

Historic Heritage Inventory



Aurora (Regent) Theatre, Paeroa



Location: 80-88 Normanby Road, Paeroa

Heritage Status

Historic Places Trust Registration Number:

Historic Places Trust Category:

HDC Heritage Category: B - Heritage Feature. Regional or Sub-Regional Significance

Other

Physical Description: Art Deco Picture Theatre with decorative elements intact. Broken up into various shops including Second Hand Store and Radio Station.

Other known names:

Notable features: Terrazzo sunburst entrance "Aurora" in foyer. Decorative elements still exist on upper floor.

Style: Italianate

Materials:

Date of Construction: 1927

History: The Aurora theatre was built by Percy Jennings, an electrical engineer who possibly made his own projectors for use in this cinema. The Kerridge group operated a rival cinema on Wharf Street and after a bitter trade war Kerridge Odeon leased the Aurora from about 1938 and changed the name to Regent. Due to increasing availability of television, in the 1970s Kerridge Odeon did not renew the lease and the operation closed in 1980.

District Plan Schedule

Number: HAU114

Heritage Category: B

Heritage Type:

- Wahi Tapu
- Cultural Landscape
- Building
- Group of Buildings
- Structure
- Monument
- Historic Place
- Archaeological Site
- Other

Date Period:

1911-1940

Significance:

- Archaeological
- Architectural
- Cultural
- Historic
- Scientific
- Technological

Thematic Context

- Maori
- Early Settlement
- Industry
- Extraction
- Forestry
- Agriculture
- Transport
- Communication
- Commerce
- Residential
- Social/Cultural
- Civic
- Health
- Educational
- Church/yard
- Other

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District Plan Schedule

Number: **HAU114**

Heritage Category: **B**

Architect:

Designer:

Builder: Percy Jennings

Engineer:

History of changes:

Condition: Good

Integrity: Substantially intact

Current Uses: Various - Cafe, Second Hand Shop, Offices upstairs.

Former Uses: Cinema

Registered owner: Arthur and Jaren Austin

Legal Description: Lots 4, 10 and Pt 3, 9 DP 17353

Reference Source: Hilary Haysom

Associated Pictures:



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Number: **HAU114**

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