

MEDIA DISTRICT SPECIFIC PLAN UPDATE PUBLIC WORKSHOP #8

August 15, 2024



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

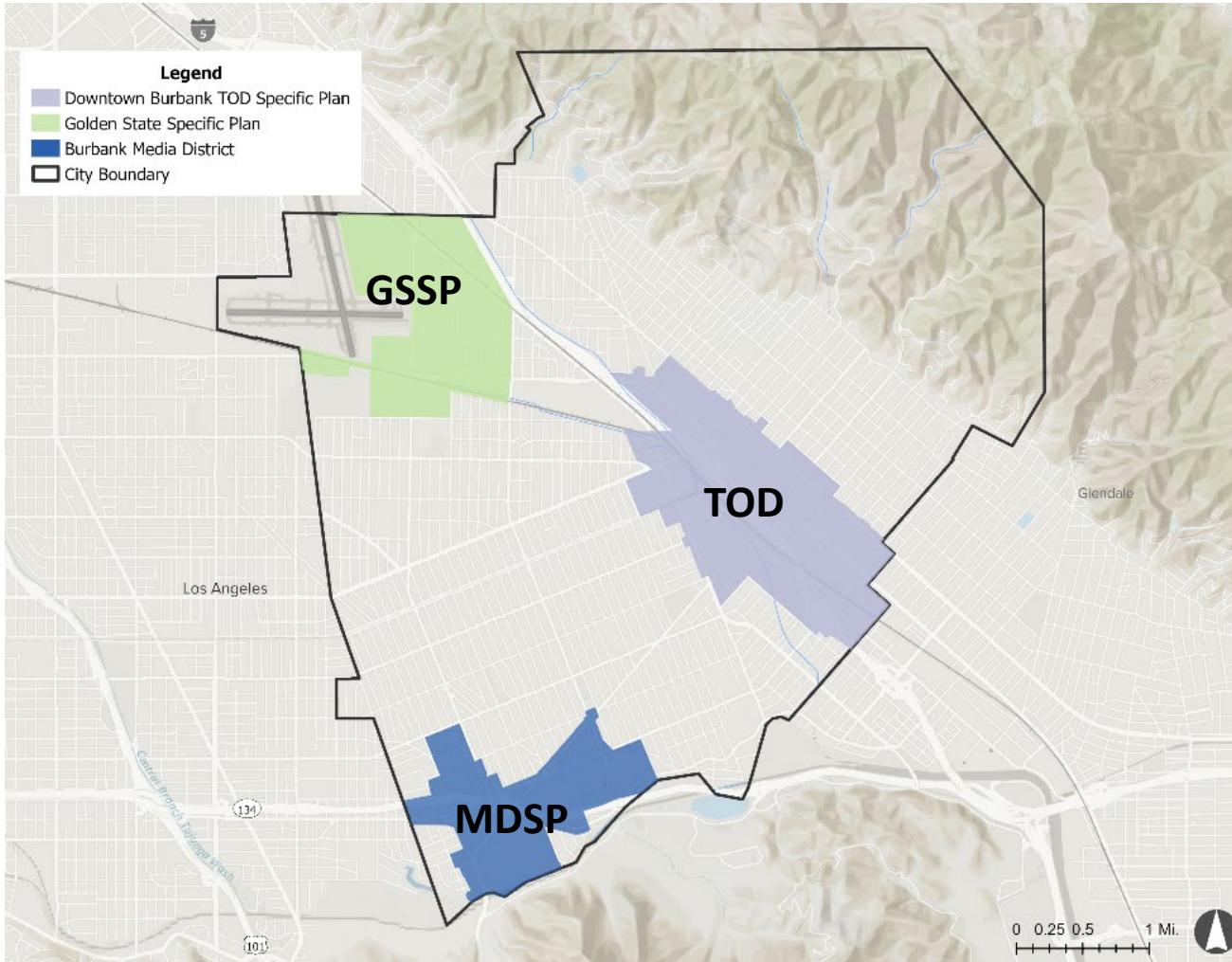
KOSMONT: Economic Market Analysis





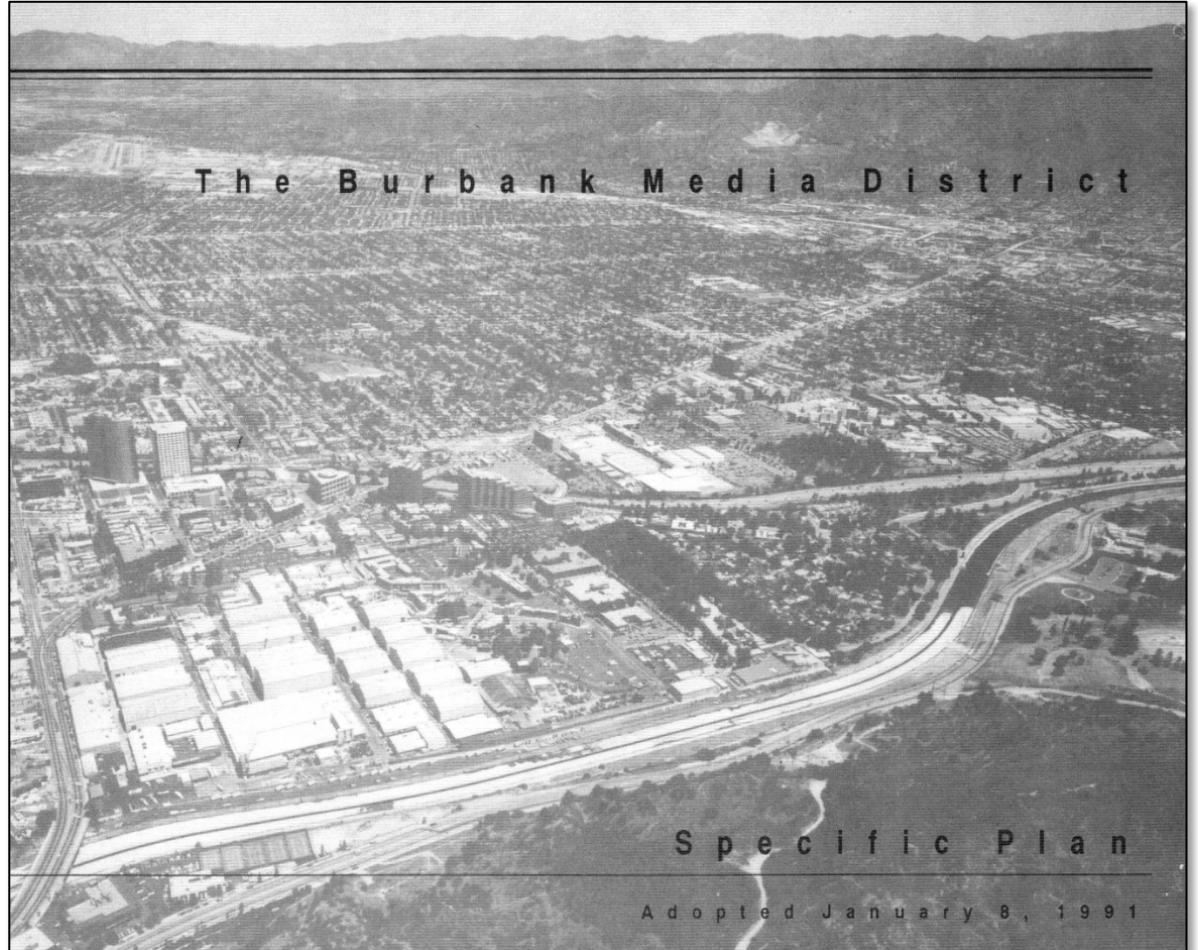
Background Information

Specific Plan Updates



Existing MDSP

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



Recent State Legislation

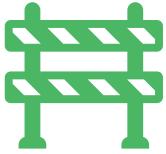
- **Sente Bill (SB) 35 & Assembly Bill (AB) 2011** – created a streamline ministerial approval process for qualified housing developments.
 - Under SB 35 limited to evaluating Projects against the objective zoning standards, objective subdivision standards, and objective design review standards
 - AB 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)

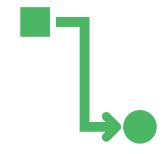
- **AB 2295** (allowing educational employee housing on land owned by school districts or county office of education)
- **SB 886** (CEQA exemption for qualifying university housing development projects)
- **AB 2334** (reforms to the State Density Bonus Law to define "base density" and provide further 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:



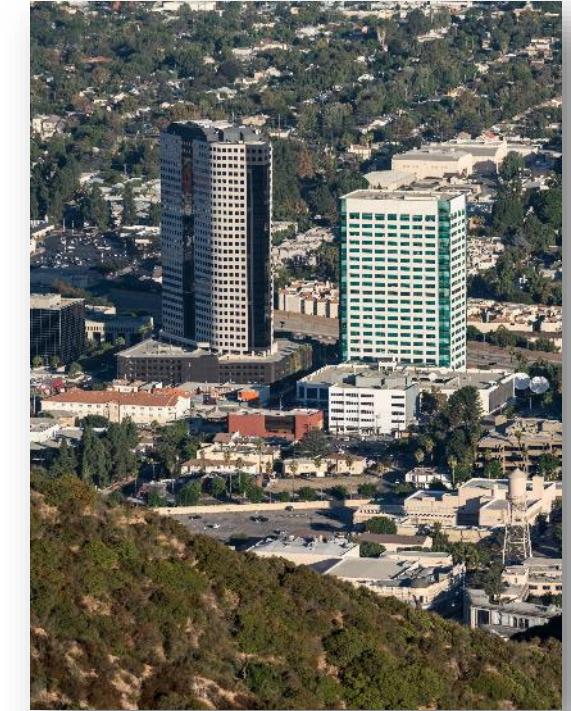
Remove barriers to housing production



Streamline the permitting process



Better coordinate with transportation resources and policies



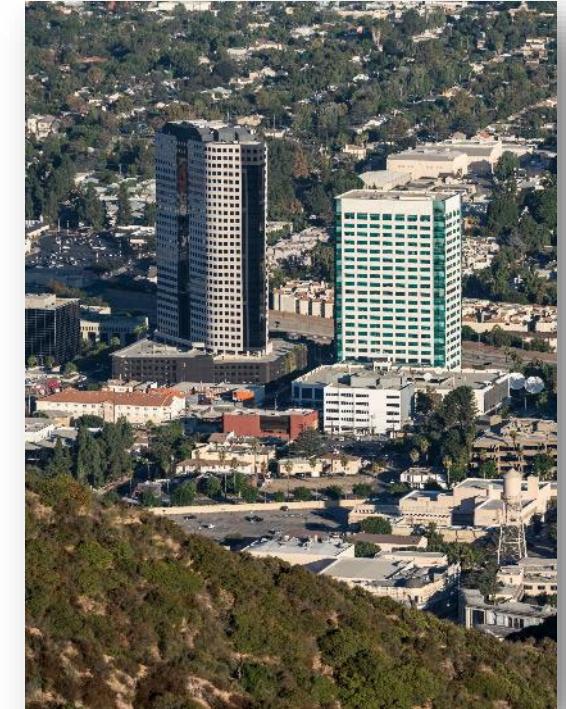
Why Update the Burbank Media District Specific Plan Now?



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.



Plan Introduction and What We Have Heard About the Draft Plan

Media District Specific Plan Update Admin Draft:

- Released on June 4th to the City Council with a Workshop the following day

General Feedback:

- Housing is needed
- Housing developments should address health and safety; and neighborhood compatibility concerns
- Plan Document can be further refined to be more clearly organized



Overview of the 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





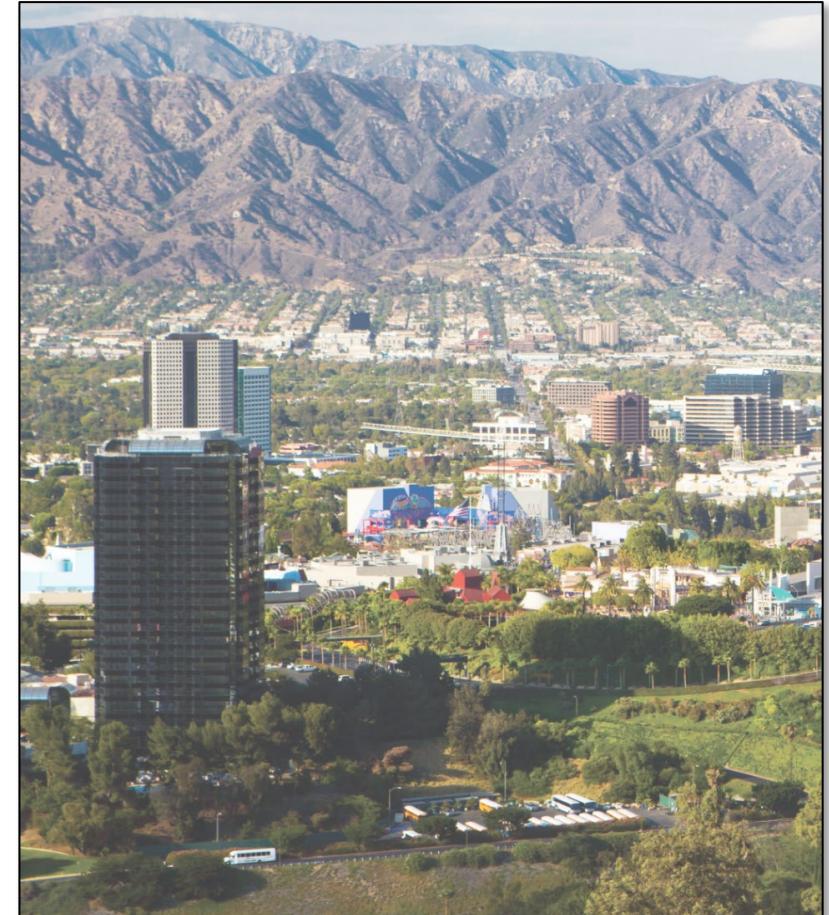
Chapter 1: Executive Summary

and

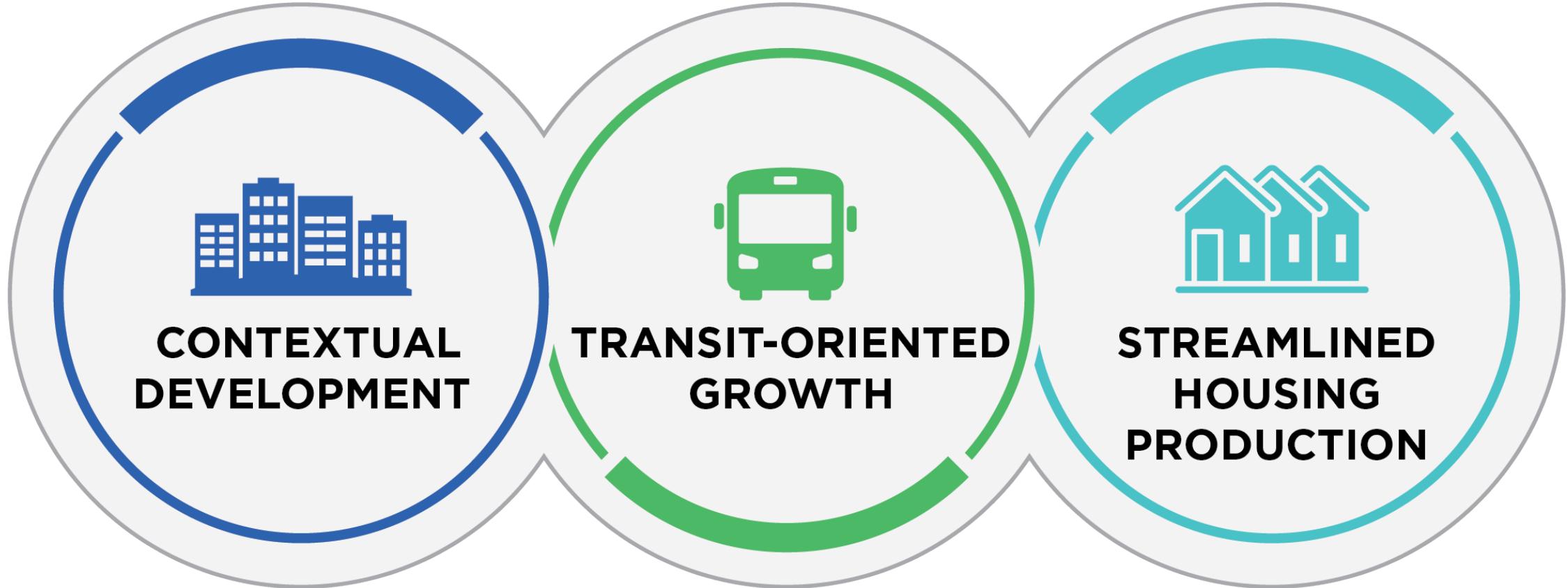
Chapter 2: Introduction

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

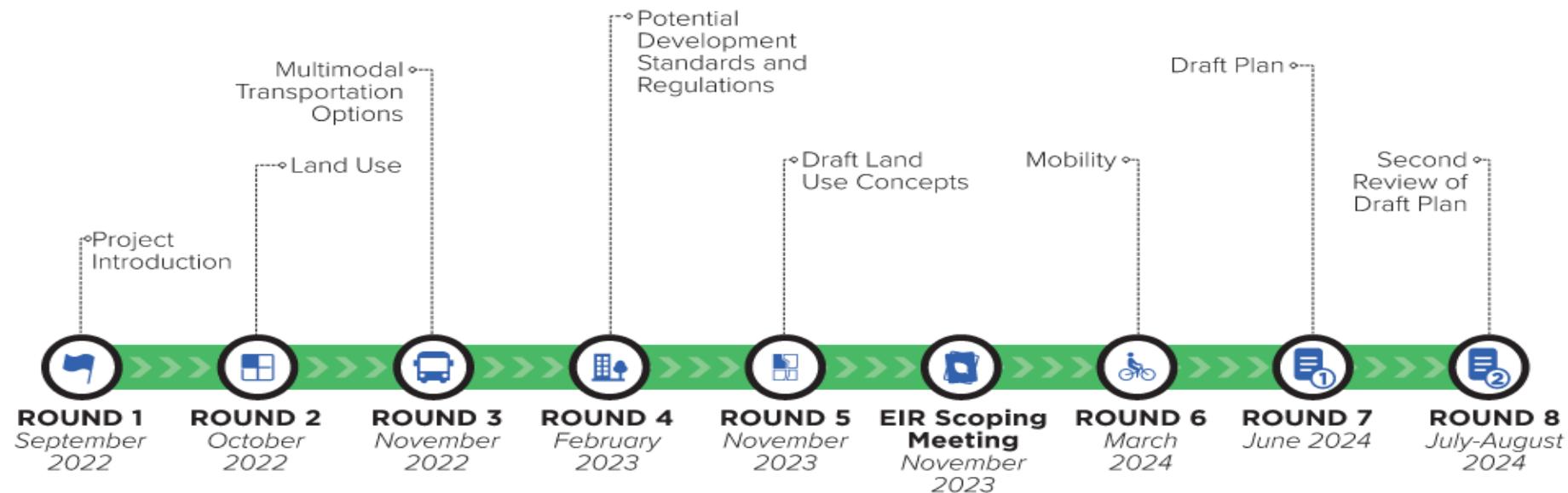




Chapter 3: Community Engagement

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
- Draft Plan – June 2024

Stakeholder Briefings

- September 2022
- October 2022
- November 2022

Burbank Farmer's Market Booth

- November 2023

Media Industry Expo & Job Fair Booth

- August 2024

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



Community Engagement: What We Have Heard About the Draft Plan

- Received requests for one-on-one discussions
- Received requests for follow ups with more detailed presentations
- General questions about how this planning effort is related to other similar planning efforts in Burbank?





Chapter 4: Media District Profile

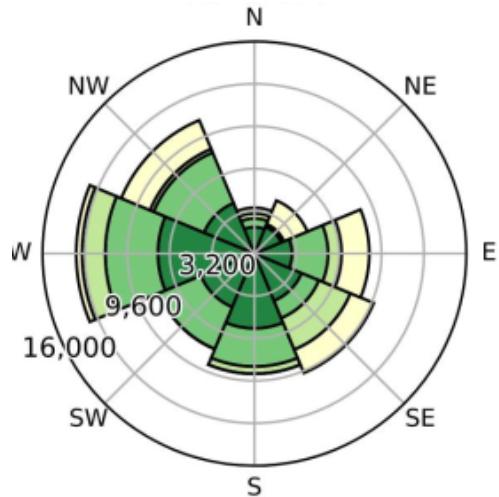
Chapter 4: Media District Profile and Characteristics

- 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.



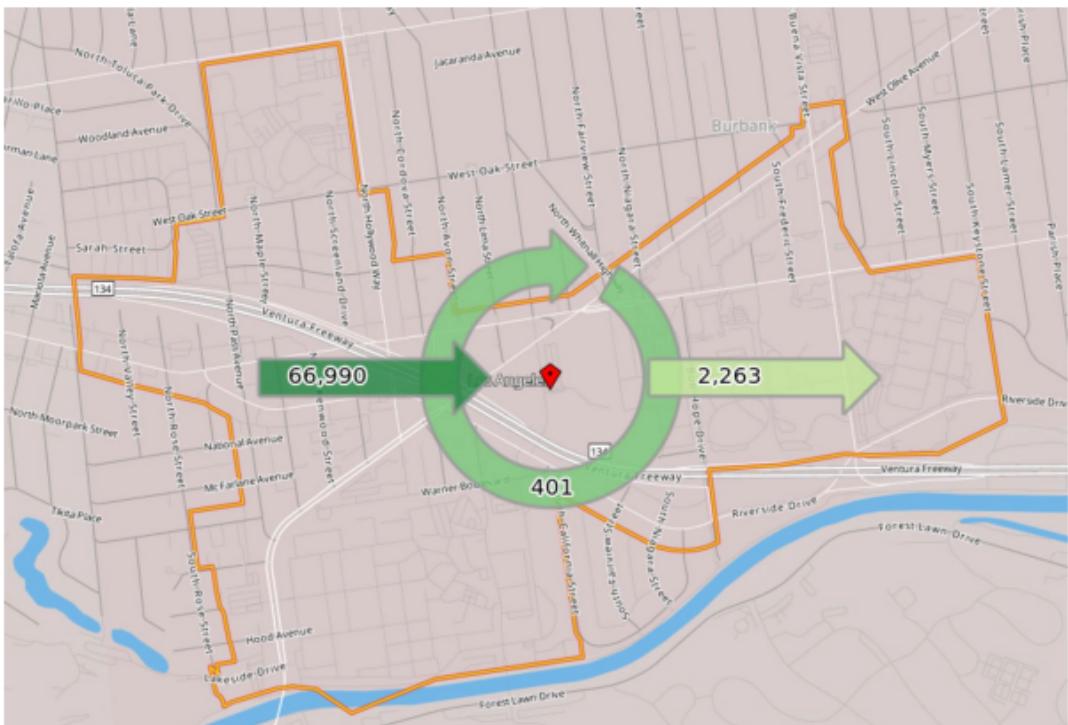
SPECIFIC PLAN AREA – COMMUTING PATTERNS

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	

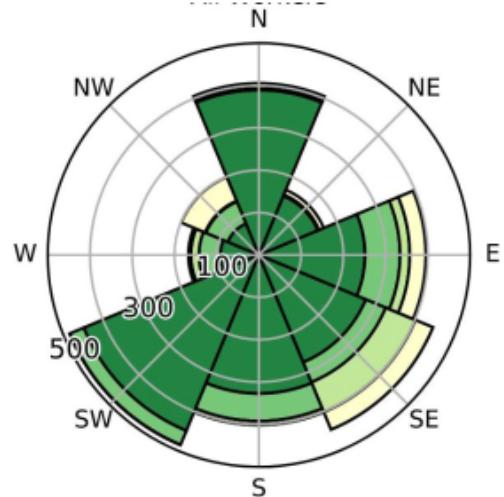


Source: OnTheMap, Kosmont (2023)

- ~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	



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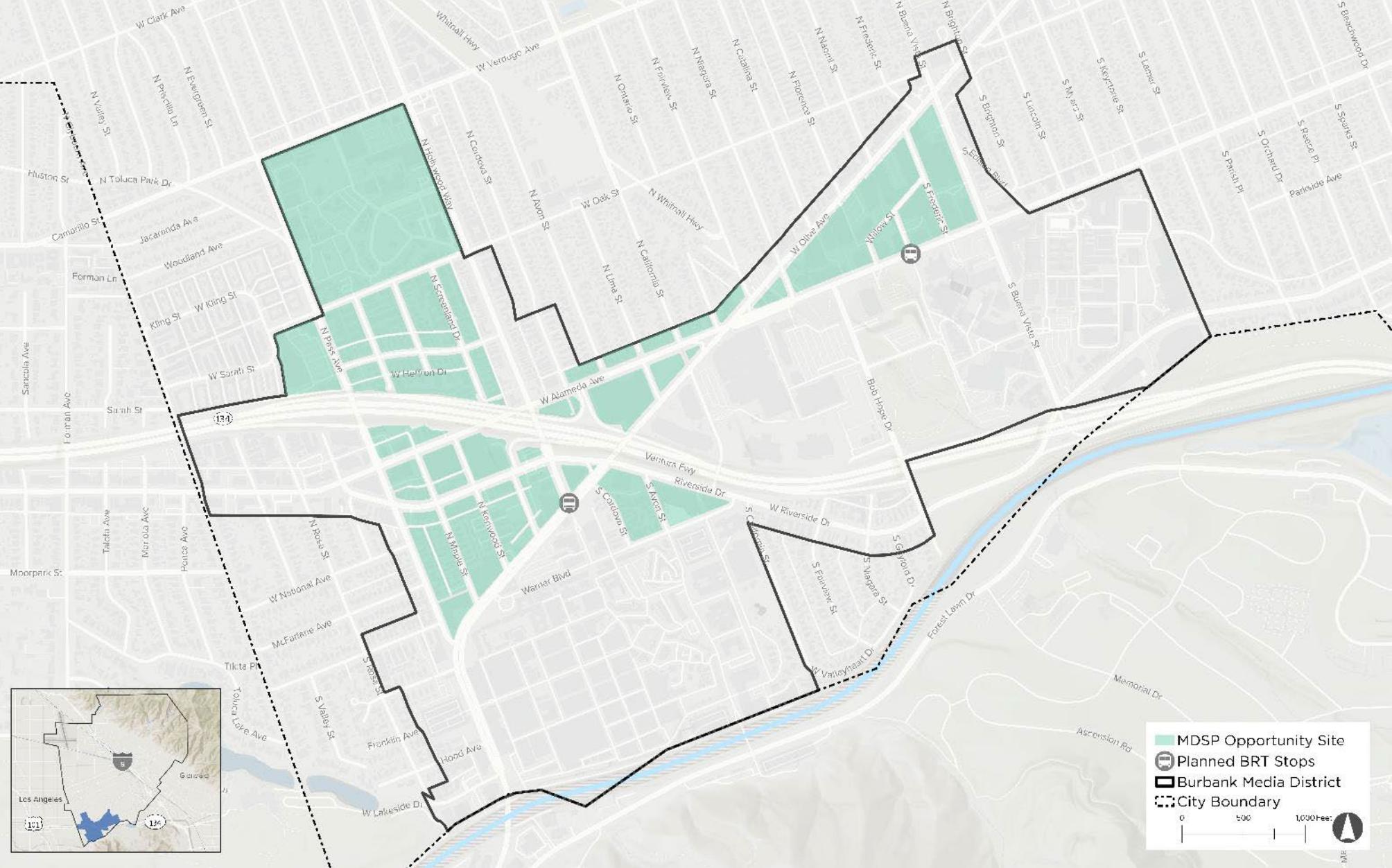
Chapter 5: Land Use and Urban Form

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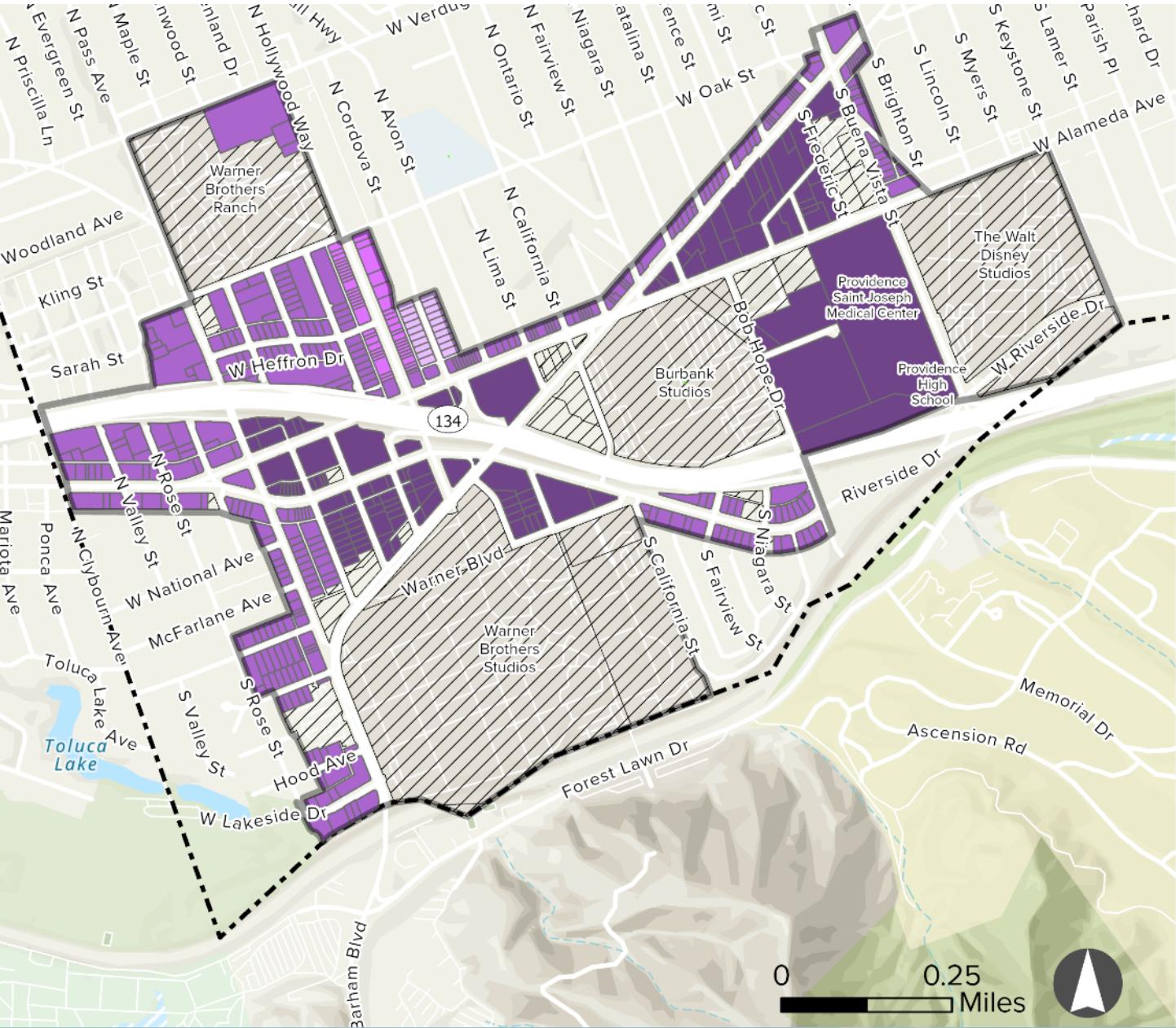
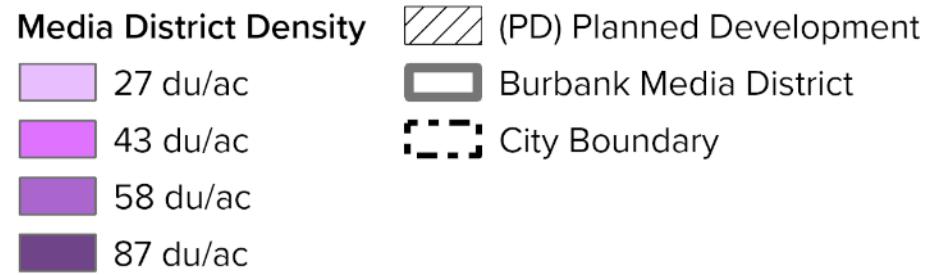
- Articulates the goals of the land use plan for the Media District.
- Explains the land use designations, zoning, permitted and conditionally permitted uses, and transfer of development rights (TDR).
- Includes a full set of objective development standards and guidelines.



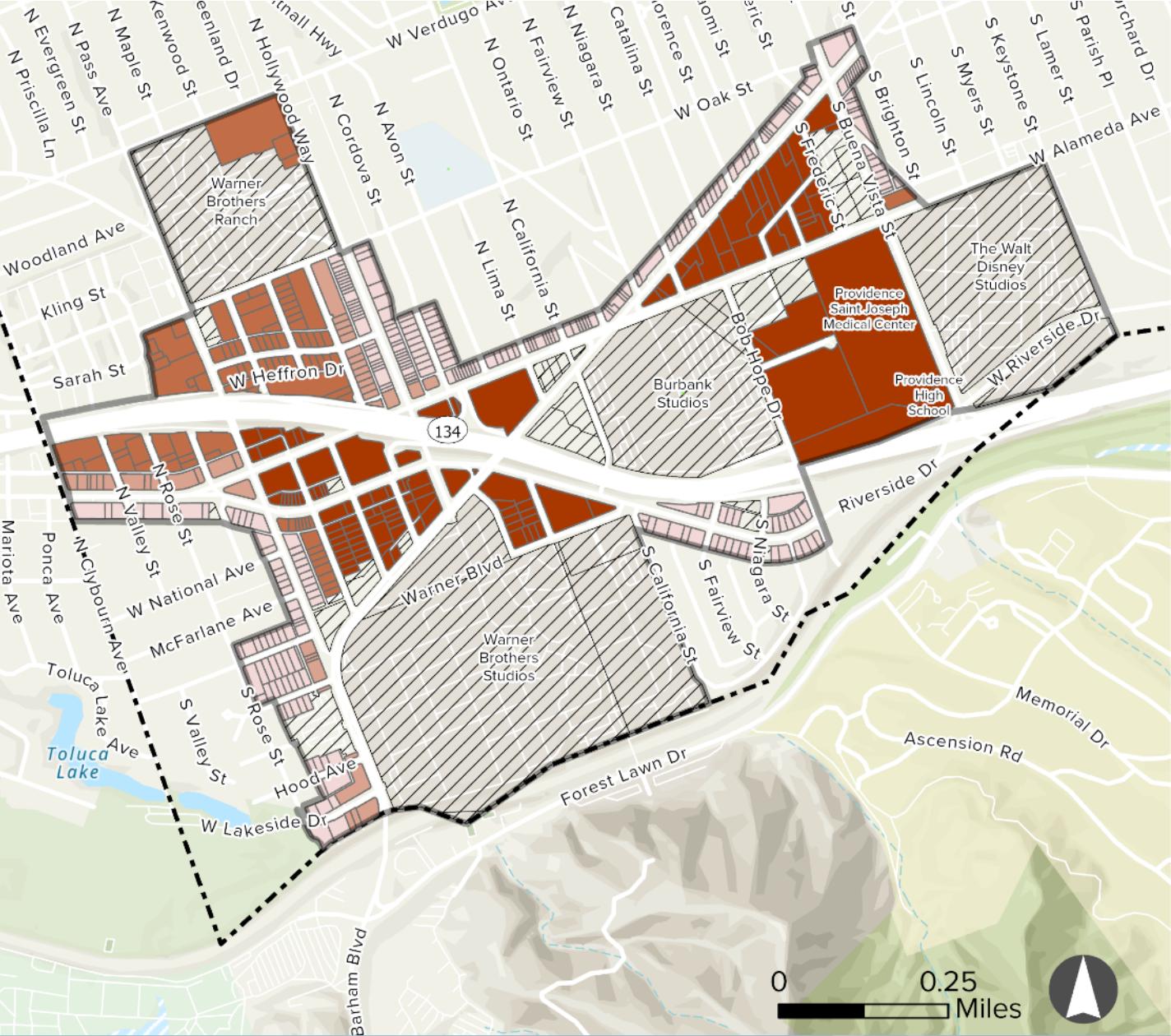
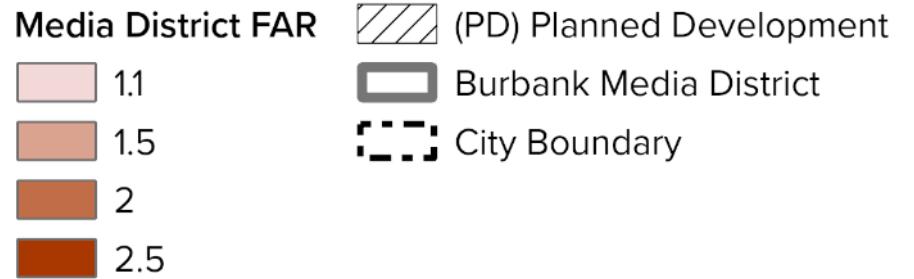
Proposed Opportunity Sites



Proposed Density



Proposed Floor Area Ratio (FAR)

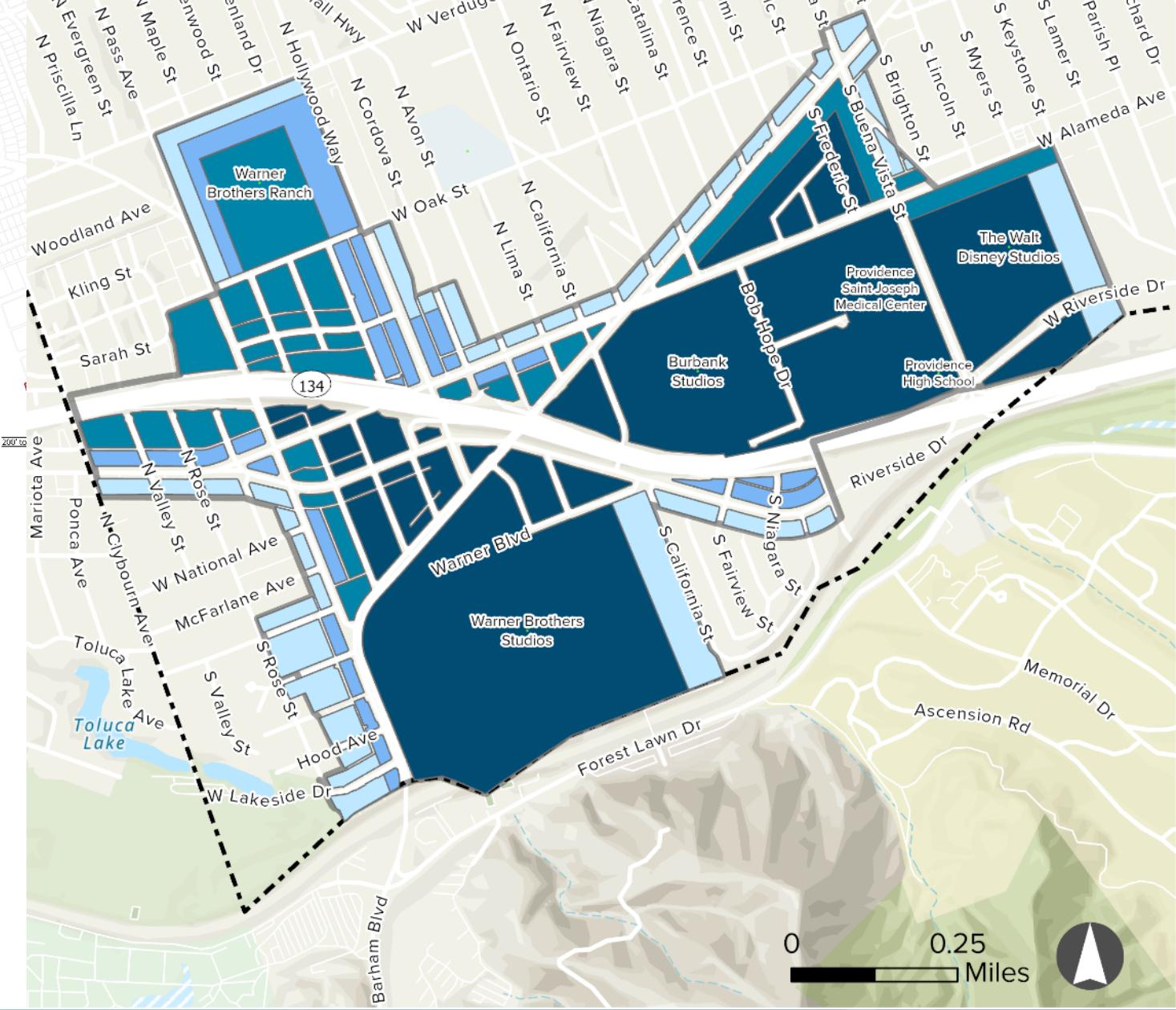


Proposed Height

Media District Height Standard

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

Burbank Media District
City Boundary



MDSP 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



Land Uses and Transfer of Development Rights

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

TABLE 5-2: Permitted Uses (Cont.)

LAND USE	MDM-1	MDC-2	MDC-3	MDC-4
Bicycle and mini-bike sales/incidental repair		P	P	P
Boat dealer				
Book store		P	P	P
Building material sales				
Building material sales - in c.e.b.				
Burglar alarm sales or service (not incl. automobile alarm systems)				
Butcher shop - no slaughtering		P	P	P
Camera shop - incidental film developing		P	P	P
Clothing store		P	P	P
Cocktail lounge/bar pursuant to 10-1-1116	CUP	CUP	CUP	CUP
Department store	P	P	P	
Drapery shop	P	P	P	
Drugstore	P	P	P	
Feed store				
Fish market - wholesale				
Florist shop	P	P	P	
Food specialty store	P	P	P	
Hardware store	P	P	P	
Ghost Kitchen	CUP	CUP	CUP	
Home Center				
Ice machine	CUP	P	P	
Market, convenience	P	P	P	
Market, neighborhood	P	P	P	
Market, super	P	P	P	

Objective Development Standards

Guide development to:

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

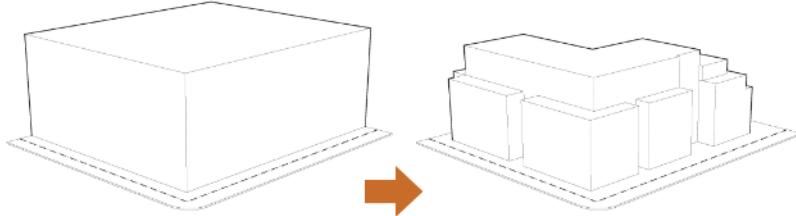


Massing Standards

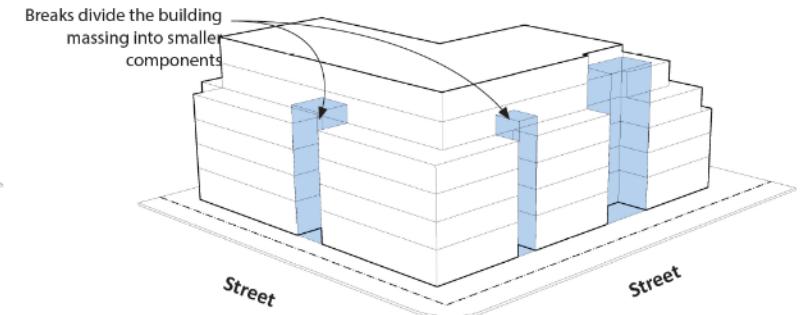
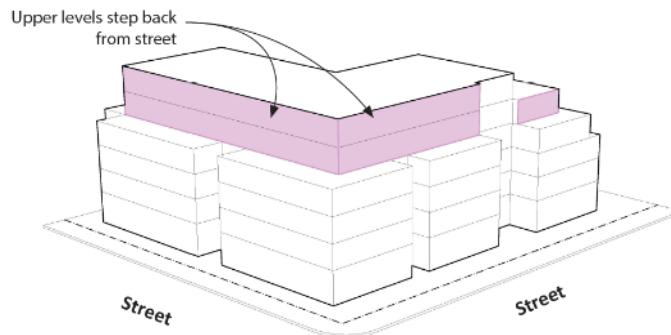
Guide building design

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

Height limit only



Additional massing standards



Stepbacks at upper levels



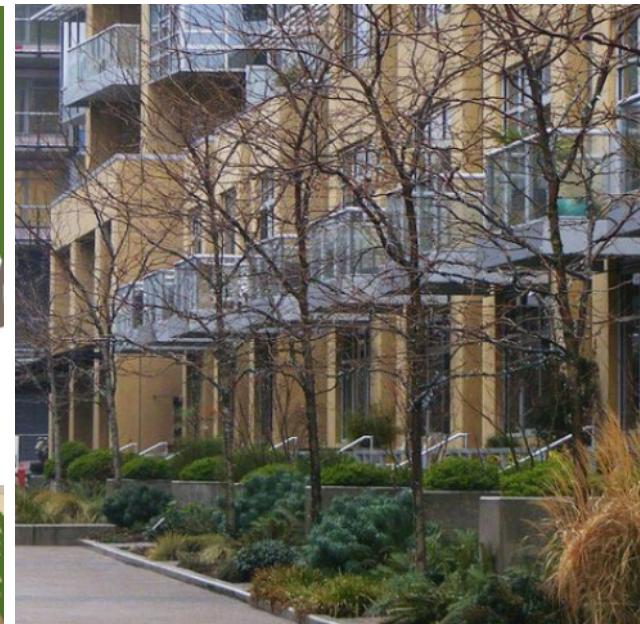
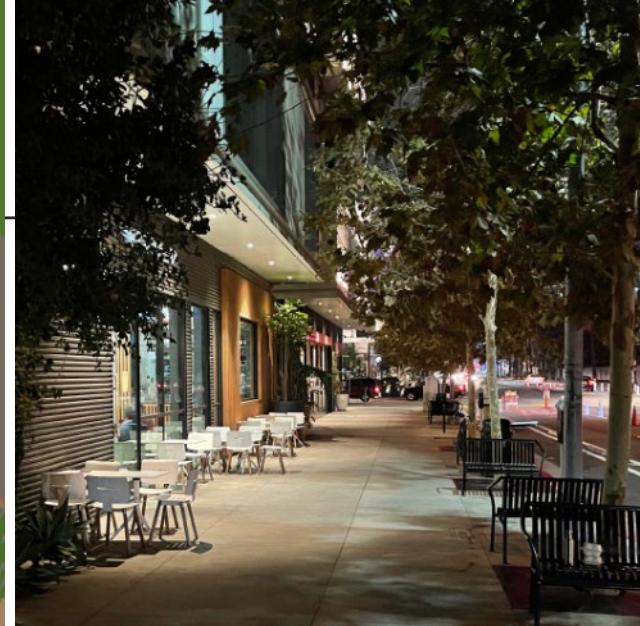
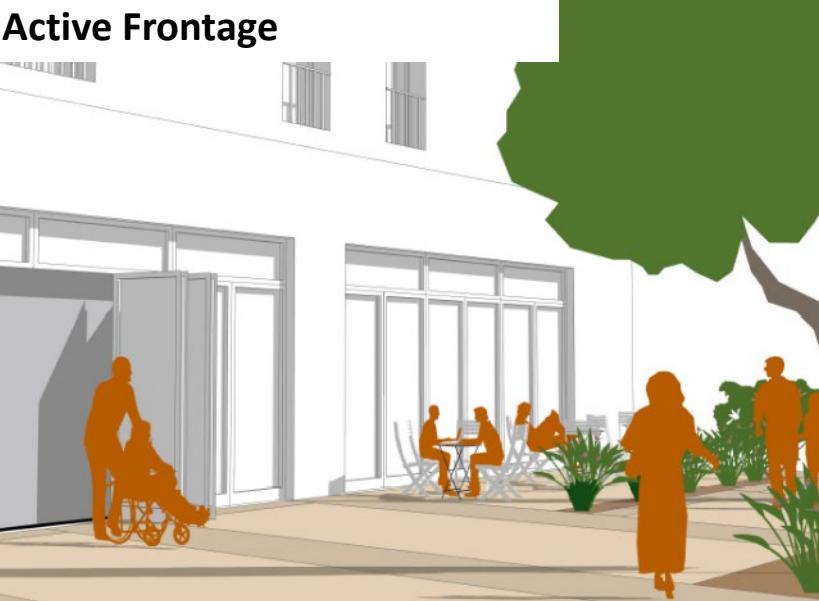
Massing breaks



Frontage Standards

Shape the pedestrian experience

- Building design
- Landscape
- Transparency



Land Use and Urban Form: What We Have Heard About the Draft Plan

- General concept and intent is appropriate
- Objective Development Standards can be a little difficult to read and understand
- Will there be more specificity in parking requirements?
- Will the plan include more details for TDR – permitting and receiving zones?
- Compare and contrast old vs. new regulations





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.

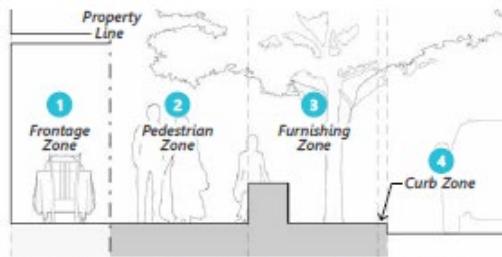


Figure 5-23. Sidewalk/Parkway along a Commercial/Mixed-Use Street.



San Fernando Blvd.



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



Verdugo Ave.



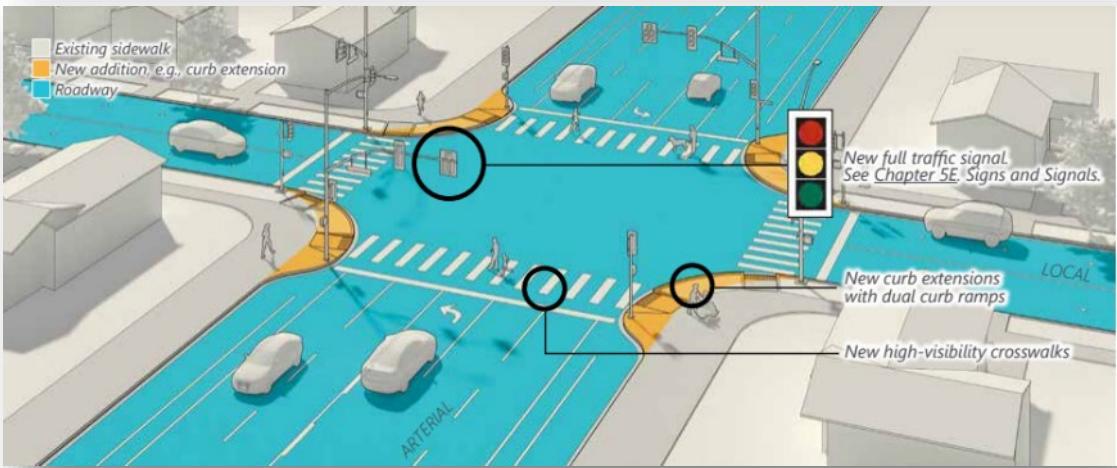
Figure 5-25. Sidewalk/Parkway along a Single-Family Residential Street.



Angelino Ave. at Bel Aire Dr.

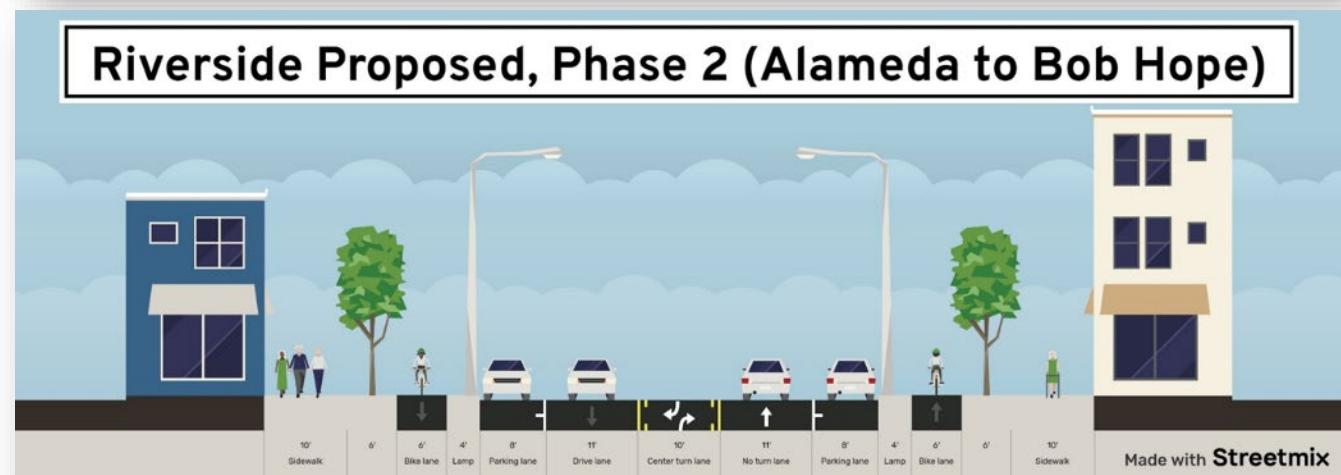
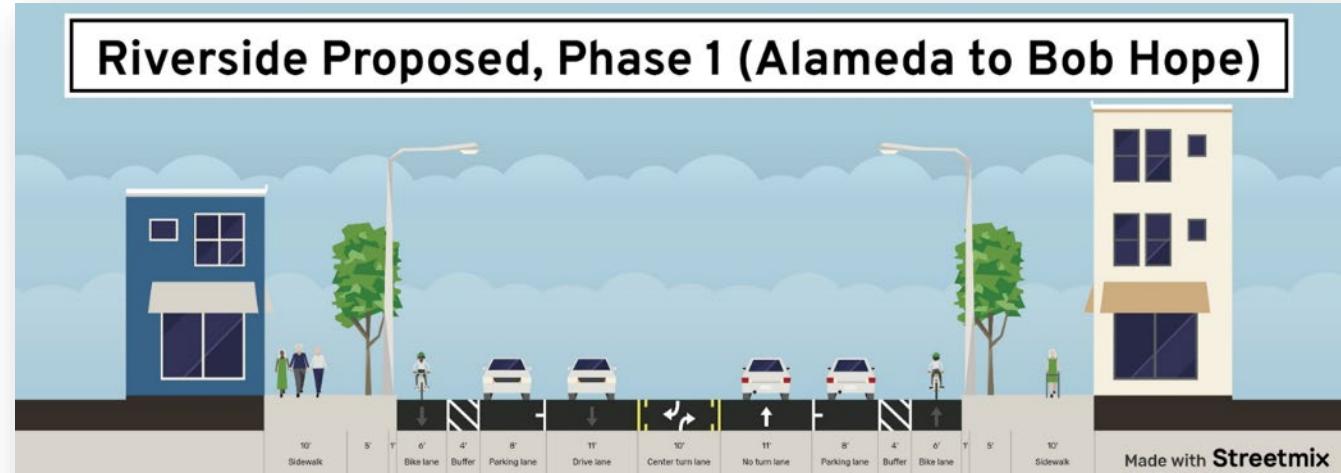
Pedestrian Strategies

- **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.



Bicycle Strategies

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



Proposed Bicycle Network

Proposed Bicycle Network

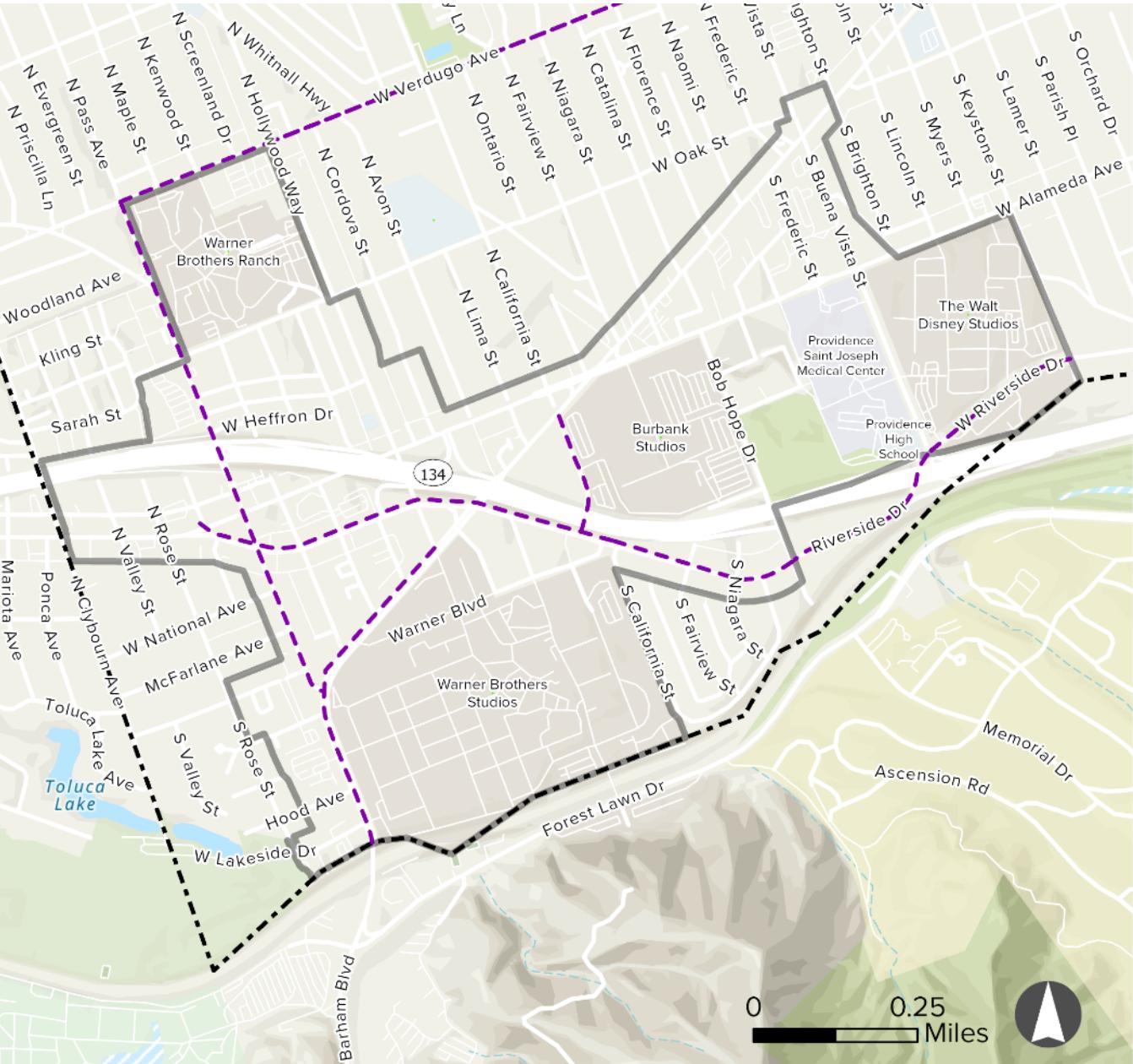


Proposed Class IV: Cycle Track



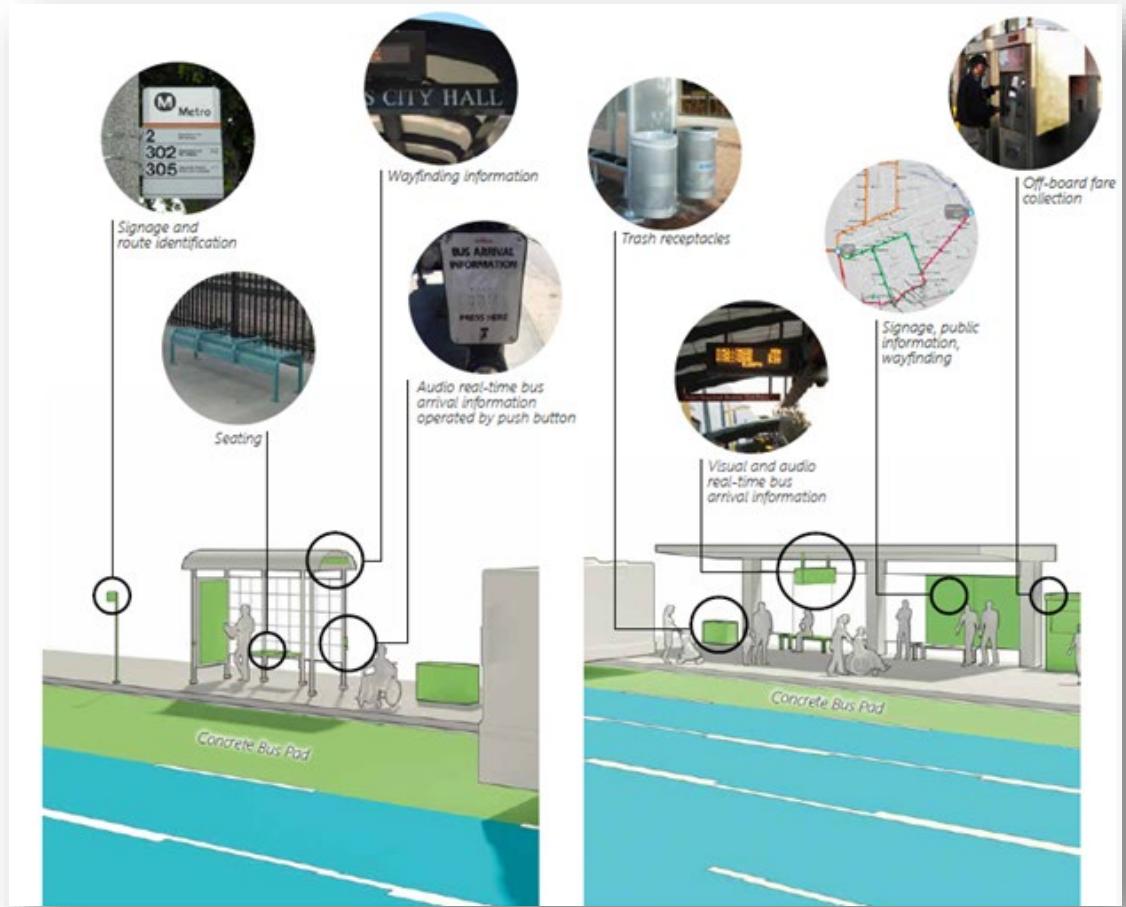
City Boundary

- Provide a bicycle network that connects major destinations including commercial areas, employment centers, and residential neighborhoods.
- Eliminate first-mile/last-mile mobility gaps and barriers.
- Maximize bicycle safety including providing separation between bicyclists and motorists whenever feasible.



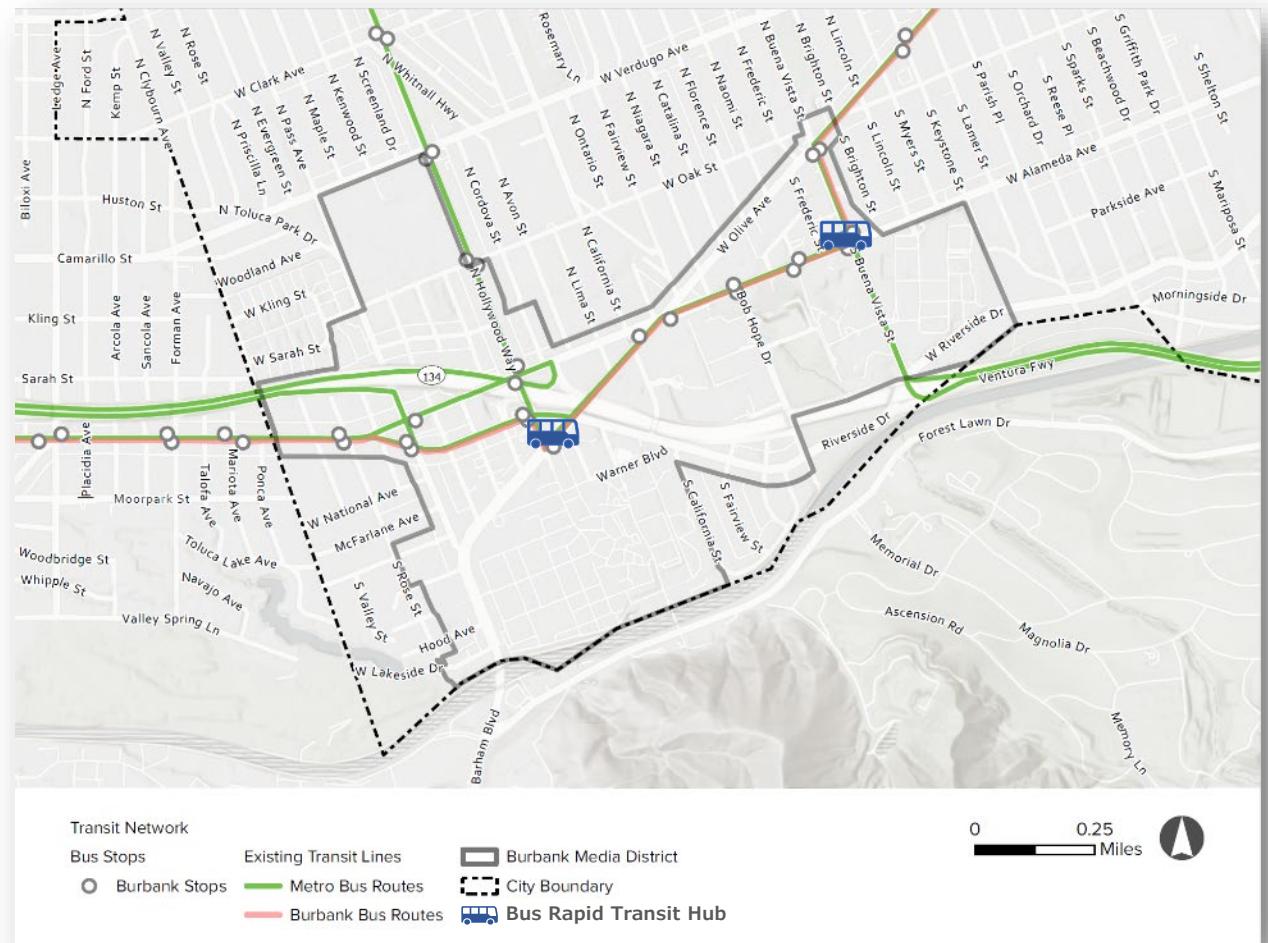
Transit Policies

- **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

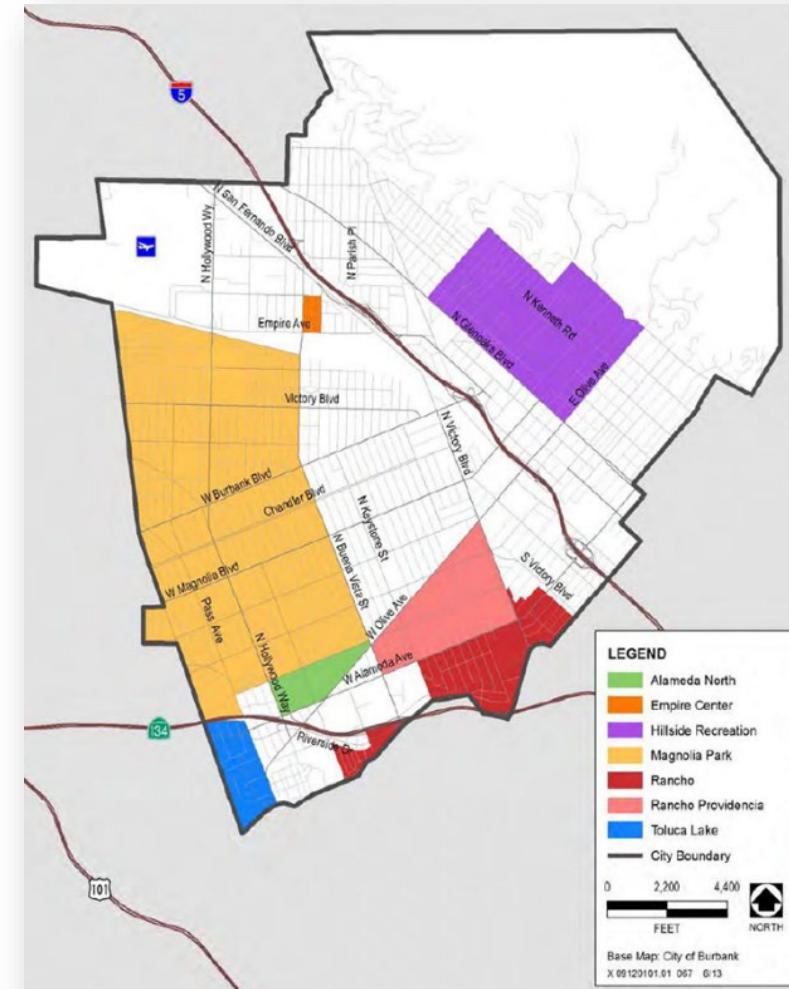
- **Unbundled & Shared Parking**
- **On-Street Parking Management**
employing Citywide Parking Management Principles:

- Protect Single Family Parking
- Leverage Underused Private Parking
- Increase Parking Availability
- Regulate Street Parking and Public Parking Lots with fees



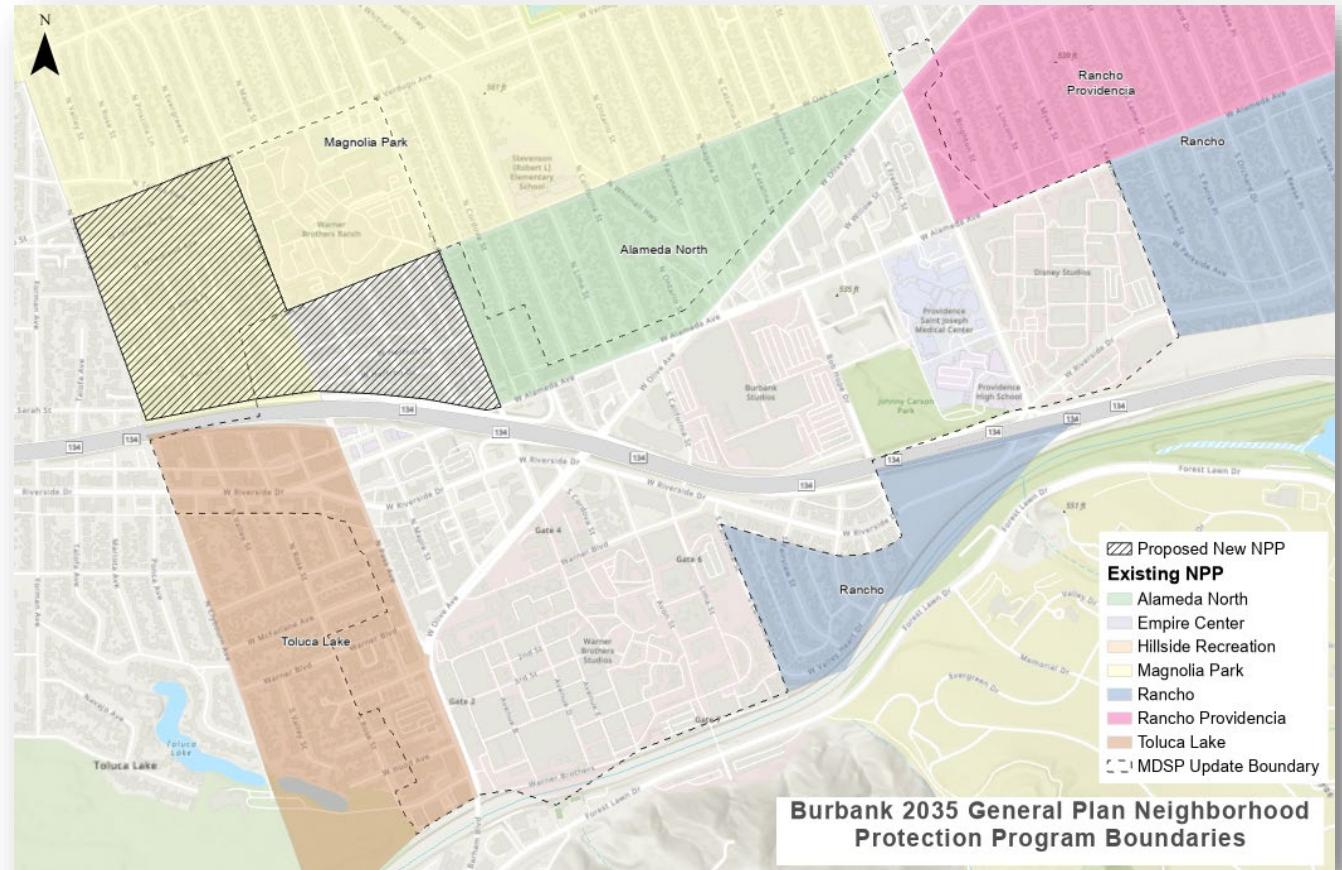
Neighborhood Protection Plans (NPP)

- 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



Mobility: What We Have Heard About the Draft Plan

- Are the strategies set in stone?
- What are we doing to improve safety?
- How is the BRT going to affect the MDSP area?
- Are NPPs going to be updated right away?
- When can we review appendices?





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



Infrastructure: What We Have Heard about the Draft Plan

- Are there ways to further incentivize sustainability in utility/natural resource use and future infrastructure development?
- How is infrastructure being studied from an environmental perspective?

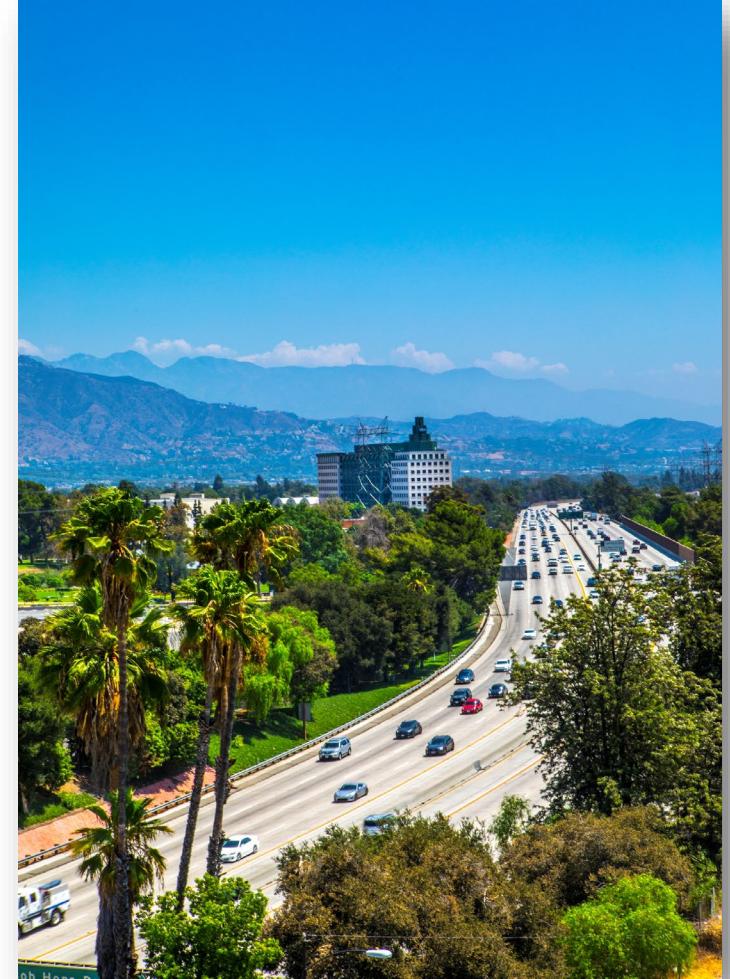




Chapter 8: Implementation

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



Implementation: What We Have Heard About the Draft Plan

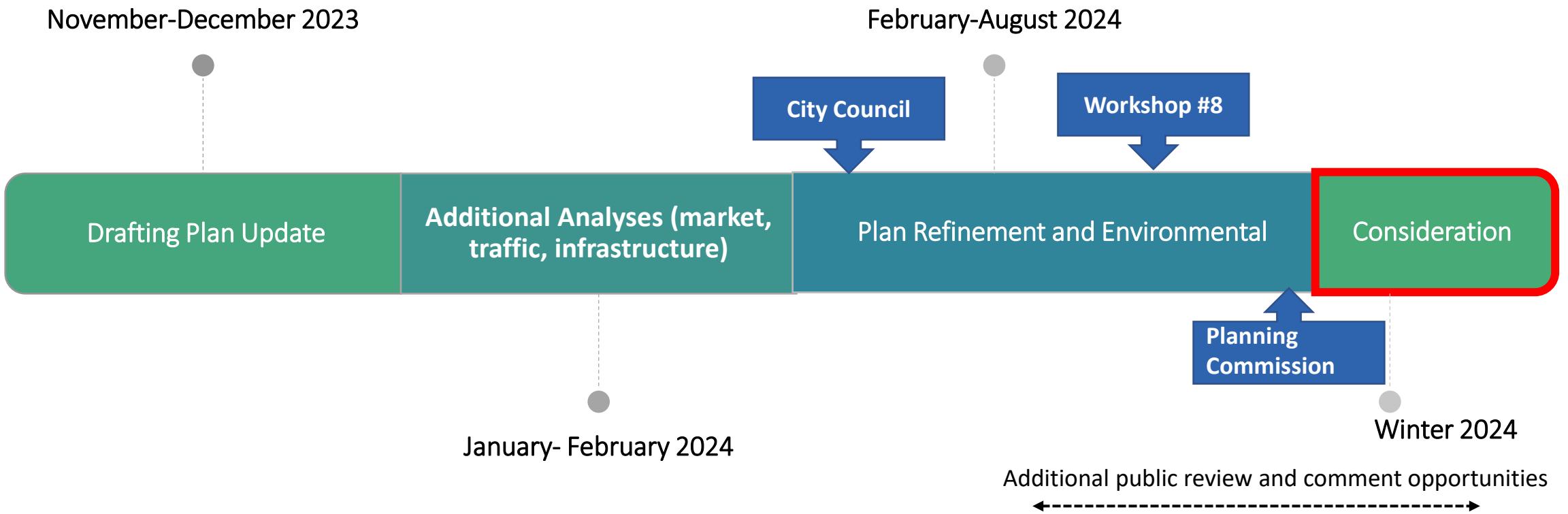
- Can we include more details on what the community would like to prioritize in the implementation plan?
- How will the city coordinate between departments to ensure plan is properly implemented and projects are correctly built?
- When can we see the appendices?





Next Steps

Project Timeline – Current Phase



Future Events and Available Resources

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/Spring 2024 - 2025)

- 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



Thank you for attending!

