



148 Talbot St N, Essex ON, N8M 2C7

September 27<sup>th</sup> 2023



**Subject: Proposal for Digital Billboard Installation at Pinkerton Rd and the 14<sup>th</sup> Concession**

I hope this letter finds you well. We appreciate the opportunity to submit this formal proposal to the Town of Essex on behalf of Essex Weld Solutions. Our proposal outlines our request for an exception to the existing bylaws in order to erect a digital billboard at the corner of Pinkerton Rd and the 14<sup>th</sup> Concession. We believe that this digital billboard will benefit not only our company but also the local community in several ways.

**1. Economic Benefits:**

The installation of a digital billboard at this location would provide an opportunity for local businesses to advertise their products and services to a broader audience. It will stimulate economic activity in the region, as more businesses can effectively promote their offerings to a wider demographic. This additional revenue can contribute to the town's economic growth and prosperity.

**2. Community Engagement:**

A digital billboard can be a valuable tool for community engagement. It can be used to disseminate important information, public service announcements, and community events. In times of emergencies or when information needs to be rapidly communicated to the public, a digital billboard is an effective means of doing so.

**3. Aesthetics and Maintenance:**

Essex Weld Solutions is committed to ensuring that the digital billboard will be aesthetically pleasing and well-maintained. We will work closely with the town to design a billboard that complements the local environment and adheres to the highest standards of visual appeal. Additionally, we will establish a maintenance plan to ensure the billboard remains in excellent condition.

#### **4. Safety and Regulations:**

We understand the town's concern for safety and visual regulations. Essex Weld Solutions will adhere to all safety guidelines and work closely with local authorities to ensure the digital billboard operates safely and does not pose any hazards. We are also willing to implement features such as automatic brightness adjustment to minimize light pollution.

#### **5. Technological Advancements:**

The world is moving towards digital solutions, and digital billboards are an integral part of this technological advancement. By allowing a digital billboard, the Town of Essex can demonstrate its openness to innovation and modernization, which can have a positive impact on its image and attractiveness to businesses and residents.

#### **Conclusion:**

We respectfully request that the Town of Essex consider granting an exception to the existing bylaws to allow Essex Weld Solutions to install a 10-foot x 20-foot digital billboard at the corner of Pinkerton Rd and the 14th Concession. We believe that this proposal aligns with the town's growth and development goals and will bring numerous benefits to the community.

We are open to further discussions and are willing to collaborate closely with the town to address any concerns or conditions necessary for the approval of this project. We are confident that, together, we can find a solution that is in the best interest of both Essex Weld Solutions and the Town of Essex.

Thank you for considering our proposal. We look forward to the opportunity to discuss this matter further and explore how we can work together to make this project a reality. Please feel free to contact us at your earliest convenience to schedule a meeting or provide any additional information you may require.

#### **Specific By-Laws that we need an exemption from:**

Schedule B, 1.5 & 1.6

Sincerely,

**Austin Friesen**

**Essex Weld Solutions**

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