

47.7± ACRES OF MIXED-USE DEVELOPMENT

BRANFORD POINT DEVELOPMENT

MERCED, CALIFORNIA

BRANFORD POINT

Development Overview

Branford Point represents a premier mixed-use development opportunity consisting of approximately 47.7± acres located immediately adjacent to the University of California, Merced. Positioned along Lake Road between Bellevue Road and La Loma Road, the property lies within the City of Merced's Sphere of Influence and is currently undergoing annexation into the city, with rezoning anticipated to be completed in Q3-Q4 of 2026 and projected groundbreaking targeted for Q4 2026.

The proposed development features ten flexible lots, including 1) five high-density residential parcels, 2) one medium-density residential parcel, 3) four commercial parcels—creating a well-balanced mixed-use community positioned to serve the growing UC Merced area.

Residential zoning supports 12-36 units per acre, offering strong potential for multifamily and student housing. The commercial parcels accommodate a wide range of uses, including retail, medical, office, hospitality, and restaurant concepts, with development intensity ranging from 0.35 to 6.0 FAR.

All major utilities including sewer and water are already stubbed at the property, significantly reducing development lead times and providing developers with a streamlined path toward project delivery once entitlements are finalized. Strategically located adjacent to UC Merced—one of the fastest-growing research universities in the United States—the site is uniquely positioned to benefit from long-term population growth and increasing demand for housing, services, and retail amenities. The campus currently serves approximately 9,100 students and continues to expand, creating sustained demand for student housing, multifamily housing, neighborhood retail, and service-oriented commercial development.

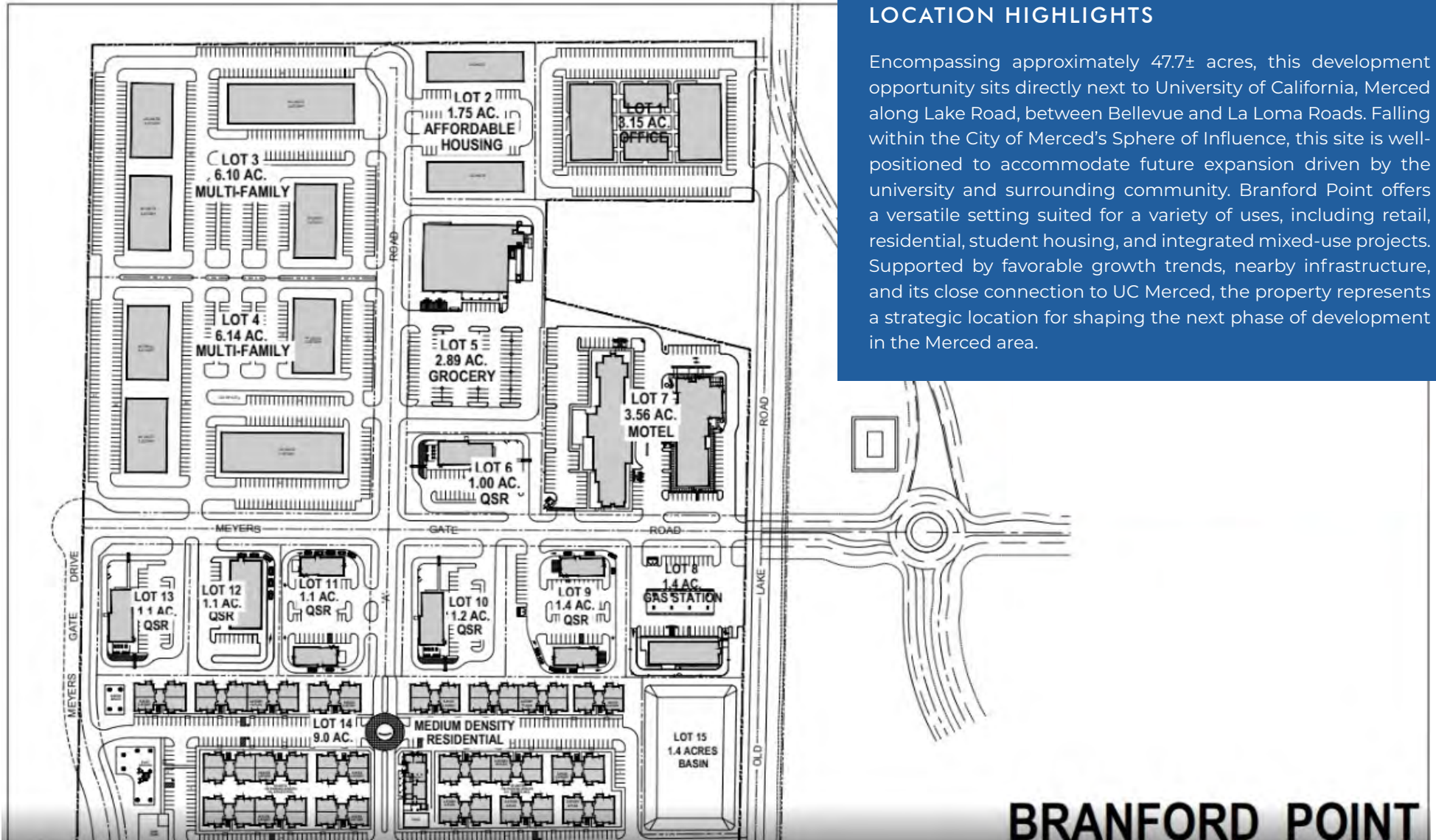
The property is being offered for sale as a single master development opportunity (call for pricing) or through strategic parcelization, allowing flexibility for a range of development strategies. Ownership is also open to pre-leasing the commercial parcels, creating an opportunity to secure big-box, junior-box, and ancillary retail tenants prior to construction, which can significantly enhance project value and financing potential for future developers.

Branford Point presents a rare opportunity for retail developers, multifamily developers, single-family homebuilders, student housing developers, and mixed-use master developers to participate in one of California's fastest-growing university markets. With strong demographic drivers, proximity to UC Merced, flexible development potential, and infrastructure already in place, Branford Point offers a compelling foundation for a landmark mixed-use community serving the next phase of Merced's growth.



BRANFORD POINT

Site Plan



LOCATION HIGHLIGHTS

Encompassing approximately 47.7± acres, this development opportunity sits directly next to University of California, Merced along Lake Road, between Bellevue and La Loma Roads. Falling within the City of Merced's Sphere of Influence, this site is well-positioned to accommodate future expansion driven by the university and surrounding community. Branford Point offers a versatile setting suited for a variety of uses, including retail, residential, student housing, and integrated mixed-use projects. Supported by favorable growth trends, nearby infrastructure, and its close connection to UC Merced, the property represents a strategic location for shaping the next phase of development in the Merced area.

BRANFORD POINT

Utility Infrastructure and Zoning Allowances

UTILITY INFRASTRUCTURE

Commercial retail pads may be delivered in pad-ready condition, with utilities stubbed to each lot and curbs and gutters already installed.

SITE READINESS

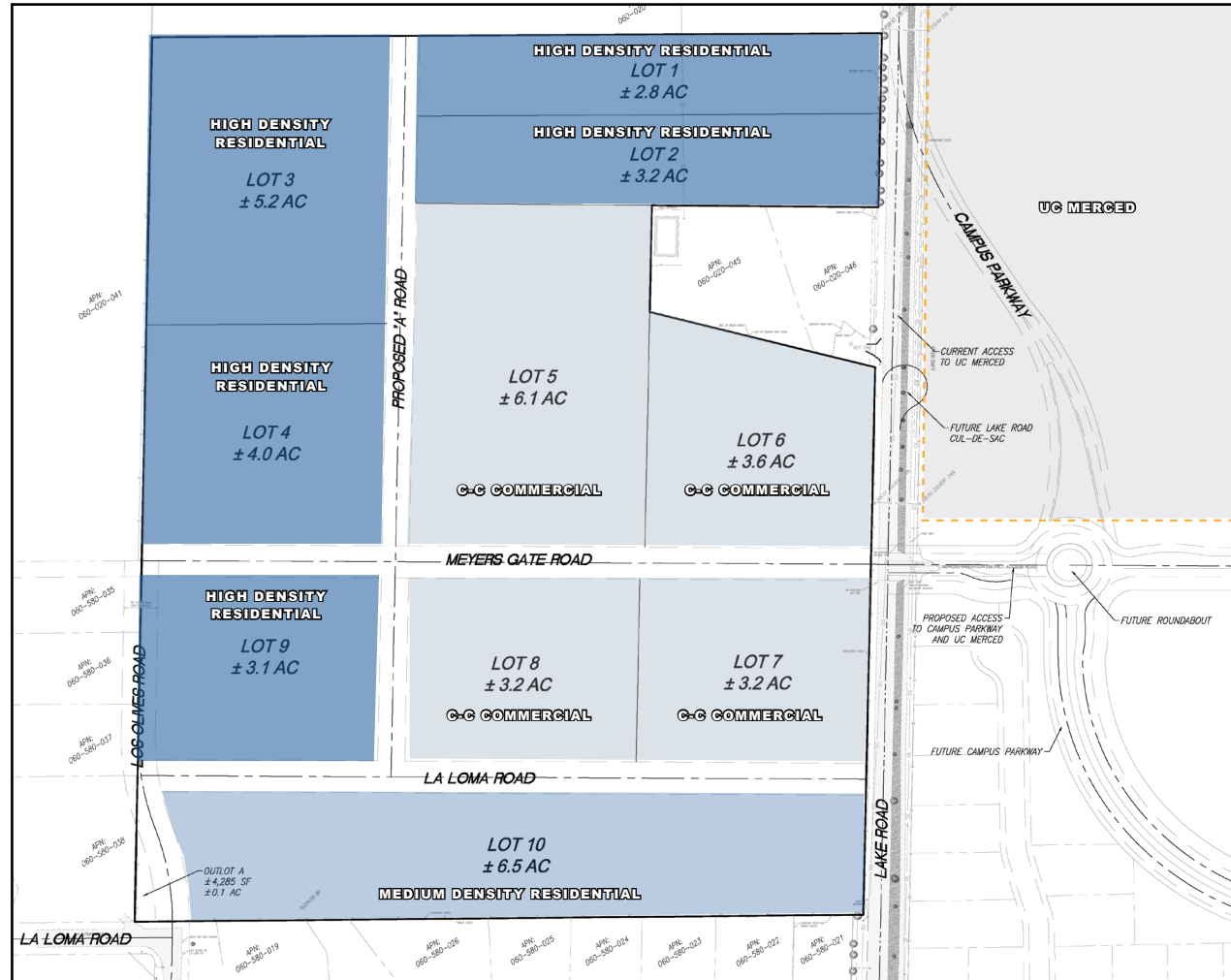
Entitlements and governmental approvals are currently projected for completion by August 2026.

ZONING AND DENSITY ALLOWANCES

High Density Residential: Duplex, Multi-Family Dwellings, Single-Family Dwellings, Day Care
Density: 24 to 36 units per acre

Medium Density Residential: Duplex, Multi-Family Dwellings, Single-Family Dwellings, Day Care.
Density: 12 to 24 units per acre

C-C Commercial: Retail, Services, Clinics, Banks, Multi-Family Residential, Office, Hotels, Restaurants, R&D (conditional use).
Intensity: 0.35 to 6.0 floor area ratio



ENTITLEMENT & ANNEXATION STATUS

Site estimated to be fully entitled by the end of May 2026.

BRANFORD POINT

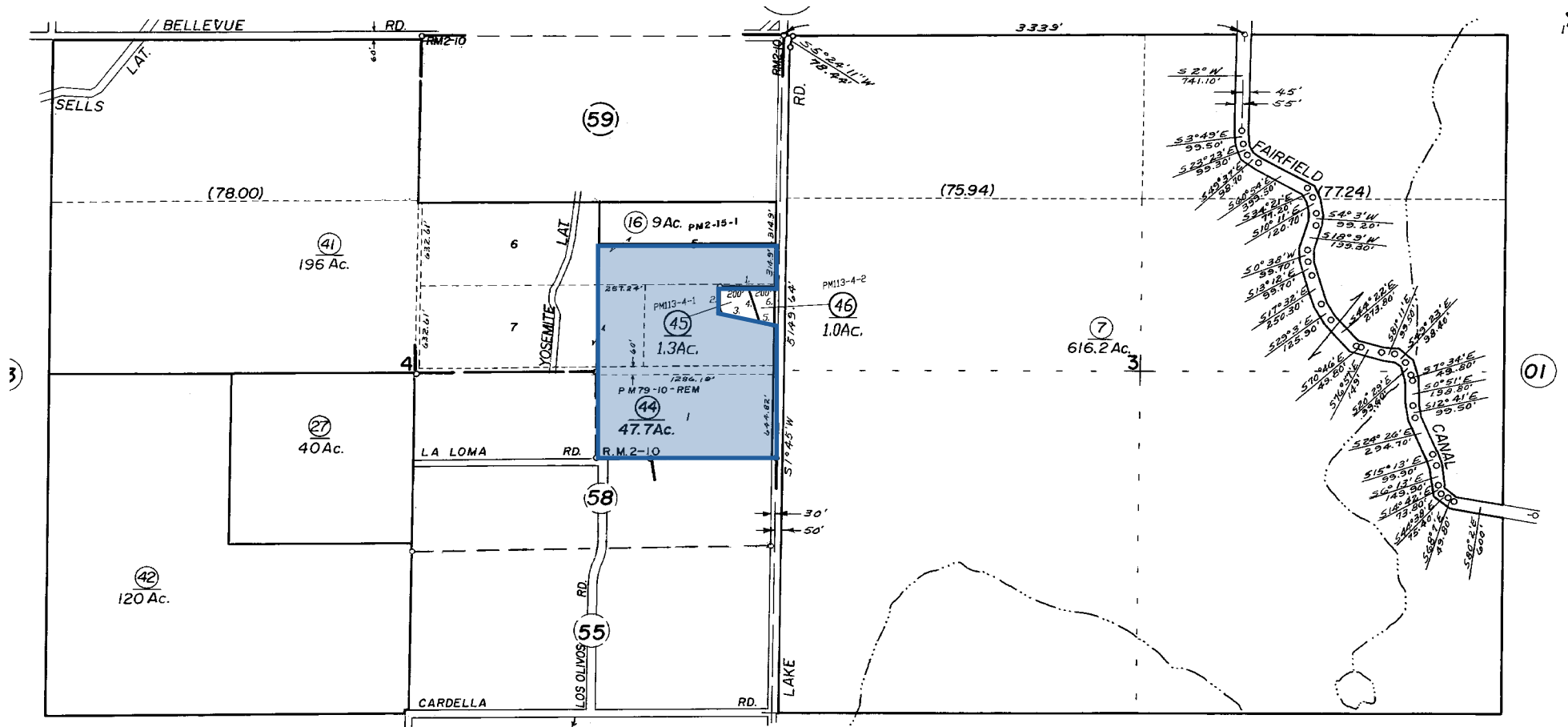
Development Potential



LOT	DEVELOPMENT POTENTIAL	ACRES
1	68-100 Units	2.8± AC
2	77-115 Units	3.2± AC
3	125-187 Units	5.2± AC
4	96-144 Units	4.0± AC
5	93,000-1,594,296± SF	6.1± AC
6	54,886-940,896± SF	3.6± AC
7	48,788-836,352± SF	3.2± AC
8	48,788-836,352± SF	3.2± AC
9	75-111 Units	3.1± AC
10	78-156 Units	6.5± AC

BRANFORD POINT

Parcel Map



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UC Merced Growth Trends & Regional Demographics

UC MERCED STUDENT POPULATION & GROWTH TRENDS

One of the most compelling drivers of long-term value for Brandford Point is its immediate proximity to the University of California, Merced, one of the fastest-growing campuses within the University of California system.

UC Merced opened in 2005 as the newest campus in the UC system and has experienced rapid expansion since its founding.

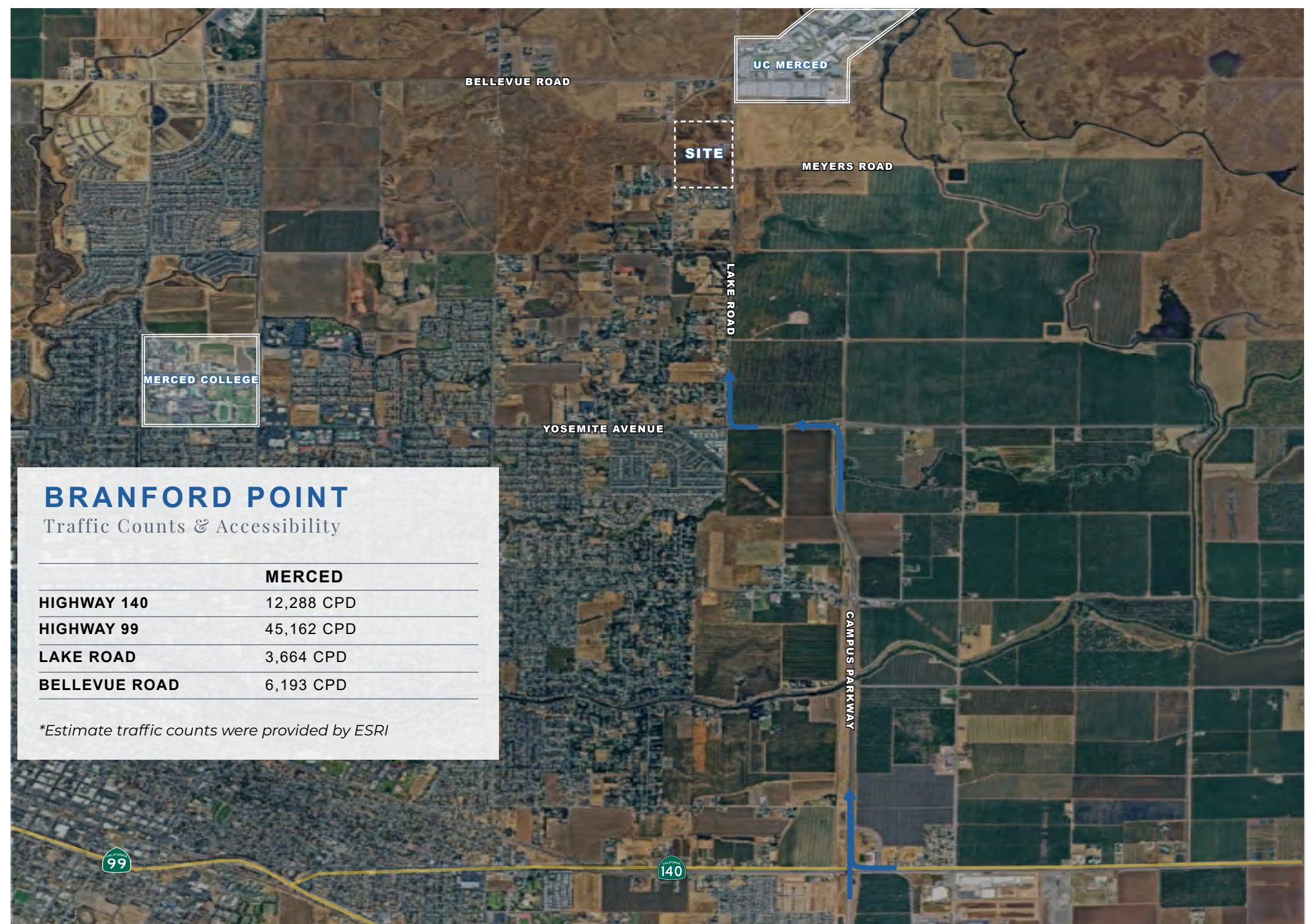
Key growth indicators include:

- Current enrollment of approximately 9,100± undergraduate and graduate students (Fall 2024-2025)
- Applications are rising ±12% YoY. Continued growth is expected, but dependant on housing, infrastructure and yeild improvements
- Long-term campus planning designed to support 20,000± students at full buildout
- Over 850 acres of campus development
- Billions of dollars invested in campus infrastucture and expansion
- A nationally recognized research university focused on science, engineering, and sustainability

The university continues to experience consistent enrollment growth, which is driving demand for housing, services, retail, and employment opportunities throughout the surrounding region. The university continues to experience consistent enrollment growth, which is driving demand for housing, services, retail, and employment opportunities throughout the surrounding region.

A photograph of the University of California Merced campus. In the foreground, a large, grey, rectangular sign with the words "UNIVERSITY OF CALIFORNIA" and "MERCED" in raised, white letters. Behind the sign, a modern, multi-story university building with a grid of windows and a prominent palm tree are visible against a clear blue sky.

UNIVERSITY OF CALIFORNIA
MERCED



MERCED COLLEGE

BELLEVUE ROAD

UC MERCED

SITE

MEYERS ROAD

LAKE ROAD

YOSEMITE AVENUE

CAMPUS PARKWAY

BRANFORD POINT

Traffic Counts & Accessibility

MERCED

HIGHWAY 140	12,288 CPD
HIGHWAY 99	45,162 CPD
LAKE ROAD	3,664 CPD
BELLEVUE ROAD	6,193 CPD

**Estimate traffic counts were provided by ESRI*



BRANFORD POINT

CONTACT

*To Learn more about our leasing opportunities
or upcoming redevelopment plans, contact our team.*

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