

EXCEPTIONAL POOLS.

For *exceptional* summers.



Brad Cross
WATERSHAPES

A well-considered pool is a delicate balance of contradictions. It's simultaneously luxurious, yet understated. It's astonishingly beautiful, yet elegantly simple. It's constructed, yet feels comfortably at home in the natural landscape. We design and build refined pools and outdoor spaces that are inspired by the natural world. Never showy. Never brash. Never frivolous. Always thoughtful and intentional. Always created perfectly – for you.



Our work speaks for itself.
Quite eloquently, at that.

We could tell you that Brad Cross formally studied pool design with Genesis 3, a respected group of the best pool builders in the world. We could tell you that he's the fifth Canadian member of the elite Society of Watershape Designers. And we could tell you that he's one of the first members of the International Watershaping Institute. But the work says it all. Designs by Brad Cross Watershapes are clearly outstanding – in creativity, beauty, and usability.



STEP ONE:

Consultation and proposal

We meet with you to examine your site and discuss your ideas, budget, and dreams. We use this information to draft a proposal for you to consider.

STEP TWO:

Discovery

Once you approve the proposal, you'll complete our in-depth questionnaire. Then we analyze your site to discover the possibilities, limitations, and opportunities of your project.

STEP THREE:

Brief

Based on our studies and the questionnaire, we prepare both a one-page brief describing the project and the goals for the design concept, and an accurate, itemized estimate.

STEP FOUR:

Rough plan

The design process begins the old fashioned way – with hand sketches. They evolve from bubble diagrams to a complete concept plan, with dozens of alternatives, covering sun-studies, circulation, and viewing angles studied in between.

Our method is equal parts *creativity and structure*

The boldness of our designs may surprise you. But our design process is always reliably predictable. Here's the buttoned-down professionalism you can expect when you work with Brad Cross.

STEP FIVE:

Design refinement

Based on these sketches, our team refines all the design elements of your pool and landscape into a colour, 3D walkthrough of your space.

STEP SIX:

Construction plan

With an approved master plan in hand, we can now accurately itemize construction needs and send the plans to sub-contractors for bidding.

STEP SEVEN:

Plan submittals

We then submit your final project plans to the city in order to secure the required permits. Most of this step involves simply waiting for the green light to proceed.

STEP EIGHT:

Quality control

We oversee the build itself to ensure that the intent of the plans is upheld, and quality standards are met or exceeded.



confidence is worth every penny.

Between our proven process and the creativity of our designs, you can be certain that you'll get the pool you expected. Our clients are often delighted to discover that this kind of confidence costs only about 1% to 3% of the total project budget for the design work (steps 1 to 5), and about 3% to 6% of the total project budget for build management (steps 6 to 8). Money very well spent.

Invite us to help create your *dream space.*

Your home is your peaceful refuge from the world. A beautiful, well-designed pool can elevate that feeling of serenity like nothing else. And no one can design such a pool like Brad Cross Watershapes.



Brad Cross
WATERSHAPES

Refined pool and landscape design

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