



## INTRODUCTION



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The University of California (UC) is establishing a new campus in the San Joaquin Valley. This Long Range Development Plan (LRDP) is a comprehensive physical development and land use plan that will serve as a guide to future development at the new Merced campus from the initiation of its first facilities and infrastructure improvements. A LRDP identifies the physical development needed to achieve the mission and academic goals and objectives of the campus and provides a map to steer the siting of future campus facilities. The UC Merced LRDP provides this planning framework for such a campus in Merced County.

As the first LRDP for the new campus, this document also establishes a primary vision for the campus, articulating the underlying ideas that have framed its siting, layout and character. It also provides a history of planning for the campus to date, and sets policies and principles to guide future decisions. It is anticipated that, like other UC campuses, UC Merced will revise its LRDP periodically to accommodate future needs.

The LRDP is accompanied by a separate Environmental Impact Report (EIR), in compliance with the California Environmental Quality Act (CEQA). The EIR includes a detailed discussion of the environment of the Merced campus, and the potential environmental impacts of implementing this campus. It also presents mitigations to these potential impacts and alternatives to the proposed project.

The LRDP is intended to serve as a general guide to the physical development at the campus. Except for Phase 1, as described below, the LRDP does not propose a commitment to any specific project, construction schedule, or funding priority. Individual

development projects will be approved on a project-by-project basis, and will be accompanied by environmental analysis and public review in accordance with CEQA.

This LRDP includes a chapter on the first phase of campus development. Phase 1 is described in more specific detail than other portions of the LRDP. This chapter includes specific footprints of the first buildings, parking areas, landscaping, and roads. It is intended that the EIR for the LRDP will also contain the project analysis and review under CEQA for Phase 1.

### Process of Developing this LRDP

Public input played a critical part in arriving at this LRDP. Beginning in 1998, a Concept Planning Process, jointly sponsored by the University and the County, provided broad public representation and initiated many ideas on the shape of the campus. This process resulted in the concept of an integrated campus and community—a concept that continues to guide project planning today. Since that time, UC Merced and County planners have taken many measures to provide information and receive input from a variety of stakeholders and interested parties. For example, UC staff has participated on a regular basis with the Community Plan Advisory Committee and has met extensively with such groups as the Merced County Farm Bureau, the California Audubon Society, golfers of the Merced Hills Golf Course, neighborhood groups, and educational institutions at all levels. Other activities have included regular public meetings and workshops (see Figures 1.1, 1.2, 1.3 and 1.4), UC Regents meetings, appearances before the Board of Supervisors, and ongoing media updates. UC Merced has

also developed special web sites, a variety of outreach materials, and public repositories of information related to the project.

**Ongoing and Future Public Participation**

With publication of this LRDP and the supporting EIR, the public participation process will evolve into a series of activities and initiatives that are part of an ongoing public communications effort.

The Environmental Impact Report supporting this LRDP provided for a public comment phase as well as a public hearing on the document. Those comments were incorporated into the final EIR. The University is seeking to create varied methods to facilitate continuing information exchange as the LRDP is put into effect. UC Merced staff are currently exploring ideas to achieve this goal, and will seek public input regarding the organization of the communications effort. Some of the initiatives being proposed include, but are not restricted to, the following:

- Creation of a community advisory group to provide ongoing assistance during the process of making the campus a reality.
- Publication of additional outreach materials to inform the community of key events, issues, and initiatives that arise.
- Continued public updates through web site postings.
- Continued briefings to a wide range of area media.

In summary, communication with the residents of Merced County and other interested parties in California has played an important role to date in this project. UC Merced anticipates working in partnership with the community during the next important phase of development.

Every effort will be made to continue and improve these points of contact.

**Web Sites:**

<http://www.ucmerced.edu> and <http://ucmercedplanning.net>

**Public Repositories:**

SACRAMENTO	LOS BANOS
State Clearinghouse	Merced County Library
Governor’s Office of	7th Street
Planning and Research	Los Banos, CA
1400 Tenth Street, Room 222	
Sacramento, CA 95814	

MERCED AREA	MERCED COLLEGE
Merced County Library	Learning Resources Center
2100 “O” Street	3600 M Street
Merced, CA	Merced, CA

**Contact Us:**

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**Fig. 1.1** (far right, top)  
Community Workshop

**Figures 1.2, 1.3, 1.4** (far right,  
middle and bottom, near left)  
Children's ideas for UC  
Merced campus and  
community



