

From: Emily Wade <Emily.Wade@midsussex.gov.uk>
Sent: 16 July 2025 14:55:51 UTC+01:00
To: "Peter Davies" <Peter.Davies@midsussex.gov.uk>
Subject: Co-op, High Street, LF DM/25/1560

Hi Peter

Comments on the above application for advertisement consent.

The Co-op Store is located in an unlisted building to the western side of Lindfield High Street, within the Conservation Area. It is a relatively modern, 20th century building which makes at best a neutral contribution to the character and appearance of the Area. The current proposal is for the installation of a digital display screen behind the shop window adjacent to the entrance doors. The size of the display is 556mm wide x 968mm high, and the total height including the stand will be 1800mm.

In many circumstances, the use of digital display screens within Conservation Areas will be considered contentious, as they may be considered to detract from the traditional character of an Area for reasons of their appearance, illumination, and moving images. However, in this particular case the unit, which in the context of the extensive shop windows to the Co-op is relatively modest in scale, is internally positioned behind a non-traditional shop frontage forming part of a relatively modern building, and would be seen against the backdrop of a brightly lit, active shop interior. The submitted planning statement confirms that the unit would only be switched on during shop hours, and that the level of illumination would be adjusted to suit ambient light levels. On balance it is not considered that an objection to the proposal on grounds of the impact on the character and appearance of the Conservation Area would therefore be sustainable.

The proposal is therefore considered to meet the requirements of DP35 and the relevant paragraphs of the NPPF.

Thanks,

Emily

Please note that this advice is given at Officer level only and is without prejudice to the formal decision of the District Council.

Submit your planning application online.
<http://www.planningportal.gov.uk>

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