



Town of Ashland, MA

10-50 Main Street Working Group Meeting 3/28/2022

Meeting opened at 7:03pm.

Initial thoughts from the working group:

Michael Herbert stated that the project was originally 270 units of residential housing. 15,000 square feet of commercial space with a stepped back design.

Rob Scherer added that the process started under the 40R process and will now be a special permit through the planning board. This process has been informal and not part of the public process until it goes to planning board.

Rich Gordon and team began presenting latest design of “Ashland Mills”:

Design can only be built in Ashland. They have tailored the design to fit in with the surrounding buildings, open space and amenities. Preservation of the historical structure is important to the team.

Scott Richardson began powerpoint presentation. 10-30 Main will be renovated. The Chimney will remain intact, 40 Main Street will be removed and the granite repurposed on site. 50 Main Street would be demoed. They will not be increasing the impervious pavement. New plans will be 290,000 square feet, 30,000 sq. ft. of commercial, 200 units of residential, 25% affordable housing.

George Campbell spoke about environmental concerns. The site is closed under MA regulations with use restrictions for commercial only, no residential. In February a plan was submitted to the State with additional response regulations to allow for residential. They have received positive feedback from the State and will proceed with vapor mitigation plans, soil samples will be collected and tested and eventually a new AUL will be filed for residential to be built above the parking garage.

Craig Seymour spoke about the economics of the project. The property is currently assessed at \$1 million and generates \$27,000 annually in taxes. After the potential project is complete it will have an assessed value of \$65 million and will create over \$1 million in taxes plus motor vehicle and possible local meals taxes. They estimate approximately \$329,000 in services needed. They project about 20 children could potentially live in the units creating another \$200,000 in costs

which yields a \$500,000 positive net fiscal income impact on Ashland. This project will create jobs and increase spending which will add to the overall economy.

Working group comments:

Rob Scherer:

Q: What work will you do to fulfill the historic preservation standards?

A: This is renovation, not restoration. This is not a historic preservation project but will keep granite from 40 Main to use in the project and will maintain the 10-30 building's façade with original granite.

Q: Did you consider keeping the façade of 40 Main Street?

A: There is no street presence at that location, it is a wide open building with the use on the lower level. The new space will accommodate commercial use.

Q: Will we see the fiscal impact report?

A: Yes, the report will be completed in the next week or so.

Q: Do you have a traffic impact report?

A: Yes, this has been done and signals and exist have been designed to help the traffic impacts. A full time shuttle bus will also run from the property to the train station daily.

Q: There are no 3 bedroom units? I would like to see a few 3 bedroom units.

A: It comes down to what is financeable. The team will look to see if there is flexibility to add in 3 bedroom units.

Tricia Kendall:

She stated that she liked that they will use the stone from 40 Main for something better.

Asked group to create something that can't be anywhere else but Ashland, as though it was made specifically for Ashland.

Building height and roof line is important to her and that will come through the planning board process.

Likes the added commercial space. Believes this design process has helped connectivity and the project is on a good track and it will be helpful when the applicant is in front of the planning board.

Deepa Venkat:

Parking has changed and the square footage has too. Please explain.

A: The commercial (Approx. 5,000 sq ft) at 10-20 was deleted to add parking spaces. Commercial space was also taken to add in amenity space for the building. Dumpster and trash areas were added and drainage was added which took parking spaces from 420 to 390.

Yolanda Greaves:

The project is moving in the right direction, glad to see use of the town's fiscal tool.

Q: The back of the building looks very generic, can we do more to make that look more like Ashland?

A: Still a work in progress and will work to better that look.

Still concerned about height.

Michael Herbert:

Q: Is the community room open for both residents and community?

A: Yes that will be open for both. They may add historical kiosks outside the building as well.

Michael added to that comment that there are old photographs of old train tracks that used to go directly to that building. Would be nice to see some of that history replicated.

Q: For future ownership would you be open to preservation restrictions for 10-30 Main Street?

A: Possibly, that can be discussed.

Q: ARPA Funds have been set aside to help transition businesses. What do you plan to do to support the businesses in the mills?

A: The owner has been open and forthcoming to the tenants, he has money in his budget to help relocate businesses' and has offered to bring back any tenants at a discounted rate should they want to come back. There will be ample time to figure out the plan.

Public Comment:

Mark Dassoni asked about frontage, height and use of form based code. The applicant stated that the frontage was over 1,000 ft., the building was at max height 38ft. and that form based code would be used.

Steve Mitchell asked about environmental issues, the co-mingling of Nyanza and historical uses. The applicant replied that MA DEP is aware of the historical impact by Nyanza and similar compounds of PCE were detected. 12 years ago the site was closed for residential use but the response action they plan to take would be acceptable for residential. A plan was submitted to DEP in February. Comments from DEP have been addressed and most of the work will have to

happen during construction. AUL will restrict ground floor residential and indoor air sampling will occur.

Julie Nardone said the project looks like a giant blob of 200 apartments and has no uniqueness. She wishes a smaller group of people could have gotten together to decide what the community wants. Said that it was insensitive to our history to say 40 Main Street does not have good looking parts.

Helene Nickole thanked the group. She said she was sad about building 3 and noted that it sounded more about the economical piece than historical.

Catherine Rooney asked about the groundwater plume and what direction it was moving in which the applicant replied that the plume was directly under the building and they are aware of that. She went on to say that she didn't like the look of the back of the building and would like to see it look more unique. Said she will want to see what invasive species will be removed and what they will add for plantings.

Elisabete Victorino, owner of B & Beauty, a tenant of 30 Main Street, asked about what would happen to the businesses to which Rich Gordon assured her they would work with her to bring her back if she chose.

Janet Platt said she was excited to see a plan that accommodates the businesses.

Pam McQuillan asked for the definition of renovation versus preservation. Rich Gordon said that renovation is the construction process. Preservation would be to lock it down so that in the future it can't be changed. Scott Richardson stated that the 10-30 Main would have the window openings rebuilt to let in light, and that a renovation accommodates different uses. A preservation restriction would diminish the value.

Next Steps:

The applicant will submit a demo permit and it will go through the historical commission for a 9 month delay. The applicant will submit full plans to the planning board for a special permit. Lastly, the applicant will submit an application to the conservation commission for storm water and proximity to the river.

Michael Herbert thanked the working group for their time and input on the project. The meeting concluded at 8:41pm.

Respectfully submitted,

Beth Reynolds

Director of Economic Development & Community Outreach



Ashland Mills

Project Update to 10-50 Main Street Working Group March 28, 2022

- **Owner/Developer** – Ashland Properties
- **Site Engineer** – Connorstone Engineering
- **Architect** – Gorman Richardson Lewis Architects
- **Economic Consultant** – Craig Seymour
- **Traffic Consultant** – Lloyd Bristol
- **Legal Consultant** – Joe Antonellis
- **Project Goals** – a responsive and vibrant mixed-use development at a currently underutilized prime location in downtown Ashland incorporating current zoning guidelines and responding to historical context

Ashland Mills - Project Overview

- The site of the original Angier Mills (1869-1872) is a 7-acre site that was originally developed for a textile mill
- Over the years it was expanded to include multiple buildings along Main Street – predominantly 2 to 3 story granite buildings with mansard roofs
- Some buildings were eventually demolished and replaced with 2 story brick structures at the 40-50 Main location in the 1960's
- The buildings currently comprise approx. 140,000 SF and house multiple businesses including retail, offices, warehousing and back of the house construction related services
- The existing site is a prime location to be redeveloped in response to the towns' updated zoning as a mixed-use development and further add to the vibrant downtown that is currently underway in Ashland

Ashland Mills - Project Overview

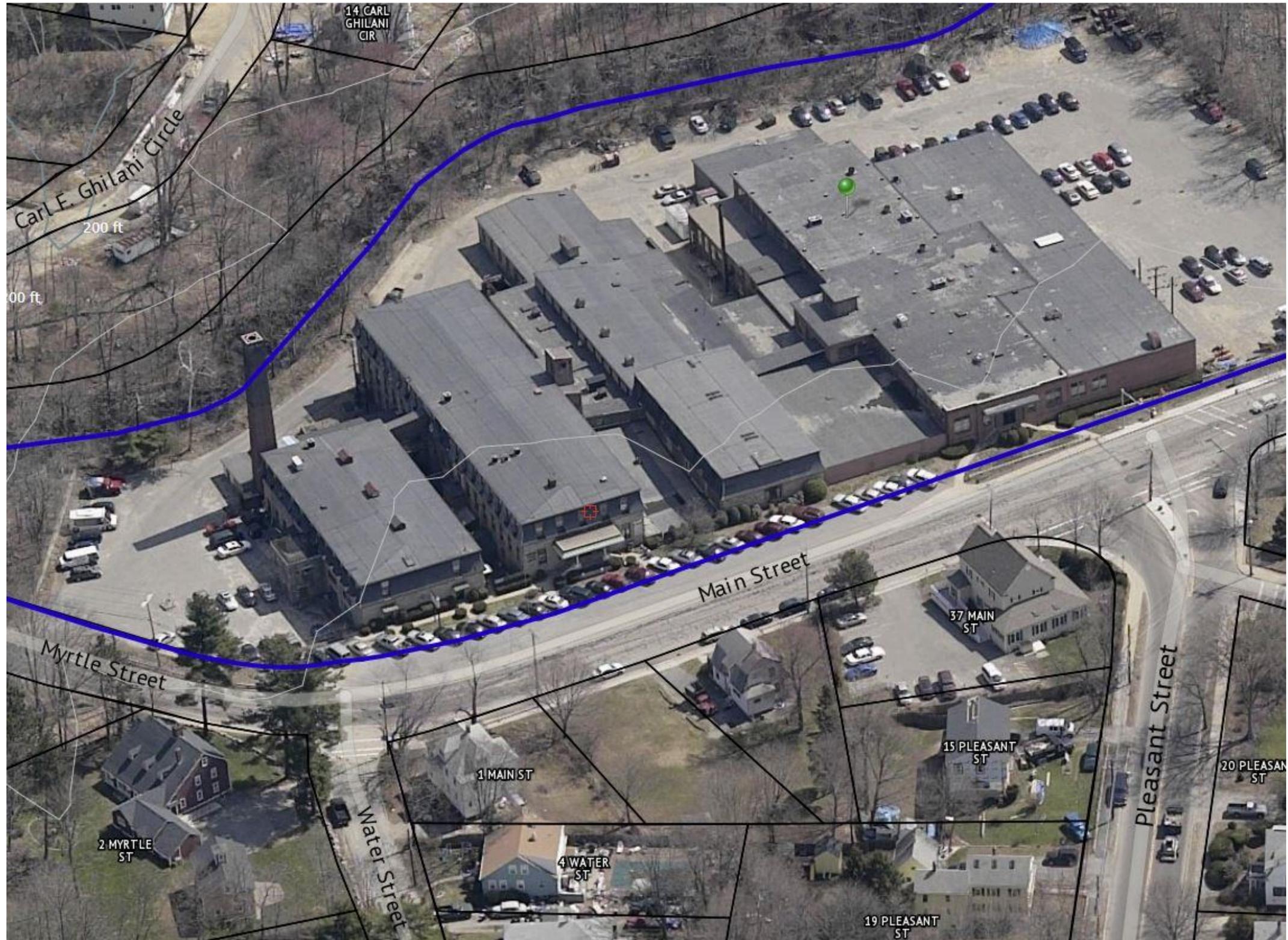
- Our design approach has been to analyze the site from a historic viewpoint as well as a forward-thinking planning exercise
- The rhythm of the original building massing has been maintained and enhanced with street facing retail and office establishments and apartments on the upper floors
- The former location of the pump house on the corner of Myrtle and Main will become an iconic representation of the mill history and provide an image brand opportunity for the entry onto Main Street.
- The 2 northern and most iconic buildings 10-20 (to be numbered 10) and 30 (to be numbered 20) will be renovated in place and will maintain the current historic characteristics that they have.
- The project will provide approximately 30,000 SF of retail and offices and 200 units of transit-oriented housing with 25% (50) affordable

Ashland Mills – Working Group Input

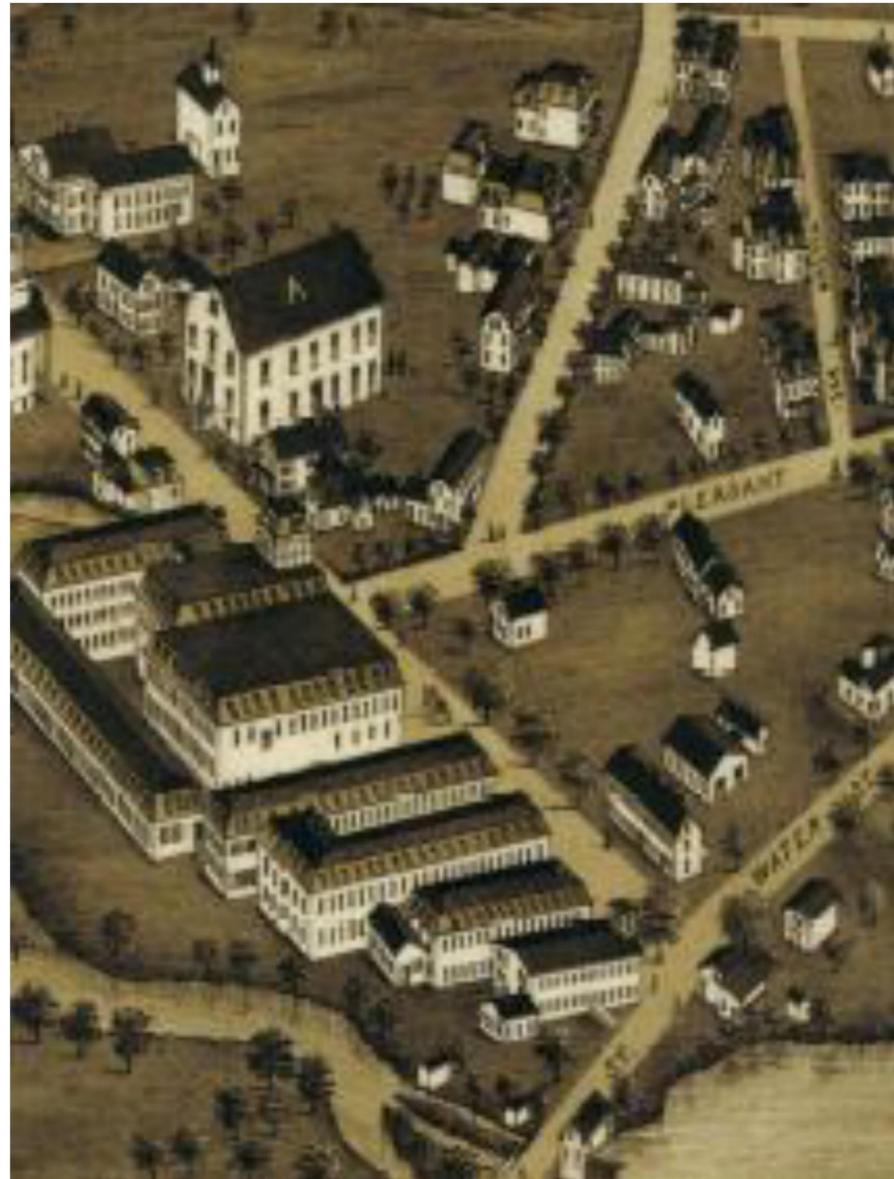
Based on your input we have made the following updates:

- 10-20 and 30 Main will be renovated in place and currently blocked up windows will be opened, and windows installed as originally built
- The lower level of 10-20 will now provide commercial space further adding to the commercial space
- Non-descript additions and bridges will be removed, thus making these 2 original buildings' massing, roof and eaves lines more visible
- The designs of the 3 new buildings have been modified to be different from one another to emulate development over a period of time
- The south building will incorporate a granite tower announcing the project as one approaches from the south
- The former pump house location at the north end will become an iconic granite structure announcing the complex
- The proposed colors of the siding and materials have been updated based on your input with the addition of granite banding at bases

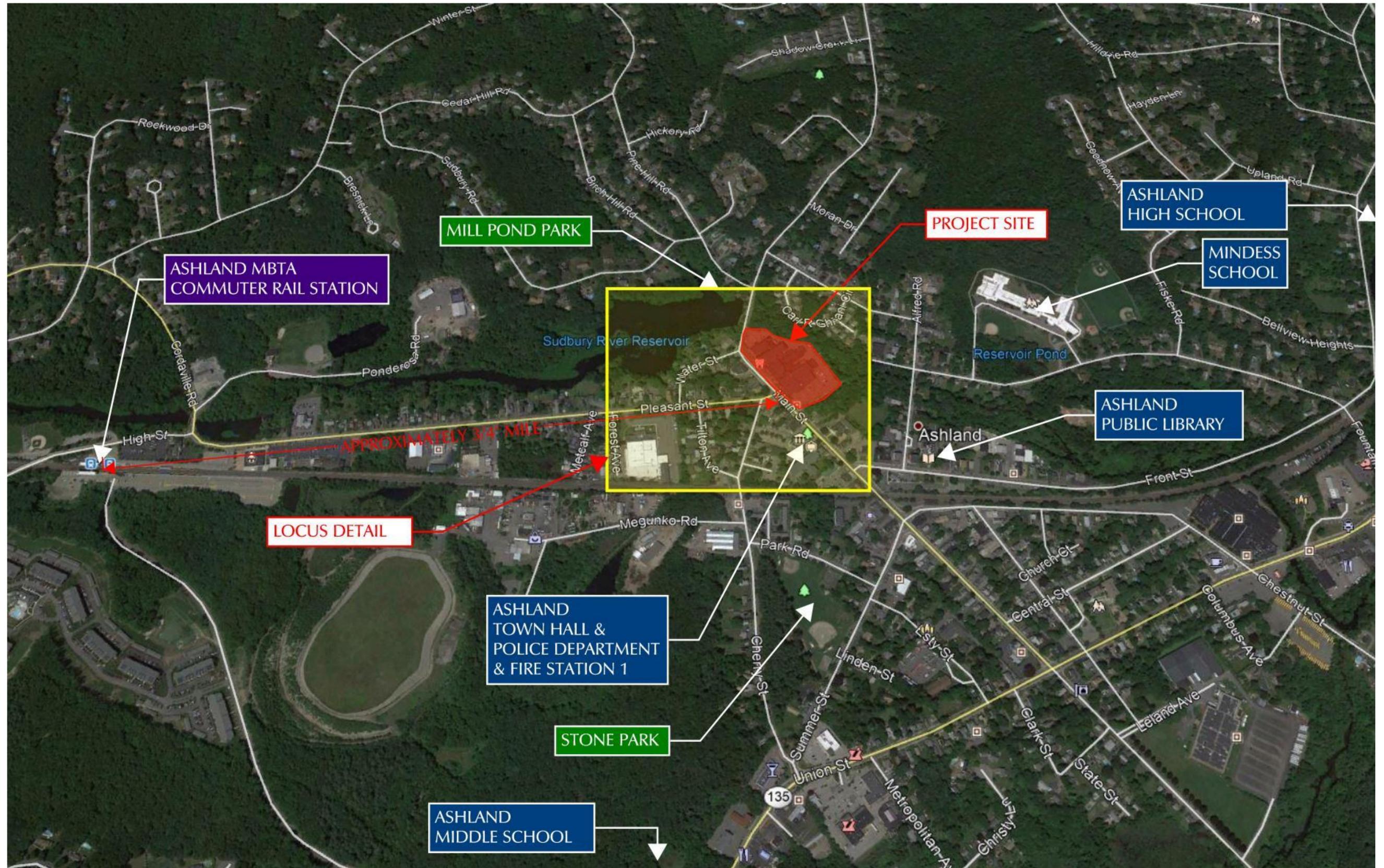
Ashland Mills – Aerial Photograph



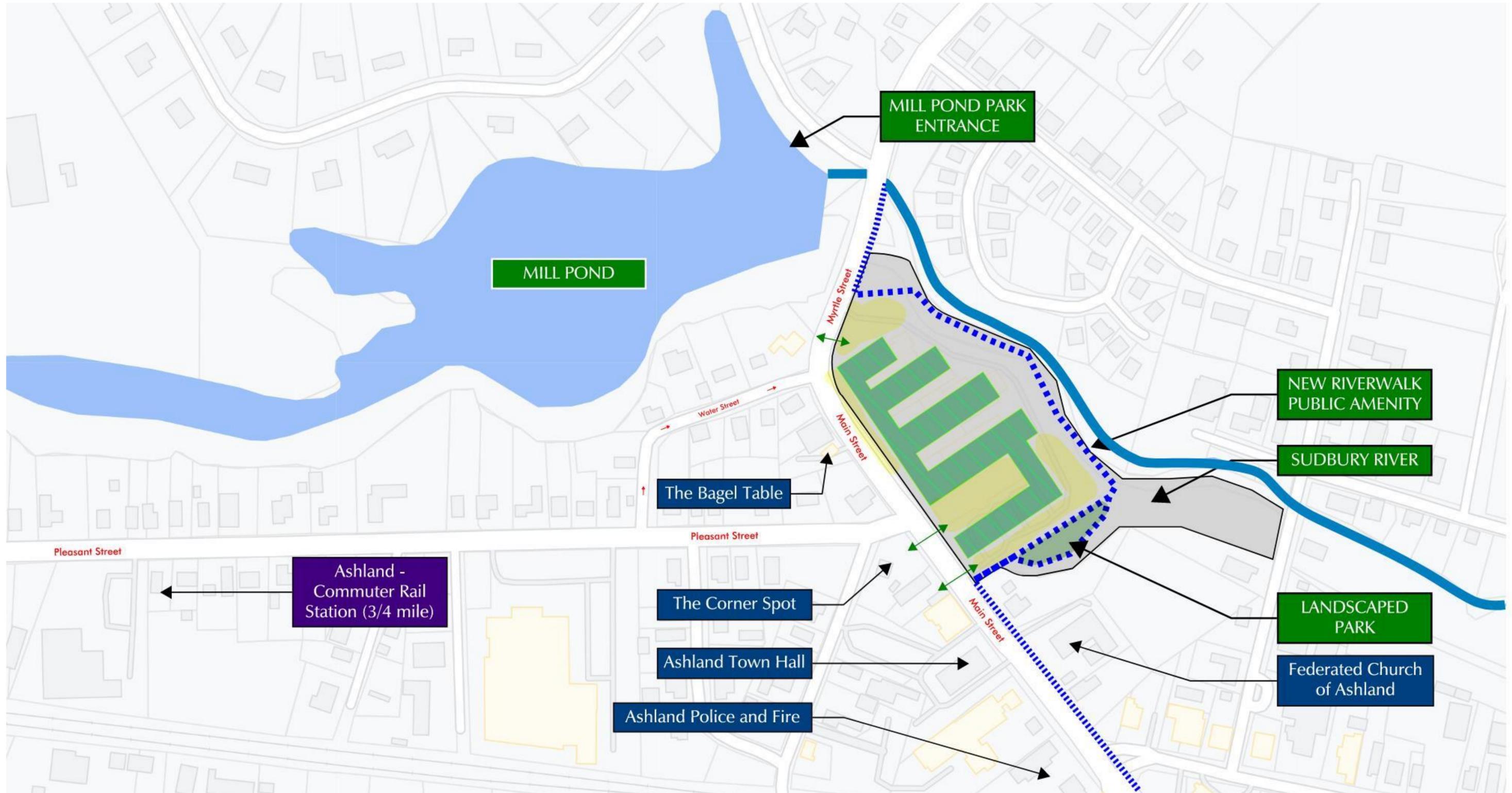
Ashland Mills – Historic and Current Mill Images



Ashland Mills – Context Map



Ashland Mills – Key Downtown Elements



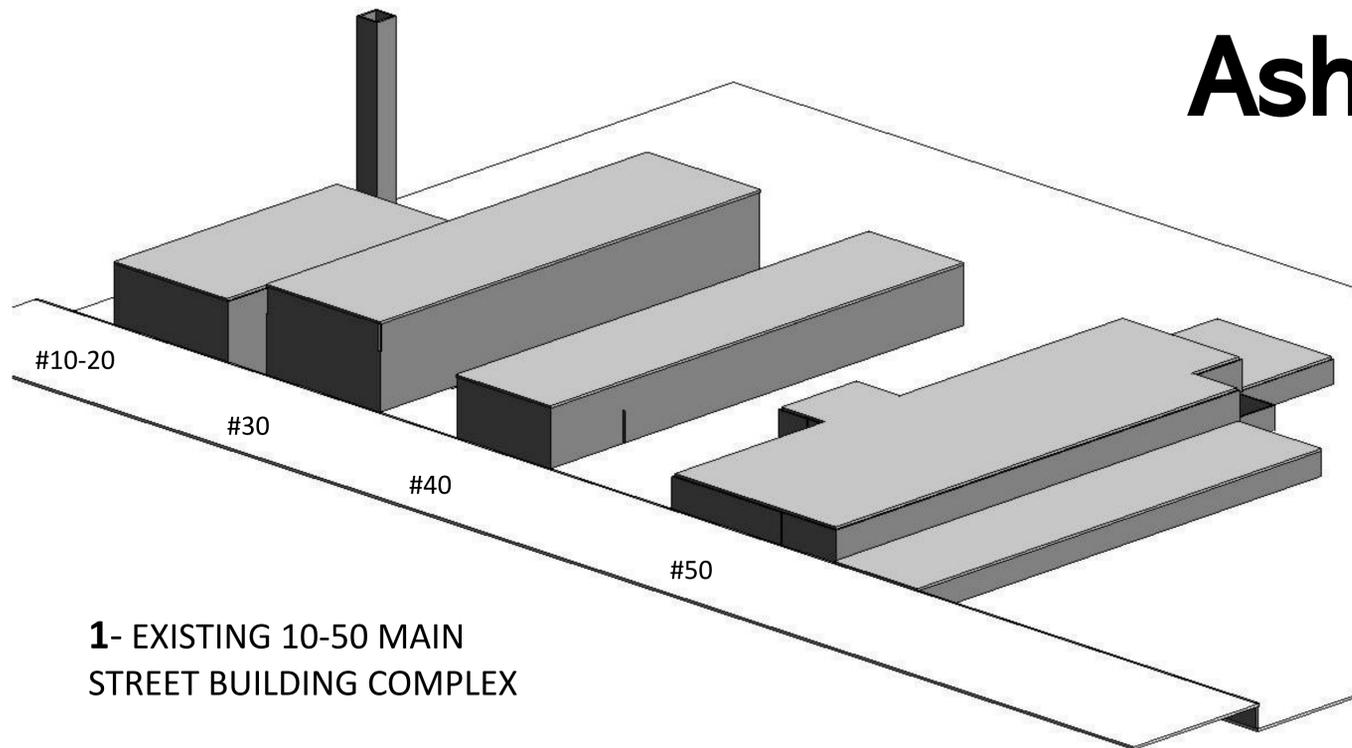
Ashland Mills – Downtown Context

LEGEND

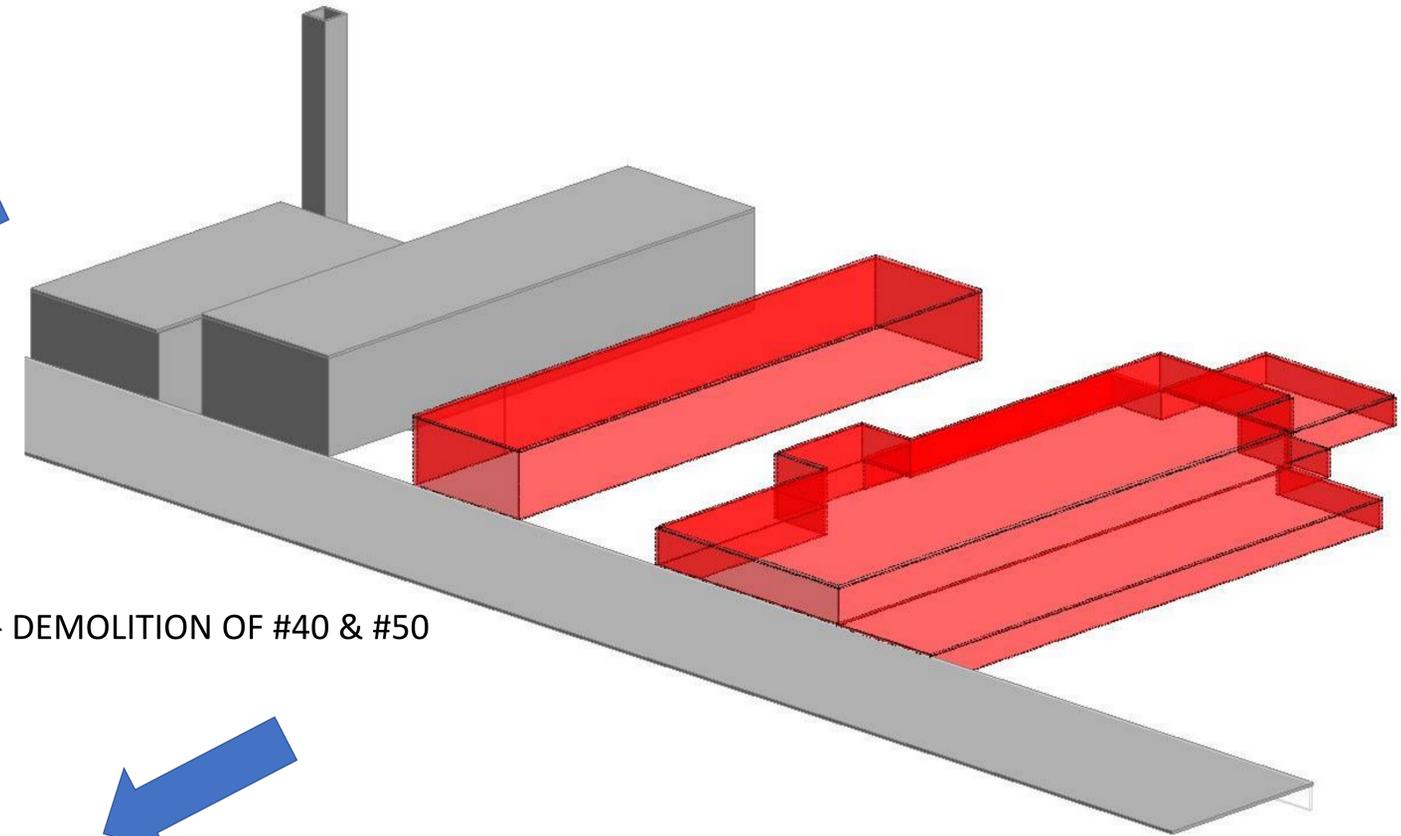
-  LANDSCAPE FEATURES
-  REFERENCE PROPERTIES
-  COMMERCIAL USE



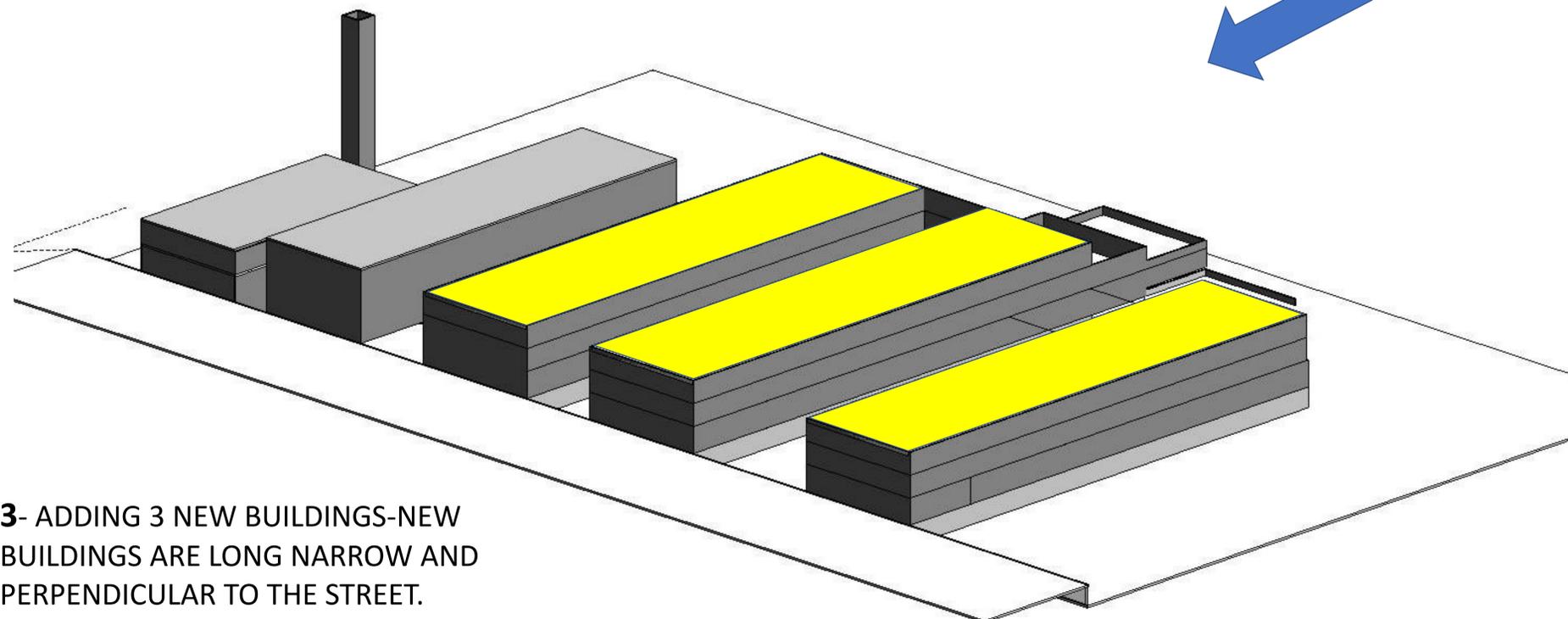
Ashland Mills – Site Massing Study



1- EXISTING 10-50 MAIN STREET BUILDING COMPLEX



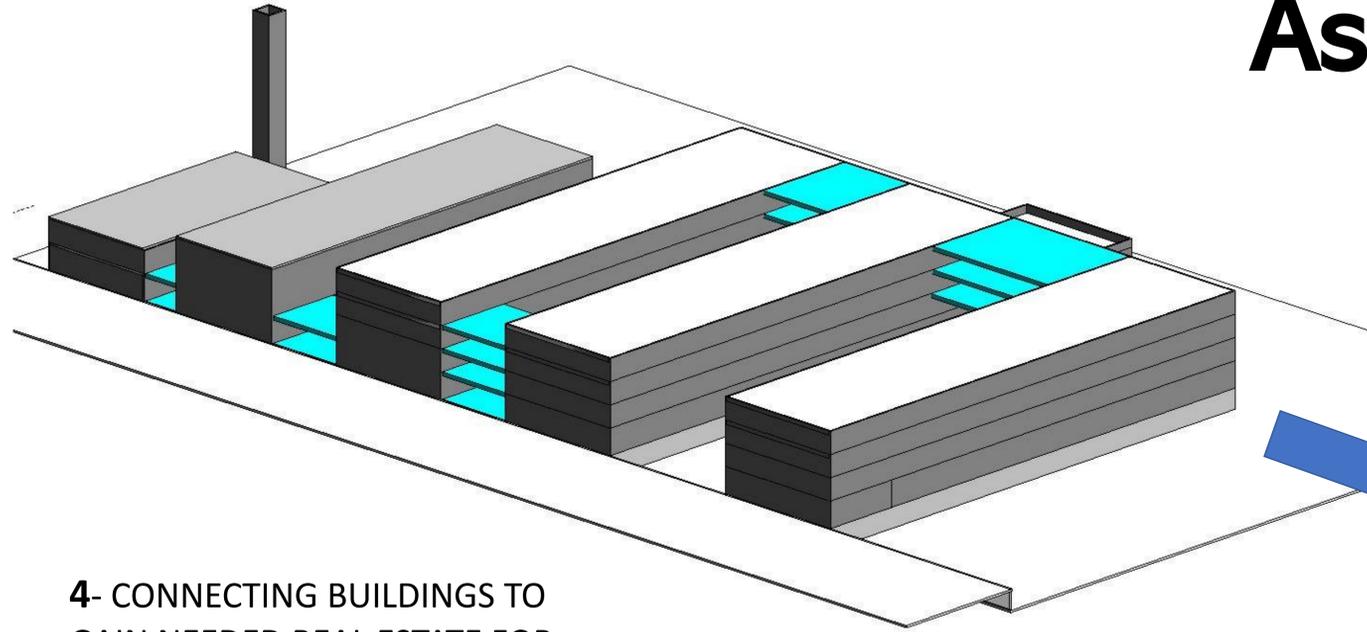
2- DEMOLITION OF #40 & #50



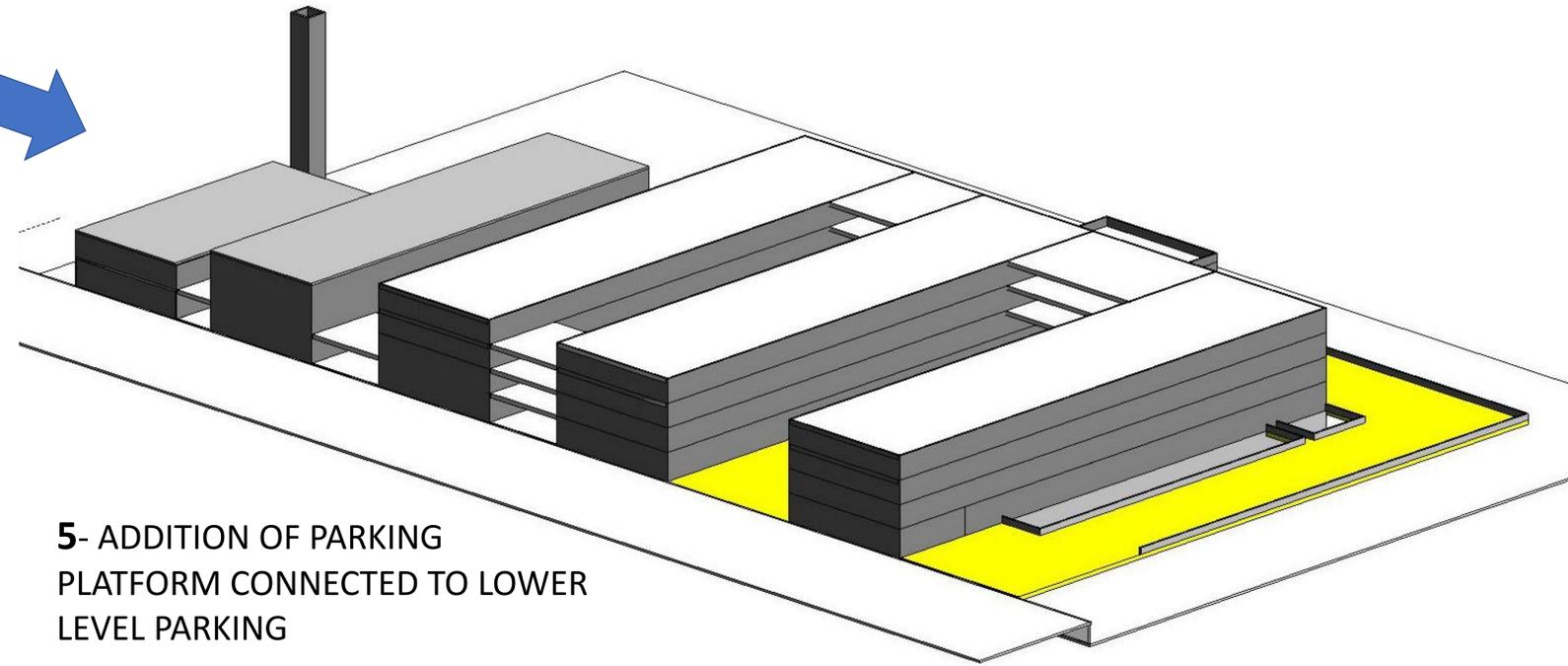
3- ADDING 3 NEW BUILDINGS-NEW BUILDINGS ARE LONG NARROW AND PERPENDICULAR TO THE STREET. INSPIRED BY THE OLD MILLS



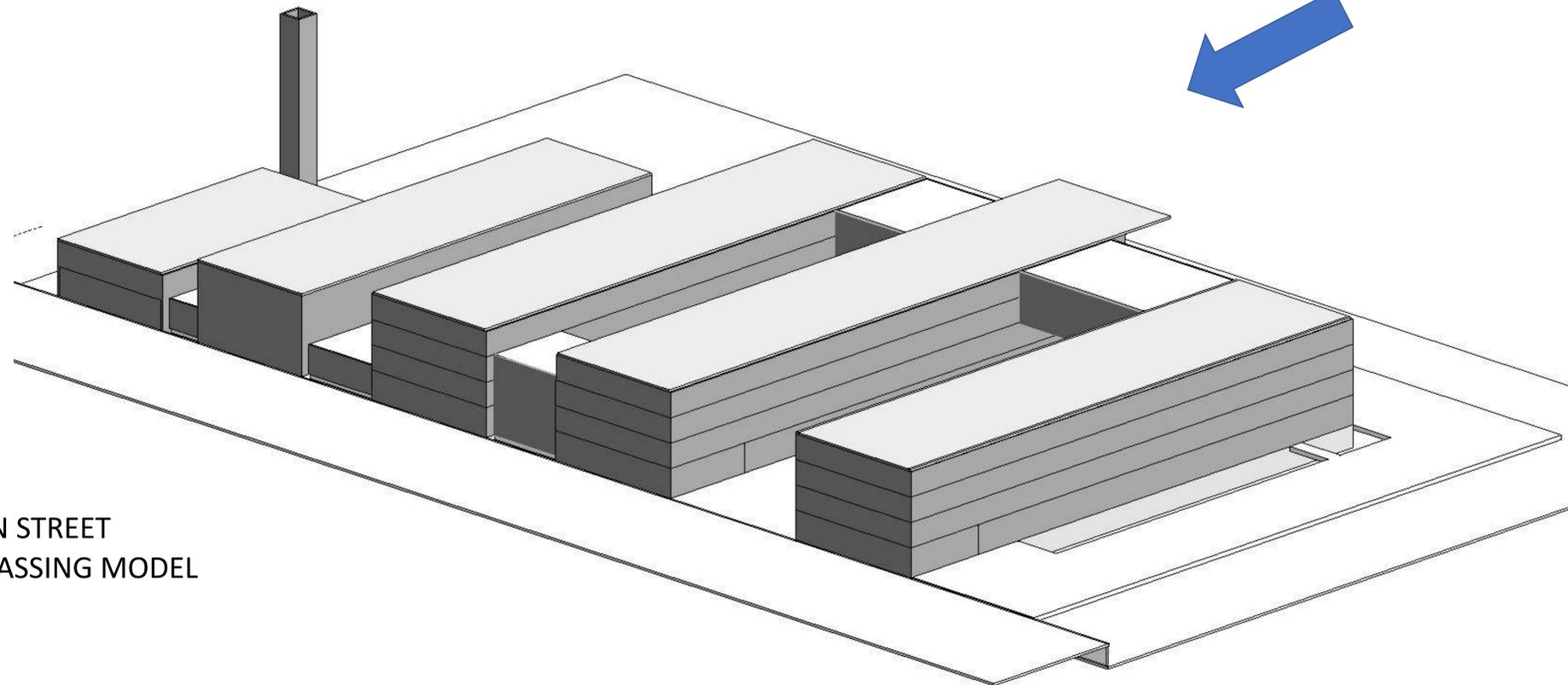
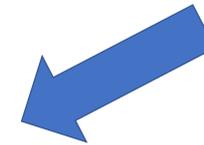
Ashland Mills – Site Massing Study



4- CONNECTING BUILDINGS TO GAIN NEEDED REAL ESTATE FOR BUILDING PROGRAMS

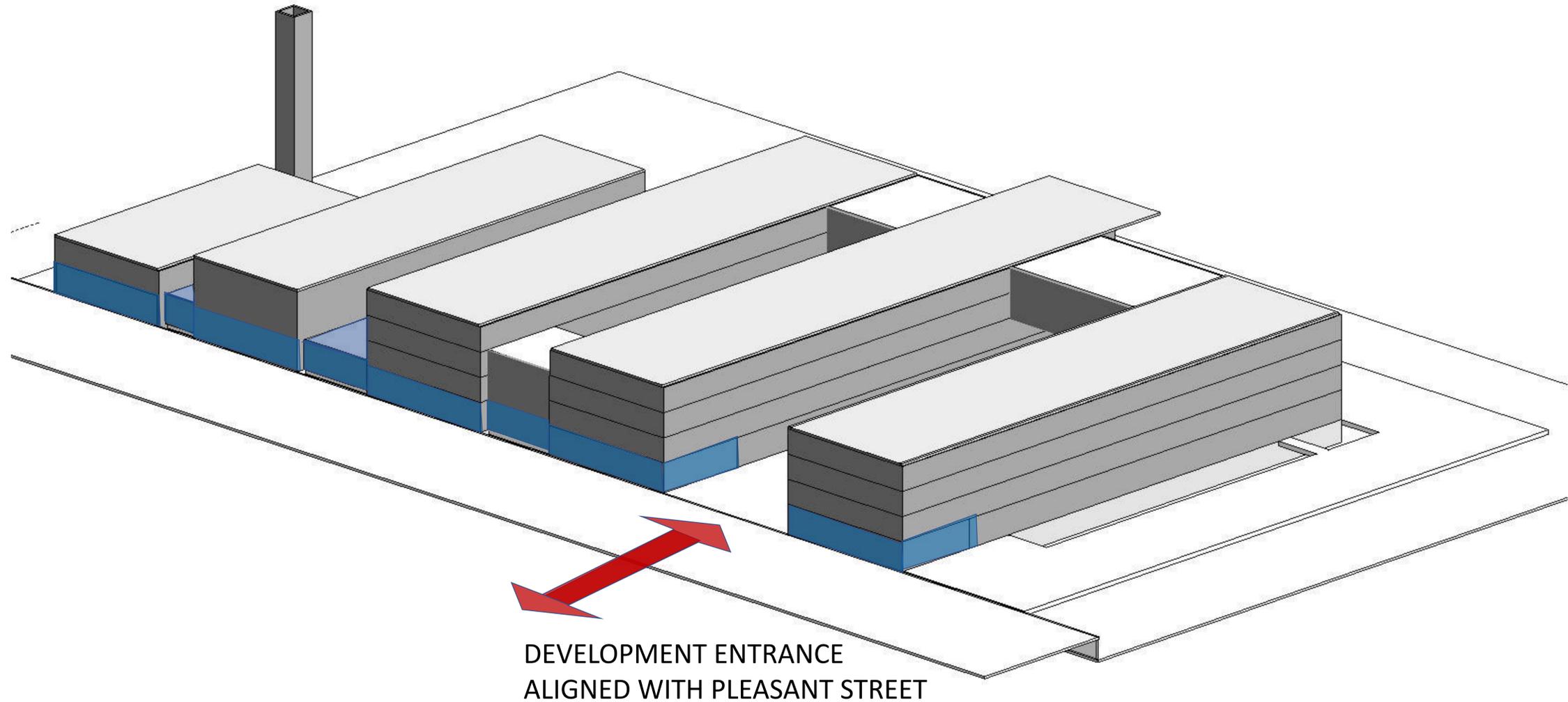


5- ADDITION OF PARKING PLATFORM CONNECTED TO LOWER LEVEL PARKING



6- NEW 10-50 MAIN STREET DEVELOPMENT - MASSING MODEL

Ashland Mills – Site Massing Study



-  COMMERCIAL USE 15%
-  RESIDENTIAL USE 85%

Ashland Mills – Precedent Images



3- THE CORNER SPOT

- VIEW FROM THE SOUTH WEST SIDE OF THE SITE. SPACE CAN BE USED BY RESIDENTS OF THE NEW DEVELOPMENT AND COMPLEMENTED WITH OTHER SIMILAR OPEN SPACES AND LANDSCAPED AREAS ON SITE



2- ASHLAND HISTORICAL SOCIETY

- PITCHED ROOFS
- MATERIALS: RED CLAPBOARD SIDING +WHITE TRIMS
- SCALE: RELATIVELY SMALL BUILDING



1- MILL POND

- VIEW AT THE NORTH WEST SIDE OF 10-50 MAIN SITE
- INCORPORATING THE RIVER WALK IN THE SITE DESIGN TO ESTABLISH A CONNECTION WITH THE POND



8- STONE'S PUBLIC HOUSE

- PITCHED ROOFS-DORMERS- COLUMNS
- MATERIALS: RED CLAPBOARD SIDING- WHITE TRIMS
- SCALE: SMALL SIZE BUILDING



5- FEDERATED CHURCH OF ASHLAND

- GREEK REVIVAL: PITCHED ROOFS- STEEPLE
- MATERIALS: WHITE SIDING+WHITE TRIMS
- SCALE: MEDIUM SIZE COMPLEX



4- THE ASHLAND TOWN HOUSE

- GREEK REVIVAL- ITALIANATE:PITCHED ROOFS- COLUMNS- TRIMS
- MATERIALS: LIGHT BLUE CLAPBOARD SIDING- WHITE TRIMS
- SCALE: MEDIUM SIZE BUILDING

Ashland Mills – Precedent Images



7- ASHLAND HOUSE- 119 MAIN ST- RESIDENTIAL
 - PITCHED ROOFS
 - MATERIALS: RED BRICK VENEERS
 - SCALE: MEDIUM TO LARGE SIZE COMPLEX



6- 21 MAIN STREET- MIXED USE
 - PITCHED ROOFS+ DORMERS
 - MATERIALS: RED BRICK VENEERS- CLAPBOARD SIDING+ WHITE TRIMS
 - SCALE: MEDIUM SIZE BUILDING- 3 FLOORS



10-50 MAIN STREET- MIXED USE
 - PITCHED ROOFS AND DORMERS
 - MATERIALS: CLAPBOARD SIDING AND BRICK +STONE VENEERS+ WHITE TRIMS
 - COMMERCIAL FRONTS AND RECREATIONAL AREAS
 - SCALE: LARGE SIZE DEVELOPMENT- 4 FLOORS

PITCHED ROOFS AND DORMERS

CLAPBOARD SIDING+STONE AND BRICK VENEERS

COMMERCIAL FRONTS

OUTDOOR SEATING AND RECREATION

Ashland Mills – Elevation Planning Studies

Some branding element icon alternatives and elevation study alternatives based on committee input



Ashland Mills – Site and Context Planning Input

Zoning Considerations:

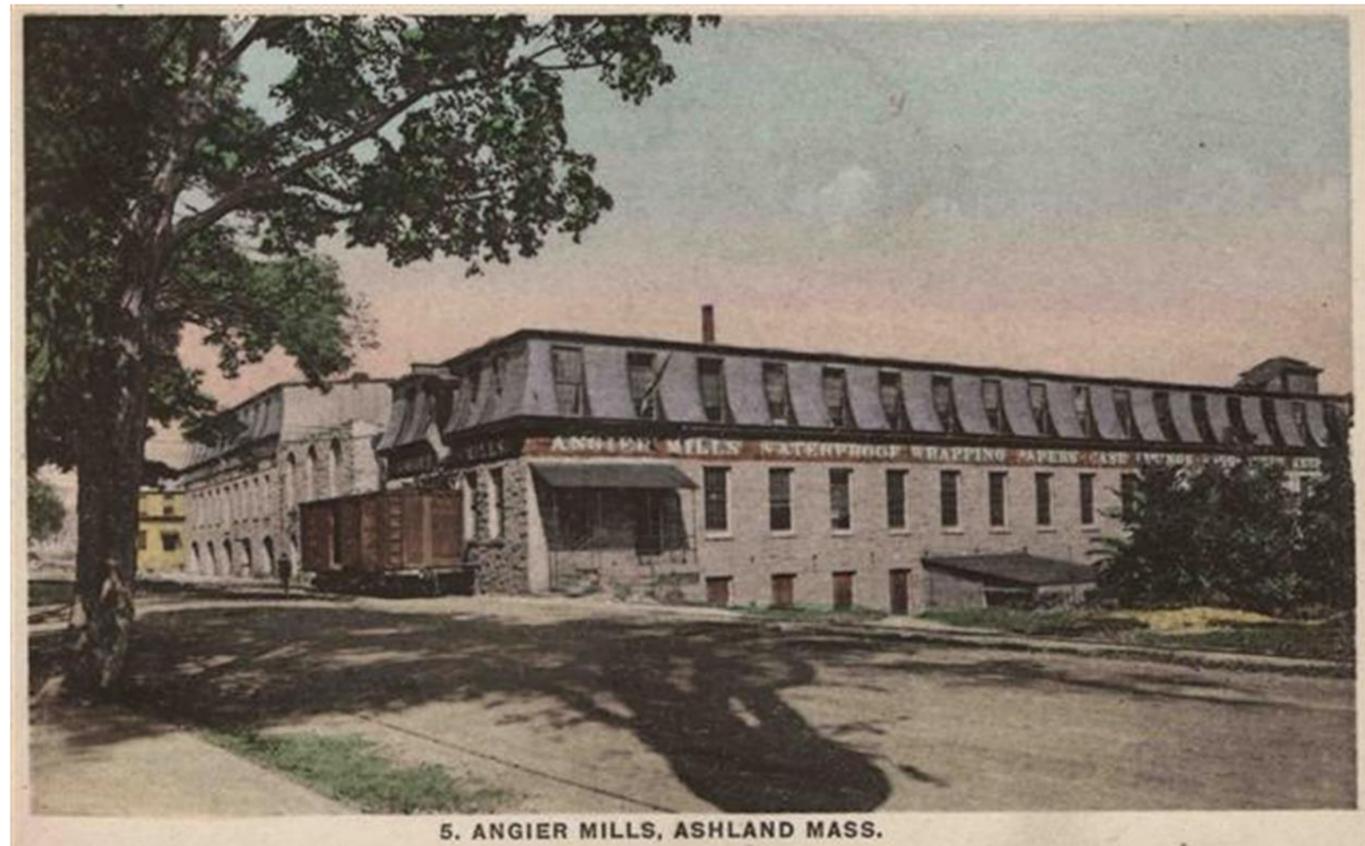


10 MAIN STREET 20 MAIN STREET



- The existing site is 7 acres or 304,920 SF
- ADD – A District Zoning allows an FAR of 2.0 which equates to a maximum development of approx. 610,000 SF
- ADD – A is the downtown zone designated to promote the highest level of mixed use and density
- We are proposing a mixed-use development of approx. 290,000 SF or an FAR of 0.95 and providing 200 housing units and approx. 30,000 SF of commercial space

Ashland Mills – Site and Context Planning Input



5. ANGIER MILLS, ASHLAND MASS.

Major Planning Considerations:

- Create a gateway entry to Main Street – provide iconic imagery
- Maintain historic Chimney with enhanced identity graphics
- Maintain the 2 northern most historic buildings and renovate in place
- Link to Mill Pond Trails and create walking trail along Sudbury River
- Link to Ashland Historical Society and create historic markers on site
- Create pedestrian friendly street fronts and link to Corner Spot
- Provide dining, sitting and landscaped areas along Main Street
- Respond to form based zoning and existing architecture on Main Street

Ashland Mills – Proposed Project Images









Ashland Mills – Proposed Project Images



Ashland Mills – Proposed Project Images





PARKING NUMBERS:

SURFACE PARKING: 114 SPACES
COVERED PARKING: 209 SPACES
PARKING PODIUM: 38 SPACES

STREET LEVEL PARKING: 16 SPACES

TOTAL: 380 SPACES

HANDICAPPED PARKING SPACES: 21 SPACES









Ashland Mills – Use and SF Summary

Unit Count

- Studio 15
- 1 Bedroom 157
- 2 Bedroom 28
- **TOTAL 200 Units**
- **TOTAL SF 194,000 SF**

Commercial Space

- **29,300 SF**

Parking Spaces

- **380 Parking Spaces**
- **Covered parking = 66,200 SF**

Total Gross SF = 289,500 SF