



**TOWN OF WINCHESTER**  
**PLANNING BOARD MEETING**  
**TUESDAY, MARCH 21, 2023 @ 7:15PM**  
**REMOTE PARTICIPATION**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/85818051373>

**Meeting ID:** 872 5086 4542

**By Phone:** (646) 558 8656

	<b>BUSINESS</b>
7:15PM	Open Meeting/Updates/Approval of Meeting Minutes: 2/28/23 & 3/7/23
7:30PM	Election of Officers
7:35PM	Josh Fiala MAPC, Holton/Swanton/Cross
8:15PM	Holton/Swanton/Cross Outreach Efforts
8:35PM	Mass Builds Database
8:55PM	Action on Current Dog Grooming Zoning Request
9:10PM	Spring Town Meeting PB Report
9:43PM	Action Items
9:45PM	Adjourn

	2023 MEETINGS
Tuesday April 4	7:15PM Planning Board Meeting, Remote Participation
Tuesday April 11	7:15PM Planning Board Meeting, Remote Participation
Tuesday April 25	7:15PM Planning Board Meeting, Remote Participation



**TOWN OF WINCHESTER**  
**PLANNING BOARD**  
planningboard@winchester.us  
71 Mount Vernon Street  
Winchester, MA 01890

Diab Jerius - Chair  
Sally Dale - Vice Chair/Clerk  
I-Ching Scott  
Kurt Spring  
Nick Rossettos

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Subject: Town Planner Selection Process  
From: Diab Jerius  
Date: March 2, 2023

The Planning Board voted (5-0) on February 28, 2023 to implement the following process for selection of the Town Planner.

### **1. Creation of a Short List of Candidates**

A search committee composed of:

- two members of the Planning Board (Sally Dale, Diab Jerius); and
- the chairs of the Design Review Committee, the Historical Commission and the Housing Partnership Board

will meet in executive session to discuss applications and create a an initial list of candidates who will take part in the next phase, the public interview process. The applications will be held in strictest confidence. There is no set number of candidates who will be added to this list. Successful candidates will meet the required minimum requirements, and will have experience appropriate to Winchester's needs. The final list of candidates will be made of those from this initial list who choose to participate in the subsequent public interview stage. The search committee will present the final list to the Planning Board in open session.

### **2. Public Interviews**

Public interviews will be held with candidates on the list prepared and presented by the search committee.

There will be two sets of public interviews, one for Town Hall staff, the other for Town boards.

The Town Hall staff interviews will be conducted in Town Hall during normal business hours. The suggested staff interviewers would include the Sustainability Director as well as representatives from the Engineering and Building Departments, the Town Manager's office, and the Town Clerk's office.

The interviews before boards will be conducted at a meeting of the Planning Board, the Town Manager, and one representative from each of the Design Review Committee, the Housing Partnership Board, the Historical Commission, and the Select Board. (10 interviewers in total.)

Each interviewer will have the opportunity to ask questions of the candidates. To streamline the process, it is suggested that questions be submitted to the Planning Board chair prior to the interviews so that they may be consolidated.

### **3. Selection**

After the conclusion of the Public Interviews, and after receiving input from the interviewers, the Planning Board will meet in open session to consider and make their decision.

**TO: Ms. Beth Rudolph, Town Manager, and members of the Winchester Planning Board**

Town of Winchester  
71 Mount Vernon Street  
Winchester, MA 01890

Dear Ms. Rudolph and Members of the Winchester Planning Board,

I am writing to apply for the position of Town Planner for the Town of Winchester. Winchester's Master Plan has set an ambitious, but achievable, call to action for the Planning Department and Planning Board. The next Town Planner must be able to work with and learn from community partners to advance the Master Plan's goals, and find new ways to communicate with residents, Town departments, and Town Meeting Members to take action on more complex zoning initiatives, area studies, and interdisciplinary projects. The Town has already accomplished a number of key actions from the Master Plan, and maintaining this momentum will be important to the success of its future implementation.

I am excited at the opportunity to collaborate with Winchester on this work, as well as on the upcoming Housing Production Plan update and achieving compliance with Section 3A. During the past four years at Arlington's Department of Planning and Community Development (DPCD), I have discovered a personal passion for municipal planning, and have cultivated the skills needed to succeed in Winchester, including:

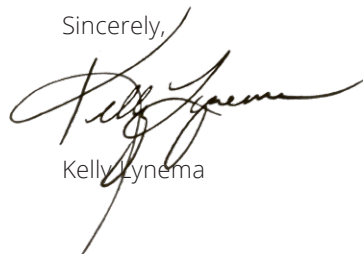
**Communication and engagement:** Successful communication includes not just the written word, but compelling storytelling through maps, graphics, and presentation. At DPCD, I coordinate all departmental communication, from creating communication plans and project branding for large projects to crafting social media posts. Beyond this work, I develop engagement and outreach plans for key Redevelopment Board initiatives to ensure that the public and key stakeholders in projects and zoning amendments have a range of opportunities to engage in our projects.

**Policy development and implementation:** I work regularly with data, from creating and analyzing data sets, developing surveys, and evaluating zoning to understand how policies impede or support planning goals. For example, for Arlington's *Report on Demolition and Replacement Homes*, I collected and analyzed 20 years of data on demolitions and large additions, conducted research, and developed policy recommendations; the report was ultimately approved by the Select Board and led to the development of Residential Design Guidelines.

**Guiding planning processes through successful plan adoption:** I have extensive experience in managing planning processes. In Arlington, I have become deeply involved with the Town's efforts to respond to the regional housing crisis, through supporting the ZBA in their hearings on Comprehensive Permit Applications, serving as project manager on the Fair Housing Action Plan and Housing Production Plan update, and supporting Arlington's nascent Affordable Housing Trust from their individual appointments through the recent completion of the Affordable Housing Action Plan, approved by the Select Board last December.

I believe my experience, resourcefulness, and creativity are strengths that would benefit the Town of Winchester in service of the Town Planner position. I appreciate your consideration of my application and look forward to discussing this opportunity with you further.

Sincerely,



Kelly Lynema

## Education & Training

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Master of Urban Planning with Distinction, 2013  
Harvard University

Bachelor of Arts in Sociology, Summa Cum Laude, Phi Beta Kappa, 2011  
Tufts University

Coursework in Professional and Technical Writing, Carnegie Mellon University, 1995-1998

## Training

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Certificate in Local Government Leadership and Management, anticipated 2022  
Suffolk University & Massachusetts Municipal Association

Historic Real Estate Finance, 2021  
National Development Council  
Facilitating for Public Engagement, 2019  
New Hampshire Listens

Community Engagement for Inclusive Planning & Development, 2019  
MAPC/MassDevelopment

## Awards

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Boston Living with Water Competition, Honorable Mention, 2015

Greenway Links Columbia Road, People's Choice Award and Most Compelling Long-Range Vision Awards, 2014

Ellen C. Myers Award, 2011  
Returning Students Award, 2011  
Phi Beta Kappa, 2011

## Profile

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Urban planner with nine years of municipal and consulting experience in urban planning, project management, and placemaking; ten additional years of experience in marketing, communications, and graphic design. Expertise in a broad range of planning skills: plan development and implementation, community engagement, historic preservation and inventory projects, meeting facilitation, survey design, data collection, research and analysis, GIS, grantwriting, writing and editing, graphic design/representation, delivering presentations, and interdepartmental collaboration.

## Experience

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### Assistant Director (October 2021 - present)

### Senior Planner, Town of Arlington (October 2018 - October 2021)

- Coordinate development and redevelopment projects; guide applicants through the special permit process; conduct administrative review at the direction of the Redevelopment Board; write staff reports and draft decisions.
- Draft Redevelopment Board zoning warrant articles, evaluate citizen petition articles and guide petitioners through the hearing process; write staff memos exploring the potential impact and benefits of zoning amendments; evaluate relation of proposals to the Master Plan and other community-informed plans.
- Work with committees and staff to research, analyze, and develop planning reports, including the Affordable Housing Trust Action Plan, Housing Production Plan Update, transportation plans and feasibility studies, and the Report on Demolitions and Replacement Homes, and the subsequent development of Residential Design Guidelines.
- Manage projects and consultants to advance recommendations of the Master Plan, including Historic Preservation Survey Master Plan, Survey and Documentation of Historic Properties, Economic Analysis of the Industrial Districts, Phase II of the Whittemore Park Revitalization Project, and a SketchUp model of the town's commercial corridors.
- Create and maintain departmental data sets on housing, demographics, and survey responses and report data to federal and regional organizations. Identify new data sources and crosstabulate against other data sets to support planning initiatives and Town programs.
- Design, administer, and analyze survey data to engage and educate the community on departmental and Town initiatives.
- Apply for state, regional, and local grants; most recently co-authored a MassWorks Grant Application that awarded the Town with \$300,000 in pre-development funds for dangerous intersections along Mass Ave.
- Develop community outreach and engagement initiatives and direct volunteers in their outreach activities. Created and coordinated the Complete Count Working Group to increase local response to the 2020 Census, and developed the Amazing Arlington initiative of 80 volunteers to convey critical public health information and social support in the early months of the pandemic.
- Lead communication, public relations, social media, and emails, including development of campaign messaging and graphics, for departmental projects and announcements.
- As Senior Planner, served as departmental liaison to the Zoning Board of Appeals (ZBA); developed staff reports on Special Permits and Variance applications and coordinated Comprehensive Permit Application reviews.

## Software

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Skilled in Adobe Creative Suite, ArcMap and QGIS, Microsoft Office Suite, SurveyMonkey, Google Forms, Granicus and other module-based web design tools. Proficient in SketchUp.

## Publication Contributions

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Graphic design work published in *Rebuilding the American City* (2015), by David Gamble and Patty Heyda

Mapping and graphics published in *Representing Landscapes* (2015), ed. Nadia Amoroso

Planning projects published in *Platform 5* (2012) and *Platform 6* (2013), Harvard University Graduate School of Design

## Additional Planning, Design, and Communications Experience

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Member, Medford Comprehensive Plan Steering Committee  
Medford, MA | Present

Freelance Designer, LivableStreets Alliance / Emerald Network  
Cambridge, MA | 2018

Project Manager, The Open Neighborhood Project/InTeractive  
Somerville  
Somerville, MA | 2010 - 2011

Communications & Events / Designer, Tufts University Alumni Association  
Medford, MA | 2008 - 2012

## Creative Manager, Ashkenazy Acquisition Corporation (May 2016 - September 2018) Faneuil Hall Marketplace, South Station, and AAC Iconic Collection

- Assisted in implementation of Faneuil Hall Marketplace Master Plan, including identifying annual priorities and identifying intermediate solutions based on budget restrictions.
- Co-developed and implemented annual public realm program: identified project partners, scheduled and promoted programming activities, and identified operational and capital needs and expenses. Developed more than 200 events, activities, and programming annually on a \$90,000 operating budget.
- Conducted analyses of public realm conditions: documented activity patterns, studied impacts of design decisions, and developed strategies for public realm improvements.
- Managed six to ten seasonal staff with Director of the Public Realm, including: interviewing, hiring, training, and identifying/management of special projects.
- Cultivated and managed relationships with neighboring institutions and organizations.
- Developed standard operating procedures and design recommendations for vacant storefronts.
- Analyzed annual visitor and programming attendee data; developed annual report to summarize participation, relationships built, and general effectiveness of public realm program.

## Urban Planner / Project Manager, Utile (October 2015-April 2016)

### Associate, Urban Planner, NBBJ (June 2013-October 2015)

### Urban Planning Intern, Utile (January-May, 2012)

- Collaborated with project teams on development of planning recommendations for long range plans, district plans, design and development guidelines, campus master plans, transportation/traffic management plans, and housing studies.
- Developed public engagement plans and communication strategies for all phases of projects: initial kickoff meetings, meetings in a box, study circles, on the street engagement, and interactive and engaging large public meetings.
- Inspected project sites to analyze existing conditions, constraints, and planning opportunities.
- Conducted precedent research to identify new and established planning concepts, potential pilot project opportunities, and open space activation strategies.
- Managed all areas of project proposal development, including writing complete responses to RFQs/RFPs, development of project budgets, identifying project team and roles, selecting subconsultants, developing work plans and schedules, and coordinating technical documents. Produced and delivered presentations for project interviews.
- Prepared and updated land use, demographic, and related maps based on census and other public record data.
- Prepared reports and presentations to discuss findings and pursuant planning recommendations based on public engagement and stakeholder recommendations.

## REFERENCES

### Town of Arlington

Jenny Raitt, former Director, Department of Planning & Community Development  
(978) 689-5750 | jrait@nmcog.org

Erin Zwirko, former Assistant Director, Department of Planning & Community Development  
(908) 377-1006 | ezwirko@yarmouth.me.us

Ken Pruitt, former Energy Manager, Department of Planning & Community Development  
(781) 454-6571 | kpruitt@winchester.us

Joan Roman, Public Information Officer  
(617) 877-8631 | jroman@town.arlington.ma.us

Judi Barrett, consultant on Arlington's Housing Production Plan Update  
(781) 934-0073 | judi@barrettplanningllc.com

### Utile

Will Cohen, Associate Principal  
(919) 675-7252 | cohen@utiledesign.com

### NBBJ

Alex Krieger, Principal and former supervisor  
(617) 645-2507 | akrieger@nbbj.com

**WENDY FRONTIERO, R.A.**

*Architect and Preservation Consultant*

120 Maplewood Ave., Apt. 204 • Gloucester, Mass. 01930

tel. 617 • 290 • 8076

e-mail wfrontiero@alum.mit.edu

13 March 2023

Sally Dale  
Vice Chair/Clerk, Winchester Planning Board  
147 Cambridge Street  
Winchester, Mass. 01890

Dear Sally:

This letter constitutes a proposal for historic preservation consulting services to review and comment on the proposed third floor addition to the building at 10-16 Mt. Vernon Street, Winchester. The scope of work would include the following:

- Review of materials submitted by the project proponent for a special permit (dated 12/14/2022), relevant planning and zoning documents, and existing historical and architectural documentation of the property.
- Evaluation of the historical and architectural significance of the building. (Limited new research will be undertaken to try to ascertain the architect of the original building.)
- Evaluation of the proposed alterations for conformance with the Secretary of the Interior's *Standards for Rehabilitation*.
- Preparation of a brief memo on the appropriateness of the proposed exterior alterations.

My fee for this work is \$900.

Work exceeding the tasks described above—such as review of revised renovation plans or meetings with town officials or boards— will be over and above the figure provided and will be billed at an hourly rate of \$150. No additional work above the maximum fee will be undertaken without your advance authorization. Payment is required at delivery of the memo, and is due within 30 days of invoicing.

If the foregoing terms are agreeable to the Town, let me know how you would like to proceed with a contract. Thank you for your consideration, and please feel free to contact me if you have any questions.

Sincerely,

*wendy frontiero*

Wendy Frontiero



## Memorandum

Date: March 16, 2023  
 From: Sally Dale, Vice-Chair, Winchester Planning Board  
 To: Winchester Planning Board  
 Re: Dog Grooming Business inclusion in either General or Personal Service Use

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The attached February 1, 2023 letter from Jill Hourihan is overdue for our attention. She wishes to open a Dog Grooming Business in the CBD and ask us to support the idea that this use can be considered a part of the 'Personal Services' Commercial Use without having to take the matter to a vote at Town Meeting.

For the sake of expediency and in support of advancing a business-friendly environment in our commercial districts, it would be great if we can vote to agree it's included in one or the other. We can, as I understand it, vote today to agree that Dog Grooming Business is included in either Personal Service or General Services. So which one? These Uses are not defined in Section 10. Definitions of our Zoning Bylaw.

Where allowed in town:

Both of those uses are Permitted in all CBD Cores: East Core, Town Common, North Core, and Museum.

In other Zoning Districts they are permitted in GBD-1, GBD-2, and IL:

Some quick research shows that:

- Personal Service Use means a business or occupation which provides services involving personal grooming or the care of a person's apparel, including, but not limited to, laundry (not including self-service laundromat) services, manicurists, tailors, shoe repair shops, tanning salons. Personal service means a business that provides personal grooming or health services, such as hair salon, tailor shop, dry cleaning, laundry, or similar use.
- General Services means those services that are not Professional Services. General Services include, but are not limited to, janitorial, security guard, pest control, parking lot management, and landscaping services.

The main thing I see in towns' Zoning around animal-related uses is to impose restrictions on what a Dog Grooming Business must do and must NOT do:

- DO comply with State and Local Board of Health rules regarding ventilation and animal waste handling.
- DO sound-proof the business to ensure barking is not heard outside the business and ventilate such that animal smells cannot be detected outside the business.
- DO NOT allow more than X dogs being worked on at once, with no more than X dogs permitted in lobby.
- DO NOT provide dog boarding.
- DO NOT provide outdoor dog runs or pens.

Are able to allow this use but apply these requirements, without going to Town Meeting? Let's discuss.

Jill Hourihan  
70 Morse Road  
Framingham, MA 01701

February 1, 2023

Winchester Planning Board  
Attn: Chair and Members  
71 Mt. Vernon Street  
Winchester, MA 01890

Re: Dog Grooming CBD Zoning District

Dear Chair and Members of the Winchester Planning Board,

My name is Jill Hourihan and I currently run a Dog Grooming Businesses in the town of Natick.

I am hoping to establish a dog grooming business in downtown Winchester. Our business model involves setting up time-specific appointments with customers in the manner of a Hair Salon or Barber Shop. Dogs come into our salon for only the duration of their appointments (usually 1-1.5 hours) and then leave. While less common in the industry, this model gaining in popularity among independent practitioners and is a crucial part of our success maintaining a low stress, Fear Free salon In reviewing the uses that are allowed in the Center Business District, I would hope we would be considered under the category of Personal Service Establishment, which is an allowable use in the CBD.

Because dog grooming is not specifically enumerated, in order for the Building Inspector/Zoning Administrator to approve the use, it would be helpful if the Planning Board could place this matter on their agenda and determine whether or not they would be willing to offer the opinion that a dog grooming business would be acceptable under the category of Personal Service Establishment. This would allow the Building Inspector/Zoning Administrator to permit such use in the CBD.

This solution would be far more practical than going to the Town Meeting and attempting to amend the current By-Law by a 2/3 vote.

I would be happy to attend a meeting, either virtually or in person, to discuss my business model and provide some insight into the overall national procedural trends of our industry that may be helpful in providing context for the decision. I believe that there is a great demand for our services in Winchester in the Center Business District location and it would be convenient for Winchester residents and it would

provide additional diversity to the services that are offered in the Center Business District.

Thank you for giving this matter your attention. Please feel free to contact me by telephone at 617-922-4844 or by email: [store@metropetsnatick.com](mailto:store@metropetsnatick.com). I look forward to offering our dog grooming services to the Town in the Center Business District.

I have included with this letter a brief description of various memberships and associations to which I am a member. I look forward to hearing from you.

Sincerely,

Jill Hourihan CBCC-KA  
Owner

Metro Pets Dog Grooming, Natick MA  
The Pet Republic Dog Training, Cambridge MA

Memberships and Affiliations  
*Certified Behavior Consultant: Canine*

*Salon Sanitation Certified*

*Fear Free Salon Certified*

*AKC Safe Handler Certified*

*Member: Associations of Pet Dog Trainers*