



Planning Statement

Proposed advertising signage at The Wheatsheaf Inn, Broad Street, Cuckfield, RH17 5DW

This statement accompanies an application for advertisement consent for a temporary, double-sided marketing sign at The Wheatsheaf Inn, Broad Street, Cuckfield. The sign promotes the nearby Milkmaids Garden residential development by Silver Homes (Cuckfield) Ltd. It displays limited marketing and directional information, including the development name, dwelling type, contact telephone number and web-site address.

The submitted site photograph shows the sign's proposed position within the landscaped frontage of The Wheatsheaf Inn, set back from the carriageway behind the existing footway and kerb line. It is located against a backdrop of established planting and the public house building, where it reads as a small, discrete feature within the wider streetscape.

The sign comprises a double-sided aluminium panel measuring 800mm wide by 1,200mm high, fixed between two 75mm white powder-coated aluminium posts. Its overall width is 950mm. The printed design will be vinyl-applied to both faces. No illumination is proposed.

The proposed position maintains a clear pedestrian route along Broad Street and does not obstruct access arrangements or the public highway. Its modest scale, low height and set-back location ensure that it does not appear intrusive when viewed from the road or adjoining public areas. The subdued dark green and cream palette is also visually recessive against the mature vegetation and built backdrop.

Advertisement consent is sought for a period of one year. The sign will be removed at the end of that period, or earlier if it is no longer required for marketing Milkmaids Garden.

The proposal is therefore considered acceptable in terms of visual amenity and public safety. It is temporary, non-illuminated, proportionate in scale and sensitively located within an established roadside setting. Advertisement consent is respectfully sought.