

SUMMARY OF AREA FINDINGS

SPECIAL CHARACTER AREAS: BUSINESS

Area details

Name	DEVONPORT
Suburb(s)	Devonport
NPS-UD priority	Other locations
Summary conclusion	The area (or parts thereof) continues to exhibit the special character values identified in the Auckland Unitary Plan (Operative in part) (AUP (OIP)). The area has potential to be of significance as a historic heritage area.
Development pattern(s) and/or historical theme(s)	Commercial centre of earliest European settlement and development on the North Shore. Marine suburb developed in association with the introduction of passenger ferry services.
Key period(s) of significance	Victorian, Edwardian and Interwar periods (1880-1939)
AUP (OIP) Historic heritage places	Victoria Theatre (ID 1132); Princess Buildings (ID 1140); Commercial building (ID 1128); Watkins' Buildings (ID 1138); Auckland Gas Company (former) (ID 1137); Alisons' Buildings (ID 1136); Commercial Building (ID 1135); Commercial building (ID 1125); Devonia Building (ID 1134); Bank of New Zealand (former) (ID 1124); Post Office (former) (ID 1123); Victoria Arcade (1133); Verran's Building (ID 1131); Johnstone & Noble Building (1130); Telephone Exchange (former) (ID 1189); Buchanan's Building (ID 1129); Commercial building (ID 1127); Commercial building (ID 1126); May's Building (ID 1122); Devonport Post Office (former) / Council Building (former) (ID 1121); The Esplanade Hotel (ID 1120); Commercial building (ID 1267)
AUP (OIP) Zone(s)	Business – Local Centre Zone
Heritage New Zealand Pouhere Taonga listings	Victoria Theatre (No. 7712); Bank of New Zealand (Former) (No. 4511); Post Office (Former) (No. 4510); Esplanade Hotel (No. 4481)

Spatial extent and context

The map shows the AUP (OIP) spatial extent of the Devonport Special Character Areas Overlay - Business (SCA).

The business area is focussed along Victoria Road, the suburbs dominant main street which extends from the waterfront and the wharf at its southern end, upwards along its roughly north-south alignment towards Takarunga/Mount Victoria. Victoria Road is intersected about mid-way by Clarence Street, a west-east aligned secondary thoroughfare which further defines the commercial centre.

The SCA is largely framed by residential streets which are subject to the Special Character Areas Overlay - General: North Shore Devonport and Stanley Point. The many scheduled historic heritage places within the SCA are primarily located along Victoria Road.

The business area is defined by a well vegetated backdrop comprising Windsor Reserve at its south-eastern end and by Takarunga/Mount Victoria to the north. This, combined with views of the Waitematā harbour from lower Victoria Road, set the context of the area and is a key part of its character.



Key survey data

Survey date(s)			July 2021		
Level of survey	Field survey		100%		
	Desk top survey		N/A		
Total number of records			76		
Total number of buildings			69		
Breakdown	Street-facing buildings		67		
	Contributing ¹ buildings	AUP (OIP)	33	Character defining	23
				Character supporting	10
		Survey results	28	Character defining	22
				Character supporting	6
Number of variations between AUP (OIP) and survey results			14 ²		
Number of historic heritage flags ³			0		
Historic heritage area flag ⁴			Yes (in part)		

¹ Identified as 'character defining' or 'character supporting' buildings.

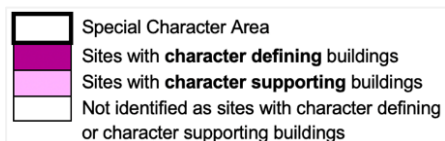
² This total number does not include variations between sites with no character defining or character supporting buildings in the AUP (OIP) and buildings identified as non-contributing or no building-not visible in the survey results, as these continue to be regarded as sites/buildings that do not contribute to the character of the area.

³ Buildings identified as being of potential historic heritage significance.

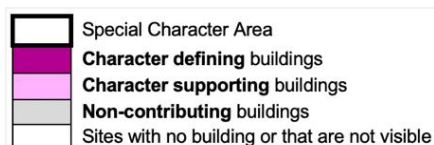
⁴ Does the area or part of the area have potential to be a historic heritage area?

Comparisons: mapping 'contribution'

AUP (OIP)



Survey results



In comparing the AUP (OIP) with the survey results, 14 variations have been identified. Of these, five buildings/sites are found to have an increased level of contribution⁵ while nine are found to have a reduced level of contribution⁶. The variations are largely attributed to the following issues: differences in assessment and/or the way in which sites/buildings have been recorded. Further details are provided in the observations and outcomes section below.

It should be noted that the AUP (OIP) records each site that is occupied by a character defining or character supporting building. In contrast, the survey results record (where visible) each building. This allows for the contribution of each building to be accurately recorded, including where two or more buildings with varying levels of contribution share a single site. In some cases, one building may occupy more than one site. Sites with no buildings and sites or buildings that are not visible have also been identified.

⁵ From 'not identified' or 'character supporting' to 'character supporting' or 'character defining'.

⁶ From 'character defining' to 'character supporting', 'non-contributing' or 'no building-not visible' OR from 'character supporting' to 'non-contributing' or 'no building-not visible'.

General observations and variations in outcomes

Sub-area A: Northern blocks



Observations

- Contributing (character defining or character supporting) buildings are concentrated along Victoria Road, particularly along the western side where a nearly continuous and intact group of commercial buildings defines the area.
- Non-contributing buildings feature throughout the sub-area, but are most prevalent to the western-most blocks, particularly along Wynyard Street and Clarence Street. All post-date the area's period of significance and do not align with the Victorian/Edwardian character values of the Devonport SCA. There are also several non-contributing buildings along the eastern side of Victoria Road.
- Differences between the survey results and the AUP (OIP) in this sub-area are the result of differences in assessment and the way in which sites and buildings have been recorded. Details of these variations are provided below.

Variations

- | | | |
|---|----------------------------------|---|
| 1 | 30 Clarence Street | "Character supporting" to "Non-contributing"
(Post period of significance) |
| 2 | 28 Clarence Street | "Character supporting" to "Non-contributing"
(Post period of significance) |
| 3 | 1 Fleet Street | "Character supporting" to "Non-contributing"
(Rear of street-facing building from post period of significance, on same site as character supporting building) |
| 4 | 24 Victoria Road | "Not identified" to "Character supporting"
(Residential building (villa) from period of significance that supports the character of the area) |
| 5 | Melville's
14 Clarence Street | "Character supporting" to "Character defining"
(Shop from period of significance with largely intact shopfronts that makes a greater than moderate contribution) |

6	12 Clarence Street	“Character defining” to “Character supporting” (Interwar shops from period of significance, on same site as character defining building)
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Sub-area B: Southern Blocks



Observations

- Contributing (character defining or character supporting) buildings within this sub-area continue to be focussed along Victoria Road, providing a strongly coherent and nearly continuous grouping of largely character defining buildings to the western side of the street.
- Non-contributing buildings are concentrated along both sides of Wynyard Street, and all post-date the area's period of significance.
- Differences between the survey results and the AUP (OIP) in this sub area are the result of differences in assessment and the way in which sites/buildings have been recorded. Details of these variations are provided below.

Variations

7	21 Wynyard Street	“Character supporting” to “Non-contributing” (Post period of significance)
8	19 Wynyard Street	“Character supporting” to “Non-contributing” (Post period of significance)
9	17 Wynyard Street	“Character supporting” to “Non-contributing” (Post period of significance)
10	20 Wynyard Street	“Character defining” to “Non-contributing” (Post period of significance)
11	27-29 Victoria Road	“Not identified” to “Character supporting” (Forms part of the same building and site as 27-29 Victoria Road, occupied by a character supporting building)

12	16 Wynyard Street	“Not identified” to “Character supporting” (Residential building (villa) from period of significance that supports the character of the area)
13	14 Wynyard Street	“Not identified” to “Character supporting” (Residential building (bungalow) from period of significance that supports the character of the area)
14	12 Wynyard Street	“Character supporting” to “Non-contributing” (Post period of significance)

Review of special character values

Extent of area	The AUP (OIP) extent of the Devonport SCA closely aligns with the underlying Business – Town Centre Zone. The eastern half of the extent encompasses the earliest parts of the town centre developed along Victoria Road, which most closely reflect the area’s special character values. The close adherence to the underlying zone means that the SCA overlay also encompasses a collection of buildings, particularly to the west on Fleet Street, Clarence Street and Wynyard Street, which do not contribute to the special character values of the area.	
Special character values present	Historical: The Devonport SCA is of significance as the commercial and community centre of the earliest substantial area of European settlement and development on Auckland’s North Shore. The centre was developed in the late-nineteenth and early-twentieth centuries in association with the introduction of passenger ferry services. From the 1880s to 1930s, Devonport was the main commercial centre of the North Shore. Its pattern of development is demonstrated in the significant collection of buildings which date from this period, and that serve the surrounding residential area. This includes a concentration of commercial buildings as well as the Esplanade Hotel, Bank of New Zealand, Victoria Theatre, and public buildings such as the former Devonport Post Office and Council Building along the main street of Victoria Road. Physical and visual qualities: The Devonport SCA is of significance for its concentration of late-nineteenth and early-twentieth century buildings, which reflect the building types and architectural styles associated with its key period of development. Although these values are still strongly demonstrated within the Devonport SCA, there are areas where they are not so evidently expressed.	
Does the area (or parts of the area) still reflect the physical and visual characteristics identified in the AUP (OIP)?	Built form	Yes. There are two distinct urban forms within the SCA, the dominant main street of Victoria Road (developed from the late-nineteenth and early-twentieth centuries) and the Wynyard, Clarence and Fleet streets area to the west, which primarily include post-World War II light industrial buildings. Victoria Road continues to demonstrate a strong visual coherence in its built form, with a high level of integrity in buildings dating from the 1880s to the 1930s. The majority of buildings are two-storey, with high parapets, and are constructed to the street edge which has resulted in a high-density pattern of development that is maintained through the length of the main street. Buildings at the core of the SCAB maintain a continuous building line, with sheltering verandahs generating a strong sense of enclosure. The southern block of the area is bound by Clarence Street to the north, Victoria Road to the east and Queens Parade to the south. Buildings are restricted to the western side of Victoria Road and face the public open space of Windsor Reserve, creating a more open streetscape. The three-storey Esplanade Hotel at the corner of Victoria Road and Queens Parade continues to anchor the southern portion of the area, while the Victoria Theatre (48-56 Victoria Road) frames the area at the north.

		The secondary streets of Wynyard, Clarence and Fleet streets contain more recent single story commercial and light industrial development, where some buildings continue to contribute to the legibility and character of the town centre.
	Architectural values	Yes. The contributing buildings from the area's key period of development continue to demonstrate the range of architectural styles associated with the era, including the prevailing Free Classical style as well as examples of Stripped Classical, Italianate and Art deco styles. Buildings are predominantly of plastered brick construction with modulated and decorated façades. Many examples of early or original shop front and verandah detailing remain evident, which contribute to the high level of integrity and authenticity of buildings in the area. Alterations are generally limited to below-verandah level (though the modulation of frontages is often retained) and the replacement of some first-floor joinery units.
	Urban structure	Yes. The overlay area continues to exhibit two distinct streetscape environments: the main street of Victoria Road and the side streets of Fleet, Clarence and Wynyard Streets running perpendicular and parallel to Victoria Road. Along Victoria Road the area retains the form of a traditional suburban main street, with its fine grain subdivision and continuous retail frontages that contribute to the streetscape quality of active building frontages. At the southern end of Victoria Road, the street enclosure is one-sided on the west, with Windsor Reserve forming a large green space with mature trees to the east, and expansive views of the Waitematā harbour to the south. This juxtaposition of contiguous built form and landscaped open space continues to be a strong contributor to the streetscape character of the area. The secondary side streets illustrate the transition between the surrounding residential areas and the commercial centre. These streets present a more mixed streetscape character of varying building types and setbacks, with a prevalence of car parking and as such, do not strongly reflect the special character values of the area.
Overall findings	As shown in the above maps and review of character values, the Devonport SCA continues to demonstrate the historical values and physical and visual qualities identified in the AUP (OIP). These values are most apparent along Victoria Road, which represents the first phase of commercial development during the area's period of significance. Buildings that do not actively contribute to these values and which generally post-date the period of significance are concentrated in the western portions of the area along the secondary roads. Opportunities may therefore exist to modify the Devonport SCA extent without compromising the historical values and physical and visual qualities that contribute to its established special character. The Devonport SCA is the commercial and community centre of the earliest substantial area of European settlement and development on the North Shore. It is associated with one of three of Auckland's earliest residential marine suburbs and presents an intact collection of important and high-quality buildings from the late-nineteenth and early-twentieth centuries. The Devonport SCA has potential, in part, to be of significance as a Historic Heritage Area.	

Representative photographs (survey results)

'Character defining' buildings



Figure 1: Victoria Theatre, 48-56 Victoria Road



Figure 2: Bank of New Zealand (former), 14 Victoria Road



Figure 3: Alisons' Buildings, 73-79 Victoria Road



Figure 4: The Esplanade Hotel, 1 Victoria Road

'Character supporting' buildings



Figure 5: 1 Fleet Street



Figure 6: 14 and 16 Wynyard Street



Figure 7: 27-29 Victoria Road



Figure 8: 24 Victoria Road

'Non-contributing' buildings



Figure 9: 19 Clarence Street



Figure 10: 2 Queens Parade



Figure 11: 17 Wynyard Street



Figure 12: 1-3 Wynyard Street

SUMMARY OF AREA FINDINGS

SPECIAL CHARACTER AREAS: BUSINESS

Area details

Name	LOWER HINEMOA STREET
Suburb(s)	Birkenhead
NPS-UD priority	Other locations
Summary conclusion	The area (or parts thereof) continues to exhibit the special character values identified in the Auckland Unitary Plan (Operative in part) (AUP (OIP)). The area has potential to be of significance as a historic heritage area.
Development pattern(s) and/or historical theme(s)	Traditional local shopping centre (small scale).
Key period(s) of significance	Victorian, Edwardian and Interwar periods (1870-1939)
AUP (OIP) Historic heritage places	Hellaby's Butcher Shop (former)/Marinovic Buildings (ID 0899); Shop (ID 0900); Police Station and cell block (former) (ID 0955); Commercial Building (ID 0957); Stott's Building (ID 2667); Fishers Building (ID 2668)
AUP (OIP) Zone(s)	Business – Neighbourhood Centre Zone (northern portions) Business – Mixed Use Zone (southern portion) Open Space – Community Zone (one lot)
Heritage New Zealand Pouhere Taonga listings	None
Spatial extent and context The map shows the AUP (OIP) spatial extent of the Lower Hinemoa Special Character Areas Overlay – Business (SCA). The area covers a small shopping precinct on the western side of Hinemoa Street in Birkenhead Point. It includes two clusters of commercial buildings. The SCA is surrounded by residential streets of Birkenhead Point, the majority of which are covered by the Special Character Areas Overlay – General: North Shore – Birkenhead Point.	

Key survey data

Survey date(s)			September and November 2021		
Level of survey	Field survey		N/A		
	Desk top survey		100%		
Total number of records			23		
Total number of buildings			22		
Breakdown	Street-facing buildings		17		
	Contributing ¹ buildings	AUP (OIP)	14	Character defining	10
				Character supporting	4
		Survey results	10	Character defining	6
				Character supporting	4
Number of variations between AUP (OIP) and survey results			8 ²		
Number of historic heritage flags ³			0		
Historic heritage area flag ⁴			Yes		

Comparisons: mapping 'contribution'



¹ Identified as 'character defining' or 'character supporting' buildings.

² This total number does not include variations between sites with no character defining or character supporting buildings in the AUP (OIP) and buildings identified as non-contributing or no building-not visible in the survey results, as these continue to be regarded as sites/buildings that do not contribute to the character of the area.

³ Buildings identified as being of potential historic heritage significance.

⁴ Does the area or part of the area have potential to be a historic heritage area?

In comparing the AUP (OIP) with the survey results, nine variations have been identified. Of these, two buildings are found to have an increased level of contribution⁵ while seven have a reduced level of contribution⁶. The variations are largely attributed to the following issues: differences in assessment, changes to the building or site, and the way in which sites/buildings have been recorded. Further details are provided in the observations and outcomes section below.

It should be noted that the AUP (OIP) records each site that is occupied by a character defining or character supporting building. In contrast, the survey results record (where visible) each building. This allows for the contribution of each building to be accurately recorded, including where two or more buildings with varying levels of contribution share a single site. In some cases, one building may occupy more than one site. Sites with no buildings and sites or buildings that are not visible have also been identified.

An inconsistency has been identified in the AUP (OIP) Lower Hinemoa Street SCA Character Statement and associated Special Character Area Map⁷. The character statement states that the area includes a building on the corner of Maritime Terrace and Hinemoa Street. However, the building is not indicated on the map. Although this intersection was once part of the commercial centre with early 20th century stores located nearby, no early buildings remain. Currently the corner is occupied by a modern townhouse complex built in the late 2010s (83 Hinemoa Street) and a Neo Georgian residence built between the 1930s and the 1950s (81 Hinemoa Street). These residential buildings are included in Special Character Areas Overlay – General: North Shore – Birkenhead Point. They have therefore not been included in the SCA survey.

General observations and variations in outcomes



Observations

- Situated on the western side of Hinemoa Street, this SCA contains an intact cluster of contributing (character defining and character supporting) buildings. These are principally located on and north of the junction with Rugby Road and also in a small non-contiguous northern cluster of the SCA. Featuring both commercial and residential building types, the buildings comprise a variety of uses. A number of these buildings are also identified in the AUP (OIP) historic heritage schedule.
- Non-contributing buildings are located in the southern section of the SCA and on rear lots in the northern section. These non-contributing buildings are from a later period of development, ranging from the late 1950s to the current decade, and include a mix of commercial, community and residential premises.
- When comparing the survey results with the AUP (OIP), the differences are mainly a result of a lower level of contribution attributed to some of the buildings.

⁵ From 'not identified' or 'character supporting' to 'character supporting' or 'character defining'.

⁶ From 'character defining' to 'character supporting' or 'non-contributing' or 'no building-not visible' OR from 'character supporting' to 'non-contributing' or 'no building-not visible'.

⁷ AUP (OIP) 15.1.6.9. Special Character Areas Overlay – Business: Lower Hinemoa Street, and 15.1.6.9.1. Extent of area map.

Variations

1	138A Hinemoa Street	'Character defining' to 'Non-contributing' (Split lot. Post period of significance. Townhouse built in the 1990s)
2	134 Hinemoa Street	'Character defining' to 'Non-contributing' (Split lot. Post period of significance. House built in the 1960s/70s)
3	110-112 Hinemoa Street	'Character defining' to 'Character supporting' (Former police station in residential building from period of significance, but streetscape contribution has been compromised by a large car park in front of the building.)
4	102 -108 Hinemoa Street (Villa at rear at this address)	'Character defining' to 'Character supporting' (Split lot. Residence from period of significance, but is at the rear of a commercial building and does not have a strong street presence.)
5	92 Hinemoa Street	'Character supporting' to 'Non-contributing' (Post period of significance. Built around the late 1950s.)
6	92A Hinemoa Street	'Character supporting' to 'Non-contributing' (Post period of significance. Townhouse built in 2010s.)
7	92B & 92C Hinemoa Street	'Character supporting' to 'Non-contributing' (Post period of significance. Townhouses built in 2010s.)
8	82 Hinemoa Street	'Non-contributing' to 'Character supporting' (Modified cottage built in period of significance)

Review of special character values

Extent of area	The AUP (OIP) extent of the Lower Hinemoa Street SCA aligns with the underlying Business – Mixed Use Zone and Neighbourhood Centre Zone, with one building/site being in the Open Space-Community Zone. The extent includes the earliest part of the commercial centre that most closely reflects the area's special character values and also encompasses groups of non-contributing buildings, particularly to the south.	
Special character values present	Historical: The Lower Hinemoa Street SCA is of significance as small-scale commercial centre associated with one of the earliest residential developments on the North Shore, Birkenhead Point. Forming part of the late-1880s Raven Hill subdivision, the SCA is important for reflecting the early period of commercial development in the locality, which continued to operate as the main shopping centre until the development of Highbury, a more substantial centre to the north, in the 1920s. Physical and visual qualities: The Lower Hinemoa Street SCA retains a small group of late 19th and early 20th century commercial buildings ranging from the 1890s until the late 1920s. The group demonstrates a range of architectural types and styles that collectively illustrate the early pattern of development of Birkenhead.	
Does the area (or parts of the area) still reflect the physical and visual characteristics identified in the AUP (OIP)?	Built form	Yes. The key period of development is still evident in the number of buildings that date from the late 1890s to the late 1920s. The buildings are a mix of one and two-storey commercial buildings, generally with parapets and built to the street edge. The scale varies with more prominent two storey buildings on either side of Rugby Road, and more modest commercial buildings to the north, mostly single storey apart from one gabled two storey building. Included in the area is a small group of villas used as commercial or community premises, generally set back from the street. The southern end of the area is dominated by later commercial development.

	Architectural values	Yes. Buildings continue to demonstrate the range of architectural styles associated with the area's key periods and types of development. Edwardian Italianate and Stripped Classical styles are evident in the masonry buildings. Of brick construction with plaster rendering, these buildings are dispersed throughout the area. A more vernacular style timber two storey commercial building is located in the northern cluster. Some timber Victorian and Edwardian villas and cottages are also evident, one with an early shop front added in the 1920s. There is a high level of integrity throughout the area with a number of intact shop fronts and only minor alterations. Later buildings dating from the late 1950s to the 2020s demonstrate a combination of styles from Moderne to more contemporary design. These buildings do not contribute to the architectural values of the area.
	Urban structure	Yes. The Lower Hinemoa Street SCA strongly reflects the 1890s Raven Hill Subdivision. Part of the area's special character is its intimate connection with the surrounding residential area, providing it with its distinctive village atmosphere. Consisting of a traditional, albeit very small, suburban retail strip, split into two clusters, the area is located on only one side of Hinemoa Street. The area is dominated by the prominent buildings on each corner of Rugby Road, which essentially provide the southern gateway to the village. New development almost consumes the entire block south of Rugby Road. New development is also present north of Rugby Road, but is less obvious, being located on rear sites. Vegetation does not feature highly within the SCA extent apart from some landscaping in the front yards of buildings set back from the street, including a notable tree (Puriri) at 88 Hinemoa Street.
Overall findings	As shown in the above maps and review of character values, the Lower Hinemoa Street SCA continues to demonstrate the historical values and physical and visual qualities identified in the AUP (OIP). These values are especially apparent in the area to the north and the buildings at intersection of Hinemoa Street with Rugby Road. Buildings that do not actively contribute to these values are concentrated south of this intersection and on rear sections in the northern cluster of the SCA. Opportunities may therefore exist to modify the Lower Hinemoa Street SCA extent without compromising the historical values and physical and visual qualities that contribute to its established special character. The area is a very good representative example of a small-scale commercial centre that has a close and integral association with Birkenhead's late 19th century/ early 20th century residential development and, as such, has potential to be of significance as a historic heritage area.	

Representative photographs (desk-top survey results)

'Character defining' buildings



Figure 1: Hellaby's Butcher Shop (former)/Marinovic Buildings, 94 Hinemoa Street (Google Street View, April 2021)



Figure 2: 100 Hinemoa Street, (Google Street View, April 2021)



Figure 3: Fishers Building, 102-108 Hinemoa Street, (Google Street View, April 2021)



Figure 4: 128-130 Hinemoa Street, (Google Street View, April 2021)

'Character supporting' buildings



Figure 5: 102-108 Hinemoa Street (Google Street View, April 2021)



Figure 6: 100 Hinemoa Street (Google Street View, April 2021)



Figure 7: Police Station and Cell Block (former) 110-112 Hinemoa Street (Google Street View, April 2021)



Figure 8: 82 Hinemoa Street (Google Street View, April 2021)

'Non-contributing' buildings



Figure 9: 80 Hinemoa Street (Google Street View, April 2021)



Figure 10: 84-86 Hinemoa Street (Google Street View, April 2021)



Figure 11: 88 Hinemoa Street (Google Street View, April 2021)



Figure 12: 92 Hinemoa Street (Google Street View, April 2021)