

HERITAGE ASSESSMENT FOR SCHEDULED HERITAGE BUILDING:
FORMER HALLENSTEIN BROTHERS' BUILDING



PROPERTY INFORMATION

Current 2GP CCB Reference No:	CC060
Temporary 2GP Scheduled Heritage Building Reference No:	BX070
Address	18 Princes Street, Dunedin
Other Building Name	Hallenstein Bros Building, Former New Zealand Clothing Factory Building
Located within a Heritage Precinct	The Octagon Commercial Heritage Precinct
HNZPT List Reference & Description	N/A
Heritage Covenant:	No
Building Use at Time of Record	Commercial
Condition of Property:	Listed on the Earthquake Prone Building (Register 1507)

SUMMARY OF HERITAGE SIGNIFICANCE ASSESSMENT

Historic/Social	Meets criteria
Spiritual/Cultural	Does not meet criteria
Design	Meets criteria
Technological/Scientific	Does not meet criteria
RECOMMENDATION:	
The building meets one or more of the significance criteria from Policy 2.4.2.1.b and is recommended for inclusion in Appendix A1.1 of the 2GP.	

RECOMMENDED PROTECTION

[Tick]	Features	Details
✓	Building envelope	Entire external building envelope including the “HB” painted sign on the south elevation, excluding the lower part of south and west elevations obscured by the neighbouring buildings
✓	External/ancillary elements	“HB” Hallenstein Bros painted sign on south elevation
	Internal elements and/or rooms	Not considered as part of this desktop assessment. Owner may nominate interior elements for protection
✓	Excluded elements	Lower part of south and west elevations obscured by the neighbouring buildings

STATEMENT OF SIGNIFICANCE

The Hallenstein Brothers’ Building, opened in September 1912, was designed by Dunedin architect E W Walden. The Edwardian Classically styled commercial building provided retail premises for the New Zealand Clothing Factory, with offices and professional rooms above. The building has historical significance for its long association with this significant Dunedin firm, and design significance as a key and prominent Edwardian commercial building designed by E.W. Walden, one of Dunedin’s significant architects.

Hallenstein Bros Building is comparable to scheduled heritage buildings within Dunedin of a similar type and history. When compared with other scheduled buildings, it meets the threshold to be included on the district plan heritage schedule.

HISTORICAL SUMMARY

Architectural Period	Edwardian (1902-1914)
Style	Edwardian Classical
Era/Date of Construction	1912
Architect/Designer/Builder	E W Walden (architect) G Simpson (contractor)
Historic Use & Cultural Associations	Hallenstein Bros/New Zealand Clothing Factory Store
Primary Construction Materials	Masonry, timber
Notable Architectural Characteristics	Typical Edwardian Classical detailing

Previous site development

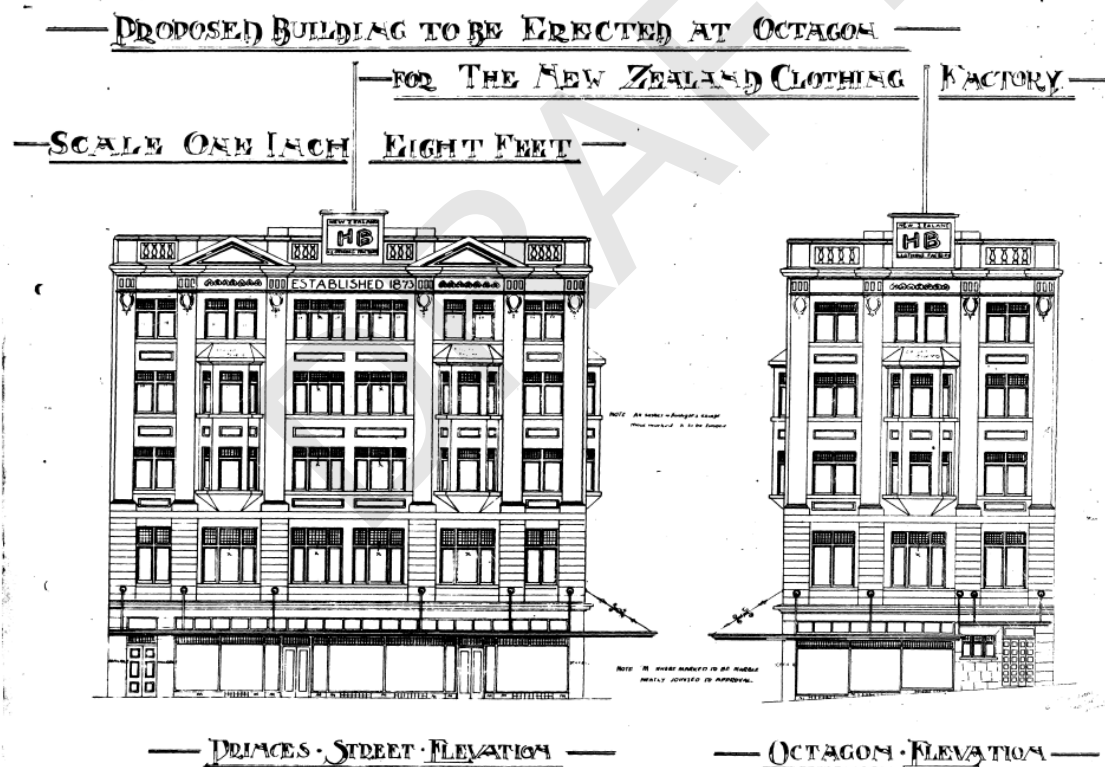
Early photographs show this key corner site occupied by the Octagon Family Hotel in the early 1860s. The current building replaced an earlier building on site, also occupied by the New Zealand Clothing Factory (Hallenstein Bros) – see the image below.



Dunedin Octagon (c1910). Hocken Snapshot, accessed 13/09/2023,
<https://hocken.recollect.co.nz/nodes/view/9661>

Design and construction

The subject building was designed for Hallenstein Bros. by Dunedin architect E.W. Walden.

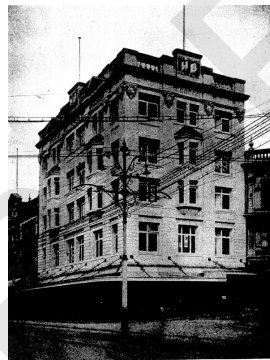


The *Evening Star* reported in 1911 that the new 'handsome five-story structure' (plus basement) was to have frontages to both Princes Street and the Octagon, with the front 'to be carried out on plain bold lines.' The cantilevered verandah was a notable feature. Another article noted that Oamaru stone was to be used for the fronts, with Brocatelle marble on the ground floor. The whole of the ground floor was for the use of the New Zealand Clothing Factory's retail store while the upper floors provided professional

rooms and offices. The contractor was G Simpson. More restrained than its Victorian predecessors, the Edwardian office block has Classical influences – symmetrical façade, pilasters emphasising the verticality of the building, oriel windows, a decorative parapet, and relief sculptural elements. The suspended verandah was seen as innovative at the time. At five storeys and on a prominent corner site, the Hallenstein Bros Building made a statement about the high standing of the company in Dunedin. That corner of the Octagon was known at the time as ‘The New Zealand Clothing Factory Corner’ or ‘Hallenstein Bros Corner’. The new store opened in September 1912.



Perspective view *Otago Witness*, 22 November 1911, p. 58



Hallenstein Bros Building soon after it opened (*Otago Witness*, 11 December 1912, p. 44 (Supplement))



The New Zealand Clothing Factory/Hallenstein Bros Building in 1914 (cropped from Octagon, Dunedin, 1914, Dunedin, by Muir & Moodie. Te Papa (O.001813))

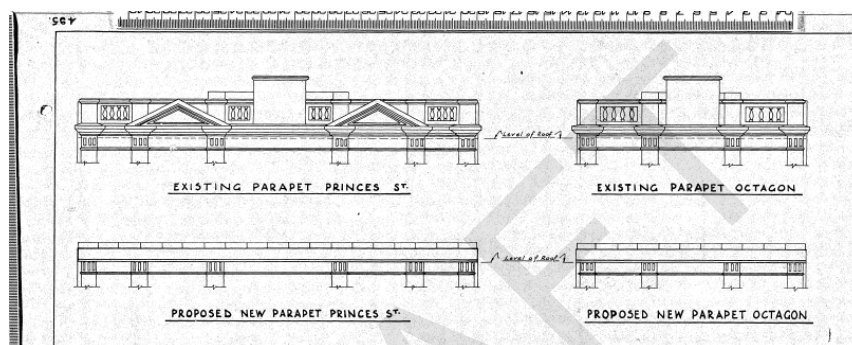
Later history and development

The shopfront was altered in the 1958.



Prior to alterations to the parapet in 1963

In 1963, the parapet was altered to remove the balustrading and pediments. In c.1980s, the verandah was altered.



Parapet alterations in 1963

The building remained in Hallenstein Bros ownership until 1991, when it was purchased by members of the Chin family, in whose ownership it remains in 2024.

Notable people/Themes

Hallenstein Bros

The Hallenstein Brothers' Building has a strong association with this notable clothing manufacturing and retail firm. Hallenstein Bros (now Hallensteins) is a major clothing retailer founded in Dunedin by Bendix Hallenstein in the 1870s. Historian Gavin McLean writes

'Hallenstein Brothers, or 'HB', as almost everyone called the firm, began in 1873 when German-born merchant Bendix Hallenstein (1835-1905) established the New Zealand Clothing Factory in Dunedin to supply his stores. That led to the opening of the first Hallensteins store proper, in the Octagon, offering shoppers, as they boasted, 'a single garment at wholesale price'. By 1900 there were more than 30, initially selling women's clothing as well as men's.'

The factory and head office for the firm were in Dowling Street. Their first retail outlet was in The Octagon – the original premises replaced by the subject building in 1911. In 1906, the year after Bendix's death, the firm of Hallenstein Bros. and Co. became a limited company, now operating as Hallenstein Bros. (Ltd.)

Hallenstein Brothers Ltd, commonly known as Hallensteins, has a rich history dating back to its founding in 1873 by Bendix Hallenstein in Dunedin, New Zealand. It began as a small clothing store serving the local community during the gold rush era. Over the years, Hallensteins expanded its operations, evolving into a significant retail presence in New Zealand.

Throughout the 20th century, Hallensteins continued to grow. The company built a reputation for offering quality men's clothing at affordable prices. In the late 20th and early 21st centuries, the company modernized its image and expanded its product lines, including casual and streetwear, to appeal to a broader audience. This move helped solidify its position as one of New Zealand's leading retail brands.

Today, Hallensteins remains a household name in New Zealand. Its long history and ability to adapt to changing market demands highlight its enduring importance in New Zealand's retail landscape. The Hallenstein Bros Building recalls the company's significant Dunedin roots.

EW Walden

The Hallenstein Bros Building was designed by Edward Walter Walden (1870-1944). Walden was a Dunedin architect. Educated in Dunedin, he was articled to James Hislop, later entering partnership with him. On Hislop's death in 1902, he took over the Dunedin office. He travelled internationally to broaden his architectural knowledge. Walden was born (b.1870) in Dunedin and educated at Otago Boys' High School. He began his architectural career articled to James Hislop. He became a partner in the Dunedin firm of Hislop and Walden, and when Hislop died in 1902, he took over the firm. Among his significant design were Hallenstein Brothers' Building, King Edward Picture Theatre (now the Mayfair), Whitcombe and Tombs Building on Princes Street (1914), as well as several prominent residences.

ASSESSMENT OF HERITAGE SIGNIFICANCE

HISTORIC/SOCIAL

The building demonstrates heritage values within this criterion.

The former Hallenstein Building has historical significance for its association with Hallenstein Bros. and the New Zealand Clothing Factory, one of the country's most notable clothing manufacturers and retailers. Located on the site of the company's first retail premises, replacing the earlier building, the Hallenstein Building represents the company's Dunedin origins and development from a manufacturing to a retail concern. Hallensteins was associated with this site from the early 1880s until the 1990s.

SPIRITUAL/CULTURAL

The building does not demonstrate heritage values within this criterion.

DESIGN

The building demonstrates heritage values within this criterion.

The Hallenstein Bros Building has design significance as a notable Edwardian commercial building designed by Dunedin architect EW Walden. Located on a prominent corner site on the Octagon, and two storeys higher than its near neighbours, the Hallenstein Bros Building makes an aesthetic statement about the importance of the company and its position in Dunedin.

TECHNOLOGICAL/SCIENTIFIC

The building does not demonstrate heritage values within this criterion.

REFERENCES

Newspapers

Evening Star, 22 Aug 1911, p. 4; 18 September 1912, p. 5.; *Otago Daily Times*, 8 Feb 1911, p. 8.; 22 Nov 1911, p.86 and p. 58 (supplement); 20 Sep 1944, p. 6.

David Murray, <https://builtindunedin.com/tag/e-w-walden/> (accessed 14 Sep 2023)

'New Zealand Clothing Company Building', URL: <https://nzhistory.govt.nz/media/photo/new-zealand-clothing-company-building> , (Ministry for Culture and Heritage), updated 8-Oct-2014

<https://www.nzfashionmuseum.org.nz/hallensteins/> (accessed 14 Sep 2023)

Gordon Parry. 'Hallenstein, Bendix', Dictionary of New Zealand Biography, first published in 1993, updated November, 2013. Te Ara - the Encyclopedia of New Zealand, <https://teara.govt.nz/en/biographies/2h6/hallenstein-bendix> (accessed 13 September 2023)

Date Assessment Completed	14 September 2023	Author	HB
Date Peer Reviewed	5 July 2024	Reviewer	MM
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