

# News Release

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For Immediate Release



San Joaquin Valley  
Air Pollution  
Control District

**TO:**  
**Local news and business  
sections**

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## **Landmark development rule takes effect** *Indirect Source Review begins March 1*

(Fresno, CA) – A pioneering regulation to reduce more than 10 tons per day of air-pollution emissions created by new development in the San Joaquin Valley takes effect March 1.

The Indirect Source Review rule (ISR) sets a target for developers of larger residential, commercial and industrial projects to reduce smog-forming emissions by 33 percent and particulate emissions by 50 percent from their projects' baselines. Additionally, it creates incentives for developers to build emission-mitigating measures into their finished projects.

The San Joaquin Valley Air Pollution Control District is the first air regulatory agency in the country to bring the issue of pollution spurred by growth under a regulatory umbrella. The District's Governing Board approved the new regulation in December 2005.

"Innovative programs like this will help us clean the air," said Seyed Sadredin, deputy director of the Air District. "Given the tremendous rate of growth in the Valley, this is a major undertaking by the District."

If projected emissions still exceed the minimum baseline reductions, a project's developer will mitigate the difference by paying an off-site fee to the Air District, which would then reduce emissions by funding clean-air projects. For a typical Valley residential development of 120 single-family dwellings on 24 acres, the off-site fees would be significantly reduced with even modest on-site mitigation measures, such as installing sidewalks on both side of the street.

The rule is expected to achieve maximum emission reductions of 10.5 tons per day of nitrogen oxides and particulates by 2010.

New developments increase air pollution by prompting more vehicle trips and creating more pollution-causing activities such as landscape maintenance, fuel combustion and use of consumer products, as well as creating emissions during construction. Each day, about 94 million vehicle miles are traveled on Valley roads and that number is expected to increase as the Valley grows.

"We will be working with developers and local land-use agencies every step of the way to ensure effective and streamlined implementation," said Sadredin.

For more information about the rule or to apply for an application, developers can visit [www.valleyair.org](http://www.valleyair.org) or contact the nearest Air District office: in Fresno, at 1990 E. Gettysburg Ave. ((559-230-6000); in Bakersfield, at 2700 M St., ste. 275 ((661-326-6900); and in Modesto, at 4800 Enterprise Way ((209-557-6400).

Despite years of improved air quality in the San Joaquin Valley, the air basin still fails to meet state and federal health-based standards. Therefore, the Air District is required by federal law to adopt the most stringent control measures available to reduce emissions.

Additionally, California law (SB709) requires the Valley Air District to control emissions from indirect sources. The indirect-source measures also are commitments in the Air District's federally approved plan to meet standards for particulate matter 10 microns and smaller, as well as the District-approved ozone attainment plan.

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The Valley Air District serves San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare and the valley portion of Kern counties.