
I.0 MASTER DEVELOPMENT PROCESS

The University Community Plan area is currently held by property owners who it is assumed will sell or transfer their land to private real estate developers who will undertake the actual development process. The general outline of this process will need to be specified, to the degree possible, and coordinated with other aspects of the planning effort. The Master Development Process will be managed by the property owners, pursuant to County goals and policies expressed in the UCP. The County may have a coordinating role in the Process. The following key steps are likely to be required:

IMP 1.1 PUBLIC/PRIVATE FINANCING STRATEGY

Since the development of the University Community will rely on both public and private funds, the coordination and allocation of private and public sector responsibilities will be an essential part of the implementation program. In this regard, the Master Developer will need to play a key role in developing financing strategy, as discussed further below.

IMP 1.2 ECONOMIC DEVELOPMENT PROGRAM

The Master Developer(s) must be actively engaged in marketing and economic development activity, a role that will be specified in the Contract Terms and Conditions described above. This activity will include typical marketing and tenant attraction as well as coordination with the University and local government-sponsored economic development efforts. For example, the Master Developer(s) will likely assist in the development of an Economic Development Strategy that will include targeted outreach to business sectors that will enhance academic-professional linkages between the Community and UC Merced.

2.0 DEVELOPMENT MANAGEMENT SYSTEM

The Development Management System describes the role, relationship, and sequencing of key policy documents associated with the University Community Plan. The Development Management System is basically how Merced County will regulate development of the University Community over time. Because of the unique nature of this area a special set of programs must be established, rather than relying solely upon the County's normal procedures that apply throughout the rest of the unincorporated County. These include:

IMP 2.1 MERCED COUNTY GENERAL PLAN

The University Community Plan shall be adopted as an integral chapter of the County of Merced General Plan, consistent with the California Government Code §65300 *et seq.* The UCP's policies are intended to supplement and be consistent with countywide General Plan goals, objectives, policies, and programs that are applicable to the University Community. Adoption of the UCP will

modify the County General Plan Land Use Diagram by applying a "Multiple Use—Urban Development" to the University Community planning area, as depicted on Figure 3. Existing land use zoning shall be retained in these areas until such time that Specific Plans, Development Agreements, and, where needed, County General Plan amendments are approved by the County Board of Supervisors in accordance with State Planning Law and the *California Environmental Quality Act*.

Implementation of the Area Plan goals, objectives, and policies may involve the reconsideration of the County General Plan's land use policies and designations and resource conservation strategies for lands adjoining the University Community. Should changes be proposed by the County, they shall be considered as amendments to the County General Plan, subject to *California Environmental Quality Act* review and public hearings by the Planning Commission and Board of Supervisors.

Any future amendments to the Merced County General Plan shall be evaluated for their applicability to the University Community to ensure that the unique role