

## Hallenstein Brothers Building (former)

132 Cuba Street



132 Cuba Street (*Charles Collins, 2014*)

### Summary of heritage significance

- 132 Cuba Street is an unusual two-and-a-half storey factory/shop built in a transitional style. It is notable for its highly stylised Classical decorative elements – particularly the extremely tall parapet / entablature, and for the fine early/original shop-fronts that features a row of stained glass top-lights with the HB logo.
- This building has historic value for its association with the Hallenstein Brothers New Zealand Clothing Company enterprise. It was designed for this purpose in 1920 and it operated as a Hallenstein Brothers store for almost 50 years.
- The building defines the corner of Cuba and Ghuznee Streets and makes a valuable contribution to the townscape of the Cuba Street Heritage Area.

Extent: Cityview GIS 2012



## 1.0 Outline History

### 1.1 History

This building was designed in 1920 by architect E.R. Wells of the Fletcher Construction Company. It was built for Herbert Phillips to house a New Zealand Clothing Company factory and shop.

The New Zealand Clothing Company was established in Dunedin in 1873 by Bendix Hallenstein.<sup>1</sup> Hallenstein emigrated from Germany to the Victorian goldfields in 1857 where he ran a store with his two brothers. He arrived in New Zealand in 1863, establishing a number of successful stores in the South Island, and later becoming involved in politics. Difficulties in obtaining men's clothes for his stores prompted Hallenstein to enter the garment industry and manufacture clothes locally. The New Zealand Clothing Company factory was the first venture of its kind in the young colony. Following this Hallenstein opened a retail store in Dunedin where he sold garments at wholesale prices. The business was a success and by the turn of the century there were 34 Hallensteins' shops throughout the country.

The first Hallensteins' store in Wellington was opened in 1877 on Lambton Quay in a building designed by Thomas Turnbull.<sup>2</sup> By 1910 there was a second store at 122 Cuba Street.<sup>3</sup>

The construction of this building began in May 1920.<sup>4</sup> The original plans show a shop frontage onto Cuba Street with display windows along the Ghuznee Street side on the ground floor, and a light filled factory on the first floor. The building was occupied continuously by a Hallenstein Brothers shop until the late 1960s.

In 1967 Rick Gordon took over the lease and his discount emporium "Krazy Rick's" became a fixture on Cuba Street, selling everything from: "cheap and dated toys, trinkets, out-of-date diaries, packets of old Mother's Day cards, crockery, tools, army surplus goods, ice cube trays and cash registers - a weird mix of everything that was so old or useless it just had to be a bargain."<sup>5</sup> Krazy Rick has been described as "the city's original discounteer", in the days before the Warehouse or Trademe. Krazy Rick's traded from this building for 28 years until 1995.

From 1996 to 2011 the ground floor has been a café: first "Krazy Lounge"; and from 2006 "Ernesto's" (set up by the owners of Fidel's).<sup>6</sup> In 2011 the building was vacated by Ernesto's due to earthquake prone issues. In 2012 the ground floor was occupied briefly by a second-hand shop, however at October 2012 the building remains vacant while strengthening work is carried out.

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<sup>1</sup> Gordon Parry, "Hallenstein, Bendix – Biography", in the Dictionary of New Zealand Biography, *Te Ara - the Encyclopedia of New Zealand*, updated July 4 2012, accessed May 18, 2012, <http://www.TeAra.govt.nz/en/biographies/2h6/1>

<sup>2</sup> "Messrs. Hallenstein Bros. Clothing Establishment" *Evening Post*, Volume XV, Issue 117, 19 May 1877, Page 2

<sup>3</sup> *Evening Post*, Volume LXXX, Issue 77, 28 September 1910, Page 2

<sup>4</sup> *Evening Post*, Volume XCIX, Issue 118, 19 May 1920, Page 3

<sup>5</sup> Hank Schouten, "A trader who loved a bargain," *Dominion Post*, September 20, 2010, accessed October 9, 2012, <http://www.stuff.co.nz/dominion-post/news/obituaries/4142250/A-trader-who-loved-a-bargain>

<sup>6</sup> Tom Beard, "Karked it," WellUrban, August 11, 2006, accessed October 8 2012, <http://wellurban.blogspot.co.nz/2006/08/karked-it.html>

The building has been subject to various alterations since it was constructed, particularly to the shop fronts.

In 1942 the building suffered damage in the Wairarapa earthquakes.<sup>7</sup> Many buildings in the central city were damaged in the earthquakes and often high-level masonry features were removed either because they were damaged or as a precautionary measure.<sup>8</sup> The repairs made to no. 132 Cuba included strengthening and reinforcing the brick piers on the Cuba and Ghuznee sides of the building.<sup>9</sup> In the 1960s a mezzanine floor was erected, and the original steel windows on the first floor were replaced with timber frames and sashes. In the 1990s the first floor was converted to residential accommodation, which saw the windows replaced with aluminium, awnings erected, and a verandah constructed on the Ghuznee Street façade of the building.



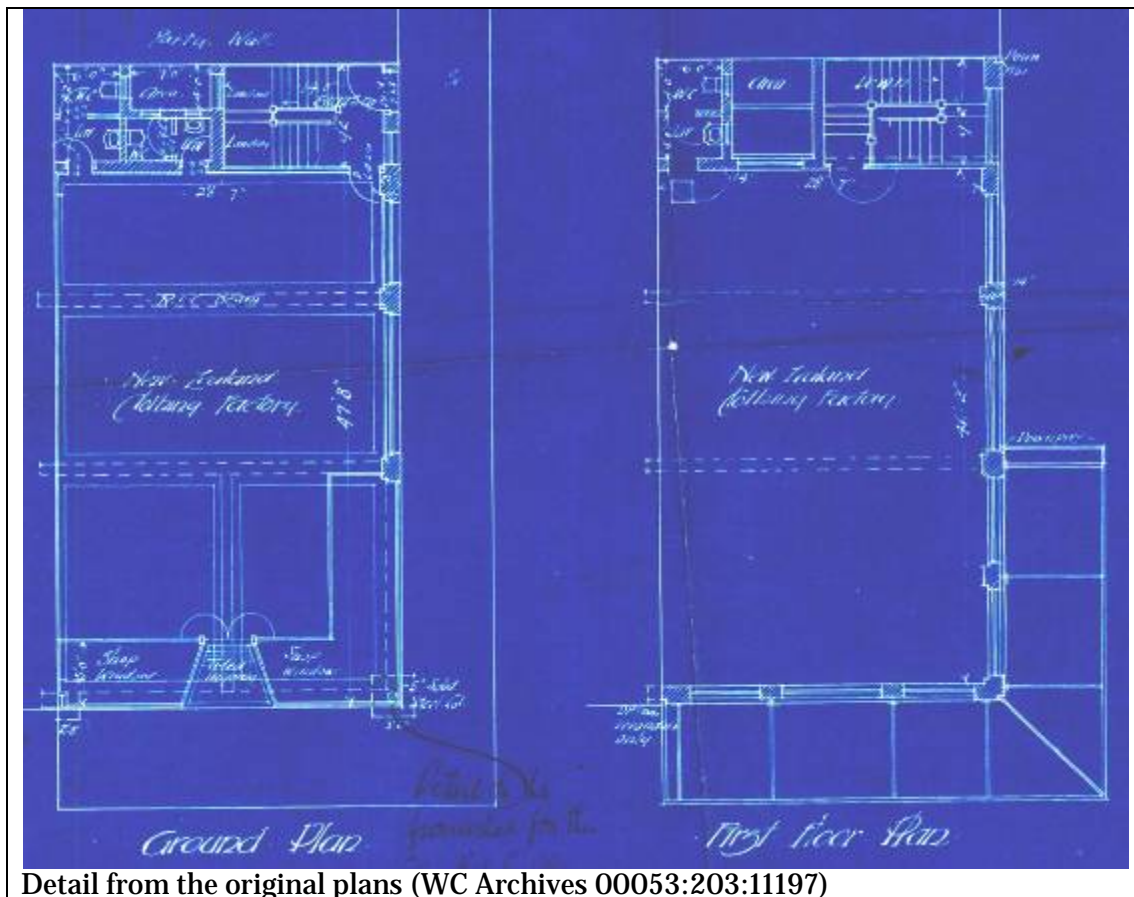
Detail from the original plans (WC Archives 00053:203:11197)

<sup>7</sup> Eileen McSaveney, "Historic earthquakes - The 1942 Wairarapa earthquakes", *Te Ara - the Encyclopedia of New Zealand*, updated March 2, 2009, accessed September 20, 2012, <http://www.TeAra.govt.nz/en/historic-earthquakes/9>

<sup>8</sup> Michael Kelly and Russell Murray, *Cuba Street Heritage Area Report* (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006), 25.

<sup>9</sup> "132 Cuba Street, reinstatement of earthquake damage", August 30, 1943, 00056:286:B22906, Wellington City Archives.





## 1.2 Timeline of modifications

- 1920 Building Constructed (00053:203:11197)
- 1943 Reinstate earthquake damage – strengthen concrete columns (00056:286:B22906)
- 1962 Mezzanine floor erected (00058:249:C11068)
- 1966 Existing steel windows were replaced with timber frames and sashes (00058:450:C19317)
- 1996 Dwelling alterations (00061:162:15199)
- 1996 WCC Heritage Fund awarded the owners \$2,500.00 towards retiling the ground floor façade<sup>10</sup>
- 1999 Add new deck to façade facing Ghuznee Street<sup>11</sup> (SR55444)

## 1.3 Occupation history

- 1920-1967 Hallensteins Brothers, clothiers (Stones 1920, 1925, 1935, 1940, 1945, Wises 1950-51, 1955, 1961-62, 1967-68, 1971-72)
- 1967-1995 Krazy Rick's Emporium<sup>12</sup> (RP Gordon Ltd) (Wises 1975, 1980, 1985, 1990).<sup>13</sup>
- 1996-2006 Krazy Lounge<sup>14</sup>
- 2006-2011 Ernestos<sup>15</sup>

<sup>10</sup> "Heritage building - Krazy Lounge - 132 Cuba Street Kings Lounge Ltd Krazy Ricks Building," 1041-06-CUB132 vol. 1, Wellington City Council Records.

<sup>11</sup> Wellington City Council, *Cuba Street Heritage Area spreadsheet (block 4)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

<sup>12</sup> Hank Schouten, "A trader who loved a bargain," *Dominion Post*, September 20, 2010

<sup>13</sup> Wellington City Council, *Cuba Street Heritage Area spreadsheet (block 4)*.

<sup>14</sup> Tom Beard, "Karked it," *WellUrban*, August 11, 2006

## 1.4 Architect

### Edwin Royden Wells (1887 – 1950)

Edwin Royden Wells was born and raised in Canterbury. His parents were Alban Douglas (an ironmonger) & Agnes Wells (nee Spensley).<sup>16</sup>

In 1911 Wells moved to Gisborne after practicing for ten years throughout New Zealand, including in Christchurch, Wellington and Timaru. The *Poverty Bay Herald* reported that he had just “completed extensive plans for the Parliamentary Buildings at Wellington, having entered for the competition instituted by the Government.”<sup>17</sup> In 1912 he became a registered architect<sup>18</sup>, and in Gisborne he was working in partnership with F.H. Forge from 1912-1913.<sup>19</sup>

However by 1914 the partnership had dissolved<sup>20</sup>, most likely because Wells was sent to war. He served as a Lieutenant in the Mounted Rifles division of the 6<sup>th</sup> Reinforcements.<sup>21</sup> During his service he received a Military Cross<sup>22</sup> “for conspicuous gallantry and devotion to duty in leading his party through heavy shell-fire in an attempt to gain information. Finding it impossible to take his men further owing to machine-gun fire, he went forward alone, gaining valuable and definite information, and by his fine leadership and good judgement finally withdrawing his troops with very few casualties.”<sup>23</sup>

After the war Wells returned to Wellington, where he married Lynette Katharine MacKenzie.<sup>24</sup> In 1919 he began working for the Fletcher Construction Company.<sup>25</sup> It was in this role that he designed no. 132 Cuba Street.

By 1921 Wells was working on his own account.<sup>26</sup> From the tenders advertised in the *Evening Post* during the 1920s and 1930s, Wells was involved in many residential builds, but was also responsible for a few shops and commercial buildings such as Francis Holmes (1929) and the “Regal” picture theatre in Karori (1928-9).<sup>27</sup> He was still practicing in the 1940s.<sup>28</sup> He died aged 63 in 1950, and is interred at Karori Cemetery, Wellington.

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<sup>15</sup> Kerry McBride, “Cuba St café to close down,” *Dominion Post*, November 11, 2011, accessed October 9, 2012, <http://www.stuff.co.nz/dominion-post/news/5947246/Cuba-St-cafe-to-close-down>

<sup>16</sup> Beverly Evans, “Christchurch City Library - Church register cards - Surname – WELLS”, December 8, 2004, <http://homepages.ihug.co.nz/~ashleigh/Library.BMDs/WELLS.BMDs.Christchurch.Library.html>

<sup>17</sup> *Poverty Bay Herald*, Volume XXXVIII, Issue 12549, 2 September 1911, Page 4

<sup>18</sup> “Unregistered Architect,” *Auckland Star*, Volume LIX, Issue 213, 8 September 1928, Page 20

<sup>19</sup> *Poverty Bay Herald*, Volume XXXIX, Issue 12827, 29 July 1912, Page 4

<sup>20</sup> *Poverty Bay Herald*, Volume XLI, Issue 13404, 11 June 1914, Page 3

<sup>21</sup> “Sixth Reinforcements,” *Poverty Bay Herald*, Volume XLII, Issue 13762, 14 August 1915, Page 8

<sup>22</sup> “Architects and War,” *Evening Post*, Volume XCIV, Issue 130, 29 November 1917, Page 8

<sup>23</sup> “For Gallantry,” *Evening Post*, Volume XCIV, Issue 149, 21 December 1917, Page 7

<sup>24</sup> *Evening Post*, Volume XCIX, Issue 48, 26 February 1920, Page 9

<sup>25</sup> “Unregistered Architect,” *Auckland Star*, Volume LIX, Issue 213, 8 September 1928, Page 20

<sup>26</sup> *Evening Post*, Volume CII, Issue 146, 17 December 1921, Page 8

<sup>27</sup> *Evening Post*, Volume CVI, Issue 121, 1 December 1928, Page 5; “A New Theatre,” *Evening Post*, Volume CVIII, Issue 31, 5 August 1929, Page 4

<sup>28</sup> *Evening Post*, Volume CXXXVII, Issue 60, 11 March 1944, Page 6

## **2.0 Physical description**

### **2.1 Architecture**

The building is two and a half storeys tall with a very high parapet and notably retains much of its original shop frontage at street level including the stained-glass top-light with the “HB” logo worked in to the design.<sup>29</sup>

The building is designed in a transitional style in which residual Classical elements have been almost entirely stylised, and functional requirements - such as adequate lighting of the factory on the first floor - have taken precedence. The piers on the ends of the building, and in the centre of the Ghuznee Street facade, have been treated as shallow pilasters which rise over a plain entablature and terminate in stylised beam ends. The stepped parapet is similarly treated in shallow squared boxwork and moulded infill. The sensible steel window joinery matches the profiles of the building.<sup>30</sup>

### **2.2 Materials**

The construction is reinforced-concrete columns and beams, with brick masonry infill walls, on reinforced-concrete piles and foundations. Floor joists and roof trusses are timber.<sup>31</sup>

### **2.3 Setting**

This building occupies a prominent corner site at the intersection of Cuba and Ghuznee Street. 132 Cuba Street relates to its neighbouring buildings in both scale and form, and acts as a unifying element of the corner of Cuba and Ghuznee streets.

132 Cuba Street, together with the opposite 141-143 Cuba Street, defines the northern entrance to this block of Cuba Street.<sup>32</sup> No. 132 and no. 141-143 are a pair of Stripped Classical buildings in similar scale, pattern and colour but of quite different periods. Rouge is a more modest and earlier masonry building (completed in 1913) which has a contemporary mansard-roofed addition taking it to three stories.<sup>33</sup>

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<sup>29</sup> Kelly and Murray, *Cuba Street Heritage Area Report*, 37.

<sup>30</sup> Wellington City Council, “132 Cuba Street,” *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 17.

<sup>31</sup> Ibid.

<sup>32</sup> Wellington City Council, “132 Cuba Street”

<sup>33</sup> Kelly and Murray, *Cuba Street Heritage Area Report*.

### 3.0 Sources

Beard, Tom. "Karked it," WellUrban, August 11, 2006, accessed October 8 2012, <http://wellurban.blogspot.co.nz/2006/08/karked-it.html>

Evans, Beverly. "Christchurch City Library - Church register cards - Surname – WELLS", December 8, 2004, <http://homepages.ihug.co.nz/~ashleigh/Library.BMDs/WELLS.BMDs.Christchurch.Library.html>

Kelly, Michael, and Russell Murray, *Cuba Street Heritage Area Report* (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006), 25.

McBride, Kerry. "Cuba St café to close down," *Dominion Post*, November 11, 2011, accessed October 9, 2012, <http://www.stuff.co.nz/dominion-post/news/5947246/Cuba-St-cafe-to-close-down>

McSaveney, Eileen. "Historic earthquakes - The 1942 Wairarapa earthquakes", *Te Ara - the Encyclopedia of New Zealand*, updated March 2, 2009, accessed September 20, 2012, <http://www.TeAra.govt.nz/en/historic-earthquakes/9>

Parry, Gordon. "Hallenstein, Bendix – Biography", in the Dictionary of New Zealand Biography, *Te Ara - the Encyclopedia of New Zealand*, updated July 4 2012, accessed May 18, 2012, <http://www.TeAra.govt.nz/en/biographies/2h6/1>

Schouten, Hank. "A trader who loved a bargain," *Dominion Post*, September 20, 2010, accessed October 9, 2012, <http://www.stuff.co.nz/dominion-post/news/obituaries/4142250/A-trader-who-loved-a-bargain>

Wellington City Council, "132 Cuba Street," *Wellington Heritage Building Inventory 2001: Non-Residential Buildings*. (Wellington City Council, 2001), CUBA 17.

Wellington City Council, *Cuba Street Heritage Area spreadsheet (block 4)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

#### **Archives**

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"Heritage building - Krazy Lounge - 132 Cuba Street Kings Lounge Ltd Krazy Ricks Building," 1041-06-CUB132 vol. 1, Wellington City Council Records.

#### **Newspapers**

"Messrs. Hallenstein Bros. Clothing Establishment" *Evening Post*, Volume XV, Issue 117, 19 May 1877, Page 2

*Evening Post*, Volume LXXX, Issue 77, 28 September 1910, Page 2

*Poverty Bay Herald*, Volume XXXVIII, Issue 12549, 2 September 1911, Page 4

*Poverty Bay Herald*, Volume XXXIX, Issue 12827, 29 July 1912, Page 4

*Poverty Bay Herald*, Volume XLI, Issue 13404, 11 June 1914, Page 3

"Sixth Reinforcements," *Poverty Bay Herald*, Volume XLII, Issue 13762, 14 August 1915, Page 8



"Architects and War," *Evening Post*, Volume XCIV, Issue 130, 29 November 1917, Page 8

"For Gallantry," *Evening Post*, Volume XCIV, Issue 149, 21 December 1917, Page 7

*Evening Post*, Volume XCIX, Issue 48, 26 February 1920, Page 9

*Evening Post*, Volume XCIX, Issue 118, 19 May 1920, Page 3

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*Evening Post*, Volume CVI, Issue 121, 1 December 1928, Page 5

"A New Theatre," *Evening Post*, Volume CVIII, Issue 31, 5 August 1929, Page 4

*Evening Post*, Volume CXXXVII, Issue 60, 11 March 1944, Page 6

## 4.0 Criteria for assessing cultural heritage significance

### **Cultural heritage values**

#### **Aesthetic Value:**

**Architectural:** *Does the item have architectural or artistic value for characteristics that may include its design, style, era, form, scale, materials, colour, texture, patina of age, quality of space, craftsmanship, smells, and sounds?*

132 Cuba Street is an unusual two-and-a-half storey factory/shop built in a transitional style. It is notable for its highly stylised Classical decorative elements – particularly the extremely tall parapet / entablature, and for the fine early/original shop-fronts that features a row of stained glass top-lights with the HB logo.

**Townscape:** *Does the item have townscape value for the part it plays in defining a space or street; providing visual interest; its role as a landmark; or the contribution it makes to the character and sense of place of Wellington?*

132 Cuba Street occupies a prominent corner site at the intersection of Cuba and Ghuznee Street. The building relates to its neighbouring buildings in both scale and form, and acts as a unifying element of the corner of Cuba and Ghuznee streets.

**Group:** *Is the item part of a group of buildings, structures, or sites that taken together have coherence because of their age, history, style, scale, materials, or use?*

This building is part of a group of historic commercial buildings which contribute to the Cuba Street Heritage Area.

#### **Historic Value:**

**Association:** *Is the item associated with an important person, group, or organisation?*

This building is associated with, and contains evidence of, the Hallenstein Brothers New Zealand Clothing Company enterprise. It was designed for this purpose and it operated as a Hallenstein Brothers store for almost 50 years.

**Association:** *Is the item associated with an important historic event, theme, pattern, phase, or activity?*

#### **Scientific Value:**

**Archaeological:** *Does the item have archaeological value for its ability to provide scientific information about past human activity?*

The building is located in the Central City archaeological site reference NZAA R27/270.

**Educational:** *Does the item have educational value for what it can demonstrate about aspects of the past?*

**Technological:** *Does the item have technological value for its innovative or important construction methods or use of materials?*

#### **Social Value:**

**Public esteem:** *Is the item held in high public esteem?*

***Symbolic, commemorative, traditional, spiritual:*** Does the item have symbolic, commemorative, traditional, spiritual or other cultural value for the community who has used and continues to use it?

***Identity/Sense of place/Continuity:***

*Is the item a focus of community, regional, or national identity?*

*Does the item contribute to sense of place or continuity?*

This building is part of a group of historic commercial buildings which contribute to the sense of place and continuity of the Cuba Street Heritage Area.

***Sentiment/Connection:*** *Is the item a focus of community sentiment and connection?*

**Level of cultural heritage significance**

***Rare:*** *Is the item rare, unique, unusual, seminal, influential, or outstanding?*

***Representative:*** *Is the item a good example of the class it represents?*

This building is representative of the architecture and history found on Cuba Street.

***Authentic:*** *Does the item have authenticity or integrity because it retains significant fabric from the time of its construction or from later periods when important additions or modifications were carried out?*

The façade of this building remains largely intact with a significant amount of original building fabric, despite modifications and the addition of a balcony.

***Local/Regional/National/International***

*Is the item important for any of the above characteristics at a local, regional, national, or international level?*

The building is of local importance, as it contributes to the Cuba Street Heritage Area.

## 5.0 Appendix

### Research checklist (desktop)

Source	Y/N	Comments
1995 Heritage Inventory	Y	
2001 Non-Residential heritage Inventory	Y	
WCC Records – building file	Y	
WCC Records – grant files (earthquake strengthening, enhancement of heritage values)	Y	
Research notes from 2001 Non-Residential heritage Inventory	Y	
Plan change?		
Heritage Area Report	Y	
Heritage Area Spreadsheet	Y	
Heritage items folder (electronic)	Y	
HPT website	Y	
HPT files		
Conservation Plan		
Searched Heritage Library (CAB 2)		

### Background research

*Insert any relevant background information into this section. This may include:*

- Additional plans, such as those for alterations
- Chunks of text from other sources such as *Cyclopedia of NZ, Papers Past*
- Additional images

Poverty Bay Herald, Volume XXXVIII, Issue 12549, 2 September 1911, Page 4  
<http://paperspast.natlib.govt.nz/cgi-bin/paperspast?a=d&cl=search&d=PBH19110902.2.17&srpos=1&e=-----10--1-byDA---0%22E%2e+R%2e+wells%22+architect-->

Mr E. R. Wells, who has had ten years' experience in Christchurch, Wellington, Timaru and other New Zealand towns, arrived in Gisborne by the Wimmera this morning, having come to take up the practice of his profession of architect in this town. Mr Wells has just completed extensive plans for the Parliamentary Buildings at Wellington, having entered for the competition instituted by the Government.