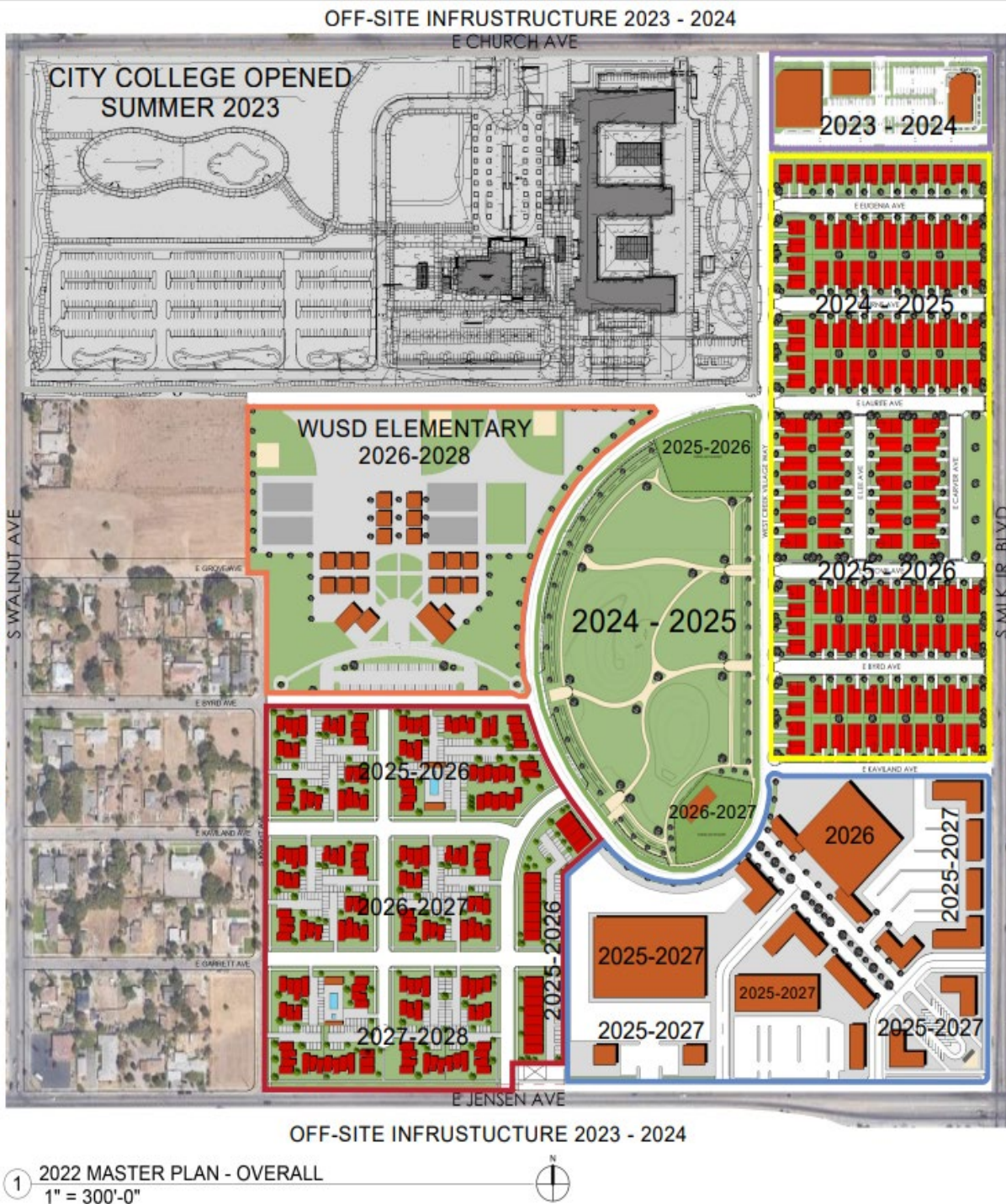


Exhibit Q-2

Applicant Presentation

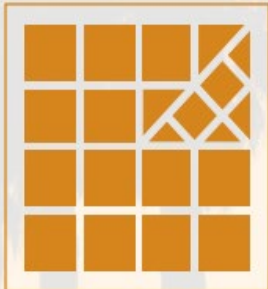
CITY COUNCIL HEARING: Conditional Use Permit Application No. P23-00835, Planned Development Permit Application No. P23-02080, and related Environmental Assessment



WEST CREEK VILLAGE DEVELOPMENT PROJECT AREA

PLANS, POLICIES, PROGRAMS,
AND STRATEGIES

ADDRESSING POLLUTION, GHG,
AND VMT WITHIN SOUTHWEST
FRESNO 2017 SPECIFIC PLAN
AREA



SOUTHWEST FRESNO SPECIFIC PLAN

FINAL PLAN • ADOPTED ON OCTOBER 26, 2017

CITY OF FRESNO

SOUTHWEST FRESNO SPECIFIC PLAN CITY OF FRESNO

ACKNOWLEDGEMENTS

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Baines III - District 3

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Southwest Specific Plan | City of Fresno

Community-Driven Planning for Equitable & Healthy Neighborhoods

Key Themes | Environmental Exposures, Food Access & Healthy Food Systems, Healthy Homes, Health & Economic Opportunities, Health & Climate Change

SUMMARY

The Southwest Fresno Specific Plan (SWSP) was initiated by the City of Fresno in 2015 and was adopted by the City Council in October 2017. The SWSP replaces the 1971 Edison Community Plan and was developed through a robust resident and stakeholder engagement process involving dozens of community meetings, focus group sessions, steering committee meetings, workshops and hearings. Key outcomes of the SWSP development process include a new zoning map that prohibits further industrial development in the community, allows for a balanced mix of housing, a community college, commercial and retail opportunities, and park space to meet the community's needs. In addition, the SWSP established policies to support public transit improvements, community greening, and public health.



LEAD AGENCY AND PARTNERSHIPS

The City of Fresno served as the lead agency and assembled a consulting team comprised of one resident community leader, city staff, the local community-based organization (CBOs) Centro La Familia Advocacy Services, Pop-Up Design & Development, Church & Flynn and state-wide firms Placeworks, Fehr & Peers, and Shared Spaces. Shared Spaces developed a draft community engagement plan and served as a primary facilitator for meetings, both for steering committee and larger community meetings, throughout the process.

Leadership Counsel for Justice and Accountability, together with the Fresno Building Healthy Communities coalition and Communities for a New California (CNC), worked throughout the process to provide information to the community and support the achievement of robust community engagement and promote responsiveness by the City and consultants to resident priorities and concerns.

D. SOUTHWEST FRESNO SPECIFIC PLAN COMMUNITY ENGAGEMENT

The outreach and participation for the planning process has been multifaceted and extensive. As of February 25, 2017, there have been fourteen Steering Committee meetings, approximately ten topic group meetings, and four community workshops. All meetings were open to the public and noticed accordingly in English and Spanish. The last three Steering Committee meetings and workshop have been a part of a supplementary phase of engagement. A community office was established in a vacant storefront in the Marcus Center at Martin Luther King Jr. Boulevard and California Avenue as a convenient venue for community members to meet and provide input on the Plan. The various components of the outreach process are described as follows.

STEERING COMMITTEE

A 21-member Steering Committee made up of neighborhood residents, business owners, developers, youth, and other stakeholders appointed by City Councilmember Oliver Baines at the beginning of the planning process, played a crucial advisory role for the Plan's development. Community organizations were represented on the Committee, including Habitat for Humanity, Action and Change, Leadership Counsel for Justice and Accountability, the Fresno Housing Authority, Centro Binacional para el Desarrollo Indígena Oaxaqueño, the Economic Development Corporation, Caltrans, and the Fresno Metro Black Chamber of Commerce. Washington Union School District as well as the State Center Community College District were also represented. The Committee's task was to understand the desires of the community (as expressed at the community workshops and topic group meetings) and apply their own knowledge as stakeholders to the development of the Plan's land use map. Every Steering Committee meeting was publicly noticed and attendance by community members welcomed.



The Steering Committee was represented by members from different organizations.



Steering Committee members working together in small groups.



Steering Committee and project team after the Planning Commission's approval of the Plan's land use map.

COMMUNITY WORKSHOPS

The initial phase of the planning process included three community workshops, held on September 15 and October 13, 2015, and on February 16, 2016. They were attended by approximately 125, 70, and 60 people, respectively. The tasks at the workshops were to identify the community's vision and issues and ultimately select a land use concept that would guide the development of the Plan's land use map, which forms the basis of the Plan.

TOPIC GROUPS

Topic groups were organized by Steering Committee members. Members of the public were invited to provide input on the issues that surfaced at the first community workshop. The majority of topic group meetings were held at the community office during the period between the first and third community workshops. The topic groups established were the following, and several of them met more than once:

- Housing
- Neighborhood-serving Retail
- Parks and Open Space
- Jobs and Economic Development
- Community Environmental Health
- Transportation
- Industrial Compatibility

COMMUNITY OFFICE

A community office was established in a vacant storefront in the Marcus Center at 858 E. California Avenue at Martin Luther King Jr. Boulevard and California Avenue to facilitate community input of various forms. In addition to the topic group meetings held in the office, a youth art-making workshop and a produce market event were also held.

OUTREACH METHODS

Prior to the first community workshop, a bilingual flyer was mailed to all property owners and residents in and beyond the Plan Area, including those within SOI boundary, inviting recipients to all three community workshops. Postcard reminders were mailed prior to each workshop. A webpage was established at www.fresno.gov/southwestplan, providing public access to public meeting materials such as agendas, presentations, summaries, and other important documents. An email list was created with all interested stakeholders, including all workshop attendees and anyone else who requested to be added to the list.



Community members working together to help identify preferred land uses for Southwest Fresno.



Community workshop at Gaston Middle School.



Steering Committee members facilitated conversations on different topics related to Southwest Fresno.



Topic groups met at a local community office to continue their discussions from the community workshop.



Community members sharing thoughts about the incompatibility of industrial uses in Southwest Fresno.



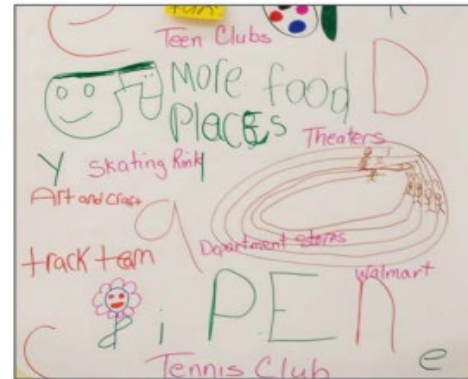
Ideas from topic groups were recorded on maps and worksheets.



The community office acted as a space for youth to share their ideas about Southwest Fresno.



Art created by youth at the community office.



Youth recorded down their desires for Southwest Fresno on paper.

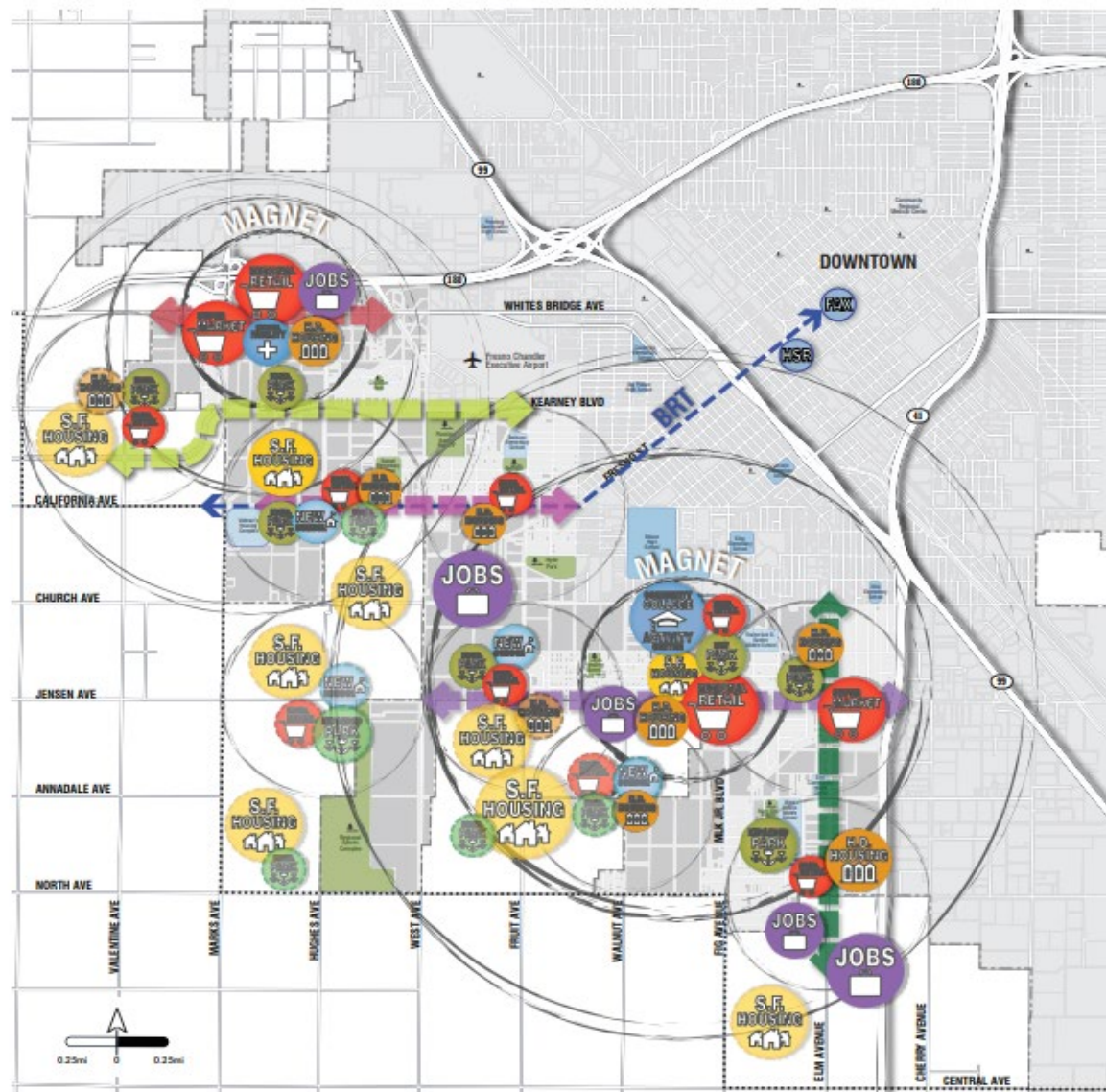


FIGURE 2-1 Conceptual Vision for Southwest Fresno



FIGURE 2-1 Conceptual Vision for Southwest Fresno

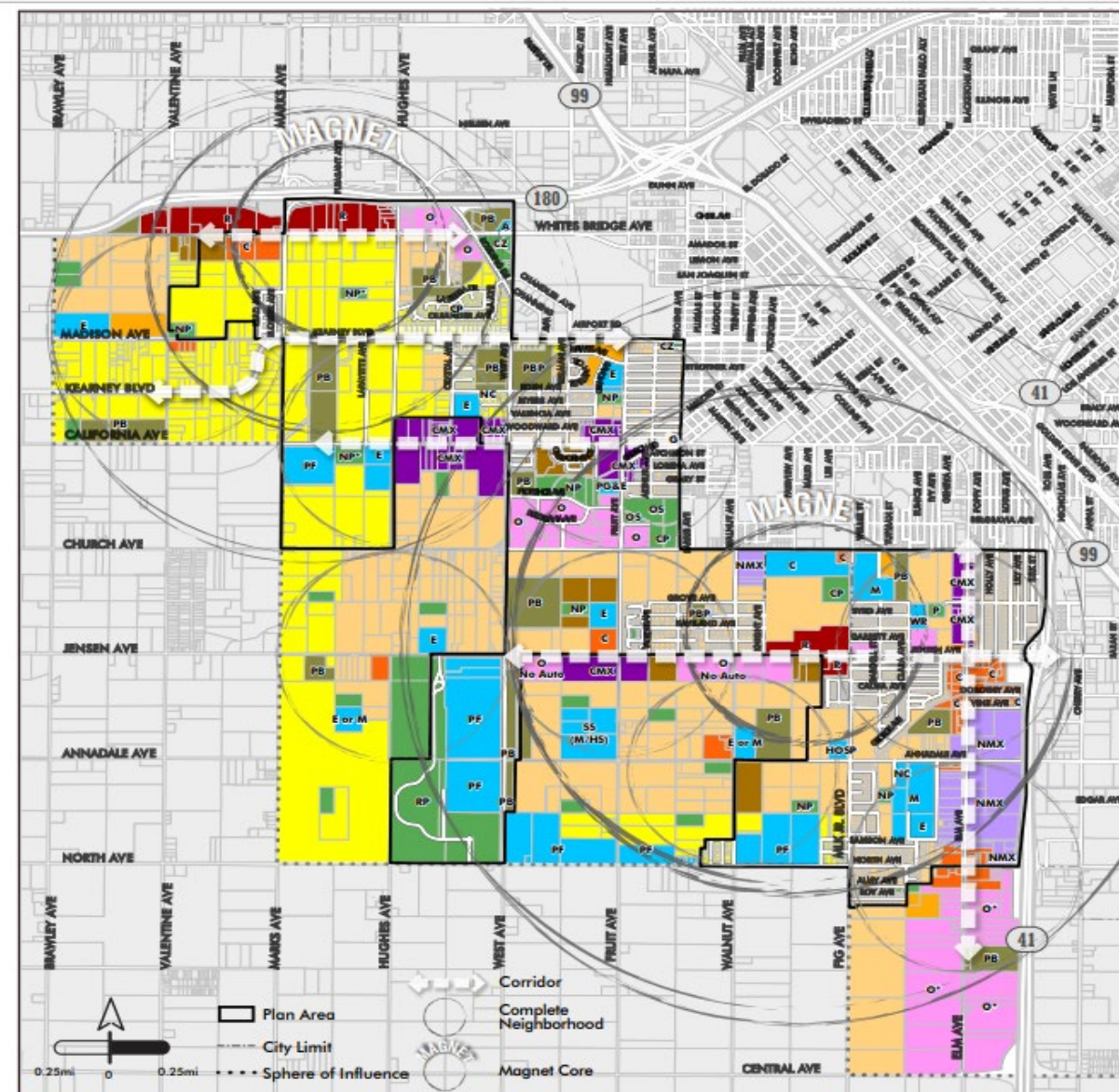


FIGURE 3-1 Land Use Map with Conceptual Overlays, including SOI

Source: City of Fresno

RESIDENTIAL

- Low Density (1-3.5 du/ac)
- Medium Low Density (3.5-6 du/ac)
- Medium Density (5-12 du/ac)
- Medium High Density (12-16 du/ac)
- Urban Neighborhood (16-30 du/ac)

COMMERCIAL

- Community
- Regional

EMPLOYMENT

- Office
- Office Restricted
Automobile, Vehicle Sales and Services are not permitted
- Office*
- Office*
After 6PM all the land in Fresno's "Downtown District" is occupied with heavy industrial uses, light industrial uses are permitted

MIXED-USE

- Corridor/Center Mixed-Use
- Neighborhood Mixed-Use

PUBLIC FACILITIES

- Public Facility
- Elementary School
- Middle School
- Special School
- College
- PG&E Station

- Water Recharge Basin
- Airport
- Church
- Hospital
- Neighborhood Center

OPEN SPACE

- Park
- Neighborhood Park
- Neighborhood Park*
The exact location of the park within the Magnet Ranch development will be determined in a future planning process.
- Community Park
- Regional Park
- Open Space
- Clear Zone

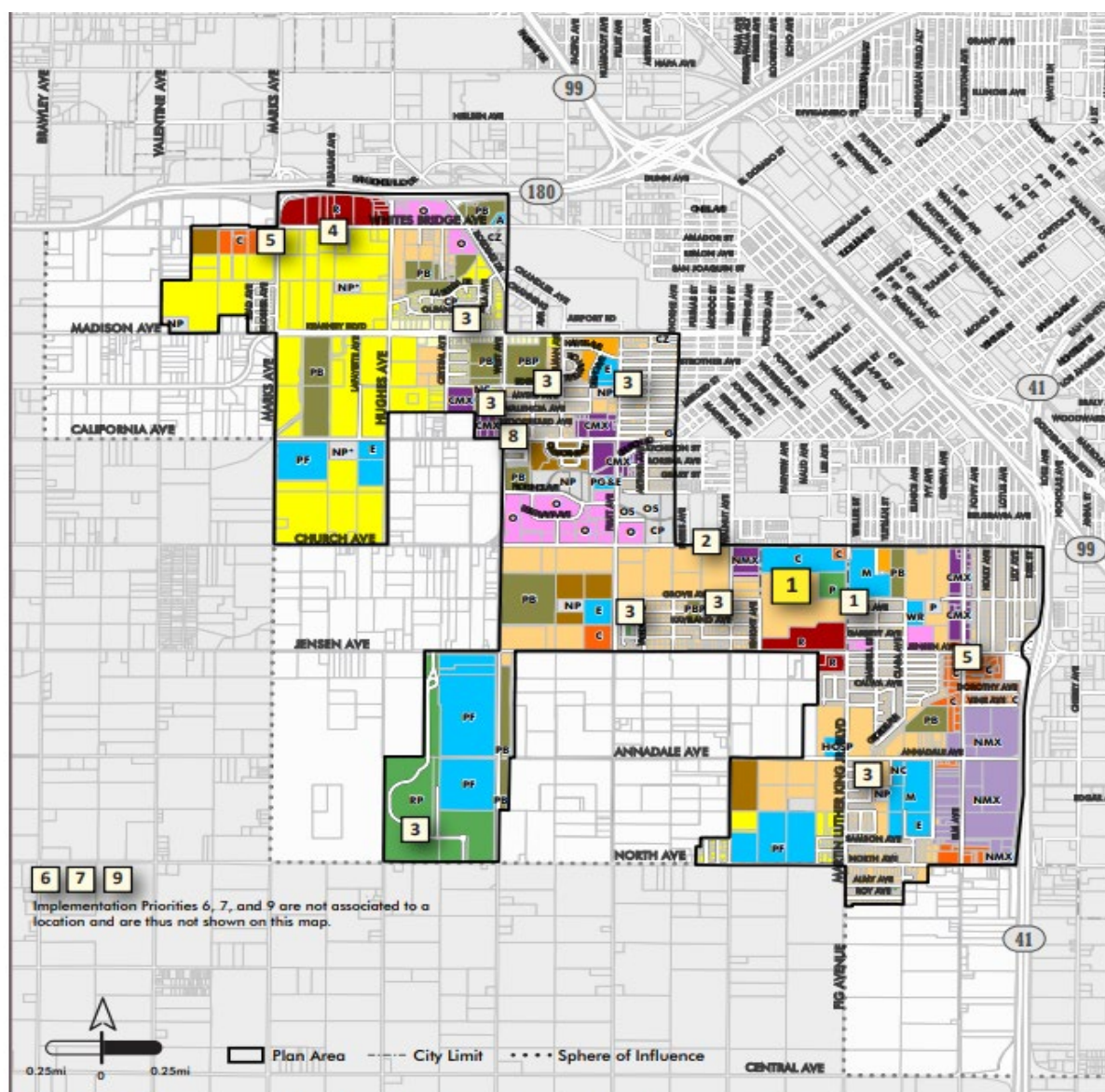
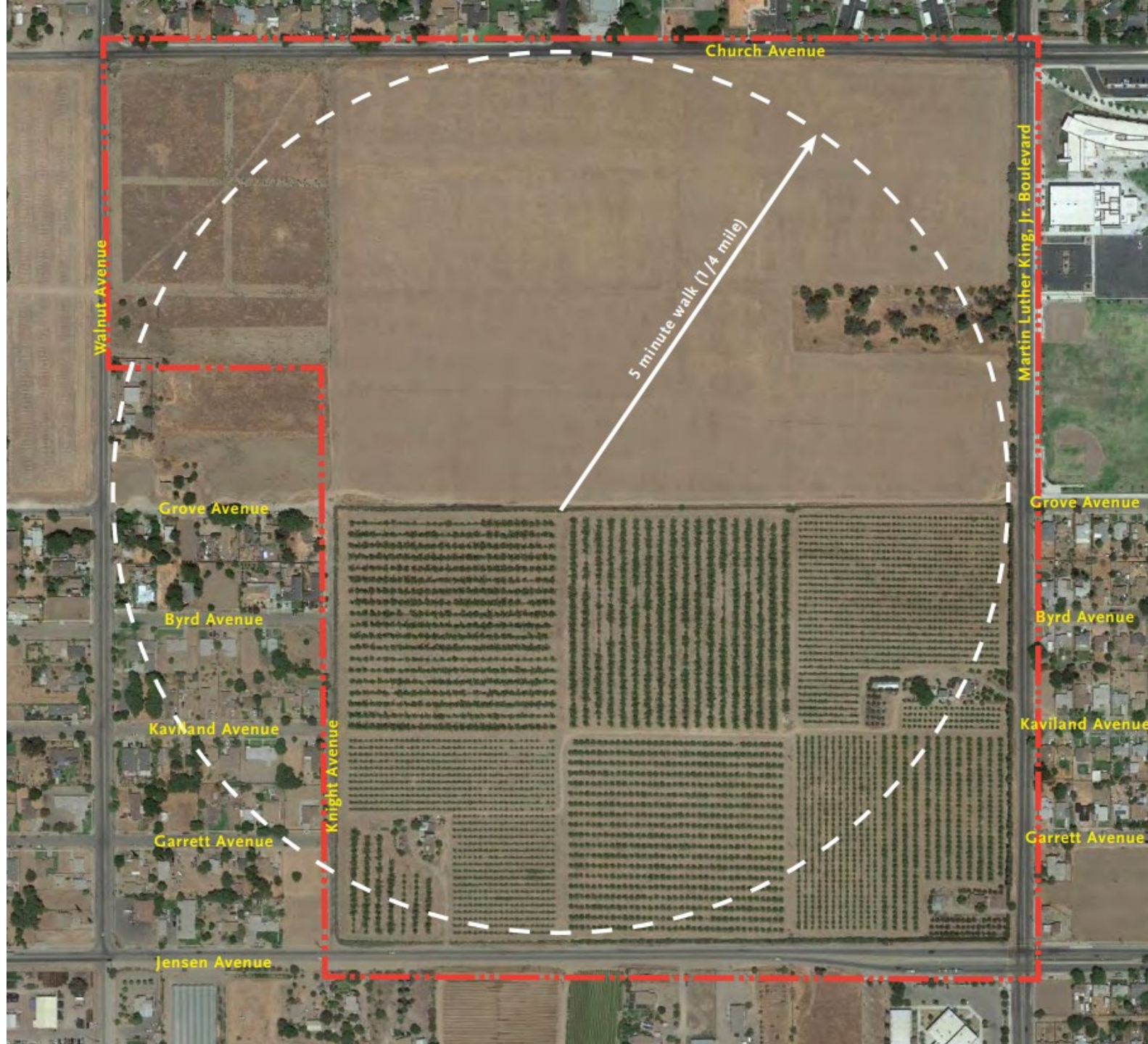


FIGURE 8-1 Implementation Priorities Overlaid on Land Use Map for Plan Area







Southwest Fresno Specific Plan Environmental Impact Report

for the City of Fresno

3.3 REVISIONS TO CHAPTER 4.3, AIR QUALITY

The third paragraph on page 4.3-30 of the Draft PEIR is hereby amended as follows:

As discussed above, while the proposed Plan would result in a substantial increase in long-term criteria pollutant emissions compared to existing conditions, it would support a more sustainable development pattern for the Plan Area. As the improvements, objectives, and policies under the proposed Plan would support a more sustainable development pattern in accommodating future growth for the Plan Area, they would contribute in minimizing long-term emissions of criteria air pollutants. Various policies of the proposed Plan would promote complete streets, mixed-use and transit oriented neighborhoods, low-emission vehicle transportation options, and increased capacity for alternative transportation modes, which would help reduce air pollutant emissions. For example, policies include:

When feasible, design new roadways and retrofit existing roadways within magnet cores, complete neighborhoods, and along special corridors to prioritize travel by walking, bicycling, and riding transit, using the complete streets design guidelines contained in the Southwest Fresno Specific Plan. For example, if adequate or excessive vehicle traffic capacity is available, create wide sidewalks, provide pedestrian amenities, and install bicycle facilities such as separated bikeways or bike lanes, bike parking, and signage. This could be in the form of a “road diet” to transform certain corridors into multi-modal streets.

3.5 REVISIONS TO CHAPTER 4.7, GREENHOUSE GAS (GHG) EMISSIONS

The third paragraph on page 4.7-10 of the Draft PEIR is hereby amended as follows:

Assembly Bill (AB) 2722

AB 2722 established the Transformative Climate Communities (TCC) Program to fund neighborhood-level TCC plans. The TCC Program is a California Climate Investment (CCI) program administered by the Strategic Growth Council (SGC), and implemented by the Department of Conservation (DOC) and other partnering State agencies. The Program supports projects that reduce GHG emissions through the development and implementation of neighborhood-level TCC plans that reduce GHG emissions while providing local economic, environmental, and health benefits to disadvantaged communities. The City of Fresno is pursuing grant funding for the following local projects:



The second paragraph on page 4.7-28 of the Draft PEIR is hereby amended as follows:

As shown in Table 4.7-8, the net increase in GHG emissions of 332,705 MTCO₂e annually from operational activities of development projects accommodated by the proposed Plan would exceed the bright-line screening threshold of 900 MTCO₂e for all land use types. The planned improvements, design guidelines, objectives, and policies under the proposed Plan would generally support a sustainable development pattern for the Plan Area by creating more complete neighborhoods and improving transit options. -For example, the proposed Plan includes plans for improving active transit infrastructure and amenities, such as the inclusion of Class II bike lanes that follows the arterial and collector streets and Class I bike paths along Marks, Jensen, and North Avenues and implementation of Complete Streets Design Guidelines for various corridors throughout the Plan Area that would contribute to reducing vehicle trips and VMT. However, the increase in overall land use intensity and associated population and employment growth within the Plan Area are the primary factors for the increase in GHG emissions.

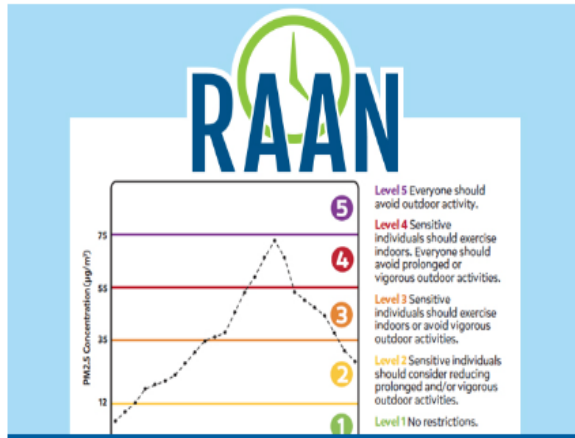
While the proposed Plan would result in a substantial increase in GHG emissions, it would support a more sustainable development pattern for the Plan Area. As the improvements, objectives, and policies under the proposed Plan would support a more sustainable development pattern in accommodating future growth for the Plan Area, they would contribute in minimizing long-term emissions of GHG. Various policies of the proposed Plan would promote complete streets, mixed-use, and transit oriented neighborhoods, and increased capacity for alternative transportation modes, which would help reduce GHG emissions. For example, policies include:



Healthy Air Living Schools Program

The Healthy Air Living Schools Program is a multipronged outreach effort that offers support and tools to help Valley schools make informed decisions about outdoor activities in relation to air quality.

The Healthy Air Living Schools Program is a multipronged outreach effort that offers support and tools to help Valley schools make informed decisions about outdoor activities in relation to air quality.



Real-Time Air Advisory Network

Actual, real-time air-quality data taken directly from the nearest air monitor to help you evaluate air quality and determine the right time for outdoor activities. RAAN also provides Real-Time Outdoor Activity Risk (ROAR) guidelines based on five different air-quality levels.



No Idling Campaign

Idling vehicles create unnecessary, harmful pollution that affect students' health. The message is simple: While you wait for your child, please turn off your engine. Idling for more than 10 seconds uses more fuel than turning off the engine and restarting it.



For Healthy Air Living Schools outreach materials, please [click here](#)

Please contact the Valley Air District for more information or to sign up for this free program.

[\(559\) 230-6000](tel:(559)230-6000)

public.education@valleyair.org



Healthy Air Living Schools Program

Outreach Materials

Outreach Materials

Healthy Air Living Schools Brochure

Protect Students' Health

HEALTHY AIR LIVING SCHOOLS

QR Code

Follow us on social media

Air Quality Info

The Real-Time Air Advisory Network (RAAN) is a system of air monitors across the Valley that help schools and the public make decisions on outdoor air quality in a consistent format. Outdoor air quality can be assessed through the **Healthy Air Living** app or by visiting [realtimeair.org](#).

RAAN offers:

- Real-time air quality data for your area, 24 hours a day
- Personalized alerts, text messages or app alerts when there are changes in air quality
- Guidelines for outdoor activities

Please Don't Idle

Idling your vehicle will:

- pollute the air and harm the environment
- waste gas and 1/4 for more than 1 or 2 minutes wastes fuel and money, and increases the risk of engine damage
- wastes gas and 1/4 for more than 1 or 2 minutes wastes fuel and money, and increases the risk of engine damage

While waiting for your child, please turn off your engine.

Alternatives To Driving Your Kids To School

- Walk
- Bike
- Public Transit
- Carpool

Free Tools for Schools & Families

- Healthy Air Living Activity Kit for grades K-6
- No-idle app for grades K-6
- No-idle or no-idle presentation for students, parents & staff
- Resources to help control air quality at school
- No-idle or no-idle presentation for students, parents & staff

PDF English

PDF Spanish

Healthy Air Living Schools Poster

Protect Students' Health

With these free Healthy Air Living tools!

Real-Time Air Advisory Network

Actual, real-time or quality data taken directly from the nearest air monitor to help you evaluate air quality and determine the best time for outdoor activities.

RAAN also provides Real-Time Outdoor Activity Risk (RAAR) guidelines based on five different air quality levels.

RAAR

RAAR Levels:

- Level 1:** Good. No restrictions.
- Level 2:** Fair. Sensitive individuals should consider reducing prolonged and/or intense outdoor activities.
- Level 3:** Moderate. Sensitive individuals should consider reducing prolonged and/or intense outdoor activities.
- Level 4:** Poor. Sensitive individuals should avoid prolonged and/or intense outdoor activities.
- Level 5:** Very Poor. Everyone should avoid prolonged and/or intense outdoor activities.

NO Idling

Idling vehicles create harmful pollution.

- Pollution from idling vehicles affects students' health.
- Idling for more than 1 or 2 minutes produces more pollution than turning off the engine and restarting it.
- Almost half of students who are driven to school in private vehicles live within one mile of the campus.

TURN OFF YOUR ENGINE

The message is simple:

While waiting for your child please turn off your engine.

Alternatives to driving children to school:

- Walk
- Bike
- Public Transit
- Carpool

PDF English

PDF Spanish

No Idling Sign



PDF English

PDF Spanish

ROAR Guidelines

Real-Time Outdoor Activity Risk (ROAR) Guidelines					
	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
Rest (15min)	No restrictions	Ensure that sensitive individuals are medically managing their condition.*	Sensitive individuals should exercise indoors or avoid vigorous outdoor activities.*	Exercise indoors or avoid vigorous outdoor activities. Sensitive individuals should remain indoors.*	No outdoor activity. All activities should be moved indoors.
PE, (1hr)	No restrictions	Ensure that sensitive individuals are medically managing their condition.*	Sensitive individuals should exercise indoors or avoid vigorous outdoor activities.*	Exercise indoors or limit vigorous outdoor activities to a maximum of 15 minutes. Sensitive individuals should remain indoors.*	No outdoor activity. All activities should be moved indoors.
Athlete Practice or Training (2-4 hrs)	No restrictions	Ensure that sensitive individuals are medically managing their condition.*	Reduce vigorous exercise to 30 minutes per hour of practice time with increased rest breaks and substitutions. Ensure that sensitive individuals are medically managing their condition.*	Exercise indoors or reduce vigorous exercise to 30 minutes of practice time with increased rest breaks and substitutions. Sensitive individuals should remain indoors.*	No outdoor activity. All activities should be moved indoors.
Scheduled Sporting Events	No restrictions	Ensure that sensitive individuals are medically managing their condition.*	Increase rest breaks and substitutions per CIF guidelines for extreme heat.**	Increase rest breaks and substitutions per CIF guidelines for extreme heat.**	Event must be rescheduled or relocated.
PM2.5 range Ozone range	1-12 µg/m3 1-59 ppb	13-35 µg/m3 60-75 ppb	36-55 µg/m3 76-95 ppb	56-75 µg/m3 96-115 ppb	>75 µg/m3 >115 ppb

* Sensitive individuals include all those with asthma or other heart/lung conditions

** California Interscholastic Federation

HEALTHY AIR LIVING SCHOOLS
www.healthyliving.org/schools

English

Spanish

HAL Activity Book



English

Spanish

Low-Cost Personal Air Sensors

LOW-COST PERSONAL AIR SENSORS An FAQ for Valley Schools



Low-cost personal air sensors are increasingly popular, and can provide unique benefits to the public despite their inability to offer regulatory-quality air pollution data. This FAQ provides an overview of low-cost sensors with the aim of empowering schools to better understand the kinds of information they provide, and to make informed decisions about their use.

What do low-cost personal air sensors measure?

There are a wide variety of sensors now sold by many manufacturers. They come in different shapes and sizes, use different technologies, and measure different pollutants, such as particulate matter, ozone, or NO₂. Unlike the Valley Air District's monitors, they are very inexpensive (\$250 compared to tens of thousands of dollars), and are not required by law to be accurate.

How accurate are they?

More research is needed. Based on studies conducted by EPA, the Association of Air Pollution Control Agencies (AAPCA), the San Joaquin Valley Air Pollution Control District, the University of Utah, and other public institutions, accuracy can vary widely and should not be assumed. Some sensors may overestimate pollution as air quality worsens¹, and many respond unexpectedly to factors like temperature or humidity². Sensors that have been collocated alongside government monitors and have had correcting algorithms developed may be more reliable than others. However, because low-cost sensors are unregulated, and each company's methods of quality assurance are rarely made public, many questions surrounding their longevity and quality control remain. As a result, their data may or may not truly reflect local conditions and does "drift", or diminish in accuracy, over time (EPA estimates 1-2 years in most cases³).

How can schools benefit from low-cost personal air sensors?

Although low-cost sensors cannot provide regulatory-quality data, they do contribute different data. Comparing their data to data from regulatory sources (which are required by federal law to be regularly calibrated and maintained according to strict standards) is an important step in better understanding their benefits and limitations. Students and teachers can participate directly in this effort while learning about the science of air pollution for little cost. Educators can use an increasing number of available educational resources to demonstrate the need to think critically about data, and to show how the scientific method applies to real-world emergent technology.

Where can I find more information?

EPA offers an Air Sensor Toolbox (www.epa.gov/air-sensor-toolbox), and the AAPCA offers a useful fact sheet (<https://www.cleanairfact.org/documents/AAPCAPersonalAirSensorFactSheet6-21-2017.pdf>). The Valley Air District continues to evaluate the performance of a variety of low-cost sensors through our TEST program, posting the results for the public at www.valleyair.org/airmonitoring/test. The District welcomes questions and comments by phone at (559) 230-6000, or email at healthyairlivingschools@valleyair.org.

¹ "Update on District's Low-Cost Air Monitoring Sensor Action Plan" (presentation, The San Joaquin Valley Air Pollution Control District's Governing Board Study Session, Bass Lake, CA, September 20, 2018). <http://www.valleyair.org/BoardMeetings/09/20/18/minutes/Agenda/2018%20September/presentations/13.pdf>

² George M. Woodall et al., "Interpreting Mobile and Handheld Air Sensor Readings in Relation to Air Quality Standards and Health Effect Reference Values: Tackling the Challenges," *Atmosphere* 8.10 (2017): 182, doi:10.3390/atmos8100182

³ Ron Williams et al., "Sensor Evaluation Report," U.S. Environmental Protection Agency, Washington, DC (2014): 83, EPA/600/R-14/143 (NTIS PB2015-100611)

View



Community Landscapes Plan

2019

West Fresno

Tree Fresno 2019 West Fresno Landscape Plan will increase the West Fresno tree canopy by 30% over the next 40 years and all component Stakeholders of West Creek Village Development Project Area are in partnership with Tree Fresno and thousand of trees and shrubs will be planted within the SWFSP and West Creek Village Development Project Areas.



**Swift & Associates 2019 Traffic Impact
Analysis of West Creek Village Development**
accounts for up to **481** residential units, **343,700**
sq. ft. of commercial uses, **5000** Student West
Fresno College, and a **11.75**-acre community
park with museum and community resilience
center; resulting in **26,279** Average Daily Trips.

commercial uses comprised of 50,000 sf of office, 40,000 sf of cinema, and 220,700 sf of retail (117,200 sf of general retail, 55,000 sf of supermarket, 20,000 sf of home improvement, 15,000 sf of restaurant, 2,500 sf of bank, and 10,000 sf of medical clinic), and 40,000 sf of cinema (6 screens).

- The Community Commercial land use can be developed with commercial building area with a floor area ratio (FAR) of up to 1.0, although for the purposes of the Trip Generation Calculation it has been assumed that this land use would yield an FAR of 0.33, for a total of 33,000 sf of general retail.

Thus, the total amount of commercial is 343,700 sf: 50,000 sf of office, 40,000 sf of cinema, and 253,700 of retail.

Trip generation rates for the proposed Project at buildout were obtained from the 10th Edition of the Trip Generation Manual published by the Institute of Transportation Engineers (ITE). Table 1 presents the trip generation for the proposed Project with trip generation rates for a mix of uses. At buildout, the proposed Project is estimated to generate a maximum of 19,715 daily trips, 885 AM peak hour trips and 1,801 PM peak hour trips.

Table 1, Proposed Land Use Trip Generation

Table 1; Trip Generation Comparisons								
Current Land Use Designations								
Land Use (ITE Code)	Size	ADT	AM			PM		
			In	Out	Total	In	Out	Total
Residential								
Single-Family Residential 210	92	868	17	51	68	57	34	91
Multi Fam. Housing Low Rise 220	289	2,115	31	102	133	102	60	162
Mid-Rise Res. w/ 1st-Floor Comm 231	100	344	8	22	30	25	11	36
Commercial, retail, Civic (1)								
Office 710	50,000	487	50	8	58	9	48	58
General Retail (Shop. Center) 820 (2)	150,000	5,663	87	54	141	274	297	572
Supermarket 850	56,000	5,980	128	86	214	264	254	517
Home improvement Store 862	20,000	615	18	14	31	23	24	47
High-Turnover (Sit-Down) Res. 932	15,000	1,683	82	67	149	91	56	147
Medical Clinic 630	10,000	382	29	8	37	10	23	33
Bank 912	2,500	250	14	10	24	26	26	51
Cinema 444	6	1,320	0	0	0	39	49	88
City Park 411	11.75	9	0	0	0	1	1	1
		19,715	885			1,801		

	ADT	AM Peak	PM Peak
Table 2 Ex. J	20,129	894	1,930
Proposed	19,715	885	1,801
Difference	(414)	(9)	(129)

Table 2 of Exhibit J sets the thresholds for the proposed project, and a comparison is made adjacent;

The ADT, PM and AM Peaks for the project fall lower than the previous project, as does the AM and PM Peak shown adjacent.