

PUBLIC WORKSHOP #5

Wednesday, November 15, 2023



Agenda

6:00 PM Welcome & Introduction

6:15 PM Presentation

6:30 PM Open House

7:30 PM Closing



Project Team

CITY OF BURBANK – CDD/Planning Division

Amanda Landry: Project Manager, Principal Planner

Fred Ramirez: Asst. CDD Director - Planning

David Kim: Senior Planner

Joseph Pangilinan: 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

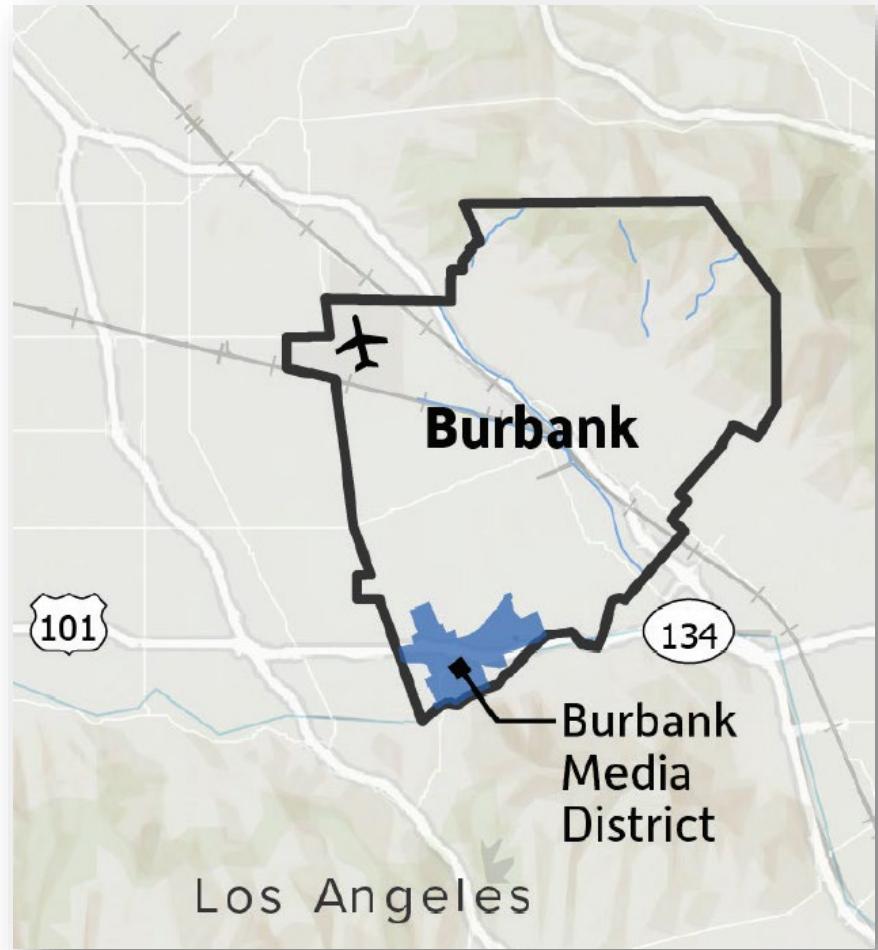




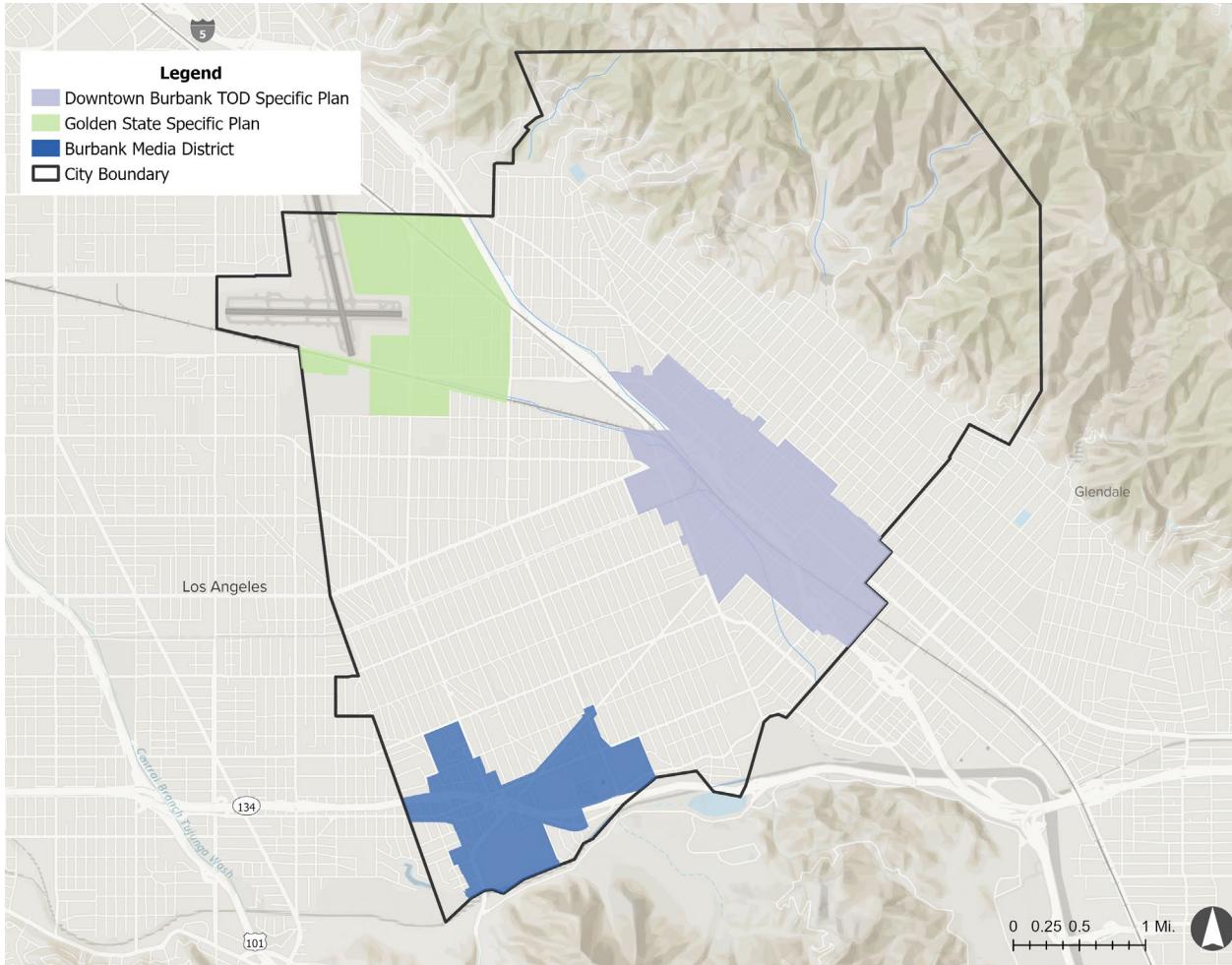
Burbank Media District

What is the Media District?

- A compact and highly-developed 0.85-square mile district on the southwestern edge of the city
- Home to several media and entertainment companies, as well as residential areas, a high school, a hospital, and several recreational areas
- Located in the heart of LA County, close to Burbank Airport, Universal City, Hollywood, and Downtown LA
- The Media District accounts for 9% of Burbank's total population.

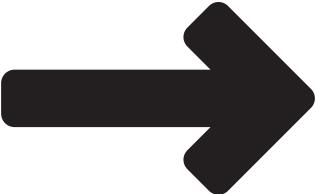


Specific Plan Updates



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

Burbank Media District

City Boundary

Schools

Parks

Destinations

Burbank Bus Routes

NoHo to Media

Pink Route

Metro Bus Routes

155

222

501

0 0.25 Miles

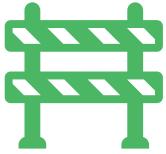




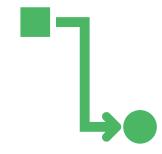
THE SPECIFIC PLAN

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:



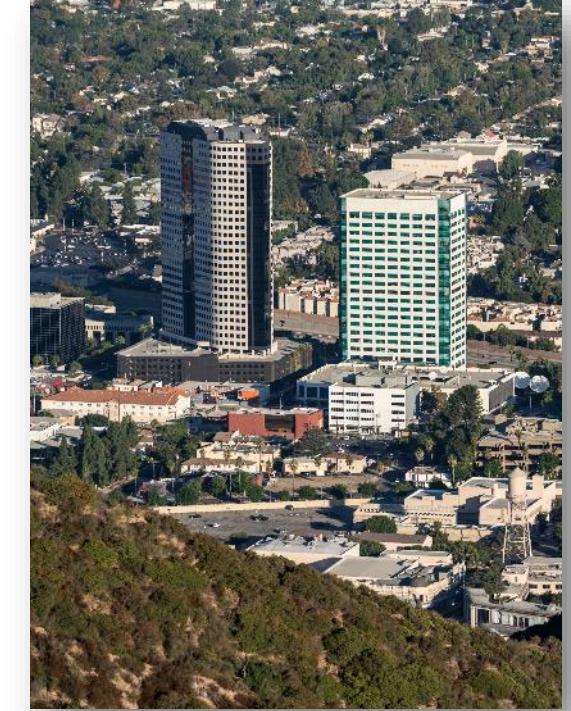
Remove barriers to housing production



Streamline the permitting process



Better coordinate with transportation resources and policies



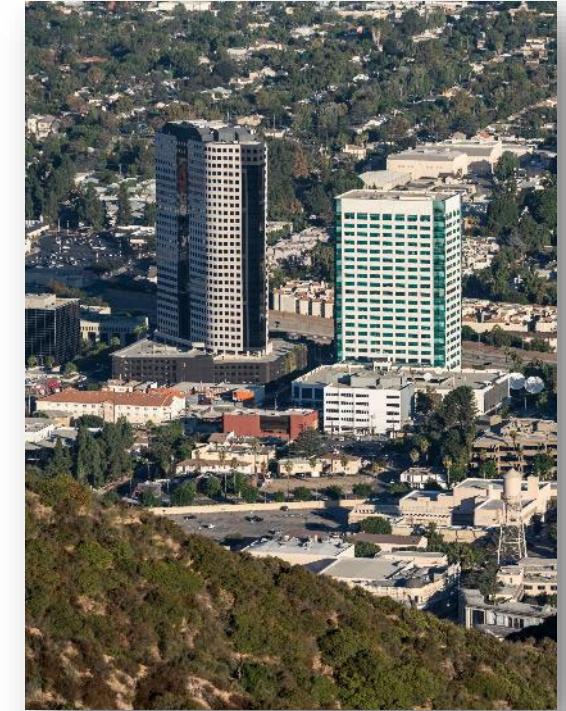
Why Update the Burbank Media District Specific Plan Now (Continued)?



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.



Community Engagement

- Project kicked off in April 2022

Community Workshops

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

Stakeholder Briefings

- September 2022
- October 2022
- November 2022

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



Summary of 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
- Develop more neighborhood protection measures
- Improve access to transit
- Public realm design to address concerns about speed of vehicles, dangerous curb extensions, and bicycle and pedestrian safety
- Parking



Summary of 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



Summary of Public Input (Continued)

Design Standards

- Future-proof by implementing "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
- Implement massing breaks



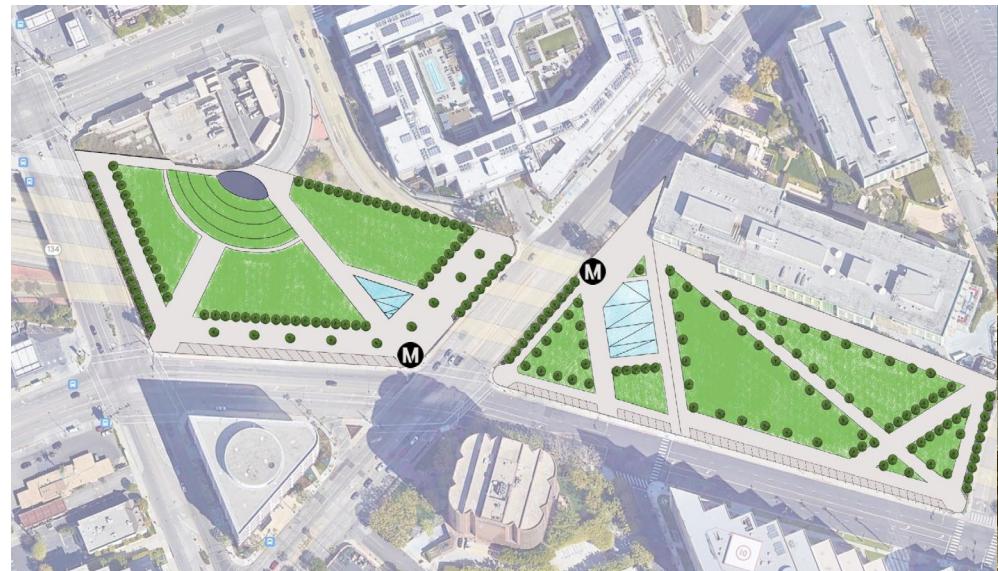
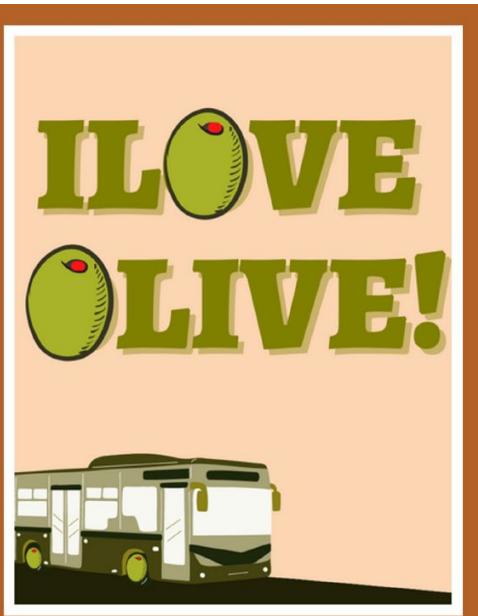
Summary of Planning Activity Completed or In Progress

- ✓ **Development Standards**
- ✓ **Mobility Standards**
- ✓ **Recreation**
- ✓ **Business and Economy**
- ✓ **Infrastructure**



Current Status

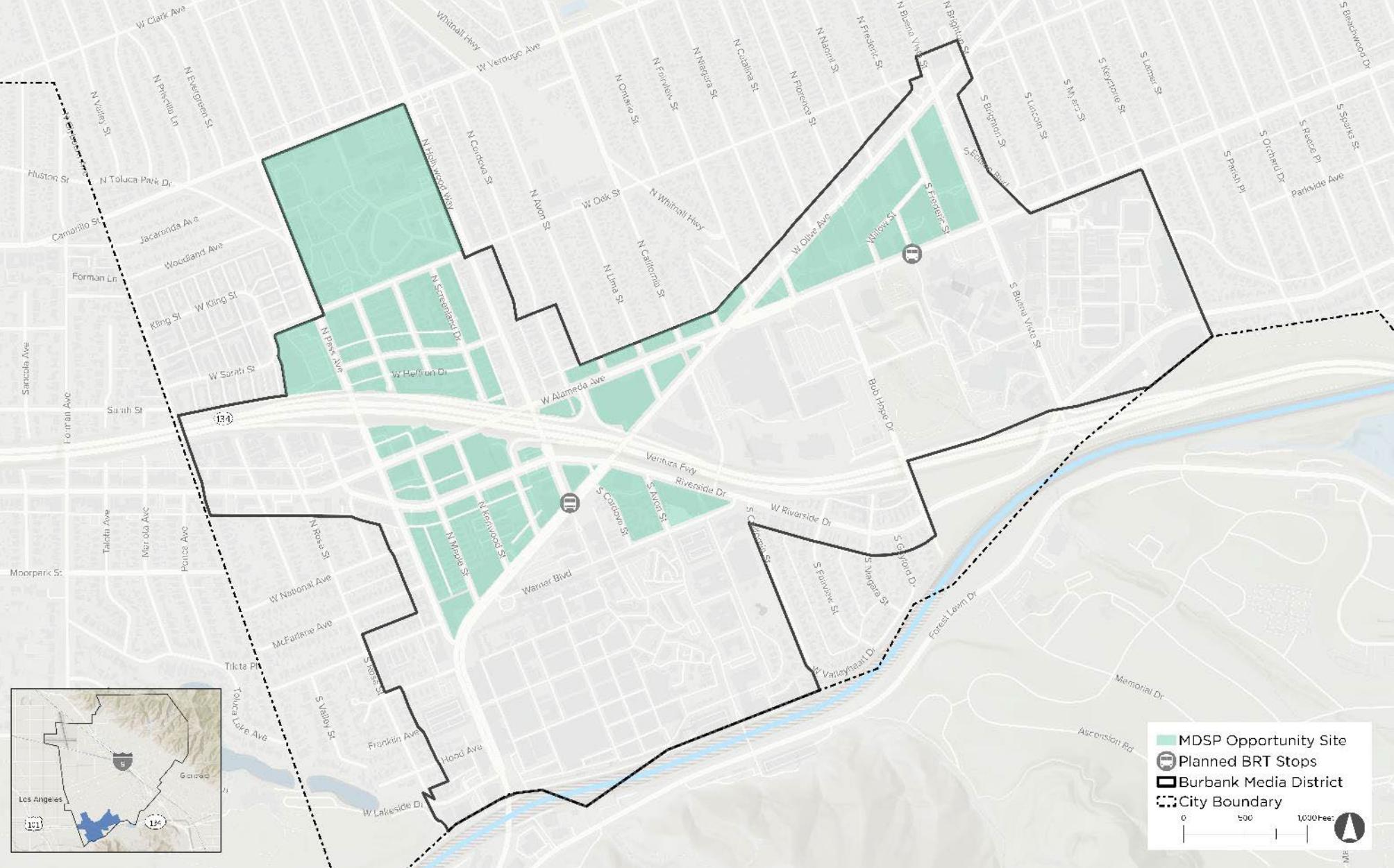
- Policy formulation and Public Review



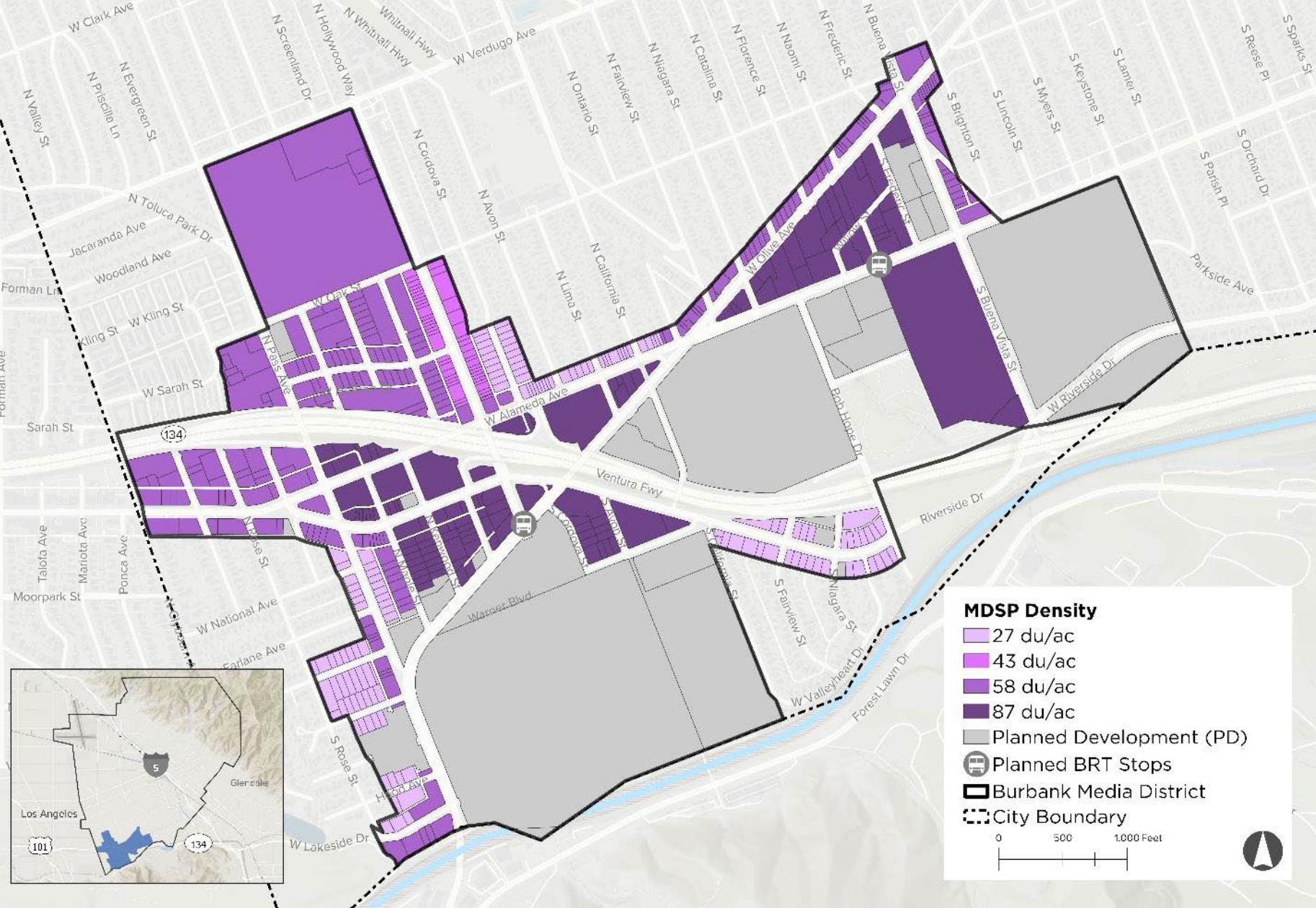


Build Out Analysis **(Development Potential to** **be Studied)**

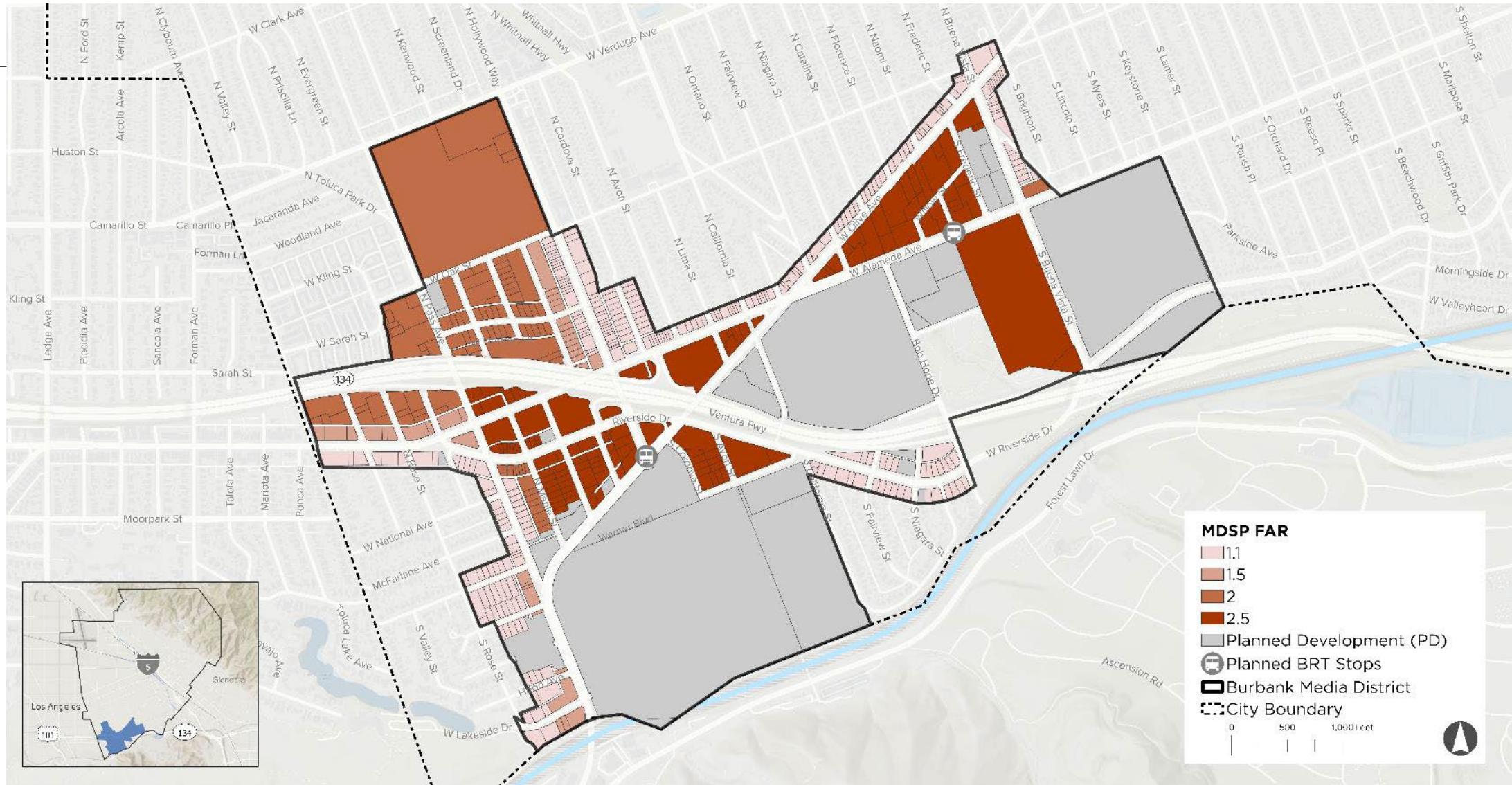
Proposed Opportunity Sites



Proposed Density



Proposed FAR



Proposed Height





By the Numbers Comparison Build Out Analysis (Development Potential)

“Preferred Project”

Currently Permitted

MDSP Update “No Project Alternative” (No Change to Existing Regulations)	
Land Use	Quantity
Residential Units (All Sites – PD/DA and Pipeline)	6,633
Residential Units for Media District Opportunity Sites Only	5,321
Non-Residential Square Footage (All sites – PD/DA and Pipeline)	2,615,372

Increase

MDSP Update “Preferred Project” Net Development Potential above “No Project Alternative”	
Land Use	Quantity (Net)
Residential Units (All Sites – PD/DA and Pipeline)	4,627
Residential Units for Media District Opportunity Sites Only	3,865
Non-Residential Square Footage (All sites – PD/DA and Pipeline)	2,466,081

Increased Growth Alternative

Currently Permitted

MDSP Update "No Project Alternative" (No Change to Existing Regulations)	
Land Use	Quantity
Residential Units (All Sites – PD/DA and Pipeline)	6,633
Residential Units for Media District Opportunity Sites Only	5,321
Non-Residential Square Footage (All sites – PD/DA and Pipeline)	2,615,372

Increase

MDSP Update "Increased Growth Alternative" Net Development Potential above "No Project Alternative"	
Land Use	Quantity
Residential Units (All Sites – PD/DA and Pipeline)	9,397
Residential Units for Media District Opportunity Sites Only	7,928
Non-Residential Square Footage (All sites – PD/DA and Pipeline)	6,932,324



Development Standards Overview

Development Standards

Guide development to:

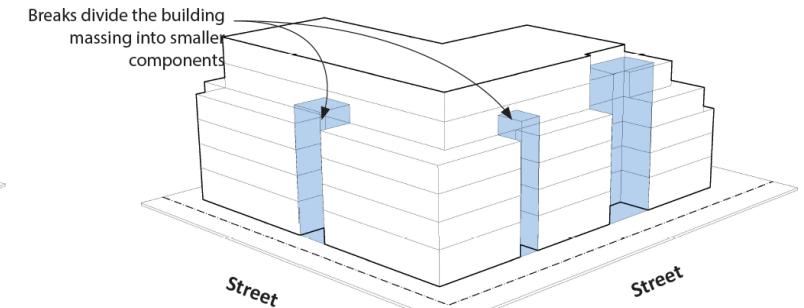
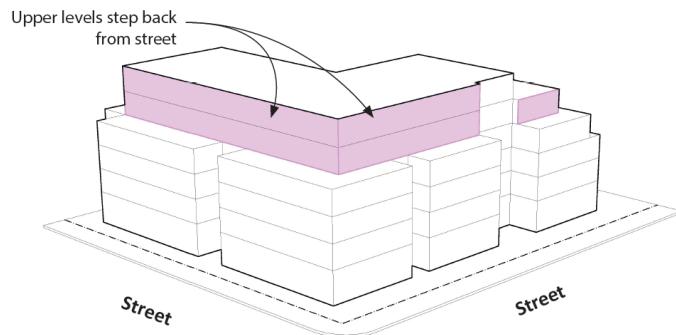
- Shape the scale and massing of buildings
- Relate to the existing context
- Create people-friendly buildings and streets



Massing Standards

Guide building design

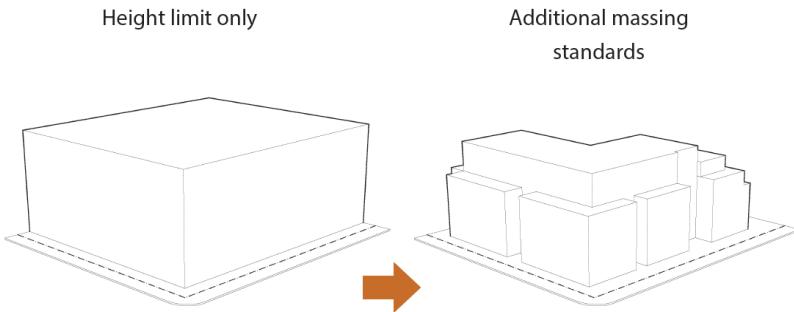
- Existing community scale and patterns
- Limit visual impact
- Provide additional standards for taller buildings



Stepbacks at upper levels



Massing breaks



Frontage Standards

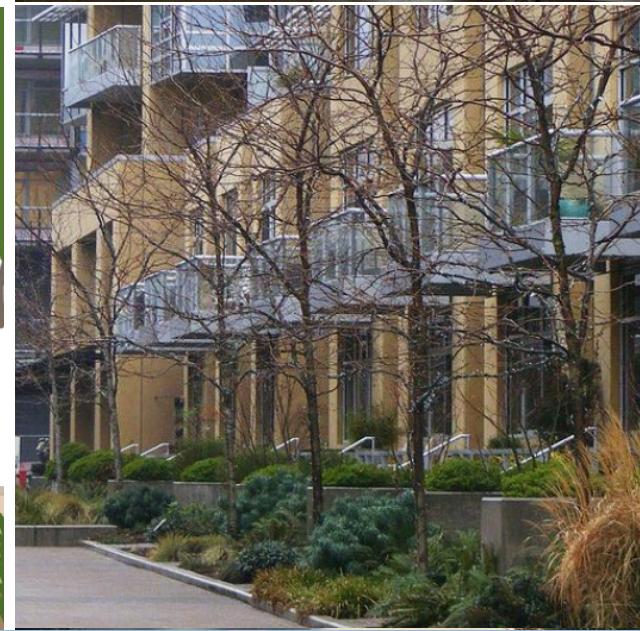
Shape the pedestrian experience

- Building design
- Uses
- Landscape/paving
- Transparency
- Blank walls

Active Frontage



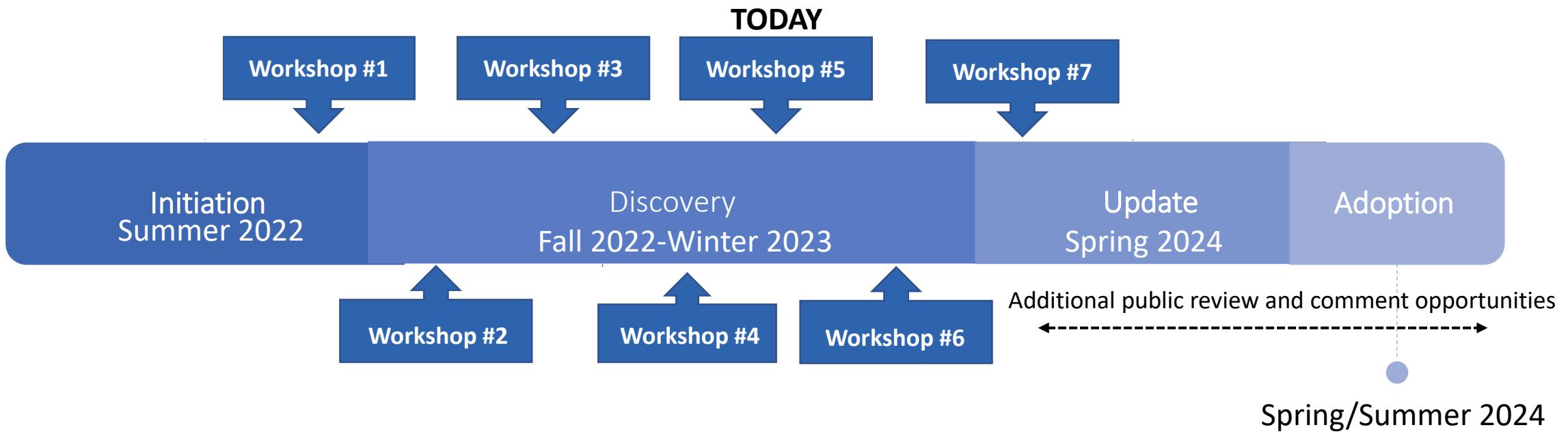
Residential or Live/Work Frontage





Next Steps

Project Timeline



Dates and schedule subject to change



Next Steps

Environmental Analysis

- November 16th EIR Public Scoping Meeting - 6:00 PM @Community Services Building (150 North Third Street) Rm. 104

Workshop Six (Early 2024)

- Mobility

Additional Available Resources (www.mediadistrictsp.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:

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Media District Specific Plan Update

