



Downtown Development Authority

LAKE ODESSA

AGENDA

Special Meeting
Tuesday, December 10, 2024 - 7:00 a.m.
Page Memorial Building
Lake Odessa, Michigan

1. Call to Order / Roll Call
2. Approval of Agenda
3. Public Comment on Agenda Items
Under the Open Meetings Act, any citizen may come forward at this time and make comment on items that appear on the agenda. Comments will be limited to three minutes per person. Anyone who would like to speak shall state his/her name and address for the record. Remarks should be confined to the question at hand and addressed to the chair in a courteous tone. No person shall have the right to speak more than once on any particular subject until all other persons wishing to be heard on that subject have had the opportunity to speak.
4. Action/Discussion Items:
 - a) McKenna – DDA Plan Update
5. Board Member Comments
6. Adjournment

Next Regular Meeting: Tuesday, January 14, 2025 - 7:00 a.m.



Agenda: DDA & TIF Plan

Tuesday, December 10, 2024 – 7:00am

PUBLIC ENGAGEMENT UPDATE

1. Public Outreach Program

- a) Community survey: 101 responses (~5% of Village's total population)
- b) Survey results summary (to-date) - see attached

DDA BOUNDARY DISCUSSION

1. Current Boundary Review

2. Does the DDA want to amend the current boundary?

- a) *Note:* This will “reset” the current base value to 2024 total taxable values for incremental financing

3. Does the DDA want to create a second boundary?

DRAFT DEVELOPMENT PLAN

1. See attached development Plan draft

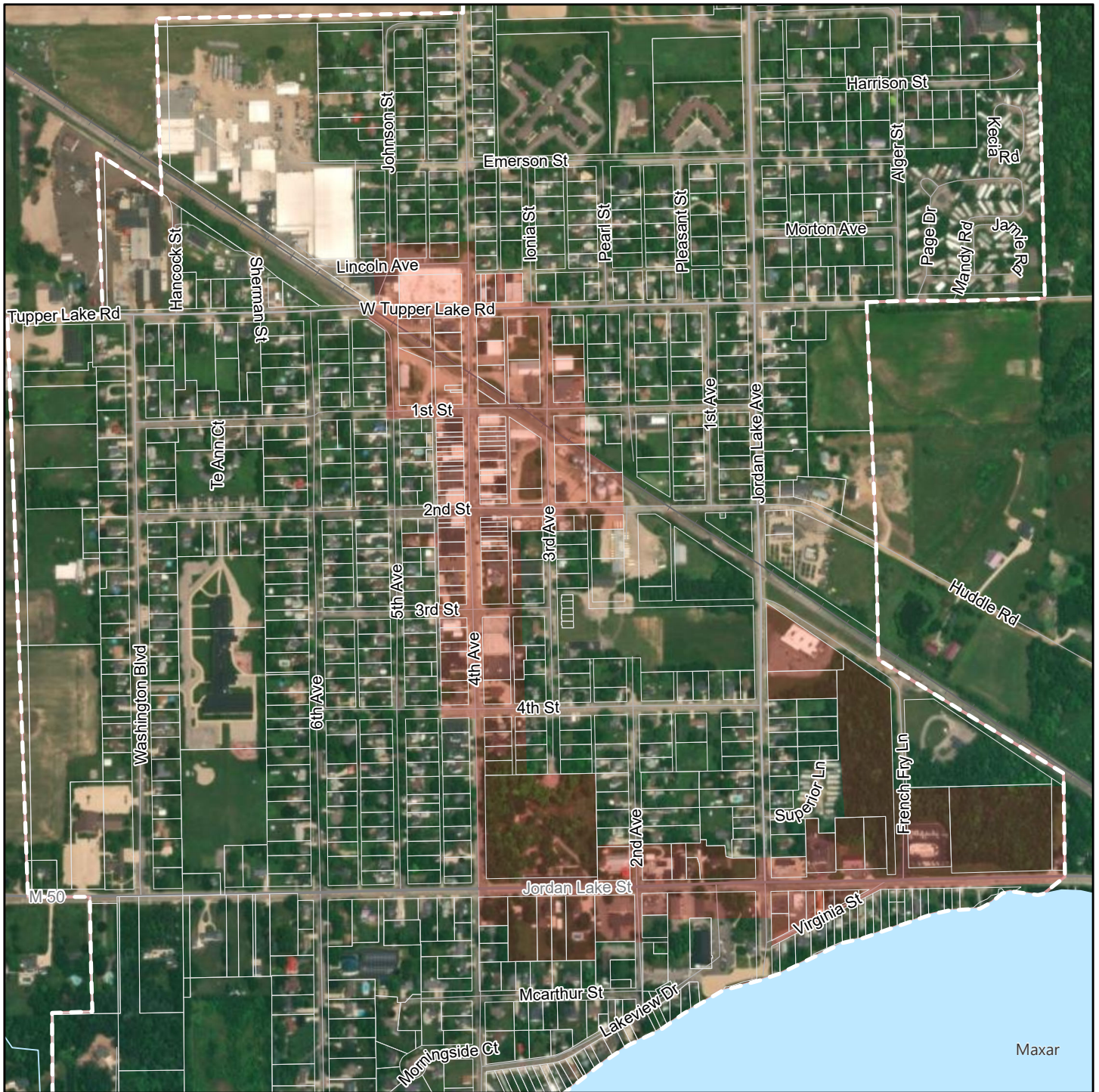
NEXT STEPS / ADOPTION PROCESS

1. Review full Draft Plan (and revise as needed) – January 2025
2. DDA recommends adoption of the Plan to Village Council
3. Schedule public hearing by Village Council
4. Notice of public hearing is advertised the first time (no later than 40 days before public hearing)
 - a) Village mails a copy of public hearing notice to all property taxpayers of record in the Downtown District
 - b) Village mails notice of public hearing by certified mail to the governing body of each taxing jurisdiction levying taxes subject to capture, and offers them an opportunity to meet with Village Council
 - c) Village sends copy of proposed DDA and TIF Plan to each of the taxing jurisdictions levying taxes subject to capture to fully notify them of the “fiscal and economic implications” of the Plan
 - d) Village posts copy of notice of public hearing in 20 conspicuous and public places within the Downtown District
5. Public hearing notice is advertised the second time (no later than 20 days before public hearing)
6. Public hearing is held by Village Council



7. Village Council holds first reading of Ordinance approving the Plan
8. Second reading and adoption of Ordinance approving the Plan by Village Council
9. Adopted Ordinance filed with Secretary of State and published at least once in newspaper of general circulation

TASKS	Month					
	1	2	3	4	5	6
1. Project Initiation						
2. Development Area Resident's District Council						
3. Lake Odessa 2024 - Identify, Quantify and Analyze						
4. Public Outreach						
5. Draft the Plan/DDA Review						
6. Public Review/Adoption						
MEETINGS (shown with an "x" for one meeting, unless otherwise noted with a meeting number)						
Working meetings with the DDA Board and Designees	x		x		x	
Stakeholder Visioning Sessions (outlined in Master Plan scope)		x (4)				
DACC Meeting (if required)		x				
Public Hearing with Village Council						x






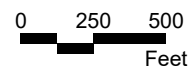
DDA Boundary

Village of Lake Odessa,
Ionia County, MI

December 2, 2024

LEGEND

-  Parcels
-  DDA Boundary
-  Bodies of Water



Basemap Source: Michigan Center for
Geographic Information, v. 17a.
Data Source: Ionia County 2024.
McKenna 2024.



DRAFT Development Plan

December 10, 2024

Phase I: 2025-2030

GOAL: CREATING UNIQUE PLACES

Objective	Project Name / Brief Project Details	Estimated Cost
Natural Features	<p>Lakefront and Lake Access Improvements</p> <ul style="list-style-type: none"> Acquire property and easements (as applicable) to enhance lakefront recreation opportunities and/or create a public gathering space with lake access Establish partnerships with property owners and applicable governmental agencies to clean-up or market properties for adaptive reuse. Partner with local outdoor recreation businesses and/or entities to develop opportunities for lake activities such as kayak or boat launches, canoe rentals, paddle boarding, and other activities. 	\$5,000,000
Development Assistance	<p>Remove and Relocate Incompatible Land Uses</p> <ul style="list-style-type: none"> Determine the type(s) of development desired within the Development Area. Inventory the building and business types within the Development Area and identify gaps where new markets would be successful. Acquire property within the Development Area, as applicable. Market vacant or underutilized properties as prime locations for innovative high-quality development. 	\$1,000,000
	<p>Public Works Garage Relocation</p> <ul style="list-style-type: none"> Continue partnerships and efforts to relocate the Public Works Department garage elsewhere in the Village. The relocation should be completed in partnership with other Village Departments. Market the space for a new business or mixed-use space. 	\$20,000
	<p>Façade Improvement Program (projected \$15,000/year)</p> <ul style="list-style-type: none"> Develop a set checklist and guidelines for the administration of the DDA's façade improvement program. Encourage historic preservation best practices for façade improvements. Administer the Façade Improvement Program and streamline the application review process. Encourage high-quality design that will serve as quality examples and preserve the architectural character that is distinctive to Lake Odessa. 	\$60,000
Streetscape Improvements	<p>Sidewalk Improvements</p> <ul style="list-style-type: none"> Assess current walking conditions in the Development Area by conducting a Walkability Audit. Develop a list of priority enhancement segments or corridors. Secure funding for sidewalk enhancements and construct. 	\$100,000
Mobility Improvements	<p>Sidewalk Connections</p> <ul style="list-style-type: none"> Determine primary sidewalk routes that connect the Downtown Core with connecting secondary residential streets. Enhance walking conditions on these routes to provide a visible transition 	\$100,000

	from Downtown Core to adjacent areas - continued community character	
	<p>Midblock Crossings</p> <ul style="list-style-type: none"> • Study and assess areas where midblock crossings would be most efficient. • Prioritize and engineer midblock crossing designs. • Construct midblock crossings, where needed. 	\$300,000
GOAL: PROMOTING COMMUNITY PRIDE		
Amenities and Culture	<p>Public Art</p> <ul style="list-style-type: none"> • Foster efforts to encourage public art within the Development Area such as murals, installations, electrical box paintings, and others. 	\$15,000
GOAL: SUPPORTING BUSINESS DEVELOPMENT		
	<p>Outdoor Dining</p> <ul style="list-style-type: none"> • Assess the Village's need for a Downtown Social Zone. • Determine primary locations in the Development Area for outdoor dining furniture, space, and associated equipment. • Assist business owners in renting or purchasing outdoor dining furniture and equipment (as needed). 	\$60,000
Business Assistance	<p>Marketing, Promotion, and Branding</p> <ul style="list-style-type: none"> • Continue to work with businesses and the community to market and promote Lake Odessa. • Create a more robust online and social media presence for Downtown Lake Odessa. This can include activities such as an available property inventory, market study results, promotions or incentives available for redevelopment, incentives for new businesses, and other related activities. • Consider local business pilot programs, such as maker spaces or rotating retail spaces leased by the DDA. • Develop and administer marketing and promotional materials, such as brochures, historical markers, and banners). 	\$100,000
Other projects consistent with this Plan		TBD
TOTAL for Phase I		\$6,755,000

Phase II: 2031-2040

GOAL: CREATING UNIQUE PLACES		
Objective	Project Name / Brief Project Details	Estimated Cost
Streetscape Improvements	Enhanced Landscaping <ul style="list-style-type: none"> Develop a maintenance plan and schedule for planter boxes, parking lot landscaping, and street trees. Routinely trim and maintain the street trees so patrons can see store names and building facades. 	\$15,000
	Corridor Beautification <ul style="list-style-type: none"> Create and maintain aesthetic enhancements in the Development Area such as hanging baskets, holiday/seasonal decorations, planters, and others. 	\$10,000
Development Assistance	Façade Improvement Program (projected \$15,000/year) <ul style="list-style-type: none"> Develop a set checklist and guidelines for the administration of the DDA's façade improvement program. Encourage historic preservation best practices for façade improvements. Administer the Façade Improvement Program and streamline the application review process. 	\$60,000
	Housing Assessment <ul style="list-style-type: none"> Commission a Housing Study of the Development Area. Review and support various housing types that would be supported in the Development Area and fit the aesthetic character of Lake Odessa. 	\$30,000
	Parking Assessment <ul style="list-style-type: none"> Commission an audit of the current parking lots and associated number of spaces in the Downtown Core. Assess if additional parking is necessary, given the results of the audit. Weigh the current parking conditions against various metrics, such as the Village Zoning Ordinance, and other applicable best practices, such as the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities (RRC) Program guidelines. Target and prioritize areas for new parking spaces and/or lots, as needed. Construct new parking, as needed. 	\$700,000
GOAL: SUPPORTING BUSINESS DEVELOPMENT		
Objective	Project Name / Brief Project Details	Estimated Cost
Business Assistance	Enhance Rear Building Facades <ul style="list-style-type: none"> Assess the current conditions of rear building facades in the Downtown Core. Develop a priority list for rear building façade improvements and upgrades. Offer financial incentives to property owners, as applicable. Determine the highest and best use for alleys and rear building entrances, such as enhanced community outdoor space. Determine amended routes (as needed and applicable) for daily business activities such as deliveries and trash removal. 	\$700,000
Other projects consistent with this Plan		TBD
Total for Phase II		\$1,515,000

PHASE III: 2041 - 2055

GOAL: CREATING UNIQUE PLACES		
Objective	Project Name / Brief Project Details	Estimated Cost
Streetscape Improvements	Wayfinding Signage System <ul style="list-style-type: none"> Evaluate the City's existing wayfinding signage system. Determine the best locations for new wayfinding signage within the Development Area, as applicable. Prioritize ongoing maintenance of existing wayfinding signage. 	\$300,000
Development Assistance	Façade Improvement Program (projected \$15,000/year) <ul style="list-style-type: none"> Develop a set checklist and guidelines for the administration of the DDA's façade improvement program. Encourage historic preservation best practices for façade improvements. Administer the Façade Improvement Program and streamline the application review process. 	\$60,000
	Public Spaces <ul style="list-style-type: none"> Seek out opportunities to enhance public spaces to create a sense of place. Target specific properties or right-of-way spaces to transform into a multi-use space for community gathering and enhanced connectivity to and from the Development Area. Consider and plan for opportunities, in conjunction with other Village plans, (e.g., Master Plan, Capital Improvements Plan, and Parks and Recreation Plan) to enhance the public realm. This may include the assessment of utilizing lakefront properties. Seek out opportunities to re-energize underutilized properties in the Development Area for pocket parks or decorative alleys. 	\$1,000,000
	Infrastructure Improvements <ul style="list-style-type: none"> Determine the feasibility of overhead utility burial. Assist with financial resources to bury overhead utility lines in the Development Area. This may be in conjunction with streetscape improvements. 	\$1,000,000
Mobility Improvements	Bike Racks <ul style="list-style-type: none"> Determine the best locations for new bike rack facilities, such near popular Downtown destinations, near the lake, near and within parks and public spaces, near mixed-use buildings, and others. Place new bike rack facilities in strategic locations within the Development Area. 	\$20,000
GOAL: SUPPORTING BUSINESS DEVELOPMENT		
	Upper floor residential units <ul style="list-style-type: none"> Encourage second story developments when feasible. Assist property owners in the development of second story residential units where applicable in the Development Area. 	\$1,000,000
Other projects consistent with this Plan		TBD
Total for Phase III		\$3,380,000

ONGOING: 2025-2055

GOAL: CREATING UNIQUE PLACES		
Objective	Project Name / Brief Project Details	Estimated Cost
Development Assistance	Strategic Land Acquisitions <ul style="list-style-type: none"> Assess strategic property acquisition opportunities for property development, housing development, business development, or other types of development to further the goals of this Plan. Provide assistance for improvements to public roads, utilities and other infrastructure to further the goals of this Development Plan. 	\$5,000,000
	Façade Improvement Program (projected \$15,000/year) <ul style="list-style-type: none"> Develop a set checklist and guidelines for the administration of the DDA's façade improvement program. Encourage historic preservation best practices for façade improvements. Administer the Façade Improvement Program and streamline the application review process. 	\$60,000
Mobility Improvements	Non-Motorized Transportation and Sidewalks <ul style="list-style-type: none"> Improve pedestrian access, mobility, and safety with the Downtown. Begin by completing a walkability audit to identify unsafe intersections or road segments. Plan for all modes of transportation in Downtown (multi-modal crossings, bike parking, maintain sidewalks, etc.) 	\$100,000
	Public Road / Infrastructure Improvements <ul style="list-style-type: none"> Partner with applicable organizations to assist in the planning, design, repair, or replacement of roads, alleys, public right-of-way and other infrastructure. Continue to support opportunities for enhancements to the public right-of-way in terms of streets and curbs. 	\$1,000,000
GOAL: PROMOTING COMMUNITY PRIDE		
Development Assistance	Housing Development <ul style="list-style-type: none"> Determine the best locations for additional housing units within the Development Area. Partner with any applicable local or regional housing agencies to construct more housing for people of all ages. Assist in the growth and development of the housing market, acquiring property as needed for the marketing of new housing development. 	\$750,000
	Beautification <ul style="list-style-type: none"> Continue ongoing maintenance and enhancement activities to infrastructure in the Development Area, including (but not limited to) streetlights, wayfinding signage, banners, street furniture, planters, and other placemaking elements. 	\$600,000
Amenities and Culture	Public Festivals/Events <ul style="list-style-type: none"> Continue to host Year-round events and advertise events to the public to increase participation. Assist business and property owners in the development of year-round activities to establish Lake Odessa as a year-round tourist destination. 	\$40,000
	Cultural Amenities <ul style="list-style-type: none"> Attract new development proposals to address universal design by utilizing principles such as walkability, welcoming facades, ADA compliancy, and flexibility of uses. 	\$10,000

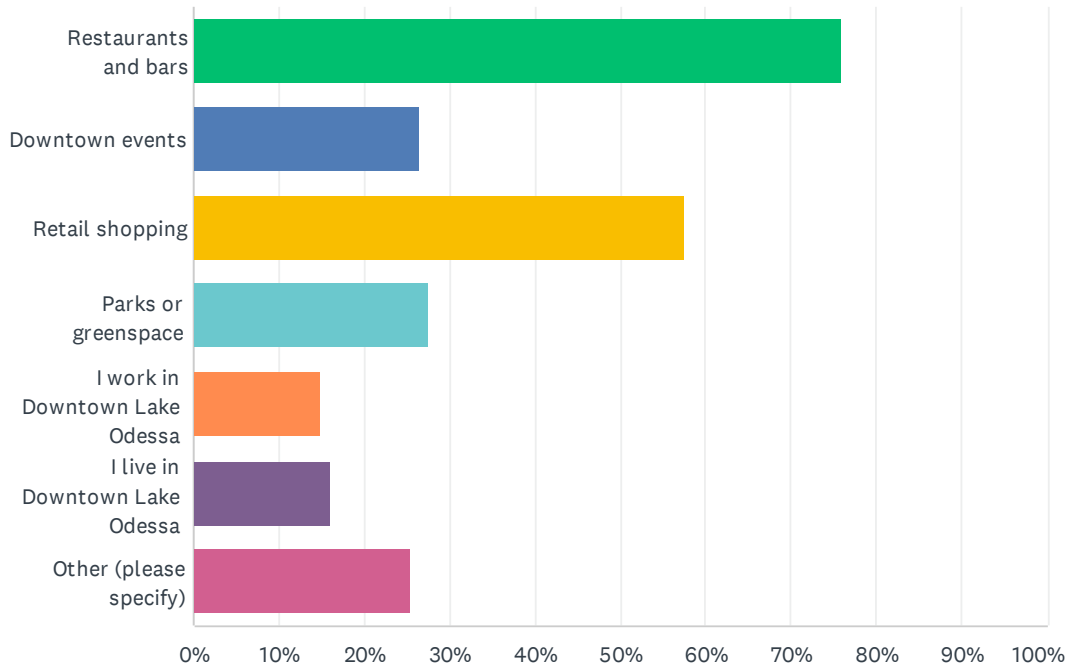
Enhanced Partnerships	Marketing and Promotion <ul style="list-style-type: none"> • Create and maintain a robust online presence to market Downtown Lake Odessa by utilizing available resources such as social media, press releases, and website enhancements. • Utilize regional resources to market Lake Odessa (such as Pure Michigan, MEDC, MDNR, and other groups as applicable). 	\$1,000,000
GOAL: SUPPORTING BUSINESS DEVELOPMENT		
Business Attraction	Business Attraction and Retention <ul style="list-style-type: none"> • Continue to provide business attraction programs and initiatives. • Continue partnerships to assist with economic development activities. • Develop a creative approach to business development and encourage innovative business ideas. • Continue to foster relationships with existing businesses and property owners to support the longevity of business activities in the Development Area. 	\$300,000
Other projects consistent with this Plan		TBD
Total for Ongoing		\$8,860,000
TOTAL for all projects 2025-2055		\$20,510,000

Footnotes:

1. *Costs estimated for the projects are preliminary and are budget guides only; specific plans and refined cost estimates for Development Area improvements will be completed upon initiation of each project. Funding is expected to come from a combination of sources to be evaluated and optimized by the DDA, including but not limited to grants, loans, TIF revenues, donations, etc. Expenditures will not exceed available funds. Estimates consider design, construction and associated costs.*
2. *Other projects that arise and are consistent with the objectives and priorities of the DDA – as outlined in this Plan – may be funded consistent with the financing methods described in the Tax Increment Financing Plan.*

Q29 What do you typically visit Downtown Lake Odessa for?

Answered: 87 Skipped: 16



ANSWER CHOICES	RESPONSES
Restaurants and bars	75.86% 66
Downtown events	26.44% 23
Retail shopping	57.47% 50
Parks or greenspace	27.59% 24
I work in Downtown Lake Odessa	14.94% 13
I live in Downtown Lake Odessa	16.09% 14
Other (please specify)	25.29% 22
Total Respondents: 87	

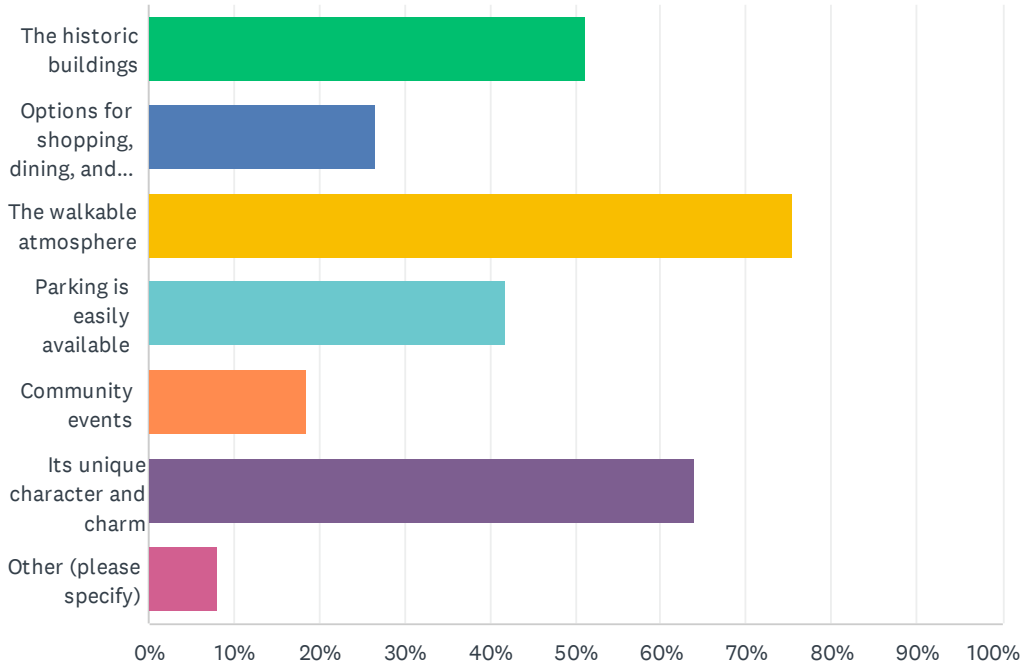
#	OTHER (PLEASE SPECIFY)	DATE
1	Library	11/4/2024 2:16 PM
2	Church	10/30/2024 7:10 AM
3	Hair	10/30/2024 6:42 AM
4	Not a fan of all the antique shops	10/25/2024 3:24 PM
5	Post office and grocery	10/22/2024 3:05 PM
6	Doctor & dentist	10/19/2024 6:54 AM
7	Gas or groceries usually or library	10/11/2024 10:13 AM

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8	pharmacy	10/11/2024 9:41 AM
9	Carl's Grocery store	10/10/2024 8:04 PM
10	Post office, village office	10/10/2024 2:26 PM
11	bakery library	10/10/2024 10:23 AM
12	Library, Hair Salon	10/9/2024 9:21 PM
13	Grocery store	10/9/2024 7:33 PM
14	Carls and lake Odessa Pharmacy.	10/9/2024 4:40 PM
15	Own a small business in downtown	10/9/2024 2:56 PM
16	Grocery	10/8/2024 8:19 PM
17	Dental appointment	10/8/2024 3:20 PM
18	Churches	10/8/2024 2:35 PM
19	Church	10/8/2024 12:57 PM
20	Volunteer at Alpha	10/6/2024 5:54 AM
21	Library, Carl's, Pharmacy, hair cuts, etc.	10/2/2024 8:37 PM
22	I live on Jordan Lake, I don't really shop in LO. We visit Bars/Restaurants occasionally. Not aware of to many events. Walk past the park.	10/1/2024 1:25 PM

Q30 What do you like the most about Downtown Lake Odessa (select all that apply)?

Answered: 86 Skipped: 17



ANSWER CHOICES	RESPONSES	
The historic buildings	51.16%	44
Options for shopping, dining, and entertainment	26.74%	23
The walkable atmosphere	75.58%	65
Parking is easily available	41.86%	36
Community events	18.60%	16
Its unique character and charm	63.95%	55
Other (please specify)	8.14%	7
Total Respondents: 86		

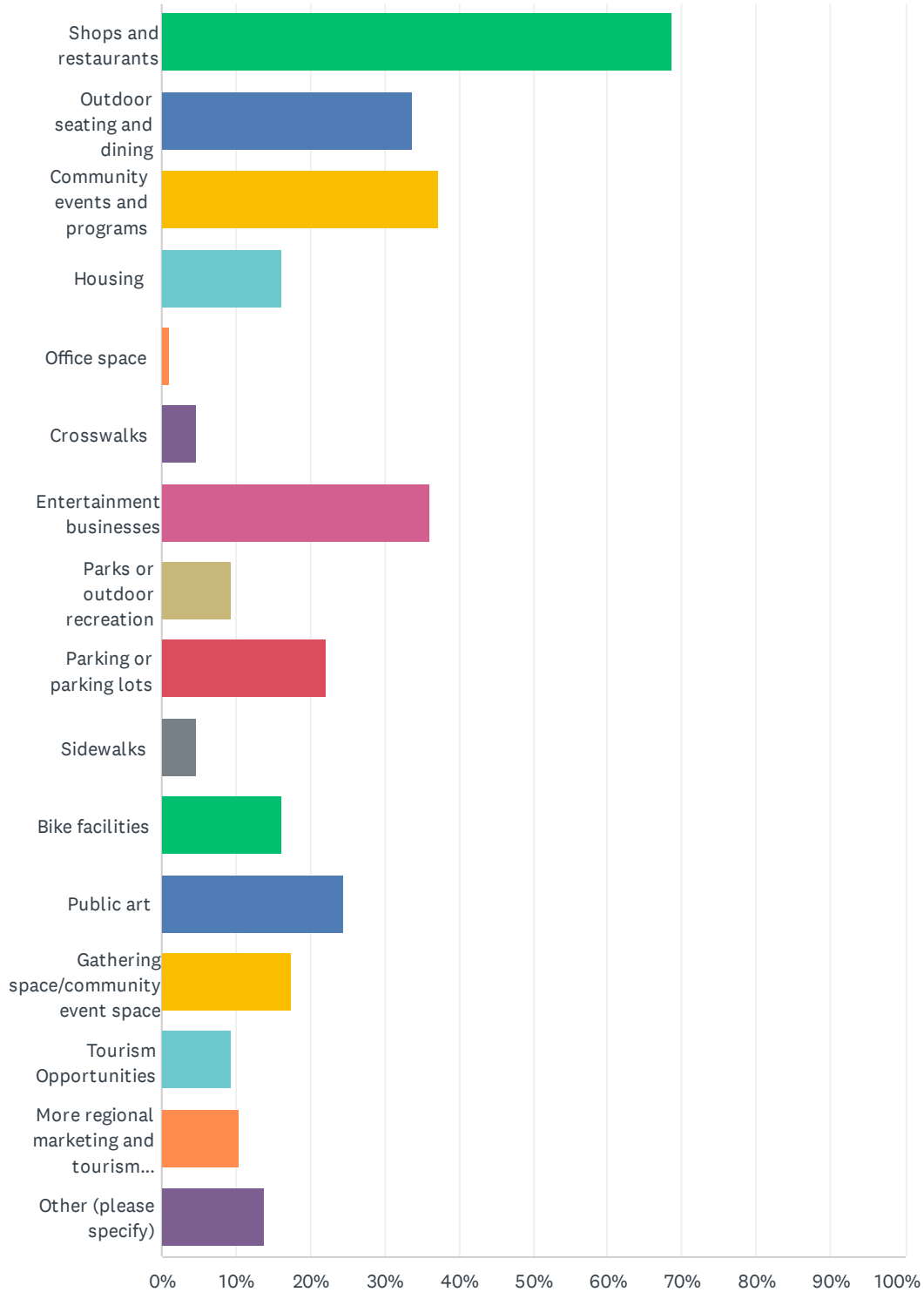
#	OTHER (PLEASE SPECIFY)	DATE
1	The music playing in the downtown area is fantastic and often positively commented on by people who visit	10/24/2024 3:59 PM
2	Downtown needs serious improvement	10/21/2024 12:26 PM
3	Some of the dining	10/20/2024 12:00 PM
4	Sense of community	10/10/2024 9:42 AM
5	Library	10/9/2024 9:21 PM

Lake Odessa Master Plan

6	The concrete in road by Bistro needs to go. It distracts from lovely downtown	10/8/2024 3:20 PM
7	Meyers' Bakery	10/1/2024 1:25 PM

Q31 What do you wish Downtown Lake Odessa had more of (select all that apply)?

Answered: 86 Skipped: 17



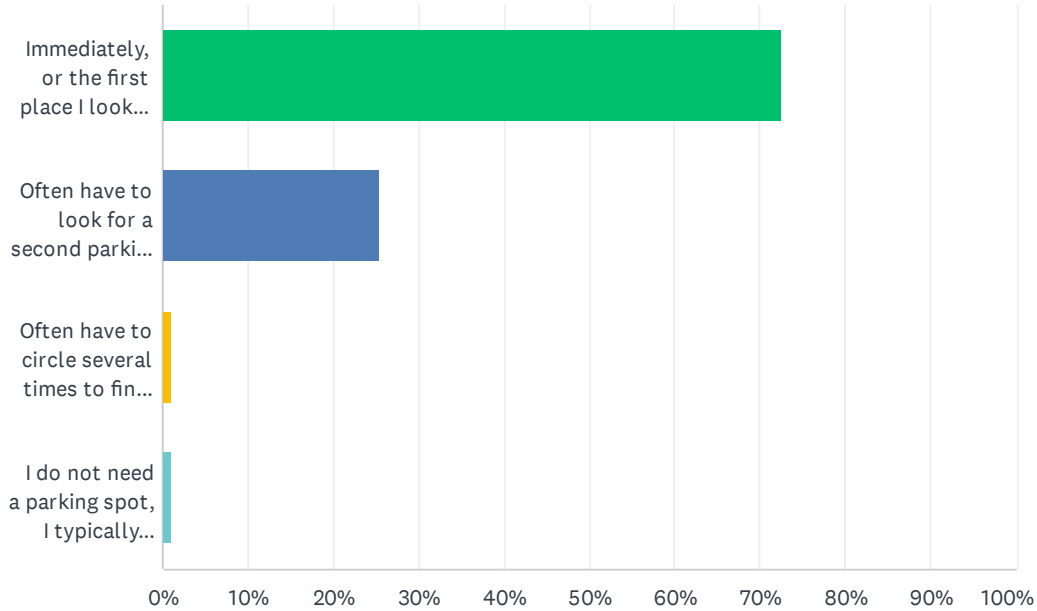
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ANSWER CHOICES	RESPONSES	
Shops and restaurants	68.60%	59
Outdoor seating and dining	33.72%	29
Community events and programs	37.21%	32
Housing	16.28%	14
Office space	1.16%	1
Crosswalks	4.65%	4
Entertainment businesses	36.05%	31
Parks or outdoor recreation	9.30%	8
Parking or parking lots	22.09%	19
Sidewalks	4.65%	4
Bike facilities	16.28%	14
Public art	24.42%	21
Gathering space/community event space	17.44%	15
Tourism Opportunities	9.30%	8
More regional marketing and tourism opportunities	10.47%	9
Other (please specify)	13.95%	12
Total Respondents: 86		

#	OTHER (PLEASE SPECIFY)	DATE
1	Q place for teenagers to hangout away from young children	10/25/2024 3:24 PM
2	more police is always good	10/22/2024 3:23 PM
3	More dining options. Movie theater.	10/20/2024 12:00 PM
4	none	10/11/2024 9:41 AM
5	I don't think we need any of the above	10/11/2024 8:52 AM
6	Less antique stores. We do not need more of these. They are everywhere	10/10/2024 10:23 AM
7	More shopping other than antiques	10/10/2024 9:42 AM
8	No more antique shops	10/9/2024 8:59 PM
9	Nothing	10/8/2024 8:19 PM
10	A couple handicap parking spots	10/8/2024 3:20 PM
11	Movie theater	10/6/2024 5:54 AM
12	Dining options	10/1/2024 1:25 PM

Q32 In general, how long does it take you to find a parking spot Downtown?

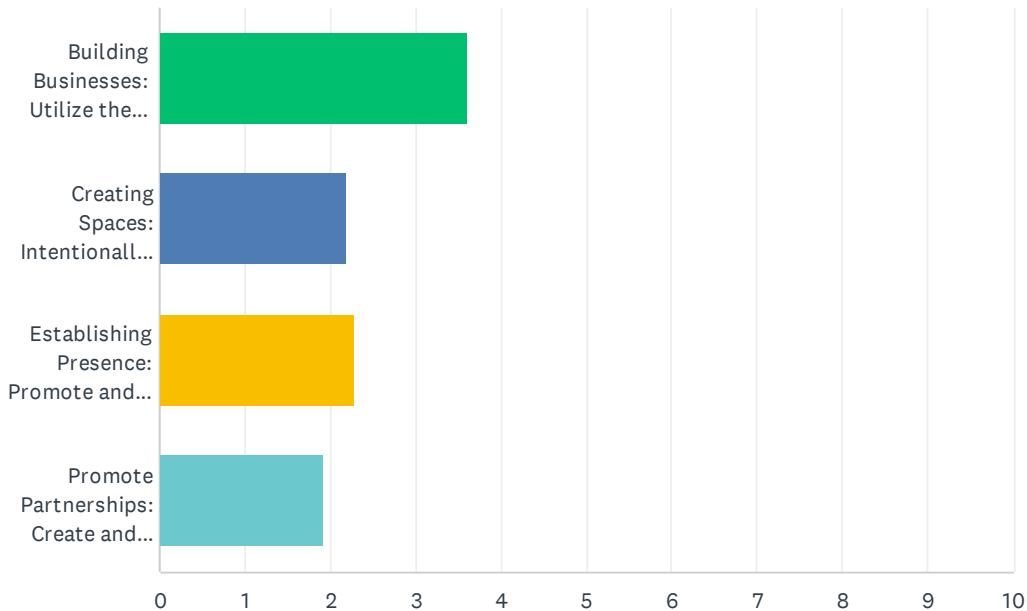
Answered: 87 Skipped: 16



ANSWER CHOICES	RESPONSES	
Immediately, or the first place I look, unless an event is going on.	72.41%	63
Often have to look for a second parking option (around 5 minutes).	25.29%	22
Often have to circle several times to find a spot (6 minutes or more).	1.15%	1
I do not need a parking spot, I typically walk, bike, or get dropped off downtown.	1.15%	1
TOTAL		87

Q33 Rank the following statements from what you think is the most important to what you think is the least important regarding the growth of Downtown Lake Odessa (1 =most important).

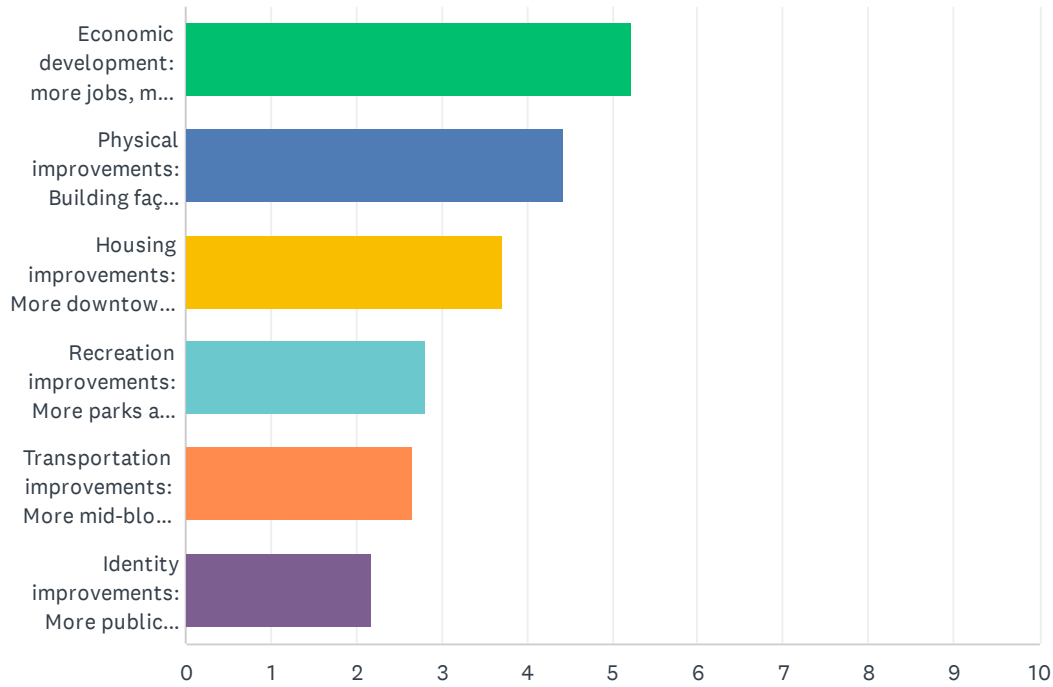
Answered: 86 Skipped: 17



	1	2	3	4	TOTAL	SCORE
Building Businesses: Utilize the Village's resources to attract new businesses to Downtown Lake Odessa, while supporting and retaining existing businesses.	75.58% 65	13.95% 12	5.81% 5	4.65% 4	86	3.60
Creating Spaces: Intentionally create public spaces in Downtown Lake Odessa for community gathering, events, or recreation.	10.47% 9	29.07% 25	29.07% 25	31.40% 27	86	2.19
Establishing Presence: Promote and market Downtown Lake Odessa as a regional destination for fun, recreation, and culture.	9.30% 8	31.40% 27	38.37% 33	20.93% 18	86	2.29
Promote Partnerships: Create and foster public/private partnerships to attract investment into Downtown Lake Odessa and build community connections.	4.65% 4	25.58% 22	26.74% 23	43.02% 37	86	1.92

Q34 What do you think needs to be improved in Downtown Lake Odessa? Rank the following with 1 being the highest priority.

Answered: 82 Skipped: 21



	1	2	3	4	5	6	TOTAL	SCORE
Economic development: more jobs, more businesses, more retail diversity.	60.98% 50	19.51% 16	8.54% 7	6.10% 5	1.22% 1	3.66% 3	82	5.22
Physical improvements: Building façade updates, more plants/flowers, more benches, lighting, etc.	13.41% 11	43.90% 36	24.39% 20	12.20% 10	2.44% 2	3.66% 3	82	4.43
Housing improvements: More downtown housing, improvements and repairs to existing housing.	14.63% 12	14.63% 12	29.27% 24	19.51% 16	12.20% 10	9.76% 8	82	3.71
Recreation improvements: More parks and playgrounds, more open space.	1.22% 1	6.10% 5	17.07% 14	36.59% 30	26.83% 22	12.20% 10	82	2.82
Transportation improvements: More mid-block crossings, more sidewalks, more bike facilities, more pedestrian crossing signals.	3.66% 3	8.54% 7	14.63% 12	17.07% 14	35.37% 29	20.73% 17	82	2.66
Identity improvements: More public art, wayfinding signage, marketing and branding.	6.10% 5	7.32% 6	6.10% 5	8.54% 7	21.95% 18	50.00% 41	82	2.17