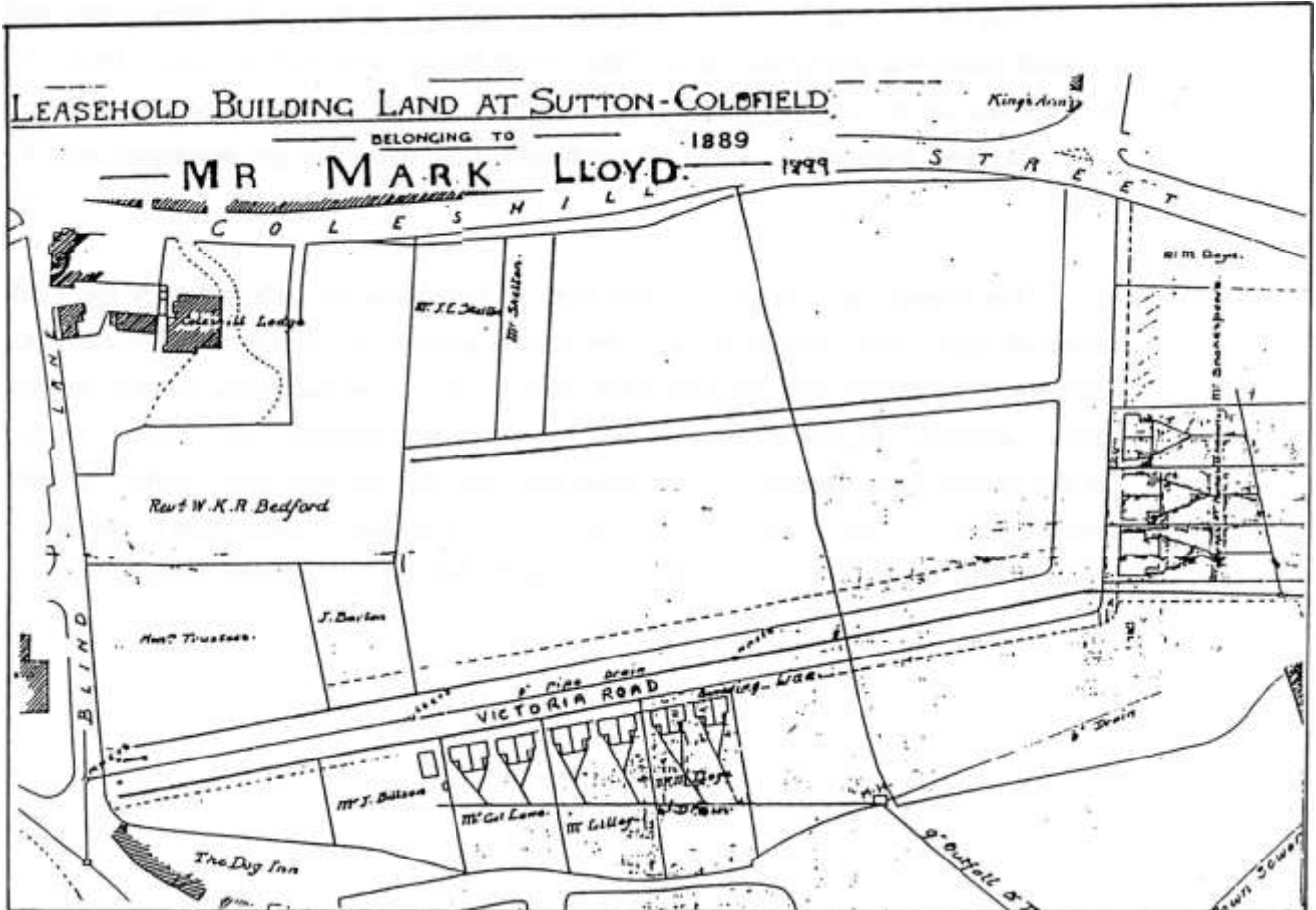


BEHIND THE PARADE: THE DEVELOPMENT OF VICTORIA ROAD,
NEWHALL STREET, QUEEN STREET AND HOLLAND STREET

BY JANET LILYWHITE

Victoria Road

Victoria Road, which links the Parade and Coleshill Street, was laid out on two fields which had been owned by the Hon. Berkeley Octavius Noel in 1825. The road, of a standard forty-foot width, was laid out between 1886 and 1888. We know this because it is not shown on the first edition of the OS 25" map, surveyed in 1886, and the first applications to build houses on the new road were received in 1888. These were submitted by J. Barton, who built nos. 5 and 7, adjacent to the former Town School, and J. Billson, who built a detached house opposite, on the site of Sainsbury's filling station. However, the majority of the development was carried out by Mark Lloyd. He bought the two fields, laid out the road, and built all the houses on the south side; the rest of the land he leased to other developers. The extent of development in 1889 is marked on the map below.



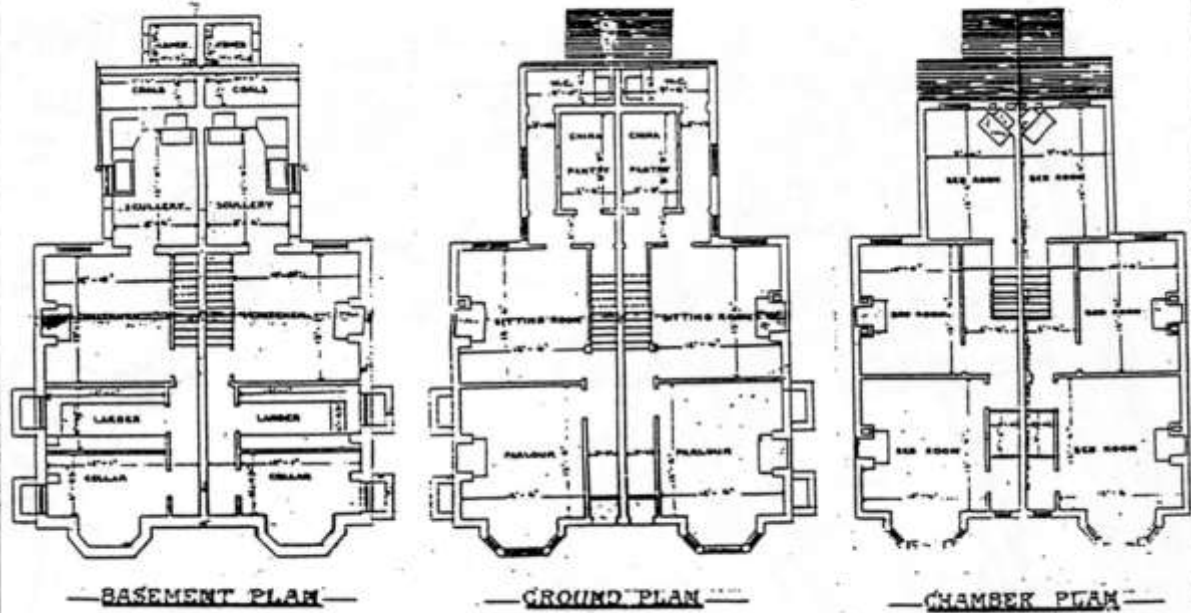
Mark Lloyd was a local builder. The census tells us that he was the eldest of seven children and that in 1871 he was 23 years old and a partner with his father Charles Lloyd, who was a builder. By the time Victoria Road was built Mark Lloyd had developed his business, and in partnership with Joseph Jones of Queen Street, he owned the Wheatmoor Brick and Tile Works at Whitehouse Common. An advertisement in the *Sutton Coldfield and Erdington Times* for 1895 describes the works as having "installed new labour-saving machinery and producing pressed and common bricks, roofing flooring Quarries and Draining Pipes".

In the next four years Mark Lloyd built twelve pairs of semi-detached villas on the Sainsbury's side of the road. Most of these houses he then leased, sometimes directly to the occupier, but more usually to a person who would then sub-let, e.g. the first two pairs of houses were leased to George Lowe of Anchorage Road; the 1891 Rate Book shows that two of these houses had been sublet to Charles Marston and Thomas Stevens. The ratable value of these houses was £19 a year, and they would have let for about £25 a year.

So by 1894 all the south west side of the road between the town centre and Coleshill Street was developed, most of the houses having been built by Mark Lloyd. On the northern side the only houses built were the three pairs of semi-detached villas adjacent to the old Town School - the rest of the north side of the street was not developed until the 1920's.

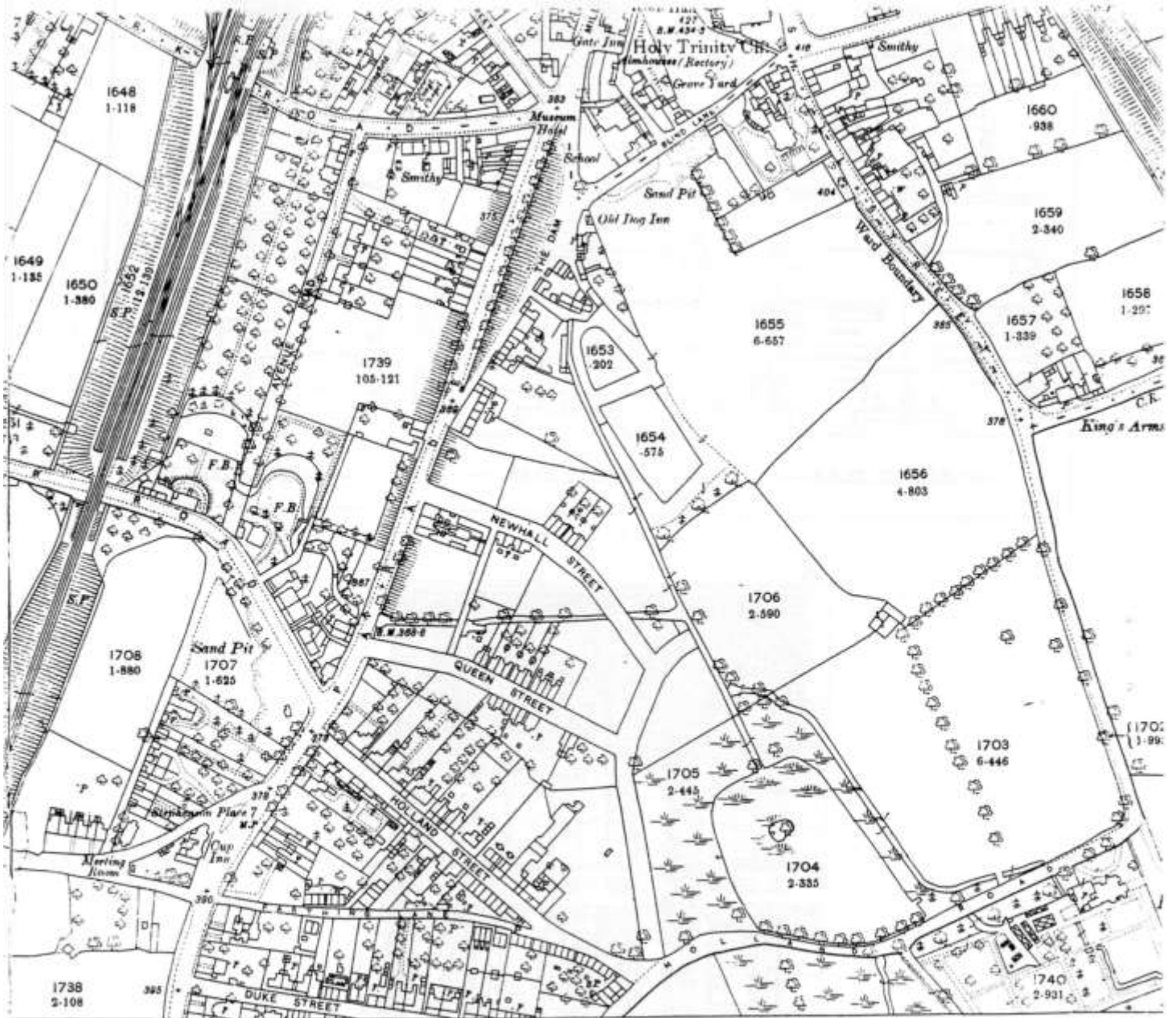
The houses that Mark Lloyd built were all semi-detached, although they were still known as villas. They were built on steeply sloping ground, so from the front (road) side, there were two storeys and from the back three storeys. The basement, overlooking the garden, contained the kitchen, scullery and larder and was basically built "back to earth". On the ground floor was the entrance from the street and the two main rooms - a front parlour (12' x 13') and a back room. There was also a china pantry and W.C., although there was no bathroom in the house; on the first floor there were three bedrooms.

MARK LLOYD'S SEMI-DETACHED VILLAS ON THE SOUTH SIDE OF VICTORIA ROAD.



— FRONT ELEVATION —

Ordnance Survey 1:2500 First Edition 1886



From
Birmingham

Duke Inn Marnley

1752 5-806
1751 5-128
VIII.3.

Zincographed and Published at the Ordnance Survey Office, Southampton, 1886

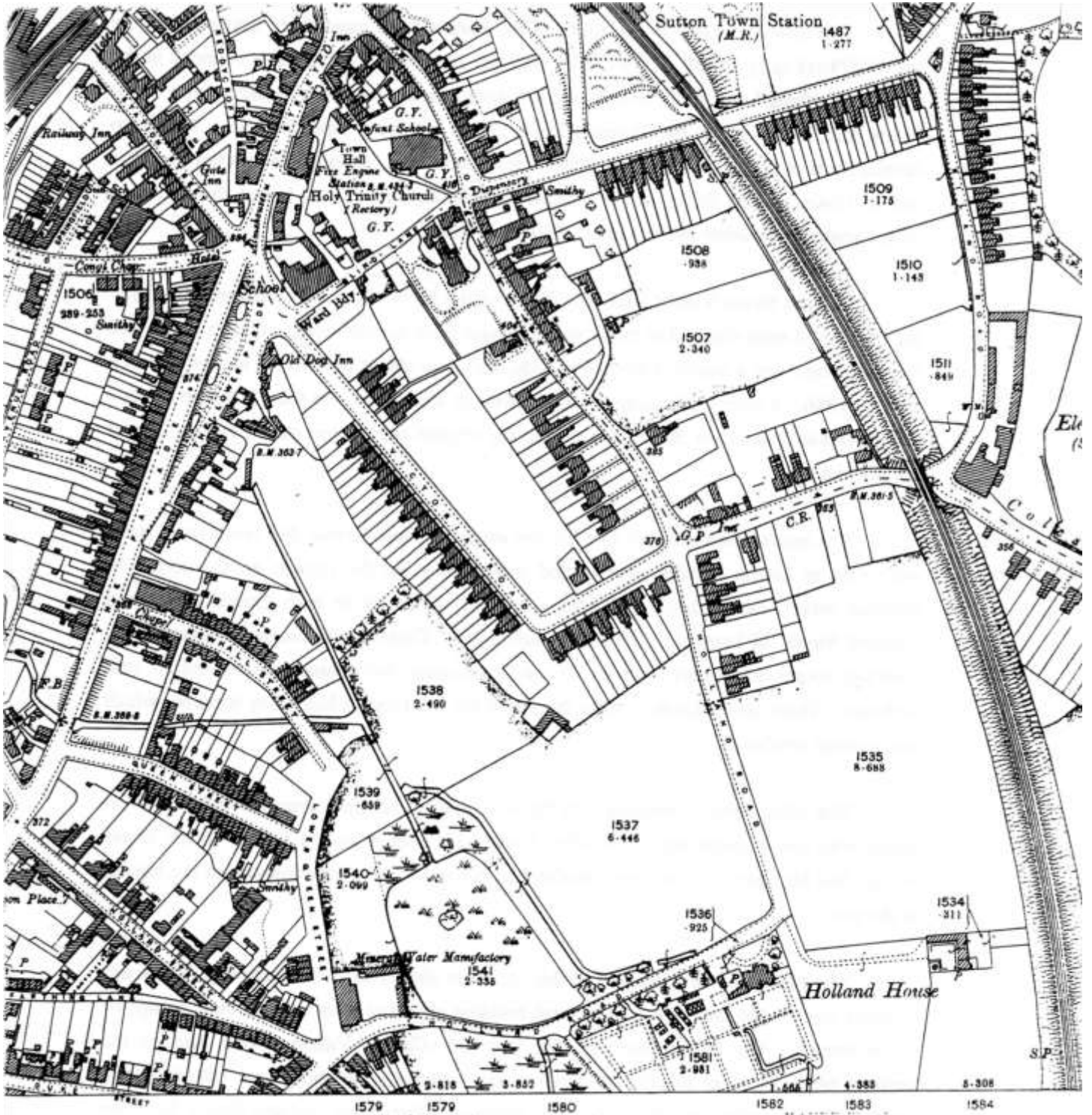
The Altitudes are given in Feet above the assumed Mean Level of the Sea at Low Water which is 0.650 of a Foot below the general Mean Level of the Sea. Altitudes indicated thus (B.M. 542) refer to Bench Marks on Buildings, Walls, &c. those marked thus () to surface levels.

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Ordnance Survey 1:2500 Second Edition 1903



This shows the Mineral Water Factory at the corner of Lower Queen Street and Holland Road. Queen Street is now built up on both sides and all of Fawdry's houses on the north side of Newhall Street are complete. Lower Queen Street now leads directly into Newhall Street.

Newhall Street, Queen Street, Holland Street

This group of roads to the south of the Parade were most likely developed in the late 1870's and early 1880's. On an 1825 map this area formed three fields bounded in the south by Farthing Lane, in the east by the low-lying marshy land in the valley of the Plants Brook and in the north by Skinners Pool. This low-lying land formed a barrier to development until the 1920's when South Parade was built, although the abrupt northern end of Lower Queen Street would indicate that the developers had hoped that the road would continue, possibly to the corner of Victoria Road.

Holland Street is most likely the oldest of the three. It is narrower, and the 1886 1st edition OS map shows that many of the houses were already built. Queen Street and Newhall Street are a standard forty feet wide, and here also a number of houses had been built by 1886. Lower Queen Street is the newest of the streets - on the 1886 map the line of the road is drawn over the trees (i.e. after the survey was made) and no houses are marked.

It is much more difficult to trace the origin of these streets, but two names stand out. One is Joseph Fawdry who owned a corn shop on the Parade on the corner of Newhall Street, owned land, and built a number of houses in both Queen Street and Newhall Street, all known as "Fawdry's Buildings". These are all similar architecturally, with two rooms downstairs, outside WC and coal store, two rooms upstairs and an attic bedroom. There are no gardens at the front, but the front rooms had a bay window, which was a status symbol.

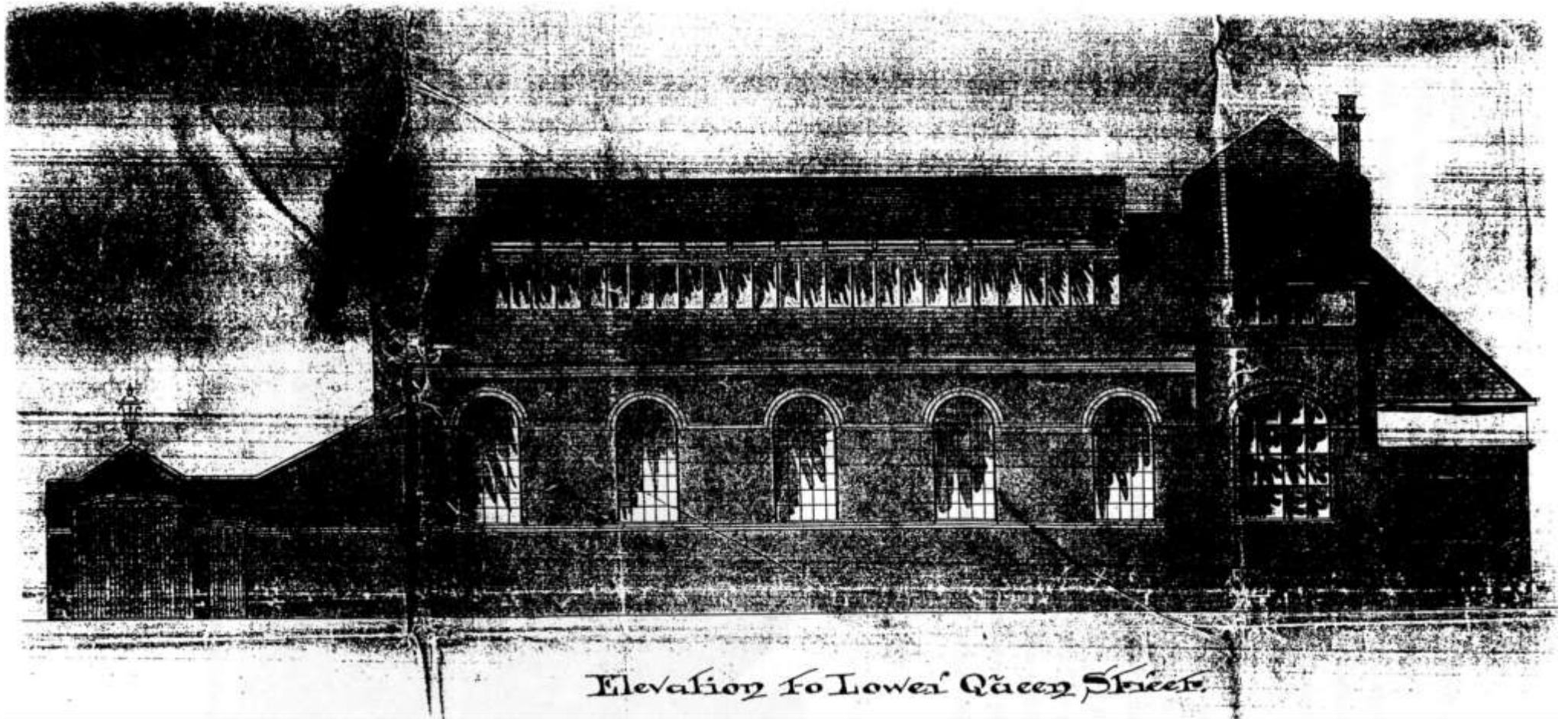
The other name connected with the development of these streets is that of Joseph Jones, who was in partnership with Mark Lloyd. He lived at no. 21 Queen Street, where he also had his yard. He was not a landowner, but did build a large number of the houses in the area.

The pattern of development in this area was similar to both Anchorage Road and Victoria Road. The land was sold in small building plots and most owners built groups of 4 - 6 houses. The houses were smaller than the villas of Victoria Road, and on the building plans they are usually referred to as "cottages", but they were still architect-designed. J. Langley, an architect whose business address was Holland Street, but who

lived at 104 Victoria Road, designed a number of the houses, e.g. 22 -28 Queen Street (Building Plan 551). These houses were built by Mr. Green of Holland Street in 1897/8 on land owned by Edward Tompson of Pear Tree House, Arley, Warwickshire - Mr. Tompson was a manufacturer of "Brass Lock, Plumbers Brass Foundry Steam Fittings", and his business - Howard Works - was at 58/59 Northwood Birmingham.

One of the main characteristics of this area was for the development of workshops and light industry amongst the housing. A.J.Turville of The Nook, Rectory Road, had a yard and workshop at the bottom of Lower Queen Street (Building plan 735) and Frank Lea of Roughley built a wheelwrights shop in 1897 in Lower Queen Street, but the largest industrial building in the area was the mineral water factory built for Read and Sons in 1899 at the junction of Lower Queen Street and Upper Holland Road. This was a large two-storey brick building using a gas engine for power. It employed nine people and there was stabling for eight horses and sheds for seven vans. The main bottling section was on the ground floor, with a syrup room on the first floor.





Mineral Water Factory for Read and Sons, 1899.

Architect : Marston and Healey, High Street, Sutton Coldfield
Builder : James Bird, Station Street. Plan n. 856