



**TOWN OF WINCHESTER**  
**PLANNING BOARD MEETING**  
**TUESDAY, APRIL 6, 2023 @ 7:30PM**  
**IN PERSON**  
**WINCHESTER TOWN HALL, SELECT BOARD ROOM**

	<b>BUSINESS</b>
7:30PM	Open Meeting/Updates
7:35PM	Interview of Town Planner Candidate <ul style="list-style-type: none"><li>● Interview</li><li>● Discussion</li></ul>
9:30PM	Adjourn

	<b>2022 MEETINGS</b>
Tuesday April 11	7:30PM Planning Board Meeting, Public Hearing – Proposed Amendments to the Town’s Zoning Bylaws.
Tuesday April 25	7:15PM Planning Board Meeting

**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:

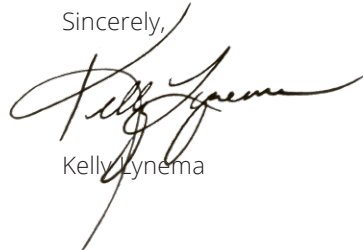
**Communication and engagement:** Successful communication includes not just the written word, but compelling storytelling through maps, graphics, and presentation. At DPCD, I coordinate all departmental communication, from creating communication plans and project branding for large projects to crafting 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