

**From:** [Auger, Robert](#)  
**To:** [Jabbour, Rita](#); [Chadwick, Lori](#); [Brown, Shelley](#)  
**Subject:** Fwd: Signage along County Road 50  
**Date:** Monday, July 6, 2020 6:03:08 PM

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Sent from my iPhone

Begin forwarded message:

**From:** Kathy Langlois [REDACTED]  
**Date:** July 6, 2020 at 5:44:32 PM EDT  
**To:** CouncilMembers <CouncilMembers@essex.ca>  
**Subject:** Signage along County Road 50

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Dear Council Members,

I understand that you are considering whether or not to allow large, full spectrum LED signs to be erected along County Rd. 50.

As a resident of the Town of Essex, I think it would be a terrible mistake to allow such a spectacle to be erected for several reasons.

First, it would take away from the charm that has developed over that last years. The wineries, farms, homes and other businesses along County Rd. 50 have worked very hard to create a welcoming, friendly and warm atmosphere. These flashy signs would destroy that atmosphere within a month or two of them being there. If you destroy that, we will lose the attraction people have to come to this area.

Secondly, those signs would be a distraction to a driver and as we all know, County Rd. 50 attracts many bicycle riders. There could be a terrible accident because a driver was distracted by those signs.

Thirdly, LED lights are extremely bright and again, they could be very distracting and cause an accident.

Fourthly, those kinds of signs belong in the big city, not on a peaceful, quaint country road like county Rd. 50.

Lastly, County Road 50 is an historic road with many homes that are of historical significance, being more than 100 or 150 years old. Do you really think these types of signs fit in with the historical atmosphere?

I do not know why you think we need to go in this direction, but it is a big mistake. Please, please do not approve to allow these signs to be erected along our lovely country road.

Thank you for your time and consideration in this matter.  
Kathy Langlois (a resident for almost 44 years.)

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