

It's All in the Name: the Streets of Guildwood Village

FACT Streets in Guildwood Village today: 48

FACT Street names proposed and accepted and/or rejected: 98

Street names were proposed by Spencer Clark and his small team.¹ They were named after garden communities in the UK and the USA², philanthropists known to the Clarks³, industrialists⁴, urban planners⁵, pioneers⁶ and family names⁷.

In Figure 1, we see the original street

- 1 E.G. Faludi, urban architect, and James Harris, General Manager of the Guild Inn
- 2 Bournville, Somerdale, Welwyn, Letchworth, Wythenshawe Wood, Rogate, Earswick
- 3 Toynbee, Nuffield and Fareham
- 4 Cadbury, Fry, Rowntree and Lever families
- 5 Nichols, Unwin, Faludi
- 6 Galloway, McClean
- 7 Breithaupt, Hewetson, Clark

configuration proposed in 1956 for Guildwood Village. It was based on the concept of an elongated park that stretched from just west of Galloway Rd to the Lake.

This column will concentrate on the north east quadrant (Figure 2). Details on the other quadrants are posted on the GVCA website. Figure 3 shows all the proposed street names with a validated source.

History of Street Names in the North East Quadrant

There are always two pieces to a street name: the first name and a suffix. Of the 13 streets originally planned for this quadrant, all but one of the first names were approved by the City in July 1956, but not all the streets were built. For example:

What is currently Burnage Court was originally Letchworth Crescent. East of Letchworth Crescent was a cul-de-sac

named Leverhume Gardens and east of that another cul-de-sac named Burnage Square. Of the three, only one was built (Burnage Court). Subsequently, Leverhume was built here west of Livingston.

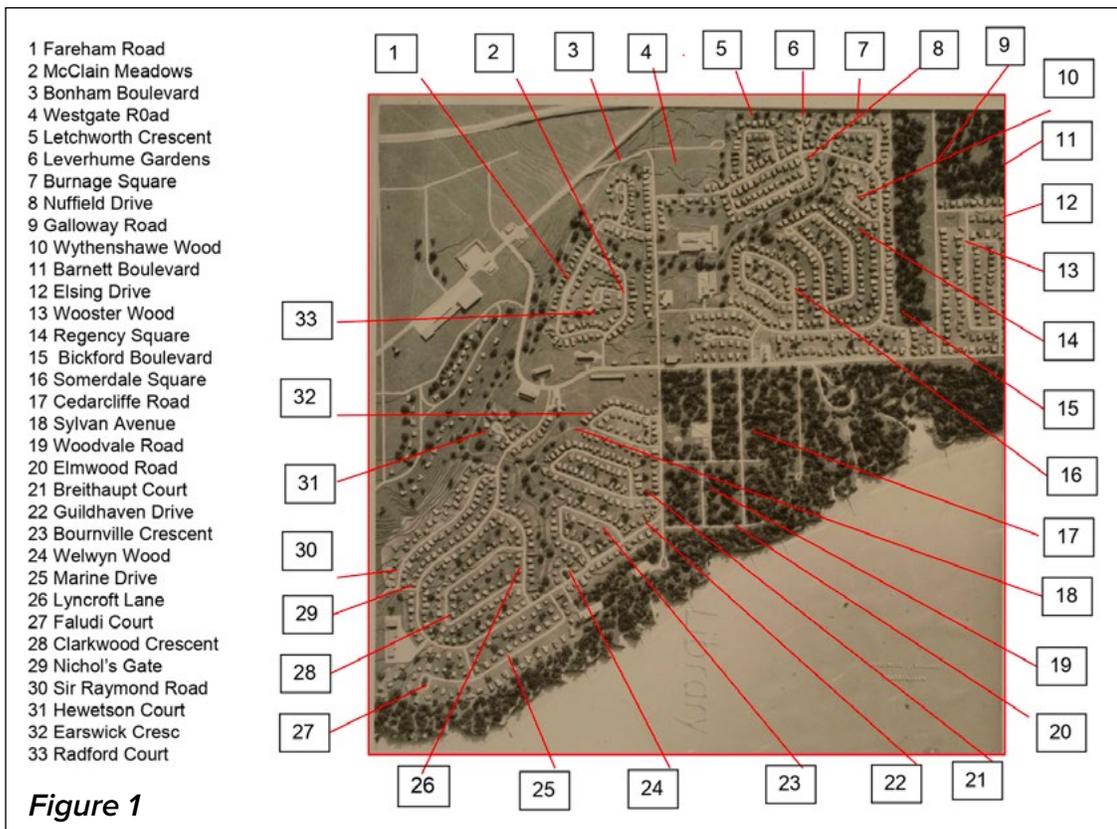
Navarre was originally Bickford Boulevard, and the north west end of Toynbee Trail was originally proposed as Old Orchard Boulevard because of the apple orchard there.

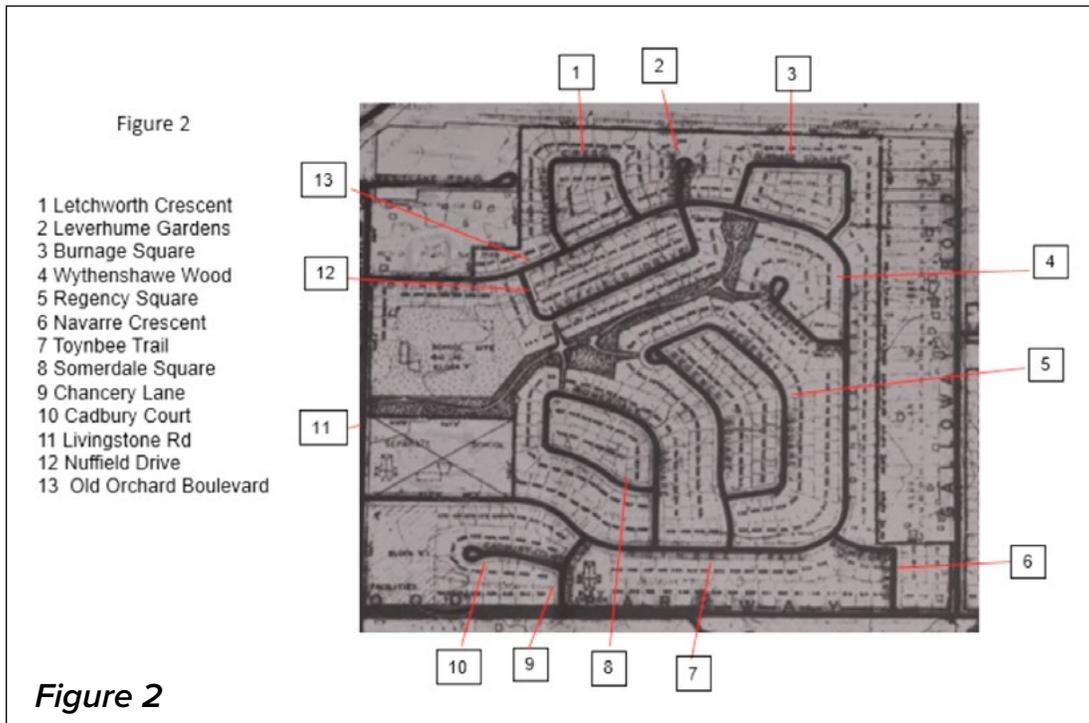
Here is where the names in the north east quadrant came from:

Toynbee Trail. Toynbee Hall is a building in the London Borough of Tower Hamlets, in the East End of London, and is the home of a charity of the same name. It works to bridge the gap between people of all social and financial backgrounds, with a focus on working towards a future without poverty. Founded by Canon Samuel Barnett and his wife Henrietta in 1884 on Commercial Street, it was named in memory of the Clarks' friend and fellow reformer, Oxford historian and philanthropist Arnold Toynbee.

Burnage Square [became Burnage Court]. Burnage is a suburb of the city of Manchester in North West England. 1906 saw plans to build a "garden suburb" in the district. Burnage Garden Village was created by building many new semi-detached houses as well as open recreational spaces, including lawns, gardens, a bowling green, tennis courts, allotments and a children's playground.

Nuffield Drive. Lord Nuffield, the industrialist





Bourn. These almost 'Arts and Crafts' houses were traditional in design but with large gardens and modern interiors and were designed by the resident architect William Alexander Harvey. These designs became a blueprint for many other model village estates around Britain. Note the name Bournville appears in the SW quadrant.

Chancery Lane. Refers to a street in London, UK, associated with the legal profession. Chancery Lane takes its name from the historic High Court of Chancery, which started its association with the area when Robert de Chesney, the Bishop of Lincoln acquired the 'old Temple' in 1161.

Livingston Rd. Named after the Treasurer of the T. Eaton Company

Up next in the spring issue of News & View: The model houses of Guildwood.

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Vice President, GVCA

This is the third of a series of columns about the evolution of Guildwood Village. Stay tuned for more on our history in upcoming issues of News & Views.

and founder of Morris Motors, founded Nuffield College, Oxford and the library at St Anne's College, Oxford.

Wythenshawe Woods. Near Manchester. Initiated by Lord and Lady Simon, formerly Sir Ernest Simon, first Chairperson of the BBC.

Regency Square. Could be Regency Square, Brighton, UK but the known source is unclear.

Old Orchard Boulevard. This was the site of a substantial apple orchard.

Letchworth. Letchworth Garden City, commonly known as Letchworth, is a town in Hertfordshire, England. The town was laid out by Raymond Unwin as a demonstration of the principles established by Ebenezer Howard, who sought to create an alternative to the industrial city by combining the best of town and country living.

Leverhume. Named after the Lever Brothers who built Port Sunlight (Merseyside), in particular, William Lever, later Viscount Leverhulme. Leverhulme is a combination of Lever, and Hulme (the Viscounts's first wife's maiden name).

Somerdale Square. Somerdale was a chocolate factory located in Keynsham near Bristol in south west England, closed by Kraft foods in 2011. The Fry

family business merged with the Cadbury Brother company in 1919.

Navarre Crescent. Henry IV, King of Navarre (as Henry III) from 1572 and King of France from 1589 to 1610. Originally Bickford Blvd named after Colonel Harold C. Bickford.⁸

Cadbury Court. Bournville is a model village on the south side of Birmingham, England. The Cadburys named the area 'Bournville' after a local river named The

⁸ Bickford Park Collegiate was named after the Bickfords, whose land holdings included Christie Pits

Figure 3: Proposed Guildwood Village Street Names with a Validated Source

Street name					
Avonmore	Barnett	Bethune	Bickford	Bledlow	Bonham
Bournville	Breithaupt	Burnage	Cadbury	Catalina	Chancery
Cadbury	Clarkwood	Cushendun	Dearham	Denny	Earswick
Elsing	Faludi	Fareham	Galloway	Heathfield	Hewetson
Letchworth	Leverhume	Livingston	McClellan	Morna	Moss
Navarre	Nichols	Nuffield	Prince Philip	Rogate	Rowatson
Sir Raymond	Somerdale	Sonneck	Toynbee	Welwyn	Westlake
Wooster	Wythenshawe				
Banting	Cartier	Champlain	Chequers	Chippendale	Chorley
Clydesdale	Cromer	Grey Abbey	Kenwyn	Kingsmoor	Lord Lee
Schubert	Taunton	Thoreau			