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

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

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

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

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

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

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

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

Mr. Ladd suggested adding some windows to the street side and side facing the neighbors. Mr. Reardon expressed concern over building security, and Mr. Ladd suggested faux windows to help the building fit into the neighborhood. Mr. Novakowski asked about the building color, and
Mr. Reardon stated that the building color will be an earth tone or muted red. A brief discussion of the height of the building followed, and the building is in line with other building heights in the area. Ms. Rooney suggested adding some landscaping, and Mr. Reardon stated that there is room in front of the building on either side of the garage door. Mr. Ladd asked about signage, and Mr. Reardon confirmed there are no plans for signage. Mr. Savage and Ms. Rooney requested a landscaping plan and updated renderings showing windows.

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

Mr. Savage: Aye
Mr. Ladd: Aye
Mr. Novakowski: Aye
Ms. Pawnarkar: Aye
Ms. Rooney: Aye

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

Mr. Savage: Aye
Mr. Ladd: Aye
Mr. Novakowski: Aye
Ms. Pawnarkar: Aye
Ms. Rooney: Aye

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

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

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

The meeting was adjourned at 7:50 PM.