

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 A 3rd PARTY ADVERTISING SIGN AT ERF 13705, CORNER OF MAIN ROAD AND DALTON ROAD, FISH HOEK, CAPE TOWN

The Fish Hoek Ratepayers and Residents Association (FHVRRA) asked our members and community for their comments on the proposed liquor sign and existing Shoprite signage. While our community is willing to condone the existing Shoprite signage, they objected to the liquor sign.

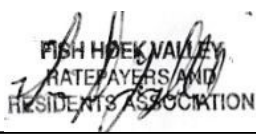
Fish Hoek used to be a dry village and we have been receiving more complaints about bottle litter. This has been directly attributed to the sales by liquor stores in our village.

Having a Shoprite sign announcing their liquor store is a direct affront to the wishes of the majority of Fish Hoek residents, as we stated to the Liquor Board's Appeal Judge.

Besides, placing a liquor shop sign on Main Road is false advertising. The Shoprite Liquor Store is in the Triangle Building next door.

SUMMARY

It is for these reasons that the FHVRRA objects to the Liquor Shop sign on the Shoprite building facing Main Road.

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