



# Petrie's Building

**Cnr. Broadway and Regan St**

**1924**

<b>Use:</b>	Commercial	<b>Historic Value:</b>	2 out of 5
<b>Materials:</b>	Galvanized concrete	<b>Architectural Value:</b>	2 out of 4
<b>NZHPT Registered:</b>	Not registered	<b>Technical Value:</b>	- out of 2
<b>Legal Description:</b>	-	<b>Symbolic Value:</b>	- out of 3

**Rarity Value:** - out of 2

**Townscape Value:** 2 out of 2

**Group Value:** 1 out of 2

**Overall Heritage Value:** 7 out of 20



In 1896, Mr. John Petrie founded a watchmakers firm located near the County Hotel. At this time there were eight other watchmakers operating in Stratford. However, due to the immense success of Mr. Petrie's business, after only one year he was the only watchmaker left. Mr. Petrie was a third generation watchmaker – his grandfather and father had owned and operated a watch-making business in New Deer, Aberdeenshire, Scotland. John Petrie took over this business, but moved to New Zealand with his wife and four sons in 1895.

John Petrie Watchmakers outgrew its small building reasonably quickly, and a new building was constructed for this venture in 1923 on the corner of Broadway and Regan St, being completed in early 1924. The building was (and still is) high quality and attractive, with the Stratford Borough Council Town Clerk writing to Mr. Petrie to congratulate him for it:

*"I have been directed to convey to you the Council's congratulations on the completion of the very fine block of buildings erected by you in Broadway and to express the Council's appreciation of your enterprise."*

A second shop was later acquired by the Petrie family on Broadway, becoming known as Broadway Jewellers (Stratford) Ltd.

In 1930, the business was registered as limited, with Mr. Petrie's two sons becoming directors, and Mr. Petrie Snr. remaining the chairman until 1957 when he died, aged 102 years. John Petrie Jnr. took over, later handing over the business to his nephew Noel Petrie, who owned it during the 1970's.

The building has since been used for various businesses, mostly cafes, and is currently occupied by Double Dees Saloon.

## **Bibliography**

Stratford Press: October 28, 1971 "75 Years in Stratford"