

**DESIGN & ACCESS STATEMENT
&
HERITAGE STATEMENT**

PROPOSED NEW SIGNAGE:-

**THE THREE HORSESHOES
55 FROME ROAD
BRADFORD ON AVON
WILTSHIRE
BA15 1LA**



NOVEMBER 2025

LISTING:

Statutory Address:

THE THREE HORSESHOES PUBLIC HOUSE, FROME ROAD

District:

Wiltshire (Unitary Authority)

Parish:

Bradford-on-Avon

National Grid Reference:

ST8254760723

Details

1. FROME ROAD 5411 (West Side)

The Three Horseshoes Public House ST 8260 2/275

II GV

2. Early C18. Colour-washed rubble, modern pantiles. Two-storey, 3 windows, 2-light stone mullioned casements to 1st floor, later sashes in reveals to ground floor, square-head chamfered door opening. Contiguous 2-storey outbuilding wing to left-hand, 2 boarded hoist openings to 1st floor, wide square-headed archway with double doors to ground floor. Single-storey wing to right-hand with steeply pitched stone tiled roof, 2 later sashes, 1/2-glazed door, fixed-light small paned window at right-hand angle.

The Three Horseshoes and Nos 1 to 4 (consec) Frome Road form a group with the Liberal Club, the Baptist Chapel, the Congregational Church and Hall and Nos 6 to 16 (consec), 19 to 22 (consec) 36, 42 to 49 (consec) and Westbury Hall, St Margaret's Street and No 1 St Margaret's Hill.

Listing NGR: ST8254760723

Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number:

312564

Legacy System:

LBS

Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

End of official listing

INTRODUCTION:

55 Frome Road – The Three Horseshoes public house is a Grade 2 Listed building occupying a position within the Conservation Area just off the mini roundabout junction of Frome Road, Station Approach & St Margaret's Street.

The Three Horseshoes claims to date from 1685, it is definitely a 17th century building with later extensions, the small interior rooms were knocked through in the 1980's

There was a sign fixed to the front, Frome Road (East) Elevation which was replaced at the beginning of October 2025.

THE SITE & ITS CONTEXT:

Bradford on Avon is a town in West Wiltshire with a population of approximately 9,000 residents, much of the town is built into the south facing hillside falling towards the River Avon; the site lies southwest of the town centre, south of the river Avon but is within the recognised town centre.

The site is within the Conservation Area No 1.

HERITAGE STATEMENT:

Bradford on Avon has been settled for over 2500 years with many important buildings such as the Saxon Church and the Tithe Barn; historic maps show that 55 Frome Road was present around 1700.

Originally the subject building was a single room deep property over two storeys, which was extended at the rear and to the side with the addition of the Coach House at later dates.

The upper floor / loft area of the Coach House was converted in to holiday accommodation in 2021 ref PL/10418/FUL & 20/11296/LBC

The new signs are traditional painted timber, surface mounted pub signs and the green background colour is in keeping with the painted doors to the pub, by their nature the signs are not detrimental to the character of the Listed Building or the Conservation Area.

During the evening opening hours the signs will be illuminated from above via new traditional swan neck light fixtures, painted matching green.

DESCRIPTION OF THE PROPOSALS:

The existing 'pub sign' on the front (Frome Road elevation) was taken down and replaced with a new sign which is in a new position – over the main entrance door to the pub.

A second sign was also installed at the rear, sloped access to the pub which is informative to visitors to the town either by train or via the main car park.

The signs will be illuminated from above with new traditional swan neck light fixtures.

The new & current landlords of The Three Horseshoes have introduced their own brand style; the products available include self branded whisky, clothing and local honey, the font chosen for the new signage is that used on the consumables & merchandise.

MATERIALS:

The signs are painted, framed timber boarding, the lights will be painted, lightweight metal.

ACCESS STATEMENT:

Access to the public house is either from Frome Road or the rear garden area which will remain unaltered.

PHOTOGRAPHS:



Proposed traditional light fixtures, 30cm high, 43cm projection
Painted green to suit sign background colour



Original frontage sign



New frontage sign



New rear access sign