

# Context

## Twickenham Context



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The area fared well during the Blitz, compared to other areas in London, and avoided an intense period of post-war reconstruction. Large areas are typified by composite streets of either imposing three storey villas with splendid brick detailing or more modestly scaled terraces of houses originally designed for the working classes. Both London stock and red bricks are evident with stucco and stonework detailing most common. Roofscapes are often slate covered and articulated through the incorporation of chimneys, dormers, parapets and a host of other devices to create a decorated skyline.



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1. Craneford Way
2. Cophall Gardens
3. Twickenham Green
- 4-6 Strawberry Hill
7. Station Road
- 8-9. Strawberry Hill
10. Vicarage Road
11. Twickenham Green
12. Queens Road

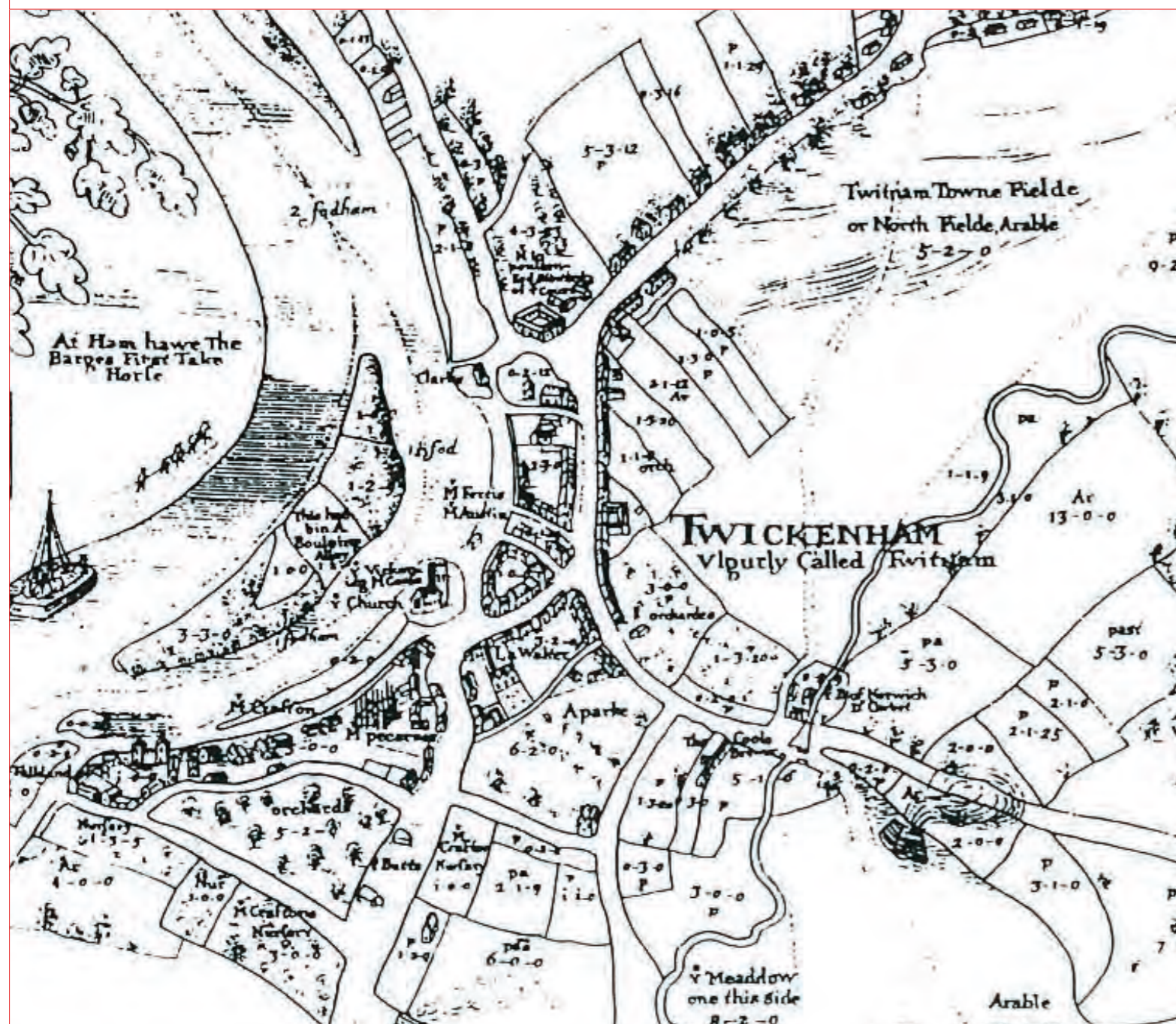


Pope's Villa at Twickenham, JMW Turner - 1808





1635



## History

Key dates as cited in 'A History of the County of Middlesex: Volume 3', Susan Reynolds (Editor), 1962;

- 704 : Settlement of Twickenham, all to the south of the River Crane; Area of Whitton exists as a separate settlement
- 1439 : Ferry running near the site of Richmond Bridge
- 1600's : 'Persons of fashion start coming to Twickenham' Residents include Francis Bacon, the Countess of Bedford and patron of poet John Donne
- 1635 : Manor House, York House, near the site of later day Orleans House, in the hands of the upper classes who previously had no connections with Twickenham
- 1659 : Ferry crossing the Thames at the lower end of Eel Pie Island
- 1719 : Alexander Pope takes up residence in the area
- 1720 : Demand for houses leads to the building of two terraces known as Montpellier Row and Sion Row
- 1723 : Twickenham described as 'a village remarkable for an abundance of curious seats'
- 1753 : Strawberry Hill described by Horace Walpole as having 'coaches, post-chaises, waggons and horsemen constantly in motion'
- Early 1800's : Twickenham riverside was said to convey 'an idea of luxury which the utmost labours of the pen would vainly endeavour to impart'
- Between 1821 and 1841 : Houses in the parish rose from 740 to just over 1,000. An hourly coach and omnibus serviced London



# Context

## History

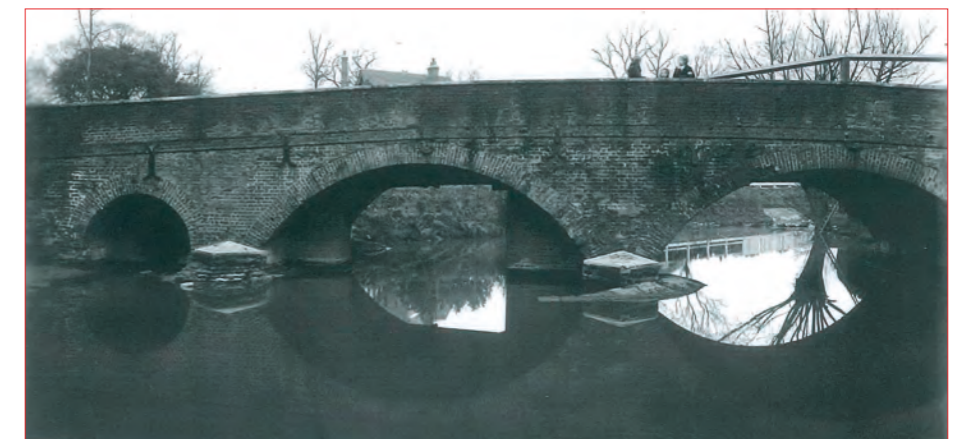
1871



### Historical Context - 19th and 20th Century

1871

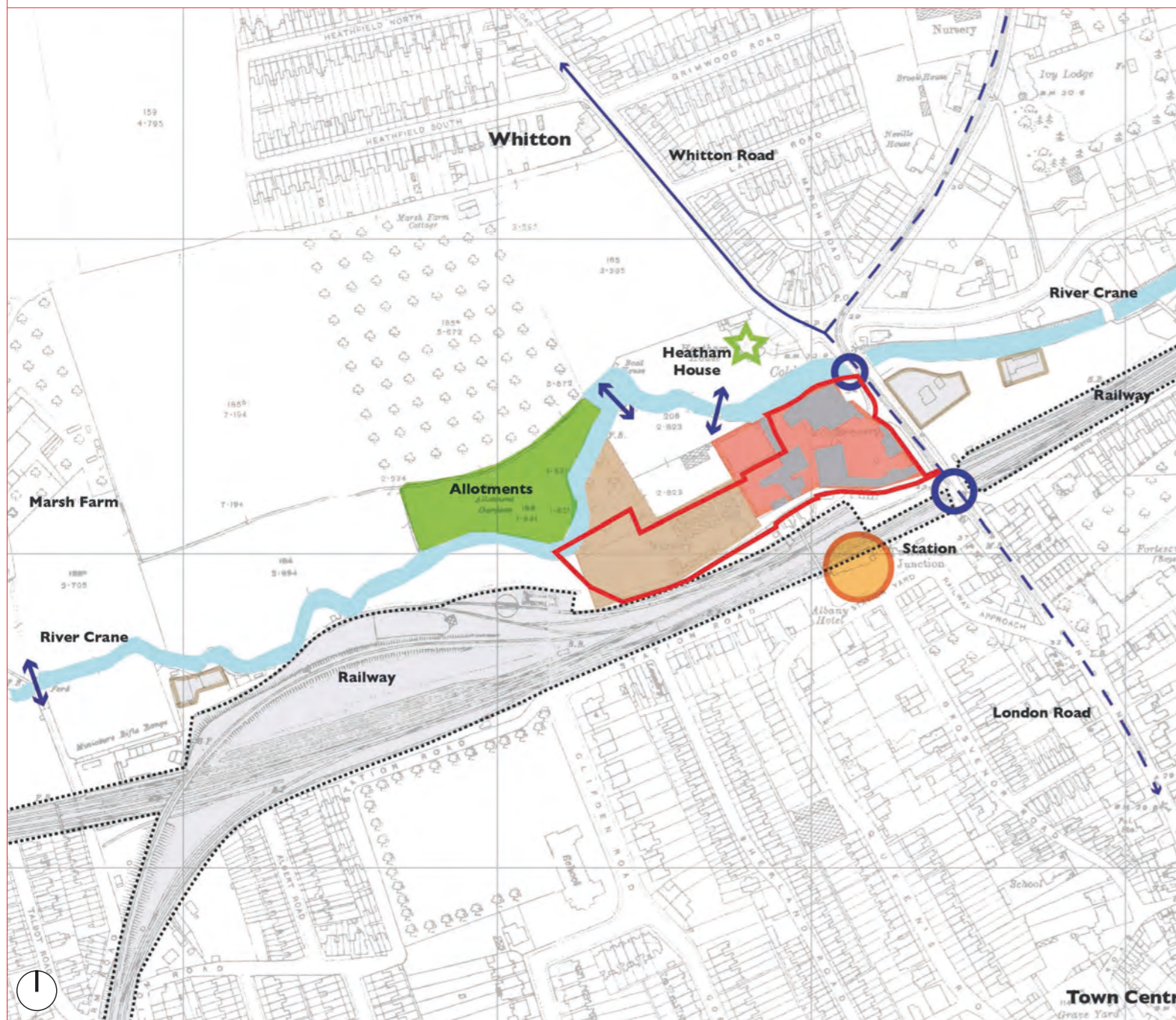
- Up to the late 19th Century Twickenham was particularly well known for growing fruit and vegetables for the London markets.
- As more houses were built in the town centre and to the south adjacent to the River, Whitton and other areas in the north and north-east became the growing areas.
- Whitton was noted for growing apples, plums and pears and roses, narcissi and lilies.
- London Road and Whitton Road follow their present day alignment with London Road bridged over the railway and River Crane.
- Heatham House was resided in by the Cole family who owned it until the late 19th Century.
- The Brewery was open and working by 1635 and owned by the Cole family until the late 19th Century when it was bought by Brandon's of Putney.
- The Brewery established a building line fronting London Road.
- The Brewery formed a series of enclosed courtyards on site.
- An access point from London Road into the Brewery appears to be in a similar location as it is today.
- Twickenham Rail Station (opened in 1848) is located to the south of the Site on the west side of London Road. The railway cottages still on the Site are located to the immediate north of the station.
- There is no development on the present day Twickenham Rail Station site.
- Large detached properties front London Road to the south of the railway.
- The River Crane has an organic form that is different from its modern day route.
- A footbridge over the Crane links the Brewery site and Heatham House.
- A road bridge crosses the River Crane to the west of the Site linking to Marsh Farm.



Coles Bridge, London Road



1914



1914

- The Brewery buildings have expanded across the Site, particularly the building in the northern corner of the Site adjacent to the river and bridge.
- To the west of the Brewery a plant nursery has appeared. This follows the trend in the industry of growing crops in greenhouses.
- New allotments are located to the north of the Site served from Marsh Farm Cottage.
- Trams serve London Road, passing the eastern frontage of the Site.
- Railway line coverage of the Site has grown. Lay over tracks are located within the Site.
- Station Road adjacent to the railway is now fronted by semi detached houses and the Albany Hotel - a pub in present day.
- The Rail Station to the immediate south of the Site is renamed Twickenham Junction.
- New development is located on the present day station site to the east of London Road.
- Housing infill has grown to the south of the Site.
- A new school is located off of Station Road.
- Marsh Farm to the north east of the Site expands.
- Housing development is encroaching on farm land to the north of the Site adjacent to Whitton Road.



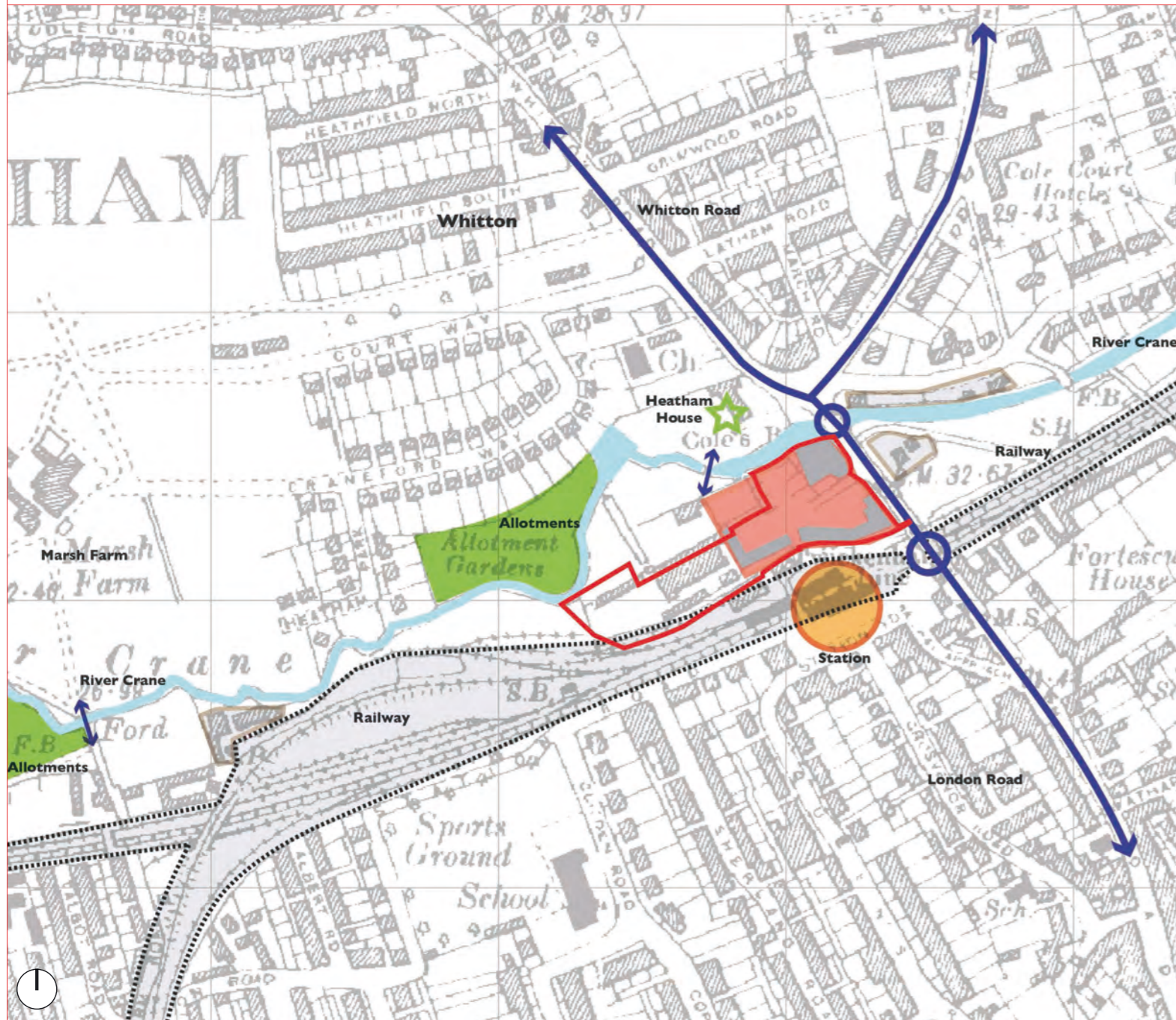
Twickenham Station and Bridge



# Context

## History

1934



1934

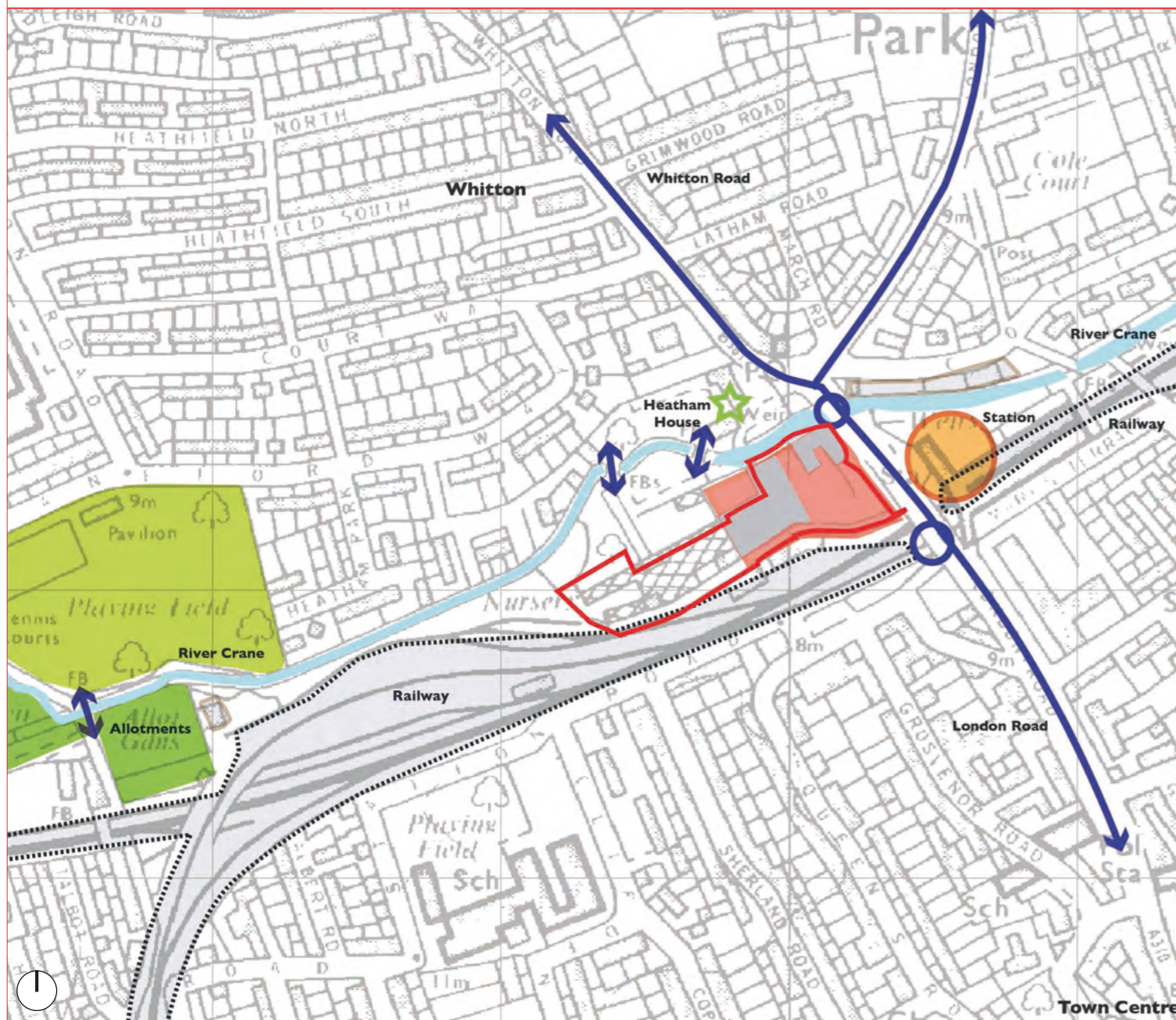
- In 1927 the local council buys the Brewery and turns it into a depot site.
- Some buildings on the Brewery site have been demolished.
- Fruit and flower growing fields to the north of the Site adjacent to Whitton Road have disappeared. Housing has been developed.
- New allotment garden located to the west of the Site.



Old Twickenham Station



1975



1975

- The present day Site is recognisable.
- Twickenham Junction Station on the west side of London Road is closed and demolished.
- The current day location of the Rail Station on the west side of London Road came into use in 1954.
- Marsh Farm has been converted to playing fields - serving the new college building on Egerton Road.
- New allotment gardens are located in the present day location to the immediate west of the Site.



The Site today

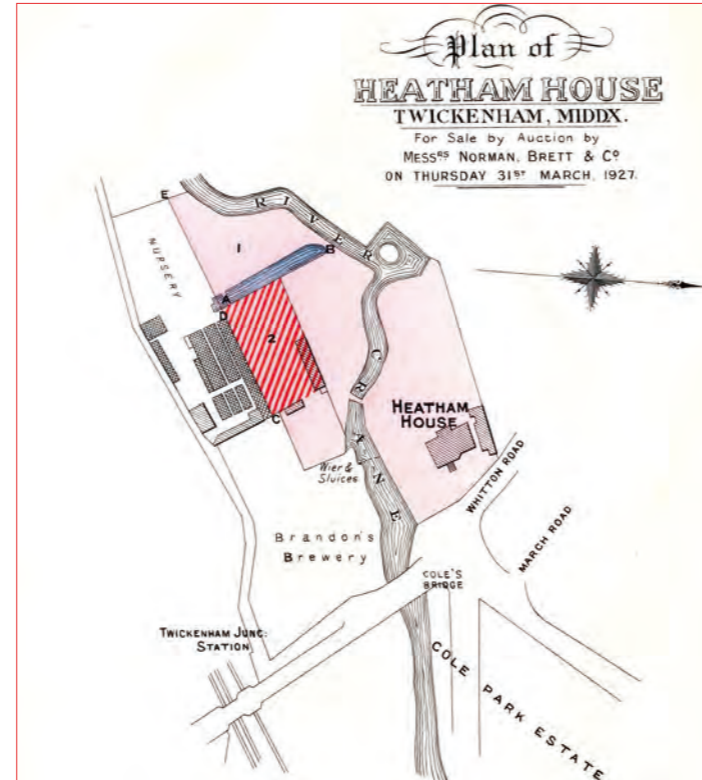


# Context

## History



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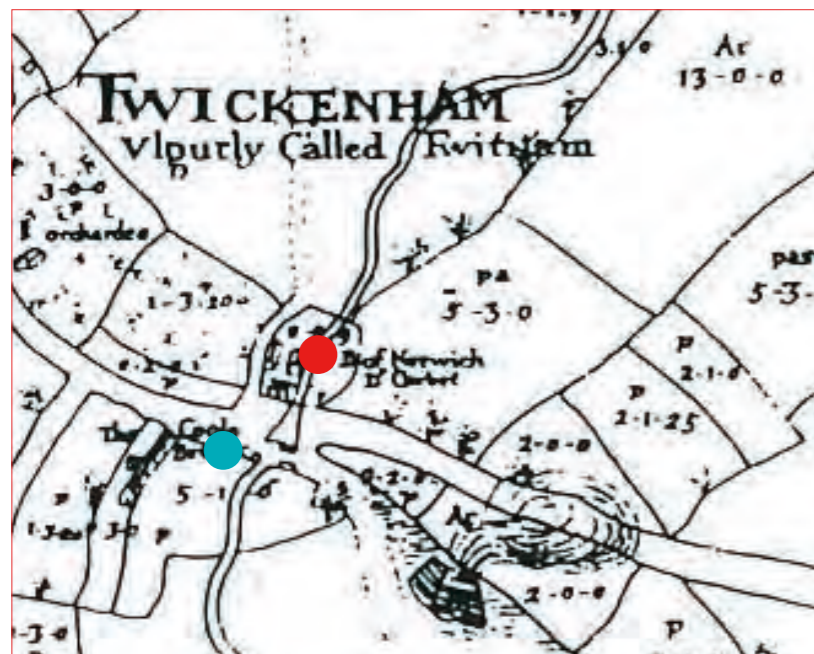
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### Heatham House

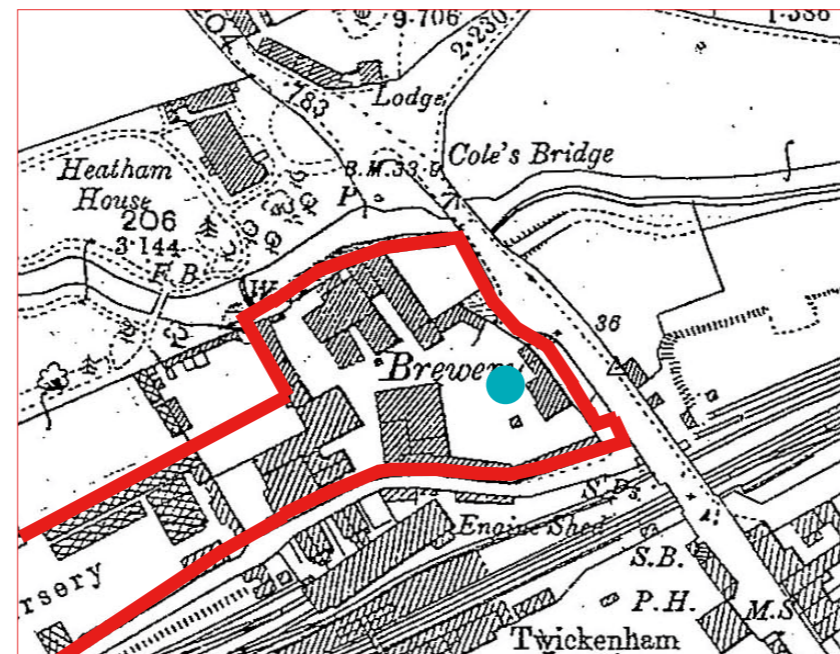
- House built some time in the 18th century, possibly by Stephen Cole III (1732-1810), who lived there.
- Stephen was heir to the Cole brewing family (brewery nearby) who went into partnership with his brother Thomas Rae Cole (1733-1807). Thomas became sole owner in 1798.
- Heatham House was purchased by Middlesex County Council in 1944 for the sum of £8000 and has been functioning as a youth centre from the 1950's to the present day.
- It has been classified to a Grade II listed building.

1. c. 1750 Anonymous watercolour of Heatham House
2. 1927 Estate Agents Map showing Heatham House & Brewery
3. 1927 Rear of Heatham House & Grounds





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### The Cole Family

- The Cole family were brewers in Twickenham from at least 1635 when Thomas Cole (1604-55) was brewing in East Field.
- The family have been recorded in Twickenham parish registers as early as 1584 - and were particularly influential in the area as they owned a lot of the village.
- By the end of the 19th century, the Brewery (still run by members of the Cole family) had re-located to the other side of London Road, adjacent to Heatham House and abutting the River Crane.

### Timeline

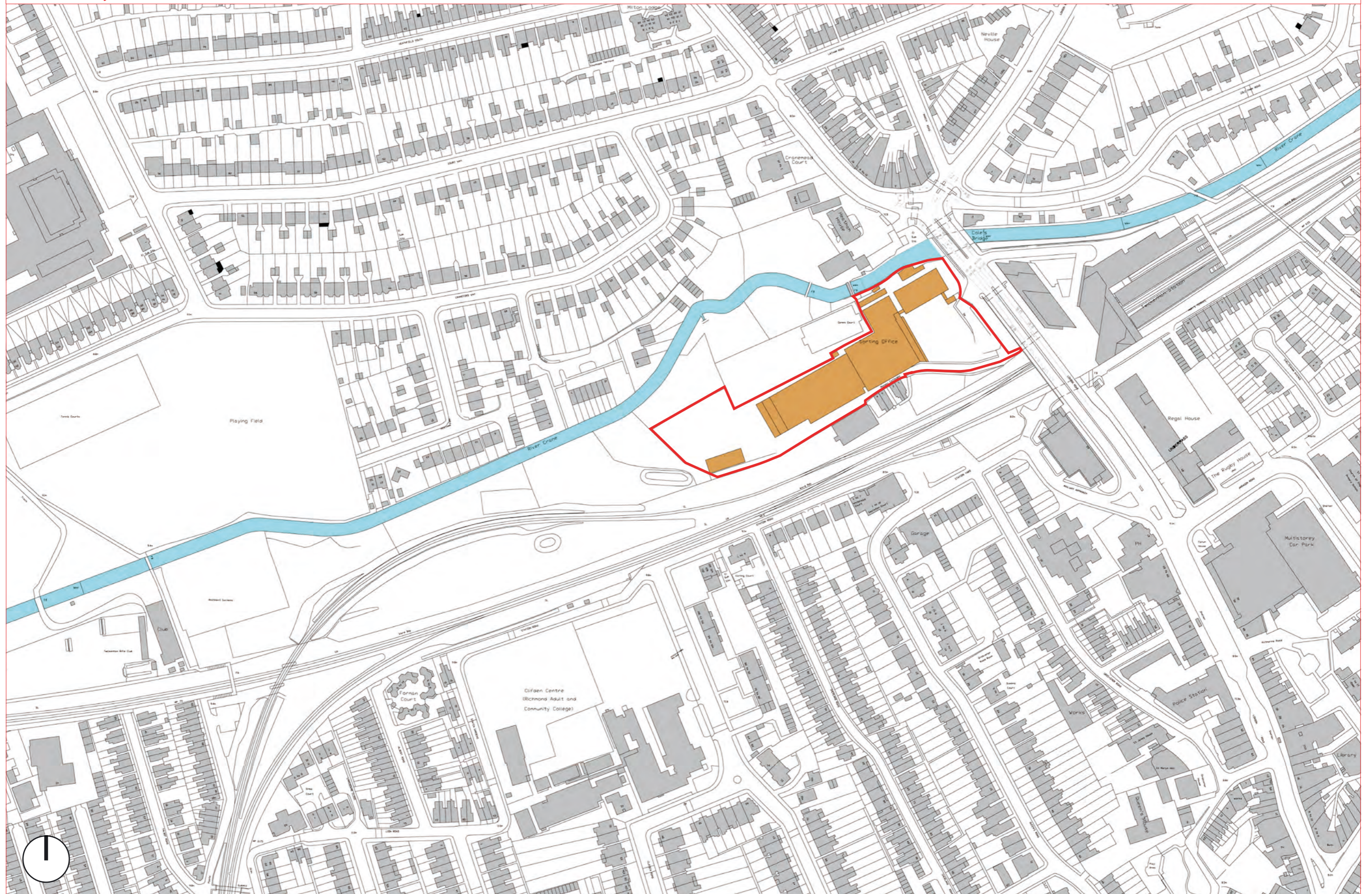
- 1830s: Brewery operated 54 licensed premises.
- 1846: George Beacham Cole owned 101 acres of land at this time
- 1873: Brewery producing 8055 barrels of beer per year.
- 1875: Charles Coles in partnership with RW Burrows (known as Burrows & Coles Brewery).
- 1892: Partnership dissolved. Lease of brewery building transferred to Brandon's of Putney. Cole family had separated the brewery estate from other property, including Heatham House.
- 1906: The Twickenham Brewery ceased to brew.
- 1927: Brewery closed and bought by council for depot site.

- Brewery
- Site

1. 1635 Ordnance Survey Map showing location of Brewery
2. 1895 Ordnance Survey Map showing new location of Brewery within the Site's boundary
3. 1908 photograph- View of Brewery and River Crane



Site Boundary





## Aerial Photographs

Aerial views help illustrate the surrounding urban grain and built form within the locality. Interestingly, Craneford Way and streets lying north of the Site built during the interwar era are orientated on an east-west axis, with the older Victorian streets to the south running north-south towards the railway. The River Crane runs alongside the MOL to the west and past the Craneford Way playing fields. The images clearly articulate the linear nature of the Site, and the potential constraints in having an entrance restricted to a single point within the only public frontage available. The distance between the proposed buildings and surrounding neighbours can also be appreciated due to the separation created by the MOL, railway lines, London Road and Heatham House.



View from the south



View from the east



# Context

## Site Context

### Site Photographs - Outside Looking In

The principle public frontage and key view to the Site is from London Road. As this bridges over the railway lines it is elevated above the Site, allowing an enhanced view of its overall coverage. The previous use as a sorting office meant that the buildings were commercial, ancillary and warehouse-orientated in their design and use, set back from the frontage to allow access and to provide a service yard. These combined factors result in a frontage that does not currently offer any townscape benefit to this important gateway location. Network Rail have ownership of an existing access ramp leading into the Site via Brewery Lane. A number of existing trees lie outside of the Site's northern and southern boundaries.



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### KEY



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