GORE DISTRICT COUNCIL

HISTORIC HERITAGE ITEM RECORD FORM

HERITAGE ITEM NAME	former James Reid & Son Mataura Boot Emporium building
ADDRESS	55 River Street, Mataura
PHOTOGRAPH	

(October 2021)

DISTRICT PLAN ITEM NO. (at time of assessment)	n / a	**HNZ LIST NO. & CATEGORY**	n / a
LEGAL DESCRIPTION	Lot 3 DP 284		
GDC FILE NUMBER	3227092		
DATE OF CONSTRUCTION	1907		
ARCHITECT/DESIGNER/ BUILDER	Unknown		
STYLE	Commercial vernacular		

PHYSICAL DESCRIPTION

Single-storey building with rectangular footprint and hipped and gabled roof forms. Principal, north-west facing elevation is a combination of a symmetrical shopfront with large windows and a stepped parapet and a bungalow-style section with casement-and-fanlight type windows and panelled door.

MATERIALS/STRUCTURE

Brick, cement plaster, timber, metal roof.

ADDITIONS/ALTERATIONS

Residential addition (1920s?). Removal of veranda & reroofed (c.2010).

SETTING

The building stands on the east side of River Street, near the centre of the block bounded by Bridge Street in the north and Lodge Street in the south. The town's main commercial area is located to the north-west of the site, which is bordered by the west bank of the Mataura River, just south of the river bridge. The scheduled setting is the land parcel on which the building is located.

HISTORY

The section of River Street on which the subject building stands was subdivided by Mataura Borough Council in 1894; five years later allotment 3 within the subdivision was being offered for a lease of 21 years. In 1890 bootmaker James Reid established a store in Bridge Street; he erected new premises in River Street in 1907. Reid (c.1850-1919) had married Elsie Grant in 1879 and the couple appear to have had two sons, John and Allan. The building remained in use as a shoe store until 1926, after which time it was a barber shop and then, between 1932 and 1986, the branch office of National Mortgage & Agency Company, which later became Wrightson NMA. The property remained leasehold land in possession of the council until the late 20th century. In c.2010 the veranda was removed and the building was renovated; it is now in residential use.

HISTORIC AND SOCIAL SIGNIFICANCE

The former James Reid & Son Mataura Boot Emporium building has historic significance for its association with James Reid and his family business, its later owners and occupants and, more generally, the commercial development of Mataura's town centre.

CULTURAL AND SPIRITUAL SIGNIFICANCE

The former James Reid & Son Mataura Boot Emporium building has cultural value for the esteem in which it is held as a reminder of the early 20th century development of Mataura.

ARCHITECTURAL AND AESTHETIC SIGNIFICANCE

The former James Reid & Son Mataura Boot Emporium building has architectural value for its modest commercial vernacular styling. The designer of the building is currently unknown.

TECHNOLOGICAL AND CRAFTSMANSHIP SIGNIFICANCE

The former James Reid & Son Mataura Boot Emporium building has technological and craftsmanship value for the evidence it can provide about Edwardian masonry construction methods and materials. The contractor for the building is currently unknown.

CONTEXTUAL SIGNIFICANCE

The former James Reid & Son Mataura Boot Emporium building has contextual significance for its contribution to the historic character of River Street and for its relationship with a number of other heritage buildings in the vicinity.

ARCHAEOLOGICAL AND SCIENTIFIC SIGNIFICANCE

As the building post-dates 1900 and the property was undeveloped before that time, any potential archaeological values relating to the site would likely arise from its proximity to the Mataura River and any pre-colonial or colonial activity that may have occurred there.

SUMMARY OF HERITAGE SIGNIFICANCE

The former James Reid & Son Mataura Boot Emporium building has overall heritage significance to Mataura and to the district of Gore as a whole. The building has historic significance for its association with James Reid, his family business and, more generally, the development of Mataura's town centre. The former James Reid & Son Mataura Boot Emporium building has cultural value for the esteem in which it is held as an early Mataura shop and architectural value as an Edwardian vernacular commercial building with a complementary interwar addition. The former James Reid & Son Mataura Boot Emporium building has technological and craftsmanship value for the evidence it can provide of Edwardian building methods and materials and contextual significance for the contribution it

makes to the historic character of River Street, particularly in relation to other heritage buildings in the vicinity. The property may have potential archaeological value.

REFERENCES

- *Mataura Ensign* 14 August 1894, p. 4; 24 September 1898, p. 3; 23 May 1899, p. 2; 18 May 1907, p. 2; 29 May 1907, p. 4; 21 August 1912, p. 1; 28 August 1912, p. 4.
- *Southland Times* 29 January 1890, p. 3; 4 April 1908, p. 3 (supplement); 25 June 1919, p. 4.
- DCW Muir *Mataura: City of the Falls* Mataura Historical Society, 1991.

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Extent of scheduling, former James Reid & Son Mataura Boot Emporium building, 55 River Street, Mataura. [Aerial shows site before building to the north was demolished.]

The building in c.1910. Mataura Museum.