



C C Ward Ltd, 6-8 Devon Street East

1928

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

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

**Registered:** Category II under the Historic Places Act, 1993.  
Category III on the New Plymouth District Planning Scheme.

**Owner**

Ward Investments Ltd  
P O Box 224  
New Plymouth

**Title**

Lots 907C 9107E, Pt Lot 9070  
Deeds Plan 8 - & R/W  
ID: 013730

**Use**

Retail

### **Description**

C C Ward Ltd's building is a three storey reinforced concrete building in a refined classical style. The facade is finished flush, with the windows of the first and second floors grouped to form a single block; a stylised Greek key pattern decorates the spandrels and the columns between the windows, and an enlarged version of the same motif decorates the parapet.

The entrance and interior of the shop is in quite remarkable original condition, with plaster ceilings, showcases, counters, timber panelling and the original lift all features of significance.

### **History**

Founded by Charles Cameron Ward, C C Ward Ltd became a prosperous New Plymouth business with retail shops as far afield as Hawera. Land on which the present shop stands was bought by Joe Ward, an early pioneer of New Plymouth, for the sum of £750; he leased this to his son, who became the owner in 1905. Between 1917 and 1928 four adjacent properties were purchased allowing the construction of the present store.

Plans were drawn for the building in 1928 but the early years of the depression delayed construction until c.1933. It included a third floor built over the packing room of the then existing C C Ward building at 47 Currie Street (see item DE 9), the new building completing a link from Devon Street East through to Currie Street.

Alterations designed in 1985 (possibly executed in 1989) included the installation of an escalator to the first floor, new fire escapes etc.

### **Architect**

The architects were Messenger Griffiths and Taylor.

### **Statement of Significance**

The building is a well-mannered design of high streetscape value. It is a rare retail building in the city in that its street facade and interior have remained largely intact. The plasterwork and showcases, particularly in the entrance foyer; the counters inside, the timber panelling and the original lift are all features that combine to make an interior of great period interest.

### **Sources**

Original architectural drawings (2) held in the Taranaki Museum, also five alteration drawings, 1985, Tse Group Ltd.

New Plymouth District Council building file 151/6.

NZHPT file no 884.