

**City of Burbank Stakeholder Briefing**  
Wednesday, November 9, 2022



# Agenda

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- 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

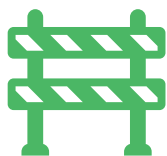
KOSMONT: Economic Market Analysis



# 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

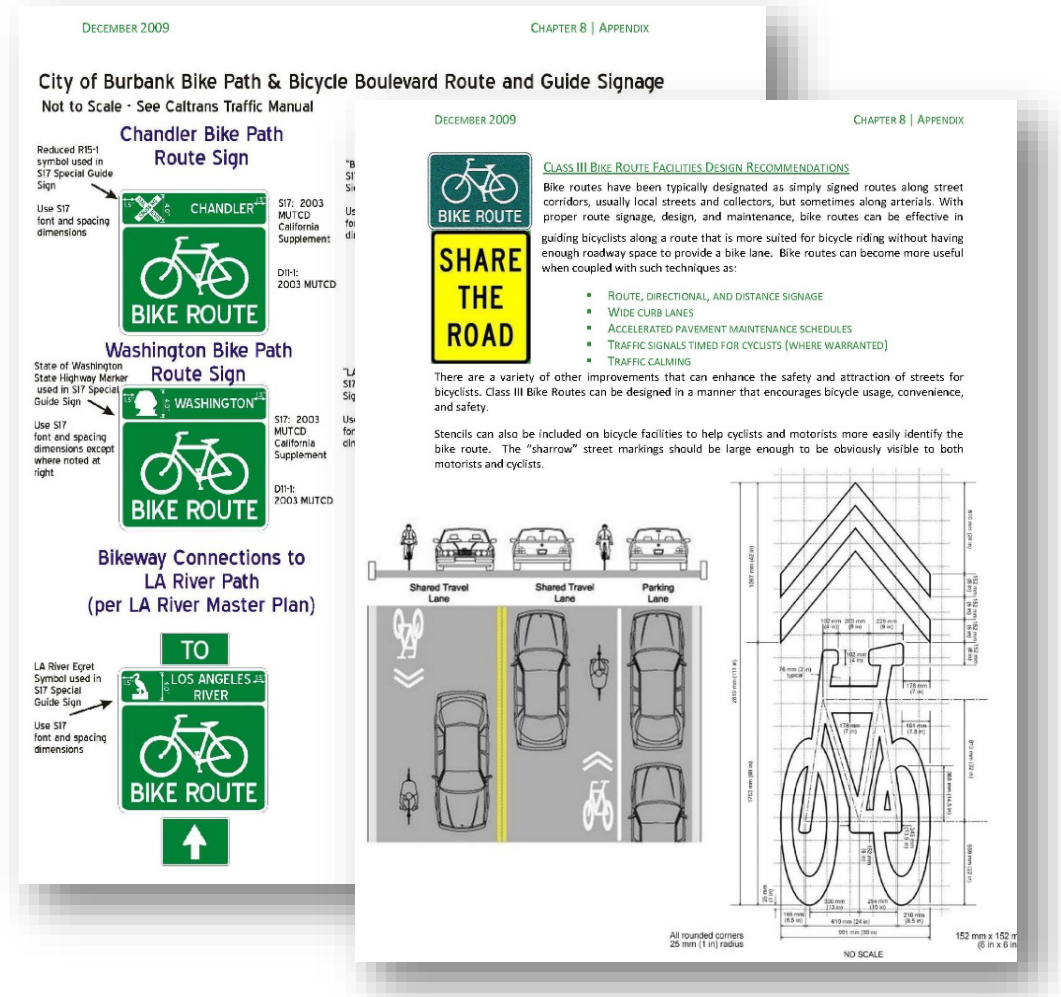


# Existing Plans



## Existing Conditions & Policy Recommendations

- Bikeways
- Bike Parking
- Safety & Education
- Implementation

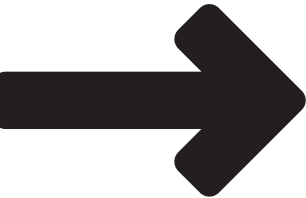






# Current Commute Patterns

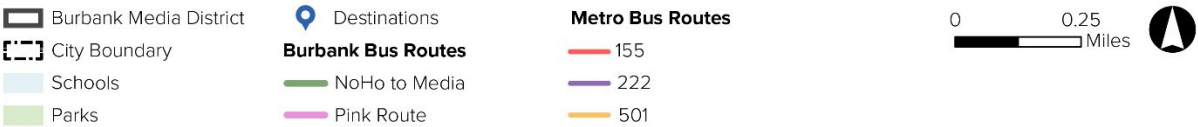
69,202 people work in the Media District, but live elsewhere



364 people work and live in the Media District

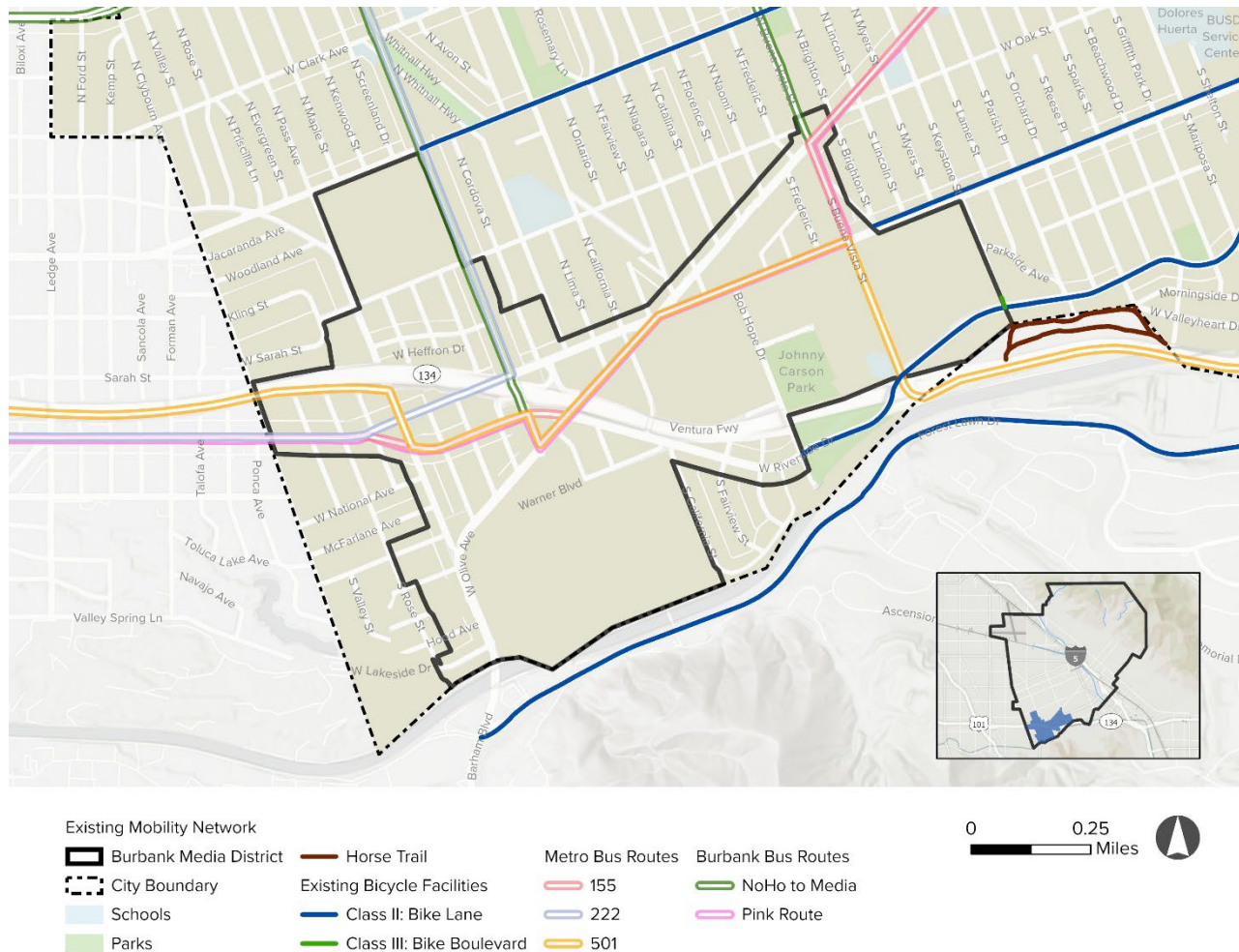


2,152 people live in the Media District and work elsewhere



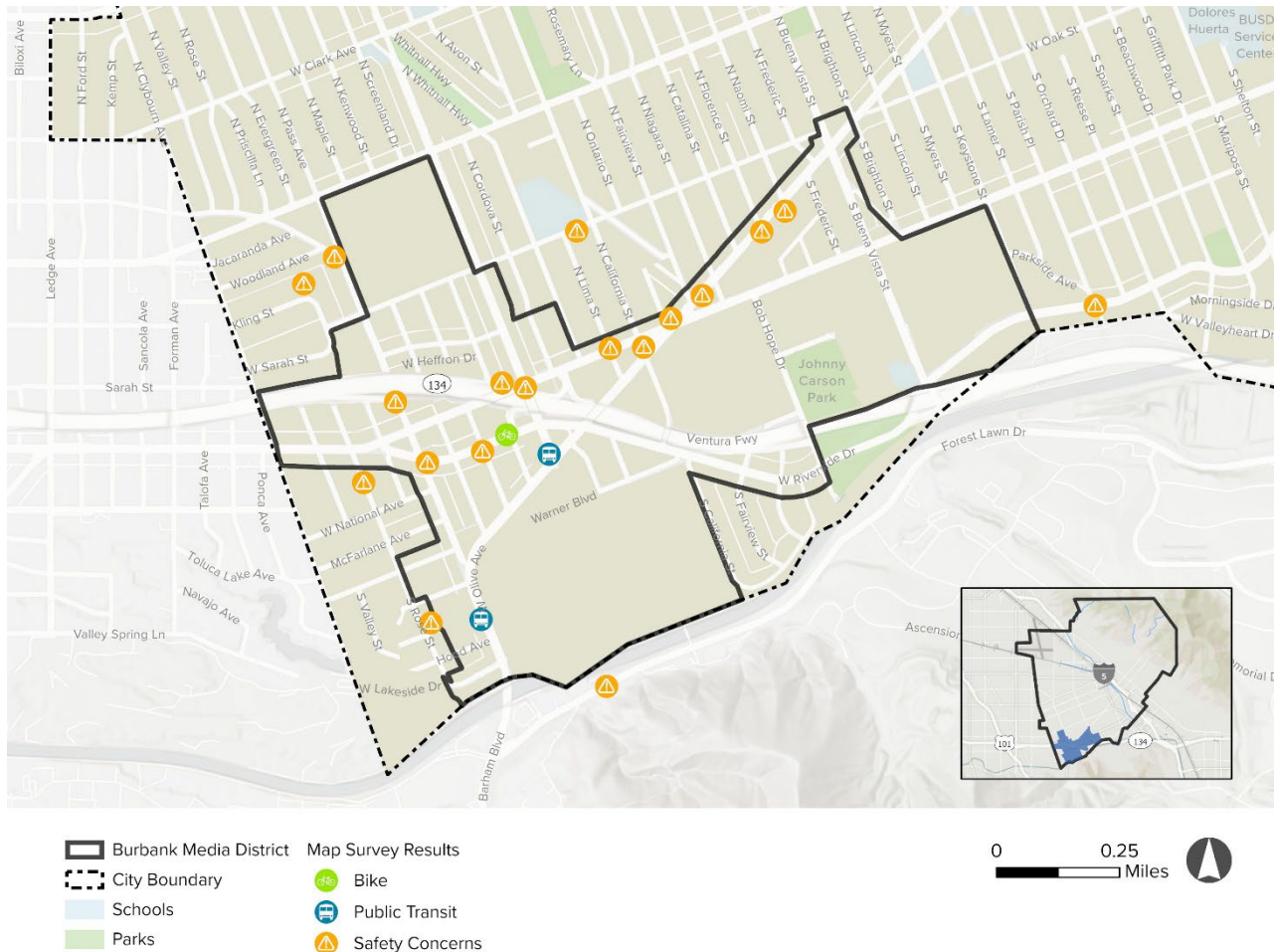


## Existing Conditions: Public Input



- 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

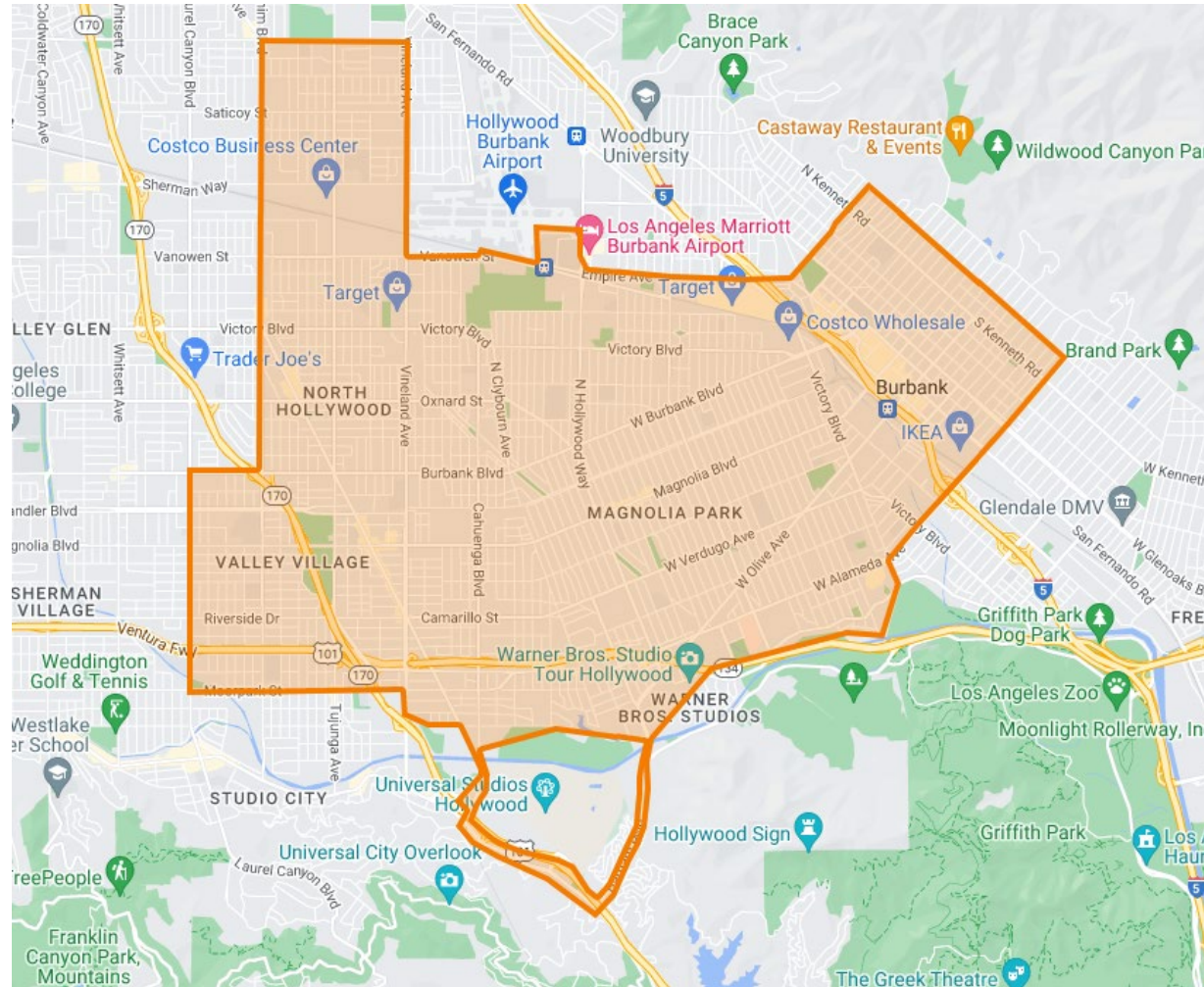
# Existing Conditions: Public Input



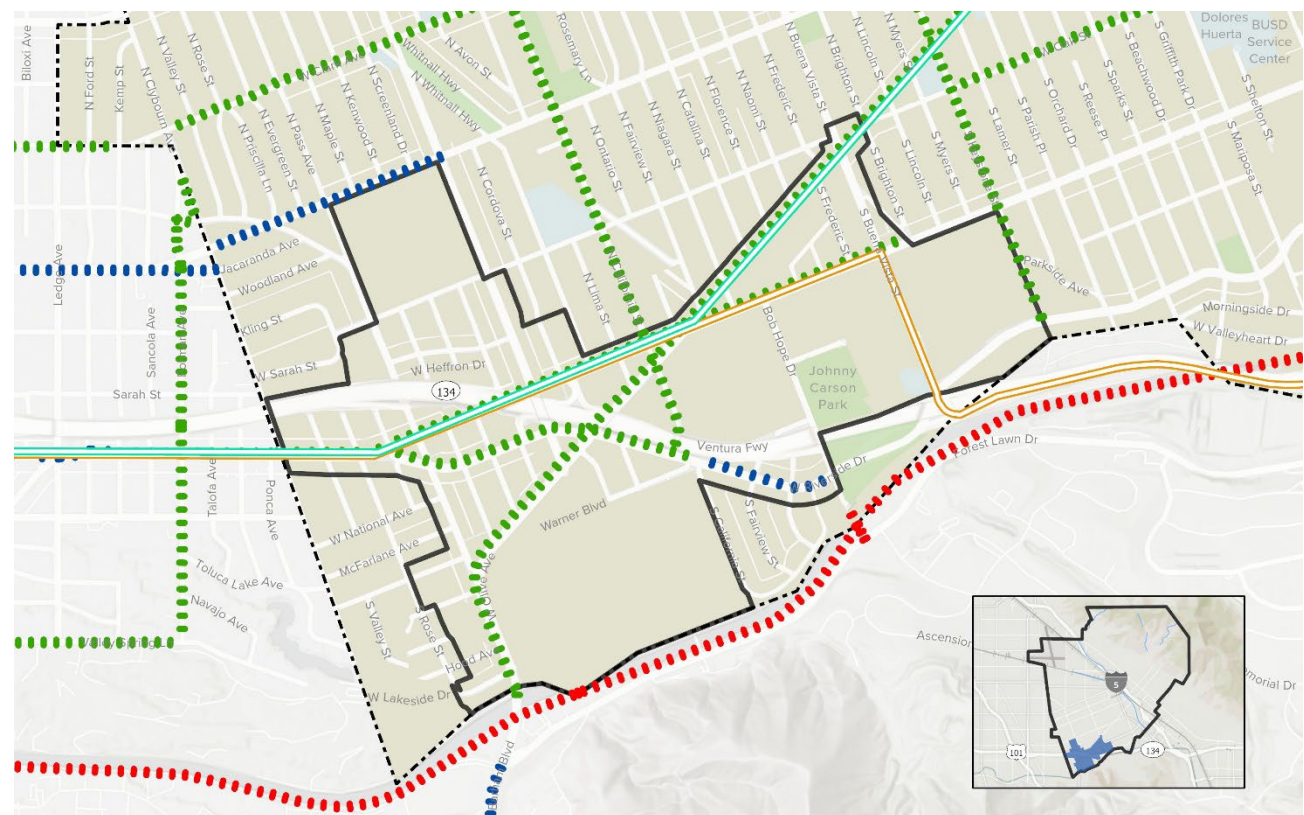
- Feels safe on Riverside, but not on Pass
- Concerns about street parking for small businesses
- Bus partnerships with media companies
- People need to be near transit
- Connection to studios from outside district
- Allow BRT to share lane with bikes
- Reorganize Burbank bus route to make them bidirectional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



# Metro Micro | North Hollywood Burbank



# Proposed Bicycle Network



## Proposed Mobility Network

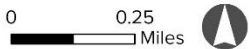
- Burbank Media District
- City Boundary
- Schools
- Parks

## Proposed Bicycle Facilities

- Class I: Multi-Use Path
- Class II: Bike Lane
- Class III: Bike Boulevard

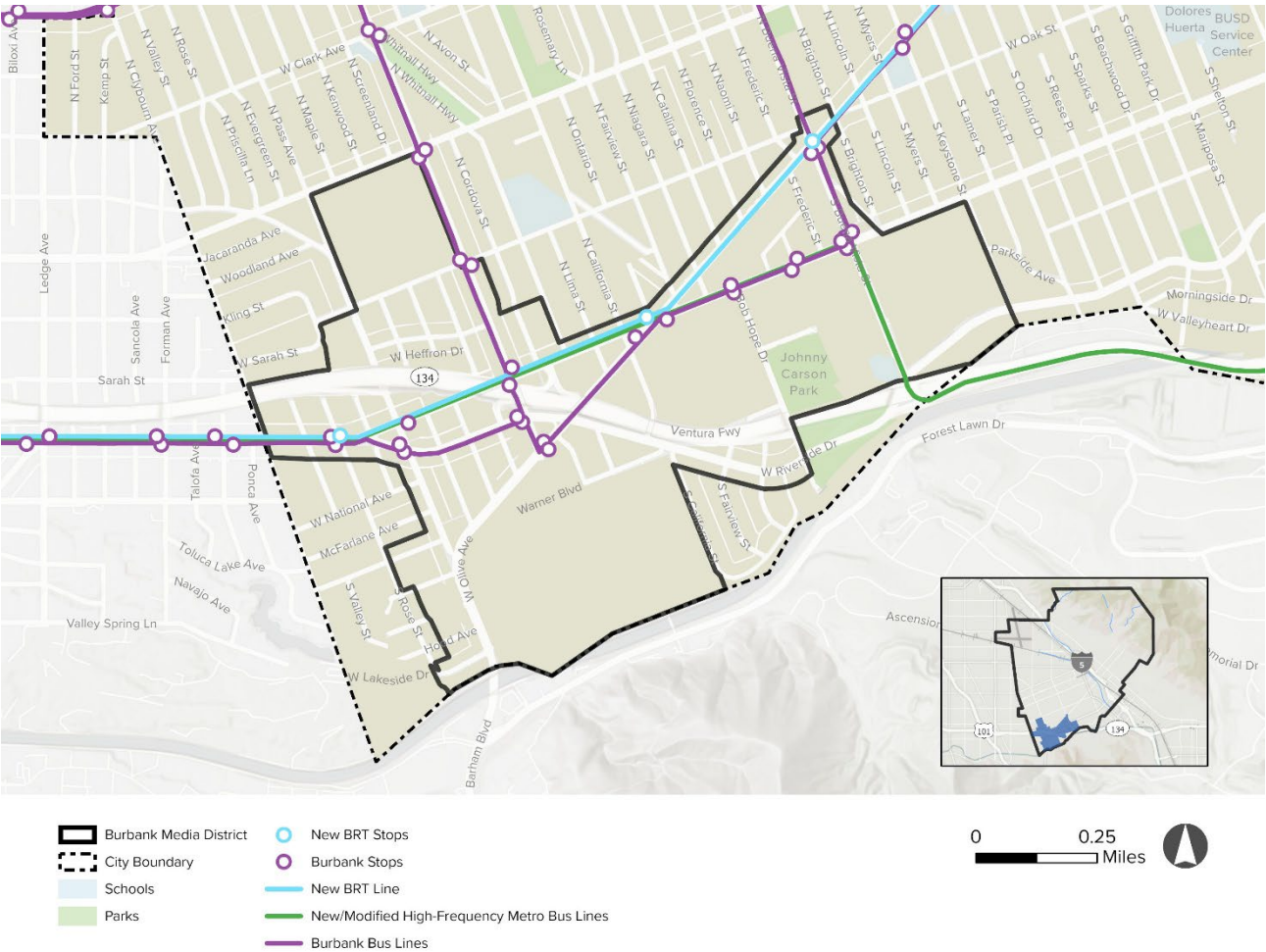
## Other Features

- New BRT Line
- New/Modified High-Frequency Metro Bus Lines

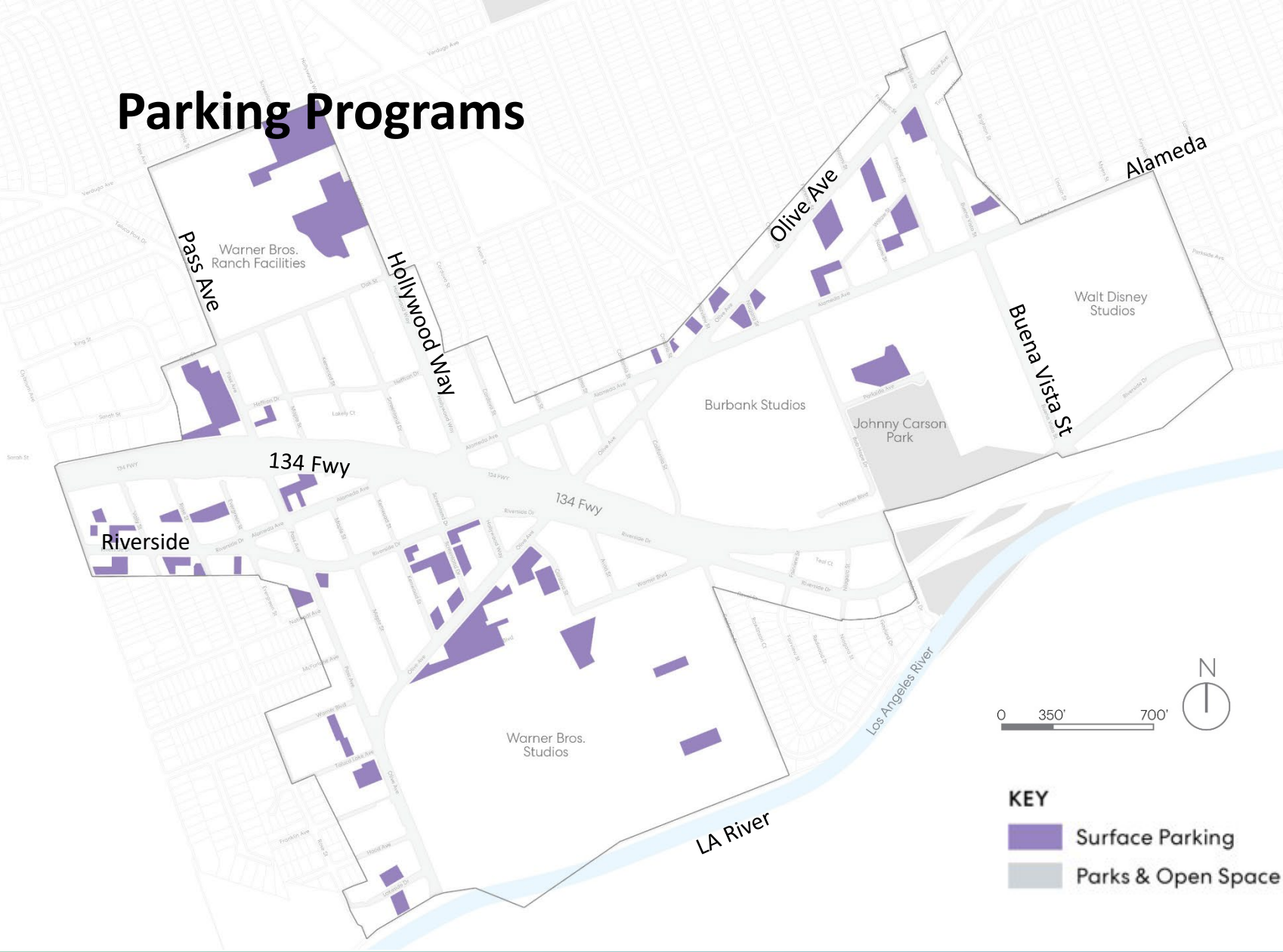




# Proposed Bus/BRT Network



# 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

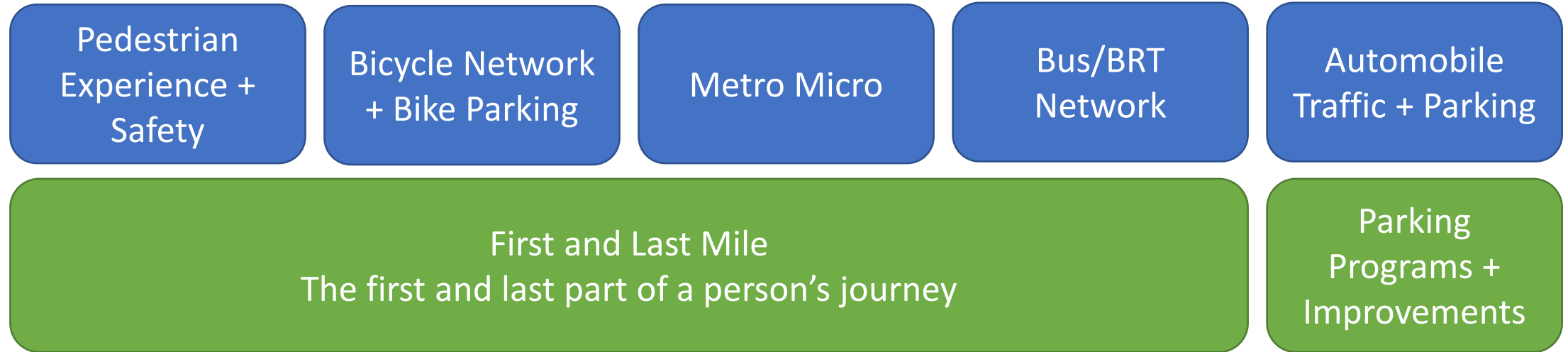
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- Updated Transportation Demand Management (TDM) ordinance focused on maximizing the efficiency of the urban transport system using a wide range of measures including:
  - Public transport improvement
  - Promoting non-motorized transport
  - Parking 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

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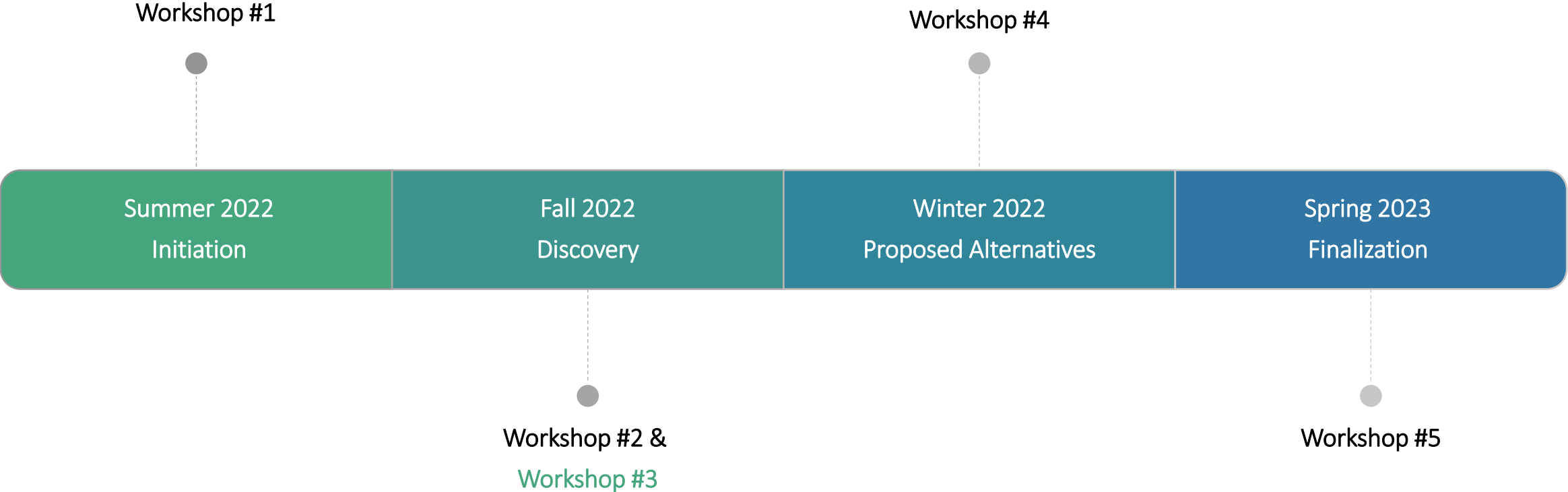




## Upcoming Engagement

# Community Engagement Timeline

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# Public Workshop and Online Activities

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## 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

**SAVE THE DATE**

**Wednesday, November 16<sup>th</sup> 2022**

**6:00pm**

**Location: Virtual Workshop**



# Q&A



## Stay Connected

For more information, please contact:

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Senior Planner

Community Development Department

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