Executive Summary
In the winter of 2002, representatives from the village of Lake Odessa met with six students from the Urban and Regional Planning program at Michigan State University. At this initial meeting with William Yost the Village Manager of Lake Odessa, the expectations of the project and its outcomes were discussed. They are listed below:

- Conduct a Downtown Market Analysis which includes an identification of the trade areas, an inventory of downtown businesses, economic and demographic analysis, and an interview survey of downtown merchants
- Prepare a detailed land use map of the village which is to include the type of business, a review of the existing ordinances, and data entry of results into an electronic format
- Develop recommendations based on the data collected through the downtown market analysis, existing ordinances, and other comparison cities. These recommendations may include proposed ordinances, proposed land use ideas, and business development ideas.

Assets and Constraints
One of the first steps in conducting the downtown market analysis was to identify the assets and constraints of downtown Lake Odessa. Assets include:
- The sense of history in the village
- Jordan Lake
- Village Park and Swifty's Place
- Municipal buildings located in the downtown

Constraints include:
- The aesthetics of downtown
- Poor pedestrian amenities
- Poor pedestrian movement
- Lack of complementary businesses

Retail Analysis
To complete the downtown market analysis the primary and secondary trade areas for Lake Odessa were identified. They were then used to find market demand for specific goods and service, using CACI market reports, and downtown business survey interviews. Population trends from Lake Odessa were gathered from the U.S. Census Bureau. All of this information was used in the analysis, and from this a list of potential businesses for Downtown Lake Odessa was developed.

Comparison Cities
The Michigan cities of Perry, St. Charles, and Spring Arbor were selected as comparison cities for Lake Odessa based on population, proximity to a large city, and distance from a large freeway. Studying each city's downtown business mix, pedestrian environment, and

public space, positive attributes are identified and recommended for use in Lake Odessa, they include the following:

- Improvement of the streetscape
- Addition of pedestrian amenities
- Improvement of signage
- Addition of a public bulletin board

Recommendations

The recommendations made for Lake Odessa were found using the demographic data, CACI data, and the business surveys. Findings indicated that the Downtown Lake Odessa Market could benefit from the addition of restaurants of all varieties, apparel and accessories store, and some type of entertainment maybe in the form of a bookstore or a hobby store. Recommendations are given for small business start-up techniques, using local people from the community to start businesses. Also, ordinances giving the downtown uniform signage and above store residences were proposed.