

**HERITAGE ASSESSMENT FOR SCHEDULED HERITAGE BUILDING:
FORMER HERBERT HAYNES & COMPANY BUILDING AT 20-26 PRINCES STREET**



Photo: DCC

PROPERTY INFORMATION

Current 2GP CCB Reference No:	CC109
Temporary 2GP Scheduled Heritage Building Reference No:	BX066
Address:	20-26 Princes Street, Dunedin
Other Building Name:	DIC Building
Located within a Heritage Precinct:	Yes - Octagon Commercial Heritage Precinct
HNZPT List Reference & Description:	Not listed with HNZPT
Heritage Covenant:	No
Building Use at Time of Record:	Community gallery
Condition of Property:	Not known to be at risk because of condition

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. The building will need to be removed from the schedule of Character Contributing Buildings.

RECOMMENDED PROTECTION

[Tick]	Features	Details
✓	Building envelope	Façade to Princes Street
	External/ancillary elements	
	Internal elements and/or rooms	Not considered as part of this desktop assessment. Owner may nominate interior elements for protection
	Excluded elements	

STATEMENT OF SIGNIFICANCE

The former Herbert Haynes and Company Building has historic significance for its association with Herbert Haynes and Company, one of Dunedin's most significant draper companies in the nineteenth and twentieth centuries. It has design significance as a major work by prominent architectural partnership Mason and Wales that makes a vital aesthetic and architectural contribution to the Princes Street streetscape between the Octagon and Moray Place. The street elevation retains a high degree of authenticity and integrity.

It is comparable to scheduled heritage buildings within Dunedin of a similar type and period. When compared with other scheduled buildings, the former Herbert Haynes and Company Building meets the threshold to be included on the district plan heritage schedule.

HISTORIC SUMMARY

Architectural Period	Victorian (1838-1901)
Style	Italianate/Free Classical
Era/Date of Construction	1896
Architect/Designer/Builder	Mason and Wales (architectural partnership)
Historic Use & Cultural Associations	Drapery and Department store
Primary Construction Materials	Masonry, steel, glass, timber
Notable Architectural Characteristics	Suspended verandah, shopfront, typical Victorian architectural detailing

Previous site development

The site was originally occupied by an earlier building associated with Herbert, Haynes and Co., one of the most significant drapery concerns in Dunedin. The first premises were destroyed by fire and replaced by a brick building that served as company headquarters until 1896, before being replaced by the subject building.

Design and construction

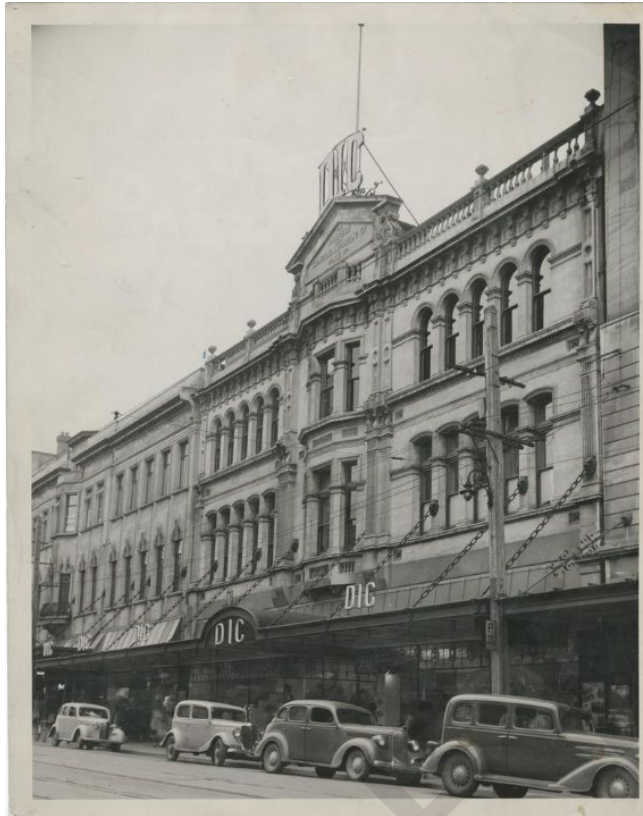
Mason and Wales designed the new building, working closely with Haynes on accommodating the various departments. The building was constructed by day labourers supervised by Alexander Miller. The *Cyclopedia of New Zealand* describes the Princes Street frontage as 78 feet long, with the 'four fine principals of Waikawa stone on which rest massive steel girders, supporting the superstructure, which consists of Oamaru stone.' The shopfront consisted of 'massive plate glass show windows, each ten-feet deep', and a 'splendid' verandah extended along the shop front. The building was one of a number associated with Haynes' operation located in the Moray Place/Octagon Block.



The Cyclopedia of New Zealand [Otago & Southland Provincial Districts]

The *Otago Daily Times* described it as 'one of the most conspicuous buildings in Princes Street'. Built on concrete foundations, with a bluestone basement, the side and back walls were brick, while the front was stone. The building housed workshops, drapery, and offices.¹ It is a two storey Victorian commercial building (with basement) with a suspended verandah, and a largely original shopfront to Princes Street. The verandah, suspended on large chains held in the mouths of lions, has plaster decoration on the underside and the edge. The façade is symmetrical around a central faceted two storey bay surmounted by a triangular pediment. The storeys are marked by ornate entablature, and pilasters, with ornate capitals. There are decorative corbels at the parapet level. The DIC emblem on the lead lighting remains in the shopfront. It is located on Princes Street, adjacent to the Hallensteins Bros. and forms part of a cohesive city block of large and impressive commercial buildings.

¹ *Otago Daily Times*, 19 October 1896, page 4



D.I.C on Princes Street (Hocken Collections: Reference Number ARC-0910)

Later history and development

The property remained in Herbert Haynes and Company Limited ownership until 1981, when it was transferred to D.I.C. Limited. In 1992, the land was vested in The Dunedin City Council for civic amenity purposes. Since that time, it has been used for community purposes, including housing the Dunedin Community Galley.

Notable people/Themes

Daniel Haynes

Daniel Haynes (1832-1924) was born in Napton, Warwickshire, England. From the age of thirteen he served a seven-year apprenticeship at a Coventry drapery firm, before moving to London. He emigrated to New Zealand in 1857, working for a David Graham and Co in Auckland where he met George Herbert and Alexander Hay. The trio moved to Dunedin and founded Herbert, Haynes and Hay. Daniel Haynes died in 1921. Herbert, Haynes and Company were a significant Dunedin firm of drapers and clothiers. Hay left the partnership some eighteen months later, while Herbert left in 1872. From 1872, Haynes conducted the business as sole proprietor.

Mason and Wales

Mason & Wales Architects is New Zealand's oldest architectural practice. The firm was established in 1863 by William Mason after a brief partnership with David Ross, which commenced in September 1862 and was dissolved in February 1863. Known as Mason & Clayton from 1864 and Mason & Wales since 1871, the firm has designed the full gamut of architectural commissions, from churches and commercial buildings to private houses and industrial structures and garnered numerous architectural awards.

D.I.C.

Hocken Collections record:

In 1884 Bendix Hallenstein founded the Drapery and General Importing Company of New Zealand Limited (known as the D.I.C.), initially as a co-operative store until 1906. As a co-operative, shareholders received a special annual dividend based on the business done with the firm throughout the year. After 1906 shareholders received a discount on purchases.

For much of the company's history the majority of shareholders were women and the gender balance of shareholders was reported to the annual general meetings.

The D.I.C. sold goods manufactured in New Zealand as well as imported goods from Britain. Goods sold included clothing, hats, general Manchester and bedding, haberdashery, footwear, and household goods. Its services included a dressmaking department for many years. The D.I.C. shared a Dunedin and London Head Office with Hallenstein Brothers and Company, and later Hallenstein Brothers Limited, as well as several directors. Throughout its history the D.I.C. maintained a close relationship with Hallensteins.

The Dunedin branch originally opened premises in High Street, but in the mid-1920s moved to the building that had been the premises of competitor Herbert Haynes Limited, in Princes Street and the Octagon. The site is now occupied by the Dunedin Public Art Gallery.

Branches were established in Christchurch, Wellington, Whanganui, Palmerston North, Hamilton, Te Awamutu, Otorohanga, Lower Hutt, Invercargill, Napier, Dannevirke, and Rotorua.

In 1983, H.W. Smith Limited acquired a controlling interest in the company, and in 1984 George Court and Sons Limited was purchased.

Prior to its takeover by Arthur Barnett, the D.I.C had stores in Dunedin, Invercargill, Christchurch, Palmerston North, Wanganui, Hamilton, Napier, Lower Hutt, Rotorua, Pakuranga, Takapuna and Auckland.

The D.I.C. New Zealand Limited Central (Head) Office moved from Dunedin to Auckland in May 1985. D.I.C. Stores Limited was renamed Apparel Holdings Limited in 1986. The D.I.C. store in Dunedin closed in March 1991.² It has been used for civic purposes since 1992.

ASSESSMENT OF HERITAGE SIGNIFICANCE

HISTORIC/SOCIAL

The building demonstrates heritage values within this criterion. The former Haynes Building has historic significance for its association the Herbert Haynes and Company, one of Dunedin's most significant

² Hocken Collections Reference:

<https://hocken.recollect.co.nz/nodes/view/60934#:~:text=History%20%2F%20BiographyIn%201884%20Bendix,the%20firm%20throughout%20the%20year.>

drapery concerns operating in the nineteenth and twentieth centuries. Located in Princes Street, adjacent to the Hallensteins Bros. building the building forms part of a cohesive city block of large and impressive commercial buildings.

SPIRITUAL/CULTURAL

The building does not demonstrate heritage values within this criterion.

DESIGN

The building demonstrates heritage values within this criterion. The former Herbert Haynes and Company Building has architectural significance as a major department store designed by prominent architectural partnership Mason and Wales. It is one of several related buildings on this block of Princes Street that make a strong contribution to the historic streetscape of Princes Street.

TECHNOLOGICAL/SCIENTIFIC

The building does not demonstrate heritage values within this criterion.

REFERENCES

Cyclopedia Company Limited, *The Cyclopedia of New Zealand [Otago & Southland Provincial Districts]*, The Cyclopedia Company, Limited, 1905, Christchurch, pp. 303-305.

Otago Daily Times, 19 October 1896, page 4

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