

---

T: 519.738.9800  
F: 519.978.1904

*Colchester Ridge Estate Winery*

108 County Road 50 E  
P.O. Box 609 Harrow, Ontario  
N0R 1G0

[www.colchesterridge.com](http://www.colchesterridge.com)

August 25, 2020

To the Mayor and members of Council of the Town of Essex

During these unforeseen economic circumstances, a lot of Ontario businesses find themselves struggling because of COVID-19 restrictions and as such must be careful not to overspend to stay in business. Currently, it is financially difficult for all businesses in Ontario, especially wineries, restaurants, B&Bs and other tourism businesses that depend on the public to generate revenue. We cannot make expensive changes; we must work within our means using the resources we have to stay in business. My new sign proposal has been designed to be economically feasible for CREW and will help promote local business and create jobs in our community. The Ontario Government is asking people to buy Ontario goods and services to help generate jobs and to keep our Ontario businesses viable. That is what I am trying to do, and I need your help to do this.

I have changed the design of the sign by changing the layout from vertical to horizontal. It is my intention to meet the 2 meters height regulation of the by-laws. I am sure you will find this new proposal in line with the other signs in our area. However, I will still need a site-specific minor variance for the size. The sign face is slightly larger by 9% because of the curved portion of the Logo. This feature adds to the aesthetics of the sign so I think it is important to keep it. Below I am using sign comparisons from the neighbouring wineries that the Town of Essex provided as good examples of winery signs in our area. The new sign we propose will be close to the same size as other wineries have along County Road 50. The proposed CREW sign dimensions are slightly smaller than the dimensions of Oxley's sign. And slightly smaller than Viewpointe's sign. CREW requires the same competitive advantage as its neighbouring wineries because we enjoy the same customers and I think consistency is important. The CREW sign dimensions are in the attached drawing. I propose to have a sign which is permitted in the sign by-laws.

This sign will be mounted on the concrete pedestals that are there. This will keep the sign above the snow and the landscaping. The sign will be attractive and in line with the other signs in the area as well as maintaining the ambiance of the rural landscape of County Road 50.

I would like to conclude by thanking you for your help and for supporting agri-business and tourism in our community.

Regards

Bernard Gorski

