

NO: R037

COUNCIL DATE: February 14, 2022

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **February 10, 2022**

FROM: **General Manager, Finance**

FILE: **1850-01**

SUBJECT: **Sponsorship Request – The Mixing Middle Competition**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve from the Council Initiatives Fund, a sponsorship contribution of \$ 10,000 in support of the Mixing Middle competition.

INTENT

The City has received a request from the Vancouver Urbanarium Society (“Urbanarium”) to join as a sponsoring partner in presenting the upcoming design competition entitled “The Mixing Middle”. The awards presentation will be live streamed in February 2022.

DISCUSSION

Urbanarium is a Canada Revenue Agency registered charity first founded by a group of committed urbanites in Vancouver, including architects, planners, developers, landscape architects and other professionals who are passionate about city making. Through a variety of programmes, very often in partnership with other municipalities, Urbanarium provides a platform for the discussion of ideas and issues about the planning and design of communities.

Urbanarium recently launched a new international ideas competition called “The Mixing Middle”, that calls for mixed-use designs intended to revitalize residential areas. Invitations have been extended to designers around the world to develop and present innovative solutions that enhance community vitality. The competition provides young architects, planners, designers, and residents to use their talents and insight to propose mid-density, mixed-use housing designs sited in single family zones, in the four municipalities in the Lower Mainland of British Columbia: Coquitlam, North Vancouver, Surrey and Vancouver. The competition has received over 105 registrations, and 45 complete submissions to date. Of those, 14 proposed ideas are for the Surrey site, located south of Fleetwood Community Centre, in the Fleetwood Plan area. The competition brings awareness to the Fleetwood community and draws attention to the Fleetwood Plan along with the approved Surrey-Langley Skytrain line. The goal of the competition is to create more vibrant neighbourhoods that meet the needs of intergenerational and multicultural residents by expanding the ways that people live and work in traditionally single-family zoned areas.

The entrants will also be asked to explore lessons learned during the COVID-19 pandemic, when many people found themselves working from home while caring for their families. Integrating commercial, recreational, and social enterprises that are compatible with housing, co-housing, intergenerational living, and sustainability, are also aspects of the competition. The awards presentation will be live streamed in February 2022.

The City of Surrey is invited to become a sponsoring partner with Urbanarium in presenting “The Mixing Middle” design competition. Each of the partnering municipality is contributing a sponsorship amount of \$10,000 that will be used towards jury deliberation, awards presentation, winners’ exhibition, competition publication and video expenses. Staff is recommending that Council consider supporting this initiative through a sponsorship of \$10,000. Full details of the sponsorship opportunities are attached in Appendix “I”.

FUNDING

Staff have evaluated the request to ensure it is compliant with the Council Initiatives Fund Utilization Policy. Staff recommends that Council consider supporting this initiative through a sponsorship of \$10,000 from the Council Initiatives Fund.

Appendix “II” attached to this report documents the balance in the Council Initiatives Fund based on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The recommendations of this report support the objectives of the City’s Sustainability Charter 2.0. In particular, the recommendation relates to Sustainability Charter themes of Inclusion and the following Desired Outcomes (“DO’s”):

- Inclusion DO1: Surrey welcomes, includes, embraces and values the diversity of people who live here;
- Inclusion DO2: Surrey is a caring and compassionate city that learns about and supports its residents of all backgrounds, demographics and life experiences;
- Inclusion DO3: Residents have opportunities to build social connections with people from different backgrounds;
- Inclusion DO5: New immigrants and refugees are supported to settle, integrate, and become thriving members of the community;
- Inclusion DO12: Everyone in Surrey has a place to call home; and
- Inclusion DO13: Appropriate and affordable housing is available to meet the needs of all households in Surrey.

CONCLUSION

Based on the above discussion, it is recommended that Council approve from the Council Initiatives Fund, a sponsorship of \$10,000 in support of the Mixing Middle competition.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I": The Mixing Middle Sponsorship Package
Appendix "II": Council Initiatives Fund – Allocations for 2022



**URBANARIUM
FOR SMART CITIES**

**COMPETITION SPONSORSHIP
UPDATED 2021.10.12**

Creative Design Entries Needed To Change Single-Family Zoning

The Urbanarium has issued an invitation to designers around the world to develop and present innovative solutions that enhance community vitality. Existing monocultural single-family neighbourhoods need to densify with Missing Middle housing, but that on its own isn't enough. Those neighborhoods also need a variety of activities to thrive. This competition asks designers to add new mixed-use functionality to skillfully enhance densifying areas, building on lessons learned during the pandemic.

Welcome to The Mixing Middle.

In order to achieve our goal of an open design ideas competition in an effort at fostering Metro Vancouver community-based solutions and social innovation **WE ARE SEEKING SPONSORS**. This is a rare opportunity for young architects, planners, designers and residents to solve issues at the local level while participating in what will be an international competition.

In cities and neighbourhoods, many people experienced the COVID-19 pandemic with a deeper attachment to and attention paid to their residential neighbourhoods, whether working from home, providing more care for others, or self-isolating due to exposures. These experiences have stimulated latent creativity in terms of live-work design and intergenerational living. The Mixing Middle competition is intended to explore some of these new possibilities, as well as other old ideas that enhance community vitality. The generation of ideas through the competition is intended to show the public what may be possible and to stimulate informed discussion.

The Urbanarium's 2018 design competition, The Missing Middle spurred new thinking about how to develop transitional residential densification in single-family zones and build shared resiliency in a 5-minute walkable city. This competition takes the next step and asks designers to add new mixed-use functionality to enhance densifying areas.

Technological innovation in terms of video conferencing as well as in making, food distribution, sales and marketing, have gone hand in hand, to facilitate what has been for many a successful change of lifestyle. Sociological changes in North America have also transformed many urban regions into diverse "Arrival Cities," embedding new cultural practices and needs into what remain to be rigid single-family zoned neighbourhoods.

The challenge is for the proponents to conceive of imaginative new relationships between the myriad of unplanned alternative uses that have cropped up in single family zones of cities and municipalities, mixing uses within close proximity to one another. The question will be whether this mixing will lead to a lifestyle that is more viable in the working world and can be made more satisfying, walkable, sociable, culturally inclusive, healthy and sustainable.

The Mixing Middle Competition sites have been chosen in **VANCOUVER, COQUITLAM, SURREY AND NORTH VANCOUVER** all in single-family residential use zones.

The Jury will name the Overall Prize winners (\$10,000 First place, \$5,000 Second, \$3,000 Third and 5 Honourable Mentions at \$1,500), as well as the Planners Prize (\$10,000) on advice from the Planners' Advisory Group. Registration closes November 2nd, 2021 with the deadline for submissions in January 14th, 2022. We have tentatively scheduled February 11th for the Awards Ceremony.

Co-Chairs of Competition Committee

Catherine Alkenbrack
Marta Farevaag
Sara Stevens

Competition Committee Members

Richard Henriquez
Scot Hein
Sam Mohamad-Khany
Kari Dow
Zoe Acton

The Jury

Caterina Gomes, Senior Planner,
Vancouver Park Board
Colette Griffiths, Owner, The Federal Store
Travis Hanks, Architect AIBC
Richard Henriquez, Architect AIBC
Jennifer Lippa, Architect AIBC
Paul Lebofsky, Architect AIBC
Tracey Mactavish, Architect AIBC
Rebecca Meyers, PhD, School of
Community and Regional Planning, UBC
Shirley Shen, Registered Architect, WA
Ding Yu, Vancouver City Design Studio

Planners Advisory

Genevieve Bucher, Director of Community
Planning, City of Coquitlam
Michael Epp, Director of Planning, City of
North Vancouver
Ann McLean, Architect AIBC, City Architect,
City of Surrey
Theresa O'Donnell, General Manager of
Planning, Urban Design, and Sustainability,
City of Vancouver
Gary Hack, Fellow of the American Institute
of Certified Planners

Professional Advisor

John Hemsworth. Architect AIBC

Sponsor Levels

\$25,000 Presenting Co-Sponsors are **Wesgroup and Scotiabank**

\$15,000 – \$10,000 Partners

Partners will advise and contribute to programming, receive invitations to special events (awards ceremony/exhibition of winners/dinner party, etc.), a partial charitable tax receipt (if applicable), unique opportunities to get involved and recognition through press releases, themixingmiddle.ca, awards ceremony, advertisements, social media posts, print publication, presentations to municipal staff and councils and more.

\$5,000 – \$3,000 Supporting Sponsors

Sponsors are predominately firms and business that want to help provide mostly young and independent design teams with an opportunity to come up with compelling ideas, creative solutions and specific thoughts on regulatory constraints that ought to be revisited in order to realize the neighbourhoods of the future. Sponsors receive similar recognition and benefits as Partners.

Appendix “I”



COUNCIL INITIATIVES

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