

# 2018 MAPD Annual Conference

## Thursday, May 24 – Friday, May 25

### Quincy, MA

#### ***THURSDAY, MAY 24***

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#### **Registration, Breakfast, and Networking**

8:00 – 9:00 AM

#### **Concurrent Session 1**

9:00 – 10:15 AM

##### **1A- Real Talk About 40B, by Planners for Planners**

Despite new state housing initiatives, 40B continues to play an important role in creating new affordable housing, particularly in suburban communities. When a comprehensive permit is filed, municipal staff are required to step up and take on the job of guiding both the applicant and the community through the hearing process. This panel discussion features a discussion with Planners who have successfully navigated the 40B process from Site Eligibility to a final decision, kept their Boards out of trouble, and kept their sanity. *1.25 CM*

***Presenters:*** *Katherine Lacy, AICP - Senior Project Manager, Massachusetts Housing Partnership*  
*Sarah Raposa, AICP - Town Planner, Medfield, MA*  
*Paige Duncan, AICP - Planning Director, Foxborough, MA*  
*Philip Crean - 40B Technical Assistance Program, Massachusetts Housing Partnership*

##### **1B- How To Prepare Effective RFPs for Professional Planning Services**

Learn tips on how to write an RFP for professional services that accurately represents what services and deliverables are desired and attracts responsive and high-quality proposals. Key definitions and requirements under Chapter 30B will also be discussed. *1.25 CM*

***Presenters:*** *Leonardi Aray, AIA, President, Massachusetts Association of Consulting Planners*  
*Attorney Elizabeth Wright, Robinson + Cole*  
*Sarah Raposa, AICP, Town Planner, Town of Medfield*  
*Daphne Politis, AICP, Principal, Community Circle*

## Coffee and Snack Break

10:15 – 10:30 AM

## Concurrent Session 2

10:30 – 11:45 AM

### **2A- Housing, Housing, Housing: How Did We Get Here and What Can We Do?**

Planners understand that housing prices are generally high in Massachusetts, but do they know why? This session will include data and trend information, as well as updates on new studies, technical assistance and housing best practices / solutions. Planners will leave with information about the importance of planning for a variety of housing, and steps that can be taken to address this challenge.  
*1.25 CM*

**Presenters:** *Chris Klutchman, FAICP - Program Director, DHCD Housing Choice Program*

### **2B- Easton's P3 Models to Maximize Public Value**

This session will discuss three-separate Public-Private Partnerships (P3) models that the Town of Easton has used to revitalize three of their economic centers. Presentation will focus on the Ames Shovel Works site, the Quset Commons development, and 40B project Avalon Bay at the Five Corners area of Easton. *1.25 CM*

**Presenters:** *Joseph Shea, PE - Senior Project Manager, Woodard & Curran*  
*Stephanie Danielson, AICP - Director of Planning and Economic Development, Town of Easton*  
*Michael Roberts - Vice President, AvalonBay Communities*  
*Jay Talerman, Esq. - Town Council, Mead Costa Talerman LLC*  
*Jeffrey Stearns, PE - Senior Project Manager, Woodard & Curran*

## Lunch and Keynote Speaker: Mayor Thomas P. Koch, City of Quincy

12:00 – 1:15 PM



Mayor Koch took office just as the worst recession of our generation was hitting, and he acted immediately to protect the City with a series of financial reforms accomplished by bringing stakeholders to the table and working together. His leadership prevented the wholesale loss of vital public services suffered by many other communities.

In just his first six years in office, Mayor Koch spearheaded an unprecedented number of important public projects to fruition, some of them discussed for decades. He opened the City's first Senior Center, he completed improvements to Merrymount Park that include a beautiful fountain, built the City's first regulation running track, finished a new Quincy

High School on time and on budget and earned the highest-possible state payback – 80 percent – for the construction of a new Central Middle School, a project discussed for nearly a half-century.

He embarked on a widespread program to improve the City’s aging and faltering infrastructure, leveraging millions of dollars for major flood-relief projects, water and sewer line upgrades, road and bridge repairs, and the restoration of roofs, windows and building facades at schools across the City. While many cities and towns were searching for money to upgrade school security systems, Mayor Koch implemented a systematic security plan at every school in Quincy.

Always with an eye on the City’s bottom line, Mayor Koch has completed these projects while protecting the City’s financial position, earning a major bond upgrade from Wall Street in 2014. Many of the projects either completed or underway are leveraged by financing outside of the City’s general revenue, a fact highlighted by the City’s low borrowing levels. As a percentage of all spending, debt accounts for only 5 percent of the City’s total – among the lowest rates of any city in Massachusetts.

### **Concurrent Session 3**

**1:15 – 2:30 PM**

#### **3A- Resilient Cape Cod: Integrating Ecosystem Services and Community Preferences in on Online Platform.**

Presentation will focus on the Cape Cod Commission’s project, the Resilient Cape Cod, an effort funded through a Regional Coastal Resilience Grant from NOAA. Learn about approaches to public education and participation in decision-making around climate change adaptation, focusing on Cape Cod towns, including the process of developing an online decision support tool and its application in coastal policy planning and education. *1.25 CM*

**Presenters:** *Kristy Senatori, Acting Executive Director, Cape Cod Commission*  
*Heather McElroy, Cape Cod Commission*  
*Erin Perry, Cape Cod Commission*  
*Jennifer Clinton, Cape Cod Commission*

#### **1B- Preparing for Economic Development: Beyond HQ2**

Amazon’s search for a second headquarters prompts a discussion about development readiness and planning strategies applicable to municipalities across the Commonwealth. The interactive panel discussion will discuss strategies, practices, tools and resources, including a “readiness checklist” communities can advance to plan for economic development. *1.25 CM*

**Presenters:** *Laura Barrett - Community & Content Manager, MassDevelopment*  
*Amanda Chisholm - VP of Real Estate Services, MassDevelopment*  
*Stephanie Cronin - Executive Director, Middlesex 3 Coalition*  
*Amy Glasmeier - Professor of Economic Geography and Regional Planning, MIT*  
*Lisa Marrone - Director of Business Development, Town of Chelmsford*

## **Plenary Session 1**

**2:45 – 4:00 PM**

### Revitalizing a Historic Downtown District: Quincy's Making New History

This session will look at how major ongoing downtown investment / revitalization program is planned and structured to take advantage of existing cultural resources, innovative funding and partnership opportunities. Panelists will describe how the idea of a \$1B downtown revitalization became a formal vision and plan, and the necessary steps to successfully undertake this type of project.

*1.25 CM*

**Presenters:** *David White, PE - Sr. Project Manager, Woodard & Curran*  
*Robert Stevens, AICP - Deputy Director, City of Quincy*  
*William Geary, Esq - Special Counsel to the Mayor, City of Quincy*  
*Eric Mason - Economist, Municipal Finance, City of Quincy*  
*Jef Fasser, AICP - Director of Landscape Architecture, BSG Group*  
*Bryan Connolly, Esq. - Partner, DLA Piper LLC*

## **Downtown Quincy Tour and Reception**

**4:30 – 5:30 PM – Tour and Presentation**

**5:30 – 7:00 PM – Reception, Zef's Cicchetti & Raw Bar**

Light appetizers, drink ticket, cash bar

## **FRIDAY, JUNE 16**

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### **Registration**

7:30 – 9:00 AM

### **Breakfast and MAPD Annual Meeting**

8:00 – 9:00 AM

### **Concurrent Session 4**

9:00-10:15 AM

#### **4A- The Retail Economy: Main Street Impacts and Roles for Planners**

The U.S. retail sector is in a period of evolution, with significant impacts for local and regional economies. But the vitality of the retail sector is bound up in complex commercial real estate issues and trends, housing opportunities, workforce policies, and more. Planners have both a role and a responsibility to understand the retail economy on Main Streets and in downtowns, and to apply and develop strategies that amplify innovation and community connections while mitigating vacancies and decline. *1.25 CM*

*Presenter: Tess Perrone Poe - Founder and Owner, Beehive Sewing Studio + Workspace*

#### **4B- Cultural Planning in Action: Lessons from the Metro Boston Region**

A large residential project is proposed in your town; how do you understand whether the project will be a drain on financial resources or a net gain? Hear tips from experienced practitioners: how are fiscal impacts quantified during the review process, how such analysis leads to appropriate mitigation measures, and how projects are monitored over time. Following the presentation, attendees will participate in roundtable conversations to further explore the topic and share other experiences. *1.25 CM*

*Presenters: Jennifer Erickson - Manager of Arts & Culture, MAPC  
Julie Burros - Chief of Arts & Culture, Mayor's Office of Arts & Culture, City of Boston  
Kara Elliot-Ortega - Director of Policy & Planning, Mayor's Office of Arts & Culture, City of Boston  
Jenny Raitt - Director of Planning and Community Development, Town of Arlington*

### **Coffee and Snack Break**

10:15 – 10:30 AM

## **Plenary Session 2**

**10:30 AM -12:00 PM**

### Recent Court Decisions

A review of recent case law specific to planning and zoning laws in Massachusetts. *1.50 CM*

*Presenters: Pamela Brown, Esq., FAICP, Brown and Brown PC  
Barbara Saint-Andre, Esq., KP Law  
Illana Quiek, Esq., KP Law*