



*Let us do the
reading for
you!*

November 21, 2025
Volume 2, Issue 11

What's New

In land use planning

RFM Land Use Consulting – Happy Thanksgiving!

Social Media Postings

This newsletter is a week earlier than normal due to the Thanksgiving Holiday. From me to all of you, I hope your Thanksgiving is safe, festive and enjoyable this year!

A part of my outreach and marketing plan is posting at LinkedIn, Facebook, and Instagram. Long gone are the days in which one relies solely on newspapers (though still used by yours truly).

I have only recently become aware that the newsletter I post monthly doesn't get fully posted on LinkedIn, or at all on Instagram. It would appear that only one page gets posted on LinkedIn, and I don't know why not at Instagram (I'm still a newbie using that platform!).

For those wishing to read the full issue (four pages) of the newsletter, I would encourage to either sign up for my Constant Contact email list, or go to my website and get a copy there. To do either the signing up for the email list or reading it on the website, the website is listed here on the first page of the newsletter.

Join me on...

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Site Due Diligence

Would you buy a new (or used) car without first doing a test drive and (if it's used) have a trusted mechanic look it over? Or would you buy a home sight unseen?

Chances are, the answer would be no to both examples.

When purchasing a piece of property, whether it's for a single family home or a large development of some kind, it would be a great idea to check the property out before hand. This way, one can find out if there's any issues that might preclude you from moving forward on the project.

Most people may just check the zoning and general plan designations of the parcel and call it a day. Is there infrastructure available in the area? What are the roadways like?

Are there any hazardous issues related to the site (underground fuel storage tanks, etc.) or potentially contaminated soil? How about surrounding the property?

Has there been any entitlements applied for on the property that were never fulfilled? How about variances or rezonings? How about building code violations (if a building exists)?

Site Due Diligence (cont.)



If you're planning an establishment that serves or sells alcohol, does the Department of Alcohol Beverage Control (ABC) have any concerns? Do you need to apply for a Letter of Convenience and Necessity with the local jurisdiction? Is the area over saturated with such facilities already?

Then there's walking the site and the surroundings. Are there issues on the land (i.e. discolored dirt indicating possible disturbance or leaking tanks), power lines

crossing over the property, access issues, sensitive land uses immediately adjacent (schools, community centers, day care centers, etc.), traffic issues, noise issues, safety issues?

All this should be looked at prior to proceeding on any development (or even purchase) of the property.

A lot of this can also be utilized for project feasibility studies (which would also include market research).

Therefore, always a good idea to do your due diligence!

To Laugh, or Not to Laugh, that is the Joke...

How come pirates cannot get through the alphabet?....they tend to get lost at sea.

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Yes, Planners do have a sense of humor!!



New Services Review (and clarification of current services)

Well, it's that time of the year again. That time where I begin to review the services I provide, and decide if I should include more, or remove dead weight.

Why, you ask? Good question, I say!

A business goes stagnate if it only provides the same service, item or whatever. If it goes stagnate, people may not return for further service.

It's like a retailer trying to stay on top of fashions that their customers are wearing, and keeping them in stock or bringing in new stock. Or a restaurant tracking what their customers are eating, and when, and then changing their menus.

During the next two months (November and December), I will be doing a deep dive on the services I currently offer, and do research on the industry to see if there are other services I think my clients might need or be interested in.

My current list of services can be found on my website, www.rfmlanduseconsulting.com, along with the current price listing.

What services would you like included? If you've hesitated contacting me because you don't see the service you need, please contact me anyway. I may have just forgotten to include it on the website.

And don't worry; those services I currently offer will remain available!



What is of interest to you, the reader...

I hope you have been enjoying reading these newsletters as much as I have in writing them. I've been trying to find information that may be of some interest to everyone.

Now that I've been doing this awhile, let me turn the tables on to you, my readers! Please let me know what may be of interest to you...things you may want to know, or hear about.

Additionally, if you have any announcements you may wish to pass along, or have a short piece to share, please pass it along and I'll be happy to include it in the newsletter.

As you know, I publish this once a month, so plan accordingly! If there is a special announcement though, I can easily slip it in the email blasts as a

separate and stand-alone item!

If you would like to see it explained on YouTube, now that I have a channel started, please let me know too!





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***Where The
Customer Comes
First***

Publications

I hope you have enjoyed this publication of RFM Land Use Consulting's newsletter! While short in nature, I hope you have found the information useful.

It is my hope to periodically publish a newsletter to keep my clients up to date with articles relating to the planning field, as well as highlight projects I feel are of note for the community.

If there are subjects of interest in the

planning field you would like to see here, please feel free to contact me with those ideas, and I will include them in future publications.

If you know anyone wanting to subscribe to this newsletter, go to www.rfmlanduseconsulting.com, or click on the QR code below, it's free!

Thank you for reading!

Topics in future editions of the newsletter...

- The Law and Planning
- Planning theories
- Trends in planning
- Project highlights (both mine, and those in the Community)
- Cycles in the Planning Field
- Brown Act (public participation)
- Services and products
- Articles from you!
- A new year....
- And...?

Sign up for our Newsletter!



If you know anyone interested in signing up for this newsletter, or if you've viewed this from the website and want to be included in the regular publication of it and for future communications from RFM Land Use Consulting, use a smart phone QR Reader on the above QR Code!