

Heritage as a marketing tool: Cases from Auckland

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Abstract

This research report explores the strategic use of heritage buildings as marketing tools for Auckland businesses, challenging the notion that heritage preservation hinders economic progress. Often seen as burdensome due to regulations and restoration costs, heritage buildings are typically avoided in favour of modern structures. However, this study highlights cases where businesses integrate heritage buildings to enhance their brand identity, customer experience, and overall performance.

The report aims to identify factors that lead businesses to choose heritage sites, offering insights from global and national perspectives. It examines whether businesses seek heritage or vice versa and explores diverse heritage preservation and adaptive reuse approaches.

Methodologically, the research is conducted with the help of an internship at Auckland Council's Heritage Unit, providing hands-on experience and access to exclusive data. The study reviews academic sources and interviews heritage consultants and business executives to understand the complex nature of heritage in the business industry.

Despite challenges such as businesses' reluctance to participate in interviews and the early implementation stages of some cases, the study shows significant economic and cultural benefits of heritage conservation. The report is organised into five chapters, covering a literature review, community revitalisation, business strategies in Auckland's retail industry, real estate practices, and a synthesis of findings. It underscores the symbiotic relationship between heritage preservation and business, advocating for heritage as a catalyst for sustainable urban development and economic prosperity.

Dedication

To Almighty God,
To my parents, M.N Prakash (dad), K.P. Jaya (mom) and Myself.

Acknowledgement

In the name of Almighty God, the omnipresent, I thank everyone who participated in this journey and made my study successful. This work is a culmination of efforts from many individuals who have provided invaluable support and guidance.

Firstly, I express my deepest gratitude to my parents, who taught me love, care, and the importance of being a human with perseverance. Their unwavering support and encouragement have been the cornerstone of my achievements.

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Introduction

Dealing with an existing building is often perceived as unglamorous, onerous and unrewarding unless it is a prestigious historic property_ James Douglas¹.

In the realm of urban development and business expansion, the interplay between heritage conservation and economic progress often presents a complex and contentious landscape. Heritage, with its rich tapestry of historical significance and cultural value, is sometimes perceived as a hindrance to contemporary development efforts. This perspective is not uncommon, as preserving heritage buildings can pose challenges such as stringent regulations, costly restoration efforts, and limitations on architectural flexibility. Consequently, many businesses find themselves at odds with heritage preservation, opting to avoid heritage buildings altogether or even petition for demolition in favour of contemporary structures that better align with their commercial objectives. However, amidst this prevailing narrative of conflict and avoidance, intriguing instances exist where businesses deliberately choose heritage buildings as integral components of their brand strategy and operational framework. These cases represent a departure from the conventional wisdom that views heritage as incompatible with modern business practices. Instead, they underscore the potential symbiosis between heritage preservation and commercial enterprise, demonstrating how heritage buildings can be strategically repurposed to enhance the brand identity, customer experience, and bottom line of businesses. The heritage legacies encompassing architectural landmarks, cultural sites, and historic districts, along with a tangible link, are perceived as a burden that can be turned into an excellent opportunity for urban growth and economic growth of multiple nations. This research can be used in business as evidence to understand how heritage could benefit the future economy, which comprises stakeholders like business owners, designers, customers, heritage organisations and other governing bodies to build a strong and culturally prosperous nation.

Aim

This research report investigates how heritage buildings can be a marketing tool for the future of Auckland businesses, identifying the factors that influence businesses to choose heritage buildings and sites as a selling point.

Objective

The objectives of this research report are to:

- Understand the diverse approaches towards heritage from a global and national perspective.
- Examine whether businesses approach heritage or vice versa and;
- Identify the factors that influence businesses to use heritage as a tool for future developments.

Methodology

The research project involves an internship with the Heritage Unit of Auckland Council, which provided hands-on experience, access to exclusive data and resources, networking opportunities with professionals, skill development in research and technical areas, a deeper understanding of heritage policies, the ability to develop case studies and validate theories, new perspectives to enrich research, and opportunities for mentorship and career advancement. The research carefully reviews various academic sources, including books, journals, articles, reports, and more, as well as interviews with heritage consultants, business executives, and other relevant statutory bodies. A comprehensive analysis of heritage and tailor strategies to understand the complex nature of heritage in the business industry.

Limitations

The study faced several limitations. The main challenge was that businesses declined to be interviewed, restricting firsthand insights. Additionally, the qualitative and quantitative approach of the literature

¹ James Douglas, *Building Adaptation*, (Butterworth-Heinemann: 2006) xxii

review limited the analysis, as some cases are in the early implementation stages. The case studies provide a snapshot at specific points in time, which may not fully capture the recent dynamic nature of heritage conservation efforts. Future research could benefit from longitudinal studies to assess the long-term impacts of heritage conservation strategies in specific categories.

Scope

The research reveals the hidden opportunities in heritage and related areas to uplift the cultural and business economy of the worldwide nation. Ongoing exploration of heritage conservation and adaptive reuse offers numerous avenues for future research, which can enhance our understanding and practices in this field. Some case studies related to business have only recently been established, and some are in the proposal phase. The relationship between heritage buildings and the business is not yet fully understood. Future opportunities could include exploring the economic impacts, technological innovations, and sustainable practices in heritage conservation and adaptive reuse. Additionally, it will investigate social impacts, design integration, and policy frameworks to enhance preservation efforts.

Research Report Structure

The research report comprises five chapters. Chapter 1 comprises a literature review investigating the multidimensional notion of heritage concerning heritage conservation and adaptive reuse approach from a New Zealand perspective, delving into the actions and reactions of various heritage activities shaping the nation.

Chapter 2 highlights the emergence of heritage, understanding the importance of heritage preservation and adaptive reuse in revitalising communities. It discusses historical examples of regeneration and presents modern projects that blend traditional and contemporary elements to boost local economies and maintain cultural significance. The examples show that preserving historic buildings while adapting them for modern uses can create vibrant areas that connect the past with the present.

Chapter 3 is a comprehensive understanding of the strategies influencing companies to adopt heritage-preserving strategies and transform historic structures into selling points, particularly at Lower Queens Street in Auckland. It explores the adaptive reuse of heritage-listed buildings along Auckland's Lower Queen Street, focusing on their transformation into prestigious retail spaces. It highlights how these buildings preserve historical integrity while meeting modern commercial demands, contributing to the area's economic vitality and cultural identity through a harmonious blend of heritage preservation and business innovation.

Chapter 4 examines two new retirement village projects in Auckland, emphasising their integration with historic buildings and landscapes. It explores how these developments balance heritage preservation with modern functionality, showcasing strategies that ensure historical continuity while meeting contemporary societal demands and needs.

Chapter 5 discusses the complexities and benefits of adaptive reuse in heritage conservation, emphasising the integration of historic preservation with modern functionality in Auckland's commercial and residential contexts. It discusses how businesses leverage heritage buildings as strategic assets to enhance brand authenticity, customer appeal, and community engagement while addressing economic, social, and environmental considerations.

1. Literature Review

Heritage and history are inseparable facets of human existence, intertwining to form the fabric of our cultural identity and collective memory. This chapter hops on a journey to explore the profound relationship of commercial and business industries with heritage, delving into its definitions, significance, and interconnectedness by examining the importance of heritage through both retrospective and prospective lenses, considering shaping the future. This chapter helps to clarify the significant strategies, approaches and changing perspectives and understandings regarding heritage, a theme evident in the extensive body of literature examined.

Heritage conservation

There are many great books about heritage, but David Lowenthal's *The Past is a Foreign Country* was one of the first to impact heritage. It explores how to recognise and cope with heritage—the past that is vital and inevitable yet is an undue burden that ceases innovation and forecloses the future. The past has ceased to be a sanction for inherited power of privilege.² The book explains how memory, history, and artefacts shape personal and social identities and resist change. It considers how legacy provides stability and identity while slowing development. It also raises questions about memory, historical records, and preservation, underlining the complicated relationship between heritage, power, and social change. In revitalisation initiatives, the historic environment is crucial because it fosters the development of lively, engaging neighbourhoods, strengthens local economies, and rebuilds community trust³.

Heritage today is more substantial, more secular, and more social.⁴ Recognising heritage's distinction from history helps us enjoy both. Mutations are inherent to inheritance; thus, we should not feel guilt or dread. *"I have proved that manipulation and innovation benefit the public. Heritage is popular because we keep recreating it," said David.*⁵

Lowenthal's other main book, *The Heritage Crusade and the Spoils of History* of 1998 examines the exponential growth and global reach of contemporary obsessions with the past, especially patrimonial legacies, to examine the tensions caused by these concerns and to distinguish heritage from history. The book underlines that heritage evolves with our needs and is essential to our creative engagement with history. Lowenthal argues that how we impact these domains helps us appreciate our and others' interventions. History and legacy belong to inheritors, not imposed by distant forebears or bygone autocrats, and those who endeavour to preserve our heritage often find it thriving after rescuing its treasures.

Laurajane Smit, in her book *Uses of Heritage*, examines how heritage shapes identities, social and cultural values, and meaning to date. Heritage integrates various facets of existence, including interpretation, conservation, and exploration of sites. This book highlights how the heritage sector's authorised discourse privileges certain narratives, often at the expense of the diverse heritage experiences of all societal sectors⁶.

² David Lowenthal, *The past is a foreign country* (Melbourne: Cambridge University Press, 1985). p35-69

³ The princes' regeneration trust, *The Regeneration through Heritage Handbook*. (England: The Princes Regeneration Trust 2006), print

⁴, ⁵David Lowenthal, *The Heritage Crusade and the Spoils of History* (New York: Cambridge University Press, 1998), p105-173

⁶Laurajane Smith, *Uses of Heritage*. (USA: Routledge, 2006.), p1-7

Glendinning's book *The Conservation Movement: A History of Architectural Preservation: Antiquity to Modernity* of 2013 provides a comprehensive account of the conservation movement's development, tracing the roots of this may be traced back to the late 18th and early 19th centuries to its present-day challenges in the era of globalisation. There was a discernible trend towards commercialising heritage sites after 1989, as economic interests increasingly intertwined. This transition signified a divergence from previous idealistic and anti-capitalist principles linked to conservation initiatives. Glendinning illustrates that heritage was perceived as a driver of economic revitalisation, particularly in urban areas. Reconceptualising and reconfiguring heritage sites as a component of broader initiatives to revitalise deindustrialised cities constituted this novel methodology. The benefits and issues of 'flexibility of heritage' in urban renewal considering the strategies for energy efficiency, economic stability, cultural identity, and reduction of pollutant emissions⁷.

Adaptation and Adaptive Reuse

Many relevant publications deal with heritage buildings' adaptation and adaptive reuse fundamentals. For example, James Douglas' book *Building Adaptation* (2006) gives a comprehensive overview of adaptation, focusing on the technical, legal and financial principles. It elaborates that adaptation is interpreted as the broadest sense of work beyond maintenance.⁸

Sustainable Building Adaptation: Innovations in Decision-making (2014), Sara Wilkinson and Langston explore how to manage decisions to make existing commercial buildings more sustainable and adaptable to climate change. It provides a balanced approach to incorporating sustainable and optimal methods for managing these adaptations. Key concepts such as adaptation, adaptive reuse, decision-making, and optimisation are defined and discussed. Adaptation is understood through the lens of sustainability and various case studies, while adaptive reuse involves significantly changing the function of outdated buildings instead of demolishing them prematurely, focusing on retrofitting, altering, and utilising the building's initial design flexibility. Decision-making and optimisation are explained using multiple criteria to determine whether to adopt a building strategically and when. Cost planning is highlighted as essential in this process, and the book introduces a model that integrates financial, social, and environmental factors to ensure new designs provide adaptation benefits.⁹

Liliane Wong's book *Adaptive Reuse: Extending the Lives of Buildings* (2016) explores how adaptive reuse fits into history, relates to other fields, and reflects changes in art, culture, and society. It highlights the different definitions, interpretations, and uses of terms related to conservation and preservation, which form the basis of adaptive reuse. The book acknowledges the varied language used in the field, representing the diverse efforts to maintain a living connection with cultural works from the past.¹⁰

Bie Plevoets and Koenraad Van Cleempoel's *Adaptive Reuse of the Built Heritage: Concepts and Cases of an Emerging Discipline* (2019) introduces adaptive reuse as a new discipline. The book discusses historical and worldwide examples of how to rethink and remake existing structures. Using past and contemporary case studies from architecture, interior design, conservation, art history, and philosophy, it highlights adaptive reuse potential and issues. Traditional architectural methods are compared to those that emphasise buildings' intangible qualities in the book's history and progress of adaptive reuse. It

⁷ Miles Glendinning, *The Conservation Movement: A History of Architectural Preservation Antiquity to Modernity*, (USA, Canada: Routledge, 2013) print

⁸ James Douglas, *Building adaptation* (2nd ed.. Butterworth-Heinemann, 2006)

⁹ Sara J Wilkinson, Remøy Hilde, and Langston Craig. *Sustainable Building Adaptation: Innovations in Decision-Making*. (1st ed. Newark: WILEY, 2014.) Web.

¹⁰ Liliane Wong, *Adaptive Reuse: Extending the Lives of Buildings*. 1st ed (Switzerland: Birkhäuser, 2016.) Print.

links building reuse, conservation, and urban regeneration by repurposing abandoned structures and places. The spirit of a place, or "genius loci," is essential for qualitatively adapting historical traces. Poetry about constructed heritage includes continuity, tradition, empathy, memory, and complexity.¹¹

Heritage Approach in New Zealand

The emergence of the changing social, economic, and architectural circumstances has brought to light the potential of existing structures as a possibility for their replacement. Alexander Trapeznik's *Common Ground: Heritage and Public Places in New Zealand* is an in-depth look at how to take care of the country's historical and cultural heritage, looking in depth how the growing interest of heritage in the past has affected different parts of New Zealand's history, such as historic signs, statues, and scenery and giving a complete picture.

David Reed and New Zealand Historic Places Trust Wellington published *New Life for Old Buildings* (1982), the papers of a 1982 Wellington national conference on creative heritage building reuse initiatives. The book addresses urban and non-urban difficulties of renovating and repurposing old buildings. It shows worldwide interest in architectural reuse, including museum approaches to cultural structures. The book emphasises the value of historic building fabric for contemporary use. It shows the range of philosophical arguments in environmental change, as engineers and economics' realistic concerns face society's yearning for historical iconography¹².

Hadley D. Brown's study *Refurbishment of Old Buildings in Auckland's Central Business District* (1987) explored the feasibility of retaining old buildings through refurbishment in Auckland's CBD based on their economic function and commercial standards. Brown noted that Auckland's economic environment is focused on the present and near future, with little emphasis on history, stating, "The Dollars and Cents environment of Auckland is premised in the 'now' and the near future, which rarely does business thrive on past." Additionally, Brown highlighted that old buildings, which remind of Auckland's elegant past, have a transitional life.¹³

The BA Hons research dissertation titled *The Golden Mile, The Main Drag* (2019) by Nancy Ena Mitchelson explores the many cultural and urban aspects of Auckland's Queen Street between 1945 and 1989. The research thoroughly analyses how Queen Street is shown and understood as a location for consuming goods, a space for organised parades, a backdrop for unconventional behaviour, and a focal point of stagnation. The research highlights the historical identities associated with Queen Street, emphasising its importance to Auckland and New Zealand. It also emphasises how Queen Street is a reference point for national and transnational ideals. The statement acknowledges the ongoing interaction between the street and the people living there, emphasising that Queen Street comprises several locations that different individuals might see differently¹⁴.

Kok Hong Wan's master research project, *The Impacts of Operating and/or Owning a Business in a Historic Heritage Area*, uses Karangahape Road as an example (2019) to explore the advantages of preserving urban-built heritage. The research examines the impact of heritage designation on businesses that operate in protected history buildings inside Auckland's historic heritage area in the Central Business District. Kok Hong highlights that 39% of company owners and 38% of landlords prioritise the "heritage/historical character" when establishing their firms on K'Road in Auckland. Furthermore,

¹¹ Bie Plevoets, Koenraad Van Cleempoel's, *Adaptive reuse of the built heritage: concepts and cases of an emerging discipline*, (New York: Routledge, 2019), 7-96

¹² David Reed, *New Life for Old buildings* (Wellington, Publication Graphics Limited, 1982), 3-150

¹³ Hadley D Brown., *Refurbishment of Old Buildings in Auckland's Central Business District*. (Auckland: Research project (BPA) University of Auckland 1987) print

¹⁴ Nancy Ena Mitchelson., 2019. *The Golden Mile, The Main Drag*, (Auckland: University of Auckland 2019), print

the report emphasises that firms in this renowned location have had a 36% performance enhancement after obtaining historic designations.

Monish Hameed Khan studied *The socio-cultural practices of Luxury Brands and Flagship Stores in Auckland* for his Master's thesis in Master of Science in Geography in 2022. The study used a cultural economy approach to analyse the spatial characteristics of luxury brands and flagship stores and their placement within the city. This study investigates the inherent expression of luxury and the comprehensive experience of flagship shops, demonstrating that luxury brands and flagship stores in Auckland are very captivating and widespread, conveying a feeling of distinction, exclusivity, and historical significance¹⁵.

Architectural Conservation in Australia, New Zealand, and the Pacific Islands: National Experiences and Practice (2024) delves into the evolution of architectural conservation in Australia, New Zealand, and the Pacific Islands, influenced by European experiences. It examines historical examples of building restorations, discusses motives for preservation, and reviews the development of national and international charters for heritage protection. Specifically, Byron emphasises the importance of heritage conservation in preserving the qualities and values of heritage places. However, change is inevitable due to natural decay, the need to keep places relevant, and pressures to meet safety, livability, and accessibility standards. New Zealand's approach to seismic strengthening of heritage places is an example of proactive adaptation. Even heritage places intended to be preserved as museums must comply with modern building codes and incorporate new technologies and visitor amenities. *Historic places often undergo incremental changes to retain their original use, introducing new elements and technologies as necessary*¹⁶. The ICOMOS New Zealand Charter and subsequent guidelines guide the process of adapting historic places to new uses over time, guided by compatibility and distinction between old and new work. Byron also addresses the pressures of redevelopment and intensification in urban areas, highlighting the challenges and strategies of integrating new developments with historic places. *Incorporating new work into heritage places must maintain their ongoing physical integrity, accessibility, safety, and functionality, ensuring they remain environmentally sustainable and culturally relevant*. This approach respects and enhances heritage sites' layered and evolving history, ensuring they continue to remind us of the past while living on as meaningful parts of our present environment. Additionally, it explores the role of legislation like the Historic Places Act 1993 in safeguarding historic sites in New Zealand.

Conclusion

The heritage conservation and adaptive reuse literature has mainly focused on preserving and repurposing buildings from historical, cultural, and architectural perspectives. Books like David Lowenthal's "The Past is a Foreign Country" and "The Heritage Crusade and the Spoils of History" explore the broader impact of heritage on identity and social change. Similarly, texts by Bie Plevoets, Koenraad Van Cleempoel, Sara Wilkinson, and others discuss adaptive reuse from various angles. However, there is limited attention to retail spaces and retirement villages as specific categories.

While some studies, like Wan's research on the impact of heritage designation on businesses in Auckland's CBD, touch on commercial uses, detailed exploration of retail and retirement villages in adaptive reuse is scarce. Most studies focus on definitions, sustainability, and social and economic values, with rare attention to the benefits and impacts of using heritage in business. This gap reveals the

¹⁵ Khan, Monish Hameed, *The Socio-Cultural Practices of Luxury Brands and Flagship Stores in Auckland*. (Auckland: The University of Auckland, 2022) p 1-20

¹⁶ John H. Stubbs, William Chapman, Julia Gatley and Ross King, *Architectural Conservation in Australia, New Zealand, and the Pacific Islands: National Experiences and Practice* (New York: 2024), 287-296

untapped opportunity of heritage as a business strategy, highlighting the need for research on how these building types can be effectively integrated into heritage conservation, contributing to urban regeneration and community development.

2. Heritage; Emergence and Approaches.

*Roman Temples were converted to churches by Leone Battista Alberti
The Bath of Diocletian was converted into a church by Michelangelo
The Mausoleum of Augustus in Rome was converted into a fortress, gardens, and a concert hall¹⁷*

This chapter explores the dynamic evolution of heritage preservation and adaptive reuse in urban environments through compelling case studies. Each case demonstrates the transformative power of heritage-led regeneration, focusing on how historic structures have been repurposed to meet contemporary needs while preserving their cultural and architectural significance. From the revitalisation of the Cornhill Quarter in Lincoln and the Diss Heritage Triangle in South Norfolk to the preservation efforts at the Queen Victoria Building (QVB) in Sydney and the Britomart project in Auckland, these examples illustrate innovative approaches to integrating tradition with modern functionality. Throughout history, structures have been altered to accommodate new purposes. Before the Industrial Revolution, it was typical for structures to outlast their original purpose and for buildings to undergo many changes in use. Recently, there has been an impressive revival in the centuries-old technique of adapting to changing scenarios after a period of notable significant redundancy and demolition. The focus was turned towards innovative transformations to commercial and industrial structures. The revitalisation of whole regions may be achieved by creatively blending traditional and modern elements and restoring individual buildings, resulting in a fresh social and economic start for the community¹⁸.

Cornhill Quarter, Lincoln



Figure 1 The Cornhill Quarter in Lincoln before and after.

Redeveloping the *Cornhill Quarter in Lincoln*, a significant £70 million¹⁹ regeneration project, breathes new life into the city's historic buildings and enhances the shopping experience when many high streets are struggling. The area dates back to the mid-19th century when the importance of the corn trade prompted the construction of the Corn Exchange building. This structure and a new street linking High Street to Sincil Street accommodated merchants who previously operated in the open air. Due to its

¹⁷ Philippe Robert, *Adaptations New Uses for Old Buildings* (Paris: Princeton Architectural Press, 1989), print

¹⁸ Sherban Cantacuzino, *New Uses for Old Buildings*, (Hampshire: The Architectural Press Ltd, 1975), p 3-17
—, 1989. *Re/ Architecture; Old Building New Uses*, (Spain: Thames and Hudson 1989)

¹⁹ Ursula Lidbetter, *Cornhill Quarter, Lincoln*, (Historic England, May 31, 2019), <https://historicengland.org.uk/whats-new/debate/recent/heritage-and-the-high-street/the-cornhill-quarter/>

success, a more extensive Corn Exchange was built, and the original was converted into shops. (Roma Publications 2021) From the 1960s and 70s onwards, various redevelopment proposals faced resistance from local groups, including the Lincolnshire Co-operative Society, which eventually acquired most of the buildings. By the early 21st century, changing shopping patterns had led to a loss of vitality in the area, prompting Lincolnshire Co-op to rejuvenate it while preserving its Victorian character. Keith Neill-Smith²⁰ highlighted the project's sensitivity, balancing modernisation with preserving historical elements. The redevelopment included the painstaking restoration of historic frontages and the creation of modern retail spaces, involving local architects, property professionals, and public sector cooperation for planning and heritage preservation. This collective effort has revitalised the Cornhill Quarter, creating a welcoming atmosphere for businesses and visitors and ensuring Lincoln's city centre remains vibrant and appealing. The project highlights the sensitive approach to regeneration and demonstrates that retaining historical integrity while providing new spaces and services is possible, creating a unique and robust environment that revitalises Lincoln's heritage.

Diss Heritage Triangle, South Northfolk



Figure 3 Diss, Market Place 1925, Source : Historic England



Figure 2 The Corn Hall, Source: Historic England

Another case is the *Diss Heritage Triangle* in South Norfolk, a £3.4 million regeneration project crucial for preserving the town's rich history and revitalising its economy. Diss, once a royal manor recorded in the Domesday Book, evolved into a significant market town due to its wool and linen textile industries, leading to the construction of many medieval buildings. By the early 2010s, the town centre needed investment to restore its vitality, especially after the arrival of three supermarkets that had shifted their focus away from the old centre. The first building on this site was built in 1856, but a fire destroyed it four years later. Key initiatives included restoring and extending the Corn Hall, transforming it into a modern arts and heritage venue while retaining its historic features. This restoration was particularly impactful, creating a vibrant cultural hub and boosting the local economy. Public realm works aimed to reduce car dominance and create more pedestrian-friendly areas. Creating the Mere Boardwalk and Wildlife Gardens revitalised derelict public land, providing visitors with a new attraction and circular route. The project also led to the formation of the Diss Heritage Triangle Trust CIO, a charitable organisation dedicated to promoting and maintaining the Triangle. The Corn Hall, built by George Atkins, was adapted to increase its use for cultural activities, preserving its architectural heritage and boosting the local economy. The success of the Corn Hall and the Heritage Triangle is evident in the significant drop in vacancy rates, which fell from 19% to just 5% between 2014 and 2018, and the area's thriving cultural and retail scene. This project showcases how reusing and adapting heritage assets can yield broad social and economic benefits, emphasising the importance of high-quality public spaces. The Diss Heritage Triangle demonstrates the positive impact of heritage-led regeneration on Diss's

²⁰ Roma Publications, *Premier Construction Magazine*, Premier Construction, December 2021, <https://premierconstructionnews.com/2022/01/14/cornhill-quarter-lincoln/>

heritage and economy, highlighting the importance of investing in heritage preservation to rejuvenate historic towns and support local communities²¹.

Queen Victoria Building (QVB), Sydney



Figure 5 Alterations to the Queen Victoria Building (QVB) Sydney, 1919



Figure 4 Queen Victoria Building Today

The Queen Victoria Building (QVB) in Sydney is a historical landmark and a modern shopping centre that epitomises the blend of tradition and modernity. This project highlights the evolution of heritage through modern values and the prevalence of adaptation and adaptive reuse. The QVB opened for the Sydney market in 1898 and, over time, underwent several tenant changes and drastic modern remodelling activities, bringing it to the brink of demolition between 1959 and 1971. However, in 1986, an intense heritage revitalisation effort reignited its journey, thanks to a robust leasing agreement with the Malaysian company Ipoh Gardens. This decision halted the demolition and set the QVB on a path of heritage preservation, ensuring it remained a vibrant part of Sydney's commercial heart.²² The QVB's Romanesque style, combined with modern updates, reflects a partial break from heritage while simultaneously evolving it through modern values. This approach illustrates how heritage provides a foundation with historical values while modernity updates these traditions to keep them relevant. The building maintains its historic character while operating as a modern shopping centre, blending old and new. The ongoing upgrades to meet user needs through conservation and refurbishment clarify the relationship between heritage and modern fabric.²³ The QVB's architecture and operations demonstrate how modern values influence its design and function, reflecting the enduring impact of heritage roots in a capitalist economy. The interplay of heritage and contemporariness creates a complex and sometimes contradictory present; highlighting the *contemporariness of heritage* helps to understand the QVB's role in society's architectural and economic landscape.

The Britomart Project, Auckland

In New Zealand, the Britomart project involved renewing nine downtown street blocks and fully preserving eighteen historic buildings. This large-scale heritage project is unique in Australasia and includes several new buildings. Once a rundown part of the port with mercantile buildings from 1885, the area had declined by the 1980s, with most buildings disused and serving as billboard stands. Between 1988 and 1994, several proposals to develop the area suggested demolishing most of the heritage buildings, which faced strong public opposition. These demolition plans were eventually halted

²¹ Historic England, *Diss Heritage Triangle, South Norfolk*. (2019) <https://historicengland.org.uk/research/heritage-counts/2018-heritage-in-commercial-use/case-studies/diss-heritage-triangle/>

²² "History of QVB," *QVB*, n.d., <https://www.qvb.com.au/centre-info/history-of-qvb>

²³ Jasmina Dugalic, "Queen Victoria Was For Unity: The Union of Tradition and Modernity in the Queen Victoria Building." *Ideas in History* 3, no. 2 (2011).



Figure 7 systems are built, changed, and function. (About, n.d.)



Figure 6 Britomart Precinct 2024, Source: Archdaily

during the recession after the 1987 stock market crash. In the early 2000s, Auckland City Council, reflecting public sentiment, shifted the project towards preserving the heritage buildings and started a tender process with this condition. In 2004, an international competition was held, resulting in a prolonged bidding process in which Cooper & Company took sole accountability for Britomart's regeneration and continuous management.²⁴ The result is a mixed-use precinct that conserves all eighteen heritage buildings and includes new structures, now bustling with retail, transport, and commercial activities.

Britomart also hosts community events in Takutai Square, an open green space at its centre, surrounded by old and new buildings. Britomart aligns with global trends in urban regeneration, particularly waterfront projects.²⁵ The Britomart regeneration project demonstrates Dirk Schubert's theory that outlines a typical pattern: ports become derelict and relocated, and areas are neglected, planned, implemented, and finally revitalised, often starting with smaller projects like converting warehouses²⁶. Over time, projects have grown in scale, and professional planning has become more prominent, allowing for better coordination and public space development. Britomart reflects this trend, focusing on public use and consumer-oriented strategies. The project highlights the successful integration of new and preserved buildings, adaptive reuse in retail and hospitality, and the policies and governance that made it possible. A significant business emergence is visible at Britomart, which is now occupied by a vibrant mix of offices, boutiques, bars, cafes, and eateries, with pedestrians and Takutai Square forming a fantastic community of significant businesses.

Conclusion

The evolution of heritage buildings demonstrates the successful blend of tradition and modernity, breathing new life into historic structures and revitalising communities. Projects like The Cornhill Quarter in Lincoln, the Diss Heritage Triangle in South Norfolk, the Queen Victoria Building in Sydney, and Britomart in New Zealand highlight how preserving historic elements while integrating modern uses can boost local economies and maintain cultural significance. These efforts show that heritage preservation and innovative reuse can create vibrant, economically thriving areas that honour their history while adapting to contemporary needs. This approach ensures that heritage remains relevant, fostering a dynamic connection between the past and present.

²⁴ Britomart, "About — Britomart," (March 19, 2024), <https://britomart.org/about/#history>.

²⁵ Britomart . 2024. *History of Britomart* . <https://britomart.org/about/#history>.

²⁶ Joy Park, *Heritage Interpretation in the Urban Regeneration of Britomart, Auckland, New Zealand*. (Thesis, Auckland: University of Auckland, 2022), p 3-151

3. Cases from Auckland: High-end Retail

Queen Street in Auckland CBD transformed from a thriving hub of post-war social activity and consumerism to a soulless thoroughfare adorned with skyscrapers that require revitalisation. Ultimately, it became New Zealand's first colonial commercial district.²⁷ Nancy Ena explains Queen's Street in her dissertation, *The Golden Mile, The Main Drag*²⁸, that Queen Street operates as a passive backdrop where history has happened rather than a causal factor in the creation of that history in itself. It is multifaceted, simultaneously viewed as vibrant and deteriorating, reflecting national and international ideas. Queen Street's character varied depending on the experiences of those who used it. Queen Street is now home to a diverse collection of commercial structures from the late 19th century²⁹. The case studies of this chapter are identified based on the tenants who choose heritage-listed buildings on Lower Queen Street (Figure 8) as their selling points and are explained in chronological order of their building emergence and how the distinctive history and heritage of these structures contribute to the success and desirability of upscale retail businesses in Auckland.

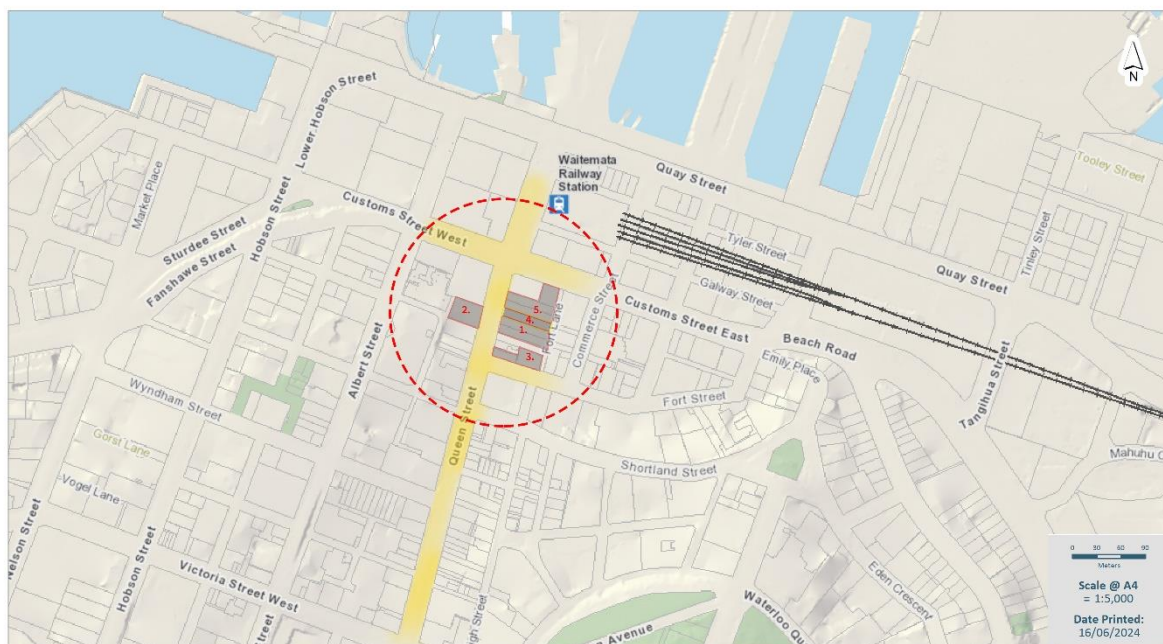


Figure 8 Map illustrating the location of the identified case study buildings in Lower Queen Street 1. Everybody's Building, 2. The Smeaton's Building (former), 3. Imperial Hotel Building (former)– 66 Queen Street & 4 Fort Street Source: Author, 4. Imperial Building- 44 and 48 Queen Street, 5. Queens Arcade.

1. Everybody's Building

Everybody's Building at 48 Queen Street is a notable example of primary high-end retail choosing to integrate within a heritage-listed building, reflecting a blend of historical preservation and modern commercial use. This Category B Historic Heritage Place in the Auckland Unitary Plan and Category 2 Historic Place with Heritage New Zealand Pouhere Taonga hosts prestigious tenants such as Louis Vuitton, which took tenancy in the late 20th century and has maintained its flagship showroom here. Everybody's Building started in 1866 as a two-storey brick building on site. It is one of the oldest remaining structures on Queen Street.

²⁷ City Development Section, Town Planning Division, *Auckland's historical background: its relation to central city planning*, Auckland, 1969, pg-35-39

²⁸ Nancy Ena Mitchelson, *The Golden Mile, The Main Drag* (Auckland, University of Auckland, 2019), 1-34

²⁹ Everard Allison, *Gucci Assessment of Environmental Effects*, (Auckland, Allison Architects Limited, 2018), p6



Figure 10 Everybody's Picture Theatr 'Sir George Grey Special Collections, Auckland Libraries, 4-1691' e during 1930s, Source: https://www.facebook.com/OldAuckCity/photos/a.445278715524990/835571309829060/?_rdr



Figure 9, Everybody's Building,2024, Source: HIA Auckland Council

It was remodelled to a three-storey structure fronting Queen Street as Arcade Auction rooms, which sold the finest and imported goods from New York. It underwent multiple makeovers, including using shops and office spaces for a civic facility and recreational purposes. Picture Theatre in 1915, which hosted 700-800 people and in 1929, the site underwent renovations to make it suitable for the inauguration of Woolworths' Department Shop and further to Theatres and Office buildings, which finally ended up as an International flagship store for Louis Vuitton and Gucci by the end of twentieth century indicating the street's revival as the primary shopping district in the central business district. Despite various structural and usage changes, the Queen Street façade retains its authenticity. The Edwardian Free Classical façade is committed to maintaining historical aesthetics while adapting to modern commercial needs, maintaining its historical integrity, and adapting the internal spaces for modern retail use.³⁰

Each phase required balancing heritage conservation with economic development. This negotiation illustrates the broader societal values prioritising heritage preservation and urban economic vitality. Everybody's building embodies acts of remembrance through its historical uses. The preservation and adaptive reuse of Everybody's Building contribute to a sense of place and belonging for Auckland's residents. Integrating historical architecture with contemporary retail spaces creates a unique environment that connects customers to the heritage of Lower Queens Street. This sense of continuity amidst change fosters a deep-rooted connection to the city's historical and cultural identity.

2. The Smeaton's Building (former)

Smeaton's Building at 75 Queen Street currently houses luxury retailers Bulgari, Patek Philippe, and Partridge Jewellers. The high-end tenant Bulgari, established in the northernmost tenancy, saw its fitout executed by DPA Architects from Devonport. Partridge Jewellers, which opened in 2021, had its fitout designed by Izzard Design from Freemans Bay. Both tenants have undertaken external and internal

³⁰ HNZPT, *Everybody's Building, Record Number 4595: Information Upgrade Report, (Auckland, n.d.)* p 1-24

alterations on the ground and first floors to enhance the building's functionality while preserving its heritage values.

The initial structure in this location was constructed in 1856; however, a fire destroyed it four years later. It was replaced by a seven-story building initially occupying only a portion of the site's frontage. In the early 1880s, this building was expanded to cover the site's full width. The most significant remodel occurred in 1912, resulting in a configuration that has been substantially retained. Despite various changes over the years, including a road widening designation affecting part of the building, the heritage façade has largely been preserved. Recent modifications have focused on improving the ground floor facades, integrating new materials and textures, and updating building services without affecting the upper facades. The non-original canopy was replaced with a transparent glass canopy to enhance the visibility of the building's façade. The main entrance was relocated to the southeastern corner to reflect the original layout.



Figure 11, a. Facade style and division in Old Mill Building Built 1850-60s Smeeton's Building 1902, b—new facade of Old Mill building built 1850-60s, Smeeton's Building 1911, c. The original shopfront and canopy were replaced in 1932 with a new high-level.

The current tenants have furthered preservation efforts through careful and respectful modifications. Bulgari plans to install a visually transparent glass canopy to showcase the building's façade, relocate the main entrance to reflect the original layout, introduce new materials for an international look, and perform seismic upgrades and temporary construction works. Though their signage details are not outlined, it is implied that they will adhere to heritage principles. Similarly, Partridge Jewellers will enhance their storefront with tall, narrow display windows, natural stone cladding, brass lettering and stencils for signage, ensuring they do not detract from the building's aesthetic. Unlike Bulgari, Partridge Jewellers focuses on façade updates without extensive internal changes, enhancing the retail experience with minimal structural alterations. Both businesses aim to update the ground floor facades for a visually

appealing and cohesive building appearance, with signage integration being an essential aspect. Despite these similarities, their modifications differ significantly in type and scope.

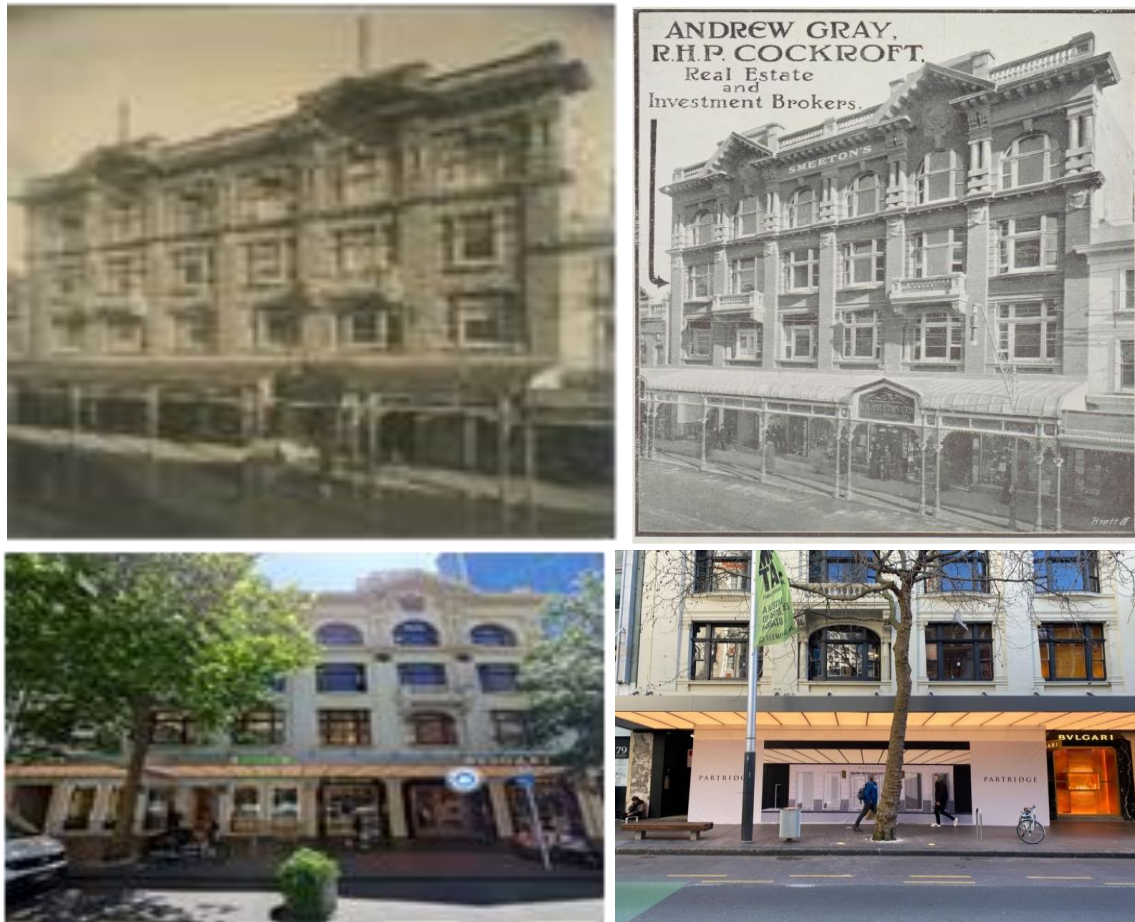


Figure 12 (Top) October 1912, Smeaton's building, Queen Street, (Bottom) 2023 Smeaton's building façade with Bulgari and Partridge jewellers Tenancy, Source: DPA Architects HIA, Google Earth

The Smeaton's Building has undergone renovations under good conservation practices, ensuring its heritage values remain intact while adapting it for modern retail and office use. This careful preservation and adaptive reuse blend historical significance with contemporary commercial needs, exemplified by Bulgari's extensive renovations and Partridge Jewellers' thoughtful façade updates. These modifications enhance the building's historical essence, providing contemporary functionality and fostering a sense of place, collective memory, and community commemoration. The transformation into a luxury retail space highlights a sophisticated, modern identity intertwined with historical preservation.

3. Imperial Hotel Building (former)– 66 Queen Street & 4 Fort Street

The Imperial Hotel Building at 66 Queen Street and 4 Fort Street has been chosen as the selling point by the international brand Cartier for 2025, demonstrating the integration of luxury commerce within a heritage-listed site. The Imperial Hotel building (former) has a rich history that reflects its enduring importance and evolving role in Auckland's commercial landscape.



Figure 13 Imperial Hotel Building (former), Fort Street – a. an image from the 1800s, late 20th century and proposal for 2025 by brand Cartier, Source: HIA- Plan.Heritage Ltd, Auckland Council

Over the decades, the continuous change of ownership made the building undergo many alterations, makeovers, modifications and interventions in its usage and physical attributes dating from the mid-nineteenth century, starting from a wooden Metropolitan Hotel facing Queen Street. Graham's building on Fort Street, built in late 1863, forms the oldest part of the current structure. In the 1860s, many other historical buildings were built nearby, which served as commercial and industrial warehouses. Edward Mahoney and company initiated the tenders to erect a brick building after a fire in 1872, the beginning of the Imperial Hotel building. The place has social significance as a longstanding place of drinking and social interaction, having been used for over 125 years. The usage changes from a public hotel building to a variety of shop typologies on the ground floor, and office spaces on the first floors and later converting to other purposes made it transform immensely internally and externally, reaching the current use of jewellery shops and backpackers owned by Tattersfield Securities Limited till March 2023. Patridge Jewellers bought it for an international brand originating from Paris named Cartier.³¹ It is an upcoming project in 2025 still at the proposal stage. It aims to integrate modern luxury retail within a historically significant structure, blending past and present identities.

The proposed modifications to the Imperial Building include interior and exterior changes, focusing primarily on the ground floor retail level, which has undergone numerous alterations over the years. Historical modifications to the first and second floors have left limited original fabric, ensuring the changes will not impact the building's historical associations or context values. The existing verandah canopy stays, and the external fire escape will be removed. Modern shopfronts will be updated for consistency across the Queen and Fort Streets retail frontage. These changes aim to enhance the building's physical and contextual attributes, improving its appearance and commercial viability while respecting its historical significance. The updates ensure the building's rich history is commemorated while adapting to contemporary needs, reflecting societal values prioritising heritage preservation and modern commercial success. This approach maintains the building's historical continuity and commemoration, blending its past with its present functionality. The adaptive reuse of the Imperial Building contributes to a sense of place and belonging by merging historic preservation with modern retail development. The proposed modifications enhance the building's aesthetic appeal and commercial functionality, creating a vibrant and historically rich environment. This fusion of old and new fosters a deep connection to the building's heritage, enhancing the community's sense of place and belonging.³¹

³¹ Bower, Candace, interview by Pooja Prakash. *Retails in Lower Queen Street* (20 March 2024).

4. Imperial Building- 44 and 48 Queen Street

The Imperial Building at 48 Queen Street in Auckland holds a rich history dating back to the late 1850s. It is Category 2 heritage listed in Heritage New Zealand Pouhere Taonga and Category B Historic Heritage Place in the Auckland Unitary Plan. In 1911, the Elliot brothers purchased part of the building and commissioned the construction of the current Imperial Building. Over the years, the Imperial Building underwent numerous modifications to suit different commercial purposes. The current retail tenancy of Gucci and Patridge occupies approximately half of the Imperial buildings' ground floor and opens directly onto Queen Street.³² The upper four storeys are home to office and food and beverage tenancies, accessed through a central open courtyard or off Fort Lane at the rear.



Figure 14, Imperial Building at with Gucci, Patridge Jewellers as tenants in ground floor, Source : HNZPT Listing

The design of the spaces of each brand is done by different designers who are assigned locally or internationally. The shopfront design aligns with the brand's style, maintaining the historical look of the building's facade while modernising the retail space to showcase a balance between honouring the past and embracing the present. The vibrancy of the Gucci brand connects to the building's history through the use of materials and order but in innovative ways. This occurs exclusively at the retail level and not in areas where heritage elements are visible, which makes it more attractive to shoppers while complying with relevant zoning and heritage protection regulations. This transformation through adaptive reuse reflects the negotiation between preserving historical identity and meeting contemporary commercial demands, enhancing the functionality of the current structure, enhancing its long-term sustainability, and facilitating its continued operation as a retail space. The transition of the Imperial Building, showcased as a modern retail space for luxury brands, continues to create a sense of place rooted in Auckland's history. The building's architectural significance and historical narratives contribute to its unique identity within the cityscape, offering a tangible link to the past amidst modernisation.³³

5. Queen's Arcade – 34-40 Queen Street

Queen's Arcade, located at the lower end of Queen Street in Auckland near Commercial Bay, was established in 1929 by merging three buildings. Initially, it consisted of Darby's Building (1908) and A.B. Donald Limited (1890s) on Queen Street, along with a new five-level office building on Custom Street built in 1928. Architects Blomfield & Hunt opened up these buildings' ground and first floors to

³² Alex Van Son , *Assessment Of Environmental Effects & Statutory Assessment Partridge Jewellers Limited*. (Auckland: Planning Focus Ltd,2022), 5

form an L-shaped arcade linking Queen Street and Custom Street. The facades were modified for a cohesive look, and the shopfronts were enhanced with a wrought iron gallery, Whangarei marble, and fine wood finishes. In 1980, Queen's Arcade underwent significant alterations, including demolition down to the first-floor level, the introduction of new shopfronts and a glazed atrium with escalators. These changes significantly modernised the Arcade while maintaining its historical charm. Since 1982, most changes to Queen's Arcade have been internal modifications to the retail tenancies. These include the amalgamation of adjacent shops and new internal fit-outs. A notable addition was the balcony for outdoor dining above the ground-level veranda. Despite these modifications, the overall form of Queen's Arcade has remained relatively unchanged.

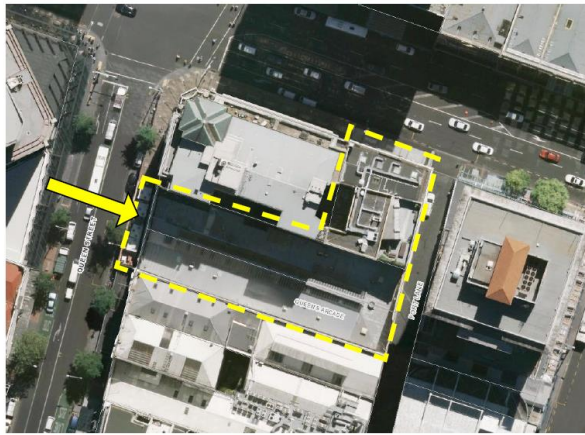


Figure 15, Aerial view of Queens Arcade with facades looking Queen Street and Customs Street, (Right) An old image of Queens Arcade facade facing Queens Street, Source: HIA Report, Auckland Council

Christian Louboutin started tenancy in February 2024, merging shops 3-4 into a single retail space with interior and exterior modifications. This adaptive reuse aims to reflect the brand of the new tenant while preserving significant heritage elements. The interiors of shops 34-40 have been altered previously, so the current work creates a cohesive retail space enhancing the retail environment without impacting the wider historic fabric of Queen's Arcade. The modifications included removing internal dividing walls and adding false walls to square off the space, creating a single, larger retail space that will provide an anchor tenancy at the Queen Street entry, attracting more foot traffic and enhancing the area's overall heritage and business vibrancy. The exterior modifications reintroduce a shopfront form reminiscent of the Arcade's 1929 appearance, including maintaining the shopfront's undulating form and retaining the Whangarei marble columns. Instead, they will enhance the aesthetic appeal and maintain the Arcade's historical integrity. From a business perspective, the changes will support the ongoing commercial use of Queen's Arcade.



Figure 17 Chirtian Loubiton retail store in Queens Arcade, Source: Google Maps



Figure 16 Aesthetically ailse of Queens Arcade with multiple high-end national and internation retails, Source: Auckland Council Memo

This will help stimulate economic activity and ensure the long-term viability of the Arcade. Queen's Arcade has evolved significantly since its creation in 1929, adapting to modern needs while preserving its historical essence. These modifications will preserve the Arcade's historical charm while enhancing Queen Street's economic vitality, ensuring that Queen's Arcade remains a cherished and bustling part of Auckland's retail landscape.

Conclusion

This chapter has discussed a series of heritage buildings on Lower Queen Street with historic attributes running flagship stores of high-end international retail brands, illustrating the multifaceted nature of heritage preservation and adaptive reuse in Auckland's preserved heritage buildings. These businesses strive to uphold the cultural significance of these sites while navigating the complexities of modernisation and commercial success. These buildings serve as beacons of Lower Queen Street's rich history and enduring legacy by striking a delicate balance between heritage and innovation through retail business.

Everybody's Building is a testament to the enduring legacy of Auckland's commercial development, embodying layers of history and architectural significance. The adaptive reuse of heritage structures to accommodate contemporary requirements while maintaining historical integrity is exemplified by its transformation from a theatre to a department store and subsequently to a prestige retail space. The retention of the building's Edwardian Free Classical façade amidst internal modifications reflects a delicate balance between heritage conservation and commercial viability. In contrast, Smeaton's Building exemplifies a more nuanced approach to adaptive reuse, with tenants like Bulgari and Partridge Jewellers demonstrating a shared commitment to respecting the building's heritage values while enhancing its functionality for modern retail. The proposed modifications, such as façade enhancements and signage integration, seek to harmonise historical preservation with contemporary design, creating a cohesive and visually appealing environment.

Meanwhile, the Imperial Building offers a glimpse into the complexities of heritage conservation and modern adaptation within a pre-1900 archaeological site. The proposed project by Cartier navigates the intricacies of preserving historical context while introducing modern elements to enhance commercial appeal. Removing existing verandahs and external fire escapes, coupled with the addition of transparent canopies, signifies a careful balance between honouring the building's heritage and meeting the demands of luxury retail. Similarly, Queen's Arcade represents a fusion of past and present, with Christian Louboutin's tenancy highlighting the challenges and opportunities of adapting heritage sites to contemporary retail trends. The proposed exterior modifications aim to reintroduce elements of the Arcade's 1929 appearance while maintaining its historical charm.

The cases show how businesses and historic buildings benefit each other: prestigious brands like to be in historic buildings to look good, and these buildings get new life with fancy stores moving in. Unique old buildings with interesting stories and economic benefits make businesses want to use them in their plans for the future. Everybody's Building, Smeaton's Building, the Imperial Building, and Queen's Arcade exemplify how thoughtful renovations can preserve historical allure while enhancing functionality for contemporary needs. This approach aligns with Bryon's³³ advocacy for balancing architectural charm with economic viability. These examples underscore heritage's role in enhancing business appeal, ensuring continuity of historical significance, and fostering deeper cultural connections. These insights underscore the importance of heritage in enhancing business appeal, ensuring historical continuity, and fostering a deeper connection to cultural identity. These heritage

³³ John H. Stubbs, William Chapman, Julia Gatley and Ross King, *Architectural Conservation in Australia, New Zealand, and the Pacific Islands: National Experiences and Practice* (New York: 2024), 287-296

buildings' careful preservation and adaptive reuse demonstrate how historical significance can be successfully integrated with contemporary commercial needs. The forthcoming chapter will explore another facet of heritage within the business, exploring its diverse influences on contemporary enterprises.

4. Cases from Auckland: Retirement Villages

The retirement villages in New Zealand have experienced substantial growth due to the ageing population, with a 71% increase in retirement units over the past decade. Currently, there are 37,489 units across 425 villages³⁴. However, an additional 24,507 units will be needed by 2033 to meet future demand³⁵. This expansion underscores the sector's crucial role in supporting the senior population. This chapter discusses two significant approaches to very new retirement village projects in Auckland by examining the attributes of heritage that influence them.

1. The Foundation, Parnell



Figure 18 Aerial view of The Foundation Parnell retirement village interwoven with heritage rich context.

Located in Parnell, Auckland, The Foundation Parnell sits on the historic grounds of Blind Low Vision New Zealand. This site is renowned for its iconic heritage-listed Jubilee Building and other classical brick-masonry constructions. Completed in December 2023 by Generous Generus Living Group, a New Zealand-owned company, the development features two new apartment blocks at 539-541 Parnell Rd, 4 Maunsell Rd, and 16 Titoki St. It comprises 46 retirement apartments across five levels with commercial space at the ground level. The site is also home to Pearson House, a neo-Georgian building designed by Gummer and Ford, originally constructed to house ex-servicemen blinded during the Great War. Combining these historic structures with new developments illustrates the delicate balance between preserving the past and accommodating modern needs.

³⁴ Media Release: JLL NZ Retirement Villages & Aged Care Report Highlights Decade of Remarkable Growth." n.d. Media Release: JLL NZ Retirement Villages & Aged Care Report Highlights Decade of Remarkable Growth. Accessed June 19, 2024. <https://networkcommunication.co.nz/news/media-release-jll-nz-retirement-villages-aged-care-report-highlights-decade-of-remarkable-growth>

³⁵ Retirement Villages Market Review 2023." 2023. Wwww.jll.nz. August 22, 2023. <https://www.jll.nz/en/trends-and-insights/research/retirement-villages-market-review>.



Figure 19 2018 Neighbouring Context of Foundation Parnell



Figure 21 Construction of The foundation Parnell near to Jubilee building currently functioning as a Parnell Library.

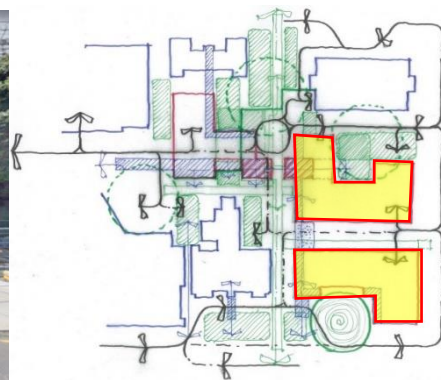


Figure 20 conceptual sketch of the proposed structure with respect to the heritage building and context of proposal at Parnell

The Jubilee Building opened in 1909 and initially served as a residential school and facility for blind people in New Zealand, offering classrooms, dorms, dining spaces, and later workshops due to expanding needs.

Over time, changing demands led to its conversion into office spaces in 2015, and it now functions as Parnell Library and community facilities.³⁶ Similarly, Pearson House, which opened in 1926 as a residence for blind men on Titoki Street, Parnell, evolved from dormitories to a school by 2015,

³⁶ Heritage New Zealand Pouhere Taonga, *Royal New Zealand Foundation of the Blind Main Building*. Retrieved from Heritage New Zealand Pouhere Taonga 2024: <https://www.heritage.org.nz/list-details/4579/Listing>

reflecting broader societal changes in the integration and empowerment of blind individuals within the community.³⁷



Figure 22 The Foundation Parnell retirement village design from Parnell Rd.

The design of The Foundation Parnell carefully integrates with the existing heritage buildings, incorporating classical proportions, durable materials, and colonnade features to complement and enhance the area's character. The new complex is positioned to respect the existing structures, adjacent open spaces, and natural features. Introducing a five-storey and a six-storey building does not alter the heritage buildings' fabric but changes critical views of the Jubilee Building from Parnell Road. The design employs setbacks, lighter materials, and appropriate fenestration to minimise visual impact and maintain a balanced streetscape. This approach is consistent with heritage conservation principles that advocate for minimal intervention and ensuring new additions are distinguishable yet harmonious with the old. The seismic strengthening plans for Pearson House also reflect this careful balance. By replicating existing brick chimneys in lighter materials, avoiding alterations to the colonnade, and replacing external python plates with recessed screws, the upgrades maintain the building's aesthetic integrity while enhancing structural safety. These changes demonstrate a thoughtful adaptation that respects the original fabric while ensuring the building's continued use. The approaches taken in The Foundation Parnell and Pearson House developments align with established heritage conservation principles, emphasising respecting the evidence of time and contributions of all periods. Changes are made only where essential, culturally desirable, or necessary for conservation. Alterations are designed to be compatible with the original fabric but distinct enough to be recognised as new work, maintaining the cultural heritage value while allowing for contemporary functionality.

The new construction complements both projects but does not replicate the historical elements. The setbacks, lighter materials, and appropriate fenestration for The Foundation Parnell respect the historical context without overwhelming it. Similarly, the seismic upgrades to Pearson House involve necessary changes sensitive to the building's aesthetic and structural qualities. These interventions demonstrate a careful balance between preservation and adaptation, ensuring that heritage values are not compromised.

³⁷ Heritage New Zealand Pouhere Taonga, *Pearson House*. Retrieved from Heritage New Zealand Pouhere Taonga,(2023). <https://www.heritage.org.nz/list-details/4580/Pearson%20House>

2. The Clevedon Project



Figure 23 Rural context of Clevedon, Source: Google Earth

Clevedon village, established in the late 1850s, saw its first European settlers, the McNicol and Hoye families, in 1853. The Wilson Homestead, built before 1866 for James Wilson, is a significant heritage site. It is a two-storey house with a gabled roof and dormer windows, set within a garden and broader pastoral landscape. The site is scheduled for its historical, social, technological, physical attributes, aesthetic, and context values. This historical fabric, characterised by its early colonial architecture and pastoral setting, offers a rich context for understanding the evolution of rural settlements in New Zealand.

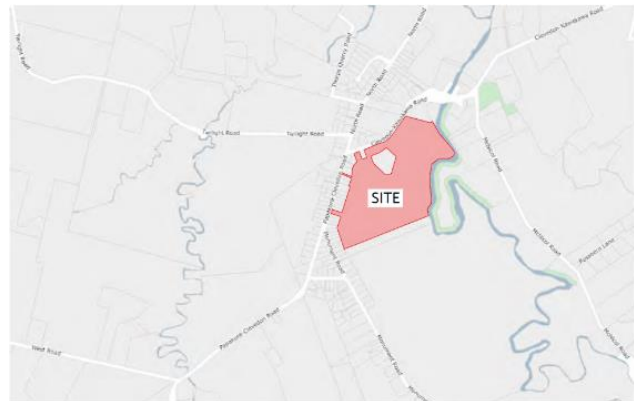


Figure 24 (Left) The Wilson Homestead. (Photo by author dated 22 March 2021), (Right), Proposed site of Clevedon retirement village project. Source: Auckland Council, Clevedon Memo, Approved design.

Clevedon's proposed retirement village development involves altering the homestead and demolishing later outbuildings to construct new buildings within the heritage site. The house will undergo limited internal alterations to maintain its historical fabric, ensuring that essential historical features are preserved by replicating the vernacular features of Clevedon and integrating them into the upcoming projects. The proposal retains the garden setting and open pastoral views, ensuring the house remains a focal point of the early farmstead. New buildings will follow a simple rural style, blending with the historical context and maintaining the site's aesthetic values. This approach mirrors the principles of minimal intervention and compatibility highlighted in heritage conservation literature. The

development respects the original context while introducing necessary modern amenities, ensuring new additions are compatible with the historic fabric.



Figure 25 Proposed master plan illustrating Clevedon retirement village's built and restricted countryside zone, Source: Auckland Council-approved design. Source: Studio Pacific Architecture – proposed master plans

The Clevedon project adheres to heritage conservation principles, emphasising the need to preserve historical and aesthetic values while introducing new structures. The development's approach to retaining the garden setting and ensuring new buildings follow a rural style maintains the heritage values without creating an unduly suburban setting. This method aligns with the guidance on minimal and sensitive intervention, ensuring new structures are distinguishable yet harmonious with the historical context. The Clevedon project exemplifies how contemporary needs can be met without compromising historical integrity by preserving key features and ensuring new additions enhance rather than detract from the heritage site. This careful balance of adaptation and preservation ensures the site's heritage values are maintained for future generations while providing necessary updates to meet current standards and uses.



Figure 26 3D visualisation of proposed design of Clevedon Retirement Village project, Source: Auckland Council- approved design.

The Clevedon development encapsulates both emotional and cultural values associated with heritage conservation. Emotional values include wonder, identity, continuity, respect, veneration, symbolic and spiritual significance. The Wilson Homestead is more than just a building; it symbolises the area's history and a tangible connection to the past. Preserving its structure and the surrounding landscape allows current and future residents to maintain a sense of identity and continuity, fostering a deep respect and veneration for the site. Cultural values are equally significant. The Wilson Homestead serves as a documentary and historical record, providing insights into the architectural and social history of the area. Its aesthetic and architectural values, characterised by early colonial design, contribute to the townscape and landscape, enhancing Clevedon's ecological and visual appeal. Technologically, the building methods and materials used in the homestead offer a glimpse into the scientific and technological advances of the time. By integrating new structures that respect these values, the Clevedon project ensures that the site remains relevant and functional while honouring its rich heritage. The approach aligns with the broader principles of heritage conservation, ensuring that the new

development contributes to the cultural and emotional landscape without overshadowing the historical significance of the Wilson Homestead.

Conclusion

Integrating modern developments with historic buildings in Parnell and Clevedon exemplifies a dynamic approach to heritage. These projects go beyond preservation, transforming historical sites to meet contemporary needs and societal demands. By blending preservation with innovation, developers engage in ongoing heritage creation. For instance, the adaptation of the Wilson Homestead into a retirement village in Clevedon creatively engages with heritage, serving current purposes while honouring its historical significance. Both projects emphasise heritage's emotional and cultural values, fostering a sense of identity and continuity. They highlight that heritage evolves to remain relevant and meaningful, showcasing the intricate interplay between history and contemporary life.

Moreover, these developments harmonise with heritage sites, introducing new uses and amenities while ensuring minimal disturbance to historical fabrics. The Foundation Parnell integrates modern living spaces into a vibrant urban context, while the Clevedon project revitalises a historical site, creating a new heritage legacy. These approaches reflect broader heritage conservation principles by balancing preservation with adaptation, ensuring that new work enhances rather than detracts from the historical context. They demonstrate the delicate balance between preserving historical integrity and accommodating modern functionality, fostering cultural and emotional benefits such as identity, continuity, and respect for the past.

Historical integrity is central in both The Foundation Parnell and The Clevedon Project. The Foundation Parnell maintains historical continuity by integrating new apartment blocks with structures like the Jubilee Building and Pearson House. This approach ensures users connect with the past while meeting modern needs. By striking a delicate balance between preserving historical integrity and accommodating contemporary functionality, the project highlights the importance of heritage in shaping cultural landscapes and constructing meaningful identities within a vibrant urban context. Similarly, The Clevedon Project emphasises the preservation of historical sites like the Wilson Homestead while introducing new buildings in a complementary rural style. This emphasis on preservation underscores the area's historical roots, offering a tangible connection to its early colonial history. The project prioritises preserving and commemorating specific historical sites and narratives and demonstrates how heritage can shape cultural landscapes and construct meaningful identities. Clevedon's approach emphasises historical preservation, emphasising the site's aesthetic and historical significance while harmonising with contemporary needs.

Findings and Conclusions

Recognising and managing heritage involves balancing the benefits of cultural and historic preservation with the costs associated with maintaining and adapting these sites. Cases from Auckland illustrate how heritage can simultaneously support and challenge modern innovation, necessitating a nuanced approach to preservation. By modifying how we recall, document, and preserve heritage, society can ensure these valuable cultural assets remain relevant and accessible. Memories, historical records, and relics from the past continue to reshape our understanding of history, providing a foundation for identity and stability in a rapidly changing world. While heritage no longer serves as a sanction for inherited power, it remains a crucial element in personal and national identity, offering continuity and resilience amidst change.

Adaptive reuse plays a crucial role in the emergence and evolution of heritage buildings. By repurposing historical structures for modern uses, these buildings can continue to serve the community while preserving their historical significance, which involves careful planning and design to ensure that modifications respect the original architecture and cultural context. Examples such as Everybody's Building and the Imperial Building illustrate how adaptive reuse can breathe new life into heritage buildings, making them relevant and functional today. Adaptive reuse ensures that heritage buildings are preserved and integrated into the contemporary urban fabric, contributing to the city's ongoing development. This approach highlights the potential for heritage buildings to serve diverse community needs while maintaining their historical integrity.

Balancing heritage and innovation is a critical challenge in the adaptive reuse of heritage buildings. Successful projects preserve significant historical elements while incorporating modern amenities and design features. This balance is essential to ensure heritage buildings' economic viability and continued use in a contemporary context. Retaining historical façades, integrating modern signage, and enhancing functionality can help achieve this balance, as seen in the examples discussed. Balancing tradition and innovation involves respecting the historical integrity of buildings while making necessary adaptations to meet current demands, ensuring their continued relevance and utility.

Future Research

Future research could explore integrating economic perspectives and innovations in heritage conservation and adaptive reuse practices. Technologies such as 3D scanning, virtual reality, and augmented reality can provide detailed documentation and visualisation of historical structures, aiding in the planning and execution of adaptive reuse projects. These technologies can also enhance visitor experiences by providing interactive and immersive ways to engage with heritage sites. For instance, historical information and images are overlaid onto the physical environment, allowing visitors to experience the building as it was in the past. Exploring the possibilities of innovation that can be integrated into heritage conservation practices can lead to more effective and engaging preservation efforts.

Investigating sustainable practices in the adaptive reuse of heritage buildings is another promising area for future research. This includes exploring eco-friendly materials, energy-efficient design solutions, and sustainable construction practices that minimise environmental impact while preserving historical integrity. Sustainable adaptive reuse can contribute to heritage buildings' long-term viability and resilience, ensuring their preservation for future generations. Research in this area could examine how heritage buildings can be retrofitted with modern energy-saving technologies without compromising their historical features. This could involve using solar panels, energy-efficient lighting, and sustainable building materials that blend seamlessly with the original architecture.

Further research could examine adaptive reuse projects' social and economic impacts on local communities. This includes assessing how these projects contribute to community identity, economic development, and social cohesion. Understanding the broader impacts of adaptive reuse can provide valuable insights for policymakers, planners, and developers, helping to guide future heritage conservation efforts. For example, research could explore how adaptive reuse projects influence property values, tourism, and local businesses. It could also examine the role of community engagement in the success of these projects, highlighting the significance of involving residents in the planning and development process.

The adaptive reuse of heritage buildings in Auckland for retail and retirement village purposes highlights the complexities and opportunities associated with heritage conservation. Successful projects preserve historical integrity while meeting contemporary needs, creating vibrant and functional spaces that honour the past and serve the present. Future research in technological integration, sustainable practices, and social and economic impacts can further enhance our understanding of heritage emergence and evolution, contributing to the adaptive reuse and preservation of heritage buildings worldwide. By continuing to explore and innovate in these areas, we can ensure that heritage buildings remain integral parts of our cultural and urban landscapes, serving as enduring symbols of our collective history and identity.

Businesses choose heritage as a marketing tool for several compelling reasons. Associating with heritage buildings lends authenticity and depth to a brand, creating a rich storytelling opportunity that distinguishes it from competitors. The nostalgic appeal and emotional connection to the past resonate with consumers, while heritage sites' perceived prestige and exclusivity enhance brand image, especially in luxury markets. Heritage buildings carry cultural capital, aligning the brand with valued historical narratives and strengthening community ties through social responsibility. Economically, heritage sites attract tourists, boosting customer flow, and benefit from higher property values and potential financial incentives like grants and tax benefits for preservation efforts. The unique design and historical ambience of heritage buildings create an appealing atmosphere, enhancing the overall customer experience. Businesses also leverage the sustainability aspect of adaptive reuse, appealing to environmentally conscious consumers and enhancing their green credentials. The trend towards experiential consumption and cultural tourism further supports the attractiveness of heritage sites. Additionally, media attention and unique event-hosting opportunities provide valuable publicity. Investing in heritage buildings aligns with a long-term vision of historical continuity and legacy building, reinforcing a company's commitment to cultural preservation while ensuring their continued relevance and economic viability.

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