

SCHROON LAKE

ROUTE 9 CORRIDOR STUDY

prepared for

SPARC OF SCHROON LAKE, INC.

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SCHROON LAKE - ROUTE 9 CORRIDOR STUDY

I. INTRODUCTION

The Town of Schroon is on the edge of a commercial rebirth of the southern Adirondack Mountains. The growth of the town as a second home community and as a tourist/conference center is beginning to affect property values and the character of town life. At this time it is important that the town reevaluate its plans and institutions for promoting development and for evaluating development proposals to ensure the town benefits from the growth taking place in the region, while protecting its character, scale, natural environment and other qualities of the community.

In more recent months a 250 room hotel/224 condominium units and 116 single family homes was proposed to be located at the site of a former day camp. While this development has reinforced the sense of the town's revitalization as a resort community, it emphasized the potential growth issues which the Town of Schroon must consider.

The town appointed a special community (SPARC) to respond to the development opportunities and concerns in the Town of Schroon. SPARC has identified the Route 9 Corridor between Exit 27 and 28 of Interstate 87 as the focus of this study to (1) define the town's inherent social, economic and cultural resources; (2) analyze the physical assets of the study area to determine the best use for this tourist oriented strip; and (3) establish a public-private partnership which will effectively evaluate and implement the recommendations of the study.

The study focuses on three areas of concern: (1) economic growth; (2) land use and site development; and (3) maintenance and enhancement of architectural integrity.

II. ISSUES AND CONCERNS

On June 28, 1988 a public town meeting was held to identify issues and concerns of the general public. Over thirty members of the community including business people, year around residents, seasonal residents, and members of various town boards provided input. This response was categorized into four areas of concern: (1) Community Service Issues, (2) Tourist Service Issues, (3) Environmental Issues, and (4) Miscellaneous.

Although the following issues have been classified under four areas of concern, the overall economic and social well-being of the Town of Schroon Lake is affected by all the issues identified. For example, if Schroon Lake responds to its own needs as a community, tourists will respond to the community pride. Likewise, addressing environmental issues will maintain the aesthetic qualities of the town thereby not only attracting tourists, but promoting community pride.

A. COMMUNITY SERVICES

Community services are defined as those services, uses or activities which serve the Town of Schroon Lake on a year around basis. They include issues which help define and enhance the social, economic, and cultural development of the community's residents. Community service issues include:

- Year-round restaurant/shopping
- Supermarket
- Resident doctor
- Small clean industry
- Better schools
- Youth activities/employment
- Rainy day activities
- Indoor recreational activities
- Regional transportation
- Extend sidewalks
- Need bike trails
- More paved side roads
- Improved water service for fire control
- Housing for singles and senior citizens
- Expanded library
- Cultural activities
- Satellite college
- Adult courses
- Limited shopping

B. TOURIST SERVICE ISSUES

Tourist service issues include those areas of concern related to attracting tourists. The provision of services and activities for visitors many times crossed over to issues which would affect the community as well. The development of tourism in Schroon Lake is focused on providing a destination resort community. Longer term visits, expansion of seasonal activities (Spring, Fall and Winter) and the maintenance of community values are to be the focus of Schroon Lake's tourism activities. Tourist services issues include:

- Tourist vs. second home vs. year-round
- Tourist accommodations

- Motels converting to second homes
- Year-round activities/restaurants
- Rainy day activities
- Indoor recreation facilities
- Large meeting rooms (100-150 people)
- Youth activities
- Cultural activities
- Regional transportation systems
- Northway exit to north
- Adequate parking
- Longer sidewalks
- Destination area - longer stays
- Expanded library
- No place for additional shops

C. ENVIRONMENTAL ISSUES

Environmental issues include concerns which are aesthetic in nature and are important to establishing a sense of community as well as attracting tourists. Environmental issues include:

- Keep peacefulness/neighborliness
- Keep lack of commercialization
- No McDonalds/water slides
- Boating noise, speed and number
- Maintain beautiful scenery
- Maintain rural character Small town image
- Strong sense of community
- Maintain high quality environment
- North country character
- Keep traffic to a minimum
- Pedestrian oriented
- Motels converting to second homes
- No place for additional shops
- Develop image similar to Woodstock or Manchester, VT:

- Quaint shops
- Nice architecture
- Nice signs
- Overnight accommodations
- Landscaping
- Year-round businesses/services
- Right types of shops
- Cultural activities

E. MISCELLANEOUS ISSUES

These issues were listed separately because they provided an insite into the desires of the community as well as the potential for the residents of Schroon Lake to implement the recommendations of this study. The comments included under miscellaneous issues include:

- Year-round income
- Crime rate going up
- Commercial neighbors work together
- Have challenges - willing to work

III. INVENTORY AND ANALYSIS

A. DEMOGRAPHIC INFORMATION*

1. Population

The population of the Town of Schroon was 1,611 persons in 1980, an increase of 237 persons from 1970. This represents a growth rate of between 1% and 2% per year. Based on past trends and population projections for Essex County, it is expected that Schroon will continue to grow modestly, and retain its rural, hamlet character.

The population in the Town of Schroon is relatively young. Approximately 62% of the population in 1980 was less than 45 years old. About 53% is prime working age (18-65). Also, the population is well educated. Approximately two-thirds are high school graduates, and nearly 16% have four years of post-secondary education or more.

AGE
TOWN OF SCHROON
1980

	Total	Percent Total	Male	Percent Total	Female	Percent Total
0-17	465	28.9	219		246	
18-24	125	7.8	54		71	
25-34	185	11.5	88		97	
35-44	219	13.6	94		125	
45-54	144	8.9	82		62	
55-64	184	11.4	75		109	
65-74	168	10.4	80		88	
75+	121	7.5	47		74	
Total	1,611	100.0	739	45.9	872	54.1

*Source: U.S. Doc, Bureau of Census, 1980

The Town is also very traditional in terms of its household make-up. In 1980, nearly three-quarters of the households (72%) were family households, and an additional 24% were single person households. Only 4% of the households in the Town were untraditional, consisting of unrelated persons living together. Of all persons over 15 years old, fully 62% were married.

People in Schroon tend to be long term residents. Nearly three-quarters of persons aged five or older has been Essex County residents for at least five years. Nearly 60% had lived in the same house. The area also has numerous summer residents who are not reflected in these numbers. There were 1,711 total housing units listed in the 1980 census data. More than half of these (974 or 57%) were identified as seasonal units. An additional 43 houses, or 2.5%, were year-round units which were held for "occasional use". Houses which were occupied by year-round residents totaled 612 units. The remaining 82 units were vacant.

* All data are from US. Doc, Bureau of Census, unless otherwise noted.

2. Labor Force and Employment

According to Census data slightly more than half of the persons over 16 years of age in the Town of Schroon were participating in the labor force in 1980. The total number in the labor force was 1,231 persons. Of these people, 18% were unable to find work. Unemployment was higher among females, where 20% of women who wanted to work were unemployed. Sixteen percent of males who were in the labor force were unemployed.

LABOR FORCE TOWN OF SCHROON 1980

	Total	Percent Total	Male	Percent Males	Female	Percent Females
Persons 16 +	1,231		561		670	
In labor force	648	52.6	355	63.3	293	43.7
Employed	533	43.3	299	53.3	234	34.9
Unemployed	115		56		59	
Unemployment Rate	17.7%		15.7%		20.1%	

LENGTH OF UNEMPLOYMENT TOWN OF SCHROON 1979

Length of Unemployment	Number Unemployed	Percent Total
1-4 weeks	26	12.6
5-14 weeks	61	29.5
15+ weeks	120	58.0

Total Unemployed 207

* Source: US DOC, Bureau of the Census, 1980

Unemployment in Schroon Lake tends to be long-term. The 1980 Census shows that nearly two-fifths of those who were unemployed had been out of work for more than fifteen weeks. Fully 88% had been unemployed for more than a month. To some degree, this unemployment is seasonal, the result of the large number of businesses that rely on the tourism trade. Employment patterns also exhibit seasonality; of those persons who held full time jobs, just slightly more than half (52%) worked the entire year. Part time work is even more seasonal. Nearly half (48%) of all part time workers worked for less than 26 weeks a year.

LABOR FORCE
USUAL HOURS WORKED BY NUMBER OF WEEKS WORKED
TOWN OF SCHROON
1980

		Percent Full Time Jobs	Percent All Jobs
Full Time (35+ hours/week)			
50-52 weeks/year	284	52	39
40-49 weeks/year	83	15	11
27-39 weeks/year	63	11	9
1-26 weeks/year	119	22	16
	549	100	75
Part Time (35- hours/week)			
		Percent Part Time Jobs	
50-52 weeks/year	40	22	5
40-49 weeks/year	28	15	4
27-39 weeks/year	28	15	4
1-26 weeks/year	88	48	12
	184	100	25

*Source: US DOC, Bureau of the Census, 1980

Male and female working patterns differ. A large proportion of women (56%) are not in the labor force. Women are much more likely to work part time, and to be employed for less than a full year. Nearly three-quarters of all part time employees are female, and half of these women work for less than 26 weeks per year. Males are mainly employed full time. Approximately 88% of male workers in Schroon are full time employees. Overall, 65% of all women and 47% of all men were either unemployed or not actively looking for work. Even taking into consideration the fact that many of these people are not in the labor force by choice (retirees, homemakers, etc.), this represents a large pool of potential labor.

LABOR FORCE
USUAL HOURS WORKED BY SEX
TOWN OF SCHROON
1980

	Male	% Male Full Time	% of All Full Time	Female	% Female Full Time	% of All Full Time
Full Time (35+ hours/week)						
50-52 weeks/year	191	55	35	93	46	17
40-49 weeks/year	61	18	11	22	11	4
27-39 weeks/year	41	12	7	22	11	4
1-26 weeks/year	346	100	63	203	100	37
Part Time (35- hours/week)						
50-52 weeks/year	14	29	8	26	19	14
40-49 weeks/year	11	22	6	17	13	9
27-39 weeks/year	3	6	2	25	19	14
1-26 weeks/year	21	43	11	67	50	36
	49	100	27	135	100	73

*Source: US DOC, Bureau of the Census, 1980

3. Occupation and Income

About 12% of the working population categorize themselves as "self employed". Most workers (62%) are employed by the private sector. Wholesale/Retail Trade businesses and the service sector are the major employers (66% of total). Most people work in the white collar occupations such as the professions and service jobs. The vast majority of the work force is employed in Essex County, and commute less than 15 minutes to work.

Income data for the Town of Schroon is not available past 1979, so the following statistics are for Essex County. The New York State Department of Commerce estimated that in 1983, Essex County's residents had a total of \$334.5 million in personal income. Of this, \$188.5 million, or 56% was classified as net labor and proprietors income (earnings). Property income made up \$69.2 million of personal income (23%) and the remaining \$76.8 million was from transfer payments (pensions, welfare, disability, etc.). Essex County has a higher dependence on transfer payments than New York State in general with 23% of all personal income in the County coming from that source. State-wide, 15% of personal income is from transfer payments. Average weekly earnings in Essex County were lower than the State average. According to the New York State Department of Labor, average weekly earnings in 1985 in Essex County were \$266. This wage was just 72% of the New York State average wage (excluding New York City). Real wages (adjusted for inflation) declined in the County by about \$25/week between 1975 and 1985. As a measure of "buying power", the Editor and Publisher Market Guide estimated that per capita disposable (after-tax) personal income in Essex County was \$11,719 in 1988.*

4. Industrial/Occupational Categories

Most workers in Schroon work in Trade (largely Retail Trade) or in the Professions (Education, Health Care, etc.). Together, these two industries, particularly personal service and recreation, employ an additional 12% of the workforce.

A majority of the town's workers classify themselves as white-collar employees. Approximately 26% hold managerial or professional occupations. Another 23% are technical workers or support personnel. This is largely sales and clerical work. Blue-collar jobs (craft, repair and laborers) are held by about 29% of the workforce.

INDUSTRIAL/OCCUPATIONAL CATEGORIES
TOWN OF SCHROON
1980

<u>Industrial</u>		
Agriculture/Construction	44	8%
Manufacturing	35	7%
Transportation, Communication, Utilities	38	7%
Wholesale/Retail	116	22%
<u>Services</u>		
Business	20	4%
Personal/Recreational	40	8%
Professional	168	32%
Health	(31) (6%)	
Education	(70) (13%)	
Other	(67) (13%)	
FIRE	30	6%
Public Administration	<u>42</u>	8%
	533	
<u>Occupational</u>		
Managerial/Professional	141	26%
Technical/Support	124	23%
Service	105	20%
Fish/Farm/Forest	10	2%
Craft/Repair	63	12%
Laborers	<u>90</u>	17%
	533	100%

* Source: U.S. D.O.C., Bureau of the Census, 1980

5. Taxable Property Value Trends, Essex County

The total value of taxable properties in Essex County was \$1,137.6 million in 1983. Residential property made up 44%; about 19% is commercial, industrial or apartments. Both of these categories make up a smaller share of the total in Essex County than across the State. Vacant, farm or forested land, however, makes up fully 29% of the County's property value, compared to 4% state-wide. Utilities own the remaining taxable land.

State owned land in Essex County comprises 524,539 acres of land or 46% of the county. State owned land in the Town of Schroon comprises 66% of the total land area of the town with 53,539 acres of which all but 435 acres have restricted use classifications as a wilderness, primitive or wild forest. (Source: Adirondack Park Agency)

PROPERTY VALUES BY CLASS
ESSEX COUNTY AND NEW YORK STATE
1983 (millions \$)

	Essex County		New York State	
	Full Value	Percent Total	Full Value	Percent Total
Residential/Commercial/Industrial	\$ 505.4	44.4	232,846.8	51.0
Apartments	217.9	19.2	152,109.2	33.3
Forest/Farm/Vacant	331.5	29.1	19,721.2	4.3
Utility	<u>82.8</u>	<u>7.3</u>	<u>51,530.9</u>	<u>11.3</u>
Total	\$1,137.6	100	456,208.1	100

Property values have been increasing in Essex County. Average annual growth between 1974 and 1983 was approximately 7%/year. The total value of residential property appreciated over 100% in the nine years between 1974 and 1983. Values increased in every category of property. In terms of average value per parcel, commercial land experienced the greatest increase between 1974 and 1983. The value of the average commercial parcel increased from \$41,800 in 1974 to \$131,300 in 1983. The average residential parcel went from \$18,500 in 1974 to \$31,900 in 1983.

Source: N.Y.S. Board of Equalization and Assessment

INCREASE IN PROPERTY VALUE
ESSEX COUNTY
1974, 1983 (millions \$)

	1974	1983	Average	
			Percent Change	Annual Change
Residential/Commercial/Industrial	\$ 251.9	505.4	100.6	8.0
Apartments	121.7	217.9	79.0	6.7
Forest/Farm/Vacant	190.0	331.5	73.7	6.3
Utilities	<u>41.0</u>	<u>82.8</u>	<u>102.0</u>	<u>8.1</u>
Total	\$ 605.5	1,137.6	87.9	7.3

Total full value of real property in the Town of Schroon in 1986 was \$75,745,000. This was approximately eight percent of the full value of property in Essex County that year.

Source: N.Y.S. Board of Equalization and Assessment

6. Retail Sales

According to the Census of Retail Trade, retail sales in Essex County grew 30% between 1977 and 1982 while the number of establishments declined by 8%. The strongest growth was exhibited in general merchandise and miscellaneous retail categories. Both the number of retail employees and payroll increased during this period although the payroll increase did not keep pace with the rate of inflation.

For the period March 1982 to February 1986, retail sales increased a very healthy 45% in Essex County according to New York State Department of Taxation and Finance reports. Sales increases by category of retail trade are displayed below.

RETAIL SALES ESSEX COUNTY

	1982-83 Sales In \$000	1985-86 Sales In \$000	Percent Change
General Merchandise	\$ 11,867	\$ 16,107	36
Food	15,153	19,815	31
Apparel	2,744	5,658	106
Eating & Drinking	14,444	22,244	54
Miscellaneous Retail	15,111	19,404	28
All Retail	\$ 90,529	\$ 131,075	45

Source: N.Y.S. Department of Taxation and Finance

7. Recreation, Tourism, and Travel Trends

The 1983 New York Statewide Comprehensive Recreation Plan (SCORP) predicts growth in demand for various recreation activities and facilities. These estimates are shown below.

RECREATION, TOURISM, AND TRAVEL TRENDS

The 1983 New York Statewide Comprehensive Recreation Plan (SCORP) predicts growth in demand for various recreation activities and facilities. These estimates are shown below.

Activity	Adirondack Region		Region Growth Percent	N.Y.S. Growth Percent
	1980 Demand (000 Days)	2000 Demand (000 Days)		
Boating	379	495	30	17
Camping	484	672	39	27
Fishing	478	661	38	23
Swimming	1952	2458	26	12
Biking	1246	1533	23	10
Golfing	142	183	29	17
Hiking	295	449	52	42
Picnicking	456	587	29	13
Park relaxation	902	1116	24	9
Downhill skiing	97	133	38	24
Snowmobiling	64	82	28	17
Other Winter Sports	325	411	26	13

Source: N.Y.S. Office of Parks, Recreation, and Historic Preservation

Growth in all of these activities is projected to be greater in the Adirondack region than in the state as a whole for the period 1980-2000.

In a survey conducted by NYSOPRHP in 1987, participation trends and recreation facility needs were identified. Statewide, participation is increasing for the following activities:

Activity	Participation	1979-1987
Bicycling	45.0%	11.4%
Lake/Stream swimming	34.4%	4.9%
Fishing	31.4%	35.3%
Non-power boating	25.3%	24.0%
Motorboating	24.5%	6.5%
Golfing	19.1%	2.1%
Cross-country skiing	15.5%	109.5%
Downhill skiing	15.5%	31.5%
Horseback Riding	14.9%	12.0%
Sailing	12.7%	1.6%
Trail bike/ATV	6.1%	1.7%

Sources: N.Y.S. Office of Parks, Recreation, and Historic Preservation

Activities which were significantly more popular in the northern region than in the state as a whole in 1987 include lake/stream swimming, fishing, RV/tent camping, non-power boating, motorboating sledding cross-county skiing, hunting, snowmobiling, and ice fishing.

Facility needs identified by over ten percent of respondents in the northern region include swimming pools, fishing access, boat launches and tent/RV camping.

The most significant trend in tourism is that Americans are taking more pleasure trips of shorter duration, often reducing the length of the traditional summer vacation to do so. These mini-vacations offer opportunities for resort promotion and theme trips (fall foliage, fishing, collecting, skiing, festival participation, etc.). Convenience, including short travel time, is essential to capturing this growing segment of the market.

The "1988 Outlook for Travel and Tourism" estimates that both camping and boating will continue to increase in popularity. Other projections indicate that bicycling and adventure/fitness trips (rafting, etc.) are also growing. Finally, this publication predicts steady growth of recreation on public lands and increase in off-peak periods.

Local visitation appears to be growing somewhat based on traffic volumes at Northway exits 26 and 27 and increases in tourism-based retail sales. The capacity and character of overnight accommodations limit tourism potential in Schroon Lake, however. Sales volume for hotels increased only ten percent from 1982-1985, compared to 17% growth in taxable service sector sales overall, 45% growth in retail sales and 11.5 % increase in the CPI. The proposed new hotel will fill a void in the market, and will generate in the range of 150,000 additional visitor days in Schroon Lake each year. Guests are expected to be drawn from the following sources:

Bus Tours	16%
Groups/ Meetings	28%
Business	2%
Leisure	54%

Source: Laventhaw & Horwath

The largest current generator of Schroon Lake visitors is Word of Life, which attracts around 15,500 people, or nearly 80,000 visitor days, per year. The nature of the program is such that participants do not need or have much time to leave the grounds. Therefore, the economic impact of Word of Life visitors is less than might be expected from this number of visitors.

B. LAND USE AND SITE DEVELOPMENT

1. Regional Access

Schroon Lake is accessible from Route I-87 linking to New York City and Montreal. Exits at the north and south end of the project area provide excellent access from the south (New York City, Albany area). The southern exit (27), however, does not provide northern access. Visitors from the north (Montreal, Lake Placid area) must continue to exit 26, Pottersville, to access the southern area of the town without traveling through the Village of Schroon Lake.

The absence of the two-way access on exit 27 may affect the use patterns and market orientation of those uses which locate around this exit. While exit 28 will market the off-on traffic from I-87, the area around exit 27 should provide services to visitors from the south whose destination is the Schroon Lake area.

2. Recreation Access

Schroon Lake is located in a region rich in recreational opportunities. Skiing, both cross-country and downhill is available within a short distance of Schroon Lake - Route 9 Corridor area.

Locally, a hiking trail head is located just north of the Village of Schroon Lake. The town provides a golf course just west of the corridor on Hoffman Road. Although located adjacent to the town garage, this facility is an important recreational asset for attracting business people and conventions.

An undeveloped state park sits on the southern end of the Route 9 Corridor area just off exit 27.

Current plans include campsites and water oriented recreational opportunities. The uses proposed for this park might be reevaluated to respond to long range economic growth of the Schroon Lake region.

Approximately two-thirds of the Town of Schroon is owned by the State of New York. This open space should be used in providing recreational opportunities to visitors and residents alike.

Obviously, one of the biggest recreational assets of the area is Schroon Lake itself. There is limited public access to the lake within the Town of Schroon. A public beach and boat launch in the Village of Schroon Lake are small and traffic has been congested during peak use periods. There is only one marina in the town just north of the village area. Since the overuse of the lake is a major concern, limited public access may be desirable as a means of limiting the number of boats on Schroon Lake.

General Residential District R-10 & R-20
USES PERMITTED SAME AS R-10 AND R-20

General Industrial District I-1
USES PERMITTED:

ALL PRINCIPAL AND NECESSARY USES PERMITTED IN THE RESIDENTIAL B-1 AND B-2 DISTRICT
COMMERCIAL GARAGES OR SHOPS
DISTRIBUTION OR MANUFACTURING ACTIVITIES AS SEWER LABORATORIES, BUILDING SUPPLIES, WOOD YARDS
LIGHT MANUFACTURING, MACHINE SHOPS AND MANUFACTURING LABORATORIES, MILLWORK, WAREHOUSE AND STORAGE WAREHOUSES
RESTAURANTS








CHURCHES
INDUSTRIAL ZONE
PRES. GOV. COLLEGE

General Business District B-1
USES PERMITTED:
ALL PRINCIPAL USES PERMITTED IN ANY RESIDENTIAL B-1, B-2 DISTRICT
BUSES OR SHOPS FOR CONDUCTING ANY RETAIL BUSINESS.
PERSONAL SERVICE SHOPS
SALONS, THEATERS, OFFICES, RESTAURANTS AND OTHER COMMUNITY SERVICES

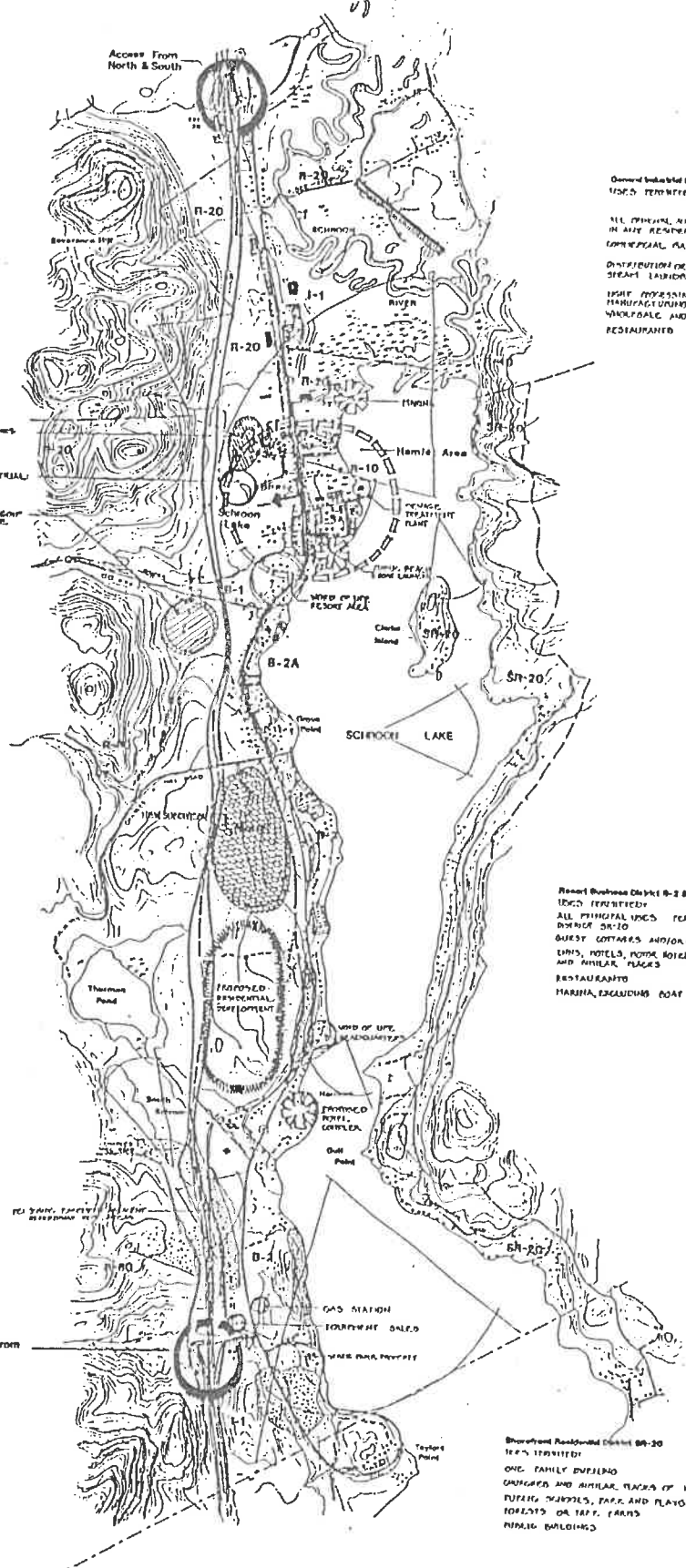
Rural Residential District R-40 & R-60
USES PERMITTED:
ONE FAMILY DWELLING
CHURCHES AND OTHER PLACES OF WORSHIP AND RELATED BUILDINGS
FURNISH, SCHOOLS, PAVES AND PLAYGROUNDS
FORESTS OR TREE FARMS
PUBLIC BUILDINGS

Resort Business District B-2 & B-3A
USES PERMITTED:
ALL PRINCIPAL USES PERMITTED IN RESIDENTIAL B-1 AND B-2 DISTRICT
GUEST COTTAGES AND/OR CARAVANS
LIMES, HOTELS, MOTOR HOTELS, LODGES, TOURIST HOMES AND SIMILAR PLACES
RESTAURANTS
MARINA, INCLUDING BOAT STORAGE AND SALES

Legend

-  LANDSCAPE AREAS VISIBLE FROM LAKE
-  EXTENDED VISTAS
-  BUSINESS/COMMERCIAL
-  LOWING DISTRICTS
-  WATER LINE
-  WATER LINE
-  TRAIL MARK

Access from South



Shoreline Residential District SR-20
USES PERMITTED:
ONE FAMILY DWELLING
CHURCHES AND OTHER PLACES OF WORSHIP AND RELATED BUILDINGS
FURNISH, HOTELS, PARKS AND PLAYGROUNDS
FORESTS OR TREE FARMS
PUBLIC BUILDINGS

Schroon River, which flows into the lake at the north end is classified as a wild and scenic river. Special consideration should be given to how land is developed along this important scenic and recreational asset. Likewise other stream corridors are also important. Almost all water bodies (streams, rivers, lakes, ponds) are classified for trout. The maintenance and enhancement of these resources for fishing could provide an important recreational opportunity for area visitors.

3. Area Identification

The Route 9 Corridor provides only limited views to Schroon Lake within the town. Although not necessarily a problem, the image of the town is more dependent upon the aesthetic character and uses which are located along Route 9. The maintenance and enhancement of the natural, rural character along Route 9, especially south of the village, is a primary goal for providing an image attractive to the tourist population Schroon Lake needs to promote.

The definition of the limits of the Village of Schroon Lake is important. Although this edge is well defined from the south by crossing a small bridge, the village is less defined from the north.

4. Land Use

The Route 9 Corridor from exit 27 to exit 28 of I-87 is zoned primarily for industrial and commercial development. Although at first this land use pattern would seem appropriate for the economic development of the town, the build out of the zoning classification would change the aesthetic character of the town dramatically.

Although the zoning patterns identify areas for development, land use patterns have not necessarily followed these classifications. Although major hotel/condominium development is proposed for the southern area of the Route 9 Corridor study area in compliance with general zoning classification, the town's only marina on Schroon Lake and the town industrial park are located in residential areas.

There is also some conflict between the emphasis of the Route 9 Corridor as a tourist oriented area and the industrial zoning patterns. Land at both exits 27 and 28 have been designated for industrial development. The industrial designation to the north village area extends southerly from the exit, along Route 9, to the village area. The industrial zone classification also extends into the wetlands abutting the Schroon River. Classifications more responsive to the aesthetic, recreational and natural resource considerations of this area should be evaluated.

The establishment of a village center should be a primary concern for the town. The uses permitted in the Village of Schroon Lake should be limited and oriented to the pedestrian. Goods and services which are automobile oriented should be encouraged outside the village center. Currently the village area permits highway commercial uses. Development of these uses will erode the strong village character which is beginning to erode within the Village of Schroon Lake.

5. Route 9 Character

Much of the Route 9 Corridor is undeveloped immediately adjacent to the highway. As a result the open space rural character is maintained. As the area becomes more popular, this character could change dramatically. Some existing conditions along Route 9 provide evidence of what could occur.

- a. Clearcutting: Recent construction on the west side of Route 9 to the south has resulted in clearcutting along the road exposing the building and parking areas to the Route 9 traveler. Development along Route 9 to the south should provide a buffer to maintain the rural, open space character.
- b. General Housekeeping: Clutter such as exists around the gas station on the east side of Route 9 to the south projects a negative image for the town. Just north of this business a small soccer field was constructed. Roots from stump used as fill are exposed around this recreation facility. Again, this unfinished appearance provides a negative image.
- c. Potential for Strip Development: More evident north of the village area, strip residential as well as commercial development could begin to clutter the Route 9 Corridor. As development becomes more extensive along Route 9, access to the highway might be required as close as every 100 feet. This intensity would destroy the rural character of the corridor and create increased traffic congestion.
- d. High Densities: The densities along Route 9, especially on the lake side is similar to or exceeding that which is generally permitted in the Lake George Basin. Because of increased land costs and docking fees in Lake George, Schroon Lake is already beginning to notice increased activity on the lake and in the transfer of land. As land values rise along Schroon Lake, resubdividing and developing to the full potential of the land will become viable. Lake George is struggling with the problem of intense development now. Schroon Lake should reevaluate its development densities at this time to avoid future problems currently facing Lake George.
- e. Utilities: The town provides both water and sanitary sewer facilities for the Route 9 Corridor area in the vicinity of the Village of Schroon Lake. The expansion of these services is somewhat limited by shallow bedrock depth both to the north and the south.

Public water supply is available approximately one mile north of the village extending to the south just beyond Charles Hill Road. Sanitary sewer facilities are available approximately 700 feet north of the Schroon Lake Central School and extends southerly just beyond Horseshoe Pond Brook.

C. ARCHITECTURAL INVENTORY

Boundaries: The study area is centered on Route 9/Main Street. Its boundaries are Schroon Lake to the east, I-87 to the west, Pickard Lane to the north, and eight buildings on the west side of Route 9 south of Elwood Avenue to the south.

Methodology: The hamlet was surveyed by Wesley Haynes of the Preservation League of New York State on 3 August and 9 August 1988. The Essex County Planning Office assisted in the survey. An initial reconnaissance of all buildings within the study area was made for the purpose of orientation and to cull out buildings of recent construction. Each residential, commercial and institutional building of older construction was re-visited for closer study. Garages, barns and individual tourist cabins were not surveyed, nor were buildings not visible from a public right-of-way. Using the base map, 148 of the approximately 270 buildings in the study area exhibited diagnostic features characteristic of older buildings.

For the purpose of this study, a cutoff of approximately 30 to 50 years was used to determine buildings of "older" construction. While this would appear to be somewhat arbitrary, it is within the bounds of standard practice. The National Register of Historic Places employs a 50-year criterium for designation, while other local preservation commissions designate buildings that are 30 years old. The range was necessary in this project due to the persistence of traditional building forms and the predominately vernacular nature of much of the hamlet's built environment.

Each of the older buildings was studied to determine first, its approximate date of construction, and second, its retention of character defining features, or integrity.

Analysis: This analysis is based strictly on visual field data collected during two days of preliminary survey. It has not been systematically correlated to existing archival information, such as local histories or maps, and is not of adequate depth or scope to be interpreted as a designation report.

There are several characteristics of the building stock which establish Schroon Lake's sense of place and project its image. These are:

- The periods in Schroon Lake's history with which the buildings are associated. This is evident in the siting, form and details of buildings which together establish an architectural vocabulary specific to Schroon Lake.
- The architectural integrity of the building stock, or how well it survives to project an authentic image of the hamlet's heritage. Related to this is how continuous this image is, and how buildings of each successive period have responded to the context of their predecessors.

Periods: Three distinct periods of building construction appear to be represented in the study area. The first includes buildings constructed from the time of initial settlement (ca. 1800) through the close of the Civil War. The second is represented by buildings built during Schroon Lake's boom tourist period, following the Civil War through the turn of the twentieth century. The third is represented by buildings constructed from the teens through the forties, associated with the arrival of the automobile. For the purpose of this report, these general periods can be summarized as follows:

- Period 1 Initial Settlement (ca. 1800 - ca. 1870)
- Period 2 Victorian (ca. 1870 - ca. 1915)
- Period 3 Twentieth Century (ca. 1915 - ca. 1950)

Period 1 - According to a late-nineteenth century county history, the Town of Schroon was first settled in 1797 by Simeon Rawson and others from Vermont and other parts of New England who settled in a dispersed pattern throughout the township. It is not clear from the county history whether any of these original homesteads were located within the study area, but several buildings surveyed represent vernacular building traditions that could have been carried from New England by these settlers or by other migrants building houses in the next three or four decades. These characteristics are:

- South orientation of principal facade;
- Simple, rectilinear massing;
- Gable roof;
- Small size of window openings;
- Double hung sash with small panes of glass.

Examples of buildings of this type within the study area are located on Main Street, Jordan Avenue, North Avenue and Dock Street. Each has been subject to alterations, mostly through construction of additions. Others may be found to be present beneath more extensive alterations.

It is also unclear when settlement within the study area began to form the nucleus of the present day hamlet. The period 1830 through 1855 appears to have been when lumbering, tanning and mining industries would have been well enough established to warrant a village settlement pattern. The bulk of recognizable buildings surviving from this period within the study area appears to have been built at this time. This group includes generally simple buildings, some of which incorporate Greek Revival elements. Typical characteristics include:

- One-and-one-half stories;
- Gable roof perpendicular to road, some with articulated pediments;
- Symmetrical fenestration, with window openings generally larger than before;
- Projecting eaves with rafter ends encased behind fascia;
- Simply molded eaves without brackets;
- Clapboard or weatherboard siding.

Of particular note is a cluster of these buildings located immediately north of the central business district. Many have been subject to alterations including the addition of porches.

Period 2 - There are many buildings surviving from the late nineteenth century throughout the study area. This period begins with the Civil War era and ends in the first decades of the twentieth century. During this period Schroon Lake emerged as a destination summer resort.

The largest and most ornamental of buildings from this period appear to date from the late 1870's through the 1880's and are associated with a larger group of prominent Victorian hotel built during the tourist boom. Today these are located in a dispersed pattern primarily to the east of Route 9 (with the exceptions of the Arlington House and Dupree House on Main Street). Additionally, there are several other large buildings which are stylistically related to the hotels, most notably the Keppler Cottage, a private residence at the end of Fowler Street. This group projects the strongest architectural image in the hamlet.

Related to these "high style" examples are numerous vernacular buildings, typically two-and-one-half stories in height. While many of these buildings are similar to designs published in contemporary architectural pattern books, many employ distinct stylistic features that are repeated within the context of the study area.

Typical characteristics of this period of buildings are:

- More complex roof massing, typically employing end or transverse gabled roof;
- Complex building massing, with "applied" porches;
- Cut and turned woodwork;
- Projecting eaves with paired eave brackets;
- Clapboard siding (sometimes along with shingles toward the end of the period);
- Generally uniform fenestration employing 2 over 2 double hung sash;
- Pronounced architraves, some with pedimental or eared lintels.

A variant residential form developed in this period which continued into period 3. This house is roughly square in plan, with a flat pyramidal shape roof and derivative of published designs of Italianate cottages. It developed into the "American four-square" house, in use elsewhere in New York as early as the 1890's. The four-square may have arrived in Schroon Lake late in period 2, but definitely by period 3.

In terms of commercial buildings, several storefronts in the central business district (cbd) retain significant details from this period, notably the Bakery with paired brackets, Flannagan's with a robust commercial Italianate cornice behind a late porch, and the brick neo-classical facade of Patricia's.

Period 3 - Schroon Lake continued to be a destination resort in the early twentieth century. Following World War I, the automobile provided a personal mode of transportation for year-round residents and tourist arriving in Schroon Lake. Main Street has the strongest representation of buildings from this period, including many notable residential bungalows and four-squares, several early commercial structures, such as gasoline stations, tourist cabins, and storefronts, and the well-preserved Georgian-revival high school. Other modest private summer cottages from this period are found along some side streets in the northwest sector of the study area.

The dominant building type of this period is the "bungalow" with its lower slung roof, porch incorporated within the main roof massing, and exposed rafter ends in the eaves. Other typical characteristics include:

- Irregular fenestration, employing grouped windows (typically in pairs, but also continuous) and windows of different sizes and methods of operation, such as double-hung sash (typically divided light upper sash over a single lower sash), large fixed landscape windows, and rectilinearly divided light casements;
- Rough cut shingles as well as clapboards;
- Battered porch piers or turned tuscan porch piers.

Other residential types are also present from this period, including several modest colonial revival houses. These share with the bungalows a common exterior cladding and exposed rafter ends.

Period 3 - Period 3 is well represented by buildings in the commercial buildings of the cbd. The former pub and gift shops of the Brown Swan Club at the south end of the cbd and the Tavern Restaurant are well preserved commercial examples of the English "Tudoresque" revival style, with articulated half-timbering against a stucco background. The simpler stuccoed Friedman Building and presently altered Strand Cinema are also major buildings related to this period. Outside the cbd stand a well preserved complex of tourist cabins at the north end of the study area (Terra Alta), and two early to mid twentieth century gas stations, one of which is still in use.

Integrity: Each building in the study area was classified with regard to its historic integrity:

1. Building retains all or nearly all of its original character defining features. Alterations, if present, are minor and of a reversible nature.



2. Building has been altered from its original appearance, but retains significant character defining features. Alterations are limited and primarily of a reversible nature. Alterations include one of the following: substitute siding, replacement of window sash, or porch alterations.



3. Building has been extensively altered from its original appearance, but retains relict character defining features. Alterations include more than one of the following: substitute siding, replacement of window sash and/or window units, and porch alterations, enclosures, and additions.



Historic integrity is a quality of older buildings defined by a number of variables, including location, design, setting, materials, workmanship, feeling and association with their context. If a building retains these characteristics it can be considered to possess integrity. Conversely, if a building has lost these characteristics by extensive physical alterations or relocation from its original site, it has lost its historic integrity.

More than half of the buildings within the study area (55%) are associated with one of the three periods identified above. Of this older building stock, approximately 70% retains a sufficient degree of historic integrity to be considered good examples of their property types.

Within the context of the entire study area (approximately 270 buildings):

- 148 (55%) are older buildings dating from these three periods that contribute to an understanding of the historical development of Schroon Lake and project its image;
- 51 (19%) possess great integrity (type 1);
- 54 (20%) possess great potential for accurate restoration by retaining diagnostic features relating to their original construction (type 2);
- 43 (16%) possess some potential for accurate restoration, although they are significantly altered in their present condition (type 3);
- 112 (42%) are buildings of relatively recent construction (type 4);
- 8 (3%) not inventoried.

Within the context of the view shed of the Main Street Corridor (113 buildings):

- 79 (70%) are older buildings from these three periods that contribute to an understanding of the historical development of Schroon Lake and project its historic image;
- 34 (30%) possess great integrity (type 1);
- 29 (26%) possess great potential for accurate restoration by retaining diagnostic features relating to their original construction (type 2);
- 16 (14%) possess some potential for accurate restoration, although they are significantly altered in their present condition (type 3);
- 33 (29%) are buildings of relatively recent construction (type 4);
- 1 (1%) not inventoried.

Conclusions: This analysis indicates that the majority of building components that comprise Schroon Lake's built environment is of older construction, 55% within the text of the entire study area, 70% along Route 9. Of these, 39% in the study area and 56% along Route 9 have survived with enough architectural integrity to be considered as cultural resources that merit preservation. The next question is, are these resources located in a concentrated grouping to permit consideration as a district, or do these resources share a stronger thematic relationship?

Historic District Potential: In keeping with standard practice, historic districts are areas that establish a strong sense of place with a critical mass of cultural resources, few non-contributing intrusions and recognizable boundaries or edges. The study area, as a whole, projects a sense of place through its individual buildings and several harmonious blocks, but has been subject to much major alteration and new construction, amounting to 68% of its building stock. Along Route 9 this factor amounts to 43%, and is primarily concentrated in the section south of the cbd. The area north of the cbd has fewer non-contributing resources.

These resources are worth preserving, for they exhibit a continuing heritage that is central to the hamlet's present day economy and image. Schroon Lake has evolved from a community with a solitary economic basis in natural resources to one diversified to accommodate seasonal visitors. The grand hotels of the late nineteenth century linked to means of public transportation were superseded by the tourist cabins of the twenties used by folks arriving in automobiles.

The nature of the cultural resources in Schroon Lake is heterogeneous and dispersed. Certain buildings, such as the early homesteads, Keppler Cottage, and surviving Victorian era hotels, would be candidates for designation as individual landmarks. A strategy of thematic historic districts, linked by institutional rather than geographical associations, would be one possible approach to preservation, although it would be difficult to regulate.

There is, however, a primary concentration of historic resources along Main Street, with a secondary concentration on Fowler Avenue, that holds potential for further study as a historic district. The primary area identified on the site plan on the following page contains 70 buildings of which 73% are of older construction, and 59% retain sufficient integrity to be considered contributing elements. With the addition of 26 buildings on Fowler Avenue, 70% are of older construction, and 55% retain sufficient integrity to be considered contributing elements.

Recommendation: Schroon Lake contains a diverse architectural history. The integrity of that history has been altered by more recent intrusions (such as the barn style building) and alterations unsympathetic to the original architectural character. To place an area on the national register of historic places or to identify a review district based on strict historic character does not seem feasible at this time. Our recommendation for an approach to architectural review, therefore, considered the following goals:

- It must respond to a variety of architectural styles.
- It must be understood by the community.
- It should encourage the reestablishment of the historic integrity of the community without dictating strict restoration.
- It must concentrate on those areas most in danger and be able to be implemented quickly.
- It must be acceptable to the community therefore it must concentrate on commercial areas.
- It must be able to respond to infill construction, additions, modifications and restoration work as well.

IV. GOALS AND OBJECTIVES

Once the inventory and analysis was completed a second public meeting (a one-day charrette) was held.

The following goals were prepared based on the issues raised from the scoping meeting, the analysis of the town and the overall scope of the study:

Manage "economic" growth a manner which preserves the natural and social quality of life of Schroon Lake

- Develop criteria for development which protects community resources
- Develop a land use plan which encourages economic growth in appropriate locations
- Protect the quality of Schroon Lake and other natural features
- Protect air and water quality and manage solid waste in a manner which protects the town's natural resources
- Monitor and limit boat launching to protect Schroon Lake from large numbers of larger, faster boats

Provide services and activities for residents, second home owners, and tourists to improve the overall economic health of the community

- Extend the seasons of operation by providing accommodations and activities for tourists, second home owners, and residents
- Provide a wider variety of better quality goods and services
- Develop a more effective promotion program
- Set standard hours of operation
- Maintain good fire and ambulance "emergency" services

Develop year-round employment opportunities to secure a future for youth within the Schroon Lake community

- Improve the industrial park to provide better access and image
- Encourage the development of local and indigenous industries
- Encourage the adult education and community college programs in Schroon Lake

Control/manage vehicular pedestrian traffic in a manner which maintains small town character

- Orient land uses in a manner which minimizes vehicular traffic
- Provide adequate, well signed, efficient parking in the village
- Extend sidewalks to encourage more pedestrian traffic

Develop a program to improve the built environment to promote the concept of a small town adirondack community

- Develop architectural guidelines which preserve architectural resources in Schroon Lake
- Establish sign guidelines based on previous studies and architectural character
- Implement street tree planting proposed in previous studies

Provide recreation activities for tourist and resident/youth

- Work with New York State to provide and promote recreation for tourists and second home owners
- Utilize local resources, ie. trout streams, wildlife, and local knowledge of recreational opportunities
- Provide indoor recreational opportunities and off season recreational opportunities for youth as well as adults

V. BUSINESS OPPORTUNITIES

There are a number of development opportunities in Schroon Lake. At the same time, preserving the character of the community is a high priority for residents. Therefore, balancing economic growth objectives with sensitivity to community character is essential.

In formulating these recommendations we have considered what development opportunities exist, where they should be accommodated, and how they can be encouraged. At the same time, some opportunities were identified which should not be pursued due to potential adverse impacts.

A. YEAR AROUND EMPLOYMENT

The Schroon Lake area has an available, well-educated labor force which is a definite asset in attracting new business to the area. The Town also offers tax incentives, so it is competitive with other locations. Sewer, water, power and access to the Interstate highway system are all available. An area has been designated for an industrial park, and one business is now located there. The greatest potential for additional development lies in attracting back-office and flex-space users from the Capital District. Construction and building materials businesses, small start-up manufacturing and similar uses offer some potential as well.

The industrial park is appropriately located. However, its access through a residential street is detrimental to both uses. The park does not present the kind of image sought by potential tenants. Therefore, we recommend a new, attractive entrance farther north on Route 9 and a paved access road at a minimum to upgrade the image of the park.

The success of the industrial park will be strongly influenced by marketing efforts. Numerous communities are aggressively marketing similar areas. Serious consideration should be given to retaining professional industrial/commercial real estate marketing assistance, or to negotiating a sale with performance requirements to a qualified, experienced developer.

B. TOURISM-BASED DEVELOPMENT OPPORTUNITIES

The Adirondack Park, Schroon Lake itself, other area attractions and the Adirondack Northway currently generate a number of visitors. The proposed hotel to be constructed south of the Village center will generate in the range of 150,000 additional visitor days per year. Tourism offers development opportunities, especially for some kinds of retail establishments. In Schroon Lake, these include the following:

1. Highway Commercial

This category includes gasoline service stations, and fast-food restaurants. These uses should be restricted to locations in the immediate vicinity of the Northway exits to Route 9. Design controls should be instituted so that these uses do not detract from the character of the area. Finally, through gateway signage, travelers attracted to these establishments should be left with a positive impression of Schroon Lake and an invitation to visit the Village itself.

2. Food and Beverage

Additional types of food and beverage establishments would be advantageous to the development of greater tourism in Schroon Lake and would be used by year-round and seasonal residents of the region as well. Such offerings might include:

- Non-alcohol bar
- Light lunch (fruits/salads/soups)
- Upscale restaurant and bar
- Ethnic or theme restaurant

3. Miscellaneous Retail

Schroon Lake now has a good base of miscellaneous retail establishments (gifts and specialty stores, etc.). These should be encouraged, along with additional similar business to capture tourism expenditures. Establishments which would strengthen and complement the current mix include:

- Quality outdoor merchandise
- Adirondack crafts
- Antiques and collectibles

These retail businesses should be concentrated in the Village center.

4. Tour Boat/Tourism

All types of cruises and boating are growing in popularity nationwide. Tour boats and dinner cruises are now successfully operating on various bodies of water in New York State. Some are using historic craft as an added attraction. Such an enterprise would encourage additional visitation to Schroon Lake, and would be very compatible with the character of the community.

Promotion is essential if Schroon Lake is going to attract additional visitors and maximize the potential benefits of current visitors. Common and convenient hours of operation during the season are recommended for retail establishments. Concentration of businesses (crafts, antiques, etc.) should be jointly promoted to attract additional visitors, perhaps on a regional basis. Effectively marketed events can be used to expand visitation, extend the season, and provide additional support to retail businesses.

Promotional efforts should include advertising and brochures along with efforts directed at those who can influence travel patterns - tour brokers, travel agents, sports writers, travel writers, etc. Hosting these people may result in articles which would reach geographic and area-of-interest markets. Both advertising and coverage of special events should be sought in special interest publications as well as general circulation newspapers.

Tourism trends indicate that people are taking more frequent and shorter pleasure trips. Both special events and theme vacation packages can appeal to this market. Theme packages could be developed around cross-country and downhill skiing, hiking, fall foliage, antique shopping, bicycling, and numerous other activities. To attract these travelers, convenience is tremendously important since their time is limited. Therefore, marketing should be concentrated in areas within a few hours driving time of Schroon Lake. SPARC and the Chamber of Commerce should actively pursue joint planning and promotion of events and theme vacations with not only existing merchants and hoteliers but also with the operators of the proposed new hotel. This is particularly important since a substantial proportion of the new hotel's patronage (44%) is projected to be bus tours and other groups. The business potential created by these visitors could be realized wholly within the hotel complex itself or diverted to other areas unless efforts are made to bring these people into Schroon Lake for shopping, dining and events. In addition to promotional efforts, transportation to and from the hotel would be desirable.

5. Boat Launch

Although the boat launch at the Town Park does attract visitors to the Village area, increased use of the launch is creating congestion and detracting from the quality of the Park. This trend will continue to increase as the lake becomes more popular as an alternative to Lake George.

Launching fees for non-residents might discourage use of the boat launch. This activity would require staffing, however, and the fees would have to be quite high since investments in the boat, travel time, and the popularity of the lake as an alternative to Lake George make a token fee feasible for most boaters.

An alternative boat launch site might be considered outside the Village area where there is available land for sufficient parking of cars and boat trailers. The Town might also consider closing the boat launch and developing only the docking facilities. Boaters would then be required to launch at the south end of the lake or at a private marina or launch and visit the Village from their boat.

6. Milfoil and Water Quality Testing

Monitoring for milfoil and other water quality testing should be undertaken periodically to ensure the lake maintains a high water quality, so important for attracting tourists and maintaining property values along the lake.

C. OPPORTUNITIES WHICH SHOULD NOT BE PURSUED

Growth in the popularity of boating, as evidenced by registrations, would indicate demand for additional boat slips and day launch facilities. However, concerns expressed by residents about the quality of lake water, volume and speed of boat traffic and possible shoreline erosion lead us to conclude that such opportunities should not be pursued at this time. We recommend prohibition of new marina or day launch construction within the Town. At the same time, a detailed study of Schroon Lake in cooperation with Warren County should be undertaken to examine these resident concerns in detail. If this study indicates that the environmental concerns are not serious and that the lake has excess capacity, then consideration of additional docking space and public day launch facilities would be appropriate. (These issues also have an impact on residential development standards, discussed elsewhere in this report.)

VI. PROPOSED LAND USE

The following land use patterns are proposed to provide the balanced development pattern required to promote tourism; protect the open space rural character of Schroon Lake and Route 9 and more effectively encourage industrial growth within the Town of Schroon.

A. RETAIL COMMERCIAL

The key to establishing a tourist oriented environment is developing an image or a sense of place. This image should be focused. For Schroon Lake the resources to form the basis of that image are the lake and the Village of Schroon Lake. Although the Route 9 Corridor is important to reinforce the village and the lake, these two resources provide the community with definable identity.

The village commercial area extends from the bridge on the south to Brookfield Avenue on the north. Staying primarily on Main Street, this use could expand down South Avenue to incorporate the Town Hall and out Brookfield Avenue to incorporate vacant land behind Main Street to the west.

This area should be pedestrian oriented with a strong emphasis on retail trade. The village commercial area should provide retail goods and services to the tourist and the community at large. Highway commercial activities such as gas stations and drive-in restaurants should be discouraged. Office space should be encouraged to locate on second floors along with residential uses and additional retail.

Densities and setbacks are appropriate as they now exist. Off-street parking should be provided in public and private lots behind Main Street buildings.

B. HIGHWAY COMMERCIAL

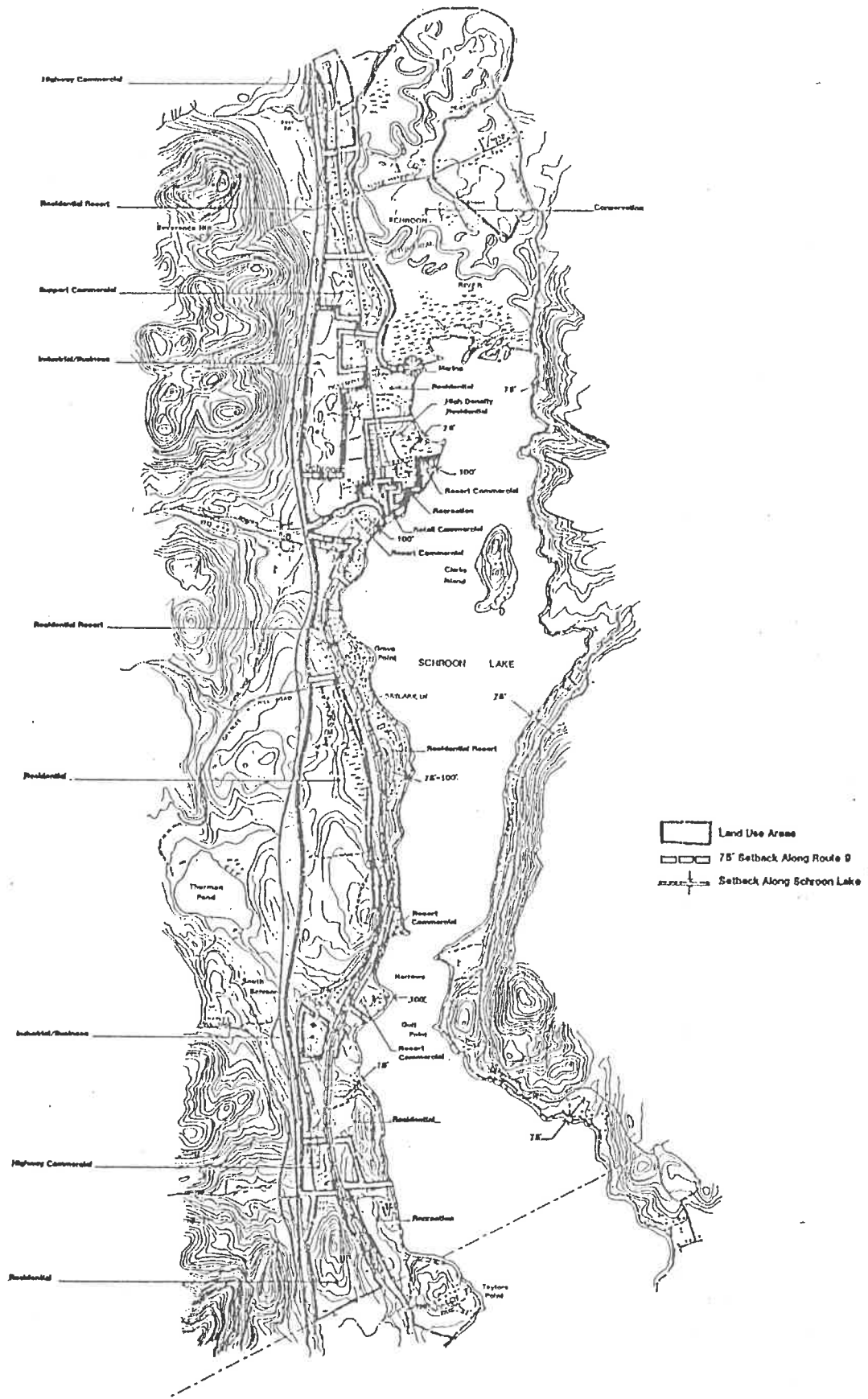
Highway commercial activities are those goods and services provided for an automobile oriented market, i.e. gas stations, auto sales, or drive-in or drive-through restaurants.

These activities will detract from the image proposed for the Schroon Lake Corridor, however, there is a demand for these type of services which should not be overlooked. This land use category should be located around the I-87 exits to accommodate travelers not stopping in Schroon Lake and those visitors who require auto services.

Density for this commercial zone should be one principal building per one acre to accommodate adequate ingress and egress and to preserve open space. Lot width should be a minimum of 150 feet with setbacks of 20 for side yard, 30 for rear yard, and 30 for front yard.

C. RESORT COMMERCIAL

These areas are proposed to provide areas for larger hotel developments and lodges as a primary use. There are four areas for this commercial category: an area encompassing the two points on the west shore of Schroon lake at the Narrows; the Word of Life Complex just south of the Village and Woods Cottages northeast of the Village beach area.



Proposed Land Use & Setbacks

Schroon Lake-Route 9 Corridor Study

Prepared by
 Frederick J. Holman Associates
 Landscape Architects & Planners
 Development Planning Services
 Market Analysis & Planning
 Preservation League of New York State
 Architectural Regulations & Ordinance



These areas can be developed at a density of one unit per 20,000 square feet, but should have access to public sewer facilities or equivalent.

Setbacks should be appropriate to the area. Facilities within the village should maintain a village character while accommodations outside the village should provide more open space, rural character.

D. SUPPORT COMMERCIAL

The support commercial designation denotes the area north of the village along Route 9 which provides some growth of commercial uses such as a hardware store or boat sales which might compliment and provide additional commercial growth near the village area.

Minimum density should be one acre per principal building and generous setbacks should be provided to accommodate a more highway oriented activity.

E. LIGHT INDUSTRIAL/BUSINESS

The potential for light industry and business development would be enhanced by providing appropriate, level sites with water and sewer facilities. The existing industrial park should be enlarged to extend north. Better access should be provided north of the village area. A second supplemental site has been identified on the west side of Route 9 just south of Dykeman Road. Although this area is not serviced by water and sewer, it is level, cleared, and in close proximity to exit 27 of I-87.

Lots for industrial/business development should be a minimum of one acre in the north and three acres in the southern land use areas.

F. HIGH INTENSITY RESIDENTIAL

This residential area in the Village of Schroon Lake should be retained at a higher density especially since it is serviced by public sewer and water. Cottages and inns could be permitted to accommodate tourists within the village center as an alternative to the larger resort hotels or rural motel accommodations.

G. RESIDENTIAL RESORT

* This residential use area provides for inns, cottages, motels, and restaurants as a special use. Particular attention should be given to protecting the rural character of the lake and Route 9 in these areas.

Densities should be limited to one unit per acre except when serviced by public water and sewer.

Setbacks should be established to protect this rural character. Lot widths should be a least 150 feet, front yard setbacks should be 50 feet from the road and 75 feet from the lake. Rear yards should be 30 feet and side yards 20 feet.

H. RESIDENTIAL

Limited to residential use only, this area should also have a minimum lot size of one acre and setbacks appropriate to maintain the open space rural character of the area.

I. RECREATIONAL

This designation has been applied to the state park to the south and the town park in the village area. The Town of Schroon should encourage the State of New York to develop the State Park. This facility will encourage development of the area around exit 27 of I-87 (See K Route I-87 Exit) and introduce visitors to the entire Schroon Lake Region. Public access to the shore of Schroon Lake should be encouraged wherever possible.

J. LAND CONSERVATION

This designation has been applied to the wetlands associated with the Schroon River. To protect this natural, scenic, and recreation resource, residential densities should be dropped to one unit for 42 acres in this area.

K. ROUTE I-87 EXIT

The southern most exit of I-87 (the Northway) in the Town of Schroon, exit 27, is a one way entrance and exit ramp to the south. The Town should approach the State of New York for an entrance/exit to the North.

VII. DESIGN GUIDELINES

A. SITE PLAN REVIEW

Site Plan Review for all commercial, industrial, and multifamily housing projects should be adopted by the Town. Such review should be the responsibility of the Town Planning Board and should incorporate the following concerns and guidelines.

1. Building Placement.

Buildings should be placed in accordance with the general placement and orientation of adjacent buildings unless site specific conditions prohibit such placement.

Buildings should be placed so as not to interrupt or block major drainage patterns (i.e. in a drainage swale).

Existing stands of trees should be preserved to retain the rural, open-space character of the town.

Important views and/or vistas should not be observed or blocked by the placement of the building.

When such building is located within a scenic view and as such becomes part of that view, measures should be taken to screen or buffer such building with existing or new tree plantings, modification in shape or size of the building or through repositioning within the site to reduce the buildings influence on the scenic qualities of the town.

2. Other Site Structures.

a. Signs

Signs should be uniform and unobtrusive conforming to the Town sign ordinance and compatible with the overall character of the building.

b. Dumpsters

Dumpsters and other outdoor trash storage areas should be screened from view or enclosed. All construction should be in harmony with the principal building.

c. Outdoor storage areas shall be screened from view of the public roadway and from any adjacent residential areas.

d. Provisions for services such as water, sewer (or septic) power and telephone should be considered. Utility service boxes, manholes and other structures should be conveniently located for servicing.

3. Grading and Drainage

Grading and drainage patterns should be studied carefully to prevent ponding areas within the development.

Erosion caused by cuts and fills and exposed site conditions should be considered. Large cuts and fills should be discouraged. Erosion control measures should be provided. Slopes in excess of 1 on 4 should not be permitted.

4. Off-Street Parking

No parking shall be permitted within the front yard setback of any zone. No parking shall be permitted within five feet of any rear or side yard property line.

Each off-street space for residential or commercial uses consist of at least two hundred (200) square feet and shall be at least ten (10) feet wide by twenty (20) feet long. Each parking space should be reached by an access driveway at least twenty (20) feet clear in width. In addition, space necessary for aisles, maneuvering, safe pedestrian walkways and drives shall be provided.

- a. For any building having more than one (1) use, parking spaces should be required as provided for each use.
- b. Floor areas for the purpose of computing parking requirements should be the sum of the horizontal area within exterior walls of the several floors of a building, excluding basement, cellar and attic areas used primarily for storage or service.
- c. Any parking lot or parking area that will contain more than one hundred (100) cars shall be effectively divided by planted divider strips or curbing planted with trees fixed in place so as to effectively divide each parking area of one hundred cars from another driveway and parking area for the purpose of controlling speed, and insuring safety of vehicles moving within the entire parking area.

All parking areas should have a planted buffer area of at least five feet deep surrounding the parking lot or area.

In lots with 20 cars or more, there should be planted traffic island at both ends of each isle of parking.

Tree planting in and around the parking lot or area should be required as follows:

1. Within the buffer area one tree should be required for every ten spaces in the parking lot within.
2. On planted divider strips one tree shall be required for every twenty spaces in the parking lot.
3. Each traffic island should include at least one tree.
4. Additional plantings, landscaping and screening, including shrubs and evergreen trees may be required by the Planning Board to screen the parking lot or area from adjacent properties or the public right-of-way.
5. If existing trees and vegetation are left on the site, these may be considered in lieu of new plantings.

6. New plantings should conform to the following minimum sizes:

Major Trees	3 1/2" caliper
Evergreen Trees	4 - 6' height
Shrubs	2 - 3' height or spread
Minor or Flowering Trees	2 1/2" caliper

7. New and existing plants should be maintained and dead or deceased plants replaced in accordance with the plans approved by the Planning Board.

d. There shall be a minimum of one access point (egress-ingress) from parking areas for Industrial and Commercial uses. Access points should be separated from adjoining access points by at least one hundred feet. Two way access drives shall be a minimum of 20 feet wide and a maximum of 30 feet wide. One way access drives shall be a minimum of 15 feet wide and a maximum of 20 feet wide.

e. All parking shall be adequately lighted to prevent glare onto adjacent properties.

Adequate, safe pedestrian access shall be provided from the parking area to the building. A sidewalk should be provided between the parking area and the building.

Handicapped access shall be provided. At least one handicapped parking space shall be provided for each twenty parking spaces.

B. SIGN ORDINANCE

The intent of a sign ordinance for the Town of Schroon Lake is to assist the merchant community in the design, selection and location of their advertising signs in a manner which promotes the image of Schroon Lake and highlights its natural and architectural integrity.

By establishing similar guidelines for everyone, the Town can avoid the continually enlarging sign which detracts from the scenic qualities of the region.

The signs that do exist are sharper, more easily read, and contrast with the natural scenery or the built environment in a compatible manner instead of competing for attention with other signs.

Guidelines:

Signs should be kept simple. It should express an easy-to-read, direct message.

Signs should be no greater than 40 square feet in size or ten percent of the square footage of the building face on which it is located whichever is smaller.

If a sign is flush-mounted, it should not exceed two and one-half feet high, but may extend the entire width of a store front. The sign should be located between the store front display windows and the second story window sills. In general, lettering used should be 8 inches to 18 inches in height, and ideally occupying 65% of the sign board.

If a hanging sign is used, it should be mounted so that the lowest part of the sign is at least eight and one-half feet above the sidewalk and should project no more than five feet. In no case should it project beyond the width of the sidewalk. The size, style, and location of a hanging sign should be carefully considered so that it does not interfere with sight lines, street vegetation and neighboring signs.

A store front or business should have no more than two signs, one primary and one secondary.

- * Window signs should not obscure the display area and should not exceed 15 percent of the area of the display window. The color of the letters should contrast with the display background. Light-colored letters or gold-leaf letters with dark borders are effective.
- * Awnings can also serve as signs with contrasting letters painted or sewn onto a valance. Usually, six to eight inch letters are sufficient.
- * Hundreds of letter styles are available. A style that is both easy to read and reflective of the business it represents should be chosen.
- * Sign colors should compliment the colors of the building. Light-colored letters on a dark background are easier to read in most conditions.
- * The use of illuminated signs can add a new and exciting dimension of downtown commercial areas if certain considerations are respected, such as proportions of the storefront, intensity of light, and location. Exposed neon tube letters should be encouraged, as their use can be effective in adding color and vitality to an otherwise nondescript, nighttime streetscape.

Off site advertising signs should have the same requirements as on-site advertising signs and should be restricted to industrial areas only. No off-site advertising sign should be permitted within 500 feet of a commercial or residential zone.

No signs should project above any roof or parapet line.

Not more than one free standing sign with an area of 40 square feet should be permitted for each business or plaza.

Moving, flashing or turning signs or advertising devices should be prohibited.

C. OTHER ZONING REGULATIONS

The following additional regulations are recommended to protect the natural and aesthetic resources of the Town of Schroon Lake.

1. Minimum Lot Sizes For Route 9

Tourists and residents alike are attracted to Schroon Lake because of its open space, rural character. Development pressures and strip development along Route 9 have begun to erode the scenic quality of the Route 9 corridor. To discourage this degradation, Route 9 should be designated for special density and setback regulations.

All lots with access onto Route 9 in areas outside the Village of Schroon Lake should be twice the area permitted within the zone. Furthermore, setbacks from Route 9 south of the Village should be established at 75 feet. This setback, whether utilized as a side yard, rear yard, or a front yard shall be considered a buffer. Tree clearing within this buffer shall be kept to a minimum, permitting cutting of trees for access only.

2. Increased Lot Sizes

In order to retain the open space rural character and to protect the natural resources of Schroon Lake and the Route 9 Corridor, density should be reduced to a maximum of one principal building per acre, except for the village area. Current densities between Route 9 and Schroon Lake currently range from 2 to 4 principal buildings per acre. Reference has been made to densities and the character of Lake George. The potential densities on Schroon Lake exceed those of Lake George which range from two to one principal building per acre. Even as a much larger, deeper lake, Lake George is beginning to experience environmental problems caused by urban runoff, septic infiltration, and gasoline/oil from boating.

3. Greater Setbacks from Schroon Lake

In order to preserve the open space character along Schroon Lake, greater setbacks should be encouraged. APA cutting restrictions should be vigorously enforced to insure the natural character of the lake shore is preserved, to minimize erosion of the lake shore, to reduce runoff of chemicals from lawn fertilizers, herbicides and insecticides and to reduce siltation from soil erosion.

Setbacks along Schroon Lake are currently 50 feet. This setback should be increased to 75 feet for residential uses and 100 feet for commercial uses.

4. Limit Docks on the Lake

As pressure increases for additional boating, the number and size of docks on the lake will increase. Private residents and docking will become a business for shorefront owners. The Town of Schroon should initiate a limit on the number of boats per lot or the size of the dock for properties based on linear feet of shoreline per lot or both.

Private residential use might be limited to three boats. Over three boats the use would be considered a marina or a business not permitted in residential zones.

5. Cluster Zoning

Cluster zoning permits property owners to build densities on properties not necessarily suited for those densities when using normal subdivision layout standards. Many times, however, such a cluster may be used inappropriately and may negatively affect the scenic qualities of a site or create environmental degradation of the sites natural resources. The town should expand on the cluster zoning section of the ordinance to establish better objectives and to describe when the cluster provision should be used. The planning board could then decide that cluster zoning might not be appropriate for a particular site and require a conventional subdivision with reduced density.

Such revisions might include the following:

a. Purpose

The purpose of the cluster provisions is to encourage flexibility in the design and development of land in order to promote its most environmentally sensitive use; to facilitate the adequate and economical provisions of streets and utilities; and to preserve the natural and scenic qualities of open space in the Town of Schroon.

b. Objectives

In order to realize the purpose of this Section, a cluster design shall achieve the following objectives:

1. A development pattern which preserves outstanding natural topography and geological features, scenic vistas and trees, and prevents the disruption of natural drainage patterns.
2. An efficient use of land resulting in smaller networks of utilities and streets.
3. A development pattern in harmony with the land use intensity, transportation facilities, and community facilities objectives of the Zoning Ordinance.

c. Request for Planning Board

A cluster design alternative shall be required for review if the characteristics of the site include any of the following:

1. A significant wildlife or plant habitat exists on the site or may be impacted by the development of the site.
2. Wetlands occupy over 25 percent of the site or where streams are crossed by the development of the site.
3. Slopes greater than 15 percent occupy over 50 percent of the site.
4. Slopes greater than 25 percent occupy over 25 percent of the site.
5. Soils with a percolation rate of less than .06 inches or greater than 6" inches per hour occupy over 25 percent of the site.
6. Soils with depth to bedrock at eighteen (18) inches or less occupy over 25 percent of the site.
7. Soils with depth to seasonal high water table of forty (40) inches or less occupy over 25 percent of the site.
8. Sites exposed to views from Schroon Lake or Route 9 between exit 27 and 28 of Route I-87.
9. Sites located in a scenic vista or viewshed identified in the Natural, Visual, and Economic Resource Inventory and Analysis.

VIII. ARCHITECTURAL GUIDELINES

The following general recommendations are made to preserve and enhance the architectural integrity of Schroon Lake.

1. Architectural Review Board. Development pressures on the Village of Schroon Lake are imminent. The preservation of Schroon Lake's architectural heritage must be considered before the data to support a preservation board can be gathered. Therefore, an architectural review board should be established and sound, logical guidelines developed which will: require new construction to respect the existing architectural integrity.

Require addition to respect the architectural integrity of the original structure and/or the review district and

Guide alterations or modifications in a manner which maintains the architectural features and character of the buildings.

2. Public Education - Public education on the architectural character of Schroon Lake is an essential step toward the attainment of the preservation goals expressed in the community charrette. It would be integral to the successful establishment of a preservation ordinance, board of architectural review or easement program.

Given the absence of formal research, there are no publications or other educational materials on the subject at present. The results of subsequent research should be published. Several applicable formats would be:

- An architectural walking tour of the hamlet brochure with a map; a simple throw away brochure would be inexpensive to produce and update, of interest to organized school groups, second homeowners and tourists, and would likely receive support from local merchants.
- A "Schroon Lake Then and Now" project, being a collection of good quality historical (Appendix B) and contemporary photographic images taken from the same viewpoint with captions; such a project would convey the dramatic changes occurring in the hamlet and support the community's preservation objectives.
- The materials could be published as a regular column in the local newspaper, exhibited at the Historical Museum or local storefronts. A more expensive format would be publication as a book, which would probably be of interest to year-round residents and second homeowners, but if affordable, possibly of interest to tourists.

In addition, the development of a slide presentation on the architecture of Schroon Lake is also recommended. This can be initially offered to year-round residents, second homeowners, and local merchants, and offered on a regular basis to school groups, seasonal tourists, and local organizations.

There was some concern expressed at the charrette over appropriate procedures to follow in rehabilitating older buildings. If guidelines are to be established, then much information on topics such as roofing, window repair and replacement, substitute sidings, painting, storefront modifications and porch enclosures will be requested by property owners. The National Park Service, The Preservation League and the Society for the Preservation of New England Antiquities publish technical briefs on such topics. Additional programming, in the form of talks or workshops may also be advisable.

3. Research - Little formal research has been done on the architectural development of the hamlet. There was much interest expressed in learning more about the dates of construction of individual buildings at the community charrette, but few sources to turn to. The Schroon-North Hudson Historical Society has made a good start in distributing New York State historic resource inventory (or "blue") forms to property owners, and establishing a central repository. This process should be continued as a means of collecting raw data and photographic images, but the final forms should be prepared by a professional architectural historian following a systematic review of primary source material, such as deeds, historical narratives, maps and photographs.

The objectives of this research would be to establish a basis for public education initiatives, and if a preservation ordinance is considered, to establish a sound foundation. Without such research, the enforcement of a preservation ordinance would be considered arbitrary.

LONG TERM GOALS - As the community begins to understand and accept architectural review and begin to experience the aesthetic improvement this activity will accomplish the emphasis should change to historic restoration. The historic data collected for the village will assist the community responding to this goal.

Once the community begins to reestablish its historic integrity reconsideration of National Register status might become appropriate. Application for such status will be easier with more building contributing to the district through restoration efforts and documentation collected on the history of the buildings and the district.

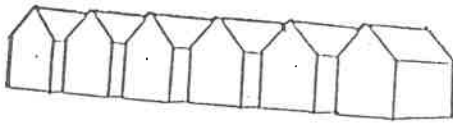
Additional areas should be added to the architectural review district. Fowler Avenue should be added to protect the integrity of this residential street and other settlement areas outside the village might be considered.

GUIDELINES - There are three areas of concern for the architectural review board: new construction or infill, additions, and modifications. The following provides general guidelines for the review of each area of concern:

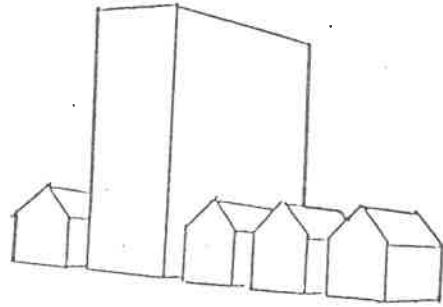
New Construction or Infill - New construction within the architectural review district should reflect, but not mimic existing patterns, shapes, mass, and rhythms established by the west side of Main Street in the cbd and on both sides of Main Street to the north generally as follows:

HEIGHT

Consider - Relating the overall height of new construction to that of adjacent structures. As a general rule, construct new buildings to a height roughly equal to the average height of existing buildings from historic periods on and across the street.

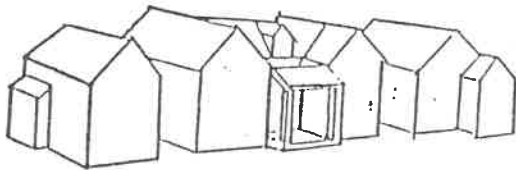


Avoid - New construction that generally varies in height (too high or too low) from older buildings in the vicinity.

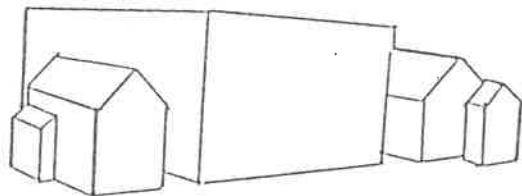


SCALE

Consider - Relating the size and proportions of new structures to the scale of adjacent buildings. Although much larger than its neighbors in terms of square footage, the building shown maintains the same scale and rhythm as the existing buildings.

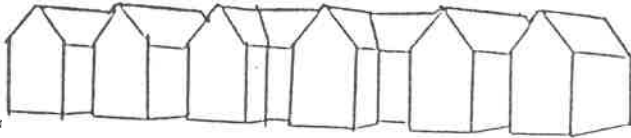


Avoid - Buildings that in height, width, or massing violate the existing scale of the area. The new building shown here disrupts the scale and rhythm of the streetscape, although it might be appropriate in a different location.

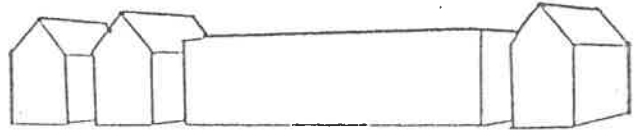


DIRECTIONAL EXPRESSION

Consider - Relating the vertical, horizontal, or nondirectional facade character of new buildings to the predominant directional expression of nearby buildings. Horizontal buildings can be made to relate to the more vertical adjacent structures by breaking the facade into smaller masses that conform to the primary expression of the streetscape.

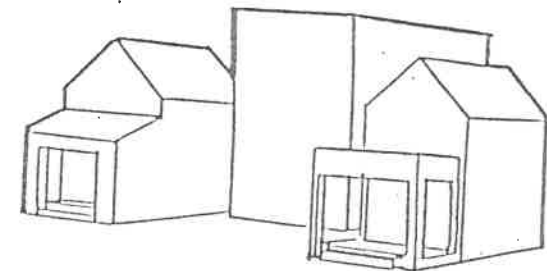


Avoid - Strongly horizontal or vertical facade expressions unless compatible with the character of structures in the immediate area. The new building shown does not relate well to either its neighbors or to the rhythm of the streetscape because of its unbroken horizontal facade.



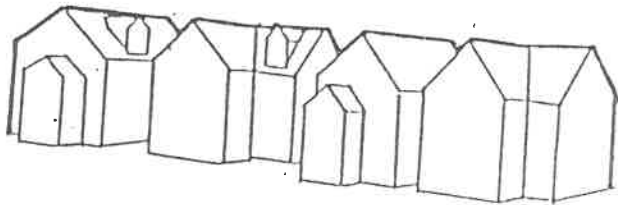
SETBACK

Consider - Maintaining the historic facade lines of streetscapes by locating front walls of new buildings. If exceptions are made, buildings should be set back into the lot rather than closer to the street. If existing setbacks vary, new buildings should conform to historic siting patterns.

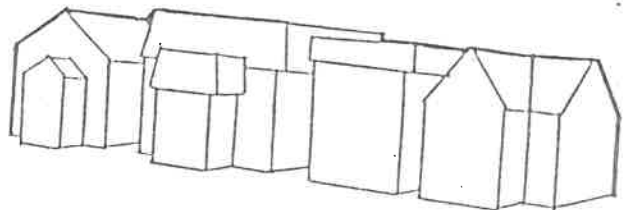


ROOF SHAPES

Consider - Relating the roof forms of the new buildings to those found in the area. Although not entirely necessary, duplication of the existing or traditional roof shapes, pitches, and materials on new construction is one way of making new structures more visually compatible.



Avoid - Introducing roof shapes, pitches, or materials not traditionally used in the area.

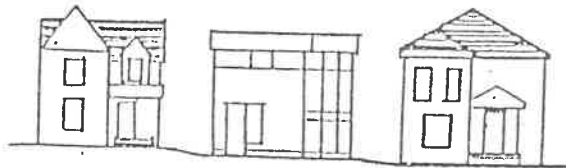


RHYTHM OF OPENINGS

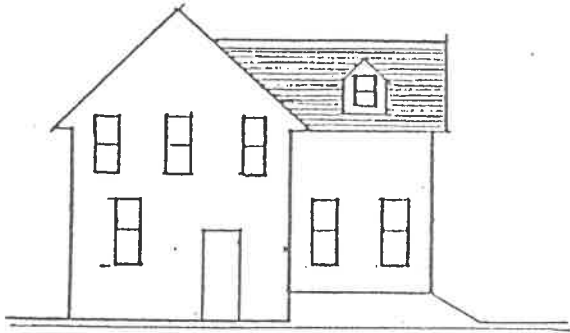
Consider - Respecting the recurrent alteration of wall areas with door and window elements in the facade. Also consider the width-to-height ratio of bays in the facade. The placement of openings with respect to the facade's overall composition, symmetry, or balanced asymmetry should be carefully studied.



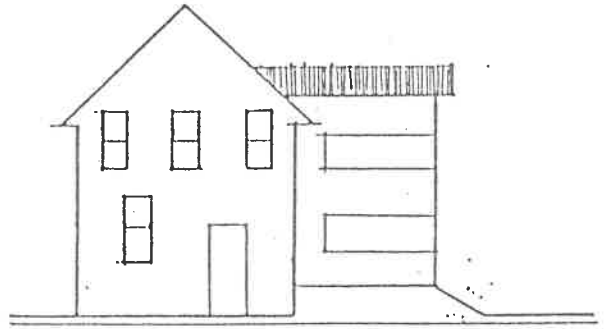
Avoid - Introducing incompatible facade patterns that upset the rhythm of openings established in surrounding structures. Glass walls and window and door shapes and locations shown in the example are disrespectful to the adjoining buildings.



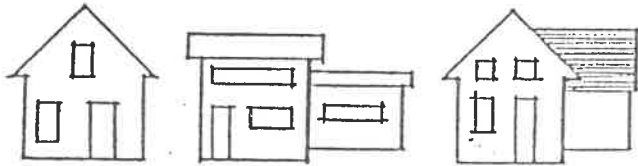
ADDITIONS - Additions within the architectural review district should retain the integrity of the original or existing structure. Other consideration should reflect the guidelines established under new construction. When the existing building does not conform to the architectural guidelines established herein, the mass, general proportions and silhouette should reflect the neighborhood character, thereby, not increasing the overall impact of the non-conforming structure.



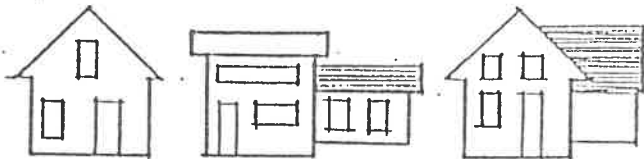
Addition reflects existing structure.



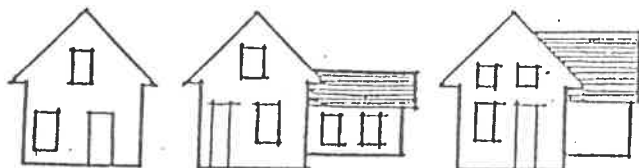
Addition is not compatible.



Addition compatible with existing structure, but increases impact on existing neighborhood character.



Addition incompatible with existing structure, but does not increase impact on existing neighborhood character.

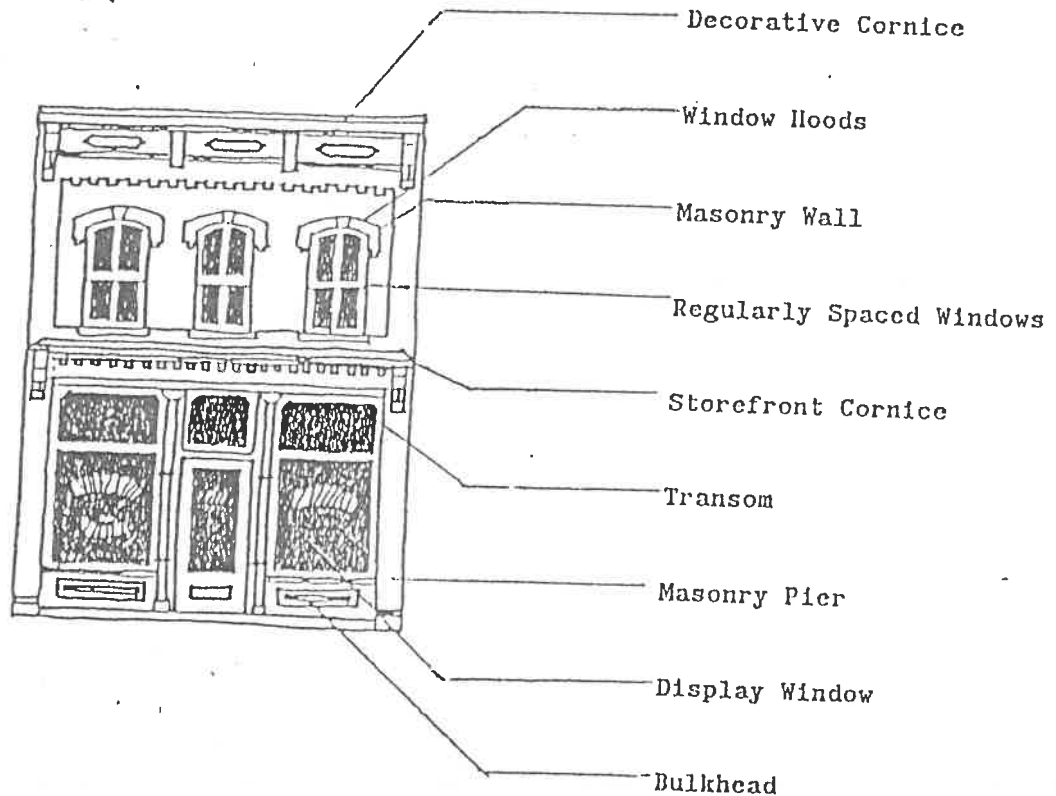


Eventual transition of main structure to conform to neighborhood character.

Modifications (Restoration/Replacements)

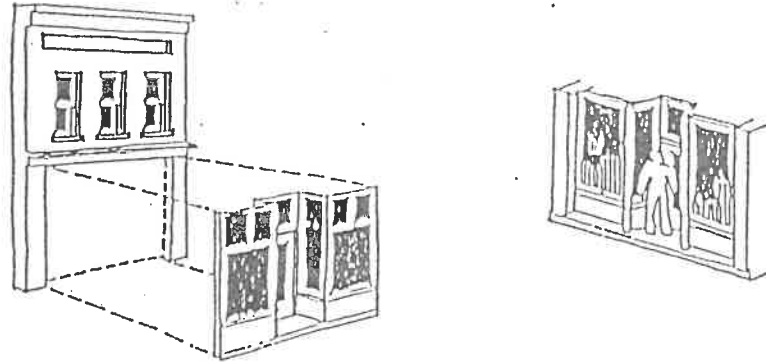
In any type or kind of repair to the facade, an attempt should be made to use original, or at least compatible materials that match in size, style and proportion.

1. Storefronts - The traditional commercial facade had a well-defined opening on its lower level that the storefront filled. It was bounded by a pier on either side, a sidewalk on the bottom edge, and the lower edge of the upper facade defined its top edge.



The most common problem that exists today on the historic commercial strip is that the storefront has been allowed to stray from its original position. It is no longer contained by the facade elements and does not appear as a natural part of the building, thereby destroying the unity of the building as a whole.

When considering restoration or a more contemporary treatment of improvement, all considerations made should be based on the parameters of traditional storefront design. A general rule of thumb to follow is that the storefront should be designed to fit inside the building's original opening and not to extend beyond it into the space in front or at the sides of the opening. To emphasize the sense of containment, the entire storefront may be set back 6 inches to 12 inches from the edge of the building.



The traditional storefront had an open quality to it allowing the visual interplay between goods and prospective consumers and providing the maximum amount of light to penetrate into the store. This was achieved by the use of large panes of windows along the entire storefront. These considerations are still valid today.

In basic terms, the traditional storefront was composed of more glass and less wall at a street level, balanced by more wall and less glass on the upper facade. This simple formula should be followed when treating historic commercial areas.

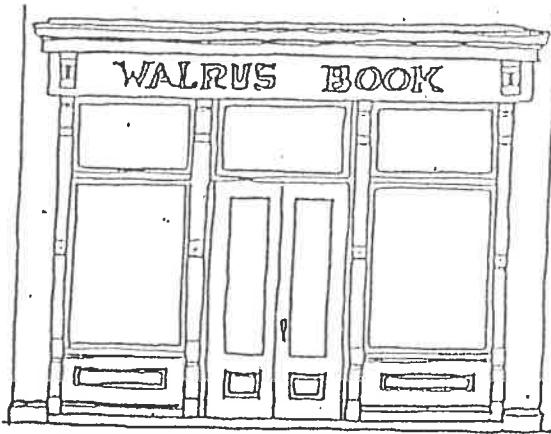
Colors and textures of the storefront materials should be simple, compatible, and unobtrusive:

- * Storefront frames can be of wood, cast iron, or anodized aluminum.
- * Display windows should be clear of glass.
- * Transom windows can be clear, translucent, tinted, or stained glass.
- * Entrance doors should have a large glass panel and can be of wood, steel or aluminum.
- * Bulkheads can be wood panels, polished stone, glass, tile, or aluminum-clad plywood panels.
- * Storefront cornices can be made of wood, cast iron, or sheet metal.
- * Side piers should be of the same material as the upper facade, or painted or stuccoed to look the same.

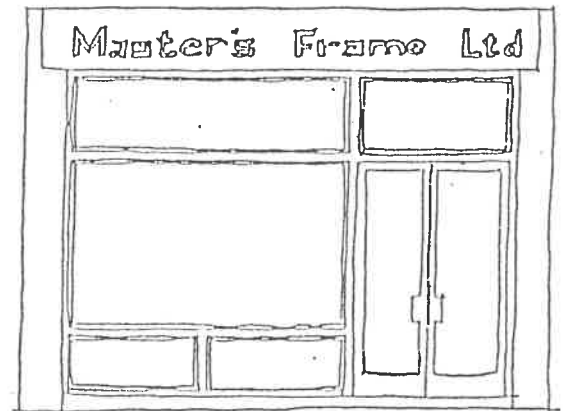
To maintain the integrity and authenticity of the historic character, certain materials and design styles or elements should never be used. Mansard roofs with wooden shingles, rough textured wooden siding, and fake brick or stone and gravel aggregate materials are all unsuitable materials. In addition, care should be taken to avoid inappropriate historical themes; colonial doors, small window panes, and storefront shutters are 18th century elements not found on 19th and early 20th century facades.

Remember, when redesigning the facade, keep emphasis on transparency for the storefronts. Whether original or contemporary materials are to be used, the end product should be the same.

1. Large display windows with thin framing.
2. Recessed entrance.
3. Cornice or horizontal sign panel at top of storefront to separate it from the upper facade.
4. Low bulkheads at the base to protect windows and define the entrance.



Traditional Storefront



Contemporary Storefront

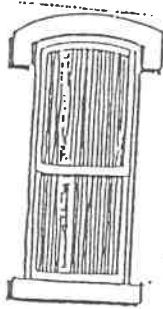
Restoration/Replacements

In any type or kind of repair to the facade, an attempt should be made to use original, or at least compatible, materials that match in size, style, and proportion.

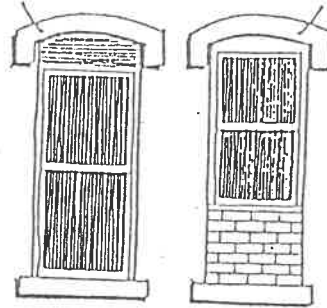
2. Upper-Story Windows - The upper story windows of building facades along a commercial strip are visually important, evoking a sense of rhythm and pattern which ties the facades into a coherent whole. Therefore, a boarded up or inappropriately replaced window mars not only the facade to which it belongs, but also severs the streetscape rhythm.

Replacement windows should fill the entire original opening and should duplicate as closely as possible the original window; do not brick in or board up gaps in an opening to make a wrong-sized window fit. Also, try to match the material as well as the design of original windows when considering their replacement.

Original Window

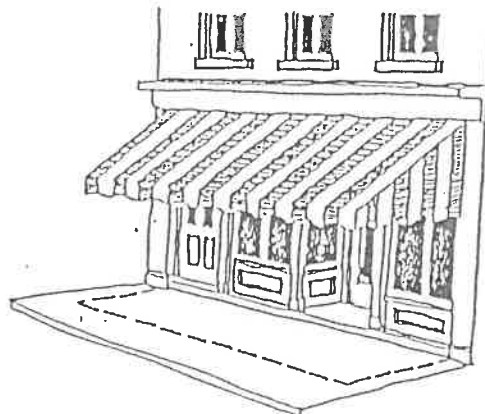


Improper Replacements

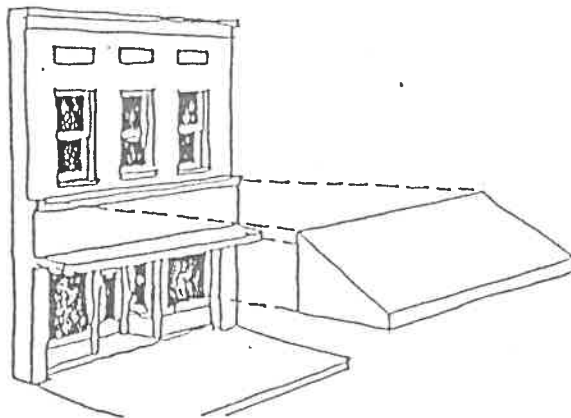


- 3. Doors** - The traditional storefront entrance consisted of a wood door with a large glass panel. Every effort should be made to maintain and repair an original door if possible. If a door must be replaced, one of three choices exist for the interested owner: (1) have a new door built of the same material duplicating design and proportions; (2) find a manufactured wood or steel door that resembles the traditional store door; or (3) use a standard aluminum commercial door with wide stiles and a dark finish to minimize its effect. Avoid using doors which are decorated with moldings, window grills, or cross bucks; these doors are residential in character and can look out of place in a commercial setting.
- 4. Awnings** - The use of awnings in the traditional storefront was important for providing color and cover to the streetscape as well as creating a transition area between the street and the store interior.

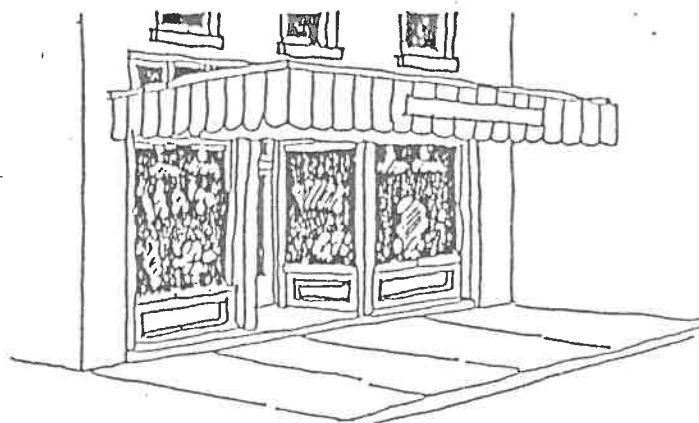
The standard awning should be mounted so that the valance is 7 feet above the sidewalk and projects out between 4 feet and 7 feet from the building. A 12-inch valance flap attached at the awning bar is customary and can also serve as a sign panel. The awning can be attached above the display windows and below the cornice. It should serve to reinforce the frame of the storefront. It should not block or hide the piers nor the space between the second-story windowsills and the storefront cornice.



Inappropriate alterations to the storefront can sometimes be masked quite effectively by mounting an awning over the alterations while still maintaining the traditional proportions of the storefront.



Aluminum awnings or canopies detract from the historic character, and their use should be discouraged. If a flat canopy exists, a valance flap added to it can help improve its appearance. Awnings are available in a variety of materials, colors, and patterns varying in cost and durability.



6. Rear Entrance Improvements - Improvements a rear entrances of buildings may become more and more beneficial as parking areas become developed behind buildings. The general guidelines for facade improvements also apply to rear facades: maintain the continuity of building proportions, scale, rhythm, and similarity or compatibility of materials. Rear entrances should be kept clean and well-lit; they should be inviting, not threatening. Refuse storage and routine delivery services should be handled sensitively with respect to the overall improvements and increased visibility.



IX. LONG TERM PARKING SOLUTIONS

Parking in the Village of Schroon Lake should be accommodated without destroying the architectural and spatial integrity of the Main Street area. Public parking areas could be provided in vacant areas for behind Main Street buildings.

These parking lots should be accessed from public side streets or from other existing parking lots. Parking facilities should be viewed as common wherever parking lots can be joined. This approach will provide a more efficient parking layout, better circulation and expose the rear of Main Street building for additional retail opportunities.

Providing parking to accommodate the needs of the Village will require joint public/private and private/private cooperation. However, this approach will provide the most parking for the least expenditure. A parking commission should be established to oversee, manage, and maintain the parking facilities.

Signs should be set at the entrance to the parking facilities and along Main Street directing visitors to the parking lots. Maps could be made of the village illustrating the various shops and services as well as the parking facilities available. Such a map could be published as a free newspaper style hand-out.

Business people should be encouraged to park in lots behind Main Street. To enforce this action, a one or two hour limit would be designated to on-street parking and unlimited time would be permitted in off-street lots. Time limits would require policing, so cooperation from merchants would be the first option.

Parking areas could be located or designated as the following:

1. Town Hall Parking Lot: The parking lots is underutilized and could accommodate merchant parking.
2. Behind Main Street buildings to the east between North and South Avenue. This area would require the cooperation of the property owners on Main Street.
3. Vacant lot on the south side of South Avenue at the end of Broad Street.
4. Behind Main Street buildings to the west just south of the Grand Union: This would require the cooperation of property owners and the Grand Union since this should be viewed as an extension of the Grand Union parking lot.
5. North corner of Brookfield Avenue and Main Street: This existing lot should be retained at least in part at the rear of the property should this lot be developed.
6. West of the Grand Union property off Brookfield Avenue: This area could be developed as the village requires additional parking and the rear of buildings on the west side of Main Street are developed. This parking lot should also tie into the Grand Union parking lot and provide pedestrian access to Main Street by traversing behind Main Street buildings.

To alleviate traffic and parking intensity, alternative transportation might also be developed. Shuttle buses could be routed to the hotel/motels in the area and link up with the village and other major restaurants or amenities.

With the shuttle in place the tour bus business could be accommodated bringing more people into the village who might not otherwise attempt the trip. This transportation mode would operate all year around encouraging more Spring, Fall and Winter activity.

The shuttle could be supported by the village merchants hotels, motels, restaurants and businesses whose patrons might utilize its services.