

GORE DISTRICT COUNCIL
HISTORIC HERITAGE ITEM RECORD FORM

HERITAGE ITEM NAME

former Jubilee House / Investment House

ADDRESS

47-53 Main Street, Gore

PHOTOGRAPH



(October 2021)

DISTRICT PLAN ITEM No.
(at time of assessment)

H24

HNZ LIST No. & CATEGORY

n / a

LEGAL DESCRIPTION

Lots 8 & 9 DP 3287

GDC FILE NUMBER

3262035

DATE OF CONSTRUCTION

1935

**ARCHITECT / DESIGNER /
BUILDER**

Unknown

STYLE

Commercial classicism

PHYSICAL DESCRIPTION

Two-storey building with rectangular footprint and twin gabled roofs with hipped ends. Principal, north-west facing elevation has glazed shopfronts, suspended veranda and large, multi-pane steel-framed windows on first floor. Art Deco style capitals decorate the piers between each window; building name is set within a panel located between the windows and a solid parapet with rib detailing. Rear elevation, overlooking Mersey Lane, is well lit with multiple windows, some matching those on the facade.

MATERIALS / STRUCTURE

Brick, cement plaster, corrugated metal roof.

ADDITIONS / ALTERATIONS

Service sheds with monopitch roofs erected at rear; name panel changed (pre-2008).

SETTING

The building stands on the east side of Main Street, near the middle 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, beyond which is the railway line. 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. In 1915 the two, separate buildings on the property were in the hands of Janet Spear (south lot) and J Hamilton (north lot). The combined site was redeveloped in 1935 and the new building named in honour of the Silver Jubilee of King George V. In the winter of 1936 Jubilee House provided temporary accommodation for the Gore RSA after a fire destroyed their club rooms. The building housed a number of commercial tenants including, in 1950, two insurance companies, Malloch & Co, accountants, the Southland Farmers' Accounting Association and GM Salmond, a solicitor. On the ground floor Grubb & Stewart, radio specialists, and AR Judson, a hairdresser, had their shops. In 1958 a new lease for the two lots was issued to Paul Brown, an East Gore farmer, and Hallam Smith, a lawyer; ownership still being held by the crown for railways purposes. The building continues to have a mix of retail and commercial occupants.

HISTORIC AND SOCIAL SIGNIFICANCE

Investment House has historic significance for its association with its former owners and occupants and, more generally, the commercial development of Gore's town centre during the interwar period. The original name of the building is notable as a manifestation of the imperial loyalty felt by many New Zealanders in 1935.

CULTURAL AND SPIRITUAL SIGNIFICANCE

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

ARCHITECTURAL AND AESTHETIC SIGNIFICANCE

Investment House has architectural significance as a commercial classical building that demonstrates the impact of the Art Deco style by the mid-1930s. The designer of the building is currently unknown.

TECHNOLOGICAL AND CRAFTSMANSHIP SIGNIFICANCE

Investment House has technological and craftsmanship value for the evidence it can provide about mid-century masonry construction methods and materials. The contractor for the building is currently unknown.

CONTEXTUAL SIGNIFICANCE

Investment House has contextual significance for the contribution it makes to the historic character of the railway reserve block at the north end of Main Street. The building is also notable as one of a number of the Art Deco-influenced commercial buildings, particularly in neighbouring Irk Street, that were erected in Gore between the world wars.

ARCHAEOLOGICAL AND SCIENTIFIC SIGNIFICANCE

Although the building post-dates 1900, its site has potential archaeological values relating to the colonial development of Gore's town centre. SO 4338, dated June 1915, shows two buildings on the lots that were combined in 1935.

SUMMARY OF HERITAGE SIGNIFICANCE

The former Jubilee House / Investment House has overall heritage significance to Gore and to the district of Gore as a whole. The building has historic significance for its association with its early owners and occupiers and, more generally, the development of the town centre. Investment House 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 mid-1930s commercial building that demonstrates the popularity of the Art Deco style in the 1930s. Investment House has technological and craftsmanship value for the evidence it can provide of mid-century building methods and materials and contextual significance as one of a group of notable interwar commercial buildings within the town centre. Given its development history the site has potential archaeological value.

REFERENCES

- *Mataura Ensign* 20 November 1919, p. 8; 27 November 1920, p. 8.
- *Otago Daily Times* 4 July 1936, p. 1; 10 February 1937, p. 11.
- *Evening Star* 28 May 1935, p. 9.

REPORT COMPLETED

10 May 2022

AUTHOR

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Extent of scheduling, encompassing both lots, Investment House, 47-53 Main Street, Gore.