

Planning Statement

Co-op Food, 35–37 High Street, Lindfield, Haywards Heath RH16 2HJ

This application is for the installation of a digital display screen positioned inside the store, intended to advertise deals, produce, and other store-related content.

The Co-op store is located on Lindfield High Street, a prominent and active commercial thoroughfare that serves the local community and visiting shoppers. The building is a ground-floor retail unit with a prominent display window facing the street. The surrounding area consists of a mix of retail, hospitality, and service-based premises, contributing to a vibrant and historic village centre environment.

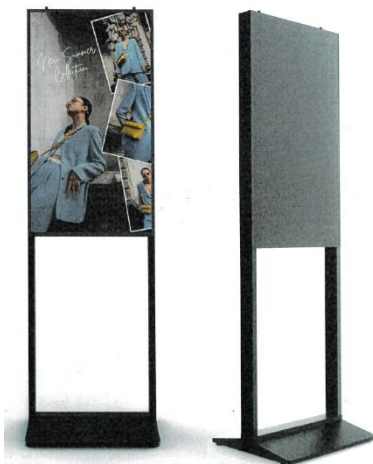
The proposal involves the installation of a single digital screen measuring 556mm (w) x 1800mm (h) x 76mm (d), to be mounted behind the existing shop window glass. Importantly, the installation will not involve any external alterations to the façade or glazing of the building.

Key features of the proposal include:

- The screen will face outward through the shopfront window and display non-intrusive, store-specific content.
- Displayed content will be static or gently animated, changing at regular intervals.
- The screen will emit no sound.
- Operating hours will be restricted to store opening hours, from 7:00 AM to 11:00 PM.
- The brightness of the display will adjust automatically in response to ambient light conditions to ensure minimal impact, particularly during evenings and early mornings.

This proposal is part of The Co-operative's wider advertising strategy and aims to enhance customer engagement while ensuring the branch remains a visible and valued presence in the Lindfield community.

Proposed signage and specifications:



1no digital screen stand –
Black Background with a visual
display that will alternate
different images, 700cd/m2

Model	Versi Indoor Totem	
Panel	Screen size	43"or 55"
	Display resolution	1920x1080
	Viewing angles	178°V / 178 °H
	Colour depth	16.7M
	Contrast ratio	1200:1
	Brightness	700 cd/m ²
	Response time	6ms
	Lifespan	>50,000 hours
	Display scale	16:9

Please see attached signage pack with more information regarding location and specifications.