



**Patterson's Building, High Street**

**1940**

<b>Use</b>	Retail	<b>Historic Value</b>	<b>3</b> out of 5
<b>Materials</b>	Reinforced concrete, timber floor, corrugated iron roof	<b>Architectural Value</b>	<b>3</b> out of 4
<b>NZHPT Registered</b>	Category II Register Number 858	<b>Technical Value</b>	<b>1</b> out of 2
<b>Valuation No</b>	12340-329-00	<b>Symbolic Value</b>	<b>1</b> out of 3
<b>Legal Description</b>	Lot 1 DP 9037	<b>Rarity</b>	<b>1</b> out of 2
		<b>Townscape Value</b>	<b>1</b> out of 2
		<b>Group Value</b>	<b>1</b> out of 2
		<b>Overall Cultural Heritage Value</b>	<b>11</b> out of 20
<b>Map Reference</b>	HIS8		

### **Description**

Patterson's building is art deco in style, with streamlined detailing on the front elevation to High Street giving it the character of a piece of furniture or radiogram of the 1930s. It is built of concrete with a textured plaster finish and is single storied, although the spacious and well-lit ground floor (there are central roof lights) has a mezzanine floor on either side which is reached by a wide and graceful staircase in the middle of the building. The front facade and verandah are in original condition, as is the main interior space, while the altered shop front windows have been designed in compatible style.

### **History**

The building was built for Mr C A Wilkinson as a hardware store in 1940. Wilkinson was a successful storekeeper and merchant, who from 1889 to 1956 had shops in Eltham, Stratford, Hawera and New Plymouth. The new shop he built in Hawera in 1940 was in the popular style of the day; the interior had mirrored walls behind shelves of the finest china and crystal, all of which were lit by neon strips.

TSB occupied the building after Wilkinsons closed down in 1956, and the present owners Patterson's Clothing Company have occupied the building since 1966. At one stage, Pattersons shared the building with a travel agent. Basil Patterson was proprietor at this time, his father having begun business in 1928 in a building on the corner of Regent and Furlong Streets. The business is now run by Kevin and Bronwyne Patterson, Basil's nephew. The shop front has recently (1996) been altered and is in keeping with the architectural style of the building.

The building behind Patterson's, now the South Taranaki Toyota Panel Shop, used to be part of Wilkinsons, acting as a goods store and loading bay.

### **Architect**

Duffill and Gibson, Hawera, working drawings March 1940.

### **Builder**

Not known.

### **Statement of Significance**

The Patterson building is a very good example of the art deco style of architecture, popular in the 1930s and the style for which the city of Napier is famous. As well as the curved streamlined style of the exterior, the interior has a wonderful quality of light and space, unusual in a modestly sized commercial building. It is sited on High Street opposite the end of Union Street, so that it forms an interesting focus to the vista down Union Street as well as being well seen along High Street. The building also has historical value, being built for an important Taranaki businessman and MP, C A Wilkinson, and serving other retailers including Patterson's since 1966.

### **Sources**

*Hawera Star* (13 February 1997), Arthur Fryer  
Architectural drawing, Cowie Rockell Chong

### **Date**

June 1997