

Sara Gee

From: peter [REDACTED]
Sent: 15 October 2017 10:17
To: Planning
Subject: Planning Application 6/2017/1662/ADV - retention of the 8 large advertising banners, outside the Lady Valet Dry Cleaners

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[REDACTED]

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Today, 10:09

planning@welhat.gov.co

I write to object to the above application on the following grounds:

The number of these "sail" type banners outside the shop is excessive, rendering the frontage of the shop more akin to Cowes Week or Henley Regatta than Cuffley High Street.

They have already created a precedent, whereby an estate agent, (BANC), now resident in the former Post Office at the top end of the High Street has installed one such banner. Should others follow suit it would not be surprising and the appearance of the village will deteriorate significantly.

They are blatantly unsuited to the central point of the village, not even slightly in keeping with its character.

They are too large, too many and unsightly - an eyesore detracting from area.

They block the pavement area rendering it difficult for pedestrians, wheelchair-users, mothers with push-chairs etc. to negotiate around.

The banners are mobile and therefore rarely in the same place every day.

They are not well secured. In high wind a probable safety hazard for passers-by.

Their garish style/colouring is a temptation to passing motorists to "crane" their necks to view them, thus creating a potential road/traffic accident.

I should be most grateful if you would ensure my above comments are taken into account when deliberating this matter, and sincerely hope your decision will be to refuse the application.

P J Jarvis
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