



**Public Workshop #3**  
Wednesday, November 16, 2022



# Interpretation Available

---



## Via Zoom

- Click on the “Interpretation” icon
- Pick the language you would like to listen to (Spanish or Armenian)

## Interpretación en español

- Haga “click” en el icono – “interpretación”
- Escoja la opción para escuchar en español

## Zoom-ի միջոցով

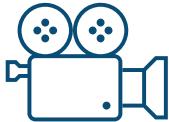
- Կտրագրեք "Մեկնաբանություն" պատկերակին
- Ըստրեք լեզուն, որը ցանկանում եք լսել (իսպաներեն կամ հայերեն)

# Housekeeping

---



Microphones are muted



Feel free to turn your cameras on



Q&A will be at the end of the presentation



To ask a question or make a comment, use the "Raise Hand" button at the bottom of the screen or use the Zoom chat feature.

# Agenda

---

- Project Overview
- What We've Heard
- Multimodal Transportation
- Upcoming Engagement
- Q&A

# Project Team

## CITY OF BURBANK

**Amanda Landry: Project Manager**

**Fred Ramirez: Asst. CDD Director**

**David Kim: Associate Planner**

**Joseph Pangilinan: Assistant Planner**

**WSP: Land Use & Transportation**

**ARELLANO ASSOCIATES: Outreach & Engagement**

**PERKINS + WILL: Urban Design**

**RINCON: Environmental Analysis**

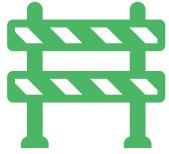
**KOSMONT: Economic Market Analysis**



## The Specific Plan Update

# Why Update the Burbank Media District Specific Plan?

The Burbank Media District Specific Plan is being updated by the City, in partnership with the Southern California Association of Governments (SCAG), to develop and implement policies and programs to:



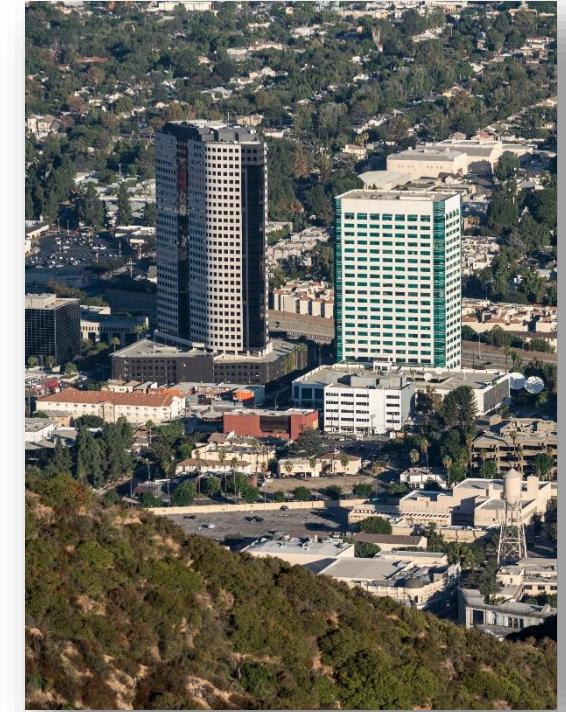
*Remove barriers to housing production*



*Streamline the permitting process*



*Introduce design standards for new development*



The updated Specific Plan will foster a stronger jobs/housing balance within a safe, beautiful, and thriving community that embraces future mobility investments.



## What We've Heard

---

# Public Workshops and Input Received

---

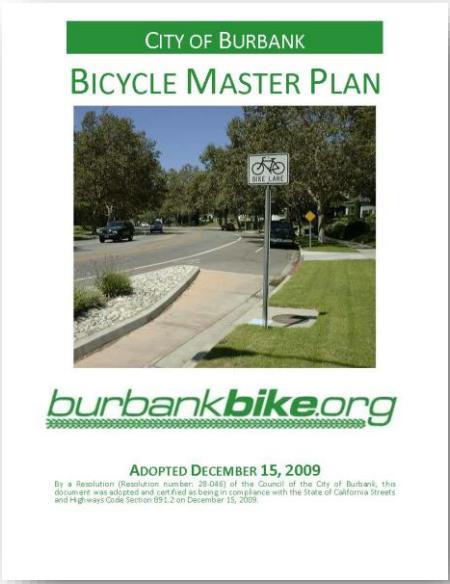
- Community Values
- Potential Opportunities
- Mobility
- Recreation & Natural Resources
- Business & Economy
- Place types and Density
- Suitability of Sites for Development
  - Re-envisioning underutilized parking
  - Infill on vacant lots
  - Creative reuse of under-occupied buildings





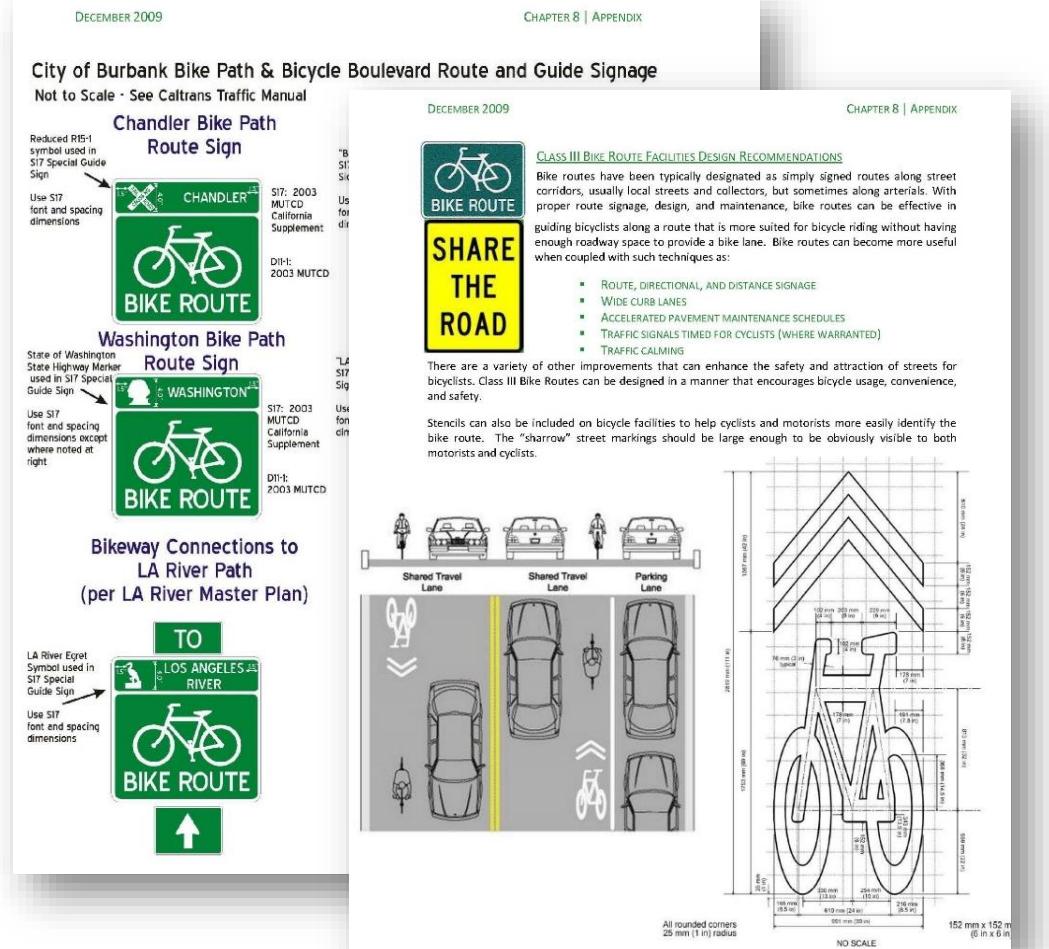
## Multimodal Transportation

# Existing Plans



## Existing Conditions & Policy Recommendations

- Bikeways
- Bike Parking
- Safety & Education
- Implementation



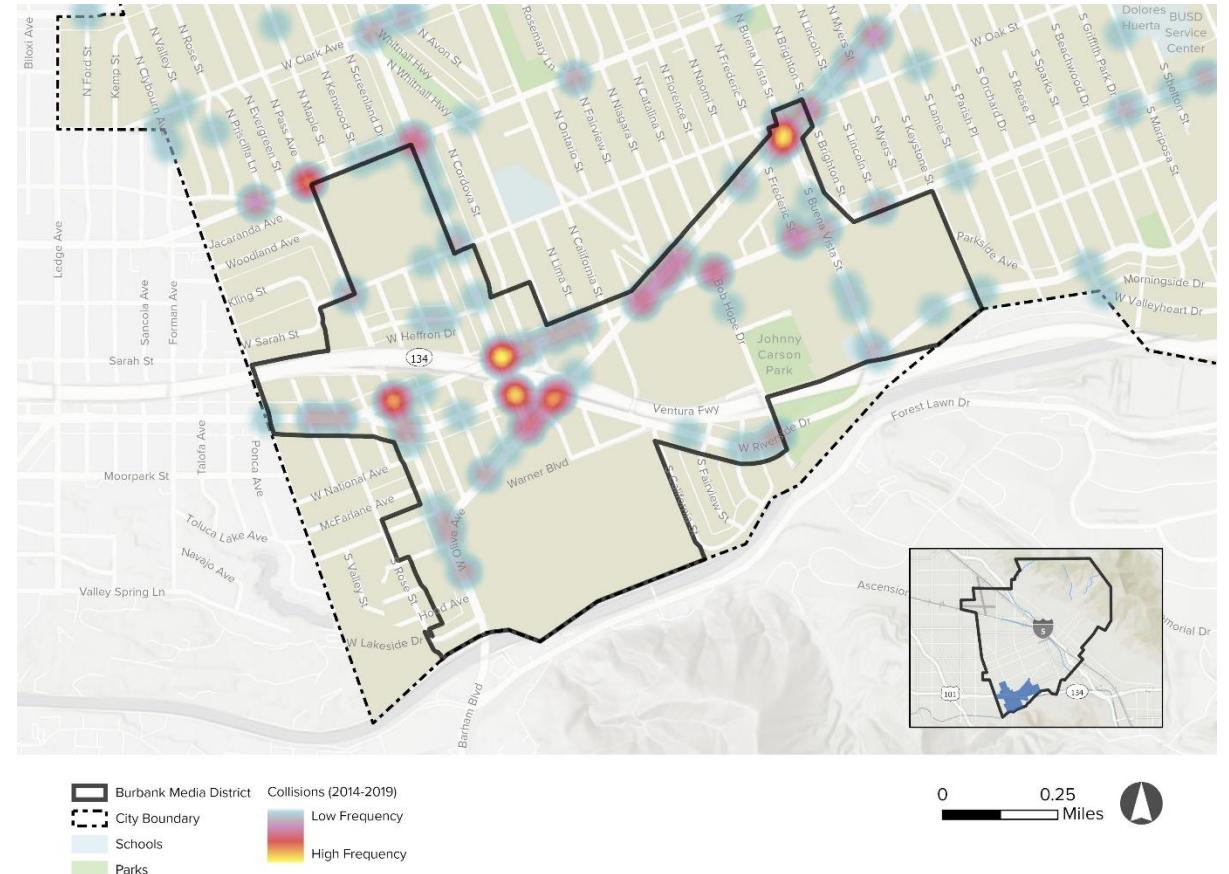
# Existing Plans



## Existing Conditions & Policy Recommendations

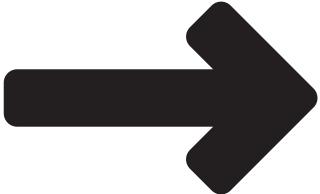
- Pedestrians
- Motorists
- Equestrian
- Bicyclists
- Transit

## Traffic Collisions (2014-2019)



# Current Commute Patterns

**69,202** people  
work in the  
Media District,  
but live  
elsewhere



Burbank Media District  
City Boundary  
Schools  
Parks

Destinations  
Burbank Bus Routes  
NoHo to Media  
Pink Route

**Metro Bus Routes**  
155  
222  
501

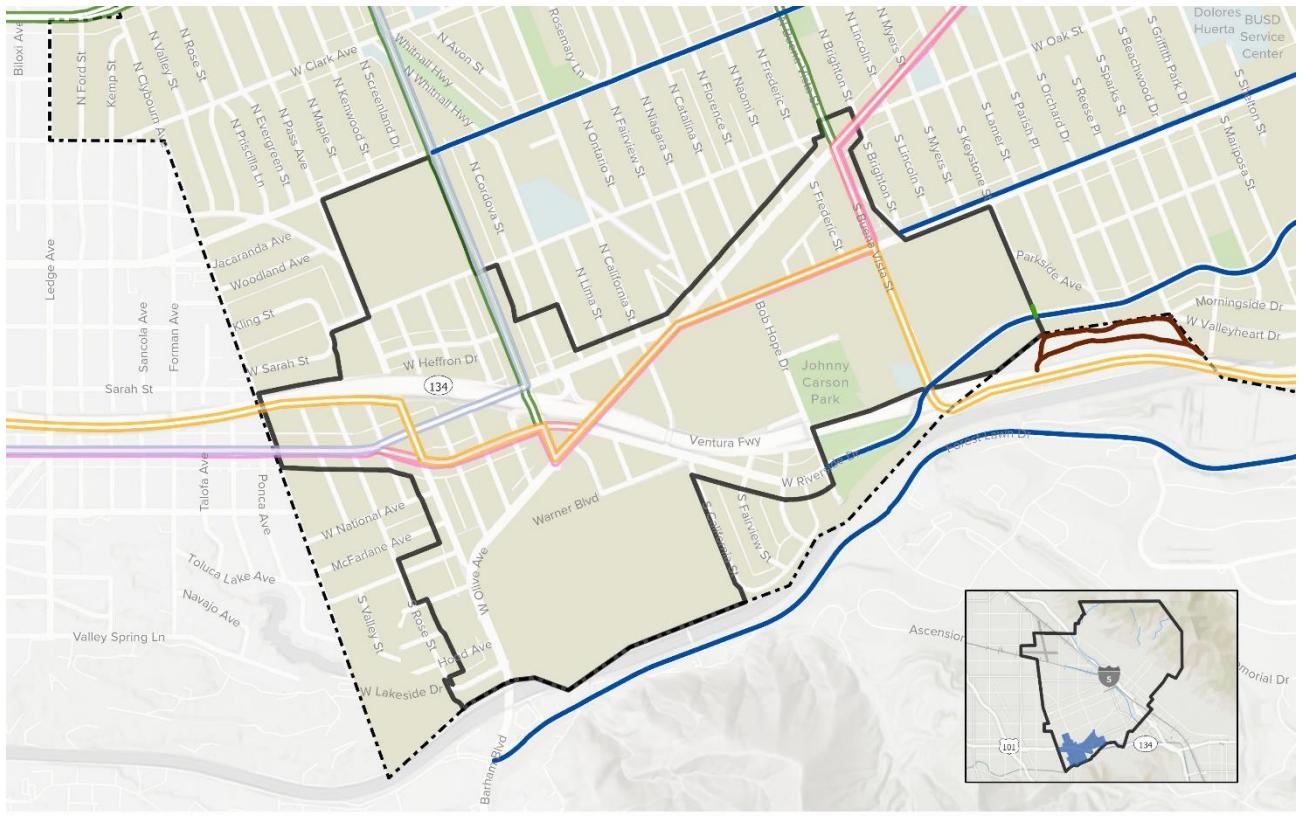
0 0.25 Miles



**364** people  
work and live in  
the Media District

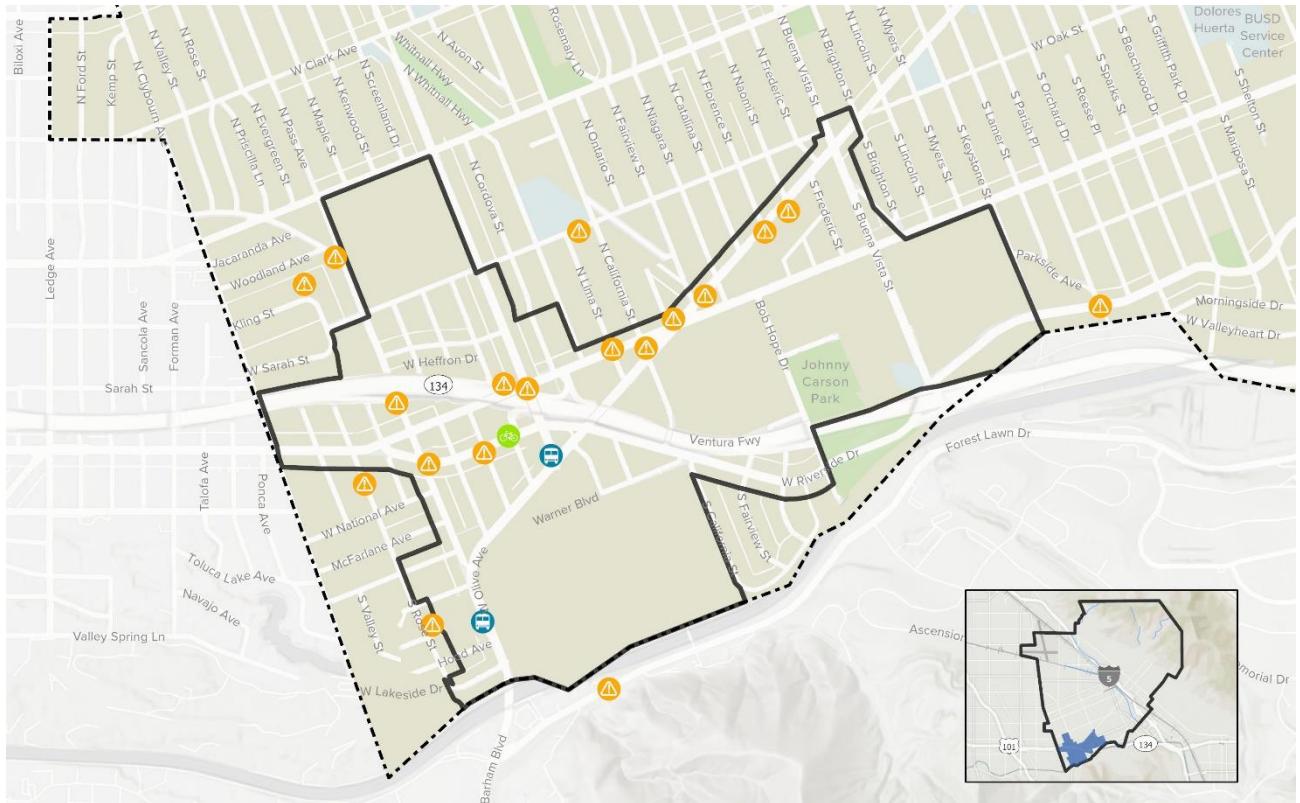
**2,152** people  
live in the Media  
District and work  
elsewhere

# Existing Conditions: Public Input



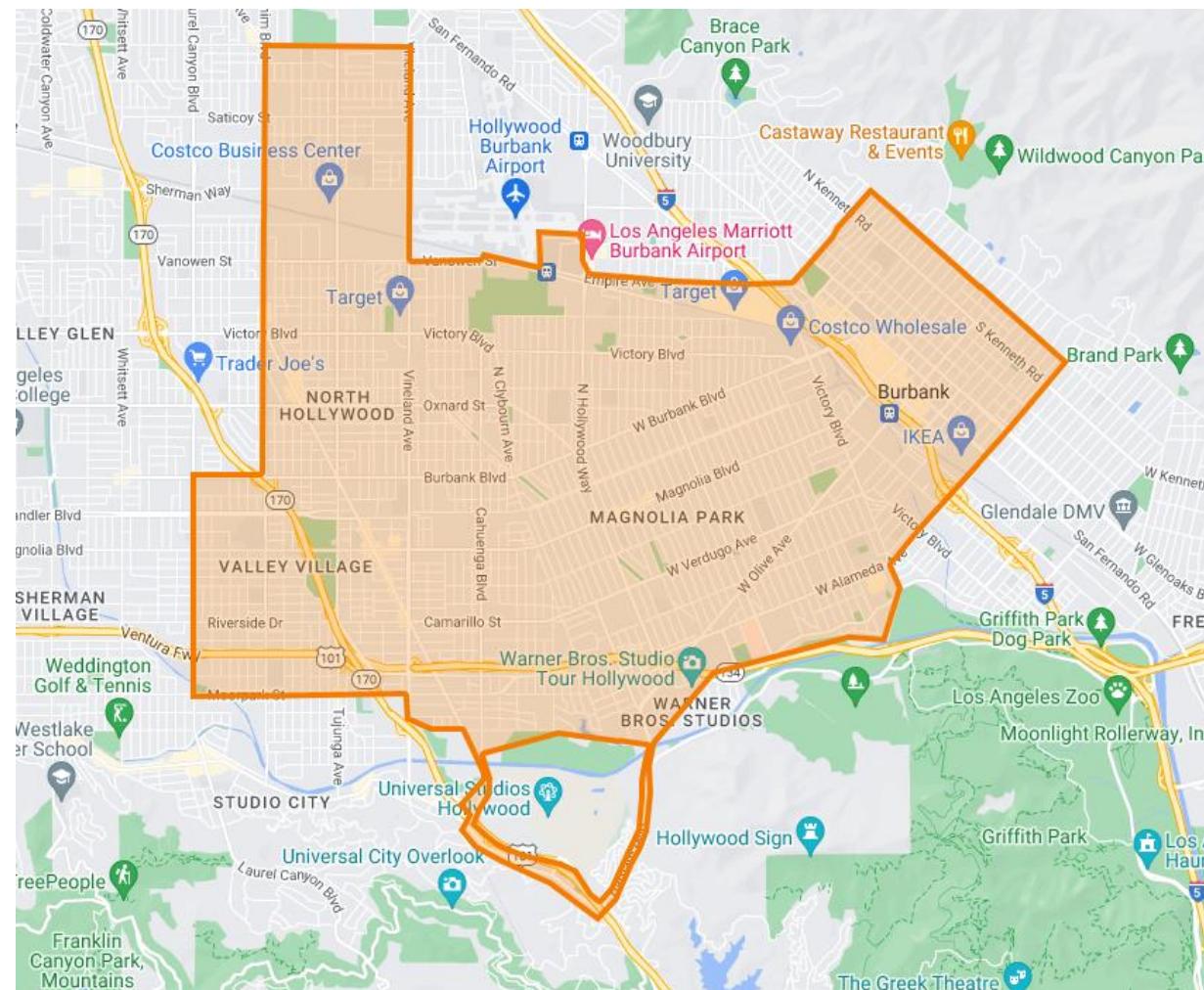
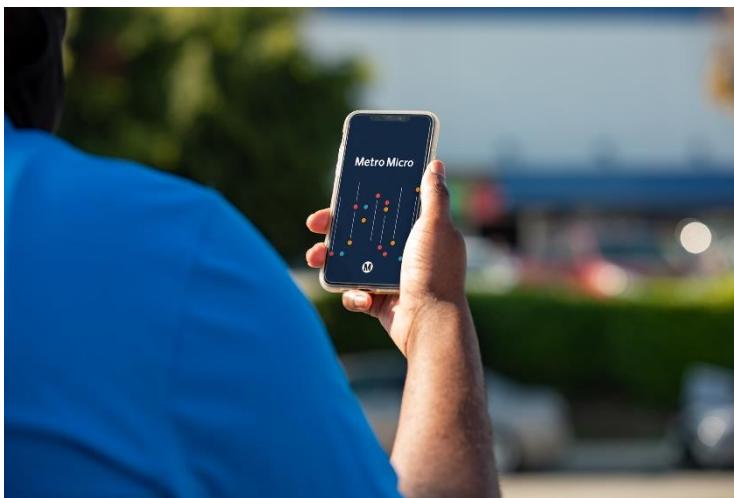
- Need for traffic calming measures
- Concerns over speeding and traffic violations
- Improved access for bikes to access studios
- Interest in encouraging an inviting atmosphere that is pedestrian-friendly, shaded, and provides community gathering places
- Consider traffic flow and “cut-thru” traffic
- Need for enforcement of traffic violations
- Consider how public transit may benefit the area and reduce the addition of parking lots

# Existing Conditions: Public Input

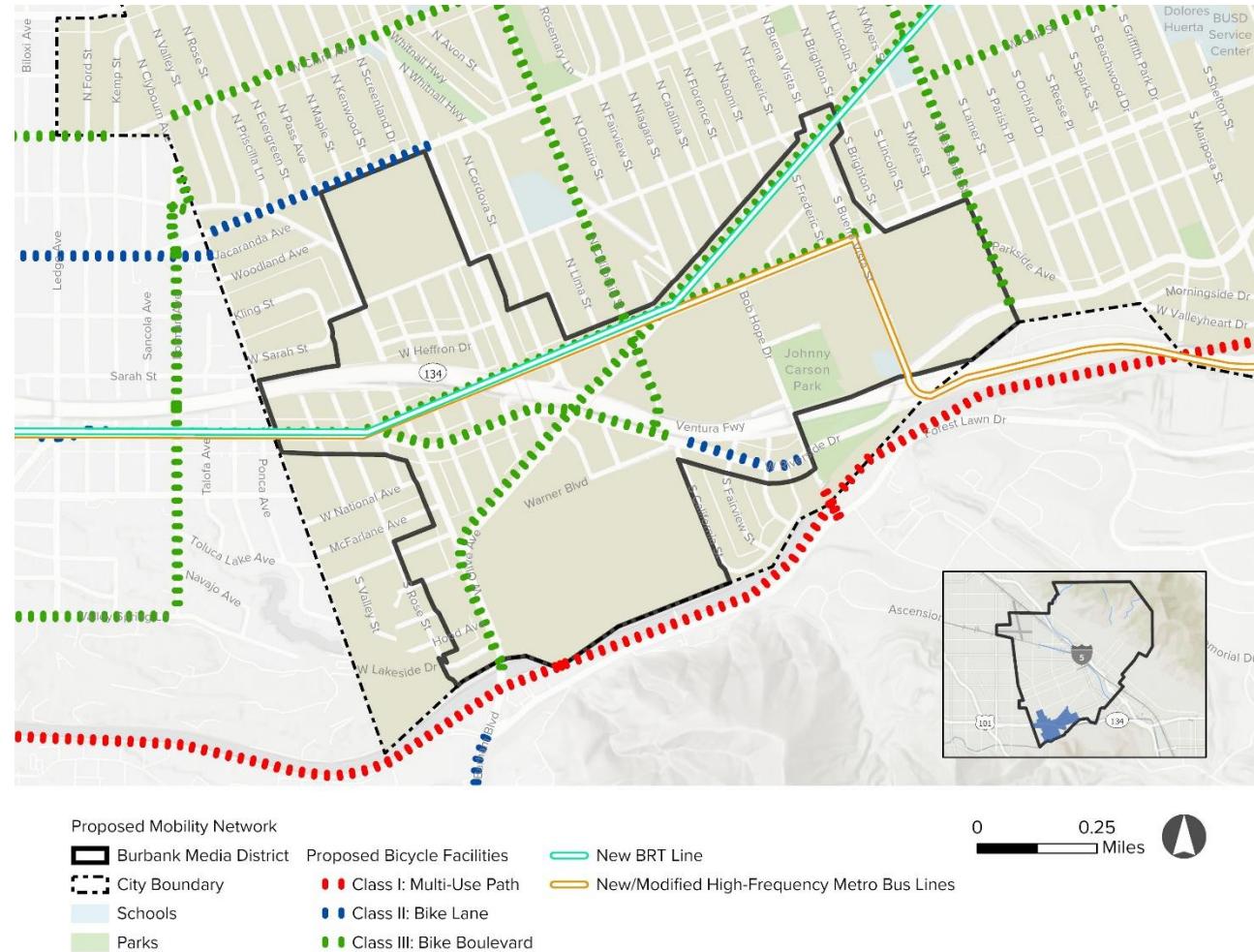


- Feels safe on Riverside, but not on Pass
- Concerns about street parking for small businesses
- Bus partnerships with media companies
- People need to be near transit
- Connection to studios from outside district
- Allow BRT to share lane with bikes
- Reorganize Burbank bus route to make them bidirectional
- Bike parking with higher visibility & better safety

# Metro Micro | North Hollywood Burbank



# Proposed Bicycle Network



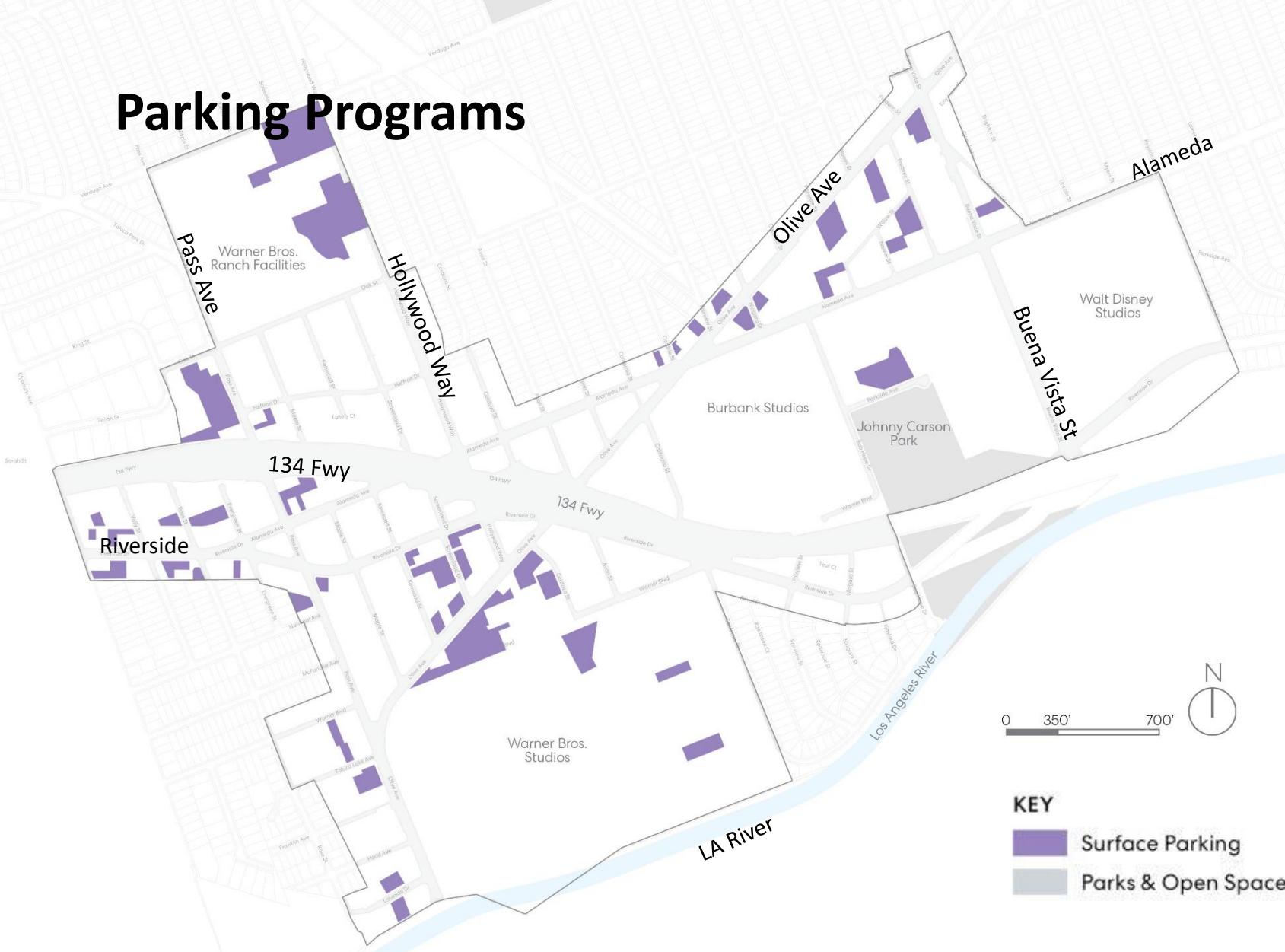
# Proposed Bus/BRT Network



- Burbank Media District
- City Boundary
- Schools
- Parks
- New BRT Stops
- Burbank Stops
- New BRT Line
- New/Modified High-Frequency Metro Bus Lines
- Burbank Bus Lines

0 0.25 Miles

# Parking Programs



- Trade-offs between development and existing parking
- Shared Parking Agreements
  - Use by multiple companies
  - Carpool users
  - Public parking + private parking

# Potential Transportation Recommendations

---

- Updated Transportation Demand Management (TDM) ordinance focused on maximizing the efficiency of the urban transport system using a wide range of measures including:
  - Public transport improvement
  - Promoting non-motorized transport
  - Parking management
- Updated Transportation Improvement Program (TIP) that advances:
  - Burbank's Complete Our Streets Plan and Bicycle Master Plan,
  - First-Lase Mile (FLM) transit and active transportation connections to Metrolink and future planned mobility station, and
  - Parking programs and improvements.
- Design guidelines and standards to improve the pedestrian environment



# Supporting Complete Streets

---

Pedestrian  
Experience +  
Safety

Bicycle Network  
+ Bike Parking

Metro Micro

Bus/BRT  
Network

Automobile  
Traffic + Parking

First and Last Mile  
The first and last part of a person's journey

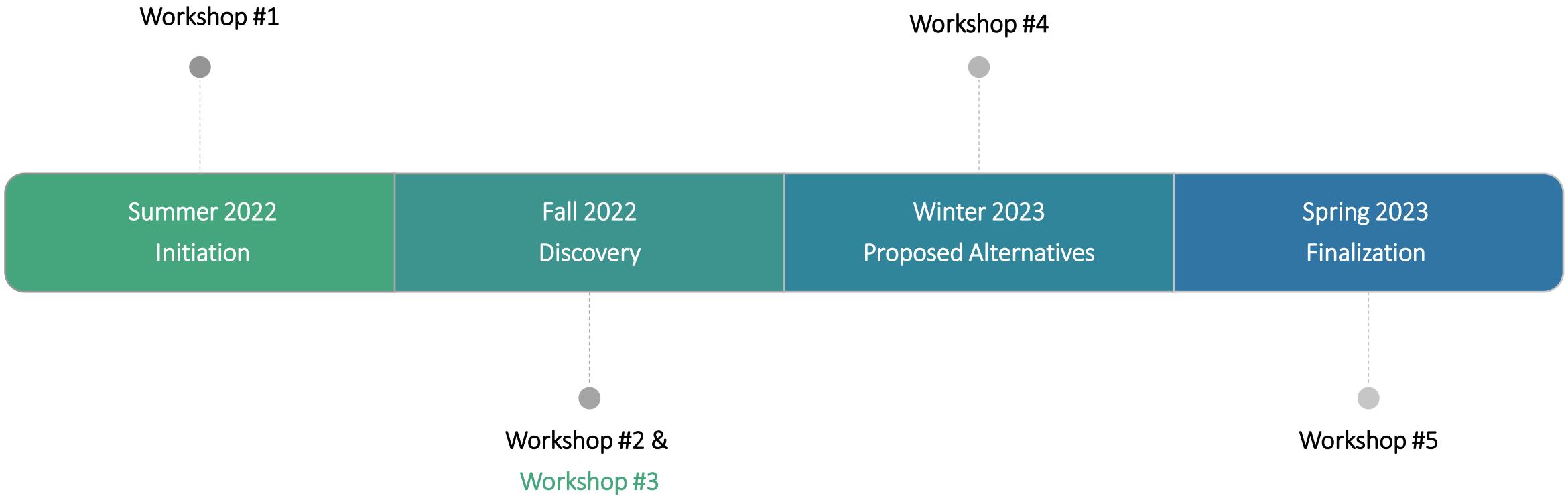
Parking  
Programs +  
Improvements



## Upcoming Engagement

# Community Engagement Timeline

---



# Public Workshop and Online Activities

---

## How to Provide Input

- Use our online commenting tool at:  
[www.BurbankMediaDistrictSP.com](http://www.BurbankMediaDistrictSP.com)
  - Place Type Survey
  - Mapping Activity: Development

## Available Resources

- Project Fact Sheet
- Frequently Asked Questions
- Glossary of Technical Terms
- Presentations and stakeholder briefing recordings
- Project webpage includes a translation widget
- Sign up to join our mailing list for future updates
- Materials available in Spanish, Armenian, and English

**Workshop #4: Proposed Alternatives**

**February 2023**

**Location: In Person**



# Q&A

---



## Stay Connected

For more information, please contact:

**Amanda Landry**  
Senior Planner  
Community Development Department  
[alandry@burbankca.gov](mailto:alandry@burbankca.gov)  
(818) 238-5250