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MERCED DOWNTOWN STATION AREA PLAN (DSAP)

CAFG Meeting Objectives



Introductions: CAFG, City staff, consultants

Project Description: general purposes, schedule & milestones

Existing Conditions and Needs: background and takeaways

Community Engagement: workshop, survey, & other outreach

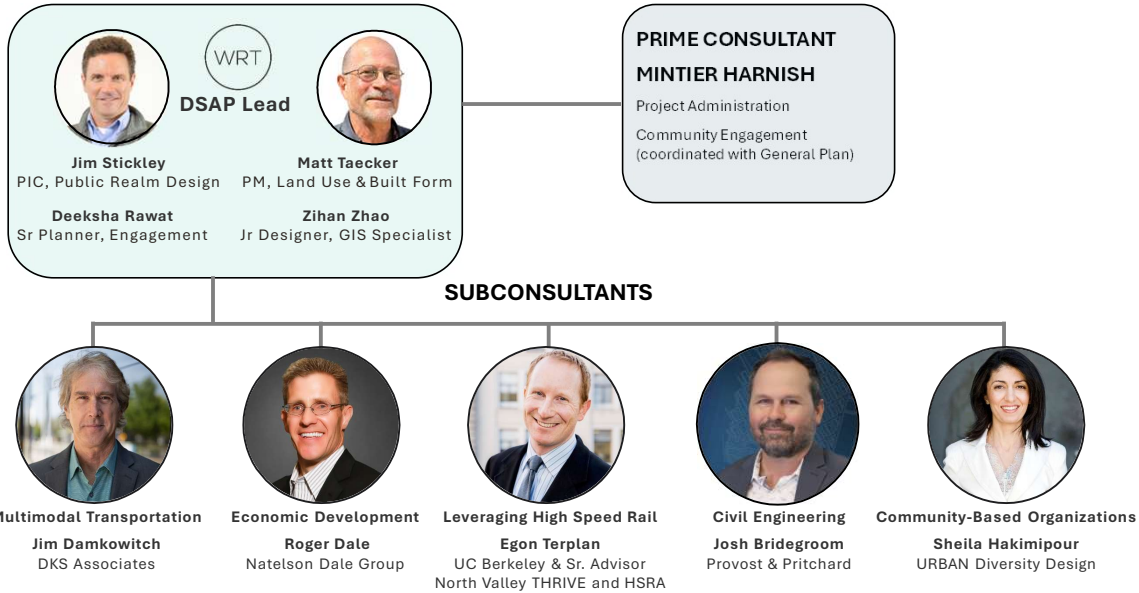
Goals: reactions to working draft

Visioning: CAFG member aspirations

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DOWNTOWN STATION AREA TEAM



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MERCED DOWNTOWN STATION AREA PLAN (DSAP)

Project Description



Land Use and Place

- Established & New Uses
- Building Form & Character
- Streetscape & Open Space

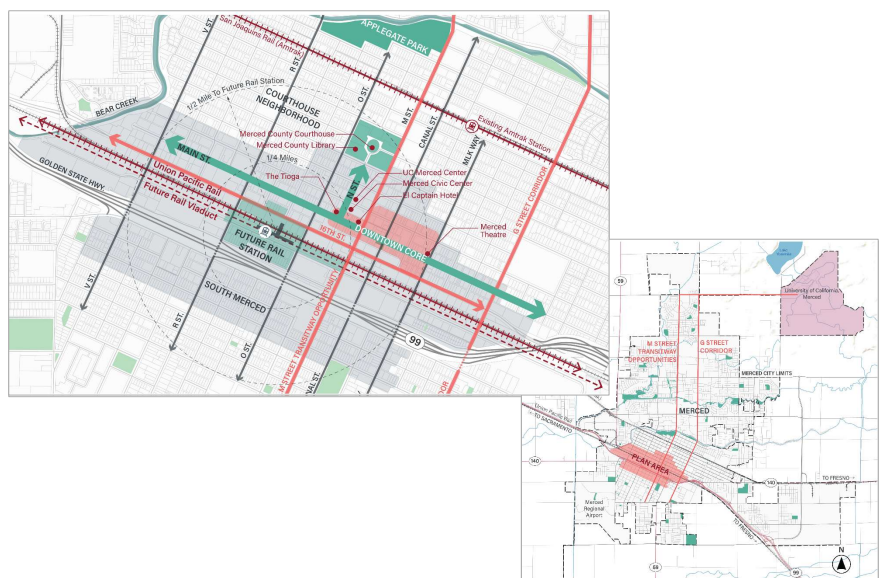
Economic Development

- Revitalization
- New Development
- Workforce Programs

Multimodal Transportation

- Motor Vehicles
- Pedestrians & Bicyclists
- Transit & Future Rail Station

Infrastructure Due Diligence



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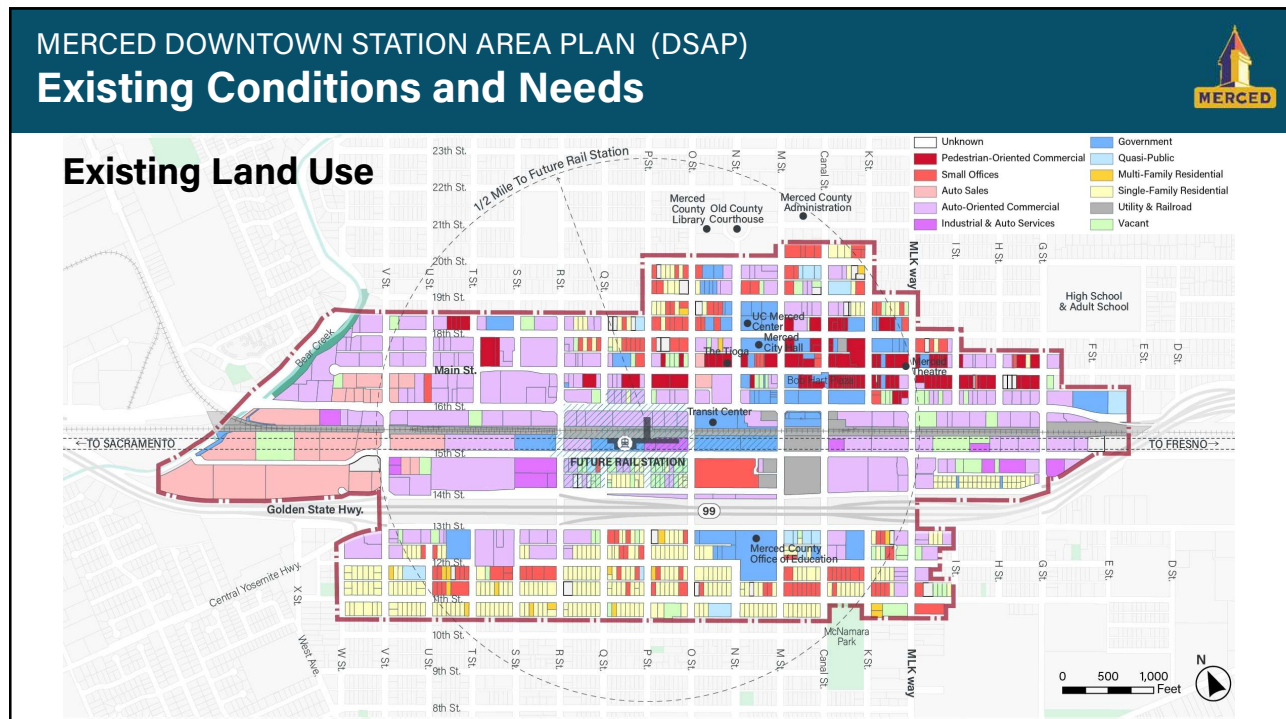
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Schedule

- November 18 CAFG: DSAP introduction, existing conditions, and visioning
- December 10 (6-8pm) CAFG: DSAP draft framework alternatives and recommendations
- January 28 (2-6pm) General Plan Workshop on vision, assets, issues, and opportunities
Sam Pipes Room
- February 2 (5-6pm) Joint Meeting of City Council and Planning Commission
- February 25 (6-8pm) CAFG: DSAP draft policy direction and development

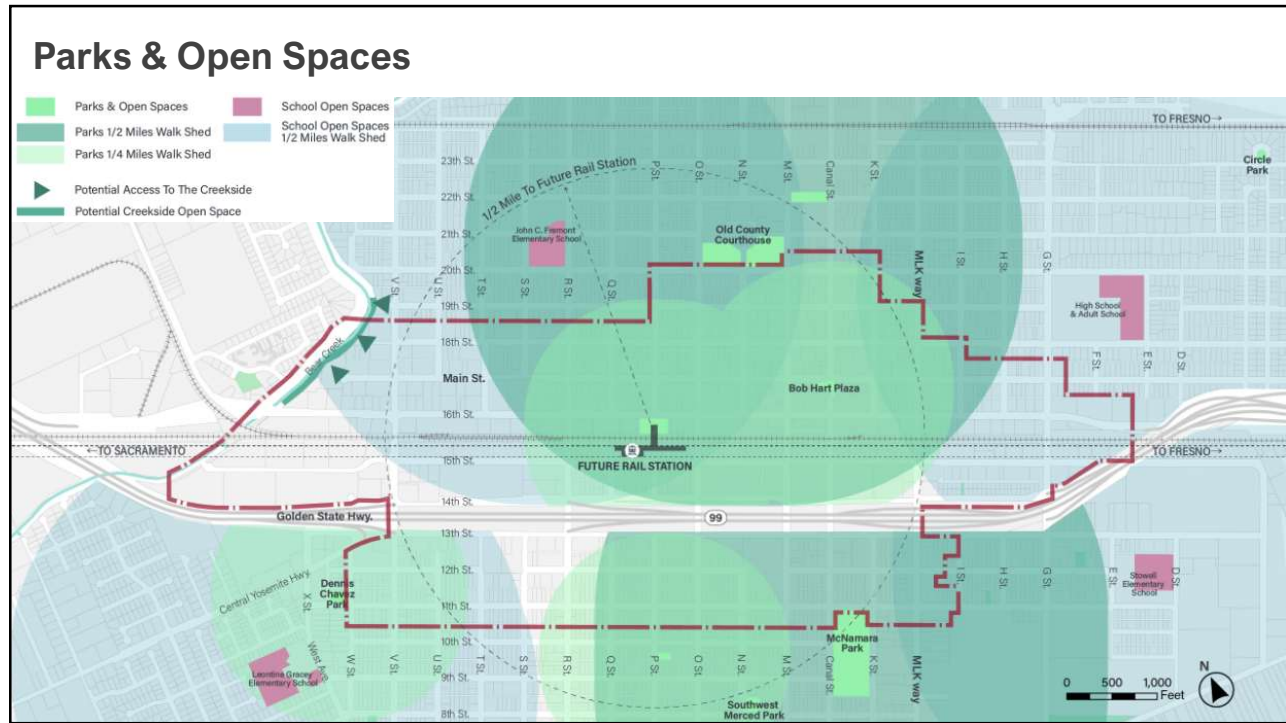
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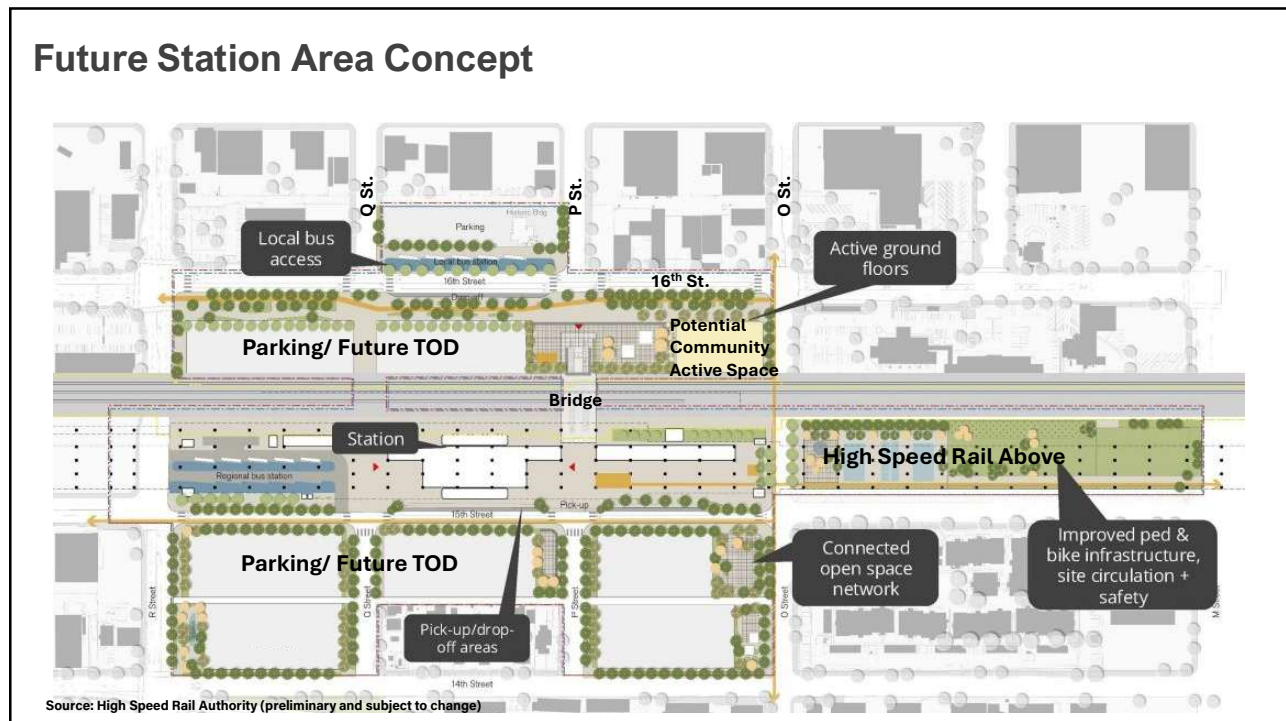


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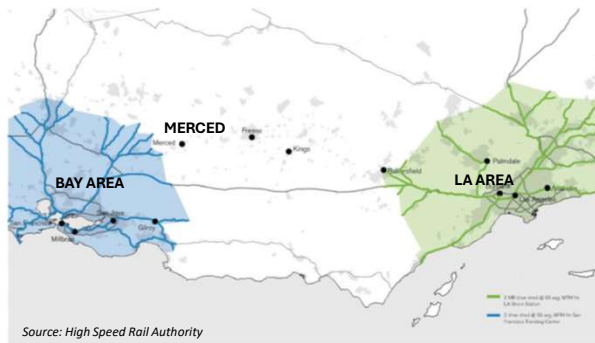


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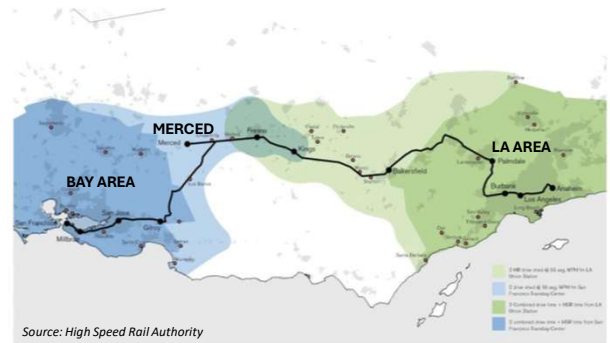


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High Speed Rail and Merced integration with Bay Area economy



2-Hour Travel by Car from Bay Area and LA Currently
San Joaquin Valley cities are separated from large metro area.



2-Hour Travel Extended with High Speed Rail
San Joaquin cities are integrated with large metro area.

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High Speed Rail Phases and Planning Opportunities

DAY 0: PRE-STATION

- Main Street Revitalization
- Placemaking Infrastructure
- Affordable & Urban Lifestyle Housing
- UC Merced Incubators

DAY 1: CENTRAL VALLEY SERVICE

- HSR, ACE, Amtrak, MTA, YART
- Signature Station and Plaza
- Downtown Extension to Station
- Early Investments in R&D, etc.

DAY 2: BAY AREA & LA SERVICE

- Major Investments in R&D, etc.
- Housing Demand & Growth
- Recreation & Placemaking
- Main Street Revitalization 2.0

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Market Potential and Economic Development Opportunities

- Commercial and cultural destinations
- Employment
- Education and UC Merced
- urban housing
- Adjacent to Courthouse Square

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Market Potential and Economic Development Opportunities

- Destinations anchor Downtown.
- Not a strong regional shopping destination.
- Knowledge-based industry growth in region could add jobs.
- Urban housing attracted to Downtown amenities and destinations.
- Students also attracted to amenities and destinations.
- UC Merced is making Downtown investments.
- HSR and ACE will help integrate Merced with Bay Area economy.

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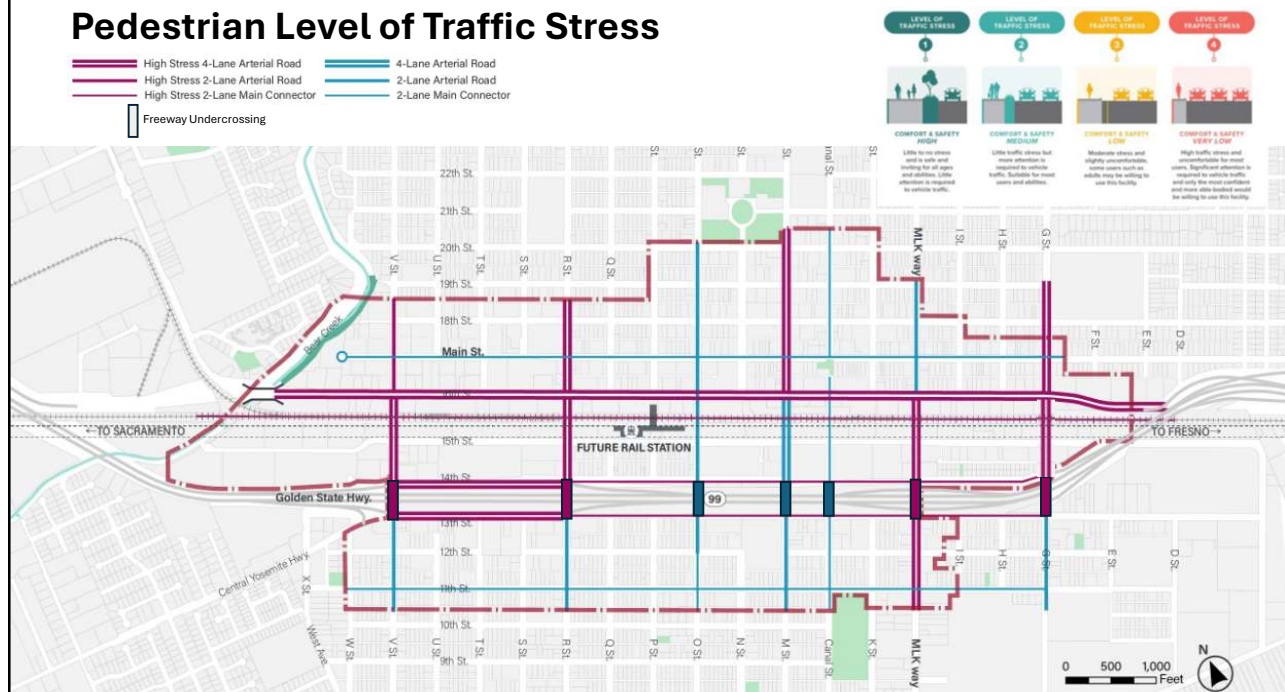
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Transportation Network Trip Volume



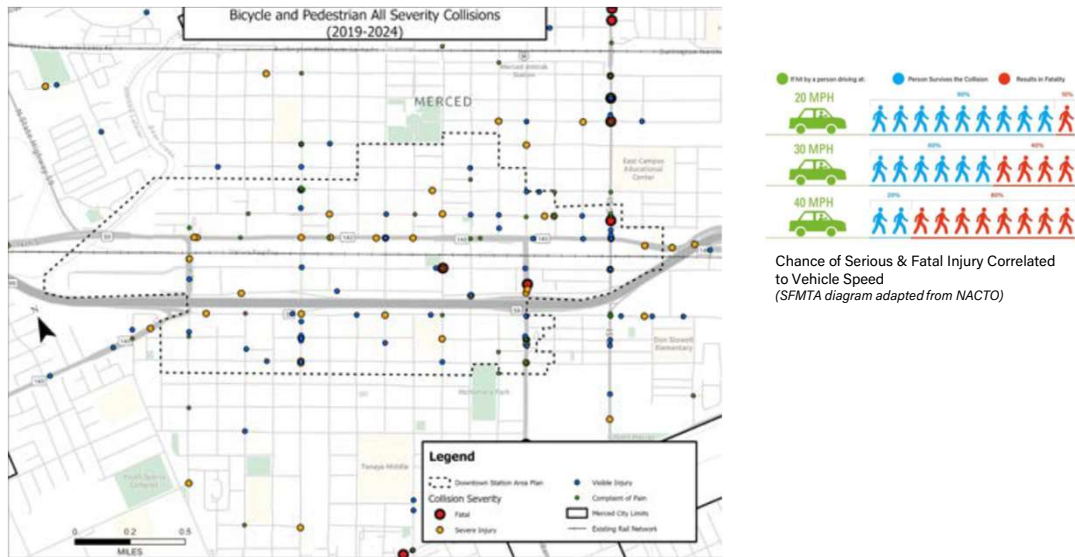
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Pedestrian Level of Traffic Stress



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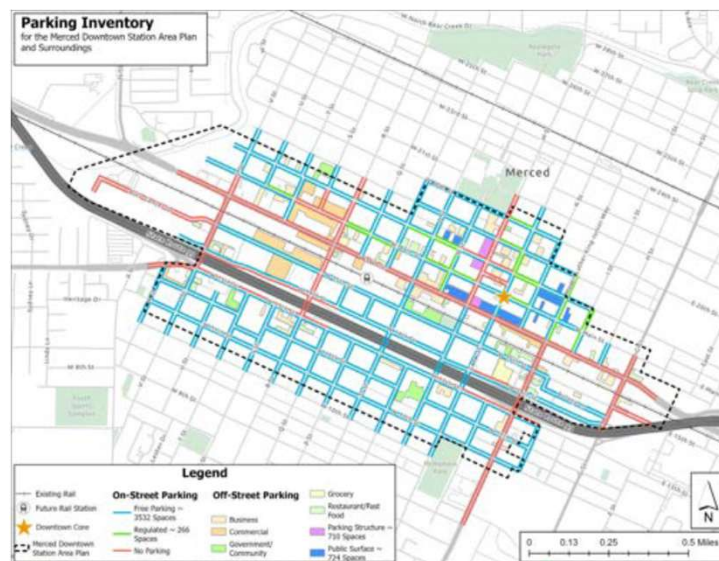
Serious & Fatal Collisions



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Parking

5,180 parking spaces appear to be ample currently.
Parking lots may be displaced by development over time.



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MERCED DOWNTOWN STATION AREA PLAN (DSAP) Workshop and Survey Results



Community MGPU Open House and DSAP Workshop, October 23, 2025 – over 60 community member attended



In addition, community-based organizations and service providers participated in a workshop on July 31, 2025.

Issue-focused interviews have also been held.

Who do we want to be? ¿Quiénes queremos ser?

Place a dot on the vision that aligns with yours.
Marca con un punto la visión que coincida con la tuya.

CITY HUB

*Live, shop, and gather in
Merced's civic hub*
Vive, compra y reúne en el centro
cívico de Merced

A lively downtown that serves as Merced's gathering place—with local shops, housing, cafés, civic facilities, entertainment and community spaces that serve Merced residents. This vision would encourage mixed-use development with a balance of housing, neighborhood retail, and small business spaces, along with government services to promote continuous activity throughout the day.



CULTURAL DESTINATION

*Arts, culture, dining, and events
for the North Central Valley*
Arte, cultura, gastronomía y eventos
para el norte del Valle Central

A vibrant destination for the North Central Valley, known for its restaurants, cultural venues, theaters, and nightlife that draw visitors from across the region. This vision would guide land use toward entertainment, cultural, and hospitality uses concentrated along key streets and plazas and taller mixed-use development that supports an active, visitor-oriented downtown.



URBAN LIVING DISTRICT

*Downtown living with walkable
streets and amenities*
Vida en el centro con calles
transitables y servicios

A compact, modern neighborhood lifestyle where more people can live close to work, services, and transit in apartments, lofts, and mixed-use buildings. This vision would promote higher-density residential and mixed-use zoning, adaptive reuse of existing buildings for housing, and policies that support affordability and accessibility.



INNOVATION DISTRICT

*Jobs, education, and new
opportunities connected by
high-speed rail*
Empleos, educación y nuevas
oportunidades conectadas por tren
de alta velocidad

A hub of creativity and learning where education, technology, and entrepreneurship come together to grow Merced's economy—strengthened by future rail connections linking Merced to Innovation centers in the Bay Area and other areas of California. This vision would expand employment uses such as co-working spaces, research and education facilities, and business incubators, supported by nearby housing and amenities for workers.



What should Downtown Merced have more of or is missing? Choose 3*

¿Qué debería haber más en el centro de Merced o qué le falta? Elija 3.

- 1. Restaurants**
Restaurantes
- 2. Specialty Retail Stores**
Tiendas especializadas
- 3. Grocery Store**
Tiendas de comestibles
- 4. Family Activities**
Actividades familiares
- 5. Arts & Entertainment**
Arte y entretenimiento
- 6. Events & Festivals**
Eventos y festivales
- 7. Community Gathering Spaces**
Espacios de reunión comunitarios
- 8. Recreation & Wellness**
Recreación y bienestar
- 9. Housing**
Vivienda
- 10. Office and Employment**
Oficinas y empleo

grocery is needed for walkable city w/ housing.

+ green space
+ walkability
* bikeability (w/ cars right here, what side)

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Where do you think the Downtown Station Area should focus its efforts?

¿En qué cree que debería centrar sus esfuerzos la zona de la estación del centro?

Each line represents a spectrum between two priorities. Place a dot on each line to show where you think the right balance should be.

Cada línea representa un espectro entre dos prioridades. Coloca un punto en cada línea para indicar dónde crees que debería estar el equilibrio adecuado.

HOUSING EMPHASIS
ENFOQUE EN LA VIVIENDA

EQUAL EMPHASIS
ÉNFASIS IGUAL

JOB/ BUSINESS EMPHASIS
ÉNFASIS EN TRABAJOS/ NEGOCIOS

FAMILY-FRIENDLY EMPHASIS
ENFOQUE FAMILIAR

EQUAL EMPHASIS
ÉNFASIS IGUAL

NIGHTLIFE/ YOUNG ADULTS EMPHASIS
ÉNFASIS EN LA VIDA NOCTURNA / ADULTOS JÓVENES

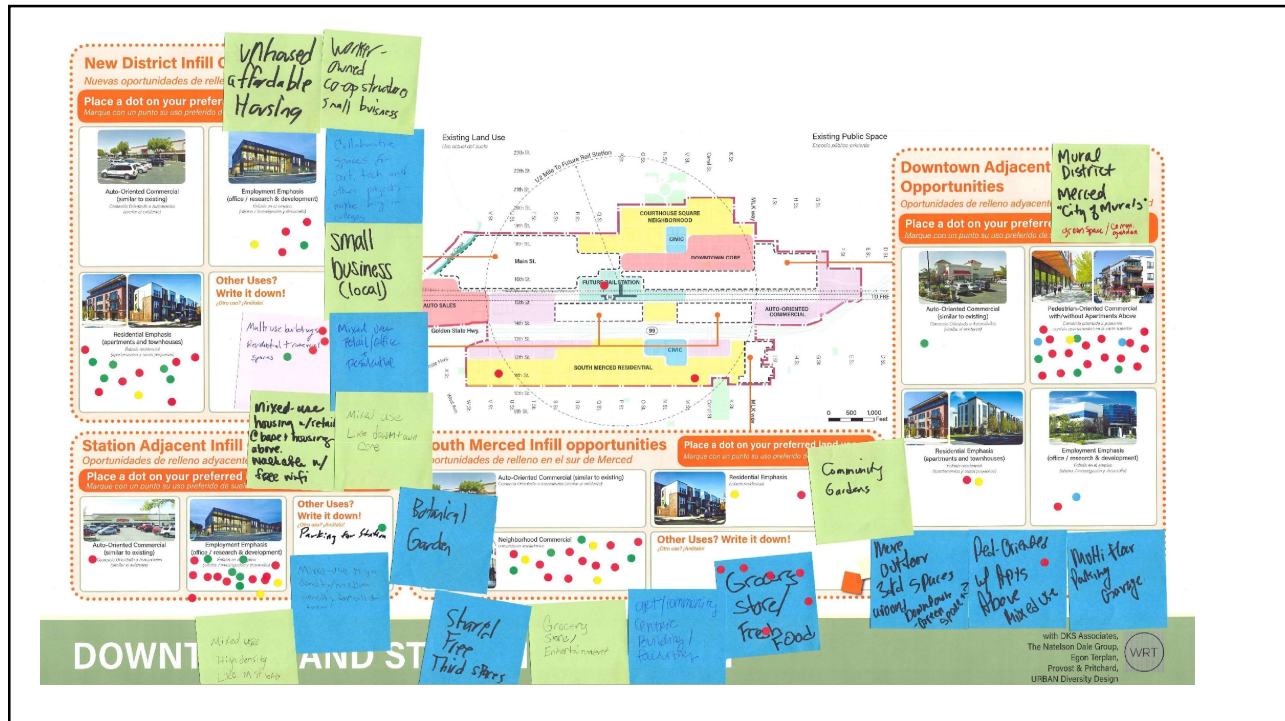
LOCAL/ SMALL BUSINESS EMPHASIS
EMPRESAS LOCALES/ PEQUEÑAS EMPRESAS

EQUAL EMPHASIS
ÉNFASIS IGUAL

STATE/ NATIONAL CHAIN EMPHASIS
ÉNFASIS EN CADENAS ESTATALES / NACIONALES

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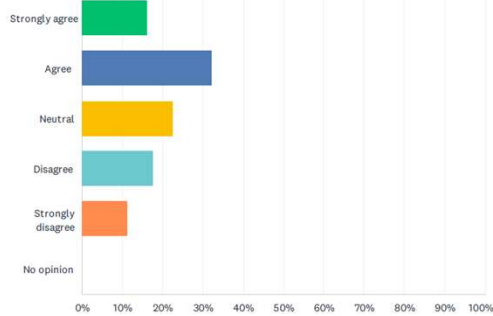


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PRELIMINARY SURVEY RESULTS (as of November 3, 2025)

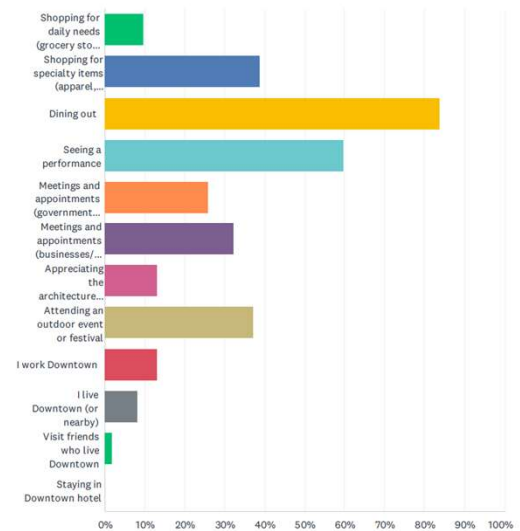
Q1 The Downtown Core (see map) is a thriving commercial and cultural destination.

Answered: 62 Skipped: 0



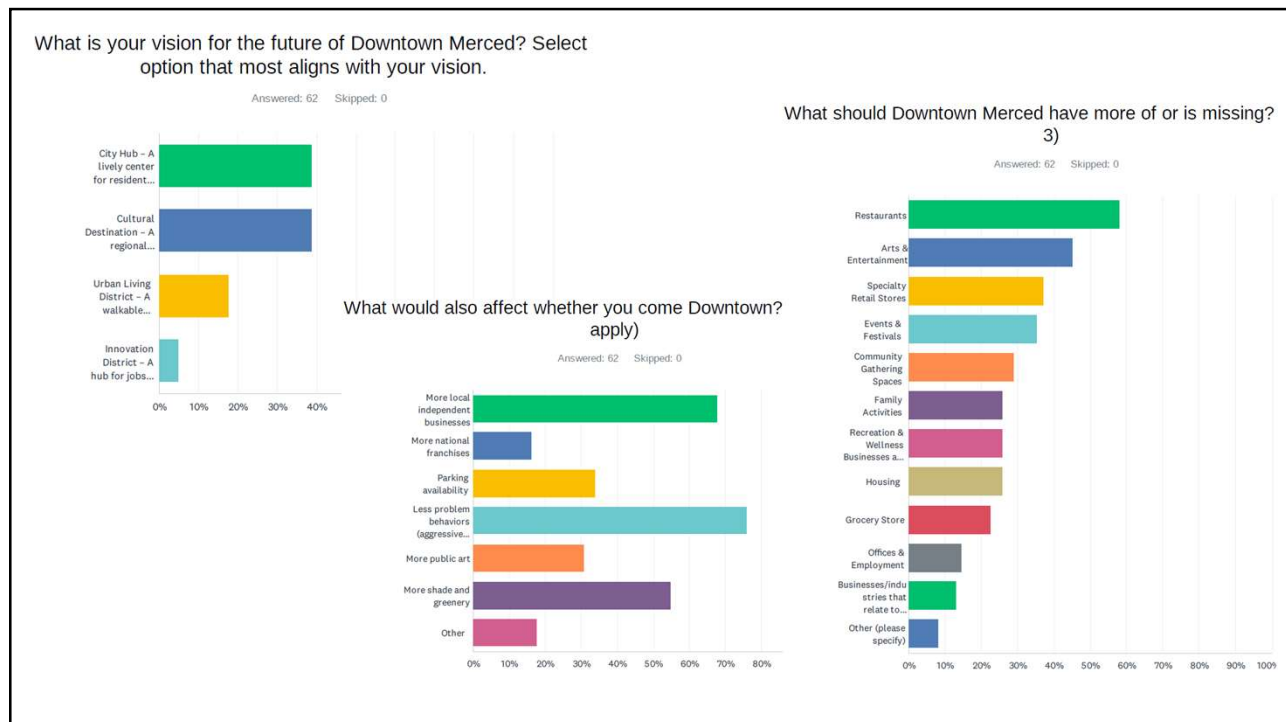
Q2 Why do you come Downtown (check all that apply)?

Answered: 62 Skipped: 0

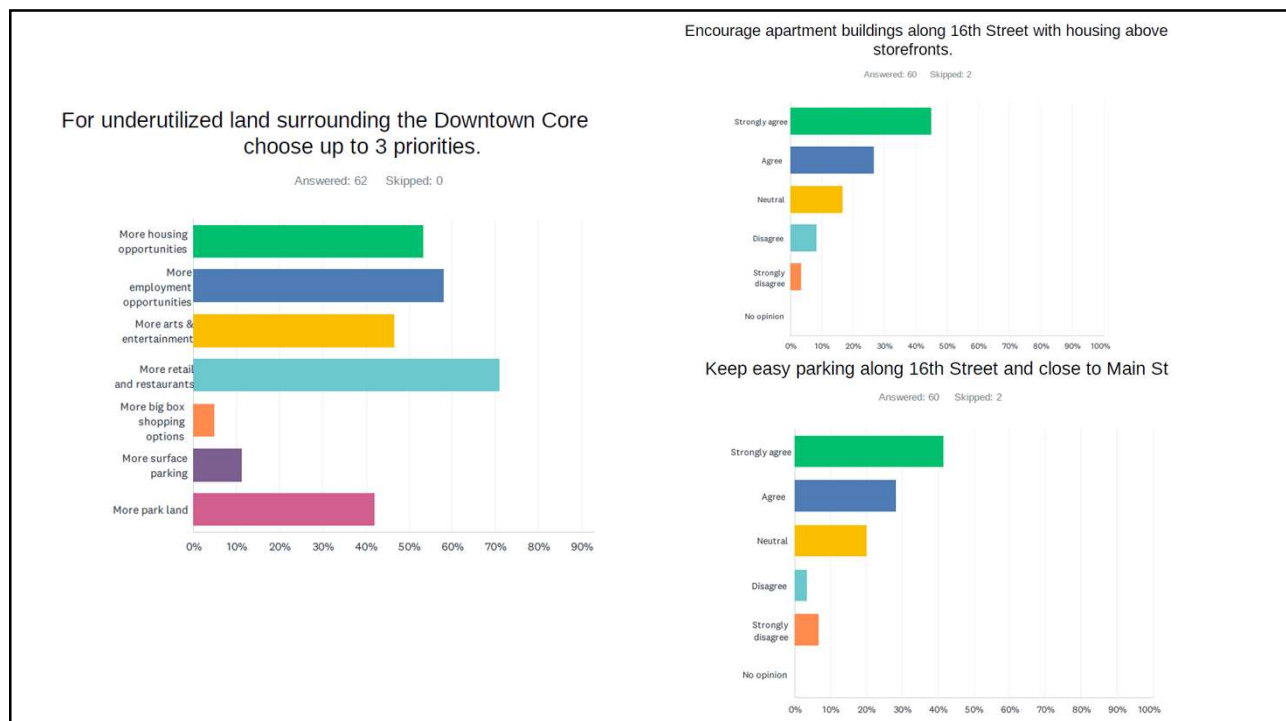


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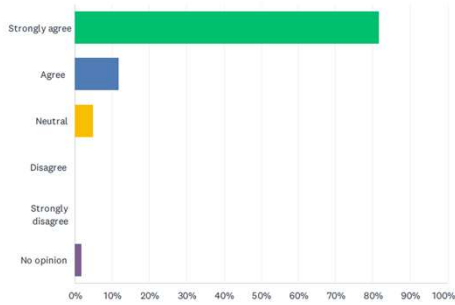
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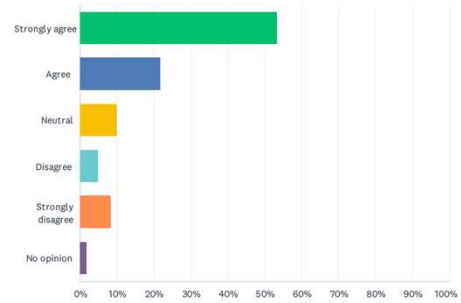
Q8 Pedestrian connections between Downtown and the planned High Speed Rail station should be safer and more welcoming

Answered: 60 Skipped: 2



Q11 16th Street should place less emphasis on moving cars quickly and instead serve as a "multimodal boulevard" that balances the needs of cars, buses, bikes, and pedestrians.

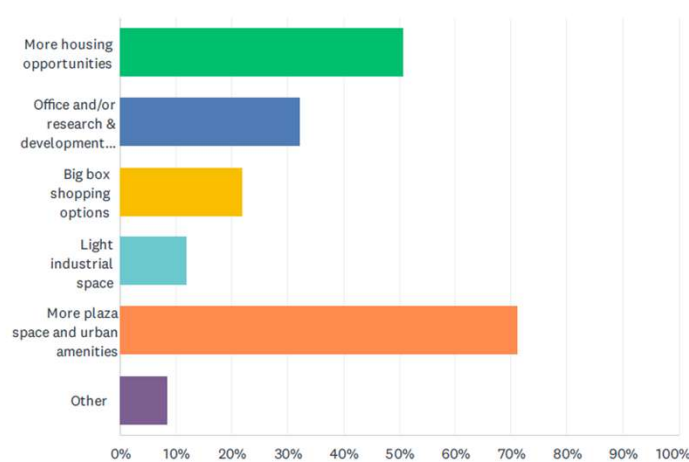
Answered: 60 Skipped: 2



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Q12 Check your top land use priorities for future development near the planned High Speed Rail station (choose up to 2).

Answered: 59 Skipped: 3

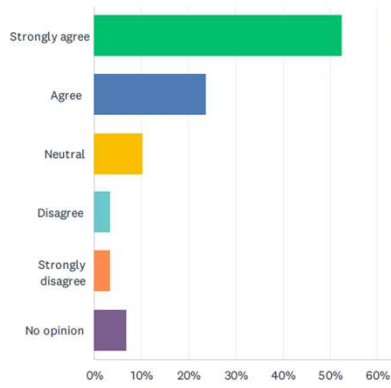


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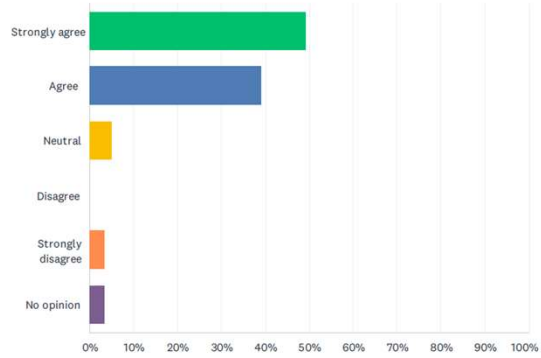
Q14 As a pedestrian or bicyclist, crossing Highway 99 is extremely difficult and highway undercrossing improvements are of vital importance.

Answered: 59 Skipped: 3



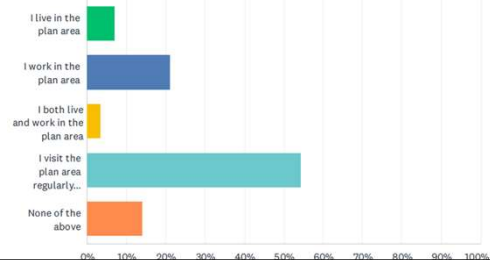
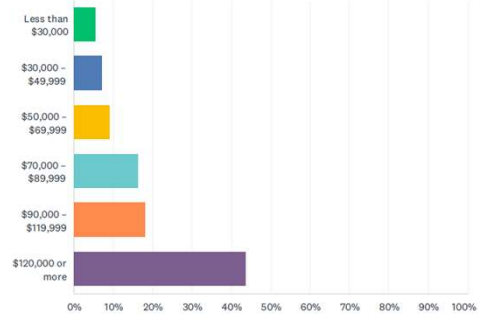
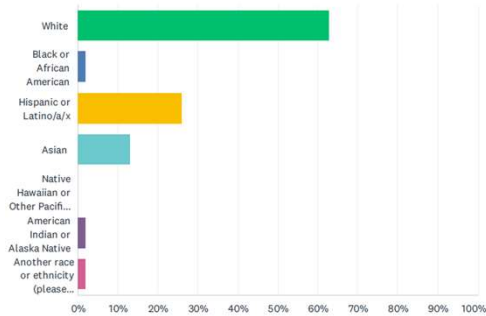
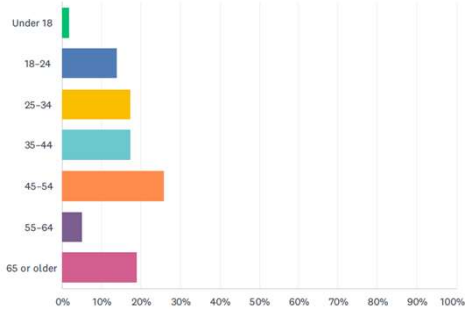
Q15 Generate more community activity, such as to allow more live-work uses and encourage more neighborhood-serving commercial near the part of South Merced that is in the Downtown Station Area.

Answered: 59 Skipped: 3



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RESPONDENT DEMOGRAPHICS (as of November 3, 2025)



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Draft Goals and Visioning**Land Use**

- City and Regional Center
- Commercial and Cultural Destination
- Residential Neighborhoods
- Housing and Employment Opportunities
- Education and Government Services

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Economic Development

- Urban Vitality
- Support Local Businesses
- Arts and Culture
- Tourism
- Housing
- Leverage UC Merced and High Speed Rail
- Placemaking and Branding

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Mobility

- Pedestrian and Bicycle Connections
- Prioritize Pedestrian Safety and Experience
- Effective Transit – local, regional, and inter-regional
- Address Needs of Motorists

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Next Steps

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