

“While you walk this intriguing Heritage Trail, remember that there are many other reminders around our area honouring the fallen from WW1. We have memorial plaques at St. Georges Presbyterian Church, St. Peters Anglican Church and of course the beautifully restored gates at Takapuna Primary School. We have our fantastic Cenotaph in The Strand, where we hold our ANZAC Parade every year. There are other streets named in honour of WW1 service personnel, like ANZAC Street (previously Katerine Street) that also has a memorial plaque beside Potters Park.

The importance that I place on having these plaques preserved and brought to the public eye is due to my firm belief in maintaining history. What these men did formed the future for us. What you and I do forms the future for our children and grandchildren. Without history, there cannot be any future. We learn from history, therefore we need to respect it, honour it and preserve it in the best way possible.

These eight street names are just a token memorial of the sacrifices made at that time. But they are important because they give us individual stories of locals. It becomes personal because our grandparents possibly knew some of them. Some of us were possibly related to some of them. These men selflessly gave their lives for you and me. They created a future that enabled us to have a now. For this, we owe them our respect and permanent recognition.”

Lest we forget.

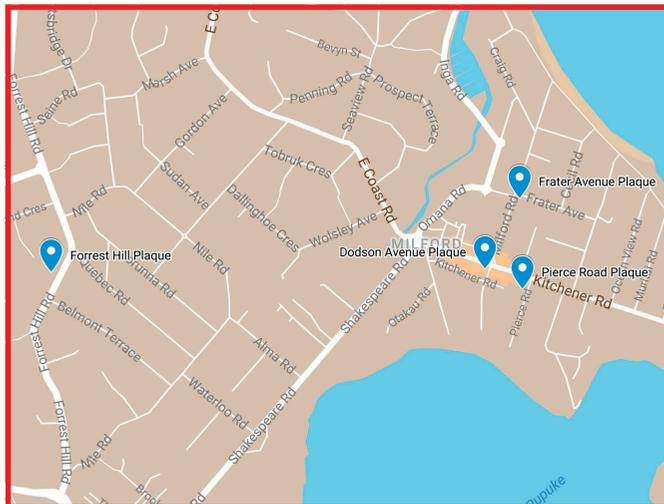
Gavin Sheehan  
Project Coordinator  
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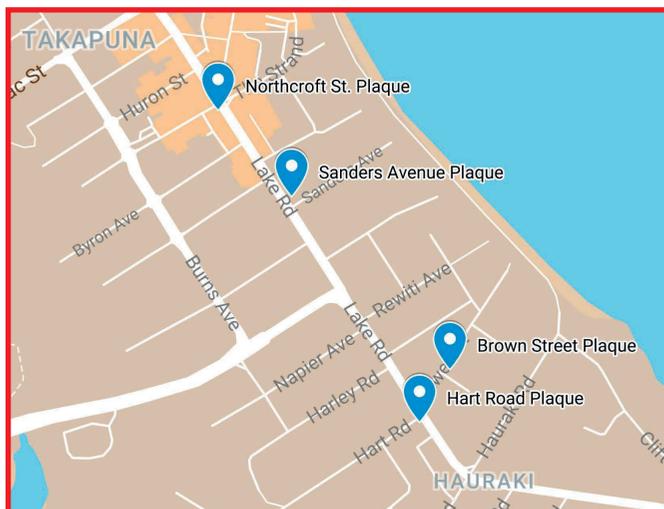
### Milford Walk

- Forrest Hill Plaque
- Frater Avenue Plaque
- Dodson Avenue Plaque
- Pierce Road Plaque



### Takapuna Walk

- Sanders Avenue Plaque
- Brown Street Plaque
- Northcroft Street Plaque
- Hart Road Plaque



## UNIQUE WW1 MEMORIAL STREET NAME PLAQUES

A HERITAGE TRAIL THROUGH TAKAPUNA, MILFORD AND FORREST HILL.



*This project was started to preserve and where necessary, to replace these unique plaques throughout our local area. These streets were all named in honour of local residents who gave their lives for King and Empire during WW1. As a Heritage Trail it is easily accessible by foot, by car or a mixture of both, depending on your fitness level.*

**Sanders Avenue**, Takapuna (previously Beach Avenue) would be our most famous and is named after Lt. Cdr. William Edward Sanders, New Zealand's only naval personnel to ever receive a Victoria Cross. He was awarded this after his command, the HMS Prize, a three-masted schooner operating as a "Q" or "Mystery" ship was involved in a showdown with a German U-boat on 30th April 1917. The Prize was quite badly damaged but they stuck to the plan and fooled the U-boat to approach, where they instantly raised the White Ensign and opened fire. Quickly the U-boat's bow rose in the air and down she went. Despite the Prize's extensive damage, she was later towed to harbour. About two months later he was involved in another action, for which he was awarded a D.S.O. Unfortunately the HMS Prize's run of success ran out on the 14th August 1917, when she was torpedoed and sunk by another German U-boat and all lives were lost. The extremely brave and well decorated Lt. Cdr. Sanders was just 34 years old.



*Lt. Cdr. William Edward Sanders*

**Brown Street**, Hauraki Corner (formerly Rawhiti Road). In September 1916 it was renamed by the Takapuna Borough Council in honour of Private Geoffrey McPherson Brown, a teacher at Belmont School and a son of the local Takapuna Schoolmaster, Mr. F. H. Brown. Private Brown was one of many who had embarked on the 16th October 1914 bound for Suez. He was with the Auckland Infantry Battalion, 3rd Company when he was killed in Gallipoli on the 8th May 1915, aged a mere 20 years old. Sadly, the Brown family's misery was not to end there.

Just over a year later on the 25th September 1916, their second son Private Arthur Noel Brown, a fruit farmer, had enlisted and departed with the 17th Reinforcements, Auckland Infantry Battalion, A Company. He was killed in action on the 4th October 1917 in Ypres, Belgium. He too was only 20 years old at the time of his death. His name was added to that of his brother on the memorial at Brown Street. Frances and Emily Brown had lost two young sons in just over two years, serving their King and Empire.



*Private Geoffrey McPherson Brown*

**Hart Road** (formerly Hansen Road), was renamed at a special meeting of the Takapuna Borough Council, on the 22nd October 1919. This meeting was the same one where the names for Sanders Ave, Forrest Hill Rd, and Pierce Rd were also adopted. Hart Road was named in memory of Second Lieutenant Athol Thomas Hart. He was the eldest son of Edwin & Sara Hart of Lake Rd, Takapuna. Athol was a solicitor and was listed with the NZEF 32nd Reinforcements, E Company when they embarked on the Maunganui for Liverpool on the 21 November 1917. He was with NZ Rifle Brigade in Bapaume, France when he was killed in action on 21 August 1918, aged 27. That was only nine months to the day from when he left NZ.



*Second Lieutenant Athol Thomas Hart*

**Northcroft Street** (formally The Strand West) was named after Lance Corporal Harry Cuthbert Northcroft. Harry was a single man who lived in Park Avenue when he enlisted on the 8th August 1914. As part of the Main Body of the Auckland Mounted Rifles, he left on the 16th October 1914 with the first large wave of troops. He headed into Suez and then of course, off to Gallipoli. He was killed in action on 19th May 1915. He is buried at Walker's Ridge Cemetery in Anzac Cove.



*Lance Corporal Harry Cuthbert Northcroft*

**Forrest Hill Road**, Forrest Hill (formerly Whites Hill) was named after Lt. Hugh Alexander Forrest, son of the Devonport Postmaster. He embarked from Wellington with the New Zealand Rifle Brigade, J Company and arrived in England on 26 April 1917, staying until his unit left for France on June 4. He was posted to B Company of the Rifle Brigade on 27 June and he was on leave in Paris from 21st until 28th August, after which he rejoined his unit. Lt. Hugh Alexander Forrest was killed in action on 12 October 1917, the day 845 New Zealanders were killed in the First Battle of Passchendaele. The 2nd Battalion, of which Forrest was a member, attacked at 5:25am but a totally ineffective allied barrage meant there was no protection from German machinegun fire and most of the casualties occurred in the first few hours. Hugh was only 24 years old and is buried at the New Irish Farm Cemetery near Ypres, Belgium.



*Lt. Hugh Alexander Forrest*

**Frater Avenue**, Milford (previously Milford Avenue) was named after Lt. Robert Andrew Frater, who embarked with the Auckland Infantry Battalion on the 16 October 1914 bound for Suez, Egypt. Then with the Auckland Infantry Battalion Machine Gun Company, he went fairly quickly into the Gallipoli campaign. There is a written account of Lt. Frater, describing his bravery in scaling Gallipoli Heights whilst leading his machine gun platoon on the 25th April 1915 before being mortally wounded. At 23 years old, the keen sportsman and yachtsman died just days later on board HMHS Selam and he was buried at sea.



*Lt. Robert Andrew Frater*

**Dodson Avenue**, Milford (formerly an extension of Milford Rd) was named after Lt. Frederick Hugh Dodson, son of Mr. and Mrs. A.F. Dodson, of Takapuna. The Dodson's had sadly lost their 14 year old daughter just 5 years before Frederick went off to war. He was another who left for Suez and ultimately Gallipoli, on the 16th October 1914. The 23 year old Lieutenant was part of the Auckland Infantry Battalion 6th Company, when he too was killed in action at Gallipoli on the 25th April 1915.



*Lt. Frederick Hugh Dodson*

**Pierce Road**, Milford (previously Marine Parade) was named after Second Corporal Arthur Patrick Hector Pierce. Being a 37 year old married man with 3 children, he was a little older than a lot of the other locals when he enlisted in May 1916. He, his wife Winifred and their children lived nearby, on Kitchener Road and Arthur Pierce was a successful architect. He left NZ in April 1917 with the 24th Reinforcement Mounted Rifles, headed for Suez. Records show Arthur as having died of malaria in Palestine on the 17th October 1918. There is another report saying influenza. Either way, this son, husband and father did not come home. He is buried at the Ramleh War Cemetery in Israel.



*Second Corporal Arthur Patrick Hector Pierce*