

PLANNING, DESIGN & ACCESS STATEMENT

BLACK HORSE

191 FROME ROAD,
TROWBRIDGE
BA14 0DU.

Introduction:

This Design & Access Statement seeks to meet the documentary requirements of the current NPPF, for buildings located within a Conservation Area and for buildings having a grade listing. It has been submitted to assess the interest of the application site to justify the proposed works in terms of their impact on the heritage asset identified. The statement assesses the nature, extent and importance of the significance of the asset and its setting to allow the impact of the proposed works on that significance and setting to be properly assessed by the local planning authority.

Existing Elevation



Proposed Elevation



THE PROPOSAL

proposed 1x Double sided pictorial sign, & trough lighting to the existing gibbet & post complete with 2x amenity boards fitted below, 2x name boards, 1x door plaque, 2x transom signs, 2x corex signs and 1x car park directional sign

The existing signs have been in situ for many year and are in need of replacement. The proposal is to replace signs which are damaged/faded with new and are designed to keep the character of the building. The proposal is for signage only.

ITEM 01 (Qty 01) [HIVE01-NS](#)

Double sided pictorial sign, & trough lighting to the existing gibbet & post.

Featuring:

- Retain the existing decorative gibbet.
- 2mm aluminium panel finished RAL 5008.
- 32mm bullnose trim finished RAL 5008.
- Vinyl applied content.
- 2No. Warm white LED Slimline trough lighting.
- Existing gibbet & post (repainted by the Main Contractor).

Single sided amenity sign.

Featuring:

- 2mm aluminium panel finished RAL 5008.
- 32mm bullnose trim finished RAL 5008.
- Applied vinyl text.
- Fixed back to back to the post.
- Paint rear of signs black RAL 9005.

5W LED Spot light.

Featuring:

- Warm white illumination.

The existing pictorial panel would be replaced for new and be fitted onto the Existing post and bight. 2x amenity boards would be fitted below

ITEM 02 (Qty 02) [HIVE08A-NS](#)

Single sided nameboard sign.

Featuring:

- 2mm aluminium panel finished RAL 5008.
- 32mm bullnose trim finished RAL 5008.
- 19mm Foamex letters finished gold.
- 50W LED Slimline floodlight.

Warm white illumination.

The existing 2x name boards would be replaced with like for like name boards of the same size and locations

ITEM 03 (Qty 01) [HIVE11E](#)

Doorside plaque.

Featuring:

- Timber panel finished RAL 5008.
- Raised letters.
- Brass finish trim.

This door plaque would replace the existing

ITEM 06A & 06B (Qty 02) [HIVE19C-NS](#)

Single sided transom sign.

Featuring:

- 2mm aluminium panel finished RAL 5008.
- 32mm bullnose trim finished RAL 5008.
- Individual foamex letters.

This transom signs would replace the existing

ITEMS 07A & 07B (Qty 02) [HIVE09](#)

Wall mounted corex sign.

Featuring:

- Corex holder finished RAL 5008.
- 1190x842mm interchangeable Corex slots.
- 50mm aluminium trim finished RAL 5008.

This corex sign would replace the existing

ITEM 08 (Qty 01) [HIVE05-NS](#)

Wall mounted directional sign

Featuring:

- 2mm aluminium panel finished RAL 5008.
- 32mm bullnose trim finished RAL 5008.
- Applied vinyl text.

This directional sign would replace the existing

The Black Horse is a traditional community pub located at 191 Frome Road in Trowbridge, Wiltshire. and is situated next to the Grade II listed Studley Pump

Origins and Community Role

- **Local Heritage:** Trowbridge itself grew as a major center for woollen cloth production during the 18th and 19th centuries, earning the title "The Manchester of the West". While older beerhouses and taverns dotted the parish historically, the Frome Road area developed as a key residential and community catchment.
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- **The Local Scene:** Over the decades, the pub has served as a social hub for the local neighborhood on Frome Road. It famously made local headlines in February 2006 when local regulars brought their actual horses—named Chester and Pirate—straight inside the newly refurbished bar to mark the reopening of its sports and entertainment rooms.
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Modern Era

- **Refurbishments:** The pub transitioned through various updates, replacing features like old skittle alleys with modern big-screen televisions for Sky Sports and TNT Sports.
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- **Current Operations:** Today, the Black Horse operates as part of Greene King's community and franchise network, offering classic pub grub, pool, darts, and a dog-friendly beer garden.
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Schedule of work

Before the commencements of works a Health and Safety assessment will be carried out by the main contractor. Scaffolding will be erected and all safety measures applied. Ashleigh signs will supply a method statement to the main contractor for the installation of the signage. Barriers will be installed for the safety of pedestrians and workers on site. The existing signs would be carefully removed and any fixing holes made good. The replacement signs would then be fitted to the locations shown on the submitted drawing.

Conclusion

The proposal is mainly like for like replacement, having no adverse harm to the asset and surrounding Area which would be preserved. The proposals are therefore considered to meet the objectives of the NPPF concerning development in an historic context and meet the requirements of relevant local planning policy.