

**Madera General Plan Land Use Map  
Requested Changes**

Request Number	Name of Person Requesting Change	Person Requesting Change Owner of Affected Property?	Assessor's Parcel Number of Affected Property	Designation under Existing General Plan	Requested General Plan Designation	Staff Recommendation/Reasoning
1	Edward R. Blumberg	Yes	003-073-007	Commercial	Medium Density Residential	Low Density Residential. Property is surrounded by LDR, no justification for re-designation.
2	Fagundes Dairy (Dairyland Village)	Yes	033-070-002, -003, -004, -005	Agriculture Exclusive (County)	Mixed Use (combined residential, commercial/office, light industrial development)	Village Reserve: Property is part of Village Plan and is not developed. A Master Plan for this area is required to ensure that the Village Center and overall GP vision for the area is realized.
3	Escobar/Morales	Yes	029-230-016	Agriculture (County)	Unspecified Future Residential	Village Reserve: As part of Village A, any change in designation or development should be preceded by a Master Plan.
4	Berry Construction (Olive Business Park)	Requestor owns some of the affected parcels	Numerous (Olive Business Park)	Industrial, Industrial Reserve, Low Density Residential, Resource Conservation/Agriculture, Service Commercial	Mixed Use (business park with residential and other uses)	Reject the Olive Business Park proposal and designate as shown on the Draft Land Use Map of May 29, 2008. Issues involved – the request for changes involves a reduction in the industrial and industrial reserve designation, which is a concern for the City. The City has received letter of opposition from Peter Biscay (see attached). Objection was also received (see # 10).
4a	Peter Biscay	Requestor owns some of the affected parcels	Numerous (Portion of Olive Business Park)	Industrial, Industrial Reserve, Low Density Residential, Resource Conservation/Agriculture, Service Commercial	Agricultural uses	Reject the Olive Business Park proposal and designate as shown on the Draft Land Use Map of May 29, 2008. The Village Reserve requires a Master Plan prior to re-designation or development to further the vision of the City. Issues involved – the request for changes involves a reduction in the industrial and industrial reserve designation, which is a concern for the City.
5	Berry Construction (West Cleveland Village)	No	033-180-002, -003	Low Density Residential, Resource Conservation/Agriculture	Mixed Use (combined residential, commercial/office, light industrial development)	Village Reserve – This area needs a Master Plan prior to revising designation or development to achieve the vision for the City. Lands north of Cleveland are restricted due to the Airport Land Use Plan, and the applicants proposed designation would not be in conformance with the Airport Land Use Plan.
5b	Bains	Yes	033-180-002, -003	Low Density Residential, Resource Conservation/Agriculture	Mixed Use (combined residential, commercial/office, light industrial development)	Village Reserve –Same comment as #5. Lands north of Cleveland are restricted due to the Airport Land Use Plan.
6	Kevorkian	Yes	029-230-011, -012	Agriculture (County)	Low Density Residential	Village Reserve: As part of Village A; any change in designation or development should be preceded by a Master Plan.
7	K.S. Romana	Yes	038-100-003	Low Density Residential	Neighborhood Commercial	Low Density – Is consistent with surrounding area. There is an adequate amount of commercial in the area currently.
8	Adolph and Charlotte Martinelli	Yes	046-030-002	Industrial	Medium Density Residential, Commercial-Mixed Use	Industrial - – the request for changes involves a reduction in the industrial and industrial reserve designation, which is a concern for the City. Further, there are more appropriate Residential designations of sufficient size to serve the City.

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9	Madera Auto Center	Yes	047-110-014, -016	Open Space, Agriculture (County)	Not specified (combined commercial and high density residential development proposed)	Village Reserve – which would be subject to Master Plan.
10	Ryan Gutile	Yes	046-020-008	Industrial	Resource Conservation/Agriculture	Industrial– Property is in proposed Olive Business Park area (#4). Requestor indicated in email that other property owners in area want to have agricultural designation on their parcels.
11	Bob and Judee Atamian	Yes	012-480-005	Low Density Residential, Medium Density Residential, Neighborhood Commercial, Other Public and Semi-Public (Fire Station)	Change designated Public and Semi-Public land to Neighborhood Commercial	Neighborhood Commercial. This designation works well with the Village concept (H). Further it is located adjacent to Commercial.
12	DMP Development Co.	Yes	012-460-002	Low Density Residential	Change western portion of parcel to High Density Residential	High Density Residential. Currently has an application for a General Plan Amendment and a tentative parcel map.
13	Emilio & Yesenia Gonzalez	Yes	029-230-015	Agricultural (County)	Unspecified Future Residential	Village Reserve: As part of Village A; any change in designation or development should be preceded by a Master Plan.
14	Ramon R. and Martha L. Fernandez	Yes	029-230-014	Agricultural (County)	Unspecified Future Residential	Village Reserve: As part of Village A; any change in designation or development should be preceded by a Master Plan.
15	Gottschalks Inc.	Yes	013-010-034 & 013-010-035	Industrial, Service Commercial, Open Space	Service Commercial	Service Commercial. Part of the Highway commercial corridor. Applicant was filed with the City on May 2, 2008.
16	Watt Commercial Properties (Promenade)	No	033-040-007 & 033-050-017	Rural Residential , Light Industrial	Commercial	Commercial. Part of the Highway commercial corridor. Currently the General Plan Amendment is in process with the City. Application filed with the City on July 12, 2006. Third version of ADEIR.