

# Public Workshop #4

## WELCOME

### STATIONS

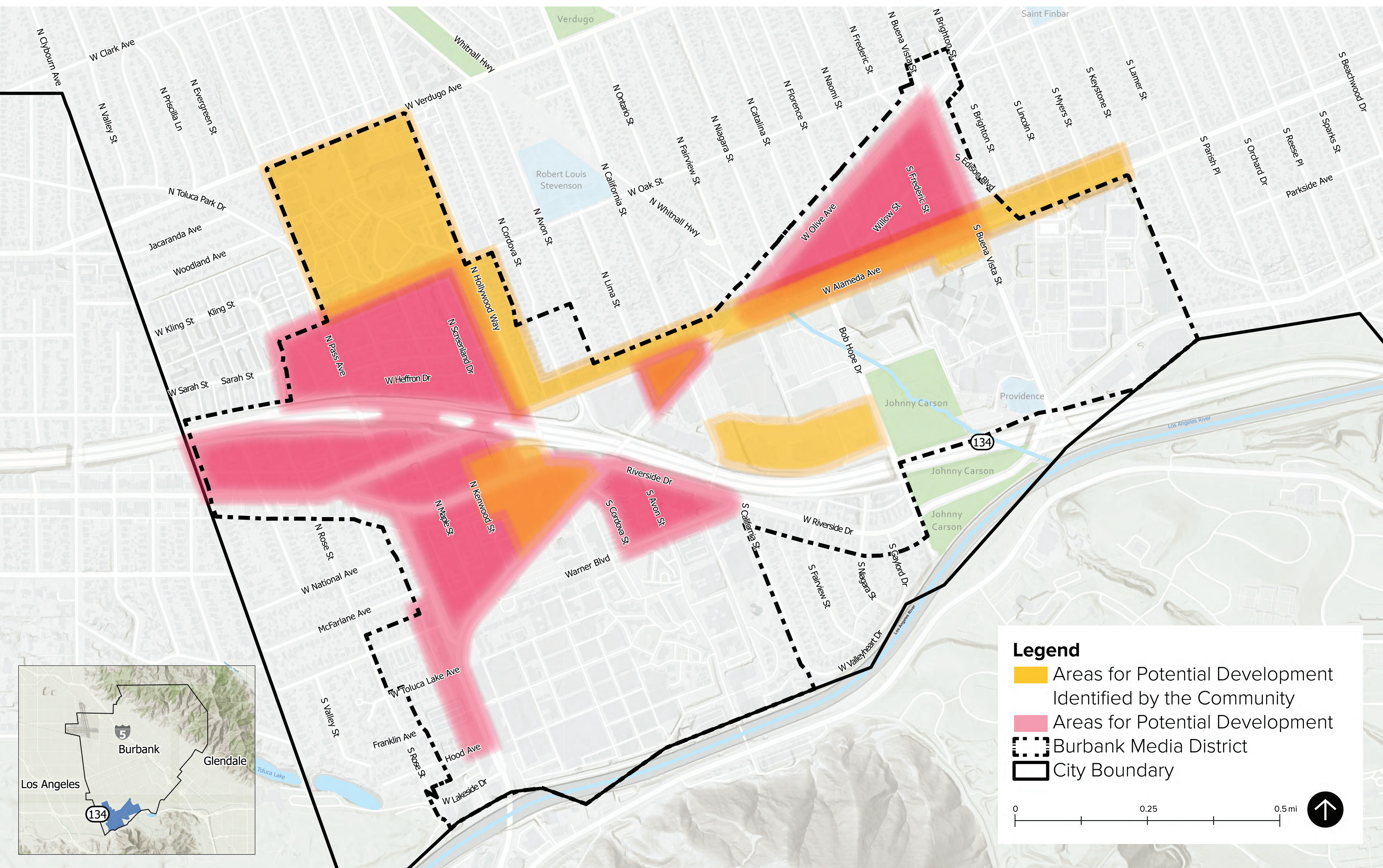
- 1. Introduction to the Specific Plan Update*
- 2. Potential Development Sites & Transfer of Development Rights*
- 3. Market Analysis*
- 4. Traffic Improvements & Parking Concepts*
- 5. Existing Height and Massing Standards & Potential Changes*
- 6. Design Standards*







# AREAS OF POTENTIAL DEVELOPMENT

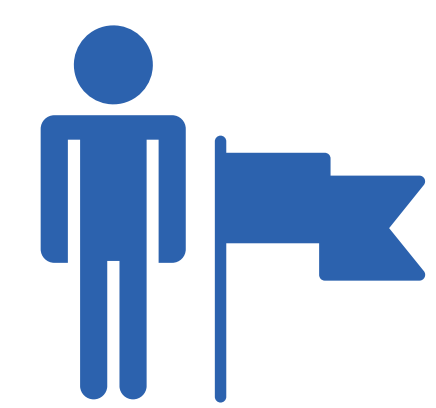




# TRANSFER OF DEVELOPMENT RIGHTS

The Transfer of Development Rights (TDR) allows any property owner to transfer development rights from one parcel in the Media District to another parcel also located within the Media District via the City's approval through the conditional use permit process. It allows the owner to sell the development rights of a particular parcel of land to another.

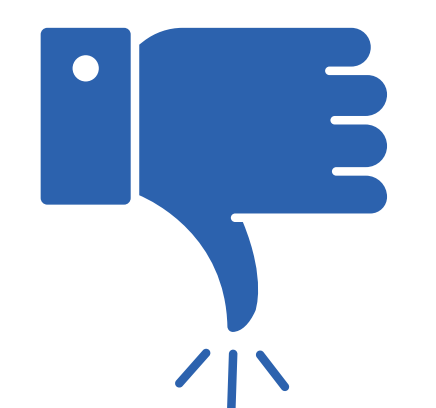
## PROJECTS SEEKING A TDR WILL HAVE TO:



Promote the goals for the Media District



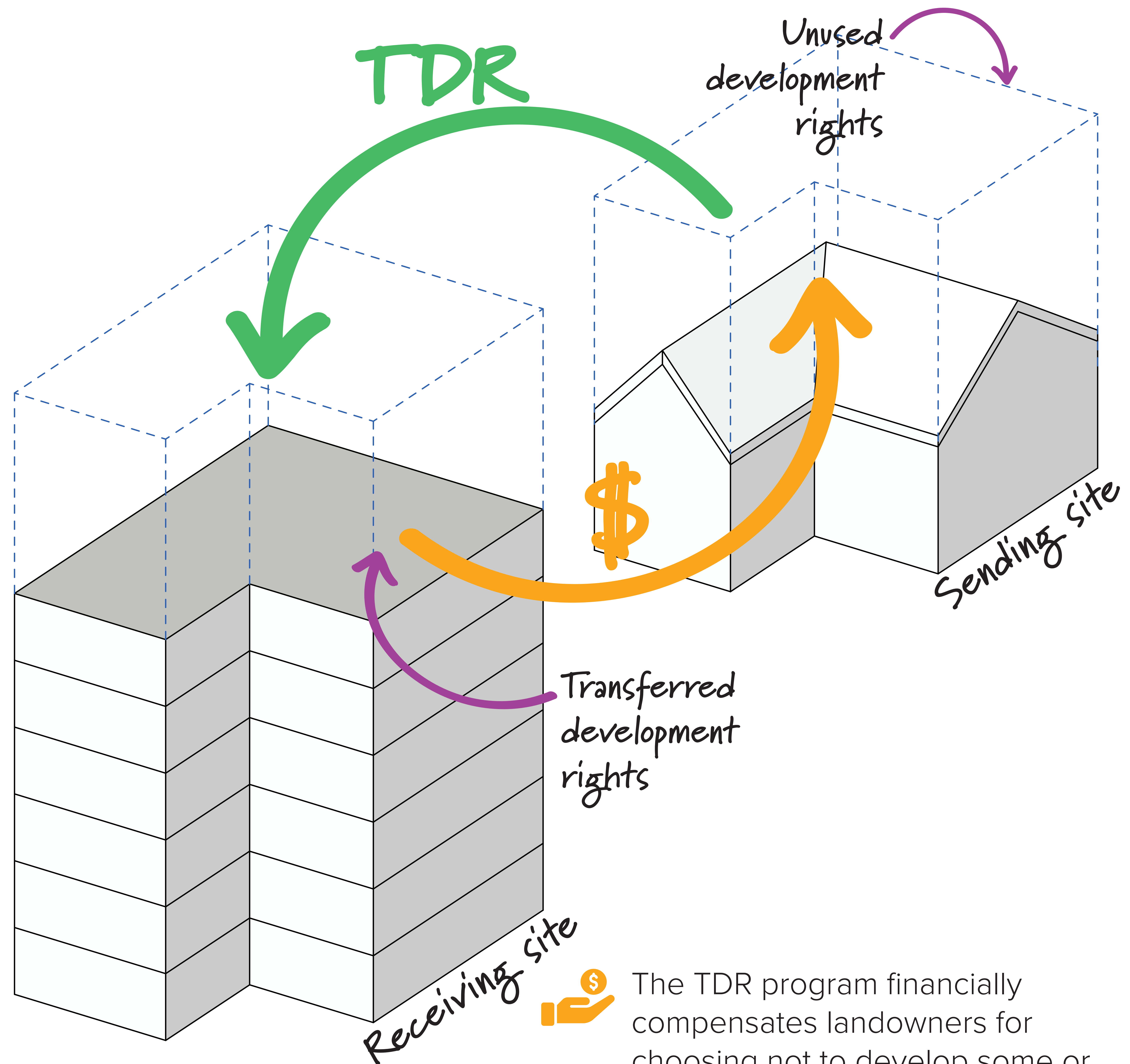
Have a scale which is consistent with the land use/urban design goals of the plan and compatible with surrounding land uses



Not be detrimental to the site from which the rights are transferred



Any development opportunity transferred will be deducted from the donor parcel's development opportunity; this reduction will be officially recorded with the deed to the property and noted on appropriate City and County records.



The TDR program financially compensates landowners for choosing not to develop some or all of their land.







# MARKET ANALYSIS

A market analysis will be conducted to analyze the Media District's key regional and local economic, demographic and property-market trends affecting the development of the area. Since real estate development is a long-term cyclical business, planning for a large-scale project needs to examine both current market conditions and long-term trends.



## RETAIL MARKET

Analysis of historic retail sales patterns over the past decade will be studied, as well as current dynamics of the local market area, including residential, employment and shopping patterns, transit and traffic circulation.



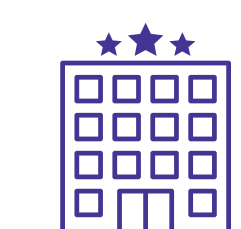
## OFFICE MARKET

Analysis of historic studio production and related office market conditions and trends in the region, including market rents, vacancy rates, absorption trends, new construction, planned development, building sales prices and capitalization rates.



## HOUSING MARKET

Analysis of conventional condos, apartments and senior housing market conditions and trends in the region for market rents, vacancy rates, absorption trends, new construction, building permits, sales prices, as well as land values for residential uses.



## HOTEL MARKET

Analysis of hotel market conditions and trends in the region for room rates, occupancy rates, new construction, sales prices, as well as cap rates and land values for hotel uses.



## LAND VALUES

An existing baseline will be established for new development or redevelopment feasibility based on data on recent land and comparable building sales.



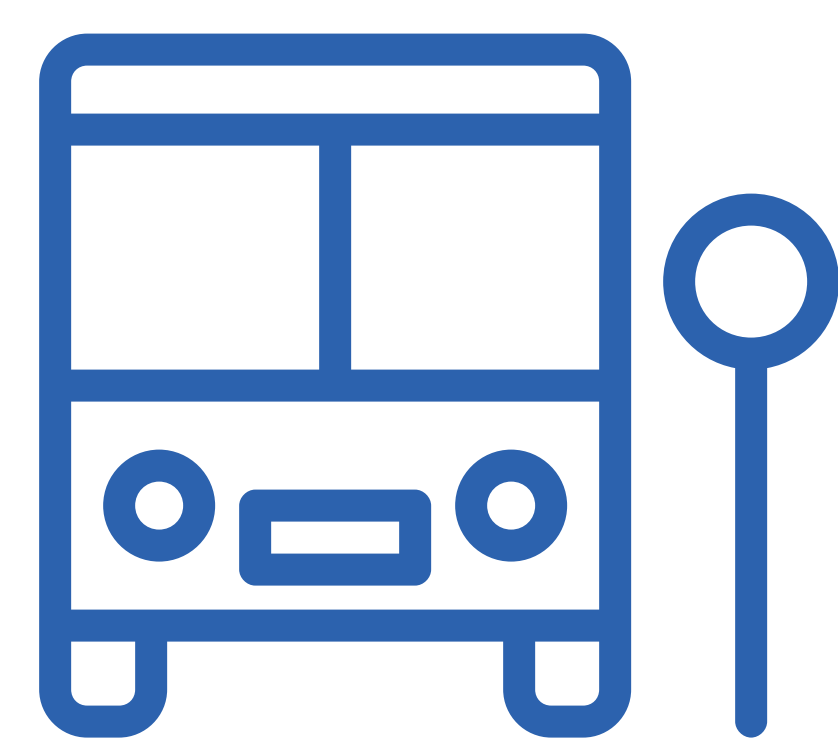
## DEMAND FORECAST

Based on these forecasts and existing information, the market demand will be projected, including the absorption rate and length of time to absorb the proposed residential and commercial developments in the Media District.



# TRAFFIC IMPROVEMENTS & PARKING CONCEPTS

- 1 Transportation Demand Management (TDM) ordinance update to maximizing the efficiency of the urban transport system using a wide range of measures including:



Public transport improvement



Promoting non-motorized transport



Parking management

- 2 Transportation Improvement Program (TIP) update that advances:



Burbank's Complete Our Streets Plan and Bicycle Master Plan



First-Last Mile (FLM) transit and active transportation connections to Metrolink and future planned mobility station



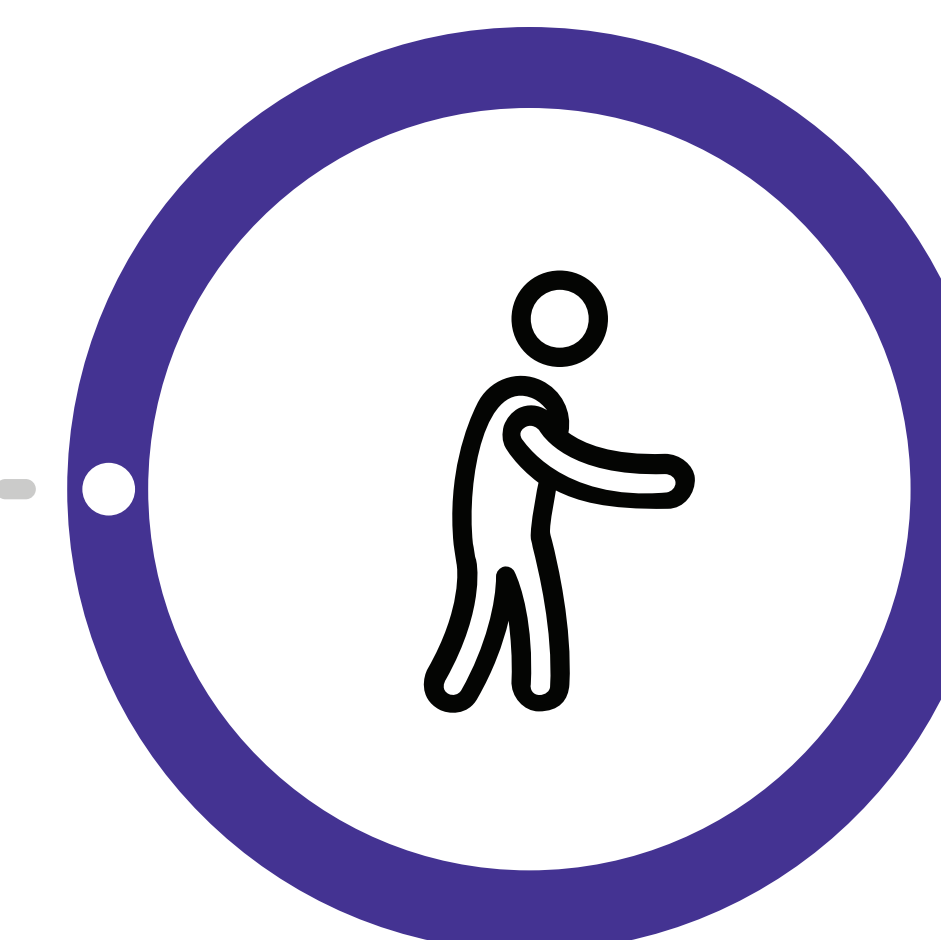
Parking programs and improvements

- 3 Design guidelines and standards to improve the pedestrian environment.

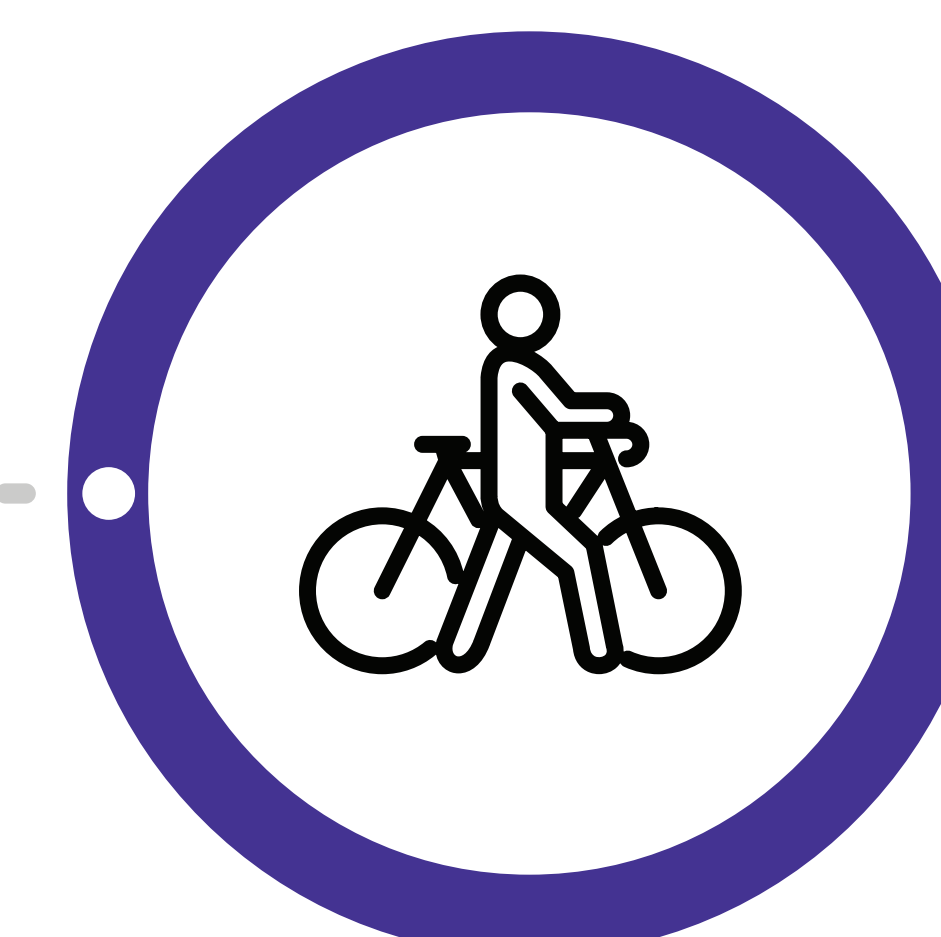
## SUPPORTING COMPLETE STREETS

First and Last Mile

*The first and last part of a person's journey*



**Pedestrian Experience and Safety**



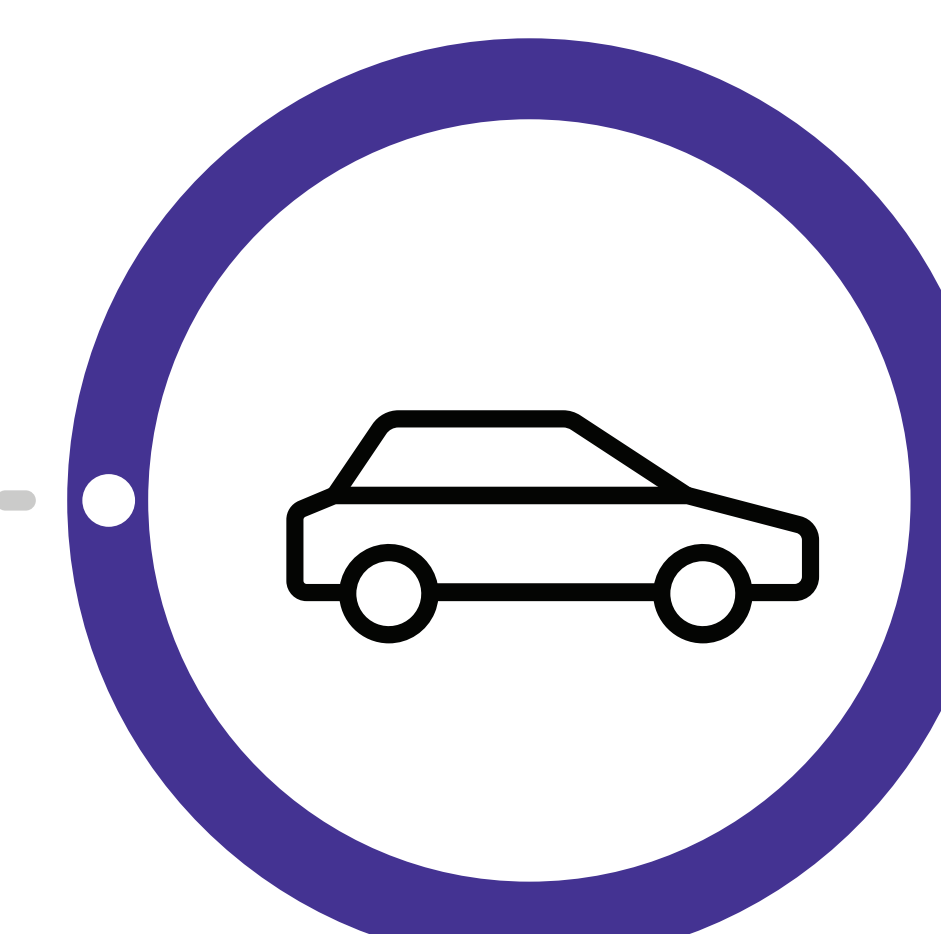
**Bicycle Network and Bike Parking**



**Metro Micro**



**Bus/BRT Network**



**Automobile Traffic and Parking**

Parking Programs and Improvements



# TRAFFIC IMPROVEMENTS & PARKING CONCEPTS



**Curb Extensions**



**Roundabout**



**High Visibility Crossing**



**Shared Parking**



**Intelligent Parking System**

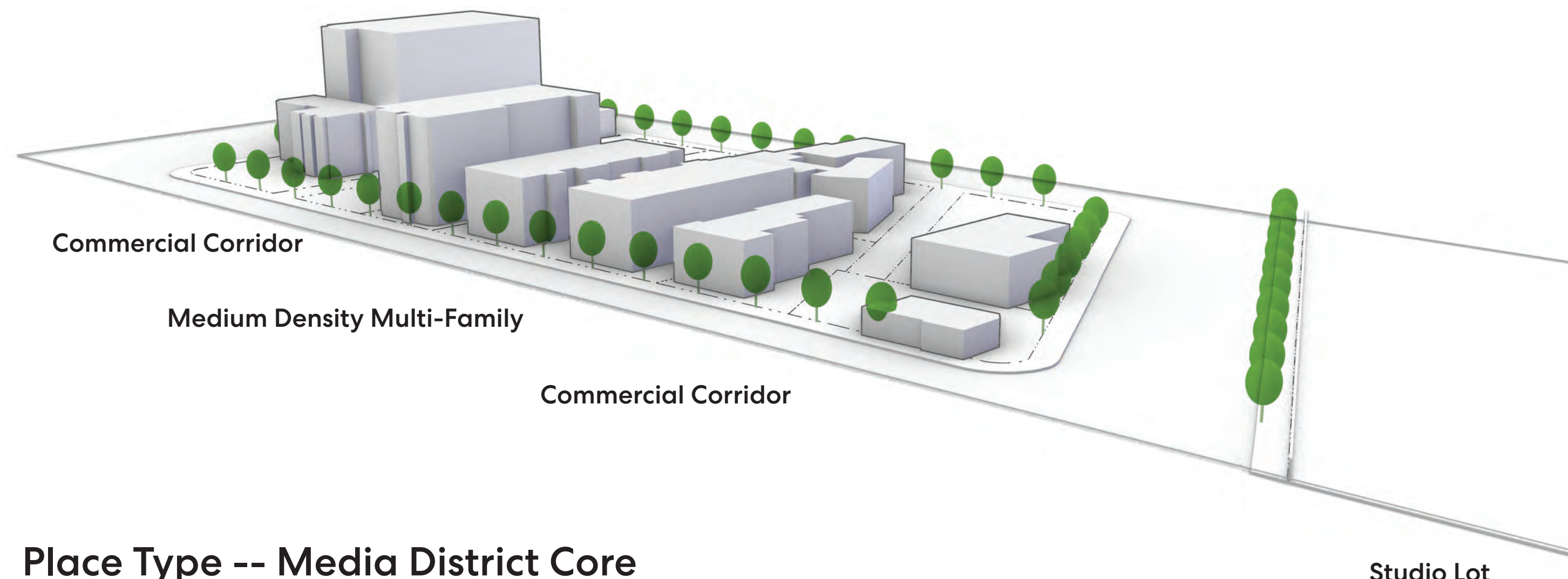


**Bicycle Parking/Storage**



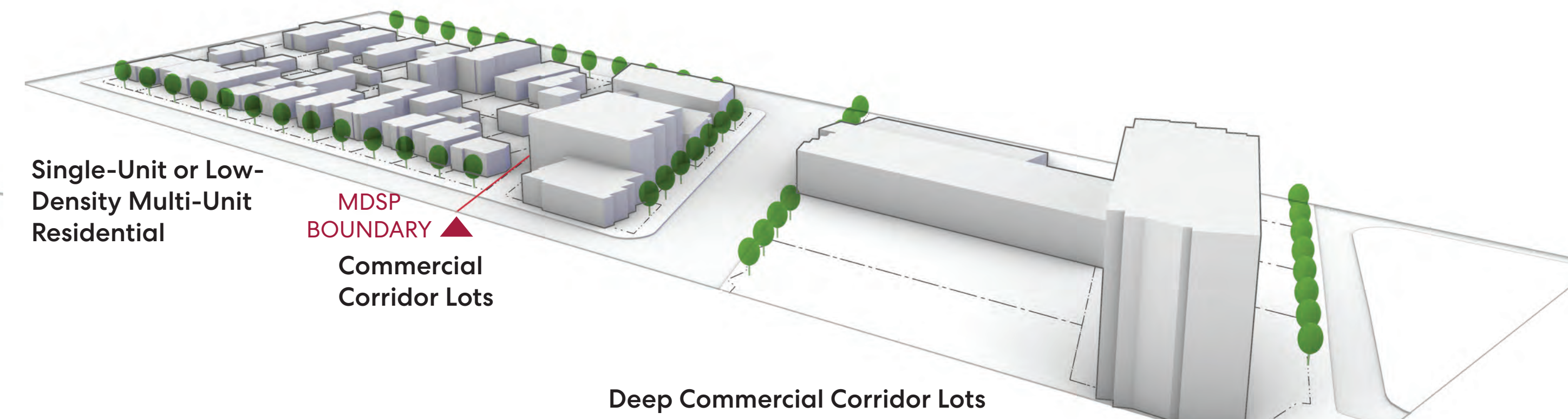
# EXISTING HEIGHT AND MASSING STANDARDS

## Three Example Sites



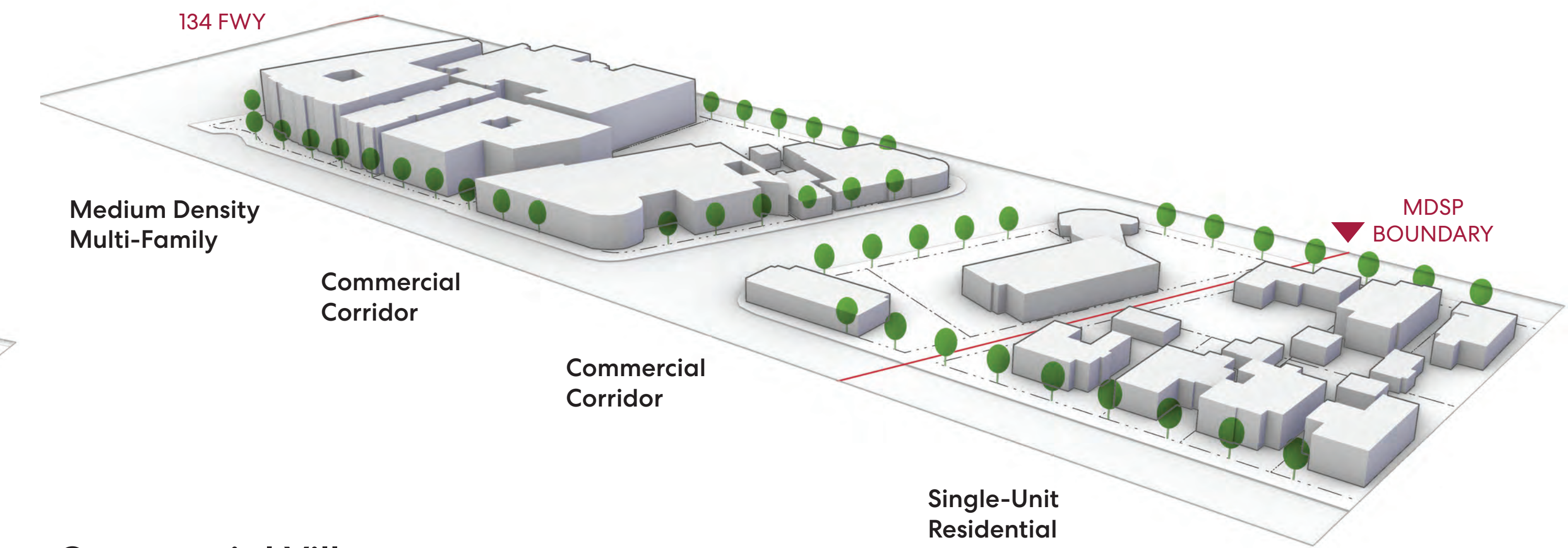
### Place Type -- Media District Core

Per state law, multiple units are permitted in R1 zones



### Place Type -- Commercial Corridor Adjoining Low Density Residential

Per state law, multiple units are permitted in R1 zones

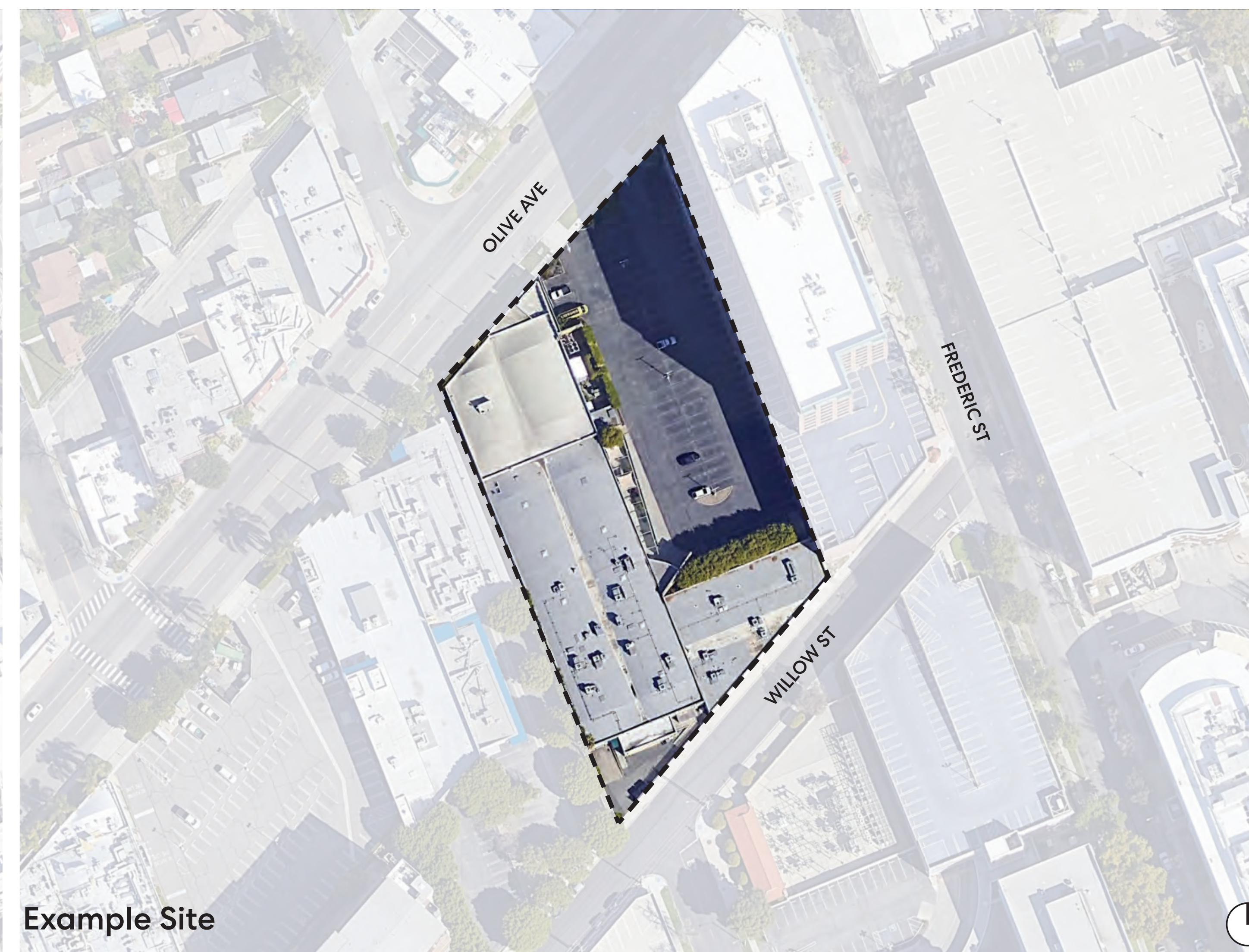


### Commercial Village

Per state law, multiple units are permitted in R1 zones



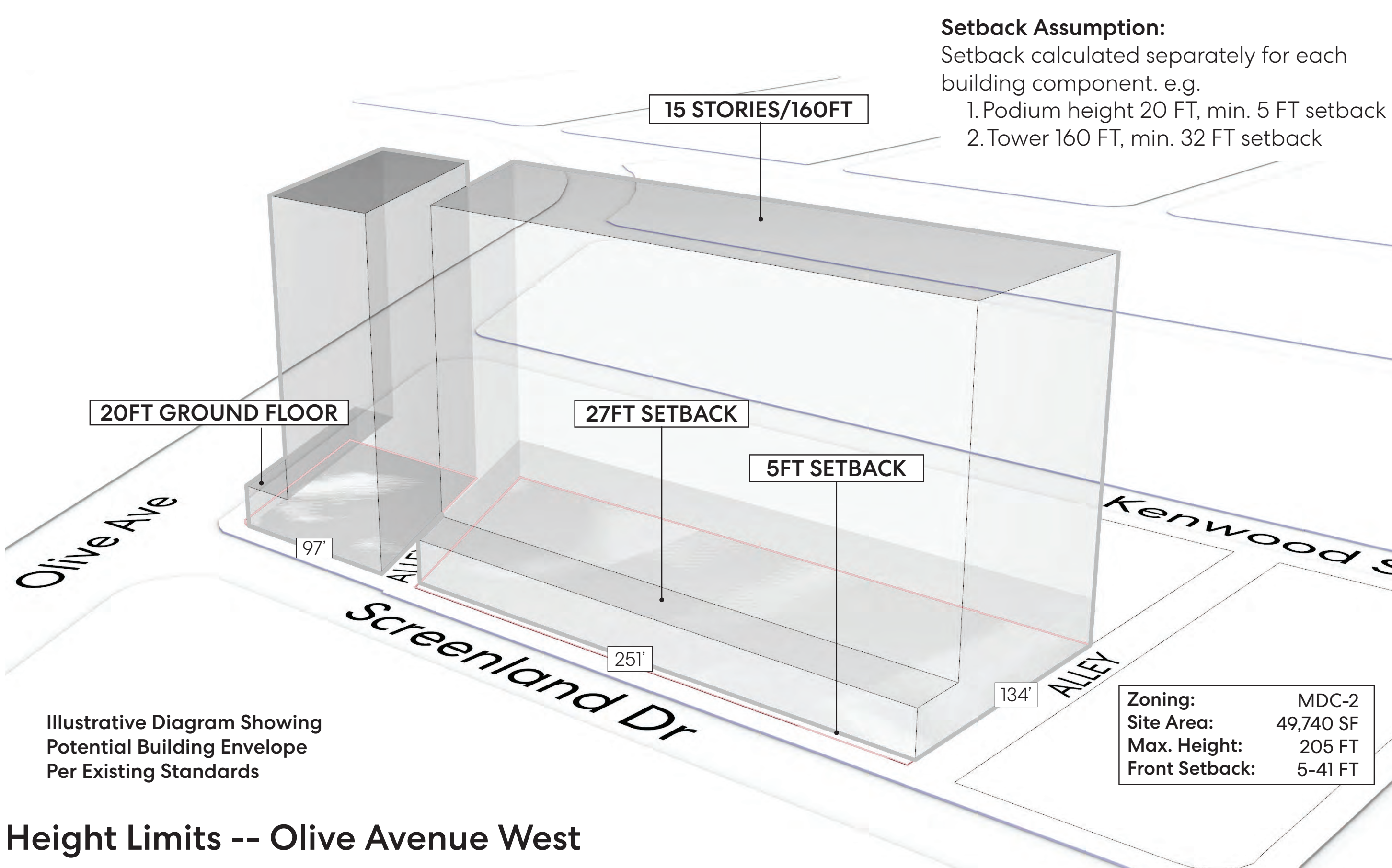
NOTE: Diagrams show the maximum height envelope. Limits to FAR and Density generally limit the building mass significantly.



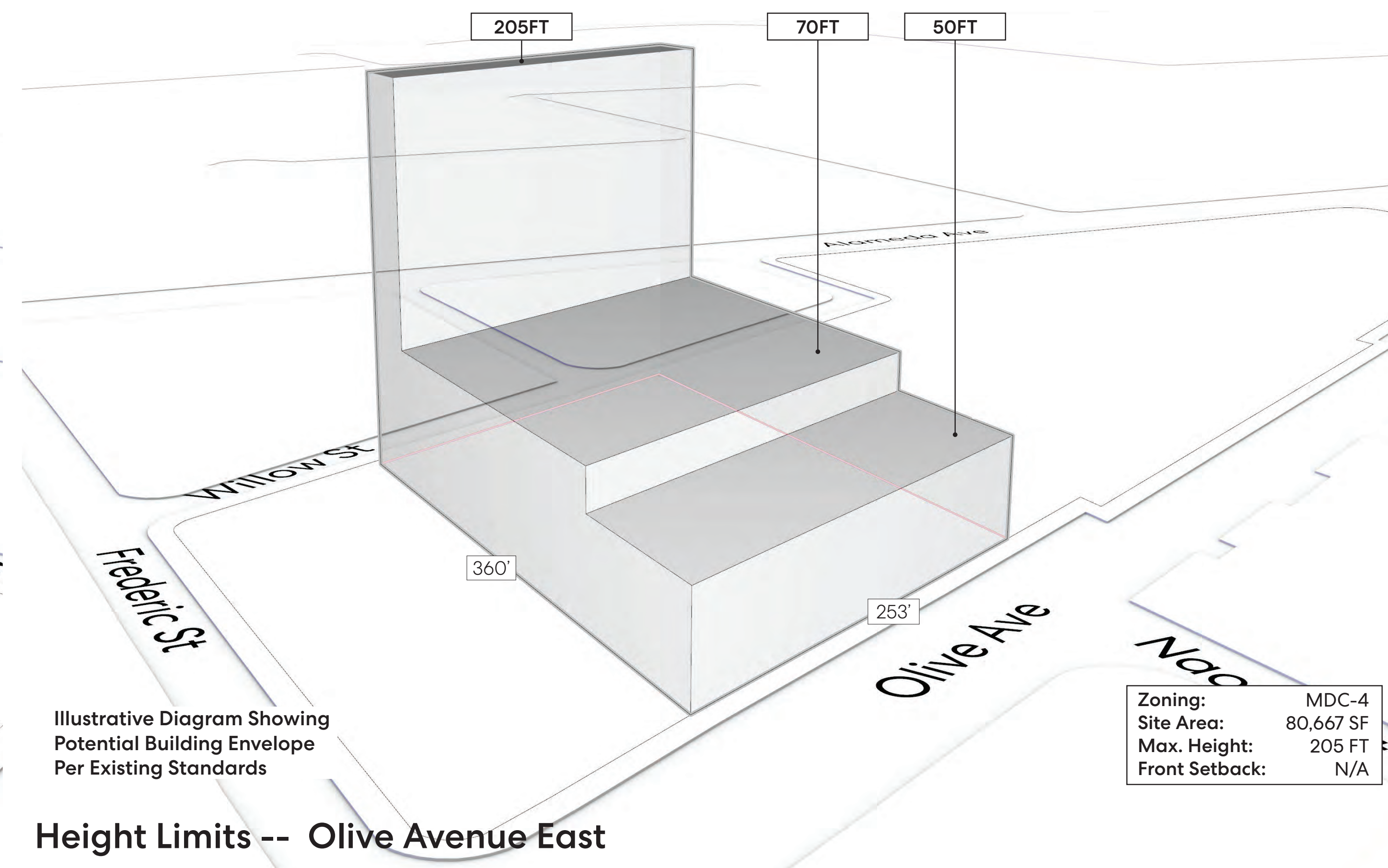
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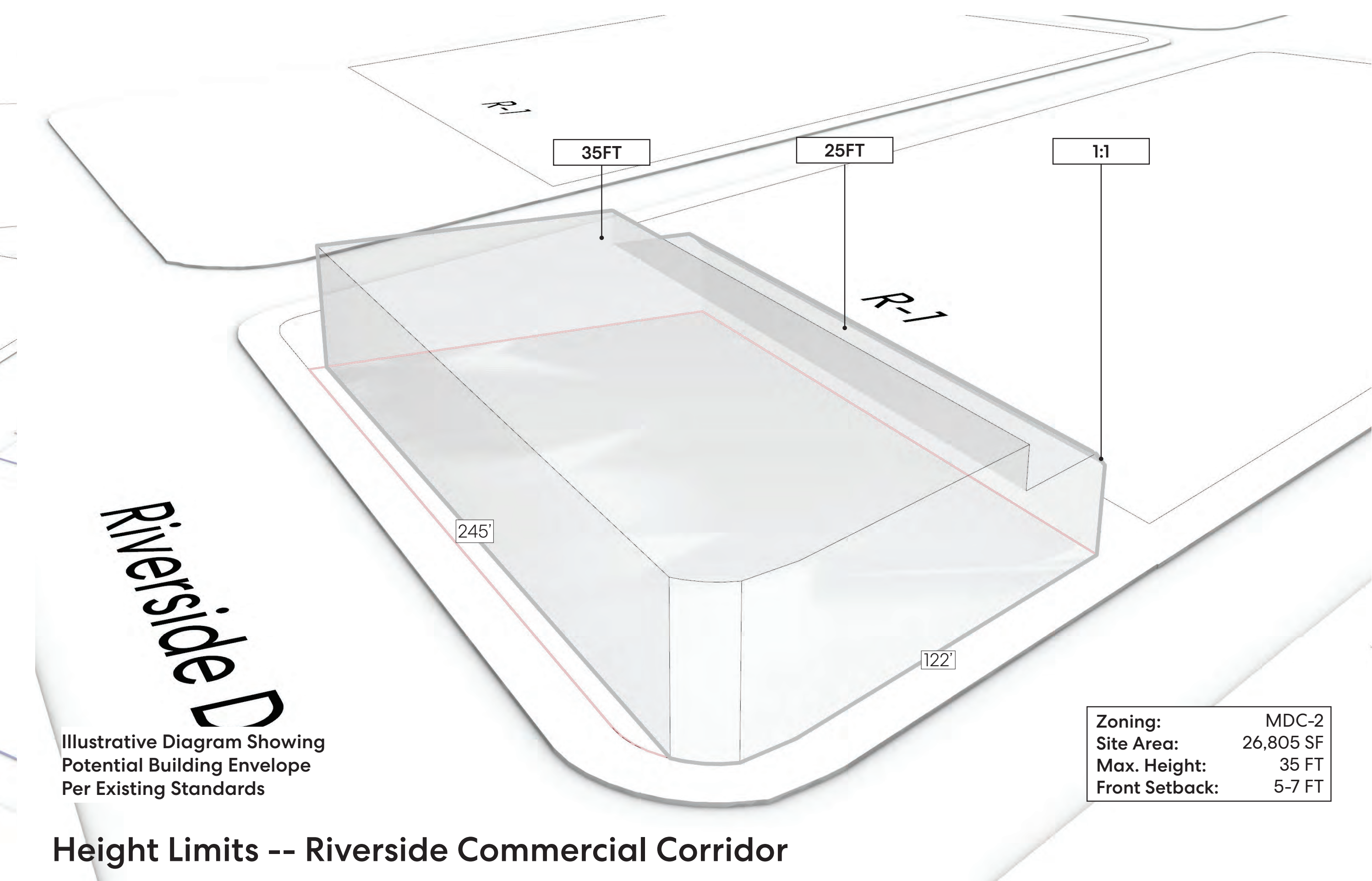
NOTE: Diagrams show the maximum height envelope. Limits to FAR and Density generally limit the building mass significantly.



### Height Limits -- Olive Avenue West



### Height Limits -- Olive Avenue East

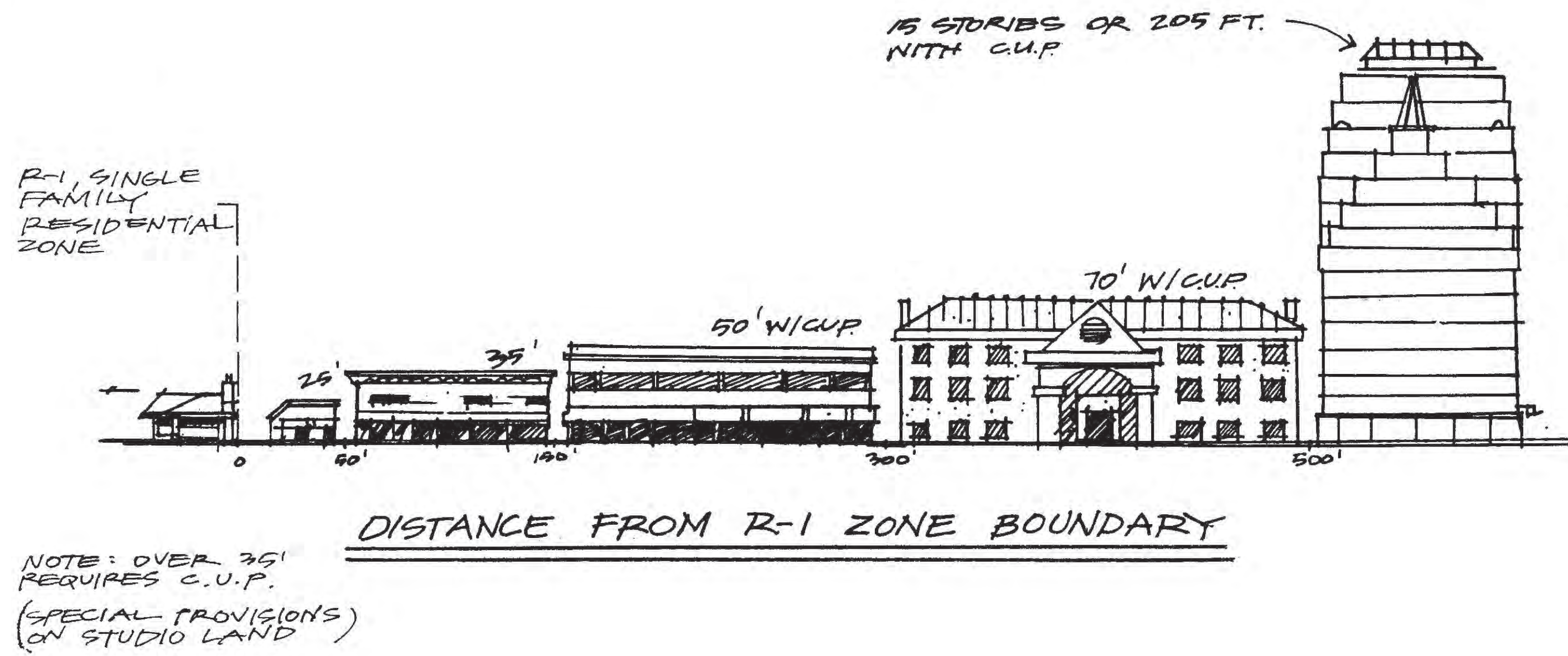


### Height Limits -- Riverside Commercial Corridor

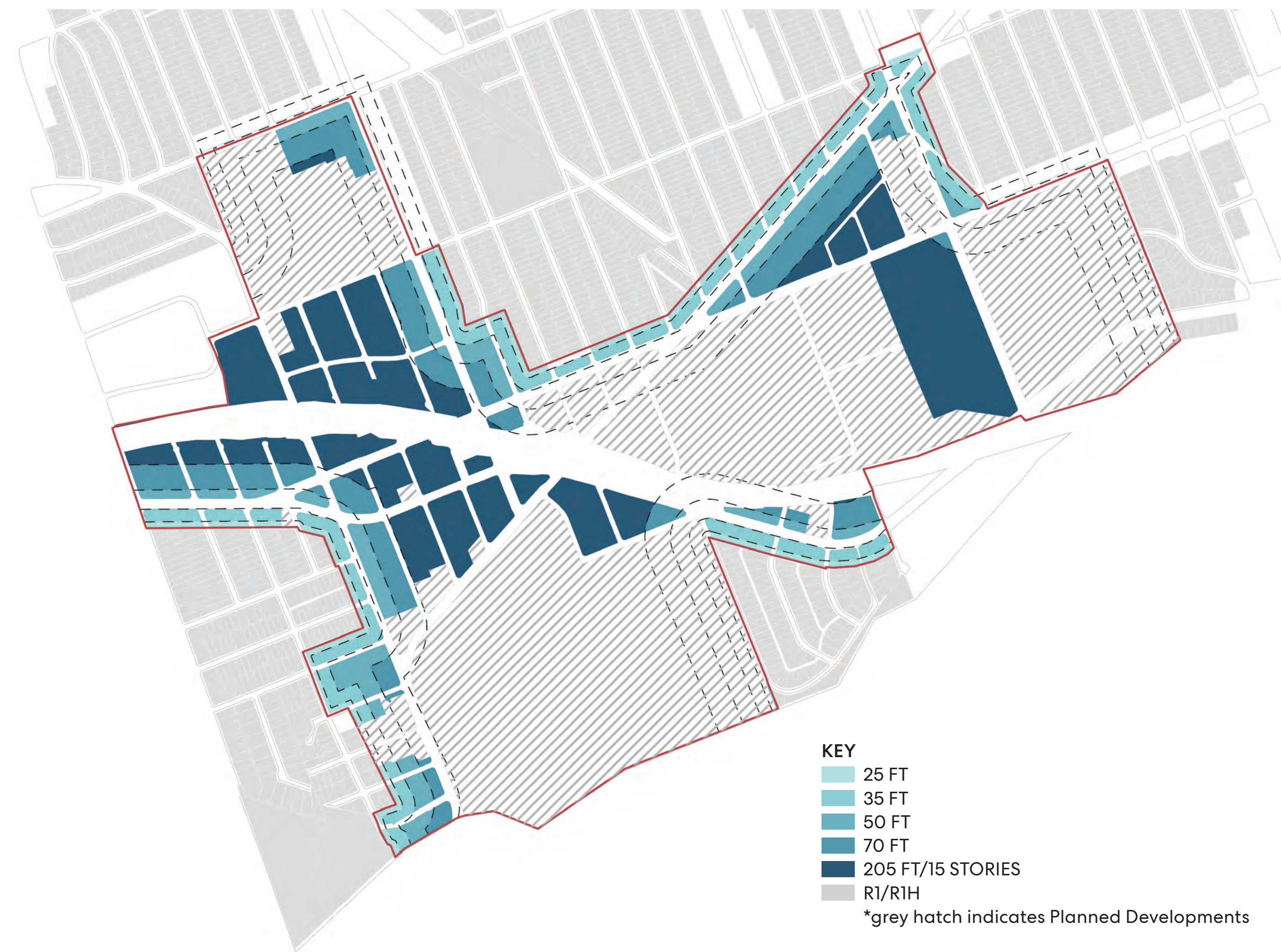


# POTENTIAL CHANGES TO HEIGHT AND MASSING STANDARDS

## 1991 Specific Plan | Stair-Step Height Requirement



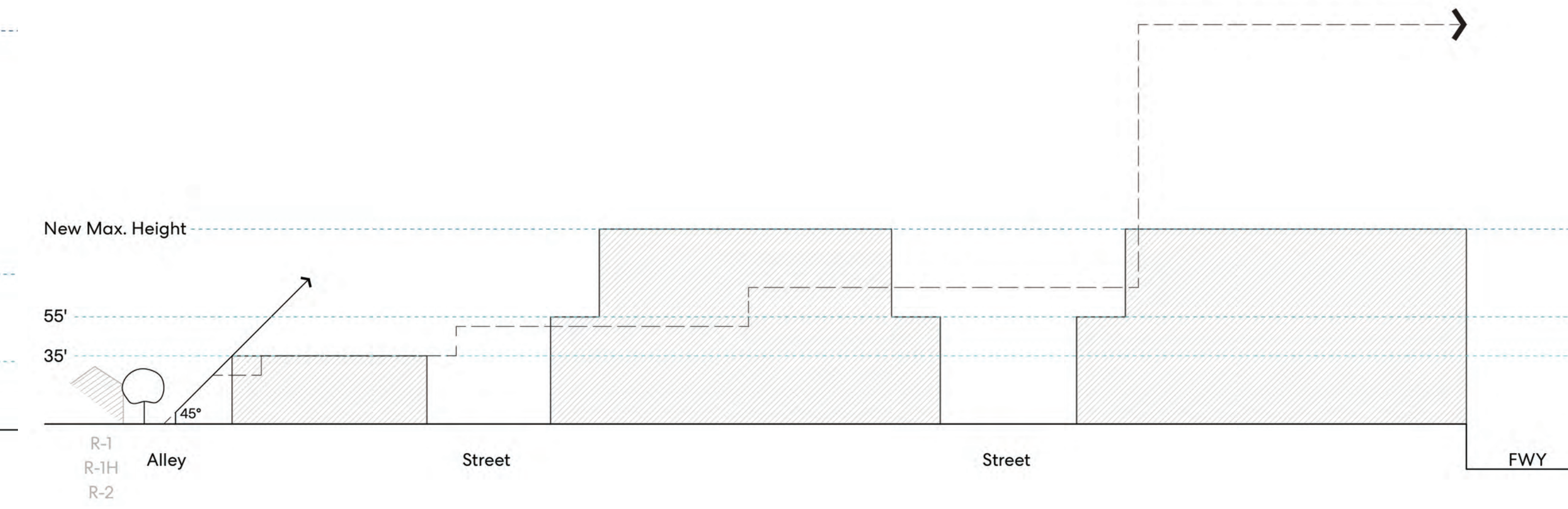
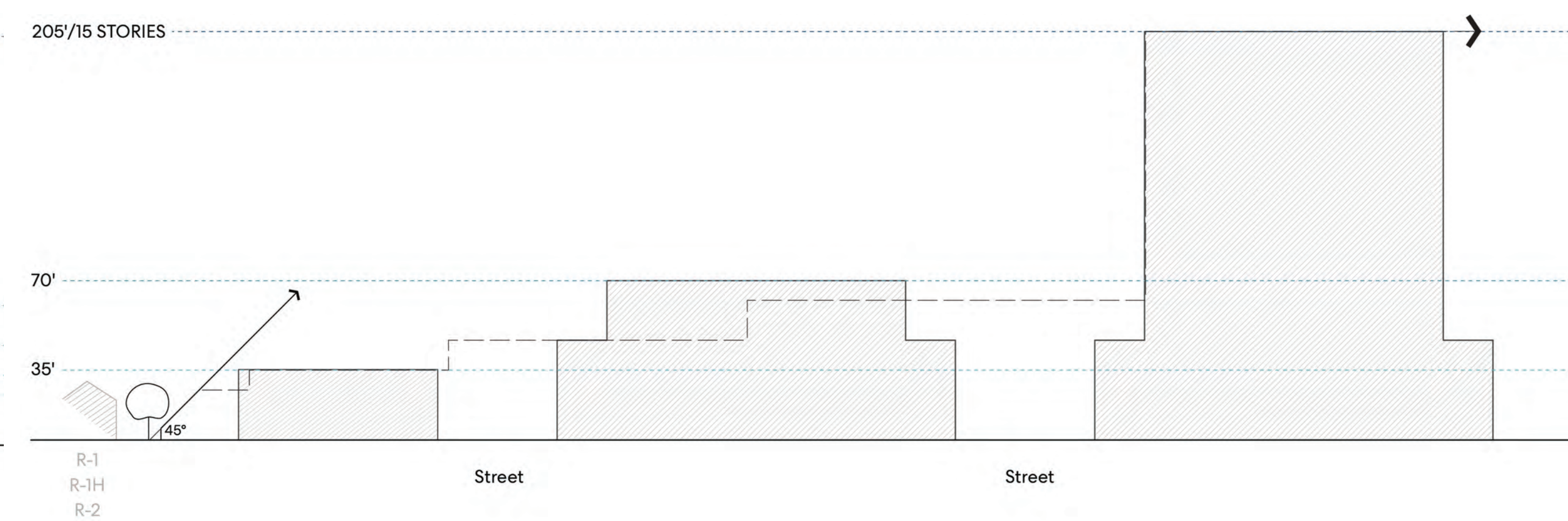
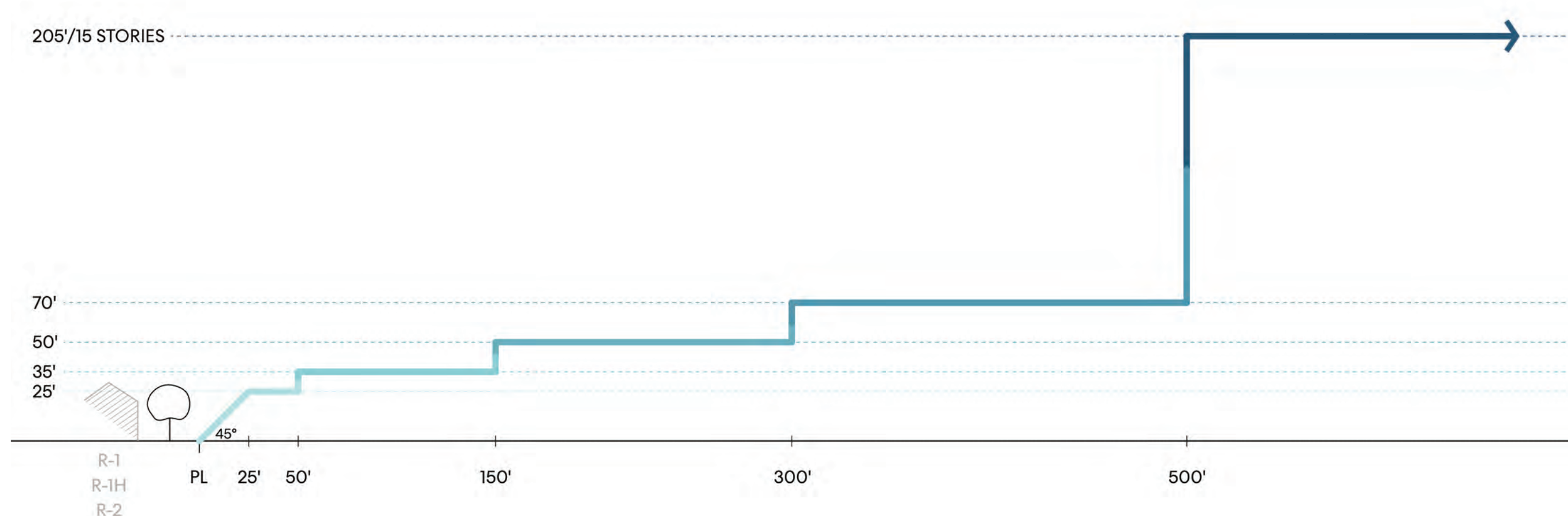
### Existing Height Limits



### Potential Alternative 1 “What If?”



### Potential Alternative 2 “What If?”





# DESIGN STANDARDS



**Street Furniture**



**Landscaping**



**Wayfinding Signage**



**Gateways**



**Intersection/Crosswalk Murals**



**Public Art**



# PRECEDENTS

## EYES ON THE STREET



— Apartments with balconies looking over the street

— Ground floor with transparent storefront



— Live/work studios with windows looking over the street

— Ground floor with transparent storefront



— Habitable uses (apartments, offices, etc.) front onto public streets

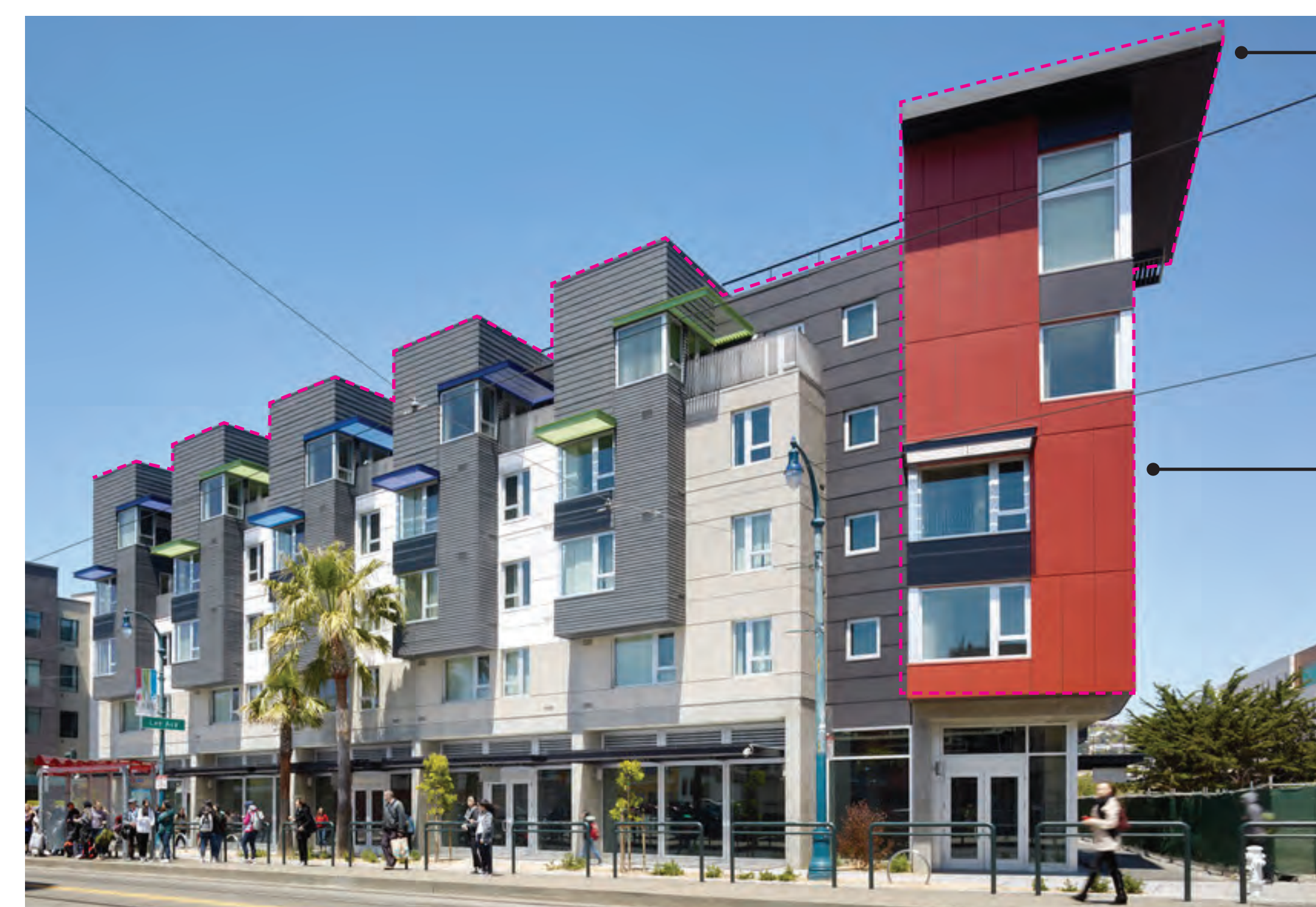
— Maximized window area for every façade

— Day and evening uses

## BUILDING SCALE



— Vertical façade articulation breaks the building down into smaller parts



— Roofline variation

— Variation in façade articulation



— Stepback deemphasizes height

— Massing variation breaks the building down into smaller parts



— Massing breaks

— Change in color creates façade articulation

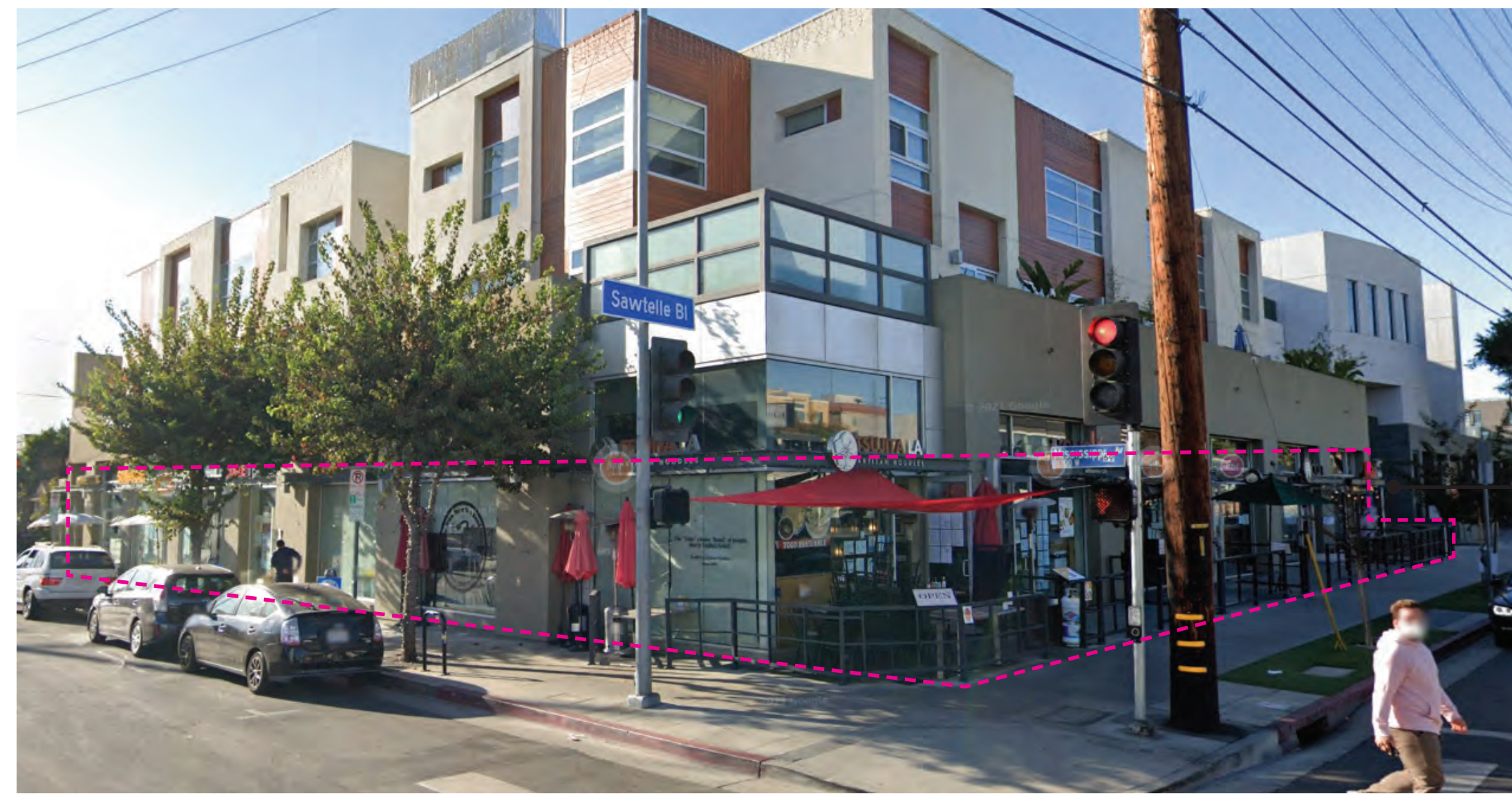


# PRECEDENTS

## ACTIVATING THE SIDEWALK



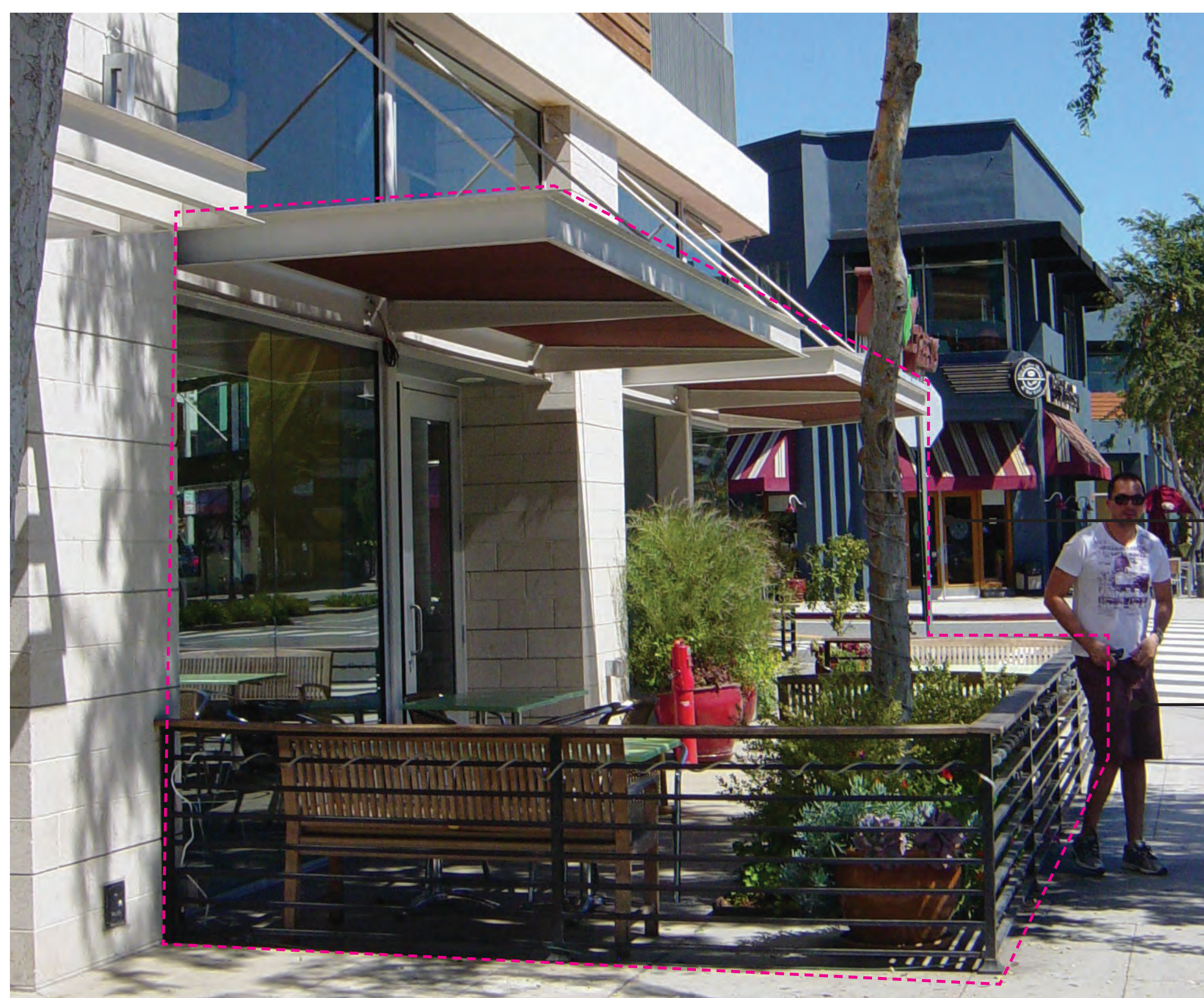
- Maximized window area for every façade
- Eyes on the street
- Groundfloor activation through retail uses



- Ground floor activation through restaurant uses



- Transparency
- Detailed façade
- Green parkway/Trees



- Ground floor uses
- Sidewalk dining area

## GREENSPACE



- Seating and planters
- Sidewalk amenity areas



- Paseo provides onsite space for activities



- Entry court
- Planters and landscape