



May 27, 2026
Volume 3, Issue 5

What's New

In land use planning

*Let us do the
reading for
you!*

RFM Land Use Consulting, LLC

Advisory Board

One of the issues sole proprietor and sole member LLC firms face is getting the word out that they are in business. Traditional marketing, networking, submitting for RFP's (Request for Proposals), and attending industry conferences are just a few of the things one can do.

Additionally, having individuals in the business environment available to meet on a regular basis to help with business issues is a must. Think of it as a Board of Directors advising major corporations.

I am looking for those who would like to volunteer their time to serve on this Advisory Board. I see this Board meeting as a group at least once a month, either in person or on Zoom, to go over aspects of

the business, marketing, networking, projects, and the like.

I am specifically looking for: Business Advisor, Business Law Advisor, Media/Advertising/Marketing Advisor, Small Business Development Advisor, Business/Personal Estate Advisor, Lawyer and Financial Advisor. Knowledge at some level of the Planning field would be a plus.

If you are interested, please let me know via email at rfm467@gmail.com.

Thanks!

Join me on...

LinkedIn: <https://www.linkedin.com/in/robert-mansfield-murp-aicp-0aba9234>

Facebook: www.facebook.com/335150329677118

Web: www.rfmlanduseconsulting.com

Email: rfm467@gmail.com

Yelp: www.yelp.com/biz/rfm-land-use-consulting-madera

Instagram: www.instagram.com/rfmlanduse

YouTube Channel: RFM Land Use (@RobertMansfield-y3s)





Should Planning Determine Feasibility of a new business?

I recently attended a Planning Commission meeting wherein a business had applied for a Conditional Use Permit to operate on a piece of land. It was brought up that there were up to five similar businesses within a relatively short distance of the subject parcel. It was also brought up that each of these businesses were operating at less than 100% capacity (one had even reported a decline in business overall).

It was asked if it were in the jurisdiction of the Planning Department or the Commission to take those bits of information (the number of similar

businesses with a given territory, and that at least one was showing a decline in business) into consideration for approval or denial of the CUP. This did create a good discussion on the issue.

The basic outcome was that, no, the Planning Department could not deny the project proponent from applying for the project based on similar businesses nearby or their declining amount of business per place. The thought being that everyone has the right to go in to business for themselves and take the risk of its success or failure. The legal counsel for the Commission indicated

Should Planning Determine....(cont.)



that they couldn't vote to deny or approve on those issues either.

Given that the Planning Department's main objective is the protection of the health, safety and welfare of the community and individuals therein, that makes sense that they can't make business decisions.

Anyone who has ever contemplated ever going in to business should have the common sense to do his or her own marketing research in to their

business idea. Is the market saturated with similar business? Or is this a novel business all on its' own? Where's the nearest similar business located (if one exists)? Is what I'm proposing unique enough to ensure some level of success?

So, in my opinion, no, Planning should not determine the feasibility of a business economically. Just determine the land use regulations. What do you think? Let me know!

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



Where do you learn to make ice cream? Sundae school.

What's a writers favorite train station? Penn Station.

What does the martial artist drink? Kara tea.

A skeleton walks into a bar and orders a

beer and a mop...

I just drove back from a ravioli convention...and Boyardee's arms tired!

===

Yes, Planners do have a sense of humor!!

Noticing of Meetings

An issue came up during Commissioner comments at a meeting I was attending wherein the Commissioners complained they weren't getting their meeting packets (staff reports for the items on the agenda) in sufficient enough time to review and be informed on what they were expected to decide on. One of the Commissioners even noted that during his visit to one of the properties on the morning of the meeting, he happened to talk to a person on the other side of the property line. That neighbor had indicated that he had not received notice of the meeting.

State law requires a minimum of 300 feet surrounding the subject property to receive notices well in advance of the meeting. In addition, notices are put in newspapers of general circulation (yeah, I've made the same argument – who reads newspapers anymore, right?).

During the discussion that ensued,

comments were made that made it sound as if it were the Post Office's fault for not delivering on-time. I would have to ask is that really true though? Is there data that shows they are slowing down?

I have my personal feelings on the "real" answer for the particular jurisdiction in question, but I won't voice them here.

I would like to hear what you think about noticing in general, ways to improve getting the word out (if improvement is needed), and how to get people more involved in the process. Please drop me a line and let me know your thoughts! My email is rfm467@gmail.com.



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!

Also note that I have a blog on my website (www.rfmlanduseconsulting.com) that I will occasionally post on. Check it out!





RFM LAND USE CONSULTING

P.O. Box 1184
Madera, CA 93639
USA

Phone:
559-505-5033

E-Mail:
rfm467@gmail.com

www.rfmlanduseconsulting.com

***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
- Articles from you!
- 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!