

Public Workshop #2
Wednesday, October 19, 2022



Interpretation Available



Via Zoom

- Click on the “Interpretation” icon
- Pick the language you would like to listen to (Spanish or Armenian)

Interpretación en español

- Haga “click” en el icono – “interpretación”
- Escoja la opción para escuchar en español

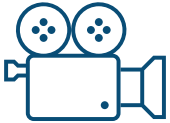
Zoom-ի միջոցով

- Կտտացրեք "Մեկնաբանություն" պատկերակին
- Ընտրեք լեզուն, որը ցանկանում եք լսել (իսպաներեն կամ հայերեն)

Housekeeping



Microphones are muted



Feel free to turn your cameras on



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.

Agenda

- 6:00 PM** Welcome
- 6:15 PM** Presentation
- 7:00 PM** Q&A
- 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 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.

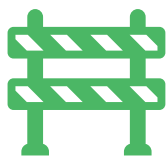


Goals and policies to help decision-makers recommend or approve new development projects.



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.



What We've Heard

Public Workshop and Online Activities

Open House Stations

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



What We Heard

Existing Assets and Amenities

- Preserve the character of single-family residential communities by limiting new developments to two stories
- Concerns about how increased density would impact existing traffic congestion
- Preserve overall quality of life for existing residents
- Concerns about displacement of existing residents
- Toluca Lake Village businesses are accessible to the Media District and should be considered when evaluating existing businesses
- Be sensitive to the interface between commercial and residential uses, especially as it related to goods movement
- Provide mitigation measures for any new constructions to ensure traffic, pedestrians, and businesses are not disrupted
- Maintain and add traffic calming measures including cul-de-sacs and “Do Not Enter” signs to protect residents
- New businesses should not be geared only to high-income customers and should also serve lower-income residents

What We Heard

Mobility

- Need for traffic calming measures
- Concerns over speeding and traffic violations
- Improved access for bikes to access studios
- Interest in encouraging and inviting atmosphere that is pedestrian-friendly, shaded, and provides community gathering places
- Consider traffic flow and “cut-thru” traffic
- Need for enforcement of traffic violations
- Consider how public transit may benefit the area and reduce the addition of parking lots
- Concerns over hidden commercial driveways (particularly along Riverside)
- The presence of (UPS and FedEx stores) goods movement businesses is creating traffic congestion and safety issues
- Improve appropriate signals like arrows or no turn on red designations
- Bicycle mobility is unsafe due to speeding, lack of bike lanes, and confusing intersections

What We Heard

Recreation and Natural Resources

- Require public parks at private developments
- Explore freeway cap that replaces automobile traffic with green space and bicycle/pedestrian routes
- Consider pocket parks since the area doesn't have much space for parks
- Improve amenities at Johnny Carson Park
- Ensure all new green spaces are accessible to public
- Surrounding residential areas have lots of street trees which serves as green space for the greater area

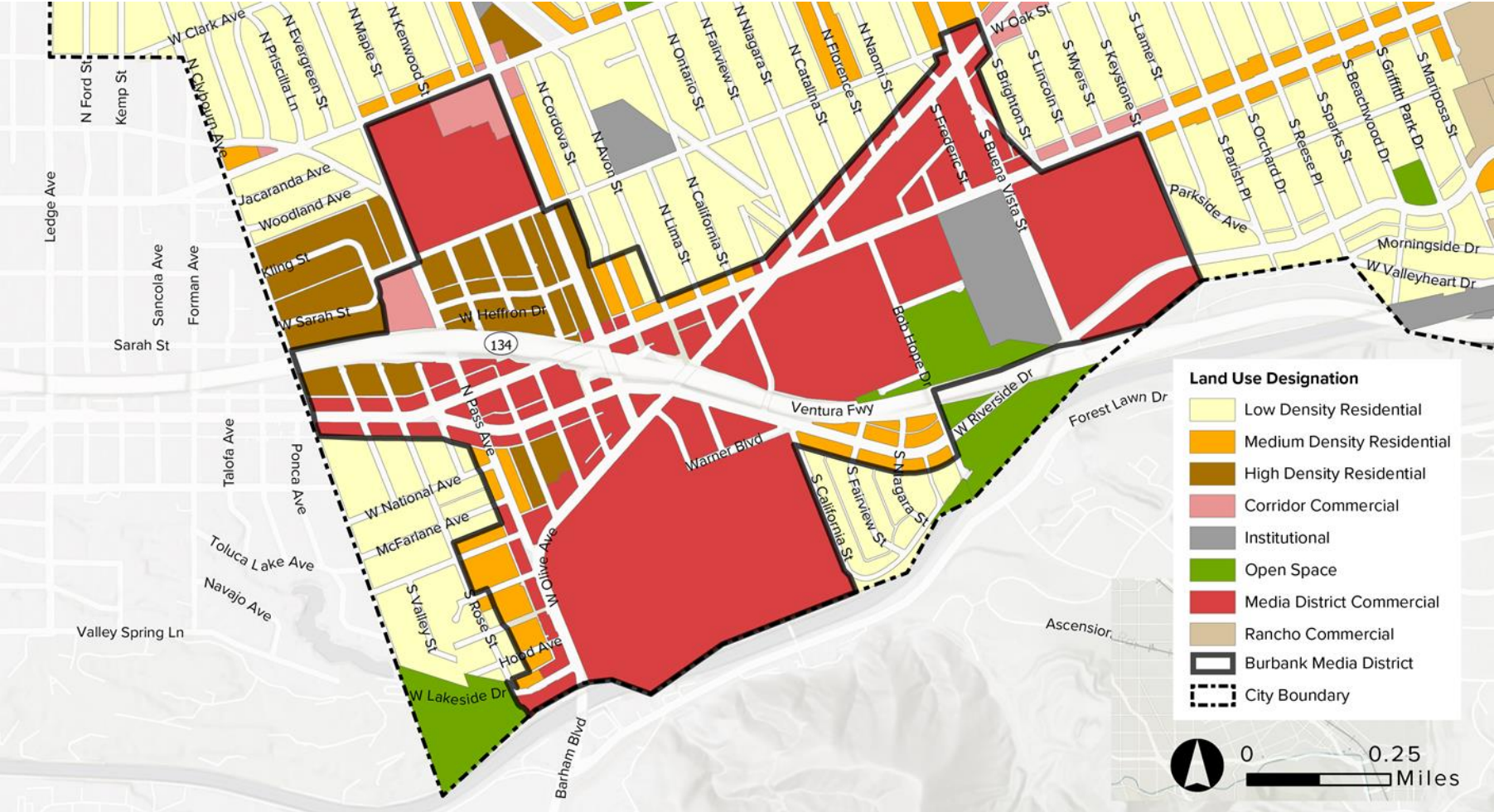
Business and Economy

- Preserve the character of local small businesses and limit the addition of retail chains
- Interest in creative solutions to parking options and transit access near small businesses
- Consider that there are adequate businesses available and the area does not need more in volume or variety
- Consider allowing small businesses closer to residents, creating a more pedestrian friendly environment that doesn't push people to one place for commercial needs

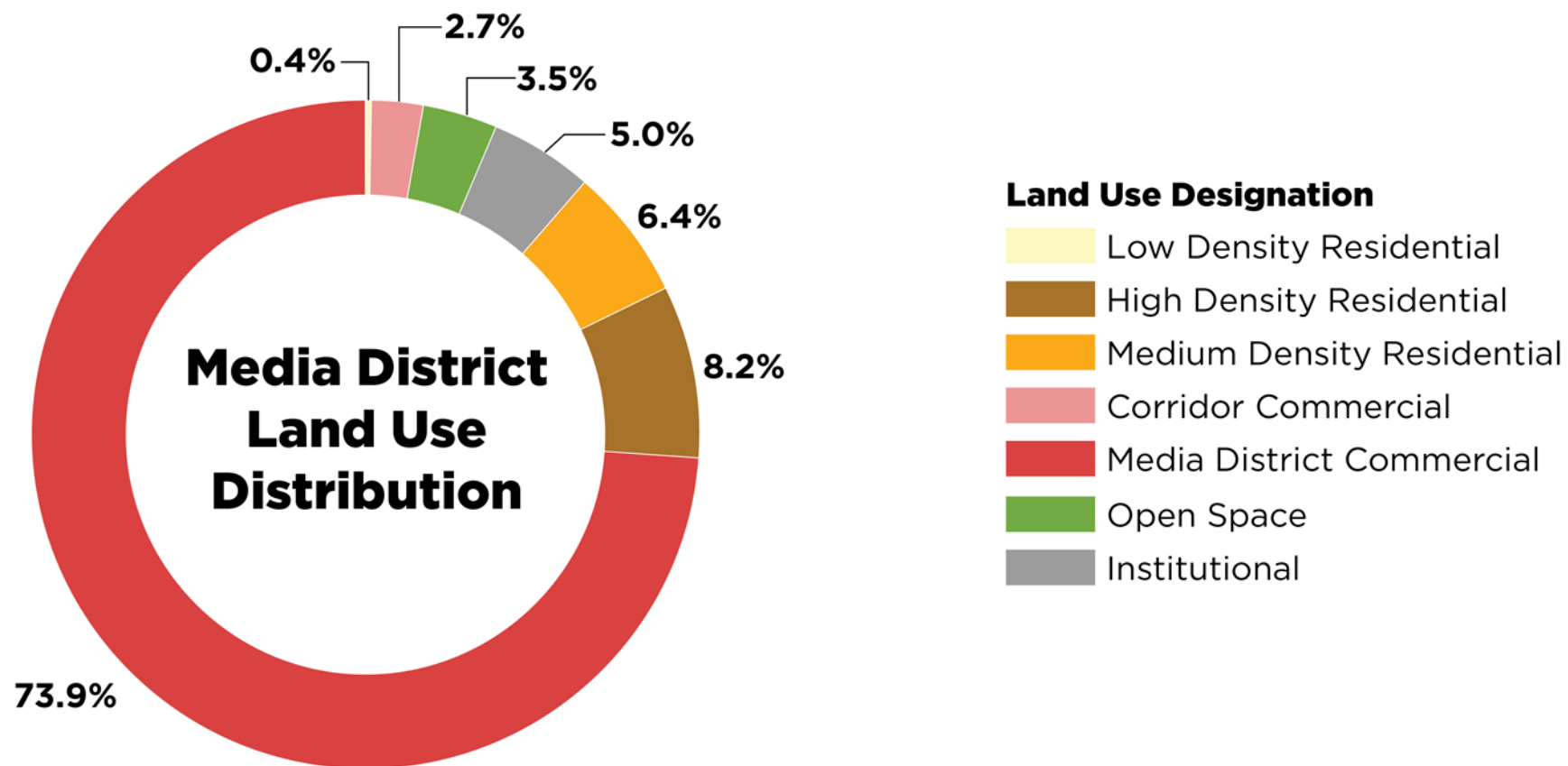


Land Use and Placemaking

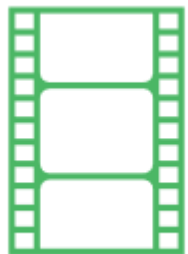
Media District Land Use



Media District Land Use



Media District Land Use



Approximately **76.5%** of the Media District is dedicated to **media-oriented and commercial uses**



Residential uses make about **15.0%** of the Media District area



Only **3.5%** of the Media District is dedicated to **open space**

Place Type Objectives

What is a Place Type?

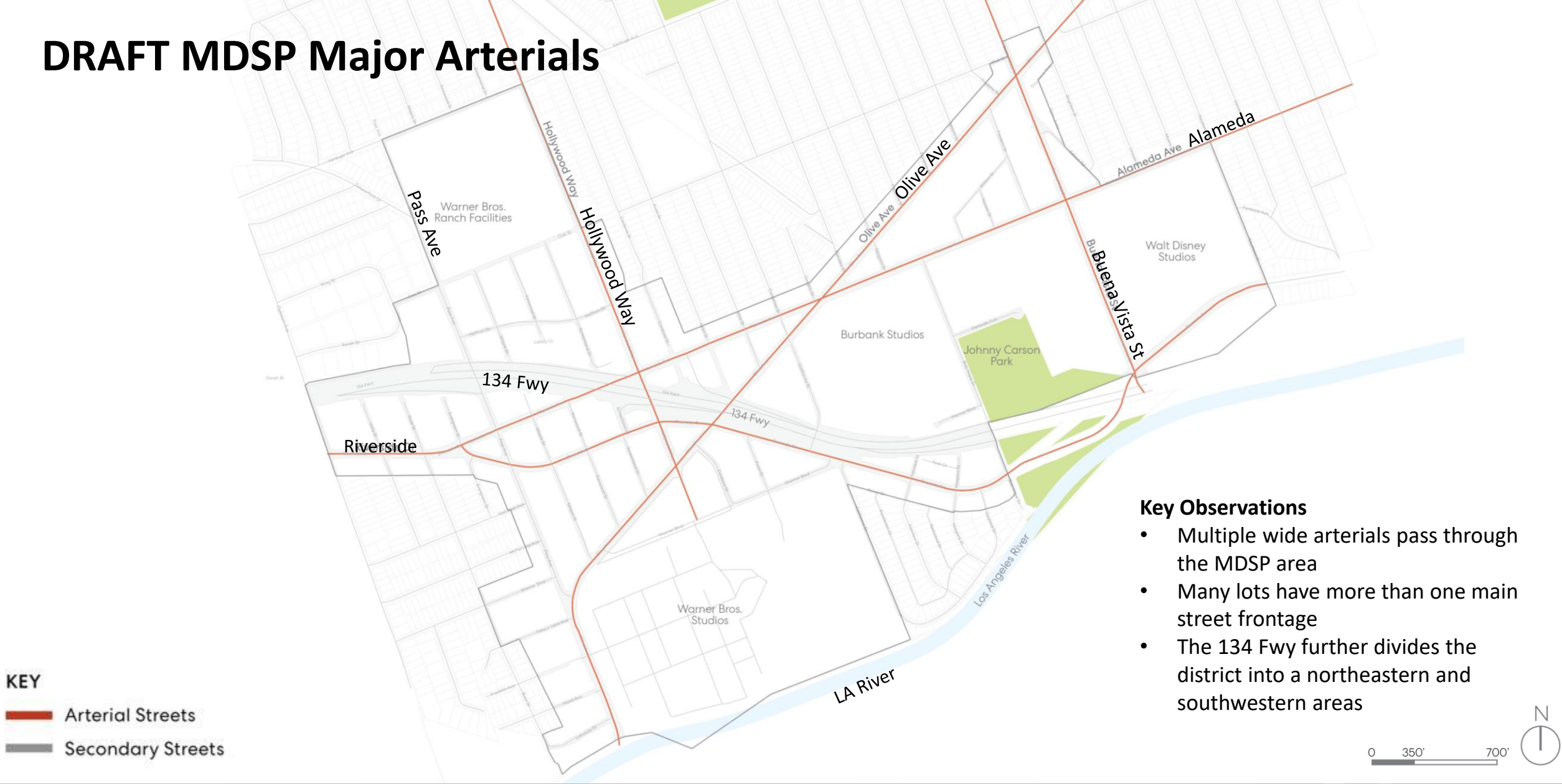
- Place types are a simplification and generally representative of areas within and immediately adjacent to the specific plan boundaries
- Place types allow conversations about existing conditions and how areas may or may not change
- Illustrate different approaches to land use patterns
- Allow informed choices about future development and preservation

DRAFT Place Types

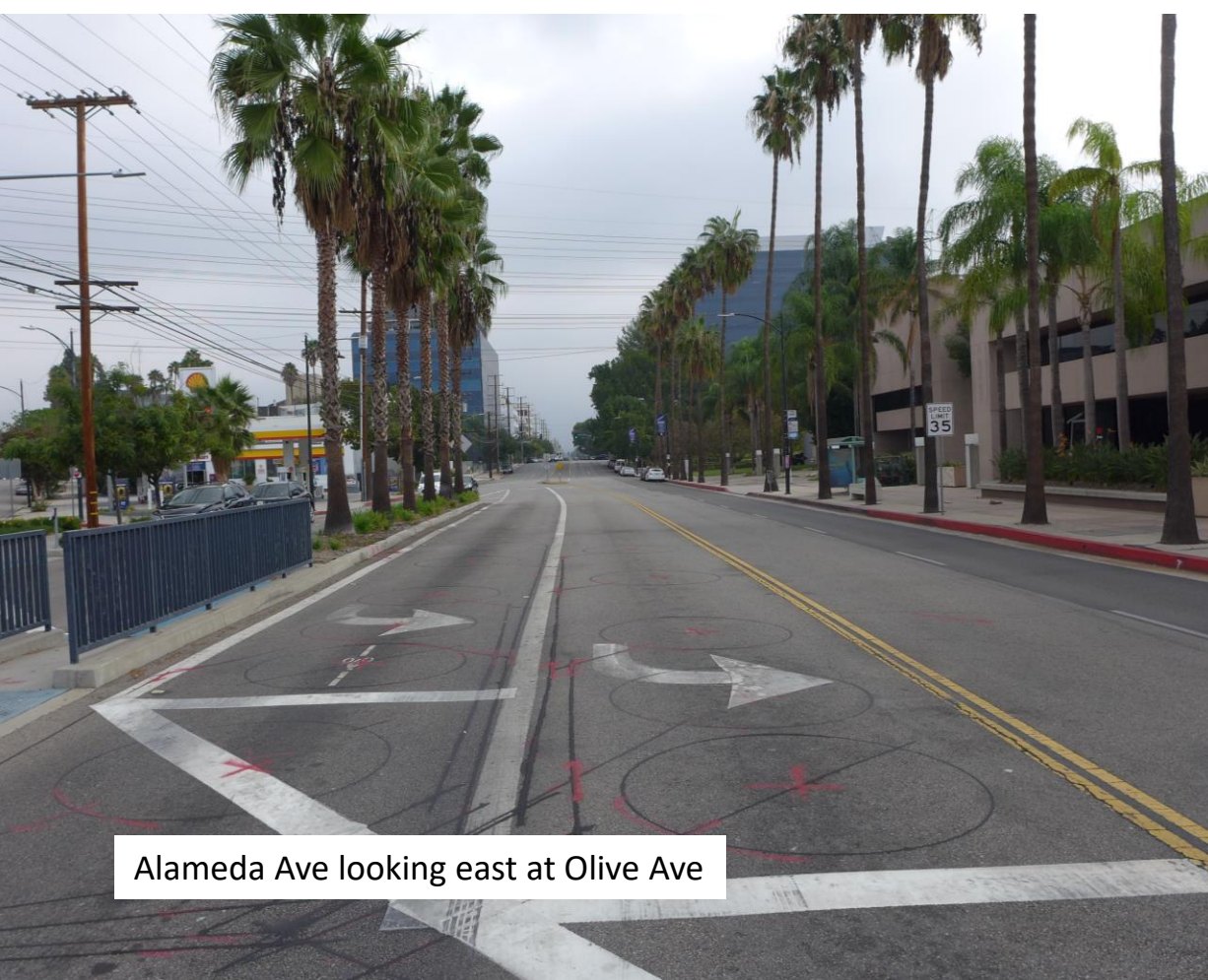
Burbank's Place Type Features of Interest

- Context, adjoining land uses
- Street frontage
- Lot size, geometry
- Existing use
- Existing development intensity

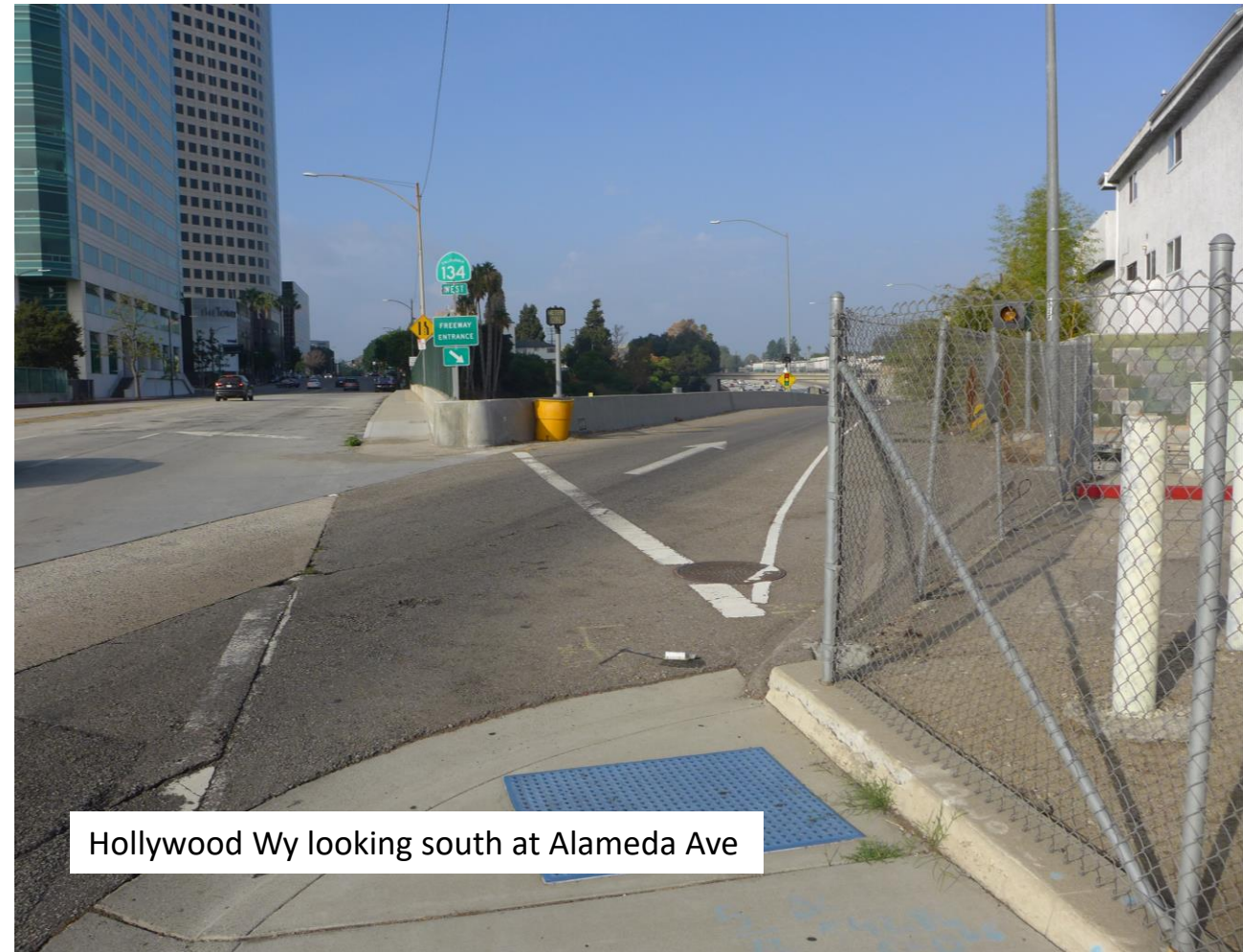
DRAFT MDSP Major Arterials



DRAFT MDSP Major Arterials

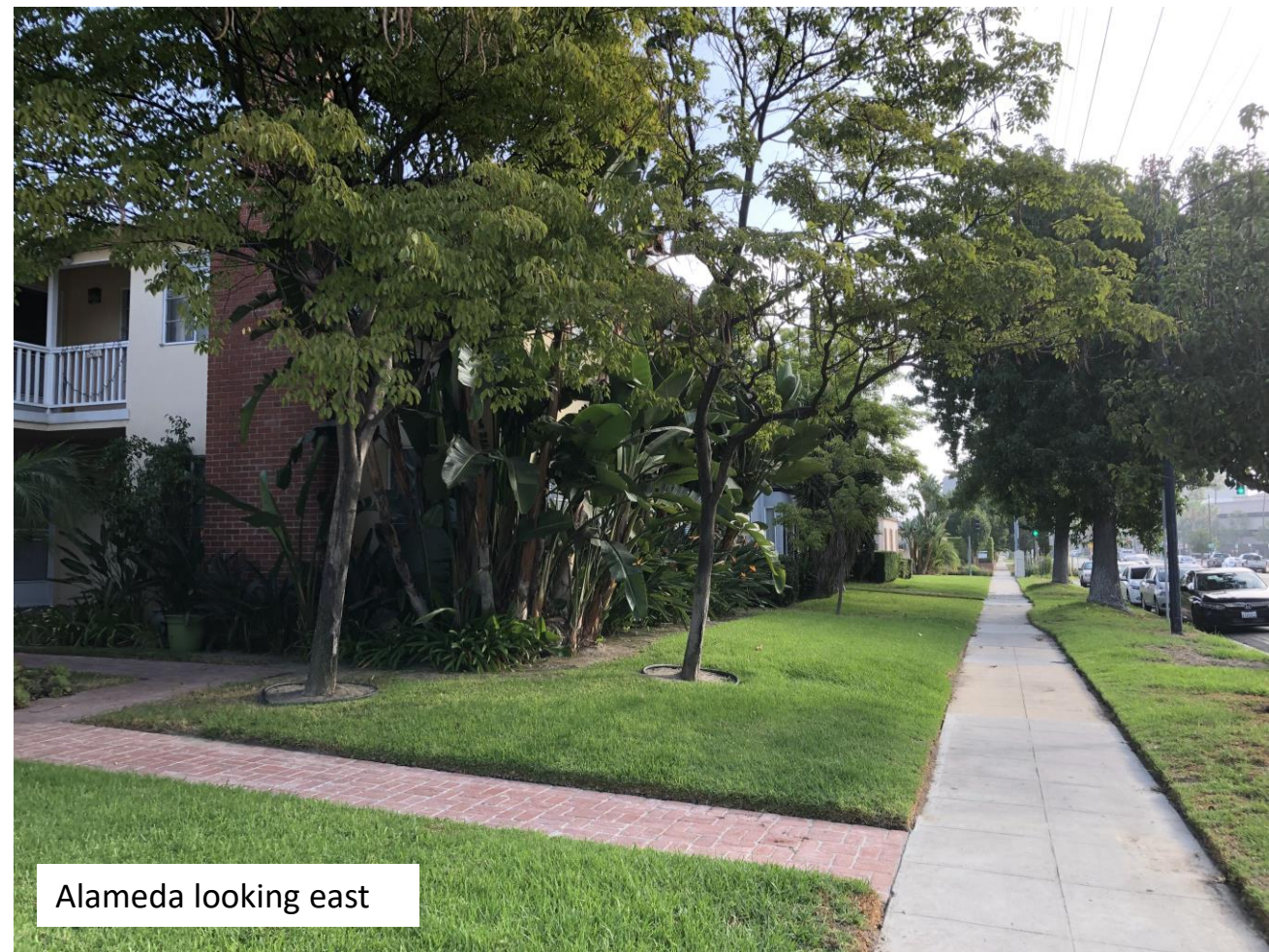


Alameda Ave looking east at Olive Ave

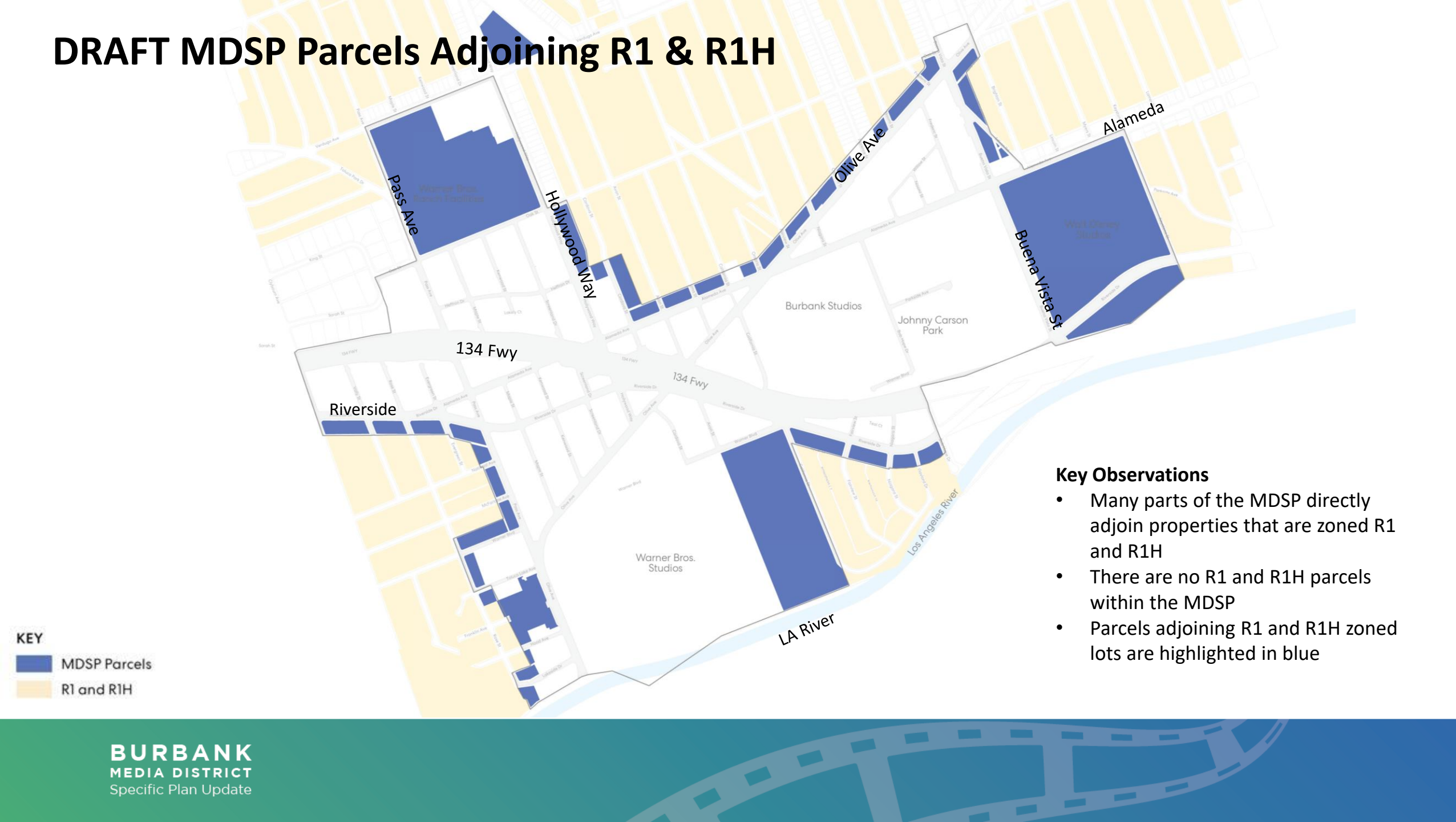


Hollywood Wy looking south at Alameda Ave

DRAFT MDSP Parcels Adjoining R1 & R1H



DRAFT MDSP Parcels Adjoining R1 & R1H



Surface Parking & Parcels

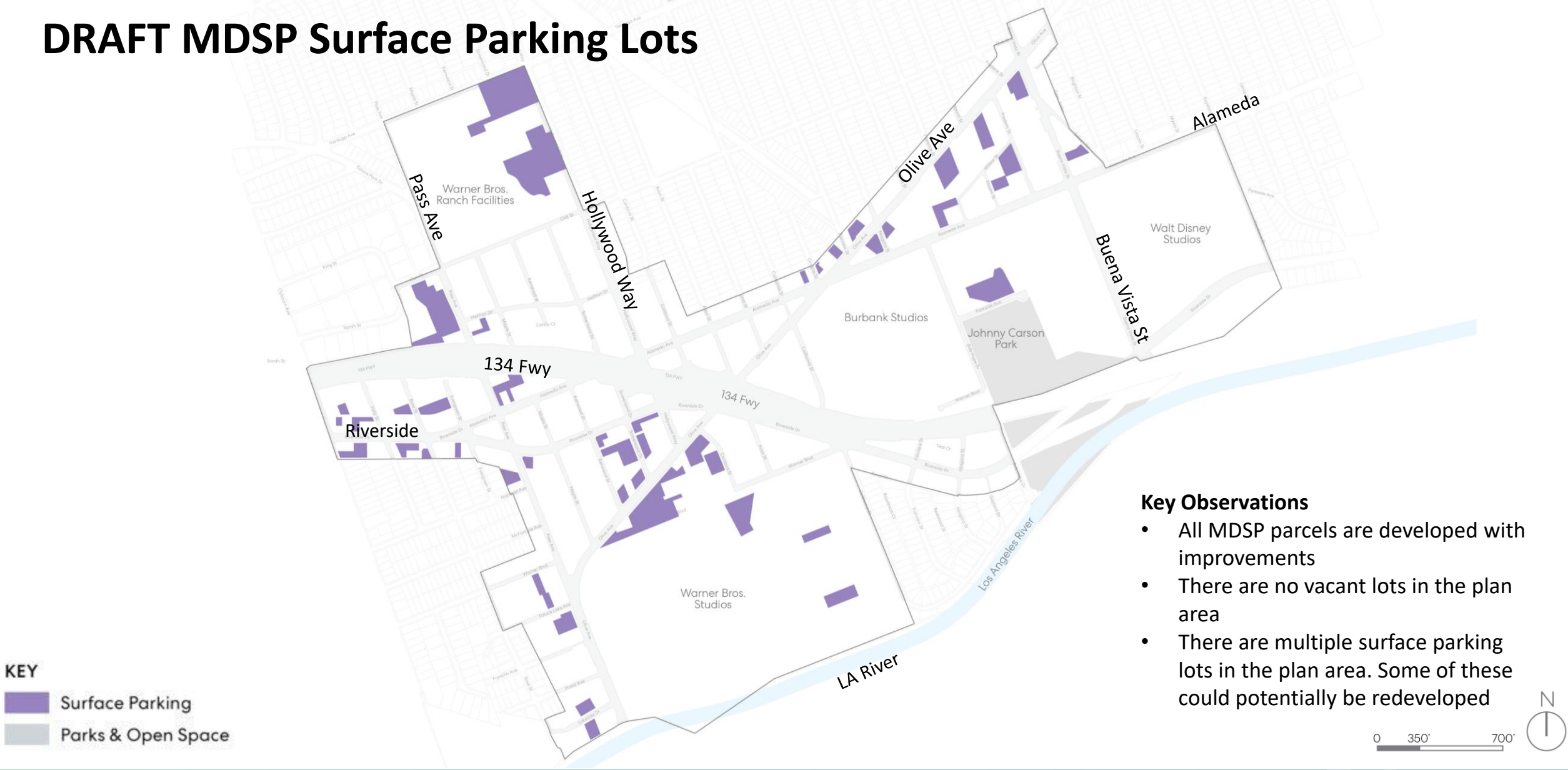


Surface parking lot near Olive and Fairview



Surface parking lot on Olive and Screenland

DRAFT MDSP Surface Parking Lots



- Key Observations**
- All MDSP parcels are developed with improvements
 - There are no vacant lots in the plan area
 - There are multiple surface parking lots in the plan area. Some of these could potentially be redeveloped

DRAFT MDSP Building Scales



Key Observations

- Significant scale changes within the MDSP
- Modern buildings have larger footprints to accommodate parking and efficient building floors

DRAFT MDSP Lot Area



Key Observations

- Most lots in the MDSP are less than one acre in size
- The studio lots are very large and well over five acres in size
- Smaller lots provide less flexibility and may need to be consolidated to accommodate development

DRAFT MDSP Lot Shape and Width



Lot Shape

- KEY
- Irregular
 - Nearly
 - Regular



Lot Width

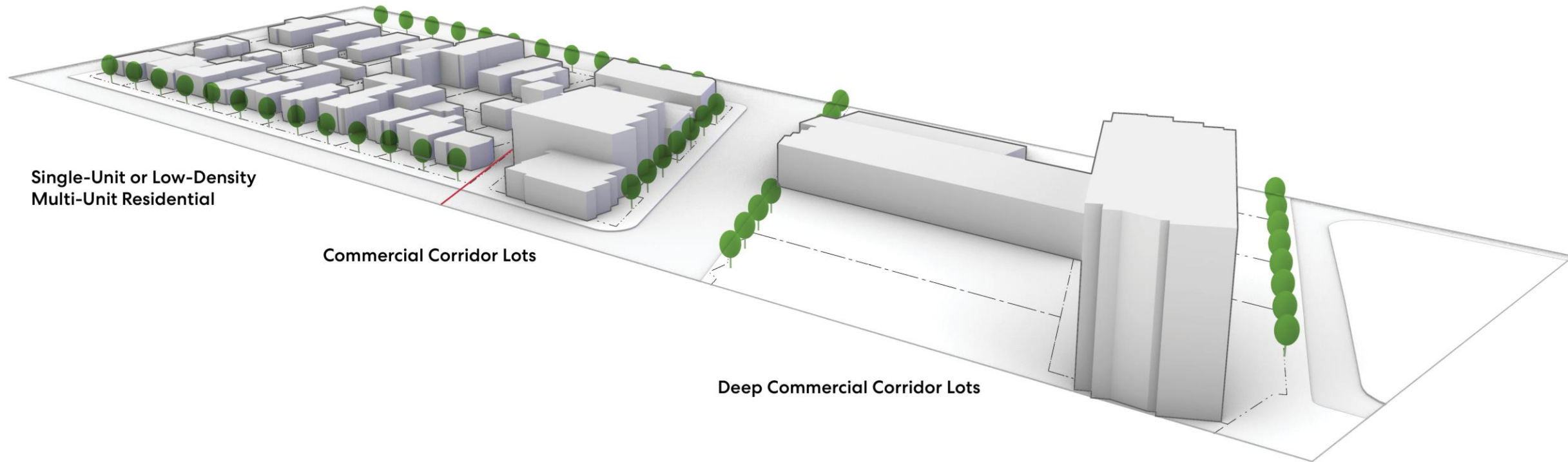
- KEY
- 20-60 FT
 - 61-100 FT
 - 101-140 FT
 - 141-220 FT
 - Over 221 FT

Key Observations

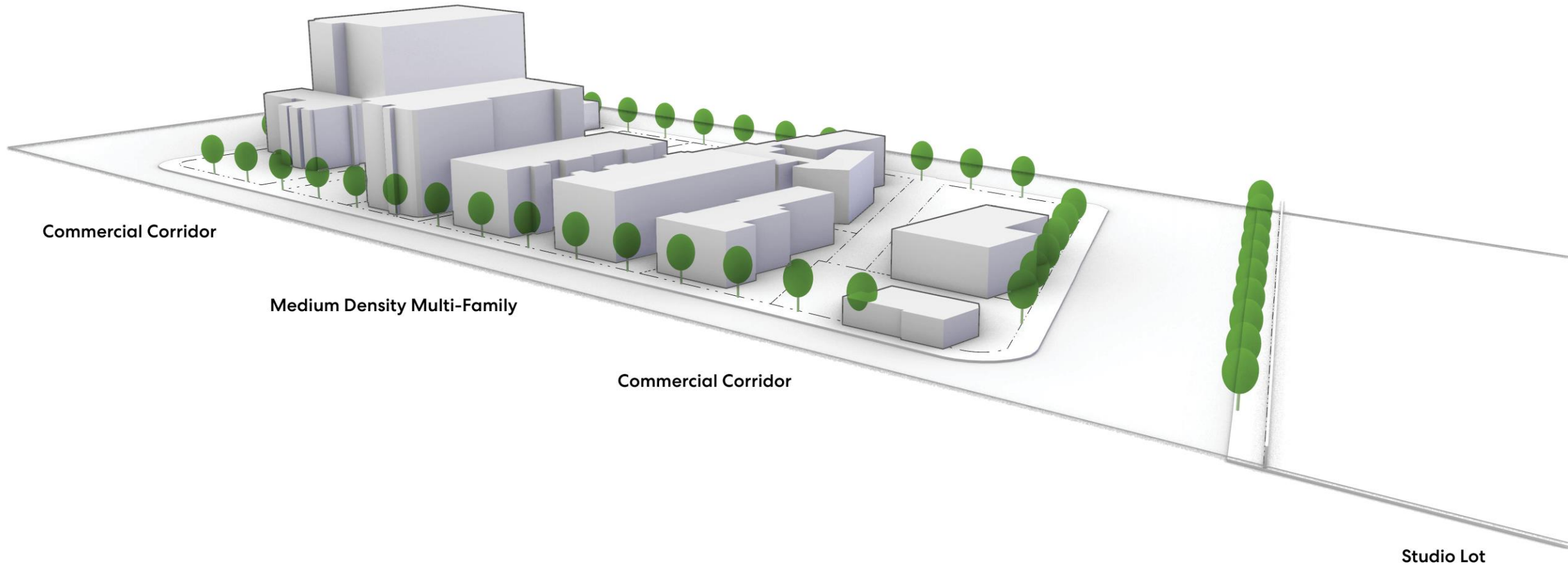
- Many parcels in the plan area are narrow and irregularly shaped complicating development



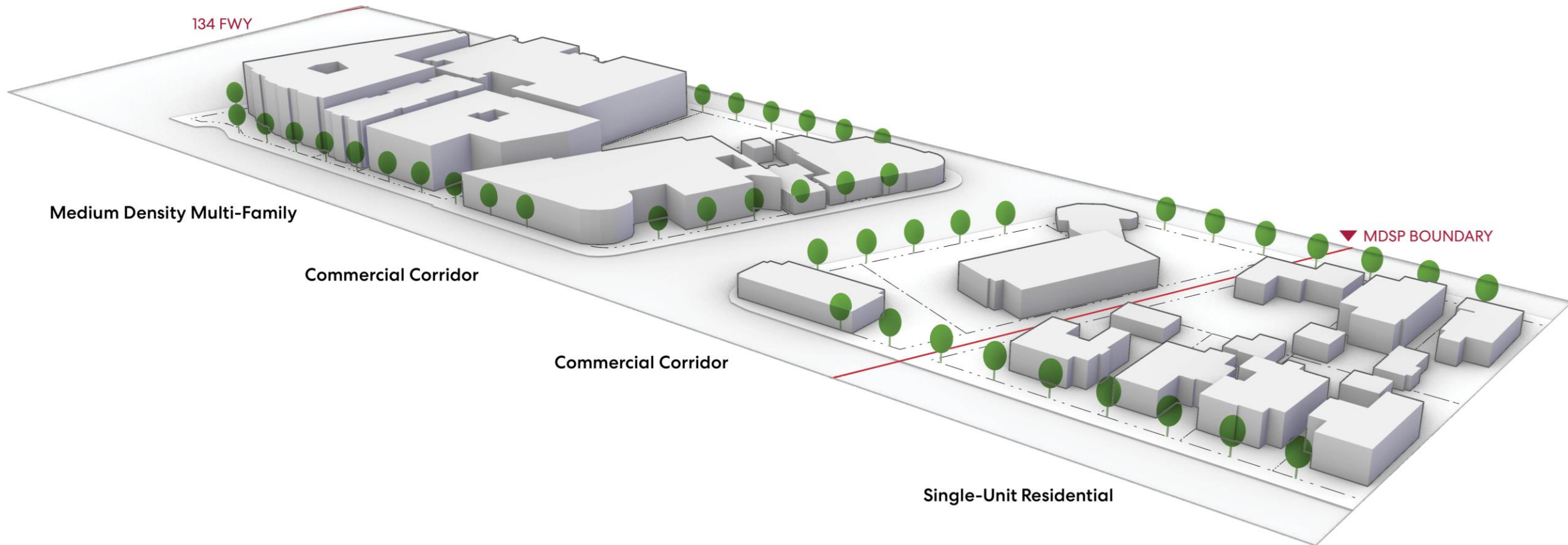
Place Type 1 -- Commercial Corridor Adjoining Low Density Residential



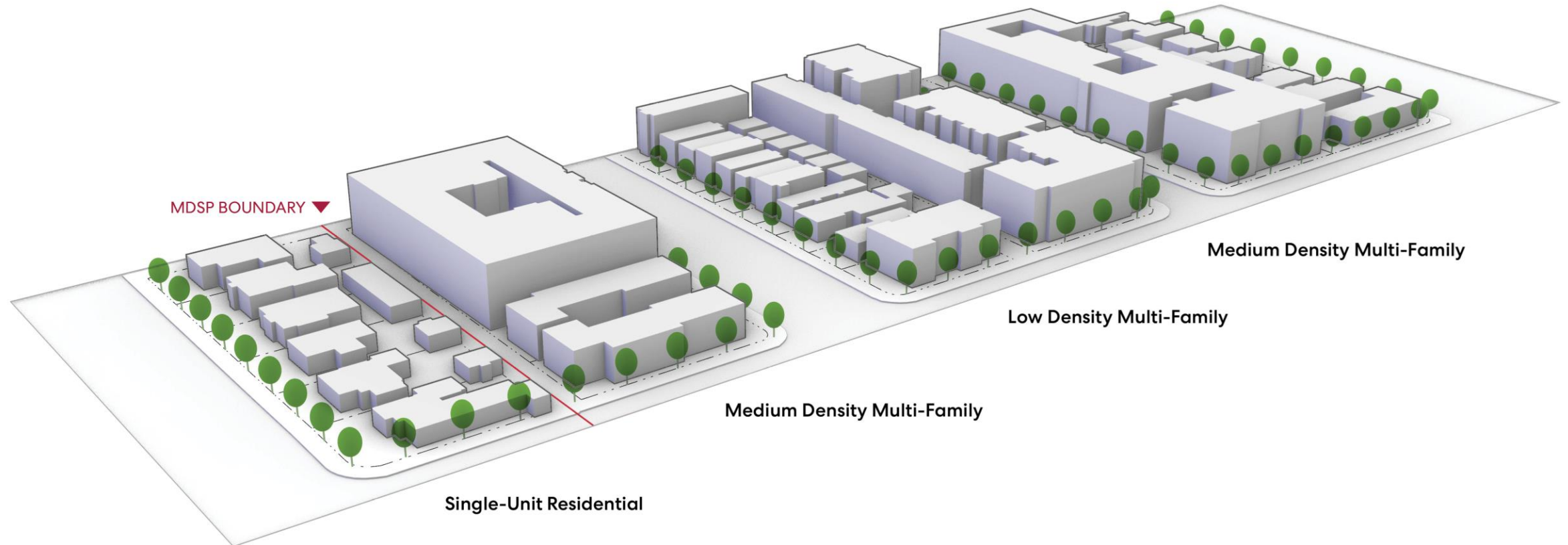
Place Type 2 - Media District Core



Place Type 3 -- Commercial Village



Place Type 4 -- Residential Corridor





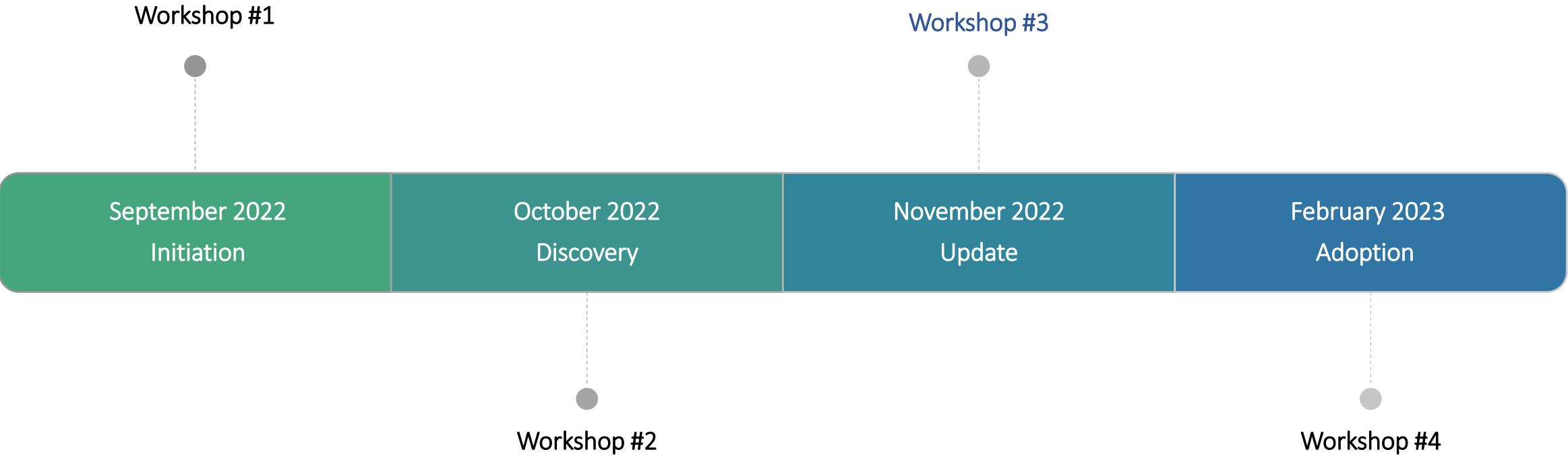
Discussion

To allow time for everyone to share input,
please limit your feedback to about 2 minutes



Upcoming Engagement

Community Engagement Timeline



Public Workshop and Online Activities

How to Provide Input

- Use our online commenting tool at:
www.BurbankMediaDistrictSP.com

Available Resources

- Project Fact Sheet
- Frequently Asked Questions
- Glossary of Technical Terms
- Presentations and stakeholder briefing recordings
- Project webpage includes a translation widget
- Sign up to join our mailing list for future updates
- Materials available in Spanish, Armenian, and English

SAVE THE DATE

Wednesday, November 16th 2022

6:00pm

Location: TBD



Stay Connected

For more information, please contact:

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