



Victoria Street Water Tower Rehab

Project & Creative Brief

Background

Project History

- Water Tower was originally constructed in 1977 by Horton CBI Limited
- Last recoated in early to mid-1980s
- Rehabilitation work identified as a preferred alternative solution through the West Side Water Storage EA



What needs to be done?

- Work approved through the 2022 Town Budget
 - Complete exterior and interior media blasting
 - Exterior and interior steel repairs
 - Interior lining upgrades
 - Exterior coating upgrades
- Completion of this work, with scheduled inspections and maintenance, is estimated to extend the Tower's lifespan by 18-25 years

Image of Water Tower Rehabilitation in Deep River, Ontario



The Opportunity

Choose a design for the water tower that will stand over Thornbury for the next 18-25 years



Analysis

Design Considerations

- ✓ Legibility

Text/lettering must be kept at a scale that allows it to be read from a reasonable distance

- ✓ Viewing Angles

Tower is a primary landmark for sailors, therefore primary lettering should face north towards Georgian Bay

- ✓ Wear

Dirt and wear on spheroid tanks generally starts to appear on the top and bottom thirds of the tank

- ✓ Timelessness

The coating is estimated to last for 18-25 years, therefore elements of design should not include anything likely to change during that period

- ✓ Use of Corporate Logo and Branding

Considering legibility and timelessness, staff recommend that designs utilize colour and typefaces that are consistent with the Town's corporate brand instead of the corporate logo

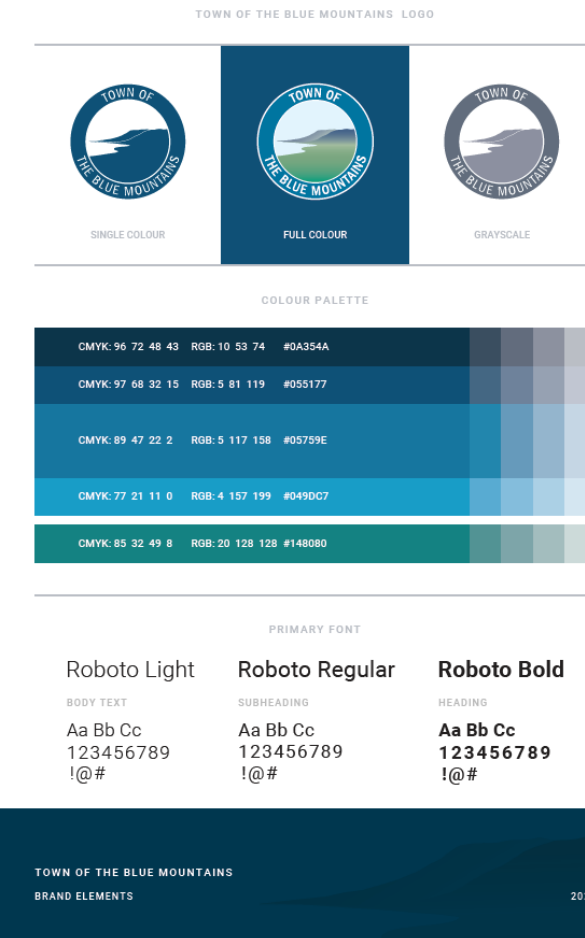
Creative Brief Background

- We looked to Question 8 from the Official Plan Phase 1 Review Survey Results
 - “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?”
- Timeline of the question matches with the expected lifespan of the Tower repairs
- Predominant themes around nature, environment, green, sustainability



Theme and Colour Scheme

- Based on resident input from the Official Plan Survey, we're taking inspiration from:
 - The rolling waters of Georgian Bay
 - The snaking path of the Beaver River
 - The vast green space of the Niagara Escarpment
 - The natural beauty of our rural areas and the Beaver Valley
- Rely on Town's existing colour palette



Category 1 - Solid Colour Designs

- These designs represent the least expensive design option
- Estimated cost to apply a coating from this category is \$300,000 to \$315,000 plus an additional \$25,000 for text/lettering

Option 1 - White



Option 2 - Green



Option 3 - Blue



Category 2 - Colour Block Designs

- Mid-range design option – additional cost to mark out sections of the tank
- Estimated cost to apply a coating from this category is \$340,000 plus an additional \$25,000 for text/lettering

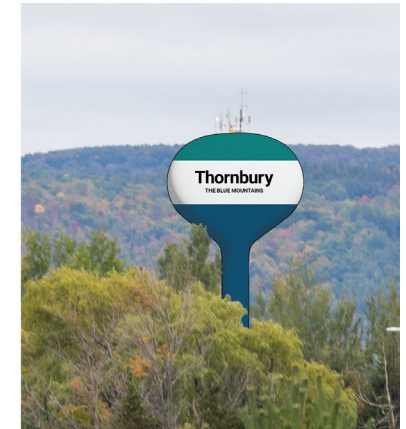
Option 1 – Blue/White/Blue



Option 2 – Green/White/Green



Option 3 – Green/White/Blue



Category 3 - Detailed Designs

- These designs represent the most expensive design option
- Estimated cost to apply a coating from this category is \$370,000 to \$400,000 plus an additional \$25,000 for text/lettering

Option 1



Option 2



Option 3



Project 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
- Project is currently on track to meet timeline, but risks falling behind schedule if the process of finalizing the direction for coating is delayed

Thank you for your time



Please send any questions or comments to:

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