



FREQUENTLY ASKED QUESTIONS

WHO WILL USE THE UPDATED SPECIFIC PLAN?

The updated Specific Plan will be a guiding document in conjunction with the General Plan that focuses on future development within the Media District area and provides additional clarity on topics such as land use, development, transportation, and infrastructure. It will be used by a wide range of individuals including City staff, Planning Commission, City Council, developers, business owners, and homeowners to learn about the standards guiding development within the Media District area.

HOW WILL THE MEDIA DISTRICT SPECIFIC PLAN UPDATE AFFECT THE COMMUNITY?

One of the key considerations of the Specific Plan update process is its impact on surrounding neighborhoods. Every effort is being made to make needed one of the goals of the project is to enhance compatibility of new development with the existing community.

HOW WILL DESIGN STANDARDS CHANGE IN THE UPDATED MEDIA DISTRICT SPECIFIC PLAN?

The updated design standards will be more objective, and easy to understand. New development will be expected to meet standards that promote high-quality design and greater neighborhood compatibility.

WHAT HAPPENS AFTER THE UPDATED MEDIA DISTRICT SPECIFIC PLAN IS COMPLETED?

Members of the public will have a chance throughout the process to view the draft and final documents and give their input. Once the final document has been completed, the updated Plan will be presented to the City Council for consideration. If it meets with their approval, they will adopt the updated Specific Plan and it will be incorporated into the required development standards.

HOW WILL THE UPDATED PLAN MANAGE BUILDING DENSITY?

During the Media District Specific Plan update process, a variety of factors will be considered for updating the standards for building density. Some important factors that will impact building density will include the market demand for particular land uses, statewide regulations, the cost and availability of infrastructure to support increased densities, and the impacts on traffic.

WILL TRAFFIC BE CONSIDERED AS PART OF THE UPDATED PLAN?

Yes, traffic will be considered as part of the plan. One of the goals of the Media District Specific Plan update is to include strategies to reduce the drive time for Media District residents and workers, through a variety of methods such as providing suitable housing closer to job centers, and providing alternate methods of transportation such as transit, bicycle and pedestrian access.

WILL THE UPDATED PLAN ENCOURAGE MORE AFFORDABLE HOUSING?

One of the goals of the Media District Specific Plan update is to encourage or incentivize new housing that meets the Specific Plan's development standards, including affordable housing. The State of California is facing an ongoing housing shortage, and a variety of housing types, in a variety of price ranges are needed to house local residents. Part of this includes having affordable housing options in the Media District Specific Plan area.

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WILL THE UPDATED PLAN TAKE INTO CONSIDERATION WATER USAGE AND DROUGHT CONDITIONS?

Yes, the updated Plan will take a close look at projected water usage and future availability so that the City can make decisions based on the best available information.

HOW CAN I PARTICIPATE IN THIS PROCESS?

To participate in this process please sign up to join our mailing list and receive updates of all opportunities to engage. You will be invited to attend public workshops and to interact with our online engagement tools.

I DON'T LIVE IN THE MEDIA DISTRICT SPECIFIC PLAN AREA, CAN I STILL PARTICIPATE?

Yes, anyone can participate in this process. In addition to residents of Burbank we would especially love to hear from anyone who works, shops, or spends time within the Media District. All members of the public are welcome to participate.

HOW WILL COMMUNITY INPUT INFLUENCE THE UPDATED MEDIA DISTRICT SPECIFIC PLAN?

Your participation is part of what will make the Media District Specific Plan update a success. We need to hear from people like you about what you value about Burbank, and how you would like to see the Media District develop. Your input will influence a broad range of policies and standards which will guide development in the area for decades to come.

WHEN WILL THE UPDATED MEDIA DISTRICT SPECIFIC PLAN BE COMPLETED?

The updated Media District Specific Plan will be completed in 2023. As part of the review process, ongoing environmental analysis will be prepared to study the impacts of future development and determine if negative impacts to the environment will need to be mitigated. If you are interested, please sign up for the mailing list to stay informed about the progress of the project.