

HISTORICAL WALKING TOUR

ON SYDNEY ROAD BRUNSWICK

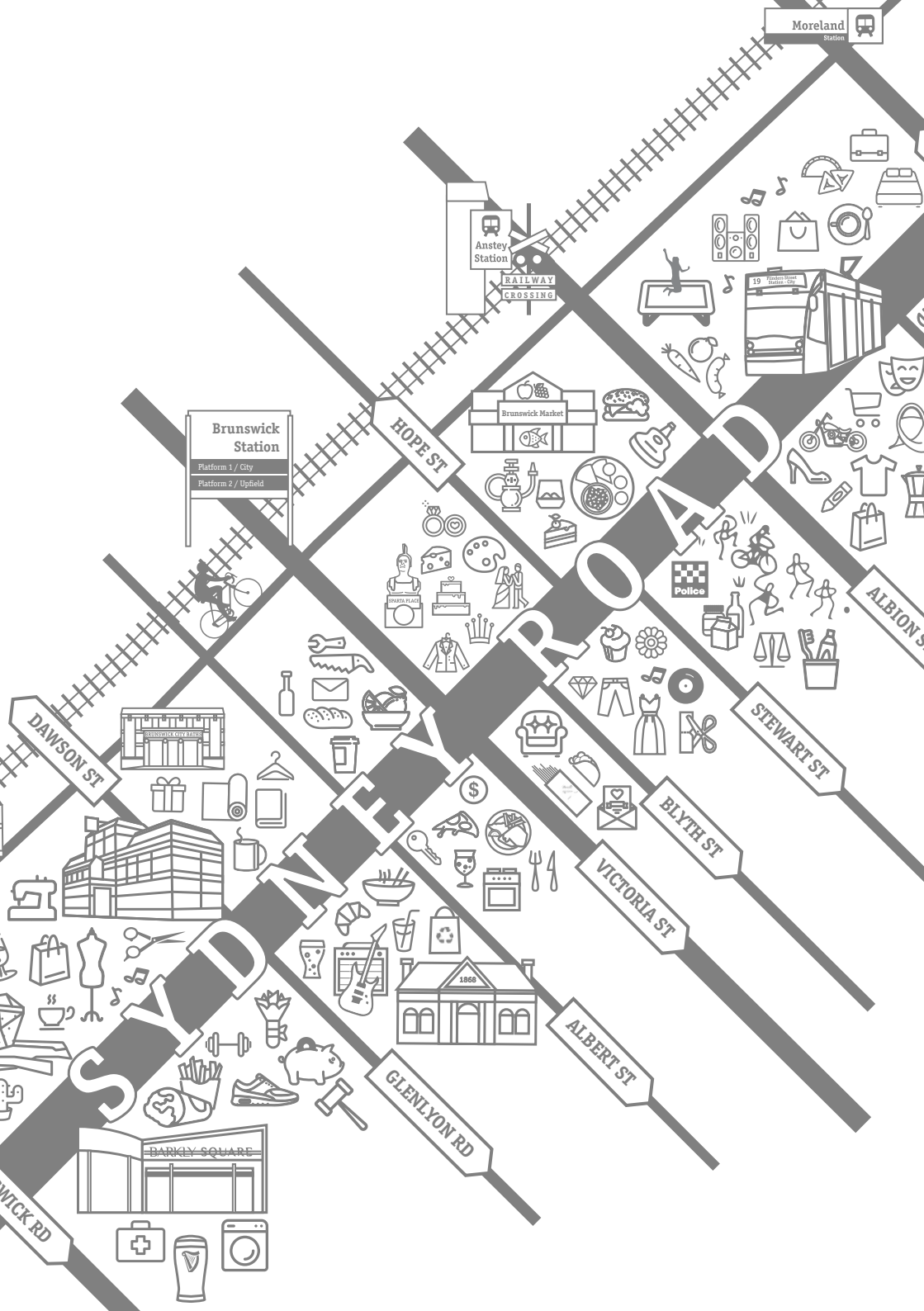


4, 12 & 18 November 2023

Albion Street to Moreland Road,
along Sydney Road Brunswick



SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION



Moreland

Station



Anstey
Station

RAILWAY
CROSSING

Brunswick
Station

Platform 1 / City

Platform 2 / Upfield

Brunswick Market

Police

DAWSON ST

HOPE ST

ALBION ST

STEWART ST

BLYTH ST

VICTORIA ST

ALBERT ST

GLENLYON RD

BARKLY SQUARE

WICK RD

In partnership with the Brunswick Community History Group, the Sydney Road Brunswick Association (SRBA) welcomes you to another Sydney Road Brunswick Historical Walking Tour.

Led by local experts from the Brunswick Community History Group, tours will take a leisurely walk along Sydney Road Brunswick, exploring the below locations of interest for a deep dive into the history between Albion Street and Moreland Road.

Stops on the walking tour include:

- Don Bosco Youth Centre
- Mitchell Street
- Site of Joseph Allison Funeral Parlour (Now Centrestage Costumes)
- J. Junaid Jamshed
- Brunswick Tram Depot
- Site of Alhambra Theatre (Now Stuckey Tyre Service)
- Charalambous Hardware
- The Bank Building
- Moreland Hotel

STOP 1 Don Bosco Youth Centre

715-719 Sydney Road, Brunswick



This site has long links to Brunswick's Italian community.

Sebastiano Dannelli arrived from Milan in the early 1880s and established a shop as well as a vermicelli factory on this site. Sebastiano was a parishioner of St Ambrose Church and is said to have suggested naming the church after the patron saint of Milan. He later bequeathed his property to the Catholic Church, who preceded to build shops on it.

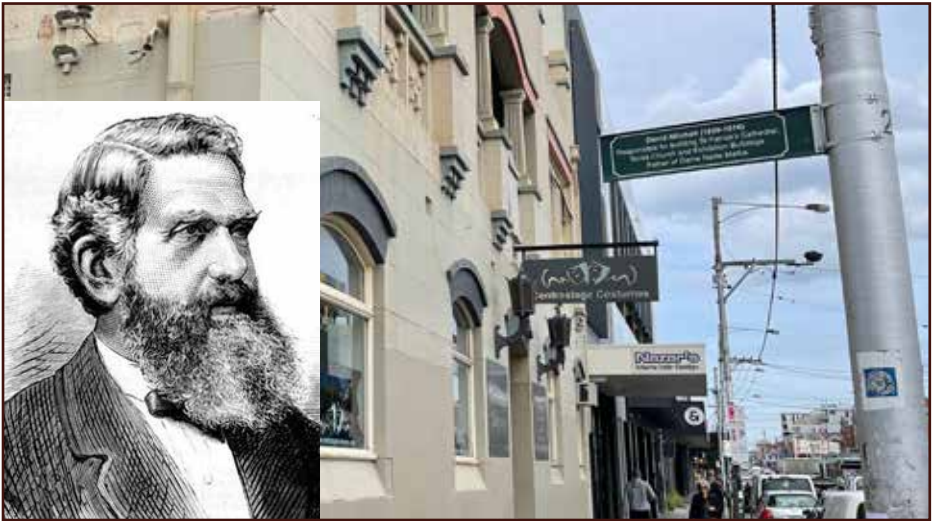
In 1945 they erected the Don Bosco Youth Hostel and club for boys, and then extended it in 1975.

The facility is currently managed by the Salesian Order of Don Bosco and continues to operate as a hostel and youth recreation centre. It is named after the nineteenth century Italian saint - Saint Don Bosco.

The architect and builder have not been identified.

STOP 2 Mitchell Street

Corner of 788-800 Sydney Road, Brunswick



This street is named after David Mitchell – a builder and land-owner in the area who is also notable for being the father of Dame Nellie Melba.

Mitchell, a devout Presbyterian, arrived in Melbourne in 1852 and became a highly successful builder. He was responsible for constructing many well-known Melbourne buildings including the Royal Exhibition Building and St Patrick's Cathedral.

He had a brickworks in Richmond and acquired extensive land-holdings around Victoria including an estate in this area.

STOP 3 Site of Joseph Allison Funeral Parlour

788 Sydney Road, Brunswick



788 Sydney Road Brunswick currently houses Centrestage Costumes, but was constructed in 1920 and first occupied a funeral parlour – which was operated by Joseph Allison. Previously there has also been a hay and corn store on the site.

The name Allison has been associated with funeral parlours since the early days of European settlement in Melbourne. The various Allison families involved in the industry were descendants of Thomas Allison, cabinet maker and coffin maker in London. Five of his six sons came to Melbourne in its early days, setting up in the funeral business. Their sons and grandsons have followed in their ancestor's footsteps and there are still funeral directors in the family in Melbourne today.

Joseph Allison came to Australia in the 1860s and after living for a while in country Victoria during the goldrush, set up business in Errol Street, North Melbourne. The business quickly expanded to Moonee Ponds and Brunswick. Although Joseph Allison died quite young, his widow kept the business under his name and descendants continued to grow a thriving business.

This gorgeous building on Sydney Road remained the centre of the family business throughout the 20th century. Thomas Allison and his family lived upstairs for many years but then recently the building was sold and, according to the council heritage gap study in 2019, approved for demolition.

Happily, it still stands today as a costume shop, with the funeral parlour, "preparation room" and coffin showroom now filled with costumes, while the upstairs has been divided into two separate apartments.

STOP 4 J. Junaid Jamshed

800 Sydney Road, Brunswick



J. Junaid Jamshed clothing shop on Sydney Road Brunswick is one of two Australian stores of a famous high-quality Pakistani clothing company with shops all over the world. They specialise in high-quality traditional Muslim clothing with a modern, stylish approach and they weave, dye and colour their own luxury fabrics.

Although Muslim Australians have been a part of our community for as long as Europeans, post-war migration brought many people from the Middle East to the northern suburbs of Melbourne. 3% of Australians now identify as Muslim, coming from many different corners of the world. Sydney Road reflects some of these changes in our food, shops, culture, religion and lifestyles. Where once there were pharmacies, dressmakers, furniture workshops, bakeries, textile factories and department stores along Sydney Road, we can now find Middle Eastern spices, buy South Asian fabrics and homewares and eat kebabs, curries and Halal snack packs. A luxury shop like this one and the many gold jewellery shops along Sydney Road show a community which has become established and needs more than the basics.

At the turn of the 20th Century there was a large brick villa with 9 rooms on this site. It had been a doctor's residence and sold for £2,750. Newspaper ads suggested it would be perfect for a "Dentist or Any Professional Man". It was used as a doctor's home and surgery until the 1930s. Green Court Guest House occupied the site briefly, and from 1939 until at least the 1970s the site was occupied by Shepphard's Service Station.

STOP 5 Brunswick Tram Depot

807-813 Sydney Road, Brunswick



The original depot was a timber building constructed in 1887 when the cable tram service opened in Brunswick. The Brunswick route was the sixth opened under the Melbourne Tramway and Omnibus Co. Act of 1883. The cable tram engine house was in Brunswick Road near Sydney Road (Sam's Tyres, until recently), and the depot was here at the original terminus.

The tram storage sheds fronted on to Sydney Road, where trams would be lifted on to a special track and dragged by horses into the sheds. All the maintenance and servicing of the trams took place at the depot – the only one in Melbourne where this was done.

There was a horse-drawn tram continuing up Sydney Road to Pentridge. In 1916 the Lygon Street route was electrified and extended to Sydney Road along Moreland Road, then up Sydney Road to Bakers Road.

The Elizabeth Street/Sydney Road section of the line continued to operate as a cable tram until it was electrified in 1926.

In 1935, in preparation for the electrification of the line, the timber depot was replaced by the present building and the tram entry moved to Cameron Street.

Proposed changes to the tram infrastructure in this area will see a Sydney Road entry point for trams, restored.

STOP 6 Site of Alhambra Theatre

828 Sydney Road, Brunswick



This tyre shop was once one of Brunswick's many cinemas. Unlike the opulent Padua near the corner of Stewart Street, the Alhambra was always down market and was unkindly referred to as a fleapit.

The theatre was constructed in 1914 entirely of reinforced concrete, and was possibly the first theatre in Australia to be built in this manner. It was the third cinema to be built in Brunswick.

The owner was a local businessman (Percy Allen) who realised that with the growing population of North Brunswick and Coburg, there was room for another theatre. Allen owned the building until 1946, and leased it to a succession of cinema operators- finishing with Hoyts from 1941. Unlike the other cinemas which had luxurious and well-maintained interiors, the Alhambra was always rather tatty and with a leaking roof.

During the 1950s, mid-week Western nights became popular with the local youth.

The theatre closed in 1959; the solid building remained however.

It was used as an ice skating rink from 1964-66, and was later used by a motor mechanic before Stuckey Tyres took it over in 1988. The old proscenium arch from the theatre can still be seen among the racks of tyres. The original roof and roof trusses also remain.

STOP 7 Charalambous Hardware

838 Sydney Road, Brunswick



In the early 1960s a migrant Greek family started up a small hardware shop at this site. In fact it was Elizabeth Charalambous who started trading while her husband, Sotirios, worked as a carpenter.

Sotirios worked from the shop with his sons, Stan and Charlie, and was still there well into his 80s.

The shop was cluttered with treasures and it ran the whole length to the laneway behind, but the Charalambous men could always find exactly what you wanted.

As a small family hardware business in an area of older, larger homes, this shop served the local community with a personal touch. You could buy as few nails as you needed, weighed out and poured into a paper bag, or an offcut of wood for that small backyard project. You could also buy all the timber needed to build a new bathroom and the fittings to fill it, plus you'd get advice on what tools you'd need to build it.

Changing demographics and an increase in apartment developments within Brunswick and Coburg meant demand for hardware was changing. Bunnings opened in Sydney Road in 2015, and the Mitre 10 store closed soon after. Charalambous Hardware kept going for another few years but eventually sold in 2019. The property, including the old bank building and the shop space between, fetched \$4.6 million.

STOP 8 The Bank building

840 Sydney Road, Brunswick



This site housed a restaurant for some time but was originally the Moreland Branch of the State Savings Bank of Victoria. The building was designed by Godfrey and Spowers – an architectural firm responsible for many State Savings Bank buildings of this period.

It opened in 1913 and operated as the bank until after the State Savings Bank merged with the Commonwealth Bank in 1991. It was typical of bank buildings of the period to have the banking chamber on the ground floor, and the Manager's residence above.

It is now being re-developed as apartments.

STOP 9 Moreland Hotel

890 Sydney Road, Brunswick



The hotel was built in 1889-90 and was the last hotel built in Sydney Road. It was one of a number built during the land boom.

Notable hotels built around the same time were the Railway, the Lomond, the Grand View, the West Brunswick, the East Brunswick, and the Lyndhurst.

Like the others, the Moreland was built as three storeys but in 1912 this was replaced by the two storey version. The building was altered in 1934 and at various times since.

The impressive entrance, miniature Colosseum and statue of David inside date from the late 1990s.

Bruce Mathieson – founder and shareholder in the Australian Leisure and Hospitality Group, which ran the hotel, was inspired by a trip to Las Vegas to create a sort of casino vibe in what had become a pokie venue.

HISTORICAL TOUR 1

Brunswick Rd to Glenlyon Rd, along Sydney Rd Brunswick

Held in March & April 2023, stops included:

- Sarah Sands Hotel
- Cable Tram Engine House
- Barkly Square Shopping Centre
- Brunswick Hotel
- McDougall's Grocery Store (now Second Hand Phones)
- Phoenix Hotel (now Ollie's Pizza Parlour & Stay Gold)
- Miss R.E. Yon
- The Cornish Arms Hotel
- Uniting Church (formerly Presbyterian)
- Lyric Theatre (now The Brunswick Club)
- Brunswick Town Hall



HISTORICAL TOUR 2

Glenlyon Rd to Victoria St, along Sydney Rd Brunswick

Held in June 2023, stops included:

- Brunswick Mechanics Institute
- Free Speech Memorial
- The Retreat Hotel
- St Ambrose Church
- The Empire Theatre
- Kaleidoscope Café
- Tough's Ironmongers
- Davison's Grocery Store
- Brunswick Ballroom
- Wesleyan Church & Sunday School
- Cumberland Arms Hotel
- Brunswick Post Office
- Duke of Edinburgh Hotel
- The Hall at Welcome to Brunswick (formerly Manchester Unity Lodge)
- Passfield's Bakery
- Former Coles & Woolworths Variety Stores



HISTORICAL TOUR 3

Albion St to Victoria St, along Sydney Rd Brunswick

Held September 2023, stops included:

- Sparta Place
- Old Brunswick Market (now T.O.M.S Place)
- Site of Hooper's Store (now the Hardwick Building)
- Bridal Shops
- Franco Cozzo
- Mediterranean Wholesalers
- Baptist Church
- Former dental surgery
- Site of Whelan the Wrecker Yard
- Site of Padua Theatre (now IGA)
- Court House Hotel
- Brunswick Market
- Edinburgh Castle Hotel





**Enjoy festive shopfront windows, painted by local artists,
on Sydney Road Brunswick!**

Over 30 festive creations painted onto participating
shopfront windows from Saturday 18 November,
and on display until January 2024.



Scan the QR Code for more information,
to download your map, and enjoy a stroll along iconic
Sydney Road Brunswick this festive season.

