



Staff Report

Administration – Communications

Report To: Committee of the Whole Meeting
Meeting Date: November 1, 2022
Report Number: FAF.22.163
Title: Victoria Street Water Tower Design Considerations
Prepared by: Jason Petznick, Communications Coordinator, Capital Projects

A. Recommendations

THAT Council receive Staff Report FAF.22.163, entitled "Victoria Street Water Tower Design Considerations";

AND THAT Council directs staff to proceed with option ____ as provided in Staff Report FAF.22.163.

Option "A"

AND THAT Council directs staff to proceed with a white coating with "Thornbury - The Blue Mountains" text as depicted in Option #1 from Category #1.

OR

Option "B"

AND THAT Council directs staff to proceed with Option "X" from Category "X"

OR

Option "C"

AND THAT Council directs staff to proceed with a public survey to gauge community support for any one, or combination, of the following design categories: Solid Colour Designs, Colour Block Designs, Detailed Designs.

B. Overview

This Staff Report provides background information on the Victoria Street Water Tower Rehabilitation Project, and an overview of the creative brief and branding that staff have used to prepare the preliminary designs.

C. Background

The Victoria Street water tower was originally constructed in the late 1970s by Horton CBI Limited, and now requires rehabilitation work to ensure it continues to provide a reliable service to the Blue Mountains community of Thornbury. Rehabilitation of the tower was identified as a preferred alternative solution through the West Side Water Storage Environmental Assessment which was completed in late 2021. The recommended rehabilitation work includes complete exterior and interior media blasting, exterior and interior steel repairs, interior lining upgrades, and exterior coating upgrades. The rehabilitation work is estimated to extend the operational lifespan of the tower by 18-25 years from the time of completion with scheduled inspections and maintenance. Town staff identified an opportunity through the exterior coating process to evaluate new options for colours and designs.

D. Analysis

The opportunity to evaluate the design and visual appearance of the Victoria Street Water Tower was presented through the need to rehabilitate the tower. It is important to emphasize that the primary purpose of the project is to rehabilitate the tower, and therefore the process of selecting a design should not inhibit or delay the required work.

Due to the rehabilitation work, the water tower must receive an external coating. Of which, the least expensive option would be to paint the water tower a solid colour, such as white. However, understanding the prominence and significance of the water tower within the local landscape, staff realized an opportunity to bring forward more detailed designs for Council's consideration.

With this in mind and to meet the deadline, staff have researched water tower design directions used by other local governments and have created a series of designs that can be classified within three separate categories (Solid Colour Designs, Colour Block Designs and Detailed Designs). In collaboration with the Town's Consulting Engineer, CIMA Canada Inc., , staff have also been able to provide preliminary cost estimates for each category.

Design Considerations

Prior to creating the designs, staff compiled a list of considerations to help influence the design process. These considerations included:

Legibility – Any text or lettering included on the tower must be kept at a scale that keeps it legible from a distance

Viewing angles – It was brought up during the research phase that the water tower is a primary landmark to boaters on Georgian Bay. As it is currently, primary lettering should be kept on the north side of the tower, facing Georgian Bay.

Wear – Dirt and wear generally starts to appear on the top and bottom thirds of spheroid tanks. If a design can camouflage that wear, it would be beneficial.

Timelessness – The coating applied through this project is estimated to last for 18-25 years. Therefore, the design should not include any major elements that are likely to change during that period.

Use of Corporate Logo and Branding – With the considerations of legibility and timelessness in mind, staff recommend that the designs utilize colours and typefaces that are consistent with the current corporate brand, in lieu of using the Town's corporate logo. Given the estimated 18-25-year lifespan of the coating that will be applied, there's too much of a risk that the current corporate logo will change at some point during the lifespan. The text included within the Town logo would also be extremely small when used in this application, and the logo could end up warped on rounded surface if printed at a size that allowed for better legibility.

Creative Brief, Inspiration and Colour Scheme

To stay within project timelines, staff took the initiative to prepare a creative brief, list of design considerations, and series of designs that have been reviewed and supported by the Project Team, Communications Department and Senior Management Team.

The creative brief was prepared using information gathered from previous public surveys, specifically the responses to Question 8 from the Official Plan Phase 1 Review Survey which asked, "How would you want the Town of The Blue Mountains to change over the next 25 years. What are five words that best describe your vision?" This question was used because the timeline matches with the estimated lifespan of the Tower repairs. The word cloud generated by the responses to this question can be found in Attachment 1 on this report. Predominant themes around nature, the environment and sustainability were found. The designs that have been prepared take inspiration from the winding waters of the Beaver River, the rolling waves of Georgian Bay and the vast green space of the Niagara Escarpment and Beaver Valley. They also utilize colours from the Town's brand colour palette of white, green and blue.

Design Options

To present Council with options, various designs within each category were created. The designs can be found in Attachment 1 on this report.

Category 1 – Solid Colour Designs

This design category represents the least expensive design option as the water tower would be painted one single colour.

The estimated cost to apply an exterior coating from this category is \$300,000 to 315,000, plus an additional \$25,000 for text/lettering.

Category 2 – Colour Block Designs

This design category represents the mid-range design option in terms of cost. A colour block design is more expensive than a solid colour design based on the need to mark out respective sections of the tank.

The estimated cost to apply an exterior coating from this category is \$340,000, plus an additional \$25,000 for text/lettering.

Category 3 – Detailed Designs

This design category represents the most expensive design option in terms of cost but also allows for creativity within the design.

Increased labour effort will be required to prepare and apply detailed graphics. The estimated cost to apply an exterior coating system from this category is \$370,000 to \$400,000, plus an additional \$25,000 for text/lettering.

At this stage, the accuracy of the estimated exterior coating costs during construction noted above is anticipated to be within a range of -15% and +20% of the construction market.

Timeline

In order to receive the most competitive quotes possible, it is imperative that the Town has a construction tender ready to be released in January 2023. The project is currently on schedule to meet this timeline, but risks falling behind schedule if the process of finalizing the direction for the coating is delayed

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

F. Environmental Impacts

Staff expect to see dust produced as a byproduct of the removal of the existing exterior coating. Appropriate protocols for containment, worker safety and material disposal will be adhered to at all times.

G. Financial Impacts

Staff have invested an estimated 20 hours into the creation of the Creative Brief and designs. The category of design chosen will impact the overall cost of the project. Any revisions requested at this point will result in additional staff hours invested into updating the designs. Overall project budget could be impacted further if selection of a final design is delayed beyond the award of the construction tender.

H. In Consultation With

Kevin Verkindt, Senior Infrastructure Capital Project Coordinator

Tim Hendry, Manager of Communications & Economic Development

Senior Management Team

I. Public Engagement

Any comments regarding this report should be submitted to Jason Petznick, Communications Coordinator, Capital Projects jpetznick@thebluemountains.ca

J. Attached

1. Attachment 1 – Victoria Street Water Tower Rehab – Project & Creative Brief
2. Attachment 2 - Victoria Street Water Tower Rehab - Design Survey Draft

Respectfully submitted,

Jason Petznick
Communications Coordinator, Capital Projects

For more information, please contact:
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Report Approval Details

Document Title:	FAF.22.163 Victoria Street Water Tower Design Considerations.docx
Attachments:	<ul style="list-style-type: none">- Attachment 1 - Victoria Street Water Tower Rehab - Project and Creative Brief.pdf- Attachment 2 - Victoria Street Water Tower Rehab - Design Survey Draft.pdf
Final Approval Date:	Oct 24, 2022

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Oct 24, 2022 - 2:38 PM

Shawn Everitt - Oct 24, 2022 - 3:27 PM