



Empire Frocks, 48 Devon Street East

c.1890?

Themes in development: transport and trade, cultural and social.

Cultural heritage values: historic, architectural, technical, townscape and group values.

Not registered.

Owner

A. W. Gardner & Co.
PO Box 1569, Auckland

Title

Pt Sec 911
ID: 013750

Use

Retail

Description

Empire Frocks is an early two-storeyed timber building, with corrugated iron side walls typical of the 19th century. Although altered at ground floor level, the first floor has significant remnants of classical detailing. These include pilasters at either corner supporting a bracketted cornice with dog-tooth mouldings; a triangular pediment on a parapet now closed in, and hoods over the two double-hung windows supported on carved timber brackets. The composition and detailing is typical of the late-nineteenth century timber buildings in the city, of which few remain today.

History

The early history of the building is not known. Alterations were carried out in 1931 and 1945. H M Bacon ran a drapery shop in the building from at least as early as 1934, and photographs of this period and during the 1960s show the name as Bacon's Building.

Architect

The architect is not known.

Statement of Significance

Empire Frocks is significant as a 19th century timber building of a type once common in the city and now rare. (See item DW 7 for a comparable example.) It has technical and architectural interest for its timber detailing, and has townscape value for its scale and decorative interest.

Sources

New Plymouth District Council building file 151/48.
Photos in the Taranaki Museum.