• Grants • Police Department • RDA • General Fund	• Community Action Network (CAN) • City Planning, Police, & Comm Service	Short	1. Provide education/outreach to the community with regard to successful urban planning strategies and development requirements.	IMPROVE COMMUNITY PROGRAMS & NOITAZINADRO SIGORIZATION	
Private Funds; Redevelopment Tax Increment (on a limited basis); CDBG	• City Planning • Redevelopment • Private Developers	био¬	1. Use storm drain channels to create a multi-use green trail network linking parks/open space.	IMPROVE & PUBLIC & SERVICES SERVICES	
• ноше • CDBC	• Housing Authority • Vid pnisuoH	pniop-nO	1. Strengthen outreach to neighbors about existing housing improvement programs through low-interest loans and deferred loans (for those with low-moderate income levels).	REVITALIZE AND PRESERVE & HOUSING & SOAL & S	
pninnsI9 • s†ns10 •	pninnsI¶ •	Short	1. Complete Specific Plans in the South Merced area as a mechanism for implementing the strategic vision.	PLTER REGULATORY FRAMEWORK TO FACILITATE DEVELOPMENT Z 1808	PACKET THE STATE OF THE STATE O
• RDA • City Planning Budget	• Planning • Tourism Council	био	4. Promote Hwy. 59 south of Childs as a major auto service/agricultural service retail corridor.	Jeop	
• RDA • Merced Co. ABC	• RDA/ED/Planning • Tourism Council	био¬	3. Improve Highway 40 as a "tourist corridor" with visitor-serving retail uses such as hotels/motels, restaurants, sporting goods and specialty retail.		
Enterprise Zone Tax Credits (incentives) ADA Applic improvements	AOR •	pniopnO	2. Create incentives to attract neighborhood-serving retail uses near the Chlds/MLK intersection and east of Highway 99.	DEVELOPMENT	
• Private (outside RDA Boundary)	• Econ. Dev. • Planning / RDA	шиірәМ	1. Rejuvenate the existing neighborhood shopping center on 9th Street between "T" and "S" (near Stephen Leonard Park).	STRENGTHEN ECONOMIC	THE
• Fairboard	• RDA • Fair Board • County	биод	1. Extend beautification efforts south along Martin Luther King from 16th Street to Childs.	BUILD IDENTITY, CHARACTER & COMMUNITY DESIGN SOON SOON SOON SOON SOON SOON SOON SOO	
Other local development funding sources Caltrans STP, RDA, PFFP Partnership: Co. Transp. Com. & City	vtiO • snertleO •	био¬	2. Make intersection improvements at Childs and 59 (align, widen, improve visibility and pedestrian safety) to maximize developer interest in pursuing commerical development projects.	Slaog	
Private Funds; Redevelopment Tax Increment (on a limited basis); CDBG	City Planning; Redevelopment Private Developers	био	1. Improve intersections and ramps at Highway 99.	NOITATUORS NART &	-, ,
Public Facility Impact Fees Quimby Act (Park In-Lieu) Fees Grants, CDBG, Private Foundations	• City Planning • Redevelopment • Private Developers	био	2. Develop a signature regoinal park as a draw to South Merced.	laop	
• Private Funds • Redevelopment Tax Increment (on a limited basis); CDBG	• City Planning • Redevelopment sraele Developers	muibəM	1. Develop a public plaza/gathering place in connection with a new retail center.	ENHANCE PARKS, OPEN SPACE & COMMUNITY FACILITIES	
potential sources	lead responsibility	time frame	top priority actions	man and a	
ε		400S ,0S γ16υ	strategic action framework adopted Jan	i Janos	

Leaders Community

Organizations Community **Governments**

Merced County Merced

• The County of Commission

Association of

Design Review Bureau

• The City of Merced

• Conference and Visitors

of the City of Merced Redevelopment Agency

Key implementation partners successful plan. Matrix are the key ingredients to a Action steps outlined in the Strategic Action

the steps to be taken to advance the project. additional chances for community review about each action item is implemented there will be rather provides a framework for future actions. As constitute the final decision on specific actions, but improvement actions. The adoption of this Plan does not pation in working toward achieving neighborhood

and actions that serve as a focus for continued community particiimprovements in the South Merced area. The Plan sets forth ideas This Strategic Plan represents an important step in making

Implementation

General Plan Updates. and will also serve as the basis for future Specific Plans and physical and service-based changes in the neighborhoods, actions for achieving that vision. The Plan will guide future of the South Merced area, and outlines strategic implementation This Strategic Plan describes the community's vision for the future

Strategic Plan and make recommendations to the City Council. representatives was formed to guide the development of the residents, property and business owners and community planning consultants. The Task Force, consisting of South Merced months of hard work by community members, City staff and Force meetings, three Technical Advisory meetings and seven Merced included a series of three community meetings, seven Task The planning process to develop the Strategic Plan for South

steps for how to get there. preferred future for South Merced and to outline a set of logical set forth as an opportunity for the community to determine the and expanded services. A Strategic Plan development process was more defined land uses, coordinated infrastructure improvements from improved neighborhood conditions, economic development, South Merced was identified as an area that could especially benefit

burpose and process

This document is dedicated to the members of the South Merced Strategic Plan Task Force, the Planning Commission, the City Council, members of the South Merced community, and to the memory of Council Member David J. Riordan (1926-2003) who served on both the City Council and Planning Commission and who was a long standing advocate for the preparation of this document.

City of Merced City Council

City of Merced Mayor Hubert "Hub" Walsh

City of Merced Mayor Pro Tempore Ellie Wooten Joseph Cortez Michelle Gabriault-Acosta Rick Osorio **James Sanders** William Spriggs

City of Merced **Planning Commission**

Walter Burr Wayne Eisenhart Henry Fisher Michelle Gabriault-Acosta Linda Lopez Carl Pollard Larry Shankland

South Merced Strategic Plan Task Force

City of Merced Planning Commission Carl Pollard

Merced County Fairgrounds Cheryl Davidson Hispanic Chamber of Commerce

Chris Tafoya Greater Merced Chamber of Commerce

Deneen Proctor Merced Citizen Dwight Amey

League of Women Voters Fran Arduengo

Merced County Board of Supervisors Gloria Cortez-Keene

Golden Valley Neighborhood Association

Joel Knox Merced County Board of Supervisors Kathleen Crookham

Merced City School District Rosemary Parga-Duran

Merced Lao Family Community Paul Thao City of Merced City Council

Rick Osorio Weaver Union School District Steve Becker

H/S Development Steve Hair

South Merced Neighborhood Council Dave Denson

Technical Advisory Committee Merced County Public Works Staff **Steve Hamilton**

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Airport Manager, City of Merced Tino Herrera Chief, Branch B, Caltrans

Carlos Yamzon Commander (South Station), City of Merced Police Dept

Tom Martin

Recreation Supervisors, City Parks & Community Services Dept Jake Meneley & Eugene Drummond

Planning Consultants

Moore Iacofano Goltsman, Inc.

South Merced is a safe and desirable place for families to live, work and play. Residents take pride in the area's strong, positive identity. South Merced is well-integrated with the rest of Merced, and offers unique retail and recreational resources that draw residents from other parts of the City.

Residents enjoy the rural and agricultural character of South Merced, and a diversity of housing stock is available in a number of neighborhoods. Residential neighborhoods are attractive, clean and well-maintained with accessible walkways and bike paths that encourage pedestrian circulation. Sidewalks, crosswalks, lighting and street trees contribute to a safe and pleasant environment. Several new neighborhoods are clustered around mixed-use "Neighborhood Villages."

The "Neighborhood Villages" provide a pedestrian oriented, small town environment with a mix of local-serving retail uses at the heart of the neighborhood. A mix of housing types (including apartments and condominiums, town houses, live/work lofts and smaller lot single family homes) surrounds the retail core. The scale and intensity of the Villages gradually steps down, transitioning into the surrounding single-family neighborhoods. Pedestrian and bicycle trails connect each Village to surrounding neighborhoods through a system of open space trails, on-site storm water drainage swales and retention basins.

Neighborhood parks provide places to play and enjoy the outdoors. Meandering storm water retention basins and bio-swales with adjacent trails and recreational spaces provide a unique network of green space, linking parks and open space in the area.

Community members gather regularly at South Merced's community retail plaza. Retail shops (including ethnic markets, art galleries and restaurants) line the plaza. It also features colorful gardens, water features, and performance spaces for cultural festivals and community events.

South Merced is a vital commercial and employment center for the region. The Campus Parkway/Highway 99 interchange area provides a strong employment base related to high-tech industries, office and research activities and services, supporting Universityrelated research. The area west of Route 59 near the airport primarily consists of industrial parks and related uses, such as industrial fabrication, office uses, warehousing and storage, and air

Highway 140's signature as a "Gateway to Yosemite" attracts regional visitors. The highway is a popular "tourist corridor" that caters to Yosemite tourists with hotels and motels, restaurants, sporting goods stores and specialty retail. The Childs Ave./Highway 99 interchange area is a regional-serving retail center with a major mall, freeway-oriented retail uses, and auto sales. Neighborhood shopping centers are located in two major parts of South Merced: near the Childs Ave./Martin Luther King intersection and east of Highway 99. These centers provide neighborhood retail and services, such as a full-service grocery store, pharmacy and bank. Highway 59, the extension of Martin Luther King Boulevard, is a major commercial corridor with auto services and agricultural activities that supports the whole community.

Many residents are actively involved in community planning efforts, and work together to resolve community issues. Residents, business owners, property owners and the City all contribute to the common goal of caring for the people and neighborhoods of South Merced.

f **Merced** est 18th Street d, California 95340

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vision and strategic plan for the future

Level 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.



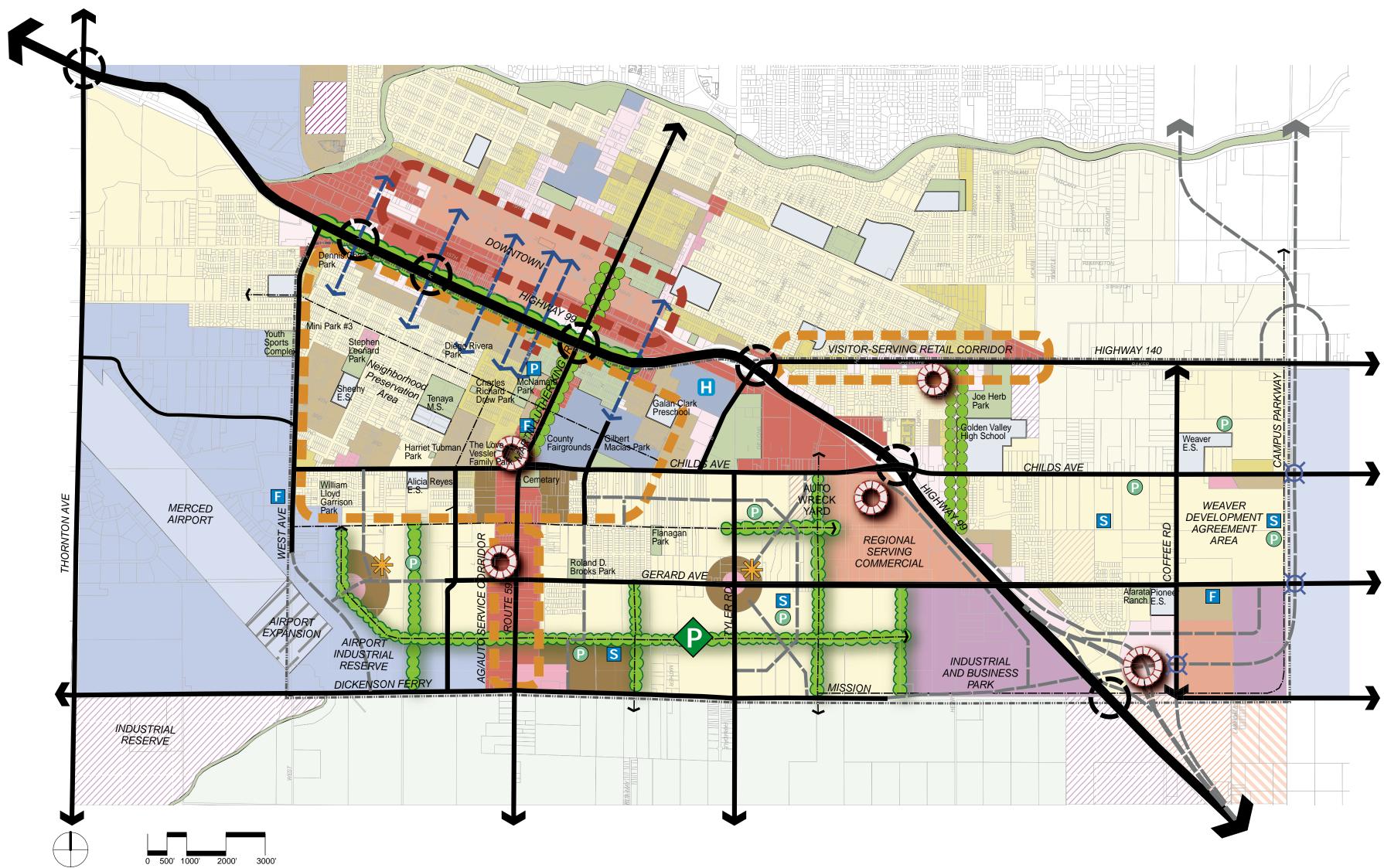
Regional Park and Water Feature

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, pedestrianscale 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 areawide 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.

