



# Merced

2015  
strategic plan



## Office Employment Center

Expand employment opportunities in South Merced by developing offices and business parks near the Mission Avenue, Campus Parkway and Highway 99 interchange. South and east of the airport, expand industrial park uses.



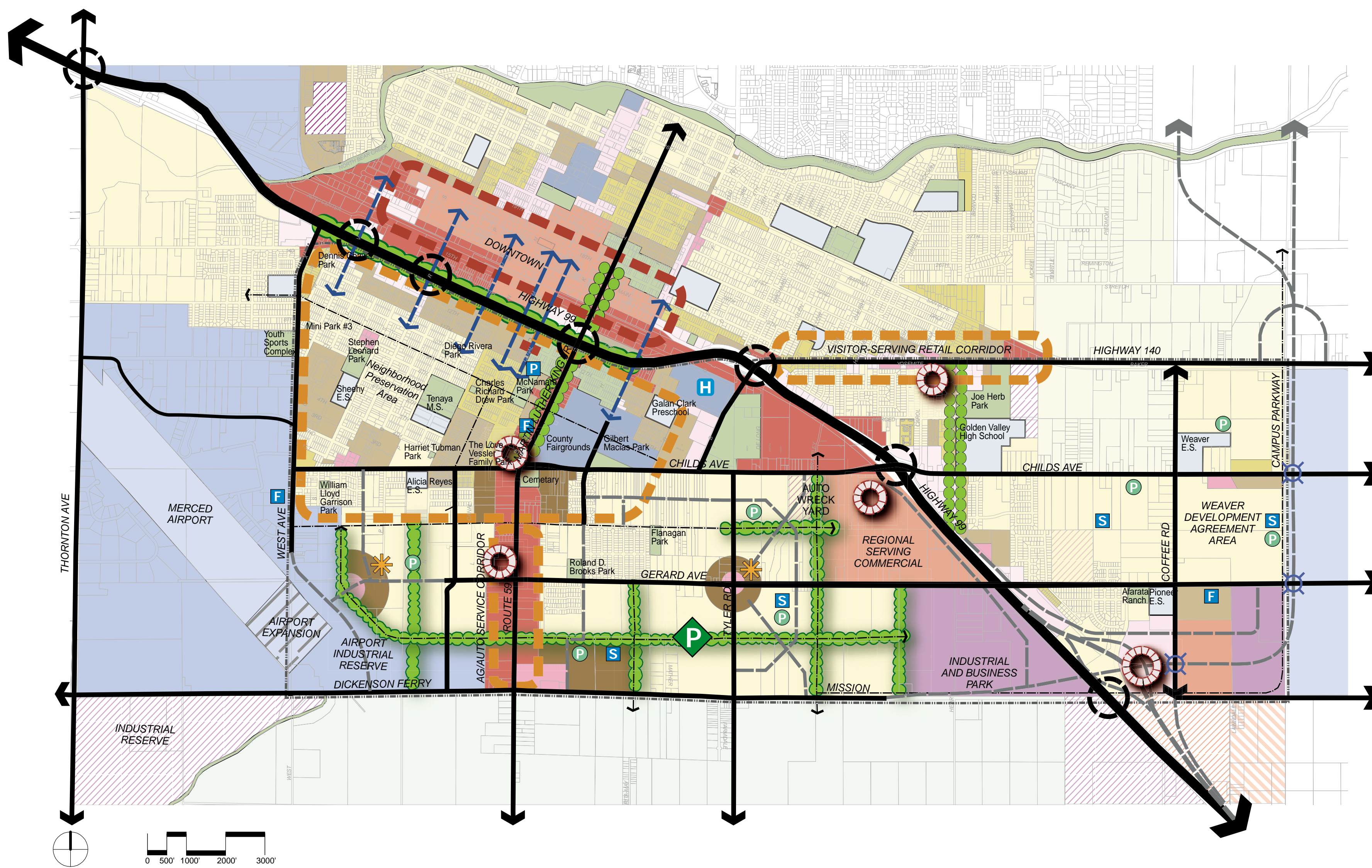
## Regional Park and Water Feature

A signature regional park will draw people to South Merced and enhance the area's parks and community facilities. A waterplay feature should be developed as part of the park; other opportunities include a meeting hall, an open-air theater and sports fields.



## Streetscape Improvements

Streetscape improvements such as decorative landscaping, pedestrian-scale lighting, striped bicycle lanes, visible crosswalks and continuous sidewalks will help improve the community design characteristics of South Merced.



## Public Gathering Place

Create a unique cultural retail environment featuring a public plaza; other amenities could include water elements, colorful gardens, benches, gazebos, and performance and teaching spaces.



## Village Commercial Center

Develop key locations in South Merced following the City's "Neighborhood Village" concept. Feature neighborhood-serving retail uses in conjunction with mixed-use housing opportunities and pedestrian amenities.



## Storm Drain Network

Explore opportunities for an area-wide drainage system integrated with an open space network and centralized detention basin as a natural water feature. Create a multi-use trail system that uses drainage channels as paths to link parks and open spaces.

RESIDENTIAL	COMMERCIAL	OFFICE	PUBLIC	OTHER	CIRCULATION
Rural Residential	Commercial/Professional Office	Business	Public/Government	Agriculture	Freeway
Low Density	Neighborhood Commercial	Business Park Reserve	Park/Open Space/Recreation	Fire Station	Major Arterial Roads
Low Medium Density	Regional Community	Industrial	Future Park Sites	Police Substation	Planned Street Alignments
High Medium Density	Thoroughfare Commercial	Industrial Reserve	Future Regional Park Sites	Future School Sites	Proposed Trails/Drainage
High Density	General Commercial	Commercial Reserve	School	Special Study Area	Interchange Improvements
Village Residential	Mixed-use Development Area - Exact Uses Subject to Further Configuration		Open Space Corridors	Downtown Area	Neighborhood Retail Opportunity Areas
			Streetscape Improvements		Traffic Signals

The top priority actions, vision, and land use and circulation concept are excerpts from the South Merced Strategic Plan, which is available for review in the Office of Planning and Development Services at City Hall. The land use and circulation concept, shown above, identifies the locations for improvements and opportunities drawn from the area's vision and goals. The concept recommends concentrating resources to encourage the creation of neighborhoods, the provision of commercial centers, and the development of major employment centers.

land use and circulation concept