

HERITAGE ASSESSMENT FOR SCHEDULED HERITAGE BUILDING: FORMER OTAGO MOTORS LTD SHOWROOM (462 PRINCES STREET) AND WORKSHOP (7 CARROLL STREET)



462 Princes Street (left) and 7 Carroll Street (right)

Google Street View (accessed 18 December 2023, image capture September 2020)

PROPERTY INFORMATION

Current 2GP CCB Reference No:	CC599 - 462 Princes Street
Temporary 2GP Scheduled Heritage Building Reference No:	BX089i - 462 Princes Street BX089ii - 7 Carroll Street
Address:	462 Princes Street 7 Carroll Street
Other Building Name:	Artsentia; Action Panelbeating
Located within a Heritage Precinct:	462 Princes Street - South Princes Street Commercial Heritage Precinct 7 Carroll Street - No
HNZPT List Reference & Description	N/A
Heritage Covenant:	No
Building Use at Time of Record	Commercial
Condition of Property:	462 Princes Street – Earthquake Prone Building Register (No. 1858) 7 Carroll Street – Earthquake Prone Building Register (No. 2032)

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	462 Princes Street – Façade to Princes and Carroll Streets, North elevation to intersection of Princes and Carroll Streets 7 Carroll Street – Façade to Carroll and Hope Streets
	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

Built in 1936 and 1953, the showroom and workshop associated with Otago Motors Ltd have historic and design significance that demonstrates the development of the automotive industry in Dunedin from the early years of the twentieth century. They have design significance as commercial designs by prominent architectural practice Mandeno and Fraser (later Mandeno, Fraser, and Galbraith). The buildings demonstrate the architectural development supporting the automotive industry over the twentieth century and retain a good level of architectural integrity.

The buildings are comparable to scheduled heritage buildings within Dunedin of a similar history and period. When compared with other scheduled buildings, it meets the threshold to be included on the district plan heritage schedule.

HISTORICAL SUMMARY

Architectural Period	Interwar (1914-1939) Post War (1945-1955)
Style	Art Deco Moderne
Era/Date of Construction	1936 – Showroom (462 Princes Street) 1953 – Workshop (7 Carroll Street)
Architect/Designer/Builder	Mandeno and Fraser; Mandeno, Fraser and Galbraith
Historic Use & Cultural Associations	Motor industry

Primary Construction Materials	462 Princes Street – Rendered masonry, steel framed window joinery 7 Carroll Street – Render masonry, face brick, steel framed window joinery, glass blocks.
Notable Architectural Characteristics	462 Princes Street – Flat façade with typical art deco banding, parapet concealing gabled roof, two street frontages. 7 Carroll Street – Horizontal banding, rounded corner to intersection, streamline modern detailing. Vertical expression and fins to north end of Carroll Street elevation.

Previous site development

Photographs indicate that there was commercial development on these sites before Otago Motors ownership.



Corner of Hope and Carroll Streets c. 1940 before the workshop on the corner of Carroll and Hope Streets was built. The 1936 building is visible far left. (<https://collections.tepapa.govt.nz/object/421419>)

Design and construction

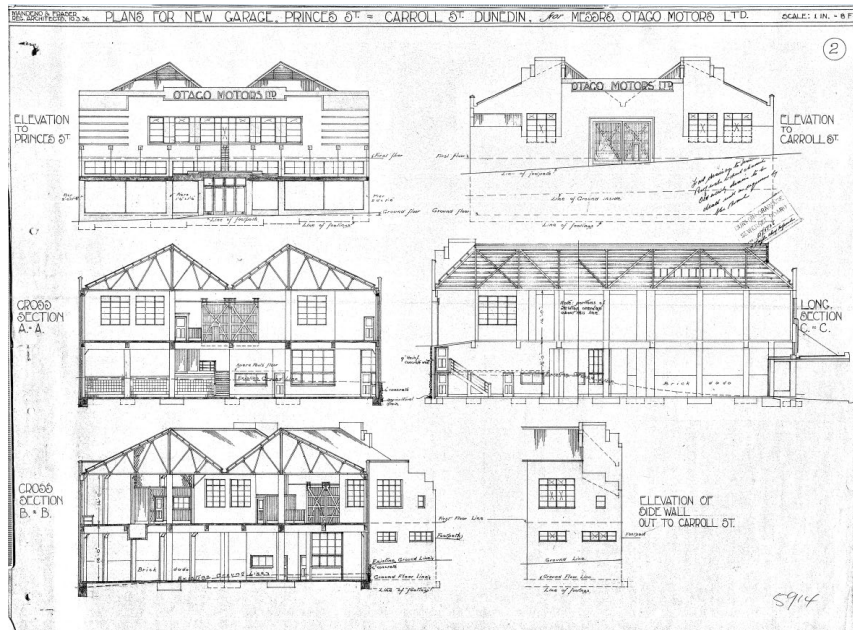
Mandeno and Fraser invited tenders for new premises on Princes Street in April 1936.¹ The new premises cost around £10,000 and were designed in a streamlined Moderne style with Art Deco elements – forward looking for this developing industry.² The contractor was A E Silver.³ The premises included a showroom, offices, a workshop (accessed from Carroll Street), as well as a ladies' waiting room.⁴

¹ *Evening Star* 16 April 1936 Page 10

² *Evening Star* 9 June 1936 Page 2

³ *Evening Star* 7 July 1936 Page 2

⁴ *Otago Daily Times* 10 June 1937 Page 2



DCC Property File

Announcing the opening of Dunedin's

most MODERN GARAGE



OTAGO MOTORS LTD.

Princes Street South

Expansion calls for modern facilities, and today in Dunedin it is our pleasure to announce the opening of our new and improved premises in South Princes Street. High spots in our new home are as follows—Two floors; two entrances which make for easier handling of cars and trucks; a new service department equipped with the most up-to-date machinery in New Zealand.

Call along today and inspect the most Modern Garage in Dunedin. See the range of leading English and American Cars and Trucks.

Vauxhall, Pontiac, Bedford

Complete stocks of these cars and trucks on view, and you are cordially invited to inspect at your leisure—then arrange for a trial run and become a member of our organisation.

OTAGO MOTORS LTD.

Princes Street South

Otago Daily Times 9 June 1937 Page 5

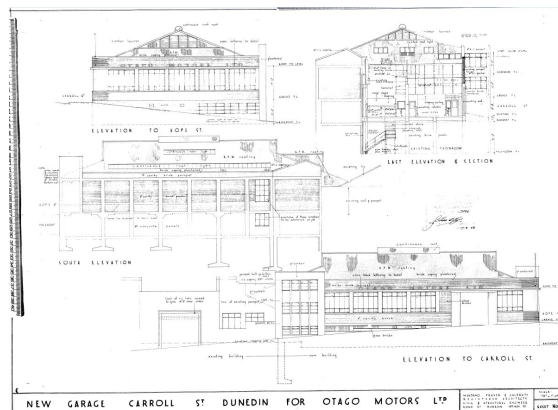


<https://collection.fletcherarchives.co.nz/objects/83487/otago-motors-ltd-8oct1982-staff-reunion-1960-dunedin-premises-otago>



c. 1936 Service premises, <https://collection.fletcherarchives.co.nz/objects/83392/otago-motors-ltd-subsidiary-of-wright-stephenson-co-ltd-1952-dunedin-service-premises-otago>

The business expanded in the 1940s, taking over companies in Balclutha and Alexandra – by 1958, the company had branches in both those towns. In 1953, a new workshop and garage was built on the corner of Hope and Carroll Streets. Architects and engineers Mandeno, Fraser and Galbraith designed the new premises in Moderne style with rounded corners and horizontal brick banding. This part of Princes Street contained several separate car dealers and showrooms.



1953 plans (Dunedin City Council Property Files)

In 1971 the company's name was changed to Wrightcars. In 1989, the company was sold to Cooke Howlison.⁵



1936 garage with 1953 addition to the right

(<https://collection.fletcherarchives.co.nz/objects/83488/otago-motors-ltd-8oct1982-staff-reunion-1960-dunedin-premises-otago#&qid=1&pid=1>)

⁵ <https://collection.fletcherarchives.co.nz/persons/8/otago-motors-ltd>



The garage c.1959 (<https://collection.fletcherarchives.co.nz/objects/83582/otago-motors-ltd-1959-premises>)



<https://collection.fletcherarchives.co.nz/objects/83498/otago-motors-ltd-8oct1982-staff-reunion-1940-no2-building-cnr-carrollhope-st-showing-exterior-of-workshop>



c. 1950 Before the corner building was demolished to create a car yard
(<https://collection.fletcherarchives.co.nz/objects/83390/otago-motors-ltd-subsiary-of-wright-stephenson-co-ltd-1950-dunedin-premises-otago>)

Later history and development

The corner buildings previously associated with the business were demolished in 1966 to make way for a used car sales lot.⁶ In later years, 462 Princes Street has housed commercial premises and an art centre. 7 Carroll Street remains associated with the automotive industry.

Notable people/Themes

Otago Motors

Otago Motors was formed in 1929 by Wright Stephenson & Co Ltd. Wright Stephenson and Co were involved early in motor industry. Dunedin's first car was owned by Thomas Kempthorne of Kempthorne Prosser in 1901. In 1907 Wright Stephenson and Co imported a fleet of French De Dion cars to replace its

⁶ Building Plan – 1966 – 15905 Demolish building.

horse drawn vehicles, establishing garages and showrooms across the country. Car dealerships and garages, as well as agencies developed.⁷

Otago Motors Ltd was registered as a private company in April 1929, with capital of £20,000. Their object was to 'carry on the business of importers or dealers or agents for hirers, manufacturers, repairers, cleaners, storers, and warehouses of motor cars, cycles, etc.'⁸ The company initially held the agency for Graham Paige cars and White Trucks, before expanding to other makes. Their first premises (since demolished), designed by Leslie Coombs, were in Maclaggan Street, next to Wright, Stephenson and Co's horse sale yards.⁹ Otago Motors, Ltd., an early agency and long running company, were agents for Graham-Paige motor cars, as well as providing a showroom with associated lounge and retiring room, as well as a workshop.¹⁰

Motor Cars

The McLean Motor Car Act 1898 legalised operating motor vehicles. That same year the first cars were imported into New Zealand. Their expense meant ownership was limited to the elite. From 1925, owners had to register their vehicles. Cars became more affordable in the 1920s, but it wasn't until the 1950s that motoring became dominant – symbolised by the opening of the Auckland Harbour Bridge. As motor traffic increased in the 1920s, cars became an industry.¹¹

During the 1920s, North American brands were most popular, but from the 1920s preferential duties and import licensing favoured British cars.¹² Car dealerships provided a network of dealers – Ford was one of the first car manufacturers to have dealers. Stock and station agents, such as Wright, Stephenson and Co. and G W Woods, moved into car dealerships.¹³ Businesses, such as Otago Motors Ltd. grew up around motoring – servicing, sales, and repair companies. This area of Princes Street had a cluster of motor vehicle dealers and agencies in the early-mid twentieth century.

Mandeno and Fraser

Mandeno and Fraser (later Mandeno, Fraser and Galbraith) are one of Dunedin's most prominent twentieth century architectural practices. Mandeno's first major commission was King Edward Technical College (1914), for which he took on Roy Fraser as his assistant. Fraser later became partner. Other designs include the Town Hall and Concert Chamber, the Central Fire Station (1930), Speights Brewery, and many private residences. The Otago Motors Ltd 1936 and 1953 buildings are Stripped Classical and Moderne/Functionalist designs.¹⁴

⁷ <https://www.odt.co.nz/lifestyle/magazine/completely-driven>

⁸ *Evening Star* 6 May 1929 Page 16

⁹ *Evening Star* 11 February 1929 Page 9. Coombs invited tenders for the new premises in Maclaggan Street.

¹⁰ *Otago Daily Times* 13 July 1929 Page 26

¹¹ Eric Pawson, 'Cars and the motor industry - A motorised society', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/cars-and-the-motor-industry/page-1> (accessed 18 December 2023)

¹² Eric Pawson, 'Cars and the motor industry - Sources of cars', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/cars-and-the-motor-industry/page-2> (accessed 18 December 2023)

¹³ Eric Pawson, 'Cars and the motor industry - Motor services', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/cars-and-the-motor-industry/page-5> (accessed 18 December 2023)

¹⁴ <http://www.cemeteries.org.nz/stories/mandenoharry131209.pdf>

ASSESSMENT OF HERITAGE SIGNIFICANCE

HISTORIC/SOCIAL

The building demonstrates heritage values within this criterion. The Otago Motors Ltd buildings have historical significance for their long association with the motor vehicle industry, an industry underrepresented in the 2GP built heritage schedule. The buildings provided offices, showrooms, and a workshop illustrating the range of functions of this long-running business. The buildings also have significance as designs of prominent Dunedin architectural practice Mandeno and Fraser (later Mandeno, Fraser and Galbraith).

SPIRITUAL/CULTURAL

The building does not demonstrate heritage values within this criterion.

DESIGN

The building demonstrates heritage values within this criterion. The Otago Motors Ltd Buildings have design significance as works by prominent Dunedin architectural practice Mandeno and Fraser (later Mandeno Fraser and Galbraith) for the automotive industry. The Princes Street façade of the 1936 building is a good example of Art Deco and has retains its architectural integrity. The 1953 building was designed in Modern Functionalist style with its banded windows, horizontal composition, and curved corners, it also retains its architectural integrity. Combined, the demonstrate the development of the automotive industry over the twentieth century.

TECHNOLOGICAL/SCIENTIFIC

The building does not demonstrate heritage values within this criterion. However, the buildings are associated with the development in the automotive industry during the twentieth century.

REFERENCES

<http://www.cemeteries.org.nz/stories/mandenoharry131209.pdf>

Evening Star 6 May 1929 Page 16; 11 February 1929 Page 9.

Fletcher Archives: <https://collection.fletcherarchives.co.nz/objects/83390/otago-motors-ltd-subsiary-of-wright-stephenson-co-ltd-1950-dunedin-premises-otago>)

Otago Daily Times 13 July 1929 Page 26; <https://www.odt.co.nz/lifestyle/magazine/completely-driven>

Eric Pawson, 'Cars and the motor industry - A motorised society', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/cars-and-the-motor-industry/page-1> (accessed 18 December 2023); 'Cars and the motor industry - Sources of cars', Te Ara - the Encyclopedia of New Zealand; <http://www.TeAra.govt.nz/en/cars-and-the-motor-industry/page-2>); 'Cars and the motor industry - Motor services', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/cars-and-the-motor-industry/page-5> (accessed 18 December 2023)

Date Assessment Completed	12 February 2024	Author	HB
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