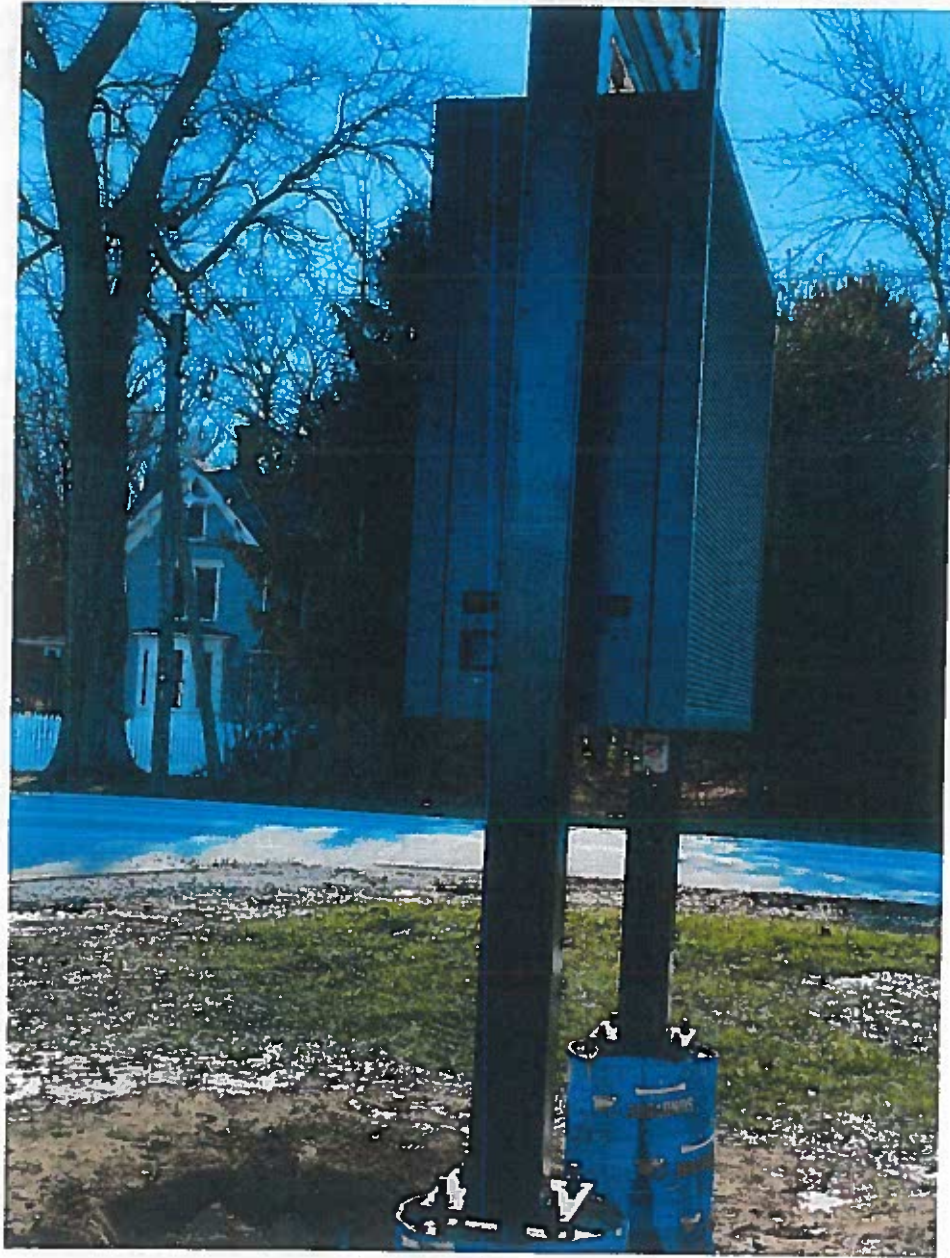




FACING SOUTH WEST



FACING SOUTH EAST



CREW

*Colchester Ridge
Estate Winery*

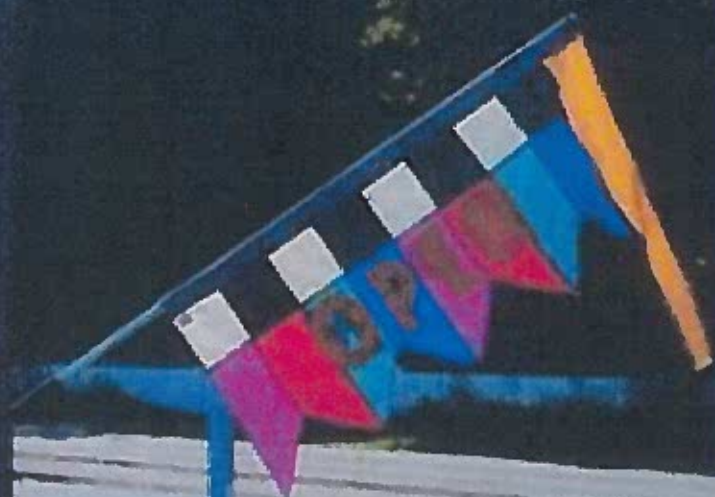
HOW MERLOT
CAN U GO

2 FOR 30

CREW

*Colchester Ridge
Estate Winery*

THIS IS
A SIGN
U NEED WINE



108

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

December 18, 2019

To The Clerk for Town Of Essex

Re: Request for approval of our proposed sign by site-specific by-law amendment.

Colchester Ridge Estate Winery (CREW) is requesting Council for the Town of Essex to consider approval of our proposed sign by site-specific by-law amendment. Along with our application we are giving you a letter with reasons why our request should be considered, a drawing of the sign and it's location and a check of \$500.00 for a processing fee.

Kind Regards



Bernard Gorski
Colchester Ridge Estate Winery Inc.



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F: 519.978.1904

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P.O. Box 609 Harrow, Ontario
N0R 1G0

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December 18, 2019

Town of Essex

Re: Application to use our new sign at Colchester Ridge Estate Winery.

Colchester Ridge Estate Winery has enjoyed conducting business in the municipality since 2004 which is governed by the Town of Essex. We are proud to be part of this blossoming industry in our area and the town's tourism goals and strategic plan. Over the past year, we constructed a new Winery Retail Store and Event Space, a project totalling approximately \$3 million, which will not only expand and grow our business, but also contribute to the local economy and create new jobs and tax revenue.

The Town of Essex has been very supportive with this building project. I qualified and received grants for the project to aid in my intention of increasing business by attracting many new customers.

Our new facility, along with our marketed events and activities, will bring many new people to our area and enhance the tourism economy. 50 percent of EPIC Wine Country Visitors stay overnight, and of all our visitors, 62 percent dine locally, 37 percent shop, and 32 percent stay in a local hotel or B&B. 85 percent would return to the area again. (Innovative Research Group, 2014-2015)

In order to earn these new and repeat visitors, we must make the public aware of all the activities at our event center. We believe that the growth of this area would be hindered by enforcing signage laws that limit our ability to attract tourists that are unfamiliar with the area from the road. Electronic media signs are important for progress and success along a tourism route that is heavily supported by the County of Essex, TWEPI and other local municipalities.

Please also consider the environmental benefit. Printing and mass mail creates waste and expands the carbon footprint which is bad for the environment. LED is very energy efficient; the energy cost will be much less than printing costs of advertising. Our younger clientele is especially aware of this impact, with trends showing that more are turning from print maps to road signage and digital media. Print map usage in our area decreased from 30% to 14% from 2014-2015. (Innovative Research Group, 2014-2015). The same surveys show that people rely on road signs more than maps.



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I had a sign in the same location for 15 years and we replaced it with a sign that was the exact same size in the same location. The major differences are that the new sign has a steel frame instead of a wood frame and there is the LED media sign replacing letter board sign. The Logo on the top portion was moved from the wood frame to the steel frame posts.

We are eager to come to an agreement that satisfies the town, it's residents, our neighbours, and Colchester Ridge Estate Winery (CREW). I understand that we are in an agricultural area, but the taxes are currently assessed as commercial property.

We understand that the sign has very little effect on our goals after 10 PM or before 8 AM. We would like to use our sign between the hours of 8 AM and 10 PM. We will install a timer that will facilitate this.

We very much appreciate your time and consideration.

Kind Regards,



Bernard Gorski

Owner, Colchester Ridge Estate Winery





**NEW WINERY
PROPOSED DISPLAY CENTRE
FUSED BEVERAGE
FABULISMMENT
CELEBRITY ROAD 80
NOR. DISTRICT**

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BARRIER CURB

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