

# PUBLIC WORKSHOP #5

Wednesday, November 15, 2023



# Agenda

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**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**





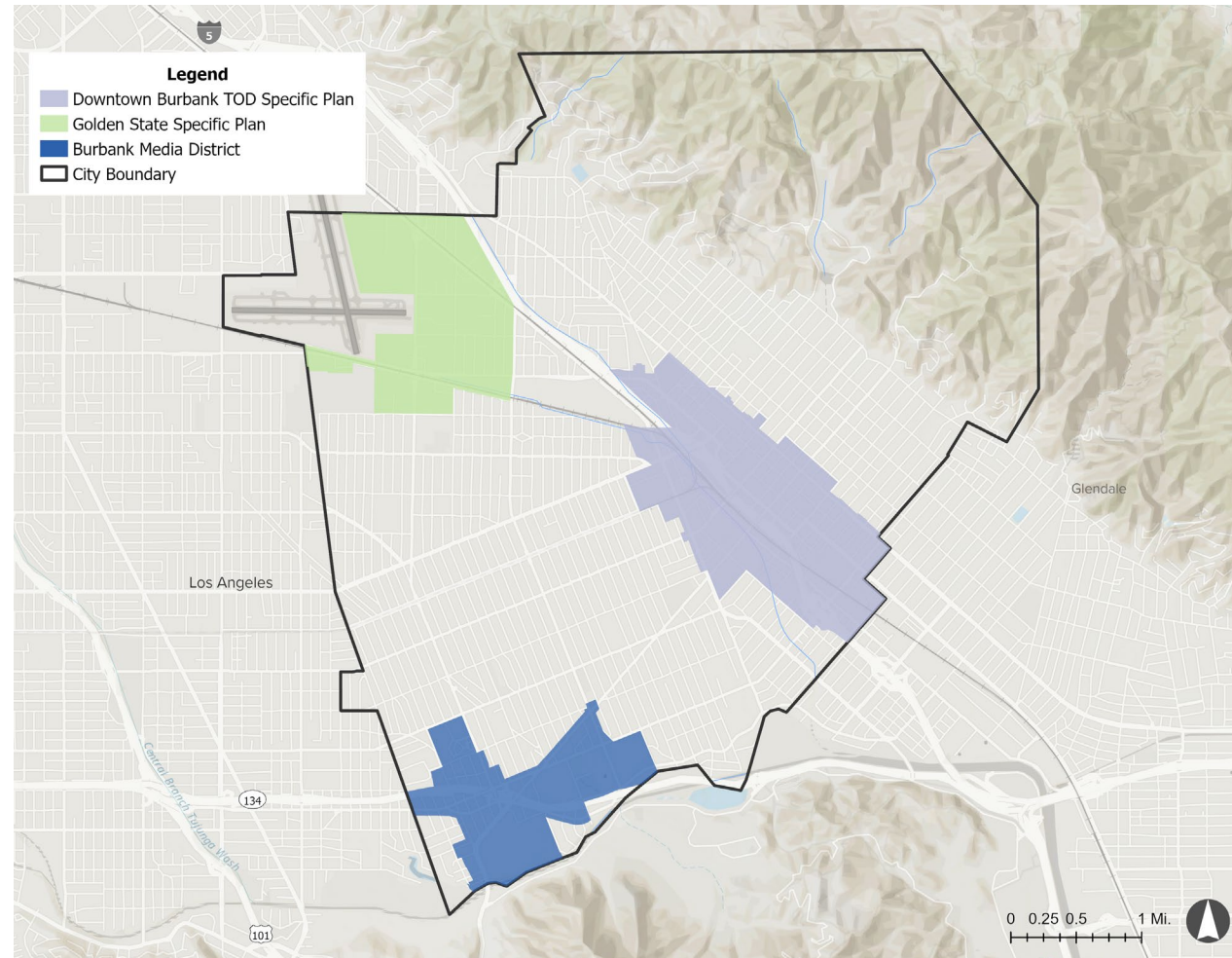
# Burbank Media District

# 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.



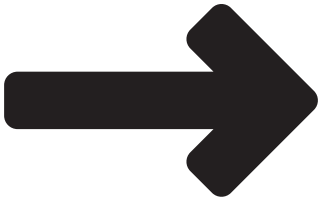
# Specific Plan Updates





# 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



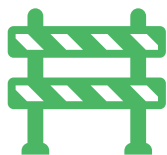


## THE SPECIFIC PLAN



# 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:



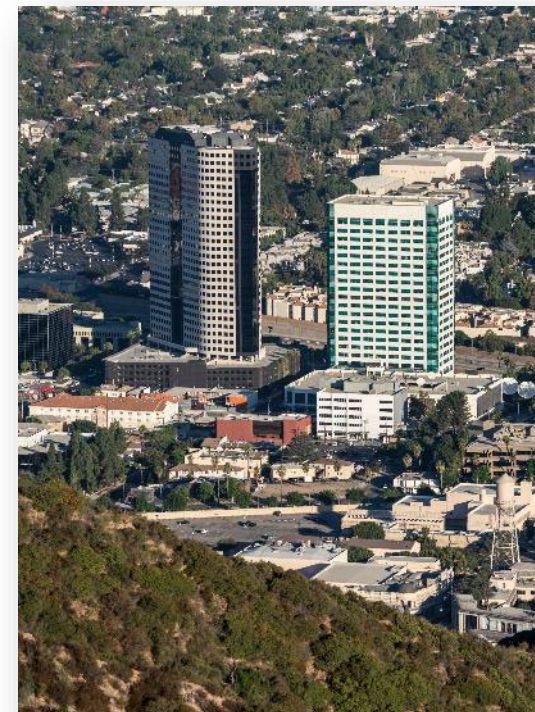
***Remove barriers to housing production***



***Streamline the permitting process***



***Better coordinate with transportation resources and policies***



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

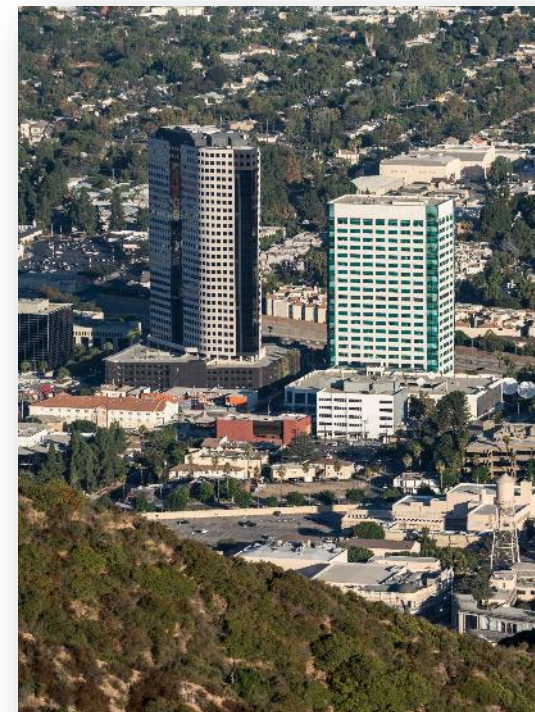
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The Specific Plan Update is an opportunity to put in place Objective Development Standards that better represent the City's development and neighborhood design goals.



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

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- 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

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## 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)

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## 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)

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## 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

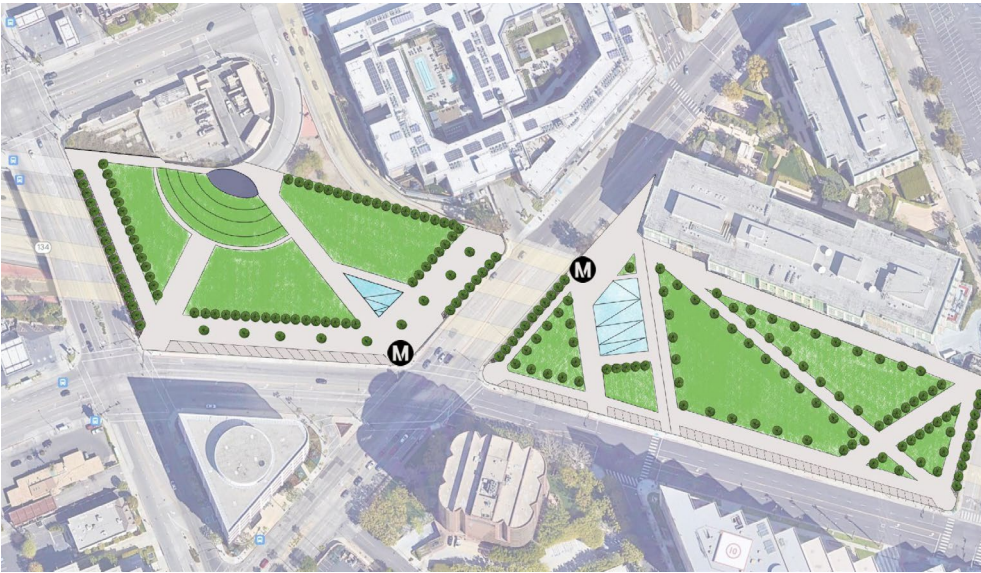
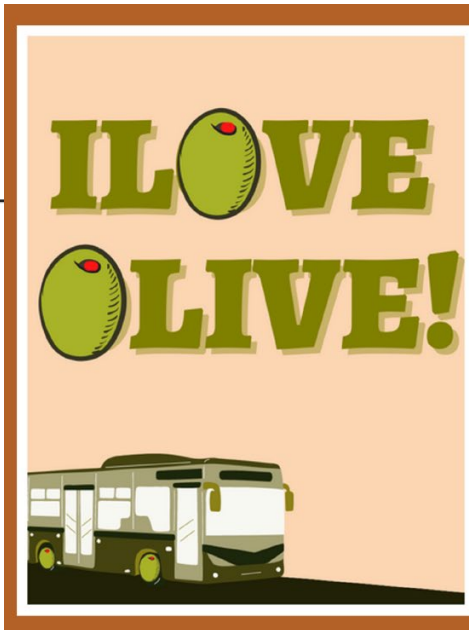
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- ✓ **Development Standards**
- ✓ **Mobility Standards**
- ✓ **Recreation**
- ✓ **Business and Economy**
- ✓ **Infrastructure**



# Current Status

- Policy formulation and Public Review

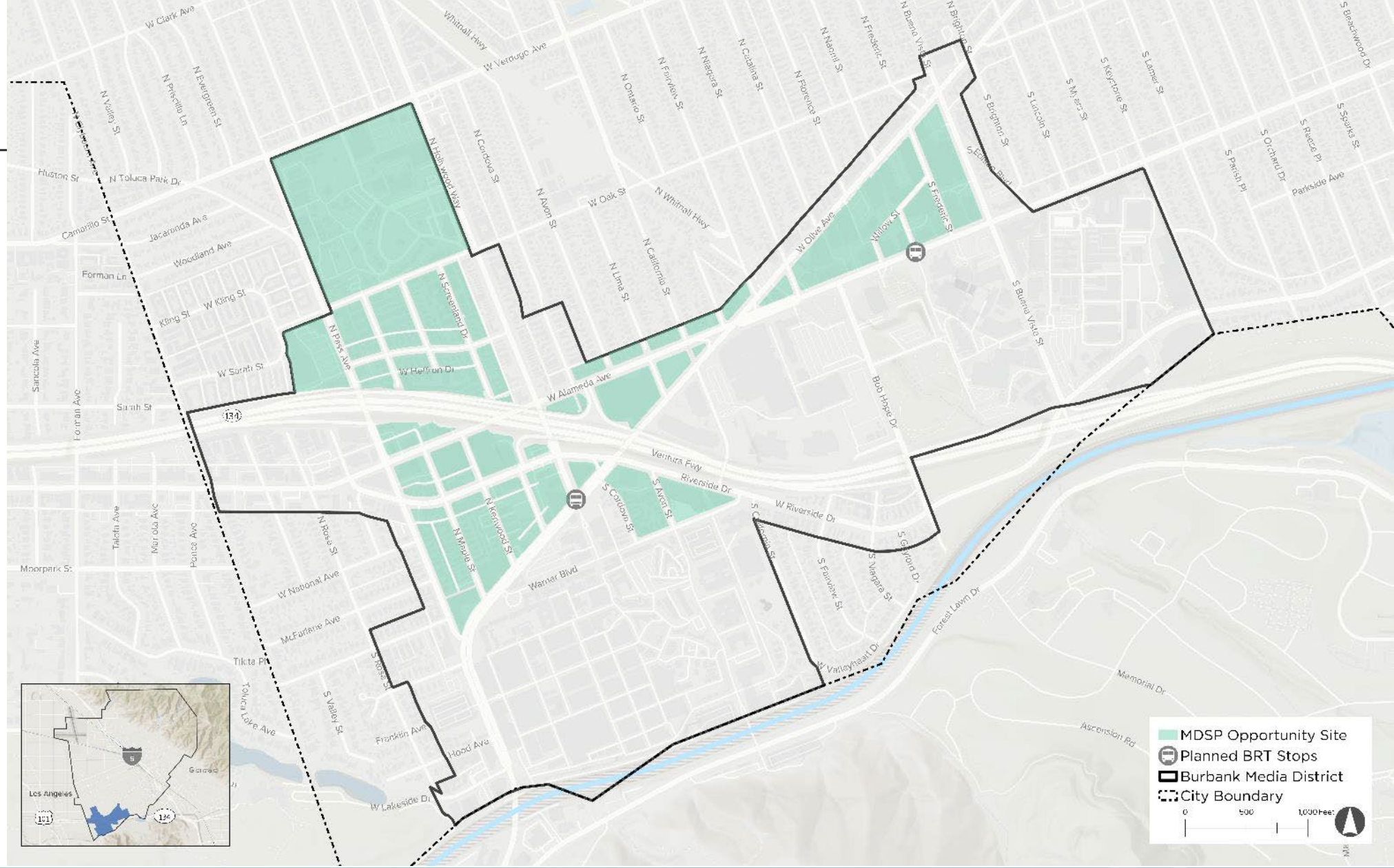




## Build Out Analysis (Development Potential to be Studied)

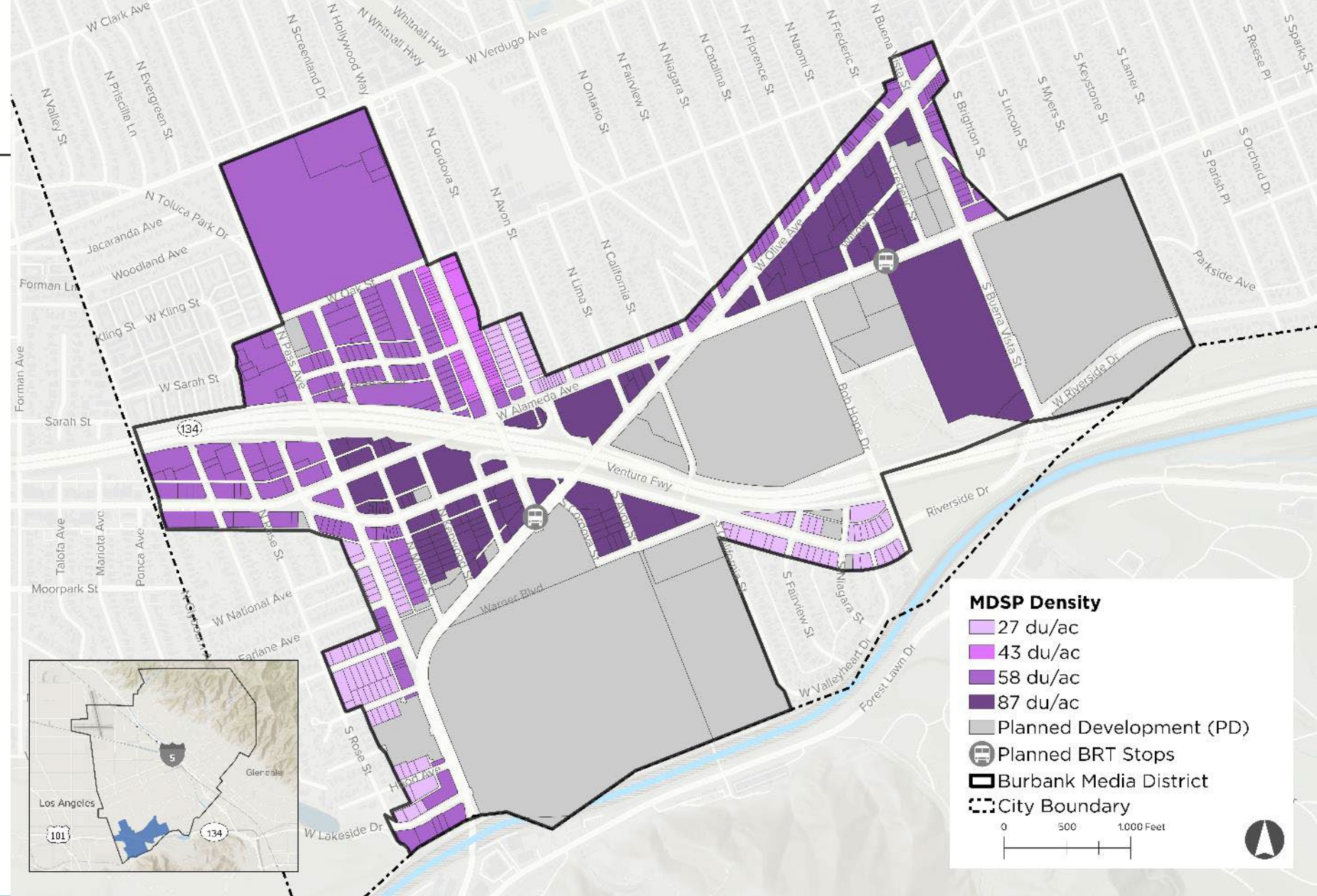


# Proposed Opportunity Sites



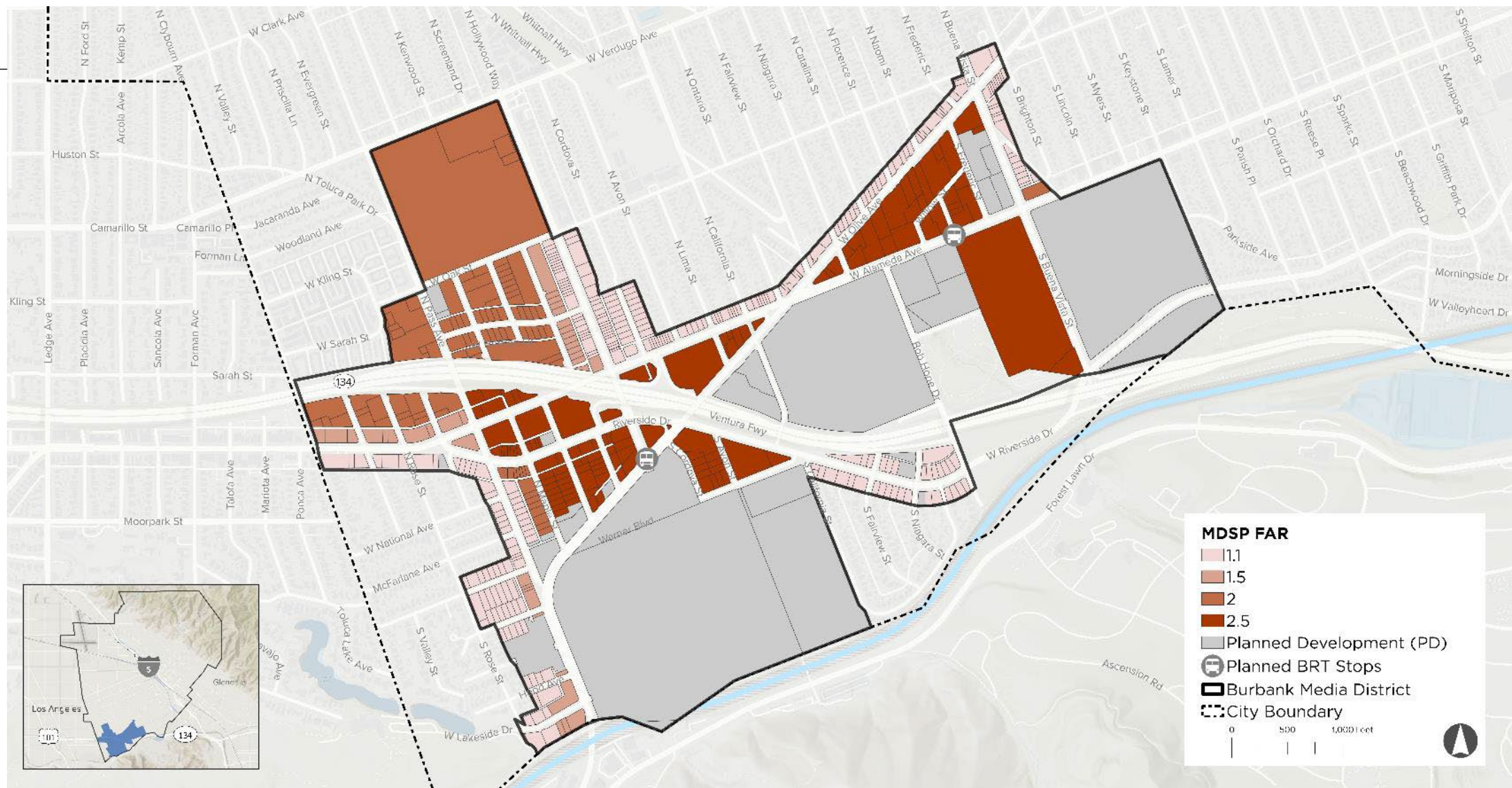


# Proposed Density





# Proposed FAR





**BURBANK**  
**MEDIA DISTRICT**  
Specific Plan Update





## **By the Numbers Comparison Build Out Analysis (Development Potential)**

# “Preferred Project”

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## 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

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## 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

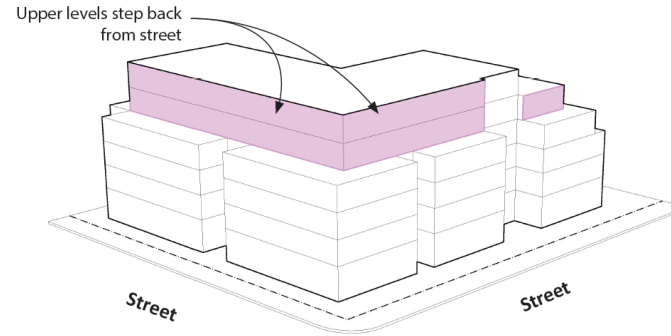




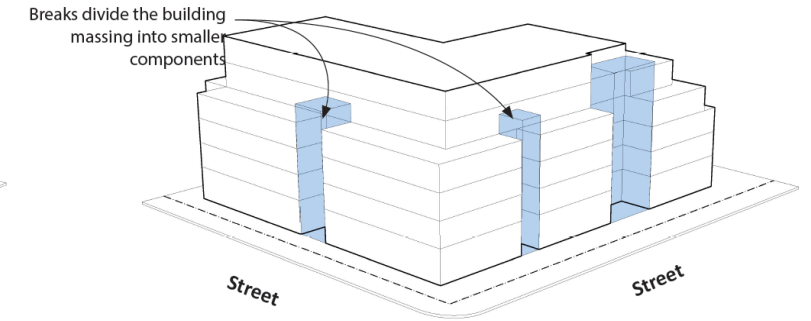
# Massing Standards

Guide building design

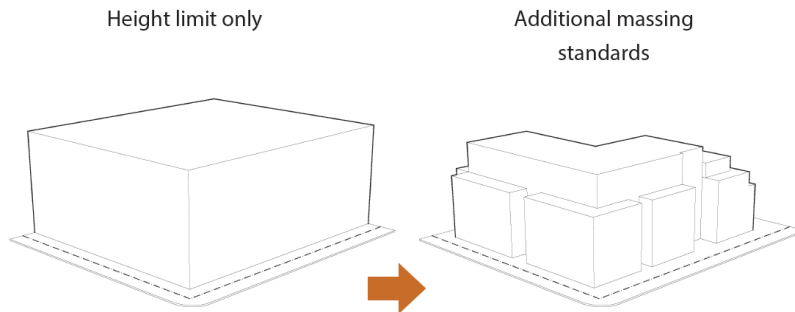
- Existing community scale and patterns
- Limit visual impact
- Provide additional standards for taller buildings



Stepbacks at upper levels



Massing breaks

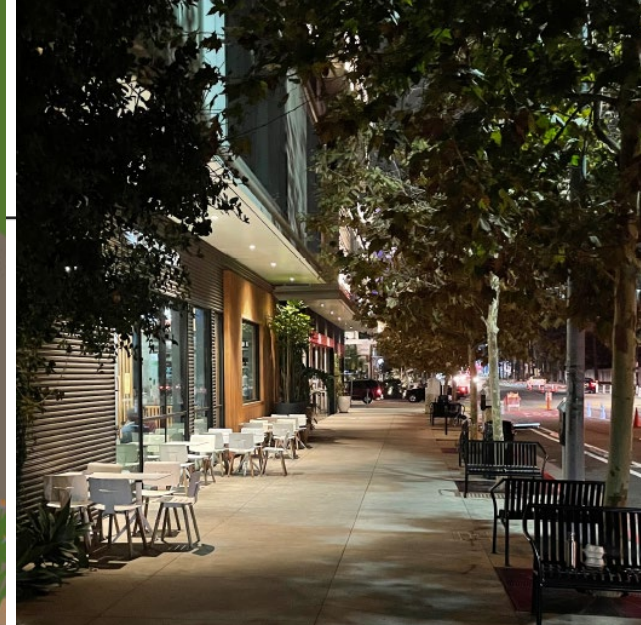
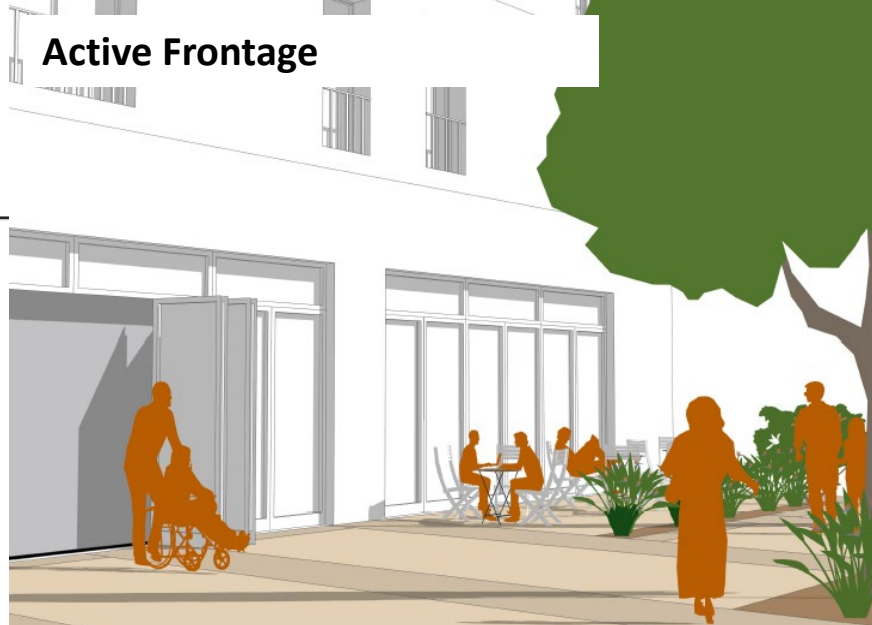


# Frontage Standards

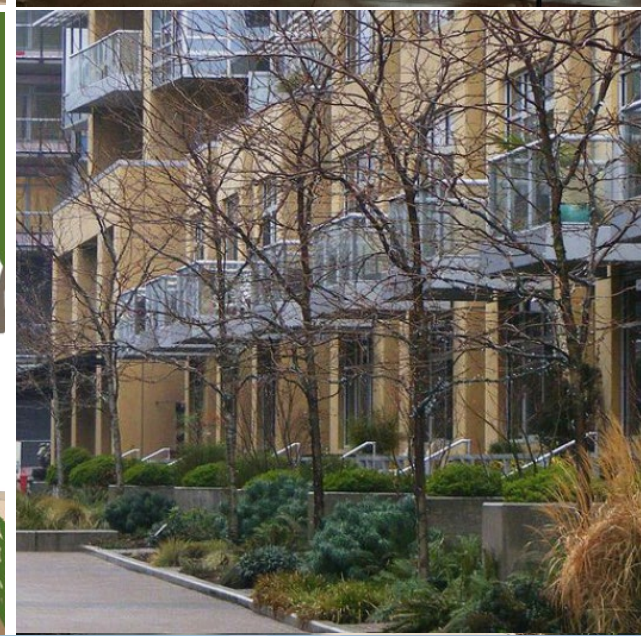
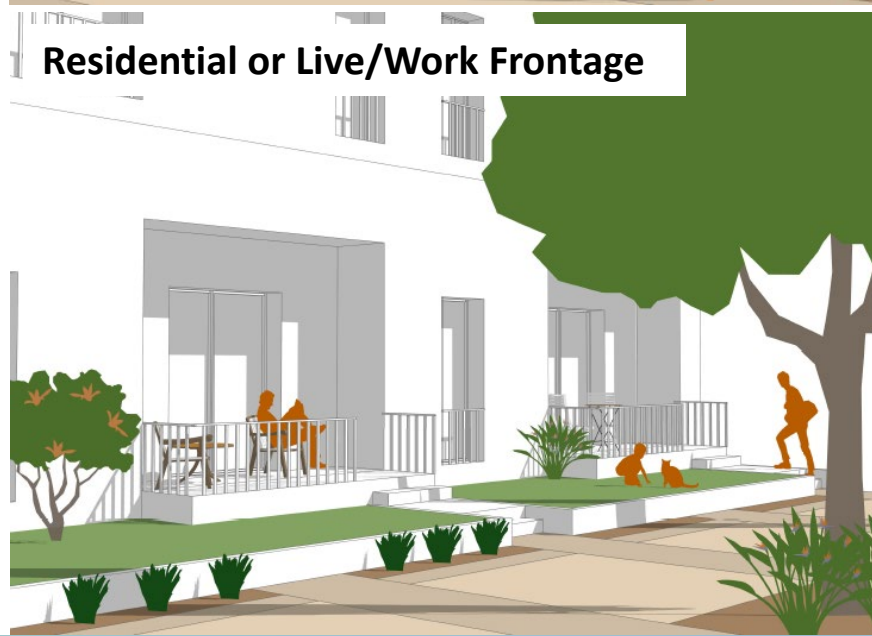
Shape the pedestrian experience

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

Active Frontage



Residential or Live/Work Frontage

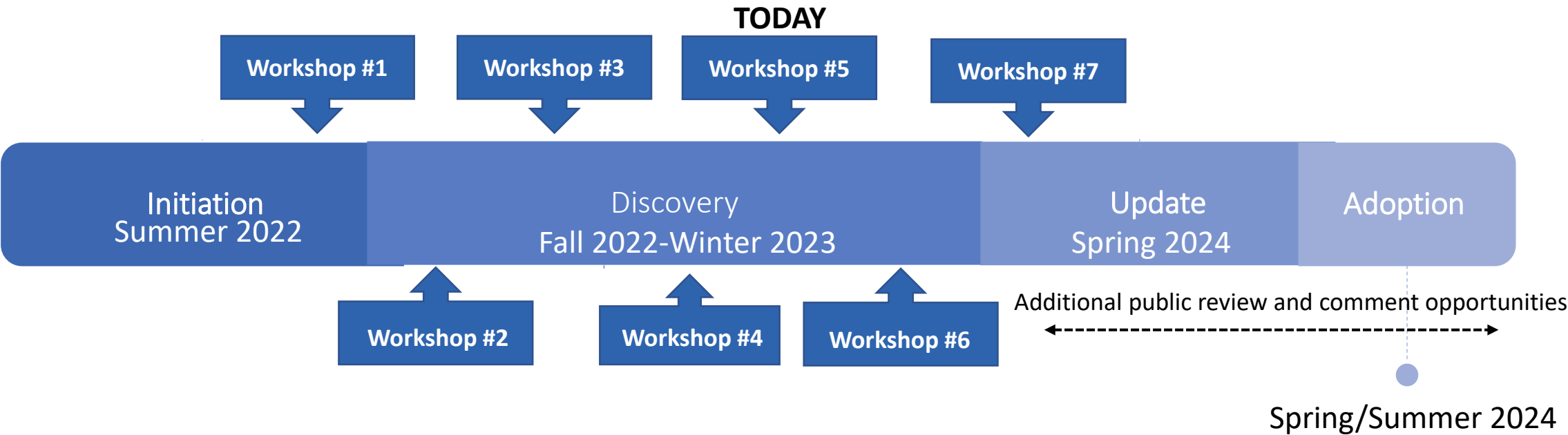




## Next Steps



# Project Timeline



Dates and schedule subject to change

# Next Steps

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## Environmental Analysis

- November 16<sup>th</sup> 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](http://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

