

# 899 East Shore Drive

**Location:** Adirondack, NY (Hamlets of Horicon & Schroon Lake)

**Target Audience:** Hospitality Developers & Real Estate Investors

**Zoning Flexibility:** Commercial, Office, Retail, & Residential

**Macro Drivers:** Adirondack High Peak Tourism, Boating, & Luxury Waterfront Short-Term Demand

**Footprint Potential:** 5,178+ Sq. Ft. Adaptive Core

**Date:** June 12, 2026

## 1. THE DEVELOPER OPPORTUNITY & MACRO MARKET DRIVERS

For a forward-thinking real estate developer, 899 East Shore Drive is not merely an operating general store; it is a rare, hyper-flexible **blank canvas footprint** with an unreplicable geographic anchor point. Positioned in the historic, high-density tourist hamlet of Adirondack on the eastern shore of Schroon Lake, the property sits directly in the path of the region's expanding luxury seasonal demand.

The primary catalyst driving value here is the property's rare **quad-zoning framework** (Commercial, Office, Retail, and Residential) paired with over **5,178 square feet of interior structural volume**. In the Adirondack Park, obtaining new zoning approvals or footprint expansions can take years due to strict APA (Adirondack Park Agency) and local environmental regulations. Because this structure is grandfathered with a massive pre-existing footprint and versatile mixed-use capabilities, a developer can bypass intensive site-plan limitations to capture premium market revenues immediately.

## 2. SCHROON LAKE MICRO-MARKET SUMMER DEMAND MECHANICS

The seasonal economy around Schroon Lake has seen a structural shift. Wealthier demographic segments from downstate New York, New Jersey, and Boston are actively seeking highly experiential, premium lodging and curated food-and-beverage hubs. The summer season brings a massive influx of recreational assets:

- **Elite Boating & Marina Traffic:** East Shore Drive acts as a primary thoroughfare for lakeside residents and transient boaters looking for off-water provisions, dining, and upscale hospitality.
- **The Adirondack High Peaks Hub:** Trailheads, mountain biking loops, and ATV trails draw high-spending outdoor enthusiasts who demand specialized retail, gear spaces, and craft culinary experiences.
- **Lack of Premium Short-Term Lodging:** While single-family lake houses command high weekly premiums, the market lacks boutique, dense, design-forward lodging plays within walking/filtered sight of the water.

### 3. THREE SCALABLE REDEVELOPMENT BLUEPRINTS

#### Concept A: The "Adirondack Basecamp" Boutique Lodge & Outfitter (Highest Yield)

**Structural Execution:** Transition the massive 6-bedroom, 2-bathroom upstairs into 3 individual, high-end design-forward boutique short-term rental suites. Maintain the historic features (10' ceilings, original pocket doors, and brick fireplace) to market an authentic luxury experience. Revamp the ground floor into a hybrid upscale artisanal café/deli, craft beer taproom, and high-end outdoor gear/gift boutique.

- **Value Driver:** Capitalizes directly on the premium short-term rental market. The filtered lake views from the upstairs porch become an immediate marketing anchor for \$350–\$550/night luxury weekend suites.
- **Target Revenue Mix:** 45% Lodging / 35% Food & Beverage / 20% Curated Retail.

#### Concept B: The Historic Waterfront Multi-Family Luxury Conversion

**Structural Execution:** Utilize the quad-zoning to completely convert the entire 5,178+ square foot footprint into a premium residential condo or high-density luxury apartments. The layout can cleanly support 3 to 4 independent luxury loft apartments (e.g., two 1,200 SF units on the ground floor, and two premium lake-view units upstairs) with common historic amenities.

- **Value Driver:** Long-term or premium seasonal corporate rentals. Addresses the extreme scarcity of luxury residential units in the immediate hamlet of Adirondack.
- **Target Revenue Mix:** 100% Passive Rental Yield or immediate condo-sale exit strategy to individual investors.

#### Concept C: The General Store "Modernization & Expansion" Framework

**Structural Execution:** Keep the 165-year historic lineage intact but modernize the operational layout. Expand the deli into a full-scale commercial farm-to-table bakery and evening wood-fired pizza spot, incorporating an outdoor patio/biergarten on the property boundaries. Turn the 6-bedroom upstairs into a high-capacity single corporate retreat or family reunion rental destination sleeping 14+ guests.

- **Value Driver:** Protects the nostalgic community value while dramatically scaling margins. Large group short-term rentals (sleeping 12+) command massive premiums (\$800–\$1,200+/night) during peak summer months.
- **Target Revenue Mix:** 40% Large-Scale Group Lodging / 60% Expanded Commercial Food & Retail.

## 4. DEVELOPER FINANCIAL MODELING & PROJECTIONS (STABILIZED HBU)

The financial analysis below contrasts the current grandfathered business model with a stabilized **Concept A (Boutique Lodge & Artisanal Café)** execution strategy following a projected \$200,000 capital improvement (CapEx) buildout.

Proforma Category	Current Operational Model	Concept A: Redeveloped Model	Net Variance / Margin Expansion Focus
<b>Ground Floor Commercial Use</b>	Standard General Store / Deli	Artisanal Café / Taproom & Outfitter	Higher margin capture on F&B and curated gift inventory.
<b>Ground Floor Annual Gross</b>	\$350,000 @ 15% Net Margin	\$450,000 @ 22% Net Margin	+\$43,500 net operational profit expansion.
<b>Second Floor Residential Use</b>	Single Annual Tenant Rent	3 Luxury Boutique STR Suites	Shifts from a fixed rate to a high-yield dynamic nightly model.
<b>Second Floor Annual Gross</b>	\$17,000 fixed gross	\$88,200 gross (65% seasonal occupancy @ \$250 avg)	+\$71,200 additional high-margin room revenue.
<b>Combined Asset Effective Gross</b>	\$367,000	\$538,200	Total top-line velocity increases by over 46%.
CONSOLIDATED ASSET NOI	\$51,075	\$142,740	Developer Net Operating Income increases by nearly 180%.

## 5. ZONING & APA EXECUTION STRATEGY

Because the property is situated inside the Adirondack Park boundaries, any standard greenfield project faces intense regulatory scrutiny regarding soil, lake runoff, and aesthetic character. This asset holds distinct competitive advantages for quick development execution:

- **Pre-Existing Footprint:** Bypasses typical setback and lot-coverage ratio minimums that restrict new builds in the hamlet.
- **Commercial & Residential Combined Zoning:** Avoids the costly and risky need to file for local zoning variances or amendments. The mix of a retail store and upper residential is already fully permitted under town guidelines.
- **Historic Preservation Alignment:** Maintaining the 165-year historic character of the building aligns with local historical societies and town planning boards, paving a friction-free path for quick interior-only building permits.