

Stakeholder Briefing

Wednesday, September 21, 2022



Agenda

12:30 PM	Introduction
12:45 PM	Presentation
1:15 PM	Q&A
2:00 PM	Adjourn

Project Team

CITY OF BURBANK

Amanda Landry – Project Manager
Fred Ramirez
David Kim

WSP

Megan Thorne
Juan Alberto Bonilla
Reed Alvarado

ARELLANO ASSOCIATES

Jessica Harleaux
Stevie Espinoza

PERKINS + WILL

Martin Leitner

RINCON

Susanne Huerta

KOSMONT

Joseph Dieguez

Housekeeping



Microphones are muted



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.

Zoom Poll

Which type of organization do you primarily represent?

1. Public Agency
2. Local Business
3. Developer / Real Estate
4. Educational Institution
5. Healthcare
6. Non-Profit Group
7. Production Studio
8. Resident
9. Other (please input in the chat)



THE SPECIFIC PLAN UPDATE

What is a Specific Plan?

A specific plan is a planning document that guides the future development of a focused geographic area within a city. A specific plan typically contains:



Development standards that implement a city's general plan and vision for how it should evolve.

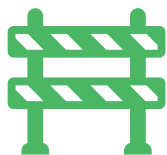


Goals and policies to help decision-makers recommend or approve new development projects.



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

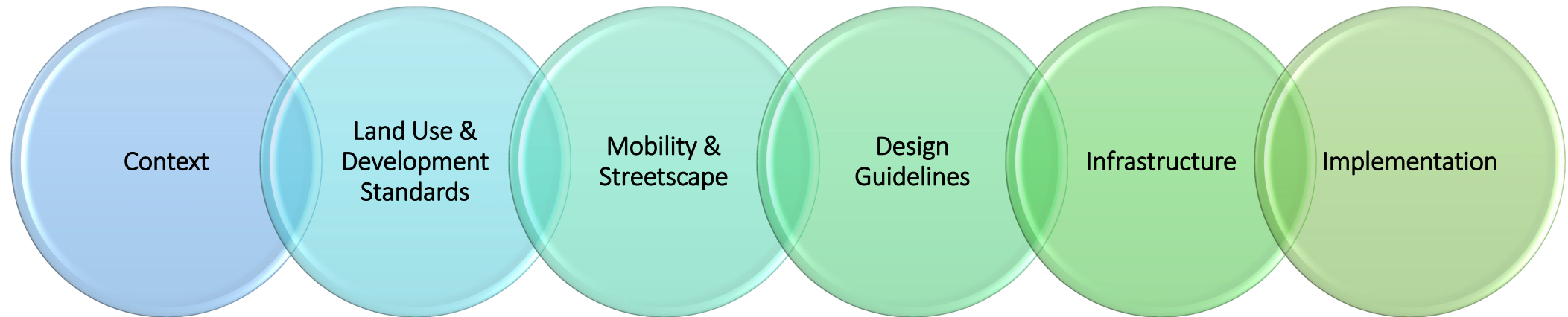


Introduce design standards for new development



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

Specific Plan Components



Benefits of Multi-Family and Mixed-Use Development



MEETS HOUSING NEEDS

Multi-family development meets the housing needs of a variety of people – from families with retail jobs who cannot afford homes to senior citizens who no longer drive and want a smaller home to maintain.



CREATES SENSE OF COMMUNITY

The social nature of living in multi-family housing leads to a greater sense of community among residents of an area.



PRESERVES OPEN SPACE

Multi-family housing helps preserve open space and undeveloped land because it is less space-intensive than single-family housing.



INCREASES PROPERTY VALUES

Multi-family housing development contributes to increased property values of single-family homes as development impact fees are applied to creating and improving neighborhood amenities.



CREATES WALKABLE & BIKEABLE COMMUNITIES

Multi-family housing contributes to cities that are more walkable, bikeable, and transit accessible because housing is generally built along transit routes and close to key destinations.



INCREASES LOCAL TAX REVENUE

Multi-family housing efficiently increases local tax revenue that can be spent on neighborhood improvements, schools, and services.



SAVES WATER

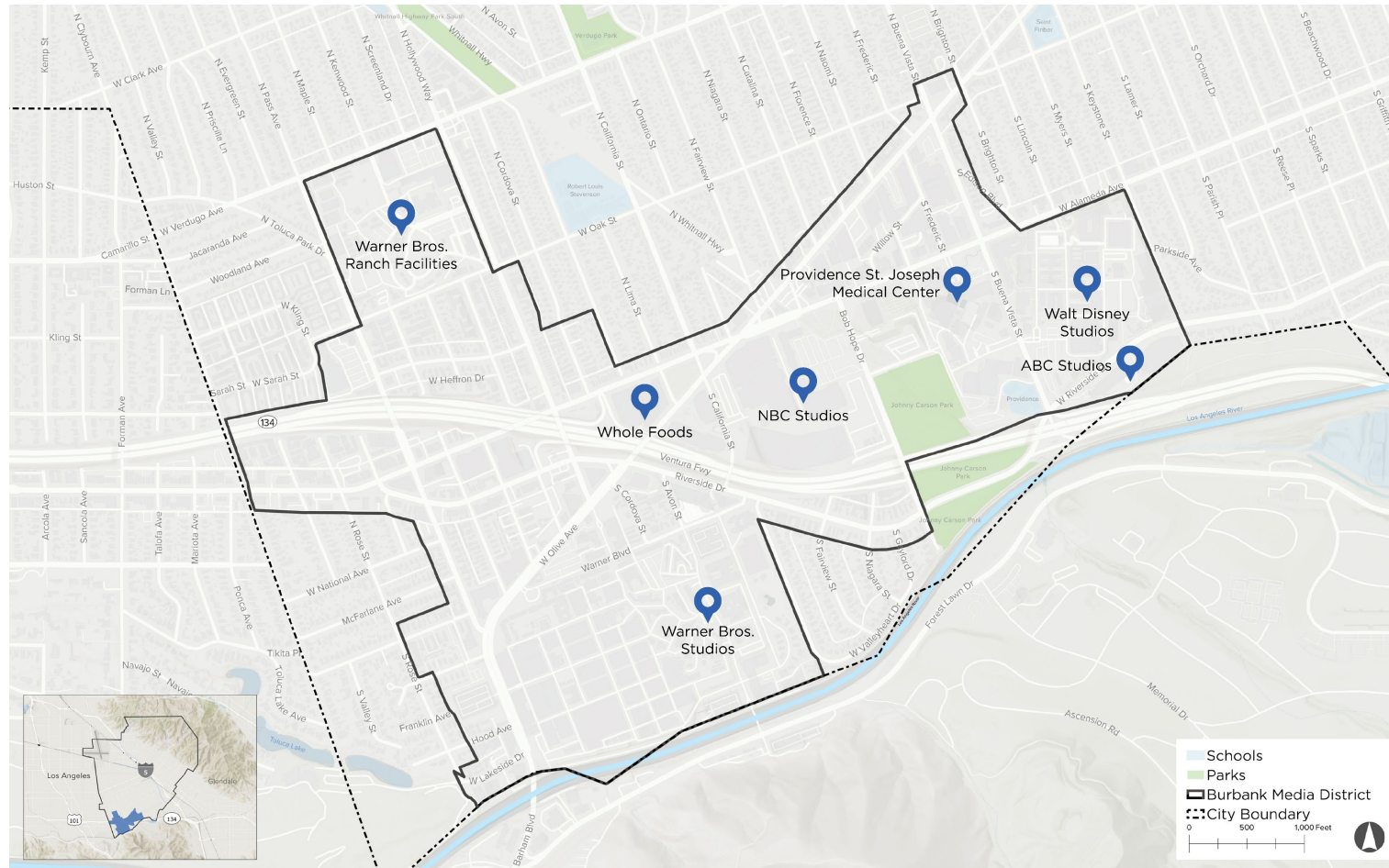
On average, multi-family housing uses less water per unit and per capita than single-family housing.



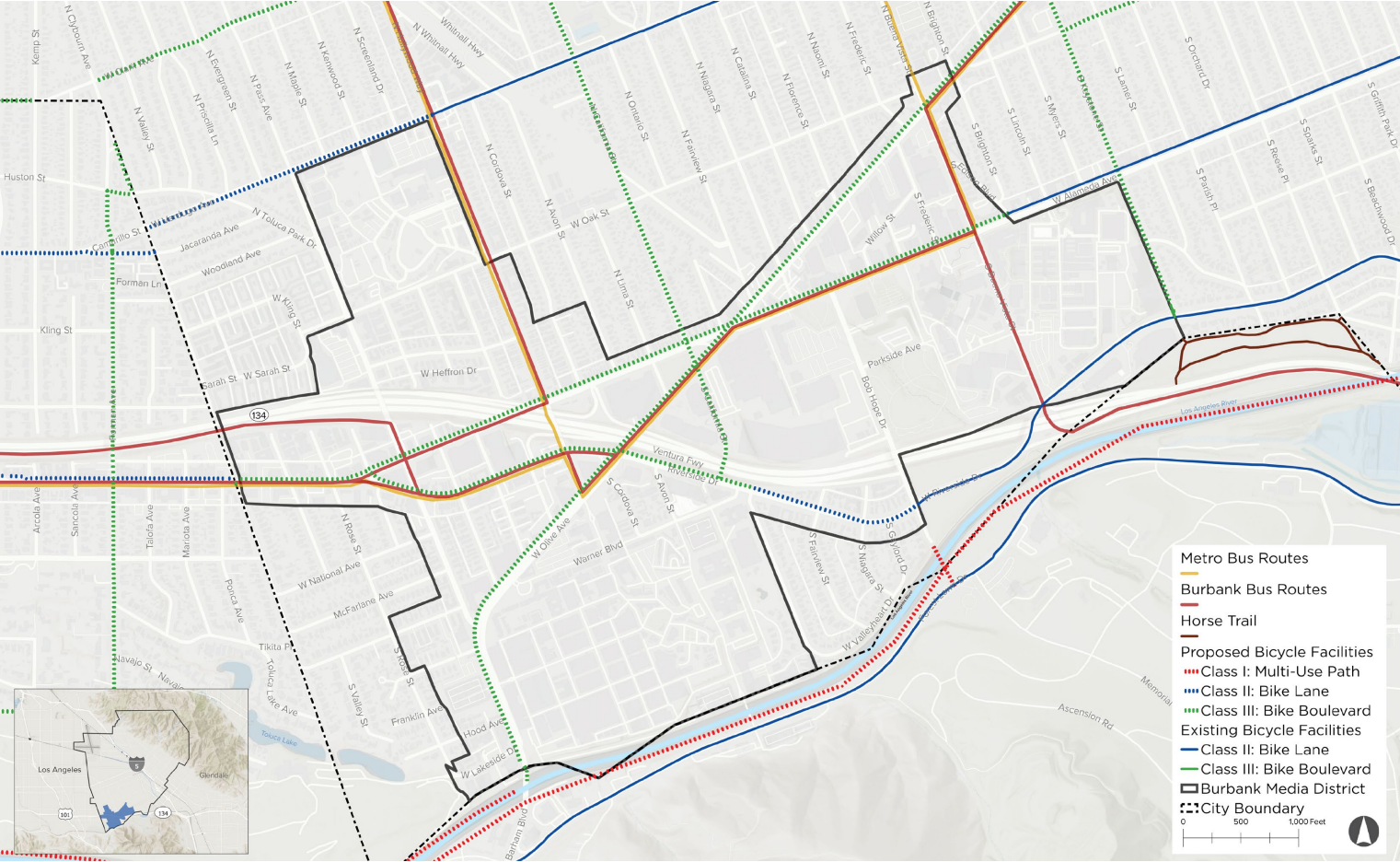
CREATES MORE MOBILITY OPTIONS

Denser housing close to jobs increases demand for transit, which enables communities to bolster transit options and contributes to a commute mode shift from private cars to transit and active transportation.

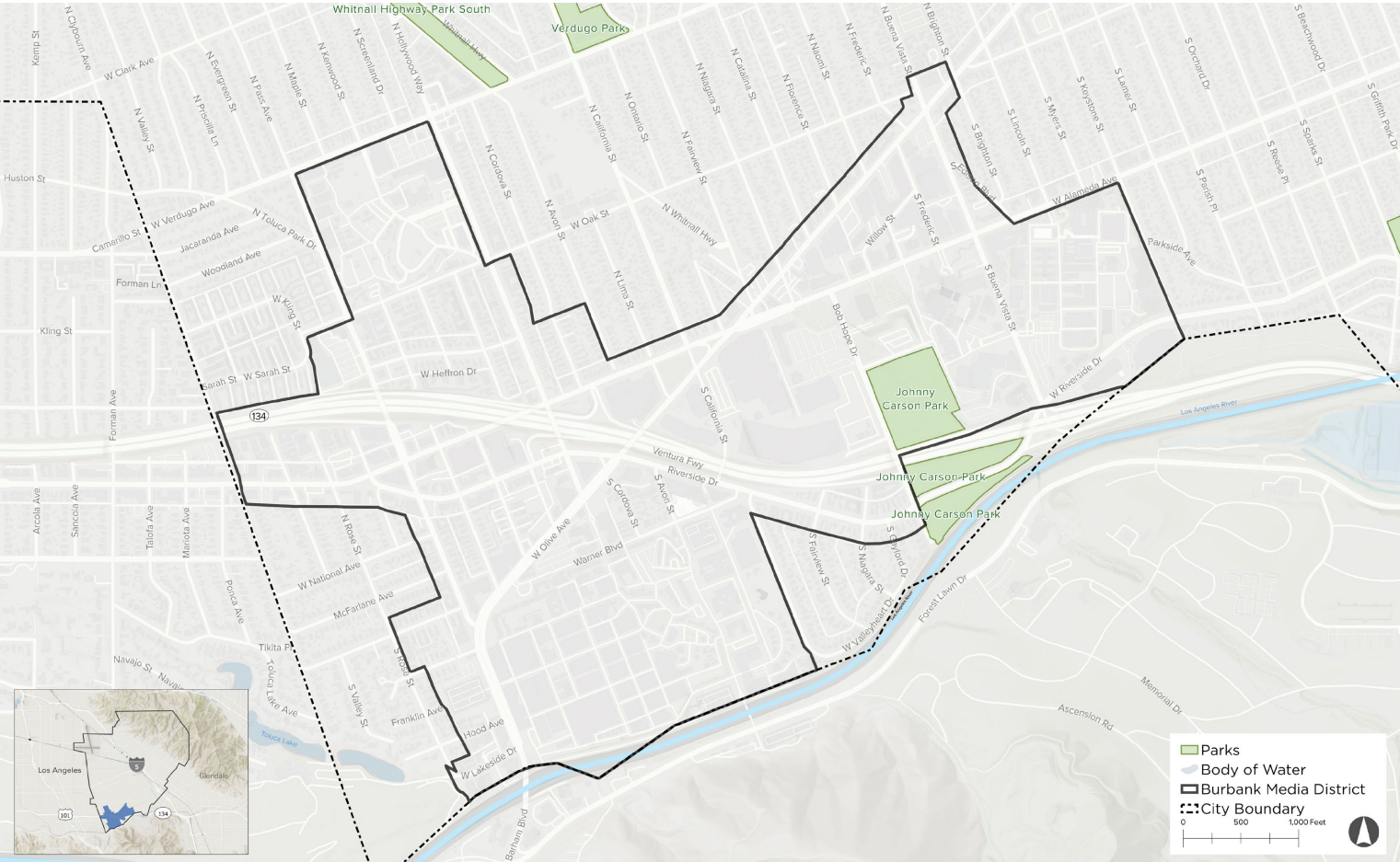
BURBANK
MEDIA DISTRICT
Specific Plan Update



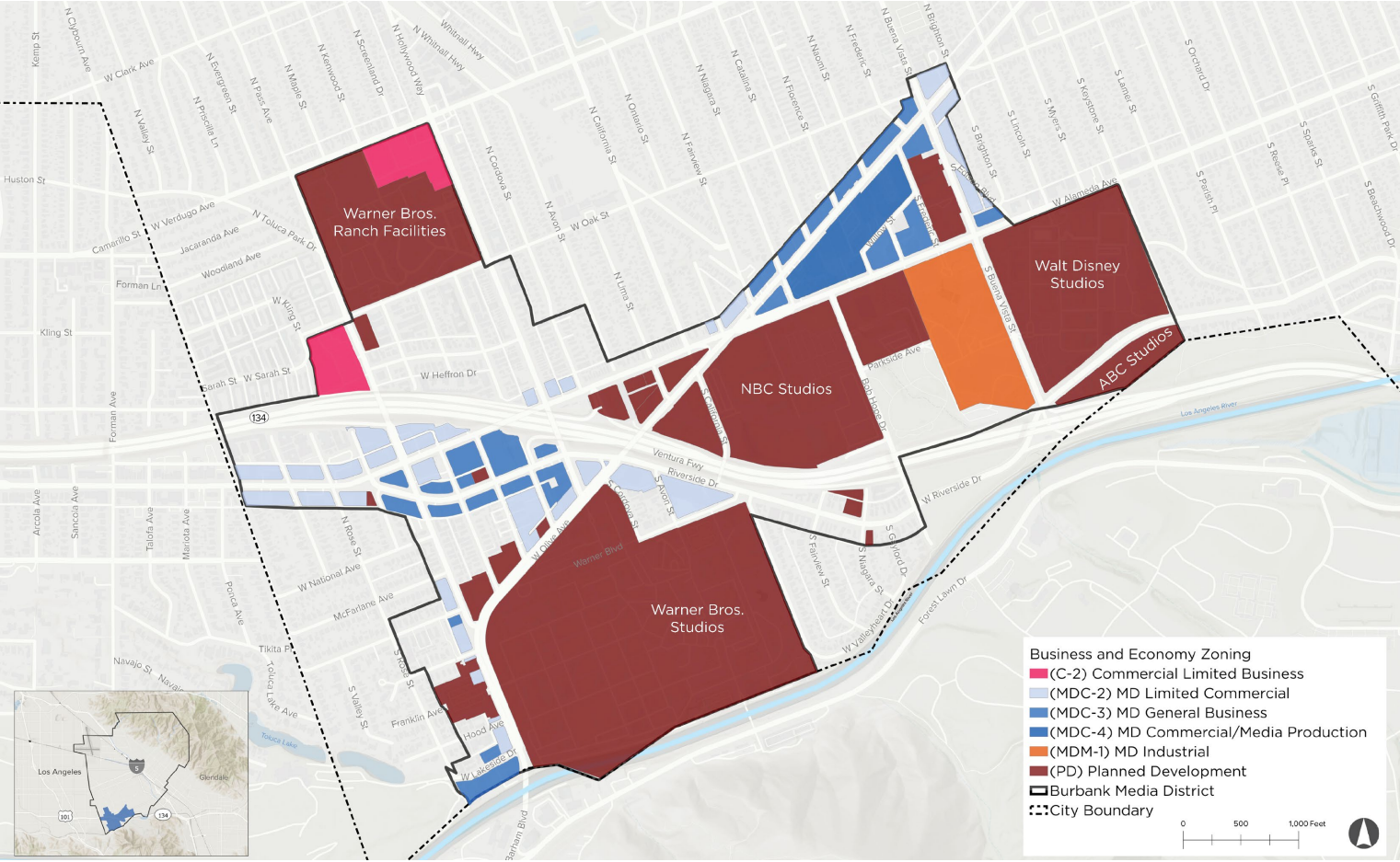
Mobility



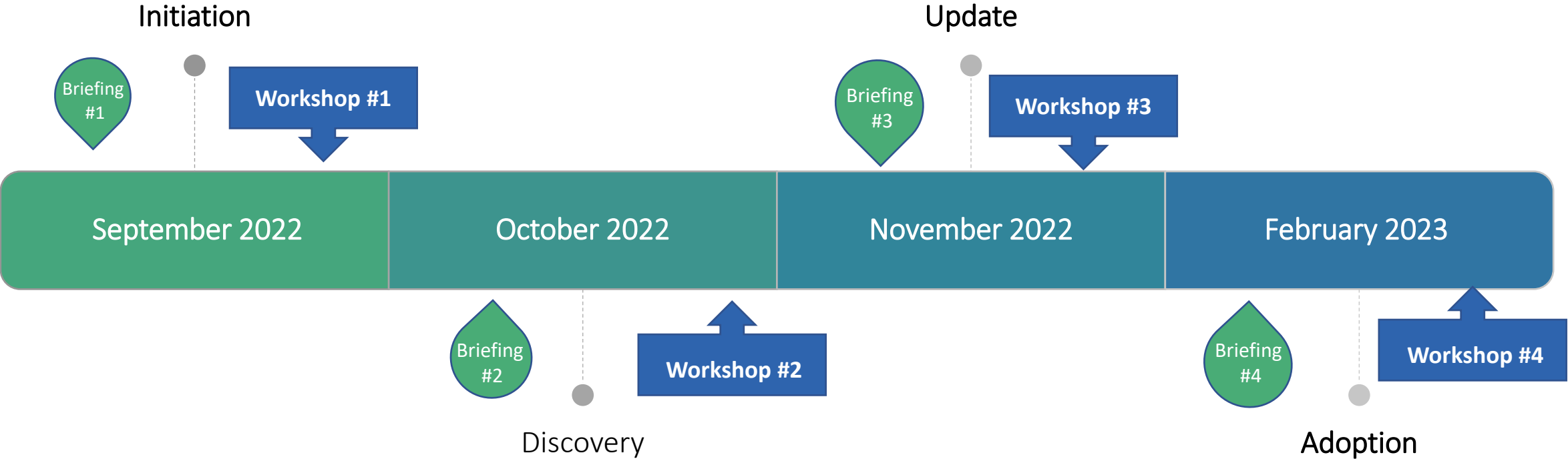
Recreation and Natural Resources



Business and Economy



Specific Plan Update Timeline



Public Workshop and Online Activities

How to Provide Input

- Attending the Open House Public Workshop
- Use our online commenting tool at:
www.BurbankMediaDistrictSP.com

Available Resources

- Project Fact Sheet
- Frequently Asked Questions
- Glossary of Technical Terms
- Project webpage includes a translation widget
- Sign up to join our mailing list for future updates
- All materials will be printed in Spanish, Armenian, and English
- Spanish and Armenian speakers will be on-site at the Open House

Wednesday, September 28, 2022

6:00pm

Community Services Building

Community Room

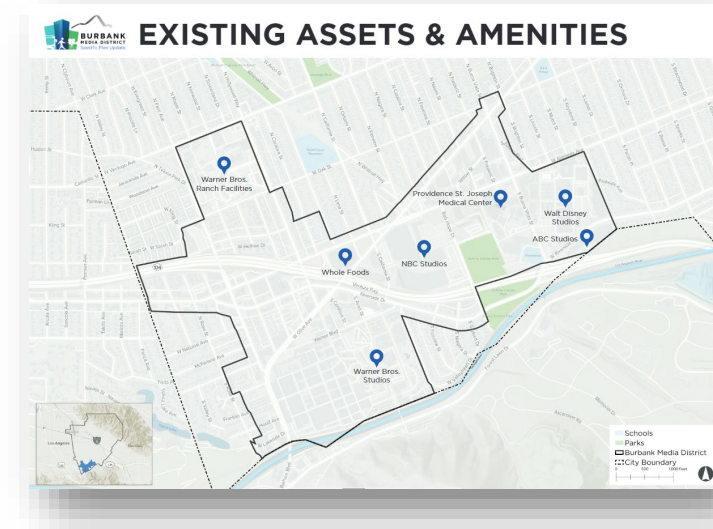
150 N. Third Street

Burbank, CA 91502

Public Workshop and Online Activities

Open House Stations

1. Introduction to the Specific Plan Update
2. Existing Assets & Amenities
3. Mobility
4. Recreation & Natural Resources
5. Business & Economy
6. Tech Station: Social Pinpoint Commenting Tool
7. City Questions



Public Input

- Vision for the Media District related to the themes listed above
- Travel patterns
- Consumer habits

Help Us Spread the Word!

Extended Outreach Toolkit

- We will share by close of business today
 - Updated toolkit for each round of outreach listed on the previous slide
- Toolkit provides:
 - Project messaging and graphics
- Please share with your network using:
 - All major social media platforms including:
 - Twitter, Facebook, Instagram
 - Eblasts
 - Newsletters
 - Website
- Please email us at sespinoza@arellanoassociates.com to request additional resources to help communicate with your networks





Q&A



Stay Connected

For more information, please contact:

Amanda Landry

Senior Planner

Community Development Department

alandry@burbankca.gov

(818) 238-5250

