
Brunswick Market (former)

Location

1-9 Ballarat Street, Brunswick VIC 3056 - Property No 84058

Municipality

MERRI-BEK CITY

Level of significance

Included in Heritage Overlay

Heritage Overlay Numbers

HO12

Heritage Listing

Merri-bek City

Statement of Significance

Last updated on - January 1, 2008

The former Brunswick Market is an unusually well developed expression of the Spanish Mission style applied to a commercial building. As a venture, the market was innovative, introducing a new, but then unpopular, form of self service shopping. Located at the corner of Ballarat and Tripovich Streets, behind the former Hoopers Store, it is visible from Sydney Road, and is a well known local landmark.

Significance: of State and regional significance as a particularly expressive and well developed example of the Spanish Mission style in an unusual application to a commercial building. Also of note for the early (but unsuccessful) innovation in self service shopping and as an example of the successful recycling of a building for industrial purposes.

Heritage Study/Consultant	Moreland - City of Moreland Heritage Review, Allen Lovell and Associates, 1999; Moreland - Northern Suburbs Factory Study, Vines, G and M, Churchward, 1992; Moreland - Keeping Brunswick's heritage: A Report on the Review of the Brunswick Conservation Study, Context Pty Ltd, 1990;
Architect/Designer	Anderson, IG,

Hermes Number 58984

Property Number

Physical Description 1

The former Brunswick Market building is a large single storey building with double storey pavilions at its corners, the main entrance on the corner of Ballarat and Tripovich Streets marked by a still taller square tower, set on brick corbels. The buildings walls are of rendered brick, with unusual red brick dressings. Red bricks in various configurations also mark other window and door openings, and form a stepped string course around the tower.

The 1998 conversion into residential apartments has guaranteed the complete alteration, removal or concealment of any original interiors.

Key Architectural Elements:

Unusual pointed arched openings with red brick dressings

Context:

The streets between Sydney Road and the Upfield railway line contain a mixture of small factories and 19th Century terrace houses. While the building was intended as a market it has operated for most of its life as a box factory.

Comparative Analysis:

The Brunswick Market has the character of some Spanish Mission style houses of the period but taken to whimsical extremes. It compares with the Blakeley's Knives Building in Nicholson Street Fitzroy.

This place/object may be included in the Victorian Heritage Register pursuant to the Heritage Act 2017. Check the Victorian Heritage Database, selecting 'Heritage Victoria' as the place source.

For further details about Heritage Overlay places, contact the relevant local council or go to Planning Schemes Online <http://planningschemes.dpcd.vic.gov.au/>