



Town of Ashland

MASSACHUSETTS

Design Review Committee Meeting Minutes

Zoom Video Conference

Town Hall, 101 Main Street, Ashland Massachusetts 01721

February 25, 2021

1 ***Call to Order***

2 The Committee meeting started with the Planning Board meeting at 7:15PM. Bill Savage, chair,
3 Ujwala Pawnarkar, member and Cathy Rooney, member were present. Emma Snellings,
4 Assistant Town Planner, recorded the meeting.

5

6 **Concurrent meeting with the Planning Board to discuss:**

7 **Proposed planting guideline addition to the Design Review Guidelines**

8 Catherine Rooney, Vice Chair of the Design Review Committee (DRC), presented a tree
9 planting diagram and recommended that it, or something similar, be adopted as the planting
10 standard guideline. There was a discussion concerning the challenges related to enforcing
11 planting conditions for submitted and executed landscape plans, and the recommended length of
12 the warranty. There was consensus to have the DRC develop a formal design review guideline
13 for plantings for the Planning Board to vote on and adopt.

14

15 **Sign Bylaw interpretation and enforcement**

16 Bill Savage, Chair of the DRC, referred to a letter that was distributed to the board entitled the
17 Signage Bylaw and Noticeable In-town Offenses. Mr. Savage explained that the problem was
18 the lack of meaningful signage enforcement, and the letter recommended the Building
19 Commissioner begin discussions with local business concerning compliance. Mr. Matchak
20 explained that Doug Scott, the new Building Commissioner, was hired three weeks ago. The
21 board members suggested providing Mr. Scott with a list of businesses to focus on and confirm
22 their compliance, as well as drafting and distributing a one-page flyer with signage guidelines.

23

24 **Update on Committee work on possible zoning amendments**

25 Mr. Savage explained that the bylaw amendments under review by the DRC, include the Site
26 Plan square footage trigger, the parking lot review to integrate sustainability and stormwater
27 management system improvements, the downtown building façade requirements, and the DRC
28 and Site Plan review document and presentation requirements.

29

30 Mr. Buchanan asked, and Mr. Savage responded that going forward the DRC would schedule
31 joint meetings with the board and/or provide periodic updates as needed. Mr. Savage also
32 commented on the benefits of having a staff member join the DRC meetings, as Ms. Snellings'
33 involvement has helped to improve the DRC's meeting structure and procedures.

34

35 Ms. Rooney made a motion to adjourn. The motion was seconded by Mr. Savage; Rooney-aye,
36 Savage-aye; with a vote of 2-0-0.

37 The meeting was adjourned at 8:20 PM.