



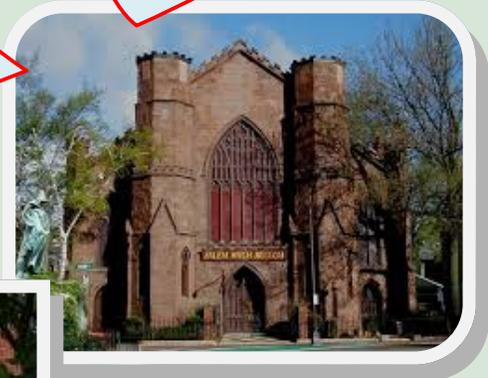
MAPD

MASSACHUSETTS ASSOCIATION OF PLANNING DIRECTORS

ANNUAL CONFERENCE

2019

SALEM



MAY 14-15



SALEM WATERFRONT HOTEL

225 DERBY STREET

Salem, MA



American Planning Association
Massachusetts Chapter
Making Great Communities Happen



Certification
Maintenance



Thursday, May 14, 2015

8-8:30 a.m. — Registration & Breakfast

8:30-9 a.m. — Welcome & Opening Remarks

Lynn Goonin Duncan, AICP, has over 30 years' experience in planning and community development with experience in both the public and private sectors. She has been the Director of Planning and Community Development for the City of Salem, Massachusetts for the past ten years where she manages a staff of 12. Lynn is responsible for all planning and development activities and initiatives within the community. Lynn has significant experience in downtown revitalization, housing, economic development, and the CDBG program.

She has worked in planning and community development in numerous municipalities and was a partner in a planning consulting firm with clients throughout Massachusetts and Connecticut. She currently serves as the President for the Metropolitan Area Planning Council (MAPC), and sits on the Board of Directors for the Citizens' Housing and Planning Association (CHAPA). She is a past Vice President for Professional Development for the Massachusetts Chapter of the American Planning Association and past President of the Massachusetts Association of Planning Directors. Lynn has a master's degree in landscape architecture from the University of Massachusetts.

Session 1

9:00 - 10:30 a.m.

A

Community Branding and Wayfinding

Moderator - **Elizabeth Hahn, AICP**, Coordinator, Downtown Initiative Program, Commonwealth of MA Department of Housing & Community Development

Mark Favermann - Favermann Design

Elizabeth Ware - Town Planner, Weston, MA,

Glenn Gibbs - Community Development Director, Ipswich, MA

Where is your Town Center? How does a visitor know that they have arrived there? What image does your community want to convey to its residents and visitors? Underscoring a pride of place, both the public and private sectors are seeing the benefit of making resources available to build up a civic brand and identity while reinforcing it with better signage and wayfinding elements. What better way to connect people to places? Panel and interactive workshop includes slide presentations of case studies, ideation tools and cutting-edge techniques.

AICP CM 1.5





Session 2

10:45 - 12:00 p.m.

B

Middlesex 3 Coalition - Regional Economic Development

Moderator - Steve Sadwick AICP, Planning Director, Town of Tewksbury

Stephanie Cronin -Executive Director of Middlesex 3 Coalition

Attorney Robert Buckey - Reimer and Braunstein, LLP

Richard Reed- Bedford Town Manager

This panel will discuss how “Middlesex 3” was created out of 43D permitting funds and included the communities of Burlington, Bedford, Billerica, Lowell and Chelmsford. The organization has grown to include 4 additional communities and is looking at branding the region, economic development and workforce development, and permitting and infrastructure. This is a unique public private partnership that is growing and proving to be successful. [AICP CM 1.25](#)

12:00-1:15 p.m. — Lunch Buffet in the Grand Ballroom

Keynote Speaker: Mayor Kim Driscoll, City of Salem, MA



Kimberley Driscoll has been Mayor of Salem since 2006 and is the City’s first woman Mayor. She has led the City through several years of progress, growth, balanced budgets, and improved service delivery. Prior to being elected Mayor she served two terms on the Salem City Council and as the Deputy City Manager and Chief Legal Counsel for the City of Chelsea, MA. Mayor Driscoll has an extensive background in planning and land use development, having worked as a real estate and commercial development attorney in private practice and as the

Community Development Director for the City of Beverly and an Assistant Planner for the City of Salem. Mayor Driscoll has professionalized all aspects of local government in Salem. In her first year in office she stabilized the City’s declining fiscal health, transforming a multi-million dollar deficit into a balanced budget. Since then she has consistently created balanced, performance-focused budgets and been able to rebuild the City’s reserve accounts in a robust fashion.





Session 3

1:15 - 2:30 p.m.

A

Fostering Urban Spaces as Catalysts for Diminishing Effects of Violence and Abuse

Moderator - **Ana Maria Carvajal**, APA, AIA - Architect, Urban Planning MA, Interior Design MFA

As violence has now been considered “a pandemic” by the World Health Organization, and the effects of such violence affect so deeply the human beings, this session touches on the positive relationship that shapes, forms, movement and their qualities within spaces affect human reactions and their responses towards peoples and places. Human aggression and violence can leave long term effects ranging from learning disabilities to improper social interactions; How the creation of places and design of space affects positive responses at all ages in individuals regardless of adverse conditions suffered in their past, prompts Urban Design solutions to actively participate in compelling positive change and enhancing human life. [AICP CM 1.25](#)

B

Placemaking through Collaborative Action

Moderator - Nella Young, Program Director, Enterprise Community Partners

Micheal Chavez, Enterprise Rose Architectural Fellow

Often, a relatively small investment of money, energy, and time can go a long way to connecting people and place. Designers, planners and community members, particularly those in communities of limited wealth, often come up frustrated by a lack of capacity and community resources to foster a sense of ownership and connection. By focusing on a process of collaborative action, it is possible to set in place a foundation for meaningful place making activities.

The activities of the Collaborative Actions range from arts and cultural events to comprehensive community planning strategies. The Collaborative Actions were not intended to be a perfectly executed gift to the community, nor were they alone going to solve complex social issues. Freed from the imperative for direct quantitative impact, but still motivated by ambition, the Collaborative Actions present a model for scalable community design work that does not result in failure of great ambition. [AICP CM 1.25](#)





B

To Unlock Our Commonwealth: Local Planners' Role in Leading Reforms to Build More Housing and Sustain our Economic Health

Moderator - **Calandra Clark**, Policy & Communications Coordinator, Mass. Housing Partnership

Clark Ziegler - Executive Director, Massachusetts Housing Partnership

Angus Jennings, AICP - Planning consultant and MAPD Board member

Chris Rembold, AICP, -Town Planner—Great Barrington

Research has illustrated how seriously Massachusetts' housing prices have limited the ability of individuals and families to establish and maintain residence here. In November 2014, the Massachusetts Housing Partnership (MHP) released a report that illustrated the connection between housing production, economic growth and migration of workers in and out of the Commonwealth. This panel will discuss these neighborhoods, what makes them great by objective and subjective measures, and the "big picture" ramifications of zoning that restricts opportunities for our Commonwealth's economy and people. This discussion will provide attendees with useful illustrations and examples of good zoning and will help them advocate for healthier local zoning that will meet the housing needs of today and future generations. [AICP CM 1.25](#)

10:30—10:45 a.m.— Break

Refreshments offered

Session 2

10:45 - 12:00 p.m.

A

Strategizing for Transit-Oriented Development in MetroWest's Hub: Downtown Framingham

Eric Halvorsen, AICP - Metropolitan Area Planning Council

Robert Halpin - Framingham Town Manager

Steve Cecil - The Cecil Group

Judi Barrett - RKG Associates, Inc.

The roundtable and "talk show discussion will illustrate how a once-divided community has come together to embrace growth in Downtown Framingham by promoting housing and other uses around Framingham's MBTA station. The four-point strategy could assist in other communities that want to use their transit facilities to leverage reinvestment in older downtowns and commercial centers. [AICP CM 1.25](#)





Session 4

2:45 - 4:15 PM Salem Mobile Workshops

Salem's planning and development initiatives focus on sustaining a strong downtown and re-engaging the waterfront. Key to these initiatives are strong support for downtown housing, a walkable environment, public art, and economic development activity on the harbor, including a harborwalk, and ferry and cruise ship wharf. See and learn about new projects since the last MAPD conference in Salem! **AICP CM** 1.50

A

Mobile Workshop - Downtown Redevelopment in Salem

Lynn Duncan, AICP, Director of Planning & Community development

The Tour will focus on public and private redevelopment projects that, together, are changing the face of Salem's historic downtown, including the newly opened MBTA garage, redevelopment of County Court buildings past and present, and a number of private development projects that will exhibit both new construction and renovation and re-use of historic buildings.

B

Mobile Workshop - Waterfront Revitalization

Kathy Winn, Deputy Director

From the 17th through the early 19th century, Salem was one of the most important ports in North America. The redevelopment of the waterfront is again a key economic development initiative. As a result of the City's efforts to activate the waterfront and to expand use of the harbor for commerce, transportation and recreation, the Port of Salem is starting to see a re-birth. Take a tour of Salem's modern day waterfront and learn how the City is taking steps to implement its harbor plan, attract both public and private investment in key locations and open up the public's access to the water through construction of a harbor walk. The tour will focus on the build-out of the Designated Port Area (DPA), the City's efforts to position itself as a Cruise Industry and its ongoing efforts to institute unique water transportation improvements.

5-9:00 p.m.— Reception

Please join us for passed hors d'oeuvres and cocktails in the Compass Room at The Salem Waterfront Hotel.

Thank you to our wonderful sponsors:





Friday May 15, 2015

8:00 - 9:00 a.m.— **Breakfast & Annual Meeting**

Session 5

9:00 - 10:30 AM

A

Massachusetts Planners Guidebook

Bob P. Mitchell, FAICP—Planning Consultant, Boston, MA

Bob Ritchie—Attorney

The APA-MA Chapter has hired Bob Mitchell and Bob Ritchie to create a Massachusetts Planners Guidebook. The last time a planners handbook was issued was 1988 by the Mass. Federation of Planning and Appeals Boards. The Planners Guidebook will cover planning, zoning, subdivision, Open Meeting, Public Records, and a number of other statutes. The guidebook will be a pdf document with links to the Social Law Library's catalog of land use cases. There will be updated flow charts. The user friendly document will allow for planning directors to easily print off or send short 2-3 page information sheets to their board members. This will become the primary resource for Massachusetts Planning Directors. **AICP CM 1.50**

B

Community Building and Creative Placemaking in Dense Urban Centers

Moderator - Kristina Johnson—HSH, Manager of Transportation Planning

Keri Pyke, P.E., PTOE—HSH, Principal of planning & Public Involvement

Bill Clark—Town of Milton

Large-scale transportation infrastructure designs can fully integrate into neighborhoods and respect and enhance the community fabric. Learn how the City of Boston and the Town of Milton with their designer Howard/Stein-Hudson (HSH) used the transportation infrastructure design process as an opportunity for community building, neighborhood and business district placemaking. **AICP CM 1.50**

Salem Attractions

For a wicked good time, Salem offers entertaining and educational activities throughout the year. Some popular local websites are listed below:

[City events calendar](#)

[Historic Salem, Inc.](#)

[Artist Row](#)

[Peabody Essex Museum](#)

[Salem Chamber of Commerce](#)

[Destination Salem](#) [Essex National Heritage Area](#) [The Salem History Society](#)

[SalemMassDining](#) [Haunted Happenings](#) [The Institute for Music, History, & Cultural](#)

[Traditions](#)

[House of the Seven Gables](#)



Session 6

10:45 - 12:15p.m.—Recent Court Decisions

Moderator – Pam Brown, FAICP, Esq. – Brown and Brown, PC
Barbara Saint Andre, Esq. – Principal, Petrini & Associates

Ilana Quirk, Esq., Principal, Koppleman and Paige, PC

MAPD's annual tradition continues with a review of recent court decisions of relevance and interest to planners. **AICP CM: Law 1.50**

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Conference Registration

To register for the conference, simply print, complete and mail in the Registration Form on the following page, along with a check for the conference fee specified below. Or download the form from the conference website, complete electronically and submit to Mary E. Burgess at Maryelizburgess@gmail.com.

Conference Fees:

MAPD members **\$100.00**, Non-members **\$125.00**. Fees include workshops, continental breakfasts, refreshment breaks, parking and lunch on Thursday. Registration must be paid no later than Friday, **May 1, 2015**.

Mail Check (payable to MAPD, Inc.) & Registration Form to:

MAPD Inc
P.O. Box 260
Mansfield, MA 02048

Hotel Accommodations:

Hotel reservations and payment for overnight accommodations should be made directly with the Salem Waterfront Hotel, 225 Derby Street, Salem, MA 01970.

Phone: 978-740-8788 or 888-33-SALEM.

Website: www.salemwaterfronthotel.com/

In order to receive the preferred room rate, hotel reservations must be booked by

April 20, 2015.

Conference Contact:

If you have any questions, please contact Ted Brovitz at 508.737.4402 or email ted.brovitz@gmail.com.



MAPD CONFERENCE REGISTRATION FORM

Name and Job Title:

Company/Organization:

Mailing Address:

Phone:

Email Address:

Session	Workshop A	Workshop B
1	Community Branding and Wayfinding	To Unlock Our Commonwealth: Local Planners' Role in Leading Reforms to Build More Housing and Sustain our Economic Health
2	Strategizing for Transit-Oriented Development in MetroWest's Hub: Downtown Framingham	Middlesex 3 Coalition: Regional Economic Development
3	Fostering Urban Spaces as Catalysts for Diminishing Effects of Violence and Abuse	Placemaking through Collaborative Action
4	Salem Mobile Workshop #1 - Downtown Redevelopment	Salem Mobile Workshop #2 - Waterfront Revitalization
5	Massachusetts Planners Guidebook	Community Building and Creative Placemaking in Dense Urban Centers
6	Recent Court Decisions	

Conference Payment

	Qty	
MAPD Member	_____	x (\$100) = \$ _____
MAPD Member	_____	x (\$125) = \$ _____
Total	_____	\$ _____

Mail Check (Payable to MAPD Inc.) and complete registration form to:

MAPD, Inc.

P.O. Box 260

Mansfield, MA 02048

Registration and fees must be received no later than Friday, **May 1, 2015**. In order to receive preferred hotel rate, hotel reservations must be booked by April 20, 2015.