



Town of Ashland

MASSACHUSETTS

Design Review Committee Meeting Minutes

Zoom Video Conference

Town Hall, 101 Main Street, Ashland Massachusetts 01721

January 7, 2021 – Approved at February 4, 2021 meeting

1 ***Call to Order***

2 Bill Savage, Chair, called the meeting to order at 7:00PM. Aaron Ladd, member, Bill
3 Novakowski, member, Ujwala Pawnarkar, member and Cathy Rooney, member were present.
4 Emma Snellings, Assistant Town Planner, recorded the meeting.

5

6 **10 Metcalf Ave Public Discussion**

7 Ms. Snellings prefaced the presentation of the 10 Metcalf project with an explanation of why the
8 project was in front of the Design Review Committee. The project is in both the Industrial and
9 Downtown District, and although the project uses the Industrial zoning regulations, its presence
10 in the Downtown district has triggered Design Review.

11

12 John Reardon, applicant representative, presented the project. Mr. Reardon stated that the
13 building will be for his landscaping company, and will be a 30 x 40 wood construction building
14 with galvanized siding and an asphalt roof. There will be two garage doors, a parking area in the
15 back, and space on the side of the building for equipment.

16

17 Mr. Savage described the location of the property, and stated that it is an industrial building in an
18 industrial zone. Mr. Ladd shared that the area is a mix of uses, including residential. Mr.
19 Novakowski asked the applicant why the building needs to be 34 feet tall. Mr. Reardon stated
20 that the height is for storage, including for the masonry division and possibly for construction.

21

22 Ms. Rooney agreed that there is a scale issue, and suggested that the building be softened in
23 appearance. Mr. Reardon pointed out the buildings in the area that are industrial in nature. Mr.
24 Ladd suggested that some residential design elements be added to help the building blend, such
25 as faux windows. Mr. Reardon said that plantings can be added around the garage doors. A brief
26 discussion of the abutting parcels followed.

27

28 Mark Dassoni, 49 Hawthorne Road, commented on the size of the building and asked about
29 traffic flow on the street and business parking. Mr. Reardon stated that the parking is shown on
30 the plan which was designed by Connorstone Engineering, and there are four employees at the
31 building. Mr. Dassoni asked if materials will be stored and delivered on site, and Mr. Reardon
32 stated that all materials are purchased off site daily.

33

34 Bruno Garcias, 15 Metcalf, is in the process of buying 11 Metcalf and offered support for the
35 project because it will look better than what is there now.

36

37 Mr. Ladd suggested adding some windows to the street side and side facing the neighbors. Mr.
38 Reardon expressed concern over building security, and Mr. Ladd suggested faux windows to
39 help the building fit into the neighborhood. Mr. Novakowski asked about the building color, and

40 Mr. Reardon stated that the building color will be an earth tone or muted red. A brief discussion
41 of the height of the building followed, and the building is in line with other building heights in
42 the area. Ms. Rooney suggested adding some landscaping, and Mr. Reardon stated that there is
43 room in front of the building on either side of the garage door. Mr. Ladd asked about signage,
44 and Mr. Reardon confirmed there are no plans for signage. Mr. Savage and Ms. Rooney
45 requested a landscaping plan and updated renderings showing windows.

46
47 Ms. Rooney motioned and Mr. Savage seconded, to continue the meeting to the next meeting on
48 Jan. 21, which passed with the following vote:

49 Mr. Savage: Aye

50 Mr. Ladd: Aye

51 Mr. Novakowski: Aye

52 Ms. Pawnarkar: Aye

53 Ms. Rooney: Aye

54

55 **Review of Minutes**

56 The Committee reviewed the minutes from November 5, 2020. Ms. Rooney motioned, and Mr.
57 Savage seconded, to approve the minutes, which passed with the following vote:

58 Mr. Savage: Aye

59 Mr. Ladd: Aye

60 Mr. Novakowski: Aye

61 Ms. Pawnarkar: Aye

62 Ms. Rooney: Aye

63

64 **Staff Updates and Administrative Matters**

65 Ms. Snellings asked if any members still had a Committee binder so that she can re-create it for
66 the new members. Ms. Rooney stated that the binder consists of the Guidelines, Bylaws, and the
67 Design Review checklist. Ms. Snellings will let the Committee know when the binders are ready
68 to be picked up.

69

70 Ms. Snellings shared that the bylaw discussions will be on the next agenda, and the 2021
71 schedule is on the website.

72

73 Ms. Rooney brought up last year's discussion of the sign bylaw, and the plan to discuss the bylaw
74 with the Planning Board. Ms. Snellings will redistribute the letter that was drafted last year for
75 the Committee members to review, and will add the sign bylaw discussion to the next agenda.

76

77 The meeting was adjourned at 7:50 PM.