

MEDIA DISTRICT SPECIFIC PLAN UPDATE

PUBLIC WORKSHOP #7

June 5, 2024



Tonight's Agenda

Schedule of Events:

6:00 PM	Open House
6:15 PM	Presentation
6:45 PM	Q & A
7:30 PM	Closing

Options for Asking Questions:

- Complete a comment card. Written comments will be addressed first.

Or

- Enter the speaker queue



Project Team

CITY OF BURBANK – CDD/Planning Division

Amanda Landry: Project Manager, Principal Planner

Fred Ramirez: Asst. CDD Director - Planning

Scott Plambaeck, Planning Manager

David Kim: Senior Planner

Joseph Pangilinan: Associate Planner

Robert Keatinge: Associate Planner

CITY OF BURBANK – CDD/Transportation Division:

David Kriske: Asst. CDD Director – Transportation

Marcos Fuentes: Senior Planner

SO. CALIFORNIA ASSOC. OF GOVERNMENTS (SCAG)

Grieg Asher: Planning Supervisor

WITH TECHNICAL SUPPORT FROM:

WSP: Land Use & Transportation

ARELLANO ASSOCIATES: Outreach & Engagement

PERKINS + WILL: Urban Design

RINCON: Environmental Analysis

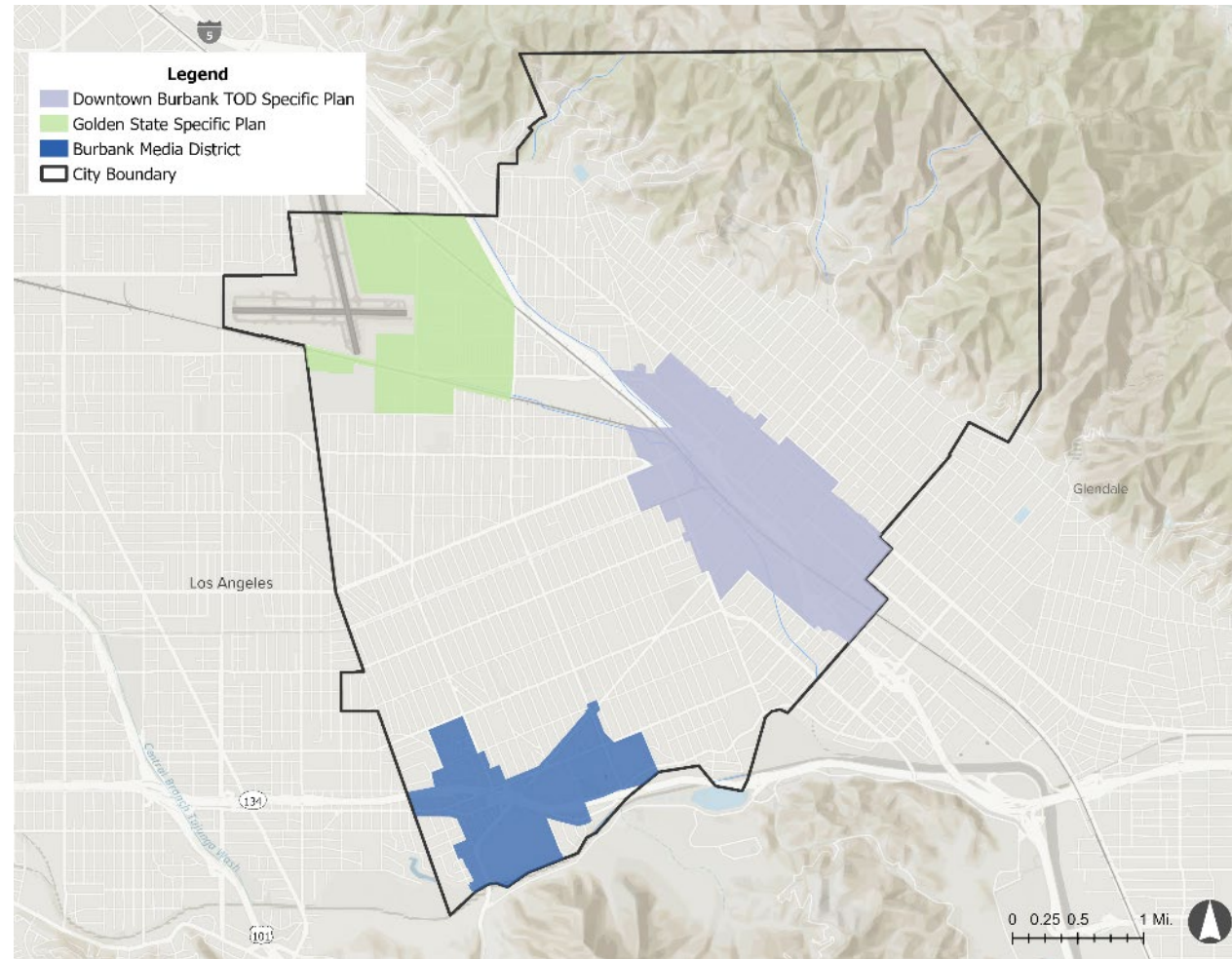
KOSMONT: Economic Market Analysis





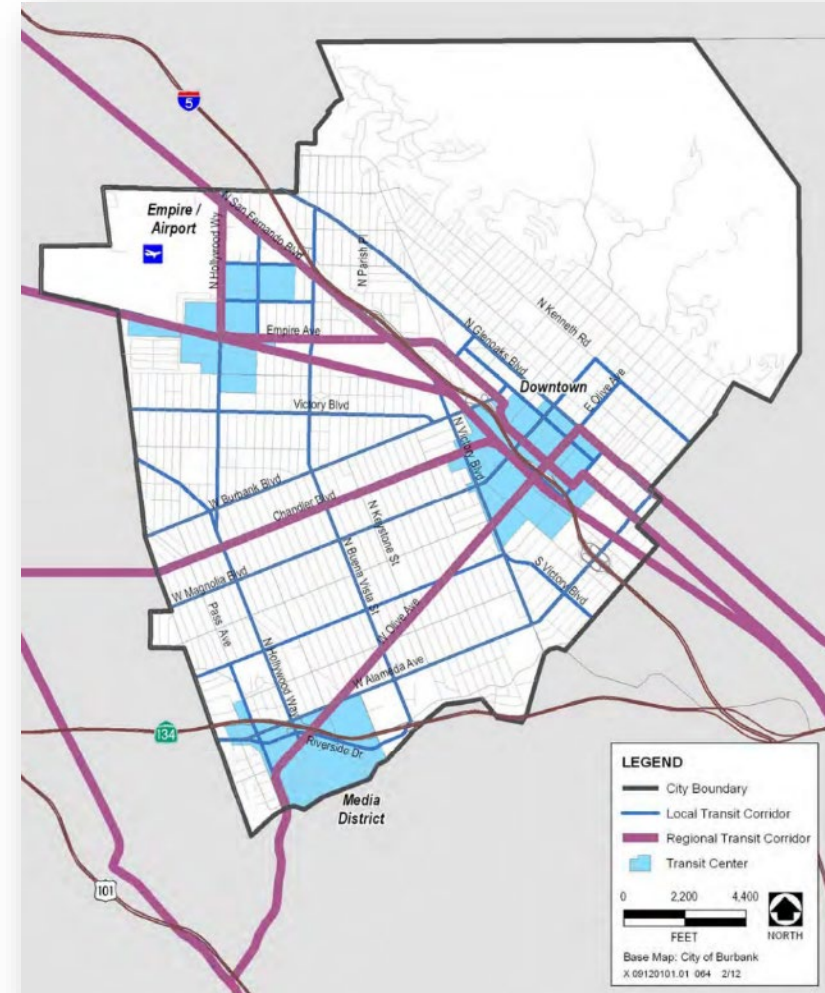
Background Information

Specific Plan Updates



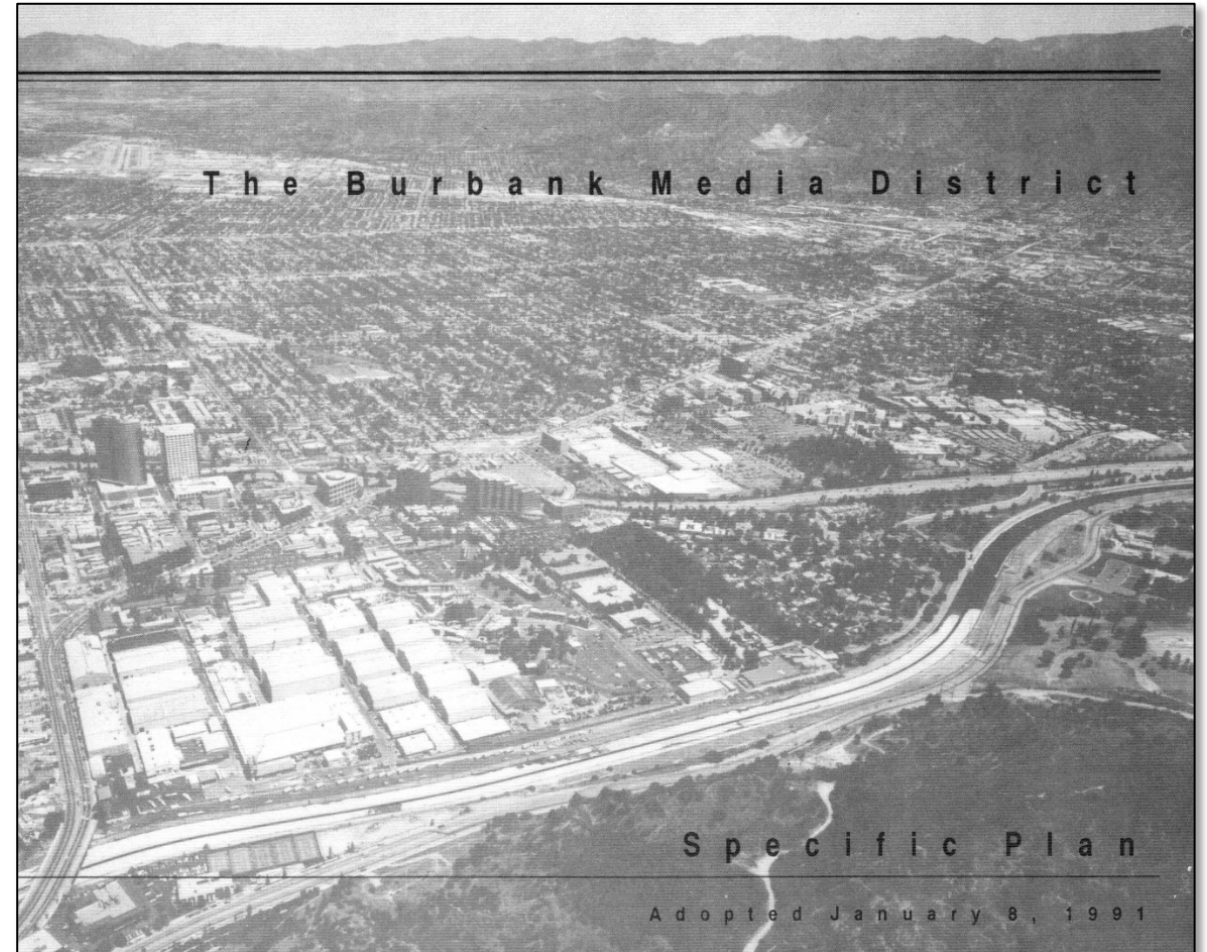
Transit Centers

- The General Plan shows identifies the Media District area as one of City's Transit Centers.
- Transit Centers are areas where multiple local and regional transit routes operate or intersect.
- Policies in these areas encourage density, reduced parking incentives, encourage better land use connections to walking and biking networks, and offer transit to mitigate traffic impacts.



Existing MDSP

- Adopted more than 30 years ago
- Regulates the intensity of development within the MDSP area
- Neighborhood compatibility and protection



Recent State Legislation

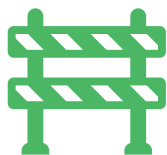
- **Sente Bill (SB) 35 & Assembly Bill (AB) 2011** – created a streamline ministerial approval process for qualified housing developments.
 - Under SB 35 limited to evaluating Projects against the objective zoning standards, objective subdivision standards, and objective design review standards
 - AB 2011 (CEQA-exempt ministerial approval pathway on commercially zoned land for qualifying residential development that meets affordable housing targets and pays prevailing wages)
- **SB 6** (allowing residential use on commercially zoned property without requiring a rezoning for projects that pay prevailing wages and meet "skilled and trained workforce" requirements)
- **AB 2234** (enforceable timelines for local governments to issue post-entitlement ministerial building permits)

Recent State Legislation (Continued)

- **AB 2295** (allowing educational employee housing on land owned by school districts or county office of education)
- **SB 886** (CEQA exemption for qualifying university housing development projects)
- **AB 2334** (reforms to the State Density Bonus Law to define "base density" and provide further concessions for 100 percent BMR projects in low VMT areas)
- **AB 1551** (Density Bonus Law benefits for mixed-use projects)
- **AB 682** (Density Bonus Law benefits for shared/co-living housing)
- **AB 2097** (prohibiting minimum parking requirements within a half-mile of public transit)

Why Update the Burbank Media District Specific Plan Now?

The Burbank Media District Specific Plan (adopted in 1991) is being updated by the City, in partnership with the Southern California Association of Governments (SCAG), to develop and implement policies and programs to:



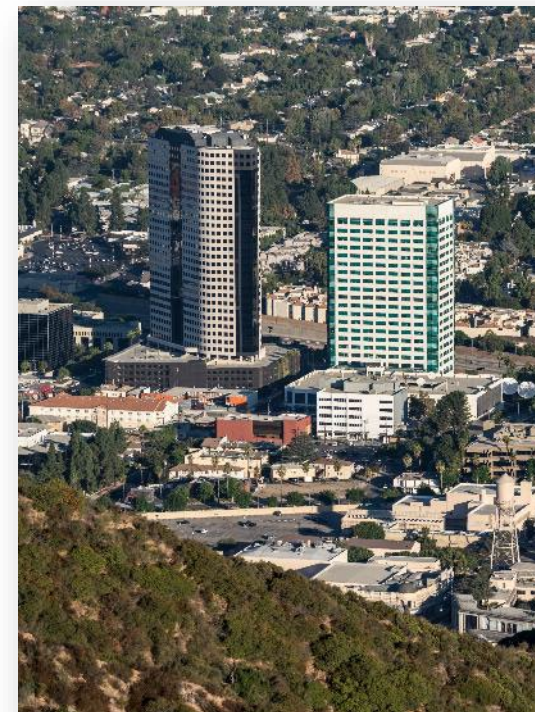
Remove barriers to housing production



Streamline the permitting process



Better coordinate with transportation resources and policies



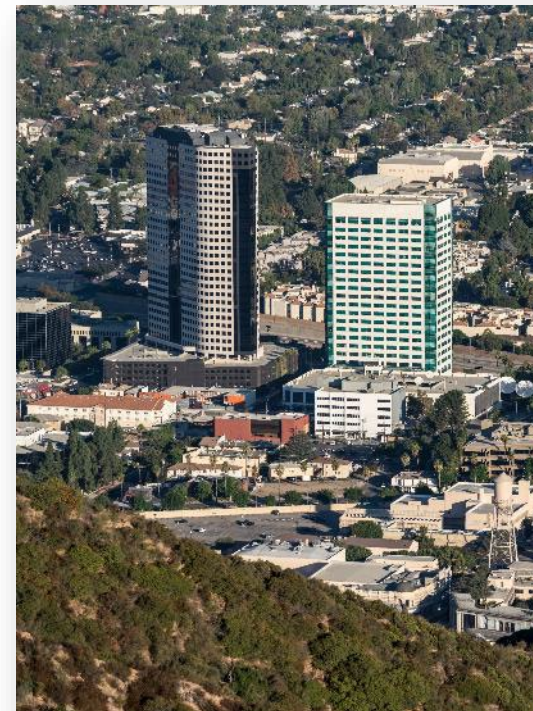
Why Update the Burbank Media District Specific Plan Now?



The Specific Plan Update is an opportunity to put in place Objective Development Standards that better represent the City's development and neighborhood design goals.



Objective Development standards will ensure that the City's vision and neighborhood compatibility are maintained even if developments are processed through state mandated streamlining programs, such as AB 2011 or SB 35.



Media District Specific Plan Contents

Plan

- ✓ Relationship to Existing Plans
- ✓ Community Input
- ✓ Land Use Policies & Standards
- ✓ Development Standards & Guidelines
- ✓ Mobility Standards
- ✓ Infrastructure

Appendices

- ✓ Goals and Policies
- ✓ Real Estate Market Study
- ✓ Traffic Study
- ✓ Parking Study
- ✓ Bicycle Infrastructure Plans
- ✓ Sidewalk Design Standards





Chapter 1: Executive Summary

and

Chapter 2: Introduction

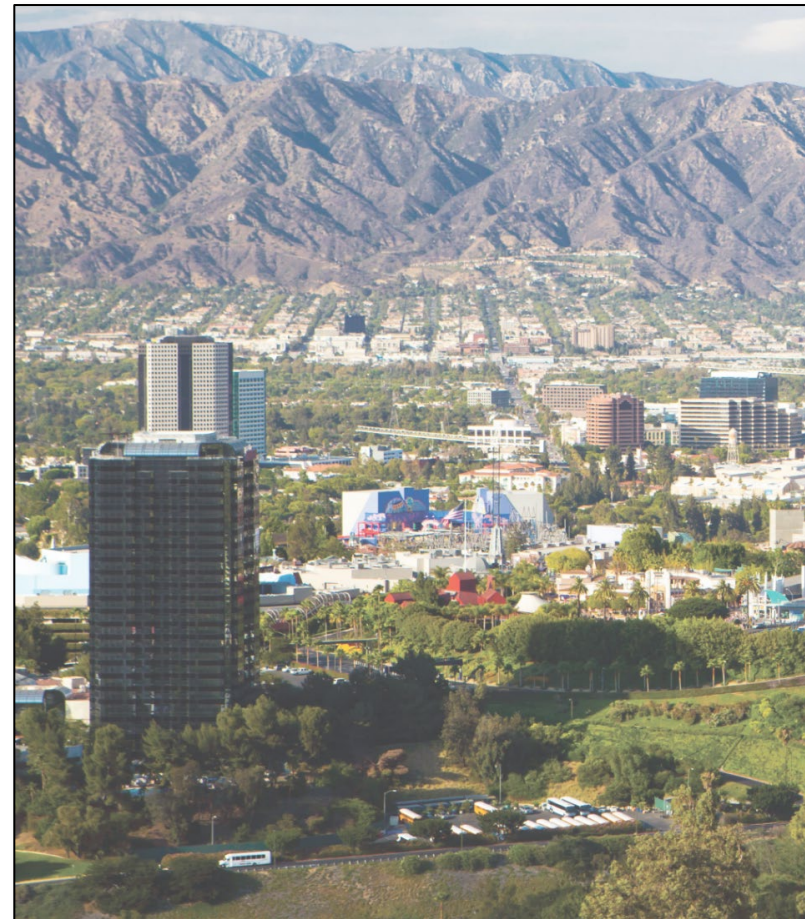
Chapters 1 and 2: Executive Summary and Introduction

- **Executive Summary**

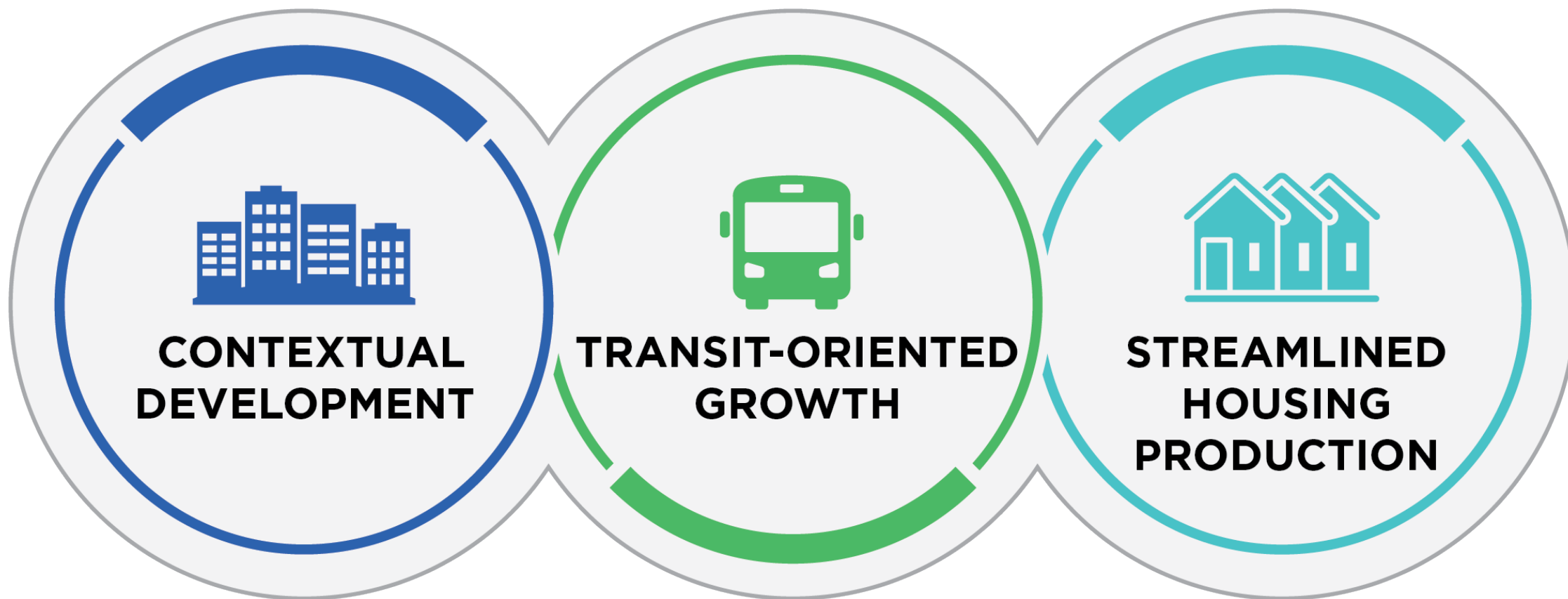
- Comprehensive overview of the Specific Plan
- Outlines existing conditions and guiding framework

- **Introduction**

- Describes the Specific Plan's purpose and relationship to General Plan
- Three overarching goals



Media District Specific Plan Overarching Goals

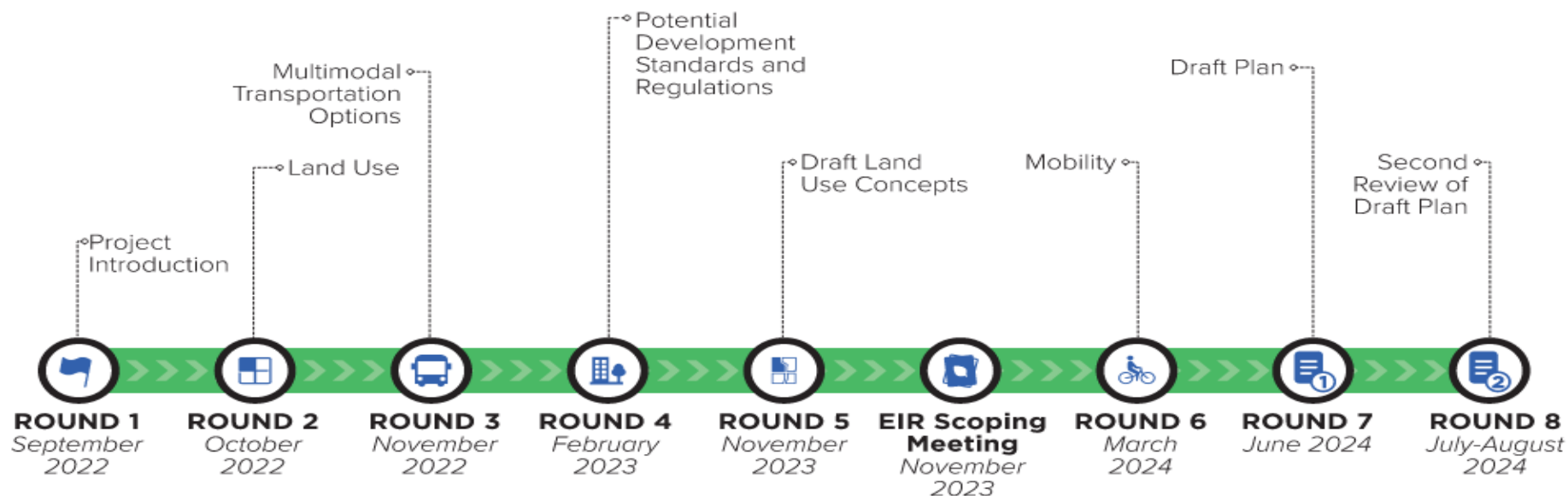




Chapter 3: Community Engagement

Chapter 3: Community Engagement

- Describes the purpose and process of community outreach conducted to create the Specific Plan
- The Project team used seventeen different methods and strategies to notify and reach a wide and diverse audience and to-date, has made seventeen presentations about the ongoing planning effort.



Summary of Engagement Events

Community Workshops

- Project Overview – September 2022
- Land Use & Placemaking – October 2022
- Transportation & Mobility – November 2022
- Proposed Alternatives – February 2023
- Land Use- November 2023
- Mobility –March 2024

Stakeholder Briefings

- September 2022
- October 2022
- November 2022

Burbank Farmer's Market Booth

- November 2023

Neighborhood Walkabouts

- November 2022
- January 2023
- April 2023

City Listening Session

- May 2023

Notification

- Eblasts
- Social Media
- Postcard Mailers
- Bus Shelter Advertisements
- Business Outreach
- Park Banners
- Pop-up Events



Public Input

Community Character

- Future development should be located to protect and preserve the character of the existing neighborhoods.
- Development standards should be sensitive to neighboring lower scaled residential parcels, especially regarding parking, noise, privacy.

Mobility

- Slow traffic down
- Improve neighborhood protection measures
- Improve access to transit
- Address concerns about speed of vehicles, dangerous curb extensions, and bicycle and pedestrian safety
- Parking



Public Input (Continued)

Business and Economy

- Sustain and support major employers
- Emphasize importance of bringing in and sustaining small businesses in the area.
- Encourage more compatible commercial uses
- Create a distinct identity for the public realm

Recreation and Natural Resources

- Create better access to Johnny Carson Park and develop plans for improvement of amenities
- Incorporate more green space throughout the District
- Increase tree canopy and shade along public sidewalks and pedestrian corridors



Public Input (Continued)

Design Standards

- Effective green infrastructure
- Affordability
- Pedestrian-scale improvements
- Public art
- Gateways/paseos/greenways

Height & Massing

- Concerns regarding sewer system/water capacity for new development
- Like the "nice and quiet" community
- Walkable, bikeable, smaller shops, no big or tall buildings
- Building massing as sound and noise mitigation
- Use Implement massing breaks





Chapter 4: Media District Profile

Chapter 4: Media District Profile and Characteristics

- Explains the context of the Media District in relation to Burbank and Los Angeles County
- Existing conditions and demographic profile
- Highlights relevant planning documents and policies applicable to the planning area.



4,500
Population



2,500
Housing Units



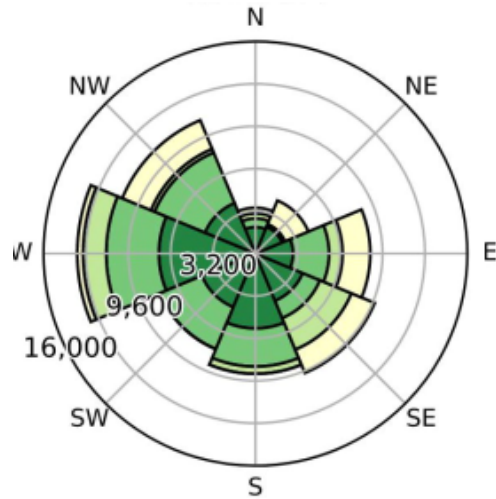
39.5
Median Age



\$92,600
Median Income

SPECIFIC PLAN AREA – COMMUTING PATTERNS

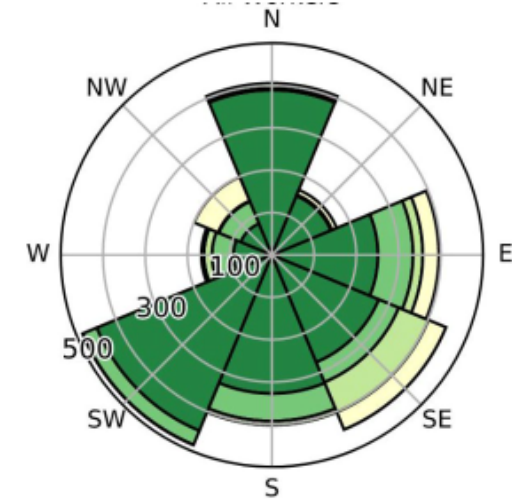
Commute Distance	Work in Specific Plan Area	%
< 10 Miles	32,305	48%
10 - 24 Miles	19,201	28%
25 - 50 Miles	6,784	10%
> 50 Miles	9,101	14%
	67,391	



- ~67,000 commute to the Specific Plan Area to work
- ~2,300 commute out of the Specific Plan Area to work



Commute Distance	Live in Specific Plan Area	%
< 10 Miles	2,012	76%
10 - 24 Miles	346	13%
25 - 50 Miles	140	5%
> 50 Miles	166	6%
	2,664	



Source: OnTheMap, Kosmont (2023)

BURBANK MEDIA DISTRICT SPECIFIC PLAN - REAL ESTATE MARKET ANALYSIS | APRIL 2024 | 20



BURBANK
MEDIA DISTRICT
Specific Plan Update



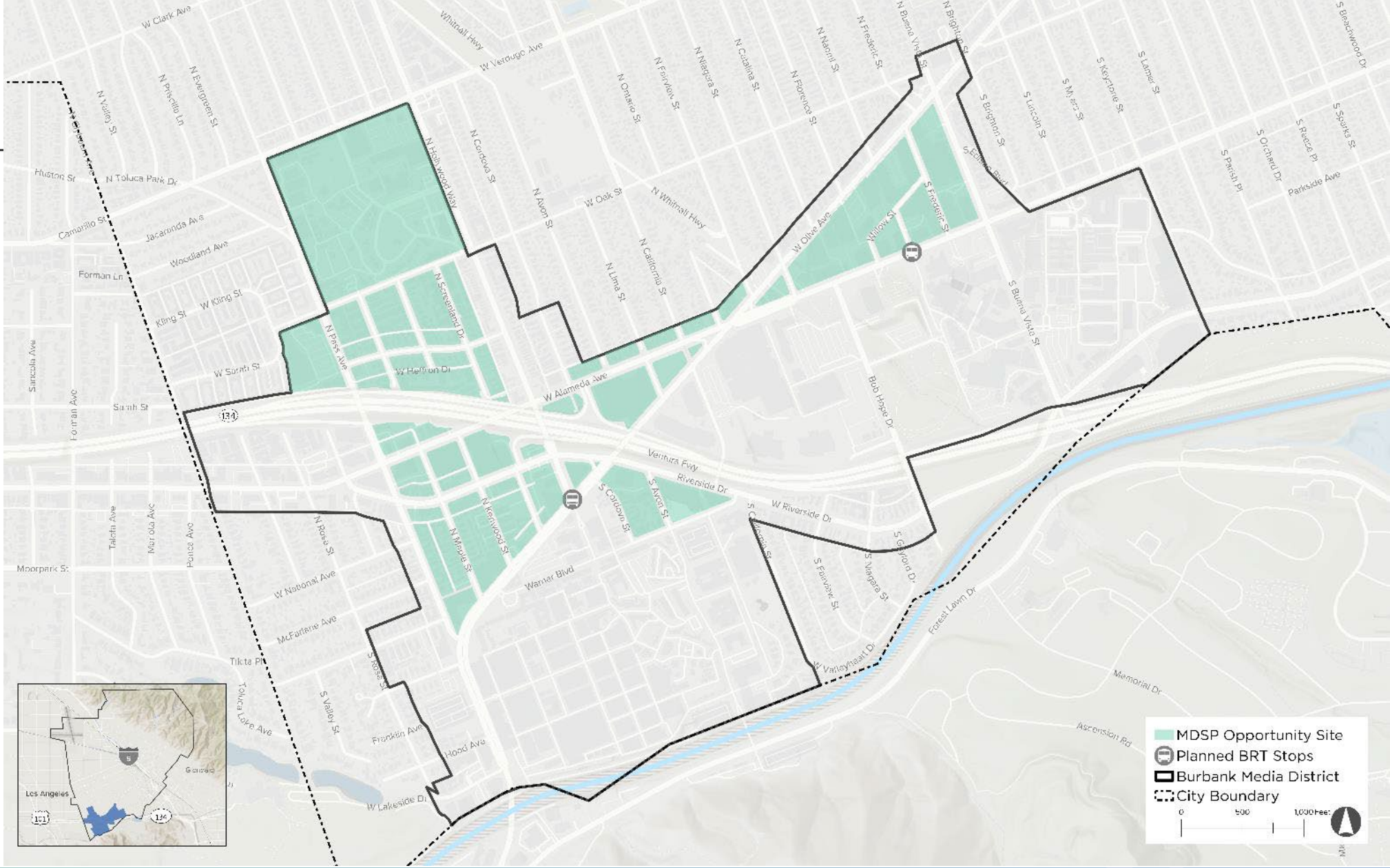
Chapter 5: Land Use and Urban Form

Chapter 5: Land Use and Urban Form

- Articulates the goals of the land use plan for the Media District.
- Explains the land use designations, zoning, permitted and conditionally permitted uses, and transfer of development rights (TDR).
- Includes a full set of objective development standards and guidelines.



Proposed Opportunity Sites



Proposed Zoning

Media District Zoning

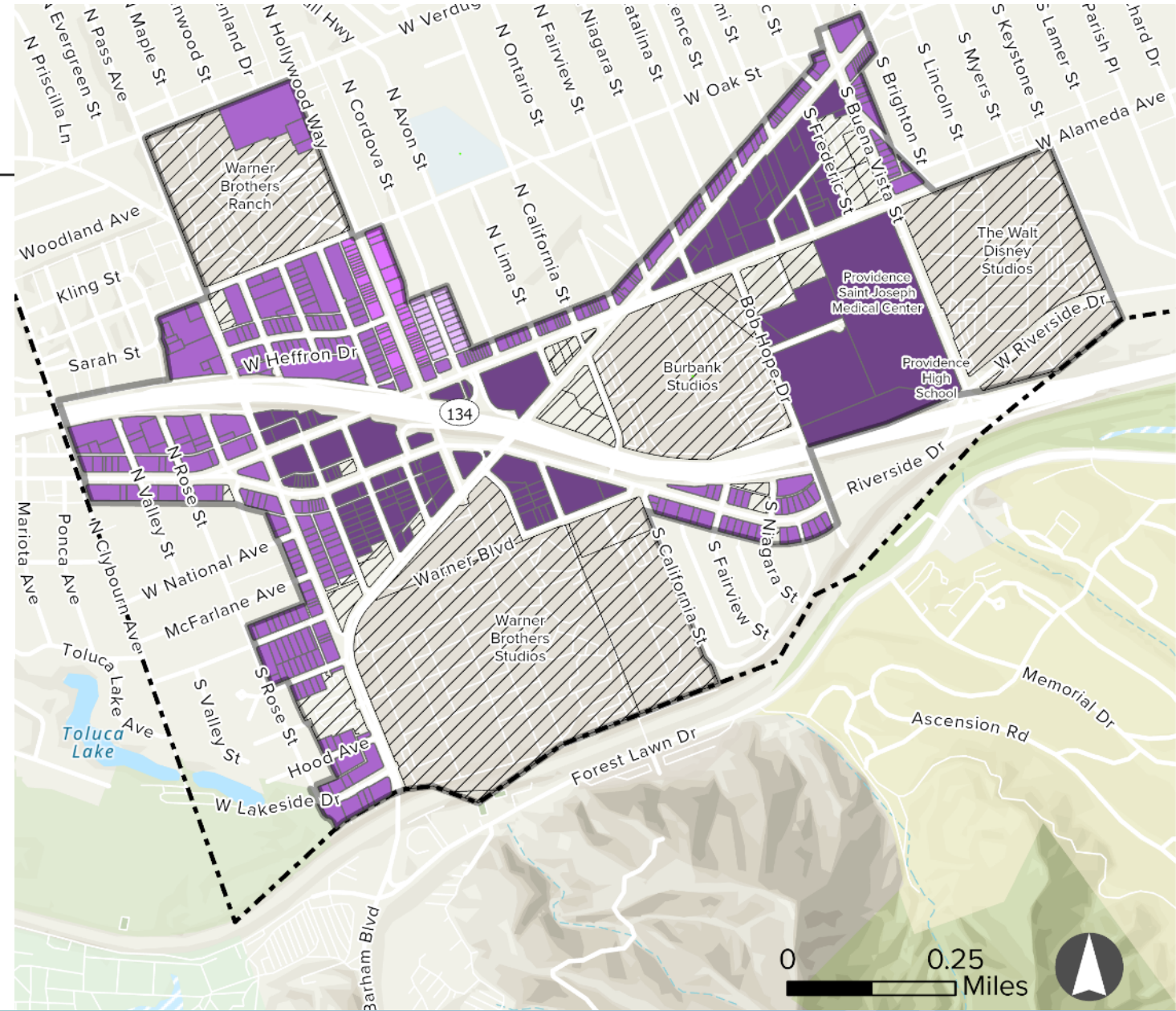
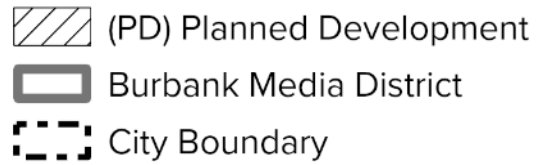
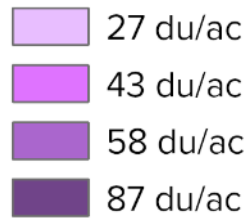
- (C-2) Commercial Limited Business
- (MDC-2) MD Limited Commercial
- (MDC-3) MD General Business
- (MDC-4) MD Commercial/Media Production
- (MDM-1) MD Industrial

- (MDR-3) MD Residential Medium Density
- (MDR-4) MD Residential High Density
- (OS) Open Space
- (PD) Planned Development
- Burbank Media District
- City Boundary



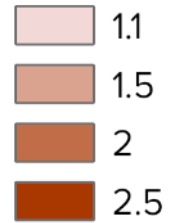
Proposed Density

Media District Density

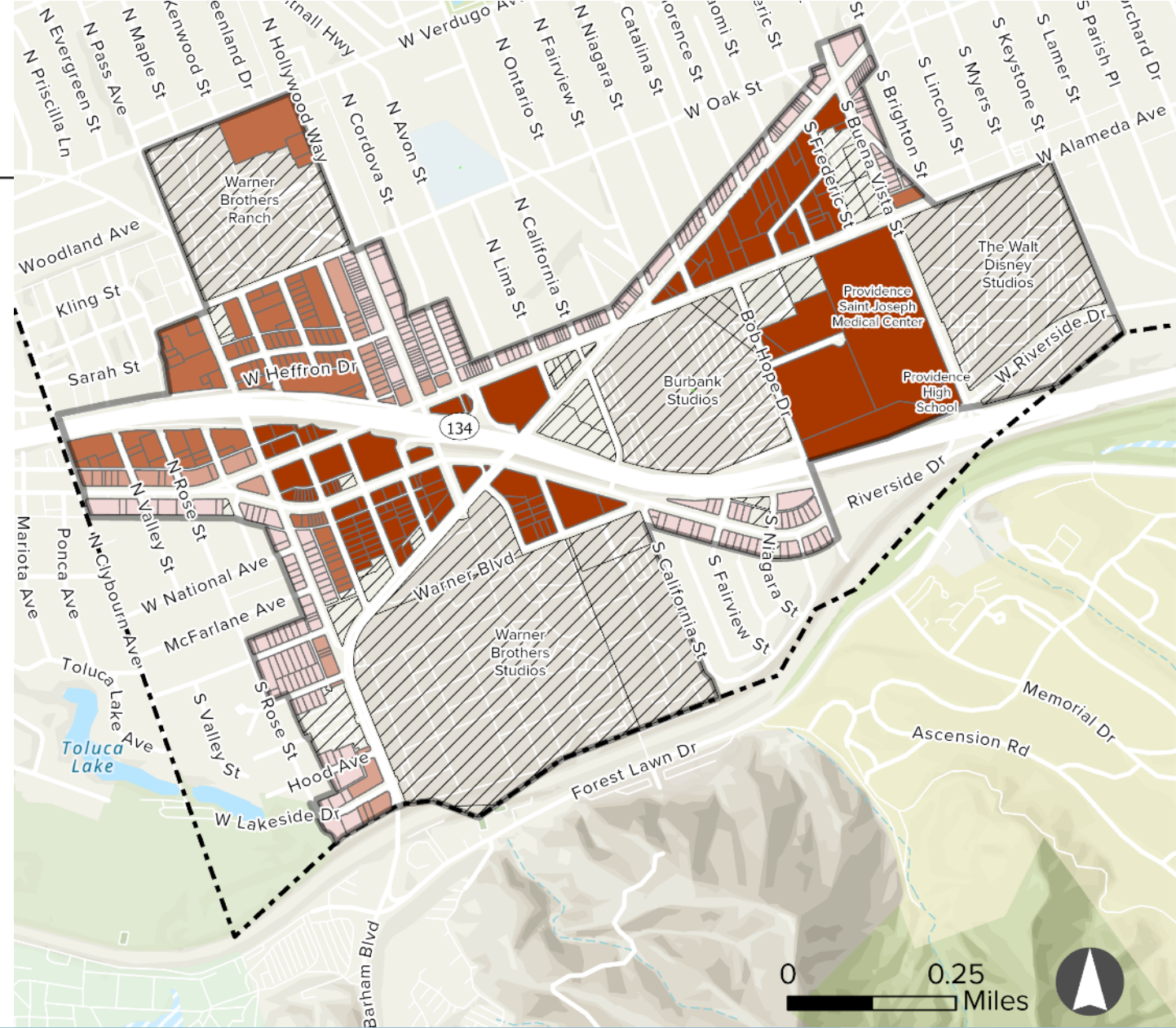


Proposed FAR

Media District FAR



- (PD) Planned Development
- Burbank Media District
- City Boundary

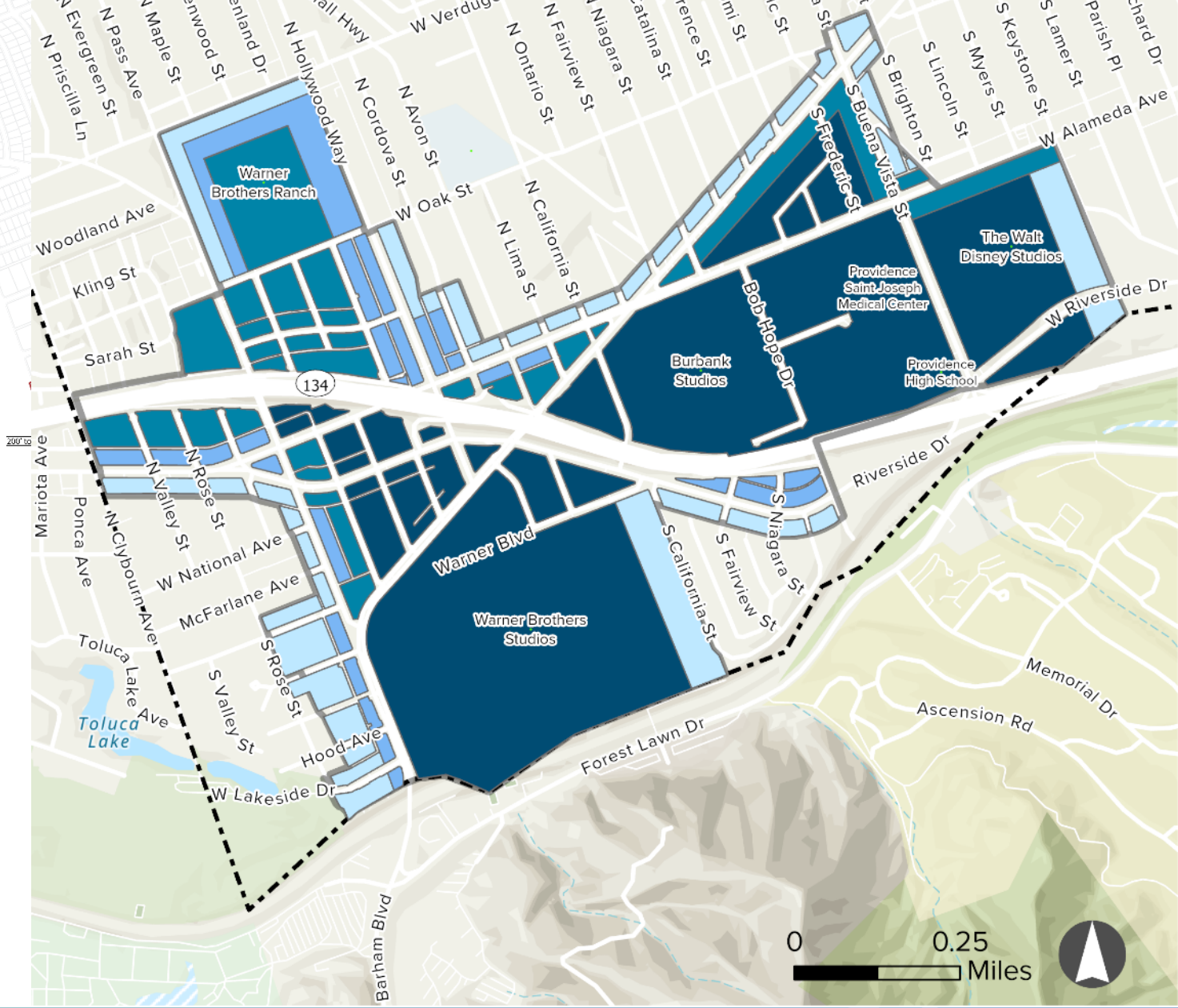


Proposed Height

Media District Height Standard

- 40 ft.
- 50 ft.
- 85 ft.
- 205 ft.

- Burbank Media District
- City Boundary



Land Uses and TDR

- MDSP zones and land use table
- Transfer of Development Rights (TDR) process and standards



Development Standards

Guide development to:

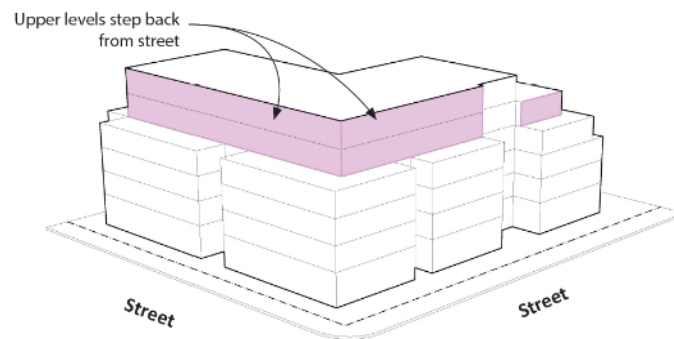
- Shape the scale and massing of buildings
- Relate to the existing context
- Create people-friendly buildings and streets



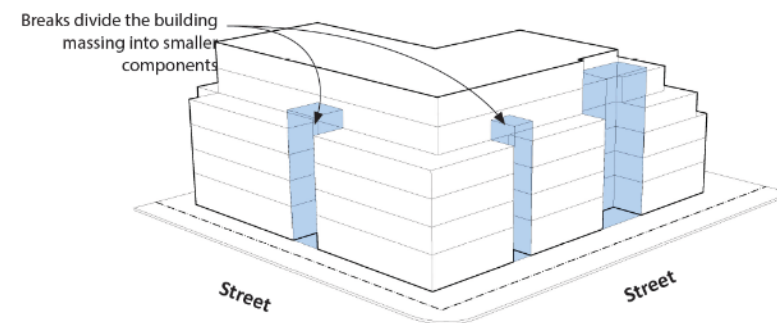
Massing Standards

Guide building design

- Existing community scale and patterns
- Limit visual impact
- Provide additional standards for taller buildings



Stepbacks at upper levels

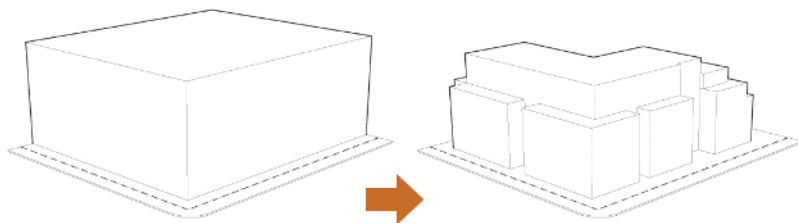


Massing breaks



Height limit only

Additional massing standards

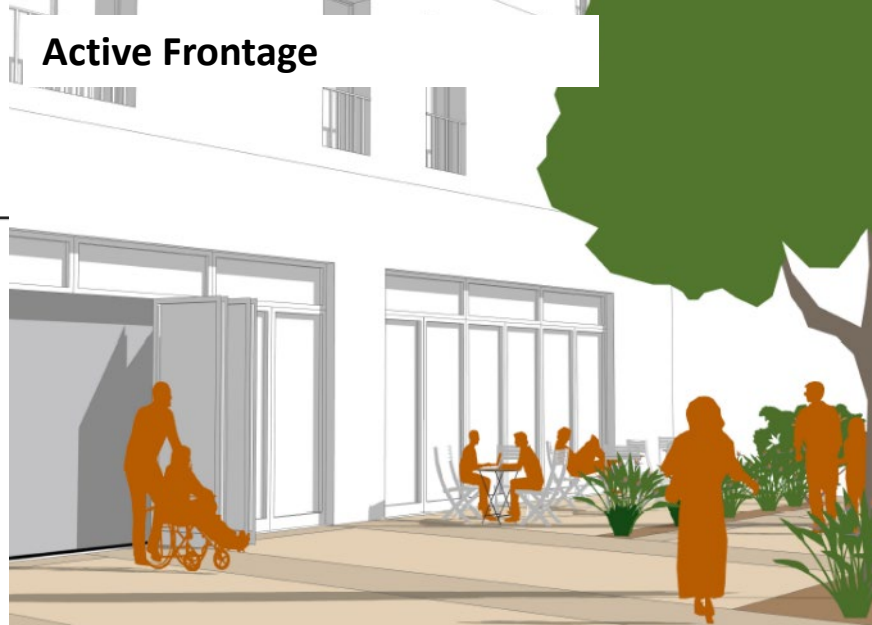


Frontage Standards

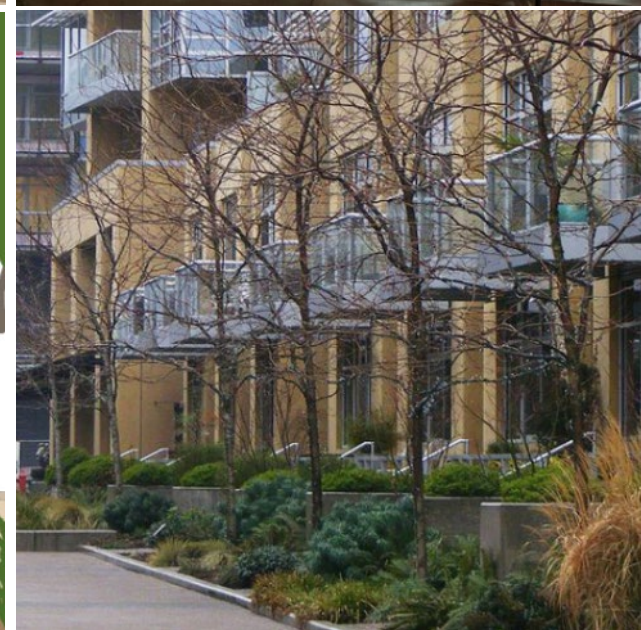
Shape the pedestrian experience

- Building design
- Landscape
- Transparency

Active Frontage



Residential or Live/Work Frontage





Chapter 6: Mobility

Chapter 6: Mobility

- Strategies and supportive policies for a safe and efficient multi-modal transportation system for the future
- Public transportation, transportation demand management (TDM), and parking management strategies
- Aligned with the Complete our Streets Plan and identifies where improvements can be made to ensure the safe and efficient multi-modal mobility throughout the district

Pedestrian Policies

- Improve the pedestrian experience
- Facilitate neighborhood serving uses to encourage more people to walk in the neighborhood.
- Provide attractive and comfortable infrastructure for people walking in the neighborhood.
- Maximize pedestrian safety while ensuring safe interaction between all modes of transportation.



Figure 5-23. Sidewalk/Parkway along a Commercial/Mixed-Use Street.



San Fernando Blvd.



Figure 5-24. Sidewalk/Parkway along a Multi-Family Residential Street.



Verdugo Ave.



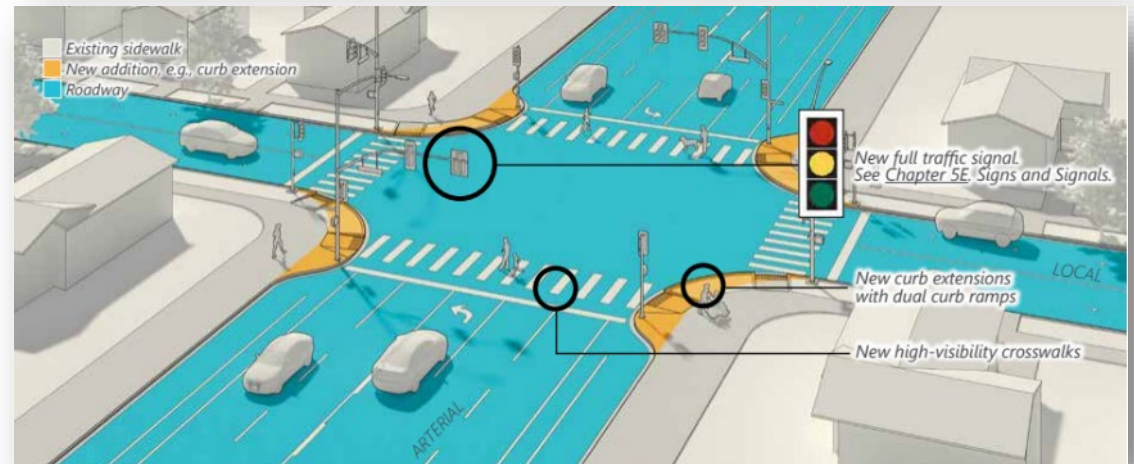
Figure 5-25. Sidewalk/Parkway along a Single-Family Residential Street.



Angeleno Ave. at Bel Aire Dr.

Pedestrian Strategies

- **Intersections:** Design safe Intersections to enhance pedestrian crossings and encourage walkability.
- **Accessibility:** Upgrade Curb Ramps to improve mobility for all.
- **Customization:** Tailored pedestrian safety-focused treatments.



Proposed Bicycle Network

Proposed Bicycle Network

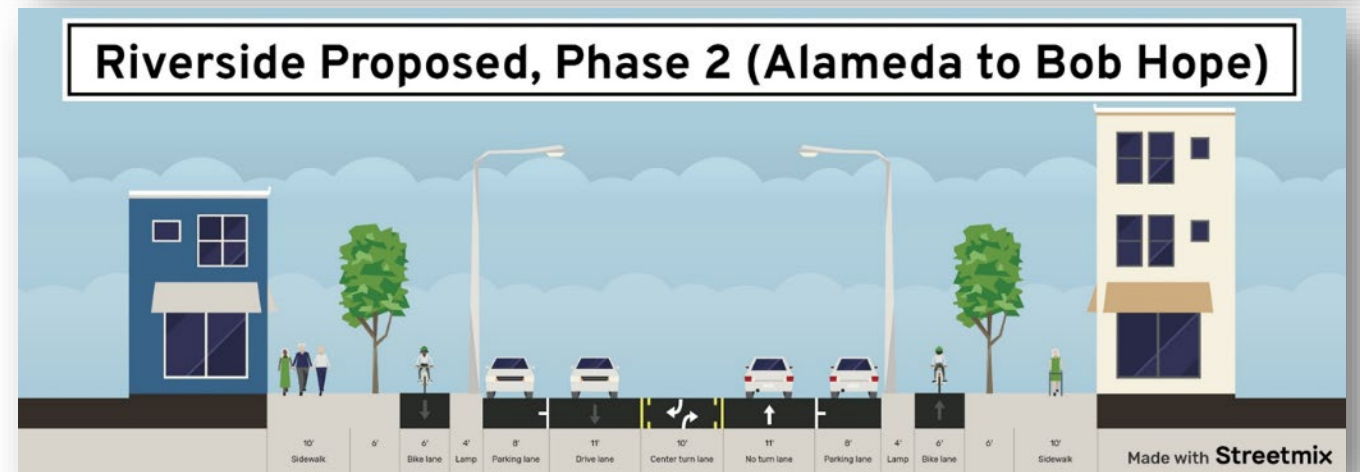
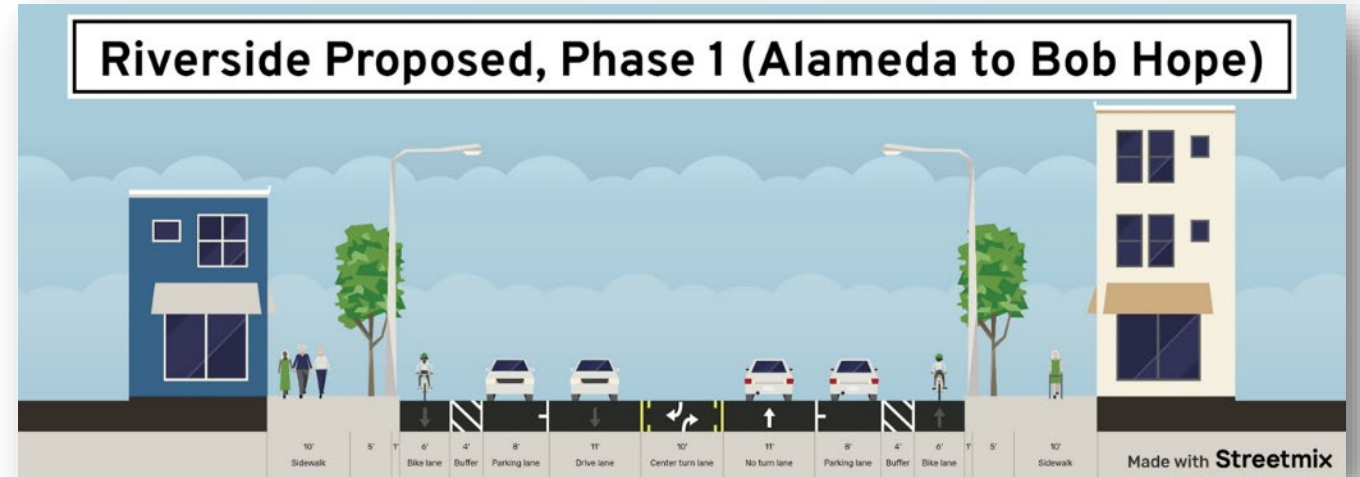
--- Proposed Class IV: Cycle Track

 Burbank Media District

 City Boundary

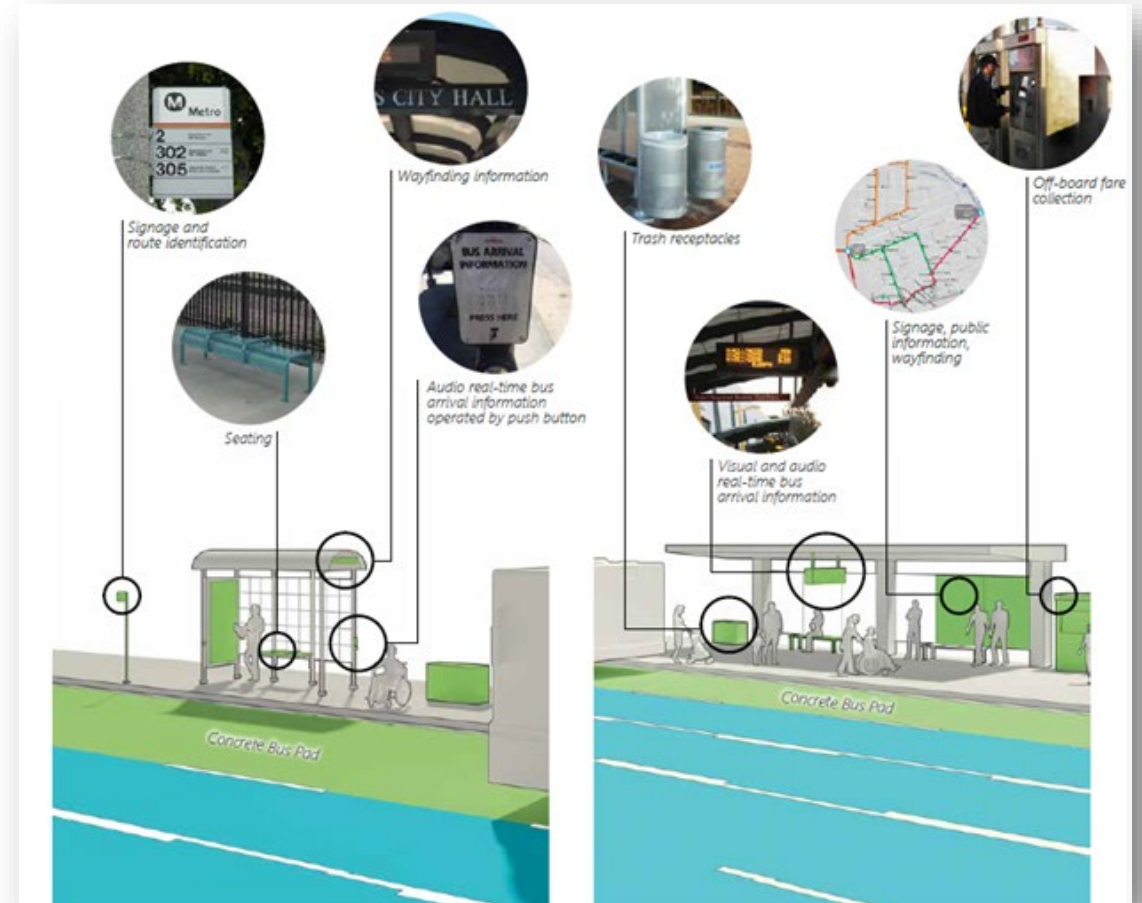
Bicycle Strategies

- **Network Improvements:** Expand the bicycle network and implement proposed bicycle network improvements.
- **Planning:** Implement objective standards and thresholds to trigger improvements



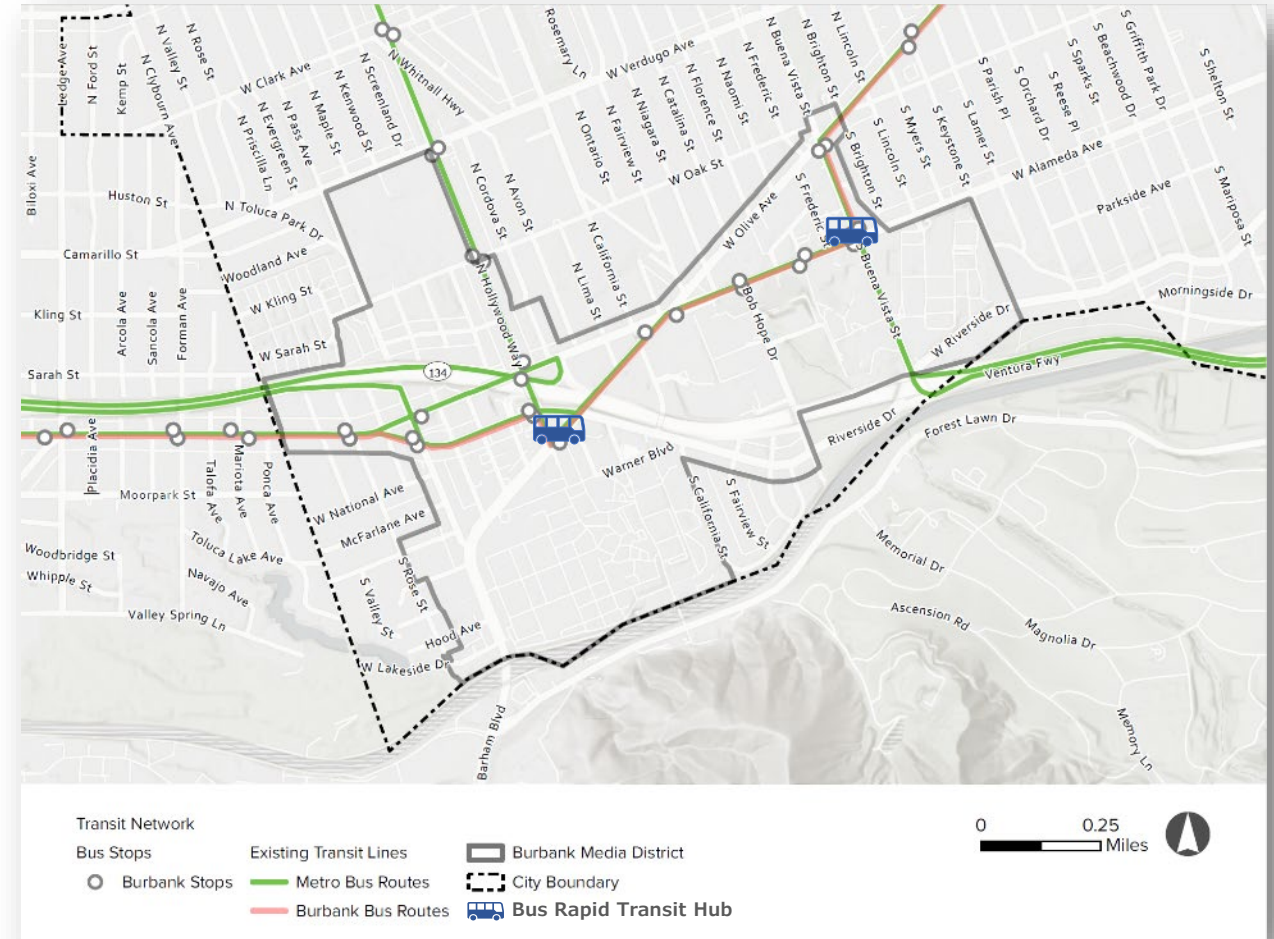
Transit Policies

- **Transit Stops:** enhance safety, accessibility; and create a clean environment around transit stop area.
- **Transit Connection:** improve connectivity with nearby communities and major regional destinations.
- **Reliable Service:** ensure local transit is both reliable and high-quality service.



Transit Strategies

- **BRT:** Integrate Bus Rapid Transit (BRT) stop into a regional transit center
- **Transit Circulator:** Convenient and easy transit connectivity with MDSP area and the rest of the City
- **Transit Stop Amenities:** Improve bus shelter amenities, like shading, seating, and real-time signage



Motor Vehicle Strategies

- **Vehicle Travel Lane Design** consistent with the City's Complete Our Streets Plan
- **Roadway Design** that meets the needs for all users
- **Neighborhood Protection Plan** to protect residential areas from cut-through and spillover traffic
- **Adapt Curb Space Management** to meet near and future demands



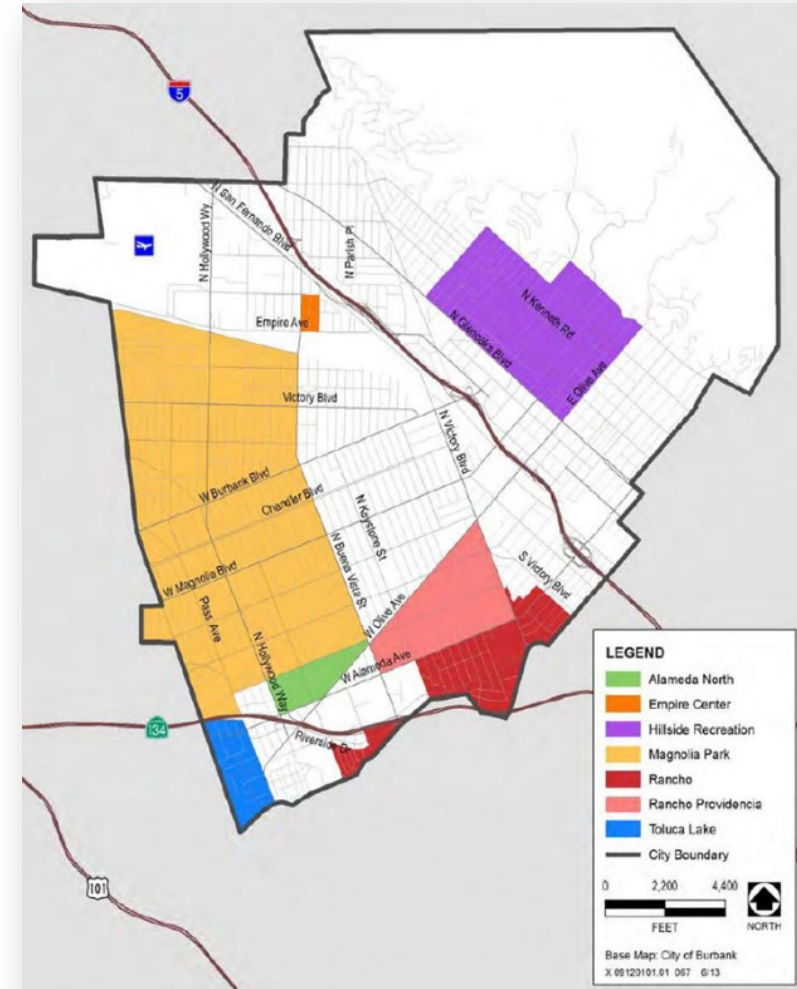
Parking Policies and Strategies

- **Unbundled & Shared Parking**
- **On-Street Parking Management**
employing Citywide Parking Management Principles:
 - Protect Single Family Parking
 - Leverage Underused Private Parking
 - Increase Parking Availability
 - Regulate Street Parking and Public Parking Lots with fees



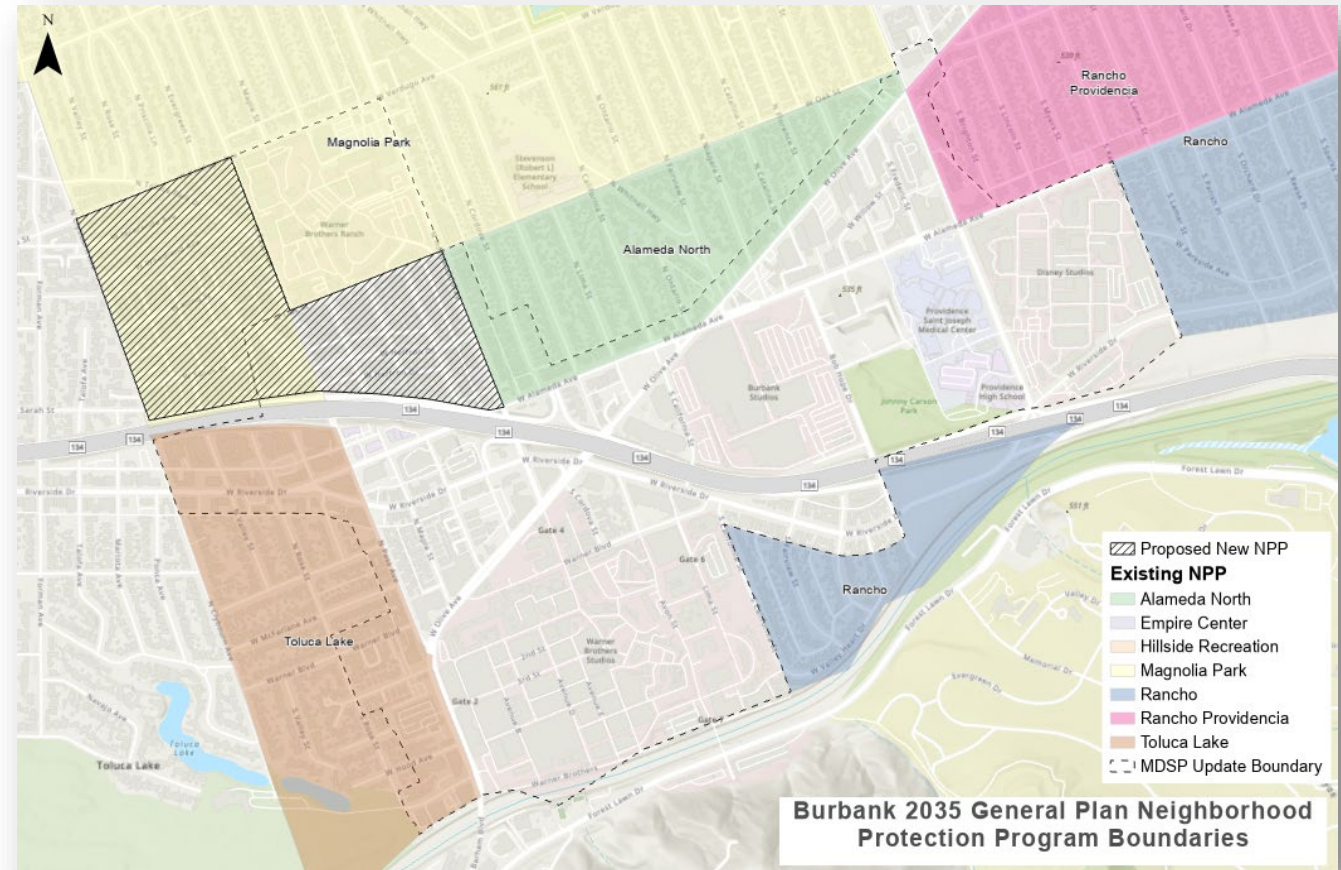
Neighborhood Protection Plans (NPP)

- Established by the Burbank2035 General Plan's Mobility Element, Goal 6:
 - Preserve livability of neighborhoods
 - Discourage cut-through and spillover traffic and reduce demands on residential on-street parking
 - Analyze existing or anticipated regional traffic caused by existing or proposed development near a neighborhood.



Proposed NPP Strategies

- Implementation Program
 - Evaluate effectiveness of existing measures
 - Institute new measures as needed
 - Prioritize enforcement coordination across City departments





Chapters 7: Infrastructure

Chapter 7: Infrastructure

- Discusses public facilities, water supply, energy, and sewage systems
- Work is ongoing on this chapter, and will culminate in the analysis of existing capacity and potential improvements necessary to city infrastructure to meet future demands





Chapter 8: Implementation

Chapter 8: Implementation

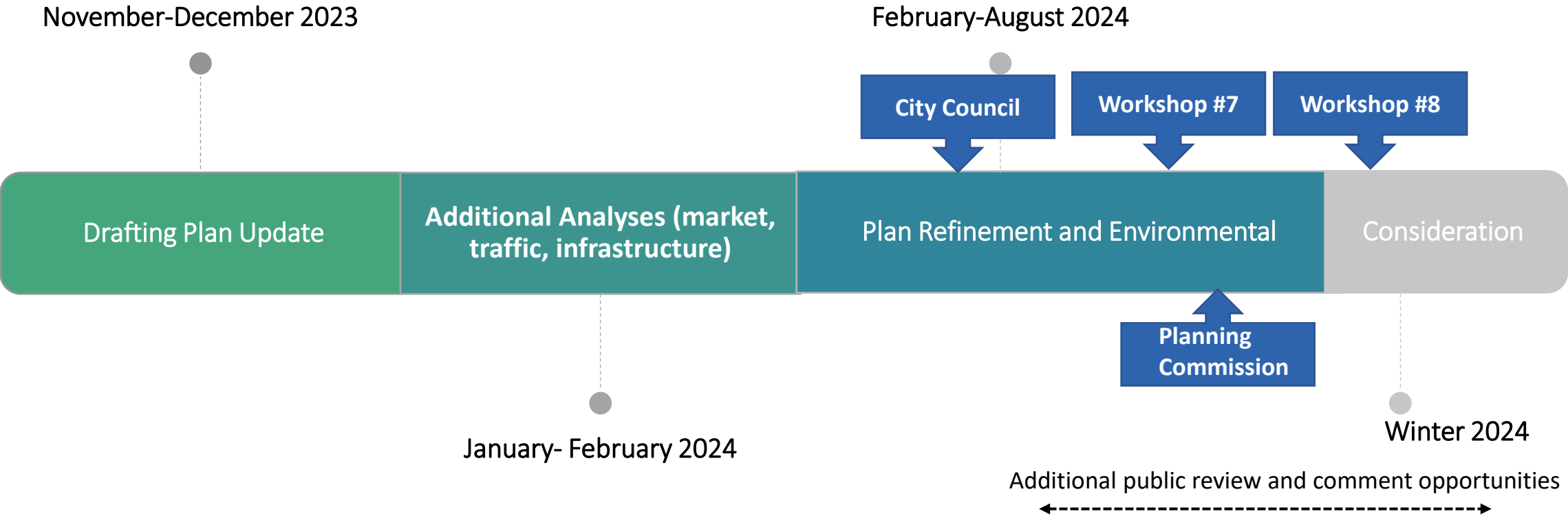
- Summarizes steps to implement the Specific Plan, including regulatory actions, programs, and improvement projects
- Identifies potential funding through financing strategies and sources to ensure equitable and sustainable development in the Media District
- Outlines the entitlement process for future projects





Next Steps

Project Timeline – Current Phase



Future Events and Available Resources

Workshop Eight (Late Summer)

- Gather additional feedback on the Draft Specific Plan

Final Specific Plan (Fall 2024)

- Completion of environmental review, incorporating revisions to the draft plan based on stakeholder feedback

Planning Commission Meeting and City Council Hearings (Winter 2024)

- Presentation for consideration of adoption

Additional Available Resources (www.burbankmediadistrictsp.com)

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



Stay Connected, Stay Engaged

If you have any questions, please
contact:

Amanda Landry

Principal Planner

alandry@burbankca.gov

(818) 238-5250

Joseph Pangilinan

Associate Planner

jpangilinan@burbankca.gov

(818) 238-5250

David Kim

Senior Planner

dkim@burbankca.gov

(818) 238-5250

Robert Keatinge

Associate Planner

rkeatinge@burbankca.gov

(818) 238-5250





Q&A

Q&A Process

Options for Asking Questions:

- Complete a comment card
- Enter the speaker queue

Process:

- Written comments will be addressed first
- The speaker queue will follow. Speakers will be called up based on the order of the queue
- 3-minutes of time for each speaker for questions/comments



Thank you for attending

