

PROPOSED MUNICIPAL COMPLEX COMMEMORATION POLICY

EXECUTIVE SUMMARY

The proposed Municipal Complex Commemoration Policy is focused on achieving a balance between providing opportunities for the public display of approved commemorations in the Municipal Complex and ensuring that the primary uses for this space are not unduly impacted. The policy is based on principles previously approved by Council. Administration also considered potential impacts related to upcoming work on a comprehensive urban redevelopment strategy that may include significant renovation to the Atrium in the Municipal Complex. Accordingly, Administration seeks Council approval for a proposed policy that provides for the temporary display of approved commemorations in the Municipal Complex.

ADMINISTRATION RECOMMENDATION:

That Land and Asset Strategy Committee recommends that Council adopt the Proposed Municipal Complex Commemoration Policy and Guidelines as set out in Attachment 1 and report back to Council through the Land and Asset Strategy Committee with recommended amendments, if required.

PREVIOUS COUNCIL DIRECTION

On 2016 April 11 Council approved Land and Asset Strategy Committee's recommendation, dated 2016 March 10, that Report LAS2016-43 be referred back to Administration for further clarification and report back through the same Committee no later than 2016 May 26.

On 2015 July 20 Council approved LAS2015-19 Proposed City of Calgary Municipal Complex Commemoration Policy Principles, directing Administration to develop a City of Calgary Municipal Complex Commemoration Policy and report back through Land and Asset Strategy Committee no later than Q1 2016.

On 2013 June 12, Council approved Notice of Motion 2013-15: Alberta Champions Society – Field of Fame, directing Administration to develop, in consultation with stakeholders and citizens, principles for placement of monuments, donations or gifts and celebratory or recognition artifacts in the Municipal Complex.

BACKGROUND

Council's direction to develop a City of Calgary Municipal Complex Commemoration Policy was initiated as a result of a request from the Alberta Champions Society in 2013 to install a "Field of Fame" monument in the Municipal Complex. The Alberta Champions Society recognizes individuals that have made significant contributions to the community of Calgary.

Previously, proposals regarding the placement of monuments/recognitions in the Municipal Complex were addressed on a case by case basis as no established process or policy was in place to govern such requests. Considering the potential impacts that the installation of commemorative pieces may have on the use of the Municipal Complex, on 2015 July 20, Council directed Administration to develop a Municipal Complex Commemoration Policy in alignment with Council-approved principles to guide its development (LAS2015-19). Specifically, the principles committed to establishing an open, fair and transparent process for addressing requests to install commemorations in the Municipal Complex.

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Since 2015 July, Administration developed a draft policy, informed by policy reviews and best practices research, and undertook targeted internal and external stakeholder engagement to gather feedback on an earlier draft of the proposed policy.

Report LAS2016-43 Proposed Municipal Complex Commemoration Policy was on the 2016 March 10 agenda for Land and Asset Strategy Committee, but was referred back to Administration to incorporate feedback from Law, which included clarifying the proposed policy's alignments to the Municipal Complex Bylaw. While addressing these minor modifications, Administration undertook additional internal and external stakeholder engagement from 2016 April 13-27 to further inform this report.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Council's approved principles formed the basis for developing a commemoration policy for the Municipal Complex. Administration also considered the following:

- **Balancing Opportunities for Public Displays with Primary Use of Space:** The Municipal Complex houses the office of municipal government (Council Chambers) and provides administrative office space to City business units that deliver services to citizens. The proposed policy aims to achieve a balance between providing opportunities for the public display of approved commemorations in the Municipal Complex and ensuring that the primary uses of this space are not unduly impacted.
- **Atrium Use for Scheduled Events:** Through the scheduling of public, arts and cultural events in the Atrium, Administration is addressing an Action Plan Council Strategy to provide opportunities for well used public spaces and places for citizen connections. In 2015, over 100 events were scheduled in the space, and Administration continues to focus on achieving an Action Plan commitment to further increase the public use of the Atrium. The flexibility required for configuring the space to accommodate this expanded use was considered in developing the proposed policy.
- **Urban Redevelopment Strategy:** The Urban Strategy is considering the redevelopment potential of the Municipal Complex, Arts Commons, Olympic Plaza Civic District and other City-owned lands in the downtown core. This strategy may result in significant renovation to the Atrium, requiring the removal of public displays for a period of time. The proposed policy enables The City to provide opportunities to display approved commemorations, acknowledging that decisions relating to applications for commemorations may be impacted by future renovations to the Atrium.
- **Alignments to Municipal Complex Bylaw:** The proposed policy aligns to the procedures and processes in the Bylaw relating to the management of the Complex. Specific alignments include working with the facility operator to identify appropriate placements for displays and planning commemoration ceremonies in accordance with the Bylaw's event booking procedures.

Given these considerations, Administration seeks Council's approval of the proposed Municipal Complex Commemoration Policy (Attachment 1). Key clauses that may be of interest to Council include:

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- **Temporary Displays:** the proposed policy establishes a process that allows for the temporary display of approved commemorations for no longer than one year rather than permanent placement of monuments in the Municipal Complex. Since the Complex only has a finite space available for displaying commemorations, Administration drafted the proposed policy with a view to considering all potential applications that may be received into the future. Establishing a time limit to display a commemoration provides opportunities to consider and accommodate more requests over the long term.
- **Council Decision-Making Authority:** the proposed policy identifies that final decision-making authority for approving temporary displays of commemorations in the Municipal Complex resides with Council. This decision-making authority is consistent with best practices in other jurisdictions.

The proposed policy also includes:

- An application process that establishes criteria required to support proposals for commemorations as well as timelines for submitting applications;
- A review, evaluation and recommendation process undertaken by Administration by subject matter experts from the appropriate City departments;
- A commitment to notify applicants in a timely manner of the status of their applications;
- Responsibilities for both the applicants of approved commemorations and The City;
- Requirements related to the installation of a temporary display and the planning of a corresponding ceremony to recognize the commemoration; and
- Maintenance responsibilities of The City and removal responsibilities of the applicant at the end of the agreed upon display period.

If approved by Council, Administration will develop an implementation and communication plan for accepting proposals for commemoration in accordance with the procedure and timelines outlined in the proposed policy.

Stakeholder Engagement, Research and Communication

Administration engaged the Alberta Champions Society to solicit feedback on both an earlier and current draft of the proposed policy. The Society's feedback was used to inform the development of sections related to ownership of commemoration displays and establishing clear processes for the review, evaluation and communication of decisions in a timely manner. Administration acknowledges, however, that the clause relating to temporary displays of commemorations does not align with the Society's interests for a permanent interactive installation in the Municipal Complex that would link the Society's other Fields of Fame structures installed at various locations across the city (Attachment 2). The Society also expressed concern about the section in the proposed policy mandating that applications for commemorations not be considered until ten years after an individual's death may be too restrictive. Administration's rationale for including the clause is consistent with best practices in other jurisdictions and is typically included to mitigate the risk of approving a commemoration that may negatively impact a government's reputation

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Feedback received from other stakeholders included: clarity on the types of commemorative monuments that would be considered (i.e. technologically interactive versus static), providing a downloadable checklist and application form for use by applicants, considering public representation in the decision-making process and expectations around recognizing donors who contributed to the manufacturing of a commemoration through a celebratory event. This feedback was considered in the development of the proposed Municipal Complex Commemoration Policy. Administration will also consider comments relating to application forms and procedures around ceremonies as part of the implementation of the proposed policy, if approved by Council.

Given that the proposed policy provides for the temporary display of commemorations in the Municipal Complex, keeping in balance with the primary uses of the space and the proposed urban redevelopment strategy, Administration acknowledges that commemoration proposals that incorporate technologically interactive elements may not be supported.

Feedback from external stakeholders was sought on the draft policy, with specific feedback from the Alberta Champions Society on their process, research and practices for selecting candidates for their "Field of Fame" commemorations. Internally, feedback from City Clerks Protocol Office was sought on their expertise related to recognitions and ceremonies. Customer Relations Management in Facility Management provided feedback on matters relating to public access in the Municipal Complex. Stakeholders were engaged for their feedback between 2015 December 22 and 2016 February 3 through in-person meetings, and again through email between 2016 April 13-27. These engagement formats were chosen as appropriate tools to gather specific feedback from targeted stakeholders.

Strategic Alignment

The Proposed Municipal Complex Commemoration Policy is in alignment with Action Plan Council Strategy N9: provide great public spaces and places for citizen connections and urban vitality, and Facility Management Strategic Action N9.1: contribute to the Centre City Plan by increasing the use of the Municipal Complex for public, arts and cultural activities.

Social, Environmental, Economic (External)

A Municipal Complex Commemoration Policy will ensure that the process for considering applications for commemorations is fair, open and transparent and establishes clear evaluation criteria for determining whether a proposal for a commemoration is of significance or importance to the community of Calgary.

Financial Capacity

Current and Future Operating Budget:

The resources required for the initial implementation of the Proposed Municipal Complex Commemoration Policy will be managed within the existing operating budget. Future operating budgets may be impacted if additional resources are required to address the day to day operating costs associated with managing the scheduling of ceremonies for commemoration and maintaining commemorations that are approved for display in the Municipal Complex.

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Current and Future Capital Budget:

There are no impacts to current capital budgets anticipated in the implementation of the Municipal Complex Commemoration Policy. Future capital budgets may be impacted if decisions related to the development of the proposed urban redevelopment strategy affect the placement of approved commemorations in the Municipal Complex.

Risk Assessment

Risks associated with the proposed Municipal Complex Commemoration Policy may include the reputation of The City of Calgary being negatively impacted if an unsuitable commemoration is approved for display in the Municipal Complex and uncertainty about the ongoing costs of maintaining temporary displays of commemorations. The proposed policy establishes criteria that must be met for commemoration applications to be considered, followed by a comprehensive review and evaluation process to mitigate reputational risks. Monitoring and evaluating the implementation of the policy will, over time, provide better information to make decisions about budget allocation for operating resources.

REASONS FOR RECOMMENDATIONS:

The proposed Municipal Complex Commemoration Policy will meet the objective of making the Municipal Complex available for the temporary public display of commemorations in balance with the primary purposes of the space. The proposed policy provides a fair, open and transparent process for considering commemoration applications.

ATTACHMENT

1. Proposed Municipal Complex Commemoration Policy
2. Letter from Alberta Champions Society