

DRAFT Route 9W Design Guidelines September 5, 2018 Matthew Kierstead  
Updated 2/11/2019 Cindy Lanzetta (in response to Ulster County Planning comments)  
Final edits 2/13/2019 Ellen Stewart

**TOWN OF MARLBOROUGH, NY**  
**NEW YORK STATE ROUTE 9W CORRIDOR**  
**BUILDING AND SITE DESIGN GUIDELINES FOR NEW COMMERCIAL**  
**CONSTRUCTION AND REHABILITATION OF EXISITNG BUILDINGS**

## **INTRODUCTION**

The visual quality of the built environment and its relationship to the natural landscape are key indicators of quality of life. During the course of developing the Town of Marlborough's Comprehensive Plan Update (2017), the Town and its citizens expressed concern about the aesthetic quality of the built environment, particularly new commercial development. The Town Board encourages commercial development along the Route 9W corridor that reflects the visual, environmental, and architectural character and history of the Town. The following Route 9W commercial site and building design guidelines have been developed to supplement Town zoning regulations.

### **Purpose & Scope**

These guidelines are meant to help residents, developers, and design professionals wishing to construct new buildings and rehabilitate existing ones on parcels abutting Route 9W in the Town of Marlborough. The guidelines are not intended to limit design creativity or architectural diversity. To the contrary, they mean to encourage it within appropriate limits through a higher standard of design for the built environment which is focused on valuing the natural environment, local history, and a future built on those assets.

Contained herein are guidelines for the scope and locations of compatible architectural forms, features, materials, etc. as well as site design suggestions including access, siting and landscaping. Visual examples from the Town, other Hudson Valley communities and elsewhere are included to illustrate the variety of contextual and creative design possibilities for the Town of Marlborough.

### **Legislative Authority**

Creation of local design guidelines is legal in New York State according to recent laws and statutes supporting aesthetic regulations. Design guidelines 7 § 10 (1) (ii) (a) (11) of the New York State Municipal Home Rule Law states that a municipality may adopt local laws for the "protection and enhancement of its physical and visual environment", and thus it grants a town the authority to regulate the appearance of private property. The New York State Environmental Quality Review Act (SEQRA) also emphasizes the aesthetics of the built environment by stating that maintenance of a quality environment that is at all times healthy and pleasing to the senses is a matter of statewide concern. §274-a of the New York State Town Law authorizes town boards to protect and enhance the physical and visual environment by requiring certain elements in site plans such as screening, landscaping, signs, and other architectural features.

**Adherence to Marlborough's suggested Design Guidelines will help facilitate Route 9W commercial project applications as they move through the Town's approval process.**

### **Guiding Principles**

New building construction and building rehabilitation in the Route 9 Corridor Overlay Zone should:

- Respect Marlborough's natural environment and rural character
- Embody Marlborough's architectural heritage and aesthetic character
- Strengthen the identity and importance of the Town's historic landscapes and buildings including the commercial Marlboro Hamlet
- Preserve and protect open space, including agricultural land and open land viewsheds
- Encourage mixed transportation uses including pedestrians and bicycles as well as motor vehicles

## **MARLBOROUGH'S HISTORY AND ARCHITECTURAL CHARACTER**

The Town of Marlborough encourages new construction and rehabilitation designs for buildings and sites in the Route 9W Commercial Corridor that respect our existing character-defining architectural and landscape heritage.

Marlborough's visual heritage reflects the history of a small mid-Hudson River Valley town where geography, agriculture, water-powered industry and river, rail and highway commerce all influenced development patterns, resulting in characteristic surviving architecture and landscapes.

The north-south Route 9W corridor lies near the east edge of the town, along a terrace above the Hudson River. This highway was once an important historic Post Road connecting eastern Ulster County towns with Albany. West of the corridor lies a landscape of rolling hills hosting orchards and vineyards reflecting Marlborough's rich agricultural history. Route 9W still serves Marlborough's historic commercial hamlets, passing directly through the historic Marlboro commercial district at the south end of Town, and passing just west of Milton's historic Main Street at the north end of town.

The nineteenth-century Marlboro and Milton hamlet commercial nodes developed around eastward-flowing Lattintown and Hallock creeks, which offered waterpower for early mills as well as riverfront landings which provided access to markets for agricultural products via Hudson River ship and rail transportation.

**Marlborough encourages construction design that harmonizes with the distinctive surviving buildings and landscapes that reflect this rich heritage.**

Marlborough evolved from the 1677 Paltz Patent from the Delaware Native American tribes. In 1772, New Marlborough Precinct, named for the Duke of Marlborough, and including Plattekill, was formed. Marlborough as bounded today became a separate town in 1800. Marlborough's first European settler was Dennis Relyea, a Dutchman who arrived in 1694. Despite this early Dutch connection, Marlborough does not have any examples of the distinctive mortared sandstone block houses that characterize Dutch settlement elsewhere in Ulster County.

*Unlike New Paltz or Hyde Park, there is no significant precedent for historic stone-walled buildings in Marlborough, and stone should be used very sparingly, if at all, in new commercial façade construction. However, our fieldstone walls are important historic agricultural landscape features that are encouraged in new construction site landscaping.*

Throughout history agriculture has been Marlborough's economic mainstay, and the town's agricultural buildings and landscapes are now our most iconic and visible cultural emblems. Marlborough's fruit industry began in the 1830s when Edward Young developed the "Antwerp" raspberry. Our rocky hills proved the best in the Hudson Valley for growing apples, small berries, and especially grapes for winemaking. By the 1870s Marlborough shipped more fruit than any other Hudson Valley town and served markets including Boston and Philadelphia. Fruit supported industries including processing, packing and ice plants.

The coming of the railroad in 1883 opened up more distant markets for Marlborough's fruit. At the start of the twentieth century the industry continued to expand with new organization and technology. In 1912, growers established the Hudson Valley Fruit Exchange in Marlboro, which became the biggest fruit growers' organization in eastern New York. By the 1930s Marlborough farms hired over a thousand seasonal farm workers and shipped \$1 million in fruit annually. Advances in electrically-powered refrigeration equipment after 1900 changed agricultural storage and transportation. Marlborough's J.M. Hepworth Farms introduced modern refrigeration here in 1924. In 1959, Ulster County had 94 cold storage warehouses, 35 of them in Marlborough, reportedly more than any other U.S. town, with a capacity of 2 million bushels.

*Although agriculture is Marlborough's signature historic—and future—economic mainstay, Marlborough's historic agricultural building stock does not include typical iconic dairy barns or grain silos. Instead, our farming history is reflected by surviving farmhouses, historic fruit storage warehouses and outbuildings that line our roads including the Route 9W Corridor. The irregular massing, materials and details of those building types could serve as more appropriate inspiration for creative new commercial construction design reflecting our agricultural heritage.*

With the coming of the automobile in the early twentieth century, tourism became an important part of Marlborough's economy and motels and restaurants like the surviving historic Carleton Motel and Ship Lantern Inn sprang up along Route 9W. The automobile fostered early agritourism including roadside stands, pick-your-own orchards and wineries. Hudson Valley winemaking enjoyed a revival in the late 1970s and is now a major regional agritourism attraction. Marlborough now boasts several wineries on the Shawangunk Wine Trail. Marlborough's fruit and wine businesses now thrive with the rise of the farm-to-table movement. "Meet Me in Marlborough," a group of town farmers and businesses, has created a farm trail to promote local agriculture and tourism to regional, national and international markets. Today, Marlborough also hosts a growing arts scene, and the Falcon music club, located in a historic mill building on Route 9W in the Marlboro Hamlet, has become a regional cultural attraction.

*Because agritourism is now so important to Marlborough's economy, the Town encourages new Route 9W corridor commercial construction design that enhances our agricultural image and history, where appropriate. Tourism in general, including heritage tourism, is an important and growing part of our regional and national economy, and the Town also strongly encourages preservation and creative adaptive reuse for existing historic commercial, industrial, institutional and residential buildings whenever possible.*

In recent decades Marlborough has transitioned from a rural farming community centered on the two commercial hamlets of Marlboro and Milton, to a more residential community reliant on an increasingly busy commercial Route 9W. Recent cyclical economic boom opportunities and bedroom commuter housing demands have led to suburban-style residential subdivision of our rural roadsides, compromising the picturesque orchard and vineyard views Marlborough prides itself on and touts as a tourist attraction. On Route 9W, unplanned commercial development and unimaginative construction without design guidelines has resulted in many inappropriate, unattractive utilitarian buildings. The choice of many prefabricated flat-roofed metal-clad sheds for a wide variety of commercial uses has resulted in an overly industrial appearance out of character with Marlborough's traditional historic commercial and rural agricultural buildings.

*New development site design should respect the historic landscape and preserve existing views and relationships. New construction should reflect historic architecture but should not simply mimic historic buildings so as to avoid a "Disneyland" effect. The Town also encourages creative contemporary design using appropriate massing, colors, and materials in inventive, thoughtful ways that reflect agricultural and historic themes but that avoid a generic utilitarian appearance.*

## ROUTE 9W CORRIDOR BUILT ENVIRONMENTS

One single set of design guidelines is not universally applicable to the entire length of Marlborough's Route 9W corridor. Nineteenth- and twentieth-century development along the highway resulted in distinctly different built environments based on topography, land use, and proximity to the Marlboro and Milton hamlets. These environments call for different approaches to site planning and building design. Outside the Marlboro and Milton hamlets the highway approaches are relatively flat and densely lined with modern commercial "strip" and industrial buildings, interspersed with small residences. Between those approaches a long stretch of Route 9W at the center of the town is more rural and noticeably less developed. The Marlboro Hamlet is a small but distinct collection of closely-spaced historic commercial and residential buildings with styles, setbacks and other characteristic features unique to that area. Design recommendations for the strip and rural development sections are different from those for historic buildings in the Marlboro Hamlet. The different design areas above correspond closely with the Marlborough Zoning District Map included with these guidelines. Builders and developers are encouraged to examine these guidelines to determine what is appropriate for their project's built environment.

[INSERT COLOR ZONING MAP WITH DESIGN ZONE ANNOTATIONS HERE]

### **Hamlet Approaches**

The areas outside the Marlboro and Milton hamlets were long an undeveloped Post Road, with wooded hills and a mix of agricultural land uses and residences. After Route 9W was established, the road was widened and also relocated in places, altering the relationship of the road to historic properties like the Col. Louis Dubois "Maple Grove" homestead north of the Marlboro Hamlet. Recent unregulated construction and infill has resulted in an unharmonious strip of incongruous buildings with arbitrary and utilitarian design features. In Milton where Route 9W has bypassed the historic Main Street, the flat stretch of Route 9W north of Milton Turnpike is the most densely-developed commercial section of the highway in Marlborough and includes many automobile sales and repair businesses, as well as the town's greatest concentration of large modern manufacturing and service buildings. This area in particular could benefit from more thoughtful building design and site planning.

### **Rural Section**

The long stretch of Route 9W between the two hamlets traverses much hillier land and is noticeably less developed. Here the highway, four lanes wide in sections, rolls and twists through a hilly landscape containing a mix of commercial and residential buildings interspersed with rocky, wooded undeveloped land. Surviving historic buildings include the Conn Freezer Warehouses complex, a large, older early twentieth century example of the historically-significant cold storage warehouse building type. Surviving historic early automobile-age businesses include the Ship Lantern Inn and the Carleton Motel. At the 19<sup>th</sup> century Hallock House at Willow Tree Road, visitors included rights activists Susan B. Anthony, Fredrick Douglass and Harriet Beecher Stowe. The presence of open land and historic dwellings in this stretch of Route 9W requires particularly sensitive design to maintain its less developed character.

### **Marlboro Commercial Hamlet**

The Marlboro Hamlet is characterized by a small cluster of historic commercial buildings lining the highway, surrounded by historic residential buildings. The Marlboro Hamlet's history of early settlement, water-powered industrialization and river landing commerce fostered the growth of small commercial "Main Street" building types, with architectural styles and building/street relationships very different from the built environment on the other less densely-developed sections of the Route 9W corridor discussed above. The short stretch of Route 9W between Christ Episcopal Church and the Middle School retains its small-town feel in its surviving historic buildings, thus this area requires a different building design approach than the rest of the Route 9W corridor discussed above. The heart of the Marlboro Hamlet between Pizza Town and the Falcon club, with its sidewalks sheltered by porches and awnings supported by posts and brackets, is a remarkably intact, rare surviving authentic Hudson River Valley commercial streetscape. Owners and developers who wish to build there are strongly encouraged to retain those character-defining features.

Graphics that demonstrate similar typologies with preferred outcomes are available on the Ulster County website in the Design Manual at:

[https://ulstercountyny.gov/sites/default/files/documents/planning/Community%20Design%20Manual\\_31mb.pdf](https://ulstercountyny.gov/sites/default/files/documents/planning/Community%20Design%20Manual_31mb.pdf)

## **SITE DESIGN GUIDELINES**

Buildings do not exist in a vacuum; they ideally coexist well with their immediate surroundings. Much of the impact of new construction can be first and best mitigated by sensitive building location in order to enhance, or at least buffer, buildings. The Town of Marlborough encourages project developers to follow these site design recommendations to complement buildings, screen parking, minimize impacts to surrounding properties, and create a safe, attractive and unified image for the Route 9W commercial corridor.

### **Site Preparation**

Site designs should include natural landscape buffers to soften the visual impacts to adjacent properties and streets and between on-site buildings and parking areas. Clear-cutting existing vegetation, especially mature trees, should be avoided or minimized. Wherever practical, commercial site design should incorporate existing topography (grade and slope, natural rock outcroppings), vegetation (mature trees), drainage characteristics (ponds and streams), and historic resources (buildings and stone walls) to maintain a rural feel.

(Insert graphics to illustrate desired outcome)

### **Setbacks and Siting**

Setbacks for new infill buildings in more densely-developed Route 9W areas immediately outside the hamlets should be consistent with existing adjacent buildings to maintain existing street edge relationships. Setbacks in the less densely-developed section of Route 9W should be deeper or at least varied to maintain a more rural appearance. New commercial buildings and especially automobile-oriented businesses like gas stations, and banks or drugstores with drive-thru windows/ATMs should have automobile-related activities such as filling pumps, drive-thru awnings, etc. located at the rear of the building to screen them from the roadway as much as possible. If those uses must be located at the side of buildings, they should be screened with landscaping. Accessory buildings should be similar in appearance, smaller than the main building, and located behind it where practical. Within the historic Marlboro Hamlet commercial area, new construction should rise from the edge of the sidewalk in locations where adjacent buildings do now or once did; otherwise setbacks should be consistent with adjacent historic buildings.

### **Open Space**

Site plans that include public open space such as small courtyards or deciduous tree-shaded seating areas that soften visual impact, promote social interaction, and face interesting natural features such as views or stream corridors are encouraged.

### **Parking Lots**

The visual impact of parking areas should be minimized. Ideally parking lots should be located behind or next to, and not in front of, buildings. Parking should be screened with landscaped perimeter buffers that are at least 10 feet wide and lots should include interior planting islands. It is recommended that there be no more than 10 spaces in a row without a landscaped curbed island. Large parking lots should be divided into smaller ones and linked to buildings by pedestrian walkways. Parking lots should incorporate traffic calming features like speed bumps, paving material changes, bump-outs, etc. for vehicular and pedestrian safety.

(Insert graphic example of Parking areas)

### **Drainage**

Total square footage of impervious areas, i.e. paved parking lots should be minimized. Low-impact design techniques, as well as green infrastructure such as bioretention, rain gardens, cisterns and permeable pavers, should be incorporated as much as practicable.

### **Sidewalks/Pedestrian Walkways**

Site circulation should include pedestrian sidewalks at site perimeters including Route 9W frontage, around and connecting parking areas and buildings, and connecting to adjacent commercial properties. Specifications and suggestions to make projects pedestrian friendly may be found in the Town's Master Plan as well as the State's webpage on Complete Streets: <https://www.dot.ny.gov/programs/completestreets>

### **Entrances/Exits**

Route 9W commercial site entrances and exits should not disturb or endanger traffic movement and should be clearly visible to pedestrian and vehicular traffic. The number of Route 9W curb cuts and redundant entrance/exit driveways should be reduced as much as possible through means including shared/cross-access driveway agreements between adjacent commercial properties. Driveways, sidewalks and garbage disposal areas shared between adjoining commercial sites are strongly encouraged. More information on this may be found in the Town's Rt. 9W Corridor Management Plan:

[https://www.townofmarlboroughny.org/DocumentCenter/View/2139/AppendixF\\_AccessManagementPlan](https://www.townofmarlboroughny.org/DocumentCenter/View/2139/AppendixF_AccessManagementPlan)

### **Service Areas**

Service, utility, storage, and garbage disposal areas should be placed for minimum visual and noise impacts to adjacent properties, main entrances, walkways and outdoor seating. Where possible, they should be designed to appear as extensions of principal/existing buildings. These features should be adequately screened from direct public view with landscaping and/or screen walls or fences.

### **Landscaping and Plant Materials**

Landscaping to buffer visual and noise impact of buildings and parking areas from the street and adjacent properties should be an essential component in overall commercial site design. Whenever practical, existing healthy mature trees should be preserved. Landscaped perimeter buffers should be at least 10 feet wide. Clustered and irregularly-spaced plantings of varying size are encouraged to create a more naturalistic look and frame views of buildings from the street. Building entrances should be enhanced by landscaping including raised freestanding planters and signage. Landscaping along street frontages should use native plant and tree species that blend in with the adjacent properties in terms of colors, textures, etc.. Plantings for visually unattractive industrial, bulk storage, vehicle service, etc. businesses should be planned so they completely screen buildings and loading docks, large overhead doors, etc. when plants mature.

Within sites, a variety of planting materials is encouraged to create variety and interest during all seasons of the year. Plant selections should include Plant Hardiness Zone 5, urban-tolerant species that are easy to maintain. Deciduous trees are preferred as they provide shade in summer and pass sunlight in winter. Flowering fruit trees (apple, cherry, etc.), which reflect Marlborough's fruit-growing agricultural history are particularly encouraged to help create a "signature" landscape element along the Route 9W corridor.

### **Walls and Fences**

Walls and fences should also be used as buffers to soften visual impact between commercial buildings and street frontages. The historic low-height, dry-laid, split local gray sandstone walls outlining Marlborough's farms and roads are an important character-defining element of the town's agricultural landscape. Preservation of existing walls and construction of new, similar stone walls built with locally-sourced split sandstone and laid consistently to resemble existing rough fieldstone walls is encouraged for commercial sites in the Route 9W corridor to reinforce this "signature" Marlborough streetscape element. Wood split-rail fencing is another option. Walls and fences should be no more than three feet high and must not block driver views of oncoming traffic. Where privacy or formal appearance is a concern, wood or high-quality recycled plastic picket fencing may be used. For businesses associated with motor vehicle servicing, outdoor storage of bulk materials, etc., the screening of those activities from the highway is strongly encouraged.

### **Site Furnishings**

Site furnishings such as benches, trash cans, bike racks, etc. should be provided at building entrances and outdoor gathering spaces. The design, style and materials of these furnishings should be simple, compatible with the surrounding architecture, and reflect Marlborough's rustic character.

### **Lighting and Signage**

Pedestrian-scale lighting and signage should be used wherever appropriate. Signs should comply with the sign law in the Town Code. Lighting should be adequate for pedestrian safety but not create glare impacting adjacent properties. Light poles and fixtures should be of simple, timeless design; overly ornate, Victorian "gaslight-era" cast metal lighting infrastructure is inconsistent with Marlborough's history and is discouraged.

LED and "Dark Sky" lighting is encouraged.

[graphic on lighting suggestions]

## **BUILDING DESIGN OUTSIDE THE MARLBORO HAMLET**

One of the greatest development challenges facing any community is determining how to create and foster an attractive, welcoming commercial architectural environment on its major roadways that reflects local traditional aesthetic identity and architectural heritage, ideally with a contemporary feel.

This goal is particularly challenging in a rural agricultural community like Marlborough, where that historic visual identity is associated more with landscapes than buildings, and is not immediately identifiable or strongly expressed by existing highway architecture, at least along most of Route 9W. The small cluster of surviving historic buildings in the Marlboro Hamlet are the only appropriate models for new construction in that immediate area on Route 9W. Along the rest of the highway, most existing commercial architecture has accumulated piecemeal over time without design guidelines and much of it is

of typical automobile-oriented commercial strip or industrial appearance with random utilitarian buildings that do not express any particular community character or identity.

### **Franchise Architecture**

National, regional and local commercial chains now typically incorporate locally contextual design elements into their site designs and building architecture in response to community design guidelines. **Corporate franchises seeking to build automobile gas stations, fast food restaurants, banks, grocery and convenience stores, etc. on Route 9W in Marlborough are encouraged to follow Marlborough's commercial design guidelines.**

### **Rehabilitating Existing Buildings**

Existing historic buildings should be rehabilitated in a way that incorporates and enhances existing or missing historic character and features. Historic buildings should remain true to their original character and should not be stylistically updated or covered with false facades. **See the Marlboro Hamlet design section below for additional historical preservation guidelines.** On the other hand, in the case of existing unattractive, non-historic or deteriorated buildings, some may not be worth saving and demolition and replacement with new, appropriate buildings may actually be preferable.

### **Looking to the Past and to the Future**

Marlborough's economic history and future are linked to agriculture, and the Town welcomes thoughtfully-designed new commercial architecture in the Route 9W corridor that expresses our agricultural heritage while projecting a progressive attitude. These new buildings should not simply duplicate existing local industrial building forms. Marlborough discourages prefabricated metal framed and sheathed "shed" buildings, especially for retail or professional service uses. Where large, shed-like buildings are necessary for industrial or storage uses, the developer's challenge is to make those buildings look more interesting and at home in Marlborough. However, new commercial architecture should not attempt to represent agricultural motifs too literally, at the risk of Route 9W becoming an architectural "theme park" of imitation barns. Rather, the Town of Marlborough welcomes contemporary new commercial building designs that make creative use of basic formal elements including massing, colors and materials as well as specific details that speak to local and regional agricultural building types. This new construction design approach requires careful interpretation and execution, ideally involving an experienced architect. It is not the Town's intent to dictate taste or specific designs. The building designs in the photographs that accompany these guidelines are not meant to be copied, rather they are simply provided as examples of the range of creativity possible in Marlborough.

New commercial building designs should follow these recommended design guidelines:

### **Building Size: Bulk, Mass and Scale**

A building's fundamental formal element is size. New buildings should ideally be proportionate in bulk, mass, and scale compared to surrounding buildings. The Town of Marlborough does not currently host, nor does it anticipate or encourage any true "Big Box" development proposals, however there is precedent and potential for larger commercial buildings like attached multiple-tenant commercial plaza-type developments. Ultimately, buildings of any size can benefit from efforts to reduce their apparent bulk.

The height of commercial properties should be limited to the height of adjacent residential uses. (*What about guidelines for new comm construction height in relation to the height of adjacent commercial properties?*) New commercial buildings should not have false or empty spaces above the ground floor to create artificial height. Where codes allow, second floors should be inhabited by apartments, offices, or other appropriate uses to encourage activity and density. Building designs should avoid a box-like appearance and long uninterrupted walls. Designs should create a clear distinction between a building's roof, body, and base to reduce the visual appearance of the building's mass. Large building masses can be broken into smaller irregular elements for variety by providing variation in rooflines and forms like dormers or cupolas, using ground level arcades, wall offsets, projections, cornices, parapet designs, fenestration patterns, etc. (see "Facades" section below).

One common solution to reduce apparent building mass is to make the base appear heavier than the rest of the building by wrapping the base of the building in a band of masonry, a technique that has become pervasive in commercial architecture today. This approach is not particularly appropriate in Marlborough as there are no precedents for historic or landmark buildings made from local bedrock sandstone and few appropriate examples built with brick, like there are in communities with different development histories and architecture like Hyde Park or Rhinebeck. Developers are encouraged to seek solutions other than stonework base bands for visually breaking up building mass. Long, sheltered porches, arcades, etc. supported by bracketed posts are one example of a preferable ground-level massing treatment.

## Materials

The use of high-quality, authentic, natural, traditional exterior building materials instead of synthetic ones is strongly encouraged. Use of exterior wood siding including clapboard, shiplap, vertical board-and-batten, etc., is encouraged over the use of masonry.

Outside of the Marlboro Hamlet, there are no visible historic stone buildings, and the few historic red brick buildings have civic or institutional historical uses (school buildings).

Therefore, liberal use of stone and brick is discouraged and those materials should be used minimally if at all in new commercial buildings. If stone is used, it should be natural, split local gray sandstone or regional bluestone. Imported stone from outside areas with different bedrock geology (granite, quartzite, marble, red sandstone, etc.) should be not used in Marlborough. Use of manufactured tinted/textured masonry units (rusticated concrete block, etc.) is discouraged. If brick is used, native red tones are preferred; non-regional tan or yellow brick is strongly discouraged. False stone veneers are also strongly discouraged.

Use of corrugated steel frame buildings, smooth-faced concrete block, prefabricated steel or tilt-up concrete panels, and similar prefabricated structures and materials is strongly discouraged and is particularly inappropriate for new retail and professional services uses. Stucco and similar applied textured mortar veneers are not appropriate exterior building materials as they have no local historical precedent, are difficult to clean, and do not hold up well over time. The use of glass curtain walls or excessive use of glass creates an overly corporate/urban look and should be avoided.

Within the historic commercial Marlboro Hamlet, traditional exterior building materials such as wood siding or brick walls are particularly appropriate and encouraged.

### **Façades**

New commercial building street elevations (façades) should be designed with integral architectural features and patterns that visually reduce scale and uniform appearance and provide visual interest consistent with Marlborough's architectural character. Building façades should include variations in massing, color, texture, material, etc. to break up mass and provide variety.

For larger buildings, features such as wall projections or recesses to break up the façade as well as varying rooflines, cornices, dormers, cupolas, etc., that help create variety and reduce apparent mass are encouraged. Features such as arcades, porches, display windows, entry areas, or awnings contribute to the visual interest of exterior facades. Buildings should have clearly defined, highly visible customer entrances featuring canopies or porticos, overhangs, recesses/projections, arcades, raised corniced pediments over the door, peaked roof forms, or architectural details such as tiles or moldings integrated into the building structure and design to draw attention to entrances.

### **Roofs**

For smaller buildings, side or front gable roofs with moderate pitches should be used. Shallower-pitch shed roofs should be avoided. Eaves that project at least one foot beyond the building wall are encouraged to follow historic forms and to cast shadows. For larger buildings, variations in rooflines (heights, and gables, hip roofs, dormers, parapets, etc.) should be used to add interest and visually break up mass. Mansard roofs are strongly discouraged except in the Marlboro Hamlet where they fit with existing historic building examples. Flat (shed) roofs are generally discouraged, but on large light industrial or warehouse applications they can be hidden by a cornice or parapet.

### **Mechanical Equipment**

Rooftop mechanical equipment including air conditioning and heating units, ducts, vents, pipes, etc. should be screened from public view sight lines by screens, parapet walls, etc. that harmonize with building materials and architectural styles. Ducts, vents, pipes, etc. should not appear on street façades and ideally should be confined to rear elevations where possible.

### **Windows**

Window (fenestration) style and size, proportions and spacing should be appropriate for and in proportion with the size and massing of the building. Large blank windowless walls are discouraged, especially on street façades and side elevations. False windows are discouraged. More, smaller windows are preferred to fewer, larger ones. Windows should be horizontally and vertically aligned on multi-story buildings. Windows should include visually prominent sills, shutters, or other forms of framing to add character and avoid the "punched hole" look. Large plate glass windows should be avoided as they create an urban look. Real or applied divided sash windows are encouraged for a more attractive appearance. Glass should be clear and not dark or heavily tinted. Drive-through windows should be coordinated with the architectural character of the principal building so as to create a unified building design.

### **Colors**

The colors of siding, trim, roof, foundation, and other building materials should be aesthetically pleasing and compatible with the surrounding natural environment and traditional buildings. Building trim and accent areas may feature brighter colors, including primary colors. High intensity, highly reflective, metallic, fluorescent colors or black should be avoided. Neon tubing is not an acceptable feature for building trim or accents.

### **Entrances**

Main entrances should face the street and be visible from parking and pathways. Entrances should be clearly identifiable through use of architectural detailing such as signage, recesses or projections, flanking windows, porticos, overhangs, or moldings over the door. Canopies and awnings along storefronts are encouraged to break up building mass, shade windows and cover pedestrian walkways. Awnings should be made of fabric and compatible in style and color with the building.

### **Loading Docks and Large Service Entrances**

Placement of truck loading docks and large overhead vehicle doors facing Route 9W is discouraged.

### **Outbuildings**

Accessory/out buildings should be smaller than the main building and should be compatible in style, materials, colors, textures, etc..

### **Additions**

New additions made to existing buildings should be consistent in style and design with the existing buildings. Drastic variations in height or bulk for additions to existing buildings is discouraged.

[INSERT PHOTO GALLERY HERE]

## **BUILDING DESIGN WITHIN THE MARLBORO HAMLET**

### **History**

The Marlboro Hamlet is characterized by a small cluster of historic commercial buildings lining the highway, surrounded by historic residential buildings. The Hamlet's history of early settlement, water-powered industrialization and river landing commerce fostered growth of small commercial "Main Street" building types, architectural styles and building/street relationships are very different from the built environment on the other less densely-developed sections of the Route 9W corridor discussed above, and this area requires a different building design approach than the rest of the Route 9W corridor.

The Marlboro Hamlet's most important settler was Revolutionary War Colonel Lewis DuBois, whose 1757 house and still-active farm, "Maple Grove," stand on Route 9W north of the Hamlet. Lattintown Creek drops 250 feet through the Marlboro Hamlet, ending at

Route 9W in a 150-foot cataract, one of Ulster County's hidden natural gems. For almost 200 years the creek powered mills which ground grain, sawed wood and made containers for agriculture. Mill owner and worker homes clustered around the mills, forming a small commercial village.

A Hudson River steamship dock on Dock Road became a major shipping point for Marlborough's important fruit-growing industry. After 1883, trains offered fast passenger service to New York City and Albany, making Marlborough attractive to new residents. Marlboro Hamlet growth mushroomed in the 1880s, expanding uphill to the south and west, creating the largest and most dense residential neighborhood in the town.

The Marlboro Hamlet's southern gateway is considered the Old Post Road intersection where Route 9W is flanked by two Gothic Revival-style red brick churches, the National Register of Historic Places-listed Christ Episcopal Church (1858, Richard Upjohn) and St. Mary's Catholic Church (1922). The northern Hamlet gateway is considered the Elementary and Middle schools traffic light. Route 9W extends inward north and south from the gateways toward the intersection with Western Avenue, where the core cluster of surviving historic commercial buildings is located. These buildings all rise directly from the edge of the sidewalk, forming a continuous "streetwall" except for gaps where buildings have been demolished. The most outstanding of these buildings is the 1862 Pleasant View Hotel, the oldest surviving hotel in Marlborough and now the Racoon Saloon, with its distinctive Second Empire-style mansard roof, cupola, two-story porch, and attached single-story wood frame shop buildings extending north. Historic commercial buildings to the south include the multi-story, red brick, flat-roofed Hartshorn Building (ca.1900, now Pizza Town), and south of Amodeo's Sunoco, the clapboard-sheathed Marlboro Garage (1921) with its stepped pediment façade. The small Colonial Revival-style Marlboro Free Library (1921) with its prominent gabled roof marks the intersection at the foot of King and Main streets. North of Western Avenue the streetscape is dominated by the Marlboro Hardware Store (1830), a tall, gable-roofed Greek Revival-style house with Italianate-style brackets and trim, and its outbuildings including a cross-gabled storage building at Lattintown Creek. Clustered around the bridge are the Marlboro Hamlet's last surviving standing water-powered industrial structures, including a former button factory, now The Falcon music club.

*The Marlboro Hamlet's historic commercial streetscapes as shown in old photographs and picture postcards have fallen victim to demolition for parking lots or been replaced with new buildings with incongruous setbacks, scale, massing, materials and styles that are insensitive to their historic architectural context. Despite this, the Hamlet retains much of its small-town feel-thanks to its surviving historic buildings. The short stretch of Route 9W between Pizza Town and The Falcon with its sidewalks sheltered by porches and awnings supported by posts and brackets is a small but remarkably intact rare surviving authentic Hudson River Valley commercial streetscape. Owners and developers planning rehabilitation and new construction in the Marlboro Hamlet are strongly encouraged to preserve and enhance these historic buildings, their character-defining features, and the environment around them to provide and insure the sense of authenticity that will help make this area a more attractive commercial destination.*

## **Rehabilitation of Existing Historic Buildings**

Rehabilitation of existing historic buildings is encouraged everywhere in Marlborough, and particularly in the Marlboro Hamlet, where it is strongly encouraged over new construction. This area is not a Local Historic District which has its own stringent binding preservation guidelines. However, in order to preserve the history and integrity of our existing historic commercial buildings in the Marlboro Hamlet—and also those still standing elsewhere on Route 9W—architects, builders and developers should, at a minimum, follow design guidelines that reflect the U.S. Secretary of the Interior’s Standards for Rehabilitation, which are the basic guidelines for federally-funded historical preservation projects and also the generally-accepted U.S. historic building preservation “roadmap”:

- A historic building should be used for its historic purpose (i.e. commercial, residential, etc.) or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- The historic character of a building should be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a building should be avoided.
- Each building should be recognized as a physical record of its historic time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other period or styles of buildings, should not be undertaken.
- Most buildings change over time; sometimes those changes can acquire historic significance in their own right, and those should be identified, retained and preserved.
- Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic building should be preserved.
- Deteriorated historic features should be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature should match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features should be supported by documentary, physical, or pictorial evidence.
- Chemical or physical treatments, such as sandblasting, that cause damage to historic materials should not be used. The surface cleaning of structures, if appropriate, should be undertaken using the gentlest means possible.
- “Do No Harm:” New additions, exterior alterations, or related new construction should not destroy historic materials that characterize the building. The new work should be differentiated from the old and should be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the building and its environment.
- New additions and adjacent or related new construction should be “technically reversible,” that is they should be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic building and its environment would be unimpaired.

The Marlboro Free Library collections include many old photographs of the Marlboro Hamlet’s historic commercial buildings that show many of the features and details that have been lost or covered up by insensitive past alteration and remodeling and can serve as guides to restoration.

## **New Construction**

Architects, builders and developers of new construction on Route 9W in the Marlboro Hamlet should adopt an historical preservation approach. The surviving historic commercial buildings here reflect the architectural character of a typical small Hudson River Valley mill/river landing town and their characteristics and elements should be used as examples and precedents for new commercial construction design.

Site design should follow existing street geometry and relationships with consistent setbacks to maintain the existing street edge. This is especially important where existing buildings rise directly from the edge of the sidewalk, a fundamental commercial Hamlet site design element that should be retained wherever that context is present. New construction should conform to the dominant scale, height and setbacks of the neighboring historic buildings.

When designing new Hamlet buildings, existing historic buildings should be used as examples for historic architectural styles, relationship to the street, massing, materials and details including doors, windows, trim, etc.. *Inappropriate* architectural styles should not be introduced. Features from non-contextual or different periods and styles of architecture should not be mixed within the same building design. The Marlboro Free Library collections include many old photographs of the Marlboro Hamlet's surviving and lost historic commercial buildings that can be successfully used to inform and inspire new construction design.

## **Conclusion**

While we hope these design guidelines will facilitate your application for site plan review, we want to remind you that there are additional agencies that participate in this process including the Ulster County Planning Board, the Ulster County Department of Health, New York State Department of Transportation and New York State Department of Environmental Conservation. Projects with potential to impact National Register of Historic Places-listed and eligible properties are also subject to review by the New York State Historic Preservation Office (Office of Parks, Recreation and Historic Preservation).

## **Additional Review**

**The Town Planning Board can help the applicant bring all stakeholders to the table for a “Gateway Meeting” to identify issues and facilitate a project’s application. This complementary service is highly recommended.**

## **Additional Resources**

The following additional site, building and historic preservation guidance resources may be accessed online:

The Ulster County Community Design Manual

[https://ulstercountyny.gov/sites/default/files/documents/planning/Community%20Design%20Manual\\_31mb.pdf](https://ulstercountyny.gov/sites/default/files/documents/planning/Community%20Design%20Manual_31mb.pdf)

The Town of Marlborough Comprehensive Master Plan 2017  
<https://www.townofmarlboroughny.org/DocumentCenter/View/1634/Town-of-Marlborough-Comprehensive-Plan-2017-Final-Draft?bidId=>

Town of Marlborough Town Code  
<https://www.ecode360.com/MA0587>

U.S. National Park Service Historic Preservation Standards and Guidelines  
<https://www.nps.gov/subjects/historicpreservation/standards.htm>

New York State Historic Preservation Office (Office of Parks, Recreation and Historical Preservation) Technical Assistance  
<https://parks.ny.gov/shpo/technical-assistance/>

New York State DOT Complete Streets  
<https://www.dot.ny.gov/programs/completestreets>

Town of Marlborough Rt. 9W Corridor Management Plan  
<https://www.townofmarlboroughny.org/2284/Route-9W-Corridor-Management-Plan>