



*Let us do the
reading for
you!*

June 30, 2026
Volume 3, Issue 5

What's New

In land use planning

RFM Land Use Consulting, LLC

Change of format...?

Ok...so I've been doing monthly newsletters for the last 2 ½ years or so, and I've been enjoying doing so.

The short story is that I am running out of article ideas to write on that would fill four pages. So it comes down to: do I ask my subscribers for ideas and/or submittals, or do I change the format in some way.

I am leaning towards a one-page short article format...or go to an every other month production.

There are pros and cons to each consideration. However, I don't want to short-change those on my email list in any way.

So, I'd appreciate feedback from everyone as to the style and frequency of these newsletters that best suits you! My email is below, so drop me a line!

Thank you!

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)





Community Land Use Decisions impacting character

It does make sense that if a community takes an active role in land use decisions, that role does shape the character of the community. They live there, see it day-to-day, and in a sense take pride in their community.

If land use decisions were made by some paper-pushing government type who has no ties to the community (whether it be a neighborhood, block, or whatever), that person is inserting what textbooks or trade journals say are the right things to do. But does it add any meaning or character to that area for those that live there?

I am not advocating that the community take full control of the decision making process. What I am advocating is that they work arm-in-arm with Planning Staff to the goal of making the area livable for the community.

I am advocating for the WHOLE community to get involved...not just the retired who have been there their whole lives. School aged kids, young families just starting out, young professionals, everyone. They have to see it, live it, touch it, and enjoy it for a bulk of their lives.

This can be achieved by having local

Community Land Use Decisions...(cont.)



groups act as points of contact with the local jurisdiction. These groups can help develop Specific Plans or Area Plans for their community (providing how they want residential, commercial and industrial areas laid out, design standards implemented, etc.). These groups can then work closely with the local jurisdiction.

When I first started in this one jurisdiction, each planner was assigned to a specific region to act as liaison to the community. To sit in on meetings, help facilitate their

Specific Plans through, and help with their concerns on a day-to-day basis. This helped things run smoothly. Unfortunately, the jurisdiction moved away from that model (partly due to staffing reductions, partly because some of the planners didn't take the task seriously). This is unfortunate.

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

If you're awake at night while the cows are asleep...it's pasture bedtime...

In King Arthur's time, there was a knight who collected taxes...his name was Sir Charge.

What did the grape say when it was stepped on?....nothing, it just let out a

little wine.

What is the easiest building to lift?...a lighthouse.

===

Yes, Planners do have a sense of humor!!



Land Use Decisions affecting Community Fiscal Health

Most people think that land use decisions are solely what can be done where and under certain circumstances. What they may not know or are aware of, is that land use decisions have a fiscal health component applied to it. Most Planning Departments may not include it in their analysis of a project, or even mention it in their discussions at hearings.

Fiscal health can (and should be) looked at in the short- and long-term view.

In the short term, you have construction of residential, commercial, industrial and infrastructure projects. This brings in construction workers who will need material to do the job, lodging, meals, personal services (Laundromats, grocery stores, etc.) for the duration of the project. This adds sales tax to the coffers, as well as (at least for the short period) an increase in local services use.

In the long-term view, there is the increase in property taxes being paid

(which ultimately goes to paying for services in the community), as well as long-term service use (restaurants, entertainment venues, etc.).

Each community should work hand in hand with the Planners of the jurisdiction as well as the Economic Development Council to help bring businesses in, to retain those already there, and work on a healthy economy.



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. If you have an article you want published, please forward it along too!

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!

If you would like a different format, let me know!

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!

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!