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MERCED GENERAL PLAN (UPDATE) GUIDING PRINCIPLES

- Expansion of the Sphere of Influence and city boundary with phasing of development to avoid premature conversion of agricultural land and to plan for cost-effective extension of municipal services.
- Foster compact and efficient development patterns.
- Connectivity between existing and planned urban areas. Examples include the northeast area toward UCM, the University Community, and South Merced.
- Merced as the single municipal service provider in the expanded sphere of influence.
- New development provides or pays its fair share of public services and facilities to avoid burdening existing city residents (in short, new growth pays for itself).
- Mixed-use, transit and pedestrian friendly urban villages in growth areas with direct access to commercial cores from surrounding neighborhoods.
- Commercial nodes in new growth areas to avoid the aesthetic and circulation issues associated with more common “strip commercial”.
- Circulation: Recognition of the cost and importance of the arterial street system and protect capacity with access standards. Designs that encourage all modes of transportation.
- Build community quality. High community standards for Merced’s services, infrastructure, and private development as a strategy for attracting business and industry and to benefit the City’s residents.
- Planning well in advance for industrial/business park uses and for the infrastructure needed to support such development.
- A diversity of housing types and opportunities.