



## STAFF REPORT

DATE: 3/21/17

**REGULAR**

ITEM #: 25

**MOTION**

**TO:** City Council

**FROM:** Rob Weldon, Public Works Director

**AGENDA ITEM:** Inwood Ave. Water Tower Logo Change

**REVIEWED BY:** Kristina Handt, City Administrator

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**BACKGROUND:** As construction begins to commence for the season and the completion date of the new Inwood Ave. Water Tower draws closer, an opportunity to change the painted logo on the water tower has opened. “Branding”, or including official city logos and slogans is becoming a popular site on water towers across the country and right here in the Twin Cities Metro Area. This new style of logo moves away from traditional “Block” letters that depict a city’s name and provide a more appealing logo that is inviting to visitors and residents alike, while displaying city pride.

**ISSUE BEFORE COUNCIL:** Should the City Council authorize a change order to apply the city logo on the Inwood Ave. Water Tower?

**PROPOSAL DETAILS/ANALYSIS:** When construction plans were approved for the Inwood Ave. Water Tower, they were approved in a way that would match the new tower to the existing Tower #2 at the Public Works Facility. Tower #2 was constructed and painted to match the Public Works Facility, white with red block letters spelling out Lake Elmo.

With the location of the new Inwood Tower in more of a residential area, the exterior color scheme that was approved to match Tower #2 is not very conducive to the surroundings of the new water tower. By changing, and

moving away from the red “Lake Elmo” block letters and applying the city logo to the new water tower a more appealing color scheme would be visible to residents and visitors while boasting the official city logo to travelers along the I-94 & I-694 corridors.

Once completed, the selected logo applied to the water tower will be visible for approximately 15-20 years. That is the typical expected life of properly applied paint coatings on water towers.

**FISCAL IMPACT:** \$10,000 to apply logos to both north and south sides of water tower.

\$ 5,000 (approx.) to apply city logo to southwest side of water tower.

**OPTIONS:** -Approve change order to apply the city logo on two sides of the Inwood Ave. Water Tower. -Approve change order to apply the city logo on one side of the Inwood Ave. Water Tower.  
-Make no changes to the approved water tower plans.

**RECOMMENDATION:**

**Motion to approve a change order authorizing the City of Lake Elmo logo to be applied on the southwest side of the Inwood Ave. Water Tower.**

**ATTACHMENTS:** - City logo  
- Tower #2 at Public Works  
- CB&I email

# LAKE ELMO



From: "Pegel, Bill" <[Bill.Pegel@CBI.com](mailto:Bill.Pegel@CBI.com)>  
To: Chad Katzenberger <[ckatzenberger@sehinc.com](mailto:ckatzenberger@sehinc.com)>  
Date: 03/03/2017 09:09 AM  
Subject: RE: Inwood water tower logo change price

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Chad,

Apologize for the delay in getting a response back to you. The suggestions below would have very little impact in the costs. Main costs in the changes is the manhours to add the accents underneath the letters. Just more time moving the rigging and tracing out the design and also more time rolling the design. The new logo is much more appealing and I hope I can help get it on the tower. I can pull out engineering to change the drawings and also time for estimating and myself to process the changes and just give you a raw price of \$10,000. This would just simply be the adder for additional paint colors, labor to layout/execute and little adder for more intricate template. Let me know if this helps and what the City would like to do. Thanks.



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