



Town of Arlington  
Office of the Town Manager

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Town Manager

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MEMORANDUM

DATE: May 6, 2019  
TO: Board Members  
SUBJECT: Appointment to the Arlington Redevelopment Board

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This memo is to request the Board's approval of my appointment of Rachel Zsebery, Arlington, MA, to the Arlington Redevelopment Board, with a term expiration of 6/30/2020.

  
Town Manager

Jennifer Raitt  
Secretary ex-officio Arlington Redevelopment Board  
Director of Planning & Community Development  
730 Massachusetts Avenue  
Arlington, MA 02476

February 28, 2019

Dear Ms. Raitt,

**Rachel J. Zsembery, AIA,  
LEED AP BD+C**

Arlington, MA 02476

I would like to submit my interest in being considered for the open position on the Arlington Redevelopment Board. As the Vice President of Bergmeyer Associates Inc., a 75-person Architecture and Interiors firm based in Boston, I oversee a practice of Architects and Interior Designers committed to balancing architectural design and commercial development with environmental stewardship, economic viability, and social equity. With my Clients in the Retail, Restaurant and Hospitality markets, I have been fortunate to have had the experience to work all over the country and interact with Architecture Review Boards and Planning Boards with differing compositions of members, special interests, and compliance requirements. I have observed that most have been tied together by a common thread - the utmost respect for preserving the special characteristics that make their Town or City unique, while remaining focused on thoughtful evolution to support the continued improvement of their residents' quality of life.

This fall, after connecting with Elizabeth Locke from the Chamber of Commerce during Town Day, I had the pleasure of meeting with your colleague Ali Carter to participate in the stakeholder interview process as a precursor to the creation of the Sign Regulations Amendment as part of Arlington's Zoning Bylaws Amendment process. Ali has encouraged me to submit my qualifications for this position given my unique mix of experience with, and passion for, architecture and urban design and working with well-designed municipal zoning regulations. In particular, I have a significant body of expertise on the creation of site-appropriate signage and storefront design that enhances the presence of both individual businesses, as well as elevates the surrounding neighborhood through the incorporation of architecturally sympathetic and customer-engaging design and materiality.

To be successful in this position, I believe one needs to demonstrate a commitment to listening to and reflecting upon the needs, aspirations, and challenges of residents, businesses, special interest groups, and town officials while evaluating and upholding all regulatory requirements. I hope that I have the opportunity to learn more about this position and, if I am selected, to collaborate with the members of the ARB, the Department of Planning and Community Development, and the residents and business owners in our community.

Best Regards,



Rachel J. Zsembery, AIA , LEED AP BD+C

**Rachel J. Zsembery, AIA,  
LEED AP BD+C**

Arlington, MA 02476

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**experience**

**Bergmeyer Associates, Inc. Boston, MA**

Vice President (December 2015 - present)  
Principal (December 2014 - present)  
Senior Associate (November 2010 - December 2014)  
Associate (November 2006 - November 2010)  
Job Captain/Project Manager (September 2002 - November 2006)

- Guide the firm's strategic direction through the Executive Committee and Board of Directors for the firm's 75 employees and markets that include retail, restaurant, higher education, commercial, workplace, multi-family residential, and hospitality
- Maintain Architectural licenses in 16 states and the District of Columbia
- Manage national accounts, internal design and production project teams, and provide retail practice group leadership for an internationally recognized architecture, interiors, and branding firm
- Anticipate clients' needs and understand their business goals and expectations to ensure that the design vision and project execution supports the clients' corporate goals and real estate strategy
- Pursue innovative solutions for project design and delivery through the exploration and adoption of new technologies in project delivery and sustainable design strategies including the evaluation of opportunities for environmental improvement within existing and new retail programs
- Create and institute office standards and infrastructure for Education and Training, Human Resources, Marketing, and Process Improvement initiatives
- Build creative and dynamic teams by recruiting, hiring and mentoring high-contributing staff at every position within the office
- Evaluate staffing needs and project performance on a firm-wide basis through oversight of the firm's Staffing Committee and Performance Committee. Oversee continuous improvement of the firm's annual review process
- Participated in creating and establishing a new firm organizational structure by researching diverse corporate organizational models, evaluating their applicability to the size, strategic direction, and corporate vision of the firm, and instituting policies to facilitate the transition

Select Client list: Sephora, Bose, Citibank, TD Bank, Flywheel Sports, Nic+Zoe, Staples, Lumen Optical, Steelcase, Shake Shack, Victoria's Secret, Adidas, Nike, Restoration Hardware, Bassett Furniture, West Marine, Cabela's, West Marine, Talbots, Lord & Taylor, Fit Factory, Core Power Yoga, L. L. Bean

**Boston Architectural College** (January 2012 - December 2015)  
Instructor: Professional Practice (Distance MArch Program)

**Lami Grubb Architects Pittsburgh, PA**  
Job Captain/Project Manager (June 2001 - August 2002)

**Gensler, Washington DC and Northern Virginia**  
Architectural Intern (June 2000 - August 2000)  
(December 1999 - January 2000)

**Dautanos + Anthony, Pittsburgh, PA**  
Architectural Intern (January 2000 - May 2000)

**Oudens+Knoop Architects, PC, Chevy Chase, MD**  
Architectural Intern (May 1999 - August 1999)

**Historic American Engineering Record (HAER), Harrisburg, PA**  
Architectural Technician (June 1998 - August 1998)

**education**

**Carnegie Mellon University Pittsburgh, PA**  
Bachelor of Architecture (completed May 2001)  
Minor in Architecture History

**Rachel J. Zsembery, AIA,  
LEED AP BD+C**

Arlington, MA 02476

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| lectures                  | <p>Retail Decoded Podcast - "Counter Neuroplasticity with 'These Retail Strategies'", Panelist, November 2018</p> <p>Carnegie Mellon University School of Architecture Alumni Roundtable "nEXT UP" panelist, November 2018</p> <p>International Retail Design Conference (IRDC) - "Next Now (LIVE)" Workshop Leader, October 2018</p> <p>Retail Decoded Podcast - "Continuous Adaptation" Panelist, October 2018</p> <p>AIA DC Christopher Kelley Leadership Institute - Keynote Speaker, September 2018</p> <p>International Retail Design Conference (IRDC) - "If at First You Don't Succeed, You Are on the Right Path" Workshop Leader, September 2017</p> <p>SPECS Show - "Recruiting the Best Talent" Panelist, March 2017</p> <p>American Institute of Architecture Students (AIAS) Forum - "On the Grid: Retail, History, and the Back Bay" Presenter &amp; Tour Guide, December 2016</p> <p>Architecture Boston Expo (ABX) - "Equity, Diversity and Satisfaction", Presenter November 2016</p> <p>SHOP!x Industry Summit, "Enchanted Objects: Design, Human Desire and The Internet of Things", Industry Panelist, November 2016</p> <p>ARE/POPAI (The New Association) Shoptalk New York - "Retail Trend Report" Presenter, June 2016</p> <p>Boston Society of Architects - "Women in Design: Negotiation Workshop" Panelist, 2014</p> <p>Boston Society of Architects - "Women in Design: 21st Century Design Intelligence" Panelist, 2014</p> <p>Architecture Boston Expo (ABX) - "Listen, Anticipate, Innovate: Creating Value through Design" Presenter, November 2013</p> <p>Globalshop - "Restoration Hardware: Rebirth of an Historic Icon" Presenter, March 2013</p> <p>Retail Design Collective - "Next Gen Retail Design" Presenter, December 2011</p> <p>Green 4 Retail Conference - "Going Green: Tips for Getting Started from a Design Perspective" Presenter, June 2008</p> <p>Retail Design Institute - "Green Retail" Presenter, June 2008</p> <p>Retail Construction Expo - "LEED: How Close is Your Store to Being LEED Certified" Presenter, May 2007</p> |
| awards                    | <p>design+retail magazine 40 under 40 Award, 2015</p> <p>ARE Design Awards - Store of the Year, 2015<br/>Restoration Hardware Boston, MA</p> <p>Retail Design Institute, Store Design Awards - First Place Hard Line Specialty - Store Category &amp; Innovation in Store Planning Category, 2015<br/>Restoration Hardware (Boston, MA)</p> <p>Chain Store Age, Store of the Year Award &amp; First Place, Hardlines Category greater than 25,000 SF, 2011<br/>West Marine (Ft Lauderdale, FL)</p> <p>PAVE (Planning and Visual Education Partnership) Rising Star Award, 2008</p> <p>IIDA New England Interior Design Awards - Best Retail Design 2008<br/>L.L. Bean Outdoor Lifestyle Store (Mansfield, MA)</p> <p>IESNA Guth Award for Excellence in Interior Illumination 2007<br/>L.L. Bean Outdoor Lifestyle Store (Burlington, MA)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| professional affiliations | <p>American Institute of Architects</p> <p>Boston Society of Architects<br/>Equity, Diversity and Inclusion Task Force (2018)<br/>Membership Committee Chair (2013 - 2015)</p> <p>SHOP! Association<br/>Board of Directors (2018 - present)<br/>Industry Future Council (2017 - present)<br/>Creative Council (2015 - 2017)</p> <p>VMsD Magazine Editorial Advisory Board (2009 - 2019)</p> <p>Retail Design Institute</p> <p>PAVE</p> <p>US Green Building Council</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |