

Ward Brothers Building

213 Cuba Street, Palmerston North

NZHPT Registration Number:	7360
NZHPT Registration Type:	Historic Place – Category II
NZHPT Registration Date:	13/12/96
City/District Council:	Palmerston North City Council
District Plan status:	Category 2



Brief History

In 1911, Palmerston North brothers William Ercott Ward and Edward E Ward began their paperhanging and decorating business in the washhouse of William Ward's home. The business expanded into mirror-making, glass-cutting and picture framing and in 1927 Ward Brothers relocated to Cuba Street. The brothers later commissioned architects Ernst West and Francis Hornibrooke to design this two storey building, which was constructed by contractor A G Holmes in 1935 at a cost of £2214. The Ward Brothers Building is a good example of the Art Deco style, in both the second story façade and interior elements. The exterior is finished with painted cement render and features an oriel window with geometric patterned leadlight windows. The stepped parapet, stylized low relief ornament, stylized lettering, and the zigzag and chevron motif are all elements typical of Art Deco architectural design. Geometric patterns are continued in the leadlight skylight in the second floor ceiling.

The original plan of the building allowed for two shops on the ground floor and several large showroom spaces and service rooms on the first floor, with a slightly off-centre staircase. The Ward brothers originally ran their store out of the left shop and leased the other. In the early 1960s the downstairs partitions were removed to create one large commercial space, and these were later reinstalled. The Ward family continued to retain ownership of the building for some years. The glass part of the business was sold to Keith Sieverts in 1981 and the same year the paint and wallpapering business was sold to the Paint and Wallpaper Factory who leased the ground floor of the building, while Ray Ward operated a picture framing business from the upstairs area. Williams' Army and Navy Store leased the ground floor from 1987. The first floor was extensively altered in 1990 when the space was leased to Spostato Restaurant. The staircase was repositioned at this time to allow separate access to the upstairs level. The restaurant is now closed.

Principal Sources:

Bowman, I & Kelly, M, *Palmerston North CBD Heritage Inventory*, Palmerston North, Palmerston North City Council, 2003.
Historic Places Manawatu-Horowhenua Record 010144.
Palmerston North Heritage Trails Working Party, *Architects Walk*, Palmerston North, Palmerston North City Council, 1994.
Ward Brothers Building, NZHPT Register no. 7360, n.d., New Zealand Historic Places Trust.