager.</p> <p>1981 by now occupied by Dalgety's.</p> <p>1995 The Furniture Store Seabreeze Souvenirs &amp; Crafts</p> <p>Upstairs was Thai Café. Now (2005) NZ Educational Tours &amp; Chocolate Fern Co.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Expansion</p> <p>Working: industry and commerce: Farming support</p> <p>Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of an intact group of significant historic buildings on the south side of the Strand developed during the interwar period.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. Designed in an Art Deco style with classical detailing the building incorporates simplified pilasters with rudimentary fluting, supporting a plane flattened entablature and cornice. The centralised stepped flag pole mount provides a suitable Art Deco design motif.</p> <p>The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre for the farming industry in the late 1890s-1930s.</p> <p>The alterations that changed the building to a two storied building were carried out by well known Wellington architects Swan, Lawrence and Swan, who worked in practice together from 1915. They were designers of the Hunter Building north and south wing and Victoria University.</p>

<b>Period/date of Construction</b>	1916 and 1936
<b>Rarity or Special Features</b>	.
<b>Integrity</b>	The exterior upper level is as originally designed. The ground floor shop front has been altered.
<b>Representative</b>	This is a good example of a more substantial 2 storied commercial retail main-street building.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion in the late 1930s. It is a significant building in a continuous strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two picture theatres in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of Art Deco incorporating restrained Classical elements. Designed by Lawrence and Swan Architects, Wellington
<b>Designer/ Builder</b>	
<b>Source</b>	Mrs Lillian Jordan. <i>Whakatane District Council Property File</i>  <b>Whakatane Museum and Gallery Scrapbook No.2</b>



Pohaturora



<b>Lot No.</b>	
<b>Place name</b>	Pohaturoa and memorials
<b>Building (2007)</b>	Shelter by Rock.
<b>History</b>	<p>Pohaturoa is a special and sacred place for Maori and is a significant part of the cultural landscape: Pohaturoa and the flat rock Wharaurangi nearby were bases for important discussions. It is believed that Wharaurangi was the gathering place for the signing of the Treaty of Waitangi by Ngati Awa.</p> <p>It was the place where ceremonies of birth, death, war, tattooing and other important matters were performed. The karaka trees near its base are said to be the descendants of trees planted with seeds brought on the Mataatua canoe.</p> <p>Since Whakatane's development as a European settlement, Pohaturoa (also called "The Rock") has continued to be a focus for parades, public ceremonies, speeches and Anzac Day services. It was from Pohaturoa that the accession of Queen Elizabeth II was proclaimed. In 1927 Pohaturoa was dedicated as the County War Memorial to the men who fell in the First World War.</p> <p>In 1917 the Council and Chamber of commerce wanted to remove the rock and use the metal for road and fill. This was fiercely opposed by prominent local Maori politician Albert Stewart. He organised a protest by chiefs of the region who stood around the rock clad in their cloaks in protest against the proposal. Tiaki Rewiri spoke of the Maori claim to the rock. A petition to Parliament to save Pohaturoa was made by Gilbert Mair and Stewart was a signatory. The council eventually decided to keep the rock, and it has since become an important place for public ceremonies. The carved seat at the base was donated by Albert and Adeline Stewarts family.</p> <p>In 1934 Ngati Pukeko built a Memorial Shelter at the base of Pohaturoa. The shelter was built to commemorate members of Ngati Pukeko who served in the First World War; a plaque at the entrance to the shelter lists the soldiers' names. The shelter itself was opened by the Duke of Gloucester in 1934.</p> <p>On 21 December 1934 the Duke of Gloucester was accorded a reception at Whakatane during the afternoon. An excursion train arrived from Tauranga having picked up passengers at wayside stations, and was to return that night. The Honourable C. E. Macmillan, M.P. for Tauranga, attended the reception for the Duke. The Duke applied for a gentleman rider's license in order to ride in an amateur riders' event on New Year's Day at the Marton races.</p>
<b>Historic Themes</b>	<p>Developing cultural institutions: Spiritual needs: memorial</p> <p>Whakatane peoples and their interactions: Ngati Pukeko's involvement in WWI</p> <p>Developing cultural institutions: art</p> <p>Environment: original shoreline</p>
<b>Significance</b>	<p>Pohaturoa is the most culturally significant element within the township. It is sacred to Maori through traditional associations and for the wider community as a memorial precinct to both individuals and those that gave their lives in the World War I and II.</p> <p>It has particular associations with prominent individuals particularly Albert Stewart who was instrumental in preservation of the rock, and whose association is commemorated in the carved seat. In addition the obelisk commemorates Te Hurinui Apanui</p> <p>The Memorial Shelter represents the involvement of local iwi in wider international issues and their desire to acknowledge their men as contributing to the local and national war effort.</p> <p>The Memorial Shelter is a built reminder of the very high importance of the natural rock feature that has played spiritual, social and administrative roles in pre-European and post-European settlement periods.</p>

	<p>The Shelter serves as a gathering place and shelter for members of the community and for visitors.</p> <p>The shelter incorporates both traditional Maori carved panels and painted murals of battle scenes.</p> <p>It forms part of a recognisable memorial precinct that includes Pohaturoa as WWI memorial and the obelisk commemorating Te Hurinui Apanui</p>
<b>Period/date of Construction</b>	<p>Various - Shelter 1934 Memorial to Te Hurinui Apanui 1920s Seat - undated</p>
<b>Rarity or Special Features</b>	<p>Pohaturoa and the immediate area is a unique natural feature incorporating built memorials. It is unique in an urban area and significantly contributes the character of the central business area. It is the place of special significance as a memorial.</p>
<b>Integrity</b>	<p>The memorials are generally as originally designed. The original shelter roof has been replaced with pressed metal tiles</p>
<b>Representative Context or Group Value</b>	<p>Pohaturoa is closely linked with early Maori settlement and associations with Whakatane. It is closely associated with commemorative services marking the lives of Whakatane people lost in various wars. It is also associated with Albert Stewart, and his efforts to retain the landmark in the face of opposition from local council and business people in 1917. It is significant as an example of protest against loss of Maori heritage.</p> <p>The area has great group significance being the location of various memorials and plaques. These include the shelter and the carvings, Stewart carved memorial seat, granite memorial plaque, and memorial obelisk to Te Hurinui Apanui.</p>
<b>Diversity</b>	<p>Pohaturoa contributes greatly to the sense of place and is representative of the range of functions the township serves. It is a place of civic and commemorative significance located within the heart of the business area.</p> <p>It has had a significant influence on the location of the township, the land nearby being the first to be settled and having an ongoing impact on the pattern of growth and development of the township.</p>
<b>Fragility or Vulnerability</b>	<p>Potential threats include vandalism, and fire</p>
<b>Architectural Qualities Style or type Designer/ Builder</b>	<p>The shelter is a fine example of a simple building made unique by the incorporation of Maori carvings.</p> <p>The obelisk memorial is a good example of monumental masonry design</p> <p>The Stewart memorial seat is a unique example incorporating Maori carving</p>
<b>Source</b>	<p>Whakatane Museum and Gallery Archive <i>Scrapbook 5</i> <i>Bay of Plenty Times</i>, December 21, 1934 <a href="http://www.dnzb.govt.nz/dnzb/">http://www.dnzb.govt.nz/dnzb/</a> Albert Stewart</p>



<b>Lot No</b>	2 foreshore	Lot 2 DP 7871
<b>Building (2007)</b>	62 The Strand, Whakatane. Where Else Inn. Two storey building. Was mock tudor cladding but since covered in some form of timber cladding.	
<b>Former names</b>	Barry's Building; Civic Building	
<b>History</b>	<p>This land was part of the Foreshore reclamation.</p> <p>1915 Barry's Building. J.T. Barry auctioneer, agent for seeds.</p> <p>1915 Bert Butler, corner shop in Barry's Buildings, sold fruit, confectionery, soft drinks, and fancy goods.</p> <p>1926 Grace McGarvey owner</p> <p>1929 M.J. Fogarty owner (health inspector)</p> <p>1939 four shops, from north to south, dry-cleaner, tailor, radio dealer, and chemist.</p> <p>1943 half on north was F.M. Abbot auto electrician, next taxi office, and a P. &amp; T. office.</p> <p>1951-1979 National Bank premises on Strand side of building. The bank strongroom is still part of the restaurant and the gold leaf National Bank sign over the door on the Strand corner remains. (2007)</p> <p>Frederick Maurice Abbott, auto electrician premises left half of ground floor and first floor. Named Civic Building and owned by M. Fogarty.</p> <p>F.R. Sloane, dentist above National Bank until late 1950s. Died in 1961.</p> <p>McCombe &amp; Co. Ltd – taxi and bus office.</p> <p>Taxi office on Quay St end, probably before Plunket Building erected.</p> <p>1979-88 Buccaneer Restaurant (Hanright)</p> <p>1996 Harbourside Brasseries – lessee J. &amp; F. Hooper</p> <p>1999 J.M. &amp; D.L. Olsen – Mister Merlin Holdings – nightclub upstairs.</p> <p>2002 Hanright Investments – Maxine R. &amp; Sheryl A. Hanright. Harbourside Steakhouse.</p>	
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development in the 1910s</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p> <p>Providing transport and access: Road transport</p> <p>Creating an infrastructure: Health care and related services</p>	
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people. At various times the building was occupied by providers of health services, transport, commerce, food outlets and retail shops.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. The building is on a prominent corner near the former wharf.</p>	
<b>Period/date of</b>	1910-20s	

<b>Construction</b>	
<b>Rarity or Special Features</b>	It is the only example of a two level timber framed building in the study area.
<b>Integrity</b>	The exterior has been modified. Recently it has been re-clad with horizontal timber boarding fitted over the original cladding. Evidence of the original windows and wall finish remains.
<b>Representative</b>	This is a good example of substantial commercial business premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is a prominent and architecturally distinctive corner building. It defines the urban form and street pattern in this part of the township.
<b>Diversity</b>	It is a good example of the range of building types in the central area.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a very good example of two storied commercial decorative architecture of the 1910s. It is one of few free-standing buildings. As originally designed it featured an elaborate and highly articulated Tudor styled façade with half timbering, similar to that of the Rotorua Bath House.
<b>Designer/ Builder</b>	
<b>Source</b>	<i>Whakatane Borough Rates Books 1917,1929,1931 MSI Whakatane Museum and Gallery Archive Collection</i> <i>Whakatane District Council property file</i> <i>State Fire Insurance Proposal Books 24/29,33/1 MS 142 Whakatane Museum and Gallery Archive Collection</i>



View of the Strand 1920s WMG No P672

<b>Lot No.</b>	23 of 47                      Lot 23 DP 11959
<b>Building (2007)</b>	84 The Strand, Whakatane. Chelley's Antiques; & Alamo Hunting & Fishing Two storey building. Retail on ground floor, Whakatane Chartered Club upstairs. Cream façade. Building dates from c1920 and was built before Bridgers next door. Originally there were two bay windows on the upper level which have been removed.
<b>History</b>	1923 Whakatane Club established on first floor – gentlemen's club. 1930 ground floor was R.M. Motors' booking office. (Royal Mail) Bentley & Kent, Stock and Land Agents. 1942 Grant's Tearooms and Milady Beauty Salon. 1958 McCready's – building owner
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century Providing transport and access: Road transport Working: industry and commerce: Farming and fishing Developing cultural institutions and ways of life: Community organisations and clubs
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district. One of the

	<p>lessees of the building contributed to the farming community with stock and station business services.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people. Road transport services run by R.M. Motors were an essential part of life in a relatively remote town.</p> <p>The upper floor of the building was used by the Whakatane Club, a gentlemen's social club established in 1922 and as such is an important reminder of community relationships in the district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Period/date of Construction</b>	1920s
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The exterior has been modified with the removal of the two bay windows and alterations to the shopfront. The general form of the building is unchanged.
<b>Representative</b>	This is a good example of commercial retail premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of 1920s buildings built on this side of The Strand following reclamation in 1912.
<b>Diversity</b>	It is a good example of the range retail outlets in Whakatane during this period.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of two storied commercial decorative architecture of the 1920s.
<b>Designer/ Builder</b>	
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1923,1931 MSI Whakatane Museum and Gallery Archive Collection</i> <i>State Insurance Proposal Books 13/14, 30/56 MS 142 Whakatane Museum and Gallery Archive Collection</i>

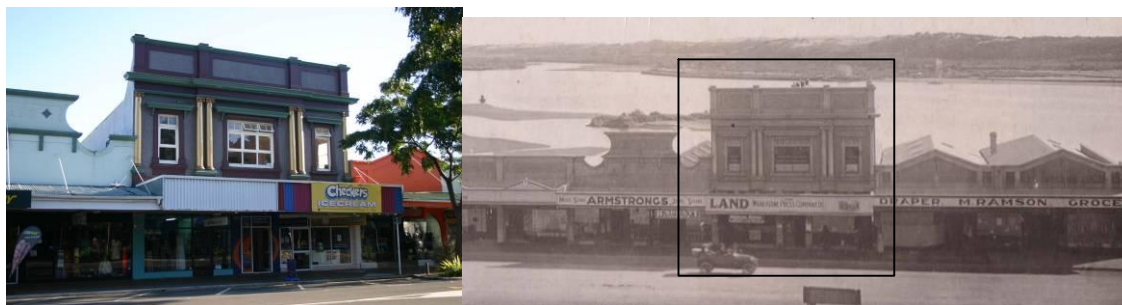


View of the Strand 1920s WMG No P672

<b>Lot No.</b>	21 & 22 of 47                      Lots 21 & 22 DP 11959
<b>Building (2007)</b>	88-92 The Strand, Whakatane. Bridgers' Building Two storey building. Elaborate façade painted teal and white with raised pediment. Incorporates pilasters forming five vertical bays, two of which include bay windows. Labels over windows and aprons below. Classical cornice and entablature supported by pilaster. Crenulated bay windows. Retail on ground floor. Office Products & Harvey's Real Estate. Prideaux Accountants on first floor.
<b>History</b>	Not unlike Bridgers building, (later Farmers, then Stirling Sports), in Opotiki and Rostgard's Building in Opotiki. Built after c1921 as does not appear in Caisley photo #183.  1929-42 Bridgers Ltd. Drapers, Clothiers, Milliners, Dressmakers, Boot & Shoe Importers, Complete House furnishers and furniture manufacturers. Described by Mrs. Lillian Jordan as "an emporium' as good as the shops in Auckland". The head office was in Opotiki where the firm began in 1895. In 1942 there was a dentist upstairs and offices. The founder of the firm in Opotiki was Thomas Bridger. Percy Bridger was in charge of furnishings.  Bridgers Ltd consisted of its founder, Thomas Bridger, and his sons Len (Leonard b. 1881 d.1962), Percy (Thomas Percy Bridger b.1874 d.1949) and Fred. Listed in the 1939 <i>Directory</i> are Arthur E. manager, Leonard cabinetmaker, Thomas (of Prideaux and Bridger), Walter drapery manager and Percy manager. 1978 Bridgers in liquidation and lease on land transferred to M. Alexander and others.  Colonel Prideaux was in army in WW1 and Paymaster General in WW2. After the war became Prideaux, Bridger & Alexander. (son of Bridger drapers) 1996 McKay Family Trust owned building 88-94 The Strand.



	1997 G.I. McKay 2001 building owned by Lochinvar Holdings.
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. It was purpose built as a department store for Bridgers', a company established in 1894 and based in Opotiki.</p> <p>The building is associated with the Bridger family who played a major role in the retail industry in the Bay of Plenty for several decades from the late 19<sup>th</sup> century.</p> <p>The building is likely to have been designed by architect HDL West who is believed to have designed the Opotiki Bridger building. Harry West was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect.</p>
<b>Period/date of Construction</b>	1920s
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The exterior is generally in original condition and has not been significantly modified. Original upper level windows and shopfront have been replaced. The exterior façade retains a highly decorative appearance.
<b>Representative</b>	This is a very good example of commercial retail premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is the most prominent and architecturally distinctive buildings on the northern side of The Strand, one a group of 1920s buildings built following reclamation in 1912.
<b>Diversity</b>	It is a good example of the range retail outlets in Whakatane during this period.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a very good example of two storied commercial decorative architecture of the 1920s. It features a highly ornate and decorative façade that contributes significantly to the streetscape.
<b>Designer/ Builder</b>	The designer was possibly HDL West, a prominent architect in the Bay of Plenty who worked in Opotiki and Tauranga.
<b>Source</b>	Whakatane Borough Council Rates Books, 1929,1931, 1941 MSI Whakatane Museum and Gallery Archive Collection Bay of Plenty Beacon 5 Sep 1944 Mrs. Lillian Jordan. Whakatane County Press 27 Oct 1915 State Insurance Proposal Books 30/56,13/14 MS 142 Whakatane Museum and Gallery Archive Collection Whakatane District Council Property file Whakatane Cemetery burial records. Auckland Provincial Directory 1939



<b>Lot No.</b>	17 of 47 Lot 17 DP 11959
<b>Building (2007)</b>	108-110 The Strand, Whakatane. Two storey retail and offices, elaborate façade. Classical order pilasters on 1 <sup>st</sup> floor exterior. One at each end and two pairs dividing window. End windows with four lights, and triple window in similar style in centre bay. A cornice supported by the pilasters with a larger cornice protruding from the wall about one foot above the first. Checkers Icecream; and Prima Donna; on ground floor. O'Hagan Mortgage & Finance Brokers Upstairs.
<b>History</b>	Constructed c1921 as building is scaffolded in Caisley dated photo #183. Previously had been an auction mart at rear and a chemist 1932-41 the <i>Whakatane Press</i> Building. Included Green – Mercer. 1969 known as Commercial Chambers. 1982 P.S.I.S in Commercial Chambers, one tenancy on ground floor and seven on first floor. D.A. Wardlaw building owner. 1994 D.A. Wardlaw
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.  Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.  The building may have been designed by architect HDL West who was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect. Further research on this is required.  The building is associated with the successful local newspaper which began in 1907 as the <i>Whakatane County Press</i> and is now the <i>Whakatane Beacon</i> .
<b>Period/date of Construction</b>	c1921
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The exterior is generally in original condition and has not been significantly modified. Shopfront has been replaced.
<b>Representative</b>	This is a good example of commercial retail premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group</b>	It is the one of the most prominent and architecturally distinctive buildings on the

<b>Value</b>	northern side of The Strand, one of a group of 1920s buildings built following reclamation in 1912.
<b>Diversity</b>	It is a good example of the range of retail outlets in Whakatane during this period.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of two storied commercial decorative architecture of the 1920s. It features a distinctive façade articulated with paired Ionic columns supporting and deep entablature and cornice with a balustrade parapet.
<b>Designer/ Builder</b>	
<b>Source</b>	<i>State Insurance Proposal Books, 15/2, 15/44 MSI Whakatane Museum and Gallery Archive Collection</i> <i>Whakatane District Council rates book, 1941 MS 142 Whakatane Museum and Gallery Archive Collection</i>



<b>Lot No.</b>	12 & 13 of 47      Lot 13 DP 11959
<b>Building (2007)</b>	124-128 The Strand, Whakatane. Parklane Building. Includes Laser Photos (Kodak Express), Metropolitan Café, Mortgage Mart, Flight Centre, Ray White Real Estate. Upstairs Taylor Design Architects, and M. Cecile Barrister & Solicitor. Formerly the Grand Theatre.
<b>Building name</b>	Parklane Building; formerly Grand Theatre
<b>History</b>	<p>c1923 – building dates from.</p> <p>1929-43 site of the Grand Theatre. Owners R.J. Kerridge &amp; H.B. Williams. The theatre had a stage and was used for local performances, High School functions, and talent quests. Heated by a coke fired furnace.</p> <p>1987 owner M.A. Woods. Arcade type premises on ground floor.</p> <p>1985-88 Langwoods One Hour Photography.</p> <p>1990 Laser fast photos.</p> <p>2000 Mr. &amp; Mrs. Douglas Wardlaw, owners</p> <p>2001 earthquake report – built prior to 1947 and used as a theatre; timber trusses suspend a corrugated iron roof; exterior walls un reinforced brick with columns supporting the trusses. Upper timber floor added 1967.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p> <p>Developing cultural institutions and ways of life: Social life, arts and entertainment</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p> <p>The building is significant as one of the early theatres in Whakatane. With only two theatres or cinemas operating at any one time, the Grand Theatre was a major venue for shows, plays, films and meetings. It was associated with nationally well-known identities Robert Kerridge and H.B. Williams.</p>
<b>Period/date of Construction</b>	c1923
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The building has been highly modified. The exterior façade and the interior spaces are not as originally designed
<b>Representative</b>	This is a good example of a provincial theatre. It demonstrates a growing demand for social and recreational activities in an expanding community.
<b>Context or Group</b>	It is one of a group of 1920s buildings in the main street. It is a significant large

<b>Value</b>	scale building in a continuous strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two picture theatres in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b> <b>Designer/ Builder</b>	An example of Neo-Georgian commercial architecture with exposed brick façade that featured simple classically derived decoration and special features such as the circular windows and balcony above the veranda.
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1929,1931,1941</i> MSI Whakatane Museum and Gallery Archive Collection <i>State Insurance Proposal Books, 29/92</i> MS 142 Whakatane Museum and Gallery Archive Collection <i>Whakatane District Council property file</i>



<b>Lot No.</b>	8 Whakatane town
<b>Building (2007)</b>	Davey Painters, Stewart Motors, 16 George Street, Whakatane Art deco style masonry building, one storey - workshops
<b>History</b>	<p>1911 John (b.1884 d.1945) &amp; Thomas Francis were coachbuilders in Whakatane. With William Francis (b.1877 d.1964) they must have been the sons of John Francis snr. who died in 1901. He was a farrier at Windsor and worked for Queen Victoria before coming to NZ. His wife Emma was born in Victoria in 1856 and died in Whakatane 1925. He had his first smithy under the karaka trees by Pohaturoa rock then built his shop.</p> <p>1895 listed as blacksmith in the Auckland Directory. He moved to Opotiki for a while but returned to Whakatane. His wife had a reputation as a nurse to many of the people especially during the 1918 Influenza epidemic. Emma Jane Francis was also on the 1893 electoral roll, the year women gained the vote.</p> <p>1917 Thomas Francis operated the Whakatane Carriage Factory and general smithy in George Street.</p> <p>1923-29 Francis Brothers – wheelwrights and blacksmiths. The first Whakatane school building moved to George Street where it became a public hall, boat building shed, and finally Francis Brothers paint store.</p> <p>1920 there were offices, R. Brown and R.M. Grant, solicitor somewhere between lots 7 &amp; 8 in George Street, could be where there is now a street. Next south were two dwellings before the concrete walls of a motor garage.</p>

	K.Phillips, archaeologist found horseshoes in this area.  1960s – Des Wood Ltd motor vehicle dealers and workshop. Dealers in Morris, Wolseley, M.G. and farm equipment
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Providing transport and access: Road transport Working: industry and commerce: Early businesses
<b>Significance</b>	The property and building have had a long association with road transport in the district from early years as the site of a blacksmith and carriage builder and later as a garage for servicing motor vehicles. It is an example of a once diverse range of business that occupied the central Whakatane Area.  It is a substantial and well designed Stripped Classical building incorporating simplified classical architectural detailing and motifs.
<b>Period/date of Construction</b>	1920s-30s
<b>Rarity or Special Features</b>	One of few garage buildings in the central area
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of garage building, that developed from an blacksmiths and coachbuilders
<b>Context or Group Value</b>	It forms part of a group of building within the centre constructed at a time of growth and expansion in the 1920s and 30s.
<b>Diversity</b>	It is one of only two motor garages in the central area.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a very good example of an architecturally designed Stripped Classical building incorporating simplified classical architectural detailing and motifs.
<b>Designer/Builder</b>	
<b>Source</b>	<i>Auckland Directory 1895</i> <i>Glimpses from Whakatane's Past</i> , Monograph 18 (Whakatane and District Historical Society 1988) <i>NZ Post Office Directory 1911</i> <i>Whakatane Borough Council Rates 1917-1929</i> <i>State Fire Insurance Proposal Books 4/37,4/34</i> Obituary Emma Francis, Whakatane Museum and Gallery Archives 1990 <i>Suffrage Scrapbook p.23, 24</i> W.N. 14/8/1919 in <i>Whakatane Museum and Gallery Scrapbook No.2.</i> <i>Whakatane Cemetery burial record</i> <i>Bay of Plenty Constructs 1961</i>



<b>Lot No.</b>	
<b>Building (2007)</b>	35 Quay Street, Whakatane. Citizens' Advice Bureau and former Plunket and Ladies' Rest Rooms. Ladies Rest Room and Plunket Rooms designed by H.L.D. West, architect, Tauranga One storey art deco building designed to use a triangular site. Exterior appears to be as the original design. Entrance through central arch to door. Set of four light windows on each side of front with four small panes at head of each pane. Semicircular window above each set. Tiled canopy over eastern door and west window. Canopy over front door. Hip corrugated iron roof behind parapet.
<b>History</b>	The Plunket Society of care for babies and education of mothers commenced in 1907 in Dunedin by Sir Truby King. The movement spread throughout the country from the main centres and the Whakatane Plunket Rooms were open by 1939. (May have been as early as 1926). In the 1940s the Whakatane Plunket Nurse also visited Opotiki, Taneatua, Waimana, Nukuhou, and Ohope Beach. As the residential part of the town expanded to the west of the CBD new Plunket Rooms opened in Kopeopeo by 1967. CAB altered interior partitioning. 1996 CAB installed ramp for disabled clients.  The architect H. (Harry) L.D. West was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect. West designed Whakatane Hospital and is believed to have designed the Bridger buildings in Opotiki and Whakatane.
<b>Historic themes represented</b>	Creating an infrastructure: Health care and related services Working: industry and commerce: Building and construction industry
<b>Significance</b>	The building was designed by architect HLD West who contributed a large body of work for the building booms in Opotiki, Whakatane and Tauranga in the 1920s and 1930s.  The building is significant as one of the few remaining health care buildings dating from the 1920s in Whakatane.  The Plunket Society was an intrinsic part of the community in New Zealand towns, offering support to young mothers and families in need.
<b>Period/date of Construction</b>	1920s-30s
<b>Rarity or Special Features</b>	A rare example of a purpose built Plunket rooms
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of a simple small scale building purpose built for Plunket and rest room
<b>Context or Group Value</b>	It forms part of a group of building within the centre constructed at a time of growth and expansion in the 1920s and 30s.
<b>Diversity</b>	It provided and specific social function, to meet the needs of a growing community. .
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural</b>	It is a very good example of an architecturally designed late 1920s masonry building.



<b>Qualities Style or type</b>	It is relatively plane façade articulated with a broken stepped parapet, which together with the suspended canopy articulate the centralised main entrance. The projecting bracketed roof elements are derived from the Spanish Mission style. The main windows are based on a simplified Palladian style.
<b>Designer/Builder</b>	
<b>Source</b>	<i>Whakatane District Council Property File State Insurance Proposal Books 24/29 Mrs. Lillian Jordan.</i>

WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

NORTH SIDE OF THE STRAND – AREA A



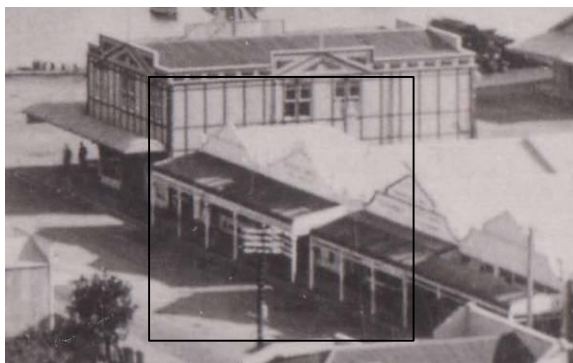
## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



Building 3rd from left. WMG Neg No P980

<b>Lot No</b>	4 foreshore                      Lot 4 DP 7871
<b>Building (2007)</b>	58 The Strand, Whakatane      Jos Van de Laar, photography. One storey retail building. Built in concrete, with iron roof in 1916. Original ceilings were pressed steel.
<b>History</b>	This land was originally Harbour Board leasehold and part of the Foreshore reclamation. 1914 A.E. Bridger opened in Whakatane. He was later a Borough Councillor. 1917 Bridgers Ltd. from Opotiki opened in this shop that was owned by F.B. Cutler. 1929-31 F.B Cutler ironmonger. 1943 ironmonger 1964 Clive Smith – auctioneer. 1983-84 W.M. & S.C. Armstrong, traders. 1989 Phil Sheaff – 31 Quay Street at rear 'Armstrong House'. 2004 Ms. Ann and Ms. Sheaff
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.
<b>Source</b>	<i>Whakatane Borough Rates Books, 1917,1929, 1931 MSI Whakatane Museum and Gallery Archive Collection</i> <i>Whakatane District Council property file</i> <i>Opotiki Museum – biography scrapbook</i> <i>State Fire Insurance Proposal Books 33/1 MS 142 Whakatane Museum and Gallery Archive Collection</i>

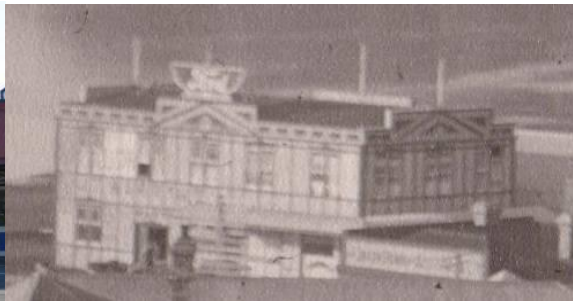
## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



Building 2nd from left. WMG Neg No P980

<b>Lot No</b>	3 foreshore Lot 3 DP 7871
<b>Building (2007)</b>	60 The Strand, Whakatane. One storey retail, with verandah. Shop has changed many times. Retains original shop front tiling with bulls head.
<b>History</b>	<p>This land was Harbour Board leasehold and part of the Foreshore reclamation. Thomas Kirk (b.1867 d.1931) bought his lease for 15 pounds,10 shillings in 1912. He was elected to the Whakatane Borough Council.</p> <p>1916-29 Kirk &amp; Carter's butcher shop. Advertised as Purveyors of First Class Meat. They also had a bacon factory (1910 to at least 1920) and butter factory in Valley Road, Whakatane.</p> <p>1939-43 jeweller</p> <p>1943 butcher - owned and operated by Norm Rigden (Butcher) in 1950s.</p> <p>1958 Whakatane Home Furnishers</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>The building is associated with prominent businessman Thomas Kirk, who was a borough councillor as well as partner in the firm of Kirk &amp; Carter. Kirk and Carter operated a dairy factory in 1910, producing butter, and also a bacon factory from 1910. They were proud to market their butter as "Whakatane" on the packs.</p>
<b>Source</b>	<p><i>Whakatane Borough Rates Books 1917,1929 MSI Whakatane Museum and Gallery Archive Collection</i></p> <p><i>Auckland Directory 1910</i></p> <p><i>Wises NZ Directory 1920</i></p> <p><i>Whakatane County Council Minutes of Meetings 1 July 1912 MSI Whakatane Museum and Gallery Archive Collection</i></p> <p><i>Bradbury's Bay of Plenty 1<sup>st</sup> edition 1915</i></p> <p><i>Whakatane District Council property file</i></p> <p><i>State Fire Insurance Proposal Books 24/29,33/1, MS 142 Whakatane Museum and Gallery Archive Collection</i></p> <p><i>Advertisement in 'Advance Whakatane': 20</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No</b>	2 foreshore Lot 2 DP 7871
<b>Building (2007)</b>	62 The Strand, Whakatane. Where Else Inn. Two storey building. Was mock tudor cladding but since covered in some form of timber cladding.
<b>Former names</b>	Barry's Building; Civic Building
<b>History</b>	<p>This land was part of the Foreshore reclamation.</p> <p>1915 Barry's Building. J.T. Barry auctioneer, agent for seeds.</p> <p>1915 Bert Butler, corner shop in Barry's Buildings, sold fruit, confectionery, soft drinks, and fancy goods.</p> <p>1926 Grace McGarvey owner</p> <p>1929 M.J. Fogarty owner (health inspector)</p> <p>1939 four shops, from north to south, dry-cleaner, tailor, radio dealer, and chemist.</p> <p>1943 half on north was F.M. Abbot auto electrician, next taxi office, and a P. &amp; T. office.</p> <p>1951-1979 National Bank premises on Strand side of building. The bank strongroom is still part of the restaurant and the gold leaf National Bank sign over the door on the Strand corner remains. (2007)</p> <p>Frederick Maurice Abbott, auto electrician premises left half of ground floor and first floor. Named Civic Building and owned by M. Fogarty.</p> <p>F.R. Sloane, dentist above National Bank until late 1950s. Died in 1961.</p> <p>McCombe &amp; Co. Ltd – taxi and bus office.</p> <p>Taxi office on Quay St end, probably before Plunket Building erected.</p> <p>1979-88 Buccaneer Restaurant (Hanright)</p> <p>1996 Harbourside Brasseries – lessee J. &amp; F. Hooper</p> <p>1999 J.M. &amp; D.L. Olsen – Mister Merlin Holdings – nightclub upstairs.</p> <p>2002 Hanright Investments – Maxine R. &amp; Sheryl A. Hanright. Harbourside Steakhouse.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development in the 1910s</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p> <p>Providing transport and access: Road transport</p> <p>Creating an infrastructure: Health care and related services</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people. At various times the building was occupied by providers of health services, transport, commerce, food outlets and retail shops.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. The building is on a prominent corner near the former wharf.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Period/date of Construction</b>	1910-20s
<b>Rarity or Special Features</b>	It is the only example of a two level timber framed building in the study area.
<b>Integrity</b>	The exterior has been modified. Recently it has been re-clad with horizontal timber boarding fitted over the original cladding. Evidence of the original windows and wall finish remains.
<b>Representative</b>	This is a good example of substantial commercial business premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is a prominent and architecturally distinctive corner building. It defines the urban form and street pattern in this part of the township.
<b>Diversity</b>	It is a good example of the range of building types in the central area.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>  <b>Designer/ Builder</b>	It is a very good example of two storied commercial decorative architecture of the 1910s. It is one of few free-standing buildings. As originally designed it featured an elaborate and highly articulated Tudor styled façade with half timbering, similar to that of the Rotorua Bath House.
<b>Source</b>	<i>Whakatane Borough Rates Books 1917,1929,1931 MSI Whakatane Museum and Gallery Archive Collection</i> <i>Whakatane District Council property file</i> <i>State Fire Insurance Proposal Books 24/29,33/1 MS 142 Whakatane Museum and Gallery Archive Collection</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	3 of pt 30 Lot 3 DP 21467
<b>Building (2007)</b>	72-74 The Strand, Whakatane. Run 'n Racket; Presentables One storey retail building. Brown façade, blue trim
<b>History</b>	<p>Since 1994 this building has been the last on the block. The old bus depot closed in 1987 and that building was demolished in 1994.</p> <p>1937 shop erected between the two party walls of Armstrong and Bridger buildings for D.C. Morpeth – addition to his shop.</p> <p>1948-1965 D.C. Morpeth &amp; Sons. Ltd. – fashions and fabrics</p> <p>1979 Shirley R. &amp; Michael F. Shepherd, owners</p> <p>2000 Mr. &amp; Mrs. A. Delahunty, owner.</p> <p>2004 Cutfield Family Trust owners. Was Harbour Board lease, now WDC.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	<p><i>Whakatane Borough Rates Books, 1941</i> <i>MSI Whakatane Museum and Gallery Archive Collection</i></p> <p><i>Whakatane District Council property file</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	2 of pt 30 Lot 2 DP 21467
<b>Building (2007)</b>	76 The Strand, Whakatane. Boonen Electronics, Dick Smith One storey retail building. Navy façade with green trim.
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	1 of pt 30                      Lot 1 DP 21467 of pt Sec 30
<b>Building (2007)</b>	80-82 The Strand, Whakatane.    TAB One storey retail building. Mustard façade, white trim. Built c1920.
<b>History</b>	Harbour Board lease. Building dates from c1922. 1930 Spratt Chemist and De Lacey's Tea Rooms. In 1939 Directory, Mrs N De Lacey is listed as a baker. 1942 Chemist and De Lacey's Tea Rooms. 1971 Murray Clark owner 1978 M. & S. Shepherd owners who purchased the lease held by Bridgers Ltd. 1989-2000 Shepherd Family Trust.
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.
<b>Source</b>	<i>State Insurance Proposal Books 13/14, 30/56 MS 142 Whakatane Museum and Gallery Archive Collection</i> <i>Auckland Provincial Directory 1939</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



View of the Strand 1920s WMG Neg No P672

<b>Lot No.</b>	23 of 47                      Lot 23 DP 11959
<b>Building (2007)</b>	84 The Strand, Whakatane. Chelley's Antiques; & Alamo Hunting & Fishing Two storey building. Retail on ground floor, Whakatane Chartered Club upstairs. Cream façade. Building dates from c1920 and was built before Bridgers next door. Originally there were two bay windows on the upper level which have been removed.
<b>History</b>	1923 Whakatane Club established on first floor – gentlemen's club. 1930 ground floor was R.M. Motors' booking office. (Royal Mail) Bentley & Kent, Stock and Land Agents. 1942 Grant's Tearooms and Milady Beauty Salon. 1958 McCready's – building owner
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century Providing transport and access: Road transport Working: industry and commerce: Farming and fishing Developing cultural institutions and ways of life: Community organisations and clubs
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district. One of the lessees of the building contributed to the farming community with stock and station

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>business services.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people. Road transport services run by R.M. Motors were an essential part of life in a relatively remote town.</p> <p>The upper floor of the building was used by the Whakatane Club, a gentlemen's social club established in 1922 and as such is an important reminder of community relationships in the district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Period/date of Construction</b>	1920s
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The exterior has been modified with the removal of the two bay windows and alterations to the shopfront. The general form of the building is unchanged.
<b>Representative</b>	This is a good example of commercial retail premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of 1920s buildings built on this side of The Strand following reclamation in 1912.
<b>Diversity</b>	It is a good example of the range retail outlets in Whakatane during this period.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of two storied commercial decorative architecture of the 1920s.
<b>Designer/ Builder</b>	
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1923,1931 MSI Whakatane Museum and Gallery Archive Collection</i> <i>State Insurance Proposal Books 13/14, 30/56 MS 142 Whakatane Museum and Gallery Archive Collection</i>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



View of the Strand 1920s WMG Neg No P672

<b>Lot No.</b>	21 & 22 of 47                      Lots 21 & 22 DP 11959
<b>Building (2007)</b>	88-92 The Strand, Whakatane. Bridgers' Building Two storey building. Elaborate façade painted teal and white with raised pediment. Incorporates pilasters forming five vertical bays, two of which include bay windows. Labels over windows and aprons below. Classical cornice and entablature supported by pilaster. Crenulated bay windows. Retail on ground floor. Office Products & Harvey's Real Estate. Prideaux Accountants on first floor.
<b>History</b>	Not unlike Bridgers building, (later Farmers, then Stirling Sports), in Opotiki and Rostgard's Building in Opotiki. Built after c1921 as does not appear in Caisley photo #183.  1929-42 Bridgers Ltd. Drapers, Clothiers, Milliners, Dressmakers, Boot & Shoe Importers, Complete House furnishers and furniture manufacturers. Described by Mrs. Lillian Jordan as "an emporium' as good as the shops in Auckland". The head office was in Opotiki where the firm began in 1895. In 1942 there was a dentist upstairs and offices. The founder of the firm in Opotiki was Thomas Bridger. Percy Bridger was in charge of furnishings.  Bridgers Ltd consisted of its founder, Thomas Bridger, and his sons Len (Leonard b. 1881 d.1962), Percy (Thomas Percy Bridger b.1874 d.1949) and Fred. Listed in the 1939 <i>Directory</i> are Arthur E. manager, Leonard cabinetmaker, Thomas (of Prideaux and Bridger), Walter drapery manager and Percy manager. 1978 Bridgers in liquidation and lease on land transferred to M. Alexander and others.  Colonel Prideaux was in army in WW1 and Paymaster General in WW2. After the

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>war became Prideaux, Bridger &amp; Alexander. (son of Bridger drapers)          1996 McKay Family Trust owned building 88-94 The Strand.          1997 G.I. McKay          2001 building owned by Lochinvar Holdings.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation          Governance, administration and land ownership: Harbour Board          Building a new settlement: Architectural development          Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. It was purpose built as a department store for Bridgers', a company established in 1894 and based in Opotiki.</p> <p>The building is associated with the Bridger family who played a major role in the retail industry in the Bay of Plenty for several decades from the late 19<sup>th</sup> century.</p> <p>The building is likely to have been designed by architect HDL West who is believed to have designed the Opotiki Bridger building. Harry West was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect.</p>
<b>Period/date of Construction</b>	1920s
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The exterior is generally in original condition and has not been significantly modified. Original upper level windows and shopfront have been replaced. The exterior façade retains a highly decorative appearance.
<b>Representative</b>	This is a very good example of commercial retail premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is the most prominent and architecturally distinctive buildings on the northern side of The Strand, one of a group of 1920s buildings built following reclamation in 1912.
<b>Diversity</b>	It is a good example of the range retail outlets in Whakatane during this period.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a very good example of two storied commercial decorative architecture of the 1920s. It features a highly ornate and decorative façade that contributes significantly to the streetscape.
<b>Designer/ Builder</b>	The designer was possibly HDL West, a prominent architect in the Bay of Plenty who worked in Opotiki and Tauranga.
<b>Source</b>	<p><i>Whakatane Borough Council Rates Books</i>, 1929,1931, 1941 MSI Whakatane Museum and Gallery Archive Collection  <i>Bay of Plenty Beacon</i> 5 Sep 1944          Mrs. Lillian Jordan.  <i>Whakatane County Press</i> 27 Oct 1915  <i>State Insurance Proposal Books 30/56,13/14 MS 142 Whakatane Museum and Gallery Archive Collection</i>  <i>Whakatane District Council Property file</i>  <i>Whakatane Cemetery burial records.</i>  <i>Auckland Provincial Directory</i> 1939</p>

**WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM**

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	20 of 47
<b>Building (2007)</b>	96 The Strand, Whakatane. Simply Computers, Hot Bread, Whale & Dolphin Watch. One storey retail building. Built c1920.
<b>History</b>	1930-32 Sharkey hairdresser. He moved around several shops on the north side of The Strand and was still in business in 1939. At this time there was also a Chinese fruiterer (unnamed in record) and in 1930 the Farmers' Trading Co. 1931 John Franklin, draper
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century Whakatane peoples and their interactions: cultural diversity
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district. By the 1920s larger businesses such as the Farmers Trading Co. were recognising Whakatane's potential for retail expansion and establishing premises in the town.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1931 MSI Whakatane Museum and Gallery Archive Collection</i> <i>State Insurance Proposal Books 13/14, 15/44 MS 142 Whakatane Museum and Gallery Archive Collection</i> <i>Auckland Provincial directory 1939</i>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	19 of 47 Lot 18 & 19 DP 11959
<b>Building (2007)</b>	100 The Strand, Whakatane. Body and Soul One storey retail building.
<b>History</b>	1930-1932 J.A. Connolly bootmaker. Connolly was still in business in 1939.
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century Working: industry and commerce: Early and minor industries
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people. The building's use by a bootmaker represents one of the small-scale craft industries once typical in New Zealand towns.</p>
<b>Source</b>	<i>State Insurance Proposal Books, 13/14, 15/44 MS 142 Whakatane Museum and Gallery Archive Collection</i> <i>Auckland Provincial directory 1939</i>

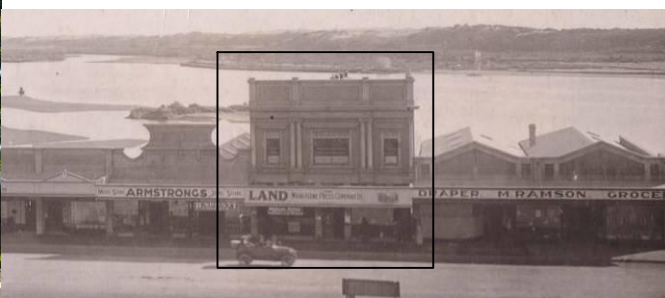


## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	18 of 47
<b>Building (2007)</b>	102-106 The Strand, Whakatane. Strand Stitches; L.J. Hooker; Pagani One storey retail building, two gables. Ramson's Building.
<b>History</b>	<p>1915-16 Ramsons built the first building on the north side of The Strand on this site.</p> <p>1923-1941 Maynard Ramson, (b. 1869 d. 1933) storekeeper began business in 1908 when he bought Ramson's General Providers on the corner of George Street and Strand on Lot 6. Signage from 1930s notes ransoms were Drapers and Grocers</p> <p>1932 A. King stationer</p> <p>1923-29 Maynard Ramson, storekeeper</p> <p>1932- 35 R.J. Bird draper</p> <p>1932 Adler grocer.</p> <p>1972 Clive Smith, owner</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>The building is associated with Maynard Ramson whose general store served the community for over 30 years.</p>
<b>Source</b>	<p><i>Whakatane Borough Council Rates Books, 1923,1929 MSI Whakatane Museum and Gallery Archive Collection</i></p> <p><i>Accounts &amp; Receipts folder Ba, Whakatane Museum and Gallery Archives</i></p> <p><i>Whakatane Museum and Gallery Scrapbook No.2. Beacon 18/1/1988 reminiscences.</i></p> <p><i>State Insurance Proposal Books 15/2,15/44 MS 142 Whakatane Museum and Gallery Archive Collection</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

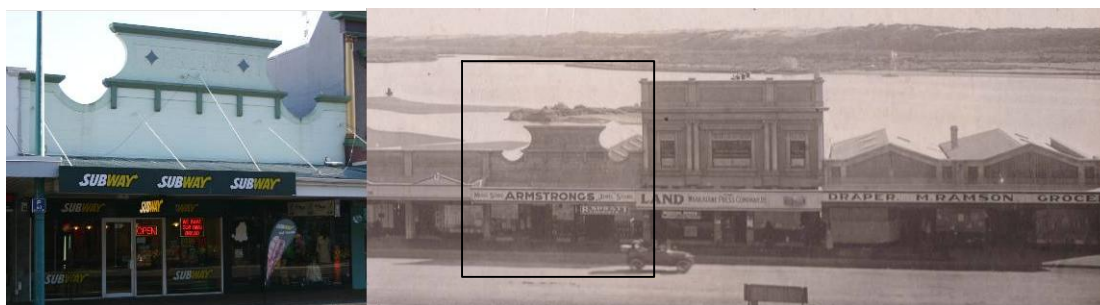


<b>Lot No.</b>	17 of 47      Lot 17 DP 11959
<b>Building (2007)</b>	108-110 The Strand, Whakatane. Two storey retail and offices, elaborate façade. Classical order pilasters on 1 <sup>st</sup> floor exterior. One at each end and two pairs dividing window. End windows with four lights, and triple window in similar style in centre bay. A cornice supported by the pilasters with a larger cornice protruding from the wall about one foot above the first. Checkers Icecream; and Prima Donna; on ground floor. O'Hagan Mortgage & Finance Brokers Upstairs.
<b>History</b>	Constructed c1921 as building is scaffolded in Caisley dated photo #183. Previously had been an auction mart at rear and a chemist 1932-41 the <i>Whakatane Press</i> Building. Included Green – Mercer. 1969 known as Commercial Chambers. 1982 P.S.I.S in Commercial Chambers, one tenancy on ground floor and seven on first floor. D.A. Wardlaw building owner. 1994 D.A. Wardlaw
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.  Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.  The building may have been designed by architect HDL West who was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect. Further research on this is required.  The building is associated with the successful local newspaper which began in 1907 as the <i>Whakatane County Press</i> and is now the <i>Whakatane Beacon</i> .
<b>Period/date of Construction</b>	c1921
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The exterior is generally in original condition and has not been significantly modified. Shopfront has been replaced.
<b>Representative</b>	This is a good example of commercial retail premises with offices at the first floor. It represents a confidence in economic conditions and the prosperity of the times.

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Context or Group Value</b>	It is the one of the most prominent and architecturally distinctive buildings on the northern side of The Strand, one of a group of 1920s buildings built following reclamation in 1912.
<b>Diversity</b>	It is a good example of the range of retail outlets in Whakatane during this period.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>  <b>Designer/ Builder</b>	It is a good example of two storied commercial decorative architecture of the 1920s. It features a distinctive façade articulated with paired Ionic columns supporting and deep entablature and cornice with a balustrade parapet.
<b>Source</b>	<i>State Insurance Proposal Books, 15/2, 15/44 MSI Whakatane Museum and Gallery Archive Collection</i> <i>Whakatane District Council rates book, 1941 MS 142 Whakatane Museum and Gallery Archive Collection</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	16 of 47                                  Lot 16 DP 11959
<b>Building (2007)</b>	112-114 The Strand, Whakatane. Mr.Thank You; & Subway One storey retail building with elaborate curved façade. The name FINDLAY is in plaster on the façade.
<b>Building name</b>	Armstrong Buildings; Findlay Building?
<b>History</b>	Constructed c1921 as building is scaffolded in Caisley photo #183. 1929-31 Samuel Armstrong, watchmaker & jeweller. He arrived from Napier in 1928. He took son Hugh into business. Son Charles (b.1898 d.1970) was a stationer next door. Four other sons including twins formed Armstrong Motors in Commerce Street and later two of these began Armstrong Motors in Hamilton. In the 1939 directory for Whakatane the Armstrongs listed are Charles (stationer), Ernest (solicitor), J.A. (labourer), S. (jeweller), W.H. (garage proprietor). Armstrong Motors were Ford dealers. 1932 Armstrong Buildings – stationer and jeweller. Signage on historic photos notes there was a music store and jewellers. R Spratt Chemist occupied a separate tenancy in the 1930s. 1988 owner MCC Holdings.
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.  The building is closely associated with the Armstrong family which established very successful businesses associated with the motor trade in New Zealand.  The building may have been designed by architect HDL West who was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect.
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1929,1931</i> MSI Whakatane Museum and Gallery Archive Collection <i>State Insurance Proposal Books, 15/44</i> MS 142 Whakatane Museum and Gallery Archive Collection <i>Auckland Provincial directory 1939</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	15 of 47                                      Lot 15 DP 11959
<b>Building (2007)</b>	116 The Strand, Whakatane. Just Jeans. Single storey retail building.
<b>History</b>	<p>The number of shops in this building varied over the years – up to three at times.</p> <p>1923 owner Carter Kneebone Co. occupant H. Shenken</p> <p>1923-29 owner H. Shenken</p> <p>1938 H.M. Dewar pharmacist. Developed photographs in darkroom in premises.</p> <p>1930s – one shop occupied by M Ralph – Ladies and Children’s outfitters</p> <p>1944 Frank Reeve Canning – store with refrigeration room.</p> <p>1946 H.M. Dewar ( R.Shenken). Dewar was in business in Whakatane by at least 1939.</p> <p>1946-61 Dewar’s Pharmacy</p> <p>1962-64 Bond &amp; Bond and H.M. Dewar.</p> <p>1970 Wylie’s Pharmacy</p> <p>1980s included Warnocks, Armstrong bookshop, Whakatane Meat Market. Owned by Morpeth Properties.</p> <p>2004 Colin Morpeth (Just Jeans) owner.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	<p><i>Whakatane Borough Council Rates Books, 1923,1929,1931,1941</i> MSI Whakatane Museum and Gallery Archive Collection</p> <p><i>Whakatane District Council Property File MS 142</i> Whakatane Museum and Gallery Archive Collection</p> <p><i>Auckland Provincial directory 1939</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	14 of 47      Lot 14 DP 11956
<b>Building (2007)</b>	120 The Strand, Whakatane. Barnacles Seafood Café; & Cafe Addiction One storey retail building with pilasters and diamond decorative feature on façade.
<b>History</b>	1921 H.C. Bonaker, saddler etc. late W. Lawrence. Strand. 1923 H. Muscott saddler, harness maker, and car upholster. Premises estate of W. Lawrence, saddler. 1915 Muscott was a saddler & cycle agent, location unknown. Harry Muscott was still in business as a saddler in 1939. 1929 Mrs. T. Brown owner 1929-31 Ernest W. & H. Thompson 1936 Regent Café – proprietor P. Coutts esq. C.G. Caisley owner. In the 1939 directory Coutts is listed as a fishmonger. C.G. Caisley was well-known for his photographic documentation of Whakatane. 1950 Catherine Caisley estate. (b.1880 d.1947) ratepayer. 1957-77 Lyric Café – L. Luca 1996 building owned by Luca Family Partnership. 2000-01 Fred's Coffee House
<b>Historic themes represented</b>	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century Providing transport and access: Road transport Working: industry and commerce: Early and minor industries Working: industry and commerce: Farming and fishing
<b>Significance</b>	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.  The building is important for its use in saddlery repair and manufacture, basic crafts essential in small towns in New Zealand in the early 20 <sup>th</sup> century when horses were still a major means of transport and a power source on farms. The business run by Muscott also demonstrates the adaptation of saddlers to the new motor transport.
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1923,1929,1931</i> MSI Whakatane Museum and Gallery Archive Collection <i>Whakatane District Council Property File MS 142</i> Whakatane Museum and Gallery Archive Collection <i>Auckland Provincial directory 1939</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	12 & 13 of 47                      Lot 13 DP 11959
<b>Building (2007)</b>	124-128 The Strand, Whakatane. Parklane Building. Includes Laser Photos (Kodak Express), Metropolitan Café, Mortgage Mart, Flight Centre, Ray White Real Estate. Upstairs Taylor Design Architects, and M. Cecile Barrister & Solicitor. Formerly the Grand Theatre.
<b>Building name</b>	Parklane Building; formerly Grand Theatre
<b>History</b>	<p>c1923 – building dates from.</p> <p>1929-43 site of the Grand Theatre. Owners R.J. Kerridge &amp; H.B. Williams. The theatre had a stage and was used for local performances, High School functions, and talent quests. Heated by a coke fired furnace.</p> <p>1987 owner M.A. Woods. Arcade type premises on ground floor.</p> <p>1985-88 Langwoods One Hour Photography.</p> <p>1990 Laser fast photos.</p> <p>2000 Mr. &amp; Mrs. Douglas Wardlaw, owners</p> <p>2001 earthquake report – built prior to 1947 and used as a theatre; timber trusses suspend a corrugated iron roof; exterior walls un reinforced brick with columns supporting the trusses. Upper timber floor added 1967.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p> <p>Working: Industry and commerce: Expansion early 20<sup>th</sup> century</p> <p>Developing cultural institutions and ways of life: Social life, arts and entertainment</p>
<b>Significance</b>	<p>The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p> <p>The building is significant as one of the early theatres in Whakatane. With only two theatres or cinemas operating at any one time, the Grand Theatre was a major venue for shows, plays, films and meetings. It was associated with nationally well-known identities Robert Kerridge and H.B. Williams.</p>
<b>Period/date of Construction</b>	c1923
<b>Rarity or Special Features</b>	
<b>Integrity</b>	The building has been highly modified. The exterior façade and the interior spaces are not as originally designed
<b>Representative</b>	This is a good example of a provincial theatre. It demonstrates a growing demand for social and recreational activities in an expanding community.
<b>Context or Group</b>	It is one of a group of 1920s buildings in the main street. It is a significant large

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Value</b>	scale building in a continuous strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two picture theatres in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	An example of Neo-Georgian commercial architecture with exposed brick façade that featured simple classically derived decoration and special features such as the circular windows and balcony above the veranda.
<b>Designer/ Builder</b>	
<b>Source</b>	<i>Whakatane Borough Council Rates Books, 1929,1931,1941</i> MSI Whakatane Museum and Gallery Archive Collection <i>State Insurance Proposal Books, 29/92</i> MS 142 Whakatane Museum and Gallery Archive Collection <i>Whakatane District Council property file</i>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



Lot No.	11 of 47
Building (2007)	132 The Strand, Whakatane. Sassy Sisters; \$2 shop
History	1921-31 Price Merchandise Ltd. R.W. Price (b.1884 d. 1960). In the 1939 directory Price Merchandise Ltd is listed as still in business in Whakatane. General store formerly occupied by Beale Brothers. Butcher at one time. 1943 Price Merchandise, includes hardware
Historic themes represented	Governance, administration and land ownership: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: Industry and commerce: Expansion early 20 <sup>th</sup> century
Significance	The building is one of an intact group of significant buildings established on the north side of The Strand after the c.1912 reclamation of the foreshore, a major development that made possible the expansion of the town centre. The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had wharf operations in Whakatane, Thornton and Matata, responsibility for all matters to do with the port, including improving the harbour entrance.  It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s. At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.  The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.
Source	<i>Whakatane Borough Council Rates Books</i> , 1923,1929,1931,1941 MS1 Whakatane Museum and Gallery Archive Collection <i>State Insurance Proposal Books</i> 5/22, 30/81,29/92 MS 142 Whakatane Museum and Gallery Archive Collection <i>Whakatane Cemetery burial record</i> <i>Auckland provincial directory 1939</i>

THE STRAND SOUTH SIDE - AREA A



<b>Lot No.</b>	21 pt 2 Whakatane town
<b>Building name</b>	Commercial Hotel.
<b>Building (2007)</b>	39-43 The Strand, Whakatane. Art deco building Commercial Hotel on the site of the original Commercial. Floors including upper floor were concrete. All wall partitions reinforced concrete (also chimneys). Chipped brick fireplaces with tile surround. Stucco on all outside walls. Concrete interior walls rendered. Heart rimu architraves. Archway between entrance hall and foyer, and false arch at end of entrance hall. Doors walnut. Fanlight and transom above front door. Stair dado walnut.
<b>History</b>	<p>The first timber hotel on this site was transported from Waiorongomai to Whakatane after the gold rush was over in the Coromandel range. That town was abandoned as the minerals were a mixture of gold, silver, zinc, lead and copper that was difficult to refine. The hotel was dismantled and W. Griffiths took it by scow to Whakatane where it survived a difficult crossing of the Whakatane bar. It was then reassembled by W.P. Brown.</p> <p>1893 The first licensee E.L. Smith avoided delays to opening during reconstruction by installing a front door leading to an empty space which was sufficient to meet the requirements of the licence. His name could go above the door. He must have come from Opotiki as Edward Louis Smith, hotelkeeper, was on the electoral roll there in 1893.</p> <p>1893 Commercial Hotel licensee was E.L. Smith followed by Godkin to J.H. Spurr in 1898. Others were Billy Regan, A. Nation, T. Hendry, and C.E. Young who was the last licensee of the old hotel. Thomas Godkin was a hotelkeeper at Drury in 1893 (E.Roll).</p> <p>William Regan, publican was in Franklin Road, Auckland in 1893 (E.Roll).</p> <p>1898 taken over by Campbell &amp; Ehrenfried. 1901 Howard to Cooney.</p> <p>1918 the Influenza Pandemic caused the death of Billy Regan and seven of the staff and guests.</p> <p>Te Kooti was said to be a patron of the hotel where he drank rum. Fulloon the native interpreter who was killed by the Hau Hau was first buried in the hotel grounds.</p> <p>Drovers kept their cattle in yards next to the hotel.</p> <p>The standards of accommodation and meals in the hotel were to a high standard in the 1930s. The waitresses lived in a cottage behind the hotel in Toroa Street, and the cook had a room there to rest between meals. The cottage would have been on part of Lot 36 or 37.</p> <p>1939 old building demolished and rebuilt as the New Commercial Hotel. Licensee H.E.Cucksley. Architects were Birr and Mirfield a well known Gisborne firm of architects. They were in practice in 1912 and were responsible for a number of substantial well design buildings in Gisborne including the Masonic Hotel (1915), and New Zealand Insurance Offices.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>1973 Consolidated Hotels Ltd. held associated parcels of land. Lot 3 DPS 86124 (39 The Strand); Lot 1 DP 27629 (41a The Strand; pt Lot 2 DP10937 (43 The Strand); pt Lot 1 DP 10937 (45 The Strand); Allot 46 DP 11978 (43a The Strand); Lot 2 DP26729 (38 Toroa Street); Allot 38 DP 18859 (34 Toroa Street); Allot 36 DP 18859;</p> <p><u>30 Toroa Street (lot 37)</u>. RM Stables stood on this corner. The Rotorua Motor &amp; Coach Co. commenced business in Whakatane in 1907, running a twice weekly coach to Rotorua and changing horses at Te Teko, Rotoma, and Moose Lodge on SH 30.</p> <p>1911 James Pyne was the manager, and Carr &amp; Walker the managing directors. 1917-1931 known as the Rotorua Motor Coaching Co. premises.</p> <p>1920 fire destroyed the RM Stables. When service cars took over from the coaches they used large Hudson cars.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Accommodation, tourism</p> <p>Working: industry and commerce: Expansion of the town's role as a service, business and social centre</p> <p>Building a new settlement: Architectural development in the late 1930s</p> <p>Developing cultural institutions and ways of life: Social life, arts and entertainment</p>
<b>Significance</b>	<p>The Commercial Hotel is part of an intact group of significant historic buildings on the Strand re-developed during the interwar period. The first Commercial Hotel, a wooden building on the same site, was established during a period of major development in the 1890s and played a major role in merchandising.</p> <p>Architecturally it is one of a few substantial two-storied buildings in Whakatane. It was designed by a prominent architectural firm based in Gisborne.</p> <p>It is a good example of the Art Deco style that incorporates features of Spanish Mission style which was also in vogue at the time of construction. Typical features are the streamlined curved balconies with the pan tiled roof edge.</p> <p>At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The building is a major landmark in the streetscape. It is highly visible when viewed along The Strand and marks the edge of the commercial heart of Whakatane Township.</p> <p>The building and its predecessor have been associated with major events and renowned personalities.</p>
<b>Period/date of Construction</b>	Inter War - 1939
<b>Rarity or Special Features</b>	A special feature as a hotel building type is the U shaped floor plan, designed to maximise light and air to the upper floor rooms.
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of hotels combining both entertainment and accommodation facilities, typical of those built in the 1930s. It represents a confidence in economic conditions and the prosperity of the times .
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion. It is one of two major hotel development in Whakatane in 1939. Its is part of a group with the neighbouring 1917 BNZ Bank.
<b>Diversity</b>	It is one of only two hotels in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or</b>	Fire and earthquake

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Vulnerability</b>	
<b>Architectural Qualities Style or type</b>	It is a good example of Art deco with Spanish mission motifs and decorative elements.
<b>Designer/Builder</b>	It was designed by a well known Gisborne architectural practice.
<b>Source</b>	<p><i>Bay of Plenty Beacon</i> 28 Apr 1939  <i>Whakatane Beacon</i> 11 Jan 1967            Mrs Lillian Jordan (who worked in Commercial dining room in 1930s)  <i>Historic Review</i>, vol.46, No. 2, Nov 1998.  <i>NZ Post Office Directory</i> 1911, 1927  <i>Bay Of Plenty Times</i>, 20 Mar 1893; 1 May 1893; 24 July 1895; 9 Feb 1898; 2 May 1898; 12 Oct 1898; 9 Dec 1901; 13 Aug 1906; 22 Mar 1907;  <i>Whakatane Borough Council Rates Books</i> 1917,1929,1931  <i>Glimpses of Whakatane's Past Monograph 18</i>, Whakatane District Historic Society, 1988  <i>Whakatane Museum and Gallery Archive Scrapbook</i>, Vol 2.  <i>Whakatane Archive, Transport Scrapbook, Vol 1, pg 18.</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

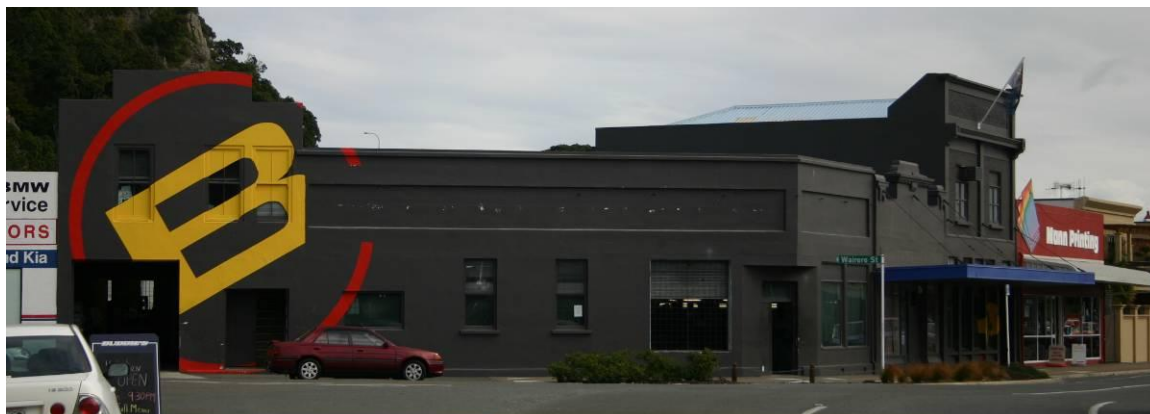


<b>Lot No.</b>	21 pt 1 Whakatane town Lot 1 DPS 87107
<b>Building name</b>	Commercial Hotel (former Bank of New Zealand)
<b>Building (2007)</b>	<p>45 The Strand, Whakatane</p> <p>2-storey masonry building originally built as a bank. Corner sites and classical styles were traditionally chosen by banks. Entrance on ground floor corner between sets of double pillars below a canopy. Double hung sash windows separated by pilasters of protruding masonry blocks with Doric capitals. A cartouche like feature with gabled pediment, frame and lion's head is repeated on the main block columns.</p> <p>There is an Italianate bay window above the corner entrance. The windows are all double hung sashes on this floor and have hood moulds. A cornice extends over each group of windows. A row of corbels completes the decoration below the upper cornice. The name of the Commercial Hotel is spelt out where the Bank of New Zealand would originally have been seen below the upper cornice. The present style of paint on the building picks out the architectural features.</p>
<b>History</b>	<p>1917 building erected for Bank of New Zealand. Manager's accommodation on first floor. Bank previously in rented premises in 48 The Strand. Bank moved from Wairere Street to Strand (west) in 1961.</p> <p>1937 Removal of balusters and parapet balustrade cap and plinth, parapet pedestals and ramped returns of Bank exterior.</p> <p>1939 became part of the New Commercial Hotel. Licensee H.E. Cucksley. History of the hotel included on page on 39-43 The Strand.</p> <p>1973 renovation of public bar</p> <p>1986 extension of Club Bar, Garden Bar.</p> <p>1988 A. Unsworth</p> <p><u>36 Toroa Street</u> (lot 38) There was a hall that was used as the Commercial Hotel sample rooms (display of goods by commercial travellers). In the 1930s the hotel porter and handyman used the hall dressing rooms for accommodation. Burnt down in 1945.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Expansion of the town's business as a service and social centre</p> <p>Building a new settlement: Architectural development in the late 1910s</p>
<b>Significance</b>	<p>The former BNZ is part of an intact group of significant historic buildings on the Strand re-developed during the interwar period. The first Commercial Hotel, a wooden building on the adjacent site, was established during a period of major development in the 1890s and played a major role in merchandising.</p> <p>Architecturally it is one of a few substantial two-storied buildings in Whakatane. The design is typical of bank buildings based on a Classical style incorporation Doric columns at the entry, a rusticated base, Ionic pilasters at the upper level, architraves with keystones to window surrounds and a bracketed cornice line.</p> <p>At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The building is a major landmark on a corner site in the streetscape, visible from the main wharf and centre of trade at the time it was built. It was designed to make an impression of solidity and reliability, as befitted a bank.</p>
<b>Period/date of Construction</b>	1917

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Rarity or Special Features</b>	This is the only purpose built bank premises remaining in Whakatane dating from the early part of the 20 <sup>th</sup> century. .
<b>Integrity</b>	Generally the exterior is as originally designed apart from alterations to the parapet. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of a BNZ bank building, that was once common thought major and provincial centres in New Zealand
<b>Context or Group Value</b>	It is a landmark building located at the end of The Strand, and forms part of a group with the neighbouring 1939 Commercial Hotel and is a significant corner building.
<b>Diversity</b>	It is the only traditional bank building in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of Classical Style of the early 20 <sup>th</sup> century architecture.
<b>Designer/Builder</b>	
<b>Source</b>	<i>Whakatane District Council property file 5170/0041/000</i> <i>Whakatane Borough Council Rates Books 1917,1923, 1929, 1931 MS1 Whakatane Museum and Gallery Archive Collection</i> <i>Bay Of Plenty Beacon, 11 Sep 1945, 10 Apr 1961</i>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	12 B & 12B pt, 12B pt 2 Whakatane town
<b>Building Name</b>	The Beacon
<b>Building (2007)</b>	Beacon 47-51 The Strand, Whakatane One and two storey masonry buildings with façade.
<b>History</b>	<p>1899 the first newspaper was the <i>Whakatane Times &amp; Opouriao Advocate</i> – lasted 2 months                      1907 <i>Whakatane County Press</i> operated in a galvanised iron building near the Rock (building later Para Rubber)                      1919 published from Commercial Chambers on the Strand.                      1924-26 moved to present premises                      1927 Beckett &amp; Bullen were newspaper proprietors.                      1939 became <i>Bay of Plenty Beacon</i>.                      1966 became <i>Whakatane Beacon</i>.                      1995 verandah across all of Beacon premises installed.</p> <p>Bank of Australasia were tenants and E.W. Beckett, newspaper proprietor was the owner. 1911 Owned <i>Whakatane Press</i>.</p> <p>One storey building on corner of Wairere Street on east was J. Green &amp; Son, men's and boys' outfitters. E Green there 1927. John Green (b.1843 d.1940)                      The ground floor was retail and included Franklins' Emporium, formerly Bramleys and was also J. Patterson's first shop (drapers).                      1915 Jim Bracken advertising hairdresser, tobacconist, and billiard saloon – three tables. (In Directory from 1912)                      1917-23 James H Bracken, tobacconist and billiard room proprietor was occupier/owner. Chiltern's Dining Rooms were round the corner in Wairere Street.</p> <p>1956-1964 TAB then became Beacon printing room.                      1923-1927 Harron &amp; Fraser, solicitors were occupiers of part of the building. P.Arthur Harron was a solicitor in Whakatane from at least 1911.                      1927-31 J. Green &amp; Son, men's and boys' outfitters (sign on façade) E.L. &amp; J. Green,</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>ratepayers for pt 1 of lot 12B 1929-31 G.S Whitesides - occupier.</p> <p>1962 Public Trust Office occupiers were doing alterations. New façade and change to interior partitions.</p> <p>1964 Public Trust premises became Beacon printing room.</p>
<b>Historic Themes</b>	<p>Creating an infrastructure: Information services: newspaper</p> <p>Working: industry and commerce: Expansion of the town's role as a service, business and social centre</p> <p>Building a new settlement: Architectural development in the 1910s</p>
<b>Significance</b>	<p>The building is well-known as being the home of the <i>Beacon</i> newspaper that played a major role in the lives of the community.</p> <p>The Beacon building is part of an intact group of significant historic buildings on the south side of the Strand developed during the interwar period.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p> <p>The building represents a period of expansion and diversification in the development of the town as a commercial centre, being built for multiple occupation by retail tenants.</p> <p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s.</p>
<b>Source</b>	<p><i>NZ Post Office Directory</i> 1911, 1927  <i>Whakatane District Council property file</i>  <i>Whakatane Borough Rates Book</i> 1917, 1923,1941 MS1 Whakatane Museum and Gallery Archive Collection  <i>Whakatane Museum and Gallery Archives Scrapbook Advertisements</i> 27/10/1915  <i>Wises NZ PO Directory</i> 1912</p>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	12A Whakatane town	Sec 12A Whakatane town
<b>Building name</b>		
<b>Building (2007)</b>	Mann Printing (1994) Ltd, 53-55 The Strand, Whakatane One storey commercial building with verandah.	
<b>History</b>	<p>1914 established. J Franklin, drapery, clothing, boots &amp; shoes. Formerly J. Brambley drapery and shoe shop. Brambley was listed as bootmaker in the 1906 Wises NZ PO Directory.</p> <p>November 1915 – Alice Franklin, wife of Mr. John Franklin, a well known businessman of Whakatane, and their two year old child apparently drowned. The woman's body was found in a pool at the base of the cliffs. The child has not been found. (AWN)</p> <p>1923-1931 John Franklin, retail draper.</p> <p>1948 used to be 108 The Strand. J. Franklin's shop occupied by Mr. Whittaker.</p> <p>1960 Wairaka Motors (W.E. Chapman) had been Grant's old auction mart.</p> <p>1980 owner John Williams, 9 Appenzell Drive.</p> <p>1980 Mann Printing (L.K. &amp; R.G. McKeown ) removed shop front. Jos van de Laar, photographer 1981.</p> <p>1993 Mann Printing</p> <p>1997 verandah on building.</p>	
<b>Historic Themes</b>	<p>Working: industry and commerce: Expansion of the town's business area</p> <p>Building a new settlement: Architectural development</p>	
<b>Significance</b>	<p>It is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1920s.</p> <p>The building has been associated with well-known retailers such as Franklin's drapery.</p>	
<b>Source</b>	<p><i>Whakatane Borough Rates Book</i> 1923-29,1931 MS1 Whakatane Museum and Gallery Archive Collection</p> <p><i>NZ Postal Directory</i> 1906, 1927</p> <p><i>Whakatane Museum and Gallery Archives Scrapbook Advertisements</i> Whakatane County Press 27/0/1915, Scrapbook Whakatane No.1.</p> <p><i>Whakatane District Council Property File</i></p> <p><i>Glimpses from Whakatane's Past</i> monograph 18, Whakatane District Historical Society, 1988 p.93</p> <p><i>Auckland Weekly News</i> 25 Nov 1915, p.32.</p>	

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	5,6, & 7 Whakatane town
<b>Building name</b>	Whakatane Hotel
<b>Building (2007)</b>	<p>Whakatane Hotel, 77-79 The Strand, Whakatane</p> <p>Two-storey masonry building facing the corner with wings in both streets. Accommodation on first floor. The Art Deco design is evident in the exterior design of the hotel. The façade above the main entrance on the corner of The Strand and George Street is decorated with simplified classical columns each with a plaster shell motif at the top. There is a similar decoration part way along the Strand wing of the building.</p>
<b>History</b>	<p>The first hotels in Whakatane were stores that sold liquor from a counter in the shop, and had living quarters attached. Te Kooti sacked the town in 1869 and the first buildings were burnt down.</p> <p>1874 Joseph Merritt had the licence for the Whakatane Inn, later Hotel. On the 1893 electoral roll for Bay of Plenty, Joseph Merritt of Whakatane is listed as a settler.</p> <p>1879 bought by George Simpkins and connected to Simpkins Store. Daughter Eliza Simpkins married John McAlister (b.1852 d. 1924) and her father gave them the hotel as a wedding present.</p> <p>It was opposite the (second) wharf and the publican generally ran the ferry. There were stables behind the hotel.</p> <p>1882 Wrigley.</p> <p>1883 J. McAlister. John McAlister is listed as a publican in the 1893 Bay of Plenty Electoral Roll and in 1895 listed as farmer, Whakatane, in the Auckland Directory.</p> <p>1884 T. Dabrell</p> <p>Other licensees included Mclvor, Howard, and Cooney.</p> <p>Early photographs show a cottage on the east side of the hotel. There was one on this site built by J. McAlister and said to have been the home of the first teacher at the European school.</p> <p>1900 the timber two storey hotel was built. The original hotel was built on Lot 5.</p> <p>1909-1920 F.T. Howard licensee. It was known as Fortune's Hotel when owned by Henry Fortune. (b.1867 d.1920) .</p> <p>1929 licence held by A Hayter.</p> <p>1939 the present day hotel was built costing 30,000 pounds for Hancock &amp; Co. This was built over lots 5, 6, and 7 with the main entrance on the corner. An Art Deco style.</p> <p>The hotel was designed by Auckland Architect Robert B Young. Young also worked on other hotels in Newmarket and the Royal Hotel, Hamilton</p> <p><u>Lot 6</u></p> <p>T. Savage erected the original building on the corner on Lot 6 for Capt. Bluett as a general store. Thomas Savage, storekeeper, Whakatane appears in the 1895 Auckland Directory. There was a Thomas Savage a native interpreter in Whakatane in 1911, however, there had been a Thomas George Savage, carpenter of Opotiki on the Bay of Plenty Electoral Roll in 1893. Henry Peter Bluett of Whakatane, settler was also on the roll.</p> <p>1908 Ramsons General Providers.</p> <p>1916 M. Ramson the Whakatane Store, Grocer &amp; Draper.</p> <p>1917 Maynard Ramson's store was on the corner. Ramson was ratepayer.</p> <p>1920-23 now owned and occupied by Peter Lury. – second-hand business, draper – Lury Leeds at one time.</p> <p>1920 S.Tippett, dentist, had rooms in the building. He had been in Whakatane from at least 1912.</p> <p>1935 Hamill Bros. Motor showroom in corner building.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>1939 new hotel built. 1993 bar refurbished. Still owned by Hancock &amp; Co. 1999/2004 - owned by Whakatane Properties Ltd.</p> <p><u>Lot 7</u> is the wing of the hotel in George Street. 1917 Walter Semmens, general carrier owned and occupied this site. (b.1873 d.1954) 1916 Captain Bluett had a grain store here. 1920 NZ Loan &amp; Mercantile Co. had an office and grain store on this site. 1929-31 occupier/owner was Harry Greig. 1935 H.O. Garaway, accountant, had his office in a building that could have been the former NZ Loan &amp; Mercantile premises. Two old houses at rear of section. F.A.S. Clarke's automotive engineers workshop follows, then Wheelers' Garage next to W. Francis' blacksmiths going south down George Street.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Accommodation, tourism</p> <p>Working: industry and commerce: Expansion of the town's role as a service, business and social centre</p> <p>Building a new settlement: Architectural development in the late 1930s</p> <p>Developing cultural institutions and ways of life: Social life, arts and entertainment</p>
<b>Significance</b>	<p>The Whakatane Hotel is part of an intact group of significant historic buildings on the Strand re-developed during the interwar period.</p> <p>The building represents a long continuum of hotels on this site since the 1870s, enlarged and rebuilt as the town developed. It played a major role in merchandising as well as accommodation of visitors.</p> <p>Architecturally it is one of a few substantial two-storied buildings in Whakatane. In terms of scale and size it is one of the largest. It is an exemplary example of the Art Deco architecture featuring many typical decorative motifs associated with this style. The interior maintains many original Art Deco features and contributes significantly the grandeur and authenticity of this building.</p> <p>At the height of its development Whakatane commercial centre provided for practically all of the supply, service, entertainment and social needs of the community and surrounding district.</p> <p>The building is a major landmark in the streetscape, the original building built to face the wharf and on a conspicuous corner.</p> <p>The building and its predecessors have been associated with major events and renowned personalities.</p>
<b>Period/date of Construction</b>	1939
<b>Rarity or Special Features</b>	
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior is also generally original.
<b>Representative</b>	This is a good example of a hotel, combining both entertainment and accommodation facilities, typical of those built in the 1930s. It represent a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion. It is one of two major hotel developments in Whakatane in 1939. Its is a significant corner building and 'bookends' a strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two hotels in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or</b>	Fire and earthquake

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Vulnerability</b>	
<b>Architectural Qualities Style or type</b>	It is an exemplary example of Art Deco style featuring many motifs and decorative elements.
<b>Designer/ Builder</b>	It was designed by a Auckland architect Robert Young
<b>Source</b>	<p><i>Auckland Directory</i> 1895  <i>Glimpses from Whakatane's Past</i>. Monograph 18, Whakatane District Historical Society, 1988, P.7  <i>Whakatane County Press</i>, 21/1/1909, 22 /1/1938,  <i>Whakatane Museum and Gallery Archive Scrapbook</i>, Vol 2.  <i>Bay of Plenty Beacon</i>, 22 Jan 1938, 19 Mar 1939, <i>Whakatane Beacon</i> 18 Jan 1989  <i>NZ Post Office Directory</i> 1911  <i>Whakatane Borough Council Rates Book</i> 1917, 1923, 1929, 1931 MS1 Whakatane Museum and Gallery Archive Collection  <i>Whakatane Cemetery burial record</i>  <i>Bay Of Plenty Times</i>, 4 Apr 1874; 24 June 1874; 4 Sep 1875; 13 Sep 1876; 19 Oct 1878; 8 Feb 1879; 16 Oct 1879; 28 Jan 1898; 12 May 1882; 16 Aug 1882; 4 Dec 1882; 3 Feb 1885; 14 Nov 1894; 4 Jan 1895; 27 Nov 1905; 2 Dec 1908;  <i>State Fire Insurance Proposal Books</i> 4/34,4/37,19/5 MS 142 Whakatane Museum and Gallery Archive Collection</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	4 pt 2 Whakatane town
<b>Building name</b>	Dumergue's Building
<b>Building (2007)</b>	89 The Strand Dumergue's building was 11 feet from Fortune's Hotel due to a right-of-way. 1916. Built of corrugated iron (roof & walls) and asbestos (walls). This may have previously been the first sample rooms for the Whakatane Hotel.
<b>History</b>	1915 Dumergue was a produce merchant, & insurance agent. Sold grass & garden seed. Also golf clubs. Edward W Dumergue had a store and office. Mrs. Nicholas, a tailor had part on west of front door, with a shop and workroom. He built a sample room at the back of the lot. 1916 a timber storage building built onto the front store linking it to the sample rooms. Mrs Nicholas not there. 1929-31 Mrs. E.C. Campbell (Mrs. Owen Campbell) ratepayer. 1939 now Campbell's Building with a concrete parapet wall on the west side. Businesses on street frontage were E. Flowers and Mrs. Woods.
<b>Historic Themes</b>	Working: industry and commerce: Expansion of the town as a service and social centre with a variety of businesses  Building a new settlement: Architectural development in the 1910s-30s
<b>Significance</b>	The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1930s.  It represents those buildings built for occupancy by multiple retail tenants.
<b>Source</b>	<i>State Fire Insurance Policy Books</i> 1/46,1/54,2/138,14/99 MS 142 Whakatane Museum and Gallery Archive Collection <i>Whakatane Borough Council Rates Book</i> 1917,1929,1931 MS1 Whakatane Museum and Gallery Archive Collection <i>Whakatane Museum and Gallery Archives Scrapbook</i> Advertisements Whakatane County Press 27/10/1915

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	pts 1 & 2 of Lot 4, 4 pt 1 Whakatane Town Lot 1 DP10175 of Sec 4
<b>Building name</b>	McGarvey's
<b>Building (2005)</b>	89-93 The Strand, Whakatane. Dawson & Carter Menswear. Also men's hairdresser and Main Street Café. One storey retail building.
<b>History</b>	<p>The building adjacent on the west side of Fortune's Hotel (the first Whakatane Hotel) for ease of identification will be called in this report, Dumergue's Building (pt. 2) and the next building west, McGarvey's (pt. 1). The modern building of Dawson &amp; Carter straddles both these sites.</p> <p><u>McGarvey's.</u></p> <p>1895c – McGarvey's Building erected according to insurance proposal dated 1915. He is listed as storekeeper, Whakatane, that year in Auckland Directory.</p> <p>1915 D. McGarvey's Store with a dwelling at the rear. Produce merchant and general dealer. He was an agent for Commission Agents in Auckland dealing in maize, oats, potatoes, and chaff. William McGarvey was a farmer. West side of building was B. Butler fruiterer. Timber building with iron roof. Jane Elizabeth McGarvey was on the 1893 electoral roll when women gained the vote.</p> <p>1916 now Thompson's Fruit Store.</p> <p>1921 Shenken's fruit store</p> <p>1923-31 Hyman Shenken occupied the store while owned by D. McGarvey. Fruit store.</p> <p>1932 Gibberd Draper and Phillips &amp; Co. hairdressers and H.C. Tipper fruiterer &amp; tobacconist.</p> <p>1923 H. Shenken and D. McGarvey</p> <p>c1925 a new building probably built about this time.</p> <p>1929-31 H. Shenken</p> <p>1940 concrete walled, iron roof building. George Dawson Ltd. Estate of H. Shenken. Insurance proposal states building 15 years old.</p> <p>1945 Monte Carlo Milk Bar – art deco (C.L. Jordan)</p> <p>1950 Whakatane Milk Bar Ltd – owned by K.A. Needham (Shenken Estate)</p> <p>1975 still Monte Carlo – owners Dawson &amp; Carter (since 1950s)</p> <p>1996 M.E. &amp; L. Reynolds – Monte Carlo becomes Main Street Café.</p> <p>1997 Owner of building – Carter Associates / occupiers Reynolds.</p> <p>2001 Main Street Café – Creative Hospitality Ltd.</p> <p>2002 Whitianga Hotel Investments apply for liquor licence. Manager Maxine Hanright.</p> <p>1950s present owners bought building. Part had been Self Help and a milk bar. Could have been Hyman Shenken's confectionary shop at some point.</p> <p>The existing building appears to be the building constructed around the mid 1920s. The front façade has been modified with current signage.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Expansion of the town as a service and social centre with a variety of businesses</p> <p>Building a new settlement: Architectural development in the 1920s</p> <p>Developing cultural institutions and ways of life: Social life, arts and entertainment : café and milk bar</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Significance</b>	<p>The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre in the late 1890s-1930s.</p> <p>It represents those buildings built for occupancy by multiple retail tenants.</p> <p>The building has been associated with a succession of well-known business people and as a milk bar and café has played a prominent role in the social life of the community.</p>
<b>Source</b>	<p><i>Auckland Directory</i> 1895  <i>Whakatane Museum and Gallery Archives Scrapbook</i> 5, and 1990 Suffrage Scrapbook p.23; <i>Scrapbook Advertisements</i> Whakatane County Press 27/10/1915  <i>Whakatane District Council Property File</i>.            State Fire Insurance Proposal Books 25/67, 1/46, 1/49, 1/50, 1/54, 2/138, 14/99, 4/49            MS 142 Whakatane Museum and Gallery Archive Collection            Mrs Lillian Jordan.  <i>Whakatane Borough Council Rates Books</i> 1917,1923,1929,1931 MS1 Whakatane Museum and Gallery Archive Collection  <i>Glimpses from Whakatane's Past</i> monograph 18, Whakatane and District Historical Society, 1988</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	Lot 3 pt Whakatane town pt lot 3 DP 13030
<b>Building (2007)</b>	95 & 97 The Strand, Whakatane DMQ Lawyers. 2 Storey commercial building and part one storey retail.
<b>History</b>	1982 Countrywide (Building Society) 1992-2004 Housing NZ Neighbourhood Unit (now vacated) 2004 Easy Loans. First floor DMQ Lawyers One storey retail – Salvation Army Family Store – owned 1981 by Appenzell Family Trust
<b>Historic Themes</b>	Building a new settlement: Architectural development
<b>Significance</b>	
<b>Source</b>	<i>Whakatane District Council Property File</i>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	3 Whakatane town. pt Lot 3 DP 13030
<b>Building name</b>	Cinema Five complex, former Regent Theatre, site of former King's Theatre
<b>Building (2007)</b>	99 The Strand, Whakatane
<b>History</b>	<p>King's Theatre on this site dates back before the reclamation of the north side of the Strand.</p> <p>1914 had a sign on wall for Limbrick, Land and Stock agent.</p> <p>Showed silent movies, also visiting stage shows.</p> <p>1911 Singer Te Rangi Pai was one of the artists who performed on the stage.</p> <p>1914 Lodge Whakatane No. 198 constituted. Hall being erected on site of theatre by Merito Hetaraka (chief). Owners agreed to have a suitable upstairs room above front entrance and another room for the exclusive use of the lodge.</p> <p>1916 W. Thompson, confectioner in shop at front of theatre.</p> <p>1918 Peter Lury, draper &amp; jeweller in shop next to Thompson.</p> <p>1919 Might be date of fire in theatre.</p> <p>1937 present theatre built.</p> <p>1954-89 N. Hendricks was the manager of both the Grand Theatre (on the opposite side of The Strand) and the Regent. Former heated by a coke fired furnace and Regent by a coal fired furnace.</p> <p>1995 twin cinema complex developed.</p> <p>1999 Whakatane Theatre Ltd.- Roger Claridge</p> <p>2002 Cinema Five – Robert van Beek.</p>
<b>Historic Themes</b>	<p>Developing cultural institutions: theatre and cinema</p> <p>Building a new settlement: Architectural development</p> <p>Working: industry and commerce: Expansion</p>
<b>Significance</b>	<p>The theatre represents the growing population and its need for a substantial theatre and cinema in the late 1930s. Alterations and developments show the continuing interest in cinema-going by the local and district communities. The site has been the location of theatre and performance venue since the early part of the 20th century. The site has also been associated with early cultural institutions, being the location of the Masonic Lodge rooms.</p> <p>The building is part of an intact group of significant historic buildings on the south side of the Strand developed during the interwar period.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. The façade design features Art Deco motifs with simple low relief plaster details, chevron patterned glazing bars to windows and stepped side parapet walls. The shop front retains original timber detailed windows and doors.</p> <p>The theatre demonstrates Whakatane's place as a service and recreation centre for the wider district.</p>
<b>Period/date of Construction</b>	1937
<b>Rarity or Special Features</b>	.
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior has been altered with the twin cinema development in 1999. It retains some original shopfront.
<b>Representative</b>	This is a good example of a provincial picture theatre typical of those built in the 1930s. It represents a confidence in economic conditions and the prosperity of the times.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion in the late 1930s. It is one of two picture theatres in the main street (the other was The Grand). It is a significant large scale building in a continuous strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two picture theatres in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of Art Deco style featuring motifs and decorative elements.
<b>Designer/ Builder</b>	
<b>Source</b>	<p>Whakatane Museum and Gallery Archive <i>Scrapbook advertisements - Whakatane County Press</i> 21/3/1911  <i>Bay Weekend</i> 24 Jan 1948  <i>Whakatane District Council Property File</i>  <i>Lodge Whakatane No. 198 50<sup>th</sup> Anniversary</i> (Gisborne: 1964)  <i>State Fire Insurance Proposal Books</i> 1/18, 2/190 MS 142 Whakatane Museum and Gallery Archive Collection</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	Pt Lot 2 Whakatane town DP 19034
<b>Building name</b>	Loan & Mercantile Building
<b>Building (2007)</b>	Seabreeze Souvenirs & Crafts, 101 The Strand, Whakatane Two-storey masonry building. Retail on ground floor
<b>History</b>	<p>1916 one storey retail building that included W. Lawrence, saddler and Tailor. There was a blacksmith shop at the rear opening on to what is now Canning Place.</p> <p>1929 NZ Loan &amp; Mercantile, ratepayer.</p> <p>1936 first floor added to building for NZ Loan &amp; Mercantile Co.</p> <p>1937 NZ Loan &amp; Mercantile staff photo in front of building in scrapbook. L. Sisam manager.</p> <p>1981 by now occupied by Dalgety's.</p> <p>1995 The Furniture Store Seabreeze Souvenirs &amp; Crafts</p> <p>Upstairs was Thai Café. Now (2005) NZ Educational Tours &amp; Chocolate Fern Co.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Expansion</p> <p>Working: industry and commerce: Farming support</p> <p>Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of an intact group of significant historic buildings on the south side of the Strand developed during the interwar period.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane. Designed in an Art Deco style with classical detailing the building incorporates simplified pilasters with rudimentary fluting, supporting a plane flattened entablature and cornice. The centralised stepped flag pole mount provides a suitable Art Deco design motif.</p> <p>The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre for the farming industry in the late 1890s-1930s.</p>
<b>Period/date of Construction</b>	1916 and 1936
<b>Rarity or Special Features</b>	.

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Integrity</b>	The exterior upper level is as originally designed. The ground floor shop front has been altered.
<b>Representative</b>	This is a good example of a more substantial 2 storied commercial retail main-street building.
<b>Context or Group Value</b>	It is one of a group of Art Deco buildings constructed in Whakatane during a time of expansion in the late 1930s. It is a significant building in a continuous strip of commercial buildings on The Strand.
<b>Diversity</b>	It is one of only two picture theatres in Whakatane where most historic buildings are commercial retail outlets
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a good example of Art Deco incorporating restrained Classical elements.
<b>Designer/ Builder</b>	
<b>Source</b>	Mrs Lillian Jordan. Whakatane District Council Property File Whakatane Museum and Gallery Scrapbook No.2

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



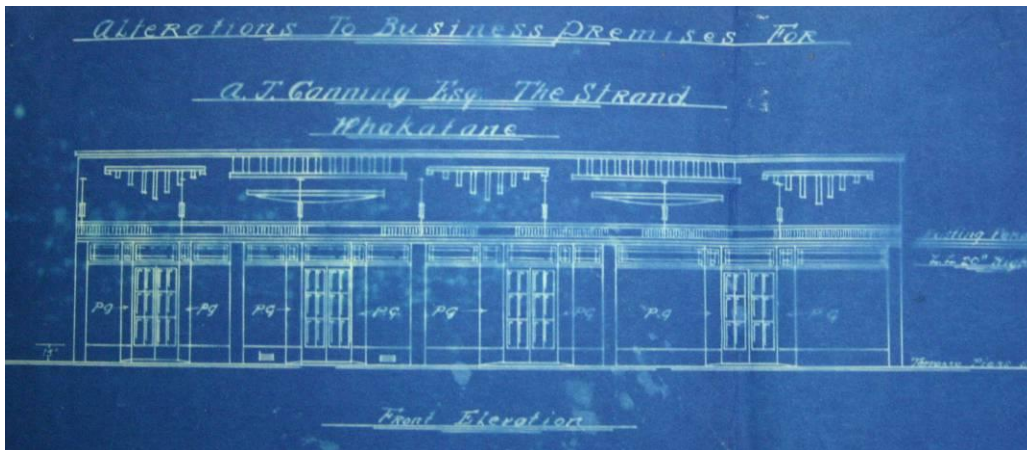
<b>Lot No.</b>	
<b>Building (2007)</b>	107 The Strand, Whakatane. York Shoes & Bridal Wear. Spokes Quality Cycles.
<b>History</b>	1938- Goodwin – Application to extend auction Mart to Clifton Road. May 1937 – New Store Room 29 September 1939 – Specification to remodel block of 4 shops for AJ Canning. Specification prepared by Boon Sullivan and Luke
<b>Historic Themes</b>	
<b>Significance</b>	
<b>Source</b>	Whakatane District Council Property File

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	Pt 1 of 2 Whakatane town Lot 2 DP 125
<b>Building (2007)</b>	Whitcoulls, 111 The Strand, Whakatane. 330 square metres of shop.
<b>History</b>	<p>Might have been I.L. Harwood 1917 and Walter Semmens.</p> <p>1954 plans were drawn up for J.R. McKenzie Ltd. by architect C.H..D. Porter of Tauranga.</p> <p>McKenzies were a national chain of variety stores like Woolworths. The building replaced three old shops on The Strand frontage and the old brick bakehouse in Clifton Road. (Canning Place). Moore's shop had been on east and Farmers Trading Co. on west.</p> <p>Deka who had taken over from Woolworths were here for some years.</p> <p>1994 store fitted out for Whitcoulls.</p>
<b>Historic Themes</b>	Working: industry and commerce: Expansion of the town as a service and social centre.
<b>Significance</b>	<p>The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre, attracting the notice of a major retail chain.</p> <p>It represents those buildings re-built in permanent materials replacing the former wooden structures.</p> <p>The building has associations with the retail chain McKenzie's which was an integral part of the shopping scene in many New Zealand towns.</p> <p>The building was designed by Tauranga architect CHD Porter. Porter is know to have designed Crathie Rest Home, Devonport Rd</p>
<b>Source.</b>	<i>Whakatane District Council Property File</i>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



Source: WDC Property File

<b>Lot No.</b>	
<b>Building (2007)</b>	Circa 1920-30s Salon 113, and Harvey World Travel, 113 The Strand, Whakatane One storey retail premises. Façade Art Deco (painted blue 2005)
<b>History</b>	Plans prepared for alteration for AJ Canning. It appears that the remaining building is part of the 4 shops redeveloped for AJ Canning noted on property file 107 The Strand (refer above) The Building to the east (111 The Strand), appears to have been constructed next to this building, with part of the façade removed.
<b>Historic Themes</b>	Working: industry and commerce: Expansion of the town as a service and social centre.
<b>Significance</b>	The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre, attracting the notice of a major retail chain.  It represents those buildings re-built in permanent materials replacing the former wooden structures.
<b>Source</b>	Whakatane District Council Property File

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



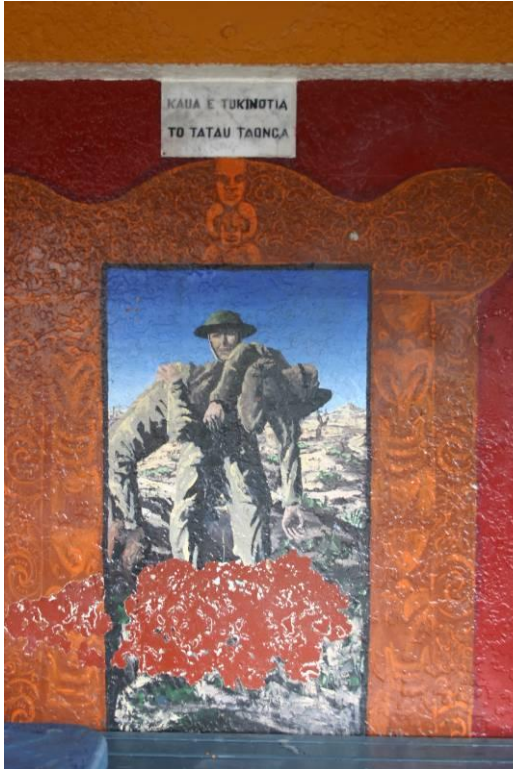
<b>Lot No.</b>	1 Whakatane town
<b>Building name</b>	Canning's Building
<b>Building (2007)</b>	115 The Strand, Whakatane.
<b>History</b>	<p>The store known as George Creeke's, was built on this part of The Strand. Creeke bought it from the Simpkins family.</p> <p>1840s George Simpkins opened his first store at Pupuaruhe near present site of Board Mill.</p> <p>1853 he had moved to the Strand and bought Tapsell's store. That building was burnt down by Te Kooti.</p> <p>1872/73 Simpkins was listed in Wisers NZ Commercial Directory as store and hotel keeper.</p> <p>1873 first Whakatane Post Office located in Simpkins store, and the first wharf was on the river opposite the store.</p> <p>1879 George Simpkins retired and a nephew with the same name took over.</p> <p>1880s (late) store sold to George Creeke (b. 1852 d.1957)</p> <p>1895 George Creeke listed as storekeeper, Whakatane, in the 1895 Auckland Directory.</p> <p>1907 P. Creeke advertising he was draper, grocer, baker, and general storekeeper.</p> <p>1913 store sold to Alexander John Canning (b.1875 d.1957) who was a baker and general merchant. He established an electrical and household furniture business that lasted for many years and was sold in 1981. He was a Borough Councillor from 1921-23 and 1931-47. He founded the St. John's Ambulance Association in Whakatane and was a member of the Chamber of Commerce and the Winter Show Association.</p> <p>Narsay Jaram (b.1889 d.1963) tailor, outfitter, and general draper occupied one of the shops in Cannings Buildings in 1926.</p> <p><u>1931 Canning had 8 tenants</u> in the shops. From the Rock end No.1. was Farmers' Trading Company.</p> <p>No.2 shop was Hairdresser &amp; tobacconist with billiard saloon at rear. At one time Phillips, and later Stephen's Cameras.</p> <p>No.3. Jones Shoe Co.</p> <p>No.4 shop included A.J. Cannings bakery shop &amp; office, with the bakehouse a separate building at the rear.</p> <p>(No.8). Smallfield the printer, N. Jaram tailor and mercer, and J.W. Hobin's office.</p> <p>No. 5. Moore Cycles</p> <p>No.6. Wyllie retail draper</p> <p><u>1942 Canning had 5 shops insured.</u></p> <p>From the Rock end No.1. was Para Rubber Co. reinforced concrete with iron walls.</p> <p>No. 2. reinforced concrete – hairdresser &amp; billiard saloon.</p> <p>No. 3. reinforced concrete – boot &amp; shoe retail. R. Hannah.</p> <p>No. 4. timber &amp; plaster on wood – Farmers' Trading Co. – general store.; Strand Bakery – bakers retail; N. Jaram – clothier &amp; tailor; P. Smoljan – fish restaurant; R. Hannah &amp; Co. boot repair at rear of Farmers' Trading Co. Elite Café.</p>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>No.5. brick &amp; concrete – cycle, radio sale &amp; workshop.          Owner A.J. Canning – land agent &amp; State Fire agent, had Canning Auctioneering in eastern end of building next to NZ Loan &amp; Mercantile. The Strand Bakehouse was at the rear of the building in Canning Place.</p>
<b>Historic Themes</b>	<p>Working: industry and commerce: Expansion of the town as a service and social centre with a variety of businesses</p> <p>Developing cultural institutions and ways of life: Social life, recreation: Billiard hall</p> <p>Working: manufacture of food produce</p> <p>Environment: original shoreline</p>
<b>Significance</b>	<p>The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre. It is one of the buildings built of permanent materials that replaced existing wooden buildings. The building was designed to accommodate multiple retail tenants, replacing the single-purpose shops.</p> <p>The building and its predecessors have been associated with prominent business people since the earliest years of European settlement.</p> <p>The site with its store and its location directly across the road from the first wharf has been pivotal in the history of Whakatane from the 1830s when the store was run by Phillip Tapsell, the well-known trader and Pakeha-Maori. Subsequent owners George Simpkins senior, George Simpkins junior and George Creeke were synonymous with the name Whakatane for at least 40 years. The current building represents a long continuum of retail and trade on this site.</p> <p>Occupants of the building have included major retail chains such as Hannah's and Farmers Trading Company, familiar to many New Zealanders.</p> <p>The building is associated with AJ Canning who was a prominent businessman, borough councillor and member of charitable organisations and the local Chamber of Commerce.</p> <p>Cannings is part of an intact group of significant historic buildings on the south side of the Strand developed during the interwar period.</p> <p>The design of the building is a good example of a stripped classical style utilised for many commercial in the 1920s. A simple parapet wall with a pediment profile features simplified flattened pilasters and cornice line that breaks the building into four bays. Within each bay is a raised cornice and decorative applied panel.</p> <p>The property was associated with a bakery, one of the few instances of manufacturing in the central business district.</p>
<b>Source</b>	<p><i>State Fire Insurance Books</i> 30/27,13/87, 13/93,30/23 MS 142 Whakatane Museum and Gallery Archive Collection          Whakatane Museum and Gallery Archives MS132 &amp; 142.  <i>Glimpses from Whakatane's Past</i> monograph 18, Whakatane and District Historical Society, 1981, p.4  <i>Whakatane County Press</i>, 20 Dec 1907  <i>Whakatane Cemetery burial records</i>  <i>Auckland Directory 1895</i>  <i>Wises NZ Commercial Directory 1872/73</i></p>

WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



IKAPUKU



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Lot No.</b>	
<b>Place name</b>	Pohaturoa and memorials
<b>Building (2007)</b>	Shelter by Rock.
<b>History</b>	<p>Pohaturoa is a special and sacred place for Maori and is a significant part of the cultural landscape: Pohaturoa and the flat rock Wharaurangi nearby were bases for important discussions. It is believed that Wharaurangi was the gathering place for the signing of the Treaty of Waitangi by Ngati Awa.</p> <p>It was the place where ceremonies of birth, death, war, tattooing and other important matters were performed. The karaka trees near its base are said to be the descendants of trees planted with seeds brought on the Mataatua canoe.</p> <p>Since Whakatane's development as a European settlement, Pohaturoa (also called "The Rock") has continued to be a focus for parades, public ceremonies, speeches and Anzac Day services. It was from Pohaturoa that the accession of Queen Elizabeth II was proclaimed. In 1927 Pohaturoa was dedicated as the County War Memorial to the men who fell in the First World War.</p> <p>In 1917 the Council and Chamber of commerce wanted to remove the rock and use the metal for road and fill. This was fiercely opposed by prominent local Maori politician Albert Stewart. He organised a protest by chiefs of the region who stood around the rock clad in their cloaks in protest against the proposal. Tiaki Rewiri spoke of the Maori claim to the rock. A petition to Parliament to save Pohaturoa was made by Gilbert Mair and Stewart was a signatory. The council eventually decided to keep the rock, and it has since become an important place for public ceremonies. The carved seat at the base was donated by Albert and Adeline Stewarts family.</p> <p>In 1934 Ngati Pukeko built a Memorial Shelter at the base of Pohaturoa. The shelter was built to commemorate members of Ngati Pukeko who served in the First World War; a plaque at the entrance to the shelter lists the soldiers' names. The shelter itself was opened by the Duke of Gloucester in 1934.</p> <p>On 21 December 1934 the Duke of Gloucester was accorded a reception at Whakatane during the afternoon. An excursion train arrived from Tauranga having picked up passengers at wayside stations, and was to return that night. The Honourable C. E. Macmillan, M.P. for Tauranga, attended the reception for the Duke. The Duke applied for a gentleman rider's license in order to ride in an amateur riders' event on New Year's Day at the Marton races.</p>
<b>Historic Themes</b>	<p>Developing cultural institutions: Spiritual needs: memorial</p> <p>Whakatane peoples and their interactions: Ngati Pukeko's involvement in WWI</p> <p>Developing cultural institutions: art</p> <p>Environment: original shoreline</p>
<b>Significance</b>	<p>Pohaturoa is the most culturally significant element within the township. It is sacred to Maori through traditional associations and for the wider community as a memorial precinct to both individuals and those that gave their lives in the World War I and II.</p> <p>It has particular associations with prominent individuals particularly Albert Stewart who was instrumental in preservation of the rock, and whose association is commemorated in the carved seat. In addition the obelisk commemorates Te Hurinui Apanui</p> <p>The Memorial Shelter represents the involvement of local iwi in wider international issues and their desire to acknowledge their men as contributing to the local and national war effort.</p> <p>The Memorial Shelter is a built reminder of the very high importance of the natural rock feature that has played spiritual, social and administrative roles in pre-European and post-</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>European settlement periods.</p> <p>The Shelter serves as a gathering place and shelter for members of the community and for visitors.</p> <p>The shelter incorporates both traditional Maori carved panels and painted murals of battle scenes.</p> <p>It forms part of a recognisable memorial precinct that includes Pohaturoa as WWI memorial and the obelisk commemorating Te Hurinui Apanui</p>
<b>Period/date of Construction</b>	<p>Various -</p> <p>Shelter 1934</p> <p>Memorial to Te Hurinui Apanui 1920s</p> <p>Seat - undated</p>
<b>Rarity or Special Features</b>	<p>Pohaturoa and the immediate area is a unique natural feature incorporating built memorials. It is unique in an urban area and significantly contributes the character of the central business area. It is the place of special significance as a memorial.</p>
<b>Integrity</b>	<p>The memorials are generally as originally designed. The original shelter roof has been replaced with pressed metal tiles</p>
<b>Representative Context or Group Value</b>	<p>Pohaturoa is closely linked with early Maori settlement and associations with Whakatane. It is closely associated with commemorative services marking the lives of Whakatane people lost in various wars. It is also associated with Albert Stewart, and his efforts to retain the landmark in the face of opposition from local council and business people in 1917. It is significant as an example of protest against loss of Maori heritage.</p> <p>The area has great group significance being the location of various memorials and plaques. These include the shelter and the carvings, Stewart carved memorial seat, granite memorial plaque, and memorial obelisk to Te Hurinui Apanui.</p>
<b>Diversity</b>	<p>Pohaturoa contributes greatly to the sense of place and is representative of the range of functions the township serves. It is a place of civic and commemorative significance located within the heart of the business area.</p> <p>It has had a significant influence on the location of the township, the land nearby being the first to be settled and having an ongoing impact on the pattern of growth and development of the township.</p>
<b>Fragility or Vulnerability</b>	<p>Potential threats include vandalism, and fire</p>
<b>Architectural Qualities Style or type Designer/ Builder</b>	<p>The shelter is a fine example of a simple building made unique by the incorporation of Maori carvings.</p> <p>The obelisk memorial is a good example of monumental masonry design</p> <p>The Stewart memorial seat is a unique example incorporating Maori carving</p>
<b>Source</b>	<p>Whakatane Museum and Gallery Archive <i>Scrapbook 5</i>  <i>Bay of Plenty Times</i>, December 21, 1934  <a href="http://www.dnzb.govt.nz/dnzb/">http://www.dnzb.govt.nz/dnzb/</a> Albert Stewart</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	1 Whakatane town
<b>Building name</b>	Hamill Brothers Showroom.
<b>Building (2007)</b>	Community Recreation Centre and Rock Pit Gym.
<b>History</b>	1936 - The building was constructed in by Boon Sullivan and Luke for Hamill Brothers Ltd as a car show room and offices. 1949 – Building consent applied for to roof over the lubrication depot. 1965 – Messrs R Mc Arthur and R McKay establish a restaurant and reception rooms.
<b>Historic Themes</b>	Working: industry and commerce: Expansion Building a new settlement: Architectural development
<b>Significance</b>	<p>G. &amp; M. Hamill commenced business in 1920 on this site). It grew from an auction mart to an Austin franchise. A 1961 advertisement shows Hamill Bros. were motor distributors of Vauxhall, Bedford and Chevrolet who also stocked used cars and trucks and vehicle parts</p> <p>Hamill Bros had a new showroom and offices built at no 43-45 Commerce Street in 1955 also built by Boon Sullivan and Luke. (See separate inventory record).</p> <p>The building is evidence of the consolidation, expansion and growth of Whakatane Township as an important service centre. It is one of the buildings built of permanent materials that replaced existing wooden buildings.</p> <p>The building is associated with the construction firm Boon Sullivan Luke who built many buildings in Whakatane.</p> <p>The design of the building is a good example of a art deco style utilised for many commercial buildings during a time of redevelopment and growth in the town. A simple parapet wall with a pediment profile features simplified flattened pilasters and cornice line that breaks the building into four bays. Within each bay is a raised cornice and decorative applied panel.</p>
<b>Source</b>	<i>Whakatane District Council Building records.</i>

HOUSES



<b>Lot No.</b>	30 Whakatane town DP 2419 Sec 30
<b>Building</b>	11 The Strand, Whakatane. Single storey dwelling. California bungalow style. White weatherboard, roof fibrolite sheets when built.
<b>History</b>	1923 the office of the Northern Steamship Company office was on this site. 1917-1923 Owners were Platt & McGregor (both farmers) 1929 occupied by C.E. Carr 1944 application to erect residence for Thomas Charles Hall. 1945-1978 still appears that Northern SS Co. have an interest in this property. 1967-1986 Mr. & Mrs. Smith 1987 Mr. N. Smith
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Building a new settlement: Housing Providing transport and access: Shipping
<b>Significance</b>	The property is associated with the early emphasis in Whakatane on coastal shipping for transport and trade, being one of the properties owned by the Northern Steamship Company.  The house is representative of the boom in Whakatane's population in the 1930s-50s which saw many new houses being built, often replacing less-substantial cottages.
<b>Source</b>	<i>Whakatane Borough Council Rates Books 1917-1929</i> MSI Whakatane Museum and Gallery Archive Collection <i>Whakatane District Council Property File</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	29 Whakatane town sec 29 Whakatane town
<b>Building (2007)</b>	13 The Strand, Whakatane. Single storey dwelling. Winstone clay tiled roof, weatherboard, interior gib board and fibrous plaster ceilings according to specifications. Original windows were three-light and have been replaced. Front door position also altered.
<b>History</b>	1917 owners W.T. Platt & T.S. McGregor (farmers) 1929 E.E. Carr owner 1931 C.E. Carr owner 1948 plans drawn for Robert Stewart Whittaker on allotments 28 & 29. 1949 garage built 1979 Mr Oppenhuis built another garage. 1986 Beverley Oppenhuis owner.
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Building a new settlement: Housing
<b>Significance</b>	The house is representative of the boom in Whakatane's population in the 1930s-50s which saw many new houses being built, often replacing less-substantial cottages.
<b>Source</b>	<i>Whakatane District Council Property File</i> <i>Whakatane Borough Council Rates Books, 1917,1929,1931</i> MSI Whakatane Museum and Gallery Archive Collection

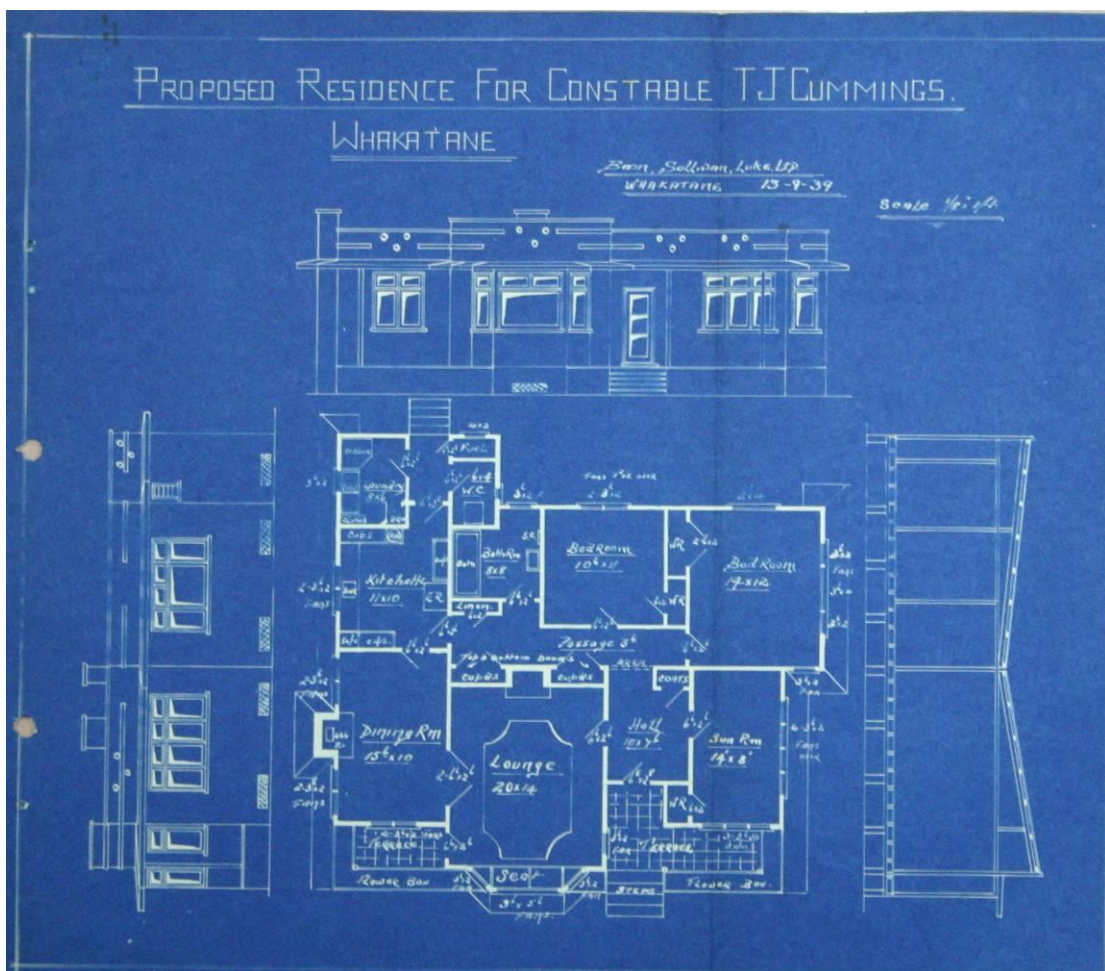
## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	Sec 27 Whakatane town
<b>Building (2007)</b>	19 The Strand, Whakatane. Single storey dwelling. White weatherboard colonial style house. Hexagonal room on west end. Windows on each of front walls of that room are two-light with three-light at head. Pair of similar windows on verandah. Front door has two vertical glass panels. Ornamental verandah posts with fretwork decorative brackets. Corrugated iron painted grey. Additions made at rear in late 1980s.
<b>History</b>	Style dates from pre-1900. In a 1991 application for a building consent the owner stated the house was 94 years old. i.e. c1897. 1893 Alfred Sisam; he was in the Armed Constabulary Force in BOP Electoral Roll of that year. 1894 Alfred John Sisam, postmaster – first name on the Certificate of Title. 1895 A J Sisam constable, Whakatane, in Auckland Directory. 1896 Sisam transferred title to Alice Browne (his daughter b.1871 d.1961) who had married William Parry Browne, carpenter. (b.1853 d.1941) Browne was a builder in Whakatane for many years. The Brownes had no issue. In 1910 and 1939 Wm P Browne listed as builder in directories. 1906 A J Sisam, farmer, Whakatane. Maria Sisam who was on the 1893 electoral roll, the year women first gained the vote, was Alice's mother. The title remained in Alice Browne's name until her executors Doris Mabel Symmans and Kenneth Charles Sisam (b. 1905 d. 1968) sold the property (probably niece and nephew). 1962 transferred to Robert Walter Hogg. 1983 Malcolm J & Margaret Canning owners. 1987-92 M.A. Stewart owner. He was a builder how living Ohope. Made additions at rear of house. 2004 Owners Murray & Dorothy Corney.
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Governance, administration and land ownership: Law and order: Police department Building a new settlement: Housing
<b>Significance</b>	The house is representative of Whakatane's more substantial housing in the late 1890s-early 1900s.  The house is associated with Alfred Sisam, who played important roles in the development of Whakatane, first as one of the Armed Constabulary, as Postmaster, and later as a farmer with large land-holdings in the district.  It is associated also with a prominent builder, William Browne, who worked in the district for at least 30 years.  The house is possibly one of the oldest remaining buildings in the study area. It is a good example of a Victorian Bay Villa.
<b>Source</b>	<i>Whakatane Borough Council Rates Books 1917-1929</i> MSI Whakatane Museum and Gallery Archive Collection <i>NZ Post Office Directory 1911, 1910</i> Whakatane Museum and Gallery Archives, <i>1990 Suffrage Scrapbook</i> p.23 <i>Whakatane District Council Property file</i> <i>Certificate of Title</i> Vol 34.folio 62. transfer no. 15401 <i>Whakatane Cemetery burial records.</i> <i>Wises NZ PO Directory 1906</i> <i>Auckland Provincial Directory 1939-40</i>



# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	35 Whakatane town	Sec 26 Whakatane town.
<b>Building (2007)</b>	23 The Strand, Whakatane. Dwelling Spanish mission style bungalow. From exterior appears to be unchanged. Exterior walls stucco. The roof is obscured by a parapet, and the plan shows the roof sloping to a centre gutter. Interior gib board, fibrous plaster ceilings, interior joinery rimu, interior doors Oregon, floors rimu or matai according to original specification. The exterior incorporates typical art deco 'streamlining motifs' on each corner of the parapet. Other decorative features are groups of three 'pipe ends' on the parapet.	

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	The exterior appears to be mostly original.
<b>History</b>	<p>1929 Apanui Te Hurunui owner, occupier Mrs. D. Stewart.  1939 the Art Deco house was designed and built for Constable T.J. Cummings (b.1874 d. 1944) by Boon, Sullivan &amp; Luke. He was constable in Whakatane from 1912 to 1940.  1940 Garage erected.  1949 H. Hepworth.  1959 R. McDonald.</p> <p>Rita McDonald (Warnop) from Thornton lived in it for years.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p>
<b>Historic themes represented</b>	<p>Whakatane peoples and their interactions: Land issues for Ngati Awa  Governance, administration and land ownership: Land management post-1865  Governance, administration and land ownership: Law and order: Police department  Building a new settlement: Housing  Working: industry and commerce: Building and construction industry</p>
<b>Significance</b>	<p>The house was designed by local firm who designed several commercial premises in the central business district. Designed in a style that featured both Moderne and Art Deco motifs the house is one of a group of buildings from this major period of growth and expansion in Whakatane.</p> <p>The house is associated with long-serving policeman T.J. Cummings.</p> <p>The house is representative of the boom in Whakatane's population in the 1930s-50s which saw many new houses being built, often replacing less-substantial cottages.</p>
<b>Source</b>	<p><i>Whakatane District Council Property File</i>  <i>Whakatane Borough Council Rates Books, 1929</i> MS1 Whakatane Museum and Gallery Archive Collection  Mrs Lillian Jordan.  <i>Whakatane Cemetery burial records.</i>  <i>Wises NZ PO Directory 1912</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	25 Whakatane town                      All DP 19184
<b>Building (2007)</b>	29 The Strand, Whakatane. Dwelling Two storey white weatherboard, red tiled roof, small paned windows.
<b>History</b>	1917 A.J. Canning occupier and Kingi Arahata owner. A.J. Canning was a prominent businessman, borough councillor and member of charitable organisations and the local Chamber of Commerce.  1923 owner & occupier was Henry Dent, boat builder. 1929-31 occupier James Martin, a painter. The present house was probably built in the 1940s. 1966-70 W. M. Snow. 1987 Jackie Wright & Russell Ellis. 1992 D.J. Plews.
<b>Historic themes represented</b>	Whakatane peoples and their interactions: Land issues for Ngati Awa Governance, administration and land ownership: Land management post-1865 Building a new settlement: Housing Working: industry and commerce: Early businesses
<b>Significance</b>	The property is associated with early Whakatane businessmen A.J. Canning, who owned one of the early general stores, and Henry Dent, one of the boat builders who supported the fishing and trading industries.  The house is representative of the boom in Whakatane's population in the 1930s-50s which saw many new houses being built, often replacing less-substantial cottages.
<b>Source</b>	<i>Whakatane Borough Council Rates Book</i> 1917, 1923, 1929, 1931 MS1 Whakatane Museum and Gallery Archive Collection <i>NZ Post Office Directory</i> 1927 <i>Whakatane District Council Property File</i> Mrs Lillian Jordan.

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



31 The Strand

33 The Strand

<b>Lot No.</b>	Pt 24 Whakatane town Allot. DP 19341 of pt Allot 24. all DP 19182
<b>Building (2007)</b>	31 & 33 The Strand, Whakatane. Dwellings. Two adjacent bungalows. No. 31 clad in fibrolite, poor condition. Was originally weatherboard. No.33 weatherboard.
<b>History</b>	<p><i>31 The Strand</i></p> <p>1909 E.P. Knowles fish shop including smoke house “also has a delivery cart”. Added a vegetable mart and a shooting gallery. Built by W. Browne in same block as Hawthorne’s Buildings. 1917 Edward Percy Knowles (b.1863 d.1948) was owner &amp; occupier. He was a fisherman. 1923 Mays &amp; Bjorngaard 1943 A.M. Hunter applied to build a washhouse. Property file includes a reply from the Ministry of Supply office of the Building Controller, Hamilton re Essential Buildings Work Labour Legislation whereupon modifications were ordered. (War time regulations). 1952 Mrs. Aileen Gibson. 1981 E. Campbell.</p> <p><i>33 The Strand</i></p> <p>1917 Archibald Clark &amp; Son, owner &amp; occupier 1929 J.S. Columb, manager of the Bank of New Zealand. 1939 appears to be a County Council house - additions and alterations. Separated into two flats. 1952 still a County Council house – addition at rear. 1995 owner made application to move house away.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Land management post-1865 Building a new settlement: Housing</p> <p>Working: industry and commerce: Early businesses</p>
<b>Significance</b>	<p>The houses are representative of the simpler cottages built in the area in the early decades of the 20th century.</p> <p>The house at #31 is associated with Edward P. Knowles, a fisherman who owned a retail outlet on the Strand during the early 20th century.</p> <p>The house at #33 is associated with Archibald Clark &amp; Son, the Bank of New Zealand, and the County Council.</p>
<b>Source</b>	<p><i>Whakatane Borough Council Rates Books 1917,1919,1923,1929, 1931 MS1</i> Whakatane Museum and Gallery Archive Collection <i>NZ Post Office Directory 1911,1927</i> <i>Whakatane District Council Property File</i> <i>Whakatane County Press 29 January 1909 in Whakatane Museum and Gallery Scrapbook No.2</i> <i>Whakatane Cemetery burial records.</i></p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

## CLIFTON ROAD AND QUAY STREET



<b>Lot No.</b>	17 Whakatane town Allot 17 DP 50519
<b>Building (2007)</b>	3 Clifton Road, Whakatane. Special Education Office Bungalow with two bay windows, rough cast on concrete walls, wall board partitions, plaster ceilings, and iron roof.
<b>History</b>	1917 John Parkinson occupier and owner. 1929-31 Mrs. J. Pearson (Ida) owner. (d.1946) Bungalow still standing built in 1933 for John Pearson (b.1877 d.1945), as two semi-detached dwellings for tenants. Cost of the building was £1250. Insured by State Fire. 1939 Thomas & Mary Morgan, tenants. He was Clerk of the Court. Other half occupied by Tompkins. 1940 Insurance Co. decided structure built of Konka board. 1983 S.J. & J.A. Butler owners – Waterfall Lodge and Bougainvillea Dining Room (Private Hotel & Guesthouse) Council agreed to establishment of a Garden Centre in premises. 1984 zoned Industrial A. 1985 Mac Nit Ltd. (G.A. Clarke) applied to use Waterfall Lodge as a textile manufacturing facility. 2004 Special Education Office.
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Building a new settlement: Housing Working: industry and commerce: Tourism: Accommodation: change of use of private residences Working: industry and commerce: Expansion
<b>Significance</b>	The house is representative of the boom in Whakatane's population in the 1930s-50s which saw many new houses being built, often replacing less-substantial cottages. This house was purpose-built for dual tenancies to provide alternative accommodation for workers and others moving into Whakatane. It underwent a further change in accommodation provision as a private hotel for visitors and tourists and subsequently became light industrial as Whakatane's needs changed again in the 1980s.  The house is a good example of a simple roughcast plaster finished bungalow.
<b>Source</b>	<i>Whakatane Borough Council Rates Book 1917, 1929, 1931</i> <i>State Fire Insurance Proposal Books 23/4/1933, 26/2, 30/104</i> <i>Whakatane District Council Property File</i> <i>Whakatane Cemetery burial records.</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



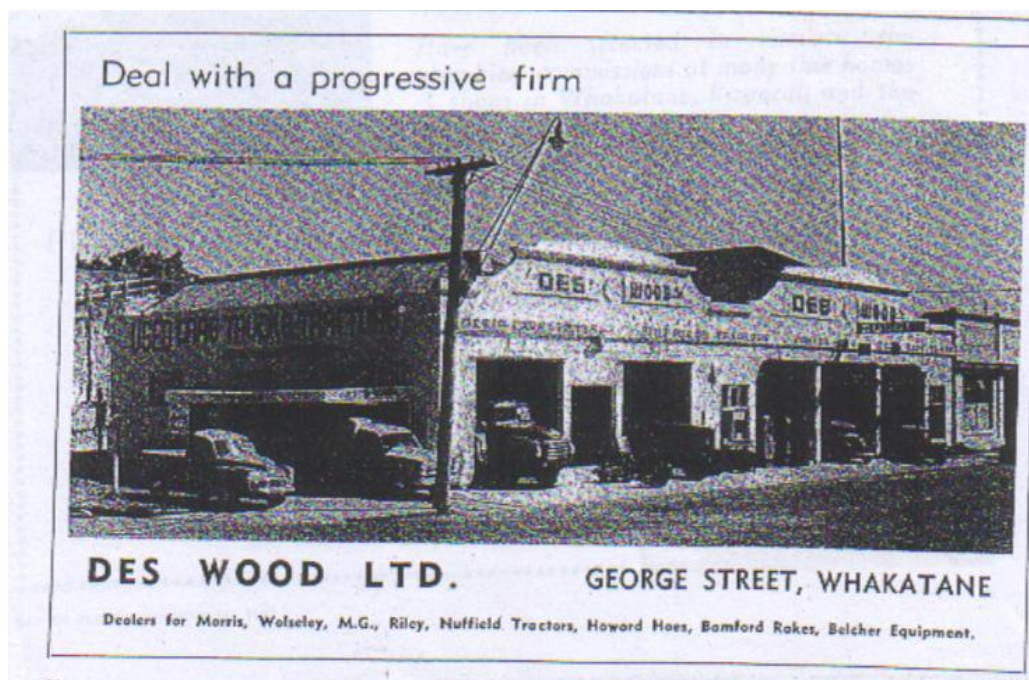
<b>Lot No.</b>	18 Whakatane town Lot 1 DP 29267
<b>Building (2007)</b>	5 Clifton Road, Whakatane (was once 14 Clifton Rd) Clifton Manor (B&B & Motel) Two-storey Californian bungalow with bay windows. Stucco. Concrete with iron roof. Lead light windows.
<b>History</b>	1923 built for Pearson family whose daughter married Fred Lysaght the Borough Engineer. 1929-31 Mrs Ida Pearson ratepayer. 1959 P.E. Lysaght owner. Lysaght's daughter Mrs. R. Addison and husband had a pottery there from 1966. 1995 Mr. & Mrs. K. England purchased property from Mr. & Mrs. Addison intending to operate as a Bed & Breakfast establishment. 1999-02 L.B. & L.M. Malone owners. 2004 Alan & Sherie Gordon owners.
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Building a new settlement: Housing Working: industry and commerce: Tourism: Accommodation: change of use of private residences
<b>Significance</b>	The house is representative of the boom in Whakatane's population in the 1930s-50s which saw many new houses being built, often replacing less-substantial cottages.  The house is a good example of a more elaborate roughcast plaster bungalow. It is a substantial dwelling and incorporates many typical bungalow elements such as the roof with wide eaves overhang and exposed rafters; shingled gabled ends; bowed bay windows and bracketed hoods over timber framed casement windows.
<b>Source</b>	<i>Whakatane District Council Property File</i> Mrs. Lillian Jordan. <i>Whakatane Borough Council Rates Books 1917, 1929, 1931</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	13 pt Whakatane town                      Lot pt 13 DPS 27604
<b>Building (2007)</b>	Garland Motors, 2 Clifton Road, Whakatane One-storey workshop, garage
<b>History</b>	Might have been J Bracken (12 pt 2) 1917. J Anderson occupier/J Bracken owner 1923 1917 Alex Peebles (farmer) (13) 1927 A. McLean applied for a permit for a garage on corner of Wairere and Clifton Roads. Builder G.F. Lodge. 1929/33 Miss F Ramson occupier. 1933 G S Whitesides occupier. McLean owner. 1956 R. Neiderer Ltd. 1961 Maclean Motors Ltd 1965 car court. Application made to build a concrete block office building and parking slab. 1966 McLean Motors – storage building erected on west side of Clifton Road lot. 1984 now Garland Motors Ltd. 1988 R.A. & S.A. Neiderer.
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Providing transport and access: Road transport
<b>Significance</b>	The building represents the growing need for garages to service the increasing reliance on motor vehicles during the 1920s.
<b>Source</b>	<i>Whakatane Borough Council Rates Books 1917, 1929, 1933.</i> <i>Whakatane District Council Property File</i>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	8 Whakatane town
<b>Building (2007)</b>	Davey Painters, Stewart Motors, 16 George Street, Whakatane Art deco style masonry building, one storey - workshops
<b>History</b>	<p>1911 John (b.1884 d.1945) &amp; Thomas Francis were coachbuilders in Whakatane. With William Francis (b.1877 d.1964) they must have been the sons of John Francis snr. who died in 1901. He was a farrier at Windsor and worked for Queen Victoria before coming to NZ. His wife Emma was born in Victoria in 1856 and died in Whakatane 1925. He had his first smithy under the karaka trees by Pohaturoa rock then built his shop.</p> <p>1895 listed as blacksmith in the Auckland Directory. He moved to Opotiki for a while but returned to Whakatane. His wife had a reputation as a nurse to many of the people especially during the 1918 Influenza epidemic. Emma Jane Francis was also on the 1893 electoral roll, the year women gained the vote.</p> <p>1917 Thomas Francis operated the Whakatane Carriage Factory and general smithy in George Street.</p> <p>1923-29 Francis Brothers – wheelwrights and blacksmiths. The first Whakatane school building moved to George Street where it became a public hall, boat building shed, and finally Francis Brothers paint store.</p> <p>1920 there were offices, R. Brown and R.M. Grant, solicitor somewhere between lots</p>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>7 &amp; 8 in George Street, could be where there is now a street. Next south were two dwellings before the concrete walls of a motor garage. K.Phillips, archaeologist found horseshoes in this area.</p> <p>1960s – Des Wood Ltd motor vehicle dealers and workshop. Dealers in Morris, Wolseley, M.G. and farm equipment</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Land management post-1865 Providing transport and access: Road transport Working: industry and commerce: Early businesses</p>
<b>Significance</b>	<p>The property and building have had a long association with road transport in the district from early years as the site of a blacksmith and carriage builder and later as a garage for servicing motor vehicles. It is an example of a once diverse range of business that occupied the central Whakatane Area.</p> <p>It is a substantial and well designed Stripped Classical building incorporating simplified classical architectural detailing and motifs.</p>
<b>Period/date of Construction</b>	1920s-30s
<b>Rarity or Special Features</b>	One of few garage buildings in the central area
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of garage building, that developed from an blacksmiths and coachbuilders
<b>Context or Group Value</b>	It forms part of a group of building within the centre constructed at a time of growth and expansion in the 1920s and 30s.
<b>Diversity</b>	It is one of only two motor garages in the central area.
<b>Fragility or Vulnerability</b>	Fire and earthquake
<b>Architectural Qualities Style or type</b>	It is a very good example of an architecturally designed Stripped Classical building incorporating simplified classical architectural detailing and motifs.
<b>Designer/Builder</b>	
<b>Source</b>	<p><i>Auckland Directory 1895</i> <i>Glimpses from Whakatane's Past</i>, Monograph 18 (Whakatane and District Historical Society 1988) <i>NZ Post Office Directory 1911</i> <i>Whakatane Borough Council Rates 1917-1929</i> <i>State Fire Insurance Proposal Books 4/37,4/34</i> Obituary Emma Francis, Whakatane Museum and Gallery Archives 1990 <i>Suffrage Scrapbook p.23, 24</i> W.N. 14/8/1919 in <i>Whakatane Museum and Gallery Scrapbook No.2.</i> <i>Whakatane Cemetery burial record</i> <i>Bay of Plenty Constructs 1961</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	15 A & B Whakatane town
<b>Building (2007)</b>	Hidden Treasures, 19 George Street, Whakatane One storey commercial building
<b>History</b>	1917 George Creeke was ratepayer. 1966 was Des Wood Used Cars
<b>Historic themes represented</b>	Governance, administration and land ownership: Land management post-1865 Providing transport and access: Road transport Working: industry and commerce: Early businesses
<b>Significance</b>	The property is associated with George Creeke, prominent businessman during the late 19 <sup>th</sup> century-early 20 <sup>th</sup> century.
<b>Source</b>	Whakatane Museum and Gallery Archives <i>Scrapbook 5</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	
<b>Building (2007)</b>	35 Quay Street, Whakatane. Citizens' Advice Bureau and former Plunket and Ladies' Rest Rooms. Ladies Rest Room and Plunket Rooms designed by H.L.D. West, architect, Tauranga One storey art deco building designed to use a triangular site. Exterior appears to be as the original design. Entrance through central arch to door. Set of four light windows on each side of front with four small panes at head of each pane. Semicircular window above each set. Tiled canopy over eastern door and west window. Canopy over front door. Hip corrugated iron roof behind parapet.
<b>History</b>	The Plunket Society of care for babies and education of mothers commenced in 1907 in Dunedin by Sir Truby King. The movement spread throughout the country from the main centres and the Whakatane Plunket Rooms were open by 1939. (May have been as early as 1926). In the 1940s the Whakatane Plunket Nurse also visited Opotiki, Taneatua, Waimana, Nukuhou, and Ohope Beach. As the residential part of the town expanded to the west of the CBD new Plunket Rooms opened in Kopeopeo by 1967. CAB altered interior partitioning. 1996 CAB installed ramp for disabled clients.  The architect H. (Harry) L.D. West was in practice in Opotiki and Whakatane in the 1910s-early 30s before becoming Tauranga Borough Architect. West designed Whakatane Hospital and is believed to have designed the Bridger buildings in Opotiki and Whakatane.
<b>Historic themes represented</b>	Creating an infrastructure: Health care and related services Working: industry and commerce: Building and construction industry
<b>Significance</b>	The building was designed by architect HLD West who contributed a large body of work for the building booms in Opotiki, Whakatane and Tauranga in the 1920s and 1930s.  The building is significant as one of the few remaining health care buildings dating from the 1920s in Whakatane.  The Plunket Society was an intrinsic part of the community in New Zealand towns, offering support to young mothers and families in need.
<b>Period/date of Construction</b>	1920s-30s
<b>Rarity or Special Features</b>	A rare example of a purpose built Plunket rooms
<b>Integrity</b>	Generally the exterior is as originally designed. There have been no significant alterations to the exterior. The interior retains evidence of the original design and layout
<b>Representative</b>	This is a good example of a simple small scale building purpose built for Plunket and rest room
<b>Context or Group Value</b>	It forms part of a group of building within the centre constructed at a time of growth and expansion in the 1920s and 30s.
<b>Diversity</b>	It provided and specific social function, to meet the needs of a growing community.
<b>Fragility or Vulnerability</b>	Fire and earthquake

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Architectural Qualities Style or type</b>	It is a very good example of an architecturally designed late 1920s masonry building. It is relatively plane façade articulated with a broken stepped parapet, which together with the suspended canopy articulate the centralised main entrance. The projecting bracketed roof elements are derived from the Spanish Mission style. The main windows are based on a simplified Palladian style.
<b>Designer/Builder</b>	
<b>Source</b>	<i>Whakatane District Council Property File State Insurance Proposal Books 24/29 Mrs. Lillian Jordan.</i>

TOROA AND WAIRERE STREETS



<b>Lot No.</b>	Pt 42 Telegraph Station Lot 1 DP 61560
<b>Building name</b>	Former Postmaster's House
<b>Building (2007)</b>	2 Toroa Street, Whakatane Dwelling
<b>History</b>	<p>The P &amp; T Depot was known to the Maori to be an urupa. It was part of Ngati Awa land (448,000 acres) confiscated under the Native Land Act of 1864/5 according to W.N. Jaram (b.1926 d.1994) 1992 interview on WDC file.</p> <p>The site of the Post Master's house was sacred 'manuka-tu-tahi' the place where the sacred chants and prayers to gods for safe arrival of the Mataatua waka at Whakatane. The manuka was planted as a symbol of the life and wellbeing of the people of the waka.</p> <p>Present building is the former Post Master's house built c1926.</p> <p>1941 occupied by Mrs. Una A. Lattimore.</p> <p>1994 Telecom sold property to Crown. It became part of the land bank for settlements with Iwi.</p> <p>2004 owner Te Runanga o Ngati Awa. Used for a training facility.</p>
<b>Historic Themes Represented</b>	<p>Creating an infrastructure: Post, Telegraph and Telephone</p> <p>Working: industry and commerce: Expansion</p> <p>Whakatane peoples and their interactions: Land issues for Ngati Awa</p>
<b>Significance</b>	<p>The property is part of the land confiscated by the Crown in 1865 and retained for government use.</p> <p>The building represents the expansion of the infrastructure required for the growing population in Whakatane experienced during the late 1910s-1920s.</p> <p>The building and property are part of the land settlement accorded Ngati Awa after the Waitangi Tribunal hearings and represent the development of services offered by the iwi.</p> <p>The property is part of a urupa.</p>
<b>Source</b>	<p>Whakatane District Council Property File</p> <p>Whakatane Cemetery burial records.</p> <p>State Fire Proposal Book 28/32 MS 142 Whakatane Museum and Gallery Archive Collection</p> <p>Waitangi Tribunal Ngati Awa Report 1999</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	Pt 42 Telegraph Station pt allot 42 SO 1772
<b>Building name</b>	Former Post and Telegraph depot
<b>Building (2007)</b>	4 Toroa Street, Whakatane Reinforced concrete building with stucco finish on corner of Toroa and Mataatua Streets.
<b>History</b>	Before reclamation began on this part of Whakatane the water came up to the Strand entrance. The P & T Depot was known to the Maori to be a urupa. It was part of Ngati Awa land (448,000 acres) confiscated under the Native Land Act of 1865 according to W.N. Jaram 1992 interview on WDC file. This large section was the Post and Telegraph Department depot. 1939 The corner building was a workshop. Poles, rolls of cables and other equipment was stored here. 1949 P & T Dept. applied for building permit to erect 4 transit flats in one block. c1978 human remains (bones) found near Strand entrance to section.
<b>Historic Themes Represented</b>	Whakatane peoples and their interactions: Land issues for Ngati Awa  Creating an infrastructure: Post, Telegraph and Telephone  Working: industry and commerce: Expansion
<b>Significance</b>	The building represents the expansion of the infrastructure required for the growing population in Whakatane experienced during the late 1910s-1920s.  The property was part of the land confiscated by the government in 1865 and retained for government use.  The property is part of a urupa.
<b>Source</b>	<i>Whakatane District Council Property File</i> <i>Bay of Plenty Beacon 7 July 1939</i> <i>Waitangi Tribunal Ngati Awa Report 1999</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	31 Whakatane town      Allot 31 Whakatane town
<b>Building (2007)</b>	12 Taroa Street, Whakatane. Dwelling Durock siding and fibro cottage painted blue.
<b>History</b>	1939 P Coult's cottage (P Coult's is listed as fisherman in 1939 Directory) 1949 Ellen Wells owner 1965-70 George Hanwright 1985 G.W. & H.S. Rye 1988 Phillip & Ngaere Ward
<b>Historic Themes Represented</b>	Building a new settlement: Housing
<b>Significance</b>	The building is representative of a simple residence built during the early 20 <sup>th</sup> century.
<b>Source</b>	<i>Whakatane District Council Property File</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	32 Whakatane town Lot 1 sec 32 DP
<b>Building (2007)</b>	14 Toroa Street, Whakatane. Dwelling Square villa style c1900.
<b>History</b>	1917-23 owned by W.T. Platt & T.S. McGregor 1929-31 occupied by Leonard Wilfred & W.H. Sisam. Leon Sisam was a stock agent. (b.1879 d. 1961) 1936 Arthur John Parry, shipping agent occupant but owned by L. Sisam. Arthur Parry was agent for the Parry Brothers Shipping Co. who ran coasters. When road & rail overtook coastal shipping into Whakatane Arthur Parry ran an auction room 1947 H. Pederson 1972-85 D.M. Youmans
<b>Historic Themes Represented</b>	Building a new settlement: Housing  Working: industry and commerce: Expansion  Working: industry and commerce: Farming  Providing transport and access: Shipping
<b>Significance</b>	The building is representative of a simple residence built during the early 20 <sup>th</sup> century.  It has been associated with the well-known Sisam family, with farming connections through the work of an early occupant.  The house was once associated with the shipping and freight industry, being occupied by a shipping agent, Arthur Parry.
<b>Source</b>	<i>Whakatane Borough Council Rates Books</i> 1917, 1923, 1929, 1931 MS1 Whakatane Museum and Gallery Archive Collection <i>Whakatane Cemetery burial records.</i>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	33 pt Whakatane town.      pt Lot Sec 33 DP
<b>Building (2007)</b>	18 Taroa Street, Whakatane. Dwelling: weatherboard square villa.
<b>History</b>	C1913 built. Mr. A. & Mrs. Patricia W. Morpeth occupier. 1941-43 Morpeth occupier. 1948 Garry Hope 1952 Claude Hope 1961 Alf Richmond 1998 Keith J. Richmond
<b>Historic Themes Represented</b>	Building a new settlement: Housing
<b>Significance</b>	The building is representative of a simple residence built during the early 20 <sup>th</sup> century.
<b>Source</b>	<i>State Fire Insurance Proposal Books 26/17,27/62,30/20</i> MSI Whakatane Museum and Gallery Archive Collection <i>Whakatane District Council Property File</i> Mrs Lillian Jordan.

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	34	Lot Sec 34 DP
<b>Building (2007)</b>	20 Toroa Street, Whakatane. Dwelling: weatherboard, corrugated iron roof. Curve on wall of front entrance. Art deco trim.	
<b>History</b>	<p>1940 plan dated for proposed dwelling for constable T.J. Cummings. Built by Boon, Sullivan &amp; Luke. Ltd.</p> <p>Specification – to be built in heart rimu or matai weatherboard, front entrance to be plastered on curve; floors rimu or matai; ceilings and interior walls gib board; architraves bevelled heart rimu; interior doors oregon; front door totara or redwood; fanlights at head of windows white obscure glass. Terrazo sink bench.</p> <p>1995 owned by E.H. Board.</p>	
<b>Historic Themes Represented</b>	<p>Building a new settlement: Housing</p> <p>Governance, administration and land ownership: Law and order: Police department</p> <p>Working: industry and commerce: Building and construction industry</p>	
<b>Significance</b>	<p>The building is a typical residence built by the government for members of the police force in the 1940s.</p> <p>The building represents the work of local building firm Boon, Sullivan &amp; Luke Ltd.</p>	
<b>Source</b>	<i>Whakatane District Council Property File</i>	

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	35 Whakatane town
<b>Building (2007)</b>	22 Toroa Street, Whakatane. Dwelling Bungalow, identical to #24 Toroa St. Original specification - Exterior weatherboards heart native timber, utility rooms tongue & groove lining; rest of house gib board interior. Interior doors rimu, exterior redwood or totara. Terrazzo bench, fixed picture rail, corrugated iron roof, lead lights in high lights; beam ceilings to have murinze pattern plaster board. Value 596 pounds each.
<b>History</b>	1917 owner Mrs. Agnes Hurman. 1923 & 1929 owner occupier Mrs. Louisa Hawthorne.(b.1872 d.1950) Later Hansen's, and Arthur Parry who was agent for the Parry Brothers Shipping Co. who ran coasters. When road & rail overtook coastal shipping into Whakatane Arthur Parry ran an auction room. There may have been an earlier cottage on the lot. 1936 Charles Young erected 2 dwellings (22 & 24) and applied to build a cottage on Lot 3 of 35. Charles Young (b.1871 d. 1944) 1941 R. Brunton ratepayer. 1959 F. Cameron.
<b>Historic Themes Represented</b>	Building a new settlement: Housing Working: industry and commerce: Expansion
<b>Significance</b>	The building is representative of a simple residence built during the mid 20 <sup>th</sup> century.  The building is associated with Charles Young, owner/manager of the Commercial Hotel.  The house is one of a pair built to accommodate the increasing numbers of workers coming into Whakatane in the 1930s.  The property is associated with former owners the Parry Bros Shipping Co., a prominent local business.
<b>Source</b>	<i>Whakatane Borough Council Rates Book</i> 1917, 1923, 1929 MS1 Whakatane Museum and Gallery Archive Collection <i>Whakatane Cemetery burial records.</i> <i>Whakatane District Council Property File</i> Mrs Lillian Jordan.

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	35 Whakatane town      Lot 2 of 35
<b>Building (2007)</b>	24 Tora Street Whakatane. Dwelling Identical to 22. Bungalow, identical. Original specification - Exterior weatherboards heart native timber, utility rooms tongue & groove lining; rest of house gib board interior. Interior doors rimu, exterior redwood or totara. Terrazo bench, fixed picture rail, corrugated iron roof, lead lights in high lights; beam ceilings to have <i>murinze</i> pattern plaster board. Value 596 pounds each.
<b>History</b>	1964 Mrs. C. Wing 1977- 82 A.D. Moss 1992 Naviti Properties Ltd.
<b>Historic Themes Represented</b>	Working: industry and commerce: Expansion  Building a new settlement: Housing
<b>Significance</b>	The building is representative of a simple residence built during the mid 20 <sup>th</sup> century.  The building is associated with Charles Young, owner/manager of the Commercial Hotel.  The house is one of a pair built to accommodate the increasing numbers of workers coming into Whakatane in the 1930s.
<b>Source</b>	<i>Whakatane District Council Property File</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	43 Whakatane town
<b>Building name</b>	Former Police Station and residence
<b>Building (2007)</b>	Ngati Awa Building, 5 Toroa Street, Whakatane
<b>History</b>	<p>1882-84 The first permanent constable was J. Cavanagh. Armed Constabulary barracks was shifted to this site. One corner of the Police Station was the Post Office.</p> <p>1900 tenders called for building of Court House. The Post Office and Court House built on same site. Included living accommodation for the constable and a lock-up.</p> <p>1894-95 A.J. Sisam constable and post master.</p> <p>Police cell came from the Papaki Redoubt and was lowered down the hill to Toroa Street. Now at 'Waterwheel' Thornton. The original court house was shifted to Poroporo.</p> <p>1939 new Police Station and Senior Sergeant's residence built. Tiled roofs. Used until Boon Street Police Station built.</p> <p>Most of the 1939 building is behind the building occupied by Ngati Awa Research Centre.</p>
<b>Historic Themes Represented</b>	Governance, administration and land ownership: Law and order: Police department Whakatane peoples and their interactions: Land issues for Ngati Awa
<b>Significance</b>	<p>The property is part of the land confiscated by the Crown in 1865 and retained for government use. It is part of the compensatory land settlement made to Ngati Awa.</p> <p>The property has been associated with the keeping of law and order since the early 1880s.</p> <p>The building represents the growing needs of the police force as the population of Whakatane grew in the 1930s.</p> <p>Architecturally designed the building is most probably the work of the Governments Architects office. It is a simple art deco style with stepped flat parapet and features a flattened plaster detail accentuating the base and centralised doorway.</p>
<b>Source</b>	<p><i>Bay of Plenty Times</i> 23 Nov 1900</p> <p><i>Bay of Plenty Beacon</i> 7 July 1939</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.</b>	Allot 44 SO 39338
<b>Building (2007)</b>	17 Toroa Street, Whakatane One storey dwelling. Weatherboard with corrugated iron roof. Windows in front below gable, set of four with six panes each and two toplights.
<b>History</b>	Built in 1949 according to plans for the police Constable.
<b>Historical themes represented</b>	Governance, administration and land ownership: Law and order: Police department Working: industry and commerce: Expansion Building a new settlement: Housing
<b>Significance</b>	The building is representative of a more substantial residence built during the mid 20 <sup>th</sup> century.  The building represents an up-graded residence from the constable's house built at 20 Toroa St.
<b>Source</b>	<i>Whakatane District Council Property File</i>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot No.20</b>	20 pt Whakatane town
<b>Building (2007)</b>	Ngati Awa, 12 Wairere Street, Whakatane.
<b>History</b>	<p>1919 Hamilton's Factory – aerated waters &amp; cordial.          Arthur Righton had an aerated water and cordial factory – concrete walled iron roof building. 1929-1930s. Used the water from the falls. He lived in McAlister Street .          1956 factory owned by C.L. Innes Ltd.          1975 factory now Innes Tartan.          Later knit wear factory. Mac Nit Ltd.          Now (2005) part of Ngati Awa education facility – used for art diploma course.</p>
<b>Historic Themes Represented</b>	<p>Working: industry and commerce: Early and minor industries          Working: industry and commerce: Expansion</p> <p>Environment: water source</p>
<b>Significance</b>	<p>The building is significant as it is a rare example of an industrial site within the town centre.</p> <p>The building represents the continuous use of the site for a factory since at least 1919. A change of manufacturing product from soft drink to knitwear in the mid 1970s is representative of the diversification of Whakatane's industries at that time.</p> <p>The first factory was sited here to utilise the water from the Wairere waterfall; the building illustrates the importance of the Wairere Stream to the business history of Whakatane.</p> <p>The occupation of the building by the Hamilton firm CL Innes Ltd demonstrates the confidence of the wider New Zealand community in Whakatane's potential development.</p>
<b>Source</b>	<p><i>State Fire Insurance Proposal Books 15/67,12/76</i> MS 142 Whakatane Museum and Gallery Archive Collection  <i>Whakatane Borough Council Rates Books 1929, 1931</i> MS1 Whakatane Museum and Gallery Archive Collection  <i>Bradbury's Bay of Plenty</i>, 2<sup>nd</sup> edition, 1919, 3<sup>rd</sup> edition 1922  <i>Bay of Plenty and Rotorua Telephone Book 1956</i></p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

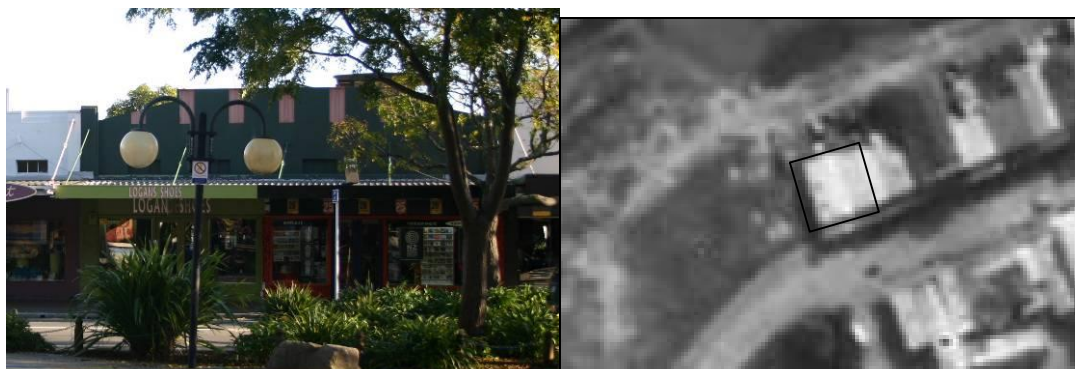


<b>Lot No. 2</b>	Sec 51 Pt DP 11452 Lot 2 DP 18869 Lot 1 DP 5675
<b>Building (2007)</b>	14 Wairere Street, Whakatane. Dwelling Weatherboard & iron
<b>History</b>	1911 house built about this time. 1941 insured for W.M. Whitsides 1951 Richard Thomas Savage. Additions made enlarging kitchen, bathroom & bedroom to existing house. 1964 precast concrete toolshed
<b>Historic Themes Represented</b>	Building a new settlement: Housing
<b>Significance</b>	
<b>Source</b>	<i>State Fire Insurance Proposal Books 28/5</i> MS 142 Whakatane Museum and Gallery Archive Collection <i>Whakatane District Council Property File</i>



# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

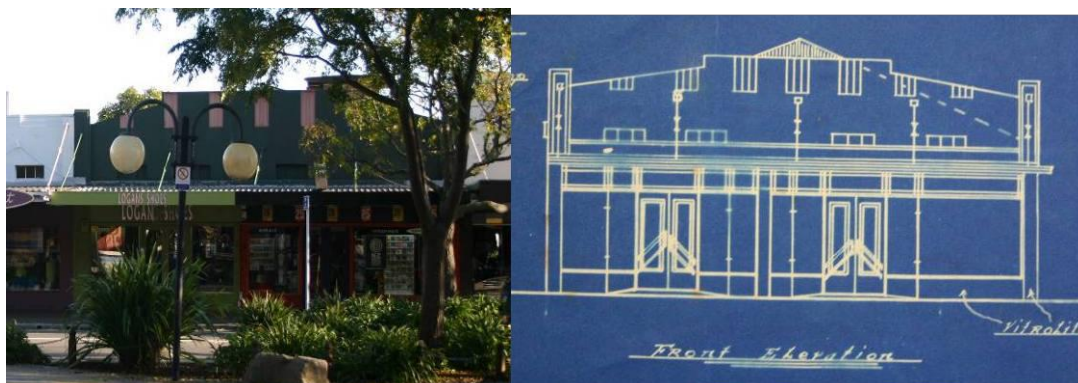
## THE STRAND NORTH SIDE – AREA B



Aerial photo flown 22 May 1937 This shows a building at No 136-138 but no buildings west of this

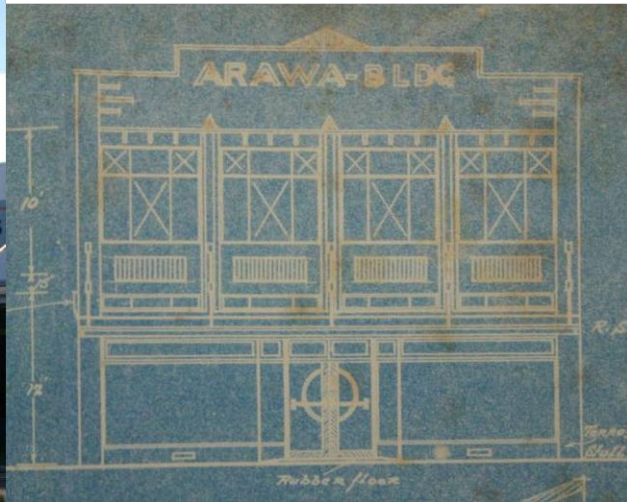
<b>Lot no.</b>	Lot 1 DP 27126
<b>Building (June 2007)</b>	136 – 138 The Strand, retail premises, one storey, Simply Different, and Rosita's Whakatane.
<b>History</b>	<p>1937 Shops built for E. Armstrong by Boon, Sullivan, Luke Ltd. Concrete walls, gum piles, three front piers and stall boards to be covered with black vitrolite. Terrazzo on ingoings of doors.</p> <p>1983 Patterson's Bargain Stores.</p> <p>1993 ground lease – K.J. Plamus &amp; T.M. Lillas.</p> <p>1994 Gaye's Bookshop – Gaye Murphy. (no. 136)</p> <p>1997 Neuphorio café/bakery. M.L. Newey &amp; C.M. Davis bakers.</p> <p>1999 application for sale of liquor/place of assembly</p> <p>2001 Sounds Music Store (no.136)</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planning mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p> <p>Samuel Armstrong, watchmaker &amp; jeweller arrived from Napier in 1928. His son Hugh went into business with him on the north side of the Strand, son Charles (b.1898 d.1970) was a stationer. Four other sons including twins formed Armstrong Motors in Commerce Street and later two of these began Armstrong Motors in Hamilton. In the 1939 directory for Whakatane the Armstrongs listed are Charles (stationer), Ernest (solicitor), J.A. (labourer), S. (jeweller), W.H. (garage proprietor). Armstrong Motors were Ford dealers.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation</p> <p>Working: industry and commerce: Expansion</p>
<b>Significance</b>	<p>The building is part of the 1930s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of multiple retail premises for lease helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0136 & 0138

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 2 DPS 27126
<b>Building (June 2007)</b>	140 – 142 The Strand –
<b>History</b>	<p>1937 two shops built for J.S. Auld by Boon, Sullivan, Luke Ltd. Concrete exterior walls, east wall of next building used. Rear wall cgi, gum piles, concrete floors with terrazzo ingoings. Three front piers and stallboards faced with terrazzo</p> <p>1940 store room added at rear.</p> <p>1975 ground lease held by R.F Marklow.</p> <p>1985 W.T.K. Windley – jeweller and watch repairer.</p> <p>1987 shop tenant Patterson's Bargain Stores.</p> <p>1997 building owned by Marklow. Businesses Bernina / Windley Jewellers.</p> <p>2002 ground lease sold to Intrinsic Property Investments Ltd.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1930s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of multiple retail premises for lease helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 5170/140 & 0142

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

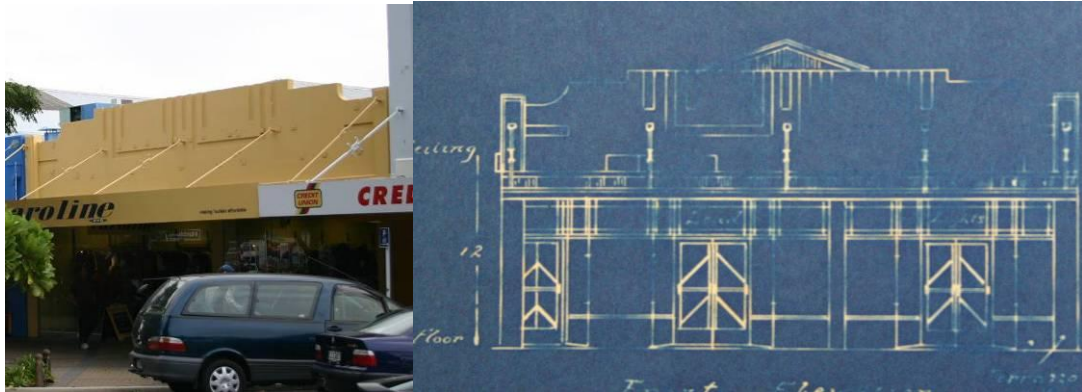


<b>Lot no.</b>	Lot 3 DPS 27126
<b>Building (June 2007)</b>	144 – 146 The Strand, The ARAWA Building, Credit Union Forestland.
<b>History</b>	<p>1937 commercial premises. Two storey premises built for J. Murray &amp; Thomas, by Boon, Sullivan, Luke Ltd. Concrete walls, east wall already built, gum piles, concrete floor, cgi rear wall. Two front boards and stallboards faced with terrazzo. Interior finishing timber – heart rimu.</p> <p>In 1959 occupied by Pattersons Home Furnishers. Was owned/occupied by Peter Patterson's father at one stage.</p> <p>Before 1976 Hannahs – retail shoe shop. Hannahs had a branch in Whakatane since 1950.</p> <p>1976 Clarke Electricians – retail and workshop</p> <p>1980 Clarke sublet to ANZ for 9 years.</p> <p>1981 fitted out for ANZ Bank</p> <p>1995 ANZ Bank Group own building.</p> <p>1997 Eastern Bay Credit Union</p> <p>2007 Eastern Bay still have lease</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1930s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>wider district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p> <p>The provision of multiple retail premises for lease helped diversify the range of facilities and products available for local people.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<p><b>Source</b></p>	<p>Whakatane District Council Property File 5170/0144 &amp; 0146          Beacon May 14, 1993 in Whakatane General No.4 Scrapbook, p. 43.          Whakatane Museum &amp; Gallery Archives.          1959 photograph, Alexander Turnbull Library C23049</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



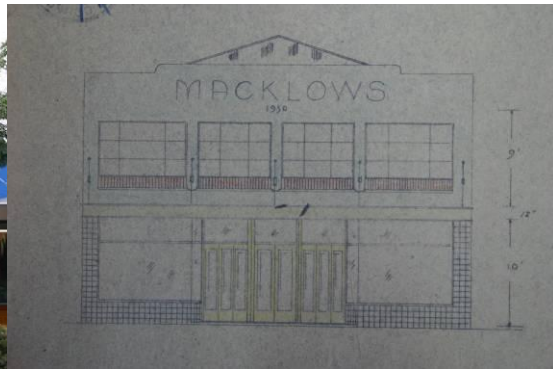
<b>Lot no.</b>	Lot 4 DPS 27126
<b>Building (June 2007)</b>	148 The Strand, Caroline Eve.
<b>History</b>	<p>Built March 1938 as billiard saloon for Mr J.D. Rivett by Boon Sullivan and Luke</p> <p>1980 ground lease Mrs W.C.H. Rivett</p> <p>Tenant Wedgewood Restaurant</p> <p>1986 Business sold to V.F. Byre and others (Family Trust)</p> <p>Lease in name of Bruce Robinson Investments Ltd. date unknown but could be after Mrs. Rivett's death in 1986.</p> <p>2000 lease Law Family Trust.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1930s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of multiple retail premises for lease helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0148

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 5 DP 27126
<b>Building (June 2007)</b>	150 – 152 The Strand. Paddington
<b>History</b>	<p>1971 Bay of Plenty Savings Bank.                      1986 Trustee Bank BOP                      1991 sale of lease to Branch Investments                      1994 Trustbank vacating.                      1994 Whakatane Toyworld                      1997 sublease was Toyworld, now N.&amp; L. Hastie Video Ezy                      2001 Epic Surf &amp; Skate Ltd (J.Law) in no. 150                      2002 sublease Hastie to \$2 Shop                      2003 No.1. Shoe Warehouse (Discount Shoe Warehouse Ltd)                      2005 Epic Surf &amp; Skate Ltd.</p>
<b>Historic themes represented</b>	<p>Environment: original tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1930s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of multiple retail premises for lease helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0150 & 0152

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Pt Lot 1 DP 27609
<b>Building (June 2007)</b>	156 – 158 The Strand. Quay Accountants
<b>Former name</b>	Central
<b>History</b>	<p>1950 two storey commercial &amp; retail premises. Built for F. Macklow by Boon, Sullivan, Luke Ltd. Two shops with offices above. Estimated cost £8350. Concrete side walls and gum piles.</p> <p>1973 sub lease. House of Eve, Strand Health Clinic</p> <p>1978 Whakatane Disco</p> <p>1978 re instatement of fire damage</p> <p>1959 Macklow Trust – sewage connection</p> <p>1962 The Gift Shop and Bob Cave's Garden Shop</p> <p>1984 Poppy's and King's Photos with Feedback Computers on first floor.</p> <p>1987 Rodelli's Interior moved from Boon St.</p> <p>1989 P.J.'s Menswear in no. 158</p> <p>2002 Quay Accountants on first floor</p> <p>2002 Saturn Family Trust (M. Jenkins) purchase lease from Macklow. Tenants – Rodelli's Home &amp; Giving / Loco National Clothing Environment. 2006 called Quay Building</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p>
<b>Historic themes represented</b>	<p>Environment: original tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p> <p>The provision of multiple retail premises for lease helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	<p>Whakatane District Council Property File 5170/0156 &amp; 0158</p> <p>Beacon October 28, 1987 in Whakatane General No.3 Scrapbook, p. 40</p> <p>Whakatane Museum &amp; Gallery Archives.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Pt Lot 2 DP 27609
<b>Building (June 2007)</b>	160 – 162 The Strand.
<b>History</b>	<p>1953 built for Norman Patterson (Bargain Store) by Boon, Sullivan, Luke Ltd. having been deferred by the District Building Controller in 1951. Reinforced concrete on gum piles. Concrete floor. Two front piers and stall boards to be covered in selected tiles. 3456 sq.ft and £6300.</p> <p>2001 Pattersons have continued to renew lease now in name of Mr. &amp; Mrs P.J. Patterson</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being “Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free”. By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men’s, women’s and children’s clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson’s Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0160 & 0162



# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 10 DPS 847
<b>Building (June 2007)</b>	164 The Strand. Stirling Sports
<b>History</b>	<p>1952 Proposed shop plans for Adams Bruce Ltd. Three shops King, Cook, &amp; Dawson architects of Wellington. £10,000. Did not appear to be built until 1954 with consent of Building Controller.</p> <p>1959 Adams Bruce / Self Help / and Moore's Cycles.</p> <p>1977 Shops and offices for J. Bowering designed by Vindriis Yeatman &amp; Associates, Tauranga. For bank.</p> <p>1979 Bank of New South Wales / Whakatane Appliances Ltd</p> <p>1989 Transfer of ground lease to Westpac Properties.</p> <p>1993 Westpac enquires re freeholding lease but Council policy did not consent. Renewed lease for 14 years.</p> <p>1994 Westpac Properties seem to own the building.</p> <p>1997 sale of lease to P.J. &amp; V. Patterson bought no.164 from Westpac Properties.</p> <p>1997 Strand Gallery (Eric Balderson) change of use consent to retail from bank.</p> <p>2007 Stirling Sports</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic represented themes</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0164

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 2 DPS 12142 & Lot 9 DPS 847
<b>Building (June 2007)</b>	168 & 170 The Strand, Paper Plus.
<b>History</b>	<p>1955 building permit applied for by Boon Sullivan Luke Ltd for Whakatane Radio &amp; Electrical and A.C. Allen.                      Single storey as first stage of a two storey building. 3252 sq.ft. £13,500. One shop for own use and one to let.                      1969 Allen Jewellers.                      1979 Whakatane Appliances (J.M. Carter) renewed lease.                      1995 Paper Plus (H. Luxford) change of occupant from Whakatane Appliances.                      1998 transfer of lease to J.M. Carter Family Trust.                      2007 second storey never built. Paper Plus.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0168 & 0170

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 1 DPS 12142
<b>Building (June 2007)</b>	172 – 174 The Strand. Colin Eagles Menswear (172) Fashion Works (174)
<b>History</b>	<p>1959 Coutts – owner on building permit application.          1979 Rex Morpeth &amp; R.L. Chappell lessees.          1983 shop extension at rear.          1984 Morpeth's Menswear (no. 172). Foxy Cane Sheepskins no. 174          1985 building owned by Morpeth.          1986 Colin Eagles no. 172          1993 Morpeth &amp; Chappell renew lease          2002 R.K. Morpeth Building Trust. Menswear no.172 / Fashion Works no. 174          Jean Jones at some time.no.174          2007 Colin Eagles Menswear &amp; Fashion Works.</p>
<b>Historic represented themes</b>	<p>Environment: original shore and tidal zone          Governance, administration and land ownership: Reclamation: ownership by Harbour Board          Working: industry and commerce: Expansion          Building a new settlement: Architectural development          Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0172

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 7 DPS 847
<b>Building (June 2007)</b>	176 – 178 The Strand, Coronation Buildings. Renshaw Gemtime Jewellers, Graham's Hi Fi, United Travel on ground floor. Bag World.
<b>History</b>	<p>1953 owner T.H. &amp; G. Morgan permit to erect two shops. Ground floor built of two storey building.</p> <p>1956 application to erect first floor. To be part of two storey Coronation Buildings (176 – 186).</p> <p>1959 sewage connection.</p> <p>1979 Coronation Investment renewal (Morgan Holdings)</p> <p>1987 Renshaw Gemtime Jewellers moved in. Previously Edwards Jewellers on a different site.</p> <p>1991 Morgan Holdings part of Coronation Buildings.</p> <p>2003 Healthy Living Centre on first floor – yoga, counselling &amp; alternative therapy.</p> <p>2004 building had been empty for some years.</p> <p>2004 Sport's World no.186 Bag World &amp; United Travel no.182</p> <p>2007 Bag World / United Travel / Graham's Hifi</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Source</b>	<p>Whakatane District Council Property File 5170/0176</p> <p>Beacon October 28, 1987 in Whakatane General No. 3 Scrapbook, p.40.</p> <p>Whakatane Museum &amp; Gallery Archives.</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 2 DPS 2685
<b>Building (June 2007)</b>	186 The Strand. Sportsworld.
<b>History</b>	1979 Cutler Bros. Ltd. was lessee 1980 Property in name of Whakatane Sports Central Ltd. 1980 lease transferred to Mrs. J. Cutler, widow. 1996 lease transferred to Dr. B. Percival 1997 Sports World single tenancy – bright blue
<b>Historic themes represented</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.
<b>Source</b>	Whakatane District Council Property File 5170/0186

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 3 DPS 2685
<b>Building (June 2007)</b>	190 The Strand. Salt Air Surf.
<b>History</b>	1951 application for building permit for R.A. Niederer. 1957 Cutler Bros. Ltd. application for permit for owner's business. 3150 sq.ft. £4735 1984 application for sign permit Mitre 10. 1998 premises occupied by Dixon Home Furnishers. 2004 Florist & Salt Air Surf.
<b>Historic themes represented</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.
<b>Source</b>	Whakatane District Council Property File 5170/ 0190

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 3 DPS 847
<b>Building (June 2007)</b>	194 – 196 The Strand. Butcher shop; Good Life
<b>History</b>	<p>1956 built. Application for building permit for block of shops N. Lowe. 2730 sq.ft. £722. Berg Builders.                      Whakatane Caterers sign application                      1970 Norman Lowe lessee                      1972 Yardley's Butcher Shop                      2005 The Carvery / Good Life Gift Shop                      2007</p> <p>Berg Builders Ltd were established in the 1950s and initially worked mostly for the Maori Affairs Department building over 100 homes around the Bay of Plenty. They also began a low-deposit housing scheme that helped alleviate the housing shortage in the area. Berg Builders built the large Farmers Trading Co. building, government flats, several business premises and additions to local schools. Berg's shop in Boon St sold wallpapers, paints and varnishes, and offered plans and specifications for building projects.                      Bay of Plenty Constructs 1961: 83</p>
<b>Historic represented themes</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0194

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 2 DPS 847
<b>Building (June 2007)</b>	198 The Strand. Hannahs Shoe Shop
<b>History</b>	<p>1957 built, commercial building for Byrne. Berg Builders. Front piers glazed earthenware tiles. Ground floor 2310sq.ft. £3460. For owner's business.</p> <p>1970 harbour lease R.N. Byrne, N. Lowe, B.L. Butler lessees.</p> <p>1984 alterations to front and verandah for Hannah's shoe shop.</p> <p>Berg Builders Ltd were established in the 1950s and initially worked mostly for the Maori Affairs Department building over 100 homes around the Bay of Plenty. They also began a low-deposit housing scheme that helped alleviate the housing shortage in the area. Berg Builders built the large Farmers Trading Co. building, government flats, several business premises and additions to local schools. Berg's shop in Boon St sold wallpapers, paints and varnishes, and offered plans and specifications for building projects.</p> <p>Butlers was a sports shop in the late 1950s.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p>
<b>Source</b>	<p>Whakatane District Council Property File 5170/ 0198</p> <p>Bay of Plenty Constructs 1961: 83</p> <p>Whakatane: sunniest town [1959]</p>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 1 DPS 847 & Lot 5 DPS 78989
<b>Building (June 2007)</b>	202 The Strand (with 202 A & B) ASB Bank.
<b>History</b>	<p>1956 shop premises built for B.L. Butler by Sullivan Construction Ltd. 'Butler's Building.' Two storeys. Stallboard and face of piers glazed facing tiles. Butlers was a sports shop in the late 1950s.</p> <p>1959 sewage connection.</p> <p>1964 upstairs tenant J.W. Dreifuss.</p> <p>1966 Whakatane Dry Cleaners.</p> <p>1981 Verandah cut off on angle on corner.</p> <p>1981 Doctor's consulting rooms and chemist.</p> <p>1997 offices upstairs, retail on Strand frontage – Lance Butler Amcal Pharmacy.</p> <p>2004 ASB Bank</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Source</b>	<p>Whakatane District Council Property File 5170/ 0202</p> <p>Whakatane: sunniest town [1959]</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 7 DPS 2419 & Lot 6 DPS 78989
<b>Building (June 2007)</b>	208 & 208A The Strand. Baxter's cafe
<b>History</b>	<p>1950 plan of proposed shop for T. McCormick. Berg Builders Ltd. £6027  1957 harbour lease Phil Callaghan 14 years.  1976 change of lessee to Donald McDonald Ltd.  1967 previous occupier Lester Alley Ltd. now Phil Callaghan Ltd.  1985 lessee estate of D. McDonald leased to Public Trust.  1990 sale of lease R.L. Chappell &amp; W.H. Jones  1995 lease of building to N.M. &amp; L.S. Hastie Corner Café.  1996 Boon Street extension into mall commences  1997 D.S. &amp; J.A. Smith, jeweller and sales consultant occupy new shop (no.208A)  1999 Baxter's Café – R.J. &amp; T.A. Baxter (no.208)  2001 Reid Family Trust leases two properties. The Corner Café (no.208) / Cellini Jewellery (no.208A)  2002 approval to freehold granted by WDC.  2004 lease transferred from Reid to Pukawa D3 Trustees.  2006 Michael Hill Jewellers. No.208a</p> <p>In the late 1950s TF McCormick were advertising as furnishing specialists on the Strand.</p> <p>Berg Builders Ltd were established in the 1950s and initially worked mostly for the Maori Affairs Department building over 100 homes around the Bay of Plenty. They also began a low-deposit housing scheme that helped alleviate the housing shortage in the area. Berg Builders built the large Farmers Trading Co. building, government flats, several business premises and additions to local schools. Berg's shop in Boon St sold wallpapers, paints and varnishes, and offered plans and specifications for building projects.</p>
<b>Historic represented themes</b>	<p>Environment: original shore and tidal zone  Governance, administration and land ownership: Reclamation: ownership by Harbour Board  Working: industry and commerce: Expansion  Building a new settlement: Architectural development  Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Source</b>	<p>Whakatane District Council Property File 5170/ 0208  Whakatane: sunniest town [1959]  Bay of Plenty Constructs 1961: 83</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 6 DPS 2419
<b>Building (June 2007)</b>	212 The Strand. Fuji Digital Photo Centre, Grate Expectations.
<b>History</b>	1979 harbour lease transferred from Whittle's Properties to C. & A. Buys. 1993 tenant R. & S. Lowry 1998 Strand Café, Lowry. (no.214) Whittles Building. Colour & Sound Fashions, Image City Kodak Express – occupiers. 2003 Holloway no. 214 2004 N. & S. Holloway – tenancy ceased 2005. 2004 Image City no. 212 2005 Buys sold lease to R.N. Byrne. 2006 Grate Expectations. no. 212
<b>Historic represented themes</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.
<b>Source</b>	Whakatane District Council Property File 5170/0212

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 5 DPS 2419
<b>Building (June 2007)</b>	216 The Strand. Jewellz
<b>History</b>	<p>1958. Patterson's Home Furniture. Application for building permit. Patterson's Home Furniture. F.G. Mahy &amp; Co. builder. 7811 sq.ft. £14,000 for shops.</p> <p>1966 Whakatane Dry Cleaners ( appl. for sign)</p> <p>1983 Normans Ltd lessee</p> <p>1989 transfer lease to P.J. &amp; V.E. Patterson</p> <p>2003 transfer to V.E. Patterson.</p> <p>2007 Jewellz</p> <p>Frank and Gilbert Mahy established their construction business in Whakatane in 1926, initially working on small jobs then building bridges for the Public Works Department. As F.G. Mahy and Co. Ltd the firm contributed greatly to the building boom after WWII with the establishment of their joinery factory.</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic represented themes</b>	<p>Environment: original shore and tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building is associated with the local construction firm of F.G. Mahy Ltd.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0216

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 5 DPS 2419
<b>Building (June 2007)</b>	218 The Strand. Allens Appliances & 100% Group.
<b>History</b>	<p>1988 vacated by Curtain Market.                      Occupier appeared to be Rodelli's Interiors Ltd.                      P.J. Patterson owns building.                      WDC declined use of premises as office.</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<b>Source</b>	Whakatane District Council Property File 5170/ 0218

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Lot no.</b>	Lot 4 DPS 2419
<b>Building (June 2007)</b>	220 The Strand. Allen's Appliances & 100% Group.
<b>History</b>	<p>1981 Patterson's Home Furnishing  1989 lease transferred from above to P.J. &amp; V.E. Patterson.  2003 transfer to V.E. Patterson.</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone  Governance, administration and land ownership: Reclamation: ownership by Harbour Board  Working: industry and commerce: Expansion  Building a new settlement: Architectural development  Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<b>Source</b>	Whakatane District Council Property File 5170/ 0220

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 3 DPS 2419
<b>Building (June 2007)</b>	224 The Strand. TJ's Music Works
<b>History</b>	<p>1983 Patterson's Home Furnishers lessee.                      1988 occupier New Video Source later HiFi Shop.                      2003 transfer lease to V.E. Patterson.                      2007 TJ's Music Works</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building is associated with the Patterson family, prominent business and property owners.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0224

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 2 DPS 2419
<b>Building (June 2007)</b>	228 & 230 The Strand. Bouquet Floral Studio and Telecom.
<b>History</b>	1974 lessee Normans (Whakatane) Ltd. also occupier. 1981 occupier W. W. Webby Coastlands Dry Cleaner. 1990 commercial premises sold by Normans to P.M. Eglinton. Tenant Bouquet Floral Studio. 2002 tenants Bouquet Floral Studio / Telecom Phones 4U. 2007 Bouquet Floral Studio.
<b>Historic themes represented</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.
<b>Source</b>	Whakatane District Council Property File 5170/0228



# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 9 DPS 20169
<b>Building (June 2007)</b>	232 – 234 The Strand. Granddad's Fish & Chips / Vodaphone
<b>History</b>	<p>In the mid 1960s the TAB occupied the building on approximately this site.</p> <p>1974 lessees C.W. Jarrett &amp; J.W.C. Davies                      1992 lease renewed                      1993 occupiers Strand Antiques (J.Otley) no. 232. Take-a-Break no. 234/1.                      La Femme Lingerie (J.Craig)                      1999 lease transferred to R.H. &amp; P.M. Eglinton                      2002 occupiers Pepsi (?) / Vodaphone                      2003 occupier Granddad's no. 232.                      2007 Granddad's Fish &amp; Chips / Vodaphone.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	
<b>Source</b>	<p>Whakatane District Council Property File 5170/0232                      Street map of Whakatane and Ohope Beach, Whakatane Public Relations Office [1966]</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 1 DPS 20169
<b>Building (June 2007)</b>	236 The Strand. National Bank
<b>History</b>	1979 harbour lease J.A. & J. Bowering sublease to National Bank. 1991 Bowering still appears to own the building. 2007 National Bank.
<b>Historic themes represented</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.
<b>Source</b>	Whakatane District Council Property File 5170/0236

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 3 DPS 20169. Dollar Value shop.
<b>Building (June 2007)</b>	240 – 244 The Strand, Two storey building.
<b>History</b>	1974 application for building permit for shops and offices for K. Bowering. 1978 Hawkins Construction Ltd. building contract. 560 sq.ft. \$62,600. 2007 Dollar Value in shop. Manktelow Consulting Engineers and Ezebix Tax Services on first floor.
<b>Historic themes represented</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 4 DPS 20169
<b>Building (June 2007)</b>	248 The Strand. Plastic Box
<b>History</b>	1977 harbour lessee R.J. Myler & L.O. Erceg. Building permit in lessees' names so must also own building. 1997 occupier Payless Plastics 2002 occupier Plastic Box 2004 occupier The Plastic Shop 2005 occupier Plastic Box (B.M. & A.J. Walker) 2007 Plastic Box.
<b>Historic represented themes</b>	Environment: original shore and tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.
<b>Source</b>	Whakatane District Council Property File 51700248

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 5 DPS 20169
<b>Building (June 2007)</b>	252 The Strand. Total Health Specialists. Cutting It Hair Design.
<b>History</b>	<p>1976 Cannings Ltd. applied for permit. Builder F.G. Mahy. Canning (Whakatane) Ltd. held 14 year lease.                      1981 R.J. &amp; J.A. Scragg. Canning (Whakatane) Ltd. occupier.                      1995 Scraggs, 100% Electrical Store, Carpet Scene, Posturepedic Sleep Centre, Gas Centre.                      2004 occupier Total Health Chemist.</p> <p>Frank and Gilbert Mahy established their construction business in Whakatane in 1926, initially working on small jobs then building bridges for the Public Works Department. As F.G. Mahy and Co. Ltd the firm contributed greatly to the building boom after WWII with the establishment of their joinery factory.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building represents the work of the local construction and joinery firm F.G. Mahy Ltd.</p>
<b>Source</b>	Whakatane District Council Property File 51700252

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 1 DPS 20642
<b>Building (June 2007)</b>	256 – 258 The Strand. Noel Leeming.
<b>History</b>	<p>1976 Smith &amp; Browns lessee.                      1977 Smith &amp; Brown Maple Furnishing Ltd. occupiers.                      1985 Smith &amp; Brown now part of Feltex NZ Ltd.                      1985 Smith &amp; Brown Properties sold property to J.P. Thompson Family Trust.                      1989 J.P. Thompson Trust sold to Smith's City.                      1996 Ashbrook Trust bought lease.                      1997 Deka occupy no. 258 Whakatane Great Outdoors no. 256                      2001 Farmers Furniture Store                      2002 Whakatane Great Outdoors (B.Smith) (no.256)                      2007 Noel Leeming. (no.258)</p>
<b>Historic represented themes</b>	<p>Environment: original shore and tidal zone                      Governance, administration and land ownership: Reclamation: ownership by Harbour Board                      Working: industry and commerce: Expansion                      Building a new settlement: Architectural development                      Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p>
<b>Source</b>	Whakatane District Council Property File 5170/ 256, 5170/258

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

## STRAND SOUTH SIDE – AREA B



<b>Lot.no.</b>	Pt Sect 1 SO 57618
<b>Building (2007)</b>	159 – 163 The Strand, NZ Post, AMI,
<b>History</b>	<p>1955 whole building occupied by Post Office, two storey former Whakatane Post Office Building. Opened by Hon. W. Sullivan Minister of Labour on July 15, 1955. Designed by F. Gordon Wilson. Built by Boon, Sullivan, Luke Ltd.</p> <p>1990 alterations for NZ Post – ground floor.          1992 convert part of first floor for restaurant.          1993 fit-out for Countrywide Bank.          1994 fit-out for AMI Insurance in space on corner. Post shop now no. 2 Commerce St. Fit-out for Trustbank no. 165.          AMI no. 159 The Strand.          Shops in The Strand now 163 &amp; 167          First floor on Strand frontage now 5 Commerce St.          Go Global Restaurant 6 Commerce St first floor Commerce frontage.          1996 first floor. Go Global, Craig &amp; Co, share brokers, Robinson Law &amp; Asset Forestry (no.165)          1996 ground floor AMI and Countrywide Bank.          1998 Westpac no. 165 in one storey building next to old PO          2000 Ground Zero Café on ground floor no. 159 ex Countrywide premises.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being “Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free”. By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p> <p>Post office services operated first from a general store to the east of Pohaturoa Rock, then from part of the police station, until a large wooden building was built on a small piece of reclaimed foreshore in 1907. That building was enlarged to accommodate the telephone exchange, which remained there when the new post office was built on the more recently reclaimed land to the west of Pohaturoa. Although Commerce Street had been formed through to The Strand by 1939, the land to the west was still not fully reclaimed until the 1950s.</p>
<b>Historic themes represented</b>	<p>Environment: original shore and tidal zone          Governance, administration and land ownership: Reclamation: ownership by Harbour Board          Creating an infrastructure: Post, Telegraph and Telephone          Working: industry and commerce: Expansion          Building a new settlement: Architectural development          Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>The growth of the post office and the need for larger facilities illustrates the growth of Whakatane in the post-WWII period and its role as a service centre for the wider district.</p> <p>The building was designed by Government Architect (1959-1971) Gordon Wilson (1952-1959). His entry in the NZ dictionary of Biography notes;</p> <p>'Economic recovery in the 1950s meant a boom in the building industry. As government architect, Wilson was responsible for many state housing schemes, educational buildings and government buildings. His major projects from this period include the Bledisloe State Building and another block of flats in Grey's Avenue, Auckland; the Bowen State Building and The Terrace Flats in Wellington; the School of Engineering building at the University of Canterbury; the University of Otago Dental School building; and a portion of the Milford Hotel, Fiordland. The Terrace Flats, nearing completion on his death, were renamed the Gordon Wilson Flats in his honour.'</p> <p>It is evidence of the very large number of government buildings designed and built during the post-War period, and their wide range of use by the community makes them an established and recognised part of our urban environments throughout New Zealand.</p> <p>Similar to other NZ centres the 1950s and 60s government buildings in Whakatane were built in the context of the post war baby boom and a period when the economy was heavily regulated. There were controls on imports and an emphasis on using New Zealand made products, which may have influenced the use of concrete as a preferred structural and cladding material for major buildings. There was a desire to express local approaches while meeting international standards. Many of the Government building designs were exploring modern design concepts related to planning, use of materials and expression of architectural form.</p> <p>Standard design approaches were applied to building types such as post offices courthouses, police stations or secondary schools, and the concept of a government centre where groups of buildings for public functions or housing government agencies were clustered.</p> <p>The building is associated with the major local construction firm Boon, Sullivan and Luke Ltd who were working at a time of major growth in Whakatane.</p> <p>The building's location on a major intersection in the heart of the commercial area makes a strong architectural statement. Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<p><b>Source</b></p>	<p>Whakatane District Council Property File 5170/0159 DBNZ – Francis Gordon Wilson</p>



# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 2 DPS 86681
<b>Building (2007)</b>	175 The Strand, Bank of New Zealand
<b>History</b>	1961 BNZ opens on this site. Value approximately 50,000 pounds. 1965 BNZ harbour lease and occupier. Architects Seargent Smith and Partners
<b>Historic themes represented</b>	Environment: original tidal zone Governance, administration and land ownership: Reclamation: ownership by Harbour Board Working: industry and commerce: Expansion Building a new settlement: Architectural development Building a new settlement: Reclamation
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p> <p>It was designed by Sargent Smith and Partners who were responsible for numerous Bank buildings in the North Island in the 1960s and 70s, together with tourist accommodation, school and kindergarten buildings, county council offices and a range of other commercial and medium density housing projects. The practice of Sargent Smith was established as Pipe Sargent. Ted Pipe ran the Rotorua office while George Sargent ran the Auckland Office. Charlie Smith ran an office in Wellington. The practice of Pipe Sargent and Associates operated from around 1955-1958 when it changed to Sargent Smith and Associates, offering both architectural and engineering expertise. This was one of many banks that Seargent Smith and partners designed for the BNZ. Others were located in Rotorua and m</p> <p>It is a well designed and utilised good materials for example the shopfront is stainless steel with granite panels.</p>
<b>Source</b>	Whakatane District Council Property File 5170/0175 Whakatane General No.3 Scrapbook, p. 14. Whakatane Museum & Gallery Archives.

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 11 DPS 847
<b>Building (2007)</b>	189 The Strand. ANZ Bank. Zanza Hair, Unichem Pharmacy.
<b>History</b>	<p>1951 lessee Dalgety &amp; Co. Ltd. and occupiers. Stock &amp; station agents. Originally one storey now two.</p> <p>1962 Dalgety and NZ Loan &amp; Mercantile combine to become Dalgety NZ Loan Ltd.</p> <p>1978 harbour lease transfer to Farmer's Cooperative Auctioneering Co. Ltd. a subsidiary of Allied Farmers Cooperative Ltd. occupiers.</p> <p>1985 Allied Farmers continue to occupy.</p> <p>1986 corner site building demolished to construct two storey premises occupied by Elders (Allied Farmers).</p> <p>1988 photo of empty site.</p> <p>1990 Whakatane Holiday Shop in Boon St end.</p> <p>1998 Zanza Hair / Atmore's Unichem Pharmacy occupiers.</p> <p>2003 ANZ Bank occupies corner tenancy.</p> <p>2007 Building owner Boric Family Syndicate.</p>
<b>Historic themes represented</b>	<p>Environment: original tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Working: industry and commerce: Farming</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Source</b>	<p>Whakatane District Council Property File 5170/ 0189</p> <p>Whakatane General No.2 Scrapbook, p. 11. Whakatane Museum &amp; Gallery Archives</p> <p>Whakatane General No.3 Scrapbook, p.19 Whakatane Museum &amp; Gallery Archives.</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 11, 12, 13, & 14 DPS 2419
<b>Building (2007)</b>	193 – 199 The Strand. Neiderer Plaza.
<b>History</b>	<p>1989 Three storey complex built by J.W. Pullar for Ross Neiderer. Ziggurat Architects, Tauranga. The Farmers occupied an existing building on the site that was demolished in 1988.</p> <p>1989 Farmers one and a half floor including ground floor.          Hamerton Barristers &amp; Solicitors whole of top floor.          ACC on first floor. New to Whakatane.          Baker Kytola accountants.          Barker Dawson insurance.          BCC Companies and Ross Neiderer Ltd. developers</p>
<b>Historic themes represented</b>	<p>Environment: original tidal zone          Governance, administration and land ownership: Reclamation: ownership by Harbour Board          Working: industry and commerce: Expansion          Building a new settlement: Architectural development          Building a new settlement: Reclamation</p>
<b>Significance</b>	
<b>Source</b>	<p>Whakatane District Council Property File 5170/ 0197          Beacon August 18, 1989 in Whakatane General No. 3 Scrapbook, p. 47          Whakatane Museum &amp; Gallery Archives.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 8, 9, & 10 DPS 2419
<b>Building (2007)</b>	205 – 211 The Strand, The Personal Touch, Creative Interiors, Public Trust.
<b>History</b>	<p>8 June 1959 Built for Wrights Stephenson's designed by RA Heaney Architect and PC Marks Engineers</p> <p>1982 lessee Wright Stephenson Properties Ltd.</p> <p>1983 lease transferred to J.W.Bowering</p> <p>1987 The Woolly Lamb retail.</p> <p>1993 Public Trust in no. 211</p> <p>2003 The Personal Touch no. 205</p> <p>2003 Creative Interiors no. 207</p> <p>2003 Public Trust no. 211</p>
<b>Historic themes represented</b>	<p>Environment: original tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Working: industry and commerce: Farming</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The building was built for one of the firms supporting the farming industry in the greater district. The re-location of Wright Stephenson's from the older part of the Strand to this more-substantial building reflects the on-going importance of the rural industries to Whakatane during the 1970s.</p>
<b>Source</b>	Whakatane District Council Property File 5170/ 0205

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Sect 1 SO 60029 Lot 1 DPS 14055
<b>Building (2007)</b>	241- 249 The Strand, Meikles. Repco, Dick Smith, Robert Harris.
<b>History</b>	<p>Salt-marsh and mudflats only partially drained prior to 1970.</p> <p>1971 Foodcents Supermarket for National Trading Co. J.M. Stiffe &amp; Associates, architects, Auckland. Durney Construction Co. Napier.</p> <p>1973 Meikle Bros. Ltd. retail adjacent on site. 52,000 sq.ft. Next to supermarket.</p> <p>1985 Foodcents still there.</p> <p>1995 New World Supermarket for some years in Foodcents premises until move to back of Strand shops by 2004.</p> <p>2004 new shops along Richardson St boundary from Meikles to The Strand. Occupied by Repco, Dick Smith Electronics, and Robert Harris in 2005.</p> <p>New World Supermarket for some years in Foodcents premises until moved to river side behind Strand shops by 2004.</p> <p>2004 Meikles now occupy all of that building including office space on first floor.</p>
<b>Historic themes represented</b>	<p>Environment: original tidal zone</p> <p>Governance, administration and land ownership: Reclamation: ownership by Harbour Board</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Building a new settlement: Reclamation</p>
<b>Source</b>	<p>Whakatane District Council Property File 5710/0249</p> <p>Mirror July 31, 1973 in Whakatane General No.3 Scrapbook, p.46 Whakatane Museum &amp; Gallery Archives.</p> <p>Beacon July 17, 2004 in Whakatane General No.7 Scrapbook, p. 5. Whakatane Museum &amp; Gallery Archives.</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

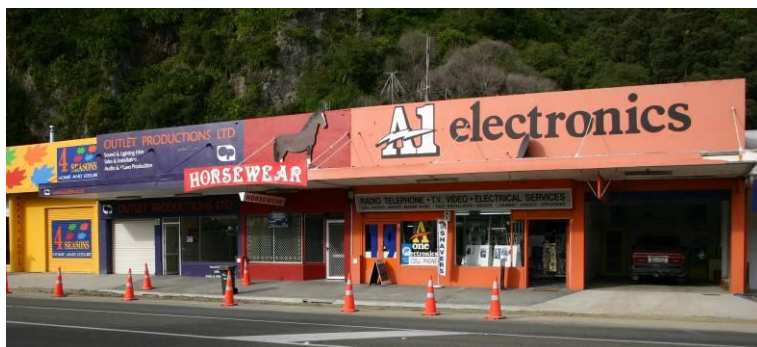
## COMMERCE STREET

East side Commerce St



<b>Lot.no.</b>	Lot 2 DP 24648
<b>Building (2007)</b>	17 and 17A Commerce Street. 4 Seasons Home & Leisure; Horse Wear; Outlet Productions
<b>History</b>	1952 app. for permit for business premises – shops & workshop, one storey, concrete, for Whakatane Radio & Electrical Ltd who have been in business since 1941. Builder W.E. Hanken. 1987 Scragg Electrical. 1993 Scragg Electrical & Refrigeration Ltd. trading as Gas Centre. 1997 Sport Bay of Plenty occupiers – administration. Fairbrother Holdings lessee. 1998 Fairbrother Holdings own building. 2004 Second Hand Retail Shop ( V. Kamara & M. Speers) 2007 Outlet Productions – sound and lighting hire, audio & video production (D.Martin) no.17A 4 Seasons Home & Leisure.
<b>Historical themes represented</b>	Environment: original shore Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact Working: industry and commerce: Expansion
<b>Significance</b>	The site was once a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.  The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.
<b>Source</b>	Whakatane District Council Property Files 0750/0017 Beacon March 25, 1987 in Whakatane General No.3 Scrapbook, p. 43. Whakatane Museum & Gallery Archives. Beacon August 16, 1966 in Whakatane General No.6 Scrapbook, p. 17. Whakatane Museum & Gallery Archives. Auckland Provincial Directory 1939: 871

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 3 DP 25775
<b>Building (2007)</b>	19 Commerce Street. A1 Electronics
<b>History</b>	1954 app. for permit by B.V. Cottrell owner proposed shops. Builder D.E. Hanlen. 1979 lessee J.M. Carter (Whakatane Appliances Ltd.) 2007 A1 Electronics / Maori TV
<b>Historical themes represented</b>	Environment: original shore Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact Working: industry and commerce: Expansion
<b>Significance</b>	The site was once a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.  The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.
<b>Source</b>	Whakatane District Council Property Files 0750

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 4 & 5 DP 11374
<b>Building (2007)</b>	21 – 25 Commerce Street. Guthrie Bowron.
<b>History</b>	1952 permit for Para Rubber Co. for workshop. Built by B.W. Brown. 1954 boiler house erected at rear. 1959 sewer connection 1979 still occupied by Para Rubber Company. 1982 building extended. 1994 Firestone Tyres no. 25 1996 Guthrie Bowron – retail paint 2006 Ashbook Trust (J.Thompson) owns building.
<b>Historical themes represented</b>	Environment: original shore Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact Working: industry and commerce: Expansion
<b>Significance</b>	The site was once a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.  The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.
<b>Source</b>	Whakatane District Council Property Files 0750/0021



# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 7 DPS 11572
<b>Building (2007)</b>	29 Commerce Street. Commerce Street Autos.
<b>History</b>	1997 Commerce Street Autos.
<b>Historical themes represented</b>	Environment: original shore Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact Working: industry and commerce: Expansion
<b>Significance</b>	The site was once a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.  The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.
<b>Source</b>	Whakatane District Council Property Files 0750/0029

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

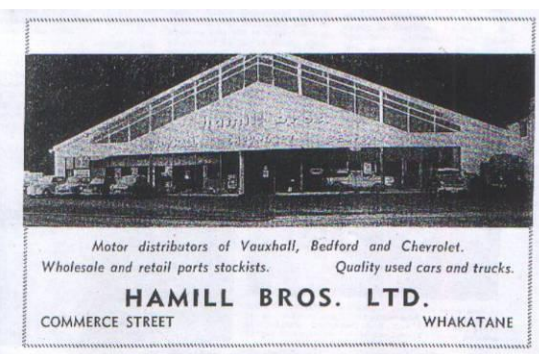


<b>Lot.no.</b>	Lots 4, 5 & 6 DPS11572
<b>Building (2007)</b>	33 -41 Commerce Street. Farmlands.
<b>History</b>	<p>G. &amp; M. Hamill commenced business in 1920 at rear of Pohaturoa (rock). Grew from an auction mart to an Austin franchise. A 1961 advertisement shows Hamill Bros. were motor distributors of Vauxhall, Bedford and Chevrolet who also stocked used cars and trucks and vehicle parts.</p> <p>1980 lessee Hamill Bros. Ltd. panel beaters.</p> <p>1986 Hamill Bros (1985) Ltd motor vehicle dealership and garage.</p> <p>1994 Hamills own building occupier Coastal Panel &amp; Paint.</p> <p>1997 Hamill Holden Ltd.</p> <p>2002 Hamills sub lease the premises to Farmlands Trading Society Ltd.</p>
<b>Historical themes represented</b>	<p>Environment: original shore</p> <p>Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact</p> <p>Working: industry and commerce: Expansion</p>
<b>Significance</b>	<p>The site was once a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.</p> <p>The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.</p>
<b>Source</b>	<p>Whakatane District Council Property Files 0750/0033</p> <p>Whakatane General No.1 Scrapbook, p.32. Whakatane Museum &amp; Gallery Archives.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Lot.no.</b>	Lots 2 & 3 DPS 11572
<b>Building (2007)</b>	35 Commerce Street
<b>History</b>	<p>1955 Hamill Bros. Ltd. open showroom.            1997 Sound House (G &amp; K Whitaker)            1997 Orchard Marine.            2005 Farmlands Trading &amp; Warehouse Stationery occupiers.            Tenants of Commerce Street Properties Ltd (D &amp; L Sheaff)</p> <p>A 1961 advertisement shows Hamill Bros. were motor distributors of Vauxhall, Bedford and Chevrolet who also stocked used cars and trucks and vehicle parts.</p>
<b>Historical themes represented</b>	<p>Environment: original shore            Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact            Working: industry and commerce: Expansion</p>
<b>Significance</b>	<p>The site may have been part of the environs of a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.</p> <p>The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.</p> <p>The building is associated with a long-running local business, Hamill Bros.</p>
<b>Source</b>	Whakatane District Council Property Files 0750/0035

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 9 & 10 DP 24648
<b>Building (2007)</b>	43 – 45 Commerce Street.
<b>History</b>	<p>1955 application to build garage for Hamill Bros. Builder Boon, Sullivan, Luke Ltd.</p> <p>1993 name change to Hamill Holden then Harte Holden. Harte Ltd. LMVD. General Motors dealer. (Trevor Harte)</p> <p>1997 build panel shop for Hamills. Quadrant Construction Ltd.</p> <p>1998 Whakatane Sportsfishing Club – temporary use of premises;</p> <p>2000 Commerce Street Properties Ltd. own buildings.</p> <p>2001 Warehouse Stationery no. 45</p> <p>A 1961 advertisement shows Hamill Bros. were motor distributors of Vauxhall, Bedford and Chevrolet who also stocked used cars and trucks and vehicle parts.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being “Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free”. By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p>
<b>Historical themes represented</b>	Working: industry and commerce: Expansion Building a new settlement: Architectural development
<b>Significance</b>	<p>The building is associated with the construction firm Boon Sullivan Luke who built many buildings in Whakatane.</p> <p>The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.</p> <p>Architecturally the building demonstrates design concepts of the post war period in which the design responded to the function as a car show room with large open spaces and a high level of glazing at street level. The scale of the gabled form was intended to impress provide a landmark building for the owners. It makes a strong statement in the streetscape on a main road into town.</p>
<b>Source</b>	<p>Whakatane District Council Property Files 0750/0043 &amp; 0045</p> <p>Beacon February 19, 1993 in Whakatane General No.3 Scrapbook, p. 52.</p> <p>Whakatane Museum &amp; Gallery Archives.</p> <p>Bay of Plenty Constructs 1961: 94</p> <p>Whakatane Press Special illustrated issue Apr 22, 1922: 12</p> <p>Auckland Provincial Directory 1939: 871</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 12 DP 24648
<b>Building (2007)</b>	55 Commerce Street. Law Signs.
<b>History</b>	<p>1940 app. for permit workshop for Mr. F. Wedderell. Built by Boon, Sullivan Luke Ltd.</p> <p>1946 dwelling for Wedderell added to commercial premises.</p> <p>1955 First floor added to workshop by builder W.E. Hanlen.</p> <p>1961 plan for Whakatane Child Welfare Office accommodation.</p> <p>1988 Gary Law Signs on ground floor, upstairs NZ Childcare Association.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p>
<b>Historical themes represented</b>	<p>Environment: original shore</p> <p>Whakatane peoples and their interactions: Ngati Awa te iwi: before European contact</p> <p>Working: industry and commerce: Expansion</p>
<b>Significance</b>	<p>The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.</p> <p>The site may have been part of the environs of a Ngati Pukeko pa on what was then the foreshore on a tidal inlet from the main river course.</p> <p>The building is associated with the construction firm Boon Sullivan Luke who built many buildings in Whakatane.</p>
<b>Source</b>	<p>Whakatane District Council Property Files 0750/0055</p> <p>Whakatane Press Special illustrated issue Apr 22, 1922</p> <p>Auckland Provincial Directory 1939: 871</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 13,16, 17 DPS 24648, Lot 7 DPS 3139, Lot 14 DP 11374, Lot 15 DP11374,
<b>Building (2007 History)</b>	<p>57 - 71 Commerce Street. Ocean Ford and Bay Honda</p> <p>1927 Armstrong Motors took over C.J. Emmett's garage. Ford franchise.          1936 app. by Armstrong &amp; Co. to erect garage.          1952 app. by Armstrong &amp; Co. Ltd. for paint &amp; panel shop. Boon, Sullivan, Luke Ltd. Extensions to Armstrong's garage.          1995 Brown Bros. Motor vehicle dealers          1997 Whakatane Honda. Ltd.          2007 Sunfield Kitchens, Ocean Ford, Bay Honda.</p> <p>A 1939 photograph shows the Bay Honda building as Armstrong &amp; Co. Ltd "the Ford people for expert workmanship, reliable service... repairs, accessories, lubrication". Several petrol bowsers are situated to the north of the building, with a workshop beyond them. Armstrong Motors, a very successful firm with a branch in Hamilton, was founded by the sons of Samuel Armstrong who had a jewellery shop on The Strand.</p> <p>The Bay Honda building is probably that designed for Armstrong Motors by Rotorua architect <a href="#">Harold Elmslie Goodwin</a> (b. c1897) ANZIA. Goodwin was practising in Rotorua from c. 1926 and many examples of his work remain.</p> <p>Boon &amp; Sullivan, based in Commerce St in 1922, were major building contractors. In 1922 they advertised as being "Builders, Contractors, Timber Merchants and Importers ... Plans and Specifications Furnished Free". By 1939 the firm had become Boon, Sullivan &amp; Luke, builders and contractors with a planing mill and joinery works. W.R. Boon was Mayor of the Borough Council in 1922.</p> <p>The two buildings are apparent in an aerial photograph flown 22 May 1937.</p>
<b>Historical themes represented</b>	<p>Working: industry and commerce: Expansion          Providing transport and access: Road transport</p>
<b>Significance</b>	<p>The building is one of an intact group of retail and light industrial buildings purpose-built for new or expanding businesses established in the inter-war and immediately post WWII period when Whakatane was undergoing a period of major growth in population and the range of services and products being offered.</p> <p>The buildings are associated with the local Armstrong family who came to Whakatane at a time when the town was expanding rapidly.</p> <p>The building is associated with the construction firm Boon, Sullivan &amp; Luke who built many buildings in Whakatane. W.R. Boon was Mayor of the Borough Council in 1922.</p> <p>The building is significant for being an example of the architectural work of Bay of Plenty architect HE Goodwin.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

<b>Source</b>	Whakatane District Council Property Files 0750/0057 Whakatane General No.1 Scrapbook, p. 22. Whakatane Museum & Gallery Archives. Whakatane Press Special illustrated issue Apr 22, 1922: 12 Auckland Provincial Directory 1939: 871 Building progress Apr 1939 Photo 50, B/4 New Zealand Aerial Mapping
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# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 1 DPS 64330
<b>Building (2007)</b>	75 Commerce Street. Custom Mufflers
<b>History</b>	1992 workshop for H. Goldsmith 2006 Coastline Mufflers
<b>Historical themes represented</b>	
<b>Significance</b>	
<b>Source</b>	Whakatane District Council Property Files 0750/0075



<b>Lot.no.</b>	Lot 2 & 3 DPS 64330
<b>Building (2007)</b>	77 – 79 Commerce Street. The Shock Shop
<b>History</b>	1993 new workshop for Wheel Alignment & Suspension Control. (W. Mandersen)
<b>Historical themes represented</b>	
<b>Significance</b>	
<b>Source</b>	Whakatane District Council Property Files 0750/0077



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Building (2007)</b>	81 Commerce Street. Pacific Toyota.
<b>History</b>	In 1921 there were houses in this location. 1964 Whakatane Borough Council Depot. Designed by P.C. Marks, Hamilton. Toilet block and kennels at the rear. 1991 Liquorland Ltd (no. 81 & 83) Pullar Builder. 2000 Pacific Toyota – car sales and service.
<b>Historical themes represented</b>	Governance, administration and land ownership: Local body administration Creating an infrastructure: local body services Working: industry and commerce: Expansion
<b>Significance</b>	As the council depot for storing equipment and workshop, the building represents a functional aspect of local body administration and infrastructure during a time when the town was expanding dramatically.  The property represents a change from residential to light industrial to retail as the needs of the town changed.
<b>Source</b>	Whakatane District Council Property Files 0750/0081



<b>Lot.no.</b>	Lot 3 DPS 58645
<b>Building (2007)</b>	87 Commerce Street. Video Ezy
<b>History</b>	2007 Video Ezy. File not available
<b>Historical themes represented</b>	
<b>Significance</b>	
<b>Source</b>	Whakatane District Council Property Files 0750/0087



<b>Lot.no.</b>	Lot 4 DPS 58645
<b>Building (2007)</b>	Ray White Real Estate
<b>History</b>	2007 Ray White
<b>Historical themes represented</b>	
<b>Significance</b>	
<b>Source</b>	Whakatane District Council Property Files 0750

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

## West side Commerce St



<b>Lot.no.</b>	Lot 1 DPS 13511 & Lot 1DPS 11834
<b>Building (2007)</b>	52 Commerce Street. Commerce Street Plaza. Horizon Energy
<b>Building name</b>	Commerce Plaza; formerly Bay of Plenty Electric Power Board
<b>History</b>	<p>1965 Armstrong's Garage &amp; Service Station demolished. Formerly Campbell &amp; Mclsaac's garage. Bay of Plenty Electric Power Board's 3-storey building was designed by architects Leigh, De Lisle and Fraser of Hamilton in 1965.</p> <p>On August 18, 1925, the Bay of Plenty Electric Power District was proclaimed; it included Opotiki borough and parts of Opotiki and Whakatane counties, but Whakatane borough was not included initially. In July 1968 the Power Board headquarters shifted from Opotiki to Whakatane.</p>
<b>Historical themes represented</b>	<p>Working: industry and commerce: Expansion Creating an infrastructure: Electricity Environment: original shore</p>
<b>Significance</b>	<p>The two buildings represent the growth of Whakatane influencing the Bay of Plenty Electric Power Board to shift their base from Opotiki to the larger town of Whakatane in 1968.</p> <p>Architecturally it is one of a few substantial multi-storied commercial buildings in Whakatane. It is on an intersection in the town centre and contributes to the streetscape of three streets. It is one of a group of modern buildings constructed in the post war period partially on land drained and reclaimed in the 1960s. It is located within the area zoned by the first district scheme for commercial administration offices.</p> <p>The building is associated with a major architectural firm, Leigh, de Lisle and Fraser of Hamilton whose work made a strong contribution during the 1960s-70s.</p> <p>The building is on land that was on the edge of the tidal mudflats and foreshore in 1937.</p>
<b>Source</b>	<p>Whakatane District Council Property Files 0750/0052 Beacon November 19, 1965 in Whakatane General No.6 Scrapbook, p. 7. Whakatane Museum &amp; Gallery Archives. Beacon November 19, 1965 Bay of Plenty 1969 publicity booklet: cover photo</p>

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



The corner site prior to construction of Shapley's.  
No date

<b>Lot.no.</b>	Lot 60 DP 10587
<b>Building (2007)</b>	78 Commerce Street. S.S. Shapley
<b>History</b>	<p>1916 Shapley's building in Caisley photograph of Apanui. No buildings north on Louvain Street.</p> <p>1918 Shapley's building shown in photograph on site.</p> <p>1922 advertisement. Back &amp; Shapley, registered plumbers, Commerce St, advertising as "Sanitary Engineers and Sheet Metal Workers, Manufacturers of Tanks, Ridging, Spouting etc."</p> <p>1922 Whakatane Plumbing Works – Back &amp; Shapley.</p> <p>1947 workshop</p> <p>1950 workshop extension</p> <p>1956 roof rebuilt. Changed from lean-to to gable.</p> <p>1971 addition to workshop.</p> <p>In 1939 the rear of the section was adjacent to the tidal mudflats.</p>
<b>Historical themes represented</b>	<p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Working: industry and commerce: Early businesses</p>
<b>Significance</b>	<p>The business of Back &amp; Shapley, later S.S. Shapley, was one of the successful businesses established in the early 20<sup>th</sup> century at a time when Whakatane was undergoing major expansion. It occupies a prominent street corner in what was the main road into the central business area.</p> <p>The building is one of the few wooden commercial buildings remaining in Whakatane.</p>
<b>Source</b>	<p>Whakatane District Council Property Files 0750/0078</p> <p>Auckland Weekly News May 2, 1918 in Whakatane General No.1 Scrapbook, p.37. Whakatane Museum &amp; Gallery Archives.</p> <p>Whakatane General No.2 Scrapbook, p. 6. Whakatane Museum &amp; Gallery Archives.</p> <p>Whakatane General No.3 Scrapbook, p. 35. Whakatane Museum &amp; Gallery Archives.</p> <p>Caisley photograph no. 155 Apanui in Whakatane General No.6 Scrapbook, p.41. Whakatane Museum &amp; Gallery Archives.</p> <p>Whakatane Press Special illustrated issue Apr 22, 1922</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



View of building c 1920s WMG Neg No P13911

<b>Lot.no.</b>	Lot 61 DP 10587
<b>Building (2007)</b>	74 Commerce Street. Londie's Café & Restaurant.
<b>History</b>	<p>Historic Photo shows this was the Empire Private Hotel circa 1920s. 1920 – 30s a panel beater Zinzli occupier. May have lived above.</p> <p>1947 – Consent application by SS Shapley to erect reinforced concrete shops. Boon Sullivan and Luke builders.</p> <p>1950 Sports Depot. Mr. Tyssen.</p> <p>1956 Hairdresser. Eric Campbell.</p> <p>Millers Café.</p> <p>2006 Londie's Café &amp; Restaurant.</p>
<b>Historical themes represented</b>	<p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Architectural development</p> <p>Working: industry and commerce: Early businesses</p>
<b>Significance</b>	<p>This building requires further research.</p> <p>It is representative of an early building in Whakatane and at one time served as private accommodation.</p> <p>As one of the few remaining from the late-19<sup>th</sup>-early 20<sup>th</sup> centuries in Whakatane the building is highly significant architecturally in the history of Whakatane.</p> <p>It demonstrates several unusual elements with an upstairs covered balcony.</p> <p>It is a rare example in Whakatane of a 2-storey combined retail-residential use building.</p>
<b>Source</b>	Whakatane District Council Property Files could not be found.

# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

## RICHARDSON STREET



<b>Lot.no.</b>	Lot 17 & DPS 9913
<b>Building (2007)</b>	5 – 9 Richardson Street. Empty building.
<b>History</b>	NZTG 29/3/69 Tender for building. Architects - Hocking & Verrall & Assoc. Rotorua 1984 renewal of lease by Presbyterian Church Property Trustees 1991 occupied by Presbyterian Maori Church Synod. 2006 lease transferred to DEL Property Investments Ltd who purchased the property from P.C.P.T. DEL is a subsidiary of Eastern Bay Energy Trust. 2007 premises vacated in May 2007.
<b>Historic themes represented</b>	Environment: estuarine mudflats Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Developing cultural institutions and ways of life: Spiritual needs
<b>Significance</b>	<p>The building is part of the 1950s -70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The building is one of the few in the town centre associated with any religious function.</p> <p>Design by prominent Rotorua Architects Hocking and Verrall who designed a number of Whakatane building including the NZ Crippled Children Society, Gouldstone, St Knox Presbyterian Church and the Golf Club.</p> <p>The design is consistent with their other work, in which modern spatial planning, materials and structural techniques were utilised.</p>
<b>Source</b>	Whakatane District Council Property File 4190/005

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	<i>Lot 13 DPS 9913</i>
<b>Building (2007)</b>	6 Richardson Street & 50 Boon Street. Baker Kytola Accountants. Opportunity Knocks (op-shop on corner)
<b>History</b>	<p>1969 app. for permit for Mrs. E. Chappell for offices and shops. Builder D.C. Butter &amp; Son. Design by A.B. Hicks &amp; Co. Whakatane.</p> <p>1984 Blue Marlin Restaurant.</p> <p>2002 Opportunity Knocks (second hand clothes) – ground floor no. 50</p> <p>2005 Bix Info and Baker Kytola Accountants first floor.</p> <p>Potts &amp; Hodgeson lawyers. No.6</p> <p>A.B. Hicks &amp; Co. Ltd of McAlister St, Whakatane, undertook many major construction projects in the Whakatane area during the 1950s-60s, including buildings at Whakatane airport, the War Memorial Hall at Ohope and St George's church. They also built many homes, and advertised as being the first firm in Whakatane to introduce the full use of brick veneer in residential construction.</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The provision of premises for lease for offices and retail purposes, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Source</b>	Whakatane District Council Property File 4190/0006 file 0390/0050 Bay of Plenty Constructs 1961

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot. 9 DPS 9913
<b>Building (2007)</b>	8 - 10 Richardson Street. Vendor Café on corner.
<b>History</b>	<p>Building designed by Vindriis, Yeatman, &amp; Associates, Tauranga for Mrs. E. Chappell. Two storeyed.</p> <p>1984 tenant a printer.</p> <p>1994 Choices Café</p> <p>2005 Choices Café.</p> <p>1998 Buddle, Bentley, Tweed legal &amp; Smart Accounting no. 8</p> <p>2007 Vendor Cafe</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats</p> <p>Working: industry and commerce: Expansion</p> <p>Building a new settlement: Reclamation</p> <p>Governance, administration and land ownership: Harbour Board</p> <p>Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of the 1950s – 70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The provision of premises for lease for offices and retail purposes, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>Architecturally it is one of a few substantial two-storied commercial buildings in Whakatane.</p>
<b>Source</b>	<p>Whakatane District Council Property File 4190/0008</p> <p>Beacon, April 8, 1998 in Whakatane General No.4 Scrapbook, p. 41.</p> <p>Whakatane Museum &amp; Gallery Archives.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 13 DPS 21447, Lots 14-16 DPS 9913
<b>Building (2007)</b>	13 – 25 Richardson Street. Whakatane RSA Club.
<b>History</b>	<p>1967 new club building permit. Berg Builders Ltd.                      1990 club extended                      1996 extended onto Lot 13 ( RSA car park)                      1998 \$1.4 million renovation of Club.                      2005                      Berg Builders Ltd, of Boon St, were established in the 1950s and initially worked mostly for the Maori Affairs Department building over 100 homes around the Bay of Plenty. They also began a low-deposit housing scheme that helped alleviate the housing shortage in the area. Berg Builders built the large Farmers Trading Co. building, government flats, several business premises and additions to local schools.</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats                      Working: industry and commerce: Expansion                      Building a new settlement: Reclamation                      Governance, administration and land ownership: Harbour Board                      Building a new settlement: Architectural development                      Developing cultural institutions and ways of life: Community organisations and clubs                      Developing cultural institutions and ways of life: Spiritual needs: memorials</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The building is the only premises for social gatherings for a specific club in the central town area.</p> <p>The building is associated with memorials to local participation in international military engagements, continuing the tradition of the memorials aspects of Pohaturoa Rock.</p> <p>The building was constructed (and possibly designed) by a major local construction firm, Berg Builders.</p>
<b>Source</b>	<p>Whakatane District Council Property File 4190/0013                      Beacon January 29, 1997 in Whakatane General No.4 Scrapbook, p. 29.                      Whakatane Museum &amp; Gallery Archives.                      Bay of Plenty Constructs 1961: 83</p>



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 8 & 9 DPS 9913
<b>Building (2007)</b>	14 Richardson Street. Jaynes Wools & Fabrics.
<b>History</b>	1994 Bowering Family Trust built for offices. G & L Eastwood buy building. 2005 Jaynes Wool & Fabrics.
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.
<b>Source</b>	Whakatane District Council Property File 4190/0014

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 6 & 7 DPS 9913
<b>Building (2007)</b>	18 - 22 Richardson Street.
<b>History</b>	Harbour lease 1970 Raurima/ Rurima Buildings [spelling varies] Designed for Rarimu Builders Ltd by Vindis Yeatman and Associates c1960 (no date on drawings) 1994 Black Family Trust. 2004 Binn Inn Food Market no. 22 2005 Quality Fresh Fruit Vegetables Shop no. 18
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 4190/0018

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 5 DPS 9913
<b>Building (2007)</b>	26 Richardson Street. State Fire Insurance.
<b>History</b>	1983 renewal of State Fire Insurance Office lease 1993 lessee now M.J. & M.A. Brown – tenant continues to be State Fire Insurance.
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p>
<b>Source</b>	Whakatane District Council Property File 4190/0026

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lots 3 & 4 DPS 9913
<b>Building (2007)</b>	32 – 34 Richardson Street. New Hong Kong Restaurant
<b>History</b>	<p>1972 building permit for R. Morpeth for shops (lessee). 5010 sq.ft.  W.E. Hanley Ltd. builder.  1982 Kings Photo Express  1988 larger tenancy occupied by Toyworld and other by Wylies Pharmacy.  Fire damage to Toyworld that year.  1988 permit for reinstatement.  1989 proposed licensed restaurant. New Hong Kong Restaurant.  2002 lease transferred to Qiaoxiong Liu Family Trust.  2005 Job Worx no. 34A  32 – 34 New Hong Kong Restaurant.  34 A The Craft Gallery.</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats  Working: industry and commerce: Expansion  Building a new settlement: Reclamation  Governance, administration and land ownership: Harbour Board  Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of the 1970s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	<p>Whakatane District Council Property File 4190/0032  Beacon March 17, 1989 in Whakatane General No.4 Scrapbook, p. 2.  Whakatane Museum &amp; Gallery Archives.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 1 DPS 9913
<b>Building (2007)</b>	36 – 38 Richardson Street. Vacant building
<b>Former name</b>	Wright Stephenson building
<b>History</b>	1960 application for building permit by Wright Stephenson Co. Ltd. 8141 sq ft. 1967 Wright Stephenson – new appliance store 1998 Whakatane Furniture Exchange in one shop and Century 21 Real Estate in other. 2005 Money Box. May 2007 Asset Finance. July 2007 Cash Loans building empty.
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development Working: industry and commerce: Farming
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The building was built for one of the firms supporting the farming industry in the greater district. The re-location of Wright Stephenson's from the older part of the Strand to this more-substantial building reflects the on-going importance of the rural industries to Whakatane during the 1970s.</p>
<b>Source</b>	Whakatane District Council Property File 4190/0038

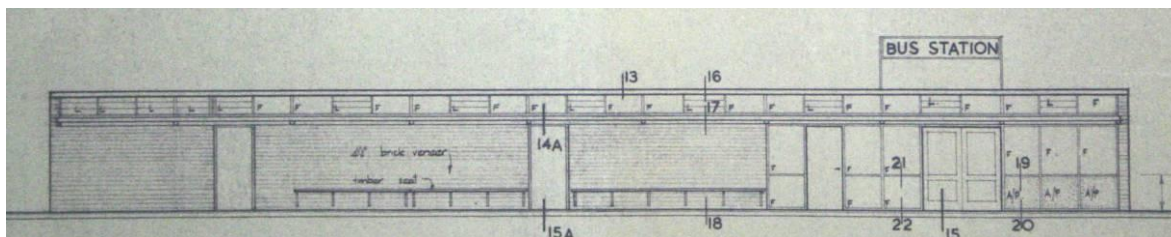
# WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

## BOON STREET



<b>Lot.no.</b>	Lot 15 DP 2419
<b>Building (2007)</b>	18 – 20 Boon Street. New Hong Kong Restaurant.
<b>History</b>	1954 application for building permit for retail shops & offices. 2700 sq.ft. 1956 built for C.W. Jarrett. 1974 minor extensions. 1998 Haircraft Unisex Salon no.18 1998 New Hong Kong Restaurant (retail) no.20
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 0390/0018

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot no.</b>	Lot 2 DPS 342747
<b>Building (2007)</b>	21 Boon Street – Information Centre. Bus Station – this lot includes WDC building at 14 Commerce Street.
<b>Building name</b>	Information centre; Former bus station
<b>History</b>	<p>Designed by Gabites &amp; Beard Architects, Wellington</p> <p>1962 Bus station erected.</p> <p>1989 Civic Centre constructed. Opened by Governor General Dame Cath Tizard. Built as a result of a disastrous fire in March 1989. \$5 million structure – first time all staff under one roof.</p> <p>1991 new Library opened in WDC Civic Centre</p> <p>1993 Information Centre.</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats</p> <p>Providing transport and access: Road transport</p> <p>Building a new settlement: Reclamation</p> <p>Building a new settlement: Architectural development</p> <p>Governance, administration and land ownership: Harbour Board</p>
<b>Significance</b>	<p>The bus station building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>Gabites &amp; Beard Architects were working for the Council primarily developing the first District Scheme in the 1960s. This practice were well know as town Planners and developed a number of early District Schemes for local authorities, particularly around the east cape area</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p>
<b>Source</b>	<p>Beacon June 27, 1962 in Whakatane General No.1 Scrapbook, p. 48. Whakatane Museum &amp; Gallery Archives.</p> <p>PhotoNews July 1962 in Whakatane General No.3 Scrapbook, p.41 Whakatane Museum &amp; Gallery Archives.</p> <p>Beacon February 22, 1991, May 7, 1991 in Whakatane General No.4 Scrapbook, pp. 31-33 Whakatane Museum &amp; Gallery Archives.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 16 DPS 2419
<b>Building (2007)</b>	22 – 24 Boon Street. Whakatane Cycle Centre.
<b>History</b>	1981 lease transferred from R. Oxenham Ltd. to B.N Wills. 1985 Whakatane Cycle Centre.
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Building a new settlement: Architectural development Governance, administration and land ownership: Harbour Board
<b>Significance</b>	The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.  The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.
<b>Source</b>	Whakatane District Council Property File 0390/0022



## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 17 DPS 2419 T&T Childswear
<b>Building (2007)</b>	26 Boon Street.
<b>History</b>	1957 application for building permit for L.H. Alsop builder. 1982 lessee R.J. Hooganboom 1987 Bay Surplus Store. 2007 T&T Childswear
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p>
<b>Source</b>	Whakatane District Council Property File 0390/0026

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 18 & 19 DPS 2419
<b>Building (2007)</b>	28 – 36 Boon Street. Berg's Building.
<b>History</b>	<p>1958 application for building permit for Berg Builders Ltd owner and builder for commercial premises.          1967 app. for permit for second storey for offices.          AA was in no. 28 at some stage, as was the Maori Affairs Department.          1985 New Zealand Insurance, Reeds Leather Saddlery &amp; Shearing Supplies.          Rainey &amp; Associates AXA.          1993 Pampurrs Hairdresser – D.R. Guntrip. No.30          2005 Artex 34 no. 34          2007 one empty shop, Pamper Me Beauty Therapy,          Pampurrs, Rainey &amp; Associates.</p> <p>Berg Builders Ltd were established in the 1950s and initially worked mostly for the Maori Affairs Department building over 100 homes around the Bay of Plenty. They also began a low-deposit housing scheme that helped alleviate the housing shortage in the area. Berg Builders built the large Farmers Trading Co. building, government flats, several business premises and additions to local schools. Berg's shop in Boon St sold wallpapers, paints and varnishes, and offered plans and specifications for building projects.</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats          Working: industry and commerce: Expansion          Building a new settlement: Reclamation          Governance, administration and land ownership: Harbour Board          Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of the 1950s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of premises for lease for retail and offices, sometimes by more than one business, helped diversify the range of facilities and products available for local people. Berg's Building provided retail space on the ground floor and offices upstairs.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p>
<b>Source</b>	<p>Whakatane District Council Property File 0390/0030/0034/0036          Bay of Plenty Constructs 1961: 83</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 10 DPS 9913
<b>Building (2007)</b>	38 & 40 Boon Street.
<b>History</b>	1965 app. building permit for shops B.W. Slipper. Built by Sullivan Constructon Ltd. 1970 shops extended Pet Shop no.38 Recycled Labels no.40 2007 Lets Go Party, and Masquerade Party Hire,
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p>
<b>Source</b>	Whakatane District Council Property File 0390/0038

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



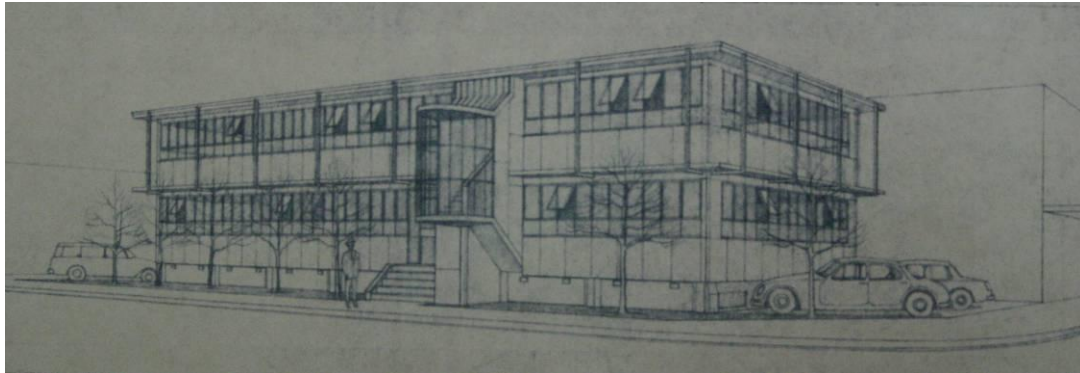
<b>Lot.no.</b>	Lot 11 DPS 9913
<b>Building (2007)</b>	42 Boon Street. Peter Clarke Ltd.
<b>History</b>	1966 app. for permit for Peter Clark Ltd. for commercial building/ workshop. Norm Smith builder. 1984 The Woolly Lamb (N. Hall) 1984 Peter Clarke leases from Normans (Whakatane) Ltd nos. 44 – 46. 2002 Peter Clarke occupier.
<b>Historic themes represented</b>	Environment: estuarine mudflats Working: industry and commerce: Expansion Building a new settlement: Reclamation Governance, administration and land ownership: Harbour Board Building a new settlement: Architectural development
<b>Significance</b>	The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.  The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.
<b>Source</b>	Whakatane District Council Property File 0390/0042

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 12 DPS 9913
<b>Building (2007)</b>	46 Boon Street
<b>History</b>	<p>1970 app. for building permit N. Patterson for new shop. Builder F.G. Mahy. 1950 sqft.                      1970 Bar Ba Cue Restaurant occupier                      1998/05 Neptunes (M. Allen)                      2003 Expressions for Hair (J.McNamara)                      Peter Clark has half this building for his soft furnishing shop.                      Expressions for Hair no.46</p> <p>Pattersons were in business for many years in Whakatane, John Patterson having a drapery by 1939 selling a wide range of men's, women's and children's clothing. The business diversified into home furnishings with larger premises being required. Pattersons owned a few of the buildings along the Strand Extension. Norman Patterson opened Patterson's Bargain Stores in one of the new buildings in 1953.</p> <p>Frank and Gilbert Mahy established their construction business in Whakatane in 1926, initially working on small jobs then building bridges for the Public Works Department. As F.G. Mahy and Co. Ltd the firm contributed greatly to the building boom after WWII with the establishment of their joinery factory.</p>
<b>Historic themes represented</b>	<p>Working: industry and commerce: Expansion                      Building a new settlement: Reclamation                      Environment: estuarine mudflats                      Governance, administration and land ownership: Harbour Board                      Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The provision of retail premises for lease, sometimes by more than one business, helped diversify the range of facilities and products available for local people.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The building is associated with the local construction and joinery firm of F.G. Mahy Ltd. and the prominent Patterson family.</p>
<b>Source</b>	Whakatane District Council Property File 0390/0046

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Lot 19 DPS 9913
<b>Building (2007)</b>	52 Boon Street.
<b>History</b>	<p>1969 Harrison Greirson Engineers and Architects design building for D.C. Bull &amp; Associates- professional suites two storeys. Builder F.G. Mahy Ltd.          1986 Gray Family Trust buy building.          1996 sale of lease to J. Oliphant          1997 J. Oliphant occupier.          2007 New Zeal Limited, The Sterling Trust, Police, Kip McGrath Educational Services.</p> <p>Frank and Gilbert Mahy established their construction business in Whakatane in 1926, initially working on small jobs then building bridges for the Public Works Department. As F.G. Mahy and Co. Ltd the firm contributed greatly to the building boom after WWII with the establishment of their joinery factory.</p>
<b>Historic themes represented</b>	<p>Environment: estuarine mudflats          Governance, administration and land ownership: Harbour Board          Building a new settlement: Architectural development</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The building is associated with the local construction and joinery firm of F.G. Mahy Ltd.</p> <p>The provision of office premises for lease, sometimes by more than one business, helped diversify the range of facilities and services available for local people.</p>
<b>Source</b>	Whakatane District Council Property File 0390/0052

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM



<b>Lot.no.</b>	Pt lot 4 & 8 DPS 2646
<b>Building (2007)</b>	62 Boon Street. Police Station
<b>History</b>	<p>The foundation stone was laid by the Governor-General Sir Bernard Fergusson on 15 April 1967.</p> <p>The building was opened by the Hon PB Allen, Minister of Works and Electricity and Minister in Charge of Police 1963 and 1969, on 7 December 1970, with the Minister of Police the Hon DS Thomson and the Commissioner of Police WHA Sharp. The building was designed by Government Architect FGF Sheppard and constructed by Berg Builders Ltd.</p> <p>Berg Builders Ltd were established in the 1950s and initially worked mostly for the Maori Affairs Department building over 100 homes around the Bay of Plenty. They also began a low-deposit housing scheme that helped alleviate the housing shortage in the area. Berg Builders built the large Farmers Trading Co. building, government flats, several business premises and additions to local schools. Berg's shop in Boon St sold wallpapers, paints and varnishes, and offered plans and specifications for building projects.</p> <p>Police presence in Whakatane began with the occupation by the Armed Constabulary in a redoubt on the cliff top above in the late 1860s. The military barracks were shifted down to Toroa Street in the mid 1880s, along with the small lock-up. A police station was built on the same site and later the courthouse added, one part being used as the post office. A new police station with senior constable's residence was built in 1939 and another residence in 1949.</p>
<b>Historic themes represented</b>	<p>Governance, administration and land ownership: Law and order: Police department</p> <p>Building a new settlement: Reclamation</p> <p>Building a new settlement: Architectural development</p> <p>Environment: estuarine mudflats</p> <p>Governance, administration and land ownership: Harbour Board</p>
<b>Significance</b>	<p>The building is part of the 1950s-70s phase of expansion in the commercial area as new land was made available through reclamation of what had been a tidal mudflat and swamp. This major development made possible the expansion of the town centre and enabled the diversification and enlargement of the services, retail businesses and minor industries that provided employment and goods for the Whakatane community and the wider district.</p> <p>The land represents the importance of the Whakatane Harbour Board, formed in 1913, that had responsibility for all matters to do with the port until the formation of the Whakatane District Council in 1987.</p> <p>The building was designed by Government Architect (1959-1971) FGF Sheppard. He was responsible for a number of government buildings located throughout the country, including the Rotorua Police Station.</p> <p>It is evidence of the very large number of government buildings designed and built during the post-War period, and their wide range of use by the community makes them an established and recognised part of our urban environments throughout New Zealand.</p>

## WHAKATANE TOWN CENTRE HERITAGE STUDY RECORD FORM

	<p>Similar to other NZ centres the 1960s government buildings in Whakatane were built in the context of the post war baby boom and a period when the economy was heavily regulated. There were controls on imports and an emphasis on using New Zealand made products, which may have influenced the use of concrete as a preferred structural and cladding material for major buildings. There was a desire to express local approaches while meeting international standards. Many of the Government building designs were exploring modern design concepts related to planning, use of materials and expression of architectural form.</p> <p>Standard design approaches were applied to building types such as courthouses, police stations or secondary schools, and the concept of a government centre where groups of buildings for public functions or housing government agencies were clustered.</p> <p>The building is associated with the local construction firm of Berg Builders Ltd.</p> <p>The size of the new police station and the need for larger facilities illustrates the growth of Whakatane in the post-WWII period and its role as a service centre for the wider district.</p>
<b>Source</b>	Whakatane District Council Property File 0390/0062