



## The impacts of operating and/or owning a business in a historic heritage area, using Karangahape Road as an example

**Kok Hong Wan**

On 27<sup>th</sup> June 2019 (Thursday) at 12:00 PM

**Course Coordinator: Dr Elizabeth Aitken Rose**

**Placement Supervisor: Dr David Bade**

*page intentionally blank*



## **Acknowledgements**

To my partner Jian, my family, Planning and Heritage buddies and friends. We made it!

To my family at the KBA. Thank you for the support, mentorship, laughter and dad jokes.

To all the businesses and landlords who participated in the questionnaires.

Most of all, thank you to David Bade and Tanya Sorrell who agreed to host me with their incredible hospitality at the Council. And of course, to Elizabeth Aitken Rose who coordinated this internship. A special thank you to the Architecture and Planning librarian Lynette. Lastly, I thank the individuals who have indirectly inspired and motivated me over the past years. I apologise if I have not written your names here.

Cover photo: Pitt Street Intersection (Source: Author's own, 2019)

Above: Pitt Street Intersection in 1911 (Source: Auckland Libraries Heritage Collections 7-A4945)



Shophouses at Sarawak, Malaysia (Source: Author's own, 2014)

### Author's message

Businesses that operate in old buildings have always fascinated me. Both my parents grew up in British Malaya, in a small house attached to the back and above their fathers' shops ("Chinese-style shophouse"). I fondly remember spending my school holidays at my late grandfather's store that sold possibly anything and everything the community needed. Shophouses in Malaysia have unconsciously become a part and parcel of my childhood. I shopped for stationaries, had my haircut, tried on new uniform, ogled at pastries, candies and watches I never bought, and ate in these spaces. Although the setting of this research is oceans away, the traits of a shop operating out of a heritage building is not indifferent regardless its location. The curated space of a store so personal to the business owner, yet it is open to serve the public. This 'anonymous' space *is* the element I aimed to uncover and understand, and possibly safeguard, hence the topic chosen for this research.



339 Karangahape Road. (Source: Author's own, 2019).

## About This Research

This research project is part of a student course assessment of ARCHGEN 754 (Heritage Research) of the Master of Urban Planning (Professional) and Heritage Conservation program at the University of Auckland. Contents and images in this document are subject to author's copyrights unless mentioned otherwise.

**Final word count: 9292**

**Main Report – 8225 words (excl. Abstract)**

**Feedback Essay – 1067 words**

## Table of Contents

Chapter 1: Introduction .....	2
Chapter 2: Methodology.....	6
2.1: Overview .....	7
2.2: Literature Review .....	8
2.3: Questionnaire .....	9
Chapter 3: Literature Review .....	12
3.1: Built Heritage and Businesses.....	13
3.2: About the site .....	19
3.3: Recap of Chapter 3 .....	38
Chapter 4: Results .....	40
4.1: Overview .....	41
4.2: Businesses and organisations occupying heritage buildings.....	42
4.3: Questionnaire for landlords.....	49
4.4: Recap of Chapter 4 .....	52
Chapter 5: Discussion.....	54
5.1: Overview .....	55
5.2: Discussion.....	56
5.3: Recap of Chapter 5 .....	66
Chapter 6: Conclusion .....	68
6.1: Overview .....	69
6.2: Research Limitations and Recommendations.....	70
6.3: Recommendations for future research.....	73
6.4: Conclusion .....	74
Bibliography.....	75
Appendix.....	81

## List of Figures

Figure 1: Furniture showroom at Karangahape Road in 1901. (Source: Auckland Libraries Heritage Collections NZG-19011207-1089-2).....	20
Figure 2: Electric tram service running along Karangahape Road in 1913. (Source: Sir George Grey Special Collections, Auckland Libraries, 7-A120).....	20
Figure 3: Commercial buildings dominate the main street and side street facades of the Karangahape Road area. (Source: Author's own, 2019). ....	21
Figure 4: Sheltered walkway along storefronts. (Source: Author's own, 2018). ....	22
Figure 5: Infill buildings amongst the heritage buildings. (Source: Author's own, 2019). .....	22
Figure 6: Boundary and rules of the Karangahape Road Heritage Precinct (Source: City of Auckland District Plan Central Area Section, 2012).....	25
Figure 7: Location of the Karangahape Road Precinct in the Auckland City District Plan Central Area Section Operative 2004 (Source: Auckland Council, 2013). ....	26
Figure 8: Designation, heritage items and additional limitations of the Karangahape Road area in the Auckland City District Plan Central Area Section Operative 2004 (Source: Auckland Council, 2013).....	27
Figure 9: K' Road Historic Heritage Area with locations of contributing and non-contributing buildings (Source: Auckland Council, 2019).....	30
Figure 10: Karangahape Road Business Improvement District boundaries (Source: Auckland Council, 2012). ....	32
Figure 11: Karangahape Road Heritage Walk booklet (First from left) and Placemaking and event pamphlets (Second to fourth from left).....	33
Figure 12: Industries and share of employment in the K' Road BID (2017) (Source: Author's tabulation, 2019). ....	35
Figure 13: Value of spending by domestic and international visitors in the K' Road BID area from 2016 to 2018 (Source: Author's tabulation based on Marketview data, 2019). .....	35
Figure 14: Total spending and number of spending transactions by visitors in the K' Road BID area from 2016 to 2018 (Source: Author's tabulation based on Marketview data, 2019). ....	36
Figure 15: Q1 How long have you been operating your business/organisation on the K'Road area? (Source: Author's tabulation, 2019). ....	43
Figure 16: Q2 How many staff are employed to work in your business/organisation? (Source: Author's tabulation, 2019).....	43

Figure 17: Q3 Are you independent, a franchise brand or a non-profit organisation? (Source: Author's tabulation, 2019).....	44
Figure 18: Q4 What sector does your business/organisation belong to? (Source: Author's tabulation, 2019).....	44
Figure 19: Q5 What are your top three reasons for positioning your business/organisation in K'Road? (Source: Author's tabulation, 2019).....	45
Figure 20: Q6 How has your business/organisation performed over the past three years? (Source: Author's tabulation, 2019).....	46
Figure 21: Q7 Are you aware that your business/organisation is operating in a heritage building? (Source: Author's tabulation, 2019).....	46
Figure 22: To what extent is locating in a heritage building a benefit or a challenge to your business/organisation? (Source: Author's tabulation, 2019).....	47
Figure 23: Q9 How does being located in a heritage building benefit your business/organisation? (Source: Author's tabulation, 2019).....	48
Figure 24: How is being located in a heritage building a challenge to your business/organisation? (Source: Author's tabulation, 2019).....	48
Figure 25: Q3 Why did you choose to buy property in K'Road? (Source: Author's tabulation, 2019).....	50
Figure 26: Q6 In what ways has the heritage status of K Road given a positive impression to your tenants? (Source: Author's tabulation, 2019).....	51
Figure 27: Years of operation by business sector. (Source: Author's tabulation, 2019).....	57
Figure 28: Top reasons for positioning business on K'Road area by years of operation. (Source: Author's tabulation, 2019).....	57
Figure 29: Top reasons for positioning business on K'Road area by business sector. (Source: Author's tabulation, 2019).....	58
Figure 30: Opinion on economic performance by business sector. (Source: Author's tabulation, 2019).....	58
Figure 31: Awareness of heritage status by years of operation. (Source: Author's tabulation, 2019).....	59
Figure 32: Opinion on heritage buildings by awareness of heritage status. (Source: Author's tabulation, 2019).....	59
Figure 33: Opinion on heritage buildings by years of operation. (Source: Author's tabulation, 2019).....	61
Figure 34: Opinion on heritage buildings by years of operation. (Source: Author's tabulation, 2019).....	61

Figure 35: Opinion on heritage building by business sector. (Source: Author's tabulation, 2019).	62
Figure 36: Types of benefits mentioned by businesses who picked "heritage/historical character" as a reason to locate their business on K'Road area (Source: Author's tabulation, 2019).	62
Figure 37: Opinion on economic performance by years of ownership. (Source: Author's tabulation, 2019).	63
Figure 38: Intent of marketing by type of landlord. (Source: Author's tabulation, 2019).	63
Figure 39: Intent of marketing by years of ownership. (Source: Author's tabulation, 2019).	63
Figure 40: Perception of heritage building by years of ownership. (Source: Author's tabulation, 2019).	64
Figure 41: Perception of heritage building by landlord type. (Source: Author's tabulation, 2019).	64
Figure 42: Comparing the reasons for choosing the K'Road area for business operations against property purchase. (Source: Author's tabulation, 2019).	65
Figure 43: Comparing between businesses and landlords on their opinion on economic performance of the area. (Source: Author's tabulation, 2019).	65

## List of Tables

Table 1: Refining search keywords based on research questions (Source: Author's own, 2019). .....	8
Table 2: List of scheduled buildings on K'Road in 1996 (Source: Author's tabulation based on the compilation of signed Auckland City Heritage Object Evaluation Sheets, 1996). .....	24
Table 3: Planning objectives and policies of K' Road (Source: Author's tabulation from the Auckland Unitary Plan, 2019). .....	28
Table 4: Statement of significance for K' Road area (Source: Author's tabulation based on various sources, 2019). .....	29
Table 5: Overview of business performance in the K'Road BID area from 2016 to 2018 (Source: Author's tabulation based on Marketview data, 2019). .....	37
Table 6: Q1 How long have you been a landlord of your building on K'Road? (Source: Author's tabulation, 2019). .....	49
Table 7: Q2 Is your property in the K Road area a heritage building? (Source: Author's tabulation, 2019). .....	49
Table 8: Q4 How has the business performed over the past three years (since K'Road was protected as a heritage area in 2016)? (Source: Author's tabulation, 2019). .....	50
Table 9: Q5 Do you market the heritage aspects of K Road to attract tenants? (Source: Author's tabulation, 2019). .....	50
Table 10: Recommendations for future research. (Source: Author's tabulation, 2019). .....	73

## **Abstract**

This research aims to investigate the advantages of urban built heritage conservation, by identifying the impact of heritage designation on commercial users of protected heritage buildings. The study site is the Karangahape Road (K’Road) Historic Heritage Area and Business Improvement District in central Auckland.

This research involved questionnaires that targeted businesses and landlords. Results suggest that there is a general awareness of heritage status among respondents but there are also gaps in the opinions. Overall, there is an indication that built heritage in K’Road is beneficial for businesses and organisations based in the area. Correlational analyses among businesses further supported the idea that older buildings are more suitable and flexible to their needs. Challenges were raised about the ageing buildings and the structural vulnerability of their premise.

Key findings include:

- 39% of business owners and 38% of landlords included “heritage/historical character” as a reason for choosing to locate in K’Road
- More K’Road business owners stated that their business has performed better (36%) than worse (14%) since it became a historic heritage area. 50% believed they were about the same.
- 39% of K’Road business owners believe locating in a heritage building is a benefit to their business.
- The types of benefits from being in a heritage building listed by K’Road business owners include:
  - A good fit with my type of business/organisation 50%
  - A pleasant atmosphere for my staff and customers 44%
  - Gives a positive impression to my customers 30%
  - Adds value to my brand/product/service 16%

**Keywords:** benefits, built heritage, Business Improvement District, questionnaire, business, landlord



Karangahape Road. (Source: Author's own, 2019).

# Chapter 1: Introduction



St. Kevin's Arcade. (Source: Author's own, 2019).

The transition from traditional brick and mortar retailing to online purchasing is unsettling for the existing stock of buildings in town centres and historical high streets. This shift has led to the spike in floor vacancy, the collapse of notable retailers<sup>1</sup> and the redundancy of heritage buildings across cities. Newer accommodation complexes and big-box retailers that are more relevant to present-day demands have increasingly outweighed the needs to retain the struggling built heritage.

In 2015, the President of the International Council on Monuments and Sites (ICOMOS) argued that sustainable development could be achieved through heritage conservation<sup>2</sup> as it facilitates a variety of aspirations, ranging from individuals to private companies

---

<sup>1</sup> Historic England, *Heritage Counts 2018 – The Past is the Foundation of our Future: Heritage in Commercial Use*, 5.

<sup>2</sup> ICOMOS, “Statement by ICOMOS on the Adoption of the UN Sustainable Development Goals.”

and national-level needs.<sup>3</sup> The UNESCO Recommendation on the Historic Urban Landscape (HUL) asserts that urban heritage plays a vital role in fostering social cohesion and economic growth.<sup>4</sup> The Recommendation supports better integration of sustainable development and heritage conservation to aid improvement of the living environment through adaptive reuse of older buildings. The author of the influential book “The Death and Life of Great American Cities”, Jane Jacobs argued that the economic worth of the newer buildings is replaceable by construction costs, while old buildings that are shaped by history and time, are not.<sup>5</sup> She added that “new ideas must use old buildings” where older buildings make an ideal setting for entrepreneurial ventures and smaller businesses.<sup>6</sup>

The interest towards the benefits of built heritage as a resource for existing and emerging economic activities<sup>7</sup> in this societal shift has increased in recent years.<sup>8</sup> It is crucial to understand the values that urban heritage adds to society; hence, the overarching objective of this research is to demonstrate that heritage can have economic benefits. The core focus is on the benefits of commercial heritage buildings in a city centre Business Improvement District and the value it brings to the on-site users (businesses and owners).

This research begins with a review of research methodologies (Chapter 2). This research involves a literature discussion (Chapter 3) and questionnaires to understand the benefits and challenges that built heritage face in general, and at the study site. Findings and discussions are presented in subsequent chapters and recommendations are formulated based on gaps that surface from research findings (Chapter 4 to 6).

---

<sup>3</sup> Greffe, “Is heritage an asset or a liability?”, 301.

<sup>4</sup> UNESCO, *Recommendation on the Historic Urban Landscape*.

<sup>5</sup> Jacobs, *The Death and Life of Great American Cities*, 199.

<sup>6</sup> Jacobs, 188.

<sup>7</sup> Historic England, *Heritage Counts 2018 – The Past is the Foundation of our Future: Heritage in Commercial Use*, 30.

<sup>8</sup> Berg, “Cultural heritage as a resource for property development”, 305.

*page intentionally blank*



St. Kevin's Arcade. (Source: Author's own, 2019).

## Chapter 2: Methodology



## 2.1: Overview

---

This research aims to identify the benefits of built heritage for businesses and landlords, using Karangahape Road, Auckland, as a case study. The methodologies adopted were a literature review and a questionnaire.

## 2.2: Literature Review

---

The first stage of this research was the literature analysis. The purpose was to justify the arguments, identify research gaps and obtain a deeper understanding of the area of research. Materials that were referred to include academic journals and peer-reviewed articles, books and grey literature. For the relevance of this research, the literature review was limited to the research materials based on the keywords below (see Table 1).

*Table 1: Refining search keywords based on research questions (Source: Author's own, 2019).*

Research Questions	Keywords: "Heritage +keyword."
Why do we conserve built heritage?	"development" "regeneration" "revitalisation" "urban" "dynamics"
Why do we adapt built heritage to modern use?	"adaptation" "adaptive reuse" "upgrading" "refurbishment"
What are the disadvantages of maintaining built heritage?	"burden" "disadvantage" "safety"
How does built heritage benefit business owners?	"benefit" "advantage" "business" "commercial" "tourism"
What are the economic values of built heritage?	"economics" "finance" "marketing"
Role of heritage in Business Improvement District	"Business Improvement District" "branding" "retail"

## 2.3: Questionnaire

---

The next step of this research was identifying the benefits of built heritage for businesses that occupy protected heritage buildings in a local Business Improvement District (BID). The site chosen for this research was Karangahape Road BID in Central Auckland due to the author's existing work with the Karangahape Road Business Association (KBA), which supports the BID.

The selected method for the latter part of this research was a structured anonymous questionnaire for two sets of targeted recipients within the BID. The questions had multiple-choice answers with some questions allowing the freedom to elaborate. Questionnaires are a quick, cost-effective and efficient way to obtain information from a mass of people.<sup>9</sup> The analysis is considerably straightforward, and there is less pressure for an immediate response, thus making it an appropriate methodology, in view of the short period allocated for this research.

A set of questionnaires was individually directed for businesses and landlords of protected heritage buildings. Collectively, they were aimed to identify their awareness and opinion on the values of built heritage (Appendix 1 and 2):

- Their length of operation / ownership of a heritage building
- Employment number
- Nature of business
- Performance of business
- Awareness of heritage values
- Reason for positioning their operations / owning a heritage building
- Benefits and challenges of being a business / a landlord in a heritage building

The addresses of protected heritage buildings were identified with the combination of Auckland Council Geomaps, the BID map and the Historic Heritage Area map<sup>10</sup>. The identified addresses (Appendix 3) were mirrored against the KBA business database to establish a list of questionnaire participants

To ensure that the questionnaire was carried out professionally and responsibly, ethics approval was sought from The University of Auckland Human Participants Ethics

---

<sup>9</sup> Gillham, *Developing a Questionnaire*, 7-8.

<sup>10</sup> See Chapter 3.2.

Committee (UAHPEC). Following the approval on 6<sup>th</sup> May 2019 (#023003), the questionnaires that were created with “Survey Monkey”. Invitations to recruit participants for the questionnaires were disseminated to the businesses via e-mail on the 14<sup>th</sup> May 2019, and to landlords on the 23<sup>rd</sup> May 2019 (Appendix 4 and 5). Participants were given two weeks to respond, while a follow-up reminder was sent out a week before the questionnaires closed. Where necessary, questionnaires were completed on-site through a visit to the business premise by the researcher.

A major concern of conducting a questionnaire was the absence of a financial incentive for respondents, to increase the participation rate of the questionnaire. Other concerns involve the respondents’ literacy which may lead to the misinterpretation of questions<sup>11</sup>, and the number of questions that were limited to a smaller number which is less effective on providing the researcher a deeper understanding of the situation.

---

<sup>11</sup> Gillham, *Developing a Questionnaire*, 9-14.

*page intentionally blank*



352 Karangahape Road. (Source: Author's own, 2019).

## Chapter 3: Literature Review



La Gonda Building. (Source: Author's own, 2019).

## 3.1: Built Heritage and Businesses

---

### 3.1.1: Overview

Built heritage has long provided human-scaled places for social interaction by accommodating industries, commercial activities and dwellings. Today, these buildings are identified, protected and reused in major cities around the world. They are recognised for their historical and cultural values, aesthetics, their role in shaping the city's identity and their contribution to urban growth. However, heritage can often be perceived negatively due to economic pressures. In reaction, a considerable amount of literature acknowledging the economic benefits of built heritage for businesses has been produced.

This chapter begins by providing an overview of the economic context, the negative opinions, and finally presents the evidence of the advantages of built heritage for businesses.

### 3.1.2: The economic context of built heritage

Urban planning is incomplete without urban conservation.<sup>13</sup> There is a surging trend in utilising heritage as an asset for urban wellbeing since the 2000s<sup>15</sup>, even in Auckland<sup>16</sup>, upon realising its substantial economic, social, and environmental benefits.<sup>17</sup> Both the English and Australian governments see heritage as mainly a cultural capital (or cultural resource) which yields economic, cultural and social advantages.<sup>20</sup>

Due to the age of these buildings and changing uses and functions, built heritage is often adapted through a conservation process for new uses while preserving its cultural heritage value.<sup>22</sup> As conservation architect Jeremy Salmond remarked, “buildings are built to be used, not revered”.<sup>23</sup> However, a heritage that is not correctly integrated to modern use will lead to the failure of conservation resulting in a “public eyesore”.<sup>24</sup>

### 3.1.3: The negative perception towards built heritage

There is a widespread negative assumption associated with heritage regarding planning processes and regulation.<sup>33</sup> Developers often assume that heritage adaptation is financially less feasible.<sup>34</sup> Some perceive heritage adaptation as a risk, whereby some developers and bankers have demonstrated concerns of costs which have deterred many from investing in adaptation projects.<sup>35</sup> Other issues include financial burden from renovation and maintenance costs, especially for smaller non-profit enterprises who do not usually have high capital.<sup>36</sup> Generally, suitable materials and craftsperson who are familiar towards

---

<sup>13</sup> Cohen, *Urban Conservation*, 35.

<sup>15</sup> Bullen and Love, “The rhetoric of adaptive reuse or reality of demolition: Views from the field”, 216.

<sup>16</sup> Kiroff and Tan, “Adaptive reuse of industrial buildings in a new precinct in Auckland’s CBD”.

<sup>17</sup> Langston et al., “Strategic assessment of building adaptive reuse opportunities in Hong Kong”, 1709-1718.

<sup>20</sup> Department of the Environment and Heritage, *Department of the Environment and Heritage Submission to the Productivity Commission Inquiry into the Policy Framework and Incentives for the Conservation of Australia’s Historic Built Heritage Places*, 10.

<sup>22</sup> Bullen, “Adaptive reuse and sustainability of commercial buildings”, 21-22.

<sup>23</sup> New Zealand Historic Places Trust Pouhere Taonga, *Heritage Redesigned. Adapting historic places for contemporary New Zealand*, 2.

<sup>24</sup> Gibson, “Neighbours slam council over run-down buildings”.

<sup>33</sup> Freestone, Marsden, and Garnaut, “A Methodology for Assessing the Heritage of Planned Urban Environments: An Australian Study of National Heritage Values”, 158.

<sup>34</sup> Yung and Chan, “Implementation challenges to the adaptive reuse of heritage buildings: Towards the goals of sustainable, low carbon cities”, 355-357.

<sup>35</sup> Shipley, Utz, and Parsons, “Does Adaptive Reuse Pay? A Study of the Business of Building Renovation in Ontario, Canada”, 505-506.

<sup>36</sup> Yung and Chan, “Implementation challenges to the adaptive reuse of heritage buildings: Towards the goals of sustainable, low carbon cities”, 359.

working with old buildings are also harder to procure.<sup>37</sup> In some cases, the unsuitability of spaces can lead to landlords feeling obliged to retrofit and redesign their premises to allow for a flexible-use, multi-let space<sup>38</sup> and to accommodate the “flexible space market”.<sup>39</sup> Feedback from one Norwegian developer highlighted that heritage is a burden, considering that it limits the potential amount of m2 space available for rent, its lower density, and the possibility of yielding lower rents.<sup>40</sup>

#### 3.1.4: Benefits for building owner and businesses

Nevertheless, most developers have found it ‘more fun’ to be involved with heritage buildings, even though it can be costly at times.<sup>43</sup> Some have been optimistic, for they see it as a missed opportunity for urban development.<sup>44</sup> It is essential to note that the economic potential of heritage is usually derived from secondary benefits such as jobs created and spending from visitors.<sup>45</sup> The economic argument for heritage is underpinned by three principles: re-use of existing urban resources, minimal extra costs for infrastructure, and employment.<sup>46</sup>

The driver behind every successful adaptation is often the building’s intangible properties that are invisible to the developer<sup>48</sup>, which are its character and quality.<sup>49</sup> There is also a higher degree of public consensus that built heritage are of better quality.<sup>50</sup> Older buildings could be made from materials that are rare<sup>51</sup>, and the adaptation process can be more sustainable if appropriately executed with adequate planning<sup>52</sup>, in addition to government support. Successful projects can result in lower costs of development compared to demolishing and rebuilding<sup>53</sup>, reduce the pollution and waste from new construction<sup>54</sup>, long-term energy savings<sup>55</sup> and retain communities.

---

<sup>37</sup> Warner, *Business and preservation: a survey of business conservation of buildings and neighborhoods*, 20.

<sup>38</sup> Ramidus Consulting Limited, *A Perspective on Agile Working in Historic Buildings*, 11.

<sup>39</sup> Ramidus Consulting Limited, 14.

<sup>40</sup> Berg, “Cultural heritage as a resource for property development”, 306.

<sup>43</sup> Berg, 308.

<sup>44</sup> Ball, “Developers, regeneration and sustainability issues in the reuse of vacant industrial buildings”, 147.

<sup>45</sup> Berg, “Cultural heritage as a resource for property development”, 314.

<sup>46</sup> Ashworth, *Heritage planning*, 116.

<sup>48</sup> Berg, “Cultural heritage as a resource for property development”, 305.

<sup>49</sup> Ball, “Developers, regeneration and sustainability issues in the reuse of vacant industrial buildings”, 143.

<sup>50</sup> Historic England, *Heritage Counts Heritage and the Economy*, 6.

<sup>51</sup> Rocchi, “Six Practical Reasons to Save Old Buildings | National Trust for Historic Preservation.”

<sup>52</sup> Bullen and Love, “Adaptive reuse of heritage buildings”, 411-419.

<sup>53</sup> Bullen and Love, “Residential regeneration and adaptive reuse: learning from the experiences of Los Angeles”, 358.

A survey of small mix-use heritage buildings across 50 cities in the United States revealed that these buildings accommodate more start-ups and entrepreneurs, more units of affordable rental housing and 60 per cent more minority-owned businesses<sup>56</sup> than newer buildings while employing over 3 million people. In Seattle alone, there are more jobs per commercial square foot and more female-owned businesses in older buildings than in areas with newer and larger buildings.<sup>57</sup>

Built heritage generally increases in value<sup>58</sup> and attracts higher foot traffic<sup>59</sup>, especially in recent years when they are highly sought after by young professionals and small-medium sized entrepreneurs.<sup>60</sup> At present, 26% of companies located in the conservation areas across England are of the creative industries.<sup>61</sup> 45% of survey respondents who occupy heritage buildings in England remarked that the area's ambience was mainly the reason for choosing to locate their business.<sup>62</sup> While the atmosphere aids developing creativity, new enterprises can establish themselves in older buildings with lower risk due to their lower costs. Some competitive markets like London, however, require a more substantial dependency on financial incentives to appeal the business cases and to support the use of heritage buildings by start-up artists that do not have large start-up capital.<sup>63</sup>

---

<sup>54</sup> Gorse and Highfield, *Refurbishment and upgrading of buildings*, 7-9.

<sup>55</sup> Ripp and Rodwell, "The Geography of Urban Heritage", 260.

<sup>56</sup> National Trust for Historic Preservation, *The Atlas of ReUrbanism*, 9-12.

<sup>57</sup> Alfonzo, Older, Smaller, Better. Measuring how the character of buildings and blocks influences urban vitality, 9-10.

<sup>58</sup> Wilkinson, James, and Reed, "Using building adaptation to deliver sustainability in Australia", 50.

<sup>59</sup> Historic England, *Heritage Counts Heritage and the Economy 2018*, 7.

<sup>60</sup> Geddes, Creative Industries in Historic Buildings and Environments Developer *Perspective*, 5.

<sup>61</sup> Geddes, Creative Industries in Historic Buildings and Environments *Summary Report*, 10

<sup>62</sup> Radimus Consulting Limited, *A Perspective on Agile Working in Historic Buildings*, 20-21.

<sup>63</sup> Wilkinson, James, and Reed, "Using building adaptation to deliver sustainability in Australia", 50.

### 3.1.5: Benefits for the regional and national economy

Heritage is a unique selling point for many countries and beneficial for tourism growth.<sup>64</sup> In England, it has been used as place branding both on national and local levels<sup>65</sup>, where listed buildings housed over 140,000 businesses, raked over GBP20 billion (approximately NZD 38 billion) in revenue and employed about 500,000 people in 2018.<sup>66</sup>

Built heritage has also been a catalyst for urban regeneration.<sup>67</sup> For example, it is demonstrated in Diss Market Town in England, where vacancy rates had fallen from 19% (86 retail units) to 5% in 2018.<sup>68</sup> Built heritage adaptation has led to the beautification of its surroundings, including the cleaning up of rivers, 'parkification of riverbanks'<sup>69</sup> and revitalisation of an entire town.<sup>70</sup> It has aided the regional economic growth as demonstrated in many cities across the globe including Mojiko<sup>71</sup> and Nagahama<sup>72</sup> in Japan, Baltic Triangle<sup>73</sup> in England, Los Angeles<sup>74</sup> and cities in Portugal.<sup>75</sup> In New Zealand, prominent examples include Oamaru's Whitestone precinct<sup>76</sup> and Dunedin's Vogel Street Precinct.<sup>77</sup>

### 3.1.6: Heritage and Business Improvement Districts

Heritage buildings are commonly found in Business Improvement Districts (BIDs). Although BIDs were initially established to localise area management especially on tackling street-level issues and improving the retail experience, they have begun adopting place branding in recent years. More than 80% of BIDs in England have incorporated heritage as part of their branding.<sup>78</sup> BIDs have a generally higher level of awareness of local heritage assets, which

---

<sup>64</sup> Warren, *Developing heritage tourism in New Zealand*, 3.

<sup>65</sup> Leeson, *Heritage Counts 2016 Heritage and Place Branding*, 3.

<sup>66</sup> Historic England, *Heritage Counts 2018 - The Past is the Foundation of our Future: Heritage in Commercial Use*, 2.

<sup>67</sup> Greffe, "Is heritage an asset or liability?", 301-309.

<sup>68</sup> Historic England, *Heritage Counts 2018 - The Past is the Foundation of our Future: Heritage in Commercial Use*, 8.

<sup>69</sup> Berg, "Cultural heritage as a resource for property development", 311.

<sup>70</sup> Ferilli, Sacco, and Noda, "Culture driven policies and revaluation of local cultural assets: A tale of two cities, Otaru and Yūbari", 135-139.

<sup>71</sup> Takao and Haruta, "Efficacy of Urban Regeneration Policy by Tourism, and its Limitations. Case Study in Mojiko, Kitakyushu, Japan", 153-156.

<sup>72</sup> Parlewar and Fukuyama, "Regeneration of historic shopping district by community based company, Nagahama, Japan".

<sup>73</sup> Historic England, *Heritage Counts 2018 - The Past is the Foundation of our Future: Heritage in Commercial Use*, 21.

<sup>74</sup> Bullen and Love, "Residential regeneration and adaptive reuse: learning from the experiences of Los Angeles", 352-353.

<sup>75</sup> Lopes Balsas, "City center revitalization in Portugal Lessons from two medium size cities", 19-31.

<sup>76</sup> Warren, *Developing heritage tourism in New Zealand*, 58-59.

<sup>77</sup> Loughrey, "Redeveloped Vogel St building sells for \$10.2m".

<sup>78</sup> Leeson, *Heritage Counts 2016 Heritage and Place Branding*, 8.

often goes beyond the built environment context.<sup>79</sup> They incorporate heritage as a component of authenticity while distinguishing themselves from other BIDs.<sup>80</sup> Close to 90% of businesses in Business Improvement Districts in England agree that heritage is vital to their identity as a business.<sup>81</sup> These BIDs use local heritage as a marketing tool, attract tourists and incorporate them into their strategic planning.<sup>82</sup> Matured BIDs feel that heritage is important to visitors' perception and the integrity of the place.<sup>83</sup>

### 3.1.7: Recap of sub-chapter 3.1

Overall, research has asserted that adapting older buildings reap financial savings<sup>98</sup> and provide the capacity to accommodate the flexible space market and affordable spaces.<sup>99</sup> Some historic buildings have market appeal, while others do not.<sup>100</sup> However, it is important to note that the literature suggests that the benefits of built heritage for the use of smaller businesses outweigh its disadvantages.

Common **challenges** associated with heritage buildings and business:

- Stringent rules on building alteration.
- Financial feasibility due to renovation and maintenance costs.
- Inflexibility to accommodate new uses.

Common **benefits** associated with heritage buildings and business:

- Increased employment and revenue.
- A catalyst for urban regeneration.
- Marketing tool for regional economic growth.
- Aesthetics and cultural values that are appeal to visitors.
- Workspaces for smaller entrepreneurs who face affordability issues.
- Environmental sustainability through the efficient use of resources.

---

<sup>79</sup> Johnson and Graves, *Place branding and heritage*, 33.

<sup>80</sup> Johnson and Graves, 31.

<sup>81</sup> Leeson, *Heritage Counts 2016 Heritage and Place Branding*, 2.

<sup>82</sup> Leeson, 13.

<sup>83</sup> Leeson, 14.

<sup>98</sup> Department of the Environment and Heritage, *Department of the Environment and Heritage Submission to the Productivity Commission Inquiry into the Policy Framework and Incentives for the Conservation of Australia's Historic Built Heritage Places*, 26-27.

<sup>99</sup> Radimus Consulting Limited, *A Perspective on Agile Working in Historic Buildings*, 17.

<sup>100</sup> Geddes, *Creative Industries in Historic Buildings and Environments Developer Perspective*, 4.

## 3.2: About the site

---

### 3.2.1: Karangahape Road's historical role as a commercial hub

The beginnings of Karangahape Road (K'Road henceforth) is traced back to pre-colonial era when a Maori ancestor 'Hape' was known to have stood on a ridge (currently K'Road) to welcome his clansmen with a 'Karanga' (greeting call), hence the name "Te Karanga a Hape"<sup>101</sup>.

Post-colonial Auckland expanded rapidly throughout the nineteenth century. Business and trading crowded the waterfront area. Subsequently, urban development advanced uphill along Queen Street and spilled along the ridge into K'Road.<sup>102</sup> Many of the buildings in this regional shopping area were once home to many notable specialised local shops (Figure 1).<sup>103</sup> With the aid of electric trams (Figure 2) operating along K' Road from 1902, business in the area flourished as Auckland further sprawled westward to Point Chevalier and Mt. Albert.<sup>104</sup> No new buildings were constructed on K' Road between the 1920s to 1960s.<sup>105</sup>

However, in the 1950s, the tram system was decommissioned, and in the 1960s a motorway was established through the inner city. These two developments led to a major urban decentralisation. The growth of suburban shopping hubs and the change in shopping habits significantly impacted the patronage of K' Road and other inner-city shopping areas<sup>106</sup>. Buildings in K' Road began to deteriorate as business worsened. K'Road became known for anti-social behaviours, gambling and prostitution.<sup>107</sup>

---

<sup>101</sup> Auckland Council Heritage Unit, *Historic Heritage Area Evaluation Karangahape Road (K'Road)*, 7.

<sup>102</sup> Auckland Council Heritage Unit, 8.

<sup>103</sup> Waitematā Local Board, *The Karangahape Road Plan 2014-2044*, 14.

<sup>104</sup> Auckland Council Heritage Unit, *Historic Heritage Area Evaluation Karangahape Road (K'Road)*, 8.

<sup>105</sup> City of Auckland, District Plan Central Area Section Annexure 3 Karangahape Road Design Guidelines – Operative 2004, 5.

<sup>106</sup> Auckland Council Heritage Unit, *Historic Heritage Area Evaluation Karangahape Road (K'Road)*, 9-10.

<sup>107</sup> Auckland Council Heritage Unit, 10.



*Figure 1: Furniture showroom at Karangahape Road in 1901.  
(Source: Auckland Libraries Heritage Collections NZG-19011207-1089-2)*



*Figure 2: Electric tram service running along Karangahape Road in 1913.  
(Source: Sir George Grey Special Collections, Auckland Libraries, 7-A120).*

### 3.2.2: Karangahape Road's urban landscape

K' Road is dominated by a notable presence of Victorian (1837-1901) and Edwardian Era (1901-1910) buildings as well as warehouses that are located on the side streets, which collectively supported the commercial development of the area (Figure 3).<sup>113</sup> Shops are mostly two to three floors with distinctive facades and a street canopy sheltering the ground floor pavements (Figure 4).<sup>114</sup>

The financial crisis in 1987 meant K'Road retained many Victorian and Edwardian buildings as the area was spared from the pressure of urban development and gentrification that were more apparent in other parts of the city. Despite that, however, it is noted that a handful of modern infill buildings exist amongst these historic buildings (Figure 5). They were built before design guidelines were introduced by Auckland City Council (now amalgamated as part of 'Auckland Council') in 2004.<sup>115</sup>



Figure 3: Commercial buildings dominate the main street and side street facades of the Karangahape Road area. (Source: Author's own, 2019).

<sup>113</sup> Auckland Council, *Unitary Plan Operative in part Schedule 14.2 Historic Heritage Areas – Maps and statements of significance*, 42.

<sup>114</sup> Auckland Council Heritage Unit, *Historic Heritage Area Evaluation Karangahape Road (K'Road)*, 16.

<sup>115</sup> Auckland Council Heritage Unit, 16.



Figure 4: Sheltered walkway along storefronts. (Source: Author's own, 2018).



Figure 5: Infill buildings amongst the heritage buildings. (Source: Author's own, 2019).

### 3.2.3: Heritage Protection of Karangahape Road

#### Individual scheduling of buildings

Statutory protection of K’Roads buildings can be traced back to 1996 when eight buildings were scheduled by Auckland City Council (Table 2 and Appendix 6).

#### The Karangahape Road Heritage Precinct

The K’Road area was not a collectively protected area until 2004, when the “K’Road Historic Precinct” was designated as part of the Auckland City District Plan (operative 2004 to 2017) (Figure 6, 7 and 8). The plan addressed key issues in Part 10 (Heritage) of the Central Area section which assisted the conservation of K’ Road by:

- Identifying and assessing heritage resources – scheduling of heritage items and assessment through heritage conservation plans.<sup>116</sup>
- Securing conservation through suitable measures – precinct provisions to retain unity in form and character.<sup>117</sup>
- Ensuring that newer development complements both visually and physically with heritage places – ensure ongoing utilisation of heritage buildings (adaptive reuse).<sup>118</sup>
- Precinct-specific rules were outlined in Part 14.11 (K’Road Precinct). The built character and amenity of the precinct were protected and enhanced through the rules enforced on building alteration, streetscape, retail functionality and activity control.<sup>119</sup>

---

<sup>116</sup> Auckland City Council, *District Plan Central Area Section Operative 2004 Part 10 - Heritage*, 7.

<sup>117</sup> Auckland City Council, 7-8.

<sup>118</sup> Auckland City Council, 5.

<sup>119</sup> Auckland City Council, *District Plan Central Area Section Operative 2004 Part 14.11 – Karangahape Road Precinct*, 1-9.

Chapter 3 Literature Review

Table 2: List of scheduled buildings on K'Road in 1996 (Source: Author's tabulation based on the compilation of signed Auckland City Heritage Object Evaluation Sheets, 1996).

Auckland Unitary Plan Scheduled buildings ID	Place name / Description	Location	Photographs (Source: Author's own, 2019)
01975	Banks Buildings	111 Karangahape Road, Newton	
01976	St Kevin's Arcade	183 Karangahape Road, Newton	
01977	Rendell's Building (former)	184 Karangahape Road, Newton	
01978	Pitt Street Buildings	211-235 Karangahape Road, Newton	
01979	George Court Department Store	238 Karangahape Road, Newton	
01980	Naval and Family Hotel	243 Karangahape Road, Newton	
01981	Hallenstein Brothers Building	246-254 Karangahape Road, Newton	
01982	King's Theatre entrance (former) / Norman Ng Building	256 Karangahape Road, Newton	

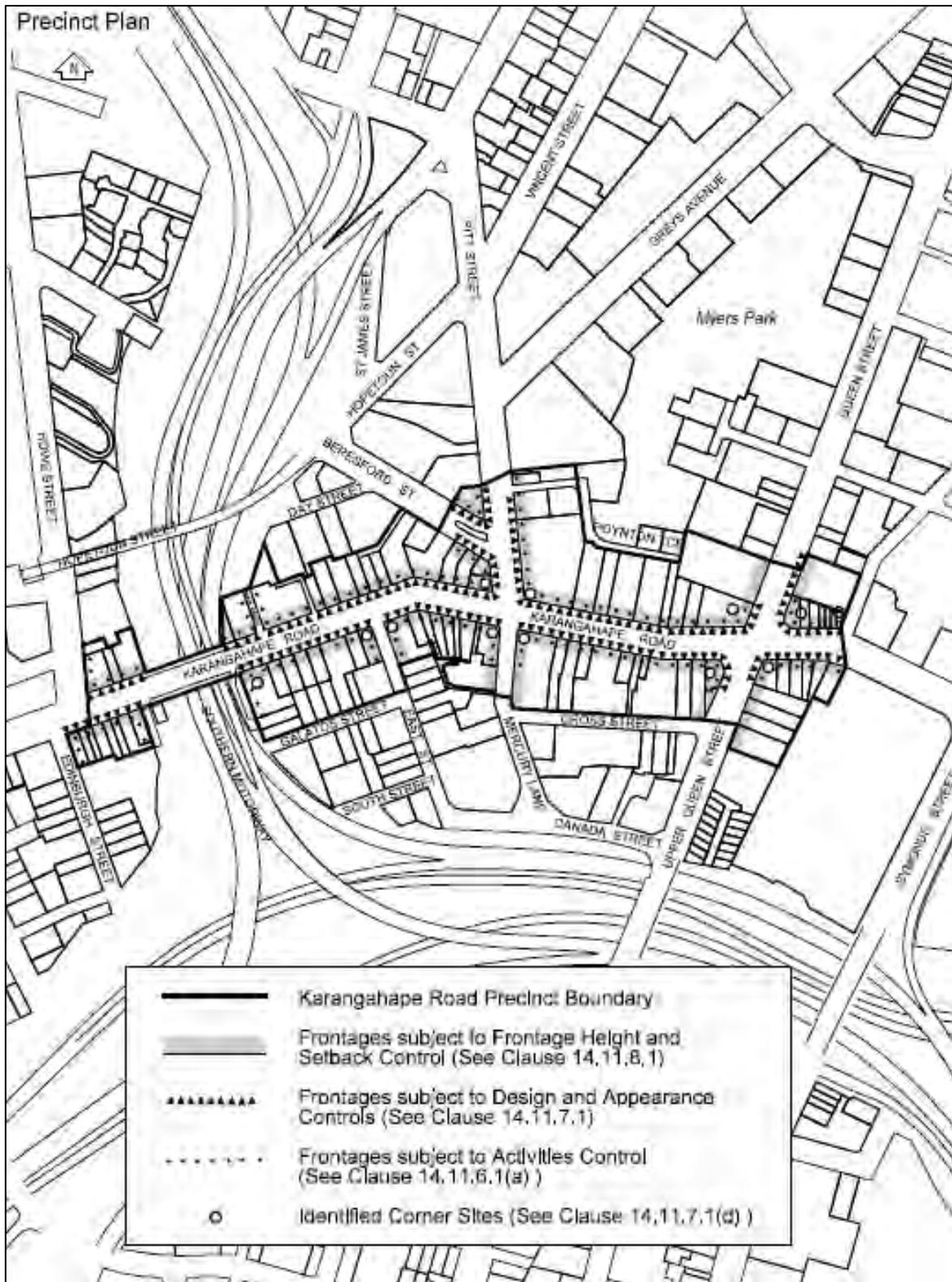


Figure 6: Boundary and rules of the Karangahape Road Heritage Precinct  
 (Source: City of Auckland District Plan Central Area Section, 2012).

Chapter 3 Literature Review

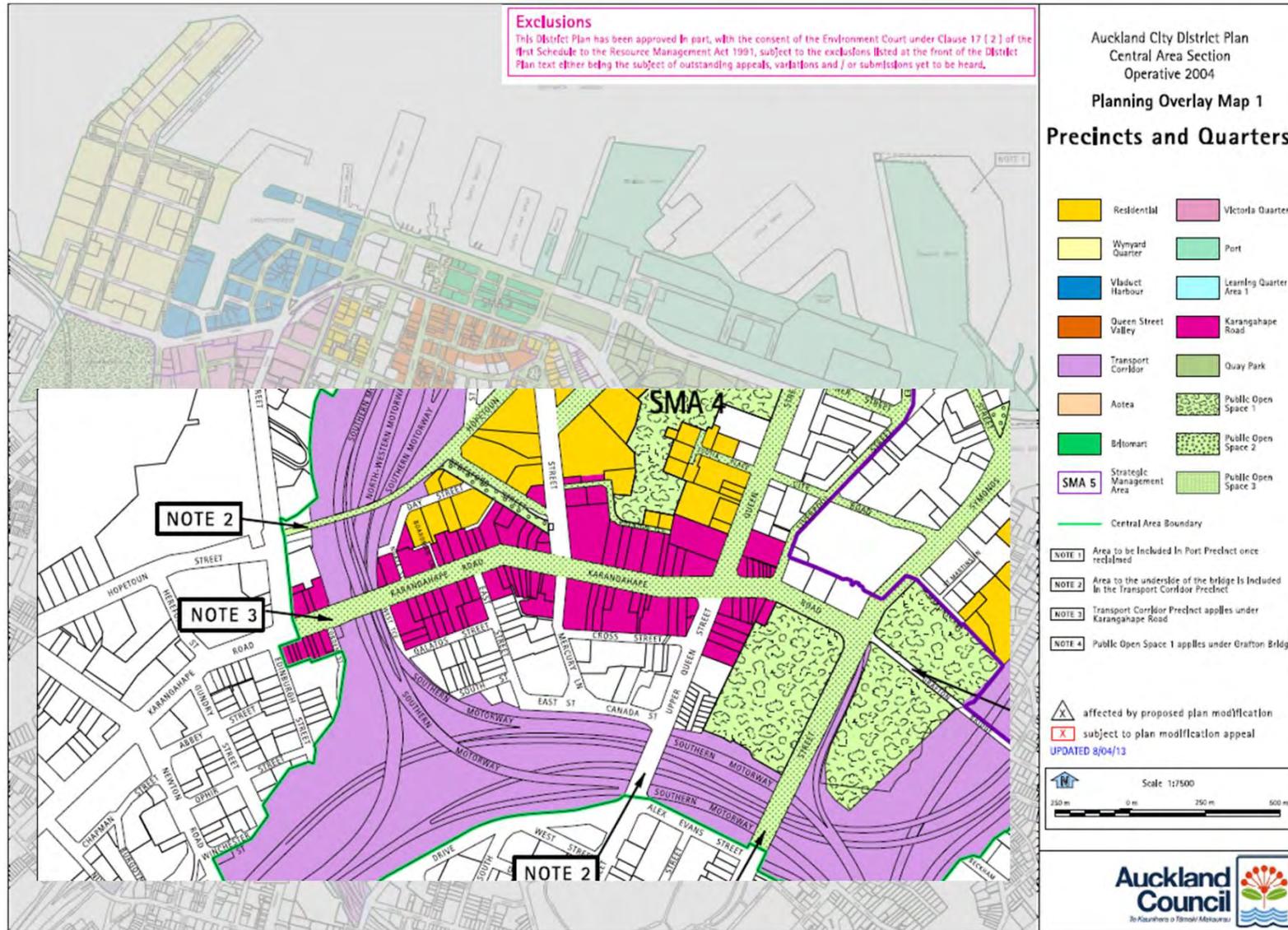


Figure 7: Location of the Karangahape Road Precinct in the Auckland City District Plan Central Area Section Operative 2004 (Source: Auckland Council, 2013).

Chapter 3 Literature Review

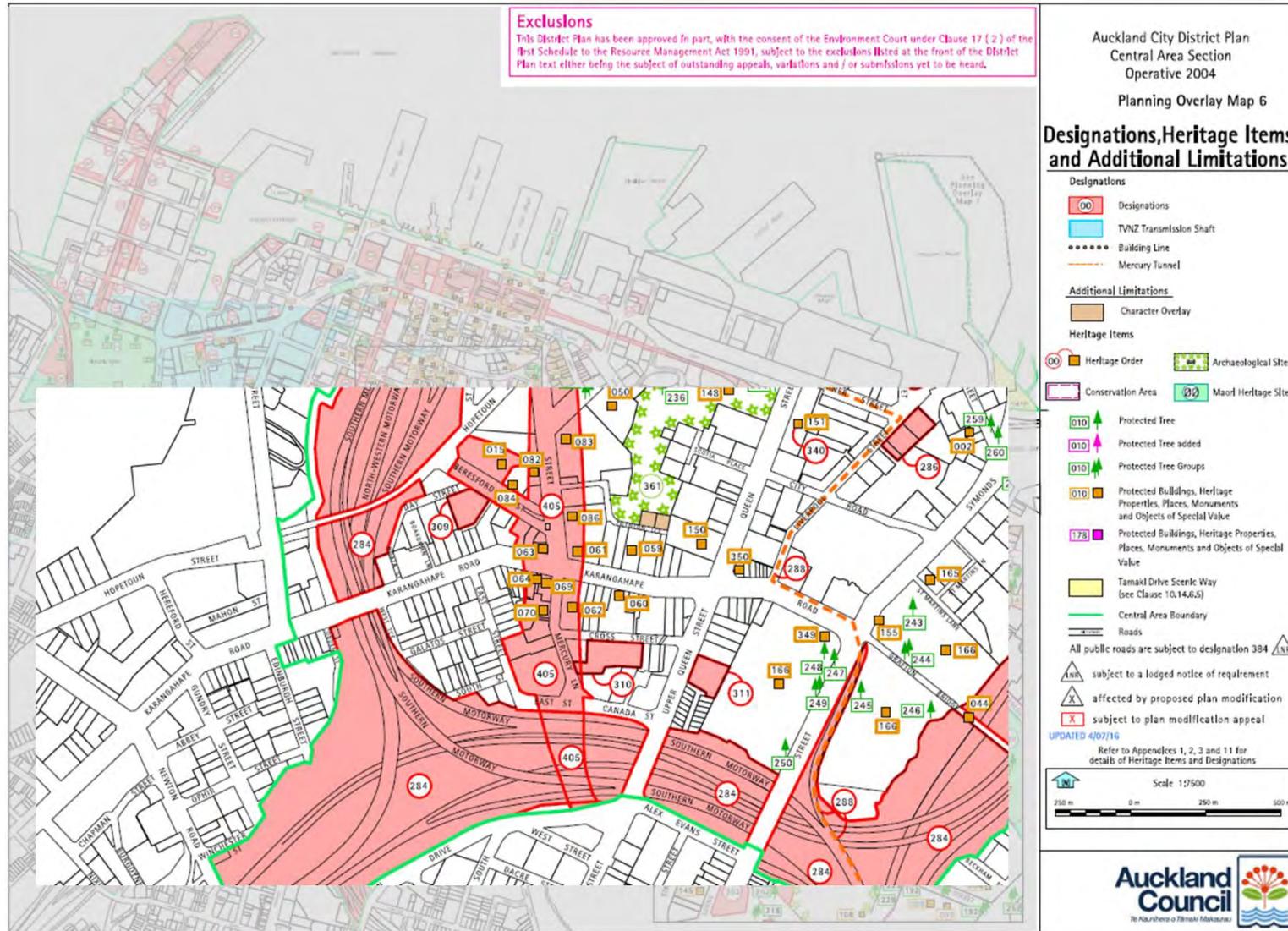


Figure 8: Designation, heritage items and additional limitations of the Karangahape Road area in the Auckland City District Plan Central Area Section Operative 2004 (Source: Auckland Council, 2013).

### The Karangahape Road Historic Heritage Area (HHA)

A Historic Heritage Area Evaluation was carried out in 2013 to examine the area against the criteria for evaluation of historic heritage in preparation for a Unitary Plan which superseded the Auckland City Council District Plan in 2017. The Unitary Plan is the statutory document that enables regional growth and development while protecting features that are of value to the community.<sup>123</sup> The K' Road area is a City Centre Zone for business activities. Objectives and policies that apply to the area are outlined in Table 3.

The K'Road area had demonstrated a considerable degree of significance to the region for its association with residential and commercial development for over a century based on the evaluation result (Table 4). The area was scheduled as Category B<sup>124</sup> although some non-contributing buildings<sup>125</sup> in the area are known to have no contributory factor to the historical character.<sup>126</sup> There are 450 units of used buildings (excludes residential)<sup>127</sup> in the K'Road HHA (Figure 9).

Table 3: Planning objectives and policies of K' Road (Source: Author's tabulation from the Auckland Unitary Plan, 2019).

	K' Road Precinct <sup>128</sup>	Schedule 14.2.12 Historic Heritage Area <sup>129</sup>
Objectives (general)	- Streetscape character maintained and enhanced.	- Protection, maintenance, restoration and conservation. - Scheduled to be protected from inappropriate development. - Adaptation of buildings.
Policies (general)	- Building design cohesive to surroundings (height, setbacks, frontages) - Street environment enhanced.	- Encourage maintenance and repair. - Enable adaptive reuse. - Regulate modifications, demolition, relocation and use.

<sup>123</sup> Auckland Council, *Auckland Unitary Plan Chapter A, 2*.

<sup>124</sup> Places that are of considerable significance to a geographic area.

<sup>125</sup> Buildings that are constructed post-1960, without representation of special character or architectural merits.

<sup>126</sup> Auckland Council Heritage Unit, *Historic Heritage Area Evaluation Karangahape Road (K'Road)*, 22.

<sup>127</sup> Aching Konyak, Email to author, March, 27, 2019.

<sup>128</sup> Auckland Council, *Auckland Unitary Plan Chapter I206 Karangahape Road Precinct*, 1-2.

<sup>129</sup> Auckland Council, *Auckland Unitary Plan Chapter D17 Historic Heritage Overlay*, 4-9.

## Chapter 3 Literature Review

*Table 4: Statement of significance for K' Road area (Source: Author's tabulation based on various sources, 2019).*

Significance criteria	Degree	Statement
Historical	Considerable	Contribution to the growth of the retail and entertainment industry in Auckland.
Social	Moderate	A reflection of past shopping behaviours and the importance of the area to the LGBTQ community.
Mana Whenua	Not assessed	-
Knowledge	Moderate	Symonds Street Cemetery and Myers Park as an archaeological site.
Technological	Moderate	Evidence of construction technology which was sophisticated for its era (e.g. reinforced concrete bridge, cast concrete buildings) and the earliest radio station in the city.
Physical attributes	Considerable	Buildings designed by some of the most prominent architects in Auckland (e.g. Edward Bartley, Mahoney & Sons, Henry Wade etc.)
Aesthetic	Considerable	A notable mix of Victorian, Edwardian and Interwar-period commercial buildings. <sup>133</sup>
Context	Considerable	A unique streetscape.

<sup>133</sup> Auckland Council, *Unitary Plan Operative in part Schedule 14.2 Historic Heritage Areas – Maps and statements of significance*, 42.

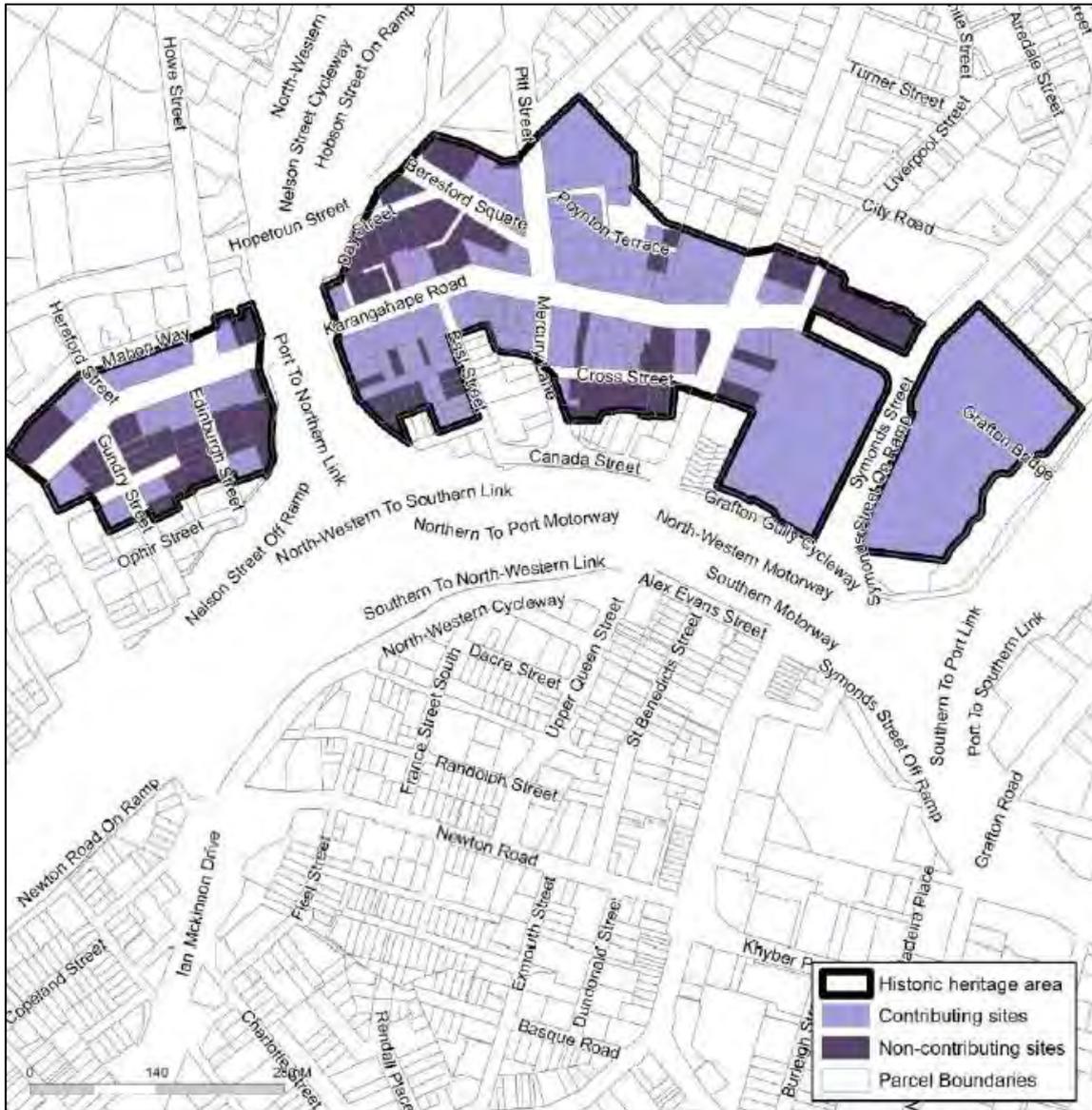


Figure 9: K' Road Historic Heritage Area with locations of contributing and non-contributing buildings (Source: Auckland Council, 2019).

### 3.2.4: Business Improvement District

#### Karangahape Road Business Improvement District

K' Road area is home to various industries and businesses. They range from retail, food, entertainment, professional services to the creative industries. More than half of the city centre's creative industry workers base themselves on the K'Road area.<sup>137</sup> The Karangahape Road Plan 2014-2044 developed by the Waitemata Local Board ensures that the area will continue to serve as home to this diversity.

First registered as an incorporated society in 1924<sup>138</sup>, the K'Road Business Association (KBA) plays a vital role in supporting the economic development of the K'Road area. In 1998, the K'Road Business Improvement District (BID) was established through a partnership between KBA and Auckland Council along with other Council Controlled Organisations (CCOs) to enhance the local business environment further.<sup>139</sup> Under the Local Government (Rating) Act 2002, KBA currently receives core funding in the form of targeted rates from businesses located within the boundaries of the stand-alone retail precinct (Figure 10).<sup>140</sup> These rates are used to deliver a range of projects and initiatives for regional economic growth. They include<sup>141</sup>:

- Effective governance – monitoring performance and setting key performance indicators.
- Business marketing – brand promotion and attracting investments.
- Business-to-business networking – business training, development sessions, forums and workshops for local businesses.
- Heritage awareness – heritage walks and information (Figure 11).
- Advocacy – policy submission in various fields (heritage, transport etc.).
- Placemaking – space activation and organising events (Figure 11).
- Stakeholder partnership – bridging local government with local businesses and keeping the businesses updated with council planning matters.
- Crime prevention – promoting safety through crime prevention initiatives.

---

<sup>137</sup> Waitemata Local Board, *The Karangahape Road Plan 2014-2044*, 15.

<sup>138</sup> De Beer, *Karangahape Road Strategic Plan: Overview*, 2.

<sup>139</sup> Michael Richardson, personal communication with author, April 26, 2019.

<sup>140</sup> Auckland Council, *Business Improvement District (BID) Policy 2016 Part 1 – Policy Principles*, 5.

<sup>141</sup> Auckland Council, *Business Improvement District (BID) Policy 2016 Part 2 – Policy Operating Standards*, 4-5.

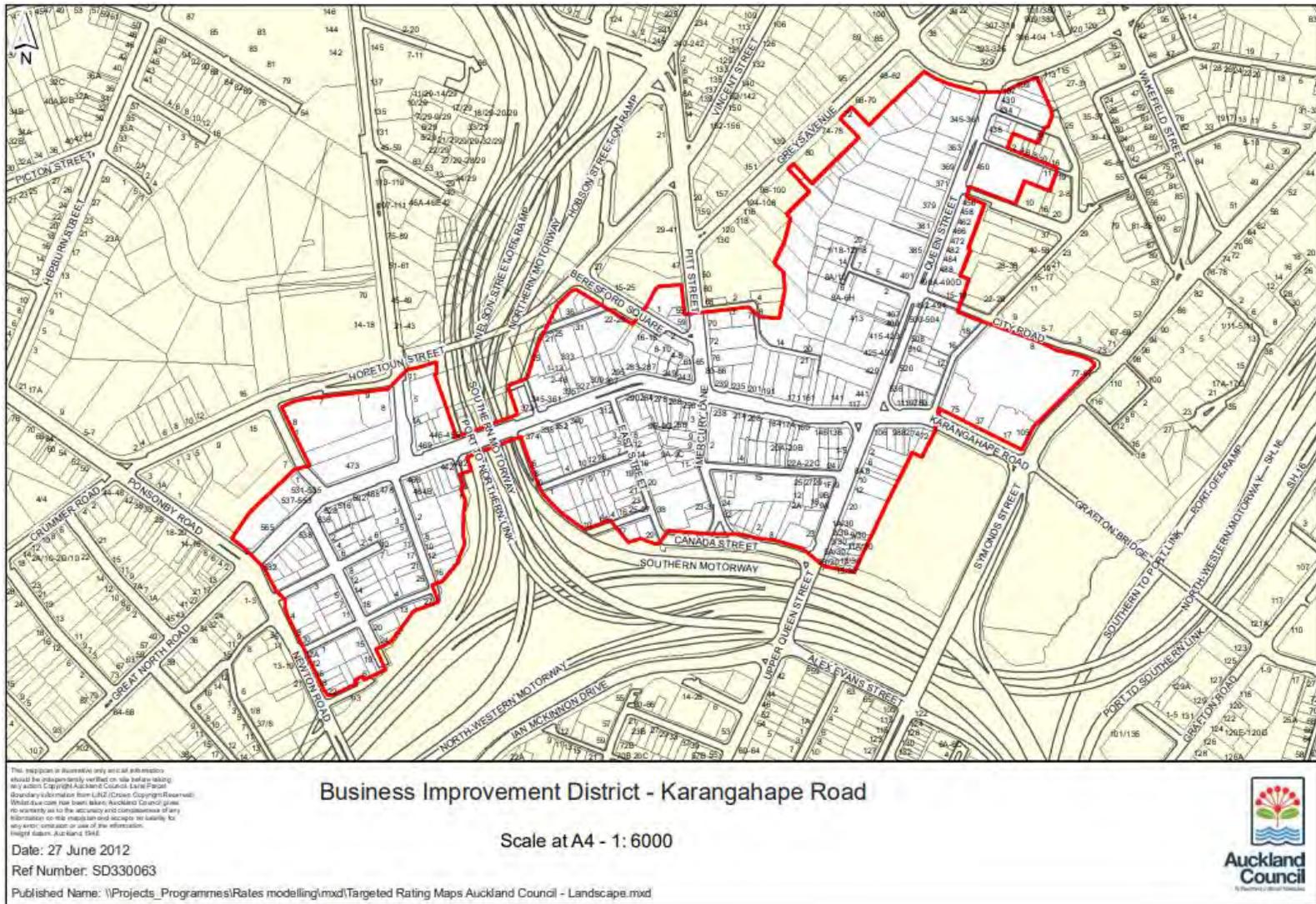


Figure 10: Karangahape Road Business Improvement District boundaries (Source: Auckland Council, 2012).



Figure 11: Karangahape Road Heritage Walk booklet (First from left) and Placemaking and event pamphlets (Second to fourth from left).

### Commercial profile of K' Road

K' Road is the only 24/7 street (a street that never sleeps) in the country.<sup>142</sup> It is home to over 400 registered businesses, 8000 employees and over 4000 residents.<sup>143</sup> A quarter of the businesses are knowledge-intensive, offering a wide range of professional services from fine arts and entertainment to technological services. While businesses in the area are diverse, over one-fifth of the employment in the area comes from hospitality services (Figure 12).

Spending data, which was obtained from Marketview is based on electronic card transactions made within the BID.<sup>144</sup> A spender's profile is based on the location where the card was issued. However, the cash transaction is omitted from their reports.

According to the data, businesses in the area have witnessed a growth in spending and the number of financial transactions from customers since the data began to be collected in 2016. About 80% of the spenders are from New Zealand, with around 80% of those coming from the Auckland Region. The average value of the transaction from 2016 to 2018 is \$37.53, peaking throughout the warmer months from October to March. The top international spenders are from Australia, the United States, European region and China which accounts for up to 20% of the revenue generated in the K' Road BID area.

Figure 13, Figure 14 and Table 5 provide an overview of the economic performance of the K' Road area.<sup>145</sup>

---

<sup>142</sup> De Beer, *Karangahape Road Strategic Plan: Overview*, 2.

<sup>143</sup> De Beer, 2.

<sup>144</sup> Marketview, *K Road Retail Centre Quarterly Market Activity Report for the 3 month period ending 31 March 2018*, 15-16.

<sup>145</sup> Collectively tabulated based on quarterly market activity reports from Marketview.

### Chapter 3 Literature Review

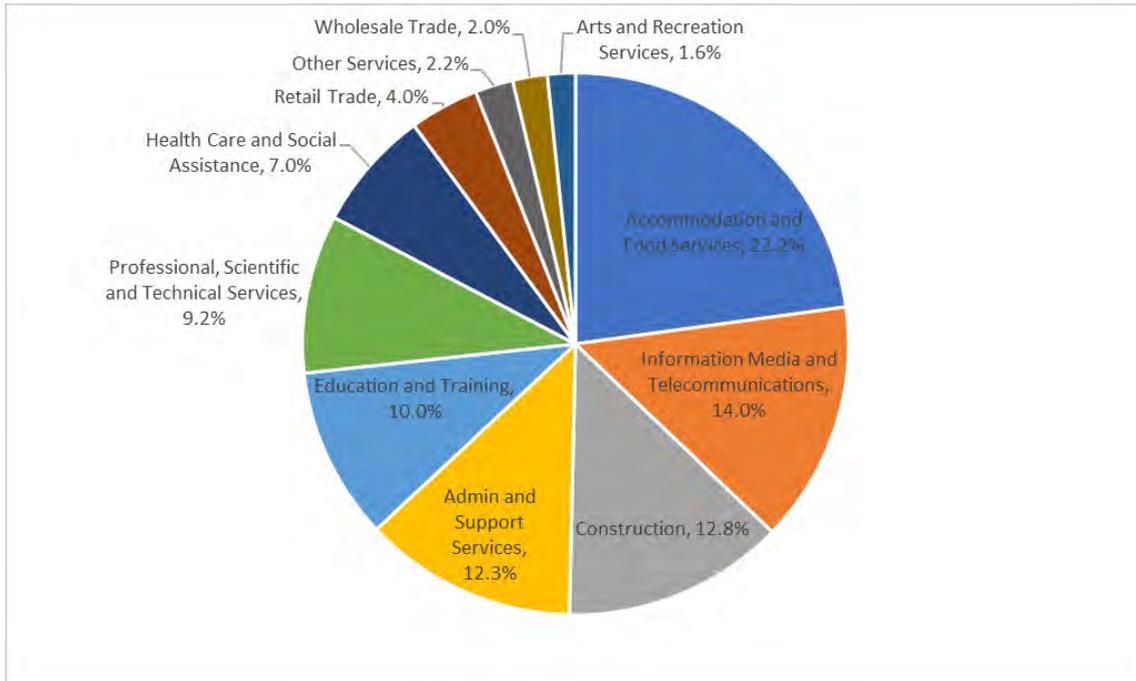


Figure 12: Industries and share of employment in the K' Road BID (2017) (Source: Author's tabulation, 2019).

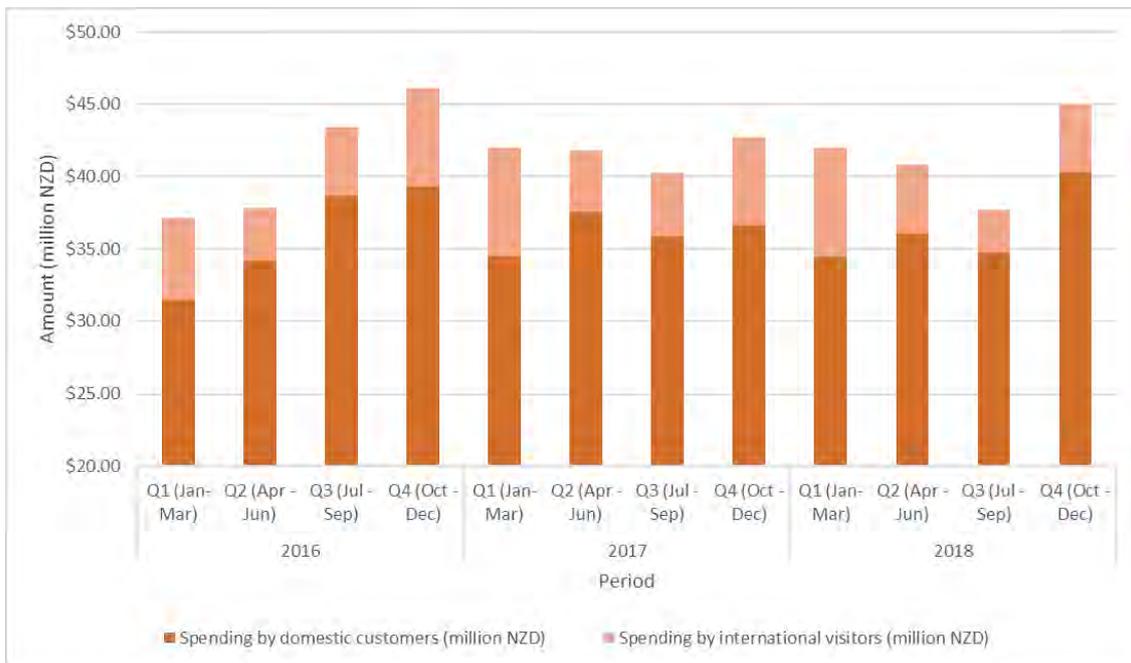


Figure 13: Value of spending by domestic and international visitors in the K' Road BID area from 2016 to 2018 (Source: Author's tabulation based on Marketview data, 2019).

Chapter 3 Literature Review

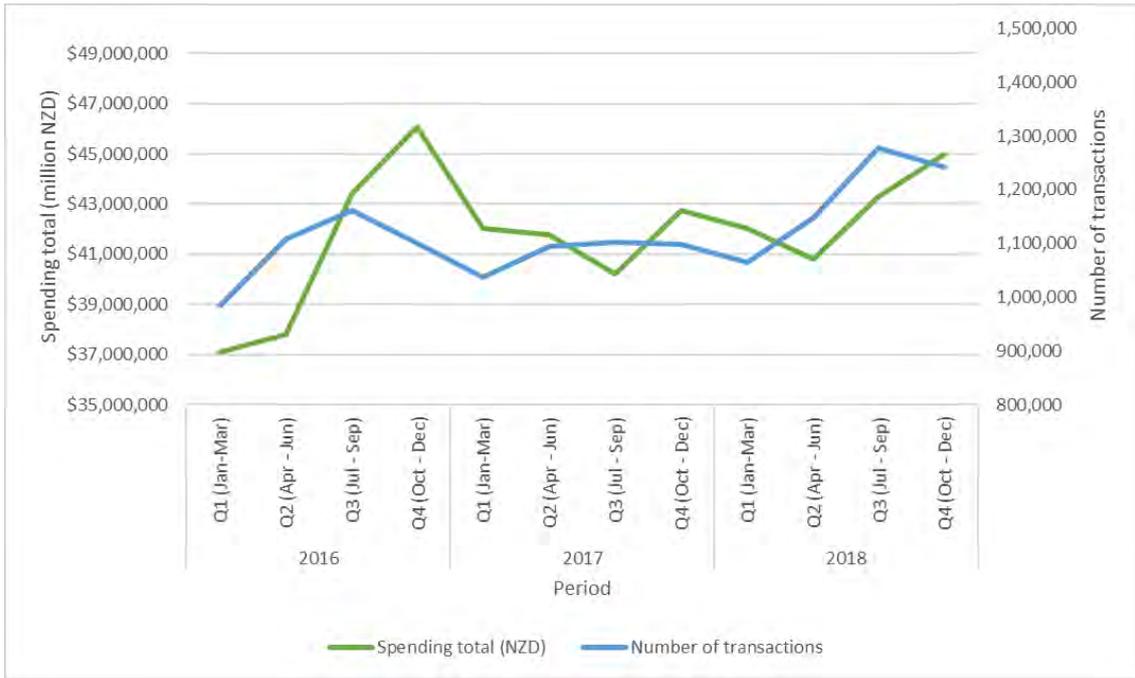


Figure 14: Total spending and number of spending transactions by visitors in the K' Road BID area from 2016 to 2018 (Source: Author's tabulation based on Marketview data, 2019).

### Chapter 3 Literature Review

Table 5: Overview of business performance in the K'Road BID area from 2016 to 2018 (Source: Author's tabulation based on Marketview data, 2019).

		Spending by domestic customers (million NZD)	Spending by international visitors (million NZD)	% of spending from domestic customers	Spending total (NZD)	Number of transactions	Average value per transaction (NZD)	% of domestic customers from Auckland Region	% of spending from Australia	Top 3 spending countries
2016	Q1 (Jan-Mar)	\$31.47	\$5.63	84.8%	\$37,101,972	984,477	\$37.69	73.9%	22.4%	Australia, USA, Germany
	Q2 (Apr - Jun)	\$34.17	\$3.64	90.4%	\$37,813,327	1,108,227	\$34.12	78.5%	26.1%	Australia, USA, UK
	Q3 (Jul - Sep)	\$38.66	\$4.77	89.0%	\$43,422,917	1,160,753	\$37.41	72.1%	22.6%	Australia, Germany, Brazil
	Q4 (Oct - Dec)	\$39.35	\$6.74	85.4%	\$46,083,694	1,100,976	\$41.86	73.2%	20.6%	Australia, Germany, France
2017	Q1 (Jan-Mar)	\$34.52	\$7.50	82.2%	\$42,016,391	1,037,127	\$40.51	71.0%	19.8%	Australia, USA, UK
	Q2 (Apr - Jun)	\$37.59	\$4.20	90.0%	\$41,782,547	1,095,354	\$38.15	76.1%	23.4%	Australia, USA, UK
	Q3 (Jul - Sep)	\$35.86	\$4.36	89.1%	\$40,221,411	1,102,396	\$36.49	80.0%	26.4%	Australia, China, USA
	Q4 (Oct - Dec)	\$36.64	\$6.11	85.7%	\$42,750,233	1,097,615	\$38.95	79.0%	21.6%	Australia, USA, EU (except France, Germany, UK)
2018	Q1 (Jan-Mar)	\$34.44	\$7.57	82.0%	\$42,017,037	1,063,931	\$39.49	76.0%	17.9%	Australia, USA, UK
	Q2 (Apr - Jun)	\$36.09	\$4.69	88.5%	\$40,787,575	1,147,186	\$35.55	78.8%	24.8%	Australia, USA, EU (except France, Germany, UK)
	Q3 (Jul - Sep)	\$34.70	\$3.00	77.1%	\$43,300,000	1,277,200	\$33.91	89.0%	39.9%	Australia, China, USA
	Q4 (Oct - Dec)	\$40.30	\$4.70	89.6%	\$45,000,000	1,242,900	\$36.23	87.7%	32.3%	Australia, USA, UK
Average 2016-2018		\$36.15	\$5.24	86.1%	\$41,858,092	1,118,179	\$37.53	78%	25%	

### 3.3: Recap of Chapter 3

---

Although some perceive heritage buildings as a burden, there is a consensus among scholars that suggest heritage buildings as beneficial. They provide benefits for commercial growth, community identity, enhancing product value and sustainable urban development. This study adds to this literature by investigating similar effects of heritage on business in the K’Road context. Similarly, KBA has begun incorporating heritage and cultural aspects of the area into their strategic planning and place branding initiatives. Visitor numbers, financial transactions and spending values have generally increased since the area was designated as an HHA in 2016. Heritage protection may have driven these desirable outcomes, but the degree of its contribution could not be concluded based on literature alone. The next part of this research investigates the correlation between heritage buildings and commercial activities in the K’Road.



*page intentionally blank*



St. Kevin's Arcade. (Source: Author's own, 2019).

## Chapter 4: Results



La Gonda Building. (Source: Author's own, 2019).

## 4.1: Overview

---

This chapter provides a general overview of the findings of the two questionnaires, surveying the characteristics and perceptions of the operators of businesses and organisations, and landlords within the K'Road, Historic Heritage Area (HHA) (henceforth "the area"). The rate of response exceeded 30% for both questionnaires, thus validating the results. Incomplete questionnaires were not considered in the analysis of this research.

## 4.2: Businesses and organisations occupying heritage buildings

---

### 4.2.1: Results from the questionnaire - General statistics on characteristics

Based on the Karangahape Road Business Association (KBA) business database, 514 active businesses were operating within the Business Improvement District at the time of this research. 229 identified businesses occupy buildings “contributing” to the HHA (heritage buildings) within the BID. Twenty-seven of these businesses responded to the online questionnaire, while 53 on-site responds were obtained by the researcher. By the end of the survey period, data had been collected from 80 respondents. This equates to 35% of all businesses/organisations in heritage buildings and allows general conclusions to be drawn.

Results shown in Figure 15, 16, 17 and 18 are derived from the first four questions (Q1 to Q4) of the questionnaire for businesses<sup>146</sup>. Together, these questions formed Section 1, which provided a general understanding of the background of the businesses and organisations that operate in a heritage building at the time of the survey. These questions also allowed for the cross-tabulation of these characteristics with other questions (discussed in Chapter 5).

About half of the respondents have had their business in the area for more than five years (Figure 14). One business stated that they have been in the area for 85 years, while another remarked that business was up and running since 1975. 10% have just started their business within the past year.

95% of the questionnaire respondents ran an independent business (Figure 17). There was one response from a franchise brand and two responses from non-profit organisations. A little over half of the businesses and organisations that responded employ less than five staff members (Figure 16) while one employs over 21 staff members. There is a diverse range of businesses in the area, as mentioned in Chapter 3. From the pool of participants, food and beverage dominate the profile of respondents (34%), followed by creative industries (24%), retail (21%) and professional services (16%) (Figure 18). Two businesses from the entertainment industry classified themselves as ‘others’.

---

<sup>146</sup> See Appendix 1.

Collectively, these results further demonstrate the diversity, versatility and adaptability of the K'Road HHA.

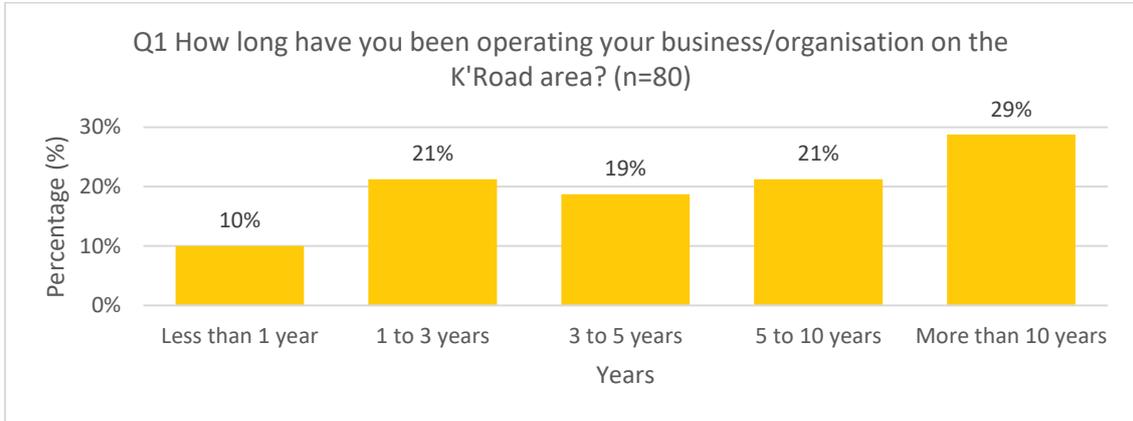


Figure 15: Q1 How long have you been operating your business/organisation on the K'Road area? (Source: Author's tabulation, 2019).

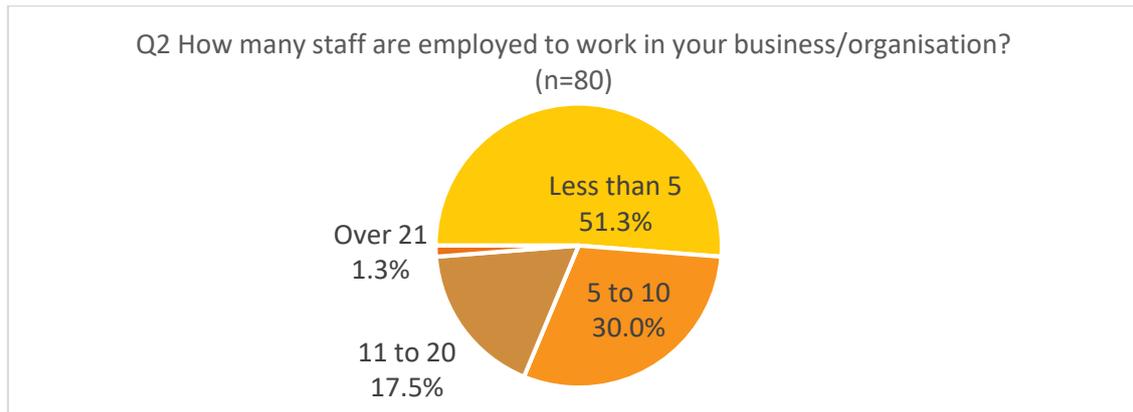


Figure 16: Q2 How many staff are employed to work in your business/organisation? (Source: Author's tabulation, 2019).

## Chapter 4 Results

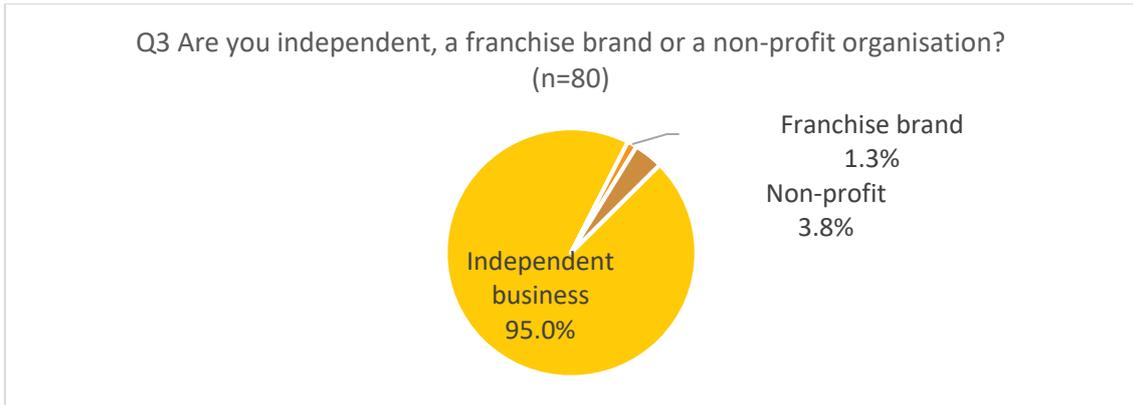


Figure 17: Q3 Are you independent, a franchise brand or a non-profit organisation?  
(Source: Author's tabulation, 2019).

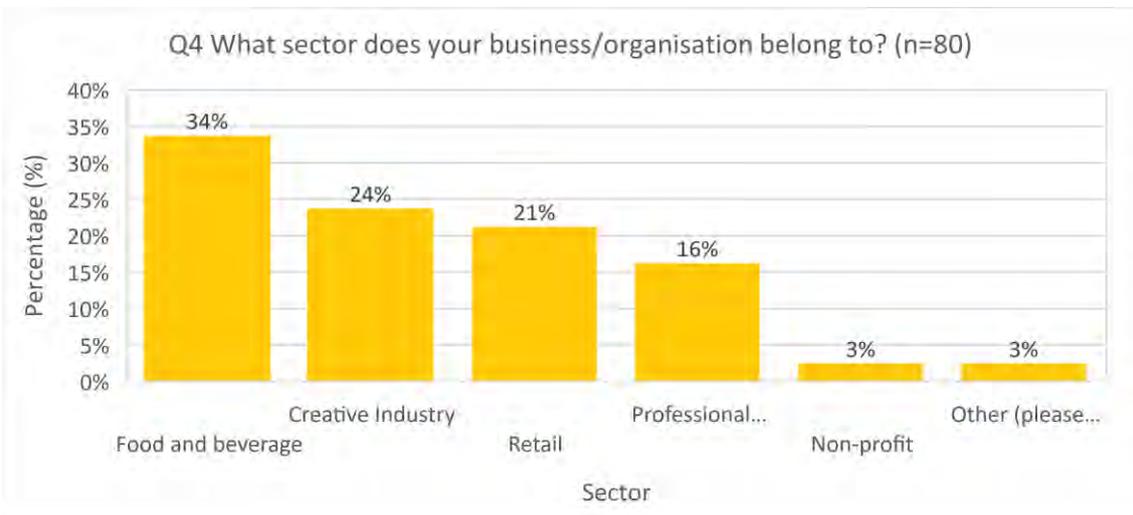


Figure 18: Q4 What sector does your business/organisation belong to?  
(Source: Author's tabulation, 2019).

4.2.2: General statistics on perceptions

The latter part of the questionnaire (Q5 to Q11) aimed to understand the respondents' perception towards heritage buildings in general. In response to the question, "What are your top three reasons for positioning your business/organisation in K'Road?", 39% of business owners included "heritage/historical character". This came at third place after "atmosphere of the area" (78%), and easy access (48%) (See Q5 in Figure 19).

More K'Road business owners stated that their business had performed better (36%) than worse (14%) since it became an HHA in 2016. 50% believed they were about the same (See Q6 in Figure 20). 73% of the respondents are aware that their business occupies a heritage building (See Q7 in Figure 21). When asked about the benefits and challenges of running a commercial activity in a heritage building, 39% believe that it is a benefit to their business while 28% believe it is both a benefit and a challenge. 33% perceives it as a challenge (see Q8 in Figure 22).

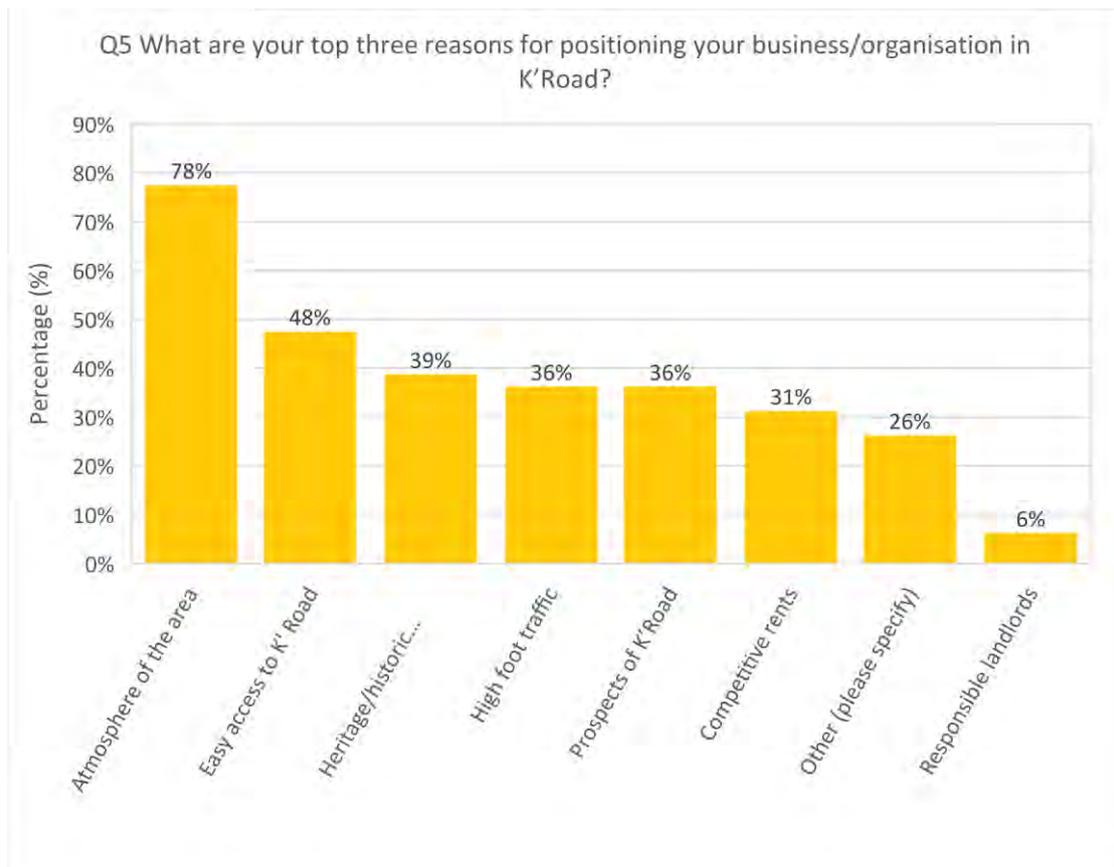


Figure 19: Q5 What are your top three reasons for positioning your business/organisation in K'Road? (Source: Author's tabulation, 2019).

## Chapter 4 Results

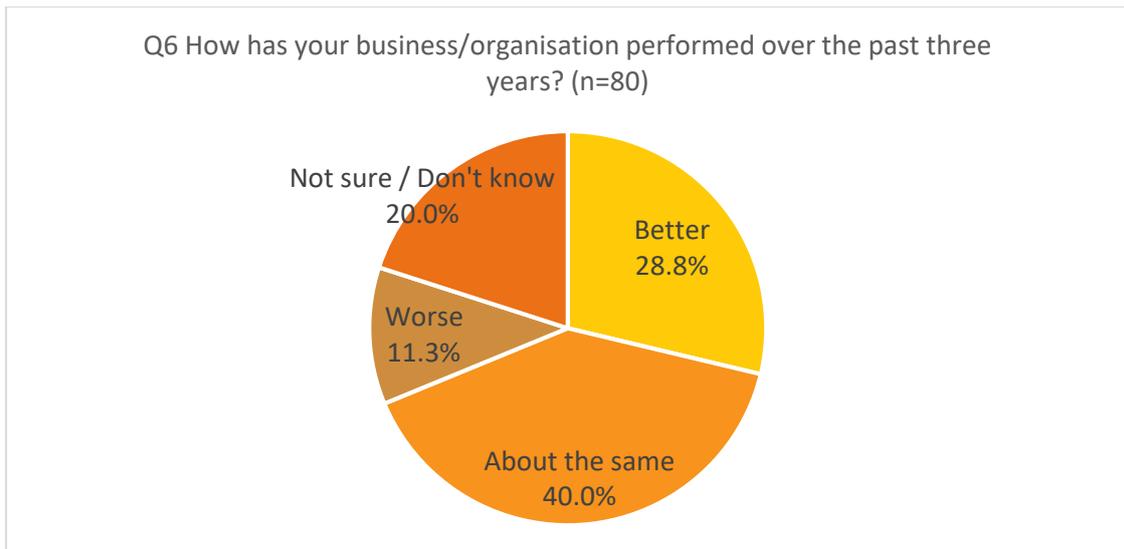


Figure 20: Q6 How has your business/organisation performed over the past three years?  
(Source: Author's tabulation, 2019).

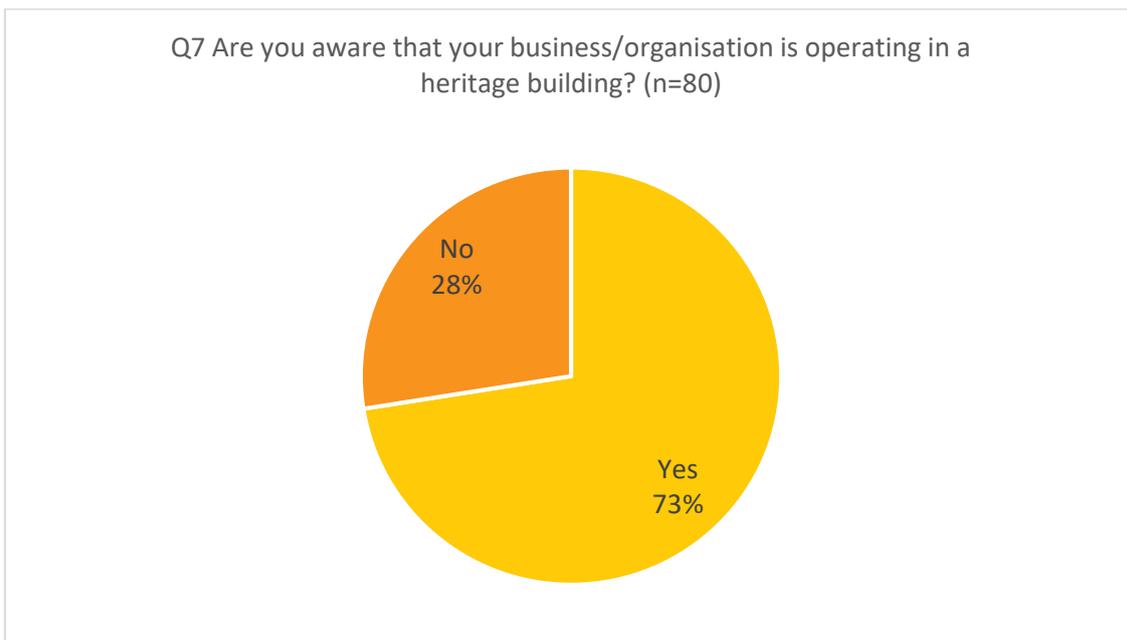


Figure 21: Q7 Are you aware that your business/organisation is operating in a heritage building?  
(Source: Author's tabulation, 2019).

## Chapter 4 Results

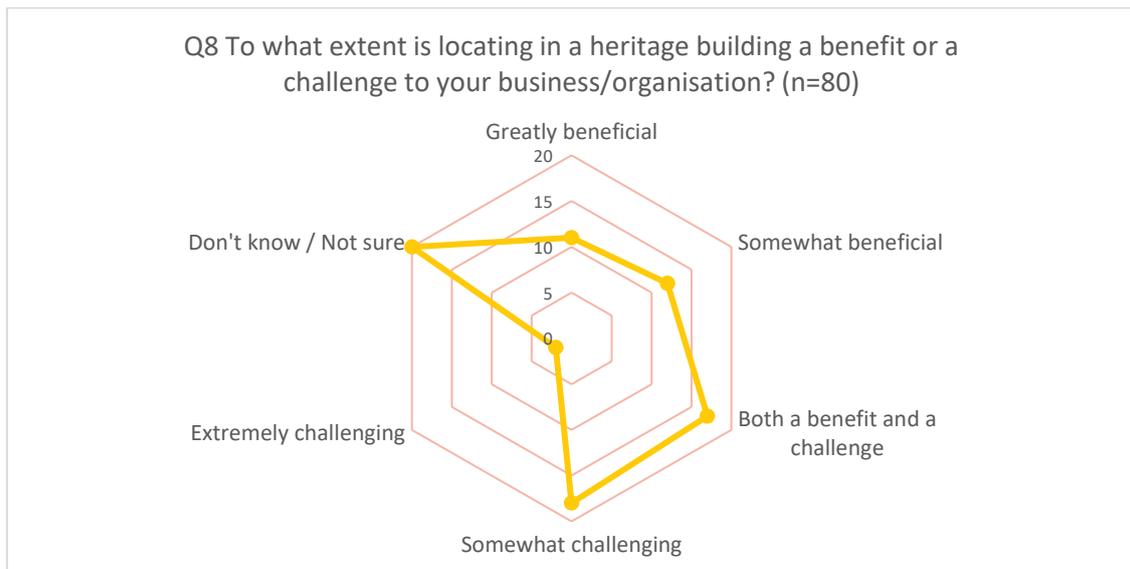


Figure 22: To what extent is locating in a heritage building a benefit or a challenge to your business/organisation?  
(Source: Author's tabulation, 2019).

The types of benefits from being in a heritage building listed by K'Road business owners include: (see Q9 in Figure 23).

- A good fit with my type of business/organisation (50%)
- A pleasant atmosphere for my staff and customers (44%)
- Gives a positive impression to my customers (30%)
- Adds value to my brand/product/service (16%)
- No benefit (28%)

The types of challenges from being in a heritage building listed by K'Road business owners include: (Q10 in Figure 24).

- Costs involved to refurbish and renovate (43%)
- Limitations to refurbishments and renovations (42%)
- Legal processes involved to refurbish and renovate (13%)
- No challenge (36%)

## Chapter 4 Results

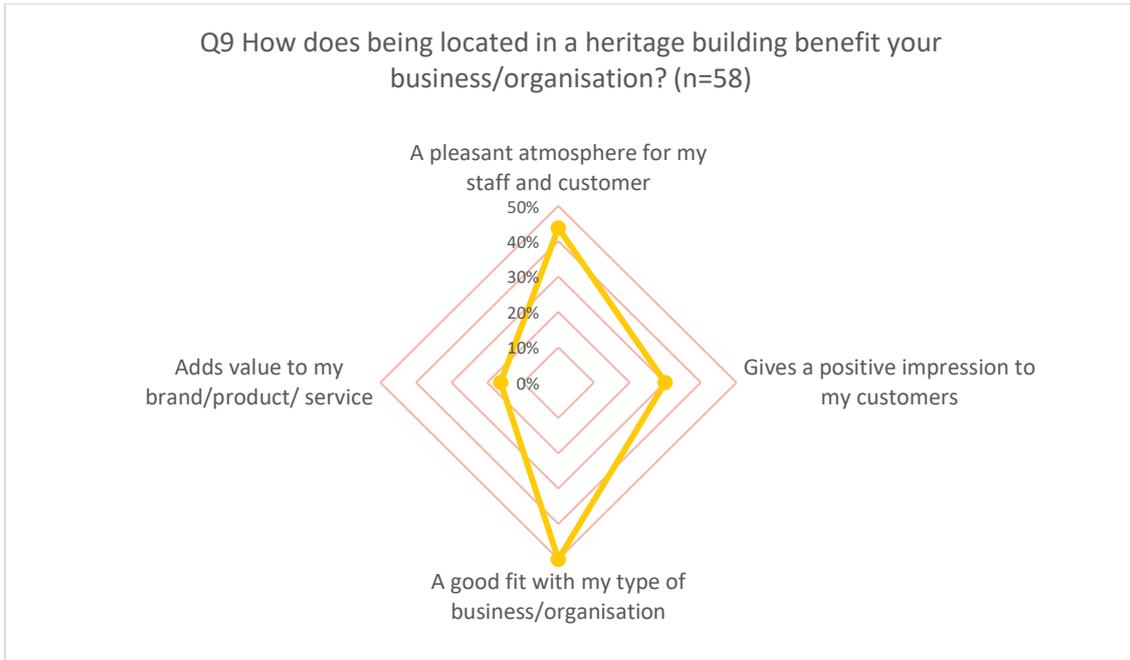


Figure 23: Q9 How does being located in a heritage building benefit your business/organisation? (Source: Author's tabulation, 2019).

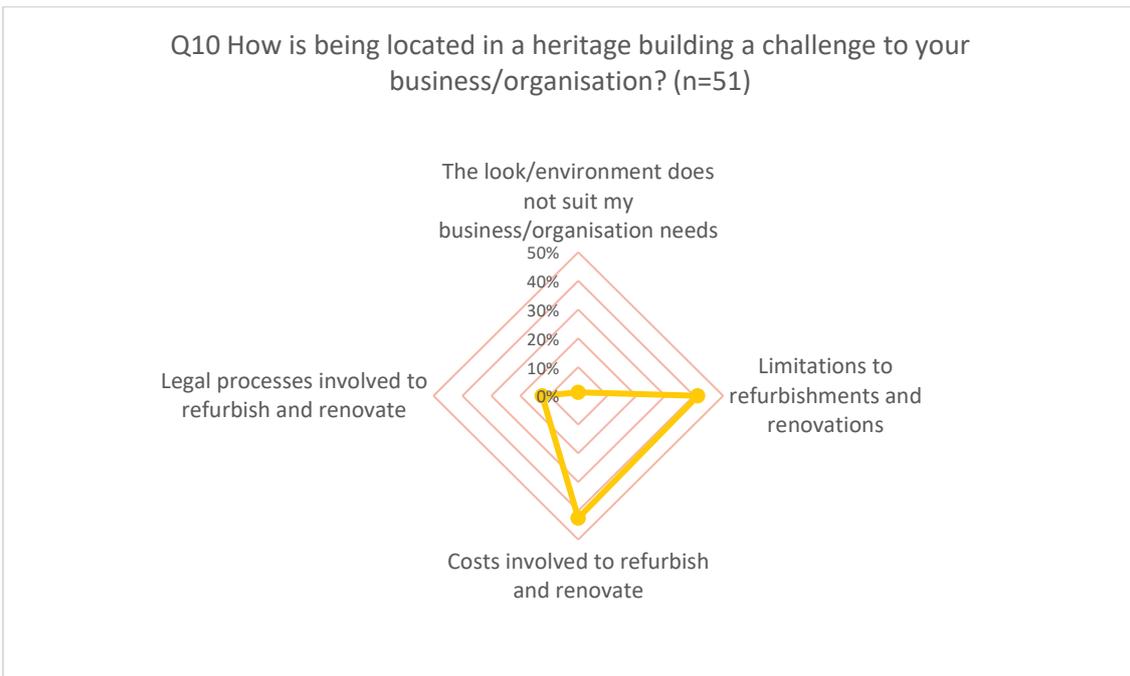


Figure 24: How is being located in a heritage building a challenge to your business/organisation? (Source: Author's tabulation, 2019).

### 4.3: Questionnaire for landlords

---

Based on an email with the manager at KBA, 18 landlords who own properties in the area were identified.<sup>147</sup> The questionnaire obtained eight responses.

Half of the respondents have been a landlord in the area for more than ten years (Q1 in Table 6), while more than half are heritage property owners (Q2 in Table 7). When asked about the reasons of choosing to buy property in the area, “heritage/historical character” scored three responses, after “unique character” (7 answers) and the prospects of the area (6 answers) (Q3 in Figure 25). Many have commented on the area’s proximity to the city centre, making the properties in the area a good investment. 6 of 8 landlords believe that business has performed about the same since K-Road became an HHA (Q4 in Table 8). Through the leasing process, 2 out of 8 respondents use heritage to to attract tenants (Q5 in Table 9), while a majority do not believe that heritage status has had an impact on their tenants (Q6 in Figure 26)

*Table 6: Q1 How long have you been a landlord of your building on K’Road?  
(Source: Author’s tabulation, 2019).*

<b>Q1 How long have you been a landlord of your building on K’Road?</b>		
Answer Choices	Responses	
Less than 1 year	0.00%	0
1 to 3 years	0.00%	0
3 to 5 years	25.00%	2
5 to 10 years	25.00%	2
More than 10 years	50.00%	4

*Table 7: Q2 Is your property in the K Road area a heritage building?  
(Source: Author’s tabulation, 2019).*

<b>Q2 Is your property in the K Road area a heritage building?</b>		
Answer Choices	Responses	
Yes	62.50%	5
No	37.50%	3
Don't know / not sure	0.00%	0

<sup>147</sup> Michael Richardson, Email correspondence with author, May 23, 2019.

Chapter 4 Results

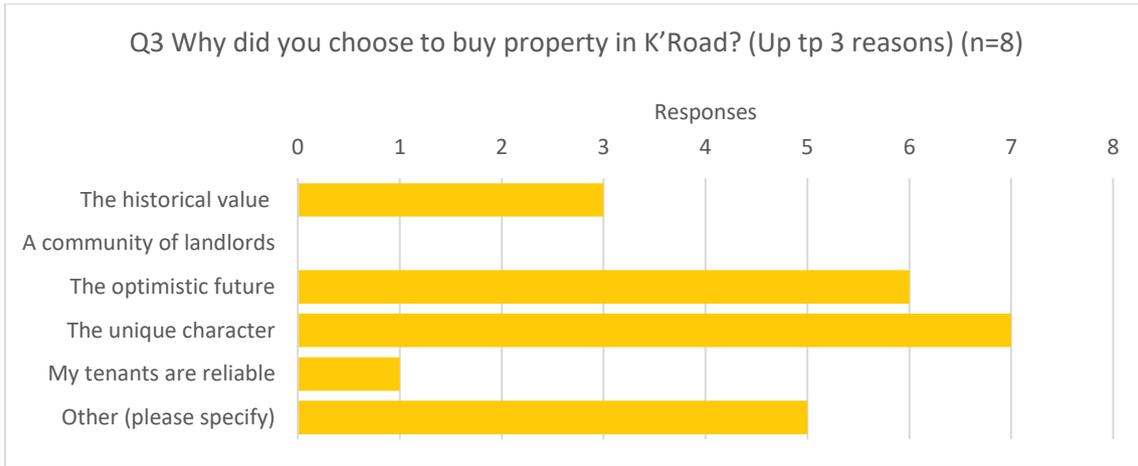


Figure 25: Q3 Why did you choose to buy property in K'Road?  
(Source: Author's tabulation, 2019).

Table 8: Q4 How has the business performed over the past three years (since K'Road was protected as a heritage area in 2016)? (Source: Author's tabulation, 2019).

Q4 How has the business performed over the past three years (since K'Road was protected as a heritage area in 2016)? (select one)		
Answer Choices	Responses	
Better	12.50%	1
About the same	75.00%	6
Worse	12.50%	1
Not sure / Don't know	0.00%	0

Table 9: Q5 Do you market the heritage aspects of K Road to attract tenants?  
(Source: Author's tabulation, 2019).

Q5 Do you market the heritage aspects of K Road to attract tenants?		
Answer Choices	Responses	
Yes	25.00%	2
No	75.00%	6

## Chapter 4 Results

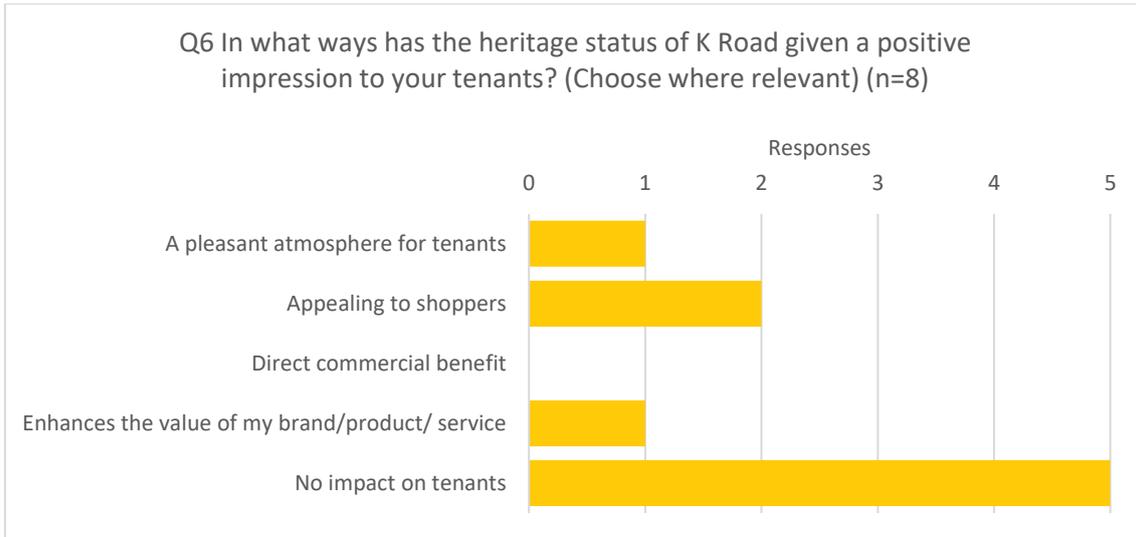
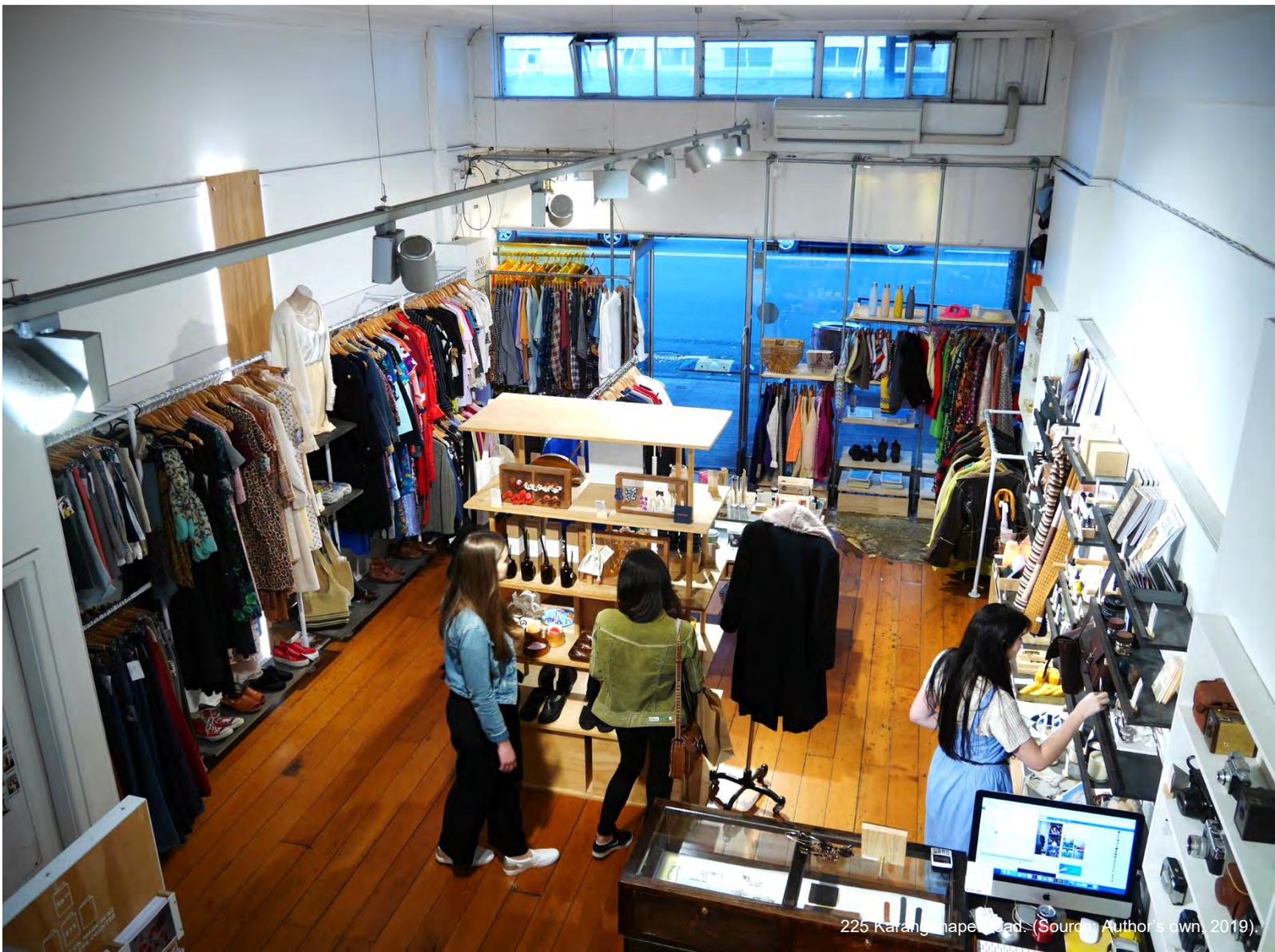


Figure 26: Q6 In what ways has the heritage status of K Road given a positive impression to your tenants? (Source: Author's tabulation, 2019).

## 4.4: Recap of Chapter 4

---

The outcomes of these questionnaires suggest that there is a general awareness of heritage values among both businesses and landlords. However, there are some differences in views among the operators of businesses/organisation in K’Road’s heritage buildings as well as with K’Road landlords. Chapter 5 will provide an insight into these trends among the K’Road community through a comparison review and analysis.



*page intentionally blank*



376 Karangahape Road. (Source: Author's own, 2019).

## Chapter 5: Discussion



229 Karangahape Road. (Source: Author's own, 2019).

## 5.1: Overview

---

This research aimed to obtain an insight into the views of businesses and landlords on built heritage in the K'Road HHA, through a literature review and two sets of questionnaires. The methodology adopted for the analysis is a simple correlational analysis. This discussion chapter covers:

- The trends of responses.
- The discrepancies between respondents.
- The gaps between literature and questionnaire.

Based on literature, it was anticipated that both businesses and landlords would believe that heritage was an advantage. Results have validated the hypothesis for businesses but of the findings are not as strong for landlords. There is an awareness among landlords of the heritage status in K’Road HHA, but most landlords from the pool of respondents did not perceive it as a direct driver and benefit to their investment property.

Overall, however, the findings of this research show that locating business in a heritage building in K’Road is more of a benefit than a challenge.

## 5.2: Discussion

---

### 5.2.1: Trends among businesses

As shown in Figure 27, the Creative Industry and Professional Services have tended to have been located in K’Road for longer (more than 5 years) while the Food and Beverage businesses are relatively newer (less than 5 years) in the area. There is a general agreement<sup>148</sup> between newer and matured businesses that “the atmosphere of the area”, “historic character” and “competitive rents” are top reasons for choosing to position their business in the area. The gaps between the two are more distinct<sup>149</sup> for other drivers (Figure 28).

39% of business owners included “heritage/historical character” as a reason for choosing to locate in the area. Of those business/organisation, 30% were from the Food and Beverage sector, 30% were from the Retail sector, 19% from the Creative Industry sector and 19% from Professional Services (Figure 29). More K’Road business owners stated that their business had performed better (36%) than worse (14%) since it became a historic heritage area. The Food and Beverage sector (35%) and the Retail sector (30%) thought their businesses had performed better (Figure 30).

It is noted that some groups of businesses are more likely to be attracted to the area due to an existing community. For example, a vintage clothing store owner and a music-related business have remarked that the concentration of similar businesses drove their decisions to locate in the area. Additionally, a Creative Industries business which has been in the area for over four decades noted the emerging concentration of

---

<sup>148</sup> The difference between the two is less than 5%.

<sup>149</sup> The difference between the two exceeds 5%.

tattoo artists in recent years. These findings are beneficial for heritage conservation as it proves its appreciation by a variety of sectors.

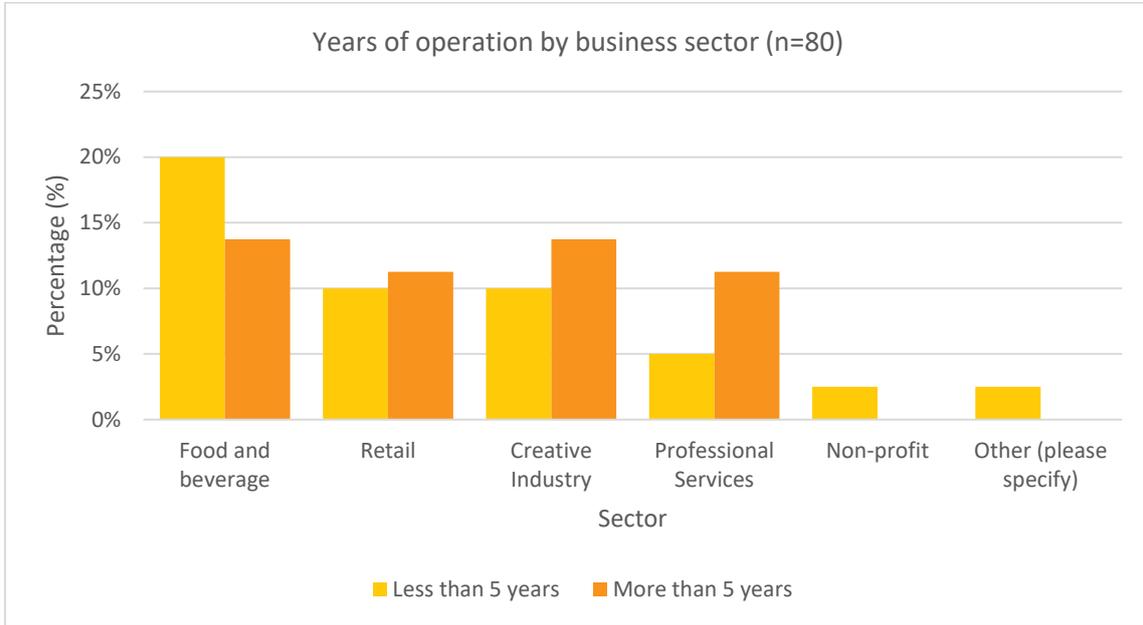


Figure 27: Years of operation by business sector. (Source: Author's tabulation, 2019).

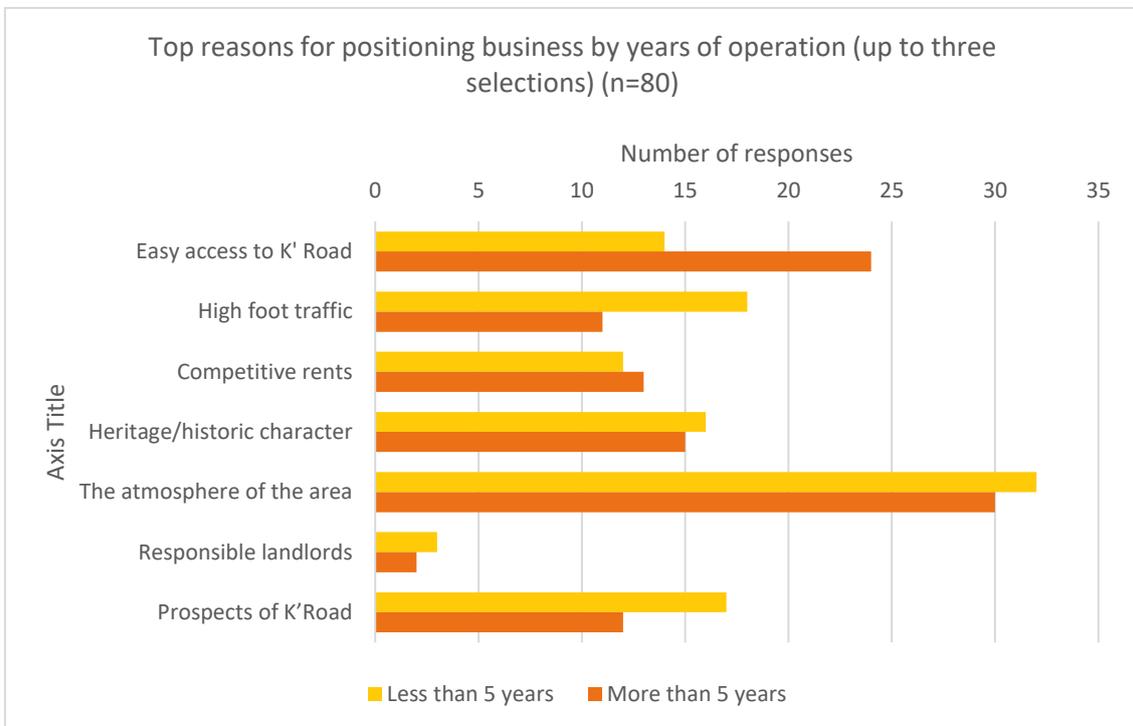


Figure 28: Top reasons for positioning business on K'Road area by years of operation. (Source: Author's tabulation, 2019).

## Chapter 5 Discussion

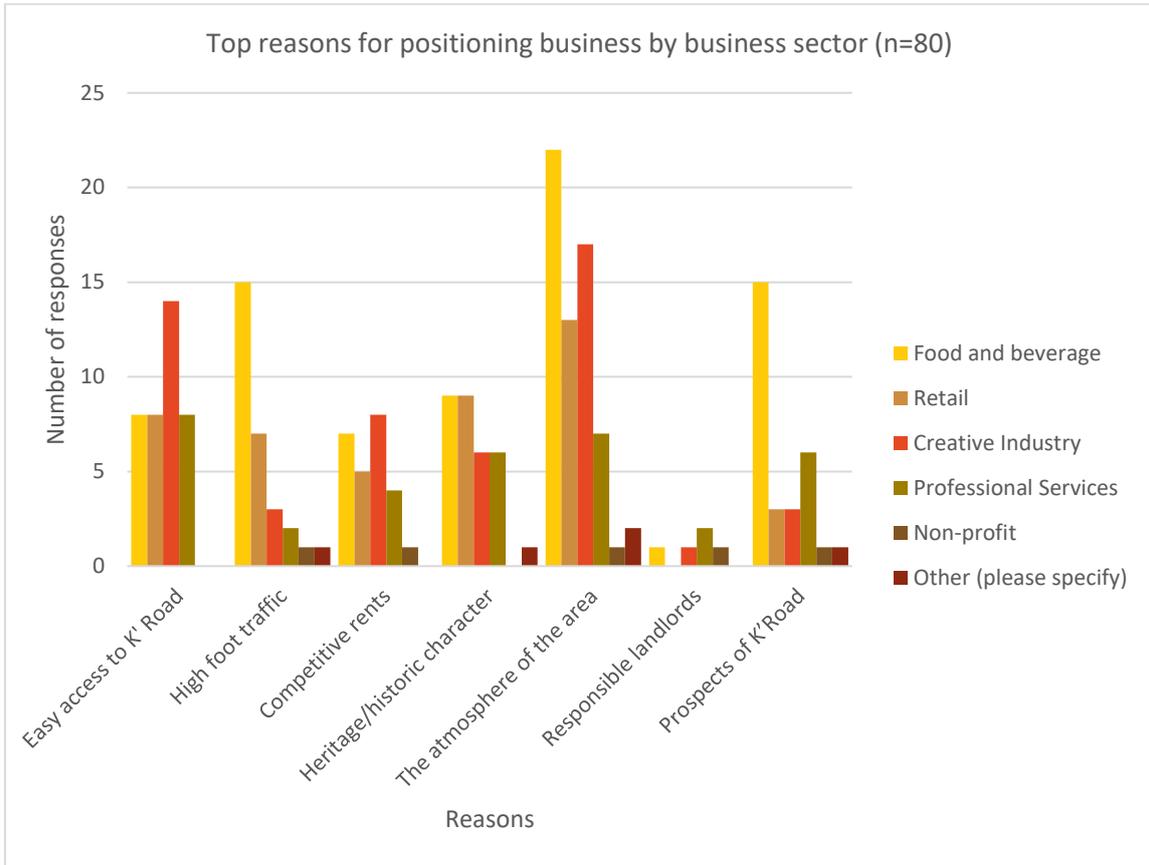


Figure 29: Top reasons for positioning business on K'Road area by business sector. (Source: Author's tabulation, 2019).

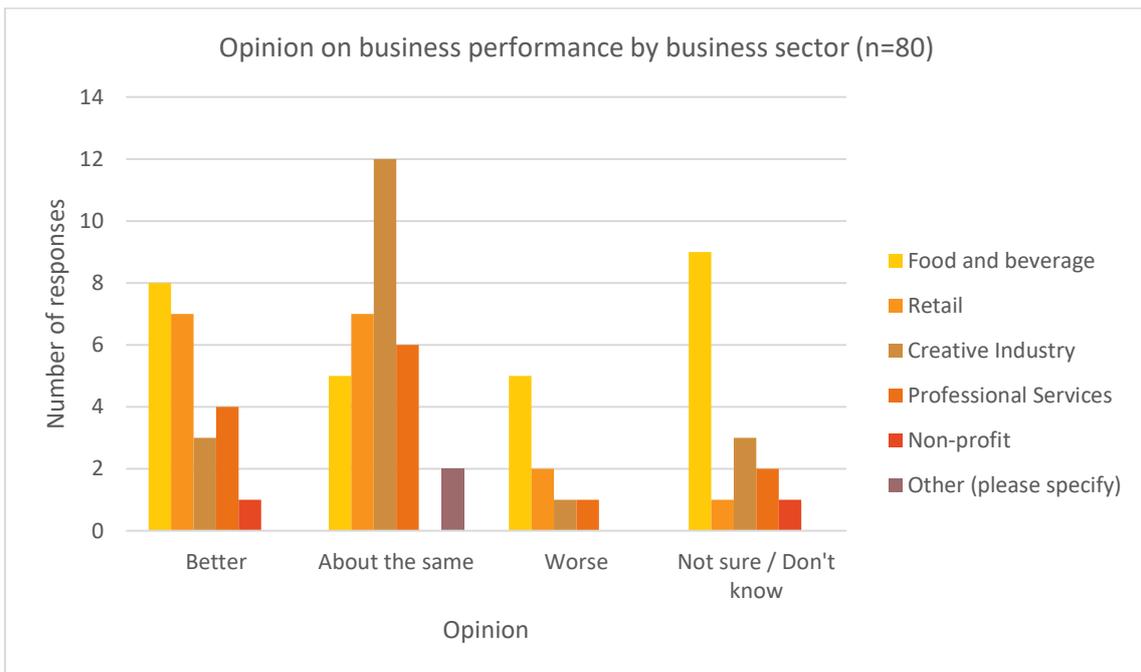


Figure 30: Opinion on economic performance by business sector. (Source: Author's tabulation, 2019).

*Awareness of heritage status and the perceptions on benefits and challenges*

Interestingly, businesses that established itself in the area within the past five years are more likely to be aware of the heritage status of their buildings, compared to respondents that have been in the area for a longer time (Figure 31). Of those who are aware, a majority regards heritage building as a benefit while those who are unaware did not claim that heritage buildings as beneficial (Figure 32).

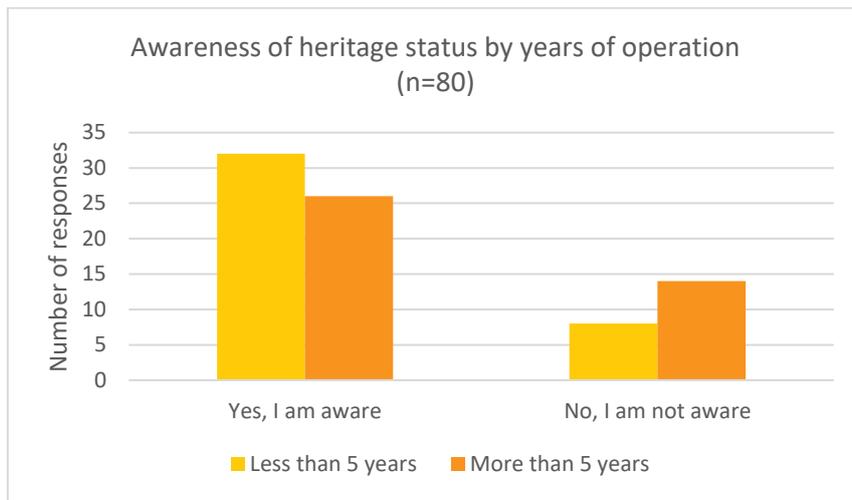


Figure 31: Awareness of heritage status by years of operation. (Source: Author's tabulation, 2019).

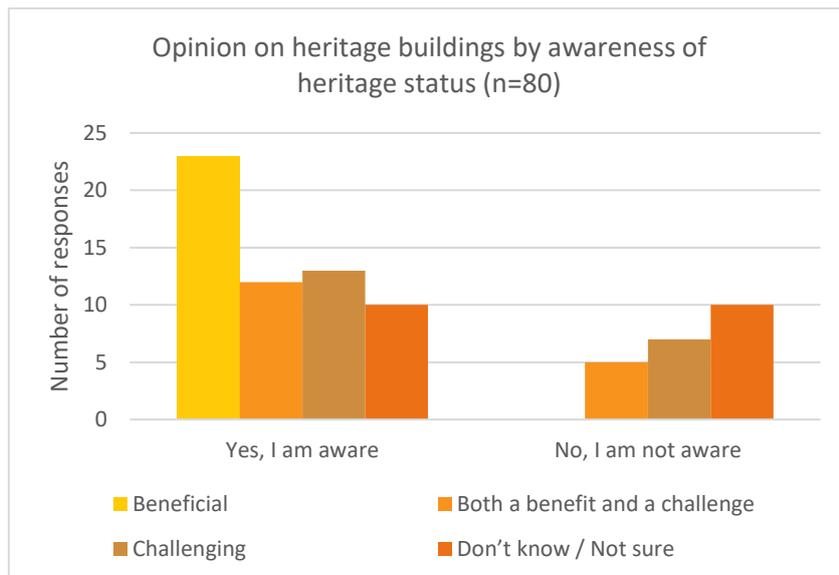


Figure 32: Opinion on heritage buildings by awareness of heritage status. (Source: Author's tabulation, 2019).

Findings have been positive for heritage in K’Road. 39% of K’Road business owners believe locating in a heritage building is a benefit to their business. 28% believe it is both a benefit and a challenge, and 33% perceive it as a challenge. With the exclusion of those who responded, “don’t know/not sure”:

- 70% of those who believe heritage is a benefit to their business/organisation have been operating in K’Road for less than 5 years (Figure 33).
- 60% of those who believe heritage is a challenge to their business/organisation have been operating in K’Road for more than 5 years (Figure 33).
- The longer the business is in the area, the more likely that it feels that heritage buildings are a challenge (Figure 33).
  
- Of those who believe heritage is a benefit to their business/organisation, 26% are in the Food and Beverage sector, Creative Industries, and Professional Services respectively, and 22% in the Retail sector (Figure 35).
- Of those who believe heritage is a challenge to their business/organisation, 40% are in the Food and Beverage sector, 20% in the Retail sector, and 20% in Creative Industries (Figure 35).

The Food and Beverage sector stood out in believing that heritage building is a challenge to their business. One business commented that although their rent is competitive, the building could not provide the extra energy capacity required to accommodate additional ovens in their kitchen, hence limiting the growth in their business. Many felt that frequent repairs and maintenance are required to sustain the building. Leakiness and piping defects were commonly mentioned across retailers, the Creative Industries and the Food and Beverage sectors. One business from the Creative Industries, which has been in the area for more than ten years remarked that the long periods of repairs works disrupted its business and their daily operations. A respondent from the Creative Industries remarked that the landlord had even funnelled repair costs to the business. Some concerns relate to the identification of their building as being earthquake-prone, which raised some concerns and uncertainties among staff members. However, it is important to note that these concerns relate to buildings being “old” rather than being “heritage”.

Businesses that regard heritage buildings as beneficial relate their opinion to the aesthetics of the arcade building, while another complemented the high ceiling of the

heritage property that accommodates user comfort. Another participant commented that heritage buildings “adds an extra dimension to the business” as a catalyst for conversation which newer environments are not capable of. 42% of businesses that picked “heritage/historic” character as a reason to locate their business on K’Road think that heritage is a good fit for their type of business (Figure 36).

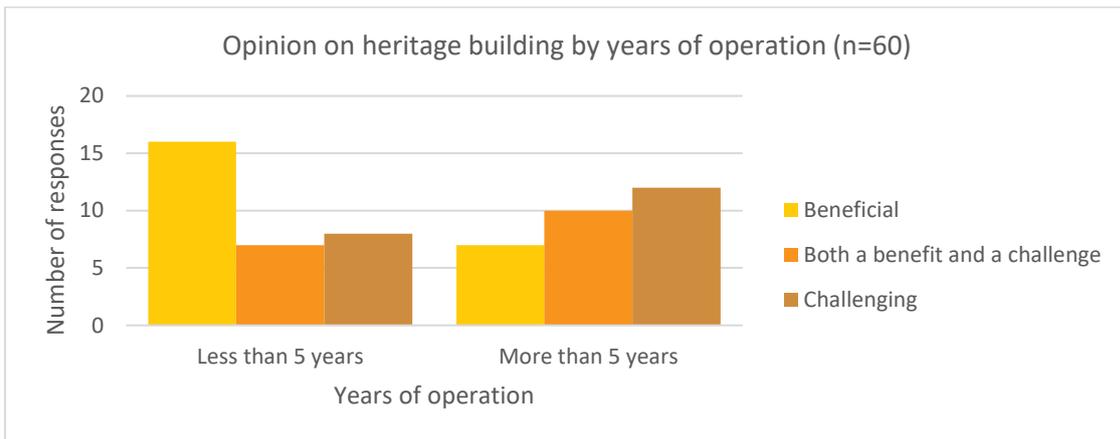


Figure 33: Opinion on heritage buildings by years of operation. (Source: Author’s tabulation, 2019).

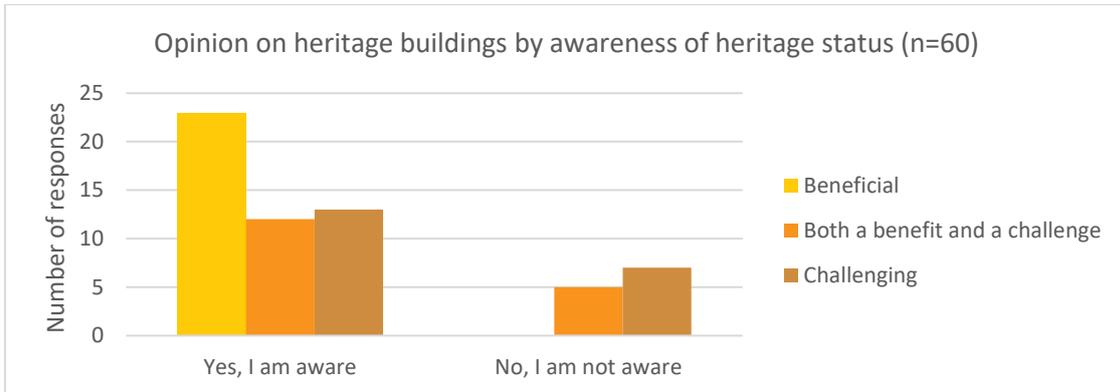


Figure 34: Opinion on heritage buildings by years of operation. (Source: Author’s tabulation, 2019).

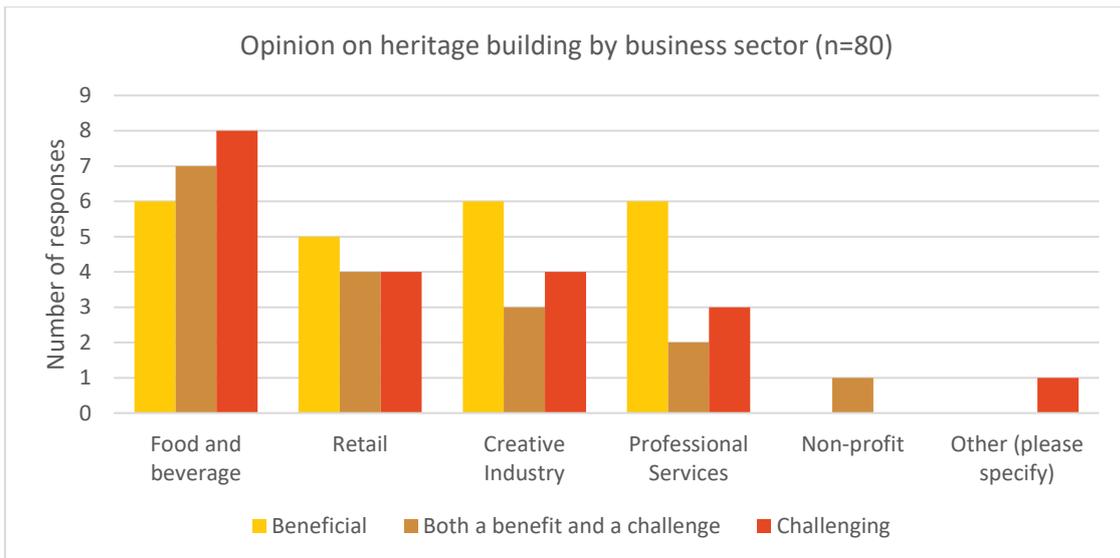


Figure 35: Opinion on heritage building by business sector. (Source: Author's tabulation, 2019).

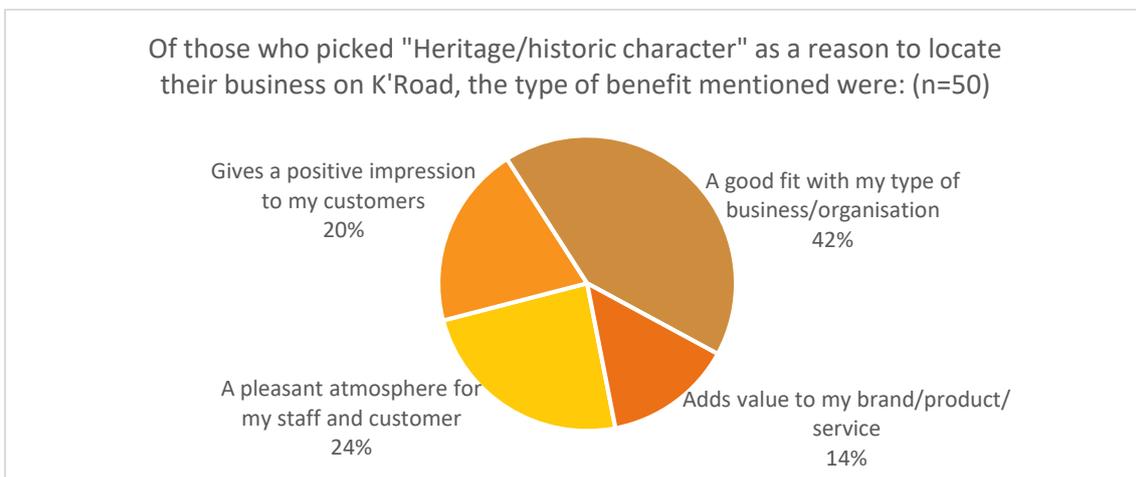


Figure 36: Types of benefits mentioned by businesses who picked "heritage/historical character" as a reason to locate their business on K'Road area (Source: Author's tabulation, 2019).

### 5.2.3: Trends among landlords

Generally, landlords have not felt any different in the change of business performance in the past three years, especially the ones who have owned property/properties in the area for over a decade (Figure 37). 6 of 8 landlords, including 3 heritage building owners do not use heritage to attract tenants (Figure 38). This trend is more visible among newer landlords who have owned their property for less than ten years (Figure 39). There is a consensus among all of the newer landlords that believe heritage has no impact on tenants (Figure 40), including a handful of heritage building owners (Figure 41). Some landlords have praised the location of K'Road within the Central Business District (CBD) that made properties in the area appealing for investment.

## Chapter 5 Discussion

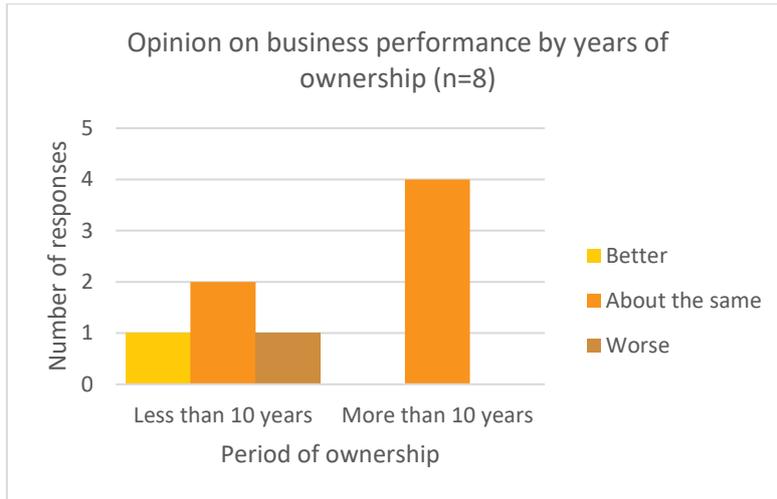


Figure 37: Opinion on economic performance by years of ownership. (Source: Author's tabulation, 2019).

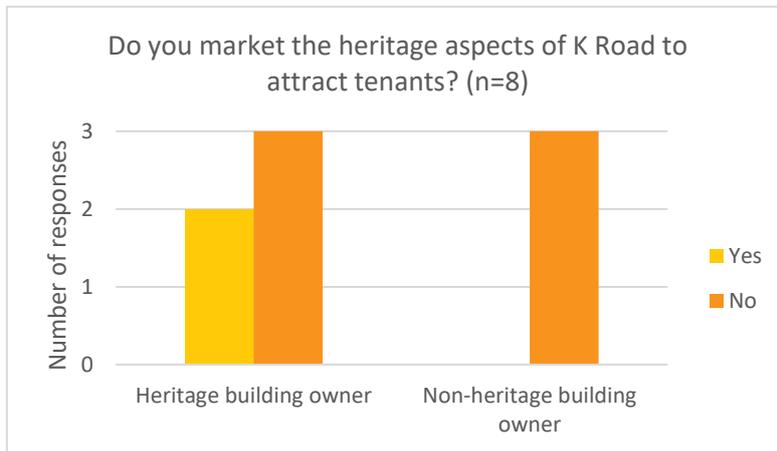


Figure 38: Intent of marketing by type of landlord. (Source: Author's tabulation, 2019).

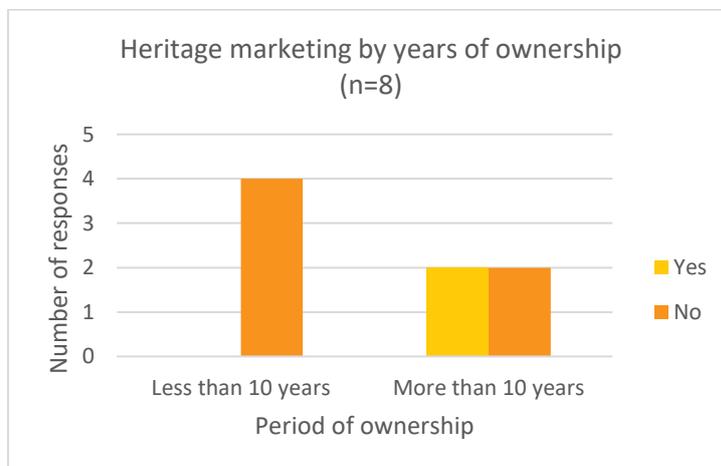


Figure 39: Intent of marketing by years of ownership. (Source: Author's tabulation, 2019).

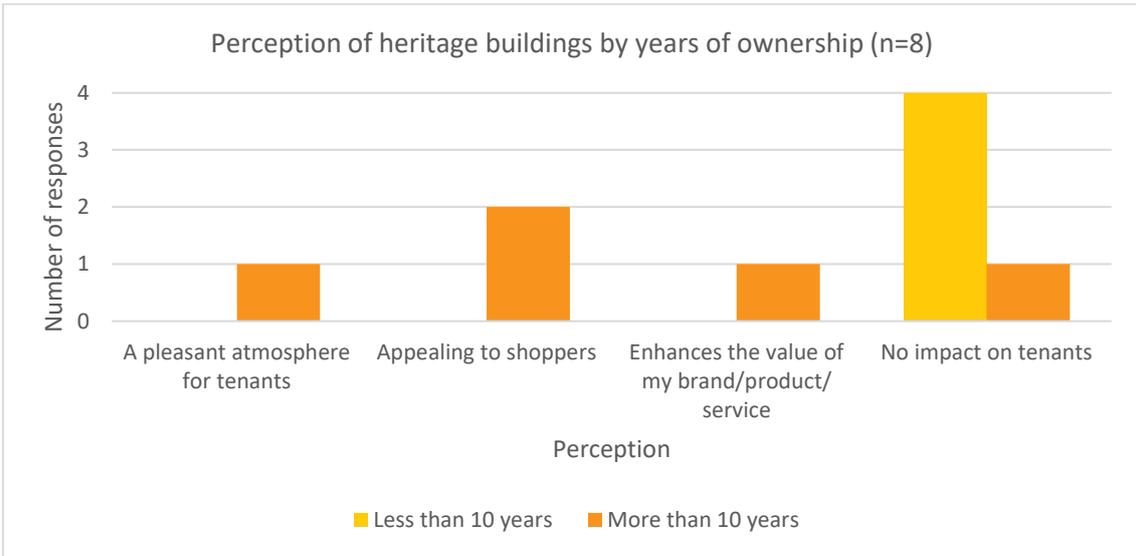


Figure 40: Perception of heritage building by years of ownership. (Source: Author's tabulation, 2019).

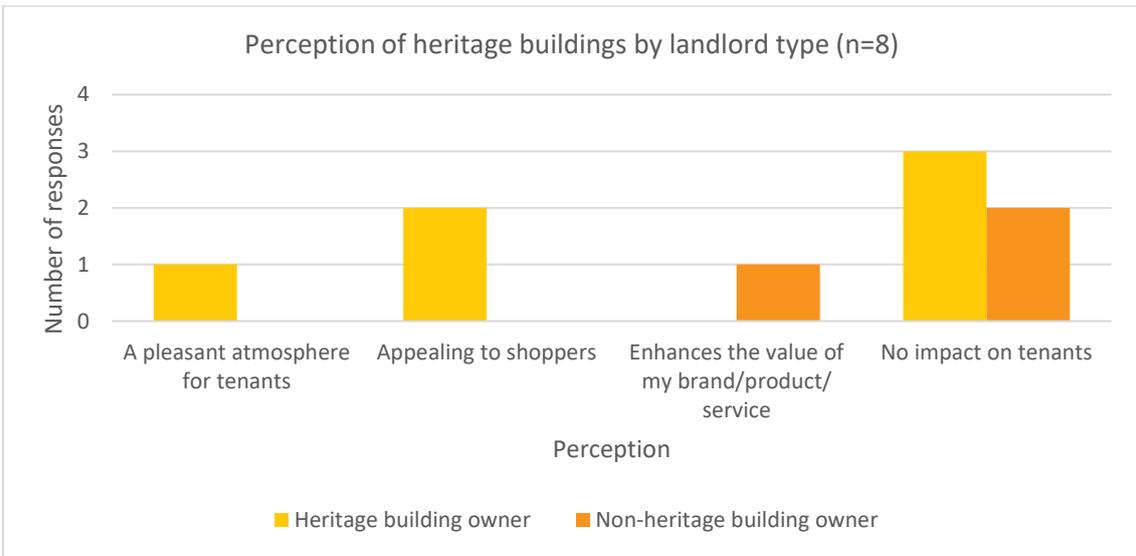


Figure 41: Perception of heritage building by landlord type. (Source: Author's tabulation, 2019).

5.2.4: Comparing businesses and landlords

Although there is an awareness of the heritage status, businesses and landlords have different opinions on heritage values. Contrary to businesses, landlords are more driven by the prospects of K’Road, which is a significant contribution to their decision of purchasing a property in the area (Figure 42). The difference in opinion on business performance between business and landlords are relatively significant (Figure 43).

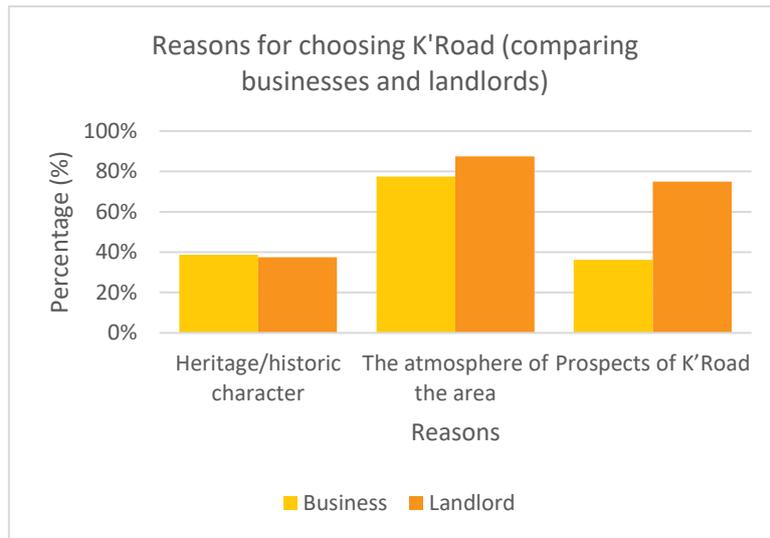


Figure 42: Comparing the reasons for choosing the K’Road area for business operations against property purchase.  
(Source: Author’s tabulation, 2019).

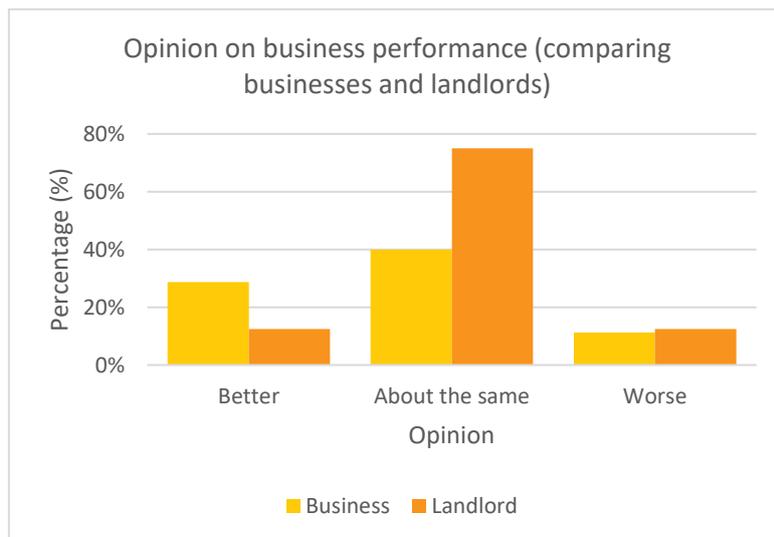


Figure 43: Comparing between businesses and landlords on their opinion on economic performance of the area.  
(Source: Author’s tabulation, 2019).

### 5.3: Recap of Chapter 5

---

Taken together, there is an indication that heritage buildings in K’Road HHA provides conducive spaces for businesses and organisations. Additional evidence from the correlational analyses among businesses presented in this section supported the idea that newer buildings may not have been preferred by the community of smaller, independent businesses for numerous reasons. The findings in this chapter are consistent with those suggested in the literature review<sup>150</sup>, reinforcing the fact that built heritage promotes sustainability by providing economic, cultural and social advantages on a micro and macro scale. Built heritage in the HHA reap physical, functional, symbolic and emotional benefits to the community of businesses in central Auckland, as reflected by the perception of businesses and statistics from Marketview<sup>151</sup>. These benefits are especially important for independent businesses that rely on these flexible spaces for its affordability and the sought for the intangible aesthetics, charm and a “good fit” by some sectors.

Despite that, there are a handful of negative perceptions. Concerns were raised but were mainly regarding the poor maintenance of aged buildings and the structural vulnerability of their premise. The arguments on costs were also introduced earlier in literature<sup>152</sup>.

Contrary to expectations, the questionnaire among landlords have found a significant difference of opinion when compared to businesses. A possible explanation for this discrepancy might be the different expectations of landlords and businesses and also landlords having less “hands-on” experience with business operation out of heritage buildings. The following outlines a summary from the analyses:

#### **Businesses**

- The majority of respondents have been in the HHA for less than ten years, and are independent businesses hiring less than five employees.
- Atmosphere, accessibility and historic character are the top three reasons for locating in the area, while a majority thinks that the historical character is a good fit for their business.

---

<sup>150</sup> See Chapter 3.1.

<sup>151</sup> See Chapter 3.2.4.

<sup>152</sup> See Chapter 3.1.3.

- Some businesses who have been in the area for over 10 years are unaware of the heritage status of their premise.

### Landlords

- There is positive opinion towards the prospects the HHA, and general awareness of its historical values.
- The locality of K’Road weighs more as a driver to their investment decisions.
- Heritage is generally not considered when attracting tenants.

The following chapter will illustrate the limitations that emerged during this research and provide recommendations for future research that will anticipate further support the benefits of built heritage in Auckland.

#### Summary of key findings: (ADD MORE)

- 39% of business owners and 38% of landlords included “heritage/historical character” as a reason for choosing to locate in K’Road
- More K’Road business owners stated that their business has performed better (36%) than worse (14%) since it became a historic heritage area. 50% believed they were about the same.
- 39% of K’Road business owners believe locating in a heritage building is a benefit to their business.
- The types of benefits from being in a heritage building listed by K’Road business owners include:
  - A good fit with my type of business/organisation 50%
  - A pleasant atmosphere for my staff and customers 44%
  - Gives a positive impression to my customers 30%
  - Adds value to my brand/product/service 16%



Pitt Street Buildings. (Source: Author's own, 2019).

## Chapter 6: Conclusion



La Gonda Building. (Source: Author's own, 2019).

## 6.1: Overview

---

This research has investigated the impact of heritage designation on businesses and organisations within the K'Road HHA and BID. The availability of information from Auckland Council and the relationship between the author and the KBA have been particularly beneficial to this research. However, this study has encountered numerous limitations. Recommendations are presented to enable improvement in future researches while providing ideas to facilitate future studies.

## 6.2: Research Limitations and Recommendations

---

### 6.2.1: General limitations

The research was carried out and completed within four months. Hence, the research was kept to a manageable capacity in response to this limited timeframe. The adopted approaches include:

#### **1. Narrowing the scope of the literature review**

Case studies were restricted to English language-speaking nations that are geographically similar to Auckland. The chosen literature is primarily based on cases from England, Australia and the United States. The author acknowledges that Auckland has more to learn from other nations that are equally progressive in the field of built heritage conservation, especially Japan and Italy for its seismic activity which New Zealand also experience. Also, there is a large amount of literature regarding the economic benefits of built heritage on an international level but a lack of material on New Zealand and Auckland context. It is also unfortunate that the scarcity of information on the landlords of built heritage had restricted the research.

#### **2. Limiting the number of study sites**

The reader should bear in mind that this research was based on one of the 48 BIDs scattered across Auckland. Although the K'Road area is the only HHA that overlaps with a BID, it is essential to understand how built heritage contributes to the economic and cultural wellbeing on a regional level.

#### **3. Avoiding excessively complex analyses by adopting a methodology that produces immediate results.**

The author had chosen to conduct a short questionnaire with several open questions. This methodology is beneficial to grasp an overview but could not provide a comprehensive review for a deeper understanding to address the objective of this research. A semi-structured interview or a focus group would have been more effective in achieving the latter. The details of this limitation are outlined in the following subsection (6.2.2).

### 6.2.2: Questionnaire limitations

The limitations of the questionnaires are classified based on three stages:

#### 1. Pre-questionnaire

Information on the businesses that occupy heritage buildings was obtained from the KBA database. The database is frequently updated, but occasionally the information is inaccurate due to tenancy turnovers. A recommended alternative is to obtain the information from the local government businesses registry.

#### 2. During the questionnaire

In addition to the misinterpretation of the questionnaires by some businesses, the author also faced the following challenges that may have had an impact on the results. Where necessary, on-site questionnaires were obtained and clarification with the business owner was sought:

- multiple businesses occupying one building
- one business occupying multiple buildings
- one contact person for multiple businesses in the same area
- businesses that operate without an e-mail
- businesses without on-site employees (e.g. laundromat)
- businesses that face difficulties when classifying their sector (e.g. entertainment industry that also serves food and beverage)
- franchise businesses that were relatively hesitant in participating in the questionnaire.
- Landlords owning multiple buildings

### 3. Post-questionnaire

Although both questionnaires exceeded 30% in response rate, the sample size for landlords was just below 20. The Queensland Treasury strongly discourage the use of percentage on less than 30 samples as they can be misleading to the readers<sup>153</sup>.

A low participation rate was a significant constraint to obtaining adequate evidence to carry out an in-depth evaluation and illustrating a sounder conclusion. With a small sample size, caution must be practised as the findings might not be applicable across the study site. However, in view of the low response rates of KBA's annual member's survey (10 to 20% on average), exceeding 30% in response for these questionnaires was a great achievement.



### 6.3: Recommendations for future research

Recommendations for future research are listed in Table 10:

*Table 10: Recommendations for future research. (Source: Author's tabulation, 2019).*

<b>Scale</b>	<b>Recommendations</b>
<p>Local (businesses and landlords)</p>	<ul style="list-style-type: none"> <li>• In-depth assessment of values from an economics point of view. This would include direct benefits such as: revenue, employment and operational statistics from private businesses.</li> <li>• A comparison study across all the BIDs on their involvement in heritage conservation and promotion.</li> <li>• Evaluating the benefits of heritage-related incentives in respond to the challenges mentioned by businesses in the questionnaire.</li> <li>• Comparing the return on investment between non-contributing properties and contributing properties within the same HHA.</li> <li>• An in-depth research on the relations between landlords and their commercial properties across all the BIDs in Auckland.</li> <li>• The motive and challenges behind building alterations.</li> <li>• Quantifying the time and costs involved in alterations of built heritage.</li> </ul>
<p>Regional (between BIDs across Auckland)</p>	<ul style="list-style-type: none"> <li>• In-depth assessment of indirect values from an economics point of view. This would include the contribution to the construction, archaeology, engineering and tourism sectors.</li> <li>• An Auckland-wide study of the benefits of built heritage for businesses and landlords.</li> <li>• A study on the contribution of heritage-led urban regeneration in BIDs.</li> <li>• An evaluation of the changes in heritage property values.</li> <li>• Assessment of the impacts (untapped opportunities) from underused commercial heritage properties in the region.</li> <li>• Comparing the contribution of heritage with other key industries in Auckland.</li> </ul>

## 6.4: Conclusion

---

This research concludes that heritage buildings are beneficial to businesses, especially small-scaled independent entities. Literature from across the world has identified tangible and intangible benefits of these buildings, which overall outweighs disadvantages. Benefits from adapting built heritage for commercial use extend across local and national contexts.

This study was based on one of Auckland's oldest commercial hubs, with its history tracing back to the colonial period. At present, creative communities thrive in the area, while also providing the space for a broad range of industries that operate at any time of the day. The heritage buildings in the K'Road HHA and BID has managed to unlock cultural and financial opportunities in Auckland.

Through questionnaires that targeted businesses occupying heritage buildings and landlords in the HHA, the study offers some critical insights into the trends and discrepancies among questionnaire respondents. Businesses and landlords are generally aware of the heritage status of the study site, while some have provided positive feedback on their buildings. Businesses generally believe that built heritage is beneficial and that their business has improved in the past years.

The most interesting finding to emerge from this study is the difference of perception between businesses and landlords, in which the former is location and prospect-driven and the latter are drawn to heritage buildings for its "good fit" to their businesses. This study has also shown that although there are challenges when utilising heritage buildings, the issues were mainly about maintenance and the building's age, rather than the heritage itself.

This research provided a valuable opportunity to contribute to the field of heritage conservation. Overall, results are consistent with the evidence from literature despite the differing views among questionnaire respondents which are notable gaps identified through this research. However, due to limitations, this study was unable to fully demonstrate the benefits of built heritage for landlords. Nevertheless, there is sufficient room for further improvement in future research. The author anticipates that this research will serve as a base for future studies on urban heritage conservation and business improvement in Auckland and cities across Aotearoa New Zealand.



80 Pitt Street. (Source: Author's own, 2019).

# Bibliography

## References

- Akagawa, Takao and Kana Haruta. 2006. "Efficacy of Urban Regeneration Policy by Tourism, and its Limitations. Case Study in Mojiko, Kitakyushu, Japan.": 153-156. <http://www.irbnet.de/daten/iconda/CIB8013.pdf>.
- Alfonzo, Mariela. 2014. *Older, Smaller, Better: Measuring how the Character of Buildings and Blocks Influences Urban Vitality*. Preservation Green Lab (in association with the National Trust for Historic Preservation). <https://nyuscholars.nyu.edu/en/publications/older-smaller-better-measuring-how-the-character-of-buildings-and>.
- Ashworth, G. J. (G. 1991. *Heritage Planning : Conservation as the Management of Urban Change*. Groningen, the Netherlands: Groningen, the Netherlands : Geo Pers 1991.
- Auckland City Council. 2004. *District Plan Central Area Section - Operative 2004*.
- Auckland Council. 2016. *Business Improvement District (BID) Policy (2016) Part 1 - Policy Principles*. New Zealand.
- . . 2014. *Business Improvement District (BID) Policy 2016 Part 2 - Policy Operating Standards*. New Zealand.
- . 2019. *Unitary Plan Operative in Part Schedule 14.2 Historic Heritage Areas – Maps and Statements of Significance*. New Zealand: Auckland Council.
- Auckland Council Heritage Unit. 2014. *Historic Heritage Area Evaluation Karangahape Road (K’Road)*. New Zealand: Auckland Council.
- Ball, R. 1999. "Developers, Regeneration and Sustainability Issues in the Reuse of Vacant Industrial Buildings." *Building Research and Information*; 27 (3): 140-148.
- Berg, Sveinung Krokann. 2017. "Cultural Heritage as a Resource for Property Development." *The Historic Environment: Policy & Practice* 8 (4): 304-322. doi:10.1080/17567505.2017.1399582.
- Bullen, Peter A. 2007. "Adaptive Reuse and Sustainability of Commercial Buildings." *Facilities* 25 (1): 20-31. doi:10.1108/02632770710716911.
- Bullen, Peter A. and Peter E. D. Love. 2011. "Adaptive Reuse of Heritage Buildings." *Structural Survey* 29 (5): 411-421. doi:10.1108/02630801111182439.
- . 2009. "Residential Regeneration and Adaptive Reuse: Learning from the Experiences of Los Angeles." *Structural Survey* 27 (5): 351-360. doi:10.1108/02630800911002611.
- . 2010. "The Rhetoric of Adaptive Reuse Or Reality of Demolition: Views from the Field." *Cities* 27 (4): 215-224. doi:10.1016/j.cities.2009.12.005.
- Cohen, Nahoum. 1999. *Urban Conservation*. Cambridge, Mass.: Cambridge, Mass. : MIT Press c1999.
- De Beer, Jillian. 2017. *Karangahape Road Strategic Plan*. New Zealand.
- Department of the Environment and Heritage. 2005. *Department of the Environment and Heritage Submission to the Productivity Commission Inquiry into the Policy Framework and Incentives for the Conservation of Australia’s Historic Built Heritage Places*. Australia.

## References

- Ferilli, Guido, Pier Luigi Sacco, and Kunihiro Noda. 2015. "Culture Driven Policies and Revaluation of Local Cultural Assets: A Tale of Two Cities, Otaru and Yūbari." *City, Culture and Society* 6 (4): 135-143. doi:10.1016/j.ccs.2015.05.002.
- Freestone, Robert, Susan Marsden, and Christine Garnaut. 2008. "A Methodology for Assessing the Heritage of Planned Urban Environments: An Australian Study of National Heritage Values." *International Journal of Heritage Studies* 14 (2): 156-175. doi:10.1080/13527250701844043.
- Geddes, David. *Commercial use of Listed Buildings in Towns and Cities*. United Kingdom: Colliers International Property Consultants Limited.
- . . 2018a. *Creative Industries in Historic Buildings and Environments Summary Report*. United Kingdom: Colliers International Property Consultants Limited.
- . . 2018b. *Creative Industries in Historic Buildings and Environments Conservation Area Case Studies*. United Kingdom: Colliers International Property Consultants Limited.
- . . 2018c. *Creative Industries in Historic Buildings and Environments Developer Perspective*. United Kingdom: Colliers International Property Consultants Limited.
- Gibson, Anne Gibson, Anne. 2010. "Neighbours Slam Council Over Run-Down Buildings." , -09-03T17:30:00Z. [https://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=10670933](https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10670933).
- Gillham, Bill. 2008. *Developing a Questionnaire*. 2nd ed.. ed. London : Bloomsbury Publishing PLC. 2008. ©2008.
- Gorse, Christopher A. and David Highfield. 2009. *Refurbishment and Upgrading of Buildings*, edited by David Highfield. 2nd ed.. ed. London ; New York: London ; New York : Spon 2009.
- Greffe, Xavier. 2004. "Is Heritage an Asset Or a Liability?" *Journal of Cultural Heritage* 5 (3): 301-309. doi:10.1016/j.culher.2004.05.001.
- Historic England. 2018a. *Heritage Counts 2018&nbsp;- the Past is the Foundation of our Future: Heritage in Commercial Use*. United Kingdom: Historic England.
- . . 2018b. *Heritage Counts. Heritage and the Economy 2018*. United Kingdom: Historic England.
- International Council on Monuments and Sites. "Statement by ICOMOS on the Adoption of the UN Sustainable Development Goals." <https://www.icomos.org/en/focus/un-sustainable-development-goals/4372-statement-by-icomos-on-the-adoption-of-the-un-sustainable-development-goals>., accessed 01/06/, 2018, <https://www.icomos.org/en/focus/un-sustainable-development-goals/4372-statement-by-icomos-on-the-adoption-of-the-un-sustainable-development-goals>.
- J, Lopes Balsas. 2000. "City Center Revitalization in Portugal: Lessons from Two Medium Size Cities." *Cities* 17 (1): 19-31. doi:10.1016/S0264-2751(99)00049-9.
- Jacobs, Jane. 1964. *The Death and Life of Great American Cities*. Harmondsworth: Harmondsworth : Penguin 1964.
- Johnson, Michael and Andrew Graves. 2016. *Place Branding and Heritage*. United Kingdom: TBR.

## References

- Kiroff, Lydia and Xiaotian Tan. 2015. "Adaptive Reuse of Industrial Buildings in a New Precinct in Auckland's CBD." . <https://unitec.researchbank.ac.nz/handle/10652/3178>.
- Konyak, Aching. 2019. *Email to Author*, edited by Wan Kok Hong.
- Langston, Craig, Francis K. W. Wong, Eddie C. M. Hui, and Li-Yin Shen. 2008. "Strategic Assessment of Building Adaptive Reuse Opportunities in Hong Kong." *Building and Environment* 43 (10): 1709-1718. doi:10.1016/j.buildenv.2007.10.017.
- Leeson, Adala. 2016. *Heritage Counts 2016 Heritage and Place Branding*. United Kingdom.
- Loughrey, David. "Redeveloped Vogel St Building Sells for \$10.2m." Otago Daily Times Online News., last modified -03-06T04:30:00+13:00, accessed May 10, 2019, <https://www.odt.co.nz/news/dunedin/redeveloped-vogel-st-building-sells-102m>.
- Marketview. 2016a. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 30 June 2016*. New Zealand: Marketview.
- . . 2016b. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 31 March 2016*. New Zealand: Marketview.
- . . 2017a. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 30 June 2017*. New Zealand: Marketview.
- . . 2018a. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 30 June 2018*. New Zealand: Marketview.
- . . 2016c. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 30 September 2016*. New Zealand: Marketview.
- . . 2017b. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 30 September 2017*. New Zealand: Marketview.
- . . 2017c. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 31 December 2016*. New Zealand: Marketview.
- . . 2018b. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 31 December 2017*. New Zealand: Marketview.
- . . 2017d. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 31 March 2017*. New Zealand: Marketview.
- . . 2018c. *K Road Retail Centre Quarterly Market Activity Report for the 3 Month Period Ending 31 March 2018*. New Zealand: Marketview.
- . . 2018d. *Quarterly Report K Road December Quarter 2018*. New Zealand: Marketview.
- . . 2018e. *Quarterly Report K Road September Quarter 2018*. New Zealand: Marketview.
- National Trust for Historic Preservation. 2016. *The Atlas of ReUrbanism*. United States: National Trust for Historic Preservation.
- . "Six Practical Reasons to Save Old Buildings." <https://savingplaces.org/stories/six-reasons-save-old-buildings#.XKp4hZgzaUl>., accessed Apr 8, 2019, <https://savingplaces.org/stories/six-reasons-save-old-buildings>.

## References

- New Zealand Historic Places Trust Pouhere Taonga. 2011. *Heritage Redesigned. Adapting Historic Places for Contemporary New Zealand*. New Zealand.
- Queensland Treasury. 2015. *Presenting Survey Results – Report Writing*.
- Ramidus Consulting Limited. 2018. *A Perspective on Agile Working in Historic Buildings*. United Kingdom: Ramidus Consulting.
- Richardson, Michael. 2019a. *Email Correspondence with Author*, edited by Wan Kok Hong.
- . 2019b. *Personal Communication with Author*, edited by Wan Kok Hong.
- Ripp, Matthias and Dennis Rodwell. 2015. "The Geography of Urban Heritage." *The Historic Environment: Policy & Practice* 6 (3): 240-276. doi:10.1080/17567505.2015.1100362.
- Rocchi, Julia. "Six Practical Reasons to Save Old Buildings." National Trust for Historic Preservation., accessed Apr 22, 2019, <https://savingplaces.org/stories/six-reasons-save-old-buildings>.
- Shiple, Robert, Steve Utz, and Michael Parsons. 2006a. "Does Adaptive Reuse Pay? A Study of the Business of Building Renovation in Ontario, Canada." *International Journal of Heritage Studies* 12 (6): 505-520. doi:10.1080/13527250600940181. <https://doi.org/10.1080/13527250600940181>.
- . 2006b. "Does Adaptive Reuse Pay? A Study of the Business of Building Renovation in Ontario, Canada." *International Journal of Heritage Studies* 12 (6): 505-520. doi:10.1080/13527250600940181.
- UNESCO. 2011. *Recommendation on the Historic Urban Landscape*: UNESCO. <https://whc.unesco.org/en/hul/>.
- Waitematā Local Board. 2014. *The Karangahape Road Plan 2014-2044*. New Zealand: Auckland Council.
- Warner, Raynor M. 1978a. *Business and Preservation : A Survey of Business Conservation of Buildings and Neighborhoods*, edited by Sibyl McC Groff, Ranne P. Warner and Frank Stella. New York: New York : INFORM c1978.
- . 1978b. *Business and Preservation : A Survey of Business Conservation of Buildings and Neighborhoods*, edited by Sibyl McC Groff, Ranne P. Warner and Frank Stella. New York: New York : INFORM c1978.
- Warren, Julie A. N. 2001a. *Developing Heritage Tourism in New Zealand*, edited by C. Nicholas Taylor, Centre for Research, Evaluation and Social Assessment (Wellington,N.Z.). Wellington N.Z.]: Wellington N.Z. : Centre for Research, Evaluation and Social Assessment c2001.
- . 2001b. *Developing Heritage Tourism in New Zealand*, edited by C. Nicholas Taylor, Centre for Research, Evaluation and Social Assessment (Wellington,N.Z.). Wellington N.Z.]: Wellington N.Z. : Centre for Research, Evaluation and Social Assessment c2001.
- . 2003. *Developing Urban Tourism in New Zealand*, edited by C. Nicholas Taylor, Centre for Research, Evaluation and Social Assessment (Wellington,N.Z.). Wellington N.Z.]: Wellington N.Z. : Centre for Research, Evaluation and Social Assessment c2003.

## References

- Wilkinson, Sara J., Kimberley James, and Richard Reed. 2009. "Using Building Adaptation to Deliver Sustainability in Australia." *Structural Survey* 27 (1): 46-61. doi:10.1108/02630800910941683.
- Yung, Esther H. K. and Edwin H. W. Chan. 2012. "Implementation Challenges to the Adaptive Reuse of Heritage Buildings: Towards the Goals of Sustainable, Low Carbon Cities." *Habitat International* 36 (3): 352-361. doi:10.1016/j.habitatint.2011.11.001.



# Appendix

**Appendix**

1. Questionnaire for businesses
2. Questionnaire for landlords
3. List of participants (businesses)
4. Participant Information Sheet
5. Invitation e-mail to participants
6. Auckland City Heritage Object Evaluation Sheets (1996)
7. Questionnaire results (Summary from Survey Monkey)

Thank you for your participation in this questionnaire. I am completing an internship with Auckland Council as part of a research project. I am studying the benefits for businesses that occupy protected heritage buildings, using the Karangahape Road Historic Heritage Area as an example.

It will take no more than 10 minutes to complete the questionnaire. The questionnaire is anonymous, and no IP address or other identifying information will be collected. You can stop answering the questions at any point. Any incomplete responses will not be recorded.

By submitting the questionnaire, you acknowledge that you are above the age of 16, and you are providing consent for your answers to be included in this study and that I may use your quotes from your anonymous comments in my report.

Should you have any queries, please feel free to contact me.

Kind regards,  
Hong (kwan897@aucklanduni.ac.nz)

Approved by the University of Auckland Human Participants Ethics Committee on 6 May 2019.  
Reference number 023003.

\* 1. How long have you been operating your business/organisation on the K'Road area?

- Less than 1 year
- 1 to 3 years
- 3 to 5 years
- 5 to 10 years
- More than 10 years

\* 2. How many staff are employed to work in your business/organisation?

- Less than 5
- 5 to 10
- 11 to 20
- 21 to 30
- 31 to 40
- 41 to 50
- Over 50

---

\* 3. Are you independent, a franchise brand or a non-profit organisation? (Choose one)

- Independent business
- Franchise brand
- Non-profit organisation

---

\* 4. What sector does your business/organisation belong to? (choose one)

- Food and beverage
- Retail
- Creative Industry
- Professional Services
- Non-profit
- Other (please specify)

\* 5. What are your top three reasons for positioning your business/organisation in K'Road? (choose 3 reasons)

- |  |   |
|--|---|
| <input type="checkbox"/> Easy access to K' Road      | <input type="checkbox"/> The atmosphere of the area |
| <input type="checkbox"/> High foot traffic           | <input type="checkbox"/> Responsible landlords      |
| <input type="checkbox"/> Competitive rents           | <input type="checkbox"/> Prospects of K'Road        |
| <input type="checkbox"/> Heritage/historic character |   |
| <input type="checkbox"/> Other (please specify)      |   |

\* 6. How has your business/organisation performed over the past three years (since K'Road was protected as a heritage area in 2016)? (choose one)

- Better
- About the same
- Worse
- Not sure / Don't know

\* 7. Are you aware that your business/organisation is operating in a heritage building?

- Yes
- No

\* 8. To what extent is locating in a heritage building a benefit or a challenge to your business/organisation?

- Greatly beneficial
- Somewhat beneficial
- Both a benefit and a challenge
- Somewhat challenging
- Extremely challenging
- Don't know / Not sure

---

\* 9. How does being located in a heritage building benefit your business/organisation? (Select all that applies)

A pleasant atmosphere for my staff and customer

Adds value to my brand/product/ service

Gives a positive impression to my customers

No benefit

A good fit with my type of business/organisation

Other (please specify)

\* 10. How is being located in a heritage building a challenge to your business/organisation? (Select all that applies)

The look/environment does not suit my business/organisation needs

Legal processes involved to refurbish and renovate

Limitations to refurbishments and renovations

No Challenge

Costs involved to refurbish and renovate

Other (please specify)

---

11. This is the final question. Any other comments?

Thank you for your participation in this questionnaire. I am completing an internship with Auckland Council as part of a research project. I am studying the benefits for businesses that occupy protected heritage buildings, using the Karangahape Road Historic Heritage Area as an example.

It will take no more than 10 minutes to complete the questionnaire. The questionnaire is anonymous, and no IP address or other identifying information will be collected. You can stop answering the questions at any point. Any incomplete responses will not be recorded.

By submitting the questionnaire, you acknowledge that you are above the age of 16, and you are providing consent for your answers to be included in this study and that I may use your quotes from your anonymous comments in my report.

Should you have any queries, please feel free to contact me.

Kind regards,  
Hong (kwan897@aucklanduni.ac.nz)

Approved by the University of Auckland Human Participants Ethics Committee on 6 May 2019.  
Reference number 023003.

\* 1. How long have you been a landlord of your building on K'Road?

- Less than 1 year
- 1 to 3 years
- 3 to 5 years
- 5 to 10 years
- More than 10 years

\* 2. Is your property in the K Road area a heritage building?

- Yes
- No
- Don't know / not sure

\* 3. Why did you choose to buy property in K'Road? (Select top 3 reasons)

- The historical value of K'Road
- A community of landlords
- The optimistic future of K'Road
- The unique character of K'Road
- My tenants are reliable
- Other (please specify)

\* 4. How has the business performed over the past three years (since K'Road was protected as a heritage area in 2016)? (select one)

- Better
- About the same
- Worse
- Not sure / Don't know

\* 5. Do you market the heritage aspects of K Road to attract tenants?

- Yes
- No

\* 6. In what ways has the heritage status of K Road given a positive impression to your tenants? (Choose where relevant)

- A pleasant atmosphere for my staff and customers
- Appealing to shoppers
- Direct commercial benefit
- Enhances the value of my brand/product/ service
- I do not think that it has an impact on tenants

Other (please specify)

---

7. This is the final question. Any further comments?

List of businesses occupying heritage buildings

#	Category	Subcategory	Name	#	Street Name
1	Professional Services	Films and Productions	62 Models & Talent	1	Beresford Square
2	Professional Services	Films and Productions	NZ on Air	1	Beresford Square
3	Professional Services	Films and Productions	WIFT (Women in Film & Television)	1	Beresford Square
4	Professional Services	IT Services	Absolute Analytics	1	Beresford Square
5	Shopping	Galleries	Babelogue	4	Beresford Square
6	Food and Drinks	Restaurants, Cafes, and Bars	Northern Line	6	Beresford Square
7	Professional Services	Services	Hopetoun Alpha	19	Beresford Square
8	Professional Services	Architects	Glamuzina Architects	1	Cross Street
9	Professional Services	Other Services	Impac Services/Solutions	1	Cross Street
10	Professional Services	IT Services	Ghost Street Interactive Studio	1	Cross Street
11	Professional Services	Non-profits	Congregational Church of Jesus	3	East Street
12	Professional Services	Other Services	Uno Loco	21	East Street
13	Professional Services	Vehicle Dealers and Services	European Motor Services	23	East Street
14	Professional Services	Vehicle Dealers and Services	Citroen	12	Edinburgh Street
15	Professional Services	Non-profits	Auckland Old Folks Association	8	Gundry Street
16	Food and Drinks	Restaurants, Cafes, and Bars	Between Café & Eatery	82	Karangahape Road
17	Necessities	Superettes	Good Morning Dairy	83	Karangahape Road
18	Necessities	Superettes	K Rd Dairy	88	Karangahape Road
19	Food and Drinks	Restaurants, Cafes, and Bars	Ken Yakitori Bar	89	Karangahape Road
20	Food and Drinks	Restaurants, Cafes, and Bars	Nuri Maru Sushi & Donburi	91	Karangahape Road
21	Food and Drinks	Restaurants, Cafes, and Bars	The Burgerie	95	Karangahape Road
22	Food and Drinks	Restaurants, Cafes, and Bars	The Kebab House	97	Karangahape Road
23	Necessities	Liquor Stores	W K Liquor	99	Karangahape Road
24	Shopping	Other	Auckland Rock Shop	100	Karangahape Road
25	Entertainments	Shows and Music	Backbeat	100	Karangahape Road
26	Food and Drinks	Restaurants, Cafes, and Bars	Masako Sushi & Sake Bar	101	Karangahape Road
27	Necessities	Services	Payne Tailors	105	Karangahape Road
28	Professional Services	Non-profits	Amnesty	111	Karangahape Road
29	Shopping	Clothing and Accessories	Smooove as f#@!	145	Karangahape Road
30	Necessities	Accomodations	K' Road City Travellers	146	Karangahape Road
31	Food and Drinks	Restaurants, Cafes, and Bars	Kati Grill	146	Karangahape Road
32	Food and Drinks	Restaurants, Cafes, and Bars	Khao San Restaurant	146	Karangahape Road
33	Food and Drinks	Restaurants, Cafes, and Bars	Revel	146	Karangahape Road
34	Food and Drinks	Restaurants, Cafes, and Bars	Good Times	146	Karangahape Road
35	Shopping	Clothing and Accessories	ThriftWay	153	Karangahape Road
36	Professional Services	Tattoos	Otautahi Tattoo	155	Karangahape Road
37	Professional Services	Marketing and Communication	Vibe Communications	155	Karangahape Road
38	Shopping	Souvenir	Retro City	161	Karangahape Road
39	Art and Fashion	Fashion	Waves Vintage	161	Karangahape Road
40	Food and Drinks	Restaurants, Cafes, and Bars	St Pierre's Sushi & Seafood	165	Karangahape Road
41	Food and Drinks	Restaurants, Cafes, and Bars	Scullery	166	Karangahape Road
42	Food and Drinks	Restaurants, Cafes, and Bars	Verona Cafe	169	Karangahape Road
43	Shopping	Superettes	Star Superette	170	Karangahape Road
44	Necessities	Health and Medicines	Lambs Pharmacy	173	Karangahape Road
45	Professional Services	Personal Care	Kaya Hair and Beauty	174	Karangahape Road
46	Shopping	Clothing and Accessories	The Third Eye	177	Karangahape Road
47	Necessities	Liquor Stores	Kiwi Liquor Store	178	Karangahape Road
48	Food and Drinks	Restaurants, Cafes, and Bars	Bestie Café	179	Karangahape Road
49	Shopping	Clothing and Accessories	Linda McCarthy Studio	179	Karangahape Road
50	Professional Services	Films and Productions	Pixelpush	179	Karangahape Road
51	Food and Drinks	Restaurants, Cafes, and Bars	Tank Juice	179	Karangahape Road
52	Shopping	Clothing and Accessories	The Corset Shop	179	Karangahape Road
53	Professional Services	Other Services	Xanthe White Design	179	Karangahape Road
54	Food and Drinks	Restaurants, Cafes, and Bars	Ayuthaya Thai Food (100% halal)	182	Karangahape Road
55	Professional Services	Personal Care	Nice Touch	183	Karangahape Road
56	Food and Drinks	Restaurants, Cafes, and Bars	Tart	183	Karangahape Road
57	Food and Drinks	Restaurants, Cafes, and Bars	Revolver	183	Karangahape Road
58	Food and Drinks	Restaurants, Cafes, and Bars	Gemmayze St	183	Karangahape Road
59	Food and Drinks	Restaurants, Cafes, and Bars	Acho's	183	Karangahape Road
60	Professional Services	IT Services	Phone Zone	183	Karangahape Road
61	Necessities	Other Services	Albert Watch	183	Karangahape Road
62	Shopping	Other	La Samsara	183	Karangahape Road
63	Food and Drinks	Restaurants, Cafes, and Bars	Lord of the Fries	183	Karangahape Road
64	Professional Services	Personal Care	Mo's Stylish Crew	183	Karangahape Road
65	Food and Drinks	Restaurants, Cafes, and Bars	Sal's Authentic New York Pizza	183	Karangahape Road
66	Shopping	Clothing and Accessories	Vixen Vintage	183	Karangahape Road
67	Food and Drinks	Restaurants, Cafes, and Bars	Whammy Bar	183	Karangahape Road
68	Entertainments	Shows and Music	Wine Cellar	183	Karangahape Road
69	Shopping	Clothing and Accessories	Royal Minki	183	Karangahape Road
70	Art and Fashion	Fashion	Stalgic Society	183	Karangahape Road
71	Food and Drinks	Restaurants, Cafes, and Bars	Chaiyo	184	Karangahape Road
72	Food and Drinks	Restaurants, Cafes, and Bars	Coffix	184	Karangahape Road

## List of businesses occupying heritage buildings

73	Food and Drinks	Restaurants, Cafes, and Bars	Hong Kong Style Chinese	184	Karangahape Road
74	Food and Drinks	Restaurants, Cafes, and Bars	Lee Hong BBQ	184	Karangahape Road
75	Professional Services	Personal Care	Lily's Hair Salon	184	Karangahape Road
76	Necessities	Superettes	Lim Chhour	184	Karangahape Road
77	Professional Services	Personal Care	Lotus Chinese Acupuncture Centre	184	Karangahape Road
78	Shopping	Souvenir	NZ Kiwi Souvenirs	184	Karangahape Road
79	Food and Drinks	Restaurants, Cafes, and Bars	Sneaky Snacky	184	Karangahape Road
80	Shopping	Clothing and Accessories	Red Cross Shop	191	Karangahape Road
81	Professional Services	Films and Productions	Christina Asher Casting	202	Karangahape Road
82	Shopping	Clothing and Accessories	Illicit HQ	202	Karangahape Road
83	Professional Services	Other Services	King of Kiwi	202	Karangahape Road
84	Shopping	Clothing and Accessories	Paperbag Princess	202	Karangahape Road
85	Professional Services	Tattoos	The Tattooed Heart	202	Karangahape Road
86	Shopping	Clothing and Accessories	Edward Stothers	203	Karangahape Road
87	Shopping	Clothing and Accessories	Nick von K	203	Karangahape Road
88	Professional Services	Personal Care	Remedy Aotearoa	203	Karangahape Road
89	Art and Fashion	Galleries	Thievery Studio	203	Karangahape Road
90	Professional Services	Other Services	Work I Shop	203	Karangahape Road
91	Necessities	Clothing and Accessories	City Mission Op Shop	203	Karangahape Road
92	Professional Services	Hairdreser	W & K Hairdresser	203	Karangahape Road
93	Food and Drinks	Restaurants, Cafes, and Bars	Hunger Burger	205	Karangahape Road
94	Entertainments	Shows and Music	KFM 106.9	208	Karangahape Road
95	Shopping	Other	Massave	208	Karangahape Road
96	Art and Fashion	Galleries	Te Karanga Gallery	208	Karangahape Road
97	Food and Drinks	Restaurants, Cafes, and Bars	Rasoi	211	Karangahape Road
98	Necessities	Superettes	K' Rd Superette & Indian Grocery	215	Karangahape Road
99	Food and Drinks	Restaurants, Cafes, and Bars	Little Turkish Cafe	217	Karangahape Road
100	Professional Services	Personal Care	Posh Nails Spa	221	Karangahape Road
101	Shopping	Souvenir	Crushes	225	Karangahape Road
102	Shopping	Other	Buana Satu	229	Karangahape Road
103	Shopping	Clothing and Accessories	Leo O'Malley	235	Karangahape Road
104	Professional Services	Financial Services	Derek Keith & Associates Ltd	238	Karangahape Road
105	Shopping	Clothing and Accessories	Graham Shirley	238	Karangahape Road
106	Professional Services	Personal Care	Great Wall Health Centre	238	Karangahape Road
107	Shopping	Other	Cadenza Guitars	238	Karangahape Road
108	Professional Services	Personal Care	Hala Hair	238	Karangahape Road
109	Art and Fashion	Galleries	Karanga Ink	238	Karangahape Road
110	Professional Services	Other Services	Orlando Private Florist	238	Karangahape Road
111	Professional Services	Tattoos	Karanga Ink	238	Karangahape Road
112	Food and Drinks	Restaurants, Cafes, and Bars	Zambrero	238	Karangahape Road
113	Entertainments	Adults	Calendar Girls	243	Karangahape Road
114	Food and Drinks	Restaurants, Cafes, and Bars	Pitt St Pub	243	Karangahape Road
115	Shopping	Clothing and Accessories	The White Elephant Op Shop	246	Karangahape Road
116	Food and Drinks	Restaurants, Cafes, and Bars	Hollywood Bakery	246	Karangahape Road
117	Shopping	Other	The Hemp Store	253	Karangahape Road
118	Necessities	Superettes	Xpress Mart	254	Karangahape Road
119	Food and Drinks	Restaurants, Cafes, and Bars	Mithaiwala	256	Karangahape Road
120	Entertainments	Shows and Music	Le Box Ltd	258	Karangahape Road
121	Shopping	Other	Shosha	258	Karangahape Road
122	Entertainments	Shows and Music	Eagle Bar	259	Karangahape Road
123	Food and Drinks	Restaurants, Cafes, and Bars	PokPok Thai Restaurant & Bar	261	Karangahape Road
124	Food and Drinks	Restaurants, Cafes, and Bars	Free Bird	264	Karangahape Road
125	Entertainments	Shows and Music	Ink Bar	268	Karangahape Road
126	Entertainments	Shows and Music	Family Bar	270	Karangahape Road
127	Food and Drinks	Restaurants, Cafes, and Bars	Satya South Indian Restaurant	271	Karangahape Road
128	Food and Drinks	Restaurants, Cafes, and Bars	Uncle Man's Restaurant	277	Karangahape Road
129	Food and Drinks	Restaurants, Cafes, and Bars	Apero	280	Karangahape Road
130	Food and Drinks	Restaurants, Cafes, and Bars	Saloon Bar	280	Karangahape Road
131	Shopping	Clothing and Accessories	Cosmic Corner	284	Karangahape Road
132	Beauty and Fragrances	Personal Care	African Hair Braiding Centre	290	Karangahape Road
133	Entertainments	Adults	Nauti NZ	290	Karangahape Road
134	Art and Fashion	Other Services	Dovetail Restoration Ltd.	290	Karangahape Road
135	Necessities	Superettes	K Rd Mart	292	Karangahape Road
136	Art and Fashion	Galleries	Artspace (Public)	300	Karangahape Road
137	Professional Services	Non-profits	Tautai Contemporary Pacific Arts Trust	300	Karangahape Road
138	Food and Drinks	Restaurants, Cafes, and Bars	El Sizzling Lomito	309	Karangahape Road
139	Entertainments	Shows and Music	Lovebucket	309	Karangahape Road
140	Food and Drinks	Restaurants, Cafes, and Bars	Moustache	309	Karangahape Road
141	Food and Drinks	Restaurants, Cafes, and Bars	Poke Poke Ltd.	309	Karangahape Road
142	Art and Fashion	Galleries	Bowerbank Ninow	312	Karangahape Road
143	Art and Fashion	Galleries	Ivan Anthony Gallery	312	Karangahape Road
144	Art and Fashion	Galleries	Michael Lett	312	Karangahape Road
145	Professional Services	Other Services	AMBER Armitage	321	Karangahape Road

## List of businesses occupying heritage buildings

146	Professional Services	Non-profits	Be Intent Youth	321	Karangahape Road
147	Art and Fashion	Galleries	Glovebox	321	Karangahape Road
148	Services - Other	Marketing and Communication	HANNAH Design Studio	321	Karangahape Road
149	Necessities	Superettes	K' Rd Groceries	321	Karangahape Road
150	Professional Services	Other Services	Material Creative	321	Karangahape Road
151	Professional Services	Marketing and Communication	Neromotion	321	Karangahape Road
152	Professional Services	Marketing and Communication	New Teritory	321	Karangahape Road
153	Food and Drinks	Restaurants, Cafes, and Bars	The Pie Piper	321	Karangahape Road
154	Entertainments	Adults	The Splash Club	322	Karangahape Road
155	Shopping	Clothing and Accessories	Army and Outdoors	326	Karangahape Road
156	Food and Drinks	Restaurants, Cafes, and Bars	Fort Greene	327	Karangahape Road
157	Food and Drinks	Restaurants, Cafes, and Bars	Lebanese Café & Restaurant	327	Karangahape Road
158	Entertainments	Shows and Music	Vinyl Retro Bar	332	Karangahape Road
159	Entertainments	Shows and Music	Shanghai Lil's	335	Karangahape Road
160	Food and Drinks	Restaurants, Cafes, and Bars	Asahi Akai Doa	339	Karangahape Road
161	Entertainments	Shows and Music	Studio The Venue	340	Karangahape Road
162	Professional Services	Personal Care	A&M Day Cut	346	Karangahape Road
163	Entertainments	Adults	The Grinder	348	Karangahape Road
164	Entertainments	Shows and Music	Encore Cabaret	350	Karangahape Road
165	Food and Drinks	Restaurants, Cafes, and Bars	The Peach Pit	352	Karangahape Road
166	Food and Drinks	Restaurants, Cafes, and Bars	Sri Pinang	356	Karangahape Road
167	Art and Fashion	Galleries	Yes Collective	358	Karangahape Road
168	Shopping	Superettes	Walia Superette	358	Karangahape Road
169	Professional Services	Marketing and Communication	Mutual Communication Ltd	366	Karangahape Road
170	Entertainments	Shows and Music	Charlie's Bar	368	Karangahape Road
171	Necessities	Accomodations	Haka Lodge	373	Karangahape Road
172	Professional Services	Architects	Bernau Architecture Ltd	375	Karangahape Road
173	Food and Drinks	Restaurants, Cafes, and Bars	Cotto	375	Karangahape Road
174	Art and Fashion	Galleries	Melanie Roger Gallery	444	Karangahape Road
175	Professional Services	Other Services	The Caker	446	Karangahape Road
176	Food and Drinks	Restaurants, Cafes, and Bars	Divine Morsels	450	Karangahape Road
177	Food and Drinks	Restaurants, Cafes, and Bars	Daily Daily	452	Karangahape Road
178	Art and Fashion	Galleries	Mokopopaki	454	Karangahape Road
179	Necessities	Services	Travellers Laundry	458	Karangahape Road
180	Professional Services	Personal Care	Dan's Traditional Barber Shop & Shave	459	Karangahape Road
181	Entertainments	Adults	Caluzzi Restaurant & Cabaret	461	Karangahape Road
182	Necessities	Liquor Stores	Brews	464	Karangahape Road
183	Professional Services	Personal Care	Colleen	466	Karangahape Road
184	Food and Drinks	Restaurants, Cafes, and Bars	The Thirsty Dog	469	Karangahape Road
185	Professional Services	Architects	Daniel Marshall Architects	472	Karangahape Road
186	Shopping	Other	Peaches and Cream	474	Karangahape Road
187	Professional Services	Other Services	Think + Shift	478	Karangahape Road
188	Shopping	Fashion	Lost and Let Astray	484	Karangahape Road
189	Art and Fashion	Fashion	TUR Studio	486	Karangahape Road
190	Food and Drinks	Restaurants, Cafes, and Bars	Madame George	490	Karangahape Road
191	Professional Services	Other Services	Olivia's Cake Shop	496	Karangahape Road
192	Food and Drinks	Restaurants, Cafes, and Bars	The Bake Pod	498	Karangahape Road
193	Professional Services	Legal Services	Immigration Consultancies Ltd	500	Karangahape Road
194	Shopping	Clothing and Accessories	Hera Couture	501	Karangahape Road
195	Necessities	Superettes	Midday Counter Superette	501	Karangahape Road
196	Shopping	Other	Top Office Supplies	501	Karangahape Road
197	Necessities	Vehicle Dealers and Services	Tesla	501	Karangahape Road
198	Art and Fashion	Galleries	The Keep	504	Karangahape Road
199	Art and Fashion	Galleries	Starkwhite	510	Karangahape Road
200	Shopping	Clothing and Accessories	Hailwood	516	Karangahape Road
201	Food and Drinks	Restaurants, Cafes, and Bars	Joy Bong Thai Restaurant & Bar	531	Karangahape Road
202	Necessities	Services	Expert Shoe Repairs	537	Karangahape Road
203	Professional Services	Other Services	KJ Picture Framing	539	Karangahape Road
204	Food and Drinks	Restaurants, Cafes, and Bars	Zeki's Mediterranean Bakery and Café	543	Karangahape Road
205	Food and Drinks	Restaurants, Cafes, and Bars	Monstera Kitchen	545	Karangahape Road
206	Food and Drinks	Restaurants, Cafes, and Bars	Little Algiers	551	Karangahape Road
207	Food and Drinks	Restaurants, Cafes, and Bars	Eighthirty	553	Karangahape Road
208	Professional Services	Marketing and Communication	Bob's your uncle	582	Karangahape Road
209	Professional Services	Other Services	Brown & Thomson Engineers	582	Karangahape Road
210	Shopping	Other	Heroes For Sale - Comics	582	Karangahape Road
211	Food and Drinks	Restaurants, Cafes, and Bars	Paradish	582	Karangahape Road
212	Food and Drinks	Restaurants, Cafes, and Bars	Barretta Espresso	59	Pitt Street
213	Necessities	Accomodations	Bookabach	59	Pitt Street
214	Professional Services	Marketing and Communication	Cowan	59	Pitt Street
215	Art and Fashion	Galleries	The Bridge Gallery Studio	59	Pitt Street
216	Professional Services	Personal Care	Vada Hair	59	Pitt Street
217	Professional Services	Tattoos	Storm Ink	59	Pitt Street
218	Shopping	Clothing and Accessories	No 9 Neighbourhood Goods	59	Pitt Street

List of businesses occupying heritage buildings

219	Food and Drinks	Restaurants, Cafes, and Bars	Johnny Feedback	61	Pitt Street
220	Professional Services	Other Services	Hopetoun Legal	63	Pitt Street
221	Professional Services	Architects	Matthews & Matthews Architects Ltd	63	Pitt Street
222	Shopping	Other	Safka	70	Pitt Street
223	Professional Services	Architects	Arrasco Paz Architecture	78	Pitt Street
224	Professional Services	Non-profits	Auckland Methodist Central Parish	78	Pitt Street
225	Professional Services	Other Services	Foundation for Peace Studies	78	Pitt Street
226	Shopping	Other	Flying Out Record Store	80	Pitt Street
227	Shopping	Other	Def Store	82	Pitt Street
228	Food and Drinks	Adults	Mercury Bar & Gaming Lounge	5	Mercury Lane
229	Professional Services	Accomodations	BK Hostel	3	Mercury Lane



School of Architecture & Planning  
Faculty of Creative Arts and Industries  
Building 421  
26 Symonds Street  
Auckland Central  
Phone: +64 9 373 7599 ext 88134  
Fax: +64 9 373 7694  
Email: [info-creative@auckland.ac.nz](mailto:info-creative@auckland.ac.nz)  
[www.creative.auckland.ac.nz](http://www.creative.auckland.ac.nz)

University of Auckland  
Private Bag 92019  
Auckland 1142  
New Zealand

## PARTICIPANT INFORMATION SHEET FOR QUESTIONNAIRE

The benefits of being a business in a historic heritage area, using the Karangahape Road Business Improvement District as an example

Course Coordinator

Dr Elizabeth Aitken Rose

Researcher

Kok Hong Wan

### Introduction

I am completing research during the current semester to fulfil the requirements for ARCHGEN 754, Research Project. For this research, I am studying the benefits for businesses that occupy protected heritage buildings in the Karangahape Road Historic Heritage Area. This is carried out through a web-based questionnaire. I understand that you are a business or a property owner located in the study site. Hence you have been chosen as a participant of this questionnaire. This sheet provides you with sufficient information so that you can make an informed choice about participating in the questionnaire.

### This Project

My project for ARCHGEN 754, Research Project, includes an internship. It is a supervised, 12-week postgraduate course offered by the School of Architecture and Planning within the Master of Heritage Conservation (MHerCons) and the Master of Urban Planning (Professional) and Heritage Conservation (MUrbPlan(Prof)HerCons). The internship course requires each student (working as an intern in an organisation) to apply relevant knowledge and skills in undertaking research and writing on a project being undertaken by the organisation. The project normally involves the preparation of a report, utilising both secondary and primary sources. The outcome of the project will normally be a written report of around 10,000 words.

## Invitation to Participate

You have been invited to participate in this questionnaire because it has been identified through the Auckland Unitary Plan and the Karangahape Road Business Association business directory that your business occupies a heritage building. You are invited to participate in this project through a web-based questionnaire to learn about your experience on Karangahape Road area and awareness of your surroundings.

## Project Procedures

You may participate by clicking on the link provided. Your participation in the questionnaire will take no more than 10 minutes to complete. The questionnaire is anonymous, and no IP address or other identifying information will be collected. As the questionnaire is anonymous, it will not be possible to withdraw your data once the questionnaire has been submitted. However, you can stop answering the questions at any point. Any incomplete responses will not be recorded. By submitting the questionnaire, you are providing consent for your information to be included in this study and that I may use your quotes from your anonymous comments in my report.

## Data Storage / Retention / Destruction / Future Use

The information collected by me will be used only for the completion of my research project report and assignment submission. I will retain a copy of my assignment for record purposes. I will also provide the host organization, Auckland Council, with a copy of my report. At the end of this course, I will delete any recordings from the University network. Should the host organisation wish to make any further use of the survey, then they will contact you separately, to seek your permission.

Information about this project will be stored and retained by Elizabeth Aitken Rose, as Course Coordinator, for six years after the end of the project and then destroyed. Participant contact details will not be published. The data, in the form of answers online will be stored securely at the University of Auckland and will be kept for six years until 1st July 2025. Data will be shredded, and electronic data will be deleted on the same day.

## Right to Withdraw from Participation

You have the right to withdraw from the survey at any time until you push 'Submit'. As the survey is anonymous, after that time any data that you may have supplied will not be traceable to you.

## Contact Details

Student Researcher	Course Coordinator	Head of School
Kok Hong Wan kwan897@aucklanduni.ac.nz	Dr Elizabeth Aitken Rose <b>e.aitken-rose@auckland.ac.nz</b> Ph. (09) 923 6425	Prof Deidre Brown <b>deidre.brown@auckland.ac.nz</b> Ph. (09) 923 9012

For any queries regarding ethical concerns you may contact the Chair, The University of Auckland Human Participants Ethics Committee, Office of Research Integrity and Ethics, The University of Auckland, Private Bag 92019, Auckland 1142. Telephone 09 373-7599 ext. 83711. Email: [humanethics@auckland.ac.nz](mailto:humanethics@auckland.ac.nz)

Approved by the University of Auckland Human Participants Ethics Committee on 6 May 2019 and is valid until 6 May 2022. Reference number 023003.

E-MAIL to business owners and landlords

Dear businesses on the Karangahape Road area,

I am Hong from the University of Auckland studying for a Master of Urban Planning (Prof) and Heritage Conservation degree. As part of my studies I am undertaking research on the benefits of being a business in the Karangahape Road area.

Your participation is through a short web-based questionnaire by clicking on the link provided.

(for business owners) <https://www.surveymonkey.com/r/WMJJKD>

(for landlords) <https://www.surveymonkey.com/r/WN37PLL>

It will take no more than 10 minutes to complete the questionnaire. More details about this research are in the Participant Information Sheet attached should you be interested in being involved. Whilst the participation of your organisation is completely voluntary, it would be very helpful for my research and for my studies.

You have the right to withdraw from the survey at any time until you push 'Submit'. As the survey is anonymous, after that time any data that you may have supplied will not be traceable to you.

Should you have any queries, please feel free to contact me, at [kwan897@aucklanduni.ac.nz](mailto:kwan897@aucklanduni.ac.nz)

Kind Regards,

Kok Hong Wan

Student Researcher

University of Auckland

Approved by the University of Auckland Human Participants Ethics Committee on 6 May 2019 for three years until 6 May 2022, Reference Number 023003.

**E5 EVALUATION SHEET**      **AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE**      **DECISION REPORT**

Name(s)	Bank Buildings ( Westpac Bank 1996 )	Unique ACC Identity Number	<b>0625</b>
Address	Karangahape Road 111, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS** **TOTALS**

A Style	Excellent example of Inter-War commercial bank	40	20	10	5	0	<b>+10</b>
		U	E	S	M	N	
B Construction	Brick and concrete	32	16	8	4	0	<b>+0</b>
		U	E	S	M	N	
C Age	1926	40	20	10	5	0	<b>+0</b>
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	WILSON, MOODIE & GILLESPIE ( possibly also STEPHENSON & TURNER of NSW)	24	12	6	3	0	<b>+3</b>
		U	E	S	M	N	
E Design	Strongly addresses corner site and uses, eclectic detailing	32	16	8	4	0	<b>+8</b>
		U	E	S	M	N	
F Interior		24	12	6	3	0	<b>+0</b>
		U	E	S	M	N	

**HISTORY / PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel	No known associations	40	20	10	0	<b>+0</b>
		E	S	M	N	
H Events	No known events	20	10	5	0	<b>+0</b>
		E	S	M	N	
I Social Context	Associated with banking	20	10	5	0	<b>+0</b>
		E	S	M	N	

**ENVIRONMENT**

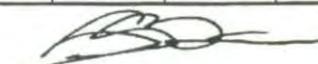
J Continuity	Very significant corner building in major junction with four such buildings	12	6	3	0	<b>+12</b>		
		E	S	M	N			
K Physical Context (setting)	None	12	6	3	0	<b>+0</b>		
		E	S	M	N			
L Landmark Quality	Significant building in neighbourhood	24	12	6	3	0	<b>+3</b>	
		U	E	S	M	N		
M Group Significance Scheduled Items	Group 10 - Moderate value. Item - Significant contribution.	48	24	12	6	3	0	<b>+12</b>

**INTEGRITY**

N Location	On original site				0	-5	<b>+0</b>	
					M	L		
O Intactness			E	S	M	N	<b>+4</b>	
		Form	4	2	1	0		
		Materials	4	2	1	0		<b>+4</b>
		Design	4	2	1	0		<b>+2</b>
		Interior	4	2	1	0		<b>+0</b>
		Surrounds	4	2	1	0		<b>+0</b>

Recommendation			
Schedule: yes/no	Category	Interior	Surrounds
Y	B	N	N

Interior Def:  
Surrounds Def:

 **TOTAL 58**

AUCKLAND CITY COUNCIL

LISTED BUILDINGS/PLACES/OBJECTS

HISTORY CHECKLIST

Researchers Name: N. Campbell

Research Date: 16 February 1996

Name of Building: BANK (WESTPAC)

Address: 111 KARANGAHAPE ROAD

Location/Ward: CTM

Architect: WILSON, MOODIE & GILLESPIE

Major Contractor or Builder: (also: Stephenson & Turner, Australia)

Engineer: From Westpac Archives, Wgtn

Present Owner: NS It appears that the building may have

Address of Owner: been designed in Australia by the BNSW

Tenant: Architect, Stephenson & Turner, and supervised

Year of Construction: 1926  Estimated  Researched  Known

Year of Demolition: N/A  Estimated  Researched  Known

Original Use: BANK

Allocated or other uses: NONE KNOWN (commercial?)

State of building: GOOD

Site:  Original  Moved

PERSON

Associated with the life or activities of a person, group, organisation or institute that has made a significant contribution to the community, region or nation:

[Empty box for person details]

EVENT

Associated with an event that has made a significant contribution to the community, region or nation:

[Empty box for event details]

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

This three-storied reinforced concrete building was constructed for the Bank of New South Wales. In 1982 the BNSW merged with the Commercial Bank of Australia to become Westpac.

SOURCE

Westpac Archives, Wellington.  
NZ Architectural & Building Review,  
10.6.26, p. 31.

**E5 EVALUATION SHEET** AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE **DECISION REPORT**

Name(s)	St.Kevins Arcade	Unique ACC Identity Number	0627
Address	Karangahape Road 179-189, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS** TOTALS

A Style	1920's commercial.	40	20	10	5	0	+5
		U	E	S	M	N	
B Construction	Reinforced concrete.	32	16	8	4	0	+0
		U	E	S	M	N	
C Age	1926	40	20	10	5	0	+0
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	CUMMING, W.A. & MAHONEY, Edward & SONS. Builder: COLE, N.	24	12	6	3	0	+6
		U	E	S	M	N	
E Design	Interior shopfronts & dwelling units are of significant visual value	32	16	8	4	0	+8
		U	E	S	M	N	
F Interior	Remarkably complete, period interior.	24	12	6	3	0	+6
		U	E	S	M	N	

**HISTORY: PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel	No known associations	40	20	10	0	+0
		E	S	M	N	
H Events	No known events	20	10	5	0	+0
		E	S	M	N	
I Social Context	The site of this arcade provides an important linkage between Karangahape Road and Myers Park. Reputedly this is the site of General Cameron's home.	20	10	5	0	+0
		E	S	M	N	

**ENVIRONMENT**

J Continuity	Helps to maintain domindate character of area.	12	6	3	0	+6		
		E	S	M	N			
K Physical Context (setting)	Fills the site, essential contextual link to Myers Park and Karangahape Road	12	6	3	0	+6		
		E	S	M	N			
L Landmark Quality	Memorable in context of neighbourhood.	24	12	6	3	0	+3	
		U	E	S	M	N		
M Group Significance Scheduled Items	Group 10 - Moderate value. Item - Significant contribution.	48	24	12	6	3	0	+12

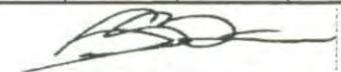
**INTEGRITY**

N Location	On original site	0	-5	+0		
		M	L			
O Intactness	Relatively intact inside and out	E	S	M	N	+4
		Form	4	2	1	

Recommendation			
Schedule: yes/no	Category	Interior	Surrounds
Y	B	Y	Y*

Interior Def:  
 Surrounds Def: Land between the southern (Karangahape Road) frontage and the footpath kerbline in 1997, and land between the northern Poynton Terrace facade and the opposite side of Poynton Terrace.

Materials	4	2	1	0	+2
Design	4	2	1	0	+4
Interior	4	2	1	0	+2
Surrounds	4	2	1	0	+0



AUCKLAND CITY COUNCIL

LISTED BUILDINGS/PLACES/OBJECTS

Researchers Name: N CAMPBELL

HISTORY CHECKLIST

Research Date: 10-12-93

Name of Building: ST KEWENS ARCADE

Address: 179-189 Karangahape Road

Location/Ward: City

Architect: W.A. Cumming + Mahoney + Son

Major Contractor or Builder: N. Cole

Engineer: \_\_\_\_\_

Present Owner: \_\_\_\_\_

Address of Owner: \_\_\_\_\_

Tenant: \_\_\_\_\_

Year of Construction: 1926  Estimated  Researched  Known

Year of Demolition: N/A  Estimated  Researched  Known

Original Use: COMMERCIAL

Allocated or other uses: NONE KNOWN

State of building: GOOD

Site:  Original  Moved

PERSON

Associated with the life or activities of a person, group, organisation or institute that has made a significant contribution to the community, region or nation:

[Empty box for person details]

EVENT

Associated with an event that has made a significant contribution to the community, region or nation:

[Empty box for event details]

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

The arcade was purchased on the site of the Nathan property. The Nathan site comprised 5.2 acres. The house, named St. Kewens, was demolished in 1923. (NB not to be confused with the Robertson house St. Kewens, nearby, where Governor Grey spent some time)

SOURCE

Interview, Mr. Lawrence Nathan, 20/2/96  
The N.Z. Bldg Trades Journal, 15.2.26, p.35

**E5 EVALUATION SHEET**      **AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE**      **DECISION REPORT**

Name(s)	Rendells Building (K.Rd Buildings only)	Unique ACC Identity Number	<b>0628</b>
Address	Karangahape Road 184-198, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS** **TOTALS**

A Style	Edwardian free classic revival	40	20	10	5	0	<b>+10</b>
		U	E	S	M	N	
B Construction	Brick masonry	32	16	8	4	0	<b>+0</b>
		U	E	S	M	N	
C Age	1908-12. 1908 - 3 storey western section. 1912 - 3 Storey eastern section. Made unified facade of the two stages of development.	40	20	10	5	0	<b>+5</b>
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	HOLMAN, W.A. (for both)	24	12	6	3	0	<b>+6</b>
		U	E	S	M	N	
E Design	Few examples only survive	32	16	8	4	0	<b>+8</b>
		U	E	S	M	N	
F Interior	Highly modified	24	12	6	3	0	<b>+0</b>
		U	E	S	M	N	

**HISTORY: PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel	No known associations	40	20	10	0	<b>+0</b>
		E	S	M	N	
H Events	No known event	20	10	5	0	<b>+0</b>
		E	S	M	N	
I Social Context	Built at the time of Major Expansion in the Karangahape Road area. Larger retail development as population increased.	20	10	5	0	<b>+5</b>
		E	S	M	N	

**ENVIRONMENT**

J Continuity	Significant in defining the dominant character of the area.	12	6	3	0	<b>+6</b>		
		E	S	M	N			
K Physical Context (setting)		12	6	3	0	<b>+0</b>		
		E	S	M	N			
L Landmark Quality	Conspicuous within neighbourhood	24	12	6	3	0	<b>+3</b>	
		U	E	S	M	N		
M Group Significance Scheduled Items	Group 10 - Moderate value. Item - Significant contribution.	48	24	12	6	3	0	<b>+12</b>

**INTEGRITY**

N Location	On original site. CT 46/148 part 1. CT 541/87 part 2. Only.	0	-5	<b>+0</b>				
		M	L					
O Intactness	Cupola removed, some infill panels immediately above the veranda.	E	S	M	N	<b>+2</b>		
		Form	4	2	1		0	
		Materials	4	2	1		0	<b>+2</b>
		Design	4	2	1		0	<b>+2</b>
		Interior	4	2	1		0	<b>+0</b>
		Surrounds	4	2	1		0	<b>+0</b>

Recommendation			
Schedule: yes/no	Category	Interior	Surrounds
Y	B	N	N

Interior Def:  
Surrounds Def:



**TOTAL**      **61**

LISTED BUILDINGS/PLACES/OBJECTS

HISTORY CHECKLIST:

Researchers Name: N CAMPBELL  
 Research Date: 10-12-94

Name of Building: RENDELLS  
 Address: 184-198 Karangahape Rd  
 Location/Ward: Ngutani  
 Architect: W.A. Holmes  
 Major Contractor or Builder: \_\_\_\_\_  
 Engineer: \_\_\_\_\_  
 Present Owner: \_\_\_\_\_  
 Address of Owner: \_\_\_\_\_  
 Tenant: \_\_\_\_\_

Year of Construction: 1907  estimated  researched  known  
 Year of Demolition: N/A  estimated  researched  known  
 Original Use: COMMERCIAL  
 Allocated or other uses: NOT KNOWN  
 State of building: GOOD (Cupola Removed)  
 Site:  original  moved

PERSON

Associated with the life or activities of a person, group, organisation or institution that has made a significant contribution to the community, region or nation:

JOHN RENDELL, A LONDON DRAPER OPENED HIS FIRST SHOP ON THE CORNER OF GREEN'S AVENUE & PITT STREET IN 1882.

EVENT:

Associated with an event that has made a significant contribution to the community, region or nation:

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

AN ATTRACTIVE EDWARDIAN BUILDING BUILT AT THE TIME OF MAJOR EXPANSION IN THE KARANGAHAPE ROAD AREA.

SOURCE

Auckland City Life D. Johnson, Auckland Weekly News 28.8.13.  
N.Z. Herald 10.11.59

**E5 EVALUATION SHEET** AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE

**DECISION REPORT**

Name(s)	Pitt Street Buildings ( O'Malleys Corner 1996 )	Unique ACC Identity Number	0630
Address	Karangahape Road 211-235 / Pitt Street 080-086, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS**

						TOTALS	
A Style	Edwardian/ Late Victorian	40	20	10	5	0	+10
		U	E	S	M	N	
B Construction	Plastered brick	32	16	8	4	0	+0
		U	E	S	M	N	
C Age	1904	40	20	10	5	0	+5
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	Not known	24	12	6	3	0	+0
		U	E	S	M	N	
E Design	Significant in characteristics but not uncommon.	32	16	8	4	0	+8
		U	E	S	M	N	
F Interior	Much altered over time.	24	12	6	3	0	+0
		U	E	S	M	N	

**HISTORY : PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel	No known associations	40	20	10	0	0	+0
		E	S	M	N		
H Events	No known events	20	10	5	0	0	+0
		E	S	M	N		
I Social Context	Built by Pitt St Church Trustees.	20	10	5	0	0	+5
		E	S	M	N		

**ENVIRONMENT**

J Continuity	Important corner "Bookend" -see K-Road guidelines.	12	6	3	0	0	+6
		E	S	M	N		
K Physical Context (setting)		12	6	3	0	0	+0
		E	S	M	N		
L Landmark Quality	Familiar in the context of the city.	24	12	6	3	0	+6
		U	E	S	M	N	
M Group Significance Scheduled Items	Group 10 - Moderate value. Item - Significant contribution.	48	24	12	6	3	+12

**INTEGRITY**

N Location	On original site				0	-5	+0
					M	L	
O Intactness	Lost original verandah.		E	S	M	N	
		Form	4	2	1	0	+4
		Materials	4	2	1	0	+2
		Design	4	2	1	0	+2
		Interior	4	2	1	0	+0
		Surrounds	4	2	1	0	+0

Recommendation				Interior Def:	Surrounds Def:
Schedule: yes/no	Category	Interior	Surrounds		
Y	B	N	N		

Form	4	2	1	0	+4
Materials	4	2	1	0	+2
Design	4	2	1	0	+2
Interior	4	2	1	0	+0
Surrounds	4	2	1	0	+0

**TOTAL 60**

LISTED BUILDINGS/PLACES/OBJECTS

HIISTORY CHECKLIST:

Researchers Name: N CAMPBELL

Research Date: 5-12-94

Name of Building: PITT ST BUILDINGS (2' MAULEYS CORNER) (SR) (SR)  
 Address: 225-235 Karangahape Rd  
 Location/Ward: City  
 Architect:   
 Major Contractor or Builder: } not known George Winstone?  
 Engineer: } (builder for Pitt St Methodist Board)  
 Present Owner:   
 Address of Owner:   
 Tenant:

Year of Construction: 1904  estimated  researched  known

Year of Demolition: N/A  estimated  researched  known

Original Use: COMMERCIAL

Allocated or other uses: NONE KNOWN

State of building: GOOD

Site:  original  moved

PERSON

Associated with the life or activities of a person, group, organisation or institution that has made a significant contribution to the community, region or nation:

[Empty box for person details]

EVENT:

Associated with an event that has made a significant contribution to the community, region or nation:

[Empty box for event details]

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

THESE BUILDINGS WERE BUILT BY THE PITT ST. METHODIST CHURCH TRUST BOARD TO PROVIDE REVENUE FOR THE CHURCH. PRESENTLY KNOWN AS MAULEYS CORNER. THIS HAS ALSO BEEN KNOWN AS 'TATTERSFIELDS CORNER' AND 'THE ABC'.

SOURCE

T. Hodgson, The Heart of Colonial Auckland Karangahape Road Historic Maps Report 1865-1910  
K' Road Guidelines (all city) Auckland Street Directories (wins) 1992

**E5 EVALUATION SHEET**      **AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE**      **DECISION REPORT**

Name(s)	George Courts Department Store ( George Court 1996 )	Unique ACC Identity Number	0629
Address	Karangahape Road 224, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS** **TOTALS**

A Style	Chicago style, Italianate/ Greek Revival/ Viennese inf.	40	20	10	5	0	+10
		U	E	S	M	N	
B Construction	Early concrete post and beam.	32	16	8	4	0	+8
		U	E	S	M	N	
C Age	1925	40	20	10	5	0	+0
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	SAVAGE, Clinton	24	12	6	3	0	+3
		U	E	S	M	N	
E Design	Significant in characteristics but a number exist.	32	16	8	4	0	+8
		U	E	S	M	N	
F Interior	Parts of interior have good characteristics.	24	12	6	3	0	+3
		U	E	S	M	N	

**HISTORY: PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel	George Court was a Pioneer Auckland businessman who with his brother (Frederick) opened their first store (near Karangahape Road) in 1866. Early retail family.	40	20	10	0	+20
		E	S	M	N	
H Events		20	10	5	0	+0
		E	S	M	N	
I Social Context	This building, known in the 1920's as 'The Store', was built over a five year period as part of the expansion of George Court & Sons Ltd.,( a business established in the 1880's). Very large retail store for the time, serving Newton residential catchmint.	20	10	5	0	+5
		E	S	M	N	

**ENVIRONMENT**

J Continuity	Significant in defining the surviving early dominant character in context.	12	6	3	0	+6		
		E	S	M	N			
K Physical Context (setting)		12	6	3	0	+0		
		E	S	M	N			
L Landmark Quality	Familiar within the context of the neighbourhood.	24	12	6	3	+3		
		U	E	S	M		N	
M Group Significance Scheduled Items	Group 10 - Moderate value. Item - Significant contribution.	48	24	12	6	3	0	+12

**INTEGRITY**

N Location	On original site.	0	-5	+0		
		M	L			
O Intactness	Interior substantially modified in 1996, conversion to apartments.	E	S	M	N	+2
		Form	4	2	1	

Recommendation			
Schedule: yes/no	Category	Interior	Surrounds
Y	A	Y	N

Interior Def:  
Surrounds Def:

Materials	4	2	1	0	+2
Design	4	2	1	0	
Interior	4	2	1	0	
Surrounds	4	2	1	0	

LISTED BUILDINGS/PLACES/OBJECTS

HIISTORY CHECKLIST:

Researchers Name: N CAMPBELL

Research Date: 5-12-94

Name of Building: GEORGE COURTS DEPARTMENT STORE (former)

Address: 224 KARANGHAPPE ROAD

Location/Ward: CITY

Architect: CLINTON SAVAGE

Major Contractor or Builder:

Engineer:

Present Owner:

Address of Owner:

Tenant:

Year of Construction: 1919-1924 [ ] estimated [x] researched [ ] known

Year of Demolition: [ ] estimated [ ] researched [ ] known

Original Use: COMMERCIAL

Allocated or other uses: NONE KNOWN

State of building: GOOD

Site: [x] original [ ] moved

PERSON

Associated with the life or activities of a person, group, organisation or institution that has made a significant contribution to the community, region or nation:

GEORGE COURT WAS A PIONEER AUCKLAND BUSINESSMAN WHO WITH HIS BROTHER (THEODORE) OPENED THEIR FIRST STORE (NEAR KARANGHAPPE ROAD) IN 1866.

EVENT:

Associated with an event that has made a significant contribution to the community, region or nation:

[Empty box]

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

THIS BUILDING, KNOWN IN THE 1920'S AS 'THE BIG STORE' WAS BUILT OVER A FEW YEAR PERIOD AS PART OF THE EXPANSION OF GEORGE COURT'S SONS HOIA BUSINESS ESTABLISHED IN THE 1860'S

SOURCE

THE BUILDERS RECORD 15.4.24 p.5  
CYCLOPAEDIA OF N.Z (ALL 1920).  
NETHER Classification for

**E5 EVALUATION SHEET** AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE **DECISION REPORT**

Name(s)	Naval and Family Hotel ( Naval and Family Tavern 1996 )	Unique ACC Identity Number	<b>0631</b>
Address	Karangahape Road 243 / Pitt Street 067, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS** **TOTALS**

A Style	Late Victorian.	40	20	10	5	0	<b>+10</b>
		U	E	S	M	N	
B Construction		32	16	8	4	0	<b>+0</b>
		U	E	S	M	N	
C Age	Early 1880's	40	20	10	5	0	<b>+5</b>
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator		24	12	6	3	0	<b>+0</b>
		U	E	S	M	N	
E Design	Significant characteristics but a number exist.	32	16	8	4	0	<b>+8</b>
		U	E	S	M	N	
F Interior		24	12	6	3	0	<b>+0</b>
		U	E	S	M	N	

**HISTORY : PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel		40	20	10	0	<b>+0</b>
		E	S	M	N	
H Events		20	10	5	0	<b>+0</b>
		E	S	M	N	
I Social Context	An excellent example of this hotel, is believed to have been in the early 1880's by Mahoney, who was constructing a large number of Auckland Hotels at the time.	20	10	5	0	<b>+5</b>
		E	S	M	N	

**ENVIRONMENT**

J Continuity	Consistent with the dominant character of the area.	12	6	3	0	<b>+3</b>		
		E	S	M	N			
K Physical Context (setting)	Consistent with the early dominant character of the context.	12	6	3	0	<b>+3</b>		
		E	S	M	N			
L Landmark Quality	Familiar within neighbourhood.	24	12	6	3	0	<b>+3</b>	
		U	E	S	M	N		
M Group Significance Scheduled Items	Group 1 - Moderate value. Item - Significant contribution.	48	24	12	6	3	0	<b>+12</b>

**INTEGRITY**

N Location	On original site.	0	-5	<b>+0</b>				
		M	L					
O Intactness		E	S	M	N	<b>+4</b>		
		Form	4	2	1		0	
		Materials	4	2	1		0	<b>+2</b>
		Design	4	2	1		0	<b>+2</b>
		Interior	4	2	1		0	<b>+0</b>
		Surrounds	4	2	1		0	<b>+0</b>

Recommendation				Interior Def:	Surrounds Def:
Schedule: yes/no	Category	Interior	Surrounds		
Y	B	N	N		

Form	4	2	1	0	<b>+4</b>
Materials	4	2	1	0	
Design	4	2	1	0	
Interior	4	2	1	0	
Surrounds	4	2	1	0	
<b>TOTAL</b>					

LISTED BUILDINGS/PLACES/OBJECTS

HIISTORY CHECKLIST:

Researchers Name: N CAMPBELL

Research Date: 14-12-94

Name of Building: NAVAL FAMILY HOTEL

Address: 243 Karangahape Rd

Location/Ward: City

Architect: Edward Mahoney?

Major Contractor or Builder:

Engineer:

Present Owner:

Address of Owner:

Tenant:

Year of Construction: 1883 [X] estimated [ ] researched [ ] known

Year of Demolition: [ ] estimated [ ] researched [ ] known

Original Use: HOTEL

Allocated or other uses: ACCOMMODATION

State of building: Good

Site: [X] original [ ] moved

PERSON

Associated with the life or activities of a person, group, organisation or institution that has made a significant contribution to the community, region or nation:

[Empty box for person details]

EVENT:

Associated with an event that has made a significant contribution to the community, region or nation:

[Empty box for event details]

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

AN EXCELLENT EXAMPLE OF THIS HOTEL IS BELIEVED TO HAVE BEEN BUILT IN THE EARLY 1880s BY MAHONEY WHO WAS CONSTRUCTING A LARGE NUMBER OF AUCKLAND HOTELS AT THIS TIME.

SOURCE

THE HEART OF COLONIAL AUCKLAND 1865-1910 T. Hodgson

Name(s)	Hallenstein Brothers Building ( HB Building 1996 )	Unique ACC Identity Number	0797
Address	Mercury Lane 003, Newton	Hobson/C	

PHYSICAL CHARACTERISTICS						TOTALS	
A Style	Edwardian with Baroque features.	40	20	10	5	0	+5
		U	E	S	M	N	
B Construction		32	16	8	4	0	+0
		U	E	S	M	N	
C Age	c.1912	40	20	10	5	0	+5
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	attributable to Mahoney and Son.	24	12	6	3	0	+6
		U	E	S	M	N	
E Design	Moderate example of characteristics but a number exist.	32	16	8	4	0	+4
		U	E	S	M	N	
F Interior		24	12	6	3	0	+0
		U	E	S	M	N	

HISTORY : PEOPLE / EVENTS / ASSOCIATIONS						TOTALS	
G Personnel		40	20	10	0	0	+0
		E	S	M	N		
H Events		20	10	5	0	0	+0
		E	S	M	N		
I Social Context	Association with long established retail firm - Hallensteins were established in 1873 in Dunedin as New Zealand's first clothing manufacturer. Their Auckland store opened in 1912 - many branches followed, until there were 50 by 1973.	20	10	5	0	0	+5
		E	S	M	N		

ENVIRONMENT						TOTALS	
J Continuity	Significant in establishing the dominant character of the context.	12	6	3	0	0	+6
		E	S	M	N		
K Physical Context (setting)		12	6	3	0	0	+0
		E	S	M	N		
L Landmark Quality	Familiar with the context of the neighbourhood, especially as seen from Pitt Street.	24	12	6	3	0	+3
		U	E	S	M	N	
M Group Significance Scheduled Items	Group 10 - Moderate Value. Item - Significant contribution.	48	24	12	6	3	+12

INTEGRITY						TOTALS	
N Location	On original site.				0	-5	+0
					M	L	
O Intactness			E	S	M	N	
		Form	4	2	1	0	+2
		Materials	4	2	1	0	+2
		Design	4	2	1	0	+2
		Interior	4	2	1	0	+0
		Surrounds	4	2	1	0	+0

Recommendation			
Schedule: yes/no	Category	Interior	Surrounds
Y	B	N	N

Interior Def:
Surrounds Def:

Form	4	2	1	0	+2
Materials	4	2	1	0	+2
Design	4	2	1	0	+2
Interior	4	2	1	0	+0
Surrounds	4	2	1	0	+0

LISTED BUILDINGS/PLACES/OBJECTS

HISTORY CHECKLIST:

Researchers Name: D Campbell

Research Date: .....

Name of Building: HB (HALLENSTEIN BROS) BUILDING

Address: 246-256 KARANGAHAPE RD

Location/Ward: CITY

Architect: E. MAHONEY, ESQ

Major Contractor or Builder: HYE & SONS

Engineer: .....

Present Owner: .....

Address of Owner: .....

Tenant: .....

Year of Construction: c 1912  estimated  researched  known

Year of Demolition: n/a  estimated  researched  known

Original Use: COMMERCIAL

Allocated or other uses: NONE KNOWN

State of building: Good (1925 addition of 2 storeys)

Site:  original  moved 1965 Alteration: Thorne Carter, Pickmore, Douglas Partners.

PERSON

Associated with the life or activities of a person, group, organisation or institution that has made a significant contribution to the community, region or nation:

Bendix Hallenstein (with his brothers Isaac & Nicholas) founded this company in Dunedin in the early 1870s.

EVENT:

Associated with an event that has made a significant contribution to the community, region or nation:

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

HALLENSTEIN'S WERE ESTABLISHED IN 1873 IN DUNEDIN AS NEW ZEALAND'S FIRST CLOTHING MANUFACTURER. THEIR AUCKLAND STORE OPENED IN 1912 MANY BRANCHES FOLLOWED, UNTIL THERE WERE 50 BY 1973

SOURCE

K' ROAD HISTORIC AREA REPORT  
STAR 9.6.65. (NZHIST.)  
St Auckland Council 29.9.65.  
AUCKLAND WEEKLY NEWS 7.3.12, p. 23

**E5 EVALUATION SHEET** AUCKLAND CITY - HERITAGE OBJECT, FEATURE, OR PLACE **DECISION REPORT**

Name(s)	Mercury Theatre entrance - Norman Ng building ( Brazil bar 1996 )	Unique ACC Identity Number	<b>0633</b>
Address	Karangahape Road 254, Newton	Hobson/C	

**PHYSICAL CHARACTERISTICS**

						TOTALS	
A Style	Unique type related to 1920's commercial.	40	20	10	5	0	<b>+10</b>
		U	E	S	M	N	
B Construction		32	16	8	4	0	<b>+0</b>
		U	E	S	M	N	
C Age	1926	40	20	10	5	0	<b>+0</b>
		before 1839	1840-59	1860-79	1880-1913	1914 +	
D Architect/Designer /Originator	PATTERSON, D.B. Builder: LEE, C.A.	24	12	6	3	0	<b>+3</b>
		U	E	S	M	N	
E Design	Moderate in it's characteristics.	32	16	8	4	0	<b>+4</b>
		U	E	S	M	N	
F Interior	Glass dome to inner loby and marble floors.	24	12	6	3	0	<b>+3</b>
		U	E	S	M	N	

**HISTORY : PEOPLE / EVENTS / ASSOCIATIONS**

G Personnel		40	20	10	0	<b>+0</b>
		E	S	M	N	
H Events		20	10	5	0	<b>+0</b>
		E	S	M	N	
I Social Context	This building was built as an alternative entrance to raise the flagging fortunes. Mercury Theatre re-opened in 1926 as the Prince Edward with a new main road entranceway.	20	10	5	0	<b>+10</b>
		E	S	M	N	

**ENVIRONMENT**

J Continuity		12	6	3	0	<b>+0</b>		
		E	S	M	N			
K Physical Context (setting)		12	6	3	0	<b>+0</b>		
		E	S	M	N			
L Landmark Quality	Familiar within the context of the neighbourhood.	24	12	6	3	0	<b>+3</b>	
		U	E	S	M	N		
M Group Significance Scheduled Items	Group 10 - Moderate value. Item - Significant contribution.	48	24	12	6	3	0	<b>+12</b>

**INTEGRITY**

N Location	On original site	0	-5	<b>+0</b>		
		M	L			
O Intactness		E	S	M	N	<b>+2</b>
		Form	4	2	1	
Materials		4	2	1	0	<b>+2</b>
		Design	4	2	1	
Interior		4	2	1	0	<b>+2</b>
		Surrounds	4	2	1	

Recommendation			
Schedule: yes/no	Category	Interior	Surrounds
Y	B	N	N

Interior Def:  
Surrounds Def:

Form	4	2	1	0	<b>+2</b>
Materials	4	2	1	0	
Design	4	2	1	0	<b>+2</b>
Interior	4	2	1	0	
Surrounds	4	2	1	0	<b>+0</b>

LISTED BUILDINGS/PLACES/OBJECTS

HISTORY CHECKLIST:

Researchers Name: J. LAMBERT

Research Date: 12-12-94

Name of Building: NORMAN NG BUILDING

Address: 254 Karangahape Rd

Location/Ward: City

Architect: D. B. Patters on

Major Contractor or Builder: C. A. Lee

Engineer:

Present Owner:

Address of Owner:

Tenant:

Year of Construction: 1926 [ ] estimated [x] researched [ ] known

Year of Demolition: N/A [ ] estimated [ ] researched [ ] known

Original Use: THEATRE ENTRANCE

Allocated or other uses: FRUIT SHOP

State of building: REASONABLE

Site: [x] original [ ] moved

PERSON

Associated with the life or activities of a person, group, organisation or institution that has made a significant contribution to the community, region or nation:

[Empty box for person details]

EVENT:

Associated with an event that has made a significant contribution to the community, region or nation:

[Empty box for event details]

CONTEXT

Associated with, and effectively illustrative of broad patterns of cultural, social, political, military, economic or industrial history:

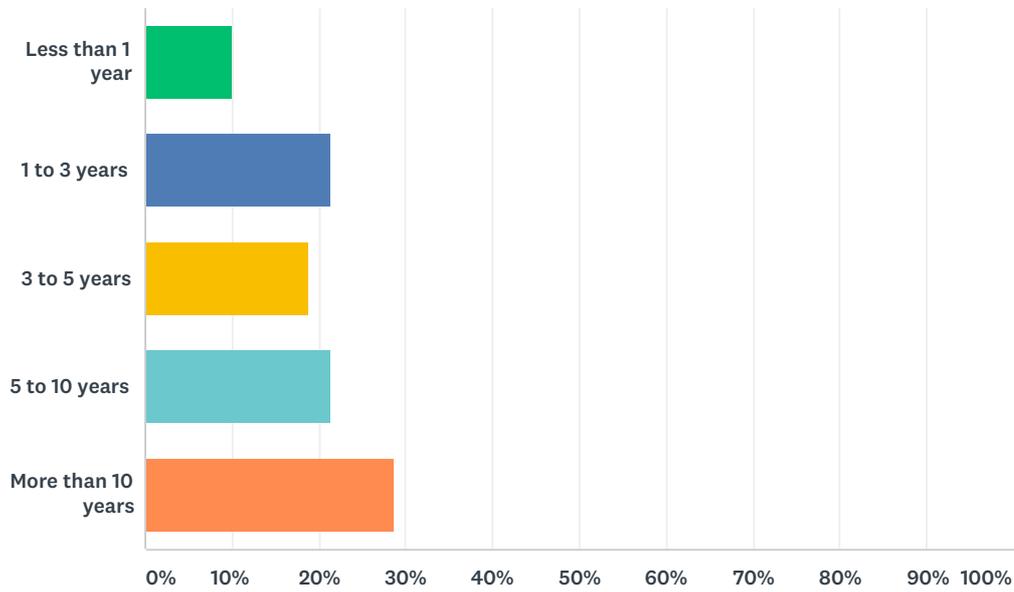
THIS BUILDING WAS BUILT AS AN ALTERNATIVE ENTRANCE TO RAISE THE FLAGGING FORTUNES OF THE MERCURY THEATRE RE-OPENED IN 1926 AS THE PRINCE EDWARDS WITH A NEW MAIN

SOURCE

N.2 Arch. Dtdg Review 10.6.26 p.10 ROAD ENTRANCE WAY

# Q1 How long have you been operating your business/organisation on the K'Road area?

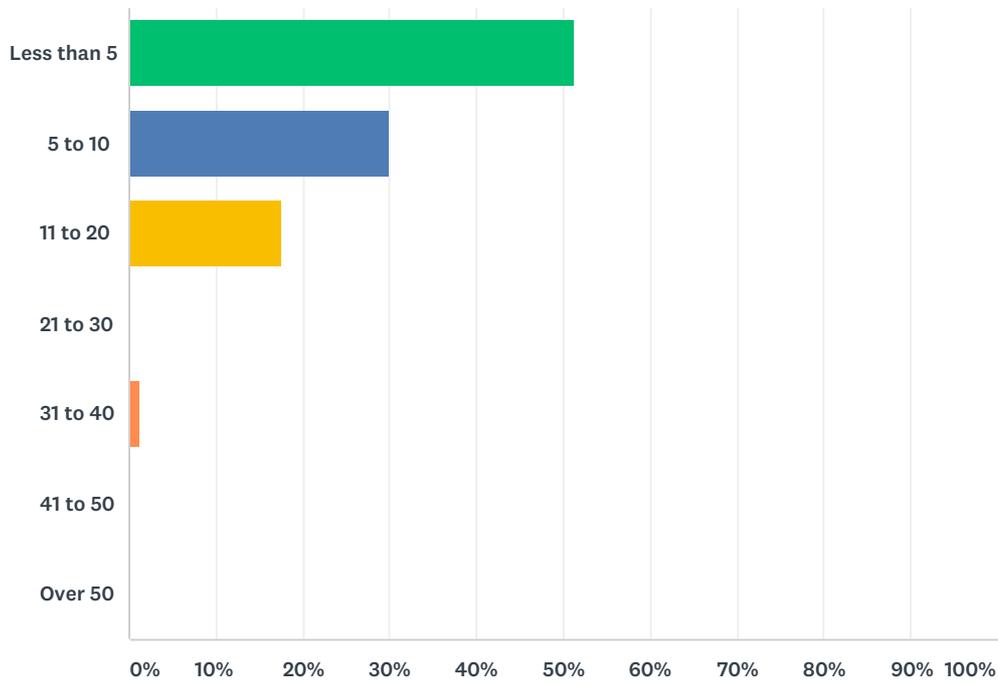
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
Less than 1 year	10.00% 8
1 to 3 years	21.25% 17
3 to 5 years	18.75% 15
5 to 10 years	21.25% 17
More than 10 years	28.75% 23
<b>TOTAL</b>	<b>80</b>

## Q2 How many staff are employed to work in your business/organisation?

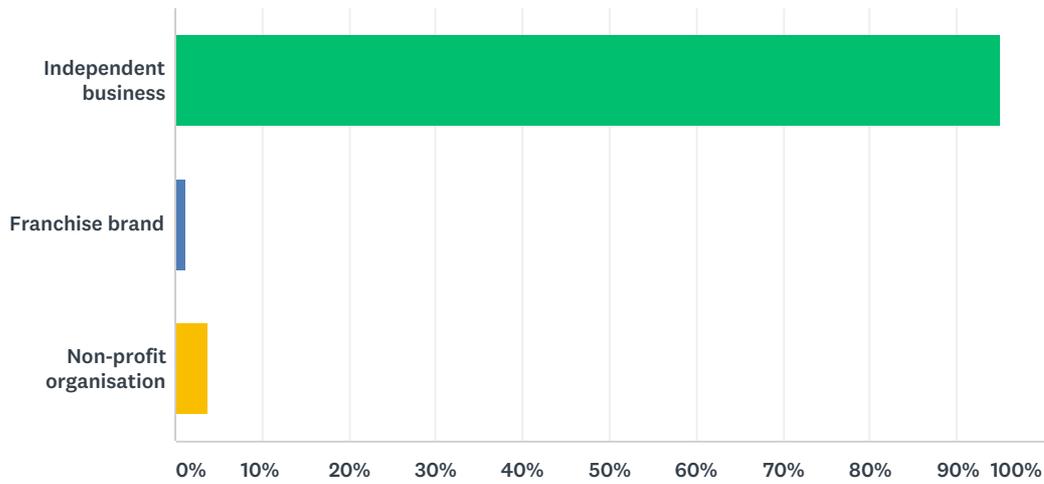
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 5	51.25%	41
5 to 10	30.00%	24
11 to 20	17.50%	14
21 to 30	0.00%	0
31 to 40	1.25%	1
41 to 50	0.00%	0
Over 50	0.00%	0
<b>TOTAL</b>		<b>80</b>

### Q3 Are you independent, a franchise brand or a non-profit organisation? (Choose one)

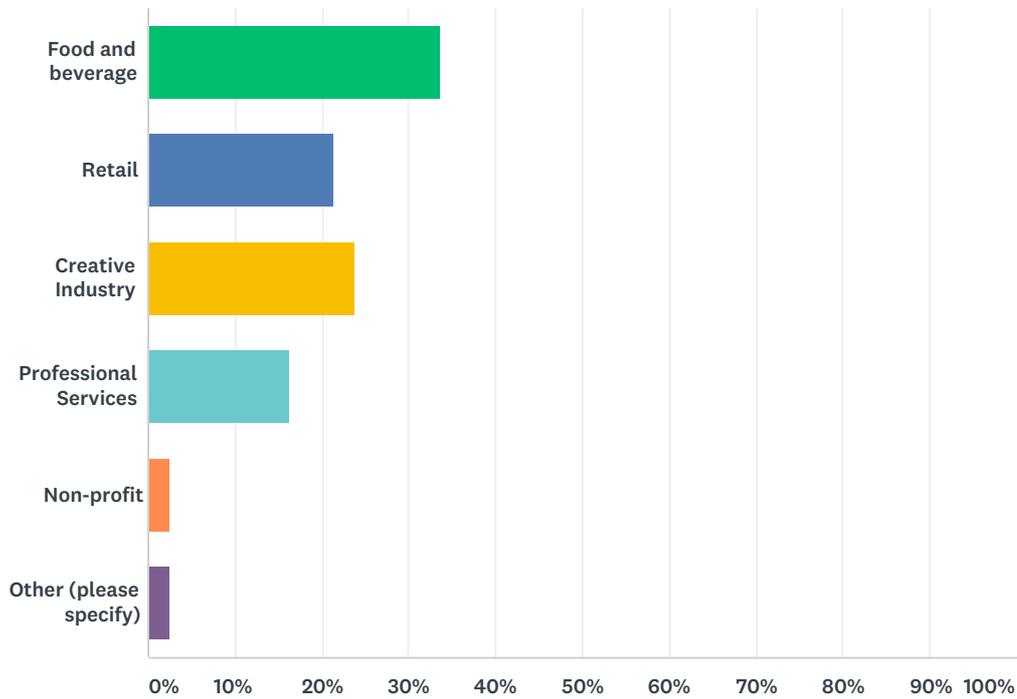
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Independent business	95.00%	76
Franchise brand	1.25%	1
Non-profit organisation	3.75%	3
TOTAL		80

### Q4 What sector does your business/organisation belong to? (choose one)

Answered: 80 Skipped: 0

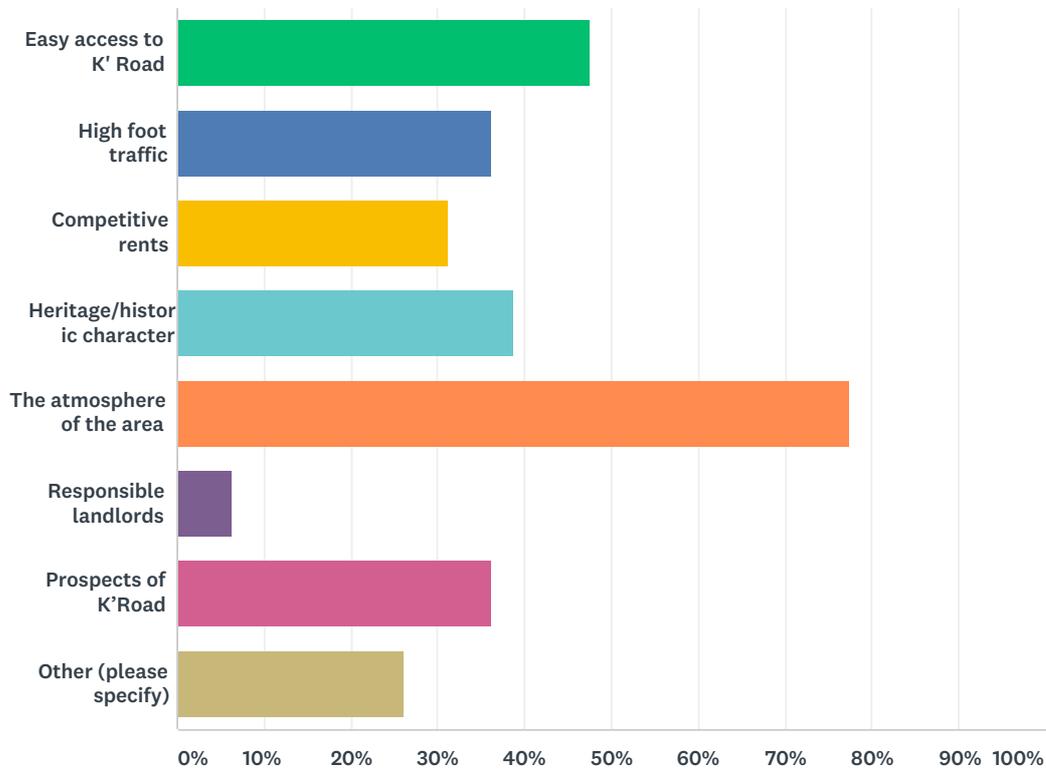


ANSWER CHOICES	RESPONSES
Food and beverage	33.75% 27
Retail	21.25% 17
Creative Industry	23.75% 19
Professional Services	16.25% 13
Non-profit	2.50% 2
Other (please specify)	2.50% 2
<b>TOTAL</b>	<b>80</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Events site	5/25/2019 4:50 PM
2	Entertainment	5/24/2019 10:06 PM

## Q5 What are your top three reasons for positioning your business/organisation in K'Road? (choose 3 reasons)

Answered: 80 Skipped: 0



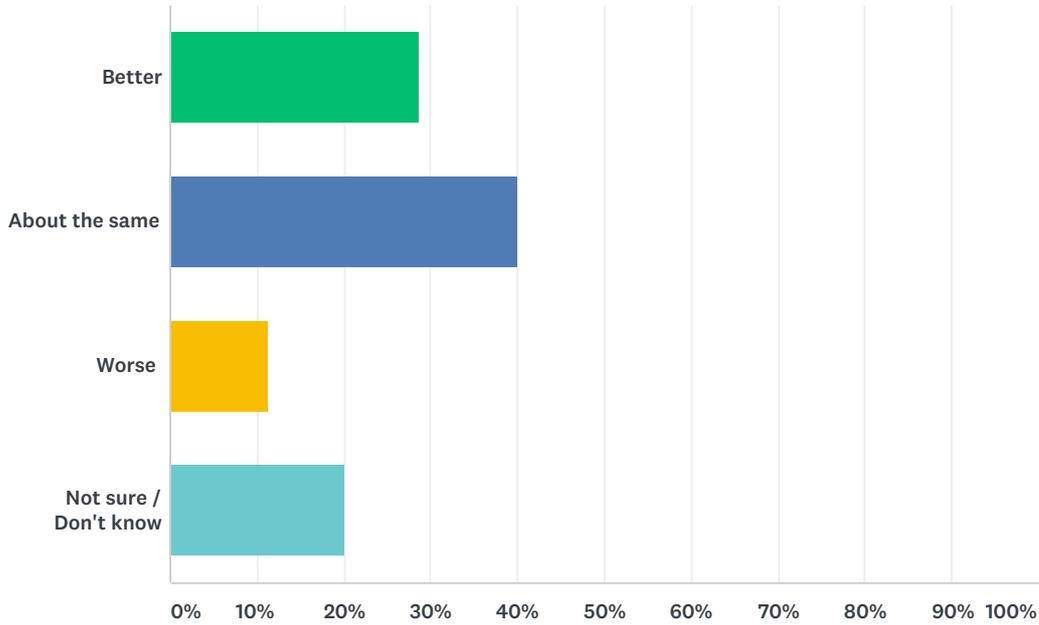
ANSWER CHOICES	RESPONSES
Easy access to K' Road	47.50% 38
High foot traffic	36.25% 29
Competitive rents	31.25% 25
Heritage/historic character	38.75% 31
The atmosphere of the area	77.50% 62
Responsible landlords	6.25% 5
Prospects of K'Road	36.25% 29
Other (please specify)	26.25% 21
Total Respondents: 80	

#	OTHER (PLEASE SPECIFY)	DATE
1	Nil	5/27/2019 12:29 PM
2	Not sure	5/25/2019 11:48 PM
3	No	5/25/2019 4:50 PM
4	Nil	5/25/2019 4:13 PM
5	Nothing	5/25/2019 4:01 PM
6	No	5/25/2019 3:59 PM
7	Nil	5/25/2019 3:28 PM
8	Ni	5/25/2019 12:47 PM

9	Nil	5/25/2019 12:23 PM
10	Nil	5/25/2019 12:09 PM
11	Nil	5/25/2019 12:00 PM
12	Nil	5/25/2019 11:48 AM
13	Vintage clothing destination. I sell vintage clothing.	5/24/2019 3:57 PM
14	I use to work here before then I got an opportunity to run business. So I just choose to work on by my self so I just carry on.	5/24/2019 3:26 PM
15	No specific reason	5/23/2019 2:02 PM
16	Not sure	5/22/2019 11:19 AM
17	Where music venues are	5/20/2019 7:47 PM
18	Business has been in the same location for 85 years	5/16/2019 4:33 PM
19	Affordable proximity to the CBD	5/15/2019 10:49 PM
20	proximity to motorways	5/14/2019 2:48 PM
21	I have been on Karangahape Rd since 1969, started my own bussiness in 1975	5/14/2019 2:24 PM

### Q6 How has your business/organisation performed over the past three years (since K'Road was protected as a heritage area in 2016)? (choose one)

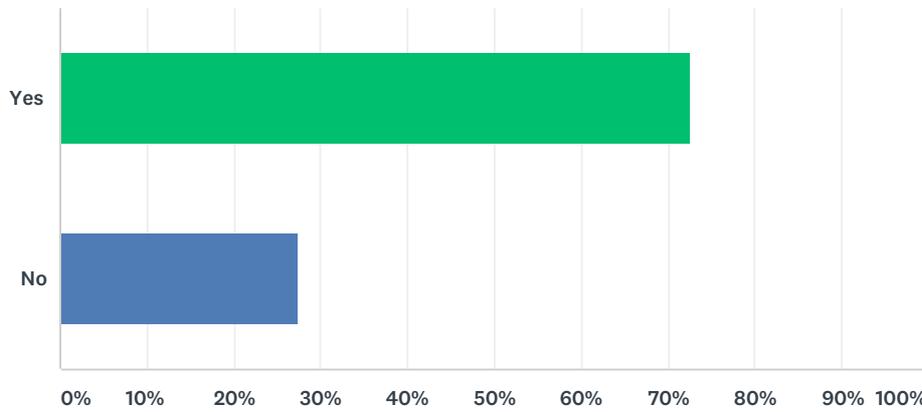
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Better	28.75%	23
About the same	40.00%	32
Worse	11.25%	9
Not sure / Don't know	20.00%	16
<b>TOTAL</b>		<b>80</b>

### Q7 Are you aware that your business/organisation is operating in a heritage building?

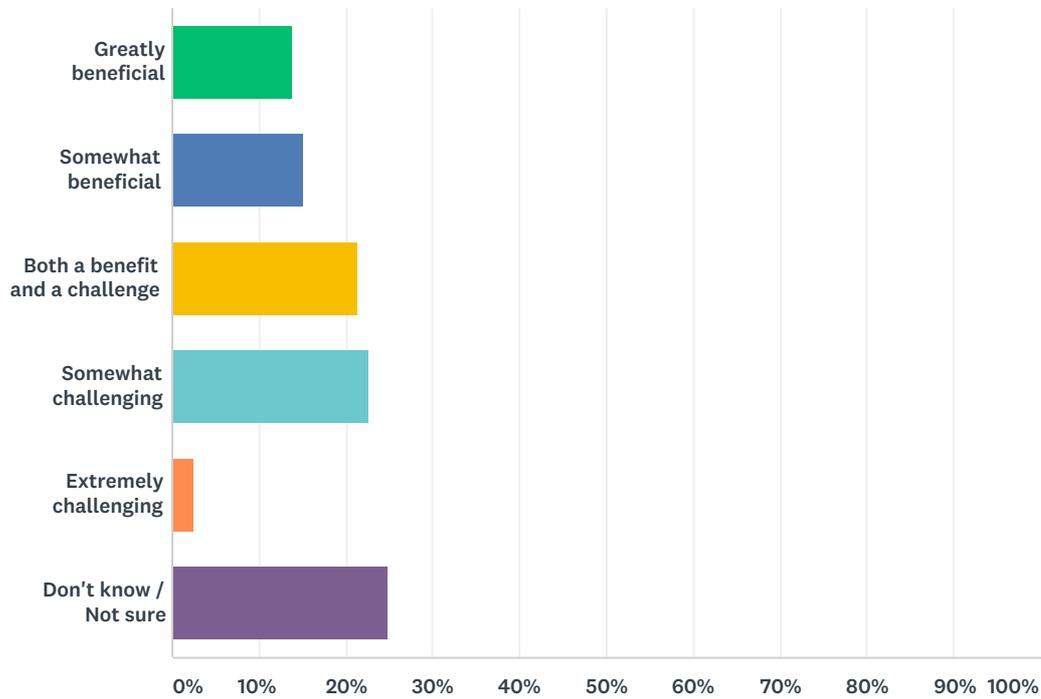
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	72.50%	58
No	27.50%	22
TOTAL		80

### Q8 To what extent is locating in a heritage building a benefit or a challenge to your business/organisation?

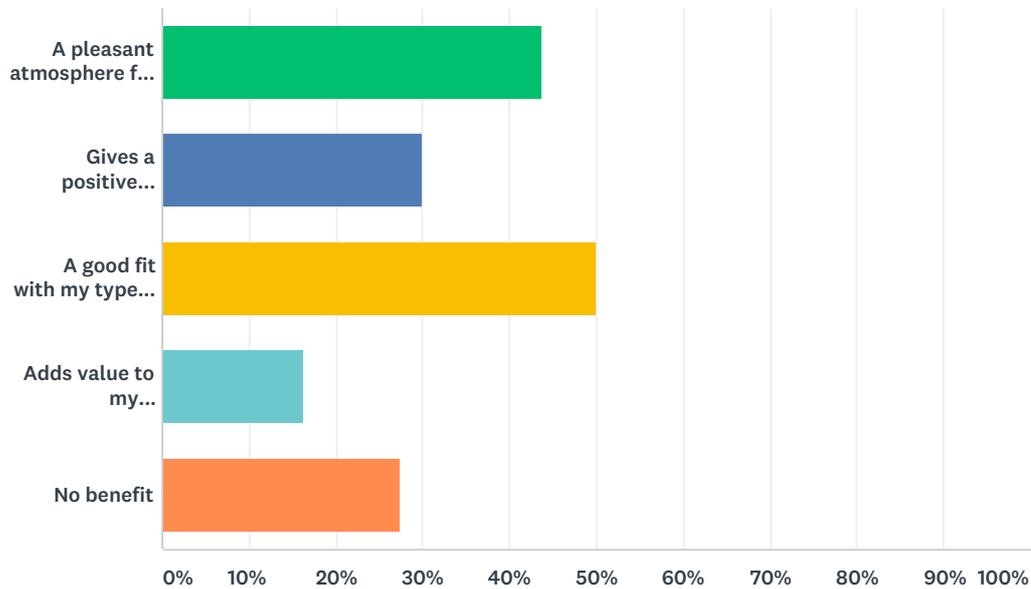
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greatly beneficial	13.75%	11
Somewhat beneficial	15.00%	12
Both a benefit and a challenge	21.25%	17
Somewhat challenging	22.50%	18
Extremely challenging	2.50%	2
Don't know / Not sure	25.00%	20
<b>TOTAL</b>		<b>80</b>

### Q9 How does being located in a heritage building benefit your business/organisation? (Select all that applies)

Answered: 80 Skipped: 0

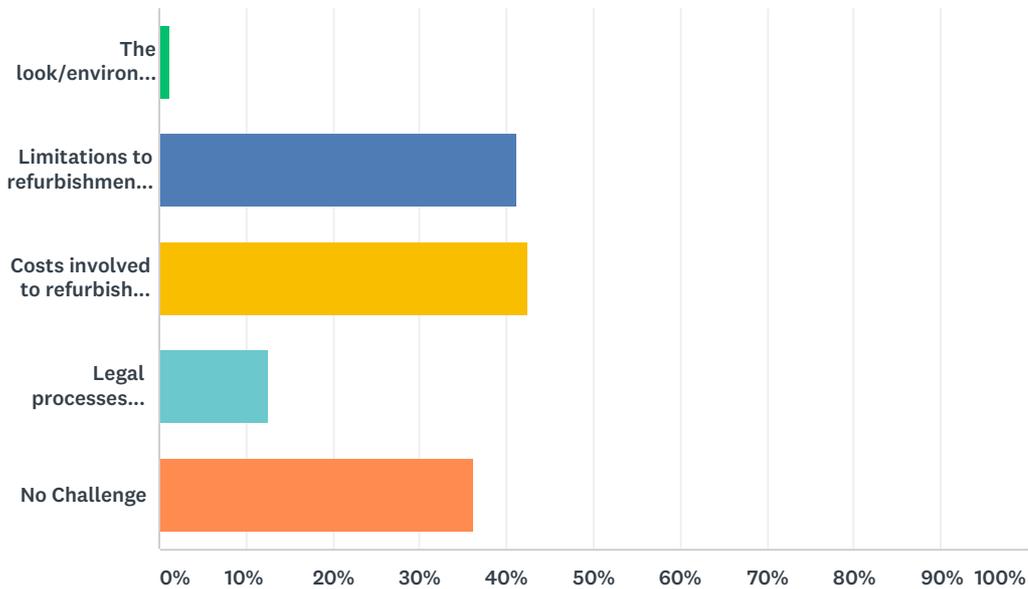


ANSWER CHOICES	RESPONSES	
A pleasant atmosphere for my staff and customer	43.75%	35
Gives a positive impression to my customers	30.00%	24
A good fit with my type of business/organisation	50.00%	40
Adds value to my brand/product/ service	16.25%	13
No benefit	27.50%	22
Total Respondents: 80		

#	OTHER (PLEASE SPECIFY)	DATE
1	It's about the people that makes the difference	5/25/2019 11:49 PM
2	Diversity and local community	5/25/2019 4:31 PM
3	Not monetary value but cultural values. Important to differentiate that	5/25/2019 4:00 PM
4	Structural reasons and design. High ceiling	5/25/2019 12:02 PM
5	The arcade itself a benefit	5/24/2019 3:50 PM

### Q10 How is being located in a heritage building a challenge to your business/organisation? (Select all that applies)

Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
The look/environment does not suit my business/organisation needs	1.25% 1
Limitations to refurbishments and renovations	41.25% 33
Costs involved to refurbish and renovate	42.50% 34
Legal processes involved to refurbish and renovate	12.50% 10
No Challenge	36.25% 29
Total Respondents: 80	

#	OTHER (PLEASE SPECIFY)	DATE
1	Frequent repairs	5/27/2019 12:33 PM
2	Piping works are frequent	5/27/2019 12:29 PM
3	Location and not structural	5/25/2019 4:32 PM
4	Vibrations from traffic makes the bricks crack	5/25/2019 4:16 PM
5	We have lots of ovens. The power capacity of this building doesn't allow us to expand our kitchen services	5/25/2019 4:03 PM
6	Parking issues in a HHA. My clients come from all over.	5/25/2019 12:50 PM
7	Leaky building	5/25/2019 12:03 PM
8	Disruptions to business operations during the alteration works. The process is a Long time.scaffolding disrupts foot traffic. Water leakage due to structural works	5/25/2019 11:45 AM
9	The association of this place as being the same - previous use as a strip club The rumours of it being haunted	5/24/2019 6:17 PM
10	Structural strengthening was a hassle. The stringent rules applied to the external facades	5/24/2019 5:18 PM
11	Not street front.	5/24/2019 4:16 PM
12	I am happy working here if people we get walk-in. But our business can get more benefits if customer can get parking easily and cheap.	5/24/2019 3:31 PM
13	Structural upgrades probably required	5/23/2019 2:04 PM

---

14	The above question is relevant more to our landlord than ourselves.	5/21/2019 10:46 AM
15	Leaking problems from aged structure	5/15/2019 12:22 PM
16	No real disadvantages. Recently the identification as an earthquake prone building has resulted in queries from staff about what this means. This could be a disincentive to some staff	5/14/2019 9:12 PM
17	opex costs passed on by landlords	5/14/2019 4:41 PM
18	landlord having to do maintenance / earthquake strengthening	5/14/2019 2:52 PM

---

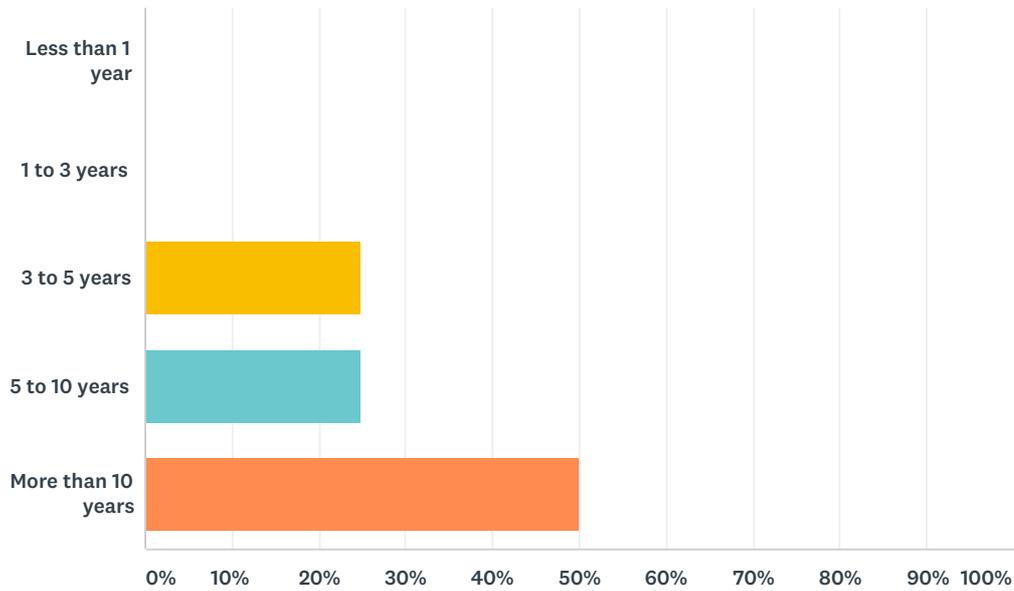
## Q11 This is the final question. Any other comments?

Answered: 8 Skipped: 72

#	RESPONSES	DATE
1	Doesn't apply for my business type	5/24/2019 6:45 PM
2	No	5/22/2019 11:20 AM
3	no	5/20/2019 8:10 PM
4	Our local buildings are beautiful but often we have to look up to see their charm. I think it is unfortunate that much of the ground level does not reflect this character and often looks and smells repulsive. Being a local business owner and with my own interest in our local history, I like to hear about these times gone by. With regards to AK's more recent habit of removing many historic sites, could we not do more to protect and educate on what we do have left? This information is not easily accessible and being in an artistic community it would be encouraging to see our historical information displayed at the street level. This work could also (possibly) involve the involvement of local arts? Thank you	5/17/2019 8:40 PM
5	Being in K Road historic area adds an extra dimension to the business as it often opens a conversation with people as they remember the area from their past experiences. There is a connection that doesn't happen in a new, more uniform environment.	5/16/2019 4:42 PM
6	The building does nothing. It may make town planners and council excited, but customers don't care.	5/15/2019 10:51 PM
7	No	5/14/2019 9:45 PM
8	I have seen K Rd go from one of the best streets in CBD to now an area which has a lot of start up businesses with all of the branded stores moving away a few years ago. Too many tattoo parlours not enough shops selling services etc	5/14/2019 2:35 PM

# Q1 How long have you been a landlord of your building on K'Road?

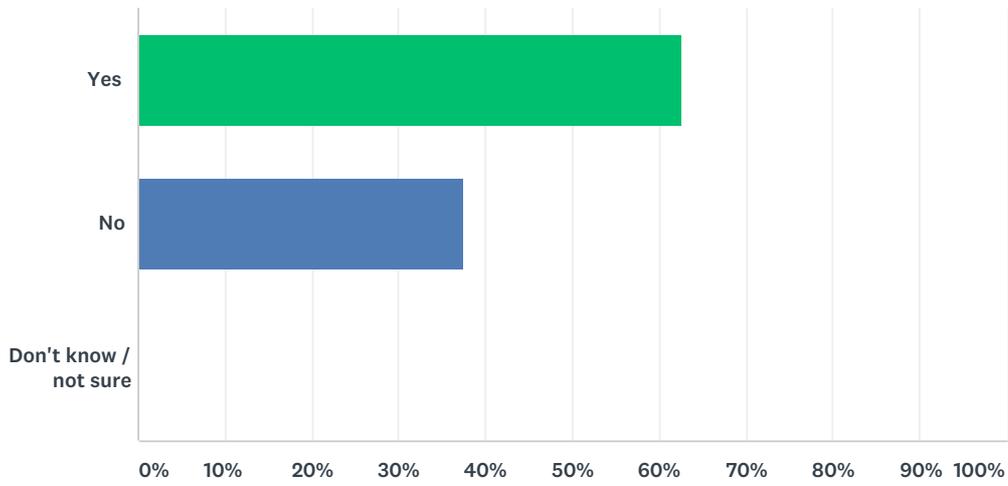
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES
Less than 1 year	0.00% 0
1 to 3 years	0.00% 0
3 to 5 years	25.00% 2
5 to 10 years	25.00% 2
More than 10 years	50.00% 4
<b>TOTAL</b>	<b>8</b>

## Q2 Is your property in the K Road area a heritage building?

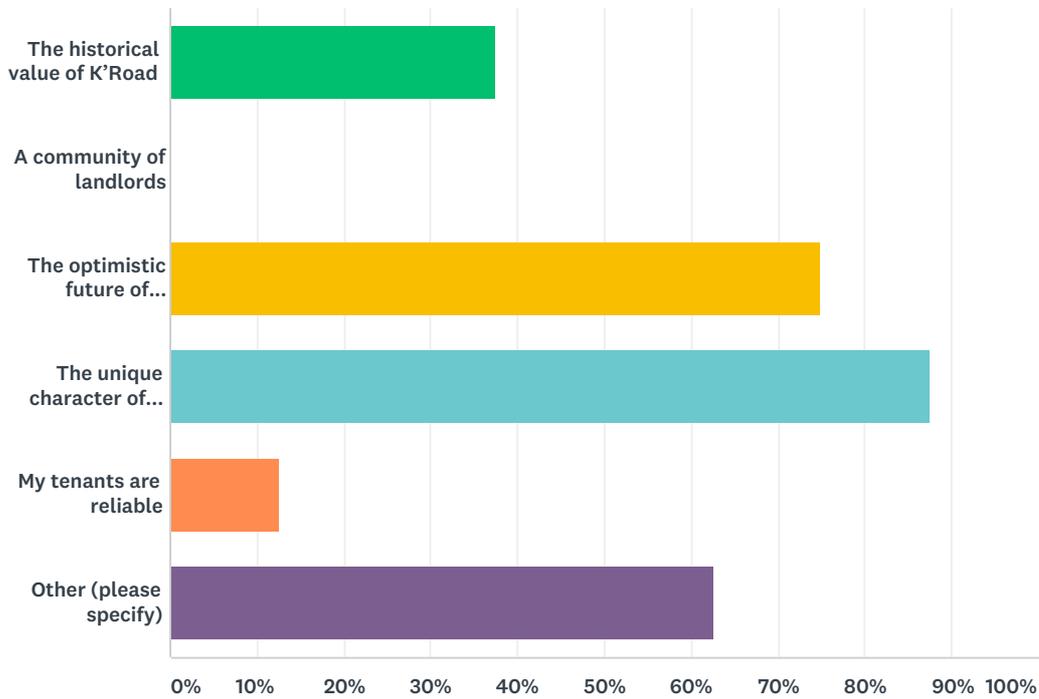
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	62.50%	5
No	37.50%	3
Don't know / not sure	0.00%	0
<b>TOTAL</b>		<b>8</b>

### Q3 Why did you choose to buy property in K'Road? (Select top 3 reasons)

Answered: 8 Skipped: 0

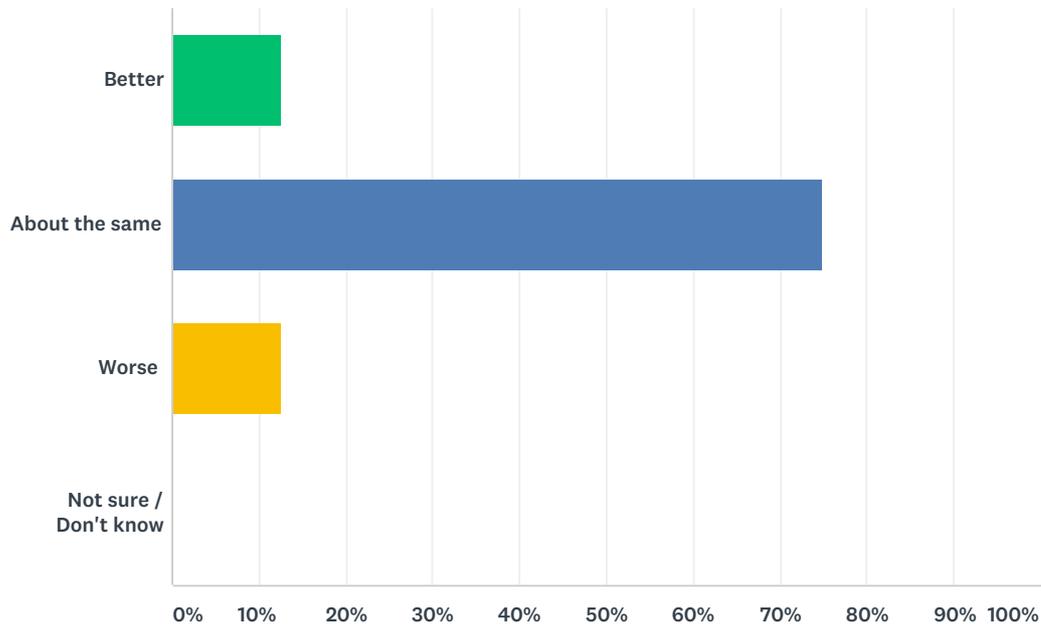


ANSWER CHOICES	RESPONSES
The historical value of K'Road	37.50% 3
A community of landlords	0.00% 0
The optimistic future of K'Road	75.00% 6
The unique character of K'Road	87.50% 7
My tenants are reliable	12.50% 1
Other (please specify)	62.50% 5
Total Respondents: 8	

#	OTHER (PLEASE SPECIFY)	DATE
1	No comment	5/24/2019 9:24 PM
2	Location in cbd	5/24/2019 9:23 PM
3	Location to CBD	5/24/2019 12:48 PM
4	affordable	5/24/2019 8:22 AM
5	Good investment opportunity	5/24/2019 6:52 AM

### Q4 How has the business performed over the past three years (since K'Road was protected as a heritage area in 2016)? (select one)

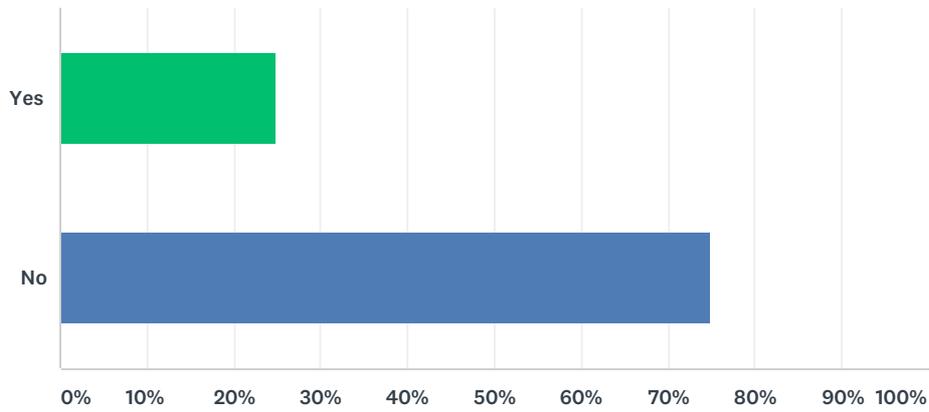
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Better	12.50%	1
About the same	75.00%	6
Worse	12.50%	1
Not sure / Don't know	0.00%	0
<b>TOTAL</b>		<b>8</b>

### Q5 Do you market the heritage aspects of K Road to attract tenants?

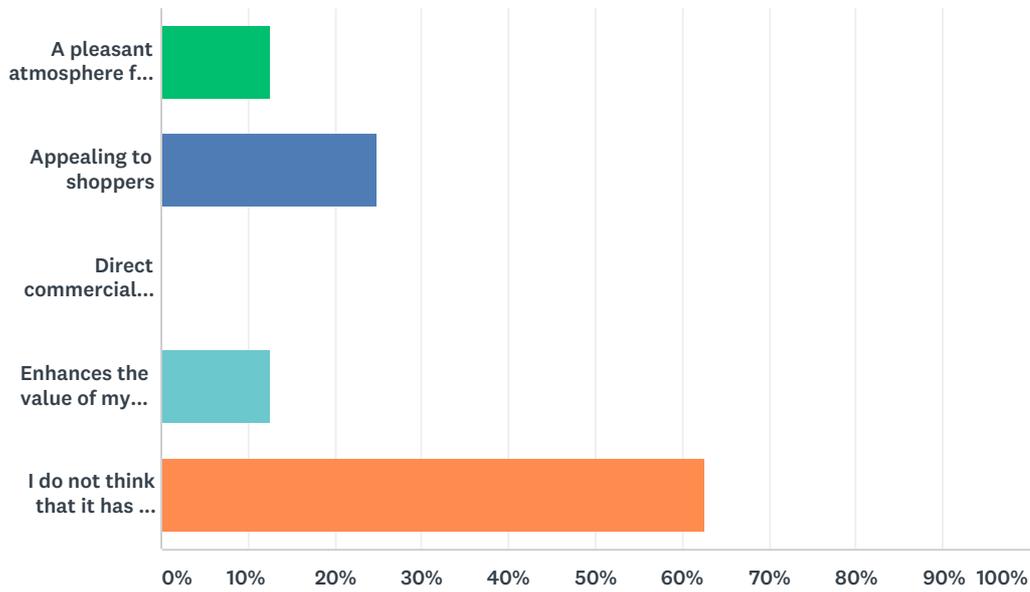
Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	25.00% 2
No	75.00% 6
TOTAL	8

### Q6 In what ways has the heritage status of K Road given a positive impression to your tenants? (Choose where relevant)

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES
A pleasant atmosphere for my staff and customers	12.50% 1
Appealing to shoppers	25.00% 2
Direct commercial benefit	0.00% 0
Enhances the value of my brand/product/ service	12.50% 1
I do not think that it has an impact on tenants	62.50% 5
Total Respondents: 8	

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q7 This is the final question. Any further comments?

Answered: 4 Skipped: 4

#	RESPONSES	DATE
1	No	5/25/2019 4:58 PM
2	This seems quite a loaded survey. I'm not sure the heritage had any impact on why I invested in this area nor has it really been an impact on my tenants. It's been more to the fact it's a great location and it's been very cheap to rent due to the areas run down and seedy nature. So it's been affordable for edgy tenants. That maybe changing but time will tell, and I believe I've been saying that for the past 30 years.	5/24/2019 12:53 PM
3	K rd has a nice community feel - car parking is paramount	5/24/2019 8:24 AM
4	Nope	5/24/2019 1:13 AM



Pitt Street Intersection 1904 (Source: Auckland Libraries Heritage Collections 1-W883)



Special thanks to:



Contents and images are subject to author's copyrights 2019

