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**FOR IMMEDIATE RELEASE**

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**Christine McCall Appointed Department of Planning and Development Director,  
Assistant City Manager**

LOWELL, MA - City Manager Eileen Donoghue has announced that Christine McCall has been selected to serve as Director of the Department of Planning & Development and Assistant City Manager. McCall will be promoted from her current role as Director of Economic Development, a position she has held since February 2020. Her appointment is effective immediately.

A lifelong Lowell resident, McCall began her employment with the City of Lowell in 2015, climbing the ranks within the Division of Development Services, serving initially as an Assistant Planner before being promoted to Associate Planner and Senior Planner within a two-year span. While directing a four-person staff responsible for ensuring the compliance of all development projects with City ordinances as Senior Planner, she demonstrated an ability to manage and implement high profile projects. McCall is credited with drafting the City's marijuana zoning ordinance, a significant achievement during her tenure with the Division of Development Services.

McCall was named Director of Economic Development in February 2020, assuming the position shortly before the onset of the COVID-19 crisis. Responding to the economic challenges posed by the pandemic, McCall launched a host of major initiatives aimed at supporting Lowell's small businesses. Within the first twelve months of the crisis, she created and administered a Small Business Relief Grant program which has issued \$900,000 to impacted businesses, developed a marketing program which issues grants and technical assistance to aid businesses in deploying online strategies, oversaw the implementation of the outdoor seating program which enabled restaurants to add seating in public right-of-ways, and initiated creative programs to incentivize local spending.

"As we begin to look beyond the COVID-19 crisis and with many long-anticipated development projects approaching critical phases, Lowell is at an important juncture that will require strong leadership at the helm of the Department of Planning and Development," said **City Manager Eileen Donoghue**. "Christine McCall has been an asset to the City in every position that she has held. Given her extensive knowledge of land use

planning, her demonstrated ability to confront difficult challenges in a creative manner, and her strong relationships throughout the community, I am confident that she will be an effective leader of the Department of Planning and Development as we look to seize the incredible opportunity that lies ahead.”

Comprised of 7 divisions and 48 employees, the Department of Planning and Development is among the City’s largest departments. McCall’s appointment comes following the departure of former Director Assistant City Manager Diane Tradd, who announced her retirement in February after 5 years in the role.

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