

Supporting Statement

5 Harben Parade, Finchley Road

Application for reconfiguration of shop front and advertisement consent

1 Introduction

- 1.1 This statement is prepared on behalf of David (AF) 4 Limited (“the Applicant”) in relation to an application for full planning permission for the reconfiguration of shopfront and advertisement consent for 5 Harben Parade, Finchley Road, London (“the Property”).
- 1.2 This statement is prepared in response to a request by the Local Planning Authority for justification for the need for privacy vinyl across the front windows of the Property.
- 1.3 The proposed vinyl is shown on drawing number 15750. An example of the proposed privacy vinyl is shown below on another property let by the Applicant.



- 1.4 The proposed privacy vinyl is 1200mm high and is the width of the front exterior glazing. The proposed vinyl does not obscure all of the glazing, leaving a gap both above and below. The Anytime Fitness logo is etched into the vinyl.

2 Justification

- 2.1 The Local Planning Authority has referred to the active shop front which needs to be retained as this is considered to be a designated shopping frontage. The proposed glazing only partially covers the glazing, leaving plenty of space of unobscured glazing for movement and colour to be seen from the frontage. However, the vinyl is required in order to protect the privacy of those working out in the gymnasium.
- 2.2 When exercising in workout gear, members are very self-conscious about being stared at by the public. They do not wish to train in an environment which feels like a “goldfish bowl”. Therefore, the Applicant proposes to install a modest etched vinyl, partially covering the shop front in order to protect the privacy of those working out. Given that the vinyl has an “etched”

appearance and only covers the central section of the windows, this does not detract from the active shop front as passers-by will still be able to see movement and colour within the Property.

- 2.3 The proposed advertisements and vinyl will significantly improve the shopfront when compared to the current status of the Property. It is therefore considered that the proposals will be a visual improvement. Planning permission and advertisement consent should therefore be granted.

Clarke Willmott LLP

16 July 2021