



Project Background



The Victoria Street Water Tower in Thornbury was originally constructed in 1977 by Horton CBI Limited and has remained in operation since. Rehabilitation of the water tower was identified as a preferred alternative solution through the Town's West Side Water Storage Environmental Assessment. The work to be completed includes:

- Exterior and interior steel repairs
- Interior lining upgrades
- Exterior coating upgrades

This work will require full stripping and recoating of the exterior and interior of the structure, and is estimated to extend the Tower's lifespan by 18-25 years. The scope of work has given the Town the opportunity to explore new design concepts for the tower. The budget for this work was approved through the Town's 2022 budget process.



Creative Inspiration

To stay within project timelines, the design concepts for the water tower have been completed by the Town's Communications Department. To ensure the design brief aligned with the community's vision, Staff looked at the results of Question 8 from the Town's 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 is relevant because the timeline of the question matches the expected lifespan of the tower repairs. The word cloud below was generated from the answers to that question.



Staff identified clear themes around nature and the environment in the responses from the Official Plan Survey, and have put together a series of designs taking inspiration from:

- The rolling waters of Georgian Bay
- The snaking path of the Beaver River and other tributaries
- The vast green space of the Niagara Escarpment
- The natural beauty of the Beaver Valley and our rural areas

These themes and inspirational items also allowed staff to utilize the Town's existing corporate colour palette of green, blue and white.



Survey Outline

The design concepts have been split into three separate categories:

1. Solid Colour Designs
2. Colour Block Designs
3. Detailed Designs

This survey will allow respondents to rank the designs in each category in order of their personal preference. The final question asks whether the respondent would prefer to see the Town pursue a Solid Colour Design, Colour Block Design or Detailed Design for the final design direction of the water tower.

The results of the survey are scheduled to be presented to Town Council for consideration at their meeting on **Month Date, Year.**



Solid Colour Designs and Considerations

- **Lighter colours generally have a higher UV stability, while darker colours would be expected to fade in 15-20 years**
- **Dirt and contamination will appear on the lower portion of the sphere, and will likely be more visible on lighter colours**
- **Pressure washing is recommended every 10 years to maintain good appearance**

Option 1 - White



Option 2 - Green



Option 3 - Blue



* Rank the Solid Colour Design options in order of your preference

(only one selection per column allowed)

| | #1 Choice | #2 Choice | #3 Choice |
|------------------|-----------------------|-----------------------|-----------------------|
| Option 1 - White | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option 2 - Green | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option 3 - Blue | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Colour Block Designs and Considerations

- **Lighter colours generally have a higher UV stability, while darker colours would be expected to fade in 15-20 years**
- **Dirt and contamination will appear on the lower portion of the sphere, and will likely be more visible on lighter colours**
- **Pressure washing is recommended every 10 years to maintain good appearance**

Option 1 - Blue/White/Blue



Option 2 - Green/White/Green



Option 3 - Green/White/Blue



* Rank the Colour Block Design options in order of your preference

(only one selection per column allowed)

| | #1 Choice | #2 Choice | #3 Choice |
|---------------------------------|-----------------------|-----------------------|-----------------------|
| Option 1 - Blue/White/Blue | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option 2 - Green/White/Green | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option 3 - Green/White/Blue | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Detailed Designs and Considerations

- **Lighter colours generally have a higher UV stability, while darker colours would be expected to fade in 15-20 years**
- **Dirt and contamination will appear on the lower portion of the sphere, and will likely be more visible on lighter colours**
- **Pressure washing is recommended every 10 years to maintain good appearance**

Option 1

This design was inspired by the rolling waves of Georgian Bay and the vast tree canopy covering the Niagara Escarpment and Beaver Valley.



Option 2

This design was inspired by the winding waters of the Beaver River and other tributaries, and also includes a crown of falling apple tree leaves.



Option 3

This design takes inspiration from the Town's corporate logo and tourism logo, depicting Georgian Bay and the Niagara Escarpment.



* Rank the Detailed Design options in order of your preference

(only one selection per column allowed)

| | #1 Choice | #2 Choice | #3 Choice |
|----------|-----------------------|-----------------------|-----------------------|
| Option 1 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option 2 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Option 3 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Overall Design Direction and Considerations

- **The cost of stripping and application for a solid colour design is estimated to be in the range of \$325,000 to \$340,000**
- **The cost of stripping and application for a colour block design is estimated to be in the range of \$360,000 to \$365,000**
- **The cost of stripping and application for a detailed design is estimated to be in the range of \$390,000 to \$425,000**
- **Lighter colours generally have a higher UV stability, while darker colours would be expected to fade in 15-20 years**
- **Dirt and contamination will appear on the lower portion of the sphere, and will likely be more visible on lighter colours**
- **Pressure washing is recommended every 10 years to maintain good appearance**

* Considering the affiliated costs and other factors, which design direction would you prefer to see the Town proceed with?

- ☐ A Solid Colour Design
- ☐ A Colour Block Design
- ☐ A Detailed Design

Please feel free to add any comments for consideration.



Contact and Demographic Information

* Contact Information

Name

Email Address

* What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

* Please select the option that best describes yourself:

- ☐ Full-time resident (lives in The Blue Mountains year-round)
- ☐ Part-time resident (lives in The Blue Mountains for 6-11 months per year)
- ☐ Seasonal resident (lives in The Blue Mountains for less than 6 months per year)
- ☐ I own property, but I do not live in The Blue Mountains
- ☐ I am not a resident or property owner in The Blue Mountains

* Where is your property located in the Town of The Blue Mountains

* Would you like to continue receiving email updates regarding the Victoria Street Water Tower Rehabilitation Project?

- ☐ Yes
- ☐ No