



336 Pacific Avenue Shafter, CA 93263
Meeting Held In-Person and Via Zoom and Livestream on YouTube.

AGENDA
SPECIAL JOINT MEETING
SHAFTER CITY COUNCIL AND PLANNING COMMISSION
TUESDAY, FEBRUARY 18, 2025

NOTICE TO THE PUBLIC:

Any documents produced by the City and distributed to a majority of the City Council regarding any item on this agenda will be made available in the City Clerk's Office during normal business hours at City Hall located at 336 Pacific Avenue, Shafter CA. In addition, such documents will be posted on the City's website at www.shafter.com.

CALL TO ORDER: 4:30 P.M.

1. **City Council**
2. **Planning Commission**

ROLL CALL:	Mayor Givens	Chairman Joshan
	Mayor Pro Tem Olvera	Vice Chairman Piuser
	Council Member Alvarado	Commissioner Camacho
	Council Member Espinoza	Commissioner Sanchez
	Council Member Prout	Commissioner Simmons

APPROVAL OF AGENDA:

1. **City Council**
2. **Planning Commission**

PUBLIC COMMENT:

This portion of the meeting is reserved for persons wanting to address the Council only on matters listed on this agenda. Speakers are limited to five minutes unless additional time is needed for translation. Please state your name and address for the record before making your presentation.

MANAGEMENT REPORT:

1. **GENERAL PLAN UPDATE, A VISION OF LERDO HIGHWAY, AND FUTURE LERDO RESIDENTIAL PROJECTS PRESENTATIONS:** a request to receive and file. This item is for informational purposes only. No action taken.

ADJOURNMENT:

1. **City Council**
2. **Planning Commission**

provide you with access to the meeting. Any public record, relating to an open session agenda item, that is distributed within 72 hours prior to the meeting is available for public inspection in the City Clerk's Office at Shafter City Hall, 336 Pacific Ave., Shafter, CA 93263. This is to certify that this Agenda notice was posted at City Hall and Police Dept. by 5:00 p.m., February 13, 2025. Yazmina Pallares, S/S, City Clerk

REMOTE PUBLIC PARTICIPATION IS ALLOWED IN THE FOLLOWING WAYS, SEE BELOW FOR INSTRUCTIONS.

1. You are strongly encouraged to observe the City Council meetings live via YouTube <https://www.youtube.com/user/CityofShafter/>
2. If you wish to make a comment on a specific agenda item or public comment, please submit your comment via email by **4:30 PM on February 18, 2025** to the City Clerk at CityClerk@shafter.com
3. If you wish to make a written comment to the City Clerk, 336 Pacific Avenue, Shafter, CA 93263.
4. If you wish to make a comment during the live meeting, callers must first register with the City Clerk at 661-746-5012 before the meeting begins to receive instructions and the call- in number and code. Please call by 5:00pm on the Monday prior to the City Council meeting to allow ample time for sign up. You will need to provide your name, phone number and the item number you wish to address.
5. All public comments are provided to the City Council and applicable Staff, for review and consideration by the Board prior to taking action on any matters listed on the agenda and are incorporated into the official record of the City Council meeting.



336 Pacific Avenue • Shafter, CA 93263

**NOTICE OF
SPECIAL MEETING OF THE
SHAFTER CITY COUNCIL AND PLANNING COMMISSION**

NOTICE IS HEREBY GIVEN that a special meeting of the City Council and Planning Commission of the City of Shafter will be held on Tuesday, February 18, 2025. The meeting will convene at 4:30 p.m., in the Council Chambers at the Shafter City Hall, 336 Pacific Avenue, Shafter, California. Said special meeting shall be for the following purpose:

MANAGEMENT REPORT:

1. **GENERAL PLAN UPDATE, A VISION OF LERDO HIGHWAY, AND FUTURE LERDO RESIDENTIAL PROJECTS PRESENTATIONS:** a request to receive and file. This item is for informational purposes only. No action taken.

Yazmina Pallares, City Clerk

Affidavit of Posting Special Meeting Notice

This is to certify that this Special Meeting Notice was posted at City Hall and the Police Department by 5:00 p.m., February 13, 2025. Further information regarding this Agenda Notice is available at City Hall, 336 Pacific Ave., Shafter, CA.

Yazmina Pallares, S/S, City Clerk
Dated: February 13, 2025



CITY OF SHAFTER PLANNING COMMISSION REPORT

MEETING DATE: February 18, 2025

DEPARTMENT: Steve Esselman, Planning Director

SUBJECT: GENERAL PLAN UPDATE, A VISION FOR LERDO HIGHWAY,
AND LERDO RESIDENTIAL PROJECT PRESENTATIONS

RECOMMENDATION

Council receive and file. This item is for informational purposes only.

BACKGROUND

The purpose of this item is to present to the City Council and Planning Commission three presentations and solicit feedback from the group:

1. General Plan Update
2. A Vision for Lerdo Highway
3. Lerdo Residential Project

General Plan Update

The “General Plan Update” presentation (Exhibit 1) kicks off public engagement for the General Plan Update. The purpose of the presentation is to inform the City Council and Planning Commission about what the general plan is and why it is being updated, what a general plan addresses, what the tentative schedule is for the development of the plan, and where we are at in the process of updating the plan and public outreach.

A Vision for Lerdo Highway

In the fall of last year, Staff and the City’s consulting team held a two-day visioning exercise with property owners and operators within the Lerdo Highway corridor. The corridor is roughly defined as extending from the City’s historic core to State Route 99. The purpose of the visioning exercise was to begin to proactively plan, identify feasible development opportunities, generate materials to promote sites, and address possible future housing sites within the corridor. The “A Vision for Lerdo Highway” presentation (Exhibit 2) provides an overview of the results of the visioning exercise. A summary report (Exhibit 3) of the two-day vision exercise is also appended to this management report. Additionally, a marketing brochure (Exhibit 4) was developed to be made available at the International Council of Shopping Centers (ICSC) that occurred on September 23, 2024, through September 25, 2024, in Palm Springs and for future marketing efforts. The results of the visioning exercise will help inform the development of the General Plan Update for the Lerdo Highway corridor area.

Lerdo Residential Project

The Wonderful Company requested an audience with the City Council and Planning Commission to present and solicit feedback about high-level residential design concepts for a future master-planned community that Wonderful has been developing with their consulting team. The presentation “Lerdo Highway Project” is (Exhibit 5). To date, Staff has not received a formal application regarding this proposed master-planned community but is anticipating receiving an application in the next month or so.

FISCAL IMPACT

There is no fiscal impact related to this informational item.

CEQA ANALYSIS

This item does not require discretionary action as it is for informational purposes only. Therefore, it does not trigger CEQA review.

APPROVED BY THE CITY ATTORNEY

ATTACHMENTS

1. Exhibit 1 - General Plan Update Presentation
2. Exhibit 2 - A Vision for Lerdo Highway Presentation
3. Exhibit 3 - A Vision for Lerdo Highway Summary Report
4. Exhibit 4 - A Vision for Lerdo Highway Marketing Brochure
5. Exhibit 5 - Lerdo Residential Project Presentation

Exhibit 1

General Plan Update

City of Shafter
February 18, 2025



Project team

City of Shafter

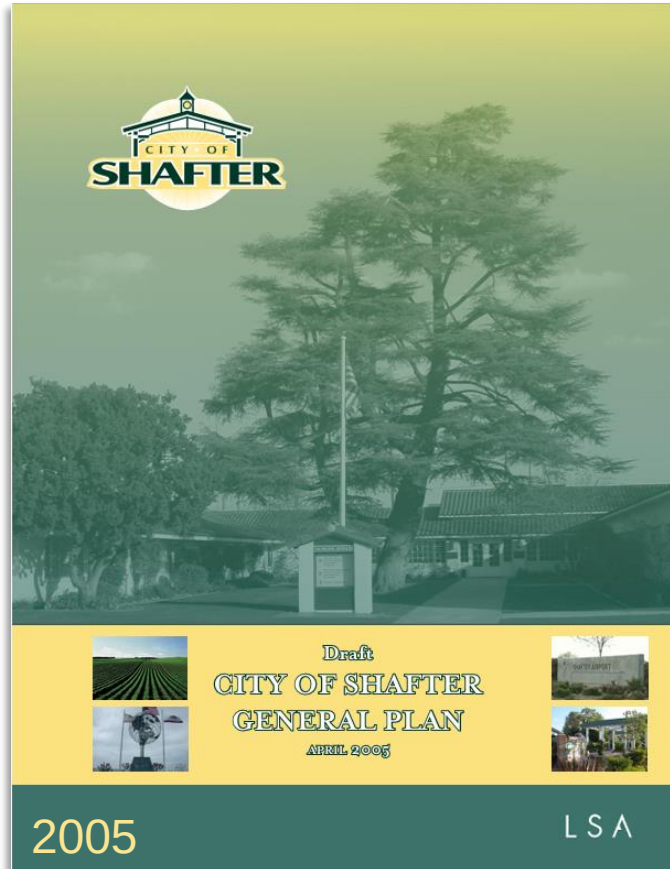
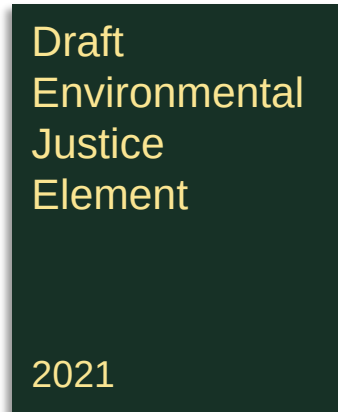
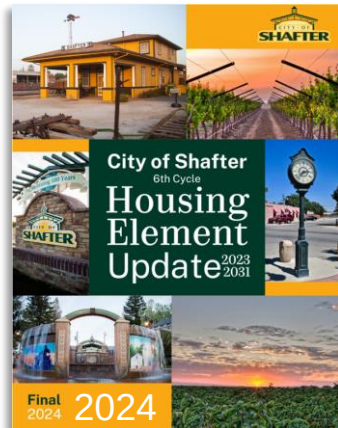
PlaceWorks *Lead Consultant*

Fehr & Peers *Transportation*

Provost & Pritchard *Infrastructure*



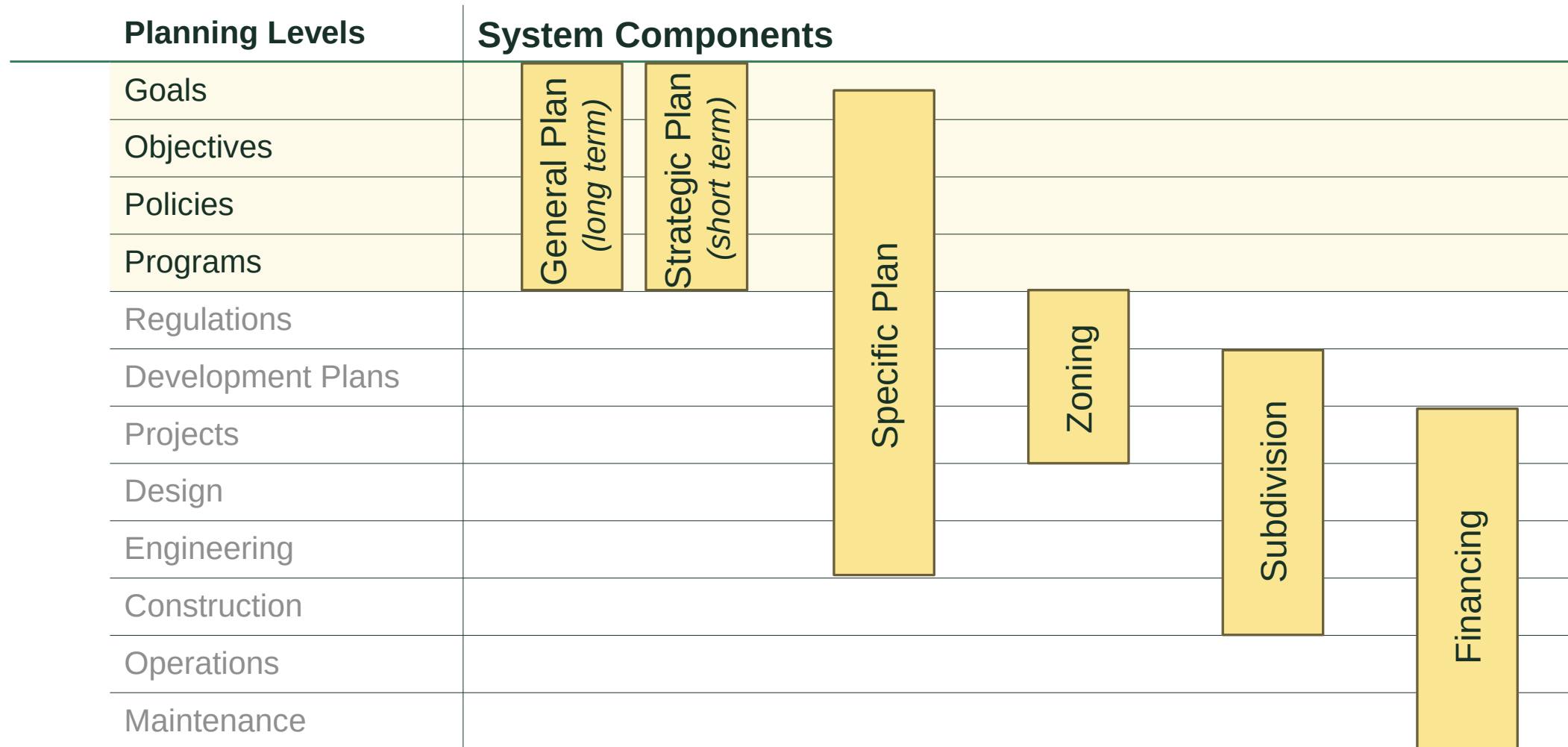
What is a general plan?



Comprehensive, long-term plan for the city's future

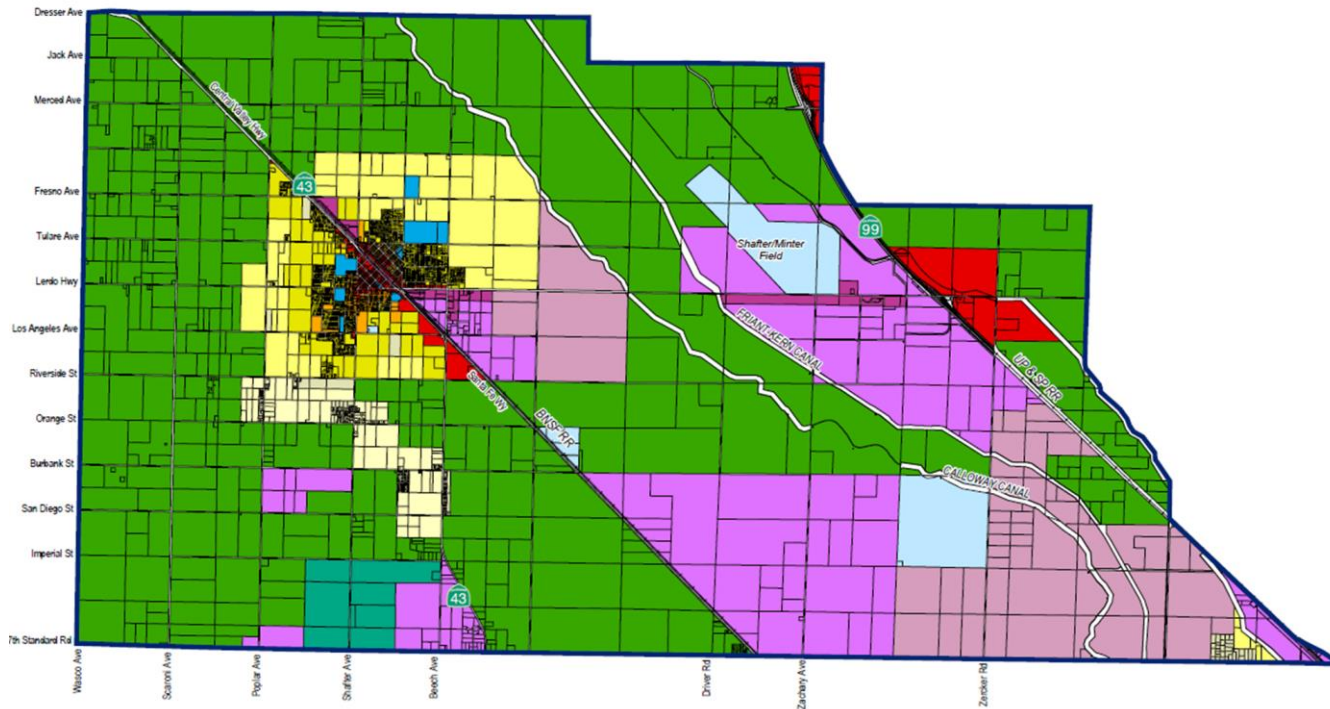
- Policy direction for decisions on land use, services, and capital improvements
- Guides city council, commissions, and staff
- Informs the public, service providers, and investors

What is a general plan?



Updating the current plan

What's changed in the last 20 years?



Current General Plan Land Use Plan (2005)

- Confirm and/or revise the vision.
- Address new issues and opportunities.
- Plan for growth and development given what we know now.
- Align with new state laws.

Objectives & Expectations

1. **A clear vision for the future.** Proactively plan for a cohesive city that considers community needs and desires, development pressures, market forces, and maintains local control.
2. **Engagement.** Conduct meaningful and robust community engagement.
3. **Attract and streamline future development.** Set the stage for beneficial development that is aligned with the vision.
4. **Bring into consistency with state law.** Integrate new state mandates and complete the rezoning program required by the City's Housing Element before the statutory deadline (April 2027).

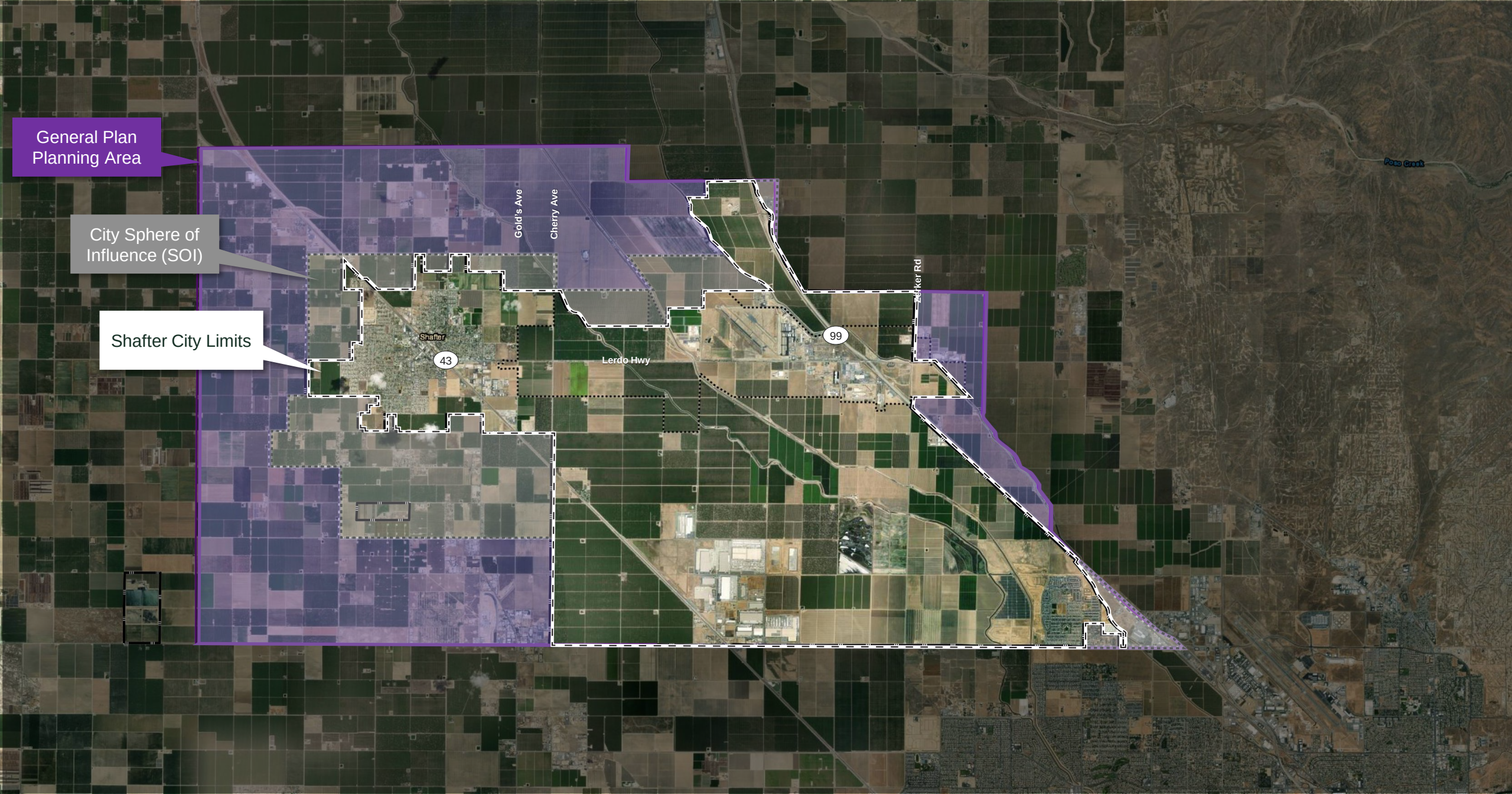


What does a general
plan address?

Vision

Set a new modern Vision for Shafter in 20 years:

- Consistent with:
 - City Strategic Plan (final 2024)
 - Lerdo Hwy Vision (final 2024)
 - Community Story (in process since 2023)
 - Downtown Revitalization Plan (in process since 2024)
- Guided by community input through the General Plan Update and other initiatives
- Considers pending development projects (e.g., Wonderful Specific Plan)
- References the 2011 Vision

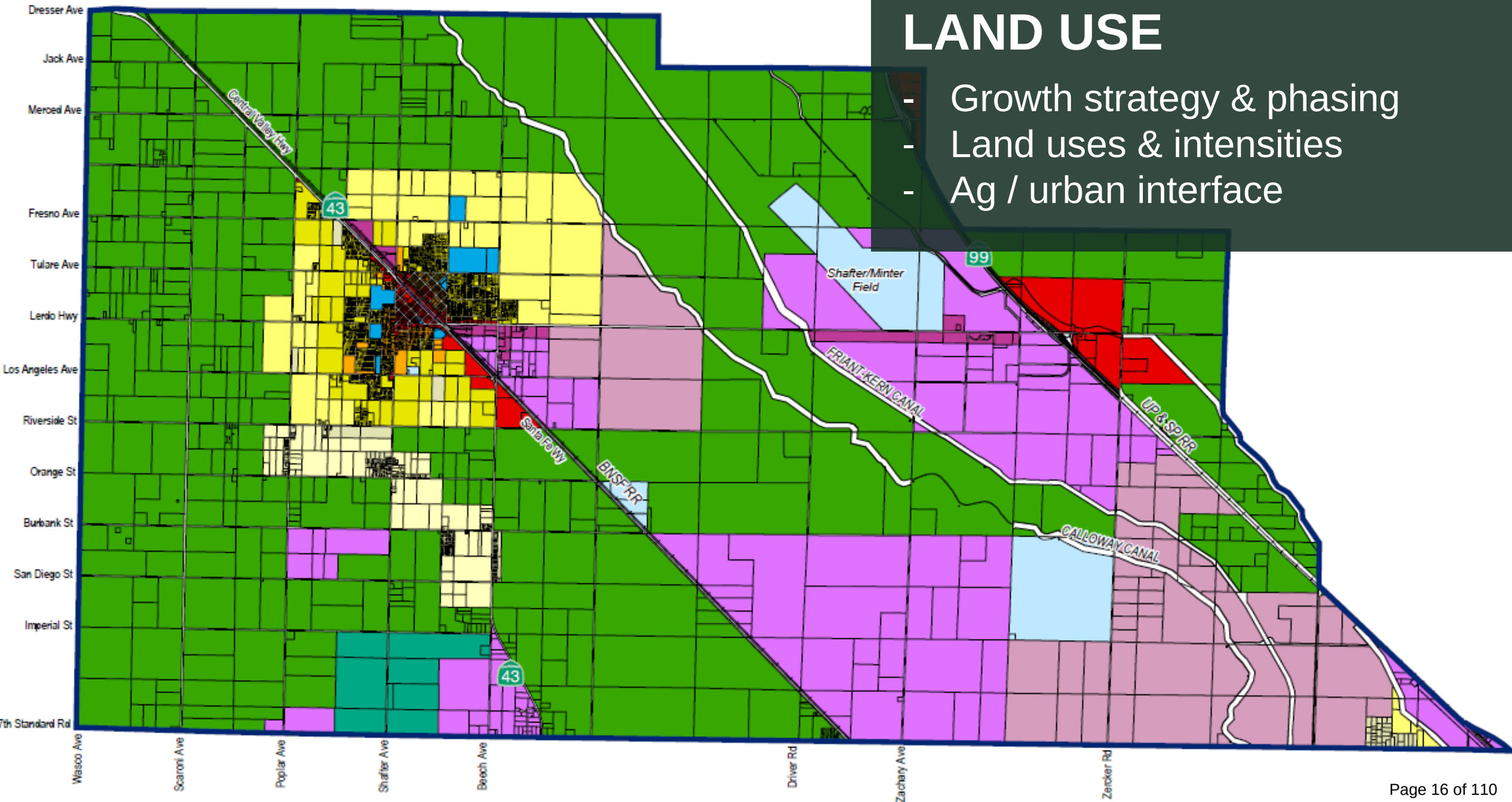


Topics

- 10 Required Topics (currently within 7 Elements)
 1. 2005 Land Use Element (TOPICS: Land Use)
 2. 2005 Transportation Element (TOPICS: Circulation)
 3. 2024 Housing Element (TOPICS: Housing)
 4. 2005 Environmental Management Element (TOPICS: Open Space, Conservation, Air Quality)
 5. 2005 Environmental Hazards Element (TOPICS: Safety, Noise)
 6. 2005 Public Services and Facilities Element (TOPICS: Public Infrastructure)
 7. 2024 Draft Environmental Justice Element (TOPICS: Environmental Justice)

LAND USE

- Growth strategy & phasing
- Land uses & intensities
- Ag / urban interface



TRANSPORTATION & MOBILITY

- Mobility networks
- Complete Streets
- Vehicle Miles Traveled (VMT)
- Hazard Planning
- Roadway safety
- Truck Routes



HOUSING

- Land use changes to implement the 2024 Housing Element



OPEN SPACE

- Parks & recreation needs
- Community facilities





CONSERVATION & AIR QUALITY

- Air quality
- Water quality
- Energy
- Mineral resources
- Biological resources
(rewilding/wildlife corridors)
- Cultural resources



INFRASTRUCTURE

- Water
- Sewer
- Stormwater
- Dry Utilities

SAFETY

- Natural hazards
- Emergency readiness
- Climate adaptation and resiliency
- Extreme heat
- Police and fire protection



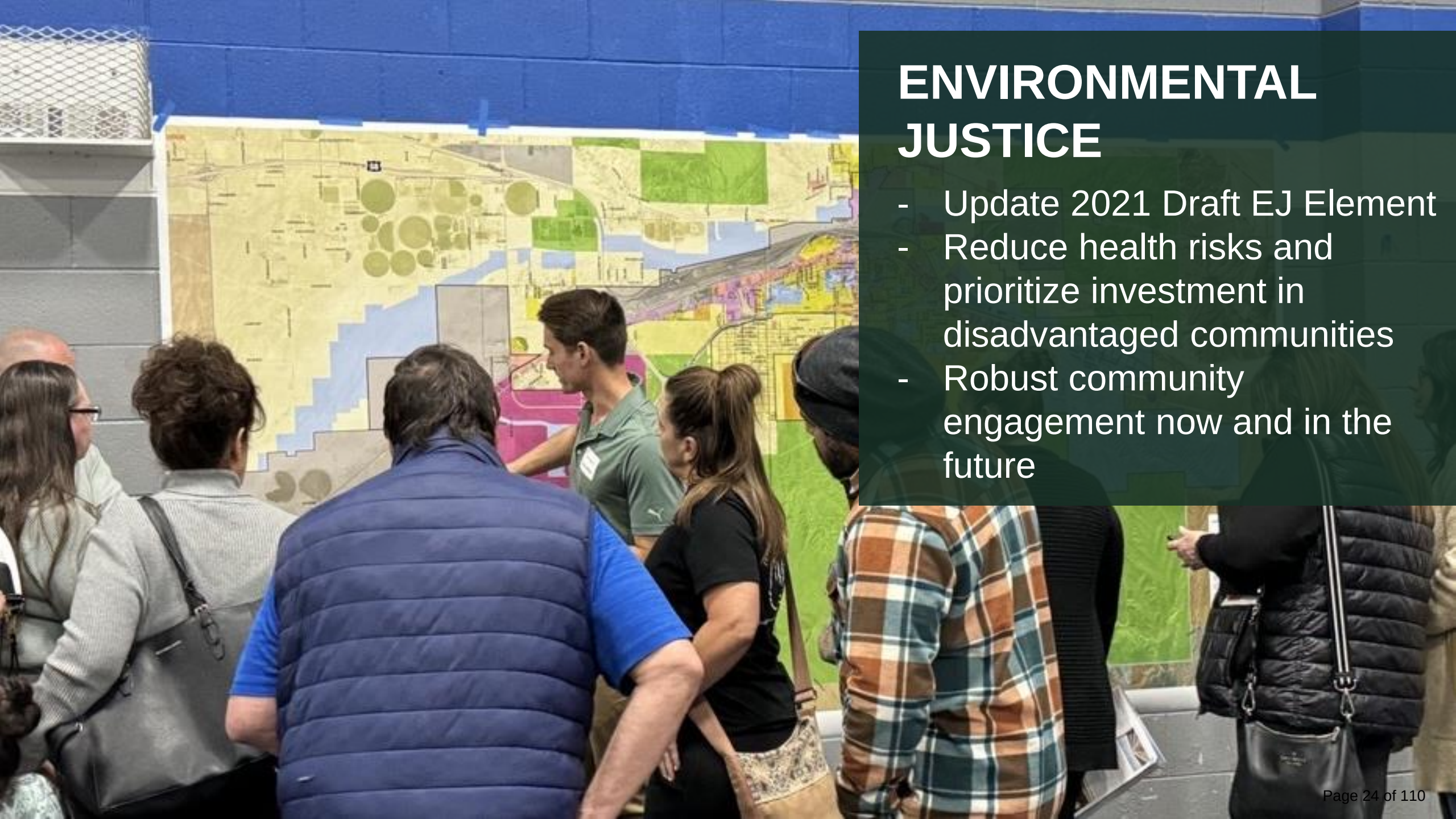
NOISE

- Roadway noise
- Noise-generating land uses



ENVIRONMENTAL JUSTICE

- Update 2021 Draft EJ Element
- Reduce health risks and prioritize investment in disadvantaged communities
- Robust community engagement now and in the future



Additional topics that will inform the plan

- Downtown revitalization
- Economic development
- Community & landscape design



STATE MANDATES SINCE THE LAST GP UPDATE

- Complete streets
- Climate adaptation & sustainability
- Extreme heat
- Housing Element land use changes
- Evacuation routes (hazard planning)
- CEQA traffic thresholds (VMT vs LOS)
- Environmental justice
- Wildlife corridors & rewilding
- Roadway safety
- Truck routes
- Siting for logistics





What is the Project Schedule?

Discovery

1

Fall-Winter
2024/25

Land Use Planning

3

Summer-Fall
2025

Adoption & Implementation

5

Winter-Spring
2026/27

We are here

2025
Spring - Summer

2

Vision, Value, & Issues

2025 - 2026
Fall - Fall

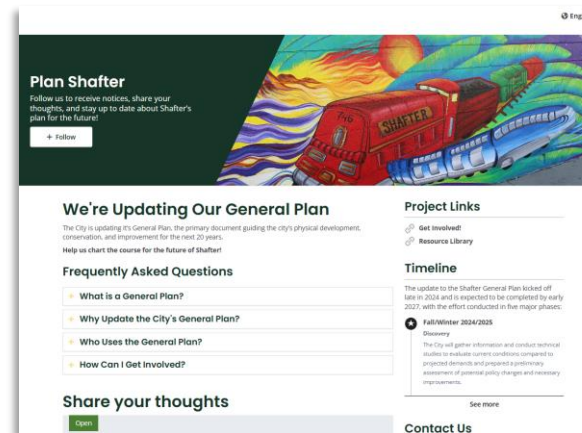
4

Plan Prep &
Environmental
Assessment

Outreach Strategies Overview



- GPAC and EJAC
- Website
- Pop-ups
- Community surveys + map activities
- Social media / e-blasts
- Interviews/focus groups
- Community workshops
- Scoping meeting
- Public review
- CC/PC briefings



Fall-Winter

2024/25 | 1. Discovery

Existing conditions

Vision and values

Land use planning

- Existing Conditions Reports
- Existing Conditions Story Map



- Website
- General Plan 101 materials
- Pop-up
- CC/PC briefing #1



Spring-Summer

2025 | 2. Vision, Values, & Issues

Vision and values



- Vision Statement
- Summary of Values & Issues

- Website
- GPAC/EJAC
- Pop-ups
- Interviews / focus groups
- Community Cinco de Mayo event
- Social media / e-blasts
- CC/PC briefing #2

Next Steps

- Conduct first GPAC and EJAC meetings
- Prepare Draft Vision
- Pop-up events (spring 2025)
- Initial stakeholder interviews



Thank you.

Questions?

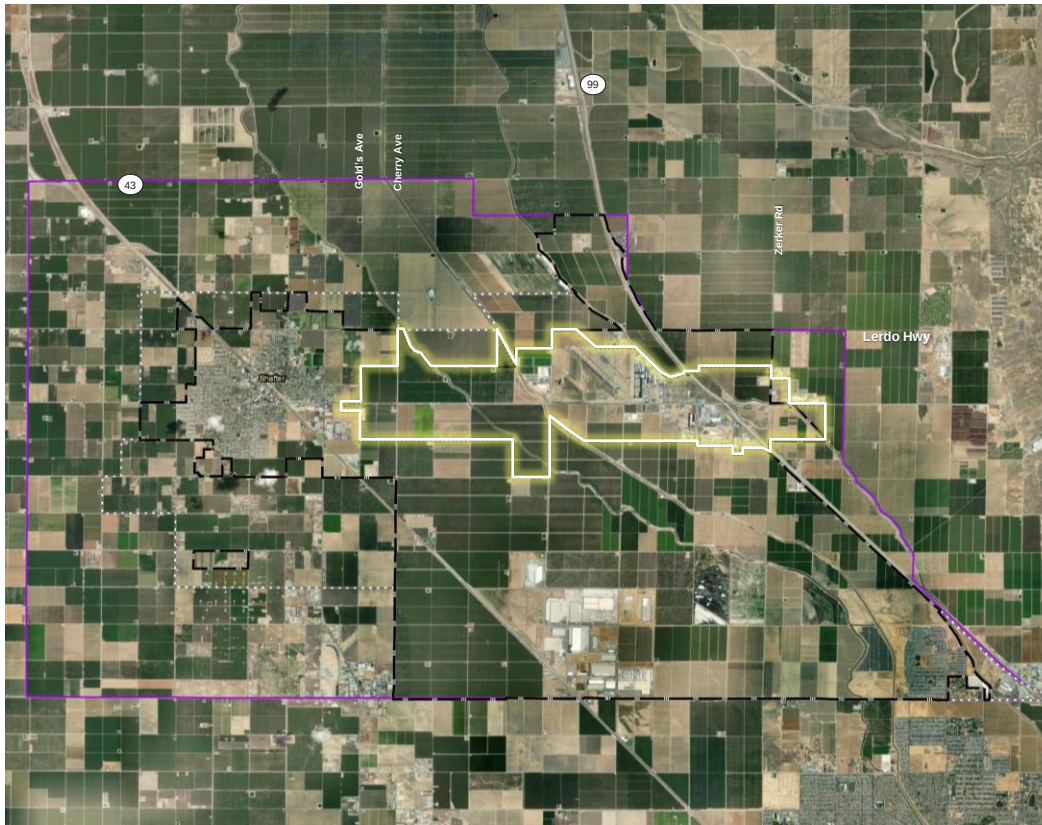
Exhibit 2

A Vision for Lerdo Highway

City of Shafter
February 18, 2025



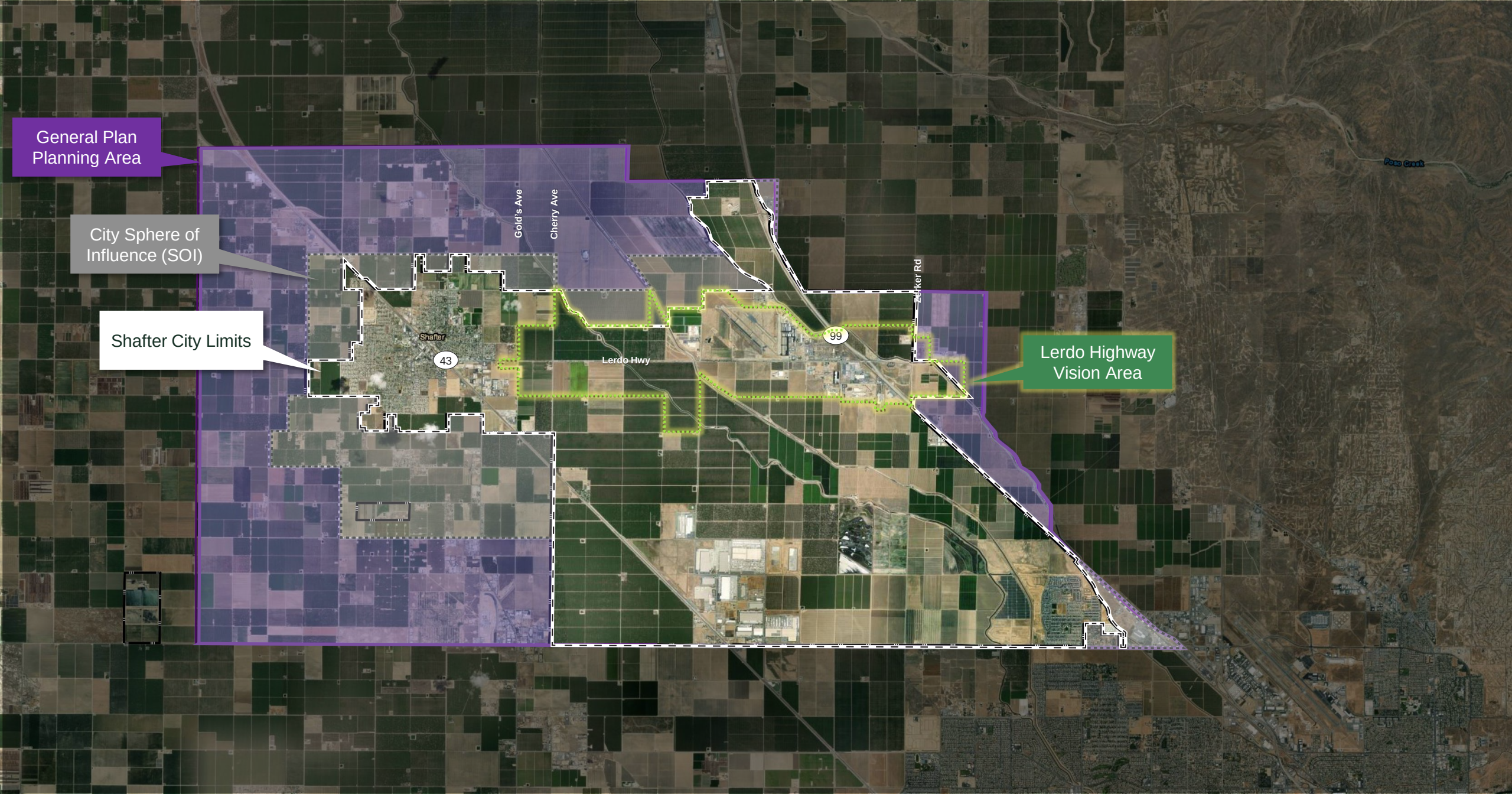
A shared vision for Lerdo Highway



- **Land use.** Explore the types and intensities of uses appropriate for each portion of the corridor.
- **Timing.** Consider when the market will support investment in different types of development.
- **Infrastructure & transportation.** Consider what improvements would be required to support new development?
- **General Plan update.** Implications for citywide planning.

Goals

1. **A clear vision for the future.** Proactively plan for a cohesive corridor that enhances the City as a whole.
2. **Economic development.** Identify feasible development opportunities that contribute the local economy.
3. **Generate materials to promote sites with developers and businesses.** The City will be attending ICSC in September.
4. **Housing Element implementation.** Address the City's Housing Element sites within the planning area.



General Plan
Planning Area

City Sphere of
Influence (SOI)

Shafter City Limits

Gold's Ave
Cherry Ave

43

Lerdo Hwy

99

Zeller Rd

Lerdo Highway
Vision Area



Charrette

Feedback from 8/19/24 & 8/21/24

Who Attended?

Property Owners & Operators

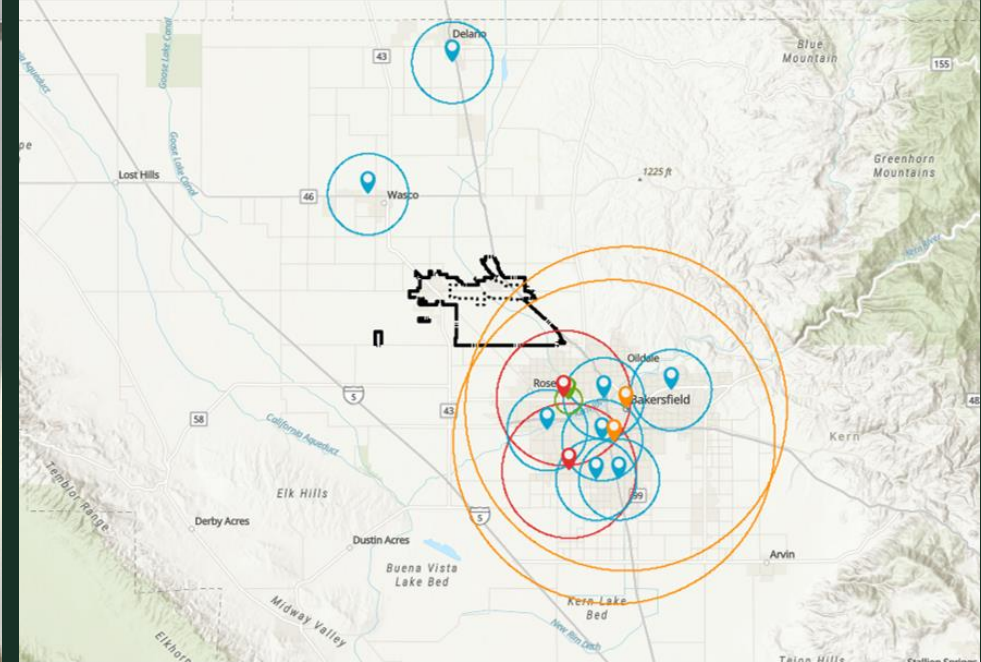
City Staff

Consulting Team

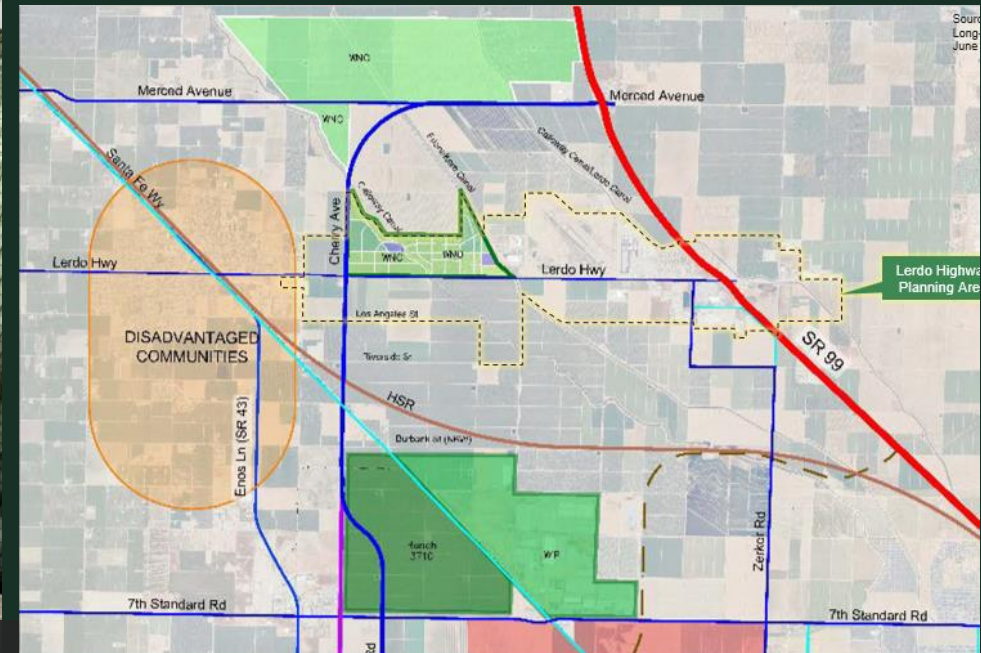
Day One

August 19, 2024

1. Introduction
2. Existing Conditions and Planning Context
3. Discussion & Land Use Design Ideas



Regional Competition – Shopping Centers



On-going discussion - potential road improvements

Day One Discussion Summary

Strengths

- 1. Abundant land / lower costs
- 2. Phased growth
- 3. Close to Bakersfield
- 4. New sports park
- 5. Connections to Downtown and SR-99

Opportunities

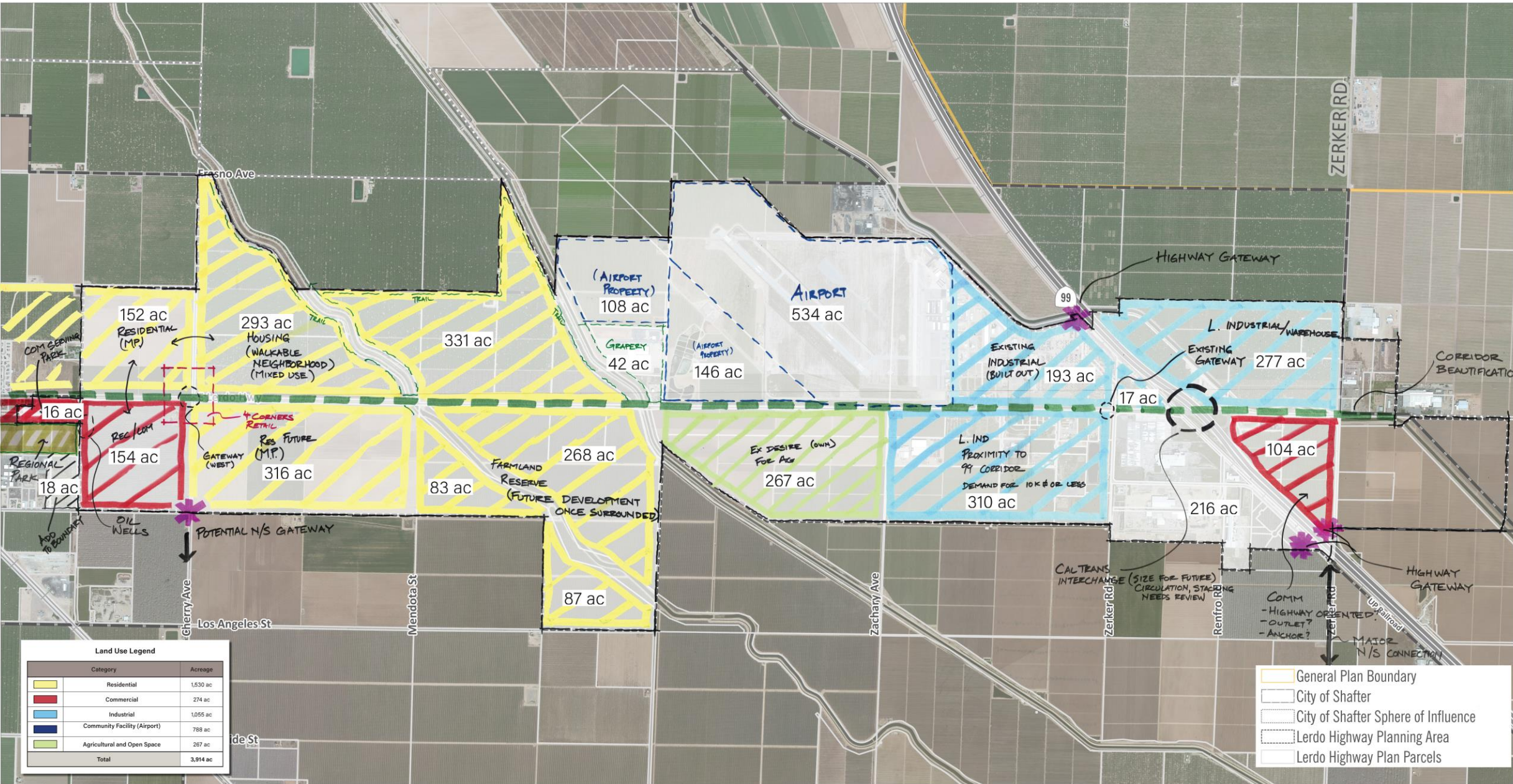
- 1. Create a walkable community with a range of housing options west of Friant-Kern Canal in phases
- 2. Land-intensive recreational uses transition to more urban uses as community grows
- 3. Retail near SR-99 & Cherry
- 4. Small-scale industrial south of airport

Weaknesses

- 1. Small trade area population
- 2. Infrastructure improvements needed for new development
- 3. Regional competition
- 4. Lack of a medical facility

Considerations

- 1. Crossing physical barriers can be difficult (canals, roads, etc.)
- 2. Must be complementary to Downtown businesses
- 3. Pop growth is needed to attract significant retail interest
- 4. Rising construction costs
- 5. Truck routes near housing

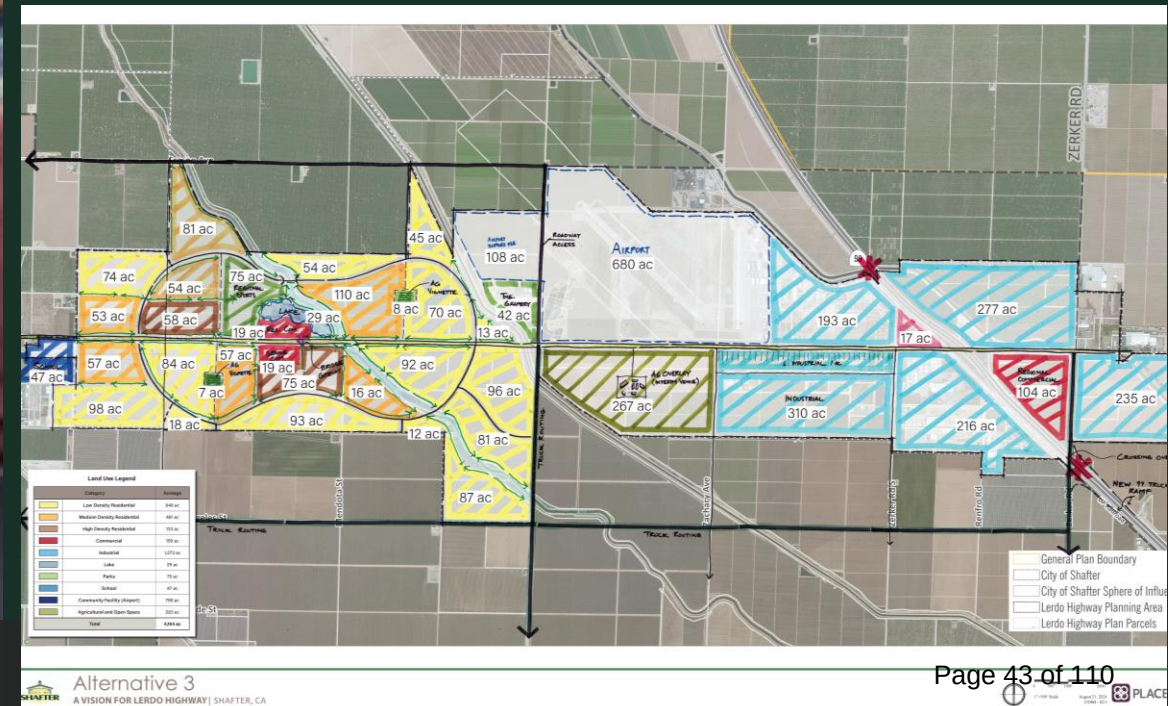
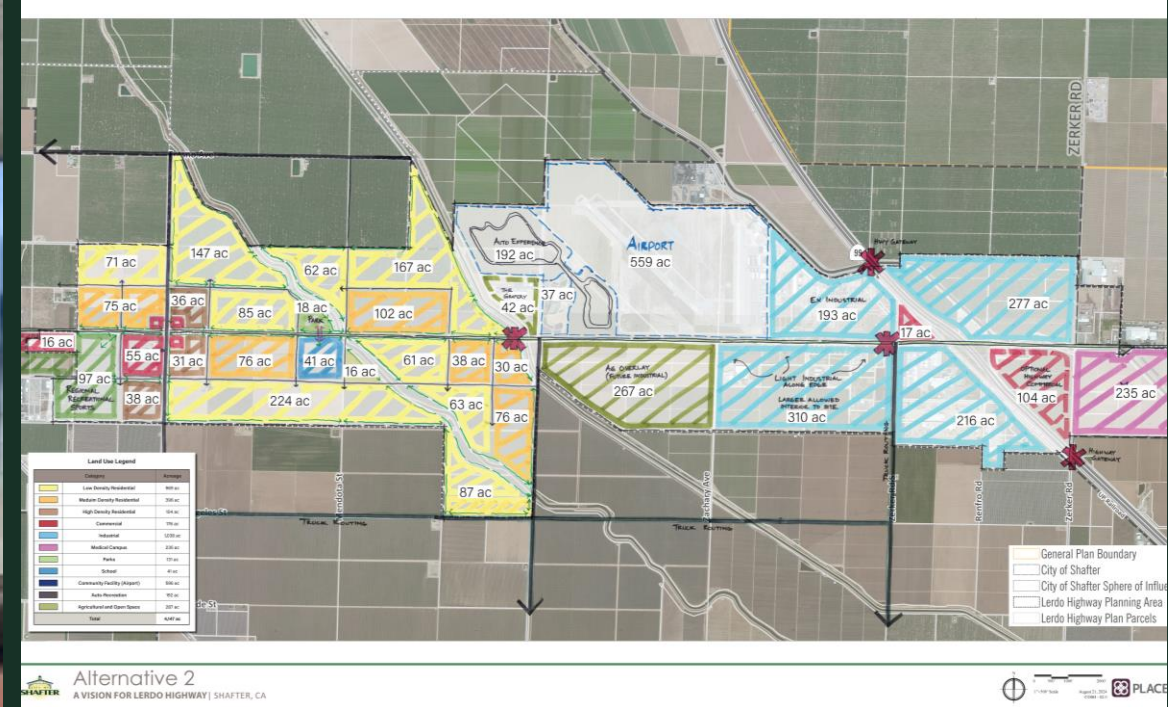


Day One Land Use Ideas

Day Two

August 21, 2024

1. Reviewed two refined concepts based on Day One discussion and ideas.



Design Concepts

Two concepts for the future of Lerdo Highway



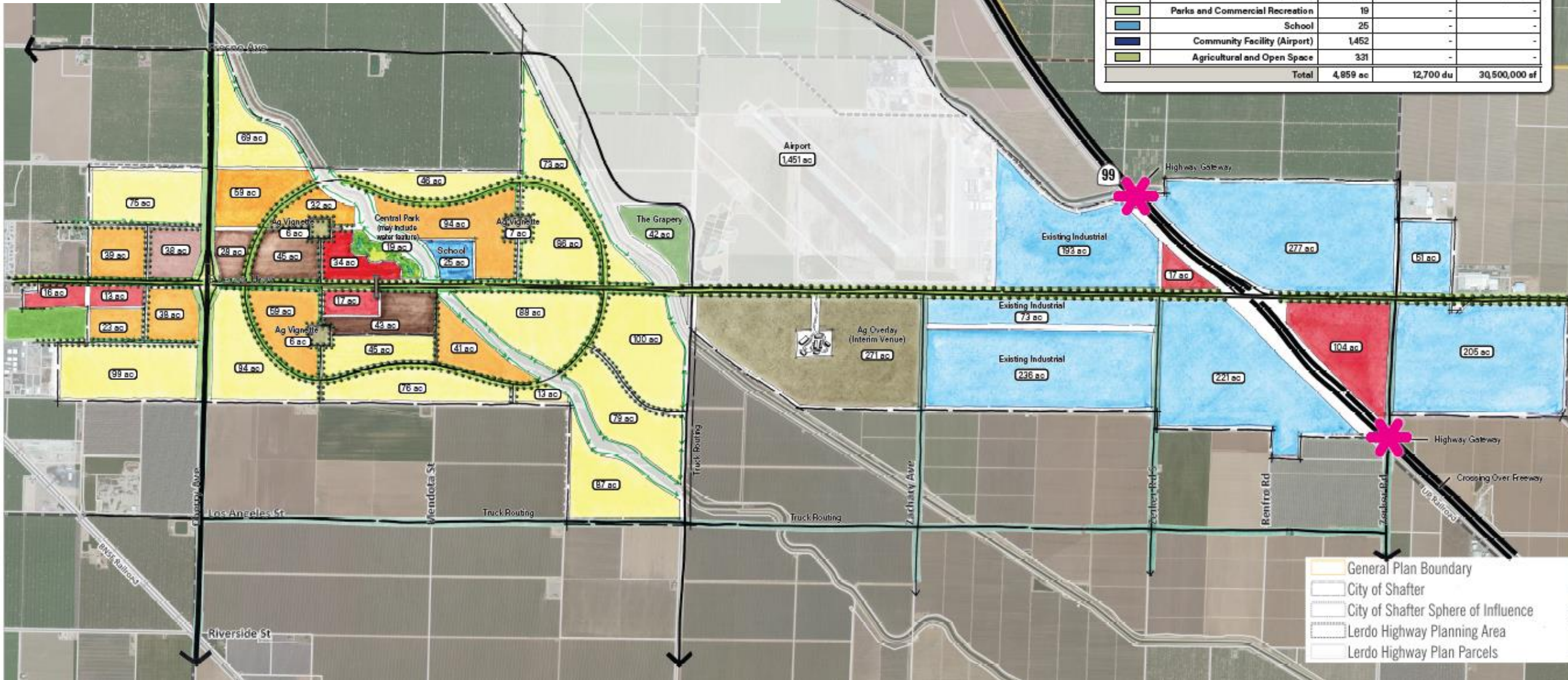

12,700
 NEW DWELLING UNITS


19 acres
 PARKS


27
 million square feet
 INDUSTRIAL
 BUILDING AREA


3.1
 million square feet
 COMMERCIAL
 BUILDING AREA

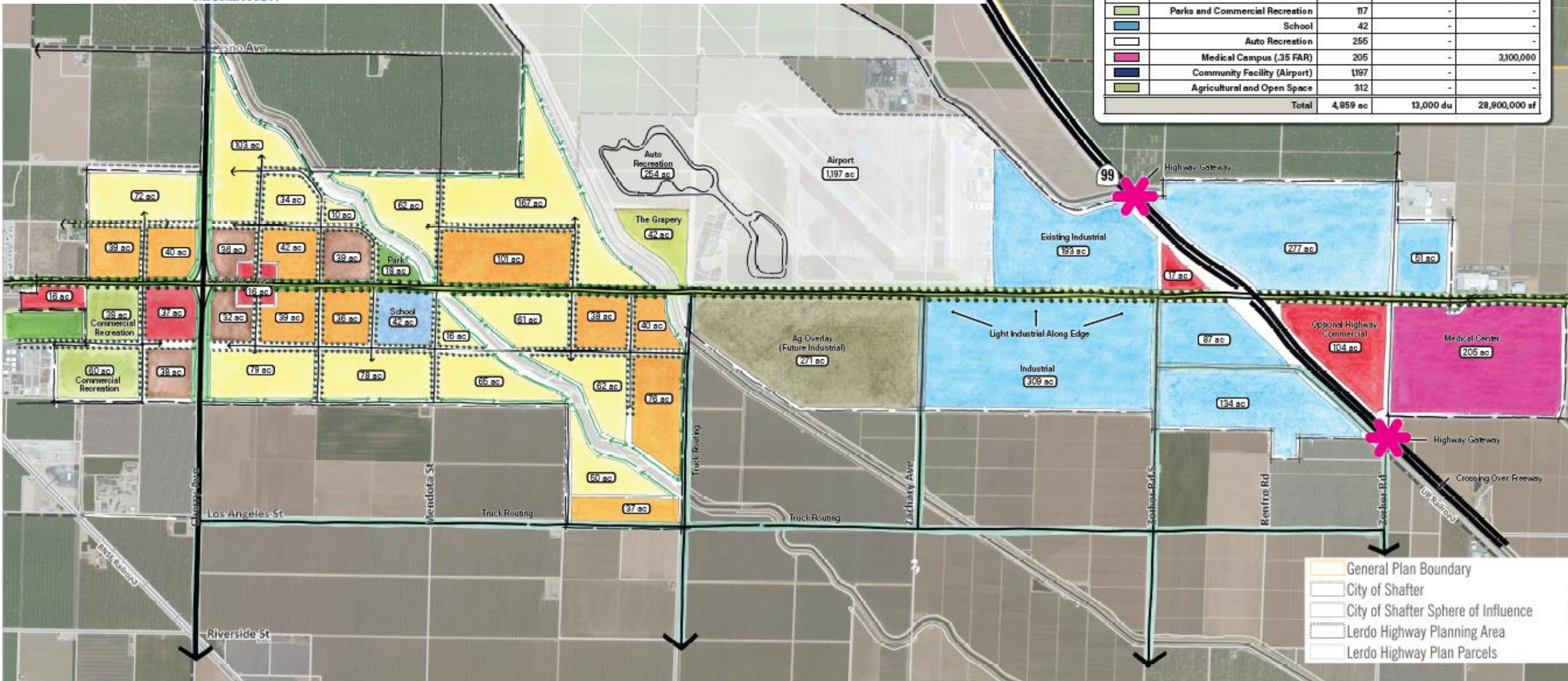
Category	Land Use	Acreage	Dwelling Units	Building Area (sf)
	Low Density Residential (5 du/ac)	1,072	5,400	-
	Medium Density Residential (12 du/ac)	347	4,200	-
	High Density Residential (20 du/ac)	154	3,100	-
	Commercial (.35 FAR)	202	-	3,100,000
	Industrial (.5 FAR)	1,257	-	27,400,000
	Parks and Commercial Recreation	19	-	-
	School	25	-	-
	Community Facility (Airport)	1,452	-	-
	Agricultural and Open Space	331	-	-
Total		4,859 ac	12,700 du	30,500,000 sf



Concept 1. A Neighborhood Gateway into Shafter



Category	Land Use	Acreage	Dwelling Units	Building Area (sf)
	Low Density Residential (5 du/ac)	862	4,300	-
	Medium Density Residential (12 du/ac)	481	5,800	-
	High Density Residential (20 du/ac)	146	2,900	-
	Commercial (.35 FAR)	190	-	2,900,000
	Industrial (.5 FAR)	1,052	-	22,900,000
	Parks and Commercial Recreation	117	-	-
	School	42	-	-
	Auto Recreation	255	-	-
	Medical Campus (.35 FAR)	205	-	3,100,000
	Community Facility (Airport)	1,197	-	-
	Agricultural and Open Space	312	-	-
Total		4,859 ac	13,000 du	28,900,000 sf



Next Steps

- Incorporate Lerdo Hwy Vision into the General Plan
- Coordinate with Wonderful on development of the Specific Plan



Thank you

Questions?

A VISION FOR LERDO HIGHWAY



SUMMARY REPORT
November 2024

Exhibit 3





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 ICSC Western 2024 8

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Attachments:

[Charrette Presentation, Day 1](#)

[Charrette Presentation, Day 2](#)

[Marketing Brochure](#)



BACKGROUND

The Lerdo Highway corridor is a critical link between Downtown Shafter and State Route 99, linking the community core to Bakersfield and the region. As a primary gateway into the community, planning for coordinated and intentional growth and development is paramount to prioritize and guide city investments, drive future economic development efforts, and ensure various land use and planning efforts are working in concert to create a gateway into the City that embodies the community story, reflects a shared vision for the future, and has the support of the various property owners and operators within the area.

Property owners, City officials, and City staff all recognized the incredible potential for change within the Lerdo Highway Corridor, and each group began independently exploring options for the future development of portions of the corridor and individual properties. As various ideas began to percolate, it was clear that a coordinated effort to establish a shared Vision to proactively plan for a cohesive corridor that enhances the City as a whole was necessary. The City brought on PlaceWorks, a planning and design consultant that is also helping the City update its General Plan, to assist in leading a visioning process for the Lerdo Highway corridor.

The visioning processing sought to establish broad ideas about the types and intensities of use that should be allowed within the corridor, considering short- and long-term goals of property owners, current and future market conditions, and timelines for programmed and potential infrastructure and transportation investments. The resulting vision would illustrate potential growth and support economic development efforts, inform Housing Element implementation objectives, and clarify implications for the General Plan update.

PROCESS

After a brief period of due diligence, City staff and PlaceWorks led a focused two-day design charrette with key property owners in the City Council Chambers on August 19 and August 21, 2024. The charrette consisted of presentations, group discussions, and collaboration on working drawings with designers and planners regarding potential land use options, areas of immediate and long-term change, phasing options given market demands and investment timelines, design choices to optimize value, and methods to maintain compliance with state housing law.

Charrette Day 1 | August 19, 2024

The first day of the charrette began with a presentation establishing the goals, objectives, and anticipated outcomes of the visioning process, followed by an outline of the existing conditions,



A VISION FOR LERDO HIGHWAY

current long-range plans for the corridor, growth forecasts for the city and region, a brief overview of the city’s current economic development efforts, and updated retail analysis.

Following the presentation, PlaceWorks facilitated a discussion and design exercise exploring broad goals for the future of the city and the corridor, as well as specific opportunities and challenges for different types of land use. Table 1 below includes the summary of ideas generated on the first day interpreted into a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. Figure 1, on the following page, depicts the land use diagram discussed and modified during the first day of the charrette.

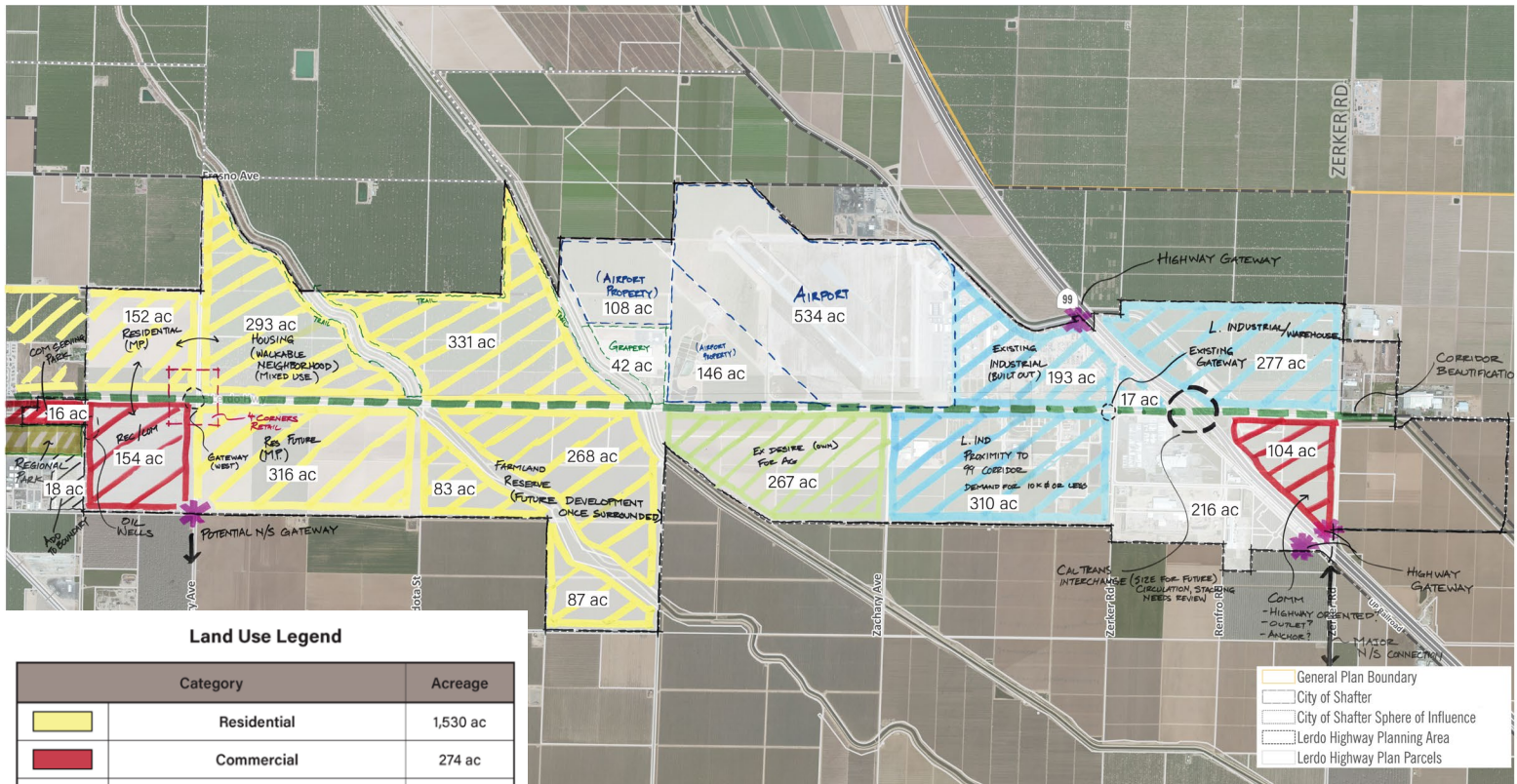
Table 1. Charrette Day 1 – SWOT Analysis

Strengths	Weaknesses
• Lots of land and opportunity for change and phased growth • Landowner interest in development would be conducive to phased growth (e.g., there is a mix of interest in near-term development, holding land until it is ready to develop, & maintaining current uses) • Proximity to Bakersfield (attractive alternative for new residents, employers, and workers) • Construction of a new regional sports park on the western boundary of the project area • Minter Airfield operations • Connection to Downtown Core and SR-99 edges	• Small population limits commercial interest • Chain restaurants do not perform well in the city • Shafter does not have a medical facility • It is difficult to compete for commercial, entertainment, and healthcare-related development given proximity to competitors • Minter Airfield runways are not long enough for some types of aircraft • New development requires infrastructure improvements
Opportunities	Threats
• Create a walkable and connected community with places to eat, shop, learn, socialize, and play; avoid dividing with walls • Connect new development to the Downtown Core • Focus on developing local businesses in the Downtown Core where footprints are too small for national retailers • Capitalize on potential exposure of vehicles traveling along future Cherry Ave and SR-99 • Focus on opportunities for larger national chains, regional attractions, and medical services in undeveloped areas. • Create greater housing diversity (senior housing, missing middle housing, starter homes) • Create better access/transportation connections to Shafter • Improve branding, name recognition, and creative marketing of city as a place • Land-intensive uses like commercial recreation may thrive in Shafter (racetrack, waterpark, ATV experience) • Displaced industrial users from Bakersfield need facilities • High demand small industrial spaces less than 10K sq ft • Create better north-south connections (Cherry, Zerker, Zachary)	• Barriers such as roadways and irrigation canals that are difficult to cross • Limited near-term market for commercial development without significant residential growth • Uses and designs that divert business from the Downtown Core • Market realities and cost of construction limit development interest • Potential resistance based on regional default residential development preference for single-family detached housing • Truck route planning/truck routes adjacent to residential areas • Small community that can be overshadowed or “grouped” with Bakersfield • Housing Element implementation is highly dependent on what land uses are planned along Lerdo Highway



A VISION FOR LERDO HIGHWAY

Figure 1. Charrette Day 1 Land Use Diagram



<<Left

Photo of charrette participants discussing the issues, opportunities, and land use alternatives with City staff and consulting team on day one of the charrette.

Charrette Day 2 | August 21, 2024

The second day of the charrette began with a review of the key ideas that were discussed on day one, followed by a presentation of two design concepts that refined the land use and roadway patterns. Informed by the first day of discussion, both concepts envisioned residential uses adjacent to the community core, a transition to industrial uses (building upon existing conditions) east of the Friant-Kern Canal, and a commercial node leveraging the regional traffic along SR-99.

The group discussed each scenario and identified areas where the proposed scenarios should be further refined. Notable points raised include the nature of Cherry Avenue as a limited-access freeway connecting 7th Standard Road to Merced Avenue, the Minter Field Airport District plans to expand the runway to better accommodate existing aircraft, and adjustments to the role of water features.



<<Left

Photo of charrette participants discussing the issues, opportunities, and land use alternatives with City staff and consulting team on day two of the charrette.



OUTCOMES

Two design concepts were developed and refined, with brief summaries provided below and an illustration of each concept provided through the attached marketing materials.

Design Concepts

Concept 1. A Neighborhood Gateway into Shafter

The first concept creates a loop road connecting the residential areas west of the Friant-Kern Canal, with commercial uses and a new park east of Mendota Street anchoring the community. The loop road is intended to help form a distinct design and identity for the new residential area and to discourage through traffic from traveling into the interior neighborhoods.

This concept also incorporates a temporary events venue to create a unique space that leverages existing agricultural uses. Smaller-scale industrial uses are envisioned for properties fronting the south side of Lerdo Highway between Zachary Avenue and Zerker Road, with larger regional commercial and industrial uses near SR-99. Concept 1 would support roughly 12,700 new homes at a wide range of densities, product styles, and price points, along with 19 acres of park space. Nonresidential development opportunities were estimated at approximately 27 million square feet of industrial buildings and 3.1 million square feet of commercial uses.

Concept 2. A Recreational Destination Within an Extended Downtown

The second concept deviates from the first alternative by favoring a grid roadway pattern that promotes smaller blocks to promote greater connectivity and easier navigation, serving in part as an extension of the Downtown Core. Another distinct component is a greater focus on commercial recreation uses that could synergize with the City's new sports park on the western edge of the project area. The idea to incorporate a recreational "auto experience" race course into the space in and around the Minter Field Airport was raised by both the consultant team and Airport representative, with such a space creating a unique regional attraction that takes advantage of the land area and noise compatibility of the Airport. Finally, a medical campus was added onto the eastern edge of the project area, offering Shafter residents and workers greater access to healthcare services and supporting the growing areas around Bakersfield and beyond.

Concept 2 would support roughly 13,000 new homes at a wide range of densities, product styles, and price points, along with 18 acres of park space. Nonresidential development opportunities were estimated at approximately 23 million square feet of industrial buildings, 2.9 million square feet of commercial uses, a 205-acre medical campus, and a 254-acre auto recreation area near Minter Field Airport.

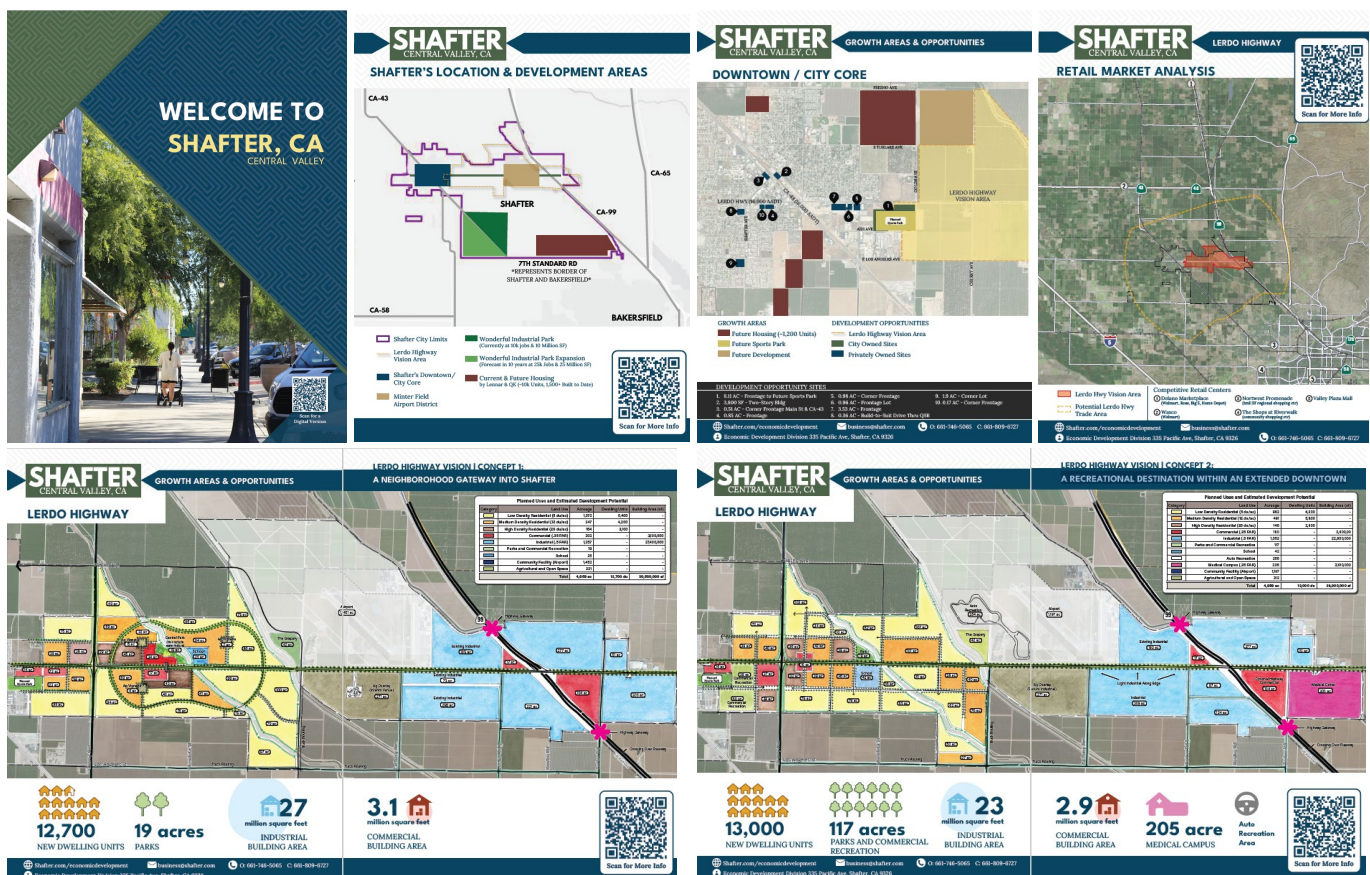


A VISION FOR LERDO HIGHWAY

Marketing Materials

After City staff confirmed the two concepts for the future of Lerdo Highway, PlaceWorks created marketing collateral promoting the vision for Lerdo Highway that would complement the City's existing suite of marketing materials used in economic development activities. The marketing collateral integrated the Lerdo Highway concepts alongside updated citywide figures to show the types and amounts of growth and development potential (residential, retail, industrial, etc.) within the corridor and throughout Shafter. The content was printed and distributed by the City at the International Convention of Shopping Centers (ICSC) in late September 2024.

Figure 2. Samples of Marketing Materials



Note: The full set of marketing materials is provided as an attachment.



ICSC Western 2024

The City of Shafter attended the ICSC Western 2024 held in Palm Springs, CA, on September 23-25, 2024. City Staff reported that the Vision Concepts for Lerdo Highway successfully generated excitement around future growth in Shafter and facilitated conversations with retailers, brokers, and commercial real estate professionals about prospective opportunities and partnerships.

Staff reported that the vision not only piqued interest in the Lerdo Highway area but also sparked curiosity about the rest of the developments happening around Shafter. This storytelling approach resonated strongly with follow-up contacts and agencies specializing in large-scale development projects, and Staff noted that experienced members of the real estate development community were intrigued by the potential Shafter has to impact the region as a whole.

Next Steps

Implementation of the Lerdo Highway Vision will require changes to the City's General Plan, Zoning Code, associated environmental clearances, and a coordinated approach to address circulation, infrastructure, safety, economic development, and other issues that will be impacted by the potential catalytic changes illustrated by the vision concepts. The process would take a minimum of eighteen months to complete independently.

Fortunately, two comprehensive planning efforts in this area are already underway, with both processes expected to be completed in the next two years. The City is in the process of updating the current General Plan, which will include establishing a new land use plan, recommending future improvements to the circulation and infrastructure systems, evaluating environmental safety considerations, high-level zoning changes, and programmatic environmental clearance. In addition, the Wonderful Company, representatives of which were active participants in the Charrette and visioning process, is currently developing a specific plan to entitle a new residential community that is aligned with the Lerdo Highway Vision Concepts. (The specific plan would cover property owned by the Wonderful company north of Lerdo Highway between Cherry Avenue and the Friant-Kern Canal.)

Accordingly, based on the timing needed to implement the Vision and general alignment with planning activities already in progress, it is recommended that the Lerdo Highway Vision Concepts be incorporated into the General Plan Update and that the City continue to coordinate with Wonderful in the development of a specific plan.

WELCOME TO SHAFTER, CA CENTRAL VALLEY



Scan for a
Digital Version



SHAFTER, CALIFORNIA

CENTRAL VALLEY



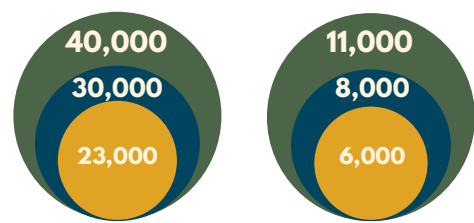
38
SQ. MILES



23,000
POPULATION

PROJECTIONS EST.

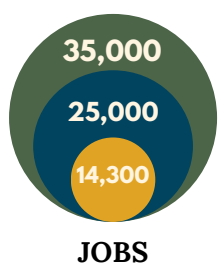
2024 5 YEARS 10 YEARS



14,300
JOBS

\$80,600
AVERAGE HOUSEHOLD INCOME

6,000
HOUSEHOLDS



29
MEDIAN AGE

3.7
AVERAGE HOUSEHOLD SIZE

\$345,000
MEDIAN HOME SALE PRICE

3,200
HOUSEHOLDS WITH CHILDREN

79%
HISPANIC POPULATION

SOURCE: PLACERA.I, JOBSEQ, WONDERFUL REAL ESTATE, AND SHAFTER PLANNING, BUILDING, AND ECON DEV DEPT

DEMOGRAPHIC PROFILE (DRIVE TIME)

SOURCE: PLACERA.I

	10 Minute DT	15 Minute DT	20 Minute DT
Population	30,700	107,700	310,300
Households	7,700	31,100	98,800
Avg. HH Income	\$65,500	\$107,700	\$97,200

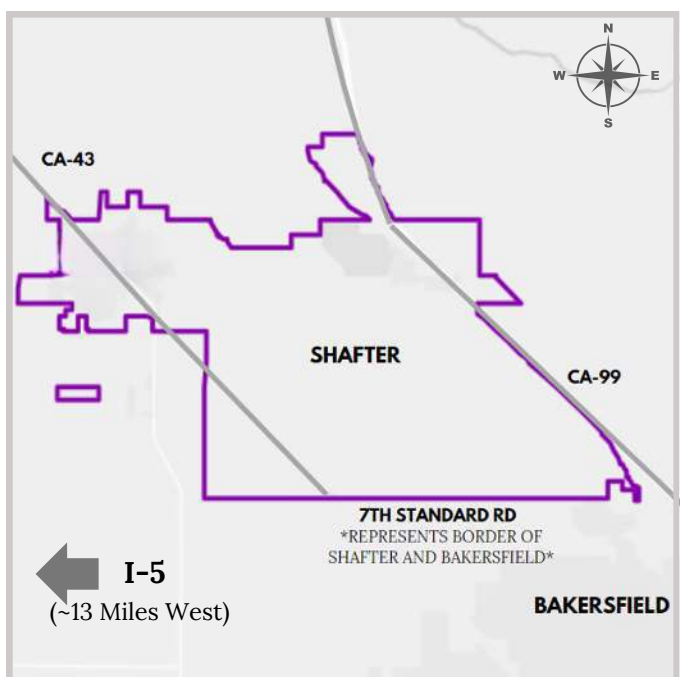
GROWTH PROSPECTS

AG & AG TECH

LOGISTICS & LOGISTICS TECH

GREEN ECONOMY

ADVANCED MANUFACTURING

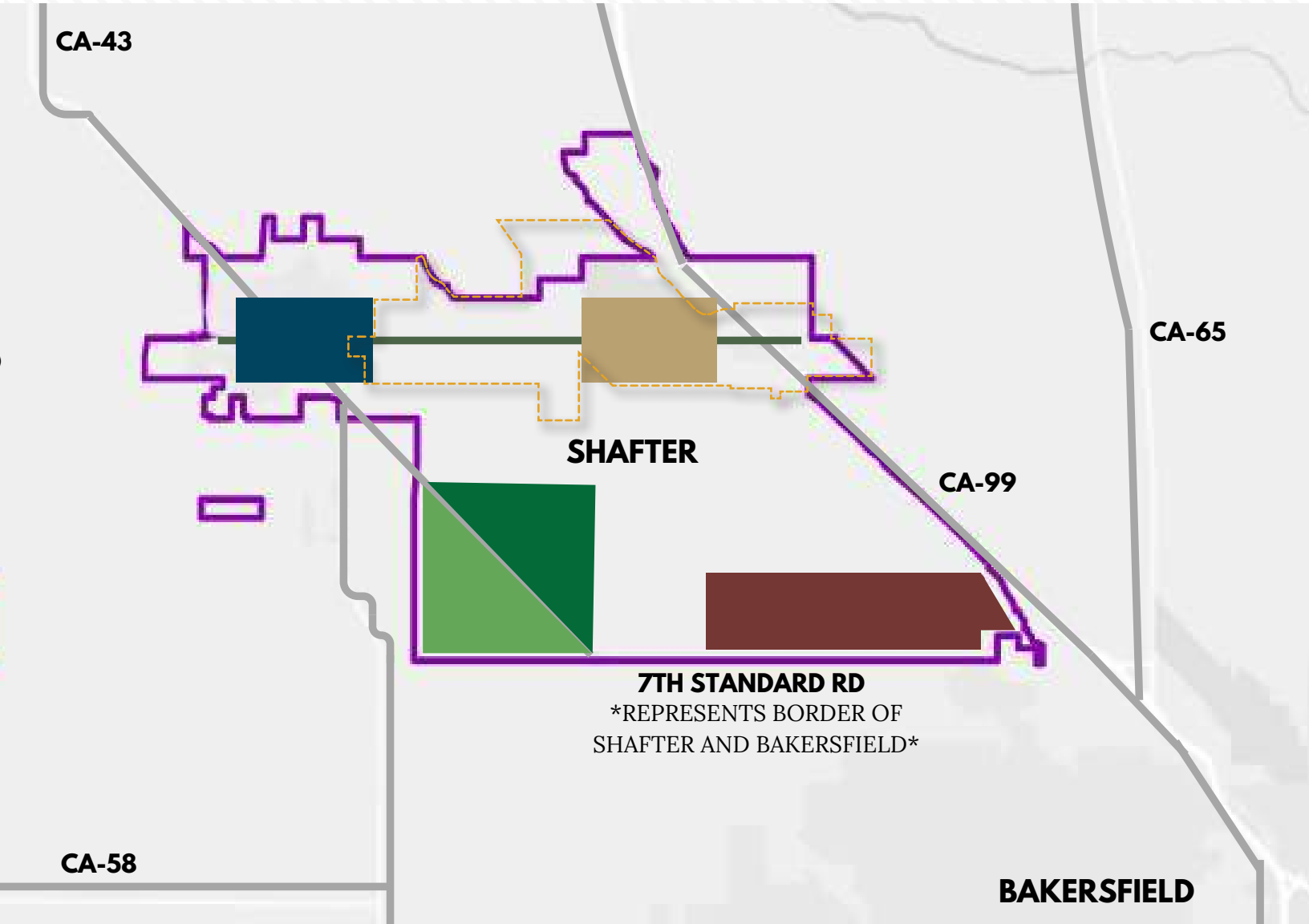


POPULATION CENTER OF WORLD'S 5TH LARGEST ECONOMY

SHAFTER

CENTRAL VALLEY, CA

SHAFTER'S LOCATION & DEVELOPMENT AREAS

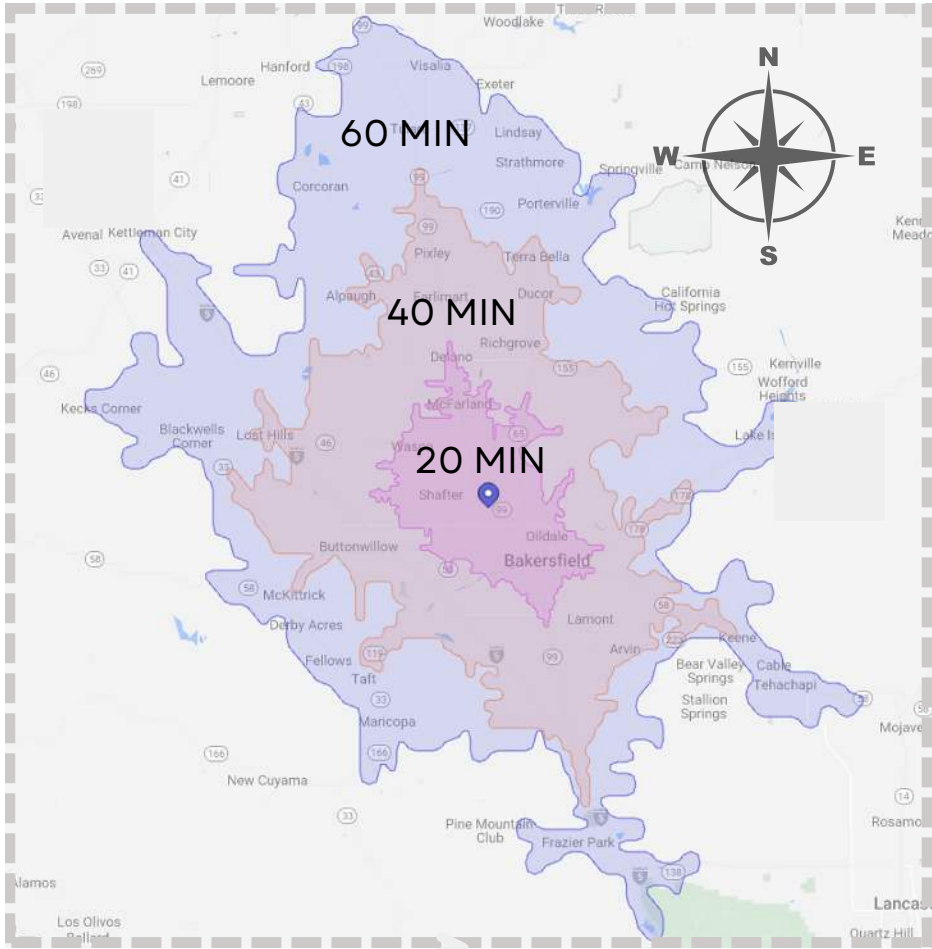


- Shafter City Limits
- Lerdo Highway Vision Area
- Shafter's Downtown/City Core
- Minter Field Airport District
- Wonderful Industrial Park (Currently at 10k jobs & 10 Million SF)
- Wonderful Industrial Park Expansion (Forecast in 10 years at 25k Jobs & 25 Million SF)
- Current & Future Housing by Lennar & QK (~10k Units, 1,500+ Built to Date)



Scan for More Info

LOCATION



DOING BUSINESS



\$81*

Business License Fee

*Base Rate



7.25%

Sales Tax



ENTITLEMENT PROCESS

- 3 Weeks for initial review of formal submittal
- 2 Weeks for each resubmittal review
- 3 Weeks for Planning Commission Public Hearing (Mtgs Held Once per Month)
- 2 Weeks for City Council Public Hearing (Mtgs Held twice per Month)

Timeline does not include preparation of any environmental documents that may be needed for the project in question.



GRADING PROCESS

- 25 Business Day first review of complete submittal
- 20 Business Day first review of first resubmittal
- 15 Business Day review of subsequent resubmittals
- 10 Business Days to sign mylars
- 10 Business Days pre-construction meeting to permit issuance



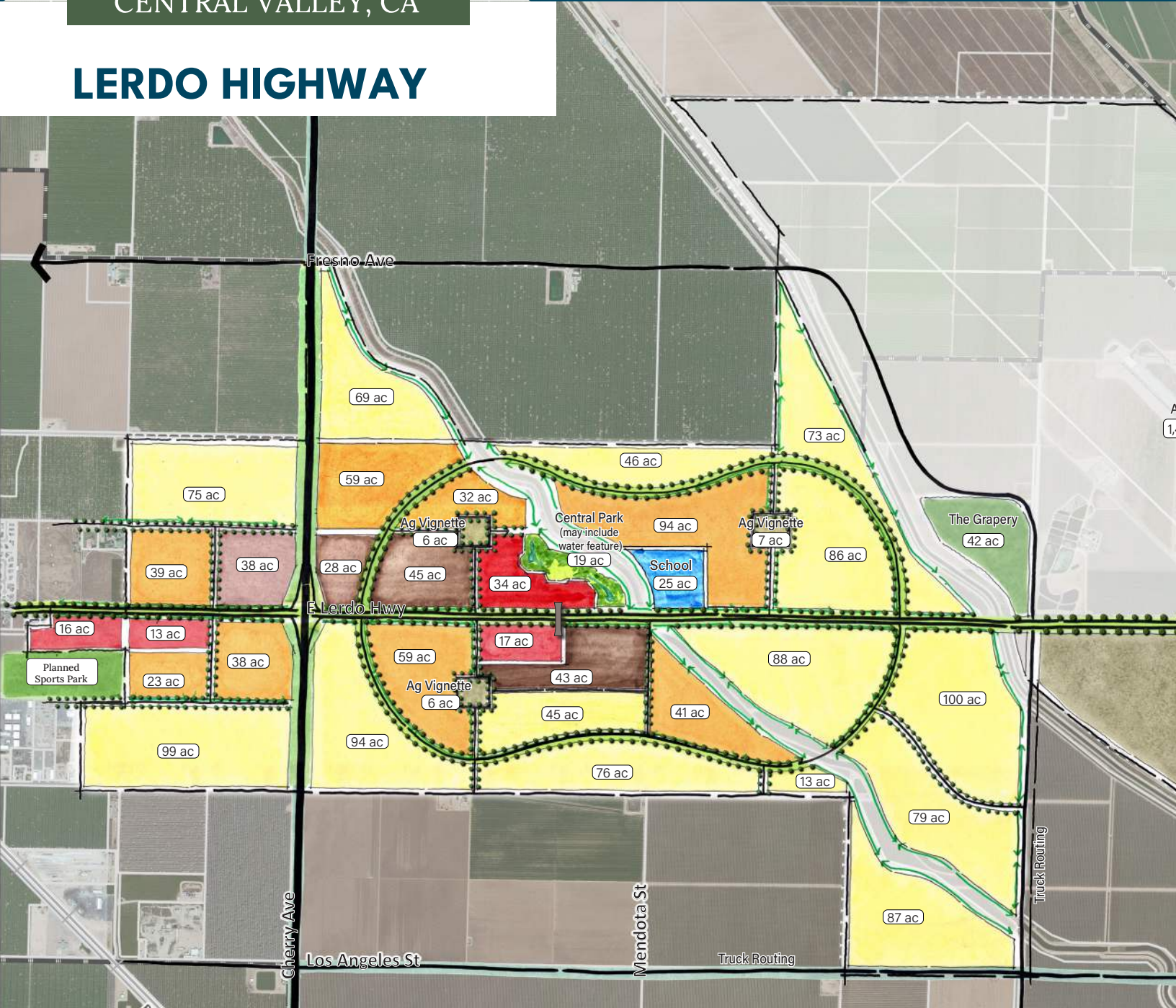
CONSTRUCTION PROCESS

- 20 Business Days for initial review
- 15 Business Days for resubmittal review
- Inspections within 24-48 hours of request

SHAFTER IS HERE FOR YOU!



LERDO HIGHWAY



12,700

NEW DWELLING UNITS



19 acres

PARKS

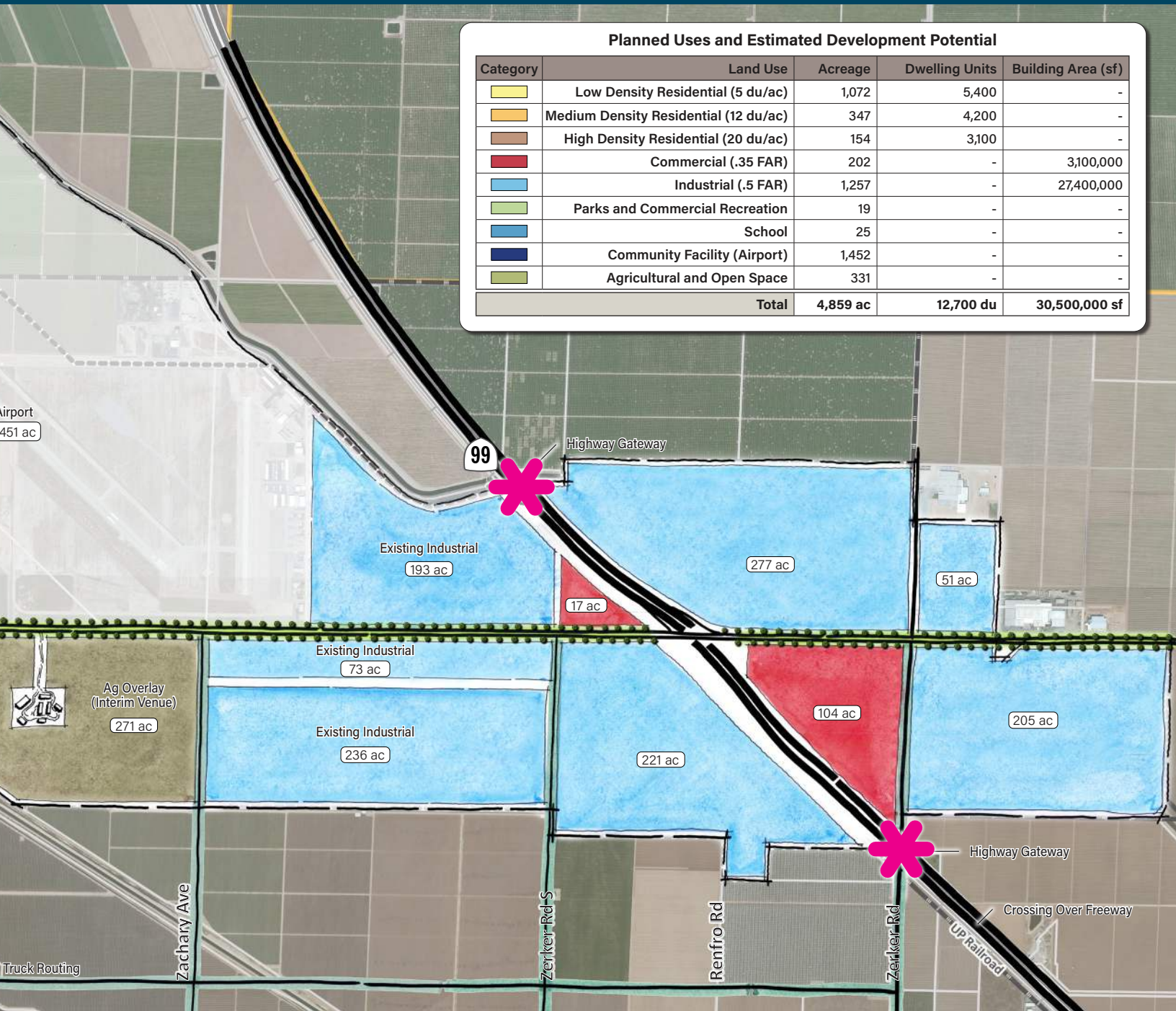


27
million square feet

INDUSTRIAL
BUILDING AREA

LERDO HIGHWAY VISION | CONCEPT 1:

A NEIGHBORHOOD GATEWAY INTO SHAFTER



3.1 
million square feet

COMMERCIAL
BUILDING AREA



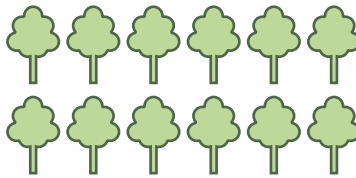
Scan for More Info

LERDO HIGHWAY



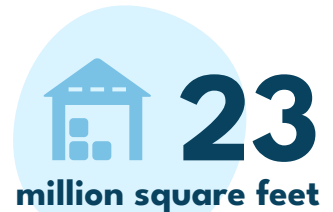
13,000

NEW DWELLING UNITS



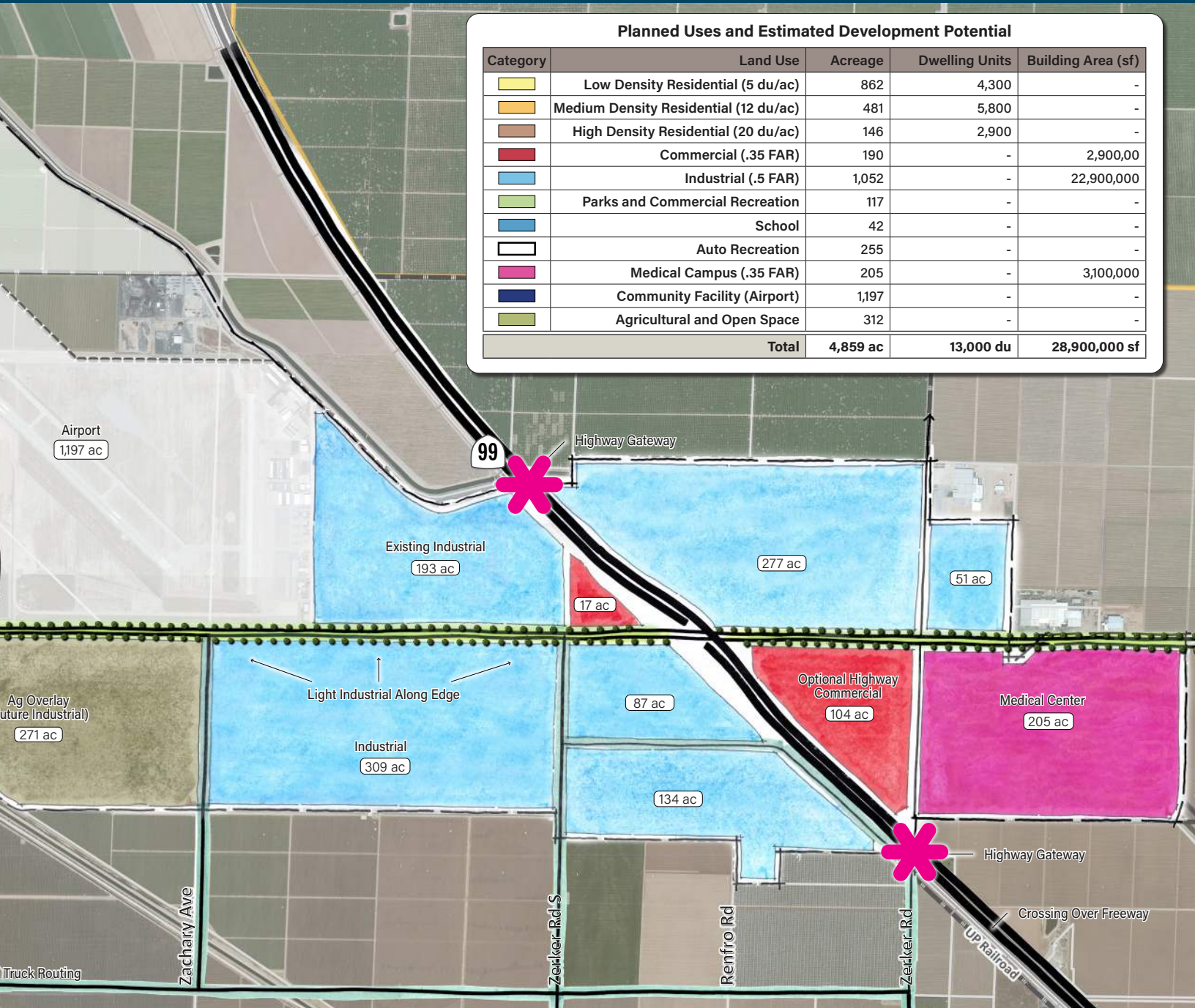
117 acres

PARKS AND COMMERCIAL
RECREATION



23
million square feet
INDUSTRIAL
BUILDING AREA

A RECREATIONAL DESTINATION WITHIN AN EXTENDED DOWNTOWN



2.9 
million square feet

COMMERCIAL
BUILDING AREA



205 acre
MEDICAL CAMPUS

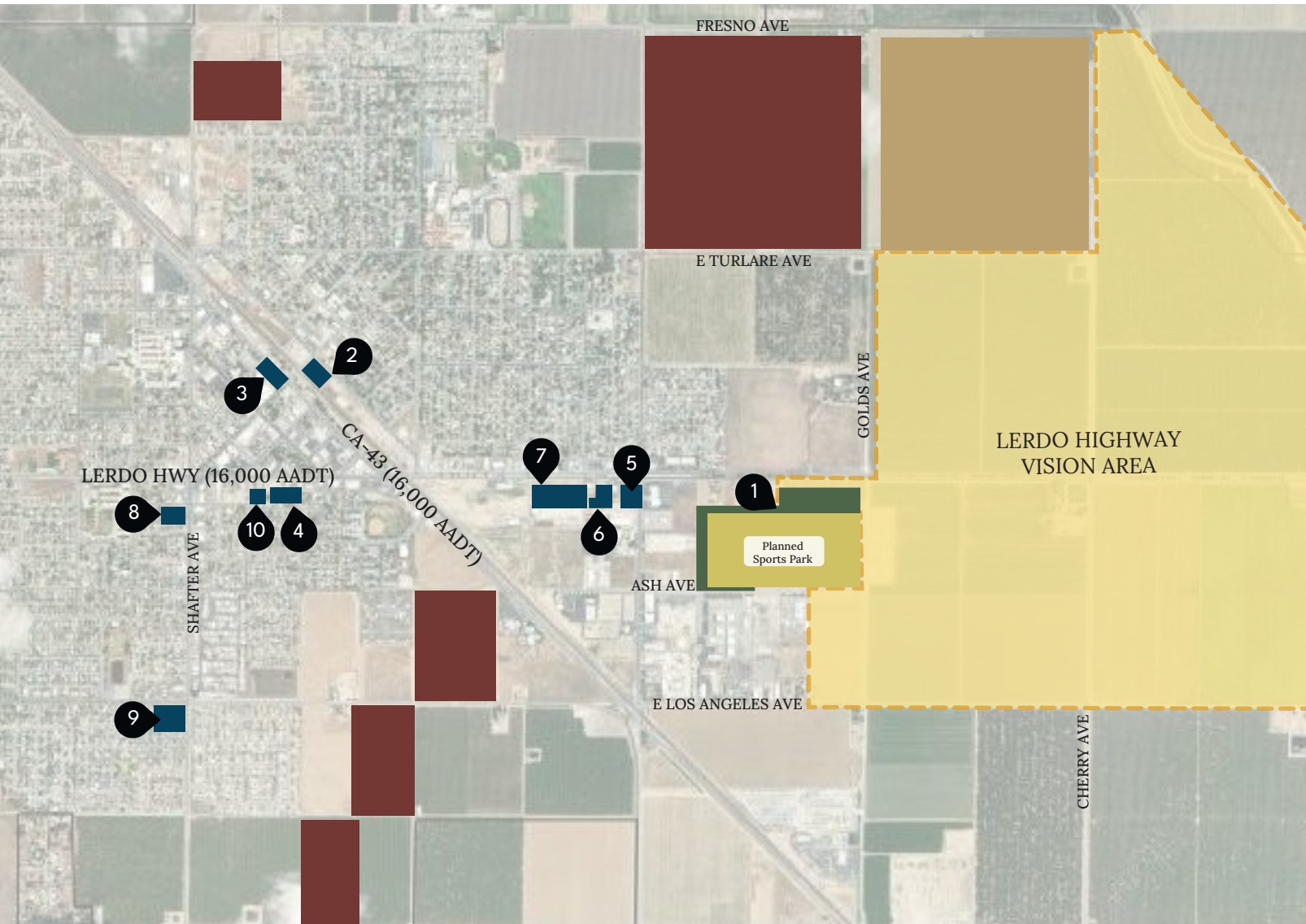


Auto
Recreation
Area



Scan for More Info

DOWNTOWN / CITY CORE



GROWTH AREAS

- Future Housing (~1,200 Units)
- Future Sports Park
- Future Development

DEVELOPMENT OPPORTUNITIES

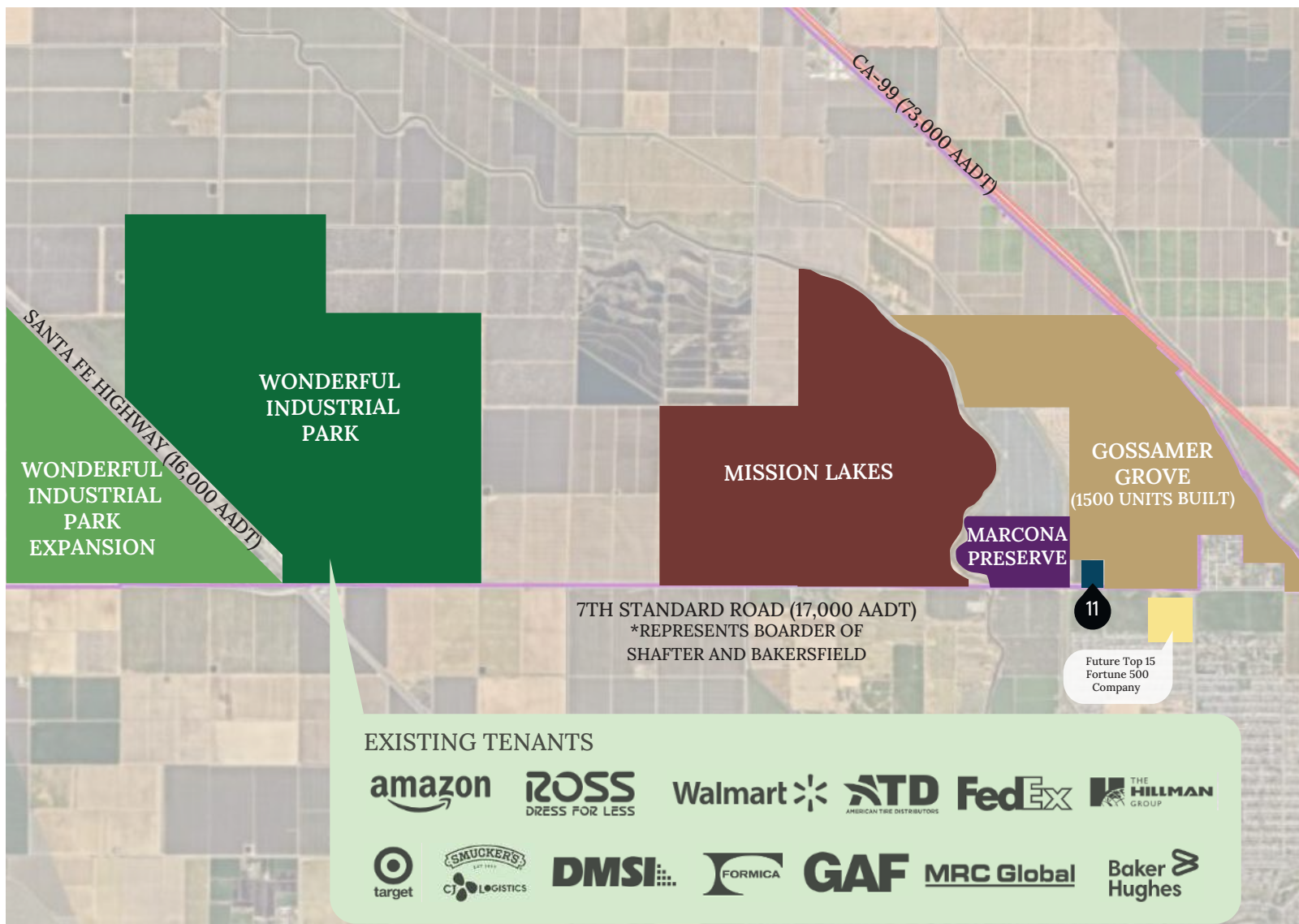
- Lerdo Highway Vision Area
- City Owned Sites
- Privately Owned Sites

DEVELOPMENT OPPORTUNITY SITES

- | | | |
|--|---|-------------------------------|
| 1. 8.11 AC - Frontage to Future Sports Park | 5. 0.98 AC - Corner Frontage | 9. 1.9 AC - Corner Lot |
| 2. 3,800 SF - Two-Story Bldg | 6. 0.96 AC - Frontage Lot | 10. 0.17 AC - Corner Frontage |
| 3. 0.51 AC - Corner Frontage Main St & CA-43 | 7. 3.53 AC - Frontage | |
| 4. 0.85 AC - Frontage | 8. 0.36 AC - Build-to-Suit Drive Thru QSR | |

GROWTH AREAS & OPPORTUNITIES

7TH STANDARD ROAD



GROWTH AREAS

- Gossamer Grove (3,400 units planned)
- Marcona Preserve (900 units planned)
- Mission Lakes (5,300 units planned)
- Wonderful Industrial Park (10mil SF & 10k jobs existing today)
- Wonderful Industrial Park Expansion (25mil SF & 25k jobs planned)

DEVELOPMENT OPPORTUNITIES

- Privately Owned Sites

DEVELOPMENT OPPORTUNITY SITES

- 11. 10.60 AC - Gossamer Grove Shopping Ctr



Scan for More Info

NEW HOUSING DEVELOPMENTS

Area: City Core ● / 7th Standard ●

Exp. Completion within next: 5 Years ● / 10 Years ● / 10+ Years ●

Current Est. Average Units Built per Year: 400 - 500

Abbrev.: TTMA - Tentative Map Approved / TTMR - Tentative Tract Map Review

- A Gossamer Grove SP:** 3,432 units proposed - 1,390+ built, 250+ constructing, 1,251 units in TTMR ●
- B Marcona Preserve Specific Plan:** 976 units proposed - 188 Units pending final approval, 395 units TTMA 84 units under TTMR ●
- C Mission Lakes Specific Plan:** 5,334 units proposed - 1,665 Units in TTMR ●●●
- D Orchard Park Specific Plan:** 440 units proposed - 130 Units in Final Map Review, 301 units TTMA ●
- E Santorini Homes:** 158 units proposed - 40 built, 41 approved ●
- F Balfanz Homes:** 107 proposed, 52 units constructing, 55 in Final Map Review ●
- G Estates:** 27 units built - 60 units to be built ●
- H V Lions Holding:** 36 units proposed ●
- I Self-Help:** 28 units under construction ●
- J Eckmann Homes:** 102 units proposed ●

5,000+ NEW UNITS IN NEXT 10 YEARS!





Principal Employers

Source: MuniServices, an Avenu Insights and Analytics Company



Fulfillment Center



Distribution Centers



Agriculture



Education



Manufacturing





KERN COUNTY, CALIFORNIA

CENTRAL VALLEY



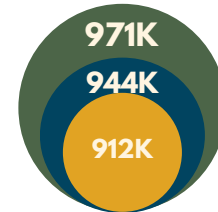
920,916

POPULATION

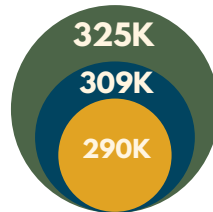
SOURCE: Governor's Office of Business and Economic Development Community & Place Based Data Tool, Applied Geographic Solutions (December 2023)

PROJECTIONS EST.

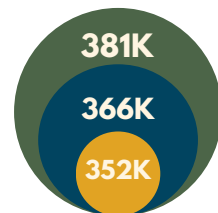
2024 5 YEARS 10 YEARS



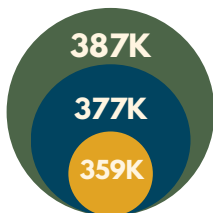
POPULATION



HOUSEHOLDS



JOBS



POPULATION BY
AGE GROUP:
25-54 YEARS

SOURCE: PLACEWORKS. 2024: KERN COG 2024 TO 2050 REGIONAL GROWTH FORECAST ADOPTED JUNE 2024



358,800

JOBS

SOURCE: Governor's Office of Business and Economic Development Community & Place Based Data Tool, Applied Geographic Solutions (December 2023)



308,183

DWELLING UNITS

SOURCE: Governor's Office of Business and Economic Development Community & Place Based Data Tool, Applied Geographic Solutions (December 2023), JobsEQ



285,482

HOUSEHOLDS

SOURCE: Governor's Office of Business and Economic Development Community & Place Based Data Tool, Applied Geographic Solutions (December 2023)



32

MEDIAN AGE



3.1

AVERAGE
HOUSEHOLD SIZE



\$68,100

MEDIAN HH INCOME



211,222

FAMILIES



43%

BLUE COLLAR

SOURCE: Governor's Office of Business and Economic Development Community & Place Based Data Tool, Applied Geographic Solutions (December 2023)

SHAFTER CA DEMOGRAPHIC PROFILE

SOURCE: PLACER.AI

20 Minute DT 40 Minute DT 60 Minute DT

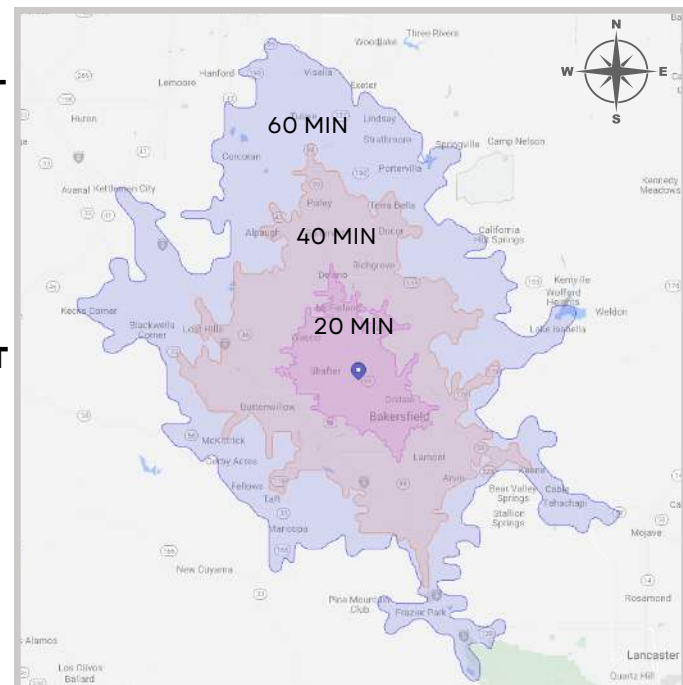
Population	347,811	802,982	1,100,000
Households	110,100	237,955	339,406
Avg. HH Income	\$90,410	\$86,837	\$84,883

GAP ANALYSIS (SUPPLY SHORTAGE)

SOURCE: PLACER.AI

20 Minute DT 40 Minute DT 60 Minute DT

Full Service	\$498M	\$685M	\$1.1B
Limited Service	\$449M	\$618M	\$965M
Grocery Stores	\$299M	\$318M	\$618M



**POPULATION CENTER OF WORLD'S
5TH LARGEST ECONOMY**



Shafter.com/economicdevelopment



business@shafter.com



O: 661-746-5065 C: 661-809-6727

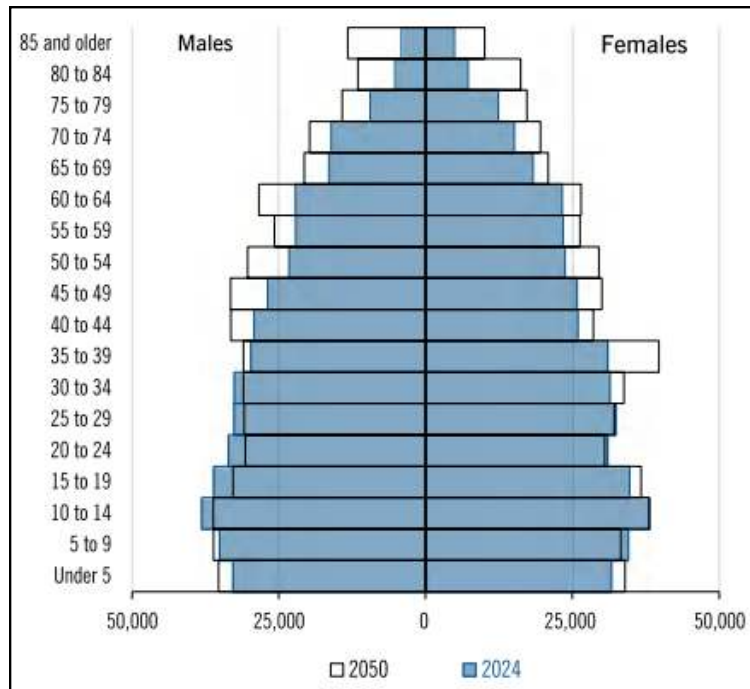


Economic Development Division | 336 Pacific Ave, Shafter, CA 93263



KERN COUNTY

AGE STRUCTURE FOR KERN COUNTY HOUSEHOLD POPULATION



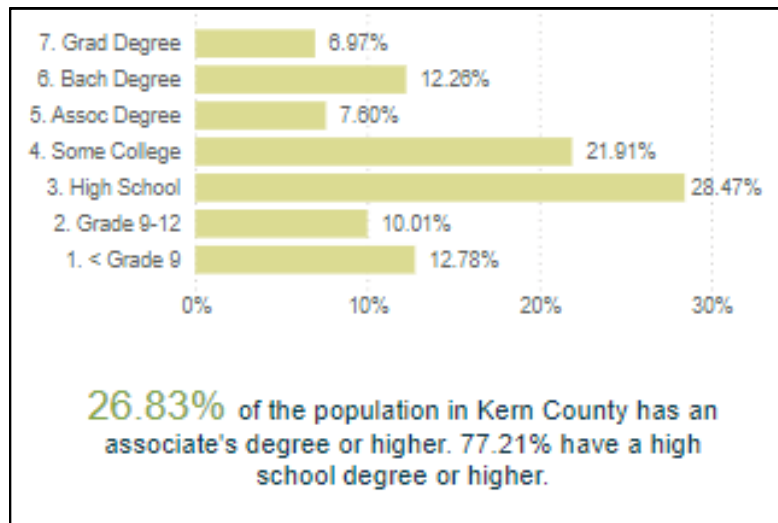
SOURCE: PLACEWORKS. 2024: KERN COG 2024 TO 2050
REGIONAL GROWTH FORECAST ADOPTED JUNE 2024

TOP SAN JOAQUIN VALLEY GDPS

COUNTY	GDP (\$B)
Kern	\$47.5
Fresno	\$41.8
San Joaquin	\$30.2
Stanislaus	\$22.0
Tulare	\$17.4
Merced	\$9.0
Kings	\$6.1
Madera	\$5.9

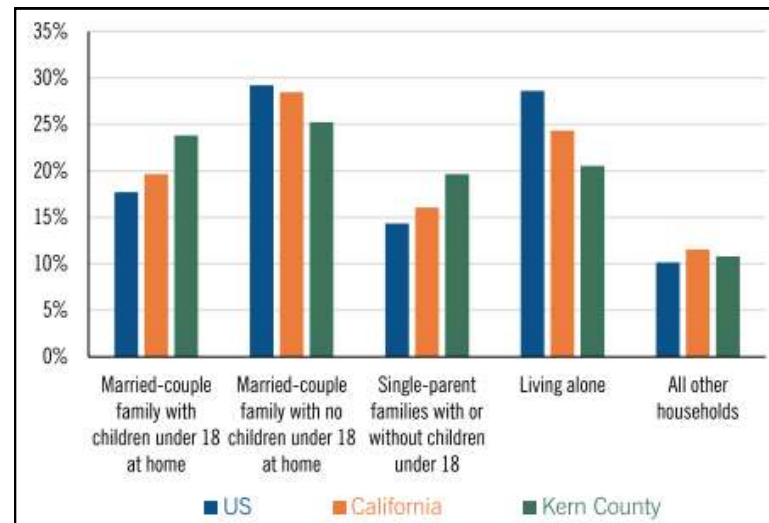
SOURCE: U.S. BUREAU OF ECONOMIC ANALYSIS, 2021
ANNUAL AVERAGE, KERN EDC MARKET OVERVIEW 2023

EDUCATION



SOURCE: GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT
COMMUNITY & PLACE BASED DATA TOOL, APPLIED GEOGRAPHIC SOLUTIONS
(DECEMBER 2023), KERN COUNTY ECONOMIC DASHBOARD 2024

HHTYPE BY SHARE OF TOTAL # OF HHS



SOURCE: PLACEWORKS. 2024, USING DATA FROM US CENSUS BUREAU'S 2022
AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES: KERN COG 2024 TO 2050
REGIONAL GROWTH FORECAST ADOPTED JUNE 2024

COST OF LIVING INDEX

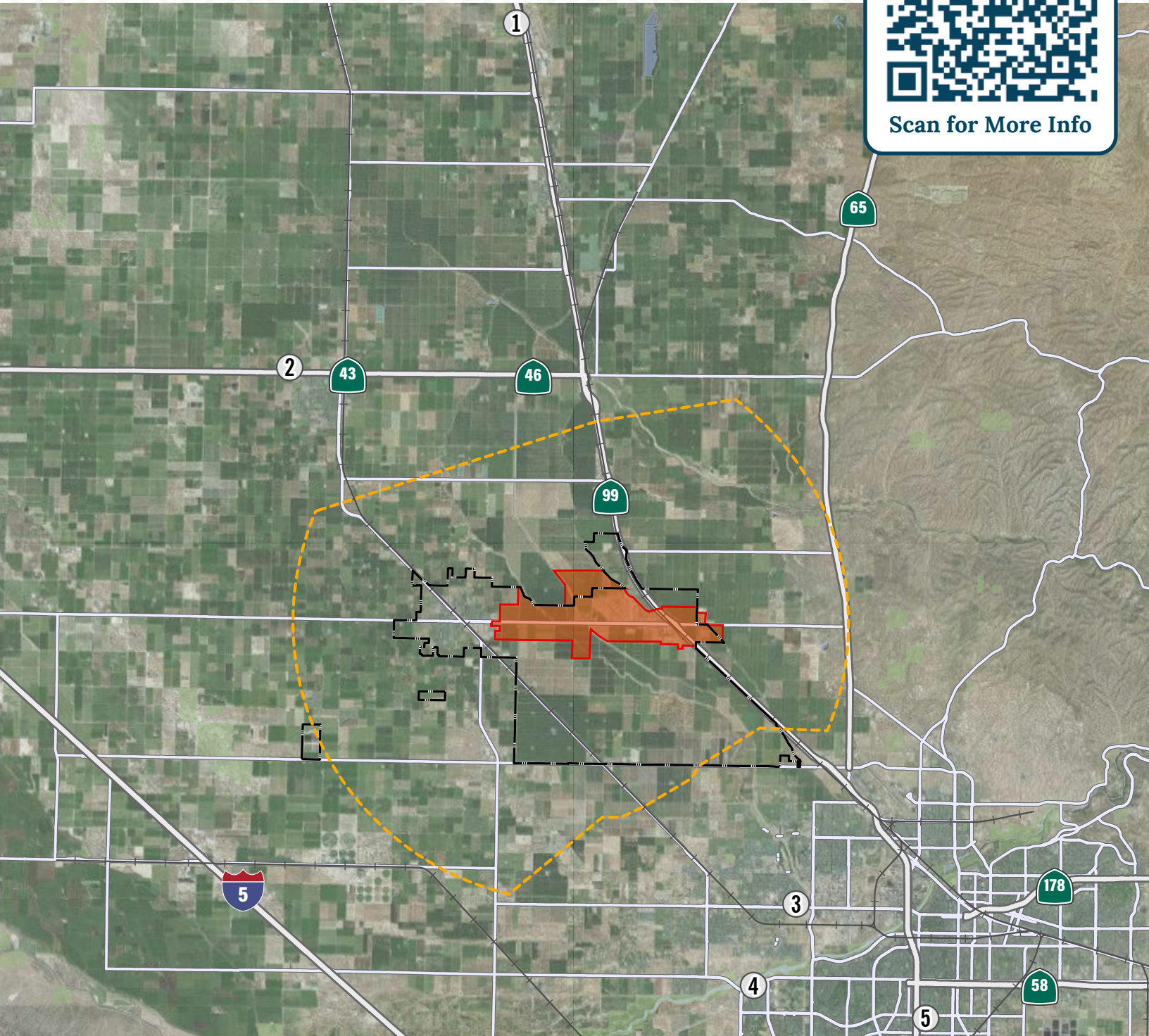
110.9 Kern County	141.5 CA	100.0 USA
----------------------	-------------	--------------

SOURCE: JOBSEQ, US CENSUS BUREAU COUNCIL FOR COMMUNITY &
ECONOMIC RESEARCH, KERN COUNTY ECONOMIC DASHBOARD 2024

RETAIL MARKET ANALYSIS



Scan for More Info



 Lerdo Hwy Vision Area

 Potential Lerdo Hwy Trade Area

Competitive Retail Centers

- | | | |
|--|--|---------------------|
| ① Delano Marketplace
(Walmart, Ross, Big 5, Home Depot) | ③ Northwest Promenade
(1mil SF regional shopping ctr) | ⑤ Valley Plaza Mall |
| ② Wasco
(Walmart) | ④ The Shops at Riverwalk
(community shopping ctr) | |

RETAIL MARKET ANALYSIS

CONVENIENCE/NEIGHBORHOOD RETAILERS			
Store Type	2024 Opportunity Gap/Surplus (\$)	New Demand Potential (\$) from Lerdo Highway Development	Resulting Opportunity Gap/Surplus (\$)
Supermarkets and other grocery (except convenience) stores	(6,400,000)	74,400,000	68,000,000
Convenience stores	(800,000)	2,990,000	2,200,000
Beer, wine, and liquor stores	1,493,000	6,270,000	7,770,000
Pharmacies and drug stores	2,300,000	29,200,000	31,500,000
Cosmetics, beauty supplies, and perfume stores	551,000	2,120,000	2,670,000
Gasoline Stations	(3,400,000)	40,400,000	37,000,000
Office supplies and stationery stores	444,000	1,049,000	1,493,000
Other miscellaneous store retailers	2,180,000	7,300,000	9,480,000
Drinking places (alcoholic beverages)	1,005,000	2,340,000	3,350,000
Full-service restaurants	6,480,000	34,300,000	40,700,000
Limited-service restaurants	(600,000)	29,700,000	29,100,000
COMMUNITY/REGIONAL RETAILERS			
Store Type	2024 Opportunity Gap/Surplus (\$)	New Demand Potential (\$) from Lerdo Highway Development	Resulting Opportunity Gap/Surplus (\$)
Automotive parts, accessories, and tire stores	(3,300,000)	11,260,000	7,980,000
Furniture and Home Furnishings Stores	1,970,000	10,740,000	12,710,000
Electronics stores	2,510,000	7,380,000	9,890,000
Building Material and Garden Equipment and Supplies Dealers	(3,000,000)	35,700,000	32,700,000
Clothing stores	1,643,000	17,130,000	18,780,000
Shoe stores	498,000	3,120,000	3,620,000
Jewelry, luggage, and leather goods stores	1,257,000	4,400,000	5,660,000
Sporting goods stores	2,230,000	5,850,000	8,070,000
Hobby, toy, and game stores	772,000	1,943,000	2,710,000
Other general merchandise stores	(4,000,000)	64,600,000	60,600,000
Note: New demand potential from Lerdo Highway development reflects the estimated retail spending of 12,600 new households that could be accommodated under the illustrative plans.			
Source: Spending data is from Claritas/EnviroNics Analytics, Retail Market Power® - 2024 Estimates and 2029 Projections.			

RETAIL MARKET ANALYSIS (SHAFTER CITY)

	2024 DEMAND (\$)	2024 SUPPLY (\$)	2024 OPPORTUNITY GAP/SURPLUS (\$)	NEW DEMAND POTENTIAL (\$) FROM LERDO HIGHWAY	RESULTING OPPORTUNITY GAP/SURPLUS (\$)
Total Retail Trade inc. Food and Drink (NAICS 44, 45 and 722)	274,000,000	208,000,000	66,600,000	640,000,000	706,000,000
Total Retail Trade (NAICS 44 and 45)	241,000,000	185,400,000	55,700,000	562,000,000	618,000,000
Motor Vehicle and Parts Dealers (NAICS 441)	55,000,000	44,300,000	10,630,000	128,200,000	138,900,000
Automobile dealers (NAICS 4411)	45,200,000	33,500,000	11,780,000	105,500,000	117,300,000
- New car dealers (NAICS 44111)	40,400,000	33,100,000	7,220,000	94,100,000	101,300,000
- Used car dealers (NAICS 44112)	4,880,000	323,000	4,560,000	11,380,000	15,940,000
Other motor vehicle dealers (NAICS 4412)	4,920,000	2,770,000	2,140,000	11,470,000	13,610,000
- Recreational vehicle dealers (NAICS 44121)	1,945,000	1,673,000	272,000	4,540,000	4,810,000
- Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	2,970,000	1,100,000	1,870,000	6,930,000	8,800,000
- > Boat dealers (NAICS 441222)	1,092,000	351,000	741,000	2,550,000	3,290,000
- > Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	1,879,000	749,000	1,130,000	4,380,000	5,510,000
Automotive parts, accessories, and tire stores (NAICS 4413)	4,830,000	8,110,000	(3,300,000)	11,260,000	7,980,000
- Automotive parts and accessories stores (NAICS 44131)	3,040,000	5,000,000	(2,000,000)	7,090,000	5,130,000
- Tire dealers (NAICS 44132)	1,788,000	3,110,000	(1,300,000)	4,170,000	2,840,000

	2024 DEMAND (\$)	2024 SUPPLY (\$)	2024 OPPORTUNITY GAP/SURPLUS (\$)	NEW DEMAND POTENTIAL (\$) FROM LERDO HIGHWAY	RESULTING OPPORTUNITY GAP/SURPLUS (\$)
Furniture and Home Furnishings Stores (NAICS 442)	4,600,000	2,630,000	1,970,000	10,740,000	12,710,000
Furniture stores (NAICS 4421)	2,540,000	2,170,000	368,000	5,930,000	6,290,000
Home furnishings stores (NAICS 4422)	2,060,000	462,000	1,602,000	4,820,000	6,420,000
- Floor covering stores (NAICS 44221)	892,000	155,600	736,000	2,080,000	2,820,000
- Other home furnishings stores (NAICS 44229)	1,173,000	307,000	866,000	2,740,000	3,600,000
- › Window treatment stores (NAICS 442291)	66,700	0	66,700	155,500	222,000
- › All other home furnishings stores (NAICS 442299)	1,106,000	307,000	799,000	2,580,000	3,380,000
Electronics and Appliance Stores (NAICS 443)	3,840,000	655,000	3,190,000	8,960,000	12,150,000
- › Household appliance stores (NAICS 443141)	676,000	0	676,000	1,578,000	2,250,000
- › Electronics stores (NAICS 443142)	3,170,000	655,000	2,510,000	7,380,000	9,890,000
- › Household appliance stores (NAICS 443141)	676,000	0	676,000	1,578,000	2,250,000
- › Electronics stores (NAICS 443142)	3,170,000	655,000	2,510,000	7,380,000	9,890,000
Building Material and Garden Equipment and Supplies Dealers (NAICS 444)	15,300,000	18,250,000	(3,000,000)	35,700,000	32,700,000
Building material and supplies dealers (NAICS 4441)	12,900,000	15,770,000	(2,900,000)	30,100,000	27,200,000
- Home centers (NAICS 44411)	7,260,000	8,090,000	(830,000)	16,930,000	16,090,000
- Paint and wallpaper stores (NAICS 44412)	495,000	1,806,000	(1,300,000)	1,155,000	(160,000)
- Hardware stores (NAICS 44413)	1,141,000	2,260,000	(1,100,000)	2,660,000	1,548,000
- Other building material dealers (NAICS 44419)	4,010,000	3,620,000	390,000	9,340,000	9,730,000
Lawn and garden equipment and supplies stores (NAICS 4442)	2,400,000	2,490,000	(83,000)	5,600,000	5,520,000
- Outdoor power equipment stores (NAICS 44421)	485,000	0	485,000	1,132,000	1,617,000
- Nursery, garden center, and farm supply stores (NAICS 44422)	1,917,000	2,490,000	(570,000)	4,470,000	3,900,000

RETAIL MARKET ANALYSIS (SHAFTER CITY)

	2024 DEMAND (\$)	2024 SUPPLY (\$)	2024 OPPORTUNITY GAP/SURPLUS (\$)	NEW DEMAND POTENTIAL (\$) FROM LERDO HIGHWAY	RESULTING OPPORTUNITY GAP/SURPLUS (\$)
Food and Beverage Stores (NAICS 445)	36,800,000	42,900,000	(6,100,000)	85,800,000	79,800,000
Grocery stores (NAICS 4451)	33,200,000	40,400,000	(7,200,000)	77,400,000	70,200,000
- Supermarkets and other grocery (except convenience) stores (NAICS 44511)	31,900,000	38,300,000	(6,400,000)	74,400,000	68,000,000
- Convenience stores (NAICS 44512)	1,284,000	2,080,000	(800,000)	2,990,000	2,200,000
Specialty food stores (NAICS 4452)	926,000	1,259,000	(330,000)	2,160,000	1,826,000
- Meat markets (NAICS 44521)	282,000	196,400	85,700	658,000	744,000
- Fish and seafood markets (NAICS 44522)	110,900	79,400	31,600	259,000	290,000
- Fruit and vegetable markets (NAICS 44523)	193,800	90,900	102,900	452,000	555,000
- Other specialty food stores (NAICS 44529)	339,000	892,000	(550,000)	790,000	237,000
- > All other specialty food stores (NAICS 445299)	158,200	205,000	(46,000)	369,000	322,000
Beer, wine, and liquor stores (NAICS 4453)	2,690,000	1,197,000	1,493,000	6,270,000	7,770,000
Health and Personal Care Stores (NAICS 446)	14,660,000	10,890,000	3,770,000	34,200,000	38,000,000
- Pharmacies and drug stores (NAICS 44611)	12,510,000	10,210,000	2,300,000	29,200,000	31,500,000
- Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	910,000	358,000	551,000	2,120,000	2,670,000
- Optical goods stores (NAICS 44613)	413,000	74,900	338,000	964,000	1,302,000
- Other health and personal care stores (NAICS 44619)	827,000	247,000	580,000	1,928,000	2,510,000
- > Food (health) supplement stores (NAICS 446191)	293,000	110,900	182,300	684,000	866,000
- > All other health and personal care stores (NAICS 446199)	534,000	135,900	398,000	1,244,000	1,642,000

	2024 DEMAND (\$)	2024 SUPPLY (\$)	2024 OPPORTUNITY GAP/SURPLUS (\$)	NEW DEMAND POTENTIAL (\$) FROM LERDO HIGHWAY	RESULTING OPPORTUNITY GAP/SURPLUS (\$)
Gasoline Stations (NAICS 447)	17,310,000	20,700,000	(3,400,000)	40,400,000	37,000,000
Clothing and Clothing Accessories Stores (NAICS 448)	10,570,000	7,170,000	3,400,000	24,700,000	28,100,000
Clothing stores (NAICS 4481)	7,350,000	5,700,000	1,643,000	17,130,000	18,780,000
- Men's clothing stores (NAICS 44811)	205,000	82,400	122,900	479,000	602,000
- Women's clothing stores (NAICS 44812)	1,225,000	678,000	547,000	2,860,000	3,400,000
- Children's and infants' clothing stores (NAICS 44813)	468,000	334,000	133,900	1,092,000	1,226,000
- Family clothing stores (NAICS 44814)	4,440,000	4,000,000	432,000	10,350,000	10,780,000
- Clothing accessories stores (NAICS 44815)	367,000	135,600	231,000	856,000	1,087,000
- Other clothing stores (NAICS 44819)	643,000	467,000	175,900	1,499,000	1,675,000
Shoe stores (NAICS 4482)	1,338,000	840,000	498,000	3,120,000	3,620,000
Jewelry, luggage, and leather goods stores (NAICS 4483)	1,888,000	631,000	1,257,000	4,400,000	5,660,000
- Jewelry stores (NAICS 44831)	1,292,000	404,000	887,000	3,010,000	3,900,000
- Luggage and leather goods stores (NAICS 44832)	597,000	226,000	370,000	1,391,000	1,761,000
Sporting Goods, Hobby, Musical Instrument, and Book Stores (NAICS 451)	4,110,000	343,000	3,770,000	9,590,000	13,360,000
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	3,630,000	343,000	3,290,000	8,480,000	11,770,000
- Sporting goods stores (NAICS 45111)	2,510,000	281,000	2,230,000	5,850,000	8,070,000
- Hobby, toy, and game stores (NAICS 45112)	833,000	61,500	772,000	1,943,000	2,710,000
- Sewing, needlework, and piece goods stores (NAICS 45113)	130,800	0	130,800	305,000	436,000
- Musical instrument and supplies stores (NAICS 45114)	162,900	0	162,900	380,000	543,000
Book stores and news dealers (NAICS 4512)	479,000	0	479,000	1,117,000	1,596,000
- > Book stores (NAICS 451211)	449,000	0	449,000	1,048,000	1,497,000
- > News dealers and newsstands (NAICS 451212)	29,800	0	29,800	69,500	99,300

RETAIL MARKET ANALYSIS (SHAFTER CITY)

	2024 DEMAND (\$)	2024 SUPPLY (\$)	2024 OPPORTUNITY GAP/SURPLUS (\$)	NEW DEMAND POTENTIAL (\$) FROM LERDO HIGHWAY	RESULTING OPPORTUNITY GAP/SURPLUS (\$)
General Merchandise Stores (NAICS 452)	31,300,000	34,300,000	(3,000,000)	73,000,000	70,000,000
Department stores (NAICS 4522)	3,590,000	2,540,000	1,058,000	8,380,000	9,440,000
Other general merchandise stores (NAICS 4523)	27,700,000	31,800,000	(4,000,000)	64,600,000	60,600,000
- Warehouse clubs and supercenters (NAICS 452311)	25,300,000	29,300,000	(4,000,000)	59,000,000	55,000,000
- All other general merchandise stores (NAICS 452319)	2,420,000	2,440,000	(25,000)	5,640,000	5,610,000
Miscellaneous Store Retailers (NAICS 453)	5,210,000	958,000	4,250,000	12,140,000	16,390,000
Florists (NAICS 4531)	238,000	0	238,000	555,000	793,000
Office supplies, stationery, and gift stores (NAICS 4532)	1,082,000	5,400	1,076,000	2,520,000	3,600,000
- Office supplies and stationery stores (NAICS 45321)	450,000	5,400	444,000	1,049,000	1,493,000
- Gift, novelty, and souvenir stores (NAICS 45322)	632,000	0	632,000	1,474,000	2,110,000
Used merchandise stores (NAICS 4533)	756,000	0	756,000	1,764,000	2,520,000
Other miscellaneous store retailers (NAICS 4539)	3,130,000	952,000	2,180,000	7,300,000	9,480,000
- Pet and pet supplies stores (NAICS 45391)	1,003,000	222,000	780,000	2,340,000	3,120,000
- Art dealers (NAICS 45392)	467,000	0	467,000	1,089,000	1,556,000
- Manufactured (mobile) home dealers (NAICS 45393)	311,000	0	311,000	726,000	1,038,000
- All other miscellaneous store retailers (NAICS 45399)	1,350,000	730,000	620,000	3,150,000	3,770,000
- > Tobacco stores (NAICS 453991)	384,000	401,000	(16,000)	897,000	881,000
- > All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	966,000	329,000	636,000	2,250,000	2,890,000

	2024 DEMAND (\$)	2024 SUPPLY (\$)	2024 OPPORTUNITY GAP/SURPLUS (\$)	NEW DEMAND POTENTIAL (\$) FROM LERDO HIGHWAY	RESULTING OPPORTUNITY GAP/SURPLUS (\$)
Non-store Retailers (NAICS 454)	42,400,000	2,270,000	40,100,000	98,900,000	139,100,000
Electronic shopping and mail-order houses (NAICS 4541)	40,700,000	2,220,000	38,400,000	94,800,000	133,200,000
Vending machine operators (NAICS 4542)	225,000	0	225,000	524,000	749,000
Direct selling establishments (NAICS 4543)	1,530,000	42,700	1,487,000	3,570,000	5,060,000
- Fuel dealers (NAICS 45431)	798,000	0	798,000	1,862,000	2,660,000
- Other direct selling establishments (NAICS 45439)	731,000	42,700	689,000	1,706,000	2,390,000
Food Services and Drinking Places (NAICS 722)	33,100,000	22,300,000	10,880,000	77,300,000	88,200,000
Special food services (NAICS 7223)	2,420,000	85,900	2,340,000	5,650,000	7,990,000
- Food service contractors (NAICS 72231)	1,851,000	85,900	1,765,000	4,320,000	6,080,000
- Caterers (NAICS 72232)	517,000	0	517,000	1,206,000	1,723,000
- Mobile food services (NAICS 72233)	56,000	0	56,000	130,500	186,500
Drinking places (alcoholic beverages) (NAICS 7224)	1,005,000	0	1,005,000	2,340,000	3,350,000
Restaurants and other eating places (NAICS 7225)	29,700,000	22,200,000	7,530,000	69,300,000	76,800,000
- > Full-service restaurants (NAICS 722511)	14,690,000	8,210,000	6,480,000	34,300,000	40,700,000
- > Limited-service restaurants (NAICS 722513)	12,740,000	13,340,000	(600,000)	29,700,000	29,100,000
- > Cafeterias, grill buffets, and buffets (NAICS 722514)	325,000	444,000	(120,000)	758,000	639,000
- > Snack and non-alcoholic beverage bars (NAICS 722515)	1,955,000	181,700	1,774,000	4,560,000	6,330,000



Lerdo Residential Project

Vision and Goals

Project Overview

Descripción del proyecto

Lerdo Residential Project / Proyecto residencial de Lerdo

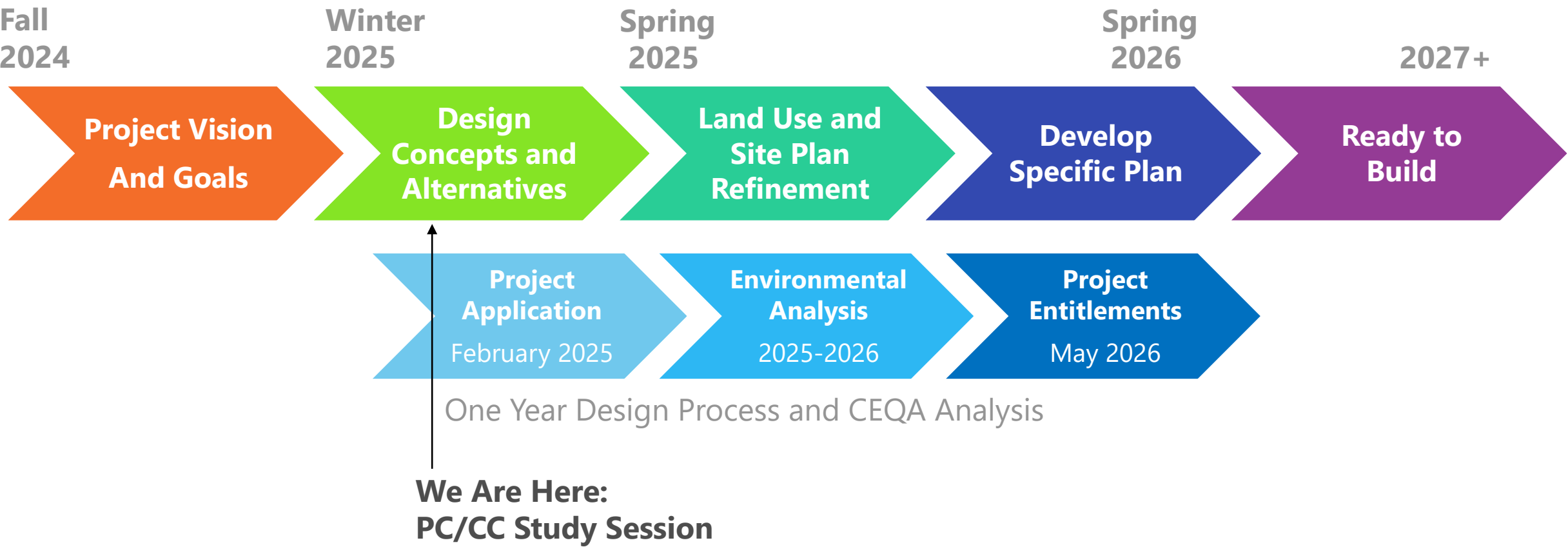


~600 Acres

**1 mile east of
Downtown Shafter**

*1 milla al este del
centro de Shafter*

Project Timeline



Vision and Goals

Planning Process *Proceso de planificación*

- **Start with listening**

Empezar por escuchando

November 5 – Small Group Meeting

November 14 – City Wide Community Meeting

- **Develop shared vision and design concepts**

Desarrollar una visión compartida y conceptos de diseño

- **Review Plan Alternatives**

Revisar las alternativas del plan

- **Develop Specific Plan**

Desarrollar el Plan Específico

- **Build the Lerdo Residential Community**

Construir la comunidad residencial Lerdo



Community Outreach: Place-It Workshops

November 5 – Small Group Meeting

November 14 – City Wide Community Meeting



What is Your Ideal Community?



1	2	3	4	5	6	7	8	9	10
• Lots of space • Larger lot area • River/stream • Community pool • Outdoor seating • School • Church • Trees throughout • Recreation	• Water park • River gardens • Money for downpayments for housing • Hotels • Playground • Motel	• Open space and nature • Lake/pond • Some housing • Greenbelt • Park • Clock tower • Shopping • Tennis & pickleball courts	• Hotel • Hospital • Affordable rental apartments • Park • Tennis/volleyball/baseball • School • Grocery store	• Open space/park • Downtown • Beauty shop • Restaurants • Theater • Police station • River • Lots of trees • Housing	• Senior housing • Tram/bike/walking/driverless delivery paths • Golf course • Community center with tech support for seniors	• City center • River walk park • Amphitheater • Bike paths • Playground • Shops with condos above • Trees • Housing for seniors • Eateries • Art • Little free libraries • Fountains • Greenery	• Easy access to jobs & medical services • Grocery stores • School • Community resilience center • Exercise stations • Gym • Trees/Green space • Senior housing • Mix of homes & apartments • Walls for murals	• Sidewalks • Apartments • Affordable housing • Condos • Park • Basketball/Volleyball • Pond • Forest • Grocery store • Church • Youth center • Senior center • Gas station • Post office • School	• Lots of green spaces • Parks • Space for kids, youth, seniors • Housing • Activities for all including seniors • Grocery store • Bike/walking paths • Support for youth • Truck parking • Well-lit

What is Your Ideal Community?

volleyball hospital
schools shade lots stores condos
youth-center green tennis paths pond entertainment
seating bike walking restaurants store pool
biking seniors community nature hotels transportation
sports station housing apartments businesses
lighting recreation water grocery center safety
little school river senior-housing
gardens open-space trees senior-center
outdoor shops support parks park diverse playground
train stream theaters church affordable



Project Vision and Goals



1. Connect to and Integrate with Shafter

Create a safe pedestrian and bike connection to downtown, schools, and sports complex.

2. Community-Oriented Gathering Places

Create public spaces like a central plaza and neighborhood parks to promote cultural expression through social gathering, art, and events.

3. Neighborhood Serving Retail

Provide space for retail, restaurants, grocery stores, entertainment, small businesses, and other neighborhood serving services.

4. Community Services

Offer community spaces and services such as a senior center, youth center, daycare, health care, school, community gardens, and spaces for gathering for religious and social meetings.

5. Access to Shade

To reduce the heat island effect and create a walkable, healthy, and resilient community, provide an extensive tree canopy along streets, sidewalks, pathways, and throughout public spaces.

6. Access to Nature

Create new natural spaces and integrate nature into the landscape design of streets and open spaces.

7. Access to Recreation

Create spaces for sports and gathering like soccer, volleyball, pickleball, tennis, and playgrounds.

8. Plan for Walkability and Biking

Create a shaded network of sidewalks, walking paths, and bikeways that easily connect people to shared community spaces and downtown.

9. Safe, Resilient, Healthy

Create a safe, resilient, healthy with slow streets, shade, eyes on the street, city services, access to healthcare, and community services.

10. Diversity of Housing

Offer a variety of housing types for different life stages and affordability levels, with options for homeowners to expand their homes as needed.

11. Cultural Expression and Individual Creativity

Allow for cultural expression and individual creativity in landscape design, building facades, color-use, and ornamentation.

Design Concepts

Key Design Concepts to Implement Vision & Goals



- **Village Center for Community Gathering and Cultural Expression**

- Central Plaza/Zocalo
- Retail/Restaurants/Entertainment
- Community Services



- **Greenway and Open Space Network**

- Variety of open space types for social gathering, recreation, and nature
- Shaded pedestrian and bike pathway (no cars)



- **Walkable Street Network**

- Walkable street network with shaded sidewalks

- **Diversity of Housing Types**

- Housing for different stages of life (from young adult to retirement ages)
- Different levels of affordability (rental and ownership)
- Properties that can grow over time for expanding families and rental opportunities

Village Center

Vision and Goals

**2. Community-Oriented
Gathering Places**

**3. Neighborhood
Serving Retail**

4. Community Services

5. Access to Shade

**8. Plan for Walkability
and Biking**

**11. Cultural Expression
and Individual Creativity**



Village Center

A place for community gathering and cultural expression

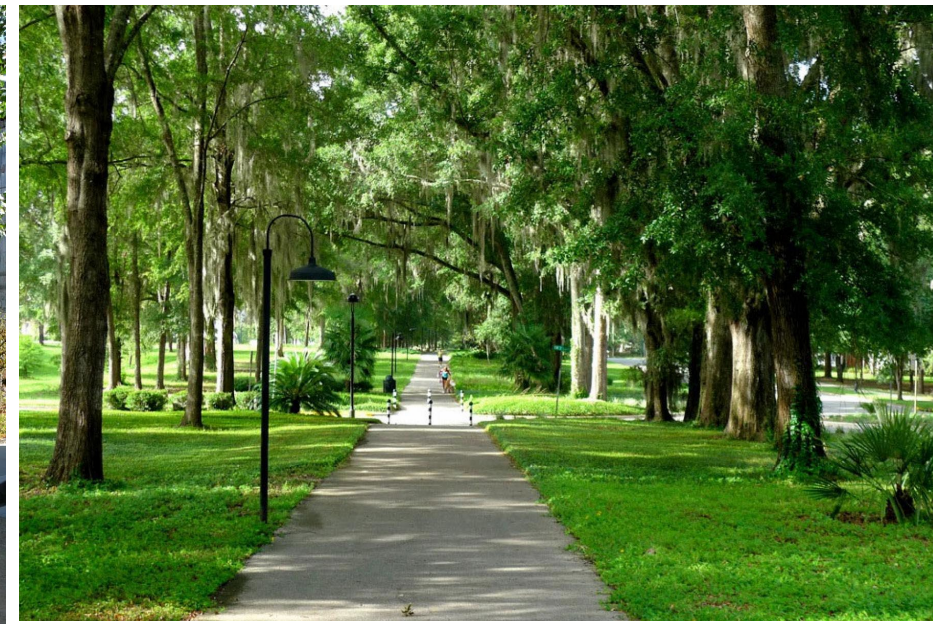
- Plaza/Zocalo
- Neighborhood Serving Retail + Restaurants
- Community Building
- Parking
- Connected to Street and Open Space Network
- Activity Park with Covered Playgrounds and Sport Courts



Greenway

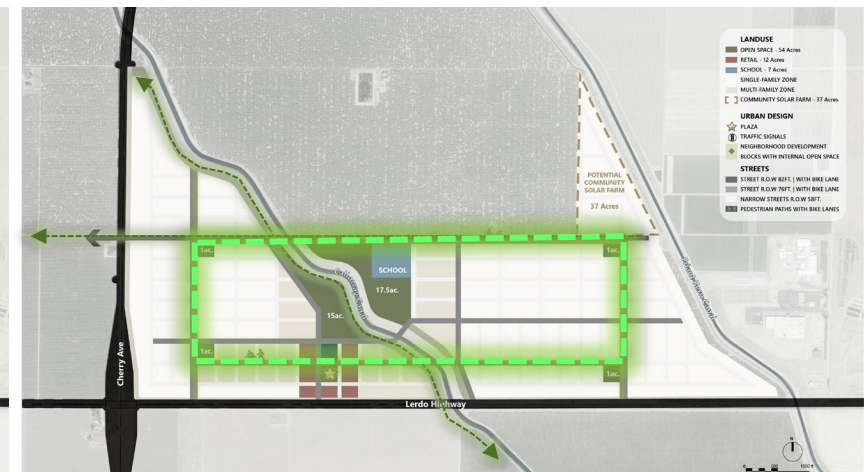
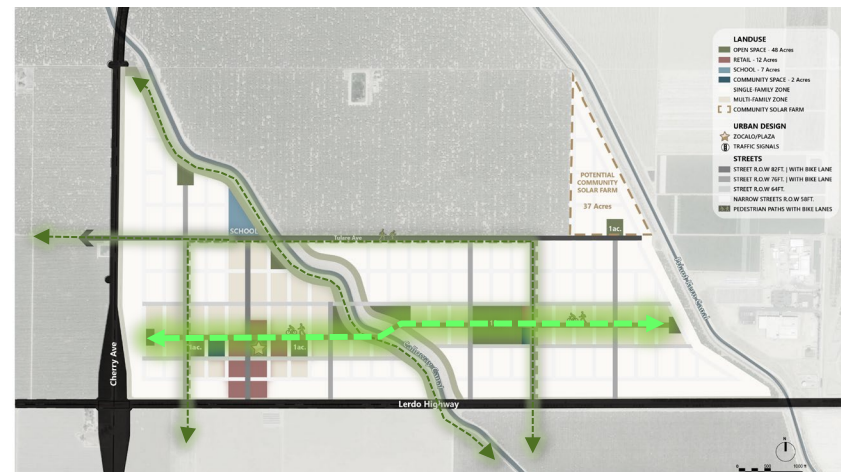
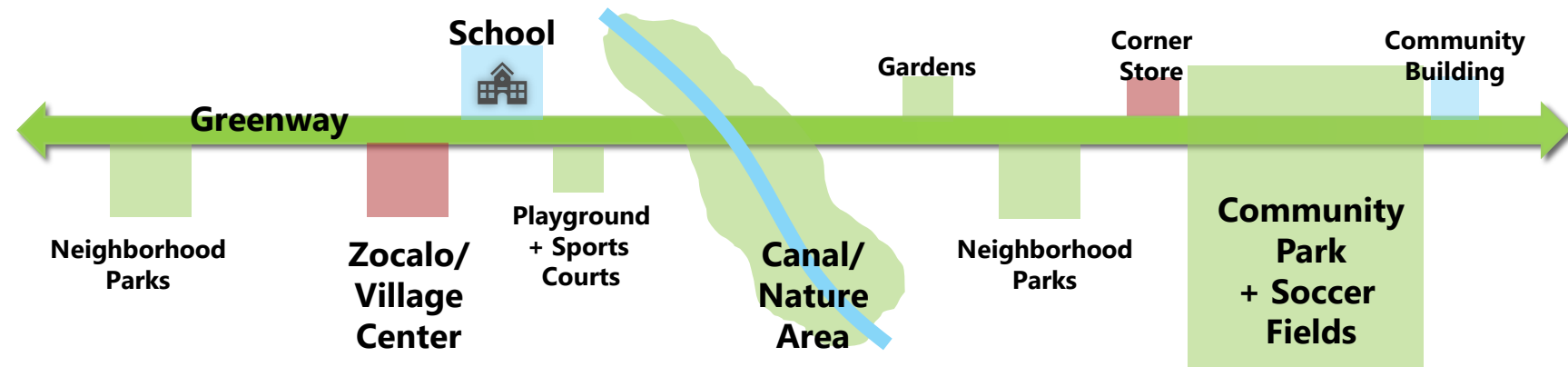
Vision and Goals

1. Connect to Shafter
2. Community-Oriented Gathering Places
3. Access to Transit
4. Access to Public Services
5. Access to Shade
6. Access to Nature
7. Access to Recreation
8. Plan for Walkability and Biking
9. Safe, Resilient, Healthy



Greenway

- Greenway loop or central spine that connects the village center to other open spaces
- Pedestrian and bike path, free of cars
- Includes small open spaces
- Connects to multi-use pathway connecting to downtown Shafter along Tulare Ave



Walkable Street Network

Vision and Goals

1. Connect to and Integrate with Shafter
2. Community-Oriented Gathering Places
3. Access to Shade
6. Access to Nature
8. Plan for Walkability and Biking
10. Diversity of Housing



Walkable Street Network

- Grid of pedestrian-oriented streets with shaded sidewalks
- Traffic Calming
- Greenway Network connecting to Open Spaces
- Safe and Connected Bike Network



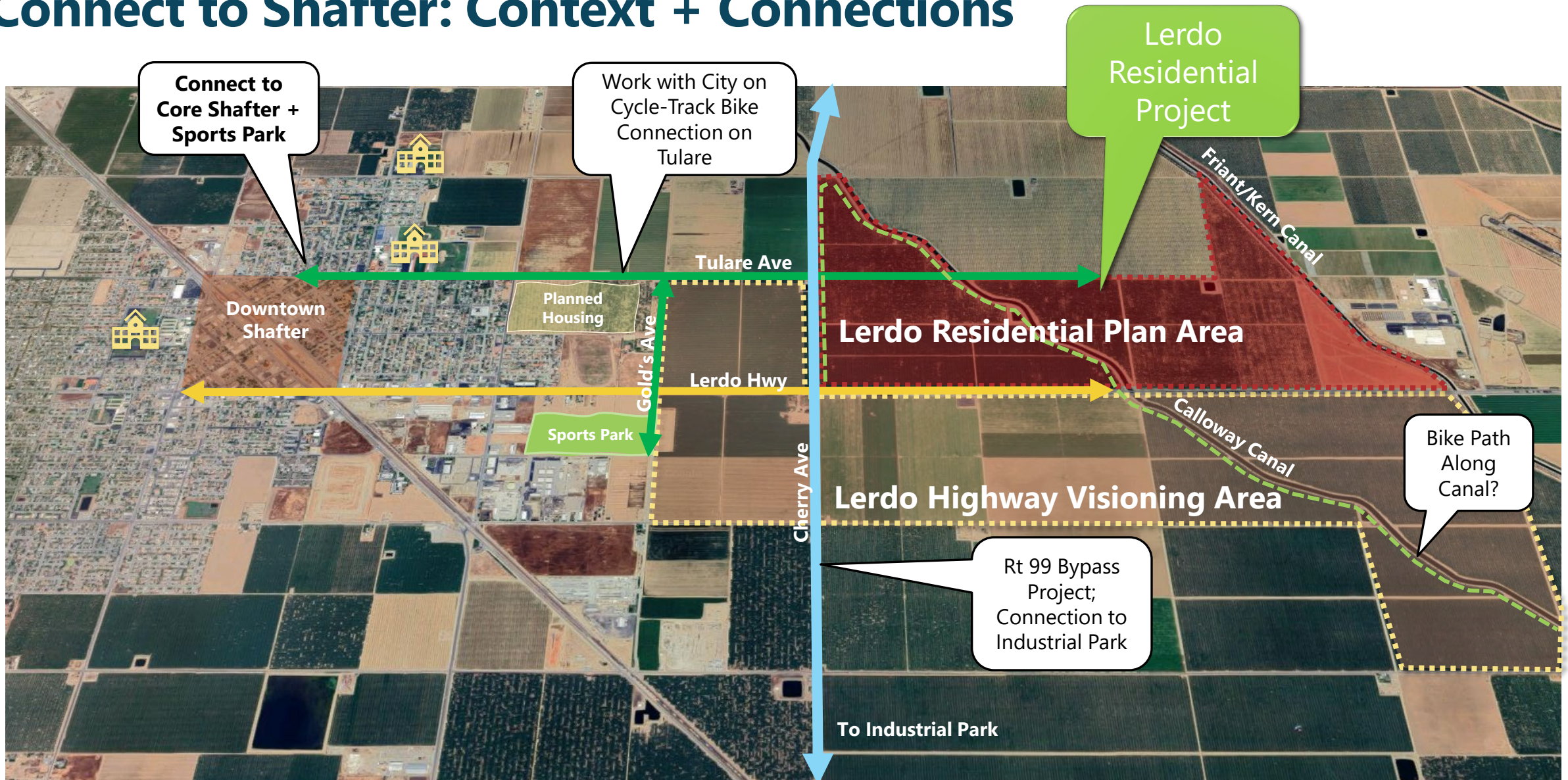
Diversity of Housing Types

- Housing for different stages of life (from young adult to retirement ages)
- Different levels of affordability (rental and ownership)
- Properties that can grow over time for expanding families and rental opportunities



Lerdo Residential Site Design Concepts

Connect to Shafter: Context + Connections

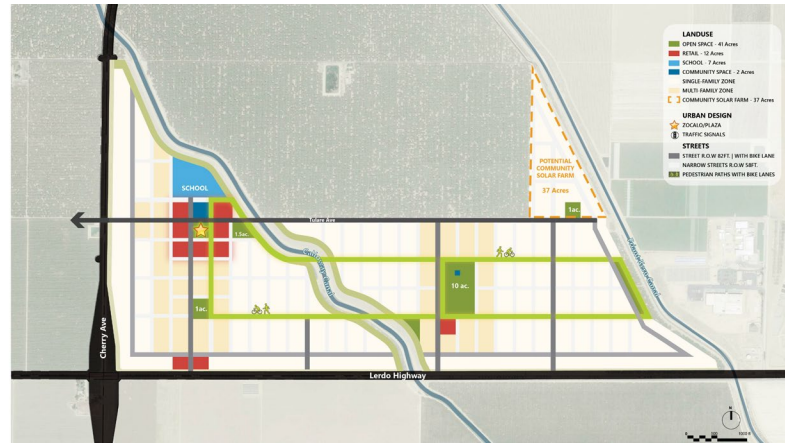


Site Design Alternatives

Alt 1: Central Spine



Alt 2: Green Loop



Alt 3: Canal Focused



COMMON FEATURES

- Connection to Shafter on Tulare
- Walkable Blocks with Shaded Streets
- Diversity of Housing Types
- Community Services
- Neighborhood Retail
- School Site

- Village Center with Plaza/Zocalo
- Greenway Spine or Loop
- Community Park with Soccer Field(s)
- Neighborhood Parks along Greenway
- Canal Natural/Park Open Spaces and Ped/Bike Paths

SUMMARY PROGRAM:

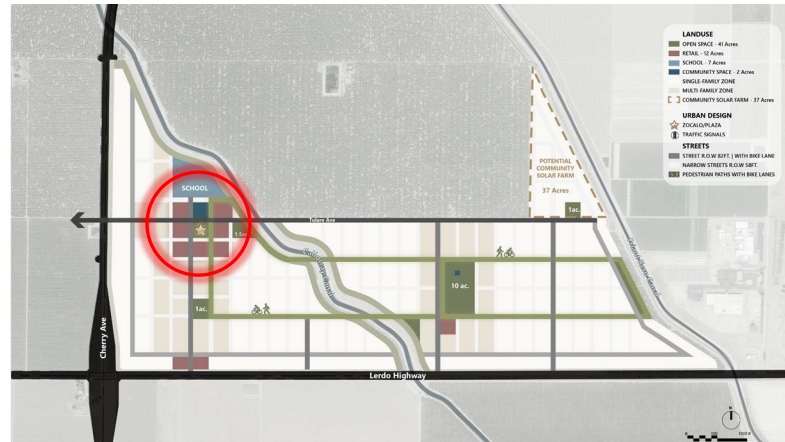
Residential:	3,000-4,000 homes
Retail:	50,000-150,000 sf
Open Space:	40-55 acres

Site Design Alternatives

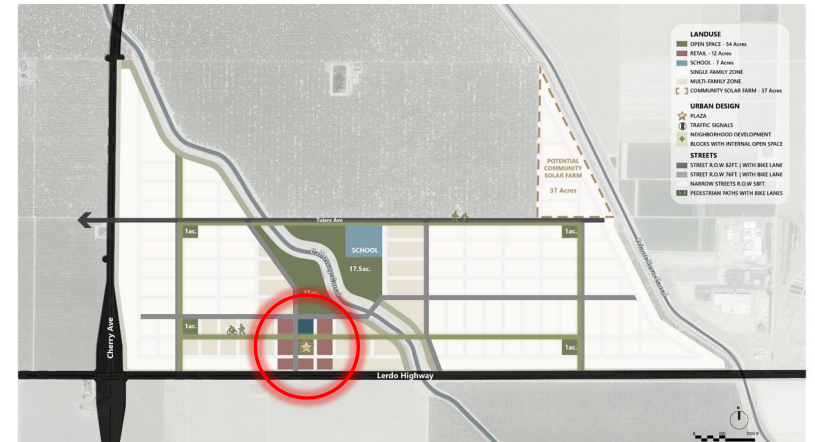
Alt 1: Central Spine



Alt 2: Green Loop



Alt 3: Canal Focused



Location of Village Center

Central Plaza/Zócalo

40-60k Commercial/Retail

Community Center Building

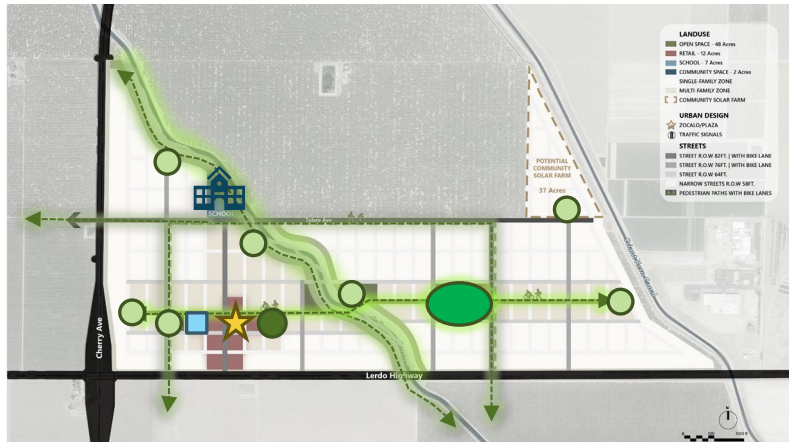
Playground/Sports Square

Alt 1: Central Spine

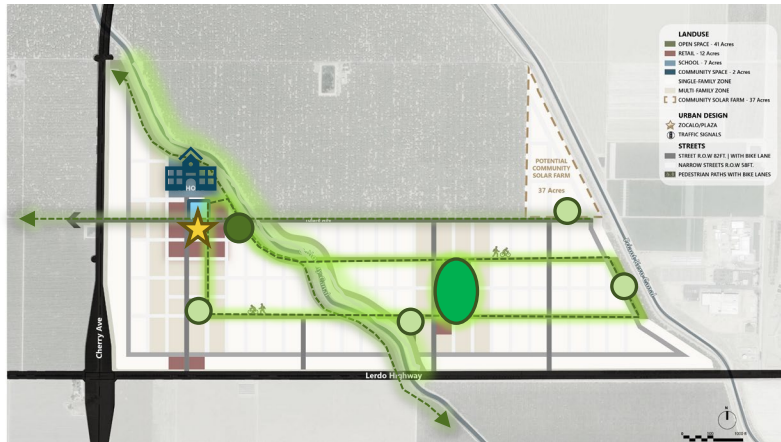


Site Design Alternatives: Open Space Network

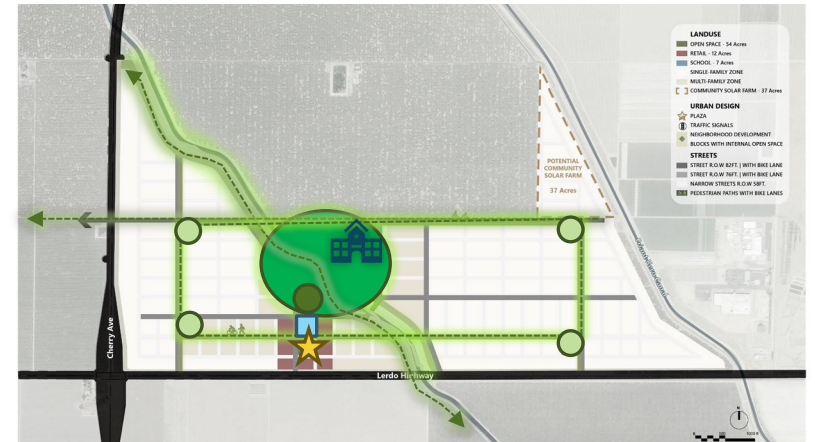
Alt 1: Central Spine



Alt 2: Green Loop



Alt 3: Canal Focused



Open Space Network

- ★ Central Plaza/Zócalo
- Community Building
- Playground/Sports Park (with covered volleyball/futsal courts)
- Large Community Park (with picnic areas and full size soccer pitch)
- Neighborhood Parks
- Elementary School Site
- Canal Natural Area and Ped/Bike Paths

January 30 – Community Working Group



- Support for Project Vision and Goals
- Support for Plaza/Zocalo Village Center
- Prefer to collocate Community Park with Village Center



- Would like to see medical offices, community garden, organic food store, gym/pool, space for farmers market
- Concerns about traffic lights on Lerdo, mismanagement of apartment buildings

Village Center

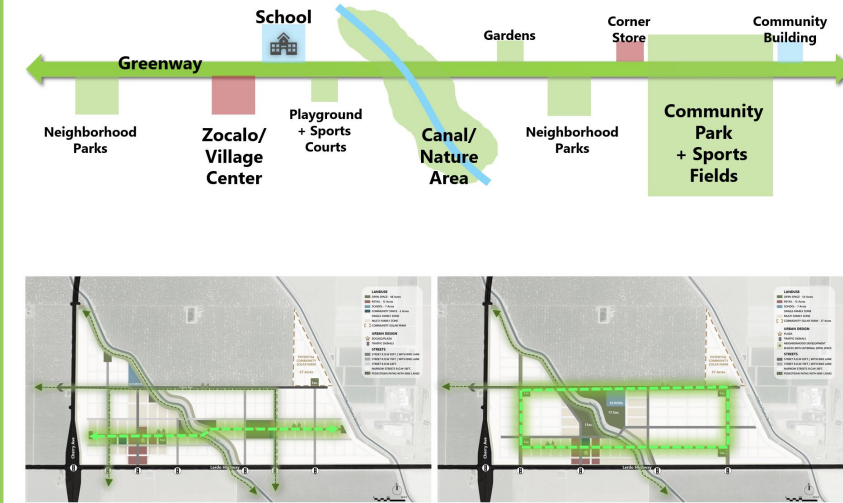
A place for community gathering and cultural expression

- Plaza/Zocalo
- Neighborhood Serving Retail + Restaurants
- Community Building
- Parking
- Connected to Street and Open Space Network
- Activity Park with Covered Playgrounds and Sport Courts



Greenway

- Greenway loop or central spine that connects the village center to other open spaces
- Pedestrian and bike path, free of cars
- Includes small open spaces
- Connects to multi-use pathway connecting to downtown Shafter along Tulare Ave



Walkable Street Network

- Grid of pedestrian-oriented streets with shaded sidewalks
- Traffic Calming
- Greenway Network connecting to Open Spaces
- Safe and Connected Bike Network



Diversity of Housing Types

- Housing for different stages of life (from young adult to retirement ages)
- Different levels of affordability (rental and ownership)
- Properties that can grow over time for expanding families and rental opportunities



Discussion Questions

- Location of Village Center
 - Along Lerdo Hwy; Close to the Canal Open Space; Along Tulare Ave
- Greenway Configuration
 - Linear Spine with Pathway Loop; Full Greenway Loop
- Open Space Network
 - Dispersed Parks; Centralized/Canal Focuses; Proximity of Community Park to Village Center

Alt 1: Central Spine



Alt 2: Green Loop



Alt 3: Canal Focused



END