

Stakeholder Briefing

Thursday, October 13, 2022



Agenda

1:00 PM	Introduction
1:15 PM	Presentation
1:45 PM	Q&A
2:30 PM	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

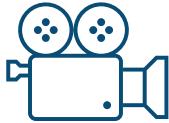
KOSMONT

Joseph Dieguez

Housekeeping



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

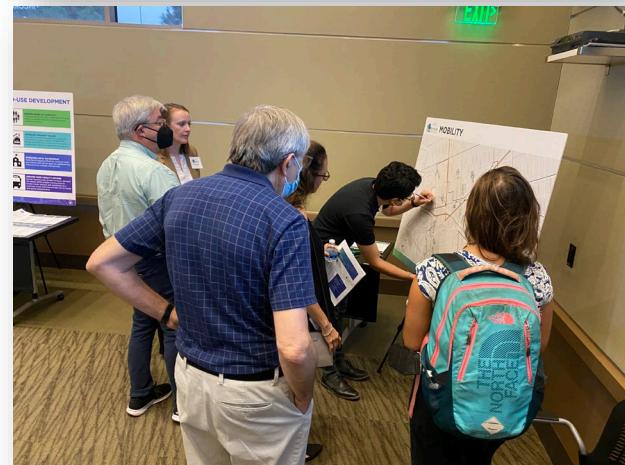
Public Workshop and Online Activities

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

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

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

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

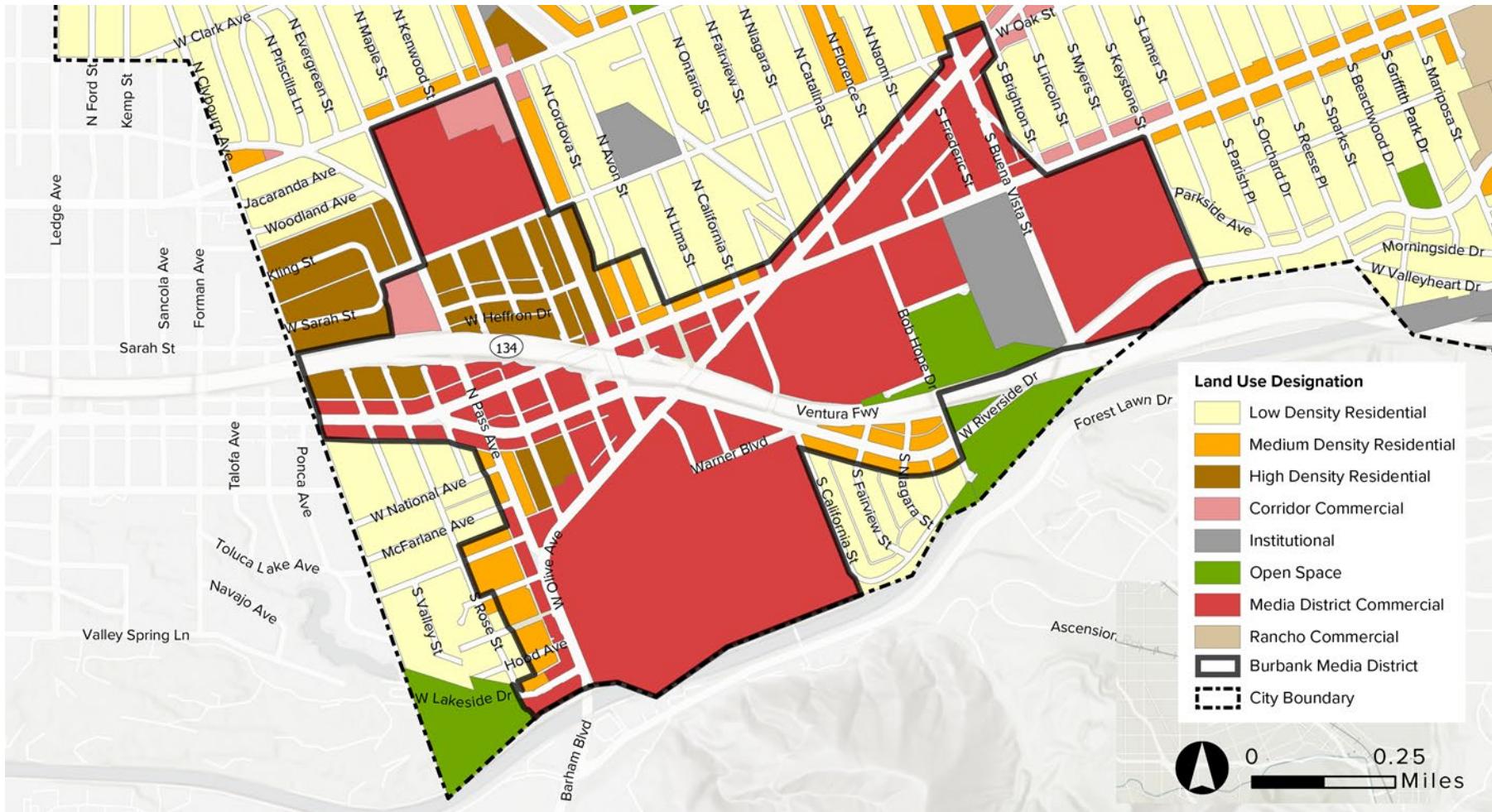
Business and Economy

- 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

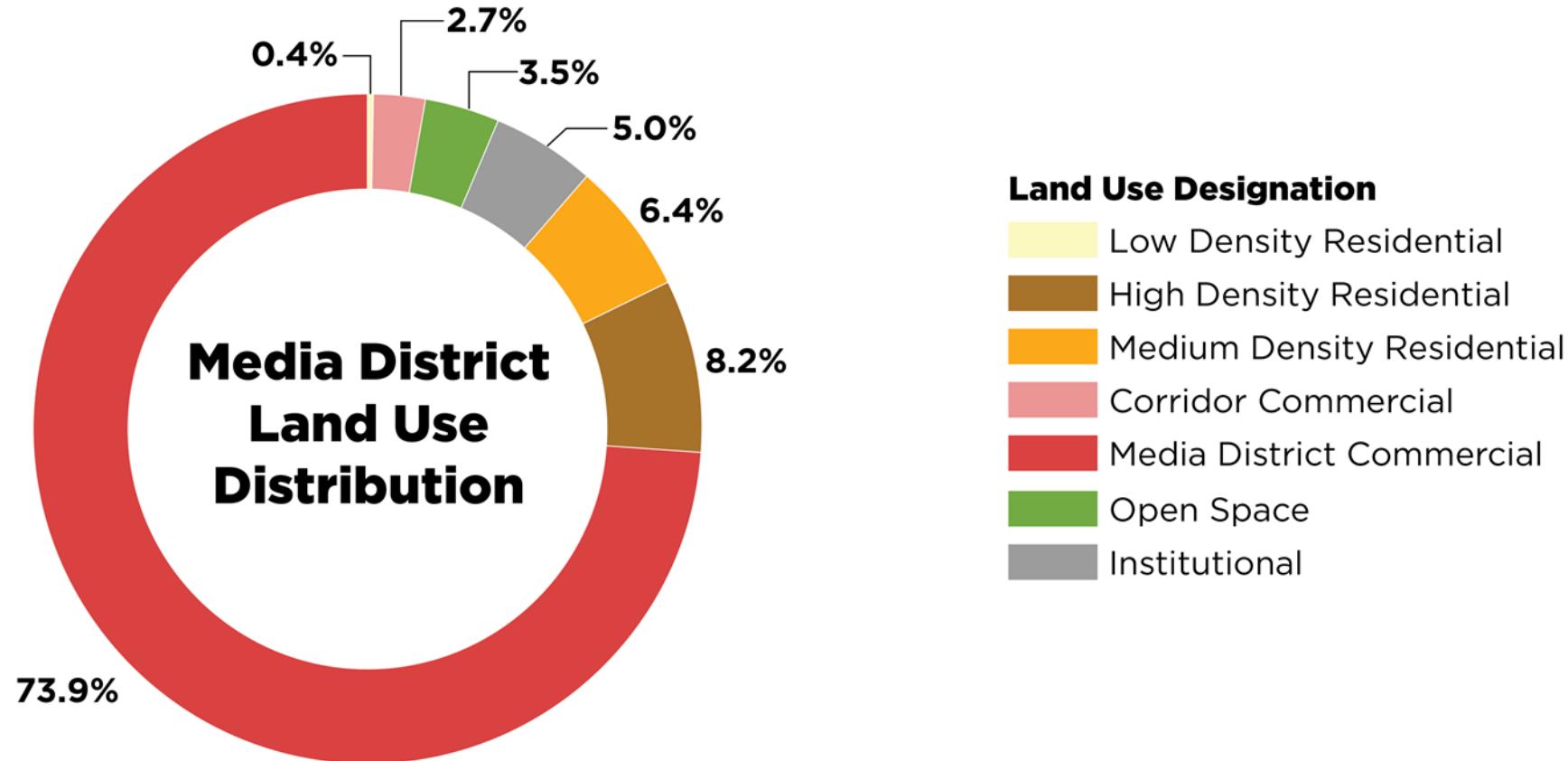


Land Use and Placemaking

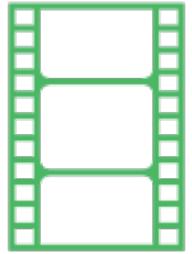
Media District Land Use



Media District Land Use



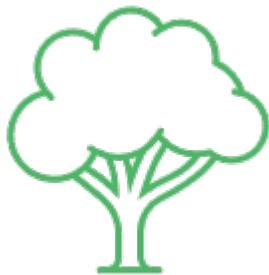
Media District Land Use



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

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

Burbank's Place Type Features of Interest

- Context, adjoining land uses
- Street frontage
- Lot size, geometry
- Existing use
- Existing development intensity

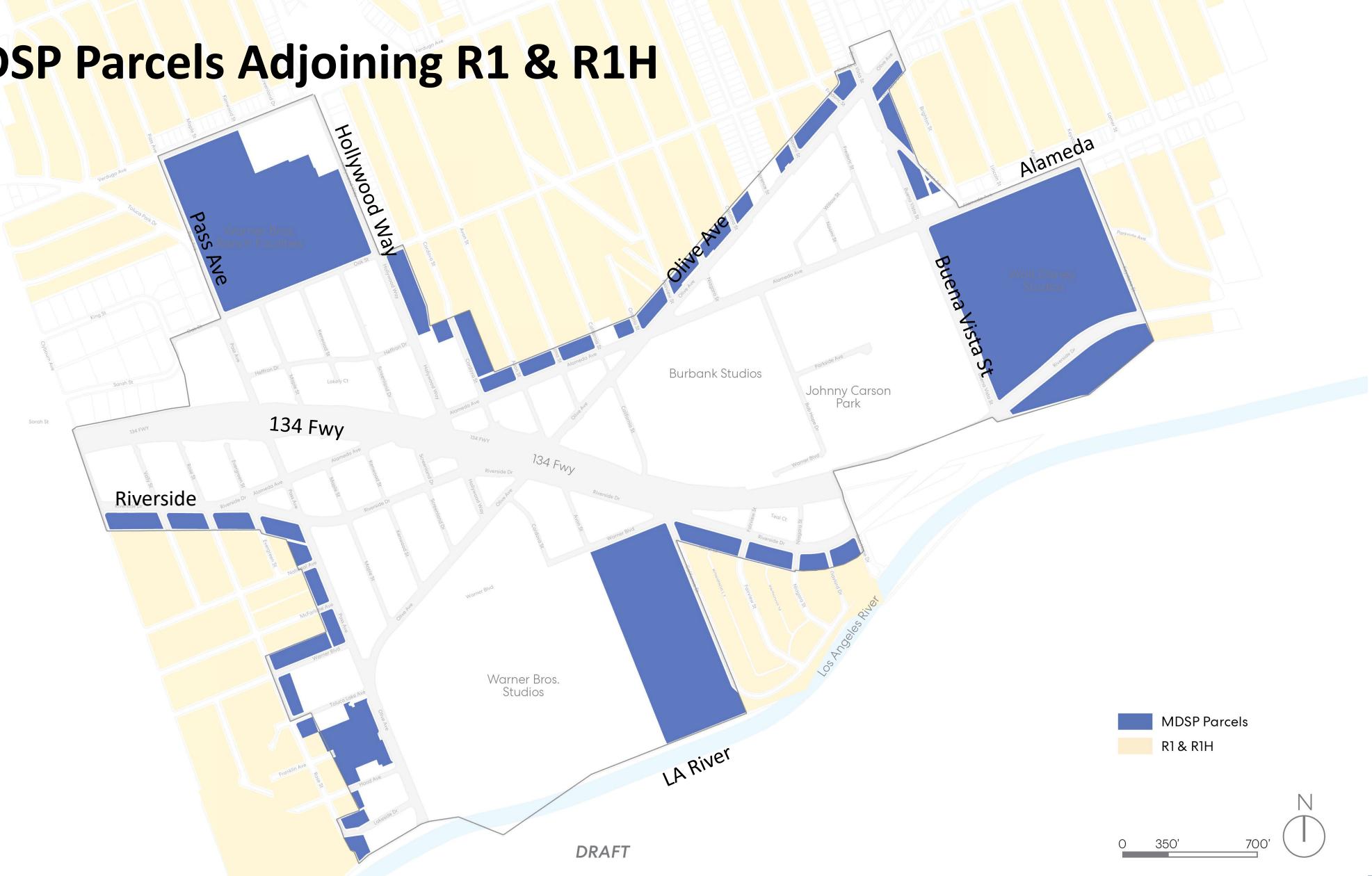
DRAFT MDSP Major Arterials



DRAFT MDSP Parcels Adjoining R1 & R1H



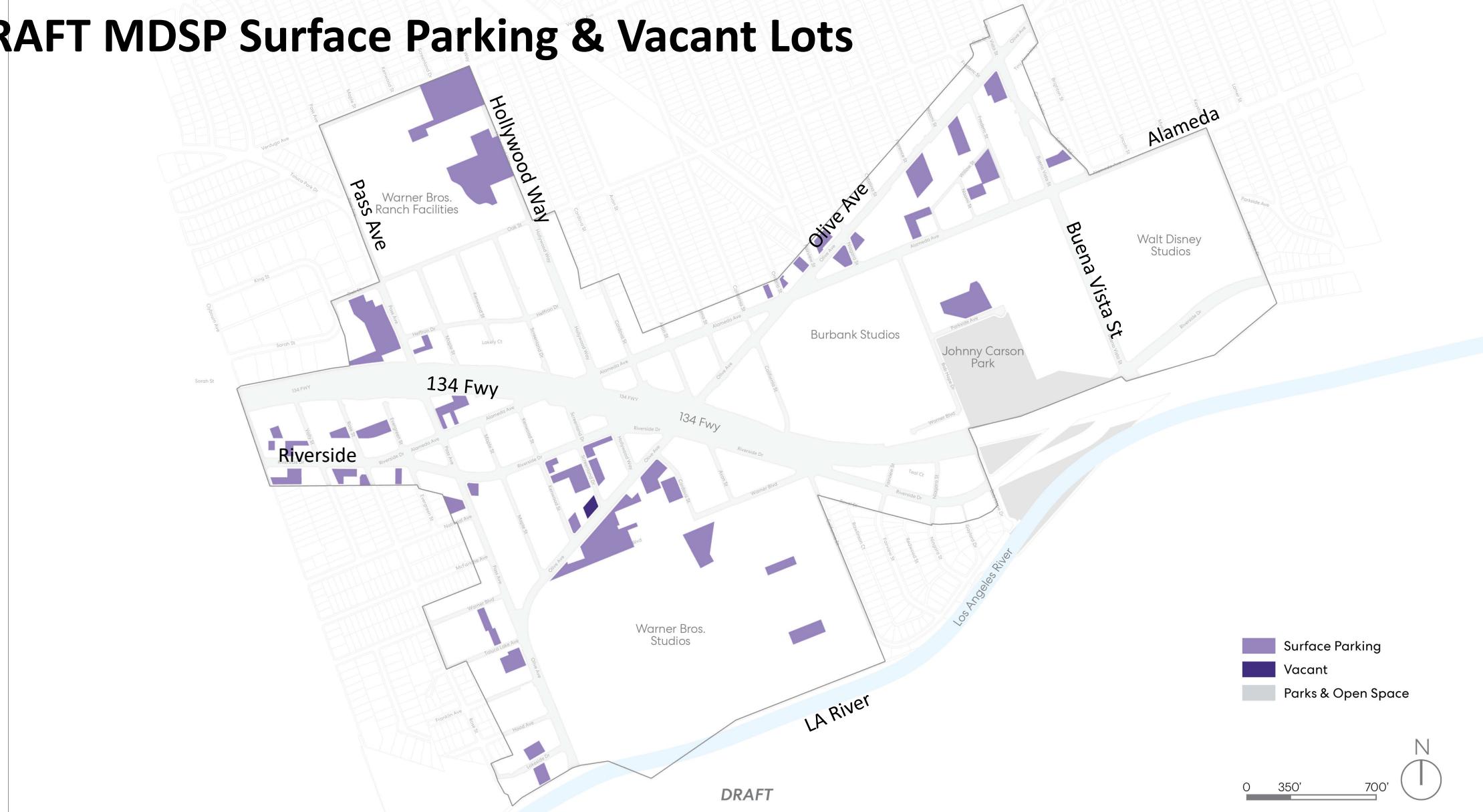
DRAFT MDSP Parcels Adjoining R1 & R1H



Surface Parking & Parcels



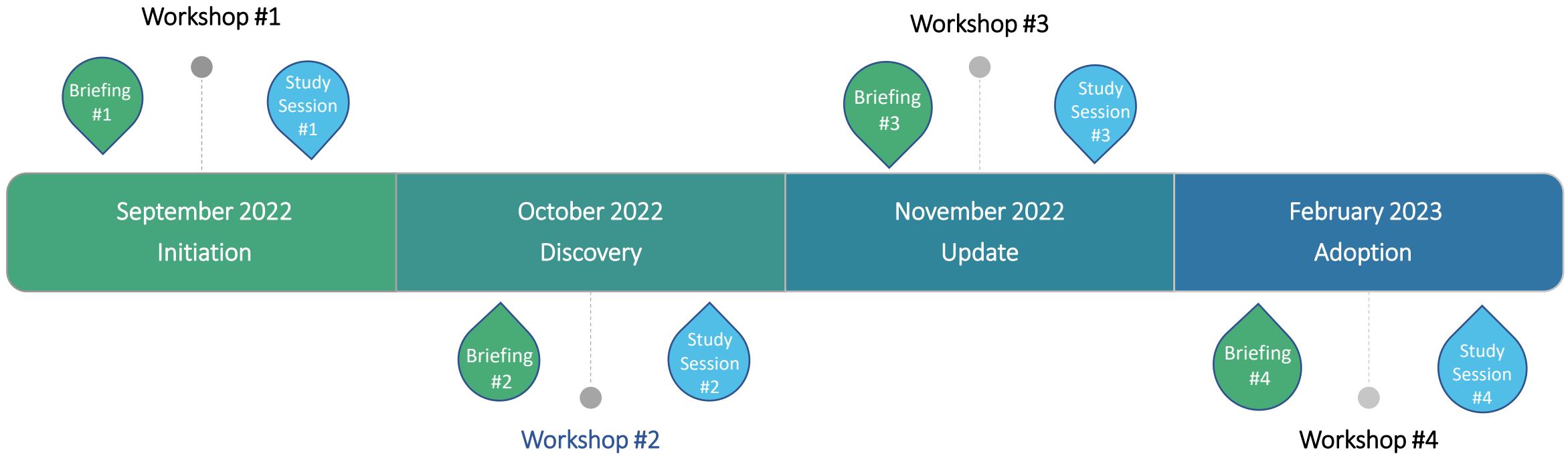
DRAFT MDSP Surface Parking & Vacant Lots





Upcoming Engagement

Community Engagement Timeline



Public Workshop and Online Activities

How to Provide Input

- Attend the Virtual Public Workshop
- Use our online commenting tool at:
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

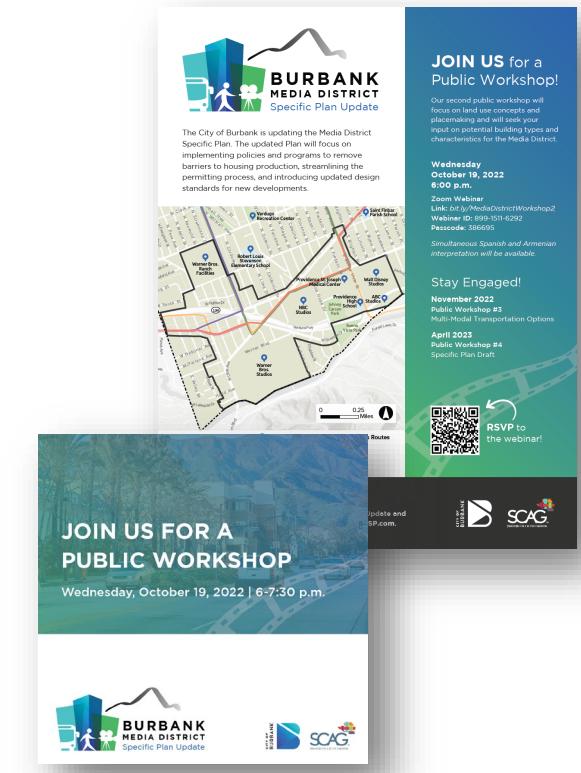
Online Via Zoom

[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 to request additional resources to help communicate with your networks



Considerations

- 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:

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