

Clause 12 in Report No. 9 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on May 12, 2017.

12

Painting of Region and Community Identifiers
on Elevated Water Tank in Kleinburg

Committee of the Whole recommends adoption of the following recommendation contained in the report dated April 21, 2017 from the Commissioner of Environmental Services:

1. Council approve a deviation from the current application of the Region's policy for painting Regional and community identifiers on an elevated water tank in Kleinburg.
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Report dated April 21, 2017 from the Commissioner of Environmental Services now follows:

1. Recommendation

It is recommended that:

1. Council approve a deviation from the current application of the Region's policy for painting Regional and community identifiers on an elevated water tank in Kleinburg.

2. Purpose

This report seeks Council authority to deviate from the current application of the Region's policy for painting Regional and community identifiers on elevated water storage tanks in order to provide a mutually satisfactory resolution to a request received from a City of Vaughan councillor.

3. Background and Previous Council Direction

During its session in September 1992, Council adopted the recommendation that all York Region elevated water tanks be painted white and permitted painting

Painting of Region and Community Identifiers
on an Elevated Water Tank in Kleinburg

community identifiers and local municipal logos at the sole expense of the local municipality, subject to approval by the Region.

On [January 27, 2011](#), Council adopted the recommendation to paint the conical sections of elevated water tanks blue and maintained that local municipalities would, at their sole expense; continue to have the opportunity to include a community identifier or local municipal logo on the tank at the time of painting.

Most recently, in [September 2012](#), Environmental Services staff prepared a memorandum to Environmental Services Committee clarifying the policy for painting community identifiers and local municipal logos on elevated water tanks.

The policy has been consistently applied since January 2011 to place the York Region logo on two opposite sides with the option for the local municipality to place their logo on the other two sides or stacked with the York Region logo. In cases where the local municipality elected to use a community identifier in lieu of their municipal logo, the official name of the community (e.g. "Kleinburg") was used. City of Vaughan recommended discussions with the Region to determine placement of logos on the water tank in Kleinburg.

Vaughan Council supports a local Councillor's request to modify the location of identifiers

A City of Vaughan councillor submitted a letter to Council in April 2017 requesting a modification from the current application of the Region's policy regarding the painting of identifiers on elevated water tanks (see Attachment 1). The councillor is requesting that the placement of logos on the Kleinburg Elevated Tank be a single, stacked, York Region/Kleinburg logo on the west side of the elevated tank facing Highway 27. This request is inconsistent with the current application of the policy; however, it is understood that the adjacent community to the east is concerned with the aesthetics of the tank should the logos be placed on the north and south sides as would normally be the case. Vaughan Council is supportive of the Councillor's efforts.

Painting/Recoating of this tank is currently scheduled for June/July 2017

The construction contract for the work at the Kleinburg Elevated Tank was awarded to Landmark Structures Co. in June 2016. Antenna modifications and facility upgrades were completed in October, 2016. Repainting of the elevated water tank, both interior and exterior, has commenced and is scheduled to be completed in July 2017.

Painting of Region and Community Identifiers
on an Elevated Water Tank in Kleinburg

4. Analysis and Implications

Application of the policy for painting elevated tanks has been consistent since 2011

Elevated water tanks, when painted with community names and local municipal logos serve as identifiers for those respective communities. The Region applies its logo on two opposite sides of the tank with a preference for the sides aligned with the direction of the nearest Regional road. Local municipalities have had the option to include a community identifier or a municipal logo at their own expense.

Since 2011, there have been nine elevated tanks painted with the York Region logo and local municipality/community name. A summary of these tanks is provided in Table 1.

Table 1
Elevated Tanks Painted with Community Identifier (2011-2015)

| Elevated Tank | Built/Recoated | Logo | Orientation |
|--|-----------------------|-------------------------------------|--------------------|
| Georgina (Keswick Woodbine) | Built – 2011 | 2 York Region 2 Georgina | Stacked, 2 sides |
| King (King City Dufferin) | Built – 2011 | 2 York Region | 2 sides |
| King (Nobleton North) | Built – 2013 | 2 York Region 2 Nobleton | Stacked, 2 sides |
| East Gwillimbury (Queensville) | Built – 2013 | 2 York Region 2 East Gwillimbury | All 4 sides |
| Aurora | Built – 2016 | 2 York Region 2 Aurora | All 4 sides |
| Newmarket (London Road) | Recoated – 2014 | 2 York Region 2 Newmarket | All 4 sides |
| East Gwillimbury (Holland Landing West) | Recoated – 2013 | 2 York Region 2 East Gwillimbury | All 4 sides |
| King (Nobleton South) | Recoated – 2014 | 2 York Region 2 Nobleton | All 4 sides |
| Georgina | Recoated – 2015 | 2 York Region 2 Georgina | All 4 sides |

Painting of Region and Community Identifiers
on an Elevated Water Tank in Kleinburg

Proposed deviation from the current application of the policy
resolves residents' concerns

Staff has reviewed a number of options to address the concerns brought forward, while maintaining consistent application of logos on elevated tanks throughout the Region. Staff is proposing to adjust positioning of the logos to accommodate the concerns of residents to the east while maintaining optimal exposure along Highway 27 for proper visibility (see Attachment 2).

5. Financial Considerations

There are no additional costs associated with staff's proposed deviation from the current application of the policy. The cost to paint two Regional identifiers is approximately \$10,000 and has been included in the 2017 Budget and Capital Spending Authority. The cost for Vaughan to paint the two community identifiers is approximately \$10,000 and will be charged back to the local community.

6. Local Municipal Impact

Deviating from the current application of the policy for painting Regional and community identifiers on elevated water tanks will have minimal impact to the community and will be a fair compromise to the modification requested.

7. Conclusion

Deviating from the current application of the policy, while maintaining identifiers on two sides of the elevated tanks, provides consistent and clear identifiers, and reinforces the identity of the Community and Region.

For more information on this report, please contact Mike Rabeau, Director, Capital Planning and Delivery at 1-877-464-9675 ext. 75157.

The Senior Management Group has reviewed this report.

April 21, 2017

Attachments (2)

#7587862

Accessible formats or communication supports are available upon request



Marilyn Iafrate
Councillor, Ward 1

April 4, 2017

Mr. Christopher Raynor
Regional Clerk for
York Region Council
Region of York
17250 Yonge St.
Newmarket, ON L3Y 6Z1

Dear Regional Council:

I am writing to you to ask for your support to allow for a slight change in your Water Tower Painting policy.

On December 13, 2016, Council for the City of Vaughan recommended **“That further discussion take place with the Region in cooperation with the local Councillor to determine the placement of the logos on the water tower in Kleinburg”** (see Attachment 1) thus the reason for this formal change request.

Following this recommendation, residents directly adjacent to the water tower were consulted and the overwhelming response was that no logos, neither York Region nor City of Vaughan be placed on the water tower. Based on this feedback, I propose that only one York Region logo, coupled with the word "Kleinburg" be painted facing the west side of the road and would ask for Regional Council's support (see Attachment 2). This option would be an acceptable compromise for the local residents although it deviates from the Region's application of the policy with 2 Regional logos on each tank.

Should you need to discuss the matter further or require clarification, please do not hesitate to contact me directly at 905.832.8585 ext 8344 or via e-mail at marilyn.iafrate@vaughan.ca.

Respectfully,

Marilyn Iafrate
Councillor, Ward 1
Maple/Kleinburg

Option #3 (View from Hwy 27)





OPTION 3

TANK CENTER LINE -
PARALLEL TO HWY 27.

- STACKED REGION AND
KLEINBURG LOGO/TEXT
LOCATION -
PERPENDICULAR TO HWY
27.

10901 Highway 27

east side

west side

PROVIDE VIEW POINT OF
LOGO PERPENDICULAR TO
HWY 27.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 13, 2016

Item 5, Report No. 43, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on December 13, 2016, as follows:

By approving the recommendation contained in the report of the City Manager and Director, Environmental Services, dated December 6, 2016, subject to the following:

- 1. That further discussion take place with the Region in cooperation with the local Councillor to determine the placement of the logos on the water tower in Kleinburg; and***

By receiving Communication C6 from the City Manager and Director, Environmental Services, dated December 12, 2016.

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WATER TOWER BRANDING

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred to the Council meeting of December 13, 2016, to allow further consultation on options for the Kleinburg water tower.**

Recommendation

The City Manager, Director of Environmental Services in consultation with the Director of Communications recommend:

- 1. That Council approve co-branding of York Region's Water Towers with the City of Vaughan logo.**

Contribution to Sustainability

N/A

Economic Impact

As the Region implements its painting program, the Region will advise the City and ask if Vaughan branding should be included in the scope of work. Painting the Vaughan logo on to York Region's water towers costs approximately \$10,000 for each tower. York Region is planning on painting the water tower in Kleinburg in 2017 and the City has included a capital project for \$10,000 for consideration in the 2017 budget.

Communications Plan

Including the City of Vaughan logo on York Region's water towers in Vaughan will contribute to the City's overall image and identity. It is used in various media – from the website, to signage to fleet, to represent the City to stakeholders. Using the Vaughan logo on all towers would enable residents and visitors alike to easily identify where they are, and would reinforce the corporate brand.

Purpose

Council approval of the Vaughan logo on all York Region water towers located in Vaughan.

Background - Analysis and Options

York Region has three water towers located in Vaughan, and one more future water tower planned

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 13, 2016

Item 5, CW Report No. 43 – Page 2

York Region's water towers are located in the Woodbridge and Kleinburg areas of the City. One more tower is planned in North East Vaughan. The towers in Woodbridge are blank and the one in Kleinburg has the Bindertwine Mouse on it. Please see Attachments 1, 2 and 3 to view the pictures of the current towers.

The locations of the towers and approximate timing or re-painting are as follows:

Kleinburg ET

- 10901 Hwy #27, Kleinburg
- Currently under construction with coating replacement in 2017
- Currently has "Kleinburg" and mouse/binder twine logo

West Woodbridge ET

- 191 Forest Drive, Woodbridge
- Constructed in 1974
- Potential coating refurbishment in ~2020
- Currently no logos

East Woodbridge ET

- 150 Ansley Grove Road, Woodbridge
- Potential coating refurbishment in ~2023 pending results of condition assessment
- Currently no logos

Future Storage Tanks

- Northeast Vaughan Water Servicing (2025-2028) – EA on-going

York Region – Kleinburg ET Recoating Capital Project

York Region paints the logo for York Region on two sides of the water tower. York Region will also paint a logo, as prescribed by the City, on the other two sides of the water tower.

York Region has tendered and awarded a Capital Project titled, "Kleinburg ET Recoating Capital Project". This scope of work includes the complete recoating of the elevated tank (interior and exterior), installation of antenna mast and facility upgrades. During this Region upgrade to the Kleinburg Water Tower there is an option for the City of Vaughan to provide a logo to be painted on two sides of tower.

York Region Area Municipalities vary on logos displayed on the water towers located within their municipal borders

York Region's area municipalities have opted to have either the City or Town logo or the logo which demonstrates the City or Town's roots. Georgina, for instance, has the city logo on the water towers. While King has Nobleton on the York Region water tower located in Nobleton. Please see attachments 4 and 5 for pictures of the water towers.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This is consistent with the Term of Council Service Excellence Strategy Map:

- Invest, renew and manage infrastructure and assets
- Enhance civic pride through a consistent city-wide approach to citizen engagement

Regional Implications

York Region will include the City of Vaughan's logo into the scope of work for tower painting.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 13, 2016

Item 5, CW Report No. 43 – Page 3

Conclusion

It is recommended that Council approve City of Vaughan logo on all York Region towers located in Vaughan.

Attachments

1. Kleinburg Water Tower
2. Woodbridge West Water Tower
3. Woodbridge East Water Tower
4. Nobleton Water Tower
5. Georgina Water Tower

Report prepared by:

Don Ross, Manager of Water Services, ext. 6310

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

KLEINBURG ELEVATED WATER TANK

CURRENT STATE



DRIVING SOUTH



DRIVING NORTH

CURRENT APPLICATION OF THE POLICY



DRIVING SOUTH



DRIVING NORTH

REQUEST



DRIVING SOUTH



DRIVING NORTH

PROPOSED RESOLUTION



DRIVING SOUTH



DRIVING NORTH