



The Masters building on Egmont St in central New Plymouth is pulled to the ground.

ANDY JACKSON/FAIRFAX NZ

# Pulled down piece by piece

**ANDREW OWEN**

Another piece of New Plymouth's history has now gone forever, pulled down piece by piece.

The Masters Ltd building had stood in Egmont St since the 1920s, and despite appeals to keep it, proved no match for a demolition crew.

Shaun Conaglen, owner of the nearby Jetcharm Barbershop, campaigned to save the building's facade and said he was very disappointed the effort had failed. "It's

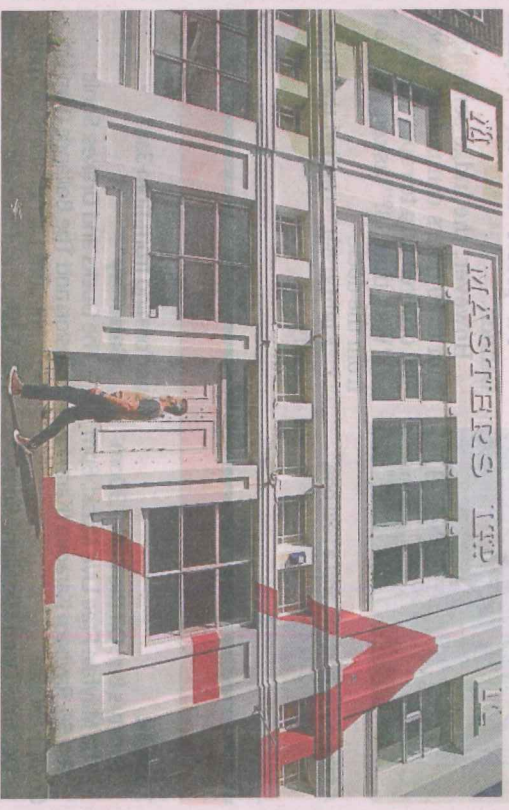
just really, really heartbreaking and sad for the town."

He repeated his fears for New Plymouth's heritage, warning it risked becoming as bland as the Gold Coast. "Let's hope we have brought awareness to the town that developers can do whatever they want to these historic buildings," he added.

Peter Tennent, who owns the Masters plot, said: "The plan is to put an upmarket apartment building on the site. It will be run in conjunction with the Devon Hotel."



A bit closer? A man watches the demolition work.  
PHOTO: ANDY JACKSON/FAIRFAX NZ



Gone forever - the old Masters building.

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