



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](mailto: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.)