McKenzies Department Store (Former)

116 Cuba Street





116 Cuba Street Photos: *WCC November 2011, Charles Collins 2014*

Summary of heritage significance

- This building is a simple stripped Classical commercial building that, despite some intrusive modern alterations, makes a positive contribution to the Cuba Street Heritage Area.
- Designed and built in 1917 by Fletcher Brothers, this building has historic significance as being one of the earliest buildings designed by the company.
- Built as a McKenzies department store, this building has historic value for its association with the JR McKenzie. McKenzies became a household name with branches throughout New Zealand. This building was once the company's Head Office, but J.R. McKenzie is now better known for the work of his charitable trust.
- This building is part of a group of Edwardian commercial buildings on Cuba Street which contribute to the sense of place and continuity of the Cuba Street Heritage Area.

District Plan:	Map 16, Symbol 79/1	
Legal	All DP 11063	
Description:	Lot 1 DP 88146	
Heritage Area:	Cuba Street Heritage Area	
HPT Listed:	Cuba Street Historic Area, reference 7209	
Archaeological		
Site:		
Other Names:	JR McKenzies	
Key physical	Built: 1917	
dates:	Dunt. 1917	
Architect /	Fletcher Brothers Ltd.	
Builder:	Tietener Brothers Ltu.	
Former uses:	Retail/commercial	
Current uses:	Retail/commercial (residential?)	
Earthquake	124 served 18/06/2012. Notice expires 15/06/2027	
Prone Status:	(SR 163465)	

Extent: Cityview GIS 2012

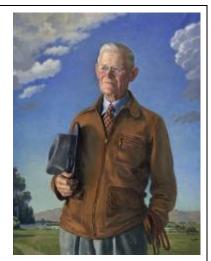


1.0 Outline History

1.1 History

This building is the first purpose-built McKenzie's department store in Wellington and the first building in Wellington to be designed and built by Fletcher Brothers Ltd. The permit was issued in February 1917, and the building was constructed for the department store chain owner John R McKenzie. The store occupied all three floors, with office accommodation at the rear of the first floor. This building was, at least for a time, the Head office of J.R. McKenzie. ²

McKenzies stores were founded in 1905 in Melbourne by McKenzie and his sister Ella who opened a shop selling 'fancy goods'.³ After establishing businesses in Melbourne, Tasmania, and Sydney, McKenzie relocated to New Zealand after visiting on holiday. The first McKenzies store was opened in Dunedin in 1910. A store in Christchurch followed, and a



Portrait of John Robert Hugh McKenzie, about 1954. (Alexander Turnbull Library, Copyright Estate of Edward Irvine Halliday. Reference: G-824-1.)

third in Wellington, in Willis Street, in 1912. Following a visit to America in 1928, where McKenzie had observed the development of the 'five and dime' department store, McKenzie changed the model of all 22 of his New Zealand stores to a similar basis. This new model became the pattern for much of New Zealand retailing.

McKenzie believed that a firm should share its prosperity with those who had helped to make it prosperous. He set up various trusts and in 1949 was recognised for his contribution to public welfare when he was made a Knight Commander of the Order of the British Empire. In 1980 the company was acquired by L. D. Nathan and Company. By this time McKenzies was a household name with more than 70 stores throughout New Zealand employing over 1,800 people. McKenzie's interest in social justice continues through the work of the J.R McKenzie Trust.

There is some confusion over exactly when the building ceased being a McKenzies store. John McKenzie owned the building until 1938. According to Stones Directory the building was a McKenzies store until at least 1945 after which time it moved next door to 114 Cuba Street. It may be possible that from 1938-1945 McKenzies only occupied the ground floor retail area of the building. From 1938⁴ to the 1950s 116 Cuba Street is listed in directories as the head office and factory of De Luxe Shoe Company.

Various modifications have been made to the building over time. Alterations were carried out in 1924 to designs by the architectural firm of Crichton, McKay and Haughton, which included a new roof and attic storey.⁵ In 1929 a three storey

¹ Wellington City Council, "116 Cuba Street", *Wellington Heritage Building Inventory 2001: Non-Residential Buildings.* (Wellington City Council, 2001), CUBA 10.

² JR McKenzie to City Engineer, 17 February 1923. (WC Archives 00055:31:A2900)

³ Jennifer M. Gill. 'McKenzie, John Robert Hugh - Biography', from the Dictionary of New Zealand Biography. Te Ara - the Encyclopedia of New Zealand, updated 1-Sep-10. URL: http://www.TeAra.govt.nz/en/biographies/4m21/1

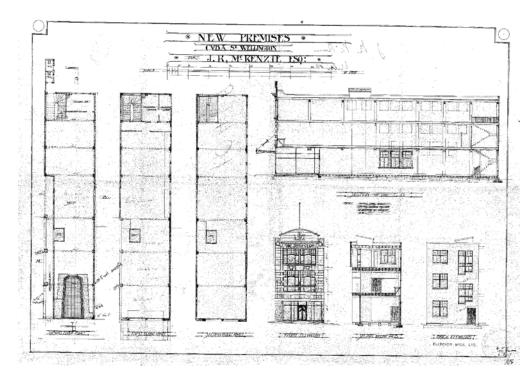
⁴ Evening Post, Volume CXXVI, Issue 83, 5 October 1938, Page 3

⁵ WC Archives, 00055:31:A2900

addition was made to the rear of the building⁶, and in 1935 a single storey addition was made to the north of the building.⁷ In 1946 the parapet was strengthened. In 1959 there was a fire and the building was burnt out. Arthur Cornish purchased the property and commissioned a "three-storey structure surmounting a modernly-designed eight-shop arcade with a restaurant at the end" ⁸ to be constructed on the site. The Architect was Stanley W. Fearn, and the builders were Upton and Shearer, Ltd.⁹ The upper floors were to contain offices, some of which were to be occupied by the head office staff of the group of retail companies Mr. Cornish directed. The building became known as 'Normandie Arcade' and is probably located to the west of the original 1917 building.

In 1999 the 1935 single storey addition to the north of the building was demolished to make way for the Left Bank development.¹⁰ In 2011 the verandah (probably largely original) was removed from the Cuba Street façade of the building as it was leaking. At June 2012 this is yet to be replaced (see images in Appendix).

1.2 Timeline of modifications¹¹



1917 plans for 116 Cuba Street (WC Archives, 00053:190:10469)

⁶ WC Archives, 00056:82:B7791

⁷ WC Archives, 00056:163:B14435

⁸ Evening Post, 1 November 1960. Copy available online at The Cuba Street Memories Project website: http://kete.wcl.govt.nz/site/images/show/64-will-add-to-cuba-streets-shopping-area

⁹ WC Archives 00058:150:C7076

¹⁰ Michael Kelly and Russell Murray, *Cuba Street Heritage Area Report*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

¹¹ Wellington City Council, *Cuba Street Heritage Area spreadsheet (blocks 1-3)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

1917 construction (10469) 1924 new roof and attic storey (A2900) 1929 three storey addition at rear (B7791) [1930 ?118 Cuba? verandah (B10519)] single storey addition to right of building (B14435) 1935 1945 damage by earthquake (00009:2145:50/1054/403) 1946 parapet strengthened (B24651) 1959 building burnt out by fire (see Evening Post photos) 1960 reinstatement (C7076) mezzanine floor added (C9441) 1961 1962 office fit out, levels 1, 2 (00058:215:C9785) 1992 business additions and alterations (00059:597:E26776) 1998 refit levels 1, 2 (SR 44580) single storey part demolished as part of Left Bank development (SR50837, 1999 SR57132) 1999 shop fit out (00078:516:57481) 2006 shop alterations (00078:1882:140928)

1.3 Occupation history¹²

1920-1945	John R. McKenzie, fancy goods depot (Stones 1920, 1925, 1930, 1935,
	1940, 1945. NB: at 114 from 1950-51)
1940-1955	De Luxe Shoe Company, head office and factory (Stones 1940, 1945,
	Wises 1950-51, 1955).

In Wises 1967-68 a large number of occupants are listed, predominately company regional offices. The ground floor was occupied by retailers. The building is named 'Normandie Arcade' and the entries in Wises suggest it became an arcade of shops (see addition of mezzanine floor in 1961). This multiple occupancy did not last long much reduced in Wises 1971-72, however it returns in Wises 1985. By this period predominately retail.

1.4 Architect

This building was designed and built by Fletcher Brothers, a construction firm established in Dunedin by three brothers in 1909. It is thought that this could be one of the first buildings designed by Fletcher Brothers. Today Fletcher Construction is a leading infrastructure, commercial engineering and building contractor, developing projects in New Zealand and the South Pacific. 13

¹² Ibid.

¹³ www.fletcherconstruction.co.nz/

2.0 Physical description

2.1 Architecture

This three-storey building has a simple Classical façade. It is framed on either side with pilasters that are rusticated on the first floor and plain on the second. The windows were altered, possibly in 1923, from a pattern of half-arches and multilights to the plain three-pane arrangement at present. The heavy projecting cornice carries stylised brackets and is capped by a segmental pediment carrying a flag pole. The letters "1917" have been moulded onto the centre of the pediment. ¹⁴

The site is long and narrow and the building was converted at various times between 1961 and 1999 into a row of retail units with access from north. The single storey extension to the north of the building was removed to create a narrow lane known as the Left Bank in 1999 and the simple, functional, north wall of 116 Cuba Street is now exposed to view. The north wall is now the secondary elevation for 116 Cuba Street.

The building has had some unfortunate modern alterations including the incongruous steel column that supports the masonry northeast corner of the building, and the column is, at best, a visually weak element. The shop-fronts are a rustic modern mix of unfinished timber and poorly detailed brickwork, particularly the non-traditional brick-on-edge sill. The building also currently features a half-constructed/demolished verandah that awaits resolution.

2.2 Materials

Construction is load-bearing brick masonry on reinforced concrete piles and foundations. Concrete piers along both main walls carried steel beams supporting timber floor and ceiling joists. ¹⁵

2.3 Setting¹⁶

This building (no. 116) and its neighbour (no. 118) are a pair of Edwardian neo-Classical buildings. This pair of buildings makes a strong contribution to the architectural, streetscape and heritage values of the block. Next to no. 116 is the Left Bank – an extension to Cuba Mall.

To the south of no. 118, the next pair of buildings are modern and do not contribute to the heritage or streetscape values of the block — the pastel-coloured concrete block former Hallensteins building, and the Tattoo City building which is distinctive only for its bright red paint. The tallest building on the block, adjoining Tattoo City, is no. 126, a tall four-storey building constructed in 1907. At the southern end of the block is the former Gear Meat building, constructed in 1896, now modified for apartments and featuring inappropriate balconies on the top floor. Both of these buildings make important contributions to the architectural, heritage and streetscape qualities of the block.

¹⁴ WCC Heritage Building Inventory 2000 ref Cuba 10

¹⁵ Wellington City Council, "116 Cuba Street", Wellington Heritage Building Inventory 2001: Non-Residential Buildings. (Wellington City Council, 2001), CUBA 10.

¹⁶ Adapted from: Michael Kelly and Russell Murray, *Cuba Street Heritage Area Report*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

3.0 References

Wellington City Council, "116 Cuba Street", Wellington Heritage Building Inventory 2001: Non-Residential Buildings. (Wellington City Council, 2001), CUBA 10.

Wellington City Council, *Cuba Street Heritage Area spreadsheet (blocks 1-3)*. (Wellington City Council: Unpublished report, prepared for Plan Change 48, 2006).

Jennifer M. Gill. 'McKenzie, John Robert Hugh - Biography', from the Dictionary of New Zealand Biography. Te Ara - the Encyclopedia of New Zealand, updated 1-Sep-10. URL: http://www.TeAra.govt.nz/en/biographies/4m21/1

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

Report by RFR Building Design & Property Management Ltd, 5 November 2010. WCC electronic files.

Email from Tina Tache. WCC electronic files.

www.fletcherconstruction.co.nz/

WC Archives

WC Archives, 00055:31:A2900 WC Archives, 00056:82:B7791 WC Archives, 00056:163:B14435 WC Archives 00058:150:C7076

JR McKenzie to City Engineer, 17 February 1923. (WC Archives 00055:31:A2900)

Newspapers

Evening Post, Volume CXXVI, Issue 83, 5 October 1938, Page 3
Evening Post, 1 November 1960. Copy available online at The Cuba Street Memories

Project website: http://kete.wcl.govt.nz/site/images/show/64-will-add-to-cuba-

streets-shopping-area

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?

The building is a simple stripped Classical commercial building that, despite some intrusive modern alterations, makes a positive contribution to the Cuba Street Heritage Area.

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?

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 can be read as one of a pair of Edwardian neo-Classical buildings along with its smaller and slightly more distinguished neighbour at 118 Cuba Street. This pair of buildings makes a positive contribution to the architectural, streetscape and heritage values of the block.

This building is part of a group of Edwardian commercial buildings on Cuba Street which contributes positively to the Cuba Street Heritage Area.

Historic Value:

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

This building has significant historic value for its association with the original owner and occupant, JR McKenzie. McKenzies department stores became a household name with branches throughout New Zealand. This building was once the company's Head Office, but J.R. McKenzie is now better known for the work of his charitable trust.

This building also has historic significance as being one of the earliest buildings designed and built by the Fletcher Brothers.

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?

It is known that there has been pre-1900 human activity on the site; hence this site has potential archaeological value.

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 Edwardian commercial buildings on Cuba Street 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?

The building is representative of the architecture and history found in 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 building façade retains substantial areas of original building fabric, although there have been some intrusive modern alterations particularly the ground floor shop-fronts, the fenestration on the Cuba Street elevation, and the galvanised steel column that supports the northwest corner of the building. The original interior was probably damaged or destroyed in the 1959 fire.

Local/Regional/National/International

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

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

4.0 Appendix

Research checklist (desktop)

Source	Y/N	Comments
1995 Heritage Inventory	Y	
2001 Non-Residential	Y	
heritage Inventory		
WCC Records – building file	Y	
WCC Records – grant files		
(earthquake strengthening,		
enhancement of heritage		
values)		
Research notes from 2001		
Non-Residential heritage	Y	
Inventory		
Plan change?		
Heritage Area Report	Y	
Heritage Area Spreadsheet	Y	
Heritage items folder	Y	
(electronic)	1	
HPT website		
HPT files		
Conservation Plan		
Searched Heritage Library		
(CAB 2)		

Background research

1950 – new building on Courtenay Place ID: 114/141/13-G



Evening Post, Volume XCIV, Issue 142, 13 December 1917, Page 4

http://paperspast.natlib.govt.nz/cgi-

 $\frac{bin/paperspast?a = d\&cl = search\&d = EP19171213.2.32.4\&srpos = 6\&e = -1917---1917--10-1---0McKenzie + cuba--1917---1917--1$

Bring the Children

—то—

McKENZIE'S

Toy Cave and Magic Fish Pond

A Shilling's worth of Toys will be hooked for 6d.

TO THE CHILD'S DELIGHT!

McKenzie's Store

116 CUBA STREET

Evening Post, Volume CII, Issue 9, 11 July 1921, Page 4

John R. McKenzie, fancy goods depot (Stones1920, 1925, 1930, 1935, 1940, 1945. NB: at 114 from 1950-51)

http://paperspast.natlib.govt.nz/cgi-

 $\frac{bin/paperspast?a=d\&cl=search\&d=EP19250122.2.25.1\&srpos=10\&e=-----10-1----2118+cuba--$

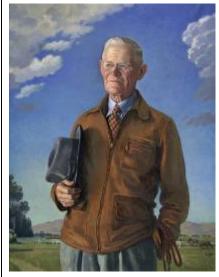
De Luxe Shoe Company, head office and factory (Stones1940, 1945, Wises1950-51, 1955). http://paperspast.natlib.govt.nz/cgi-

 $\frac{bin/paperspast?a=d\&cl=search\&d=EP19400909.2.7.8\&srpos=58\&e=-----10--51----2118+cuba--}{2118+cuba--}$

McKenzie, John Robert Hugh 1876–1955 Businessman, philanthropist

John McKenzie left school at the age of 13 to deliver newspapers. When he died, he was reputed to be one of New Zealand's wealthiest men. He contributed in excess of £1 million to New Zealand charities in his lifetime; a further £160,000 was bequeathed on his death.

John Robert Hugh McKenzie was born in Yarrawalla, northern Victoria, Australia, on 5 August 1876, one of seven children of Hugh McKenzie, a customs officer, and his wife, Susan Smiley. McKenzie's career in retailing began when at the age of 14 he was employed, in Melbourne, by Jacob Hart and Company. At the outbreak of the South African War in 1899 he enlisted in the 3rd Victorian (Bushmen) Contingent; he was wounded in 1901. After convalescing he returned to retailing in



Portrait of John Robert Hugh McKenzie, about 1954

Alexander Turnbull Library, Copyright Estate of Edward Irvine Halliday. Reference: G-824-1. Oil Painting by Edward Irvine Halliday.

Melbourne. By 1905 he had saved £100, and with his sister, Ella, opened his first shop, selling 'fancy goods'.

Less than a month after the business had been established the building and most of the stock were destroyed by fire. The McKenzies held a fire sale which was such a success that John was forced to purchase extra stock. He learned that good prices led to a rapid turnover and that making a small profit on a large number of items was sound business practice. Within 12 months the McKenzies had not only re-established the first store but had opened a second. During this period Ella married John McKenzie's accountant, George Carter. Until his death in 1935 Carter was a close friend and business associate. After selling his Melbourne shops to a competitor, McKenzie established businesses in Tasmania and Sydney.

In 1909 John McKenzie came to New Zealand on a motorcycling holiday. He was so impressed with the country and the opportunities it offered that he decided to relocate his businesses. The first McKenzies store was opened in Dunedin in 1910. A branch in Christchurch followed, with a third store being opened in Wellington in 1912. McKenzie travelled extensively abroad on stock-buying tours. In 1928 on a visit to America he observed the development of the 'five and dime' department store. Within two years, all 22 of his New Zealand stores had been relocated and converted to the new model, which became the pattern for much of New Zealand retailing. McKenzies eventually had over 70 stores throughout New Zealand employing more than 1,800 people. The company was acquired by L. D. Nathan and Company in 1980.

McKenzie believed that a firm should share its prosperity with those who had helped to make it prosperous. In 1938 he established the J. R. McKenzie Youth Education Fund with a gift of £10,000, and in 1940 the J. R. McKenzie Trust was established with an initial capital base of £300,000, making it one of the largest philanthropic

trusts in the southern hemisphere. He set up a staff superannuation fund and in 1954 established the McKenzies Staff Provident Association with shares valued at £100.000.

McKenzie also actively supported numerous charities and voluntary organisations and had a particular concern for education and the needs of under-privileged children and returned servicemen. In 1923 he was invited to join the Rotary Club of Wellington. He was later to credit Rotary with having a profound influence on his life, and he made Rotary clubs the main agents for the allocation of funds in the trusts.

John McKenzie had married Annie May Wrigley at Wellington on 24 July 1918. The couple had two sons, Don and Roy. Don enlisted in the Royal New Zealand Air Force at the outbreak of the Second World War and was lost at sea on a training mission near Lake Grassmere in 1942. Roy eventually took over his father's business and philanthropic interests.

In 1927 the McKenzie family moved to Christchurch and purchased a homestead and land on Yaldhurst Road, Riccarton. Here McKenzie established the Roydon Lodge Stud (named after his two sons). He began importing bloodstock from America in the late 1920s and built up the reputation of the stud as one of the country's leading breeders and trainers of pacers and trotters. McKenzie himself trained horses and drove at some events. As a young man in Victoria he had won cycle races; in New Zealand he enjoyed golf, riding, hunting, fishing, and, later in life, bowls.

John McKenzie built up one of New Zealand's most successful retailing organisations. In spite of his success in business, however, he believed that the true value of life lay in service to others. In support of this belief, he became perhaps the country's most generous private benefactor. While in the course of an extensive trip with his wife, he died at London on 26 August 1955; Annie McKenzie died at Christchurch in 1956. McKenzie had been made a KBE in 1950 for his contribution to public welfare. In 1954 a group of businessmen commissioned a painting of him by the distinguished portraitist Edward Halliday; it was later presented to the National Art Gallery. The Riccarton homestead was donated to the Department of Education in 1970 and now houses the McKenzie Residential School.

Jennifer M. Gill. 'McKenzie, John Robert Hugh - Biography', from the Dictionary of New Zealand Biography. Te Ara - the Encyclopedia of New Zealand, updated 1-Sep-10. URL: http://www.TeAra.govt.nz/en/biographies/4m21/1

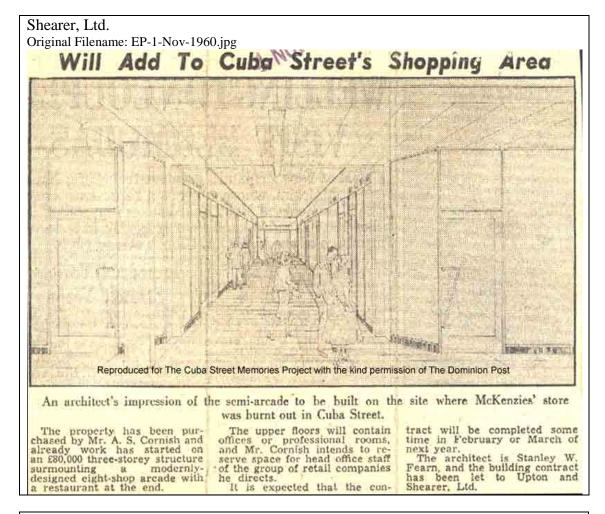
Reproduced with the kind permission of The Dominion Post - authorisation must be obtained before any re-use of this image.

An architect's impression of the semi-arcade to be built on the site where McKenzies' store was burnt out in Cuba Street.

The property has been purchased by Mr A.S. Cornish and already work has started on an £80,000 three-storey structure surmounting a modernly-designed eight-shop arcade with a restaurant at the end.

The upper floors will contain offices or professional rooms, and Mr. Cornish intends to reserve space for head office staff of the group of retail companies he directs. It is expected that the contract will completed some time in February or March of next year.

The architect is Stanley W. Fearn, and the building contract has been let to Upton and



http://kete.wcl.govt.nz/site/topics/show/71-normandie-arcade

The Normandie Arcade at 116 Cuba Street housed several businesses. It became the Cubacade in 1970.

The Normandie Arcade was built in 1961 and was designed by architect Stanley Fearn. At the time of construction the site was owned by Mr A. S. Cornish.

The ground floor housed seven businesses. At the time of opening these were:

Le Normandie restaurant - located at the back of the arcade.

Sportstalk - a women's clothing shop.

Partridge and Savage - a jeweller's.

Rene - a women's coat and fur shop.

Helen Solan Millinery Bar.

Lauri Gubb Shoe Salon.

The Alyline Gallagher Beauty Salon.

The two top floors were occupied by Catts-Patterson Ltd., an advertising firm.

By 1967 it also housed the New Zealand Display centre.