

From: [Curt Thomas](#)
To: [cityclerk](#)
Subject: Curtis Thomas general communication comment material
Date: Sunday, August 3, 2025 6:34:21 PM
Attachments: [Value Per Acre – Why does it matter .pptx](#)

Hello!

My name is Curtis Thomas, I'm a resident of district one, and I plan to make a comment in the general public comment section, and I'm submitting a powerpoint I would like to play alongside my statement. Please let me know that you've received this and if there's any problem with the document.

Thanks,

-Curtis

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Value Per Acre – Why does it matter?

Not all land uses are equal for city finances.

The city has a more or less fixed cost to serve and replace infrastructure on each acre it's responsible for.

If a property pays less in taxes than it costs the city to service the land it sits on, taxpayers are subsidizing it.

Napkin Math

The city's proposed budget for 24-25 was \$422 Million [source: County Times](#)

Per Wikipedia, Merced's area is 60.2 sq Km (x247.11 to get acres) == 14,876 acres.

To be net neutral for city finances, a given acre in city limits must generate at least budget / total acres in tax, or $\$422 \text{ million} / 14,876 = \$28,367/\text{acre}/\text{year}$.

Below \$28,367/acre/year, the property becomes a net negative to city finances.

We Literally Cannot Afford to be a City of Storage Units

Storage Unit on R & Yosemite:

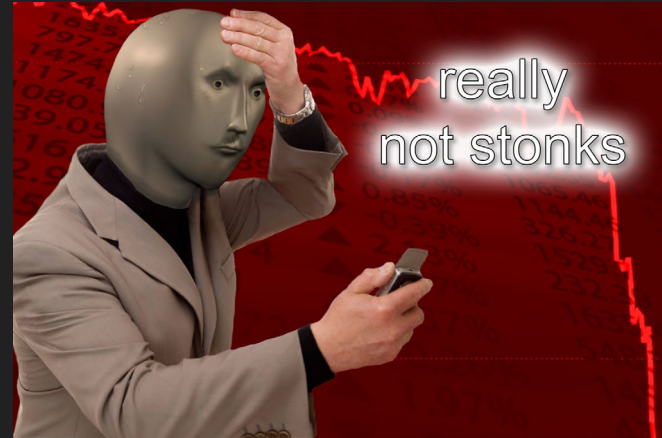
- 4.83 acres x **\$28,367/acre/year minimum** = \$137,012 in tax to be budget neutral.
- Generates **\$10,188/acre/year** in property tax, which means - **\$18,179/acre/year** for the city, total of - **\$87,804.54/year**.
- it's unlikely the padlock and tape sales are making up the \$90,000 difference.



Big Box Deficit

Merced Mall (now Marketplace at Merced)

- Occupies 53 acres, 17 of which is parking spots
- Generates **\$4,299.64/acre/year**
- **\$28,367/acre/year minimum** =
- **\$24,067.36/acre/year**
(that's -\$1,275,570/year total) for the city.
- This impact might be lessened or erased by sales tax, unlike with the storage units, but we can and should do better.



Sprawl is going to
bankrupt us in the
long run

It's ruined lots of other
cities before us, and it'll
eat our lunch too.



We can do better!

515-519 West Main St (The M lofts):

- 0.17 acres x **\$28,367/acre/year minimum** = **\$4,822.39** in tax to be budget neutral
- Property tax of **\$32,068** - \$28367 = **\$3,701** for the city on that fifth of an acre. The city is already net positive if nothing else sits on the rest of the acre.
- This property generates a **net gain of \$21,770/acre/year** (\$3701/0.17 acres) **before sales tax.**



Value Per Acre Analysis is critical!

A value per acre analysis will look at the property taxes a property generates **as well as sales taxes** to demonstrate which properties are a net negative on city resources and which are a net positive.

The long term health of our city is at stake.

We need to be able to make informed decisions about zoning.

What will you do?

Agendize a discussion item

OR

Keep subsidizing parking lots and storage units?



From: [Strong Towns Merced](#)
To: [cityclerk](#)
Subject: Public Comment: Station Area Planning Project Plan Transparency
Date: Monday, August 4, 2025 10:38:34 AM

Inspiring to see the Downtown Intermodal Commuter Station Area Planning finally beginning to get attention. Merced is at least 10 years behind on this endeavor. We strongly request that the Station Area Planning Project Manager build into its workstream a communications model similar to that of The City of Gilroy

YouTube community engagement

<https://www.youtube.com/watch?v=t8frlqvFSZ0>

City website

<https://www.vta.org/projects/gilroy-transit-center-transit-oriented-development>

There is a perception that the playbook by Merced City and County staff continues to be the same...*wait and see*.

The first Station Area Planning Workshop informed the participants of what's to come; ***less than adequate for what is needed***. The perception by participants is that the consultant and deliverables are not being managed well by the City Staff Project Manager. There is now a transparency credibility gap. What does the workshop feedback survey say? Here is the needed course correction:

1. the City Website needs a two click link to the project page with meeting videos
2. all workshops need to be recorded via YouTube for broader access
3. eliminate redundant exercises completed by ARUP/Foster + Partners
4. provide study findings (value per acre analysis, walkability scores, bicycle riding scores, placemaking scores, development readiness upzoning) on the Station Area Planning page
5. Matt Taecker, the facilitator was perceived to be less than attentive to participants questions

Action Plan: Request the City Council to agendize a presentation by the Program Manager providing an overview of the Station Area Planning project plan and workstream by 18 August 2025.

Jerry Perezchica

Strong Towns | Merced

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