

GORE DISTRICT COUNCIL
HISTORIC HERITAGE ITEM RECORD FORM

HERITAGE ITEM NAME

Petersons Building

ADDRESS

21/25 Main Street, Gore

PHOTOGRAPH

(April 2022)



DISTRICT PLAN ITEM No.
(at time of assessment)

H31

HNZ LIST No. & CATEGORY

n / a

LEGAL DESCRIPTION

Lots 15 & 16 DP 3287

GDC FILE NUMBER

3272941

DATE OF CONSTRUCTION

1929 (?)

**ARCHITECT/DESIGNER/
BUILDER**

Unknown

STYLE

Interwar commercial classicism

PHYSICAL DESCRIPTION

Three-storey building with rectangular footprint and twin gabled roofs with hipped ends. Principal, north-west facing elevation has glazed shopfronts, suspended veranda with clerestory windows above and large, multi-pane steel-framed windows on first and second floors. Circular motifs top piers that divide the façade into four bays; textured spandrel beneath second floor windows also features geometric motifs. Solid parapet bears building name and is topped by a central flagpole. Rear elevation, overlooking Mersey Lane, is well lit with multiple windows, some matching those on the facade.

MATERIALS/STRUCTURE

Concrete, cement plaster, corrugated metal roofs.

ADDITIONS/ALTERATIONS

Minors alts/adds to rear elevation (pre-2009).

SETTING

The building stands on the east side of Main Street, near the north end of the block bounded by Medway Street in the north and Mersey Street in the south. Mersey Lane runs along the eastern boundary of the property. It is noted that the veranda extends out over the road

reserve. The scheduled setting comprises the two land parcels on which the building is located; it does not include the two parcels at the rear of the building.

HISTORY

The commercial block on the east side of Main Street, between Medway Street in the north and Mersey Street in the south, stands upon land that was once railway reserve. As such it was leasehold land for many years and the first buildings erected upon it were typically modest single-storey vernacular buildings. Historic photographs of Main Street taken in the early 20th century show that whereas the west side now boasted two-storey masonry buildings, the east side had retained its 19th century colonial character. During the interwar period many of the railway reserve buildings were rebuilt, including the subject building. George Peterson (c.1869-1950), who was a painter, paperhanger and picture framer, had immigrated to New Zealand as a child and learned his trade in Dunedin before moving to Richmond Grove, near Invercargill. He was offering his services in Gore by late 1899 and married Margaret McIvor Stewart in 1901. In 1915, when survey plan SO 4338 was drawn up, Peterson was in possession of the building on Lot 15 of the railway reserve, whilst Lot 16 was held by JH Smith. Peterson then acquired Lot 16 and, with the support of his sons James and George Gilbert, built new premises for the family painting and furnishing business in c.1929. George Peterson also owned and operated the Hotel Stewart and then the New Hotel Stewart; the latter was erected in 1935 opposite the railway station. New leases for the lots on which Petersons Building stands were issued to George G Peterson in 1958; the vestigial name of William Tutty, a tailor who occupied the shop at the north end of the building in the 1920s and 1930s, can still be seen in the paintwork above the veranda. The building remains in retail and commercial use today.

HISTORIC AND SOCIAL SIGNIFICANCE

Petersons Building has historic significance for its association with George Peterson and his successful family business as well as, more generally, the commercial development of Gore's town centre during the interwar period.

CULTURAL AND SPIRITUAL SIGNIFICANCE

Petersons Building has cultural value for the esteem in which it is held as a historic town centre commercial building.

ARCHITECTURAL AND AESTHETIC SIGNIFICANCE

Petersons Building has architectural significance as an example of interwar commercial classicism. The designer of the building is currently unknown.

TECHNOLOGICAL AND CRAFTSMANSHIP SIGNIFICANCE

Petersons Building has technological and craftsmanship value for the evidence it can provide about interwar construction methods and materials. The contractor for the building is currently unknown.

CONTEXTUAL SIGNIFICANCE

Petersons Building has contextual significance for its landmark quality and the contribution it makes to the historic character of Main Street. The building is particularly notable within the railway reserve block for its height, large multi-pane windows and decorative motifs.

ARCHAEOLOGICAL AND SCIENTIFIC SIGNIFICANCE

Although the building post-dates 1900, its site may have potential archaeological values relating to the colonial development of Gore's town centre. SO 4338, dated June 1915, shows the footprints of the two earlier buildings that were located on these lots.

SUMMARY OF HERITAGE SIGNIFICANCE

Petersons Building has overall heritage significance to Gore and to the district of Gore as a whole. The building has historic significance for its association with George Peterson and his successful family business as well as, more generally, the development of the town centre. Petersons Building has cultural value for the esteem in which it is held as an interwar building within the railway reserve block and architectural significance as a late-1920s building that demonstrates the persistence of commercial classicism. Petersons Building has technological and craftsmanship value for the evidence it can provide of interwar building methods and materials and contextual significance for its landmark contribution to the historic character of Main Street. The building's site has potential archaeological value in view of its development history.

REFERENCES

- *Mataura Ensign* 20 July 1894, p. 5; 21 November 1899, p. 3; 20 July 1901, p. 3; 3 April 1906, p. 1; 15 February 1915, p. 2; 28 June 1920, p. 4.
- *NZ Truth* 22 May 1930, p. 6.
- *Press* 13 October 1950, p. 11; 3 October 1956, p. 9.
- *Lake Wakatip Mail* 18 September 1928, p. 1; 7 March 1933, p. 1.
- *Otago Daily Times* 2 March 1928, p. 10.
- *Evening Star* 6 July 1935, p. 16; 9 July 1935, p. 2.

REPORT COMPLETED

10 May 2022

AUTHOR

Dr Ann McEwan / Heritage Consultancy Services



Extent of scheduling, encompassing both lots, Peterson's Building, 21/25 Main Street, Gore.