

Heritage Buildings Report

Site ID

Building/Site Name

Lomas Residence (Former)

Address

83 Brougham Street, New Plymouth



Statement of Significance

This large central New Plymouth residence was constructed for prominent New Plymouth businessman James John Lomas in 1923-24. Lomas owned the well-known menswear store 'The Kash' for forty years, and later acquired 'Kingsway Outfitters'. The house was designed by accomplished local architect Thomas Herbert Bates and is an excellent example of the English Domestic Revival style in the local vernacular. An imposing building located on a prominent corner site near New Plymouth's CBD, the house makes a strong positive contribution to the local streetscape. Despite some rear alterations, the house retains a high degree of integrity, with many original architectural features surviving intact.



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Legal Information and Heritage Status

Legal Description Lot 1 DP 4314

District Plan Item/ Map No.

Heritage New Zealand List Not listed

Construction Information

Date of Construction 1923-24

Principal Materials Wooden framing, weatherboard, concrete roof tiles

Construction Professionals Thomas Herbert Bates (architect), Frank Amooore (builder)

History

Town Section 763 was one of several sections in upper Brougham Street purchased by brewer and New Plymouth mayor James Paul at a mortgagee auction in 1884.¹ The property was unoccupied at the time of purchase, however, by the following year it had become the site of New Plymouth's first bowling green, with Paul, an avid bowler, the club's first president.² The club retained ownership of this site until February 1921 when the property was purchased by Harry Greig, who in 1923 had the two town sections subdivided into four lots.³ The subdivided lots were later purchased by skilled New Plymouth builder Frank Amooore, who soon commenced the construction of four homes; all of which still survive.⁴ The first house constructed was 7 Hempton Street, with a permit issued in June 1923; the next was 9 Hempton Street, with a permit granted in July 1923; followed by 85 Brougham Street, with a permit issued in October 1923.⁵ Lomas' house was the last to be constructed, with a permit issued to James John Lomas by the Borough Council on November 19th 1923, Frank Amooore is listed as the builder and the house had an estimated construction cost of £2600.⁶

Born at Wadestown, Wellington, in January 1881, James John Lomas was the son of local butcher James and his wife Elizabeth. James seems to have entered the garment retailing industry in Wellington at a young age, and in 1902 he shifted to Masterton to take up a position at the local branch of the New Zealand Clothing Factory (Hallenstein Bros).⁷ He was appointed manager of Hallenstein Bros at Palmerston North in January 1911, and a few months later married Eva Florence Hooper at Masterton.⁸ Lomas was transferred to the Whanganui branch of Hallenstein Bros in March 1913, where he remained until relocating to New Plymouth in November 1918.⁹ At New Plymouth he entered into business on his own account, purchasing the 'Kash' menswear business from A. A. Thompson.¹⁰ Located in the building at present 20 Devon Street East, the origins of the 'Kash' can

¹ *Taranaki Herald*, 2 August 1884, page 3

² *Taranaki Herald*, 10 November 1885, page 2

³ DP4314, Land Information New Zealand

⁴ Frank Amooore was a skilled builder and a pioneer of reinforced concrete construction during the early decades of the twentieth century; he appears to have constructed few substantial timber-framed buildings. Amooore resided nearby at present 73 Brougham Street, which he constructed himself during 1921-22.

⁵ NPBC Building Register Book 1922-27, Puke Ariki Archives (ARC2011-204)

⁶ *Ibid.*

⁷ *Wairarapa Daily Times*, 2 October 1902, page 2

⁸ *Manawatu Standard*, 20 January 1911, page 5; *The Dominion*, 13 April 1911, page 9

⁹ *Wanganui Chronicle*, 8 March 1913, page 4; *Wanganui Herald*, 1 November 1918, page 4

¹⁰ *Taranaki Herald*, 4 December 1918, page 2

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be traced back to the 1870s when a clothing store operated by Mrs Ross was opened on the site.¹¹ The 'Kash' name was first used in December 1902 when the business re-opened under proprietors W. J. Treeby & Co.¹² Lomas remained owner of The 'Kash' until his death in 1958, and for a time also held ownership of Kingsway Outfitters (now Kingsway Menswear).¹³

Lomas' Brougham Street house was designed by noted New Plymouth architect Thomas Herbert Bates, who advertised for tenders for the erection of a residence in Brougham Street in late September 1923.¹⁴ Thomas Bates arrived in New Plymouth in 1916, and from 1918 through to the 1920s and 1930s, was New Plymouth's foremost commercial architect.¹⁵ He was responsible for many reinforced concrete commercial buildings in New Plymouth's CBD, with his domestic work predominantly large homes in the English Domestic Revival style, and rarely, single-storey bungalows.¹⁶ It seems Lomas was impressed with Bates' work, as the following year Lomas commissioned Bates to design new retail premises for the 'Kash' on Devon Street; this building still stands at 20 Devon Street East.¹⁷

James and Eva remained living in the home until James' death in 1958.¹⁸ Following James' death Eva relocated to Whanganui, where she died in 1966.¹⁹ The house went through a number of changes of ownership between the 1980s and early-2000s, with the property purchased by the present owners in 2013.

Reference Sources See footnotes.

Description

This substantial two-storied home is prominently positioned on the corner of Brougham and Hempton Streets, a short distance from New Plymouth's central business district. This house has contextual value as part of a contiguous group of four homes constructed during 1923-24, including the two-storey timber homes at 7 and 9 Hempton Street, and the single-storey concrete bungalow at 85 Brougham Street.

The former Lomas Residence is an excellent example of the English Domestic Revival style in the local vernacular and retains a high degree of integrity. The house follows an asymmetrical plan, with the steeply pitched main gable on a roughly NE-SW orientation fronting Hempton Street, shed dormers at the front and rear, and a projecting gabled entrance porch.

A small hipped-roof dormer projects from the eastern front elevation, and exposed rafters are a prominent feature under the eaves. The walls are clad in bevel-back weatherboard, and the roof in cement tiles. Two large brick chimneys finished with roughcast plaster rise from either side of the main gable.

¹¹ New Plymouth Public Relations Office. (1980). *New Plymouth: City of Challenge (Vol 1)*. New Plymouth: Masterprint.

¹² *Taranaki Daily News*, 2 January 1903, page 3

¹³ *Taranaki Herald*, 29 September 1958, page 2

¹⁴ *Taranaki Herald*, 20 September 1923, page 7

¹⁵ Burgess, Robyn (1988). Thomas Herbert Bates, New Plymouth, Research Essay. Puke Ariki (ARC2001-468)

¹⁶ Ibid.

¹⁷ Lambert, Ron, 'The Kash, 20 Devon Street (1925)', *Kete New Plymouth*, <http://ketenewplymouth.peoplesnetworknz.info/en/site>; accessed 14 March 2019.

¹⁸ NPDC Cemetery Search, <http://www.newplymouthnz.com/Residents/Facilities-and-Services/Cemeteries-and-Crematorium/Cemetery-Search>; Accessed 1 May 2019

¹⁹ Ibid.



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The joinery is predominantly wooden casements with fanlights, and a mixture of plain and Tudor-style diamond leaded glass is used. Most windows are finished with shingled hoods, and the western elevation incorporates two flat-roofed bow windows, a hooded square bow window, and two small coloured lead lights. The eastern elevation includes a pair of stacked bow windows, and a large coloured leadlight window illuminates the internal staircase.

At the southern end of the Brougham Street frontage is a modern garage and corridor added during the 1990s in a sympathetic style. A low retaining wall runs around the western and northern street boundaries, and at the corner is a wooden entrance gate with concrete pillars capped with interesting geometric designs.

Assessment:

Historical	This house principally has historic significance as the residence of prominent New Plymouth businessman James John Lomas and his family for more than thirty years. Lomas operated well-known menswear store 'The Kash' for forty years, and later acquired 'Kingsway Outfitters'. Further historic significance is derived from the house being designed by noted New Plymouth architect Thomas Herbert Bates, whose designs contributed strongly to the built environment of New Plymouth during the first half of the twentieth century.	✓
Importance to Community	-	
Architecture & Construction	A superb example of the English Domestic Revival style of architecture in the local vernacular.	✓
Setting and Context	An imposing house located on a prominent corner site near New Plymouth's CBD, the house makes a strong positive contribution to the local streetscape.	✓
Archaeology	-	
Representativeness, rarity and integrity	This house is a representative example of the types of architecturally designed English Domestic Revival style houses constructed in New Plymouth during the 1920s. The house retains a high degree of external integrity with many original architectural features surviving intact; additions are sympathetic to the original style and largely hidden from public view.	✓
Meets threshold for listing (three or more ticks, or two ticks in one criterion)		✓