

Water Tank Signage/Logos



Water Tank Signage/Logos

- 14 water tanks in the City/County system
 - 8 within city limits
- 5 have existing logos
- 1 with public art
- 10-15 years coating life
- Art vs. Sign

Water Tanks

9th Street Tank - 2002



Graves Street Tank - 2009



Sides Road Tank - 2015



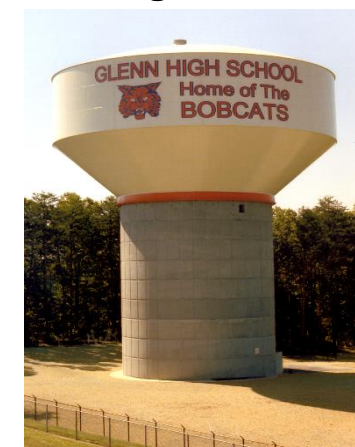
Chitty Tank - 2013



15th Street Tank - 2017



Glenn High Tank - 2018



Water Tanks

Lewisville Tank - 2016



Wake Forest Tank - 2009



Clemmons Tank - 2018



Tobaccoville Tank - 2017



Water Tanks

Oldtown Tank - 2016



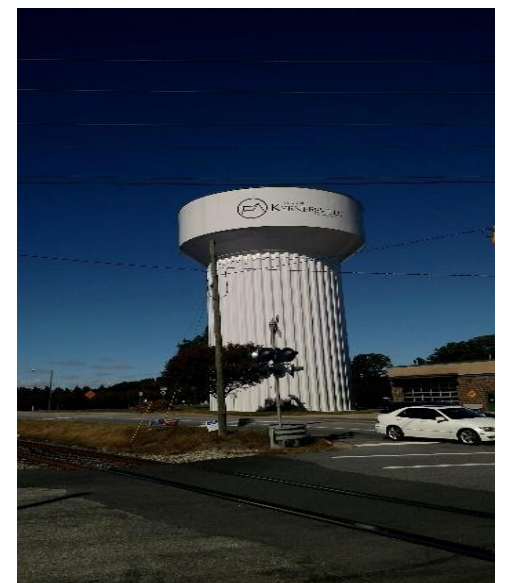
Stanleyville Tank - 2016



Walkertown Tank - 2018



Bodenhamer Tank - 2017



Water Tank Logo Policy Recommendation

- First priority - Municipality/Governmental Agency/School System (depending on location of water tank) at their cost
 - If not logo, process for public art approval
 - Staff from Utilities involved
- Winston-Salem/Forsyth County Utilities logo
- Tank maintenance takes priority, do not guarantee life of logo/art
- Staff preference would be to not advertise on tanks

CCUC Direction to Staff

- Draft a policy for tank signage and/or logos
 - All petitions for logos/signage submitted to CCUC for approval
 - Eligible for consideration –
 - Municipality/Governmental Agency/School System (depending on location of water tank)
 - City/County Utilities Logo
 - Public Art
 - Non-Profit Institutions (Tank located on premises)
 - Comply with Sign Regulations
 - Public Art
 - Public process (Public Arts Commission)
 - Utilities staff representation on selection committee

CCUC Direction to Staff (cont.)

- Draft a policy for tank signage and/or logos
 - Not eligible for consideration –
 - Advertising
 - Logos of for profit agencies
 - Non profit agencies on tanks off premises
 - Branding not approved through public process
 - Conditions
 - CCUC specifications on coatings
 - Infrastructure maintenance takes priority
 - No guarantee of life of logo/Signage
 - Petitioner pays for installation and maintenance of signage/logo