



Agenda Item Report

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| Legislative Board: | City Council |
| Date: | December 3, 2024 |
| Contact: | Blake Neffendorf, Public Works Director |
| Agenda Item ID / Number: | 2024-993- / 1.5 |

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| ITEM TITLE: Deliberation and possible action on recommending a tank logo for the Colony Elevated Storage Tank (Public Works Director Blake Neffendorf) [PUBLIC TESTIMONY] |
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1. EXECUTIVE SUMMARY

The Colony Elevated Tank is currently progressing from 60% Design to 90% Design. One of the items needing to be determined is the tank logo and color scheme. Staff is seeking guidance from Council on preference logo and color for the new elevated tank.

2. BACKGROUND/HISTORY

The new Colony Elevated Storage Tank under design will have a capacity of 1.5 million gallons and will be located in the northwest corner of the Colony development currently under construction. Previous water storage facilities within the City do not follow a consistent color or logo scheme. The South Loop 4 Elevated Tank only has text on the tank with "BUDA" written in maroon and the tank color being a slight off-white (called cloud white). Cabela's Elevated tank has both the "Cabela's" logo and lettering with "BUDA" in red, white, and blue and "Outdoor Capital" written below Buda. Cabela's tank color is Green. Beacon Hill elevated tank is also green in color and has the same "Buda" lettering in red, white, and blue.

3. ANALYSIS

The green color used for the Cabela's tank was part of their branding and logo that went along with the tank being built on the site of the Cabela's development. This color scheme was continued a couple years later when the Beacon Hill elevated tank was built. Staff does not recommend using dark colors on water tanks due to maintenance and water quality issues that can arise from sunlight being absorbed by the darker colors into the tank. Staff will seek alternative colors once both of those tanks reach the point of rehabilitation (currently projected in the late 2020s).

Staff is recommending either the "Tank White" color (like the downtown ground storage tank) or the "Cloud White" color (like South Loop 4). Stripes using the City's adopted color scheme is an option. Other colors on the "lighter" side of the color scale could be utilized as well.

Elevated water tanks are visual landmarks seen throughout the area.

Questions to be answered:

1. Logo only? Text only? Logo and text?
2. Tank color?
3. Logo/Text preference

Visual options will be presented at the Council meeting. Current tanks available for review in backup material.

Seeking recommendations to incorporate into the final tank design. This tank is currently scheduled to go out for bids in late January and bring to Council for award in late March. Notice to Proceed is anticipated to take place in April 2025 with the tank coming online for use in May 2026 (before summer 2026). Maintaining this timeline is critical to ensuring completing for peak summer usage in

2026.

4. FINANCIAL IMPACT

Tank logo and color has been built into the costs estimates for tank construction. However, tank color and logo size/style may impact the final estimated cost for construction.

5. STRATEGIC PLAN/GOALS

BALANCED AND INTENTIONAL GROWTH

6. STRATEGIC PLAN OBJECTIVES

Long Term Water Supply

7. PROS AND CONS

Visual landmark seen throughout the Buda area

8. ALTERNATIVES

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Seeking recommendation on tank text/logo and color style so that consulting engineer can incorporate into the tank design and bid documents.

Attachments:

[Buda Tanks & Options.pdf](#)