

**City of Merced  
Economic Development Advisory Committee**

**A G E N D A**

**7:00 AM  
THIRD FLOOR CONFERENCE ROOM  
MERCED CIVIC CENTER  
678 W. 18<sup>th</sup> STREET  
MERCED, CALIFORNIA**

**TUESDAY  
April 29, 2014**

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. ADDITIONS/DELETIONS TO THE AGENDA**

**D. ORAL COMMUNICATIONS**

At this time any member of the audience may comment on any matter which is not listed on the agenda. PLEASE STATE YOUR NAME AND ADDRESS for the record. Please be brief and to the point - preferably speaking a maximum of 5 minutes. Avoid repeating what was said by previous speakers. If two or more individuals are here as a group and want to speak on one side of an issue, please select a single spokesperson to present your views.

**E. CONSENT CALENDAR**

1. Minutes of January 28, 2014  
(Item E-1)
2. Minutes of February 25, 2014  
(Item E-2)

**F. DIRECTOR'S REPORT**

**G. ACTION/INFORMATION ITEMS**

1. Bellevue Community Plan Public Review Draft – Presentation  
(Item G-1)

King

**ACTION:** Oral Presentation, Discussion, and Review

2. Memorial Day Holiday and EDAC Meeting Schedule

**ACTION:** Cancel the EDAC Meeting of May 27, 2014

*Our Economic Development Mission  
Expand economic opportunities in Merced and strengthen Merced's role as a regional center, by enhancing Merced's climate for business and industry, and continually improving the quality of the community.*

**H. OTHER BUSINESS**

**I. ADJOURN**

To the EDAC meeting of June 24, 2014, 7:00am, 3<sup>rd</sup> Floor Conference Room, Merced Civic Center.

**INFORMATIONAL ATTACHMENTS**

1. EDD Labor Market Report, March 2014
2. New Employment Tax Credit Press Release, April 24, 2014

**MEETINGS:** EDAC, June 24, 2014, 7:00am

Agenda: April 29, 2014

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
City of Merced**

MINUTES

MERCED CIVIC CENTER  
3<sup>RD</sup> FLOOR CONFERENCE ROOM  
678 W 18<sup>TH</sup> STREET  
MERCED, CALIFORNIA

**TUESDAY**  
JANUARY 28, 2014

**A. CALL TO ORDER**

The meeting was called to order by Committee Chair Doug Fluetsch at 7:00A.M.

**B. ROLL CALL**

Members Present: Mary Camper  
Doug Fluetsch  
Christie Hendricks  
Vanessa Lara  
Ashley Leffard  
Paul Lundberg  
Jeff Pennington  
Joe Ramirez  
Steve Roussos

2 Vacancies

Members Absent: None

Others Present: Octavio Valencia, Alliance for Community Research and  
Development

Staff Present: John Bramble, City Manager  
Frank Quintero, Director of Economic Development  
Maria Mendoza, Development Associate

**C. ADDITIONS/DELETIONS TO THE AGENDA**

None

**D. ORAL COMMUNICATIONS**

None

**E. CONSENT CALENDAR**

**E.1 Minutes of November 26, 2013**

**M/S LUNDBERG/CAMPER** to approve the EDAC minutes of November 26, 2013.

The motion passed by unanimous voice vote of the members present.

**F. DIRECTOR'S REPORT**

**F.1 Economic Development**

Director of Economic Development Frank QUINTERO reported that an offer was on the table for the purchase of the former Pepsi plant. The sale would include the 13.9 acres allocated to the plant as well as 1.5 acres of frontage which currently belongs to the City but cannot be maintained by the City. Terms of the sales may include clawbacks and certain requirements in terms of investment and number of jobs. The project is a consolidation and expansion of current operations, would create 75 - 100 jobs, and represent \$5 Million in machinery and equipment investment. The buyer has agreed to a first source agreement and would work with the Department of Workforce Investment to attempt hiring local first.

Mr. QUINTERO stated that the City was working with a Mexico based plastics company. Two other communities were in the running but the company is strongly considering Merced because they found a vacant building and a property owner willing to work on tenant improvements. The City brought in the State to assist this company regarding the new tax credit program eligibility. Operations would begin with 10-15 employees and be between 40-50 employees by year two.

**G. ACTION/INFORMATION ITEMS**

**G.1 Presentation of Downtown Survey Results**

Development Associate Maria MENDOZA briefly reviewed the history of the Downtown Fund with the Committee. Dr. Steve ROUSSOS went over the items supported by the Downtown fund such as promotions, cleanliness, events and

safety. Mr. Roussos stated that out of the three focus group meetings held, six businesses attended from the Core, four businesses attended from the East end, two businesses attended from the West end and six UC Merced students also provided feedback. Surveys were made available online to all of the downtown businesses and some businesses were given the surveys in person. In total, 60 businesses responded which represents 11% of the businesses within the Business Improvement District. The common outcome was that cleanliness, safety and events were priorities. The businesses on the East and West end understood that even though they didn't see as much benefit from the fund as the Core does, they are participating in the bigger picture of improving the Downtown but they would like to see more done to benefit their areas.

Director of Economic Development Frank QUINTERO stated that although the Downtown Fund is small; generating between \$65,000 - \$85,000 per year, it is very staff intensive. Three options regarding the future of the Fund would be presented to Council: 1.) Eliminating the Fund, 2.) Restructuring the Fund with staff and 3.) Contracting with another organization to administer the Fund.

The Committee discussed the needs of the Downtown which included more safety measures such as actively watched security cameras, more Downtown happenings in order to create a safe, family friendly environment and more emphasis on cleanliness.

Committee Member Ashley LEFFARD also stated that improved communication is needed between public and private parties responsible for hosting Downtown events and the businesses. Oftentimes, the businesses are not made aware of an event and therefore do not plan to stay open later hours or participate.

Committee Chair Doug FLEUTSCH stated that he has attended several meetings where the topic was the creation of a Downtown Association. Instead it was more of a meeting of an organization that wanted to have enough power to voice their complaints and have someone else solve them while they did nothing. The Committee agreed that a strong, capable Downtown Association was needed, independent of Government, in order to improve the Downtown.

## **H. OTHER BUSINESS**

Director of Economic Development Frank QUINTERO stated that the Federal Government was requiring Cities to conform to new parking standards. The new standards would result in on street parking being changed to two hours and parking lots being changed to 8 hours. The changes were being worked on by staff.

## **I. ADJOURNMENT**

There being no further business, the meeting was adjourned at 8:32 a.m. to the EDAC meeting on February 25, 2014 at 7:00 a.m., Third Floor Conference Room, Merced Civic Center, 678 W. 18<sup>th</sup> Street, Merced, CA 95340.

Prepared by:

Approved by:

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Maria Mendoza  
Recording Secretary

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Doug Fluetsch  
Chair

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
City of Merced**

MINUTES

MERCED CIVIC CENTER  
3<sup>RD</sup> FLOOR CONFERENCE ROOM  
678 W 18<sup>TH</sup> STREET  
MERCED, CALIFORNIA

**TUESDAY**  
FEBRUARY 25, 2014

**A. CALL TO ORDER**

The meeting was called to order by Committee Chair Doug Fluetsch at 7:00A.M.

**B. ROLL CALL**

Members Present: Mary Camper  
Doug Fluetsch  
Christie Hendricks  
Vanessa Lara  
Paul Lundberg  
Jeff Pennington  
Joe Ramirez  
Steve Roussos

Members Absent: Ashley Leffard, Excused

2 Vacancies

Others Present: None

Staff Present: John Bramble, City Manager  
Frank Quintero, Director of Economic Development  
Maria Mendoza, Development Associate

**C. ADDITIONS/DELETIONS TO THE AGENDA**

None

**D. ORAL COMMUNICATIONS**

None

**E. CONSENT CALENDAR**

None

**F. DIRECTOR'S REPORT**

**F.1 Economic Development**

Director of Economic Development Frank QUINTERO reported that the Office of Economic Development continues to work with the Mexico based plastics client as well as a few other prospects. February was a busy month in terms of marketing and outreach. Development Associate Maria MENDOZA reported on outreach activity at the World Ag Expo in Tulare as well as the California League of Food Processors show in Sacramento. Efforts were made at both shows to keep Merced on the forefront as a place to do business with ease. Mr. QUINTERO emphasized the importance of building relationships in Economic Development. As a result of relationships formed through TeamCalifornia, the City of Merced works collaboratively on joint ventures with the Imperial Valley Economic Development Corporation.

Mr. QUINTERO reported on some of the industrial and retail activity taking place in the community. A Letter of Intent for the former Budweiser building has been signed by Mexico based company. Development Services and Economic Development staff are working with a local industry undergoing an expansion, and Chipotle was scheduled to open the first week of March 2014. Staff met with Panera Bread's Corporate Real Estate Manager and Broker. Both were very pleased with staff's assistance on the project as well as the community's reception to the restaurant and the number of qualified applicants they received for positions. Harbor Freight was finalizing their improvements and staff continues to work with Family Dollar on the 16<sup>th</sup> and MLK Jr. Way and Yosemite Parkway projects.

A group representing a family fun center was looking at a few empty buildings in Merced including the former Albertsons, Circuit City and Orchard Hardware. Downtown Merced has become a fitness cluster with independently owned, specialized gyms opening their doors and establishing themselves as part of the community. The former Wimpy's building was being retrofitted to become an auto parts store.

City Manager John Bramble stated that a bid would be sent out to developers and brokers on the City's surplus property located at 23<sup>rd</sup> and G Streets. Quality



of the project as well as number of jobs created would outweigh the purchase price. Mr. BRAMBLE stated that the City was preparing the budget and looking at ways to enhance Economic Development in the process. The Merced Boosters commissioned a study on the City's fees and would be presenting their findings to Council.

## **G. ACTION/INFORMATION ITEMS**

### **G.1 Proposed Purchase and Sale Agreement for 1 West Avenue Building and Land Sale**

Director of Economic Development Frank QUINTERO stated that staff has been working with Sun Valley Nut out of Turlock, California. Sun Valley Nut is a total of three entities; Sun Valley Inc., Sun Valley LLC, and their farming branch. The company was completely out of space at their current location and needed to consolidate operations and expand.

The former Pepsi building was valued at \$2.5 million by an Industrial Broker. Due to the building being vacant for quite some time, damage had been done to the electrical panels and the copper wire had been stolen. The estimate to bring the facility back to its original condition was valued between \$330,000.00 and \$550,000.00. The negotiated sale price on the building was \$1.43 million. Part of those negotiations as part of the deal included the creation of a minimum of 75 full time jobs at the facility and a first source agreement with the Department of Workforce Investment to attempt to hire locally first. In addition, the company would make a \$7 Million investment into the facility.

The City owned strips of land that serve as frontage on the building would be included in the deal but building could not take place on them. Sun Valley Nut would be responsible for maintaining them. Sun Valley Nut would have 120 days in their due diligence phase. \$20,000.00 would be owed to the City by them if that time was exceeded. They would then have 12 to 24 months after the due diligence phase to make additions to the facility.

Average pay for employees is \$15.00/hour and the City has retained the right of reversion meaning that the City would be able to buy the facility back within the next 12 months at the selling price. All improvements to date would become property of the City.

**M/S LUNDBERG/RAMIREZ** to recommend Approval of the Purchase and Sale Agreement to the Merced City Council.

The motion passed by unanimous voice vote of the members present.

**H. OTHER BUSINESS**

Director of Economic Development Frank QUINTERO advised the Committee to review the California Regional Bulletin.

**I. ADJOURNMENT**

There being no further business, the meeting was adjourned at 7:49 a.m. to the EDAC meeting on March 25, 2014 at 7:00 a.m., Third Floor Conference Room, Merced Civic Center, 678 W. 18<sup>th</sup> Street, Merced, CA 95340.

Prepared by:

Approved by:

---

Maria Mendoza  
Recording Secretary

---

Doug Fluetsch  
Chair

**City of Merced**  
Department of Economic Development  
Office of Economic Development

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Date: April 29, 2014  
To: **Economic Development Advisory Committee**  
From: Frank Quintero, Director of Economic Development  
Subject: Bellevue Community Plan Public Review Draft - Presentation

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**ACTION:** Oral Presentation, Discussion, and Review

Under the guidance of the City of Merced Planning Division, the DRAFT Bellevue Corridor Community Plan was prepared by lead consultant Lisa Wise Consulting and four sub consultants. Community participation included a Citizen Advisory Committee composed of 18 members with broad backgrounds. Supporting the efforts of the Planning Division, Citizen Advisory Committee, and consultant was a 28 member Technical Advisory Committee.

Attached for the committee's review are the BCP Executive Summary and Introduction chapters to provide a foundation for the discussion with the Planning staff.

**Executive Summary Excerpt:** The Bellevue Community Plan (BCP) was developed to be consistent with the Merced Vision 2030 General Plan, and is highly reflective of its policies, illustrative plans and guiding features, such as providing significant employment generating uses that would benefit from being in close proximity to the UC Merced campus. The BCP establishes a high-level planning framework that strikes a balance between certainty and flexibility by anchoring key land uses while allowing their size to adapt to changing market conditions in response to economic growth and the expansion of UC Merced. While the BCP provides a broad range of uses and densities that could occur throughout the plan area, it emphasizes the foundational building blocks of street connectivity, functional mobility choices, active and passive recreation open space corridors and bikeways, gateway street designs, and attractive business park settings to create a great sense of place with investment certainty.

The BCP is now available for public review. The Planning Division is seeking input from EDAC since the BCP weighs heavily on economic development factors. EDAC member Jeff Pennington and former EDAC member Janet Young participated on the Citizen Advisory Committee. A full electronic copy of the BCP will be provided to the EDAC Committee and distributed at the meeting of April 29, 2014.

A full copy of the BCP is available on the City of Merced website at the following address:

[http://www.cityofmerced.org/depts/cd/planning/bellevue\\_corridor\\_community\\_plan/draft\\_documents/default.asp](http://www.cityofmerced.org/depts/cd/planning/bellevue_corridor_community_plan/draft_documents/default.asp)

After the DRAFT BCP is presented to the EDAC committee, members will be asked to review the document and provide their feedback on the document to the Planning Division. A deadline for EDAC comments will be provided at the meeting.

**Attachment:**

BCP Executive Summary and Introduction



# CITY OF MERCED

**Bellevue Community Plan  
Public Review Draft**

MARCH 2014







## CITY OF MERCED | Bellevue Community Plan

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MARCH 2014



**SARGENT**  
TOWN PLANNING



## ACKNOWLEDGEMENTS

Special thanks to the City Council, Citizen Advisory Committee, Technical Advisory Committee, and City Staff who generously gave their time to help create the Bellevue Community Plan. Special thanks to the UC Merced Resource Center for the Community Engaged Scholarship (ReCCES program) - "Planning an Innovation Hub," Dr. S.A. Davis, and Geneva Skram for their continued support and assistance.

### **City Council**

Stan Thurston  
Noah Lor  
Kevin Blake  
Tony Dossetti  
Mike Murphy  
Josh Pedrozo  
Michael Belluomini

### **Citizen Advisory Committee**

Jerry Callister  
Susan Gerhardt  
Melbourne Gwin, Jr.  
Dan Holmes  
Sharon Hunt-Dicker  
Richard Kirby  
Lee Kolligian  
Walt Lopes  
Carol McCoy  
Steve Simmons  
Justi Smith  
Bill Spriggs  
Greg Thompson  
Steve Tinetti  
Jeff Pennington  
Diana Westmoreland-Pedrozo  
Mary Ward  
Janet Young

### **Technical Advisory Committee**

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Michael Conway  
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Matthew Fell  
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Steven Rough  
Ken Rozell  
John Sagin  
Julie Sterling  
David Spaur  
Mike Wegley  
Phillip Woods



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# EXECUTIVE SUMMARY

The Bellevue Community Plan (BCP) was developed to be consistent with the Merced Vision 2030 General Plan, and is highly reflective of its policies, illustrative plans and guiding features, such as providing significant employment generating uses that would benefit from being in close proximity to the UC Merced campus. The BCP establishes a high-level planning framework that strikes a balance between certainty and flexibility by anchoring key land uses while allowing their size to adapt to changing market conditions in response to economic growth and the expansion of UC Merced. While the BCP provides a broad range of uses and densities that could occur throughout the plan area, it emphasizes the foundational building blocks of street connectivity, functional mobility choices, active and passive recreation open space corridors and bikeways, gateway street designs, and attractive business park settings to create a great sense of place with investment certainty.

## PLAN DEVELOPMENT AND COMMUNITY PARTICIPATION

The development of the Bellevue Community Plan (BCP) was designed to be a dynamic process built on:

- Realistic assessments of past and future conditions;
- Consistency with the Merced Vision 2030 General Plan and other guiding documents;
- Professional planning and engineering guidance;
- Stakeholder participation, outreach to underrepresented groups, and public workshops; and,
- Actions of an ad-hoc advisory committee, with input from an engaged community.

### Public Workshop Presentation



Technical Memorandum F (Appendix F) includes a detailed description of plan development process and the community participation program that helped shape the BCP.

## PLAN ORGANIZATION AND CONTENTS

The Bellevue Community Plan is comprised of Plan Chapters, Technical Appendices and Environmental Review Documents. The Plan Chapters, described below, include narratives, images and policy language.

### PLAN CHAPTERS

**Chapter 1** – Introduction identifies the context which the plan was developed, including descriptions of the community and physical setting, the parameters and relevant issues of the plan area established by the City’s General Plan, and plan area assumptions, opportunities and constraints.

**Chapter 2** – Vision and Urban Design provides the long-term vision of the Plan and policy direction about core design principles which broadly influence mobility, open space, land use and public services and facilities in the plan area.

**Chapter 3** – Mobility emphasizes the development of a municipal circulation and transportation system, integrated with open spaces and land uses, and accommodates all modes of transit (automobiles, transit, bicycles, and pedestrians), including provision for Transit Priority Projects (TPP). Chapter 3 includes rights-of-way templates and graphics depicting future streets, pathways and transit corridors within the Plan Area.

**Chapter 4** – Open Space, Conservation, and Recreation elements are designed in a comprehensive multiuse approach addressing recreation, storm-drainage, joint use school facilities, connectivity of uses, and natural resource needs of the planning area and surrounding lands.

**Chapter 5** – Community Character anticipates and identifies locations for future land uses, and arranges them in a pattern that is both complementary and compatible with nearby uses including the UC Merced, Rural Residential Neighborhoods, and planned communities.

**Chapter 6** – Urban Expansion describes governance challenges, growth factors and several growth scenarios for the plan area. The Urban Expansion Chapter emphasizes a comprehensive and collaborative approach, identifying infrastructure planning and fiscal responsibility as key drivers in future decisions concerning urban expansion.

**Chapter 7** – Public Services and Facilities addresses the public service and facility needs of an expanding City population.

**Chapter 8** – Plan Maintenance describes how the Bellevue Community Plan may be implemented, monitored, and updated, as needed.

On the topics of sustainable development, housing, noise and safety, the Bellevue Community Plan defers to the *Merced Vision 2030 General Plan*.

## TECHNICAL APPENDICES

Plan Appendices contain detailed background information that is foundational to the discussion and policies of the Bellevue Community Plan, and includes the following topics:

- A. Bellevue Community Plan Consistency with the City’s General Plan.
- B. Development Projects and Plans.
- C. Applicable Merced Vision 2030 General Plan Goals, Policies and Actions.
- D. Technical Circulation Memorandum.
- E. Foundation Report.
- F. Plan Development and Community Participation.
- G. Merced’s Loop Road.
- H. Innovation Hub Elements, Relevance and Suggested Policies.
- I. Findings Report with Supporting Background Reports.
- J. Relevance of the Urban Land Institute to the BCP.
- K. Anticipated Research and Development.
- L. University Community Plan Town Center.
- M. Plan Assessment Tool.



## CORE FINDINGS AND POLICY RECOMMENDATIONS

### DEFINED YET FLEXIBLE

The Bellevue Community Plan is a long-term document with a tremendous amount of uncertainty. To counter this, the plan has a policy framework for future master planning that is comprehensive and is supported by the community. The policy and development framework will deliver an interconnected transit-oriented development pattern, clarity of urban character and flexibility of use to respond to changing markets.

### INVESTMENT CERTAINTY

While the Bellevue Community Plan provides a broad range of uses and densities that could occur, it also emphasizes the development of a great sense of place with investment certainty. The BCP is geared to make projects that are connected to their neighbors and to the transit spine with complete, walkable streets. So the City creates a systematic development pattern where the next development is framed by the preceding development site that implements the overall vision, rather than a smattering of projects.

### A STRONG DOWNTOWN

Downtowns are sensitive to market forces, particularly to urban growth in other areas. Initially, an identity distinct from Downtown Merced will need to be fostered by the City to develop a separate and non-competing center in the BCP plan area. Over time, as the market expands, greater flexibility in land uses may be achieved.

### ATTRACTING JOBS-BASED ECONOMIC DEVELOPMENT

The Merced Vision 2030 General Plan includes numerous policies and narratives concerning the anticipation for significant jobs-based land uses within the BCP. Following the lead of the General Plan, the BCP includes a “Research and Development Park Character Area” that could accommodate up to 2.9 million square-feet of Research and Development floor space. The Plan is flexible, supporting the size of this land use to adjust depending upon market conditions. The Research and Development employment corridor is infused with innovation hub design elements to attract new firms and industry wishing to locate near the campus.

### HOUSING

The Bellevue Community Plan relies on the housing-related narrative, images, diagrams and policies of the Merced Vision 2030 General Plan to guide planning, provision and development of future housing units in anticipation of Merced’s increased population. The BCP includes a wide variety of housing types ranging from rural residential estate homes to high-density multifamily dwellings.

### A TAILOR-SUITED LAND USE MODEL

The Merced Vision 2030 General Plan contains policy direction to utilize the Urban Village as a design template for future growth areas within the Bellevue Community Plan area. Statements in the General Plan and comments received from the community made it clear that the urban design of the BCP would be unique, however. General Plan Policy UD-1.1h calls for unique “Urban Village” designs to be developed for increased opportunities for job-based land uses attracted by a university climate. The community also expressed concerns about the amount of low-density residential that has traditionally been located in the City’s Urban Villages, and the location and intensity of commercial uses. Thus, a unique design is recommended that is consistent with the General Plan while responding to concerns of the community, and is discussed in greater detail in the land use section of Technical Appendix A.

## CONSERVATION OF NATURAL LANDS

In that the Bellevue Community Plan contains sensitive species and habitat areas, the Plan considered and recommends several methods to conserve these natural resources. Consistent with adopted mitigation measures of City’s General Plan EIR, property owners are required to prepare delineations of Waters of the U.S. and Wetlands prior to annexation, and to obtain permits from relevant state and federal agencies. Property owners also need to comply with the adopted Memorandum of Understanding between the City of Merced and the United States Fish and Wildlife Service. Additionally, the Open Space Master Plan of the BCP establishes several open space corridors that include identified sensitive habitats. For example, the Plan proposes a large corridor extending from Cardella Road to Lake Road at a point north of Bellevue Road. These may shrink or expand depending upon the findings and actions of the permitting process described above.

## OPEN SPACE FOR OUTDOOR RECREATION

The Bellevue Community Plan includes several active parks including three neighborhood parks, a community park and several urban plazas. Neighborhood parks are recommended to be combined with future school sites to serve the anticipated population, and urban plazas will add open space opportunities to high-density populations along Mandeville Avenue. Open space corridors featuring pedestrian and bicycle pathways connect to parks and other destinations.

## SUPPORT CIRCULATION MODES THROUGH LAND USE DESIGN

Along Bellevue Road the goal is to emphasize smooth traffic flow and provide access to adjacent uses at appropriate intervals and through innovative means, while also creating a distinct gateway appearance through attractive building designs and associated landscaping. Within the Mandeville transit route, which links the planned transit stations in Bellevue Ranch and UC Merced. New development should be organized in the form of complete neighborhoods and districts and be oriented to pedestrians and transit. Higher-intensity development and activities should be concentrated near planned transit stops. This arrangement supports regional automobile trips on Bellevue Road, while creating a pedestrian-oriented corridor along Mandeville Avenue, and enhances the value of the research and development area that is to be located between these roads.

## NEIGHBORHOOD MASTER PLANNING

The Bellevue Community Plan recommends that the City create a dynamic “neighborhood master plan” process to ensure that each new increment of development is well-connected to existing and future adjacent development, while responding to market. The framework for new development would be a clear and interconnected – yet flexible – network of complete streets and community open spaces. This process acts as the fundamental tool to ensure that the overall physical community structure is developed as envisioned in the BCP.

## NEXT STEPS

### PLAN INTEGRATION

Upon adoption of the Bellevue Community Plan, the City should begin the process to integrate it with existing master plan documents and processes, including but not limited to the following:

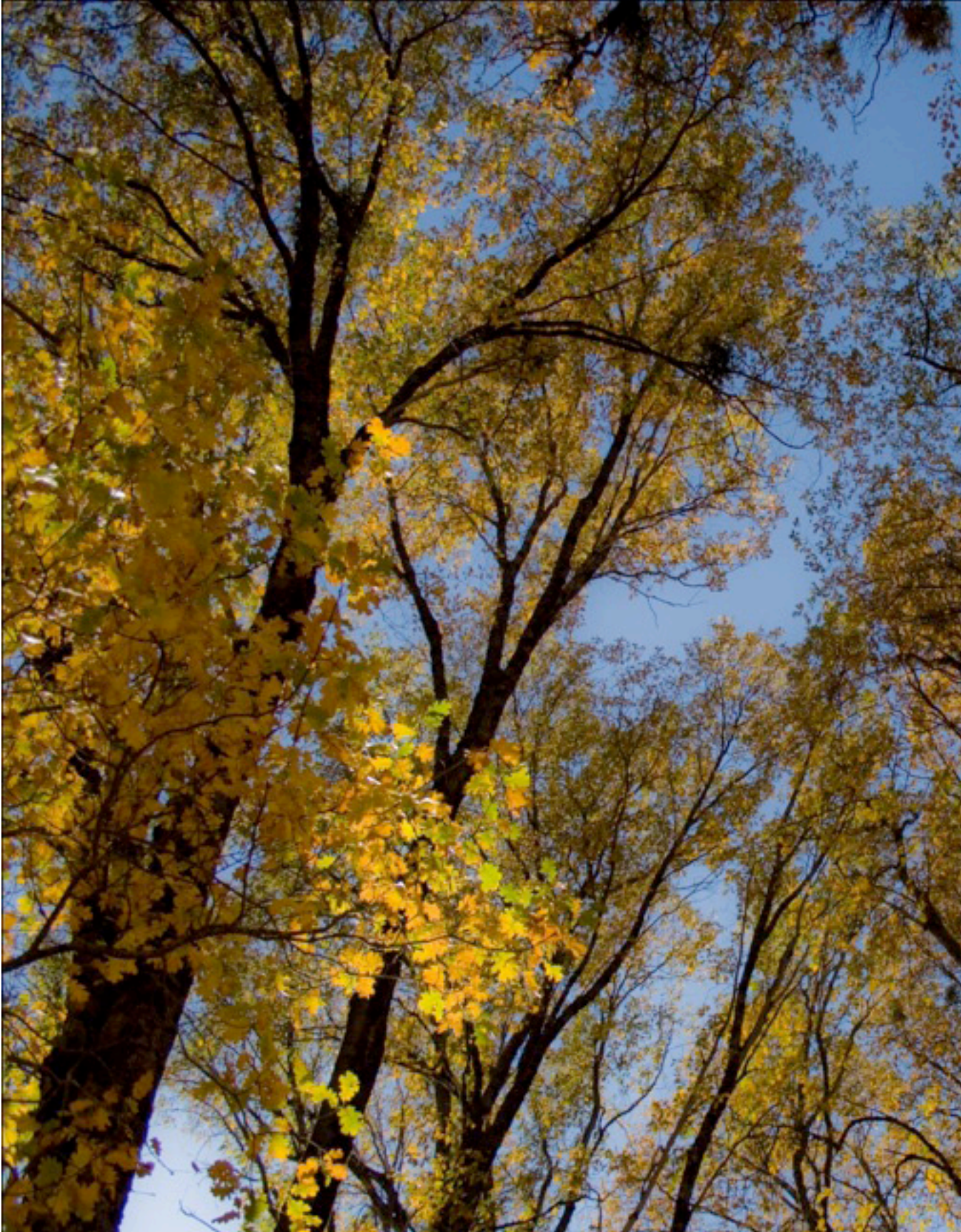
- Merced Vision 2030 General Plan.
- City of Merced 2013 Bicycle Transportation Plan.
- 2003 Parks and Recreation Master Plan.
- Capital Improvement Planning.
- Public Utility Master Plans.
- Transit Planning Documents.
- Regional Transportation Plans (as appropriate).

## COORDINATED DEVELOPMENT

A common vision and approach to urban expansion creates certainty, and certainty attracts investments, and investments create jobs. Yet, as evidenced in the growth scenarios of the BCP (Chapter 6, Urban Expansion), along with concerns raised by the BCP Ad-hoc Advisory Committee, there are numerous unanswered questions and challenges concerning infrastructure, financing and phasing of growth in and adjacent to the BCP planning area. The BCP is a collaborative effort to create a multi-jurisdictional infrastructure and service plan to support growth in a manner that serves the interest of the community as a whole, in a fiscally sound manner. Partners with the City in this effort would include Merced County, the University of California, as well as the Merced Irrigation District, local schools and the Merced County Association of Governments. The UC Merced Long Range Development Plan (LRDP), the University Community Plan (UCP), and the Bellevue Community Plan, among other plans, provide the necessary information and options from which a unified development phasing plan could be crafted. Future outcomes of this collaborative effort could include:

- Select a growth scenario, or combination thereof.
- Develop a strategic phasing plan and plan for services that coordinate expenditure of resources, provides certainty in the marketplace, and leads to an efficient use of public infrastructure and services.
- Update financing and master plans and programs to align with the broad decisions concerning financing, infrastructure, and phasing in the northeast Merced SOL.







# 1. INTRODUCTION

## COMMUNITY PLAN OVERVIEW

### PURPOSE

The Bellevue Community Plan (BCP or Plan) provides policy direction to the decision making process for development within a defined geographic portion of the Planning area of the City's *General Plan*. The plan forms a broad framework for mutual understanding among citizens, public agencies, and the development community. Preparing a community plan serves the following purposes:

- To facilitate the Planning Commission and City Council concurrence on long-range development policies;
- To provide a basis for evaluating the level to which private development proposals and public projects are consistent with these policies;
- To better enable the public and government entities to design projects that are consistent with City policies, or to seek changes in these policies through the *General Plan Amendment* process;
- To record the City's policies and standards for the maintenance and improvement of existing development and the location and characteristics of future development;
- To better inform citizens on land use policy issues and promote opportunities to participate in the local planning and decision-making process;
- To serve as a blueprint for future growth and development within a defined area of the City of Merced's Sphere of Influence (SOI);<sup>1</sup> and,
- Community Plans may, but are not required to, identify components of infrastructure needed to support planned land uses, as well as appropriate financing mechanisms.<sup>3</sup>

The BCP focuses on providing a vision and framework for coordinating transportation, infrastructure, and open space, with varied land use mixes and intensities.

**A "Community Plan" serves as a blueprint for future growth and development within a defined area of the City of Merced's growth boundary.**

### Aerial View of Merced



## THE CITY'S GUIDING PRINCIPLES FOR COMMUNITY PLANS

General plans provide a policy framework upon which community plans are constructed and a foundation to build more detailed implementation tools including community plan diagrams, policies, maps and illustrative plans.

The City's Guiding Principles for local community plans (Section 3.7.2, *Merced Vision 2030 General Plan*) are:

- Community Plans which include or are adjacent to established neighborhoods will address the needs of these neighborhoods and potential adverse impacts resulting from plan implementation.
- Public participation by area residents and property owners in the planning process will be emphasized.
- Community Plan areas need connectivity with existing and planned urban areas.
- Community Plans will include all elements determined necessary to ensure consistency with the *General Plan*. These elements may include, but not be limited to, Land Use, Circulation, Open Space, and infrastructure phasing. Community Plans will include a land use and infrastructure phasing plan.
- The "Urban Villages" concept should be incorporated into the planning of these areas as much as feasible.
- The Community Planning process should be focused on the planning issues or concerns which need to be resolved for that planning area and, to this degree, provide data, information, or policy clarification necessary to carry out the goals of the *Merced Vision 2030 General Plan*.

## BCP RELATIONSHIP TO FUTURE ANNEXATIONS AND GROWTH

The BCP is not a project that will annex unincorporated properties into the City of Merced. That action occurs through a separate process usually initiated by private property owners with specific development interests, and then only after a formal annexation request is granted by both the City of Merced and the Merced County Local Agency Formation Commission (LAFCO). For more information on annexation and implementation of the Plan see Chapter 6 (Urban Expansion).

## FRAMEWORK PLAN VS. DEVELOPMENT PLAN

The BCP is not a development project. A development project contains specific land-use entitlements with specific standards. As with the City's General Plan, the BCP is a conceptual framework within which future decisions about development projects would be made when more information is in place. The BCP does not include the specificity or rigidity that comes with a development plan as does, for example the *Bellevue Ranch Master Development Plan*.

## PLANNING VS. ZONING

The Bellevue Community Plan does not rezone property. Upon adoption of the Plan, properties within the planning area will remain in Merced County and will retain their current zoning designations. As there is no City zoning within the plan boundaries, the BCP effort does not affect current property rights. The BCP provides a foundation for future development in a manner that will benefit the property owners and the community.

## VISION VS. CONSTRUCTION

The BCP planning process allowed the community to take a comprehensive approach to examining land use, circulation, and other issues. As the City's urban fabric expands with market demand, the BCP offers guidance for growth that is grounded in the community's vision, takes advantage of existing resources, and avoids potential constraints. However, for future urbanization to occur in the Plan Area, additional input will be needed from the community as the scope and scale of development becomes influenced by market conditions, decisions from local landowners, and the availability of public services.

### Tour of Bellevue Corridor Project Area and Presentation



**The Bellevue Community Plan study area is located outside but adjacent to the Merced City limits, and within the City’s planned growth area, otherwise known as the Specific Urban Development Plan (SUDP) and Sphere of Influence (SOI).**

## SETTING

### COMMUNITY SETTING

The City of Merced is approximately seven miles long from north to south and six miles at its widest point from east to west. In January 2012, the City of Merced covered approximately 23 square miles and had an estimated population of 79,328. The Bellevue Community Plan area is located to the northeast of the City of Merced, and covers an area of approximately 2.4 square-miles. The planning area is generally bounded by “G” Street on the west; Farmland Avenue on the north; Lake Road on the east and Cardella Road on the South (between Lake Road and Gardner Road), and generally ½ mile south of Bellevue Road (between Gardner Road and “G” Street). Lake Yosemite, UC Merced and the northern part of the UC Community Plan area abuts the eastern edge of the BCP study area. From the project boundary, Downtown Merced is 3.5 miles to the southwest, and Castle Airport and the City of Atwater are 6 miles to the west.

The Bellevue Community Plan study area is located outside but adjacent to the Merced City limits, and within the City’s planned growth area, otherwise known as the Specific Urban Development Plan (SUDP) and Sphere of Influence (SOI).

### PHYSICAL SETTING

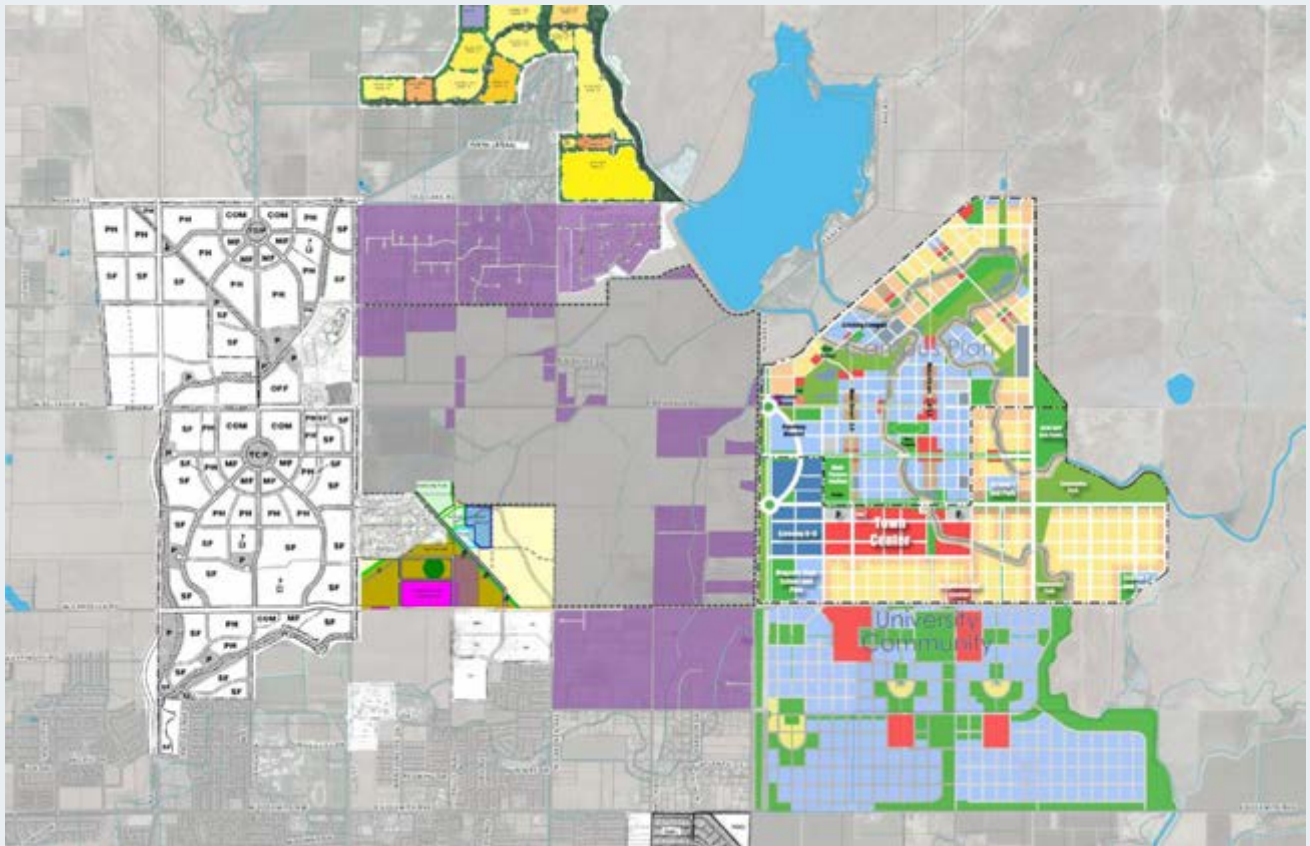
The northeastern portion of the City’s planned growth area is characterized by gently rolling terrain while the remainder of the City is relatively flat. The northern, western, and eastern portions of the City contain a number of creeks and canals including Bear Creek, Black Rascal Creek, Fahrens Creek, and Cottonwood Creek. These creeks all traverse the City from east to west. With the exception of a few pockets of rural residential homes, the BCP planning area is predominately grasslands.



Figure 1. Bellevue Community Plan Area in Relation to Downtown Merced



Figure 2. Proximate Development Plans and Projects surrounding the Bellevue Community Plan Area



The community of Merced has participated in important planning initiatives over the past several years including the City's Merced Vision 2030 General Plan, UC Merced's Long Range Development Plan, and Merced County's University Community Plan.

### PROXIMATE DEVELOPMENT PLANS AND PROJECTS

The community of Merced has participated in important planning initiatives over the past several years including the City's Merced Vision 2030 General Plan, UC Merced's Long Range Development Plan, and Merced County's University Community Plan. The outcomes of these and other planning initiatives serve as an important basis for the BCP. A detailed description of development plans and projects occurring within and near the Bellevue Community Plan area is provided in Technical Memorandum B (Appendix B) of the BCP. The "Projects and Plans" document identifies and describes recent and anticipated growth patterns.

## GENERAL PLAN GUIDANCE

### CONSISTENCY WITH THE MERCED VISION 2030 GENERAL PLAN

The Bellevue Community Plan was developed to be consistent with the *Merced Vision 2030 General Plan*, and reflects key criteria detailed in the *General Plan*. The following sections from the *General Plan* created the foundation of the BCP and established the Core Principles discussed in Chapter 2 (Vision and Urban Design chapter):

- Key Goals, Policies and Implementation Actions
- Key Features and Issues of the Bellevue Community Plan
- The Bellevue Community Plan “Illustrative Plan”

### KEY GOALS, POLICIES, AND IMPLEMENTING ACTIONS

A complete and full listing of *Merced Vision 2030 General Plan* goals, objectives, policies, and implementing actions that have notable relevance to the BCP project area and/or plan objectives are listed in Technical Memorandum C (Appendix C) of the BCP. This appendix also includes policies crafted as a part of the BCP, which offer greater detail and refinement of the broader *General Plan* language. The policies in Technical Memorandum C are a key part of the BCP and are intended to guide and inform development-related activities in the project area.

### KEY FEATURES AND ISSUES OF THE BELLEVUE COMMUNITY PLAN

The *Merced Vision 2030 General Plan* (Section 3.7.4) identified several key features and related direction for the BCP, including: economic development, land use, transportation, public facilities, environment and urban design.

### ECONOMIC DEVELOPMENT

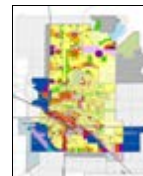
The City’s *General Plan* describes Bellevue Road as a gateway to UC Merced connecting the campus to Castle Airport Aviation and Development Center, other employment centers, and to Downtown Merced via the “G”, “M” and “R” Street corridors, and that (1) their economic development strategies should be compatible and complementary; and (2) they should connect to one another via a network of transportation and communications systems that optimize access between and among them.

The *Merced Vision 2030 General Plan* also describes the Bellevue Corridor as likely to contain significant employment generating uses that would benefit from being in close proximity to the UC Merced campus (Section 3.5.5), and is identified as a Commercial and Industrial Employment Corridor to contain heavy concentrations of commercial and industrial development.

The emphasis on economic development also appears in a *General Plan* discussion to adjust the City’s Urban Village concept near UC Merced. The *General Plan* states, “The composition and pattern of land uses in the Urban Villages near UC Merced along Bellevue Road will have unique designs

#### Merced Vision 2030 General Plan

#### Merced Vision 2030 General Plan



January 2012



and functions due to the economic opportunities and connectivity to the university. Each of the “Urban Villages” between Lake Road and “G” Street should contain, in addition to “Neighborhood Commercial,” “Village Residential,” and “Professional Commercial -Office,” the opportunity for an expanded urban core comprised of a jobs-based office, business park or research and development type land use supported or spun-off from UC Merced. This additional land use potential is represented in Figure 38. Community Character Place Type Plan.

## LAND USE

The City’s *General Plan* describes the Bellevue Corridor as one that should be designed as a place where services, shops, schools, businesses, public uses, and residences mix in a vibrant setting. The BCP should assess the viability of expanding office, commercial, and research and development land use capacities in the plan area. The City’s Urban Village will be the backbone concept model for creating core commercial nodes along Bellevue Road and a connection to neighborhoods to the south and north. Some of the land uses could connect to research and development activities associated with the campus research programs or professional services associated with the campus’s professional schools. The City’s *General Plan* specifically identifies that the following features should be included in or influence the creation of the BCP:

### Urban Village Design

Urban Villages are described in the *Merced Vision 2030 General Plan* as mixed-use, mixed-density neighborhood developments incorporated into and planned in conjunction with a network of interconnected, walkable streets. This design allows for a variety of land uses including jobs-based land uses attracted to a university climate to be intermixed within the BCP framework.

- Special “Urban Village” designs suited to the “Bellevue Corridor Planning Principles” and potential expansion thereof to provide for increased opportunities for job-based land uses attracted by a university climate while still maintaining the basic concept of mixed-use, pedestrian, and transit oriented communities. These “Urban Villages” may differ from others in the Community in the mixture of business park, research and development, office, public/cultural uses, and retail uses within the Village Core areas instead of the retail/office/public facilities focus of other Villages which are more residential in nature; and,
- Land Uses should be compatible and complimentary with one another and planned as integrated, coordinated mixed-use neighborhoods and communities; and,
- The influence and effects of the UC Merced and University Community land use and circulation plans on adjacent (western) properties; and,
- Interface issues and infill land use patterns adjacent to and within pre-existing “Rural Residential” properties; and,
- A variety of housing types and densities should be encouraged within the Community Plan area in addition to job-generating uses consistent with the City’s overall economic strategy and the Bellevue Corridor Economic Analysis (see Appendix I).

## TRANSPORTATION

Per the City's *General Plan*, it will be essential that adequate rights-of-ways be reserved along all major corridors. The design cross-section of these corridors may vary depending upon the adjacent land uses, but they should have two characteristics in common. They should be designed as multi-modal access corridors that accommodate both automobiles and a public transit system (rubber tire or light rail), as well as bicycles and pedestrians. Further, they should be designed to unify, rather than separate, the elements of the community located on opposite sides of the road. These roads should be designed as landscaped, multimodal boulevards.

Establish "Bellevue Parkway Planning Principles" describing the design [including appropriate right-of-way, function and land use pattern along Bellevue Road] recognizing two key traits: (1) multi-modal access corridor that accommodates both automobiles and public transit systems, as well as bikes and pedestrians; and (2) designed to unify rather than separate the community located on opposite sides of the road.

Establish a system of collector streets and arterials with appropriate rights-of-ways to encourage internal circulation within the Community Plan area. This would include determining the proper alignment and right-of-way for Gardner Road.

## PUBLIC FACILITIES

The City's *General Plan* states the BCP should establish adequate public facilities to accommodate growth within the area. The *General Plan* states the BCP provide the, "Location and financing of public facilities including a fire station, schools, roadways, off-street bike and pedestrian paths, and parks/open space."

## ENVIRONMENT

The BCP addresses specific environmental issues and vulnerable areas relevant to the plan area which necessitate protection or preservation. The City's *General Plan* states that the BCP should address the following: "Lake Yosemite Inundation Area and Sensitive species and habitat conservation."

## CHARACTER/DESIGN

The *General Plan* states the BCP should include design parameters to guide the future development of the plan area. The *General Plan* identifies the following characteristics be included in the BCP:

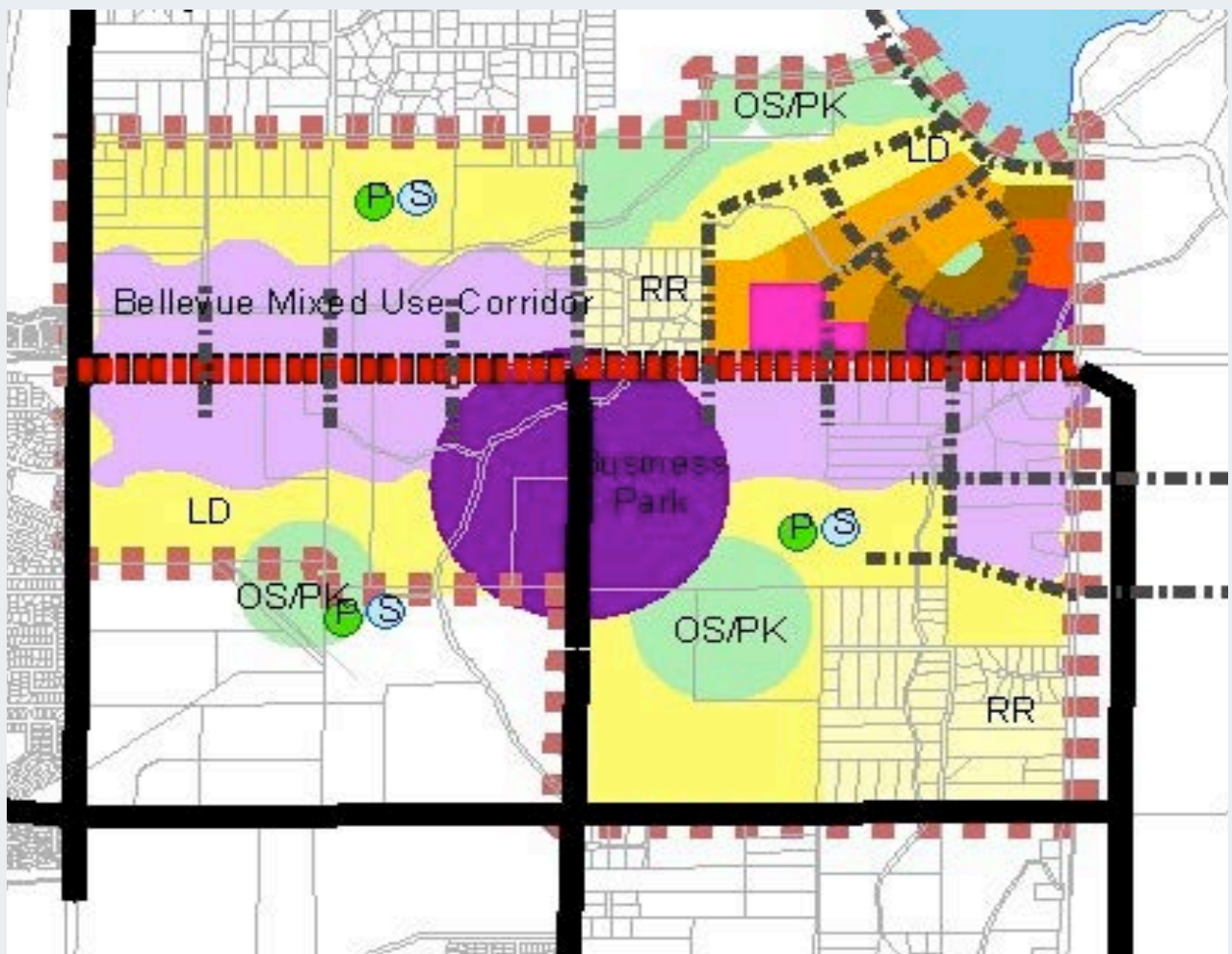
- Establish, through the Community Plan process, design guidelines for development along the Bellevue Corridor in accordance with the City's Urban Design principles outlined in Chapter 6 of the *General Plan*.
- The natural hill, which occurs on the south side of Bellevue Road between G Street and Gardner Road, should be considered as a focal point for the Corridor.

**It will be essential that adequate rights-of-ways be reserved along all major corridors. The design cross-section of these corridors may vary depending upon the adjacent land uses, but they should have two characteristics in common. They should be designed as multi-modal access corridors that accommodate both automobiles and a public transit system (rubber tire or light rail), as well as bicycles and pedestrians. Further, they should be designed to unify, rather than separate, the elements of the community located on opposite sides of the road. These roads should be designed as landscaped, multimodal boulevards.**

### THE BELLEVUE COMMUNITY PLAN “ILLUSTRATIVE PLAN”

The *Merced Vision 2030 General Plan* includes “illustrative plans” as an appendix to its Land Use Chapter. Illustrative plans are not adopted plans and are only included in the *Merced Vision 2030 General Plan* to inform the public of preliminary land use concepts under consideration in each of the Plan areas. No land use entitlements are granted by including illustrative plans in that appendix. The land uses shown in the northwest corner of Lake Road and Bellevue Road are a part of the formally adopted Land Use Diagram of the City of Merced, and not considered “illustrative.” The “Illustrative Plan” (Figure 3) below from the *General Plan* shows a conceptual land use plan for the BCP area.

Figure 3. Bellevue Community Plan “Illustrative Plan”



**Table 1 Land Use Designations from the Merced Vision 2030 General Plan**

Land Use Designations	Key	Intended Uses	Density
Rural Residential (RR)	Light Yellow	Residential: single-family	1 – 3 units per acre
Low Density Residential (LD)	Yellow	Residential: single-family detached, condominium, and zero-lot line	2 – 6 units per acre
Low-Medium Density Residential (LMD)	Tan	Residential: single-family detached, duplex, triplex, fourplex, condominium, zero-lot-line	6.1 – 12 units per acre
High-Medium Density Residential (HMD)	Light Brown	Residential: multifamily, apartment, condominium, triplex, fourplex	12.1 – 24 units per acre
High Density Residential (HD)	Dark Brown	Residential: multifamily	24.1 – 36 units per acre
Neighborhood Commercial (CN)	Pink	Commercial: retail, eating and drinking, commercial recreation, auto services, etc.	Average 0.35 FAR
Bellevue Corridor Mixed Use	Light Purple	A mixture of LMD, HMD, HD, CO and CN.	Varies
Thoroughfare Commercial (CT)	Red	Commercial: auto-oriented commerce, large recreational facilities, some heavy commercial, lodging and hospitality, automobile sales and services	0.35 Floor Area Ratio
Business Park (BP)	Purple	Commercial and industrial: heavy commercial, office, research and development, light manufacturing, warehousing, information-based and service-based activities	0.40 Floor Area Ratio
Open Space – Park/Recreation Facility (OS-PK)	Green	Recreation: public parks, golf courses, greens, commons, playgrounds, and other public and private open spaces	0.10 Floor Area Ratio
School	Blue Circles	Public Elementary Schools	N/A

### **BELLEVUE COMMUNITY PLAN (BCP)**

The *General Plan* conceptual land use plan (for illustrative purposes only) for the BCP is shown on the previous page. This illustrative plan also appears on the City’s Official Land Use Diagram. Through the development of the BCP, the *General Plan* “Illustrative Plan” and land use designations (Table 1), described above, were refined in order to develop the community’s vision for the BCP area in the following chapters of this community plan.

## ASSUMPTIONS, OPPORTUNITIES, AND CONSTRAINTS

The Bellevue Community Plan was guided by the following assumptions and the assessment of opportunities and constraints regarding anticipated future conditions to the year 2030 listed in the *Merced Vision 2030 General Plan* and developed through the community engagement process.

### ASSUMPTIONS

- Although essentially vacant today, the BCP is surrounded by existing and proposed urban and suburban land uses. All lands within the City's adopted Sphere of Influence within and near the BCP will be developed.
- Development within the BCP area will be guided by "Urban Expansion" policies in the City's *Merced Vision 2030 General Plan* as well as Merced County Local Agency Formation Commission's (LAFCO) procedures, codes, and actions.
- Significant amounts of job-generating land uses will be located in close proximity to the UC Merced Campus.
- The University of California Merced (UCM) campus will continue to expand in the vicinity of Lake Yosemite on the northeastern edge of the Merced growth boundary or SUDP/SOI along with a future University Community.
- Urban development (residential, commercial, and industrial) will continue to be focused within the City of Merced's growth area (SUDP/SOI) and not in the unincorporated areas surrounding the City.

From City Council Resolution #2006-89 regarding the University Community:

- The University Community will be incorporated into the City of Merced and will not be a separate city or part of the unincorporated County.
- Annexation along the Bellevue Corridor is encouraged to provide contiguity between UC Merced and the City of Merced. It is realistic to expect development proposals in the BCP planning area in the near-term.
- Though no separate wastewater treatment plant should service the University Community, consideration of innovative methods of wastewater treatment for that area may occur.
- The City will encourage annexation along the Bellevue Corridor to provide contiguity between the University Community and the City of Merced.

### OPPORTUNITIES

The BCP presents important opportunities for the City of Merced. The continued growth of UC Merced will provide an influx of people, ideas, and energy. The plan should capitalize on this growth and ensure that new development meets the needs and desires of new and existing residents. Potential opportunities include the following:



### **Growing University-Oriented Population**

At full buildout, UC Merced is expected to grow to approximately 25,000 students and over 6,500 faculty and staff members. As the population grows, there will be an expanding market for housing, goods, and services.

### **Future Research and Development Park Sites**

The plan should anticipate and prepare for the market demands caused by a growing University, including identifying sites for future job generating research and development parks and encouraging multiple interests to collaborate for long-term economic and fiscal benefits.

### **Home for Entrepreneurs**

The plan should help foster a living and working environment to attract a new generation of entrepreneurs, leading to innovations, technologies, and expansion of local investment and job-generators.

### **Alternative Transportation**

The plan should identify and implement circulation and land use standards that encourage multi-modal transportation including walking, biking, transit, and driving. By implementing the complete transportation network and shifting away from auto-centric mobility patterns, it is possible to compliment and build upon the UC Merced investment while moderating the environmental impacts of increased development within the BCP area. It is essential to offer multi-modal access to the student population of UC Merced and to future BCP residents.

### **Leverage New Investment**

The expanding University community has and will continue to spark associated investment in Merced. The plan should identify opportunities to leverage new investments in the University to improve citywide economic vitality.

### **Low-Impact Development**

Well-planned growth in the BCP area can ensure that development minimizes impacts to natural resources, air quality, and water quality. The plan should identify and incorporate concepts for development patterns and solutions that conserve and enhance resources from which a community prospers.

### **Community Character**

There is little existing development within the BCP area, thus the BCP presents an important opportunity to elaborate on *General Plan* vision concepts for developing a unique community character. The plan should encourage memorable livable, human-scale public spaces and distinctive community centers that facilitate positive interaction and idea sharing.

**The scale of the Plan area and timing of the UC campus build-out will make phasing an important consideration in Plan implementation. The pattern and timeframe in which the area develops will impact transit opportunities, development feasibility, and interim community character.**

### **Existing Rural Residential Communities**

Though primarily located outside the Plan Area, existing “ranchette neighborhoods” provide a semi-rural lifestyle defined by open space and agricultural uses. The BCP provides an opportunity to maintain and strengthen the character of these neighborhoods with appropriate soft transitions to new higher intensity development; these neighborhoods can also provide development themes for some areas of the BCP, such as equestrian-oriented facilities and trails.

### **CONSTRAINTS**

While there are many opportunities for the City to capitalize on, the following constraints and challenges have been taken into account during the development of the Plan.

#### **Development Phasing**

The scale of the Plan area and timing of the UC campus build-out will make phasing an important consideration in Plan implementation. The pattern and timeframe in which the area develops will impact transit opportunities, development feasibility, and interim community character.

#### **Natural Resource and Habitat Disruption**

Portions of the Plan area are home to sensitive natural resources such as vernal pools that must be considered and which have the potential to enhance unique public open spaces.

#### **Multiple Interests**

BCP standards and policies must address the needs and concerns of individual property owners and local jurisdictions, while ensuring each unique development contributes to a unified whole. The project area is within the City’s SOI and SUDP, but is currently under County jurisdiction.

#### **Multiple City Focus Points**

The City has important existing resources including the charming downtown and several historic neighborhoods. The BCP must ensure that development within the BCP complements, rather than competes with these and other existing or future community focal points.

#### **Campus Parkway Regional Traffic (Loop Road)**

Bellevue Road is part of Merced’s planned loop road to carry regional traffic. While this serves an important regional transportation need, it limits the use of the road for transit, bicycling, and pedestrian-scale development.

### View of Bellevue Road



#### **An Uncertain Economy**

The current economy is still uncertain and growth forecasts for Merced and the BCP vary widely.

#### **Competition to Serve the UCM Market**

The BCP area and the University Community will potentially be competing for valuable economic development and expensive infrastructure capacity for many decades to come.

#### **Affect on Downtown**

Downtowns are sensitive to market forces, particularly to urban growth in other areas, including the development of the BCP.

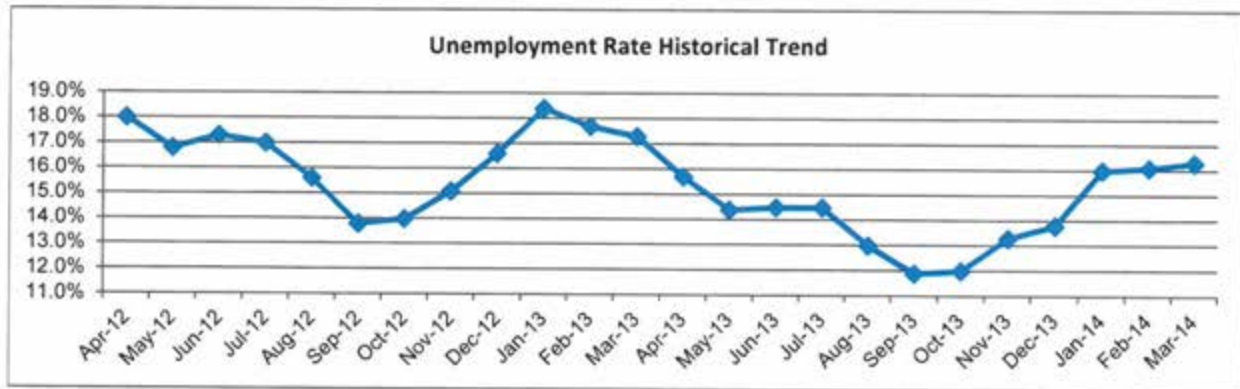
#### **Disparate Visions**

The BCP area will be developed by many property owners and developers over the course of several decades. A focused and consistent effort will be needed on the part of decision makers to ensure successful, long-term implementation. This Plan provides an overall vision and general framework for new development, and also provides procedures for the preparation of more detailed neighborhood master plans to help coordinate and connect new development among and between multiple property owners.

**A focused and consistent effort will be needed on the part of decision makers so ensure successful, long-term implementation.**

IMMEDIATE RELEASE  
 MERCED METROPOLITAN STATISTICAL AREA (MSA)  
 (Merced County)

The unemployment rate in the Merced County was 16.3 percent in March 2014, up from a revised 16.1 percent in February 2014, and below the year-ago estimate of 17.3 percent. This compares with an unadjusted unemployment rate of 8.4 percent for California and 6.8 percent for the nation during the same period.



Industry	Feb-2014	Mar-2014	Change		Mar-2013	Mar-2014	Change
	Revised	Prelim				Prelim	
Total, All Industries	73,700	73,600	(100)		69,200	73,600	4,400
Total Farm	13,600	13,500	(100)		10,100	13,500	3,400
Total Nonfarm	60,100	60,100	0		59,100	60,100	1,000
Mining, Logging, and Construction	1,500	1,500	0		1,500	1,500	0
Manufacturing	8,800	8,500	(300)		8,300	8,500	200
Trade, Transportation & Utilities	11,100	11,200	100		11,500	11,200	(300)
Information	400	400	0		400	400	0
Financial Activities	1,500	1,500	0		1,500	1,500	0
Professional & Business Services	4,400	4,400	0		4,300	4,400	100
Educational & Health Services	8,300	8,300	0		8,300	8,300	0
Leisure & Hospitality	5,200	5,300	100		4,900	5,300	400
Other Services	1,400	1,400	0		1,300	1,400	100
Government	17,500	17,600	100		17,100	17,600	500

Notes: Data not adjusted for seasonality. Data may not add due to rounding  
 Labor force data are revised month to month  
 Additional data are available on line at [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

Data Not Seasonally Adjusted

	Mar 13	Jan 14	Feb 14 Revised	Mar 14 Prelim	Percent Change	
					Month	Year
Civilian Labor Force (1)	110,900	112,900	113,800	113,800	0.0%	2.6%
Civilian Employment	91,700	94,900	95,500	95,200	-0.3%	3.8%
Civilian Unemployment	19,200	18,000	18,300	18,600	1.6%	-3.1%
Civilian Unemployment Rate	17.3%	16.0%	16.1%	16.3%		
(CA Unemployment Rate)	9.4%	8.5%	8.5%	8.4%		
(U.S. Unemployment Rate)	7.6%	7.0%	7.0%	6.8%		

Total, All Industries (2)	69,200	72,900	73,700	73,600	-0.1%	6.4%
Total Farm	10,100	13,400	13,600	13,500	-0.7%	33.7%
Total Nonfarm	59,100	59,500	60,100	60,100	0.0%	1.7%
Total Private	42,000	42,600	42,600	42,500	-0.2%	1.2%
Goods Producing	9,800	10,200	10,300	10,000	-2.9%	2.0%
Mining, Logging, and Construction	1,500	1,500	1,500	1,500	0.0%	0.0%
Manufacturing	8,300	8,700	8,800	8,500	-3.4%	2.4%
Nondurable Goods	6,900	7,600	7,700	7,300	-5.2%	5.8%
Service Providing	49,300	49,300	49,800	50,100	0.6%	1.6%
Private Service Providing	32,200	32,400	32,300	32,500	0.6%	0.9%
Trade, Transportation & Utilities	11,500	11,300	11,100	11,200	0.9%	-2.6%
Wholesale Trade	1,800	1,900	2,000	2,000	0.0%	11.1%
Retail Trade	7,400	7,500	7,300	7,400	1.4%	0.0%
Transportation, Warehousing & Utilities	2,300	1,900	1,800	1,800	0.0%	-21.7%
Information	400	400	400	400	0.0%	0.0%
Financial Activities	1,500	1,500	1,500	1,500	0.0%	0.0%
Professional & Business Services	4,300	4,400	4,400	4,400	0.0%	2.3%
Educational & Health Services	8,300	8,200	8,300	8,300	0.0%	0.0%
Leisure & Hospitality	4,900	5,200	5,200	5,300	1.9%	8.2%
Other Services	1,300	1,400	1,400	1,400	0.0%	7.7%
Government	17,100	16,900	17,500	17,600	0.6%	2.9%
Federal Government	700	700	700	700	0.0%	0.0%
State & Local Government	16,400	16,200	16,800	16,900	0.6%	3.0%
State Government	3,000	2,600	2,700	2,800	3.7%	-6.7%
State Government Education	2,400	2,000	2,100	2,200	4.8%	-8.3%
State Government Excluding Education	600	600	600	600	0.0%	0.0%
Local Government	13,400	13,600	14,100	14,100	0.0%	5.2%
Local Government Excluding Education	3,400	3,700	3,600	3,700	2.8%	8.8%
Special Districts plus Indian Tribes	600	600	600	700	16.7%	16.7%

**Notes:**

(1) Civilian labor force data are by place of residence; include self-employed individuals, unpaid family workers, household domestic workers, & workers on strike. Data may not add due to rounding. The unemployment rate is calculated using unrounded data.

(2) Industry employment is by place of work; excludes self-employed individuals, unpaid family workers, household domestic workers, & workers on strike. Data may not add due to rounding.

These data are produced by the Labor Market Information Division of the California Employment Development Department (EDD). Questions should be directed to: Pedro Vargas 209/726-5424 or Steven Gutierrez 559/445-6580

These data, as well as other labor market data, are available via the Internet at <http://www.labormarketinfo.edd.ca.gov>. If you need assistance, please call (916) 262-2162.

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**Monthly Labor Force Data for Cities and Census Designated Places (CDP)  
 March 2014 - Preliminary  
 Data Not Seasonally Adjusted**

Area Name	Labor Force	Employment	Unemployment		Census Ratios	
			Number	Rate	Emp	Unemp
Merced County	113,800	95,200	18,600	16.3%	1.000000	1.000000
Atwater city	13,400	11,100	2,200	16.6%	0.116956	0.119635
Delhi CDP	4,300	3,900	500	10.6%	0.040587	0.024658
Dos Palos city	2,200	1,700	500	22.0%	0.018291	0.026484
Gustine city	2,700	2,400	300	9.5%	0.025501	0.013699
Hilmar Irwin CDP	3,000	2,700	300	8.5%	0.028838	0.013699
Le Grand CDP	800	600	200	26.5%	0.006409	0.011872
Livingston city	5,700	4,600	1,100	18.8%	0.048331	0.057534
Los Banos city	14,200	11,800	2,400	17.1%	0.123899	0.131507
Merced city	33,700	28,200	5,400	16.2%	0.296529	0.293151
Planada CDP	2,000	1,300	700	36.1%	0.013218	0.038356
South Dos Palos CDP	600	300	200	39.1%	0.003605	0.011872
Winton CDP	4,400	3,400	1,100	23.6%	0.035648	0.056621

CDP is "Census Designated Place" - a recognized community that was unincorporated at the time of the 2000 Census.

**Notes:**

- 1) Data may not add due to rounding. All unemployment rates shown are calculated on unrounded data.
- 2) These data are not seasonally adjusted.

**Methodology:**

Monthly city and CDP labor force data are derived by multiplying current estimates of county employment and unemployment by the employment and unemployment shares (ratios) of each city and CDP at the time of the 2000 Census. Ratios for cities of 25,000 or more persons were developed from special tabulations based on household population only from the Bureau of Labor Statistics. For smaller cities and CDP, ratios were calculated from published census data.

City and CDP unrounded employment and unemployment are summed to get the labor force. The unemployment rate is calculated by dividing unemployment by the labor force. Then the labor force, employment, and unemployment are rounded.

This method assumes that the rates of change in employment and unemployment, since 2000, are exactly the same in each city and CDP as at the county level (i.e., that the shares are still accurate). If this assumption is not true for a specific city or CDP, then the estimates for that area may not represent the current economic conditions. Since this assumption is untested, caution should be employed when using these data.

**REPORT 400 C**  
**Monthly Labor Force Data for Counties**  
**March 2014 - Preliminary**  
 Data Not Seasonally Adjusted

COUNTY	RANK BY RATE	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	RATE
<b>STATE TOTAL</b>	---	<b>18,685,400</b>	<b>17,109,700</b>	<b>1,575,700</b>	<b>8.4%</b>
ALAMEDA	9	784,700	732,600	52,100	6.6%
ALPINE	35	390	350	50	11.5%
AMADOR	26	15,950	14,410	1,540	9.6%
BUTTE	28	103,800	93,500	10,300	9.9%
CALAVERAS	29	19,150	17,220	1,930	10.1%
COLUSA	58	11,250	8,490	2,750	24.5%
CONTRA COSTA	12	542,100	504,300	37,800	7.0%
DEL NORTE	34	11,000	9,760	1,250	11.4%
EL DORADO	20	90,400	82,800	7,600	8.4%
FRESNO	48	450,800	388,600	62,200	13.8%
GLENN	42	12,960	11,300	1,670	12.9%
HUMBOLDT	22	58,300	53,300	5,000	8.6%
IMPERIAL	57	79,000	62,100	16,900	21.4%
INYO	21	8,980	8,220	760	8.5%
KERN	44	386,300	335,600	50,700	13.1%
KINGS	52	60,000	51,200	8,800	14.7%
LAKE	35	26,810	23,730	3,080	11.5%
LASSEN	38	12,120	10,640	1,480	12.2%
LOS ANGELES	23	4,976,200	4,541,200	435,000	8.7%
MADERA	40	67,500	59,000	8,500	12.6%
MARIN	1	143,200	136,500	6,700	4.7%
MARIPOSA	31	8,740	7,820	920	10.5%
MENDOCINO	16	43,300	39,900	3,390	7.8%
MERCED	55	113,800	95,200	18,600	16.3%
MODOC	42	3,610	3,150	460	12.9%
MONO	18	8,110	7,460	650	8.0%
MONTEREY	40	213,400	186,400	27,000	12.6%
NAPA	5	78,200	73,500	4,700	6.0%
NEVADA	15	49,750	46,070	3,680	7.4%
ORANGE	4	1,624,700	1,530,300	94,400	5.8%
PLACER	13	180,600	167,800	12,800	7.1%
PLUMAS	51	9,180	7,840	1,340	14.6%
RIVERSIDE	25	960,300	869,700	90,700	9.4%
SACRAMENTO	19	683,600	628,300	55,300	8.1%
SAN BENITO	39	27,600	24,100	3,400	12.5%
SAN BERNARDINO	24	872,700	791,100	81,600	9.3%
SAN DIEGO	11	1,607,600	1,497,000	110,700	6.9%
SAN FRANCISCO	3	490,900	465,300	25,700	5.2%
SAN JOAQUIN	44	298,700	259,600	39,100	13.1%
SAN LUIS OBISPO	6	142,200	133,500	8,700	6.1%
SAN MATEO	2	406,900	386,700	20,200	5.0%
SANTA BARBARA	10	224,800	209,700	15,100	6.7%
SANTA CLARA	6	937,100	879,800	57,300	6.1%
SANTA CRUZ	32	150,500	134,200	16,200	10.8%
SHASTA	33	81,400	72,500	8,900	10.9%
SIERRA	48	1,440	1,240	200	13.8%
SISKIYOU	53	17,880	15,220	2,660	14.9%
SOLANO	17	218,000	200,700	17,300	7.9%
SONOMA	8	263,100	246,900	16,200	6.2%
STANISLAUS	47	238,300	206,000	32,300	13.6%
SUTTER	56	41,900	34,800	7,200	17.1%
TEHAMA	37	25,090	22,160	2,920	11.7%
TRINITY	46	4,930	4,280	650	13.3%
TULARE	54	205,100	173,100	32,000	15.6%
TUOLUMNE	27	24,080	21,720	2,360	9.8%
VENTURA	13	440,200	408,900	31,300	7.1%
YOLO	29	100,200	90,100	10,100	10.1%
YUBA	50	26,700	22,800	3,900	14.5%

Notes

- 1) Data may not add due to rounding. The unemployment rate is calculated using unrounded data.
- 2) Labor force data for all geographic areas now reflect the March 2013 benchmark and Census 2010 population controls at the state level.

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FOR IMMEDIATE RELEASE:

Contact: Governor's Press Office

Thursday, April 24, 2014

(916) 445-4571

## **Governor Brown Announces New Hiring Credit Pilot Areas in Fresno, Merced and Riverside**

SACRAMENTO – Building on efforts to grow California's economy and help businesses create jobs, Governor Edmund G. Brown Jr. today announced new tax incentives for employers hiring workers in Fresno, Merced and Riverside.

"The state's economy is steadily improving and more than a million Californians are back to work after the massive mortgage meltdown," said Governor Brown. "These tax credits will spur new jobs and help communities hardest hit by the recession."

The New Employment Credit (NEC) is a hiring credit for businesses in California communities with the highest rates of unemployment and poverty. The credit is part of the Governor's Economic Development Initiative – [AB 93 and SB 90](#) – which passed in 2013 and received support from both Republicans and Democrats in the Legislature, businesses and labor groups.

Under the legislation, the Governor's Office of Business and Economic Development (GO-Biz) will oversee the credit and may designate up to 5 pilot areas. In selecting the first round of pilot areas, GO-Biz evaluated employment, poverty and wage data to identify areas of the state that would benefit the most from the expanded hiring credit. The geographical designations for the NEC and the pilot areas can be found on the Franchise Tax Board's [website](#). The designation as a pilot area is effective immediately, applicable for four years and may be extended by GO-Biz for an additional three years.

The Governor's Economic Development Initiative is funded by redirecting approximately \$750 million annually from the state's outdated and ineffective Enterprise Zone program and also includes a statewide sales tax exemption on qualifying manufacturing equipment and research and development equipment purchases for biotech and manufacturing companies.

The Governor's Economic Development Initiative builds on the Governor's strong record of pursuing regulatory changes and legislation to improve the state's business climate. Since taking office in 2011, the Governor has approved legislation to modernize the workers' compensation system, the regulatory and fee structure for the timber industry, Americans with Disabilities Act (ADA) compliance requirements and the facility inspection process for the life sciences industry. In addition to these legislative actions, Brown has established GO-Biz as the state's lead economic development office to advance business opportunity in California and signed international agreements with China, Peru and Israel to help boost California's trade interests around the world.

Since Governor Brown took office, California's unemployment rate has dropped from 12.1% to 8.1% and the state has added more than one million jobs. Last September, Governor Brown signed legislation to [raise California's minimum wage](#) from \$8.00 per hour to \$10.00 per hour.





## New Employment Credit

Middle Class Wages

- Credit based on wages above \$12 an hour & up to \$28 an hour (or above \$10 an hour base in limited pilot areas)

Max Credit Amount

- \$56,000 per employee (5-year total, 2,000 hours)

Credit Calculation

- 35% of wages each year for a total of 175%

Employee  
Qualifications

- Persons unemployed 6 months, veterans within one year of separation, EITC recipients, ex-offenders and recipients of CalWorks or general assistance

Poverty Area  
Targeting

- Areas based on census tracts with highest unemployment and poverty rates as well as LAMBRAS and current enterprise zone boundaries (excluding wealthy areas)

Retroactive Availability

- No retroactive availability

Credit to Replace  
Current Employees

- Employer gets credit only for increasing jobs

Incentive  
Transparency

- Tax credit info will be publicly posted on FTB webpage