


Stroud Town Council Local Heritage Asset List

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| Rowcroft and elsewhere, stone street signs | |
| Street furniture | Conservation Area: Stroud Town Centre |
| Stone street name signs | List entry number SLHA0043 |
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| Description | |
| <p>The Art Memorial Company (formerly Freebury and Hillman) made these stone street name signs by hand-carving stone letters in a block and then painting the background black. The date is unknown – possibly 1930s? The company was a monumental mason situated in a tiny shed along London Road. They were also responsible for a number of war memorials in the Stroud area. The Stroud Directory of Trades of 1923 and 1963 has them listed.</p> <p>A Gloucestershire Society for Industrial Archaeology document mentions the sales of stone from the quarries to the Art Memorial Co.</p> <p>The street names sited within the Stroud NDP are: Rowcroft, Cheapside, Wallbridge, Kendrick Street, King Street, King Street Parade, Bath Street, Russell Street.</p> <p>Sources: Stroud History Tour by Howard Beard (2016) (photo of Art Memorial Co premises). Stroud Directory of Trades 1923 and 1963.</p> | |
| Selection Criteria | |
| Rarity | Fast-disappearing method of naming streets. As they wear away, the signs are replaced using more durable materials. |

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| Historic association | Photographic and documentary evidence of signs being made by Art Memorial Company using stone offcuts from local quarries. |
| Date of inclusion | June 2017 |

With thanks to Stroud Preservation Trust – www.stroudpreservationtrust.org.uk

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