

Media District Specific Plan Update

EIR Scoping Meeting

November 16, 2023



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

WITH ENVIRONMENTAL SUPPORT FROM

RINCON CONSULTANTS:

Susanne Huerta: Project Manager

Katherine Fikan: Asst. Project Manager

Vanessa Villanueva: Senior Environmental Planner

CITY OF BURBANK – CDD/Transportation Division:

David Kriske: Asst. CDD Director – Transportation

Marcos Fuentes: Senior Planner





BURBANK MEDIA DISTRICT

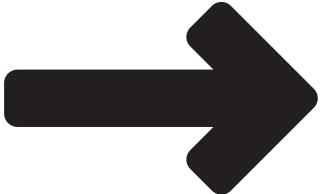
What is the Media District?

- 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.



Jobs-Housing Ratio and 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

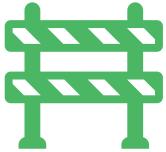




THE SPECIFIC PLAN

Why Update the Burbank Media District Specific Plan Now?

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



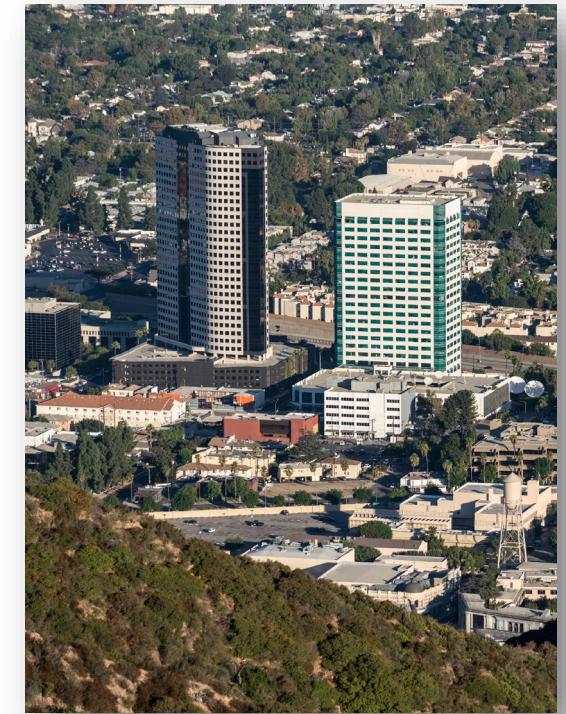
Remove barriers to housing production



Streamline the permitting process



Better coordinate with transportation resources and policies



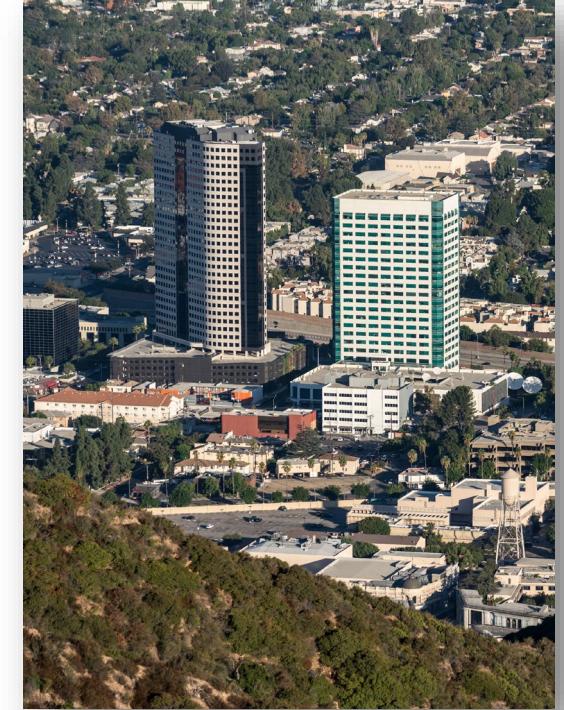
Why Update the Burbank Media District Specific Plan Now (Continued)?



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



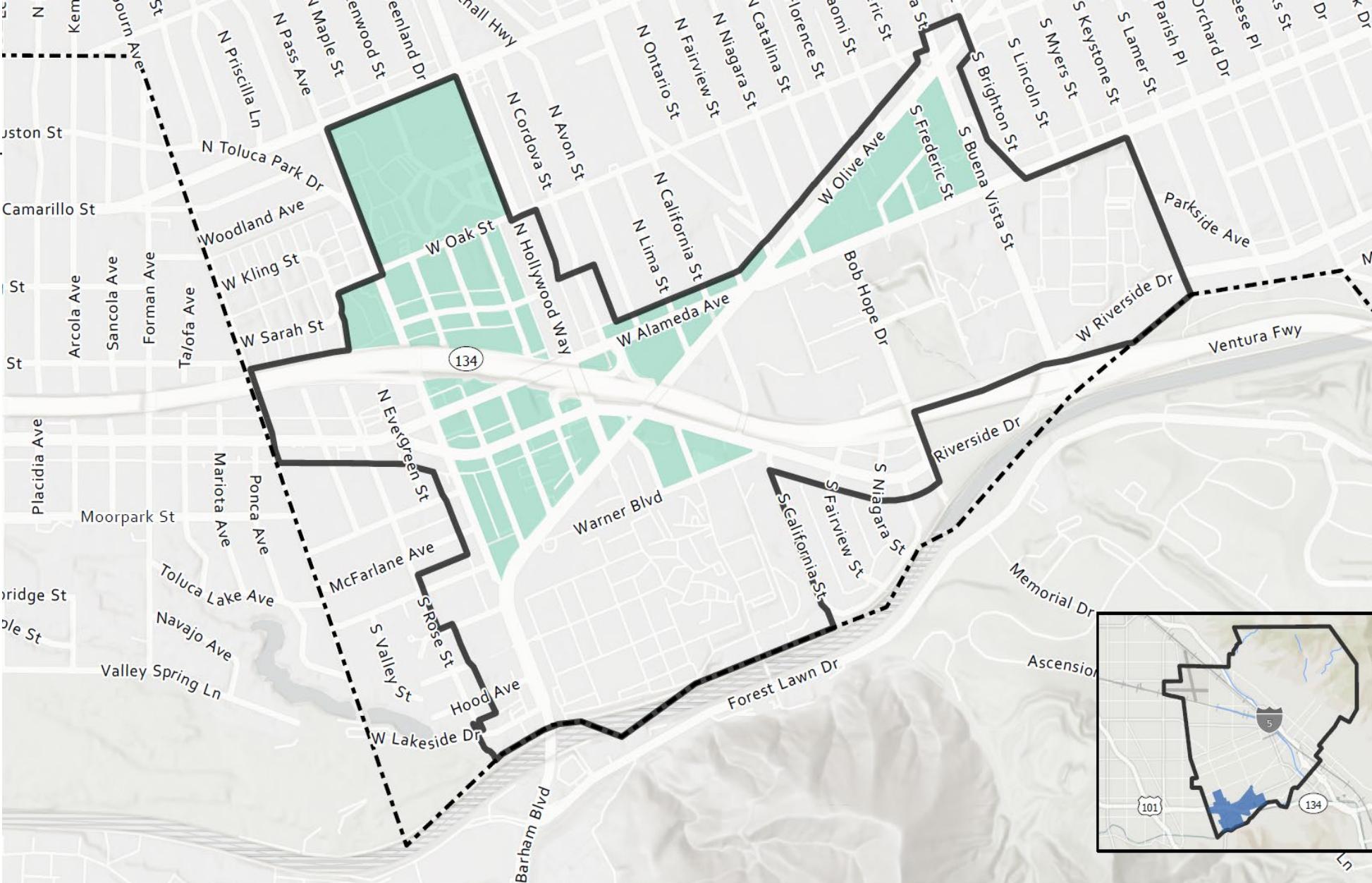
Objective Development standards will ensure that the City's vision and neighborhood compatibility are maintained even if developments are processed through state mandated streamlining programs, such as AB 2011 or SB 35.





BUILD OUT ANALYSIS (DEVELOPMENT POTENTIAL)

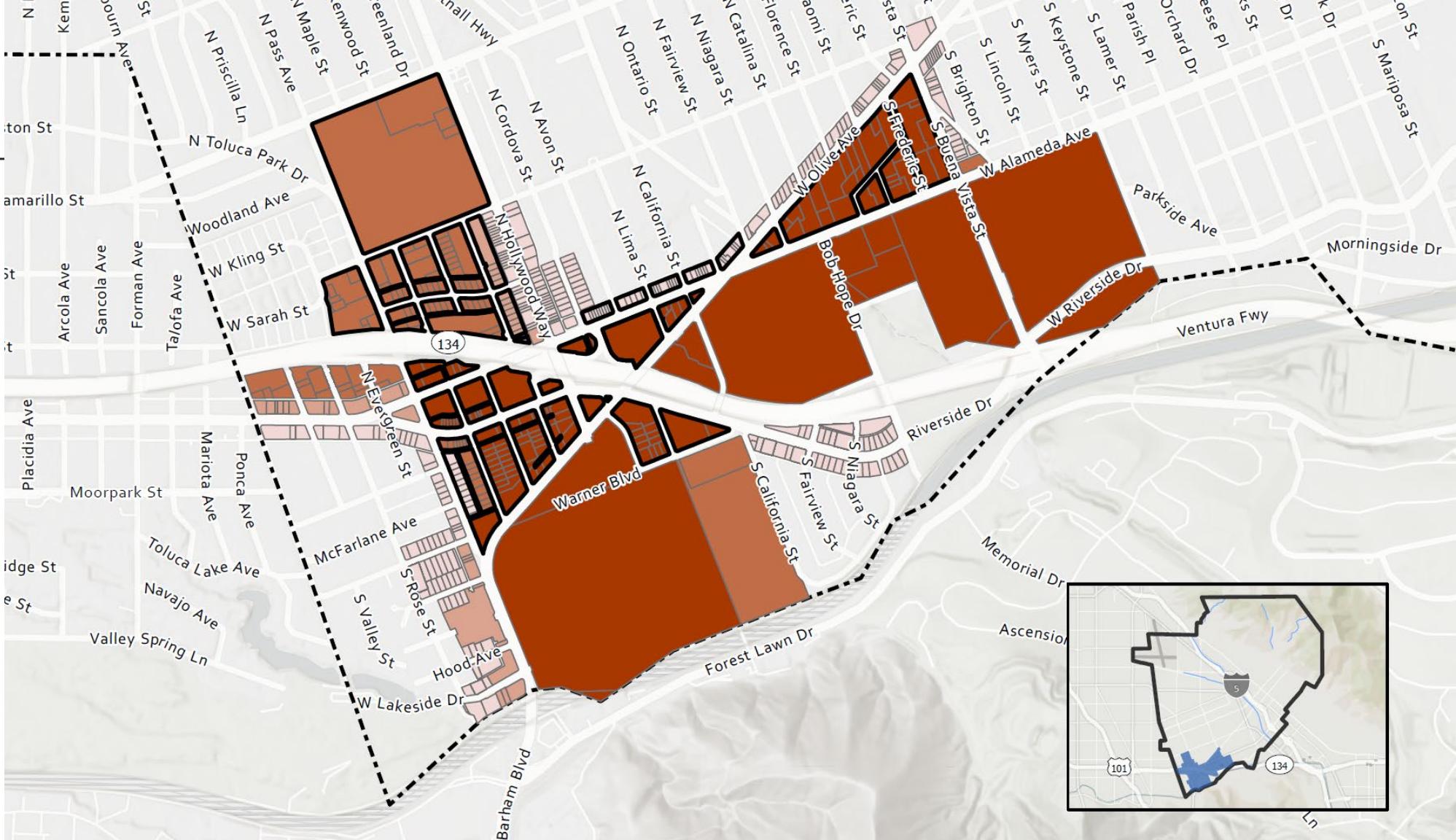
Proposed Opportunity Sites



PROPOSED DENSITY



PROPOSED FLOOR AREA RATIO



MDSPU FAR

1

1

1

2

---: City Boundary

MDSB Opportunity Sites

1

1

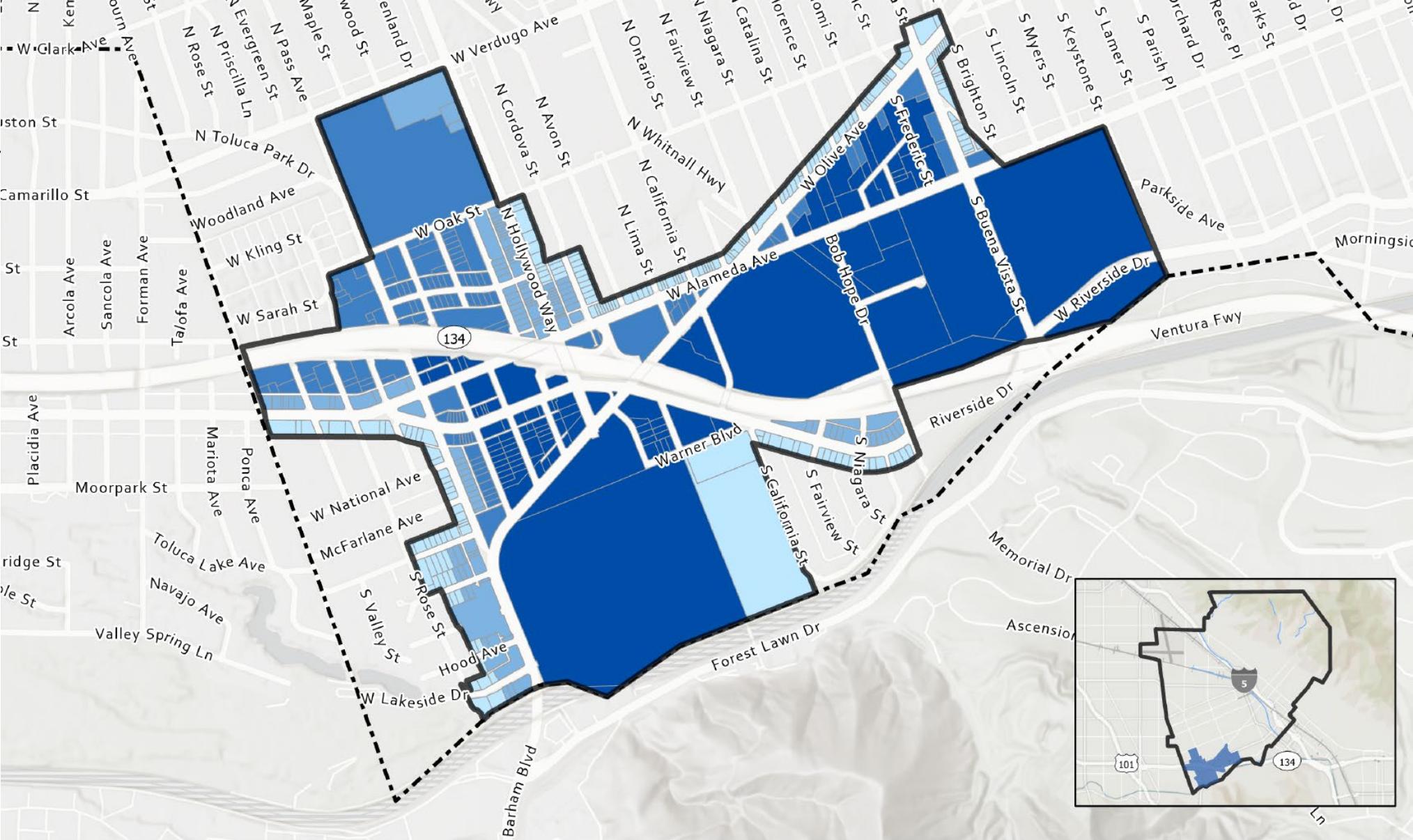
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0.25

— Miles



PROPOSED HEIGHT



MDSPU Potential Height

35' 85'

Burbank Media District

50' 205' 5

City Boundary

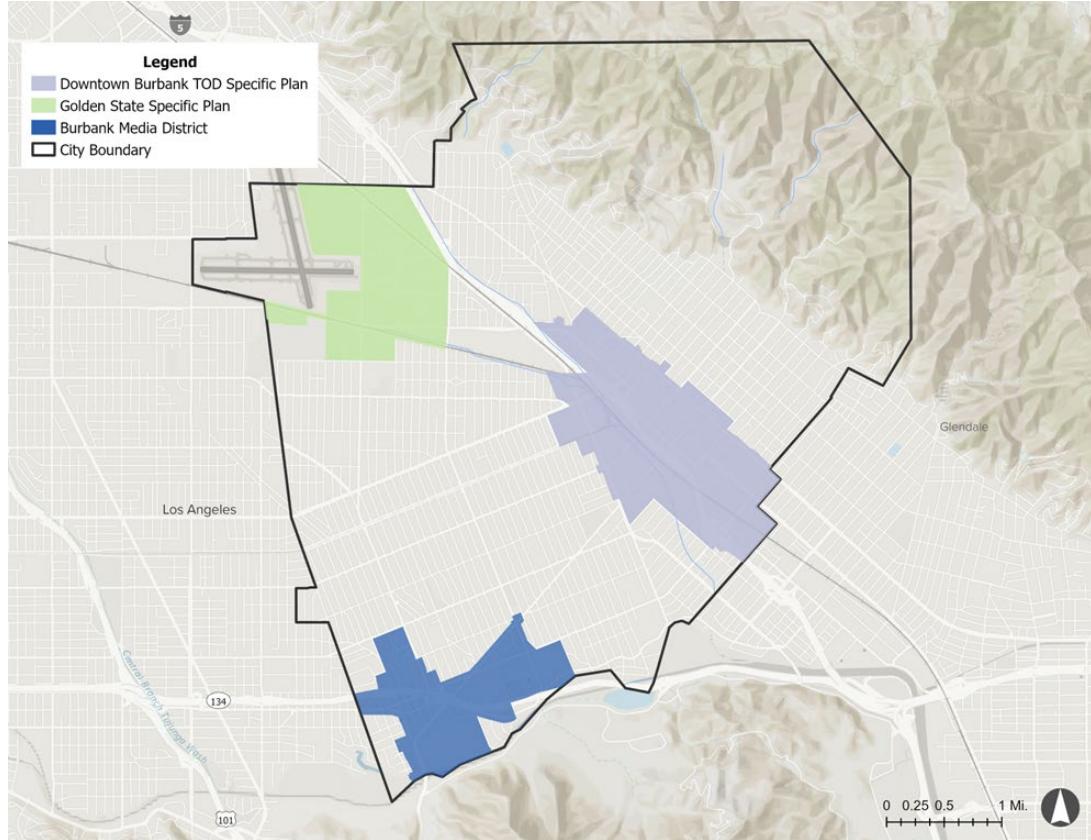
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13



BY THE NUMBERS COMPARISON OF ALTERNATIVES

Specific Plan Updates



- **Golden State Specific Plan**
 - 7,201 additional new units
- **Downtown TOD Specific Plan**
 - 9,944 additional new units (for opportunity sites alone)
- **Media District Specific Plan**
 - 4,627 additional new units

“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 over Current

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

“Higher 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 over Current

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

Study of Alternatives During Environmental Review

Alternative 1

Existing Conditions



Alternative 2

Preferred Project

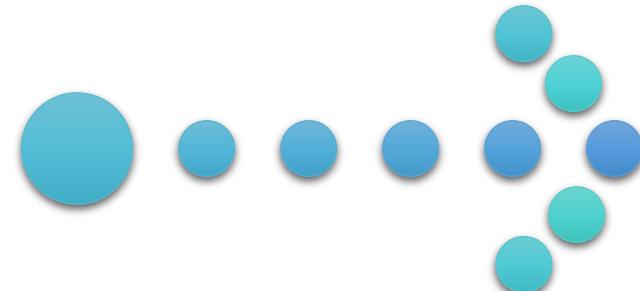


Alternative 3

Increased Growth



Program
Environmental
Review



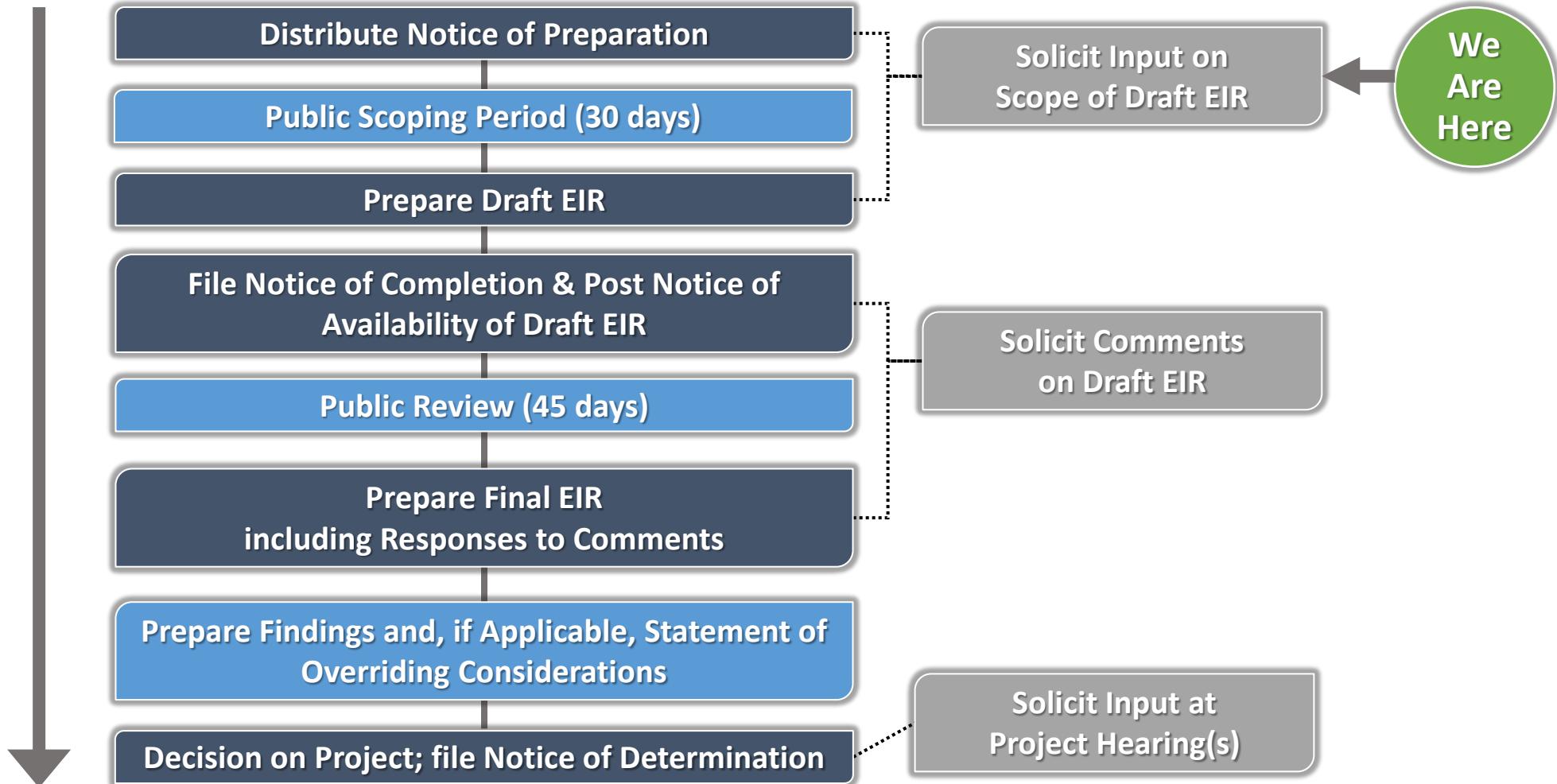


ENVIRONMENTAL IMPACT REPORT PROCESS

CEQA Purpose

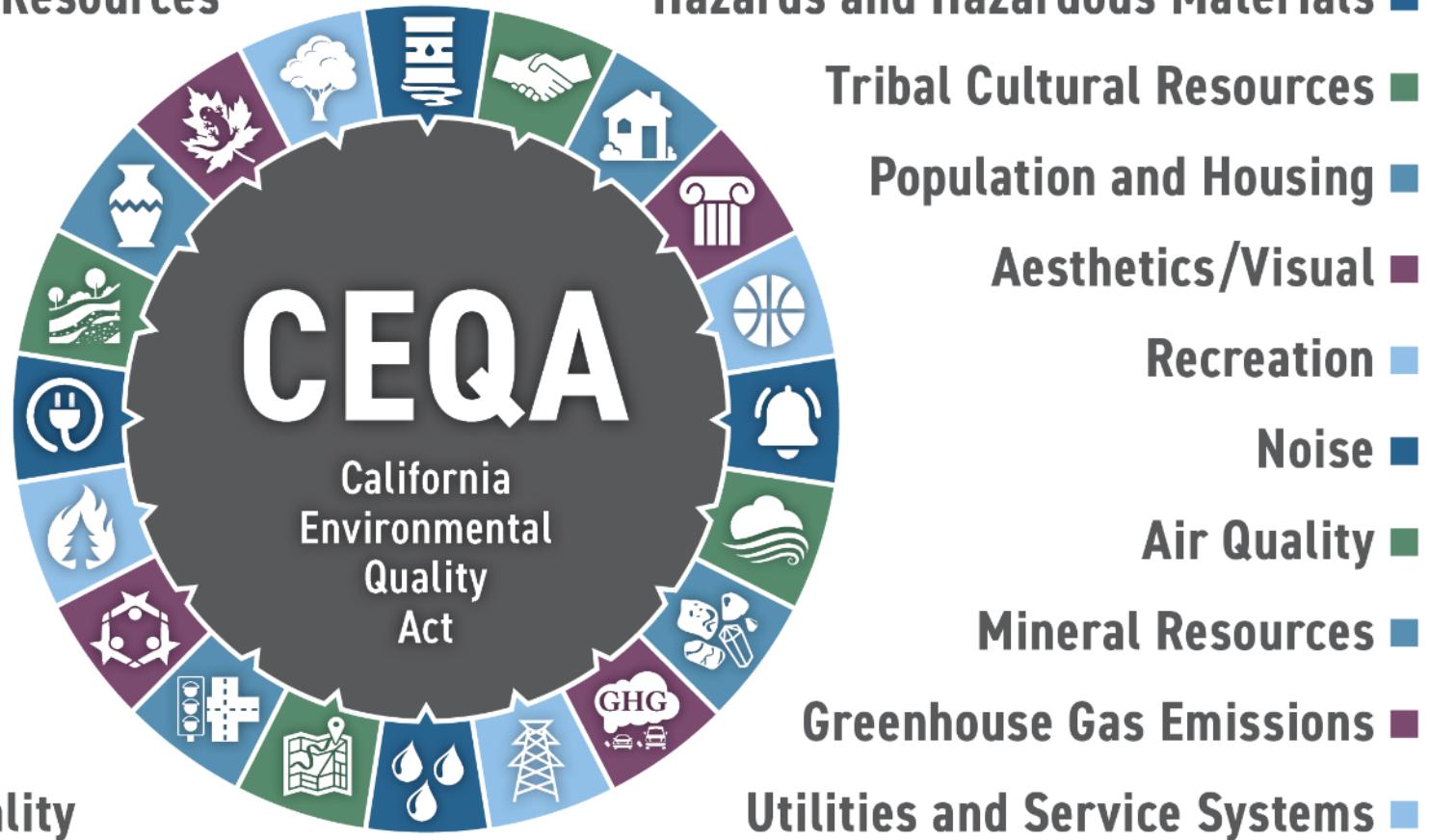
- California Environmental Quality Act – Process for an EIR
- Disclose the significant environmental effects of proposed actions to the public and decision-makers
- Identify ways to avoid or reduce environmental effects through mitigation measures or alternatives
- Enhance public participation in the planning and environmental review process

CEQA Process



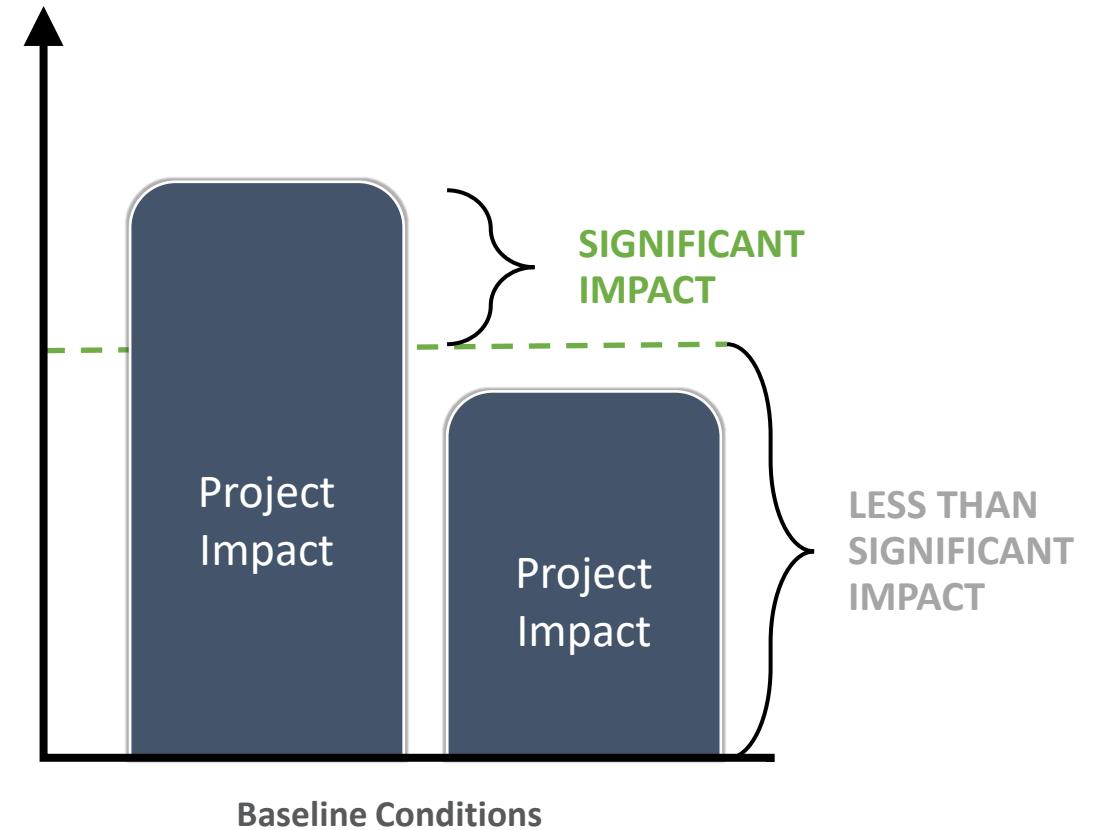
Environmental Issue Areas

- Agriculture and Forestry Resources
- Biological Resources
- Cultural Resources
- Geology and Soils
- Energy
- Wildfire
- Public Services
- Transportation
- Land Use and Planning
- Hydrology and Water Quality



Environmental Impact Analysis

- Impacts identified per CEQA Guidelines and regulations
- Mitigation measure(s) avoid or reduce impacts to below thresholds
- Impact determinations
 - Less than significant
 - Less than significant with mitigation
 - Significant and unavoidable



Other Issues to be Addressed

- Cumulative impacts
- Growth inducing impacts
- Alternatives:
 - EIR requires an analysis of a “reasonable range” of alternatives
 - Up to three alternatives will be analyzed, including the required "No Project" alternative
 - Project alternatives to be determined based on Draft EIR analysis

Preliminary EIR Schedule

• Notice of Preparation	November 2023
• Scoping Period	Ends December 1, 2023
• Draft EIR Preparation	Winter 2024
• 45-Day Public Review Period	Spring 2024
• Response to Comments	Summer 2024
• Final EIR	Summer/Fall 2024
• Public Hearings	Fall 2024
• Filing of Notice of Determination	Fall 2024



NEXT STEPS

Next Steps

Round Six of Public Outreach

- Time and date are to be determined
- Will focus on transportation

Environmental Analysis

- Rincon will continue with the general EIR schedule

Additional Available Resources (www.burbankmediadistrictsp.com)

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

We Welcome Your Comments

To ensure comments are accurately captured, please submit a written comment for the record.

Direct Written Comments to:
Amanda Landry, Principal Planner
150 North Third Street
Burbank, California 91502
Alandy@burbankca.gov

Comments Due:
December 1, 2024 @ 5:00 PM