

VILLAGE OF LAKE ODESSA  
PLANNING COMMISSION

AGENDA

MONDAY, MARCH 25, 2024 - 7:00 P.M.  
PAGE MEMORIAL BUILDING  
839 FOURTH AVENUE  
LAKE ODESSA, MI 48849

1. Call to Order / Roll Call
2. Approval of Agenda
3. Public Comment  
*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. Minutes: To approve the meeting minutes from the following Planning Commission meetings:
  - a. Minutes from the regular Planning Commission meeting of January 22, 2024
5. Action and Discussion items:
  - a. Master Plan Bids
6. Board Member Comments
7. Adjournment

**VILLAGE OF LAKE ODESSA  
PLANNING COMMISSION**

**MINUTES**

**REGULAR MEETING  
MONDAY, JANUARY 22, 2024 - 7:00 p.m.**  
Page Memorial Building  
Lake Odessa, Michigan

Present: Beth Barrone, Al Hamp, Meg Wheeler, Martha Yoder  
Absent: Karen Banks, Ben DeJong  
Staff: Kathy Forman

1. **CALL TO ORDER:** Meeting called to order by Chair Wheeler at 7:02 p.m.
2. **AGENDA:** Motion by Barrone, with support by Yoder, to approve agenda as presented. All ayes; motion carried 4-0.
3. **PUBLIC COMMENT:** None
4. **MINUTES:** Motion by Barrone, with support by Yoder, to approve minutes of 10/25/23 special meeting. All ayes; motion carried 4-0.
5. **ACTION ITEMS:**
  - a. **Master Bid Plans:** Bids were received from Beckett & Raeder, Inc., Houseal Lavigne Associates, McKenna, and Williams & Works. Each member was given a copy of each plan. A discussion took place regarding what the next steps should be. It was decided that each member should review each plan and be prepared to talk about the plans at the March 25, 2024 meeting. What are the priorities for Lake Odessa?
6. **BOARD MEMBER COMMENTS:** Yoder said it is fun to watch as the tattoo parlor is preparing to open. Wheeler noted that the Home Occupation Ordinance should be reviewed in 2024.
7. **ADJOURNMENT:** Motion by Hamp, with support by Barrone, to adjourn. All ayes; motion carried 4-0. Meeting adjourned at 7:24 p.m.

Respectfully submitted,

Kathy Forman  
Village Clerk / Treasurer



## MEMORANDUM

TO: Planning Commissioners

FROM: Gregg Guetschow, Village Manager

SUBJECT: Comprehensive Land Use Plan

DATE: March 21, 2024

I spoke with Chairperson Meg Wheeler on March 19 about various aspects of your process of selecting a consultant to assist in your updating the Village's master plan. She asked that I provide a summary of the priorities identified in the current master plan and describe progress made in their implementation.

You will find attached to this memorandum the *Implementation* chapter from the current plan. The last page of this chapter summarizes strategies in the *Implementation & Action Matrix*.

Little to nothing has been done over the intervening years to address these matters. Some of this inaction is likely due to lack of attention by the administration. At the same time, I believe more attention should have been devoted to expanding the matrix to identify critical tasks and timelines for addressing them. I would recommend that such an effort be a part of your process this time.

Ms. Wheeler and I also discussed focus areas for the master plan. Expanding housing availability, both in terms of quantity and variety, is one area many communities are addressing in their plans and should be incorporated in Lake Odessa's. The future of the central business district and the lake area are important in terms of community identity. I would also recommend that attention be devoted to considering whether current municipal facilities such as the Village offices, the fire station, and the Public Works garage are adequate to meet future needs of the community and are the best uses of the sites they currently occupy.

Although a comprehensive land use plan has a typical "shelf life" of five years, your vision should extend well beyond that. Work to accomplish a goal in ten or twenty years might need to start tomorrow. Keeping that longer time horizon in mind will help to ensure that your work in drafting a new plan explores the full range of opportunities and challenges in Lake Odessa's future.

## CHAPTER 7. IMPLEMENTATION STRATEGIES

**Primary responsibility for accomplishing the recommendations of the plan rests with the Lake Odessa Planning Commission, the Village Council, and Village staff.**

The following strategies are established to implement the goals and objectives and future land use ambitions of this plan. The Village acknowledges that many strategies will be long-term in nature and that many entities in addition to the Village will need to cooperate in order to fully carry out this plan. Primary responsibility for accomplishing the recommendations of the plan rests with the Lake Odessa Planning Commission, the Village Council, and Village staff.

For the future land use plan to serve as an effective guide to development and redevelopment, and for the goals and objectives to be realized, this plan must be implemented. This can be done through a variety of methods, most of which are described below. Chapter 7 serves as an initial action plan for the Village.

Many strategies will require significant public and private investment. However, all of the strategies are important, as they contribute to the process of achieving the values and visions expressed in the Master Plan.

At the end of this chapter you will find an Implementation and Action Matrix which can be used as a check-list and provide an overall timeline for implementation of the goals, objectives, and strategies of the Plan.

### 1. EVALUATE AND REVISE THE ZONING ORDINANCE

**Description.** The Zoning Ordinance is the primary implementation tool for the plan. This strategy contemplates a comprehensive evaluation of the zoning districts controlling land use and development in the Village. This may include a revision of the Zoning Map, as appropriate, and a revision of some zoning classifications, to better support the objectives expressed in the plan. This strategy needs to be carried out carefully and should be achieved with broad community support. The following paragraphs describe many of the changes that will be needed in the Zoning Ordinance to accomplish the expressed visions for Lake Odessa.

- a. **Downtown Design Guidelines.** Language should be written that regulates architectural features, such as roof configuration, signage and window coverage. In addition, site utilization requirements pertaining to build-to lines, parking placement and landscaping should be developed; and maximum lot area and width and minimum building height requirements should be considered. These additional standards should be crafted to

foster the desired small-town aesthetic along and adjacent to Fourth Avenue. The goal is to create a quaint and inviting downtown environment for residents, visitors and patrons.

- b. **Other Districts and Standards.** In addition to the above new zoning language, other existing districts may require updates or modification to better reflect the policies of this plan; and a new district may be required. Following is a description of some changes that may be helpful in realizing the visions of this plan.
  - (1) **Access Management.** The Village should work with the Michigan Department of Transportation to create and implement access management standards for future development along M-50. The standards should restrict the number of commercial driveways onto M-50 and ensure adequate distances between driveways.
  - (2) **Additional District.** The Village should explore the need and feasibility of creating a new zoning district reflecting the Office/Residential future land use designation.
  - (3) **Landscaping and Buffering.** Improved landscaping and buffering requirements should be developed and applied in areas of the Village where incompatible land uses abut; and also in front yard areas in commercial and industrial zoning districts.

**Responsibilities.** The Planning Commission should lead this effort with support from Village staff, and possibly planning consultants. Each of the above elements brings along a unique set of challenges that may require each activity to be addressed independently. Any resulting amendments to the Zoning Ordinance will require ultimate adoption by the Village Council.

## 2. SEEK ECONOMIC DEVELOPMENT OPPORTUNITIES

**It is this plan's intent to foster the creative exploration of redevelopment and tax base expansion opportunities, while preserving and enriching the Village's small-town character.**

**Description.** The economic vitality of the community is central to the overall health, quality of life and sense of pride of residents. This general master land use plan is not intended as a detailed tool for guiding economic restructuring in the Village; however, it is this plan's intent to foster the creative exploration of redevelopment and tax base expansion opportunities, while preserving and enriching the Village's small-town character. The following paragraphs begin to describe many of the tasks that may be helpful in the Village's economic development, as they pertain to land use planning.

- a. **Cooperation.** The village should explore the possibility of cooperating with Odessa Township. Such partnerships may address utilities, inter-municipality transfer of development rights (upon enabling legislation adopted by the State legislature), joint marketing and information sharing, and other coordination to enhance the community and to help assure compatible and reciprocally supportive land uses. This process should include a review of Master Plans and Zoning Ordinances to identify potential conflicts and cooperative effort to make adjustments as appropriate and mutually agreeable.
- b. **Marketing Package.** In suitable locations of the Village where development or redevelopment is desired, a marketing package should be prepared and promulgated to developers in an effort to receive development proposals. Any proposal received should be evaluated against the recommendations of this plan. Further, the Village should develop a trademark or brand to capture the Village's unique character and community identity. This should then be used on marketing and promotional materials used to attract additional opportunities.
- c. **Market Study.** The Village should complete a marketing study that defines spending patterns and resident and tourist service needs; identifies various types of commercial uses needed in the Village to provide a full palette of retailing opportunities; and recommends strategies to attract uses in underserved market segments.
- d. **Strengthen Relationships.** The Village should work closely as needed with the Ionia County Economic Alliance (ICEA), the West Michigan Regional Planning Commission, and The Right Place to attract feasible businesses and industry to Lake Odessa should opportunities to attract businesses arise.

**Responsibilities.** Village staff, with direction from the Planning Commission and Village Council, should lead the effort of communicating with Odessa Township on issues pertaining to land use, infrastructure and general coordination. In addition, staff, and possibly economic development consultants, should contemplate any opportunities for redevelopment in the Village. This multi-faceted task may be long-term and ongoing and should include input from the Downtown Development Authority.

### 3. EXPLORE OPPORTUNITIES TO PRESERVE JORDAN LAKE

**Description.** Jordan Lake is a defining element in the community that has attracted development and visitors. While it is desirable to promote amenities associated with the lake and draw additional visitors to Lake Odessa, it is the intent of this plan to ensure the preservation of the lake's beauty. As such, this strategy contemplates working jointly with Odessa Township to assess development trends; define the lake's carrying capacity; and monitor surface water quality. Results of these tasks may warrant the implementation of an overlay zoning district; storm water management standards; and/or keyholing restrictions. In addition, the Village may establish a need for fertilizer runoff or sedimentation control standards.

**Responsibilities.** The Village Council, in conjunction with Odessa Township, Woodland Township and Barry County, and the Jordan Lake Lake Board, should determine the approach of evaluating the lake's environmental state. Village staff and environmental consultants should conduct any analyses that may be required. Any resulting ordinances would require adoption by Council.

### 4. EVALUATE AND REVISE THE GENERAL CODE OF ORDINANCES

**Description.** While the Zoning Ordinance is the primary implementation tool of this Master Plan, the general ordinances of the Village may also impact land use and the character of the community. This strategy suggests a comprehensive review of the Village's general ordinances to make certain those regulations continue to establish a high quality of life for residents.

**Responsibilities.** The Planning Commission and Village Council should contemplate existing general regulations; and the Planning Commission and Village staff should support the Council in developing any amendments. Any resulting amendments or additions to the ordinances will require ultimate adoption by the Village Council.

## IMPLEMENTATION & ACTION MATRIX

Completed	Implementation Step	Priority	Timeframe	Responsibility
	1a) Draft and adopt downtown design guidelines and architectural standards	A	1-3 years	PC, VS, VC
	1b) Draft and adopt access management standards	A	1-3 years	PC, VS, VC
	1b) Draft and adopt a new “office/residential” zoning district	A	1-3 years	PC, VS, VC
	1b) Draft and adopt new landscaping and buffering standards		1-3 years	PC, VS, VC
	2a) Cooperation and partnerships with Odessa Township	B	Ongoing	VS, VC, OT
	2b) Develop a marketing package where development and redevelopment is desired in the Village	B	1-2 years	PC, VS, VC
	2c) Conduct a market study	B	3-5 years	VC, VS
	2d) Strengthen economic development partnerships	B	Ongoing	VS
	3) Explore Opportunities to Preserve Jordan Lake	B	Ongoing	VC, OT, WT
	4) Evaluate and Revise General Code of Ordinances	C	Ongoing	VC, VS
	Annual progress report to Village Council		Yearly	PC, VS

VC: Village Council  
 PC: Planning Commission  
 VS: Village Staff  
 OT: Odessa Township  
 WT: Woodland Township