

FISH HOEK VALLEY RATEPAYERS & RESIDENTS ASSOCIATION

(Incorporating Fish Hoek, Clovelly and Sun Valley)

~~Central Circle, Fish Hoek 7975~~

Web: <https://www.fhvrta.org.za/> Facebook: www.facebook.com/FHVRRA/

Heritage Western Cape: Conservation Body

TO: SELWYN KLASSEN Selwyn.Klassen@capetown.gov.za

SUBJECT: COMMENTS ON FISH HOEK HIGH SCHOOL'S PROPOSED BILLBOARD
REFERENCE 110018937, ERF 14227, 2 NELSON ROAD, FISH HOEK

DUE DATE: 9 NOVEMBER 2022

The Fish Hoek Ratepayers and Residents Association (FHVRRA) has the impression that the advertiser is requesting forgiveness and permission as the sign is already erected. We think an admin penalty should be paid by the advertiser and not the Fish Hoek High School (FHHS).

We suspect that the immediate neighbours complained about the fence signs and the FHHS had them removed.

In general, billboards add to visual pollution / clutter and are usually, downright ugly. We suspect FHHS' purpose is gain income from the sponsorship to supplement the cost of education for those unable to afford attending FHHS. However, this sets a dangerous precedent for more billboards in FH, which is the basis of our objection.

Besides, billboards are old technology and beyond their usefulness. Marketing surveys show that targeted adverts work much better. Vox is associated with the negative pavement trenching experience as conducted by Frogfoot. It would be better for Vox to increase their ratings in online searches as potential customers will look for service providers there first (head vs heart). Vox lowers its standing in our community by pitching gazebo / tent manned by personnel that throw their cigarettes into our stormwater catchment area. If Vox were clever, they'd dissociate themselves from FH for awhile to allow these negative sentiments to be forgotten.

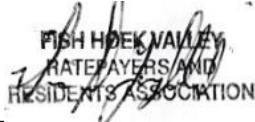
FHHS students / pupils / learners come from Clovelly to Ocean View. Parents are concerned for the safety of their children. Besides the high winds seen in FH, this hill is on the edge of the parking area and subject to soil erosion. Parents and anyone seeing the billboard will have negative notions of the perceived danger, albeit that the danger doesn't really exist due to obtaining the appointed structural engineers certificate. Advertising is about perceptions and attempting to change buying behaviour. This association will be negative for Vox.

The billboard faces vehicles approaching along 1st Crescent potentially distracting drivers' attention from the three-way stop at junction with 13th Avenue, Kinross Crescent and 1st Avenue. This will have a negative impact on traffic flow and potential for crashes.

We need to remember this is a residential area with many property title deeds not allowing for advertisements and even lettering on their buildings, walls or fences. Seeing advertising on FHHS premises will just infuriate the neighbours and parents. This will also be negative for Vox.

SUMMARY

We don't mind the FHHS raising funds, but we strongly oppose any billboards in Fish Hoek. We'd prefer it if FHHS found another source of funding.

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DATE	2 November 2022