

Stroud Town Council Local Heritage Asset List

1 The Cross, former Stroud Co-op building, GL5 2HL

Historic building

Conservation Area: Stroud Town Centre

Shops

List entry number SLHA0035



Description

Built in 1931 by William Leah, this is a stone Art Deco building, now let as separate shops, which was formerly the Stroud Co-op department store. Once inside the front door, customers would walk up through the different departments. The main double door is now replaced by the separate doors into the Black Book café and the launderette, with a narrow blank panel in between. The windows up both Nelson St and Parliament St have the original lights and pull-down awnings (still working).

The square, Art Deco, rendered panel ('1931') is as it was originally. The signage (Soap &

Suds, etc) is modern but in a font in keeping with the age of the building.
 Unit 6, originally the butcher's department of the Co-op and now a tattoo parlour – has a set-back doorway (the others in the block flush) but no awning like the others. At the back of the shop are the original butcher's rails. The plate glass is the original Co-op shop glass.
 In Unit 4, originally the cooked meats department with uphill neighbour Hong Kong takeaway and now R&R books, the central black and white tiled flooring is original.
 Sources:
 Pevsner guide to the Cotswolds (*The Buildings of England, Gloucestershire 1: The Cotswolds* by David Verey and Alan Brooks)
Stroud Streets and Shops by Wilf Merrett

Selection Criteria	
Age	A handsome Art Deco construction of the 1930s, typical of its era
Architectural and aesthetic value	An important 1931 building that has retained a lot of its Art Deco features, including the windows and the '1931' panel
Landmark status	Situated prominently at Market Cross (above the High St), formerly an important trading post and where the roads to Bisley and Chalford diverged. The Cross was separated from the High Street when Cornhill was constructed
Social and communal value	The Stroud Co-op was built as a department store
Degree of completeness	An altered main entrance but lots of original features intact
Date of inclusion	June 2017

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

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