



Timothy Kelley
Imperial Valley Economic Development Corporation
2415 Imperial Business Park
Imperial, CA 92251

Subject: Downtown Focus Group Invitation – Land Development Community

Dear Mr. Kelley,

As someone familiar with the Westmorland community, the City would appreciate your participation in an upcoming focus group to discuss strategies to improve Main Street. The City is developing a Downtown Overlay Zone for Main Street and surrounding properties, including new design standards and Zoning Code that can further revitalization and economic development goals. A study area map is attached for reference.

Westmorland faces unique environmental, economic, and housing challenges. This project aims to create practical tools that will help the City attract needed goods and services and support new housing development in our commercial core. At the same time, we want to maintain a design identity that feels true to Westmorland. A major part of this effort is hearing directly from residents, business owners, and other community partners.

We are convening focus groups of local business and property owners, development and building professionals, and invested parties. We will be asking you to share ideas about Downtown needs, what design character should reflect, what barriers make investment challenging, and the housing types that could be feasible and desirable.

The discussion will be informal, just a guided conversation based on a short list of questions. No preparation is needed. The focus groups will be conducted by the City's consultant, MIG, to create a comfortable space for candid, honest feedback. A Zoom link will be provided upon confirmation of your attendance.

Focus Group Details

Date: January 14, 2026

Time: 12:30PM

Format: Remote Zoom Meeting

Length: Approximately 45 minutes

Your participation is voluntary, but your input can help shape new zoning regulations so they reflect local priorities, needs, and lived experiences. We hope you'll consider joining us. Please let us know if you can attend or if you have any questions by contacting me at lfischer@cityofwestmorland.net or 760-344-3411.

Thank you,

Laura Fischer
Manager