

# Stakeholder Briefing

Thursday, October 13, 2022



# Agenda

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<b>1:00 PM</b>	Introduction
<b>1:15 PM</b>	Presentation
<b>1:45 PM</b>	Q&A
<b>2:30 PM</b>	Adjourn

# Project Team

## CITY OF BURBANK

Amanda Landry – Project Manager  
Fred Ramirez  
David Kim

## WSP

Megan Thorne  
Juan Alberto Bonilla  
Reed Alvarado

## ARELLANO ASSOCIATES

Jessica Harleaux  
Stevie Espinoza  
Rachael Potts

## PERKINS&WILL

Martin Leitner  
Jovanni Carter-Davis

## RINCON

Susanne Huerta

## KOSMONT

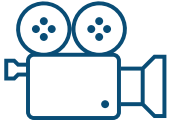
Joseph Dieguez

# Housekeeping

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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.



## What We've Heard

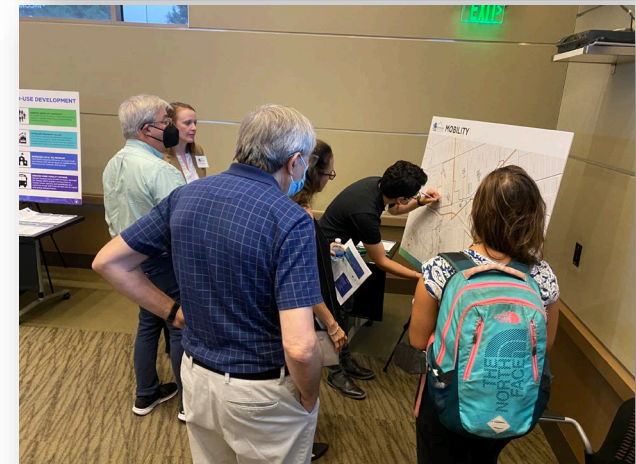
# Public Workshop and Online Activities

## 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

## Public Input

- Vision for the Media District related to the themes listed above
- Travel patterns
- Consumer habits



# What We Heard

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## 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

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## 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

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## 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

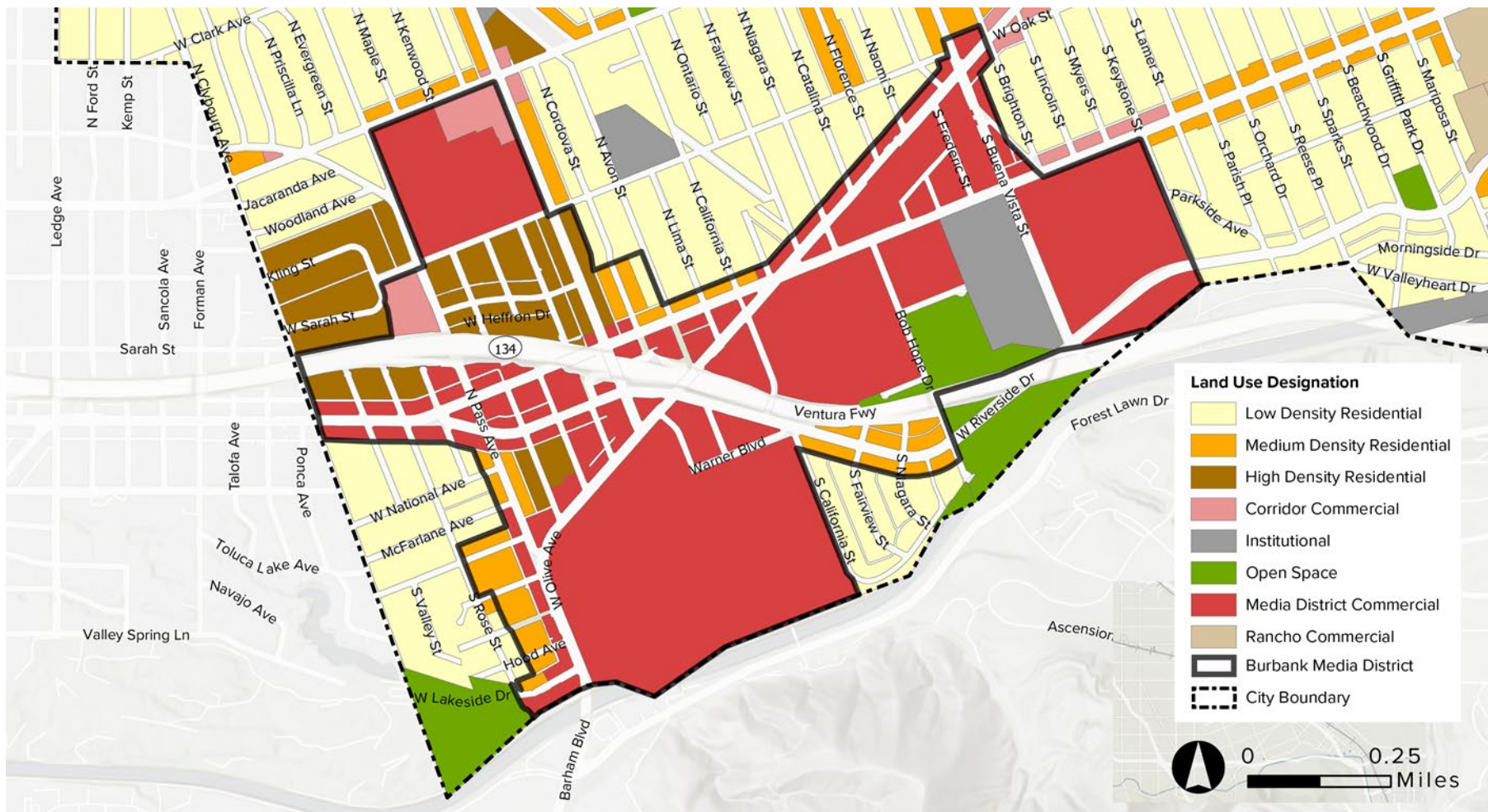
- Preserve the character of local small businesses and limit the addition of retail chains
- Interest in creative solutions to parking options and transit access near small businesses
- Consider that there are adequate businesses available and the area does not need more in volume or variety
- Consider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





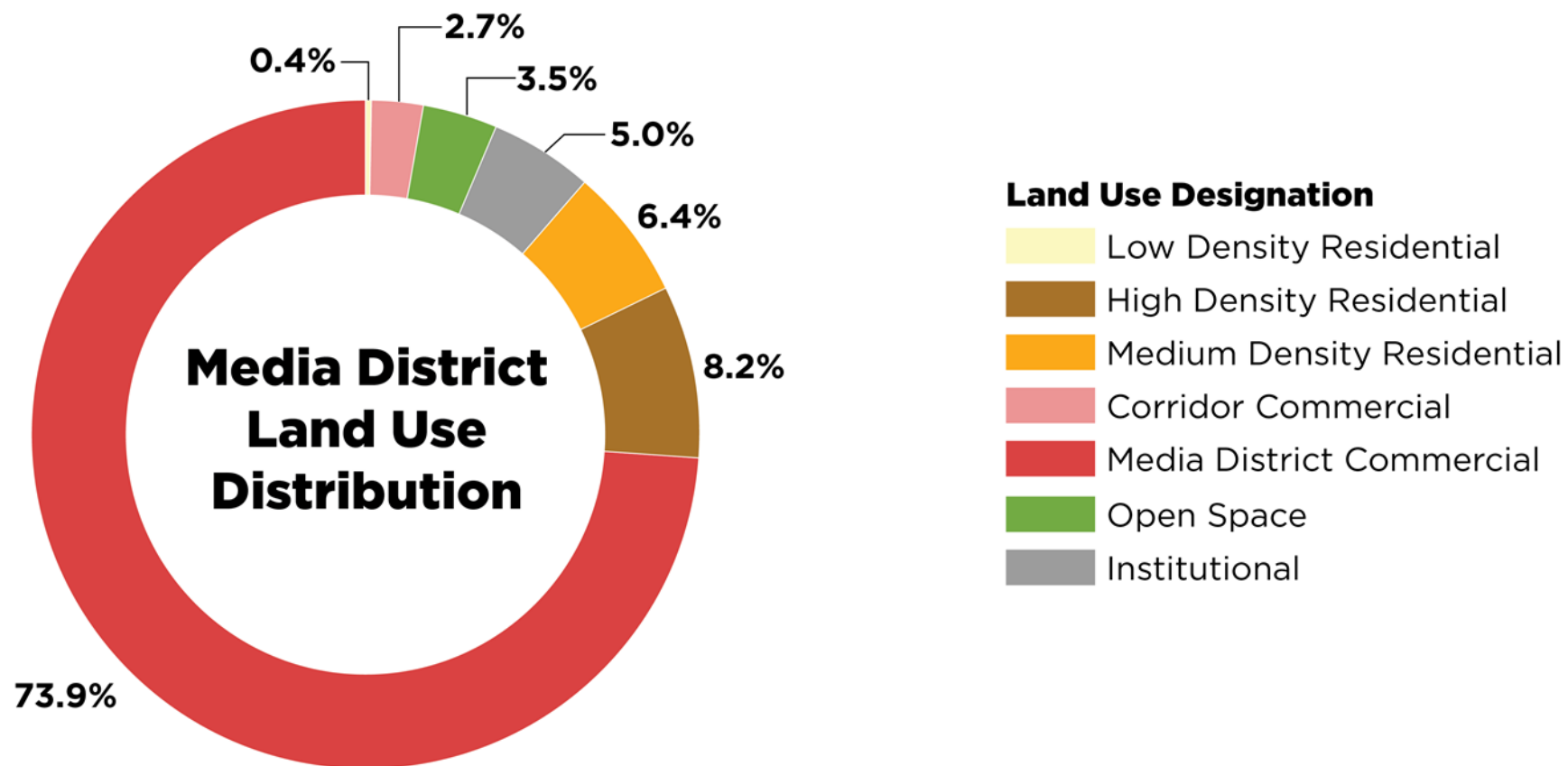
## Land Use and Placemaking

# Media District Land Use



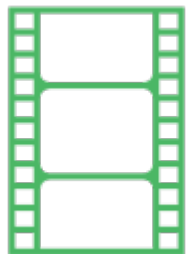
# Media District Land Use

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# Media District Land Use

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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

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## 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

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## 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





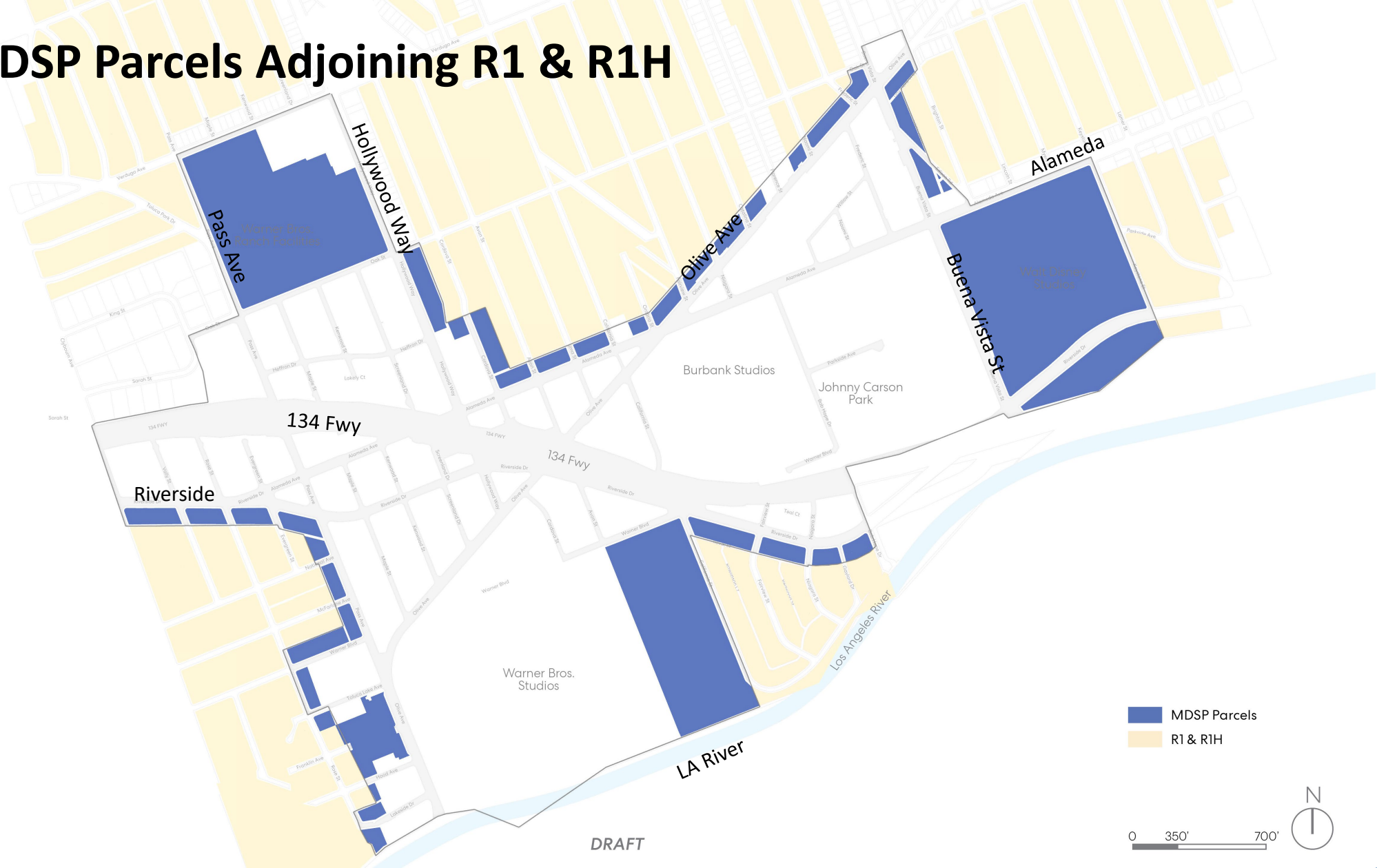
# DRAFT MDSP Parcels Adjoining R1 & R1H

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# DRAFT MDSP Parcels Adjoining R1 & R1H





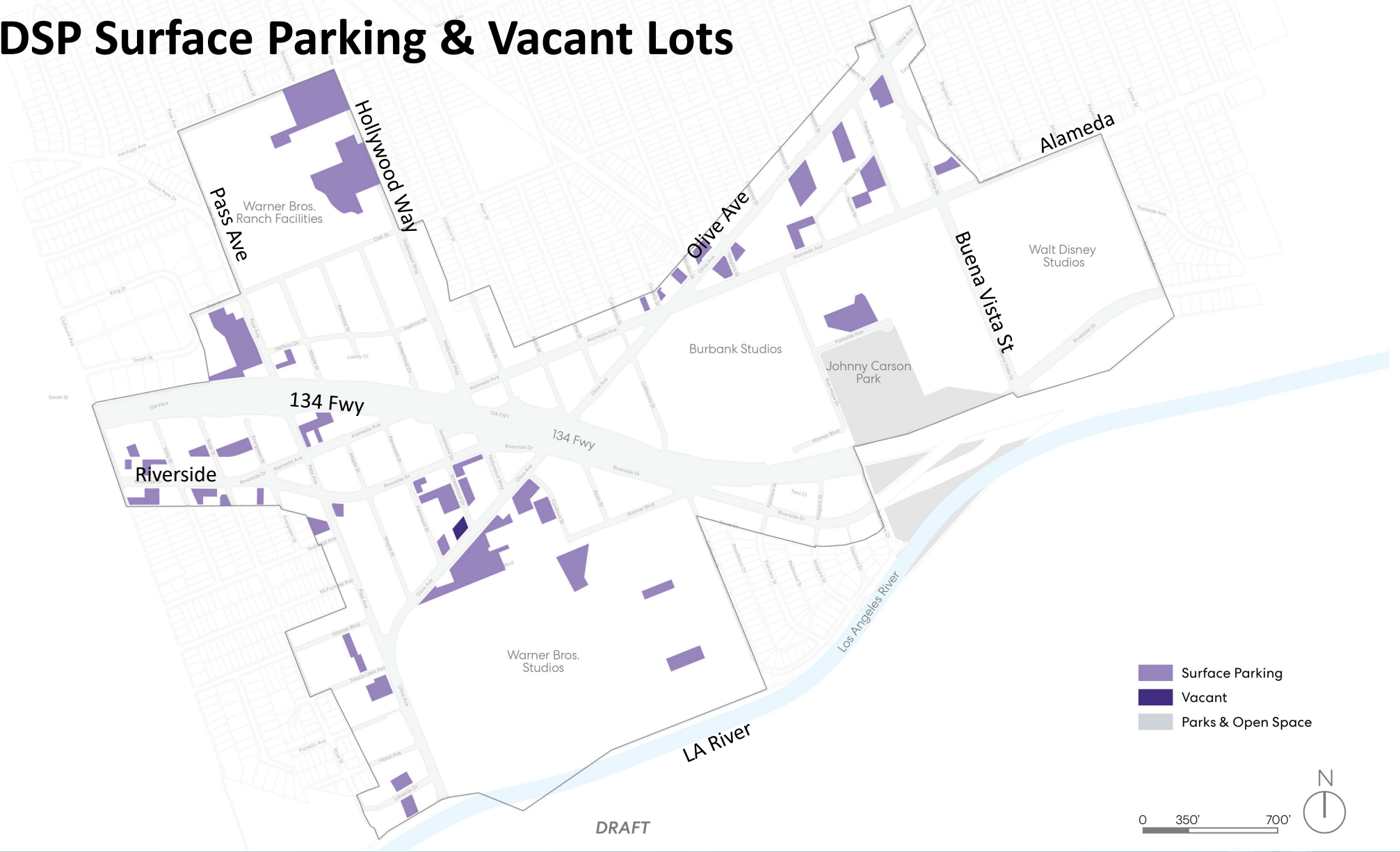
# Surface Parking & Parcels

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# DRAFT MDSP Surface Parking & Vacant Lots

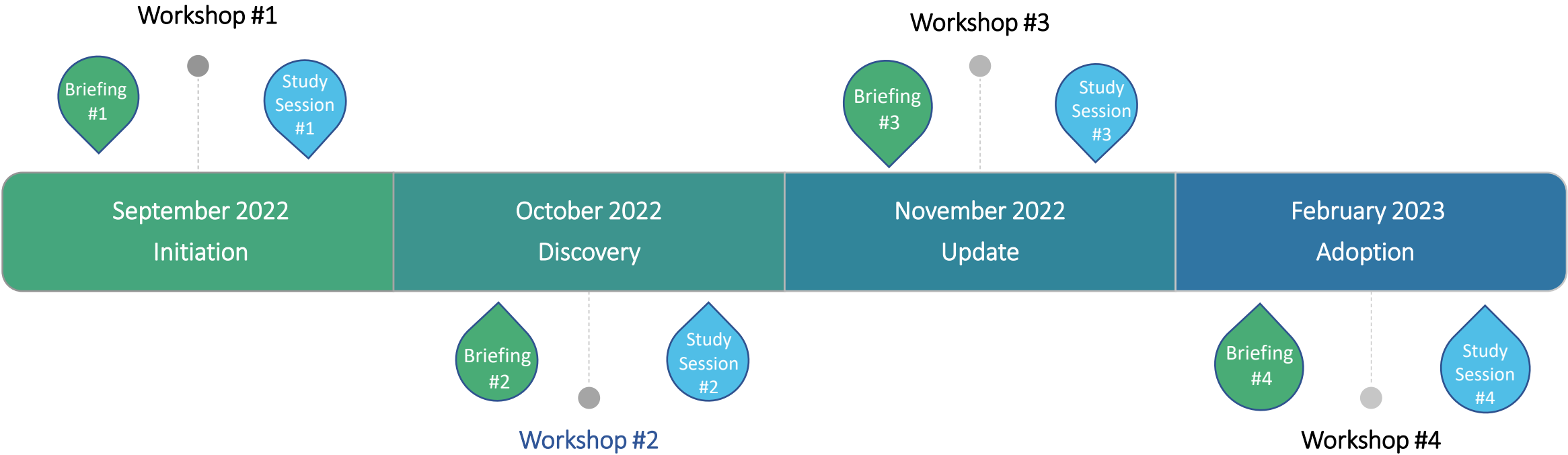




## Upcoming Engagement

# Community Engagement Timeline

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# Public Workshop and Online Activities

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## How to Provide Input

- Attend the Virtual Public Workshop
- Use our online commenting tool at:  
[www.BurbankMediaDistrictSP.com](http://www.BurbankMediaDistrictSP.com)

## Available Resources

- Project Fact Sheet
- Frequently Asked Questions
- Glossary of Technical Terms
- Project webpage includes a translation widget
- Sign up to join our mailing list for future updates
- All materials will be printed in Spanish, Armenian, and English
- Spanish and Armenian speakers will be on-site at the Open House

**Wednesday, October 19, 2022**  
**6:00pm**  
**Online Via Zoom**  
**[Bit.ly/MediaDistrictWorkshop2](https://bit.ly/MediaDistrictWorkshop2)**

# Help Us Spread the Word!

## Extended Outreach Toolkit

- We will share by close of business today
  - Updated toolkit for each round of outreach
- Toolkit provides:
  - Project messaging and graphics
- Please share with your network using:
  - All major social media platforms
  - Eblasts, newsletters, websites
- **Please let us know if you would like the City to give a presentation to your organization or would like to recommend a group that may be interested in a presentation**
- Please email us at [sespinoza@arellanoassociates.com](mailto:sespinoza@arellanoassociates.com) to request additional resources to help communicate with your networks



# Considerations

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- Where within the Media District may there be opportunities for development of multi-family or mixed-use buildings?
- Which areas within the Media District should be preserved and not developed?
- What types of buildings/development would you like to see more or less of?
- How can the City meet the growing demand for housing while retaining the existing character and residential communities?

# Q&A





## Stay Connected

For more information, please contact:

**Amanda Landry**

Senior Planner

Community Development Department

[alandry@burbankca.gov](mailto:alandry@burbankca.gov)

(818) 238-5250

