

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

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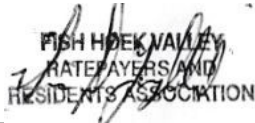
SUBJECT: APPLICATION TO ERECT 1st PARTY ADVERTISING SIGNS AT ERF 13705, CORNER OF MAIN ROAD AND DALTON ROAD, FISH HOEK, CAPE TOWN

Although we thought our community was willing to condone the existing Shoprite signage, we have reviewed the initial complaints received, which mentioned the unnecessarily bright Shoprite signs. On 15 September 2021, this led us to post on our Facebook page requesting our community's views on this signage, which raised several objections, <https://www.facebook.com/FHVRRRA/posts/986573271918726>, which we summarise here:

- Many felt the Shoprite signage was unnecessary especially as it was illuminated after normal trading hours;
- Many felt that we should object;
- It is unnecessarily big and excessive – an eyesore;
- It is too bright causing light pollution and dominates the night view. Our village is not just a shopping mall and thus, this is inappropriate. Bright lights attract insects away from areas where they can be eaten by our bats. Night lights are not good for nocturnal creatures; and
- Waste of energy in a country short of electricity.

SUMMARY

It is for these reasons that the FHVRRRA objects to the illumination of signs after trading hours.

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