

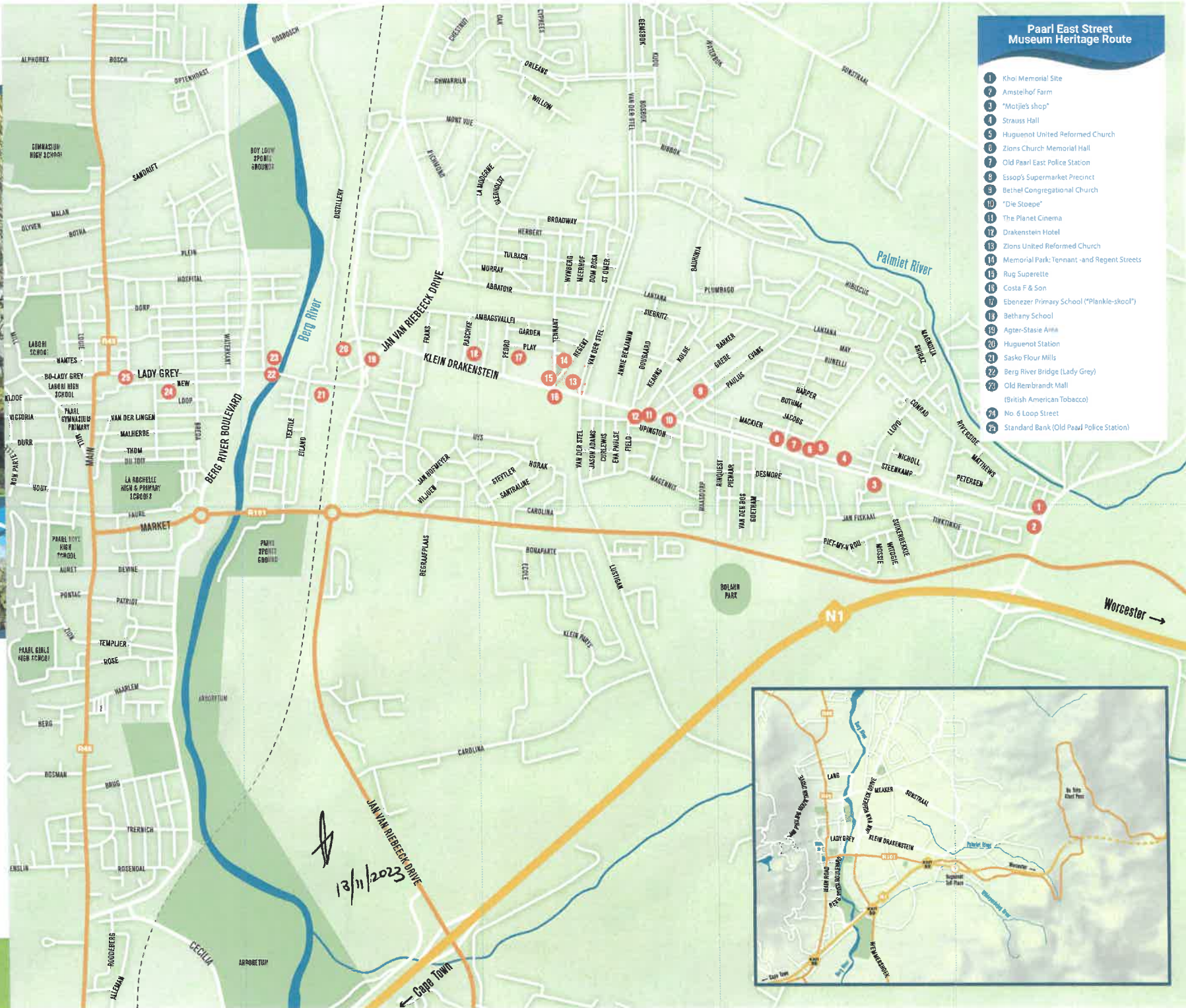
PAARL EAST STREET MUSEUM HERITAGE ROUTE

Paarl, the third oldest colonial town in South Africa, forms part of the beautiful Drakenstein region. Nestled in the heart of the Winelands, this area is one of the most scenic in the Western Cape. Surrounded by majestic mountains with a river traversing through the town, it offers the tourist something old and something new.

Rich in heritage and culture, tourists to Paarl are often in awe of this picturesque town with its diverse architectural styles - from Cape Dutch to Art Deco, and intricate gable designs of which some are still in pristine condition.

Linking Paarl East and West via Klein Drakenstein Road and Lady Grey Street, this route traverses the busy Jan van Riebeeck Road (Huguenot bypass) until it connects to the Paarl CBD (central business district), where the Lady Grey Street bridge over the Berg River serves as a symbol of integration.

This is the Paarl East Street Museum Heritage Route - introducing you to the rich local stories that connect the people of Paarl.



Paarl East Street Museum Heritage Route

- 1 Khoi Memorial Site
- 2 Amstelhof Farm
- 3 "Motjie's shop"
- 4 Strauss Hall
- 5 Huguenot United Reformed Church
- 6 Zions Church Memorial Hall
- 7 Old Paarl East Police Station
- 8 Essop's Supermarket Precinct
- 9 Bethel Congregational Church
- 10 "Die Stoepe"
- 11 The Planet Cinema
- 12 Drakenstein Hotel
- 13 Zions United Reformed Church
- 14 Memorial Park: Tennant- and Regent Streets
- 15 Rug Superette
- 16 Costa F & Son
- 17 Ebenezer Primary School ("Plankie-skool")
- 18 Bethany School
- 19 Agter-Statie Aank
- 20 Huguenot Station
- 21 Sasko Flour Mills
- 22 Berg River Bridge (Lady Grey)
- 23 Old Rembrandt Mall (British American Tobacco)
- 24 No. 6 Loop Street
- 25 Standard Bank (Old Paarl Police Station)

Handwritten signature and date: 13/11/2023

KHOI MEMORIAL SITE 01



The Drakenstein Mountain range was named after a Dutch commissioner who visited the Cape in 1685 – Hendrik Adriaan van Rieede tot Drakenstein. Lord of Mijldricht. Previously it was called the Hawequa Mountains, named after the Khoisan tribe who lived there.

AMSTELHOF FARM 02



The farm was awarded to David Sénécal, a French Huguenot, in 1692. In 1786, the farm was renamed from De Hartenbeests Kraal to Amstelhof, in memory of a retirement home in the Netherlands, today known as the Hermitage Museum near the Amstel River in Amsterdam.

'MOTJIE'S SHOP' 03



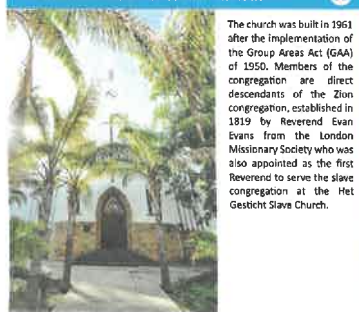
Amstelhof is home to many Paarl East locals. 'Motjie se winkel' is owned by descendants of the Mohamed family, who originally hails from Bombay in India. The Mohameds started trading at this site in January 1976. Today this general store continues to serve as a convenient store to locals.

STRAUSS HALL 04



The Strauss Hall was completed in 1977 to serve the growing church community.

HUGUENOT UNITED REFORMED CHURCH 05



The church was built in 1961 after the implementation of the Group Areas Act (GAA) of 1950. Members of the congregation are direct descendants of the Zion congregation, established in 1819 by Reverend Evan Evans from the London Missionary Society who was also appointed as the first Reverend to serve the slave congregation at the Het Gesticht Slave Church.

ZIONS CHURCH MEMORIAL HALL 06



The Zions Church Memorial Hall was the first building to be used for religious purposes in Paarl East. It was built in 1935 and served as a school for the children of the growing community of Paarl East.

OLD PAARL EAST POLICE STATION 07



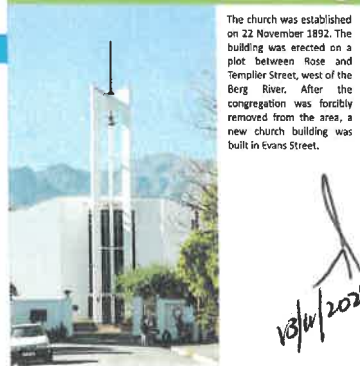
The old Paarl East Police Station was a bastion of the Apartheid regime in Paarl East. In 1959 an isolated case of unrest occurred in Klein Drakenstein Road after Elizabeth Mafikeng (aka Ma Rocky) was banned from the area. A hostile crowd of 800 coloured citizens started stoning cars in protest against the Apartheid government.

ESSOP'S SUPERMARKET PRECINCT 08



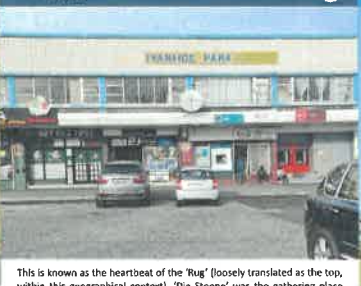
It is at this precinct where the late Mr. Fred Abrahams, a well-known businessman in Paarl East, opened the first supermarket in the late fifties upon his return from a visit to the United Kingdom and Europe. Initially called Abrahams Supermarket, in 1976 Essop's opened its doors when they bought the building from Mr. Abrahams. An Essop family member continues to operate the grocery store.

BETHEL CONGREGATIONAL CHURCH 09



The church was established on 22 November 1892. The building was erected on a plot between Rose and Templar Street, west of the Berg River. After the congregation was forcibly removed from the area, a new church building was built in Evans Street.

"DIE STOEP" 10



This is known as the heartbeat of the 'Rug' (loosely translated as the top, within this geographical context). 'Die Stoep' was the gathering place where locals gathered for fun activities. It was often the launchpad for political activities such as rallies and marches.

THE PLANET CINEMA 11



This was the first and only cinema in Paarl East. The cinema was owned by Hassan Mukkadam. In its heydays, the cinema hosted a variety of shows hosting various national artists such as Richard John Smith, Joy and Ricardo. The cinema also served as a meeting place for political gatherings during the Apartheid years.

DRAKENSTEIN HOTEL 12



The Drakenstein Hotel served as a venue that hosted events such as "tangarm" dances during the 80s. The world-famous singer, Percy Sledge who performed in Cape Town also stayed at the Drakenstein Hotel back in the day.

ZIONS UNITED REFORMED CHURCH 13



With the implementation of the Group Areas Act, members of the church who already resided in Paarl East were allowed to attend services in the Zion Chapel in Zion Street. In 1977 the Zion Congregation, which is the second oldest in the Drakenstein Valley, had to leave their church building in Zion Street and moved into their new church complex in Paarl East.

THE TREE OF TEARS 14



This tree was more commonly known as the 'Tree of Tears'. Many political meetings were held under this tree which was located opposite the late Ms Elizabeth "Nana" Abrahams' home, one of the leaders of the Food and Canning Workers Union.

RUG SUPERETTE 15



The first plan of the property was designed in 1923 and transferred to the first owner in 1924. The first sign of buildings on the erf was in 1947. Die Rug Superette was registered in 1975 as Die Rug Superette (Pty) Ltd.

COSTA F & SON 16



The foundations of commercial olive farming was established in Drakenstein when Fernando Costa purchased the farm, Reriv. He became the first farmer in South Africa to concentrate on olive farming. This earned him the title 'father of the olive industry' in South Africa.

EBENEZER PRIMARY SCHOOL ("PLANKIE-SKOOLO") 17



Due to the growing population of the Huguenot or Rug area, Ebenezer was the first coloured school built by the Apartheid government in Paarl East in 1955 and was first called Klippiesdal Primary. One hundred and seventy-three (173) scholars enrolled, joined by another 100 pupils from Bethany and the Gedenkzaal when these schools were closed.

BETHANY SCHOOL 18



The school, established in 1908, was moved to the current site in 1926. At the time it was considered the biggest school for children of colour in Paarl, and the principal was Francis Matthews. Bethany subsequently produced the Charleston Hill Primary and Huguenot United Reformed Church schools.

AGTER-STASIE AREA 19



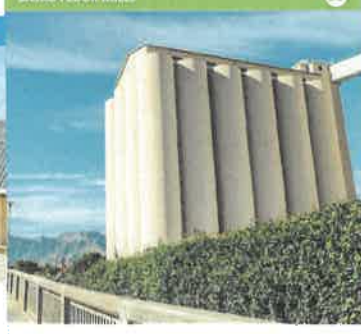
Although the area was on the Eastern side of the Berg River, the families who stayed here also had to leave their homes to be relocated when the Group Areas Act was implemented.

HUGUENOT STATION 20



Huguenot Railway Station is the main station in Paarl. Although the Paarl Station bears the name of the town, it is situated in an industrial area in Paarl South.

SASKO FLOUR MILLS 21



The second mill in Paarl was built in 1900 next to the Lady Grey Bridge by Thesen & Co. The company traded as Paarl Roller Flour Mills. In 1935, the Suid-Afrikaanse Sentrale Koöperatiewe Graanmaatskappy took over the company. Paarl played a leading role in the South African Milling Industry.

BERG RIVER BRIDGE (LADY GREY) 22



The Group Areas Act divided communities. The Berg River Bridge symbolizes the boundary between Paarl West and East. While it separated communities in the past, today there is a seamless integration between Paarl East and West.

OLD REMBRANDT MALL (REMBRANDT TOBACCO CORPORATION) 23



In 1948 the manufacturing of cigarettes became part of the major industries in Paarl. The factory provided work opportunities for many locals. This building also connects us to Paarl CBD and its surrounds. It is where the late entrepreneurial pioneer Anton Rupert, established his first cigarette factory.

NO 6 LOOP STREET 24



Two innocent bystanders, one adult and a matriculant studying for her exams, were attacked and fatally wounded outside their home in Loop Street as POQO members retreated after an unsuccessful attack on the old Police Station. Today this site is home to an organisation that promotes the value of education to learners who are the future leaders.

STANDARD BANK (OLD PAARL POLICE STATION) 25



On 22 November 1962, during the early hours of the morning, 250 POQO members (the PAC's 'armed wing'), carrying axes, machetes and home-made weapons, marched from Mbelweni to Paarl in its most determined effort to destabilise South Africa and spark a general uprising. The rioters attacked the old police station in Lady Grey Street, and burned houses and businesses. Innocent lives were lost on that day.

18/11/2025