

City Clerk's Office Report to
SPC on Planning and Urban Development
2020 July 15

ISC: UNRESTRICTED
PUD2020-0768

Urban Design Review Panel – Referred Terms of Reference Amendment

EXECUTIVE SUMMARY

This report responds to Council direction that Administration amend the Urban Design Review Panel ("Panel") Terms of Reference to allow for an enhanced recruitment of Calgarians. The proposed Terms of Reference aim to broaden the recruitment process while also maintaining collaboration with industry.

ADMINISTRATION RECOMMENDATIONS:

1. That the Standing Policy Committee on Planning and Urban Development recommend that Council:
 - a. Approve the amended Terms of Reference for the Urban Design Review Panel contained in Attachment 1; and
 - b. Direct that the recruitment of the Urban Design Review Panel's members be included annually in the City Clerk's Office advertisement and recruitment campaign.
2. That the Standing Policy Committee on Planning and Urban Development forward Report PUD2020-0768 as proposed urgent business to the 2020 July 20 Combined meeting of Council.

RECOMMENDATION OF THE STANDING POLICY COMMITTEE ON PLANNING AND URBAN DEVELOPMENT, 2020 JULY 15:

That Council:

1. Approve the amended Terms of Reference for the Urban Design Review Panel contained in Attachment 1; and
2. Direct that the recruitment of the Urban Design Review Panel's members be included annually in the City Clerk's Office advertisement and recruitment campaign.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2019 October 28, Council directed Administration to "amend the Terms of Reference to allow for an enhanced recruitment of Calgarians, with a report due to the SPC on Planning and Urban Development by Q2 2020".

On 2020 June 03, a report proposing amendment to the UDRP Terms of Reference was withdrawn from the agenda in order to conduct additional engagement with industry stakeholders.

The Panel was established on 2002 June 17 with report M-2002-011. The most recent in-depth review of the Terms of Reference was done on 2017 July 24 with report PUD2017-0601.

BACKGROUND

The Panel's composition is currently 13 members nominated by the following professional organizations:

- Alberta Association of Architects
- Alberta Association of Landscape Architects

Approval(s): **Fraser, Jeremy** concurs with this report. Author: **Dubetz, Jeannie**
City Clerks: **A. Degrood**

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- Alberta Professional Planners Institute
- Association of Professional Engineers and Geoscientists of Alberta

To fill these positions, the City Clerk's Office annually contacts the four professional organizations noted above and two industry associations, BILD Calgary Region and NAIOP Commercial Real Estate Development Association, seeking non-binding nominations for all Panel positions. All nominees are required to be accredited professionals from the above-listed Associations. Nominating bodies then determine how best to advertise the vacancies to their membership and recruit interest in the positions. The non-binding nomination process places the burden of recruiting and screening applicants onto the external nominating bodies and has, at times, resulted in a limited pool of qualified nominees being recommended.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The City Clerk's Office and the Chief Urban Designer reviewed the Panel's Terms of Reference and evaluated options to respond to Council's direction for an "enhanced recruitment of Calgarians".

Option 1 is to use a blended recruitment model. The six industry associations identified above (nominating bodies), would continue to submit non-binding nominations to the City Clerk's Office. The City would also include the Panel's vacancies in their annual public recruitment campaign. Applicants would be required to meet the same eligibility factors regardless of how or where they apply. Applications received through both sources would be routed to the Panel Chair and Chief Urban Designer for screening and appointment recommendation to Nominations Committee.

This model capitalizes on the industry associations' access to their member base. The Associations will also have access to The City's targeted campaign materials. A blended recruitment improves the likelihood that candidates with qualifying skills will become aware of the opportunity, either from within their trade associations or from advertising platforms outside their industry.

Applications received by nominating bodies would be screened by them and endorsed nominees would then be forwarded to the City, grouped with City-recruited applicants, and passed to the Urban Design Review Panel for a second round of screening

Option 2 is to use a single recruitment model by holding a city-wide public campaign for all vacant Panel positions. The City and industry stakeholders would collaborate to identify likely markets in which to advertise, and The City would perform all marketing, receipt of applications and validation of professional credentials. Applications would then be forwarded to the Panel Chair and Chief Urban Designer for screening and to make appointment recommendations to Nominations Committee.

This model frees industry stakeholders from the obligation to conduct recruitment and screening activities. Since applications are all submitted to a single website, applicants would use a standardized application form and screening would be performed the same way for all applicants. By consulting with industry stakeholders during creation of the marketing strategy, Option 2 also has great potential for an enhanced recruitment of Calgarians.

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Both Options offer the benefits of an enhanced recruitment of Calgarians, as well as applicant screening which aligns with The City's Gender Equity and Inclusion Strategy. Option 1 offers the best chance of attracting high-quality applications from the broadest audience possible, while working collaboratively with industry. This assessment is reflected in Recommendation 1.

The role of the Urban Design Review Panel is advisory, providing "best practice" design guidance to development applicants, city staff, the city's development authority and Council. The Panel's review is intended to benefit both the applicant and the City's Development Authority by identifying conflicts, issues and opportunities in urban design, for a particular application. This benefit is tied directly to the specific development or application being reviewed. Panel members bring the expertise of their professional discipline to bear on specific applications, on behalf of The City of Calgary, rather than as a formal representative of any one of the stakeholder associations. Periodically, the Panel may make comment or recommendations to the Development Authority for regulatory or guideline changes that may be outside the scope of individual applications. Advice of this kind, which is not tied to specific developments, is made available to the public at large and, in that way, provides more direct benefit to stakeholder industries and associations.

The proposed changes to the Terms of Reference are intended to ensure that a broad recruitment campaign continues to target experienced design professionals, expands the reach of the recruitment and strengthens cooperation between Administration and industry.

Stakeholder Engagement, Research and Communication

The industry stakeholders who were engaged directly expressed concern regarding a potential move away from non-binding nominations being solicited by nominating bodies. There is a blended recruitment model being used currently for appointment to the Calgary Planning Commission, and so this model was reviewed by Administration, adapted for use by the Panel and is being recommended as the preferred recruitment model for the Urban Design Review Panel.

Administration has shared the outline of the blended recruitment model (Option 1) and the single recruitment model (Option 2) with industry, the Chief Urban Designer, and the Panel. Feedback from all three groups is that the blended recruitment approach will provide the most effective and collaborative response to Council's direction for an "enhanced recruitment of Calgarians."

Strategic Alignment

This report aligns with One Calgary's citizen priority: A Well-Run City (One Calgary 2019-2022).

Social, Environmental, Economic (External)

Amendments to the Urban Design Review Panel Terms of Reference will provide the opportunity to align recruitment and screening of applications to The City's gender equity and inclusion strategy.

No social, environmental, or external economic impacts were identified.

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Financial Capacity

Current and Future Operating Budget:

There are no current and future operating budget impacts.

Current and Future Capital Budget:

There are no current and future capital budget impacts.

Risk Assessment

There are no risks associated with the recommendations of this report.

REASONS FOR RECOMMENDATIONS:

Including non-binding nominations, as well as candidates from the annual Boards, Commissions and Committees recruitment campaign, in consideration for Urban Design Review Panel vacancies will improve the quantity and diversity of applications, by increasing public awareness of opportunities to volunteer, while also drawing on industry expertise and input.

ATTACHMENTS

1. Proposed UDRP Terms of Reference
2. Comparison of existing and proposed Terms of Reference