

FOR IMMEDIATE RELEASE:
December 20, 2007



Contact: Andrea Elliott
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**MADERA GENERAL PLAN UPDATE UNDERWAY—
CITY ASKS RESIDENTS: WHAT ENVIRONMENTAL ISSUES SHOULD WE
CONSIDER?**

Environmental Impact Report available for public review for 54 days

Madera, CA—The City of Madera is taking the next steps in updating its General Plan by exploring options that should be considered in its future development. The impacts of those options will be studied in an Environmental Impact Report, or EIR. Members of the public are being asked to weigh in on what that document should look at in terms of traffic, air quality, effects on wildlife, noise and other important environmental issues.

The City will issue a Notice of Preparation on December 27, 2007 announcing the development of the EIR and an Initial Study. The Initial Study is a preliminary assessment of the potential effects that might occur if various aspects of the proposed General Plan were to be implemented.

Once the Notice is issued, members of the public and other public agencies will have until February 19, 2008 (54 days) to comment on the proposed scope and level of detail of the study. Written comments can be submitted via mail to Community Development Director Dave Merchen or via email to info@maderageneralplan.com

On January 28 at 5:00 p.m. there will also be a public meeting specifically to receive comments on the EIR at the Frank A. Bergon Senior Center at 238 S. D Street.

Written comments on the Notice of Preparation should be sent to:

Dave Randall
Planning Director
City of Madera
205 W 4th Street
Madera, CA 93637

About the Madera General Plan Update

The City kicked-off the General Plan Update on November 26 with its first Public Advisory Committee meeting. Over the next two years, the City will hold additional public meetings and workshops in various locations throughout the City. The goal is to involve as many members of the community as possible in this crucial planning process. Meetings will include information in English and Spanish.

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