



City of Burbank Stakeholder Briefing

Wednesday, November 9, 2022



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

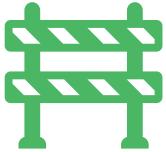
KOSMONT: Economic Market Analysis



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:



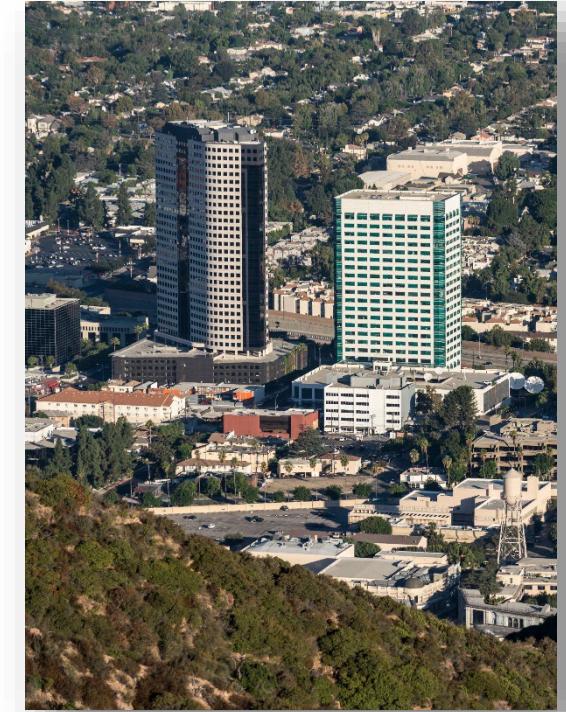
Remove barriers to housing production



Streamline the permitting process



Introduce design standards for new development



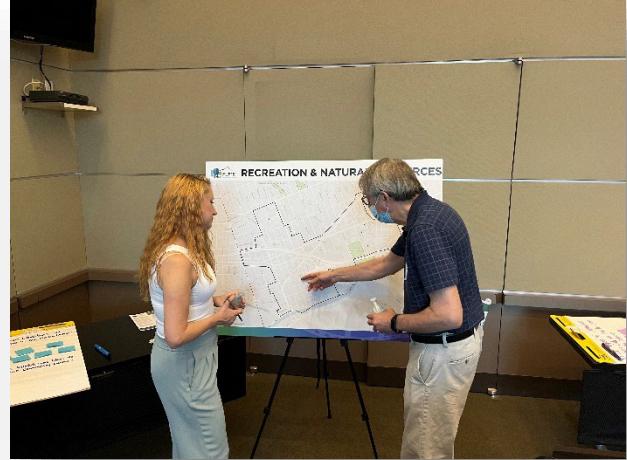
The updated Specific Plan will foster a stronger jobs/housing balance within a safe, beautiful, and thriving community that embraces future mobility investments.



What We've Heard

Public Workshops and Input Received

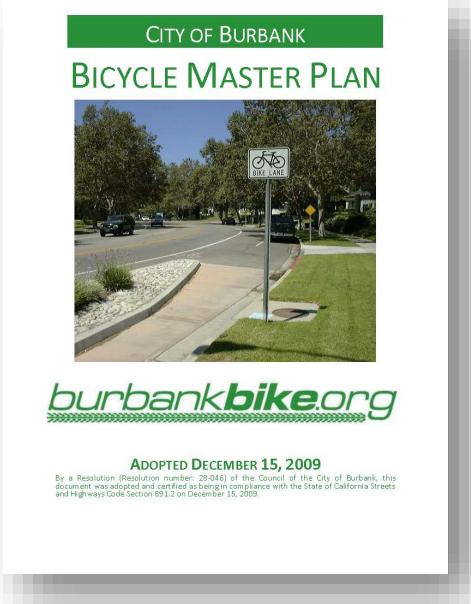
- Community Values
- Potential Opportunities
- Mobility
- Recreation & Natural Resources
- Business & Economy
- Place types and Density
- Suitability of Sites for Development
 - Re-envisioning underutilized parking
 - Infill on vacant lots
 - Creative reuse of under-occupied buildings





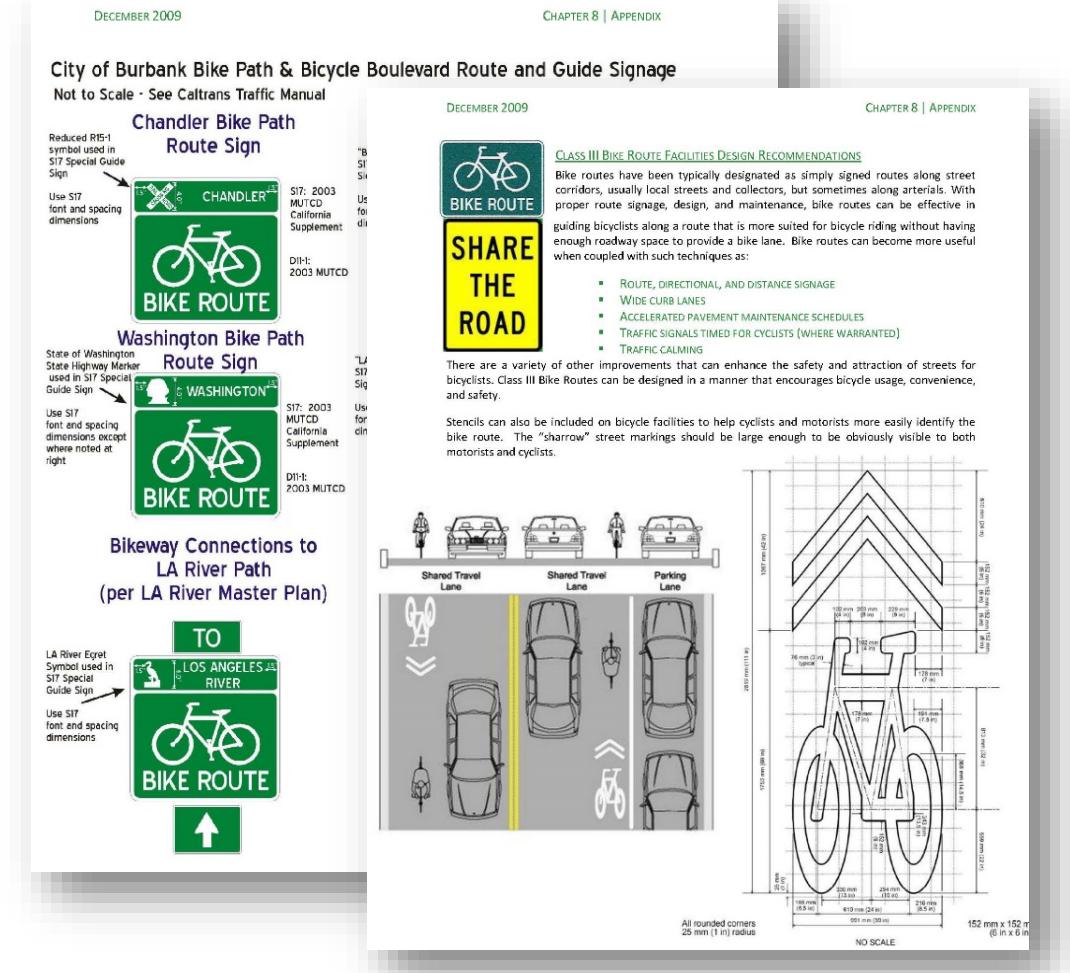
Multimodal Transportation

Existing Plans



Existing Conditions & Policy Recommendations

- Bikeways
- Bike Parking
- Safety & Education
- Implementation

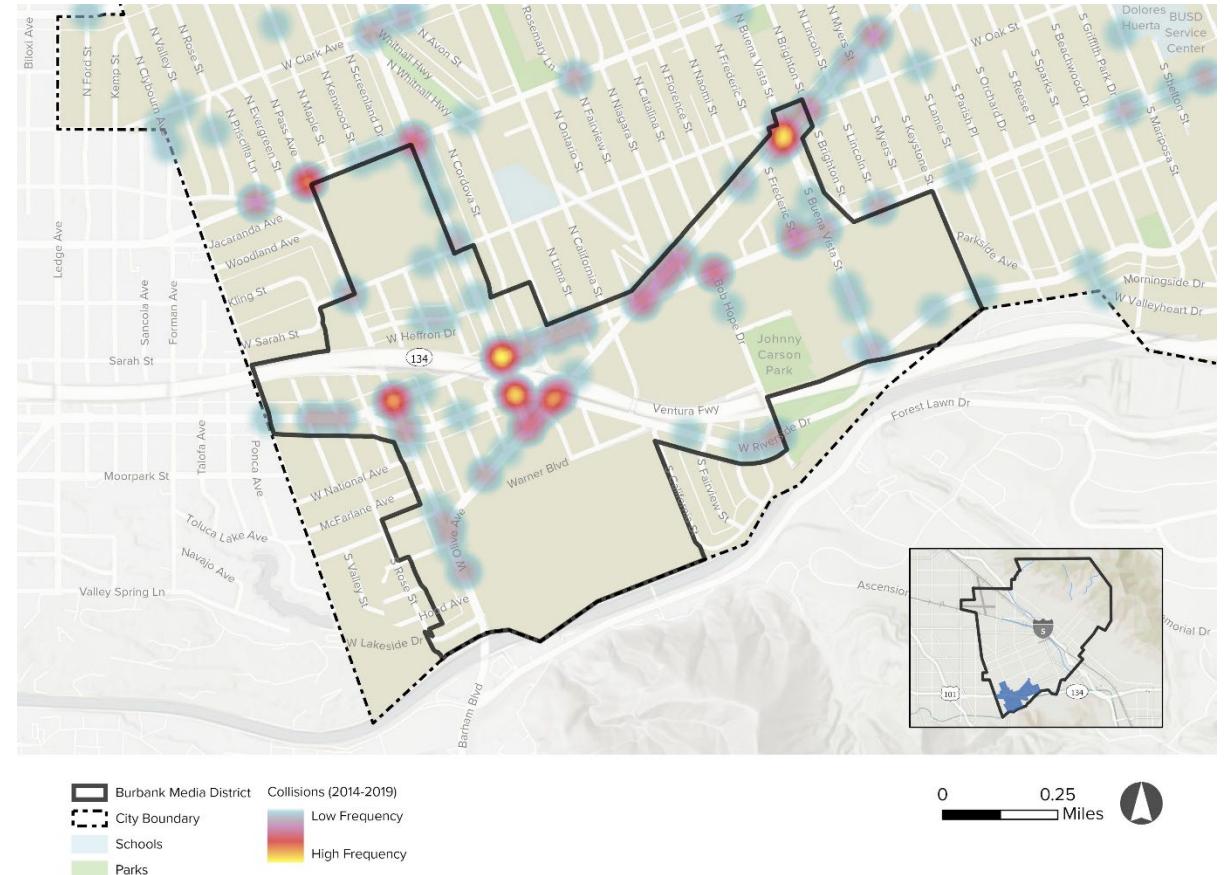


Existing Plans



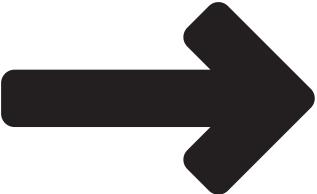
- ## Existing Conditions & Policy Recommendations
- Pedestrians
 - Motorists
 - Equestrian
 - Bicyclists
 - Transit

Traffic Collisions (2014-2019)



Current Commute Patterns

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

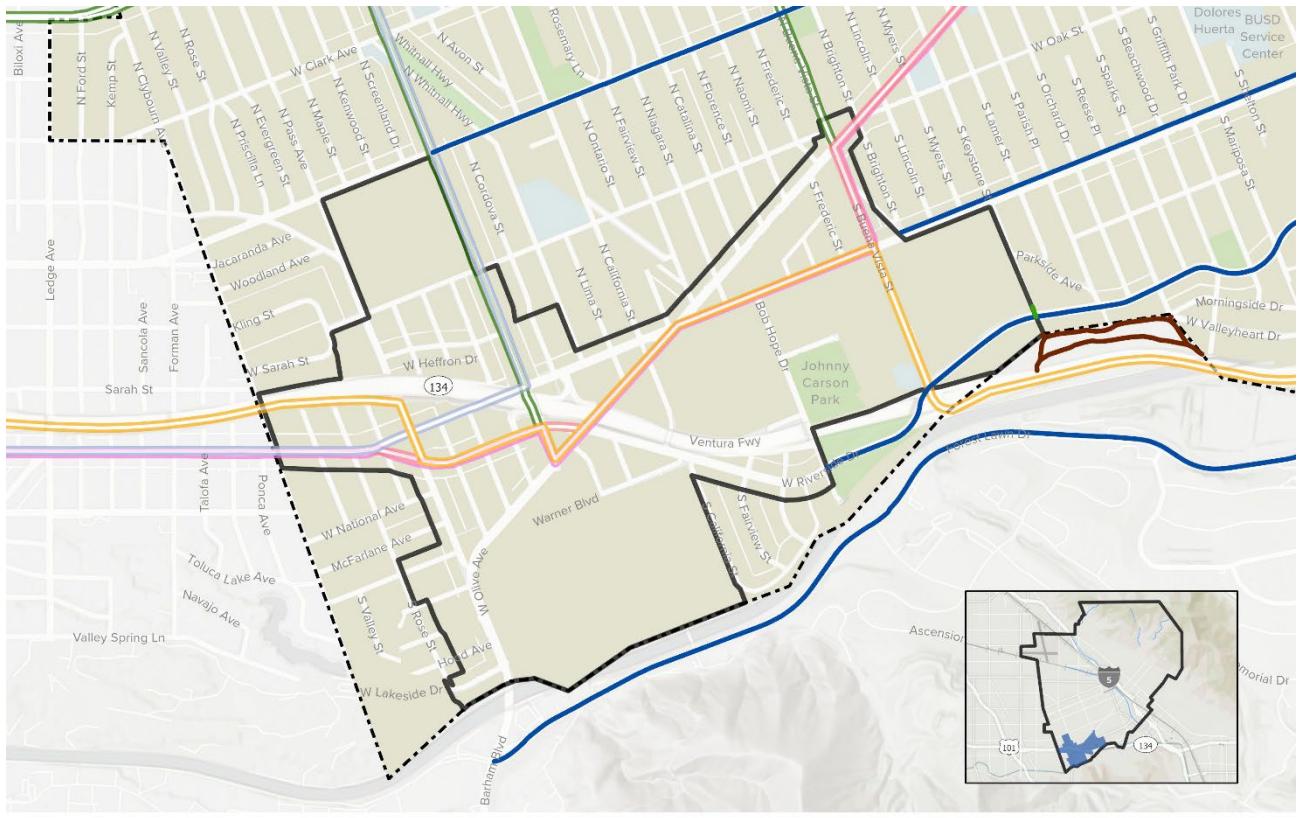


364 people
work and live in
the Media District

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

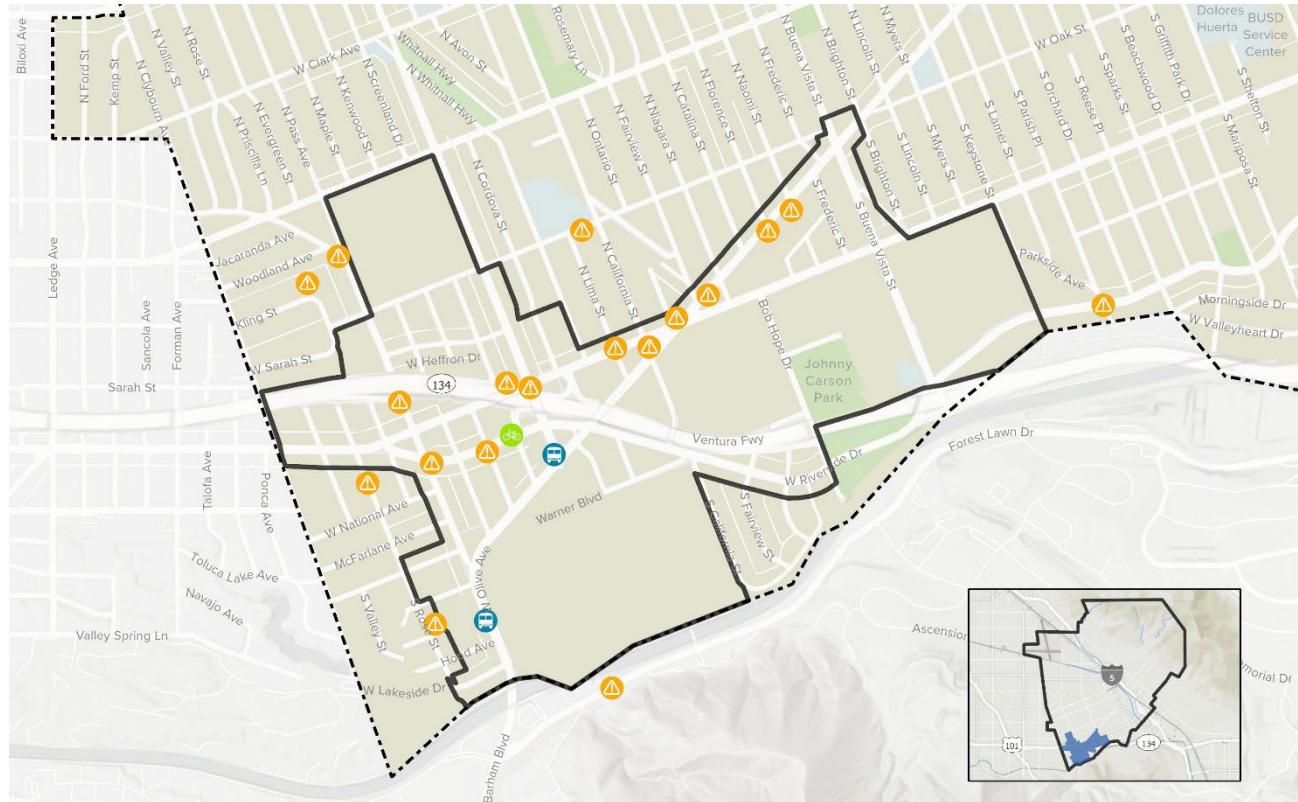


Existing Conditions: Public Input



- 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

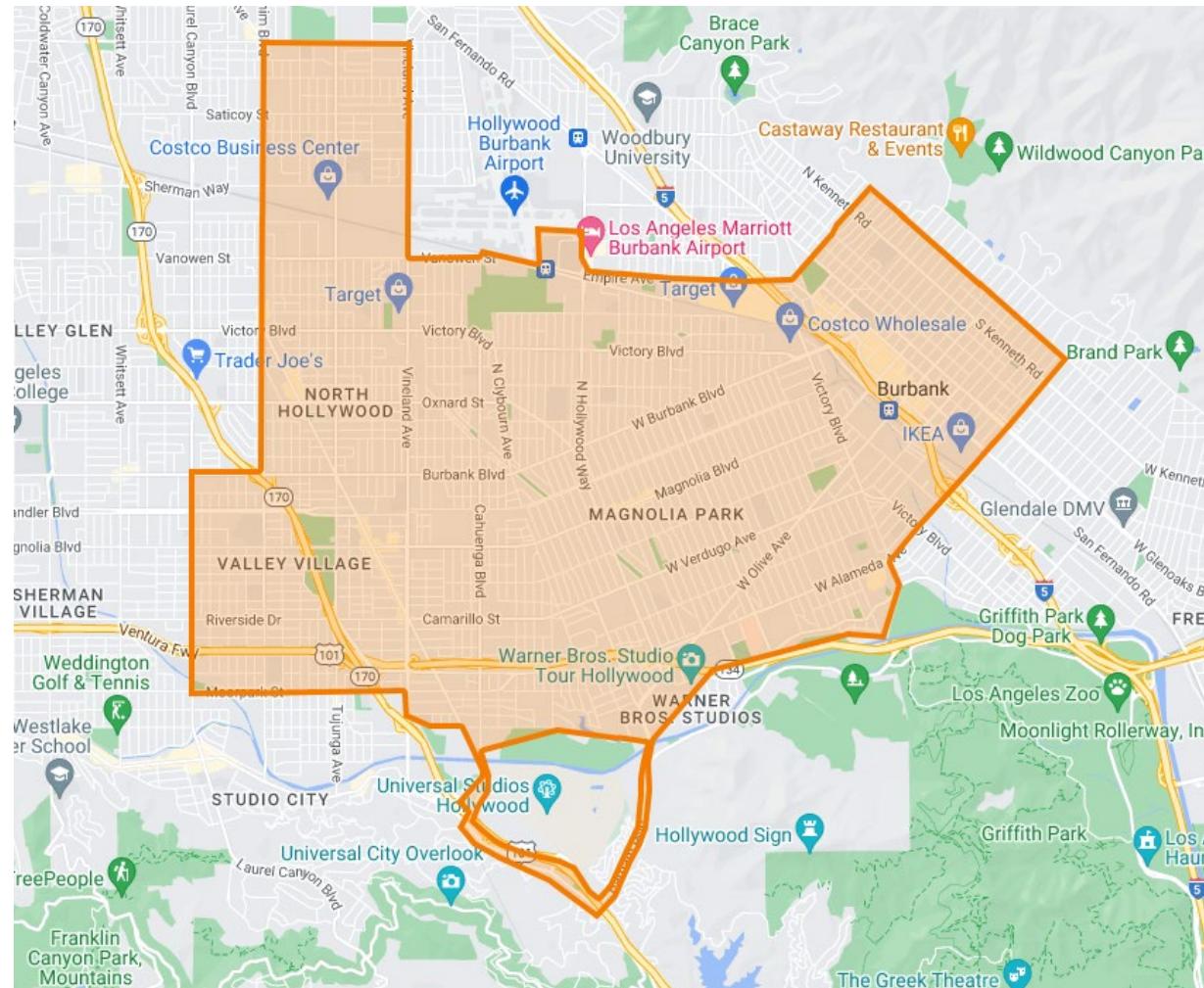
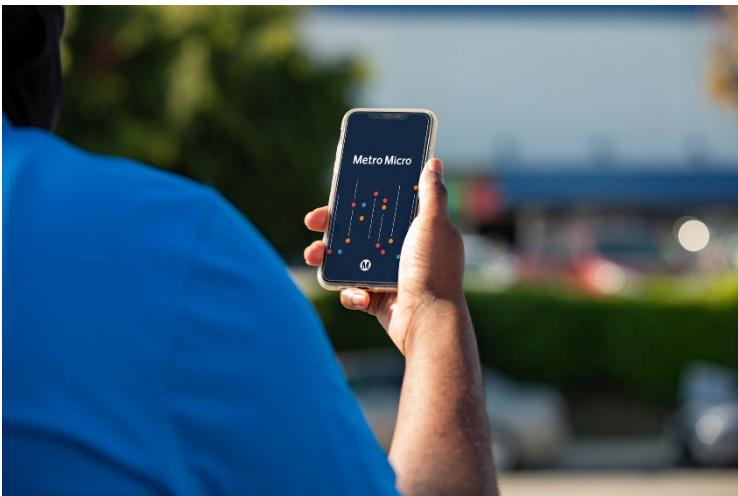
Existing Conditions: Public Input



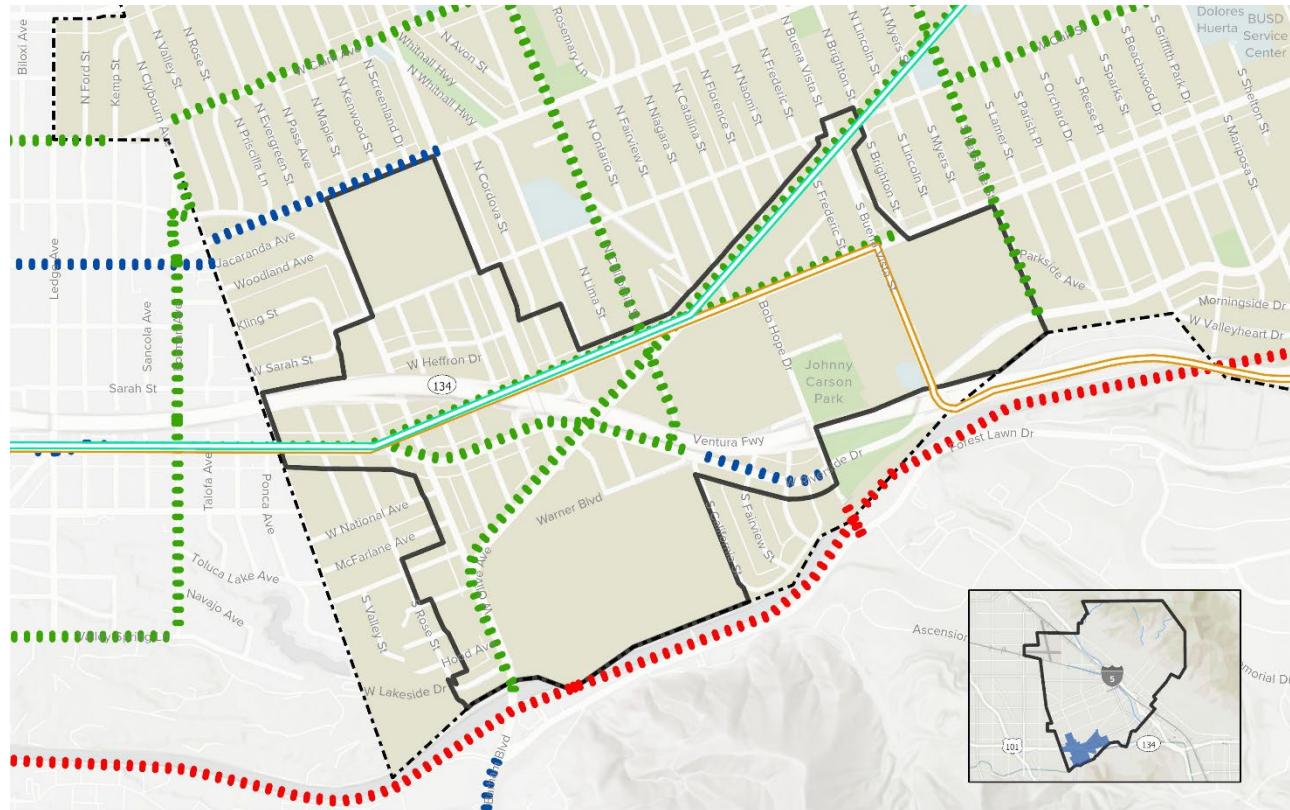
- Burbank Media District
- City Boundary
- Schools
- Parks
- Map Survey Results
- Bike
- Public Transit
- Safety Concerns

- 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



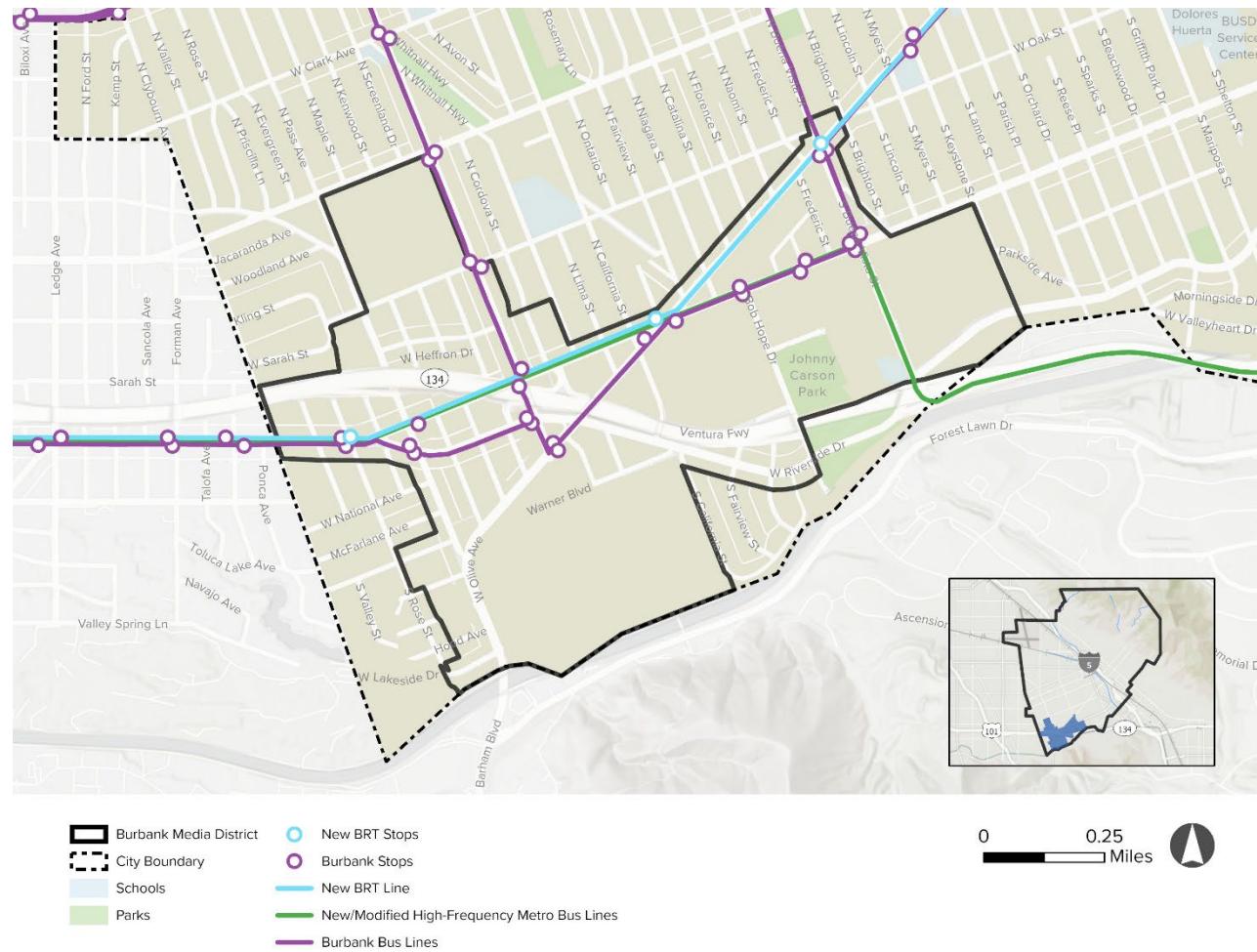
Proposed Mobility Network

Burbank Media District	Proposed Bicycle Facilities	New BRT Line
■ Burbank Media District	Proposed Bicycle Facilities	■ New BRT Line
■ City Boundary	■ Class I: Multi-Use Path	■ Class II: Bike Lane
■ Schools	■ Class III: Bike Boulevard	■ New/Modified High-Frequency Metro Bus Lines
■ Parks		

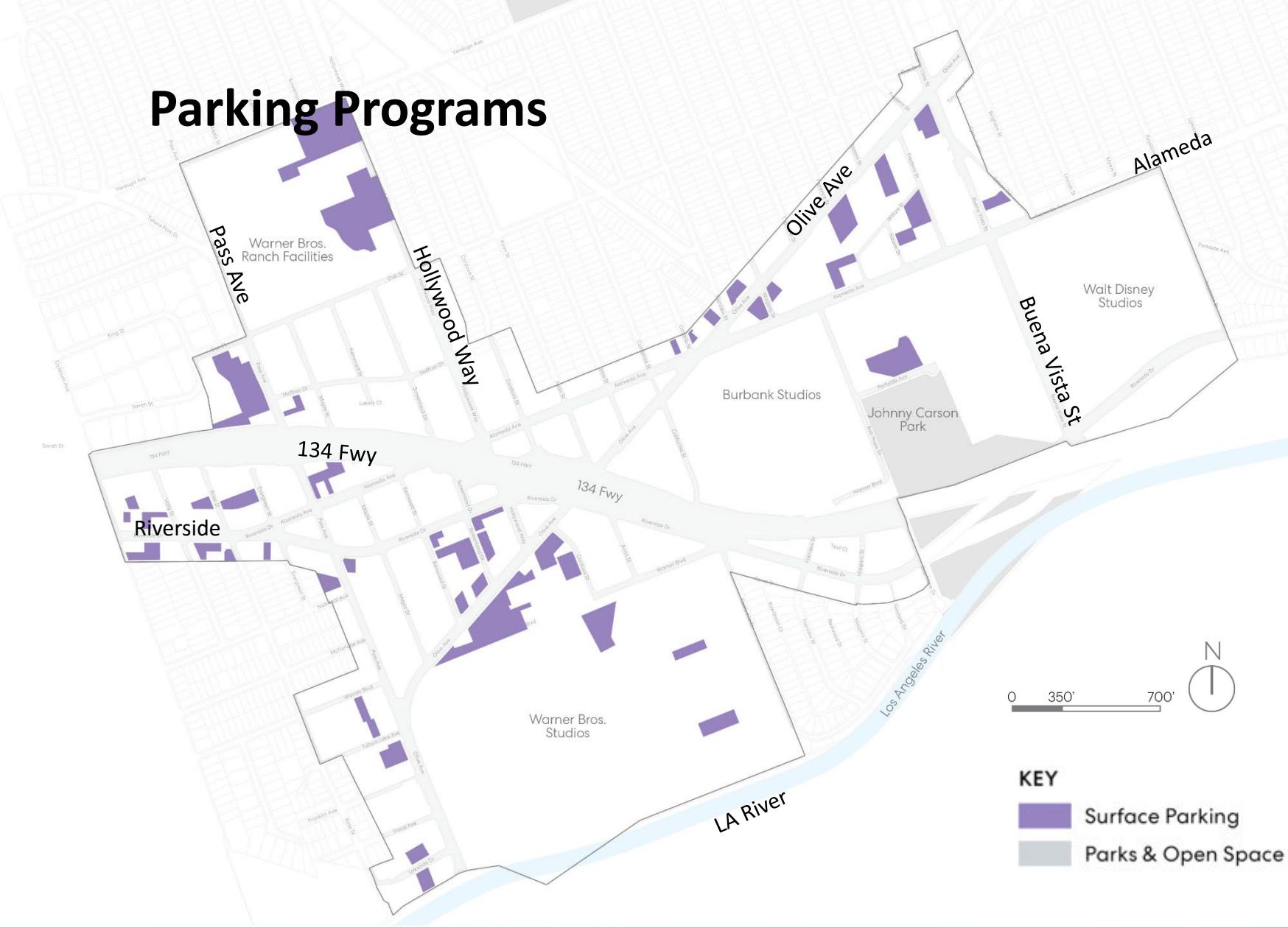
0 0.25 Miles



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

- 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

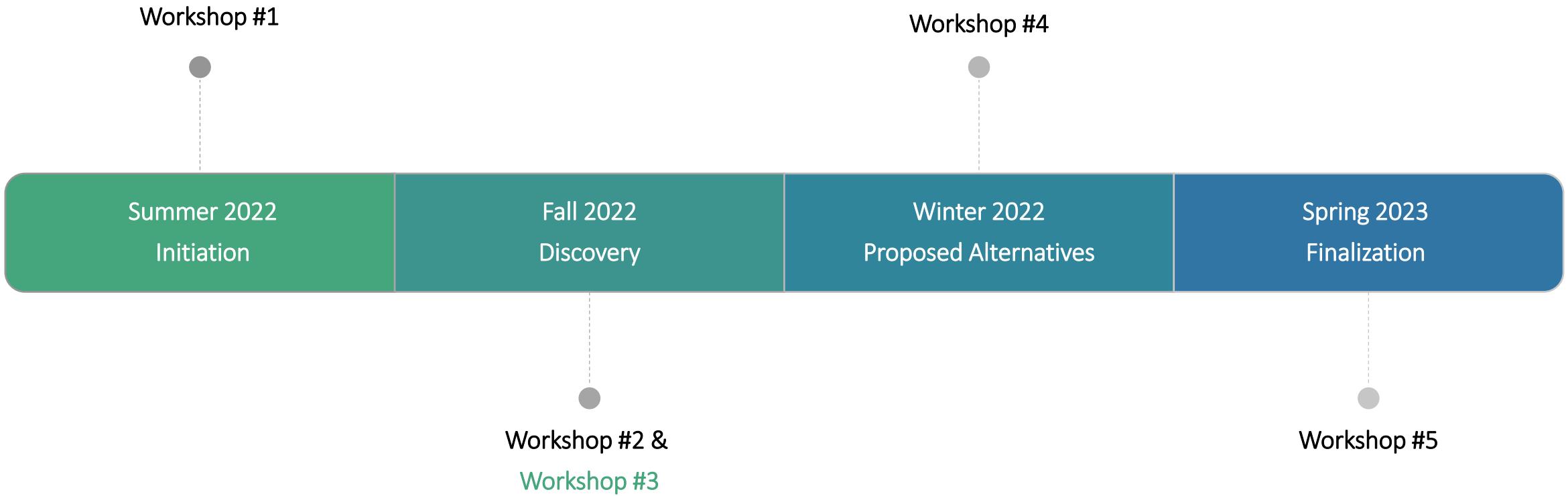
First and Last Mile
The first and last part of a person's journey

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
 - 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 16th 2022

6:00pm

Location: Virtual Workshop



Q&A



Stay Connected

For more information, please contact:

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