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Dear Mr Elmore

We are writing to register our opposition to the application by Lady Valet cleaners for planning permission to leave up to eight large advertising banners on the pavement outside their shop.

The banners are an eyesore, and completely inappropriate for a village (or town) shopping area. They should be removed, for the following reasons:

- They are gaudy and totally out of keeping with the surroundings.
- They are unstable and a hazard to pedestrians, especially in windy weather.
- They are taller than a person, so if they fell they could cause serious injury, especially to children and the elderly.
- In winter weather they will flap vigorously and flick rain onto passers-by.
- They dwarf and obscure the pillar box. They even obscure the shop windows of Lady Valet, thus reducing rather than enhancing the impact of the shop.

We think it likely that Lady Valet got the idea of erecting banners from the vertical Toblerone-shaped advertising covers erected by the Co-op on several kerb-side posts on the corner of Maynard Place. These look temporary but there is no sign of them being removed.

We have also noticed that the number of swinging pavement signs outside Cuffley's shops has increased markedly over the past year, to the point that some of them represent an obstacle to pedestrians, especially the elderly and visually impaired.

We therefore suggest that the Council bring in a ruling that would solve the Lady Valet problem and at the same time restore the visual character of the Cuffley shopping area. We suggest that the council set a limit for all Cuffley shops of one advertising sign per business, no larger than say 900mm high x 600mm wide. This would enable existing signs (one per business) to remain, and Lady Valet to have one sign of the same size as the other shops.

Such a ruling would also require the Co-op to remove its post covers to reveal the elegant blue and gold kerb-side posts that were erected as part of the Millennium refurbishment of Cuffley's retail area.

Lady Valet provides a useful service to Cuffley and we wish them to prosper. These banners are causing a lot of local resentment and it would actually be in Lady Valet's interests for them to be removed. If they were replaced by one simple swinging sign, Lady Valet's reputation as a valued member of the retail community could quickly be restored.

Yours sincerely,

G P Brown
I M Brown