



Oaklands Road
Haywards Heath
West Sussex
RH16 1SS

Switchboard: 01444 458166
DX 300320 Haywards Heath 1
Email: servicesupport@midsussex.gov.uk
www.midsussex.gov.uk

For Official use

App No:

Date Rec:

Fee:



Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

Retrospective consent to erect of 800mm wide x 1200mm high double sided marketing sign advertising a consented site in Hatchgate Lane

Applicant Details

Name/Company

Title

Mr

First name

Richard

Surname

Lazaro-Silver

Company Name

Silver homes (Cuckfield) Ltd

Address

Address line 1

Kenmare

Address line 2

Hérons Close

Address line 3

Town/City

New Domewood

County

Kenmare, Herons Close

Country

United Kingdom

Postcode

RH10 3HF

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

RH10 3HF

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Double sided temporary marketing sign 800x 1200 advertising a consented development in Hatchgate Lane stating: -

Milkmaids Garden

4 Bedroom Detached Homes

Call 01737 847600

silver homes.co.uk

(Trilogy logo) (Silver Homes logo)

Advertisement Type:

Other type

Height:

1.2 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0.1 centimetres

What materials will the advertisement be made of?:

5mm aluminium sheet in-between round aluminium posts painted white

The colour of text and background:

mainly dark green with mostly cream writing with a computer generated image of one of the houses being built

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

free standing double sided board made of 5mm aluminium sheet in-between 2 x round aluminium posts painted white set on top of a grassed bank

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☒ Yes

☐ No

If Yes, please provide details

Sign installed with the consent of the Pub landlord but requires advertising consent albeit temporary

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes

☒ No

☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

IMG_3223.HEIC photo of the new temporary sign located on the grassed bank of the Wheatsheaf Inn Cuckfield

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes

☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

18/06/2026

To Date

30/06/2027

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes
☐ No

If Yes, please provide details

We sought permission from the pub landlords, who gave their consent

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
- ☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Richard Lazaro-Silver

Date

27/07/2026