

PUBLIC WORKSHOP #4

Wednesday, February 22, 2023



Agenda

- 6:00 PM** Welcome
- 6:15 PM** Presentation
- 6:30 PM** Open House
- 7:30 PM** Closing

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

What is a Specific Plan?

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

A specific plan typically contains:



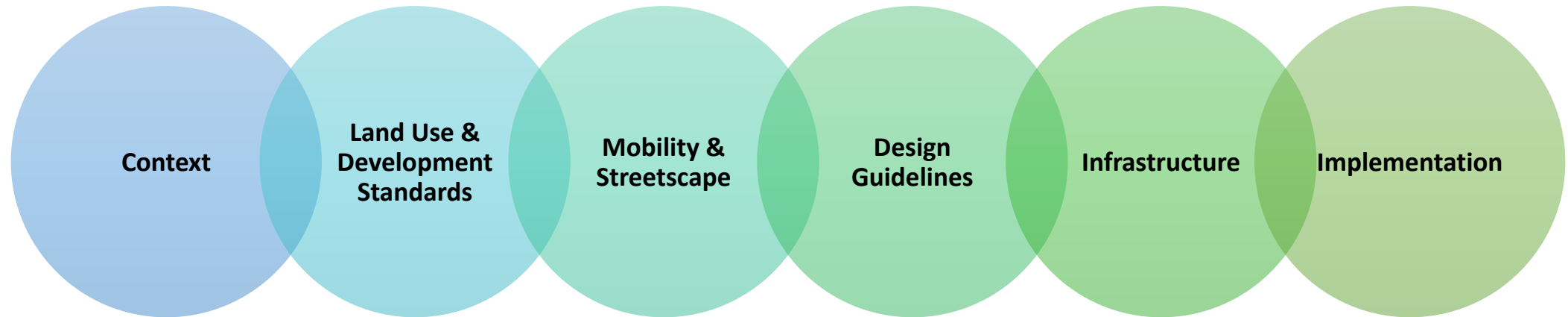
Objective development standards that implement the Goals/Policies/Actions of a city's General Plan and current vision for how the area should evolve.



More specific goals and policies to help decision-makers recommend or approve new development projects.



Specific Plan Components

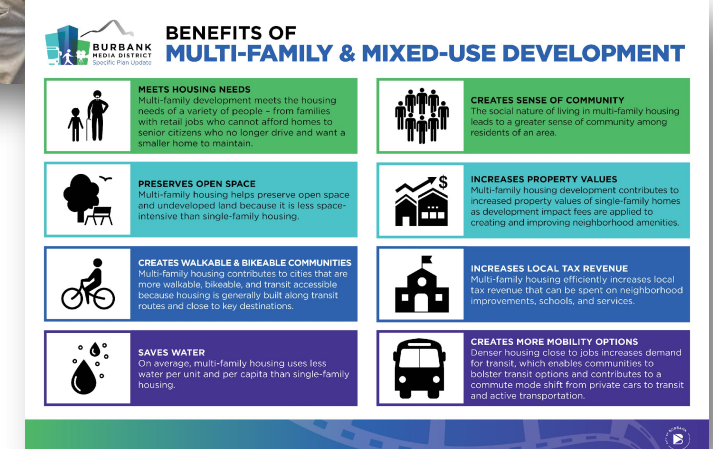




What We've Heard So Far

Public Workshop and Online Activities

- § 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



Summary of Public Input

Community Character

- Potential opportunities should aim to protect and preserve the character of the existing neighborhoods.
- Concerned about the impact of changes to neighboring R1 parcels, especially regarding parking.

Mobility

- Safety concerns such as speed of vehicles, dangerous curb extensions, and bicycle and pedestrian safety.
- Need for access to transit.

Recreation and Natural Resources

- Johnny Carson Park difficult to access for District residents, lack of amenities

Business and Economy

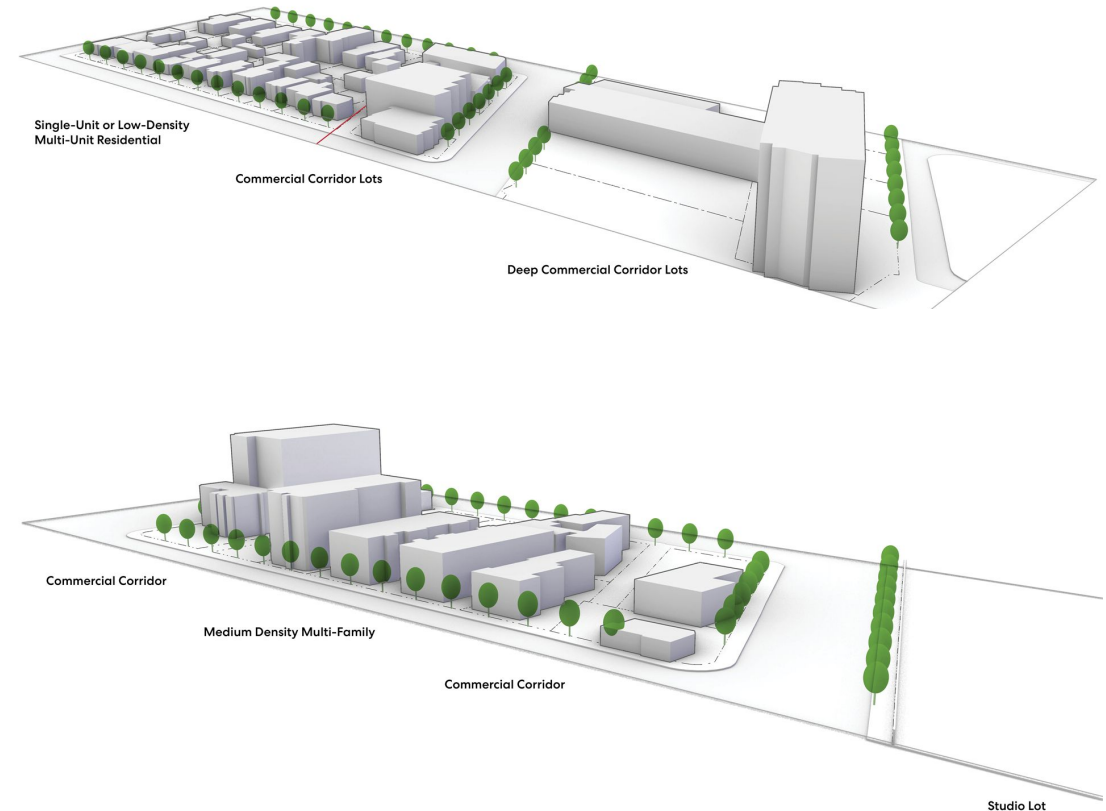
- Importance of bringing in and sustaining small businesses in the area.



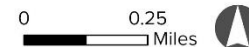
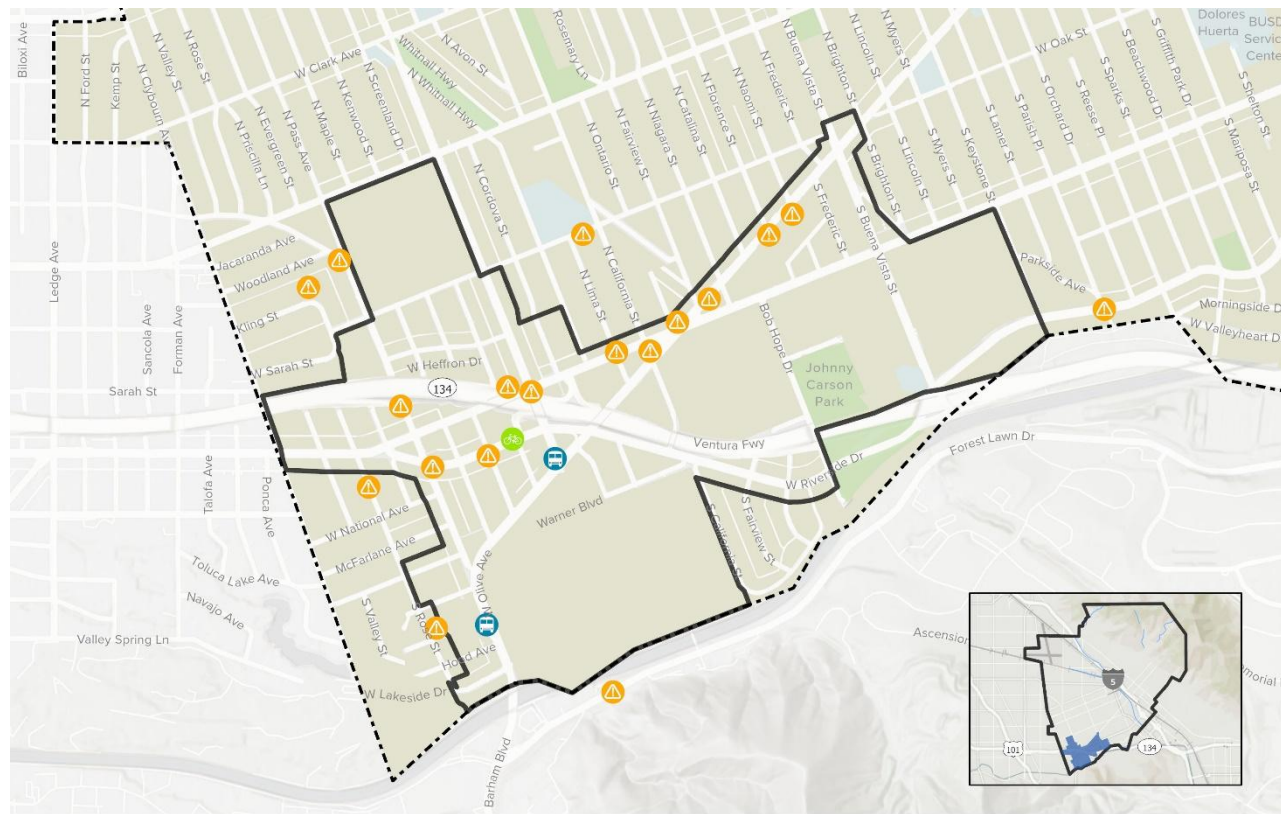
Placemaking

What specific locations or areas are most suitable for additional development?

- W Alameda, from S Keystone St. to N Hollywood Way.
- Area between S California St. and Bob Hope Dr., along the 134 freeway.
- Triangle between Lima St, W Alameda Ave., and W Olive Ave.
- Development should be focused toward the center of the Media District.
- Current parking lots that could be redeveloped as multifamily housing.
- R1 and R2 adjacent areas are not suitable and instead need height restrictions.



Summary of Transportation Related Public Input



- Employers emphasized significance of shuttle programs to their employees
- Need for traffic calming measures
- Concerns about street parking for small businesses
- Desire for more visible bike access and safer bike parking
- Interest in encouraging an inviting atmosphere that is pedestrian-friendly, shaded, and provides community gathering places
- Consider how public transit may benefit the area and reduce the addition of parking lots
- Need more housing near transit
- Need for enforcement of traffic violations
- Better access to the studios- bikes, pedestrians, etc.



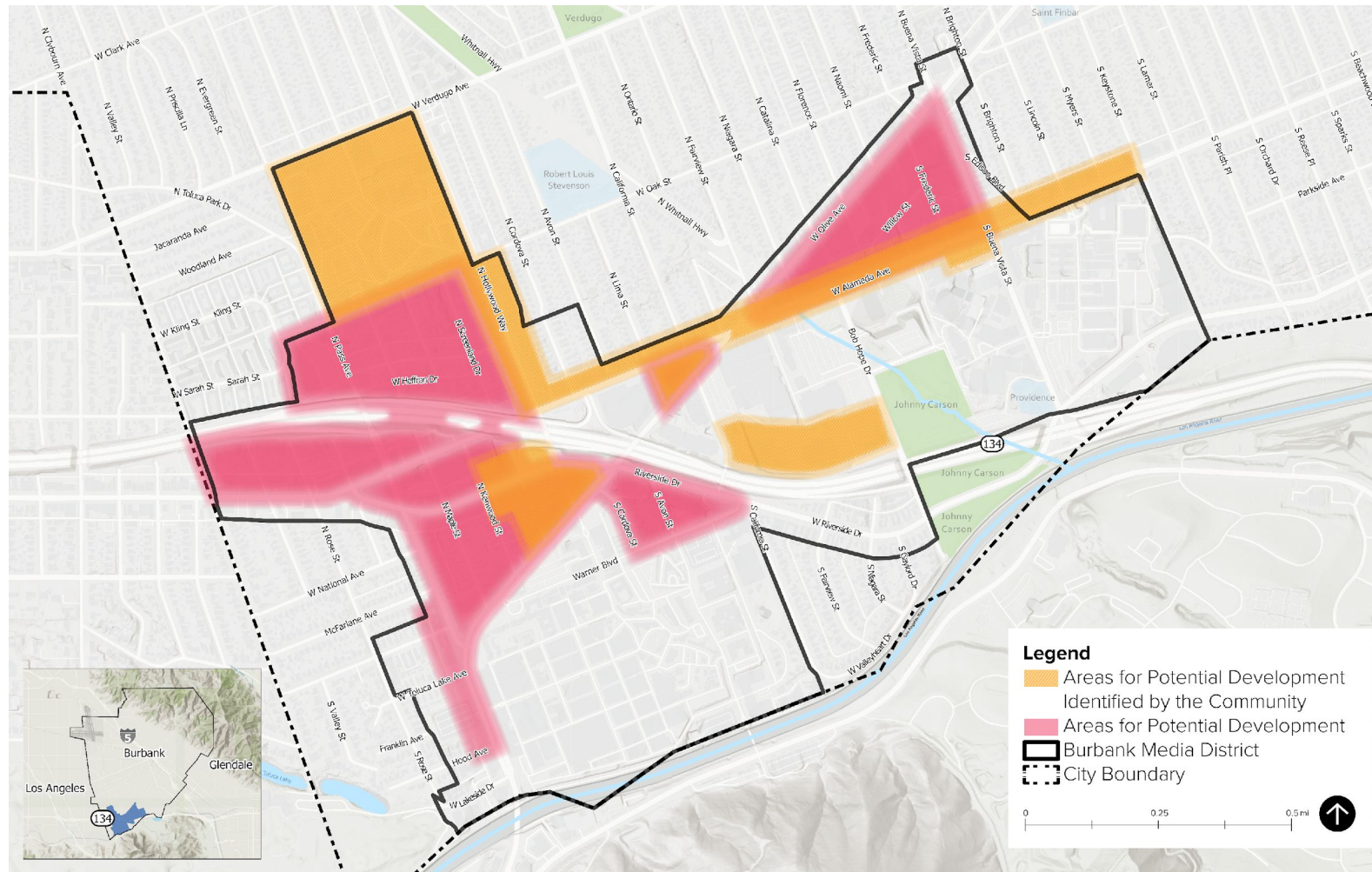
Workshop #4 Open House

Open House Stations

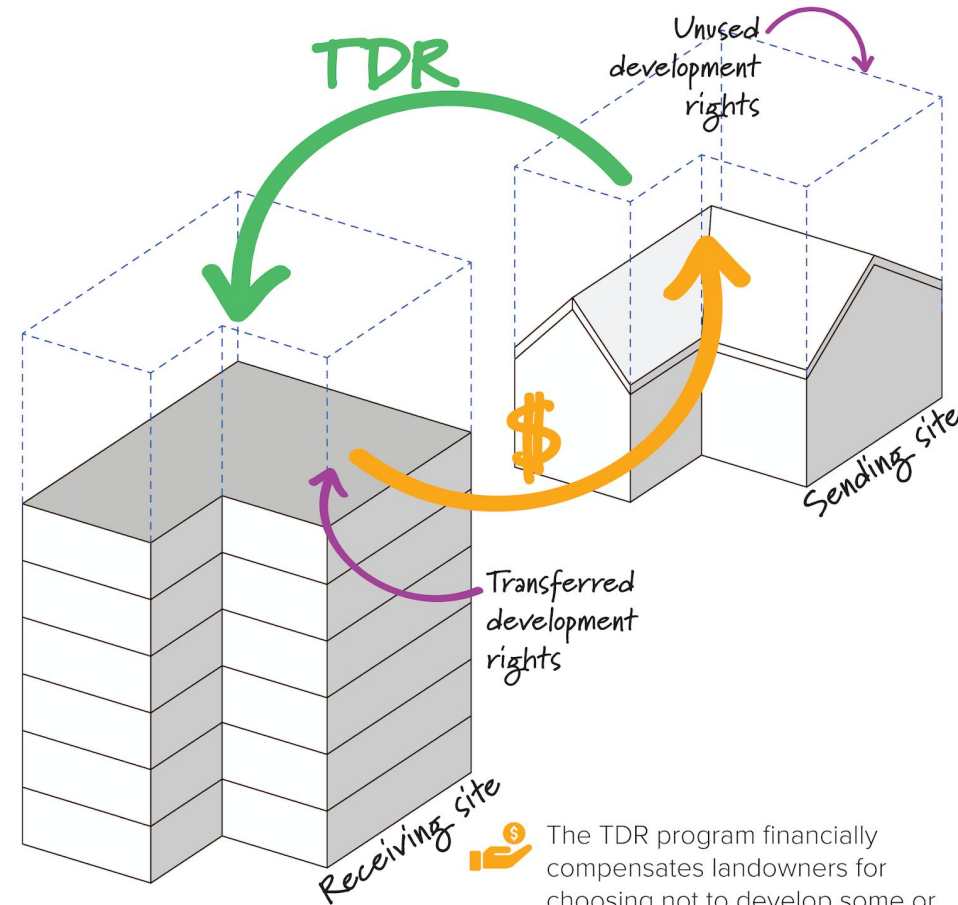
1. Introduction to the Specific Plan Update
2. Potential Development Sites & Transfer of Development Rights
3. Market Analysis
4. Traffic Improvements & Parking Concepts
5. Existing Height and Massing Standards & Potential Changes
6. Design Standards



Potential Development Areas & Transfer of Development



Potential Development Areas & Transfer of Development



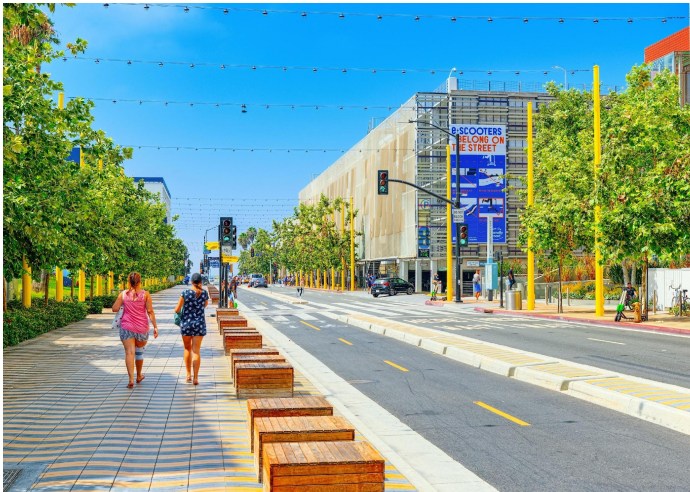
The TDR program financially compensates landowners for choosing not to develop some or all of their land.

Market Analysis

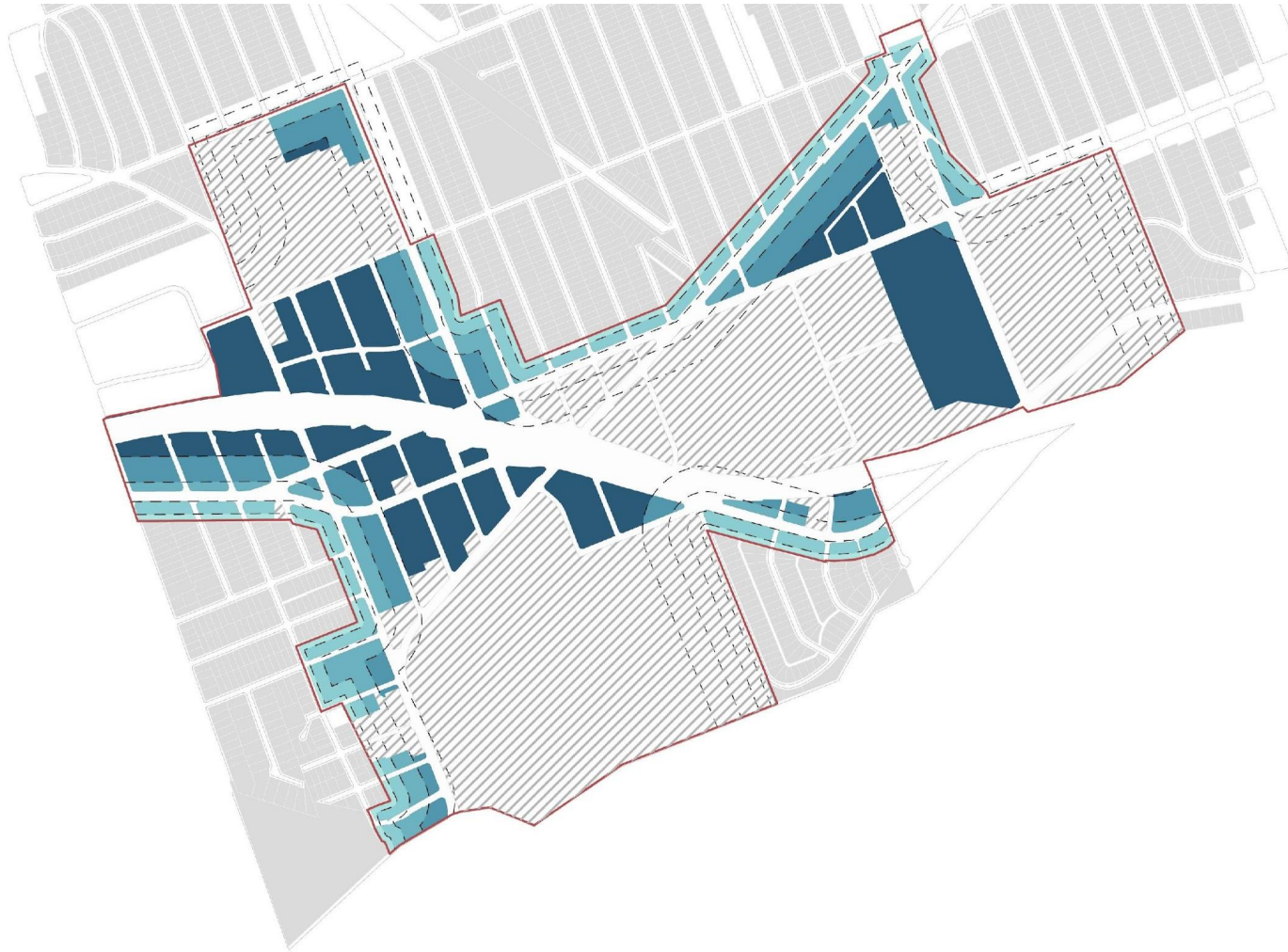


- Retail Market
- Office Market
- Housing Market
- Hotel Market
- Land Values
- Demand Forecast

Traffic Improvements & Parking Concepts



Existing Height and Massing Standards & Potential Changes



Existing Height and Massing Standards & Potential Changes





Upcoming Engagement

Community Engagement Timeline



Next Steps

Round Five of Public Outreach

- Public Workshop to present draft Specific Plan
- Presentations to other Boards and Commissions

How to Provide Input

- Visit www.BurbankMediaDistrictSP.com
- Participate in the formal public hearings in early Summer 2023

Available Resources

- Project Fact Sheet
- Frequently Asked Questions
- Glossary of Technical Terms
- Project webpage includes a translation widget
- All materials available in Spanish and Armenian

Workshop #5: Finalization

April 2023

Location: Online





Stay Connected

For more information, please contact:

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