

FISH HOEK VALLEY RATEPAYERS & RESIDENTS ASSOCIATION

(Incorporating Fish Hoek, Clovelly and Sun Valley)

65B Central Circle, Fish Hoek 7975

Web: <https://www.fhvrra.org.za/> Facebook: www.facebook.com/FHVRRRA/

Heritage Western Cape: Conservation Body

TO: AALIA AHMED Aalia.Ahmed@capetown.gov.za

SUBJECT: APPLICATION TO ERECT 1st PARTY ADVERTISING SIGNS AT ERF 13705, CORNER OF MAIN ROAD AND DALTON ROAD, FISH HOEK, CAPE TOWN

DUE DATE: 9 MAY 2023

We asked our community about their feelings towards the existing Shoprite signage and they feel that we should object:

<https://www.facebook.com/FHVRRRA/posts/pfbid0BqsJrzjASsdg36y1pStMeDNE6Jhm6DXQyh8boK7TJ9yuGMtLFMXabppqxbAR9ZF1>

Our concern is the visual pollution (eyesore) along Main Road, especially with really large signs, although this one is the second largest. Our community felt "there is zero need for it. Both in terms of light pollution and unnecessary electricity usage it should not be allowed" and "People live in flats above the lights? How can they sleep?". Our community is more a transport hub / sleeping community rather than a retail centre.

Although we mentioned that "Shoprite has agreed (unsigned) to switch off the big red SHOPRITE sign facing Clovelly at 18:00 every evening so as not to 'inconvenience' neighbours", it was still felt that the signs do not need to be illuminated at all. Our community knows where Shoprite is located. Visitors can see the largest sign as they approach Fish Hoek from Clovelly. The signs facing Main Road and our valley are unnecessary.

What our community did request was security lighting, especially in the parking area, but only during business hours.

SUMMARY

It is for these reasons that the FHVRRRA objects to these signs, especially being illuminated.

NAME & SURNAME	Brian Youngblood, Chair: Fish Hoek Valley Residents and Ratepayers Association (FHVRRRA)
CONTACT NUMBER	Cell: 084 3 99 99 33
E-MAIL ADDRESS	FishHoekRRA@gmail.com
SIGNATURE	
DATE	5 May 2023