

MERCED DOWNTOWN STATION AREA PLAN (DSAP) **CAFG Meeting Objectives**



Introductions: CAFG, City staff, consultants

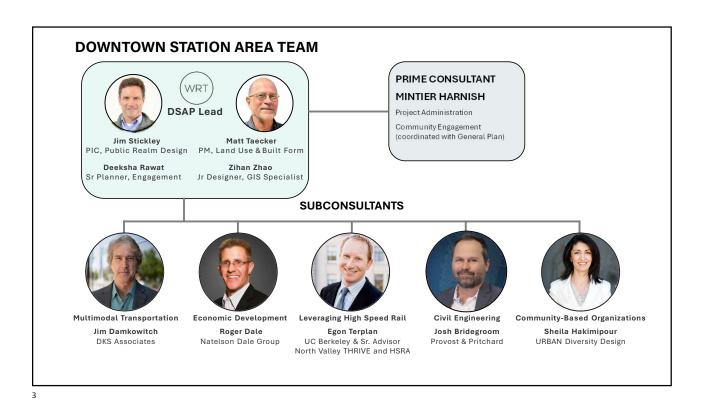
Project Description: general purposes, schedule & milestones

Existing Conditions and Needs: background and takeaways

Community Engagement: workshop, survey, & other outreach

Goals: reactions to working draft

Visioning: CAFG member aspirations



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**

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

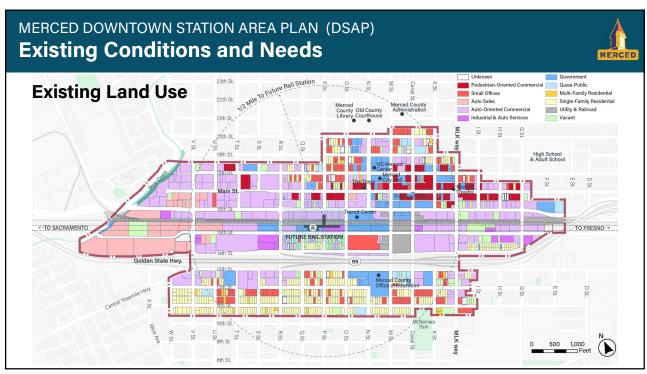
Sam Pipes Room

February 2 (5-6pm) Joint Meeting of City Council and Planning Commission

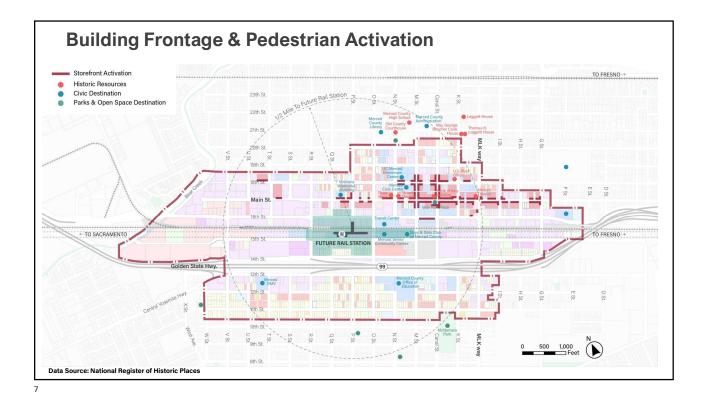
February 25 (6-8pm) CAFG: DSAP draft policy direction and development

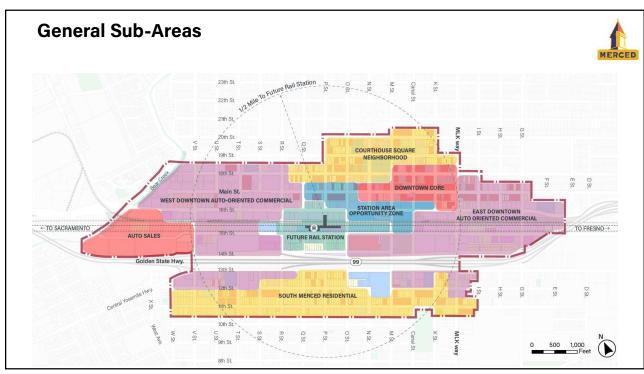
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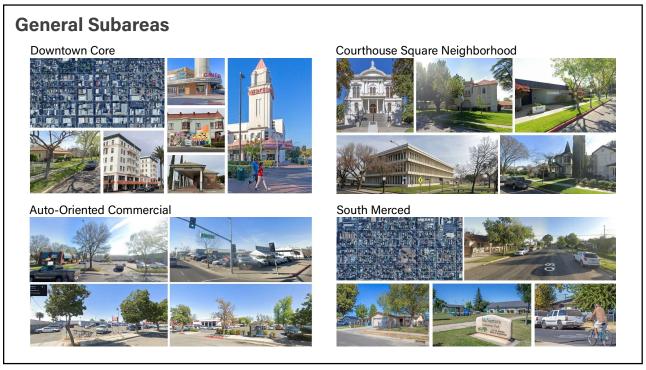
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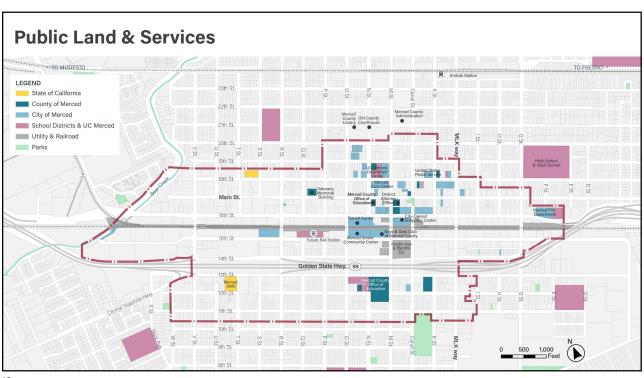


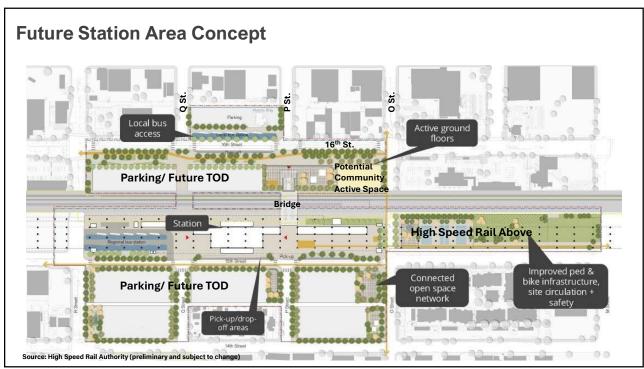
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High Speed Rail Phases and Planning Opportunities DAY 0: **DAY 1: DAY 2:** CENTRAL **BAY AREA** PRE-STATION **VALLEY SERVICE & LA SERVICE** > HSR, ACE, Amtrak, MTA, YART ➤ Major Investments in R&D, etc. ➤ Signature Station and Plaza ➤ Housing Demand & Growth Downtown Extension > Recreation & Placemaking to Station ➤ Main Street Early Investments in Revitalization 2.0 R&D, etc.

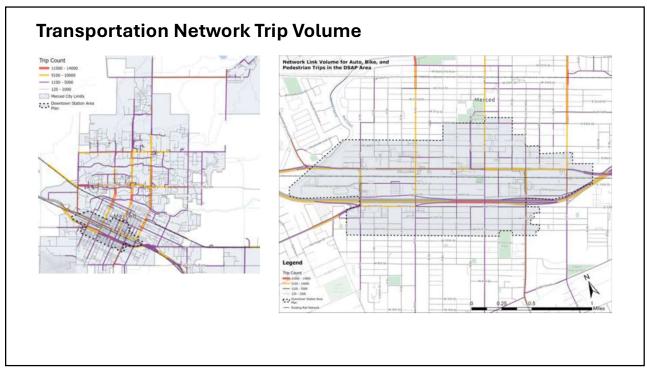
Market Potential and Economic Development Opportunities

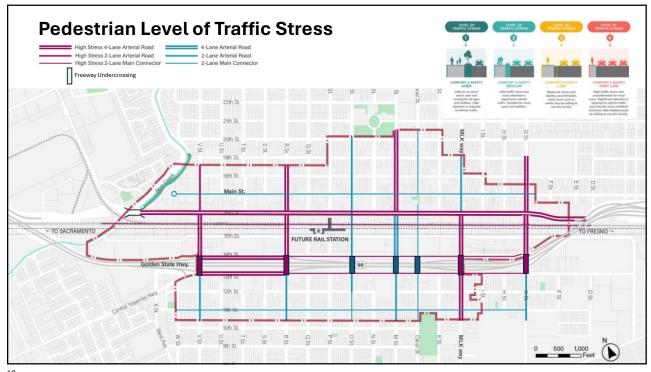
- Commercial and cultural destinations
- Employment
- Education and UC Merced
- urban housing
- Adjacent to Courthouse Square

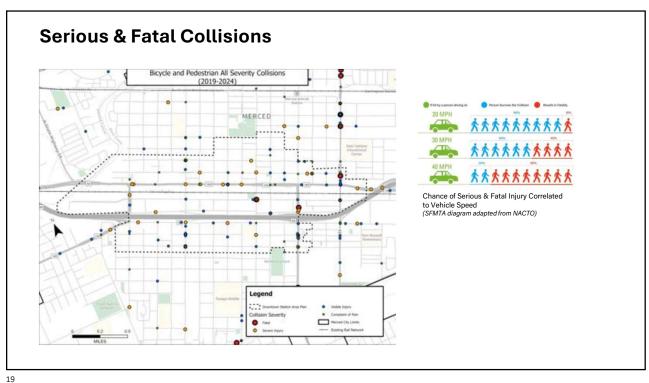
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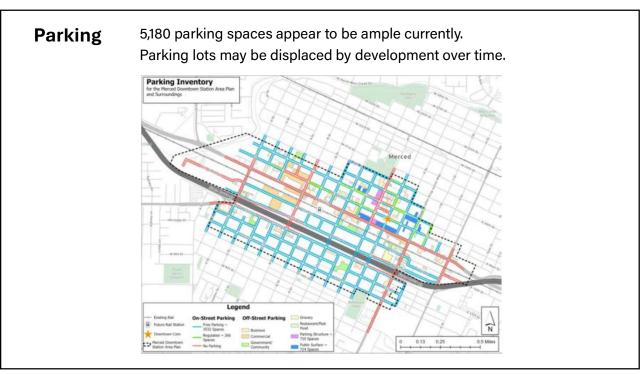
Market Potential and Economic Development Opportunities

- 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.









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



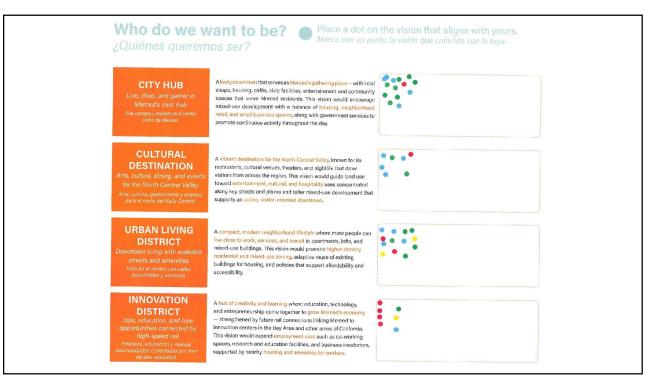


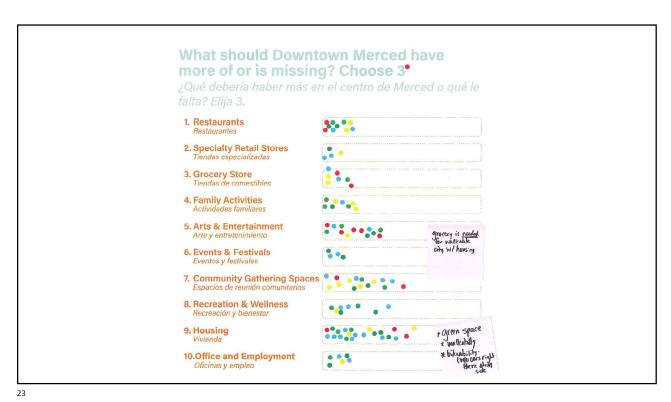


In addition, community-based organizations and service providers participated in a workshop on July 31, 2025.

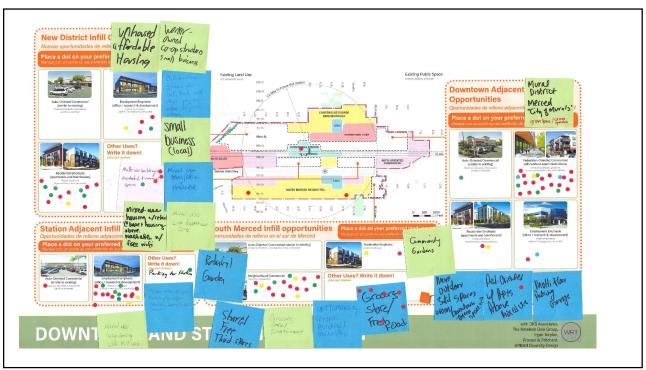
Issue-focused interviews have also been held.

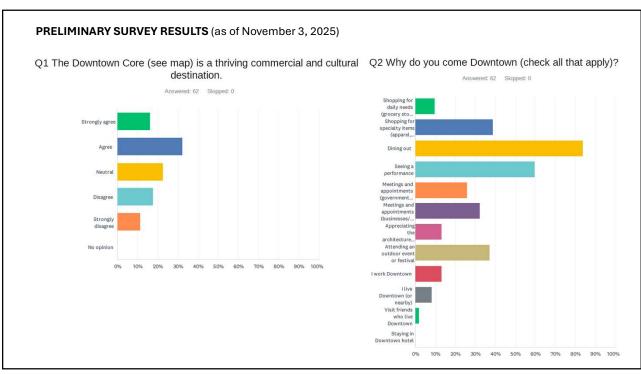
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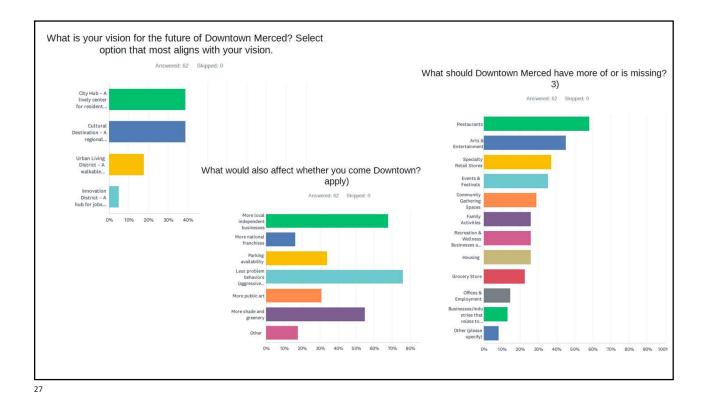












For underutilized land surrounding the Downtown Core choose up to 3 priorities.

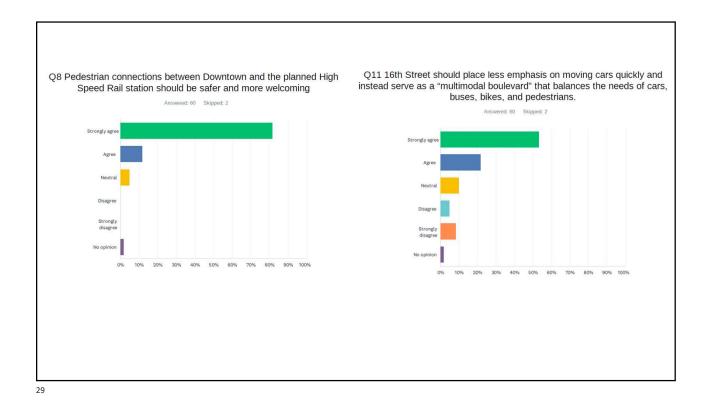
Accounted: 62 Skippet: 0

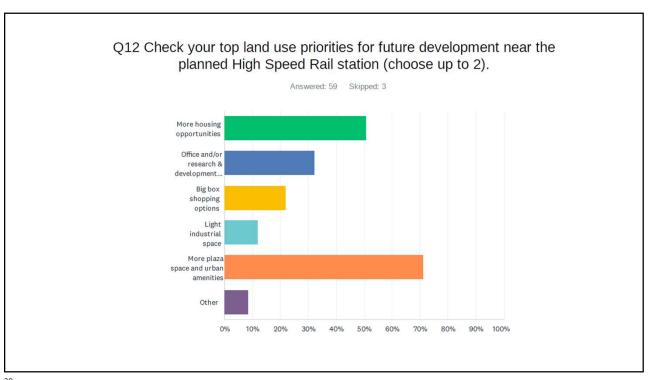
More housing apportunities

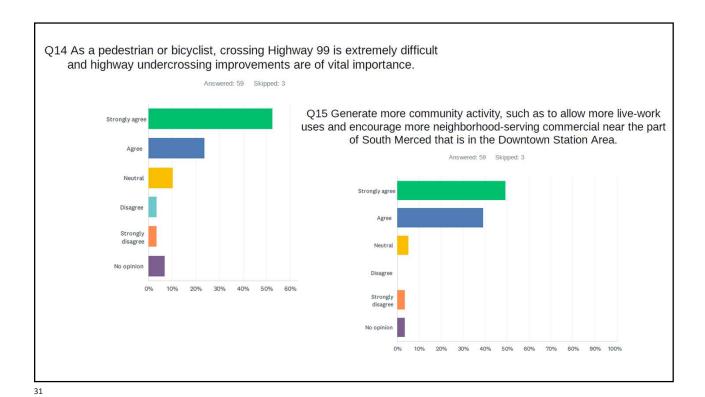
More read and restaurants

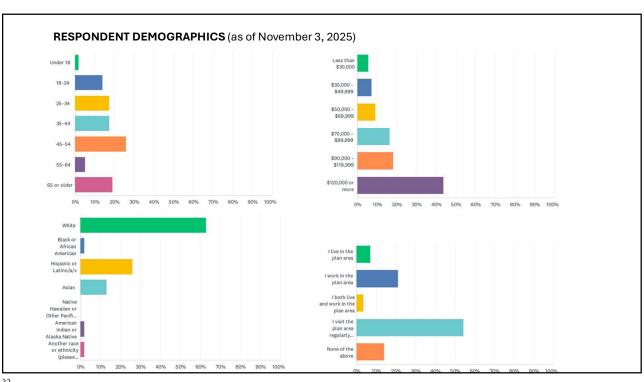
More park land

One 10% 20% 30% 40% 50% 60% 70% 80% 90%









MERCED DOWNTOWN STATION AREA PLAN (DSAP) **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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