

HERITAGE STATEMENT

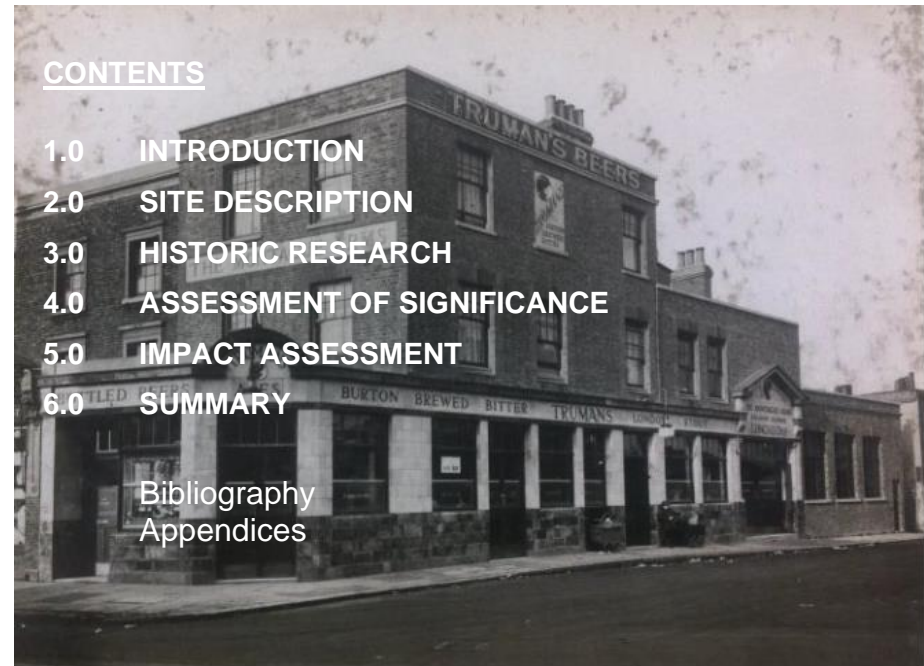


Montague Arms
289 Queens Road
London
SE15 2PA

CONTENTS

- 1.0 INTRODUCTION
- 2.0 SITE DESCRIPTION
- 3.0 HISTORIC RESEARCH
- 4.0 ASSESSMENT OF SIGNIFICANCE
- 5.0 IMPACT ASSESSMENT
- 6.0 SUMMARY

Bibliography
Appendices



November 2020

1.0 INTRODUCTION

- 1.1 The application site is an inter-war public house, which has stood empty since 2018. A pre-application submission proposing total demolition and construction of a five-storey mix-used development with mansard roof and basement was put forward to the Council in August. In response, the Council (in part) advised the following:
- The public house is deemed to be a non-designated heritage asset due to its historic evidential significance as the last building relating to the 19th century layout of the area, on the northern side of Queens Road.
 - The building is likely to be of value to local people due to its use as a public house and retains much of its historic features and detailing.
 - Any forthcoming applications should be supported by a Heritage Statement.
- 1.2 In accordance with the pre-application response and the NPPF, this Statement provides an assessment of the significance of the site as a non-designated heritage asset. There are no designated or other non-designated heritage assets in proximity to the site. Therefore, that this Statement concentrates solely on the significance of the application site and its setting.
- 1.3 Historic research was undertaken proportionate to the assets' importance, sufficient to understand the potential impacts of the proposals on its significance. Much has been written about both interwar pubs and the Truman & Burton brewery. Accordingly, a synopsis is provided here sufficient to support an understanding of the significance of the building. A full list of sources consulted is provided at the end of this document and includes the relevant historic environment record.
- 1.4 The overarching conclusions of this report are that the historic setting of the building and its interior have already been significantly compromised, thus limiting the significance of the existing building.

2.0 SITE DESCRIPTION

- 2.1 The application site is located on the north side of Queens Road, bounded by Kender Street on its east side. The building occupies a corner plot and sits proud of surrounding development, such that it is prominent in the streetscape.
- 2.2 The building dates from 1928-29. It is part single, part 2, part 3-storeys high above a basement. Essentially, there are 2 distinct architectural elements to the building, the ground floor, which fronts Queens Road and runs north covering the deep narrow plot. It acts as a plinth to the upper floors, which are architecturally different to the ground floor. Whilst the Queens Road elevation, with the name of the public house emblazoned across it, is the primary elevation, the Kender Street elevation is also an active frontage, given prominence by a large pediment above the former Saloon lounge entrance.
- 2.3 The front elevation onto Queens Street is essentially 1 bay wide at ground floor level and 2 bays wide at first and second floor level, set back from the ground floor building line. The east elevation is 6 bays wide at first floor level but at second floor level the depth of the building is reduced to only 3 storeys wide.
- 2.4 The building is constructed of brown brick and has red brick detailing around window openings, red brick quoins and rubbed brick, flat arched window heads with keystones. The roofs are flat and are masked by a brick parapet. That to the main roof being defined by a stone cornice. The ground floor is defined by render 'pilasters' which frame the window and door openings are surmounted by an entablature. On the front elevation, this rises to a shallow parapet.
- 2.5 At ground floor level, the chamfered corner entrance bay is crowned by broken semi-circular pediment. A wider entrance framed by columns and surmounted by a pediment is sited on Kender Street. It is an original architectural detail which reads

“The Montague Arms, Saloon Lounge, Luncheons”. There is further lettering around the entablature which reads (from Queen Street to Kender Street) “Bottled Beers, Truman Ales, Burton, Brewed Bitter, Trumans and London Stout”. An original plaque set within the central window opening at second floor level, on the Kender Street elevation, reads “Trumans Burton Brewed Bitter”.

- 2.6 All of the windows above ground floor level are 8-over-1 timber sashes. The top sashes have a cambered mid rail and horns.
- 2.7 Internally, the pub has been much altered. The original bar has been replaced and original partitions opened-out and further remodeling was undertaken after the pub closed as a music venue in 2018. At one time it housed historic timbers, which may have been reused from the former stables on the site. These were certainly a post-war addition and not the remnants of an earlier timber frame as it was quite common for pubs to be decorated with such features, especially in the '60s and '70s, as a way of making a building look quirky or 'olde worldy' (Cole, 2020). The single-storey range at the back was the gig room (originally a luncheon room, as announced by the surviving faience signage externally, but it hosted gigs from the 1960s). This area has parts of an original vitrolite grid ceiling and elements of panelling.

3.0 HISTORIC RESEARCH



Figure 1. Historic photograph dating from mid-1930s (Source: Truman, Hanbury & Buxton corporate archives, London Metropolitan Archives (ref. B/THB/D/395; *Vii of the Eastern District books*)

- 3.1 A list of sources consulted in undertaking the historic research is provided at the end of this Statement. The 3 Volumes published by Dr. Emily Cole for Historic England, entitled 'The Urban and Suburban Public House in Inter-War England, 1918-1939' and the statutory list descriptions of all of the Truman Burton Brewery interwar pubs (one of which is included in Appendix XXX) were a particularly source of information for this Statement.
- 3.2 It is worth noting here that the local HER does not provide any information on the building and the building is not included on the Council's Local List, which the Council has been compiling since the 1970's. The building was not included within the Hatcham Conservation Area or the Telegraph Hill Conservation Area and the building was not considered for statutory listing by Historic England as part of the thematic survey of Interwar public houses, undertaken in 2011-2015.

- 3.3 The earliest records of the application site date from 1839 in the form of newspaper articles which reference the building as a public house, albeit providing no detail of the actual premises (Figure 14, Appendix 2). Directory records of 1958 and 1960s also cite the name, which continued until closure (Figures 15 & 16). An interesting sales advertisement of the premises in The Era newspaper in 1864, refers to the building as an “Old-established public house and wine vaults” which suggests the first public house on the site may have been built before 1839. This is not, however, corroborated by historic maps.

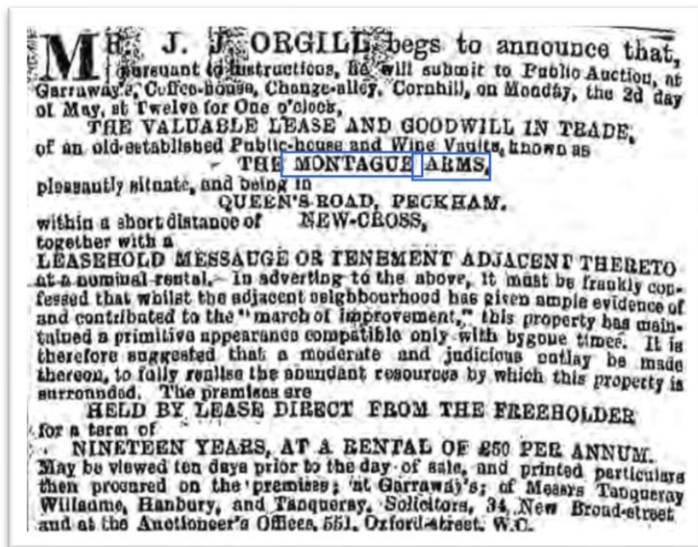


Figure 2. Sales advertisement in The Era newspaper dated Sunday 17th April 1864
(Source: The British Newspaper Archive)

- 3.4 Ordnance Survey maps first show a building, recorded as a public house, in 1869-71. The map shows a courtyard arrangement of what could have been stables on the north side of the building. Whilst the 1916 map still shows a gap between what were probably stables and the pub, the 1938 and the later 1950 maps shows no gap, illustrating the fact the pub had been rebuilt and the building footprint

incorporated the site of the former stables i.e. in its current form.

- 3.5 The rebuilding of older pubs in the Inter-war was de rigueur. Truman's Brewery rebuilt many. 'Improved or 'reformed' pubs stemmed from a desire to cut back on the amount of drunkenness associated with conventional Victorian and Edwardian public houses. Licensing magistrates and breweries combined to improve the facilities and reputation of the building type. Improved pubs were generally more spacious than their predecessors, often with restaurant facilities, function rooms and gardens, and were designed to consciously appeal to families and to a mix of incomes and classes. Historic England estimates that between 5,000 and 6,000 pubs were built or substantially rebuilt in England and Wales between 1918 and 1939 (HE Publication).
- 3.6 The public house which exists today on the application site was built by the east London brewers, Truman, Hanbury, Buxton & Co Ltd, in 1928-29. Although no original plans or drawings are known to survive it is possible on stylistic grounds that it was designed by the brewery's principal architect, A.E. Sewell or by Eedle and Meyers, a notable architectural practice specialising in pub design from the 1880s to 1946. The building is one of the hundreds rebuilt by Truman and Burton and included restaurant facilities and a function room. It did not, however, have a garden. The external design of the building is typical of the era and of the Truman brewery interwar pub design, but is unremarkable. Whilst it is similar to the Palm Tree in Mile End (grade II listed in 2015) in both form and in terms of its historic setting i.e. integrated into a wider group of buildings, the interior has been much altered and as a result is an unlikely candidate for statutory listing.
- 3.7 The historic maps in Appendix 1 illustrate the significant changes that have been made to the landscape around the application site since the 1960s. Some of the historic terraced housing which once surrounded the site can be seen in Plate

1. The 19th century and early 20th century maps illustrate the application site surrounded by housing, or former houses converted to shops at ground floor along the main thoroughfare (evidenced on the Goad Insurance Plan of 1906). The 1950-56 map, Figure XXX, illustrates one of the first changes, namely the demolition of 2 dwellings to the west of the site which was redeveloped as a cinema. By 1950 (Figure 10) it is a ruin and by 1956 (Figure 11), it has been demolished, along with much residential housing to the north and northwest to make way for social housing. Documentary research suggests that the public house was thriving during the 1960s and 70s, presumably why it survived demolition at that time. By 1982, all of the historic buildings in proximity to the application site had been replaced, including those on the south side of the Queen's Road. The pub continued to host various music and club nights until its closure in 2018.

3.8 Today, the application site is located close to the western limits of the Borough. On approach into the Borough along Queens Road, the context is characterised by modern development (see plates in Section 4.6). In fact, today, the application site is the only historic building within its context and as a result appears as an anomaly in the streetscape. As one continues east along Queen's Road, the fire station (statutory listed, Grade II) demarcates the edge of a significant enclave of historic buildings, all of which are within the Hatcham or Telegraph Hill Conservation Areas.

4.0 ASSESSMENT OF SIGNIFICANCE

4.1 'Significance' is defined in the NPPF as 'the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting'.

4.2 Archaeological

4.2.1 The NPPF defines archaeological interest as "if it [a heritage asset] holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point". The existing building has some archaeological interest in terms of providing evidence of the past human activity on the site. However, this could be identified either through documentary evidence of retention and reuse of the Truman Brewery sign and its incorporation into the new development.

Historic interest

4.3.1 Any old building has some degree of historic interest, as it provides visual evidence of the evolution of a place. Interwar pubs have been recognised more recently for their historic interest generally as they reflect the changing attitudes to alcohol after the war. They serve as reminders of the changing use of public families, often being more spacious than their predecessors, often with restaurant facilities, function rooms and gardens, and designed to better appeal to families and to a mix of incomes and classes.

4.3.2 The historic interest of the Montague Arms, is twofold. The first is it preserves the historic use of the site, certainly since the start of the 19th century, if not before. Secondly, it serves as a remnant of the 19th century layout of the area, on the northern side of Queens Road. However, with nothing else surrounding it, it is difficult to visually appreciate the actual 19th century layout of the area.

4.3.3 The building provides evidence about past human activity and by means of its fabric, design and appearance communicates information about its past. This is true of any historic building. In this instance, only the exterior of the building retains its ability to do this, as the interior has been substantially altered, albeit the interior is not protected by its description as a non-designated heritage asset.

4.3.4 The former pub thereby illustrates the development and functioning of this part of London but this is typical of any thoroughfare both in London or countrywide. Typically, main arterial roads such as Queens Road were fronted by shops and pubs/inns with residential housing along the side streets. This street is no different. Historical value is described as being illustrative or associative. The story of the area in which the Montague Arms resides illustrates how London has significantly evolved from the early to late 20th century. Only map evidence can provide us with a visual record of the actual transformation from a previously rural area into a busy thriving suburb of an expanded Greater London and about social change and lifestyles during that period. That historical value of the area can be derived from documentary and evidence in some ways more than by the existing fragment of the early 20th century can provide. The existing building does not offer a visual insight into the rows of 18th and 19th century terraced houses that once fronted the street to the north and east or the 19th shopfronts that once stood here. Instead it provides evidence that this area was once served by a public house rebuilt by the Truman Brewery at a time when pubs were being upgraded for a new clientele. This historical value is replicated across the Borough and across London.

4.4 'Architectural interest' or 'artistic interest'

4.4.1 The former public house has a measure of 'architectural' and 'artistic interest' (NPPF). Design value embraces composition, form, proportions, massing, silhouette, views and vistas, circulation and usually materials or planting, decoration or detailing and craftsmanship. The building retains the features of the 1928-29 external design that contribute to each of these qualities. However, internally many changes have occurred.

4.4.2 The architectural interest of the former pub is very modest; it is in a conventional style with nothing in particular to distinguish it from very many other public houses of a similar

design from the same era and built by the same brewery, such as those illustrated in Appendix XXX.

4.4.3 Whilst either Eedle and Meyers or A. E. Sewell may have been the architects for the building, this is not certain, and even if that were the case, it confers neither historical nor architectural interest on the building given the number of pubs they designed and the relatively generic design approach.

4.4.4 The faience sign on the east elevation is typical of those added to the buildings built by Truman's brewery but is unremarkable. It is something that could be reused on any replacement building as a means of referencing the history of the site.

4.5 'Communal value'

4.5.1 The Montague Arms was owned by Peter Hoyle from 1967, and managed by Stan and Bet Pownall who ran it until their deaths in 2012. Whilst in charge, Hoyle regularly performed, along with Peter London, as The Two Petes. They covered popular rock and pop songs with London on keyboards and vocals and Hoyle on drums. The duo put out a series of albums recorded live at the venue in the 1970s. The pub once bore a sign reading 'Tourists Welcome, Coaches Welcome' as, before the launch of the Eurostar and availability of cheap flights to mainland Europe, it was a regular stopping point for those headed to the ferry at Dover. In the 1970s, as well as live music, the pub also hosted live comedy. Mike Reid and Jim Davidson performed there early in their careers. The pub was the location of a round table interview with Nick Cave, Mark E Smith, and Shane MacGowan published in the NME in 1989. The trio also took part in an impromptu jam session on the pub's small stage with Cave on organ, Smith on guitar and MacGowan on drums. The pub reopened in 2014 under the ownership of Noel Gale.

(Source: https://www.wikiwand.com/en/The_Montague_Arms)

4.5.2 Between 2015 and 2018, the pub was the venue for an independently run LGBTQ+ friendly clubnight called Passionate Necking, as well as a monthly DIY comedy cabaret, Piñata and in May 2018 the premises was reopened solely as a pub under new management with a "minimalist" aesthetic.

4.5.3 The former pub has not been designated an Asset of Community Value by Lewisham Council, although the Council has recognized that the building is likely to be of value to local people due to its use as a public house. A trawl of the internet certainly shows the public house was valued for its amusing décor, which at one time included a 1910 bicycle, model ships, a floral patterned Victorian toilet, a stuffed zebra driving an original Georgian coach and three human skeletons, and as a music venue. The following references to the pub have been made by past clientele: -

"It regularly topped lists like The Rough Pub Guide, and was as famous for its leftfield decor – such as taxidermy, skulls and antique nautical pieces – as the bands that played there. The likes of Nick Cave, Mark E Smith, Shane MacGowan, The Foals, King Krule and Goat Girl have all walked through The Monty's doors over the years, making it significant from a national as well as a local perspective".

(Source: <https://peckhampeculiar.tumblr.com/post/171086805989/mystery-surrounds-montague-arms-closure>)

4.5.4 Although the pub has some communal value, any building with a history is likely to be considered to have some degree of communal value. In this instance, the communal value is derived largely from the events and music nights that were experienced there. Whilst the building is representative of these valued experiences, it is the nights themselves that were of greater value than the appreciation of the architecture of the building.

4.6 Setting



4.6.1 The historic setting of the existing building has been substantially altered as a result of the demolition of all of the 18th and 19th century development in its context. As the former public house on the site was rebuilt, the existing building is representative of post-war development as opposed to the 18th or 19th century architecture which once formed the setting of this site. The alignment of the building is reflective of its historic siting, but as the maps (Figures 4 to 10 in Appendix 1) demonstrate, the public house was not as prominent historically as a result of the housing and shops more tightly aligned around it.

5.0 IMPACT ASSESSMENT

- 5.1 The NPPF requires consideration be given to the impacts of proposals on the significance of the building of non-designated heritage assets and the public benefits that would balance any harm.
- 5.2 The building is has a degree of artistic, historic, archaeological and communal significance as set out above. However, the replacement building would provide public benefits including space at ground floor level which could be used as a public house and through the provision of housing to help meet the needs of the development plan.
- 5.3 The proposed new development would be built on the same footprint as the existing building, reflective of the historic buildings on the site, thereby maintaining visual evidence of the alignment of historic development on the site.
- 5.4 The historic Truman Brewery signage on the side elevation of the building could be reused and re-sited on the new building to provide the public with evidence of the historical use of the site.

6.0 SUMMARY

- 6.1 The building is an interwar pub built by the Truman Burton Brewery. It is typical but unremarkable in terms of its design and whilst has some communal value to past users, this value resides largely in the events they attended as opposed to its external architectural character. Whilst the interior was valued by past customers/users as a result of the quirky décor, much internal decoration has been removed and, moreover, the interior is not protected by its designation as a non-designated heritage asset.
- 6.2 The building has some limited historic evidential significance as the last remaining building relating to the 19th century layout of the area, on the northern side of Queens Road. However, the existing building is more representative of post-war architecture. Without reverting to documentary evidence, the existing building does not provide evidential visual evidence of the 19th century pub that was on the site. Therefore, the evidential significance relates mostly to the post war era as opposed to the 19th century. Given that the rebuilding by Truman Brewery was quite typical of the time and the building is unremarkable in terms of that brewery.
- 6.3 The building occupies a prominent corner site along a main thoroughfare. However, this has arisen as a result of all of the the 19th century development around the site having been demolished. Despite the architecture of those dwellings having some historic evidential significance as buildings and layout of the 19th century, none of those buildings were prevented from demolition. It is respectfully asserted that the only reason the public house was saved from demolition at that time was due to the fact that it was operating as a profitable establishment.
- 6.4 The proposed replacement building on the site would provide the opportunity for public benefits including retention of pub use at ground floor level and potential for reuse of the historic signage.

BIBLIOGRAPHY

Sources Consulted

The Heritage Gateway

Listed Buildings Online

London Metropolitan Archives

- Ref. B/THB - TRUMAN HANBURY BUXTON AND CO LTD
- Eastern District Photographs: V. III, P-W, London Metropolitan Archives ref B/THB/D/396

National Archives

Lewisham Archives

Historic England – Listed Buildings Online

British Newspaper Archives

- Brandwood, G & Jephcote, J (2008) London Heritage Pubs: An Inside Story St. Albans: CAMRA
- Cole, Emily Dr. 'The Urban and Suburban Public House in Inter-War England, 1918-1939' Volumes One. 2015
- Cole, Emily Dr. 'The Urban and Suburban Public House in Inter-War England, 1918-1939' Volume Two. 2015
- Cole, Emily Dr. 'The Urban and Suburban Public House in Inter-War England, 1918-1939' Volume Three. 2015
- Oliver, B. (1947) The Renaissance of the English Public House

APPENDIX 1 Historic Map Regression



Figure 1. 1761 Roque's Map

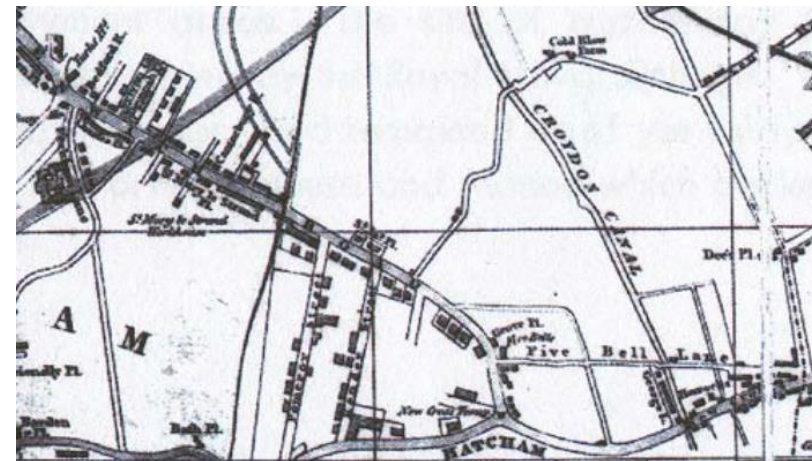


Figure 2. 1835



Figure 3. 1853, Whitbread's new plan of London
Building appears to be sited slightly to the west of the application site

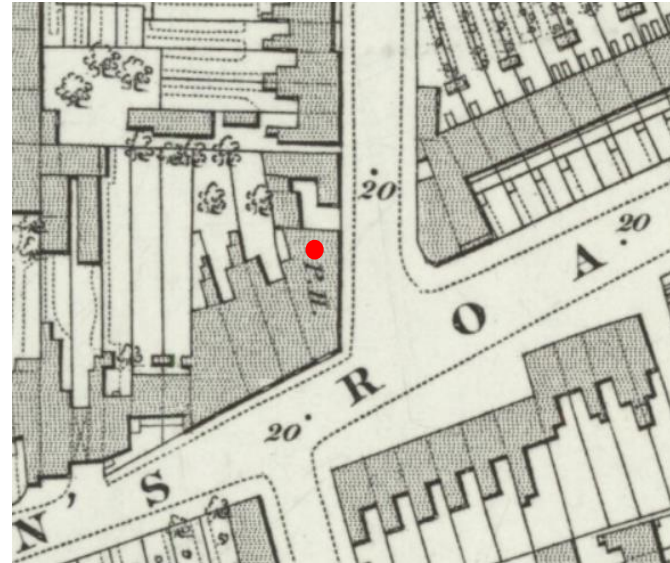


Figure 5. 1869-71 O.S. map



Figure 4. 1869-71, First Edition Ordnance Survey (O.S.) map



Figure 6. 1896 O.S. map

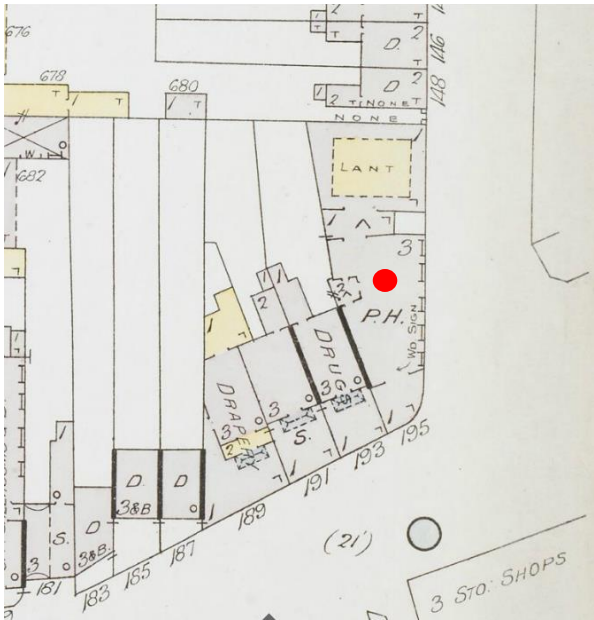


Figure 7. 1903 Insurance Plan of London South East District Vol. J: sheet 50



Figure 9. 1938 O.S. map



Figure 8. 1916 O.S. map



Figure 10. 1950 O.S. map



Figure 11. 1956-60 O.S. map



Figure 12. 1982 O.S. map



The Streets are coloured according to the general condition of the inhabitants, as under:-

■ Lowest class. Vicious, semi-criminal.	■ Fairly comfortable. Good ordinary earnings.
■ Very poor, casual. Chronic want.	■ Middle-class. Well-to-do.
■ Poor. 18s. to 21s. a week for a moderate family.	■ Upper-middle and Upper classes. Wealthy.
■ Mixed. Some comfortable, others poor.	

A combination of colours— as dark blue and black, or pink and red— indicates that the street contains a fair proportion of each of the classes represented by the respective colours.

Figure 13. Charles Booth's Poverty Map, 1889

APPENDIX 2 Historic Research

Background History

The public house is situated in the Borough of Lewisham, closer towards New Cross than Peckham station to the west. New Cross historically used to be known as Hatcham, an Anglo-Saxon name, meaning “Hacchi’s village”, or possibly “the village in the clearing in the woods”. A map of 1619 shows the area as still heavily wooded.

Most of the land at that time was owned by the Haberdashers Company as an investment for a charity it administered. A number of fine country houses were built on the estate in the eighteenth century and let on long leases to City men, often Haberdashers.

In the early 18th Century, Hatcham became known as New Cross because a toll-gate was erected which was known as the ‘New Cross Gate’. Travelers using the road from Canterbury and Dover, heading into London, had to pay tolls at the New Cross turnpike gate at the top of what is now Clifton Rise. At this point, the road split into 2; New Cross Road (the Roman road out of London) and Peckham Lane (now Queen’s Road). The roadways were both, typically, lined by taverns to serve the travelers along their journey into London. The stabling once attached to the Montague Arms (notable on the first and second OS maps) is reflective of the form of travel at that time.

From the 1840s, the Haberdashers Company began to build substantial villas on their land and in 1873 founded a boys’ and a girls’ grammar school. The first railway had already arrived in 1839 and most of the houses in this area were originally occupied by middle class inhabitants, many of them working in central London. The pub would have formed an integral part of the residential area, offering the men returning home from work a resting stop.

To the south of New Cross Road, the land rises steeply – known as Telegraph Hill because an early semaphore station was built on the summit around 1800. This has led to two communities developing. One on the low ground, called New Cross, and one on the high ground called Telegraph Hill. The Montague Arms, due to the significant changes that have been made to its context, does not form part of either today.

<http://www.ideal-homes.org.uk/lewisham/assets/histories/new-cross>

<https://knowyourlondon.wordpress.com/2015/06/15/new-cross-and-telegraph-hill/>

QUEEN’S ROAD, BECKHAM

... gibly situate and being Nos. 3 and 4. Edwin piacc. Dennettroad. near ihe New-cross Turnpike, and opposite the **Montague Arms**, Queen’s-road. **Peckham**. May be ewed by leave of the tenants five days prior to the sale, when printed particulars and conditions may ...

Published: Saturday 30 May 1857

Newspaper: [Kentish Mercury](#)

County: London, England

Type: Article | **Words:** 733 | **Page:** 8 | **Tags:** none



SALES BY AUCTION. A valuable Library of elegantly bound Books. MR. SPENCER will Sell, at Mr. Robinson’s Rooms, ..

... Catalogues had at the China Hall, Lower-road, Kotherhithe; Bratt’s New-cross lun; Shard Anns, Old Kent-road; **Montague Arms**, Queen’s-road, **Peckham**; Duke of York, Evelyn-street, Duke, Creekroad, and the Dover Castle, Broadway, Deptford; Prince of Orange, ...

Published: Thursday 23 April 1857

Newspaper: [Morning Advertiser](#)

County: London, England

Type: Article | **Words:** 1018 | **Page:** 8 | **Tags:** none



Figure 14. Historic Newspaper articles from 1857.

Brown, Miss Elizabeth, fancy repository, High street
Brown, John, type founder, High street
Brown, Edward, Montague Arms, Peckham lane
Brown, William, market gardener, Cold Blow lane

Figure 15. 1858, Melville's Directory

450 THE POST OFFICE LONDON

<p>Brooks John, grocer & teadealer, George st. Richmond <i>sw</i> Brooks John, painter, Meeting house lane, Peckham <i>se</i> Brooks Morris, glass cutter, 6 New road, Woolwich <i>se</i> Brooks Thos. dyer, 6 Stern hall place, Rye lane, Peckham <i>se</i> Broom Frederick, cowkeeper, 5 Fonthill place, Clapham <i>rd</i> Broom William, wheelwright, 1 Catherine place, Blackheath road, Greenwich <i>se</i> Brooman Emma (Mrs.), laundress, 4 Sheen dale, Mortlake road, Richmond <i>sw</i> Brothie Francis, tobacconist, 19 High street, Woolwich <i>se</i> Broughton Joshua & Co. general drapers, silk mercers, lacemen &c. Victoria road, Surbiton <i>sw</i> Broughton John, <i>Paragon Arms</i> P.H. 10 Paragon terrace, Berrylands road, Surbiton hill <i>sw</i> Broughton John Thomas, grocer, Wyndham rd. Camberwells Broughton Richard, grocer, 10 Queen street, Woolwich <i>se</i> Broughton Wm. Saml. shopkeeper, 59 St. Mary st. Woolwich <i>se</i> Brown John & Edward, drapers, High st. Wandsworth <i>sw</i> Brown Peter Edmund & Co. millinery & baby linen warehouse, 65 & 66 Powis street, Woolwich <i>se</i> Brown Saml. W. & Wm. H. surgeons, the Village, Lewisham <i>se</i> Brown Abraham, builder, Sutton <i>s</i> Brown Alexander, surgeon, Bedford terrace, Streatham <i>s</i> Brown Alfred, surgeon, High street, Wandsworth <i>sw</i> Brown Alfd. J. chemst. 2 Trafalgar ter. Trafalgar rd. E. Greenwich <i>se</i> Brown Chas. J. pork butcher, 8 Trafalgar rd. Ea. Greenwich <i>se</i> Brown Christopher Frederick, dairy, South st. Camberwell <i>s</i> Brown David, tailor, Common, Bromley <i>se</i> Brown Edmond, registrar of births & deaths, Low Sydenham <i>se</i> Brown Edwd. grocer & baker, Mortlake road, Richmond <i>sw</i> Brown Edwd. <i>Montague Arms</i> P.H. Kender st. Hatcham <i>se</i> Brown Eliza (Miss), furniture dealer, 2 Albert place, Commercial road, Peckham <i>se</i> Brown Elizabeth (Miss), dressma. 6 Upper Hill st. Richmond <i>sw</i> Brown Ellen (Miss), milliner, High street, Peckham <i>se</i> Brown George, boot & shoe maker, Wood st. Kingston <i>sw</i></p>	<p>Brown Robert, ornamental surveyor to the district works, Brown's road Brown Robert, surgeon Brown Samuel, baker, Brown Samuel, grocer Lewisham road <i>se</i> Brown Saml. T. prof. of Brown Susannah (Miss) Brown Thos. boot & shoe Brown Thomas, butcher Brown Thos. corn & seed Brown Thomas, livery crescent, Stockwell <i>s</i> Brown Thos. tailor, So Brown Thos. Jas. boot Brown William, baker Brown William, farmer Brown Wm. linendrap Brown William, livery Brown William, market lane, Wandsworth <i>s</i> Brown William, wheel Brown Wm. <i>Whitgift</i> Brown William James, street, Camberwell <i>s</i> Browne Benj. carpenter Browne Bernard Man Browne Chas. plasterer Browne Charles, surgeon Browne Charles, surgeon Browne Harry, farmer Browne James, boot & shoe Browne John, butcher Browne John R. <i>Tulse</i> Browne Robt. P. architect</p>
--	--

Figure 16, 1860 Post Office Directory

M **J. J. ORGILL** begs to announce that, pursuant to instructions, he will submit to Public Auction, at Garraway's, Coffee-house, Change-alley, Cornhill, on Monday, the 23 day of May, at Twelve for One o'clock,
THE VALUABLE LEASE AND GOODWILL IN TRADE,
 of an old-established Public-house and Wine Vault, known as
THE MONTAGUE ARMS,
 pleasantly situate, and being in
QUEEN'S ROAD, PECKHAM,
 within a short distance of **NEW-CROSS,**
 together with a
LEASEHOLD MESSAGE OR TENEMENT ADJACENT THERETO
 at a nominal rental. - In adverting to the above, it must be frankly confessed that whilst the adjacent neighbourhood has given ample evidence of and contributed to the "march of improvement," this property has maintained a primitive appearance compatible only with bygone times. It is therefore suggested that a moderate and judicious outlay be made thereon, to fully realise the abundant resources by which this property is surrounded. The premises are
HELD BY LEASE DIRECT FROM THE FREEHOLDER
 for a term of
NINETEEN YEARS, AT A RENTAL OF £50 PER ANNUM.
 May be viewed ten days prior to the day of sale, and printed particulars then procured on the premises; at Garraway's; of Messrs Tanqueray Williams, Hanbury, and Tanqueray, Solicitors, 34, New Broad-street and at the Auctioneer's Office, 551, Oxford-street. W.C.

Figure 17. Newspaper Article, 1975 (Source: British Newspaper Archive online)

The Truman's story is a tale of rise, fall and renewal. The rise lasted for over two hundred and fifty years and was based on great beer, great pubs and respect for the local community. The fall took just under two decades and turned all of this on its head.

Truman's was founded in 1666 when Brick Lane was just a track flanked by fields. The brewery grew as East London grew and then beyond. For a brief time in the 1800s it was the biggest brewery in the world - it sent Imperial Stout to the Russian court and IPA to the British Raj. It remained resolutely independent until succumbing to the merger mania of the 1980s. In 1989 the brewery and pubs were sold and Truman's sadly closed its doors.

Figure 18. Information about the Truman Brewery (Source:

[https://www.trumanssocialclub.co.uk/about#:~:text=TRUMAN'S%20HISTORY&text=Truman's%20was%20founded%20in%201666,IPA%20to%20the%20British%20Raj\)](https://www.trumanssocialclub.co.uk/about#:~:text=TRUMAN'S%20HISTORY&text=Truman's%20was%20founded%20in%201666,IPA%20to%20the%20British%20Raj))

Figure 19. Past Owners of the Montague Arms

In 1858 and earlier Queens Road was known as Peckham Lane. Later known as 195 Queens Road (1896 and earlier).

- 1836/James Drewett, Montague Arms, Peckham/.../Pigot's Directory
- 1840/Thomas Watkinson/.../Pigot's Directory
- November 1847/Henry Miller/Outgoing Licensee/.../Era Newspaper
- November 1847/Edward Brown/Incoming Licensee/.../Era Newspaper
- 1858/Edward Brown/.../Melvilles Directory
- 1861/Edward Brown/Victualler/56/Middlesex/Census
- 1861/Emma Brown/Wife/40/Middlesex/Census
- 1861/Georgenia Brown/Daughter/15/Middlesex/Census
- 1861/Emily Brown/Daughter/11/Hatcham, Surrey/Census
- 1861/Julia Brown/Daughter/7/Hatcham, Surrey/Census
- 1861/George Marks/Man Servant/31/Kent/Census
- 1866/S Bridge/.../Surrey Directory
- 1867/Samuel Bridge/.../Post Office Directory *
- 1878/Miss S Bridge/.../Surrey Directory
- 1881/Sarah Bridge/Licenced Victualler, Widow/52/Chelsea, Middlesex/Census
- 1881/George Bridge/Son, Architect Surveyor/19/Kennington, Surrey/Census
- 1881/Alfred Bridge/Son, Engraver On Wood/17/Kennington, Surrey/Census
- 1881/Emily Bridge/Daughter, Assistant/27/Chelsea, Middlesex/Census
- 1881/Louisa Challis/Visitor/27/Marylebone, Middlesex/Census
- 1881/Charles Baker/Barman/22/Wilsford, Lincoln/Census
- 1881/Mary Pagent/Housemaid/20/Burnham, Buckingham/Census
- 1891/Bridge & Ward/.../Post Office Directory
- 1896/Charles Mees/.../Kelly's Directory *
- 1904/R G Daniels & Co/.../Post Office Directory *
- 1911/Richard George Daniels & Co/.../Post Office Directory *
- 1914/Richard George Daniels & Co/.../Post Office Directory *
- 1919/Richard George Danels/.../Post Office Directory
- 1934/Maurice Martin Defries/.../Kelly's

- 1938/Mrs Julia Defries/.../Post Office Directory
- 1944/J Evans/.../Post Office Directory
- J Evans, Montague Arms, died in January 1957- Black Eagle Journal ***

William Madigan, Montague Arms, died on April 10th, 1963 - Black Eagle Journal ***

APPENDIX 3 STATUTORY LIST DESCRIPTIONS

THE PALM TREE PUBLIC HOUSE, 127 Grove Road, Mile End, London, E3 5RP



Grade II listed in 2015

Reasons for Designation

The Palm Tree, a public house of 1935, by Eedle and Meyers, for Truman's Brewery is listed at Grade II, for the following principal reasons: * Architectural interest: a restrained neo-Georgian design incorporating sumptuous materials and subtle detailing, by a noted late C19-C20 architectural practice; * Interiors: a range of good-quality internal fixtures and unusual features, with subtle variation across the different classes of bar; * Intactness: almost entirely unaltered externally, and with a largely complete scheme of interior decoration; * Historic interest: the pub is the final remnant of a once built-up, industrial part of London, destroyed in the Blitz and in subsequent clearances.

History

Inter-war 'improved' or 'reformed' pubs stemmed from a desire to cut back on the amount of drunkenness associated with conventional Victorian and Edwardian public houses. Licensing magistrates and breweries combined to improve the facilities and reputation of the building type. Improved pubs were generally more spacious than their predecessors, often with restaurant facilities, function rooms and gardens, and consciously appealed to families and to a mix of incomes and classes. Central, island serveries with counters opening onto several bar areas allowed the monitoring of customers and also the efficient distribution of staff to whichever area needed service. Many, although not all, of the new pubs were built

as an accompaniment to new suburban development around cities, and a policy of 'fewer and better' was followed by magistrates both in town and on the outskirts. A licence might be granted for a new establishment on surrender of one or more licences for smaller urban premises. Approximately 1,000 new pubs were built in the 1920s – the vast majority of them on 'improved' lines - and almost 2,000 in the period 1935-39. Neo-Tudor and Neo-Georgian were the favoured styles, although others began to appear at the end of the period.

The Palm Tree occupies a plot at what was formerly the junction of Palm Street and Lessada Street, just to the east of the Grand Union Canal (Regent's Canal). The original building probably dated from the 1840s, and was built to serve the workers of the local wharves, mills and manufactories, the occupants of the terraced houses it was set amongst. Its name probably derived from the 'Palmer's Wharf' to the south-west of the pub, on the other side of the Regent's Canal; this was presumably used for imported palm timber, possibly servicing the furniture trade in nearby Shoreditch. A photograph of the original Palm Tree, together with photographs of the surrounding housing in Palm Street and Lessada Street, is held in the collections of the London Metropolitan Archives.

In 1935, the Palm Tree was rebuilt; the new pub resembled the old, having plain frontages to the east and south, and an entrance in a canted corner bay. Photographs and maps show that rebuilding involved the demolition of one of the adjoining terraced houses on the south-west, a two bay façade being extended to one of three bays. Like the old pub, the new Palm Tree was of three main storeys, with a longer façade on the north-east than on the south-east. It was built to the designs of Eedle and Meyers for the east London brewers Truman, Hanbury, Buxton & Co. Ltd, founded in c1666 and based in Brick Lane.

Eedle and Meyers was a notable architectural practice specialising in pub design from the 1880s to 1946. A small number of their London pubs are listed at Grade II: The Old Red Lion, Islington, 1899, The Angel, Islington, 1903 and Rayners Public House, Harrow, 1937, the latter two of which were built for Truman's.

The Second World War wrought radical changes to the area surrounding the Palm Tree. Much of the housing in the streets adjacent to the pub was destroyed or greatly damaged through bombing in 1944. This was especially the case in Lessada Street and Totty Street to the east, where ruined houses were replaced with prefabs. Except for part of a terrace in Haverfield Road, the remaining housing was finally demolished in c1977 as part of post-war redevelopment of the area. The Palm Tree, which had evaded both bombing and redevelopment, survived, and

since the 1970s has stood alone, surrounded by open land with the canal to the west.

Evidence remains in the fabric to suggest that the pub originally had a number of separate bar rooms on its south side which have since been unified through the removal of partitions to form an open plan. Originally, a public bar was entered via the canted corner, a private bar had a separate entrance to the west, and an off sales compartment was to the north, adjacent to the stairs to the first floor. The saloon bar in the northern half of the pub is unchanged in its plan.

Details

Public house of 1935, by Eedle and Meyers, for Truman's Brewery.

MATERIALS: the pub is built from buff brick laid in Flemish bond, with red brick dressings. The ground floor is clad in cream faience and ceramic tiles. Window frames are timber with leaded glass, and the roof is slate and has brown brick stacks.

PLAN: the building stands detached, but when built formed the corner piece to two terraces of houses running to the north- and south-west, hence its principal elevations face to the north- and south-east.

Internally there are two bars, one to the south served by a U-shaped counter, and one to the north with a corner counter, separated by the enclosed flight of stairs to the upper floors. There is an office beneath the stairs, with an access lobby which links it and the two bar counters.

EXTERIOR: the pub is mainly of three storeys with a cellar; it drops to two, and then a single storey at the north-west end. The junction of the principal elevations is a canted corner and this holds the main entrance: a half-glazed door with two fielded panels and a leaded overlight. Above this, rising through the upper two storeys, is a faience panel with a moulded border; it has the Truman's eagle emblem in deep relief, and a label with applied brass lettering 'ESTD 1666', and the name of the pub below; a separate plaque tops the panel, inscribed with the name of the brewery. Crowning the canted bay is a small chimneystack, of brick with stone cladding.

The ground floor is entirely clad in faience and tiling and has simple vertical strips with decorated heads creating the effect of pilasters between the doors and windows. A fascia runs the course of the principal elevations. The south-east elevation is of three bays with a central half-glazed door with a moulded canopy

supported on console brackets. There is a wide window to either side with leaded glass in the lower sections, with tiled green aprons. On the upper floors there is a single six-over-six panel sash to each bay; all are surrounded by red brick with rubbed brick arches and projecting cills. In the central first-floor window the faience of the ground floor continues upwards to form the architrave. Treatment is the same on the north-east elevation, where there are four bays of three storeys, two bays of two storeys and a single storey bay at the end, formerly with a roof lantern. The elevation has three entrances: one to the former off-sales counter, one to the saloon bar, and one, beneath a faience panel in the place of an overlight, to the stairs to the first floor. A band of vertically laid brick lines the base of the parapet, topped with a course of faience and dressed stone.

INTERIOR: the former public and private bars and the off-sales area have been opened-up, forming a single bar room. Original matchboard tongue and groove panelling lines the walls beneath dado level, and there are skirtings, a picture rail and a moulded cornice. A curved counter arcs around an original free-standing bar stillion which has its shelving intact – an unusual feature more usually replaced with refrigerators. The counter is fronted in matchboarding and has doors providing access to the beer engines and pipes; it has a recessed tiled plinth and a chequered tiled border. The canopy and shelves above the counter are later additions. In the former private bar there is a moulded timber chimneypiece on the south-west wall, and to the left of the doorway there is an original baffle (screen). In the former off-sales compartment is a pair of pot shelves, possibly original, and an original gas lamp close to the counter. This was presumably required as, when the original divide was in place, there would have been little natural light in the compartment. A further detail of this section is the hinged bar counter and access door.

The tenant's stair to the first floor creates a division between the bar rooms to the south and the former saloon bar to the north. The saloon bar, accessed from the furthest door along the north-east elevation, appears to remain almost entirely unchanged since construction. The higher class of the bar is apparent in the fielded dado panelling on the walls and on the curved bar counter; otherwise the internal decoration is similar to the other bars, retaining its bar back, chequered counter edge tiling and chimneypiece. As in the southern bar, the counter canopy and shelves are later additions. In its north portion, the room is of a single storey and features a skylight, now covered over. A dartboard cabinet, possibly from the original pub, was reinstalled in the late C20. Unlike the public bar, which originally had only gentlemen's toilets, the saloon was served by male and female toilets (set either side of the fireplace); both of these remain largely unaltered, with original doors and door furniture, tilework and, in the gents', a Royal Doulton urinal.

73 Columbia Road, Bethnal Green, London, E2 7RG



Grade II listed in 2015

Reasons for Designation

The Royal Oak public house, built 1923, probably designed by A E Sewell for Truman's Brewery, is listed at Grade II for the following principal reasons: * Architectural interest: a traditionally-styled façade using rich materials and characterising the Truman's brand, probably by one of the leading pub architects of the period; * Intactness: a largely unaltered exterior occupying a prominent position in the heart of the Columbia Road Flower Market; * Interiors: a well-surviving, restrained scheme of interior decoration on the ground floor, with good-quality inlaid panelling and a Vitrolite ceiling, and on the first floor the unusual survival of a bar counter.

History

Inter-war 'improved' or 'reformed' pubs stemmed from a desire to cut back on the amount of drunkenness associated with conventional Victorian and Edwardian public houses. Licensing magistrates and breweries combined to improve the facilities and reputation of the building type. Improved pubs were generally more spacious than their predecessors, often with restaurant facilities, function rooms and gardens, and consciously appealed to families and to a mix of incomes and classes. Central, island serveries with counters opening onto several bar areas allowed the monitoring of customers and also the efficient distribution of staff to whichever area needed service. Many, although not all, of the new pubs were built as an accompaniment to new suburban development around cities, and a policy of 'fewer and better' was followed by magistrates both in town and on the outskirts. A licence might be granted for a new establishment on surrender of one

or more licences for smaller urban premises. Approximately 1,000 new pubs were built in the 1920s – the vast majority of them on 'improved' lines - and almost 2,000 in the period 1935-39. Neo-Tudor and Neo-Georgian were the favoured styles, although others began to appear at the end of the period.

The Royal Oak was an early example of a pub improvement project undertaken by the east London brewery Truman's, founded c1666. Dating from 1923, it was a rebuilding on the site of an earlier pub of the same name that was licensed from at least 1842. The earlier pub was clearly part of the early development of Columbia Road which was built up from 1830, and formed the corner-piece of a terrace of modest, two-storey houses to the east. A plan from c1900 shows stabling provision to the rear, accounting for the unusual length of the Royal Oak's plot, which runs north-west to what was once Providence Yard (now part of Ezra Street).

No plans of the 1923 rebuilding are known to survive, but on stylistic grounds it is very likely to have been designed by Truman's lead architect, Arthur Edward Sewell (1872-1946). Sewell, a licentiate of the RIBA, was the principal architect and surveyor for Truman's throughout the inter-war period; he was initially employed by the brewery in 1902 and designed at least 40 pubs for the firm; his last known work, the Royal George near Euston, was undertaken in c1939. He was a designer of some note, his public houses – mainly located in or just outside of London – regularly being featured in architectural journals of the time. Sewell's pubs were generally designed in a simple form influenced by Neo-Georgian, Arts and Crafts and Moderne design, though he was also comfortable working in the Neo-Tudor style.

A number of pubs by Sewell have been listed, including the Railway Hotel, Barnet (1930-31), the Ivy House, Southwark (c1936), the Royal George, Camden (1939-40) and the Golden Heart, Tower Hamlets (1936), all at Grade II.

It is likely that the ground floor of the Royal Oak would originally have been divided into at least four separate bar rooms; partitions have since been removed to create an open plan. An early photograph of the pub shows that the corner entrance led into the saloon bar; this is named on a hanging sign that was originally located adjacent to the doorway, as well as on the door's etched glass. Beyond this, to the north-west, was what was probably a saloon dining room. The saloon bar was divided by the centrally placed off sales compartment from what was almost certainly a public bar, entered through the single doorway on the right of the pub's main façade. To the rear of this is likely to have been a games or dining room. A central servery was accessible from each of these spaces, and to the centre of the

bar was likely to have been a publican's office, the walls of which would have created a bar back and obscured lines of sight across the bar between the separate rooms. It appears that there was a kitchen located – as remains the case today – in the single-storey projection to the rear. The ground floor windows, formerly containing etched glass, have been replaced, though the etched glass in one pair of doors survives.

Along with the Birdcage at 80 Columbia Road, the Royal Oak has a close association with the famous Columbia Road Flower Market and operates as an 'early pub', serving traders and customers of the market from nine o'clock on Sunday mornings. There has been a street market on Columbia Road since the C19, and it gradually evolved as a flower market, moving from Saturday to Sunday as the area's Jewish population increased. By 1900 it was one of the largest flower markets in London, and in the post-war period it grew in popularity and fame, and by the 1980s was of international repute. The high rate of survival of the Royal Oak, the Victorian housing along Columbia Road and the adjoining Ezra Street, with its cobbled surface, have led to the Royal Oak being featured in a series of films set in wartime or 1950s London, as well as more recent British gangster films, most notably 'The Krays' (1990) and Guy Ritchie's 'Lock, Stock and Two Smoking Barrels' (1998). The pub featured heavily in 'Goodnight Sweetheart', a BBC television series which ran for six seasons between 1993 and 1999. It also features in scenes for Brian Helgeland's forthcoming crime thriller 'Legend', another dramatisation of the lives of Ronald and Reginald Kray.

MATERIALS: the pub is built from brown and buff London stock brick with red brick dressings and cream faience. Truman's distinctive mottled green tiling is used on the principal elevations, and brown glazed brick to the return elevation and boundary wall.

PLAN: the building occupies a corner plot at the junction of Columbia Road and Ezra Street. The open-plan bar is at the southern end of the building and ancillary rooms to the rear. There are three public entrances on the Columbia Road elevation which would have led into different bar rooms, an off-sales compartment, and a staircase leading to the first-floor club room.

EXTERIOR: the building is two storeys with an attic above the front two bays, and a single-storey range to the rear. The ground floor of the bar area is entirely clad in cream faience above cill level, and in green tile below. It is heavily glazed with pairs of one-over-one sash windows in faience architraves forming mullions and transoms, containing one-over-one light sashes with three lights above the transom. Cills are flush with the façade and are formed of curved green glazed

blocks. The southern corner of the building is canted and forms a centrepiece to the south-east and south-west elevations; there is a half-glazed double door with two-over-one panes, and a four-pane overlight with vertical glazing bars. The lintel of the architrave is moulded faience, and is in line with the transoms of the windows to either side. There is a second double door in the centre of the south-east elevation with 'BOTTLE AND JUG' etched into the glazing, and a single half-glazed door to far right. Shallow corbels with circles and guttae project between the windows beneath a fascia which has egg and dart mouldings and a cornice. The name of the pub projects, also in faience, from the fascia and from a framed panel above the door in the canted bay. Above that a panel is inscribed '1923 / TRUMAN / HANBURY / BUXTON / & CO LTD', beneath a segmental arch with shaped copings and kneelers with guttae. The south-west elevation continues beyond the bar rooms in slightly less sumptuous materials: it has brown glazed brick beneath the cill, and the windows and doors, which are in plain surrounds, have gauged brick arches; on the three higher openings to the single-storey range these have projecting keystones and connect with an impost band of red brick.

On the first floor the principal elevation has three bays; above this the attic has a pair of shaped gables rising above the outer bays, each with a single window. Windows have three-over-one light sashes with arched meeting rails; moulded cills adjoin a narrow red brick string course, gauged brick arches have projecting keystones and adjoin a wide brick band at impost level. The return elevation is two bays beneath a single shaped gable with a central chimneystack, and then drops to two storeys to the north-west. The parapet and gables are lined with white moulded faience copings that emphasise the building's distinctive silhouette. The roof above the attic is hipped, and is flat above the rear two-storey and single-storey parts of the building.

The rear elevation is modestly detailed; windows are in plain openings and have gauged brick arches.

INTERIOR: the ground floor of the pub is now open plan and has a central island bar servery. Fielded panelling lines the counter and the walls to three-quarters height, and in certain areas has the names of beers inlaid. Floors are covered in parquet block, except for a boarded area to the north corner of the pub, formerly a dining room which was likely to have been carpeted. In this area there is a fireplace with a panelled timber surround. A second fireplace is in the former public bar, in the east corner; it has a brown tiled surround set into the panelling, and is a less elaborate piece reflecting the lower status of the room. The ceiling is white Vitrolite panelling with timber ribs with small square bosses to the corners.

The public stair to the first floor rises on the north-east side of the building and is accessed via a lobby from the street, or from the public bar. There is a small section of panelling on the left hand side, and it has a modern handrail. The stairwell is enclosed by a balustrade of triplets of stick balusters. There is also a back stair that has a moulded handrail.

The main room of the first floor is open plan and retains a curved bar counter with fielded panelling, and skirtings and a picture rail. There are two fireplaces: one has a simple painted oak surround with delicate mouldings and red tiling; the other has brown tiling and a timber mantel shelf. A second room to the rear is similarly detailed, also with a red-tiled fireplace and a door, presumed to be a later insertion replacing a window, leading to the flat roof of the rear single-storey range. Some four-panel internal doors survive in moulded architraves.

The attic floor is staff accommodation.

SUBSIDIARY FEATURES: the boundary wall continues to the rear of the building and encloses the rear yard.