GORE DISTRICT COUNCIL

HISTORIC HERITAGE ITEM RECORD FORM

HERITAGE ITEM NAME	former EJ Cameron & Co. building
ADDRESS	109 Main Street, Mataura
PHOTOGRAPH	

(October 2021)

DISTRICT PLAN ITEM NO. (at time of assessment)	n / a	**HNZ LIST NO. & CATEGORY**	n / a
LEGAL DESCRIPTION	Part Lot 1 DP 1263		
GDC FILE NUMBER	3202015		
DATE OF CONSTRUCTION	1908		
ARCHITECT/DESIGNER/ BUILDER	ER Wilson, architect; WG Quicke, contractor		
STYLE	Commercial classicism		

PHYSICAL DESCRIPTION

Two-storey building with square footprint, hipped roof and rear lean-to. Solid parapet with dentilled cornice conceals roof. Central bay of symmetrical facade projects forward; it is also distinguished by a segmental hood over the first-floor window and a ground floor window set within a rusticated pier. Suspended veranda, multi-pane double-hung sash windows. Both shop fronts have exposed brick aprons beneath the glazing; south shop has recessed entry. Flanking first floor windows have straight hood moulds.

MATERIALS/STRUCTURE

Brick, cement plaster, corrugated metal roof.

ADDITIONS/ALTERATIONS

Parapet balustrading and pediment removed (date unknown). Northern shop front remodelled (pre-2008).

SETTING

The building stands on the west side of Main Street, overlooking its intersection with Bridge Street, the historic main street of Mataura. The railway line lies between Bridge Street and the building, whose immediate neighbour to the south is a modified stone store that was also once occupied by EJ Cameron & Co. The scheduled setting is the land parcel on which the building is located. It is noted that the veranda extends out over the road reserve.

HISTORY

Hugh Cameron built Mataura's first hotel on the corner of Main and Carlyle Street in 1868. A single-storey store on the subject site was built in c.1874 by Messrs McKechnie & Balneaves and demolished in 1907; between it and Cameron's Hotel was a two-storey stone livery and a single-storey stone building (c.1883) that is still extant, albeit in a modified form. In 1908 Hugh Cameron's son Ernest John (1880-1936), who had fought in the South African War, built a new two-storey building at 109 Main Street to house a grocery and butchery, thus continuing the historic uses of the site. William Buchanan, a grocer, and Carlton Henry, a butcher, jointly owned the building until 1955. Buchanan ran the grocery store from 1938 until 1960 and from 1922 until the late 20th century various members of the Henry family operated the butcher's shop in the building. The first floor provided a mix of residential accommodation and professional rooms , as well as club rooms for the Girl Guides and Red Cross. The property remains in commercial use.

HISTORIC AND SOCIAL SIGNIFICANCE

The former EJ Cameron & Co building has historic significance for its association with EJ Cameron and the Cameron family's contribution to the town as well as, more generally, the commercial development of Mataura district.

CULTURAL AND SPIRITUAL SIGNIFICANCE

The former EJ Cameron & Co building has cultural value as a reminder of the early 20th century development of Mataura.

ARCHITECTURAL AND AESTHETIC SIGNIFICANCE

The former EJ Cameron & Co building has architectural significance as a commercial classical style building designed by noted Invercargill architect Edmund Wilson. Wilson (1871-1941), who had earlier been in partnership with JE Mackenzie, also designed RD Yule's shop and J & J Galt's building in Bridge Street (both 1908) and Mataura Presbyterian Church (1932-33). He is best known for the Civic Theatre in Invercargill (1906), one of New Zealand's most outstanding Edwardian Baroque style buildings. Born and trained in Invercargill, Wilson also undertook a large number of church commissions in Southland and beyond. He was an active member of the Anglican church and a leader in the architectural profession.

TECHNOLOGICAL AND CRAFTSMANSHIP SIGNIFICANCE

The former EJ Cameron & Co building has technological and craftsmanship significance for the quality of its Edwardian construction and detailing. William Quicke of Invercargill was the contractor.

CONTEXTUAL SIGNIFICANCE

The former EJ Cameron & Co building has contextual significance for its landmark qualities and contribution to the historic character of the town centre, as well as for its relationship with a number of other heritage buildings in the vicinity.

ARCHAEOLOGICAL AND SCIENTIFIC SIGNIFICANCE

Although the building post-dates 1900, its site has potential archaeological values relating to its prior use and development, especially given its proximity to the site of Cameron's Hotel and to the railway line.

SUMMARY OF HERITAGE SIGNIFICANCE

The former EJ Cameron & Co 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 EJ

Cameron and his family's contribution to the development of Mataura district. The former EJ Cameron & Co building has cultural value as a reminder of the early 20th century development of the township and architectural significance as a commercial classical design by noted Invercargill architect Edmund Wilson. The former EJ Cameron & Co building has technological and craftsmanship significance for the quality of its Edwardian construction and detailing and contextual significance for its landmark qualities and the contribution it makes to the historic character of the town centre, particularly in relation to other heritage buildings in the vicinity. The building's site has potential archaeological value.

REFERENCES

- *Mataura Ensign* 9 May 1908, p. 3; 14 September 1920, p. 4.
- *Press* 23 January 1917, p. 11.
- *Southern Cross* 16 May 1908, p. 10.
- *Southland Times* 11 January 1909, p. 7.
- http://nzetc.victoria.ac.nz/tm/scholarly/tei-Cyc04Cycl-t1-body1-d7-d123-d38.html
- http://nzetc.victoria.ac.nz/tm/scholarly/tei-Cyc04Cycl-t1-body1-d7-d123-d40.html
- DCW Muir *Mataura: City of the Falls* Mataura Historical Society, 1991.

REPORT COMPLETED 13 May 2022

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Extent of scheduling, former EJ Cameron & Co building, 109 Main Street, Mataura.