



DOWNTOWN BURBANK TOD SPECIFIC PLAN CITY COUNCIL TOWNHALL MEETING

27 October 2020



MOULE & POLYZOIDES

KOSMONT

STUDIO-MLA

FEHR & PEERS

FUSCOE

ARELLANO

PROJECT BACKGROUND

I. WHY ARE WE HERE?

1. Community desire to:

- Stabilize jobs/housing imbalance by introducing more affordable and workforce housing: 12,000 units in next 15 years
- Not just introduce buildings but create beautiful, safe, and thriving community
- Re-envision the Downtown as a walkable, transit-oriented mixed-use place
- Protect existing neighborhoods

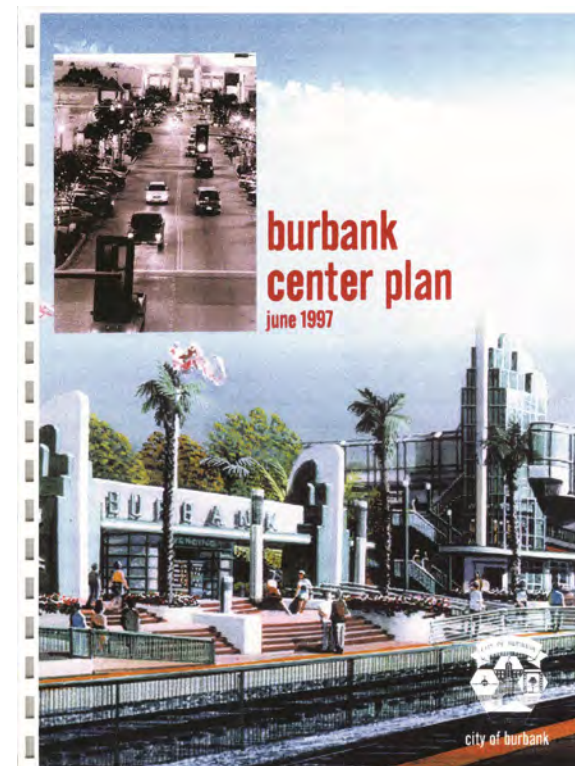


I. WHY ARE WE HERE?

2. State Housing Mandates

- Housing production and affordability are issues of Statewide concern.
- State mandates require more housing production locally.
- Burbank's Regional Housing Needs Assessment (RHNA) Allocation = produce 8,700 units by 2028.

3. 1997 Burbank Center Plan is out-of-date and inconsistent with 2035 General Plan.



II. STUDY AREA



III. PROJECT SCOPE

1. Lead inclusive community outreach process
2. Prepare a new transit-oriented development (TOD) Specific Plan
3. Amend the General Plan as necessary for Specific Plan consistency
4. Zone text amendment to streamline development process
5. Update the City's Travel Demand Model to measure Vehicle Miles Traveled (VMT) as required by Senate Bill 743 CEQA guidelines
6. Advance relevant environmental clearance through a program level Environmental Impact Report (EIR)
7. Develop a VMT evaluation tool for incoming development projects



IV. OUTREACH PLAN

Goal: Engage the community as a partner in envisioning their Downtown as a walkable, mixed-use, place

Strategies:

- Create website as “home base”
- Get the word out and direct people to website and social media
- Generate email list to keep people updated and informed
- Provide various avenues for input
 - Comment form on website
 - Surveys
 - Stakeholder/focus group meetings (virtual or in-person)
 - City Council, Boards, and Commissions
 - Workshops (virtual or in-person)
 - Local civic meetings (virtual or in-person)



ANALYSIS



V. ISSUES

1. Weak sense of place



V. ISSUES

2. Generic architectural character



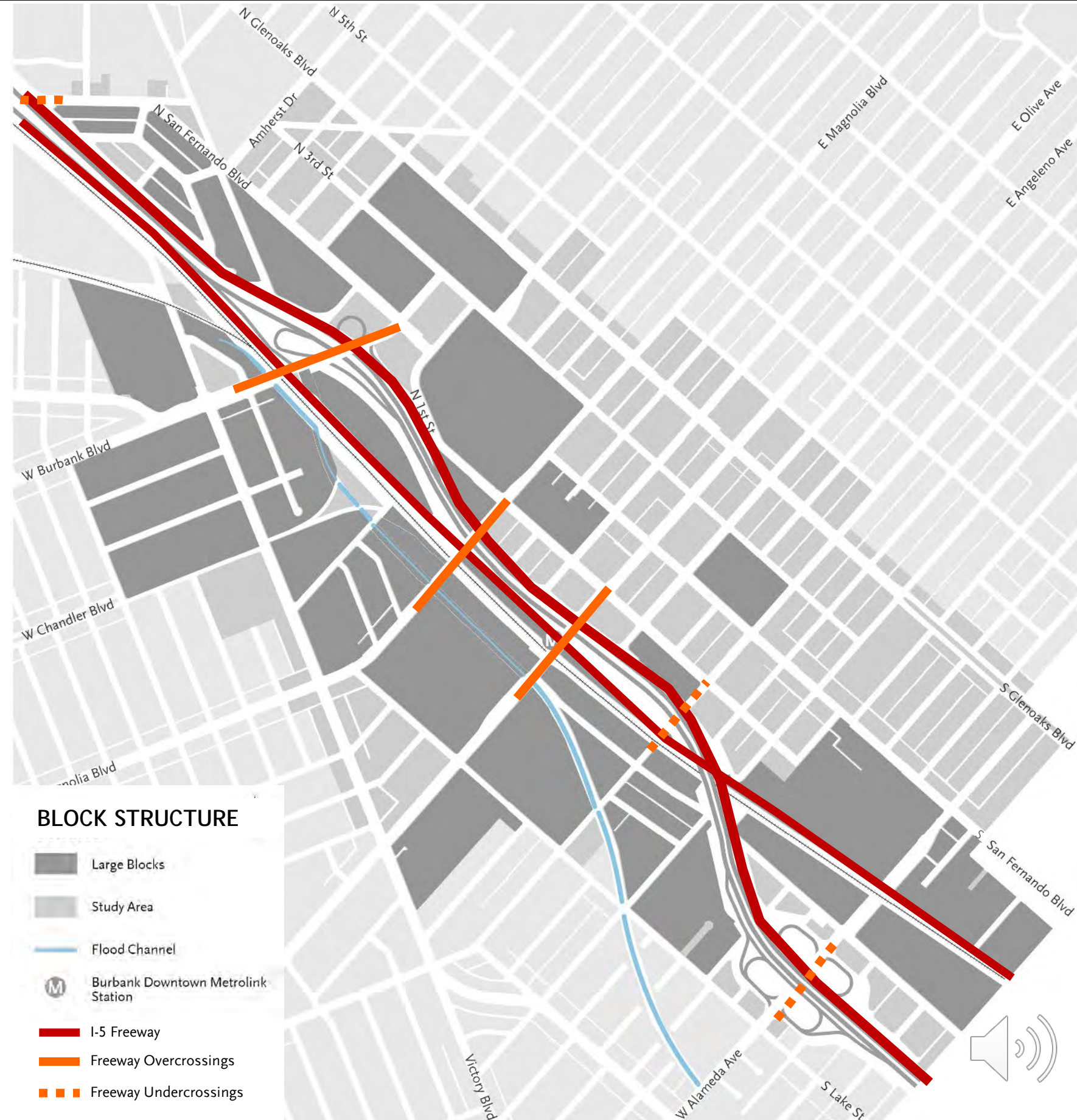
V. ISSUES

3. Jobs Housing Imbalance:
3 times as many jobs as
available housing units



V. ISSUES

4. Poor Connectivity



V. ISSUES

5. Deficient Public Realm

FRONTAGE QUALITY








-  Pedestrian-Oriented Frontage
-  Pedestrian-Hostile Frontage
-  No Frontage
-  Study Area
-  Flood Channel
-  Burbank Downtown Metrolink Station

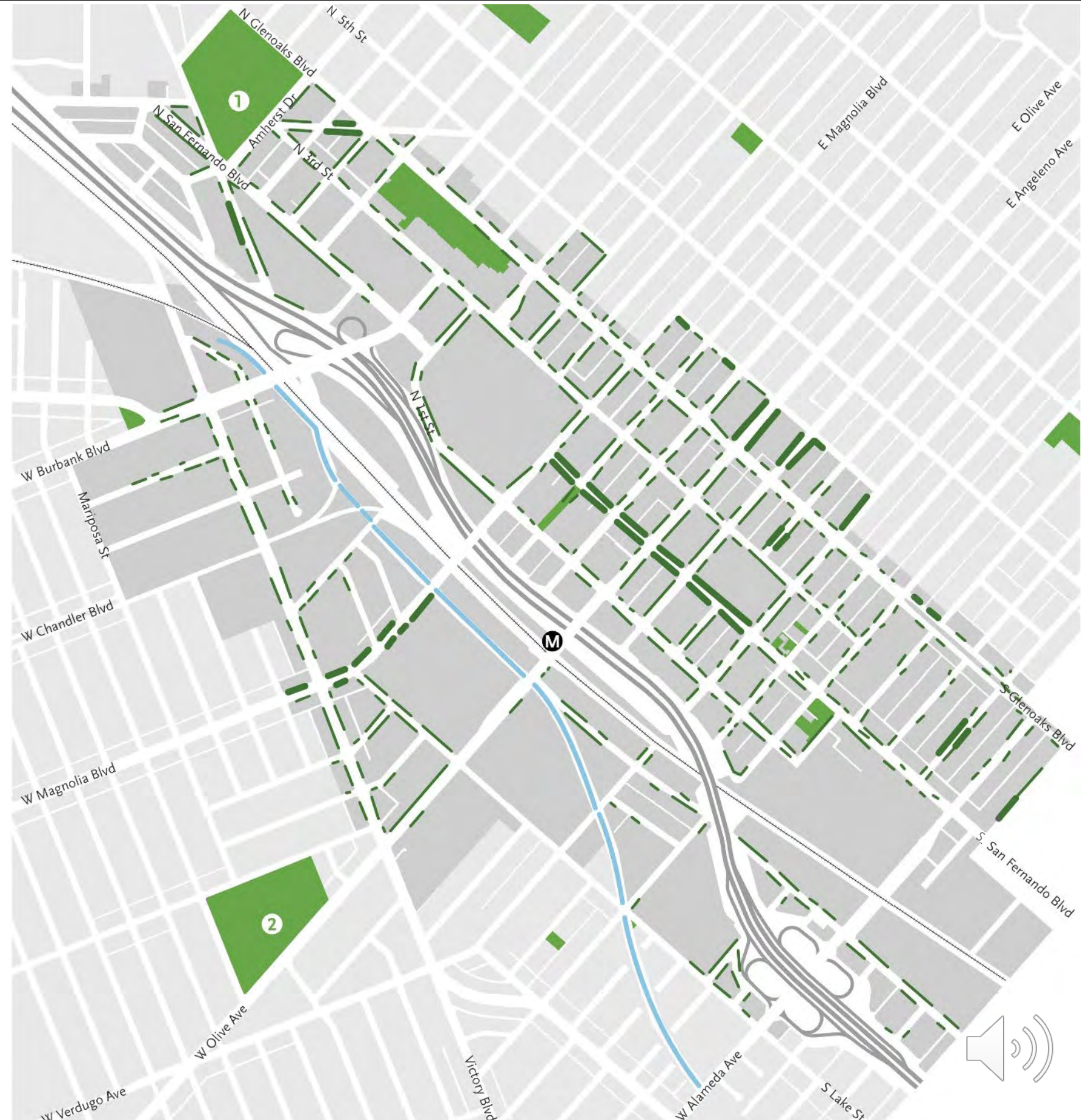


V. ISSUES

5. Deficient Public Realm

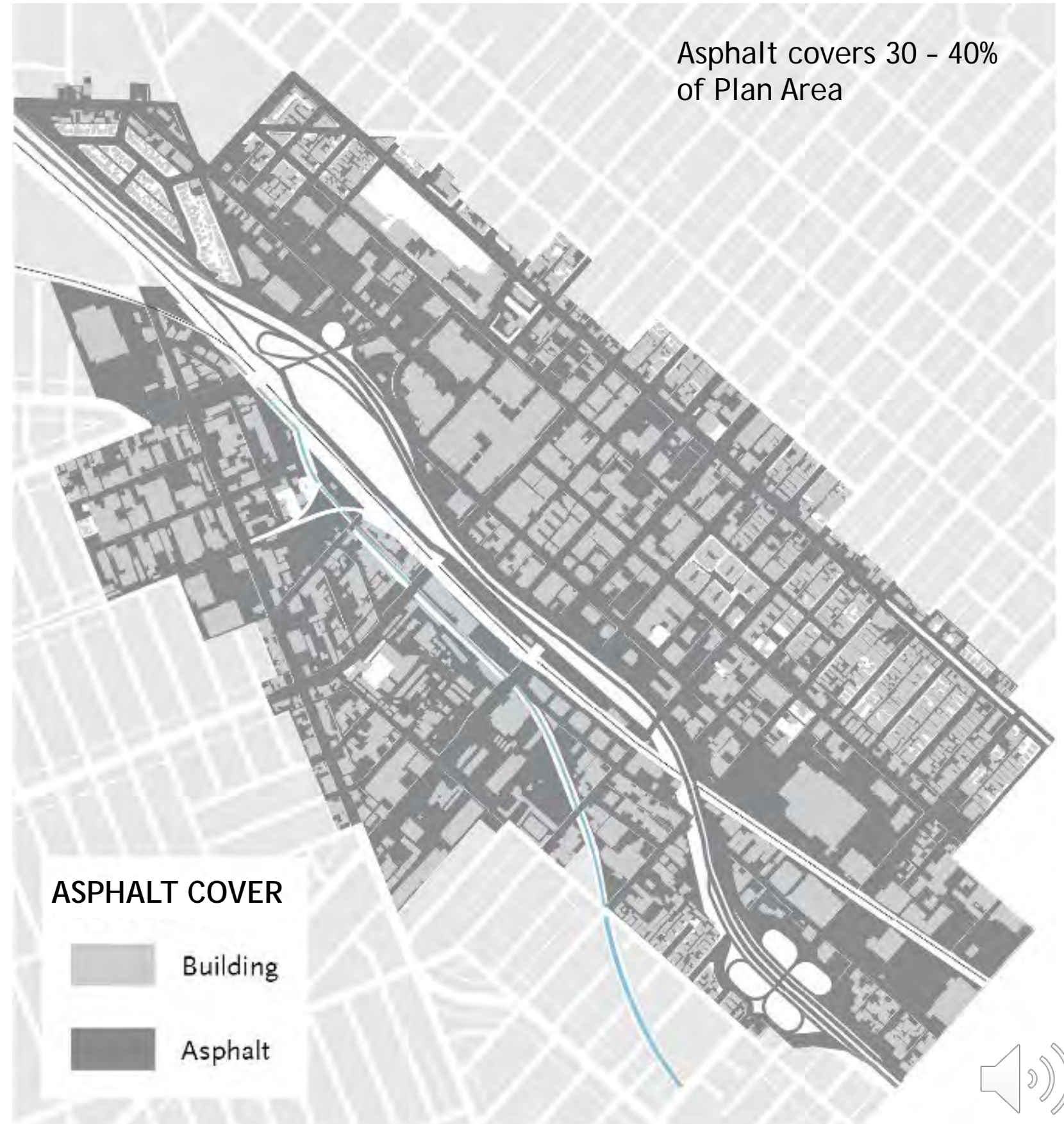
OPEN SPACE

-  Open Space
-  Livable Street Environments
-  McCambridge Park
-  George Izay Park
-  Study Area
-  Flood Channel
-  Burbank Downtown Metrolink Station



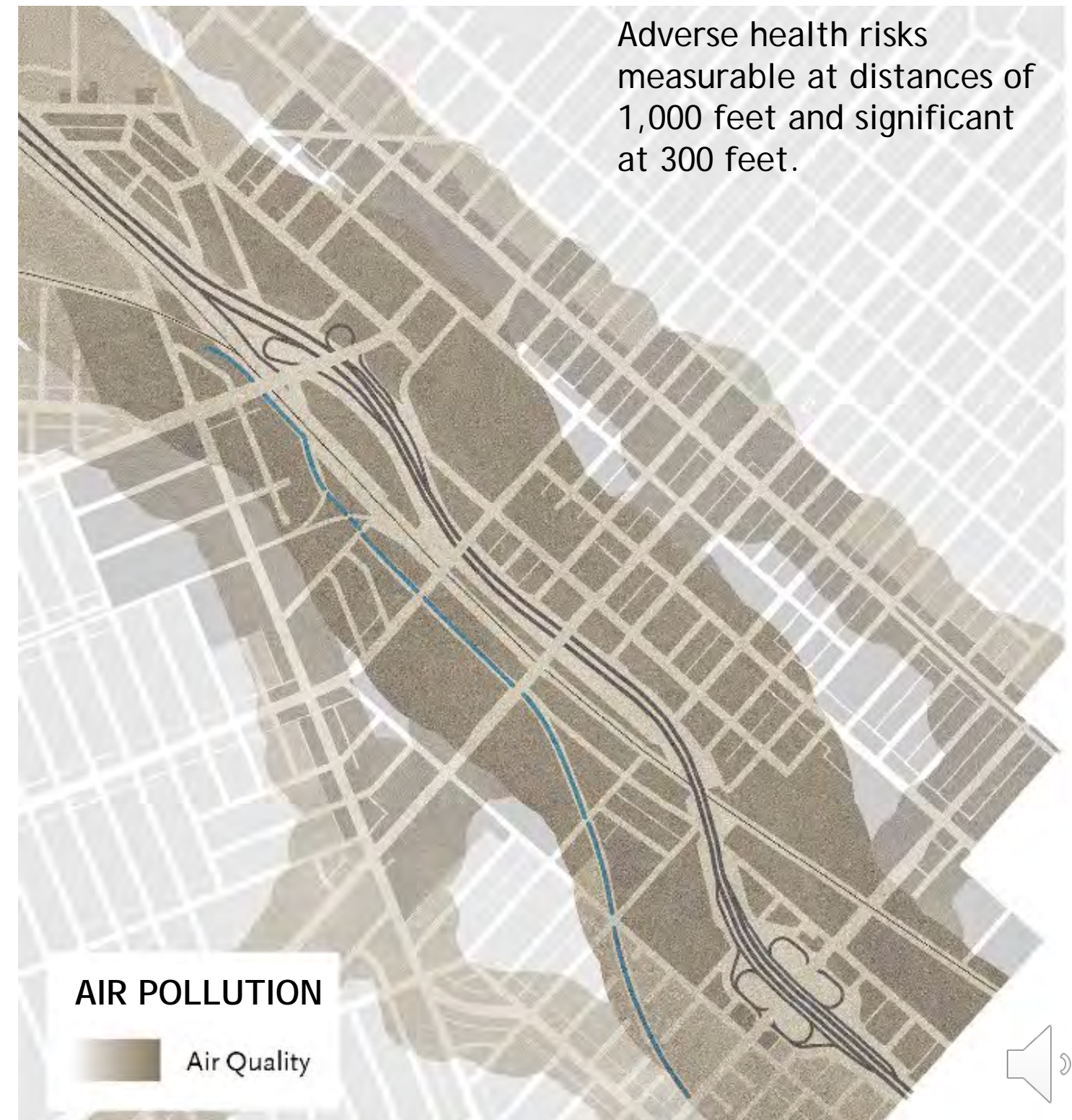
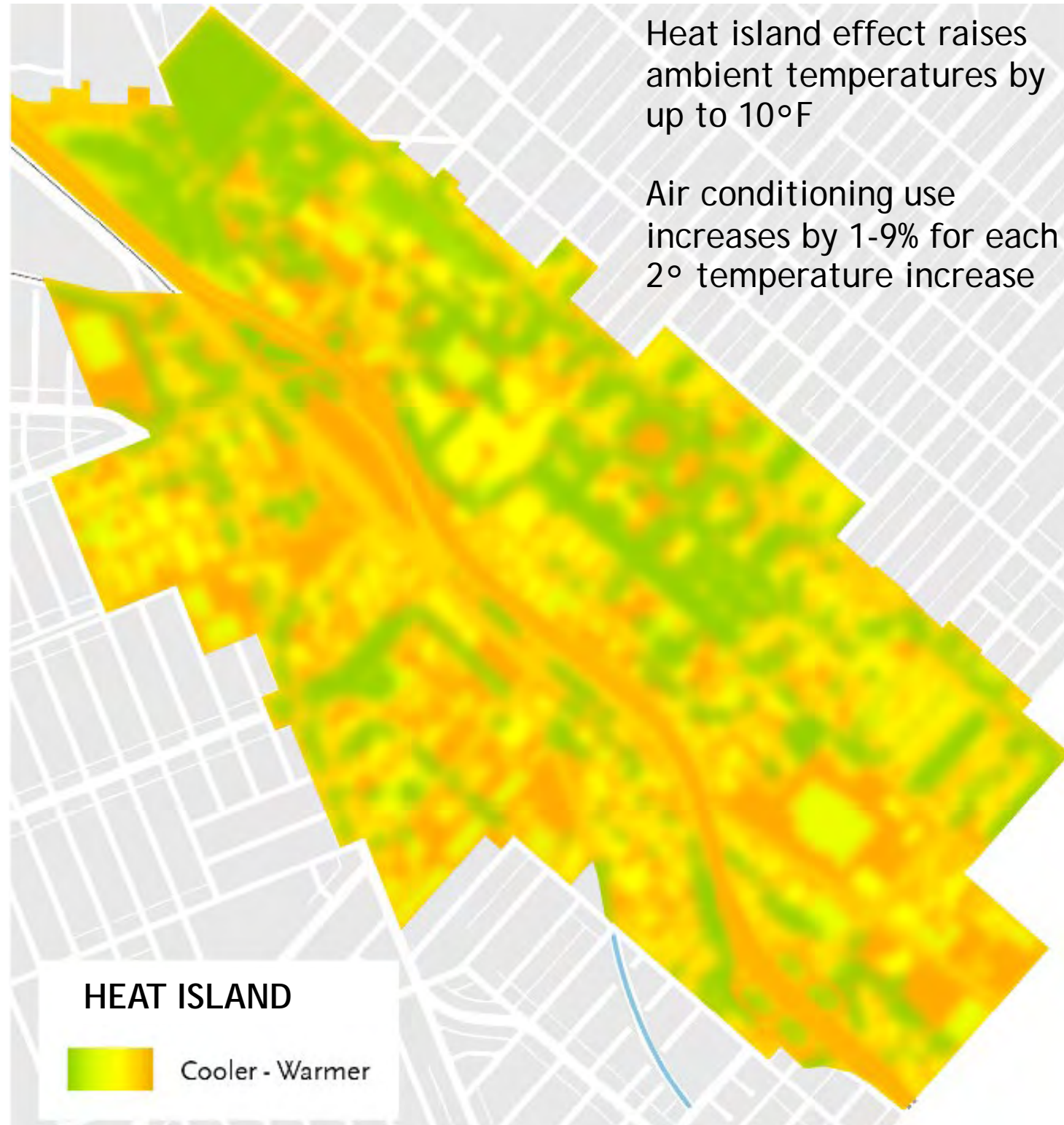
V. ISSUES

6. Environmental deficits



V. ISSUES

6. Environmental deficits

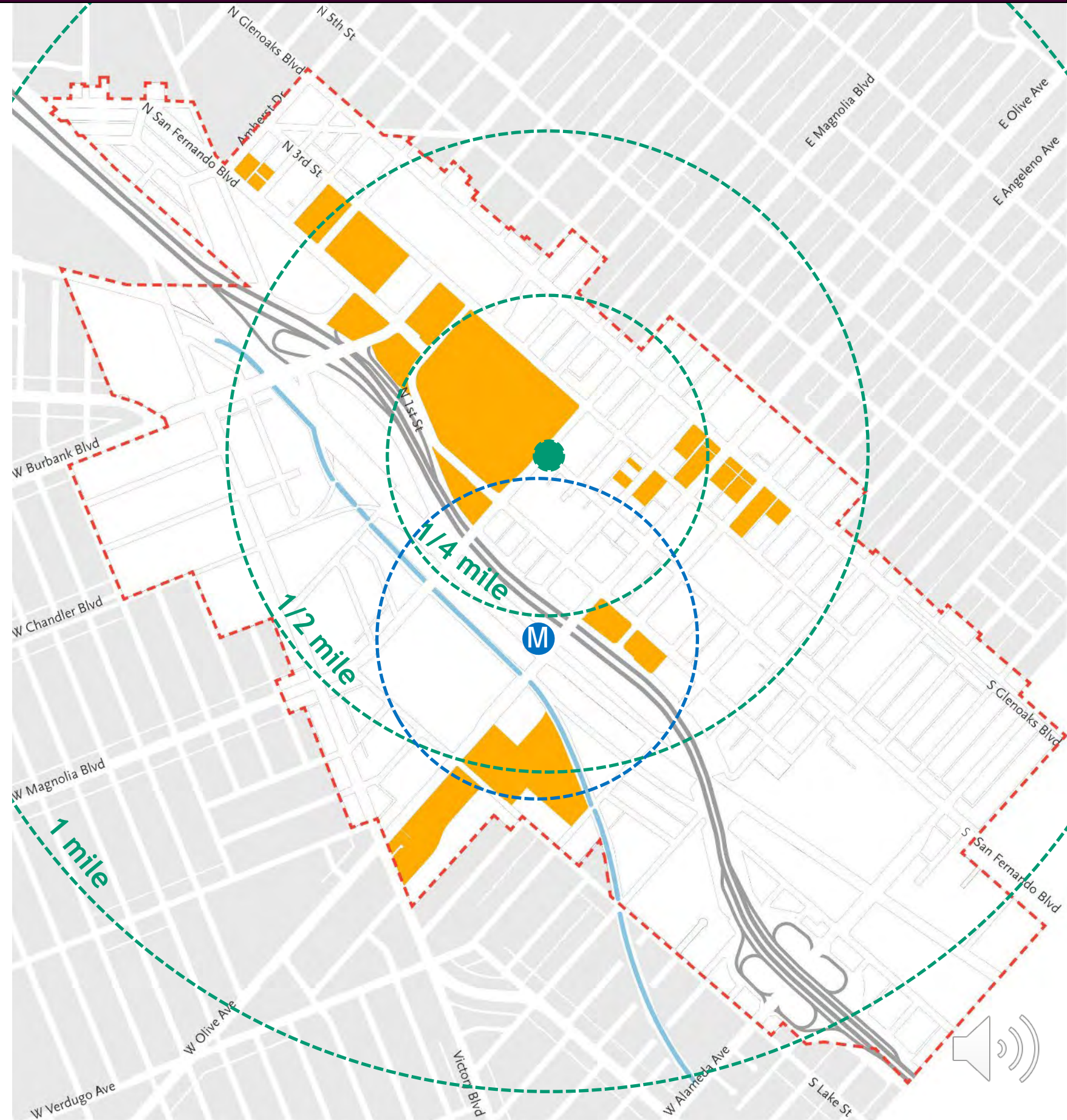


V. ISSUES

7. Most Opportunity Sites are far from the Metrolink Station and the Heart of Downtown

OPPORTUNITY SITES

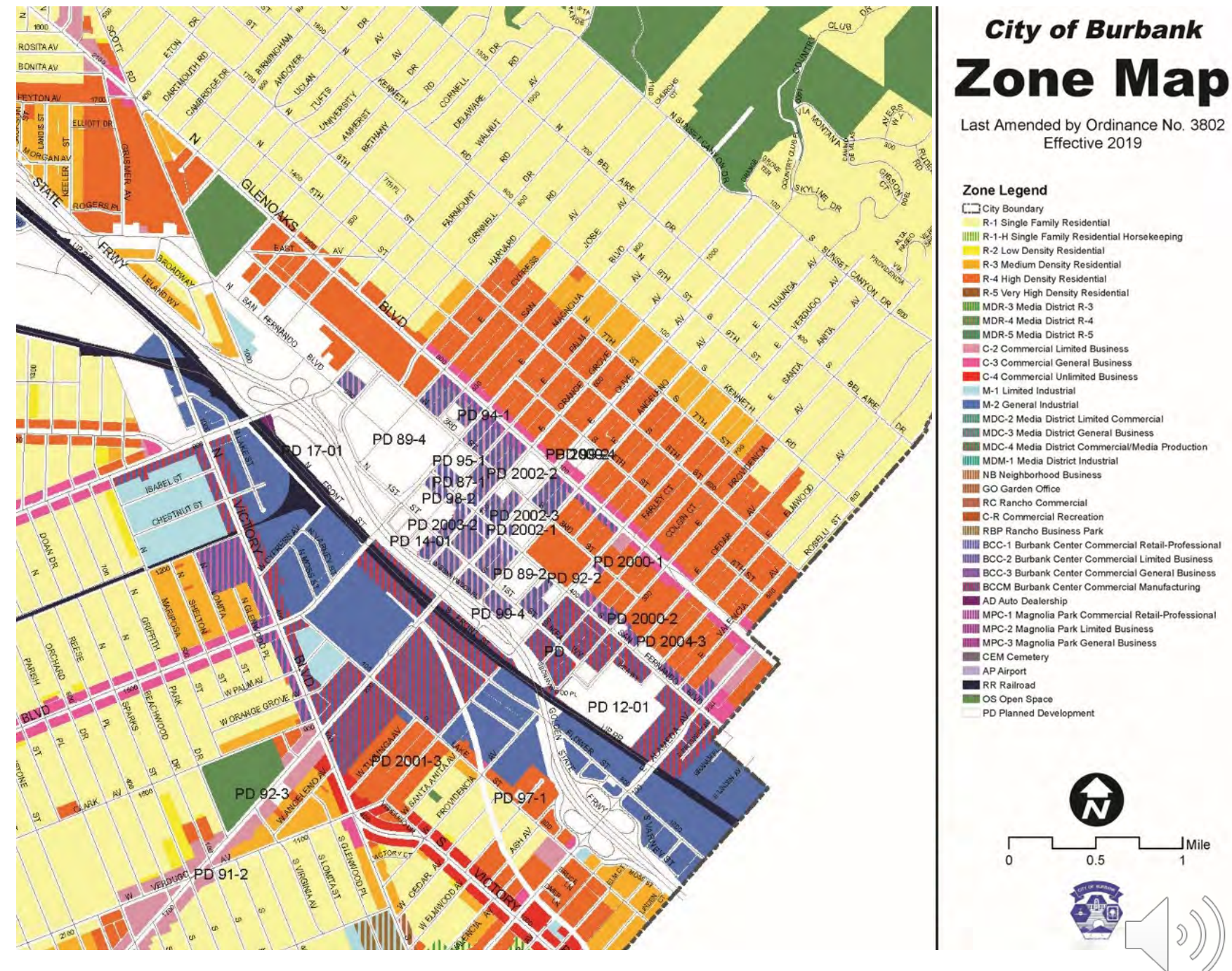
-  City-identified Opportunity Sites
-  Additional Infill Sites
-  Study Area Boundary
-  Flood Channel
-  Burbank Downtown Metrolink Station



V. ISSUES

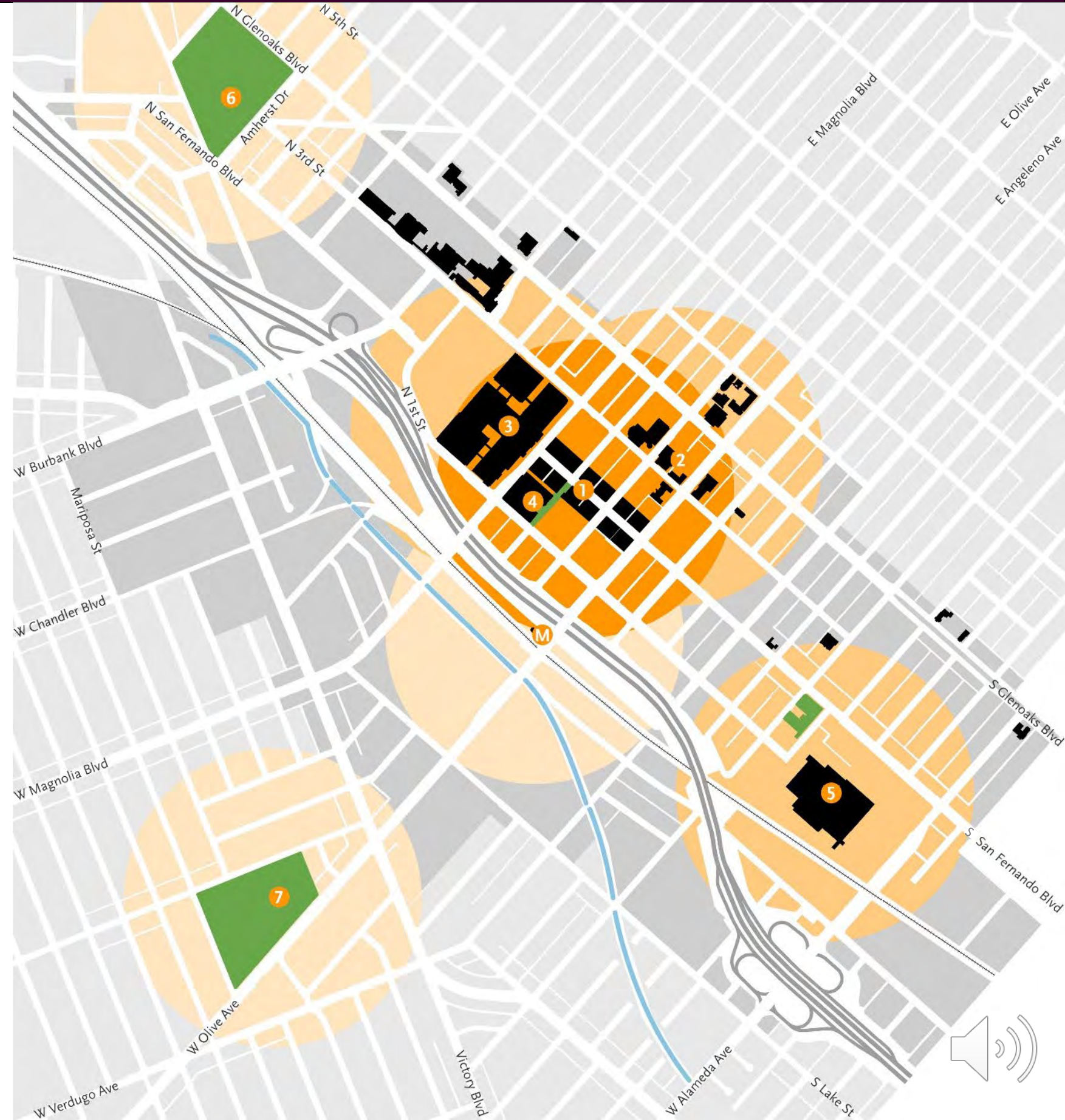
8. The current code is outdated and confusing:

- Emphasizes commercial over residential uses
- Contains contradictory, complicated, and ineffective standards
- Its Floor Area Ratio (FAR) basis causes unpredictable building form
- Needs objective standards for mixed-use design that reflect community vision



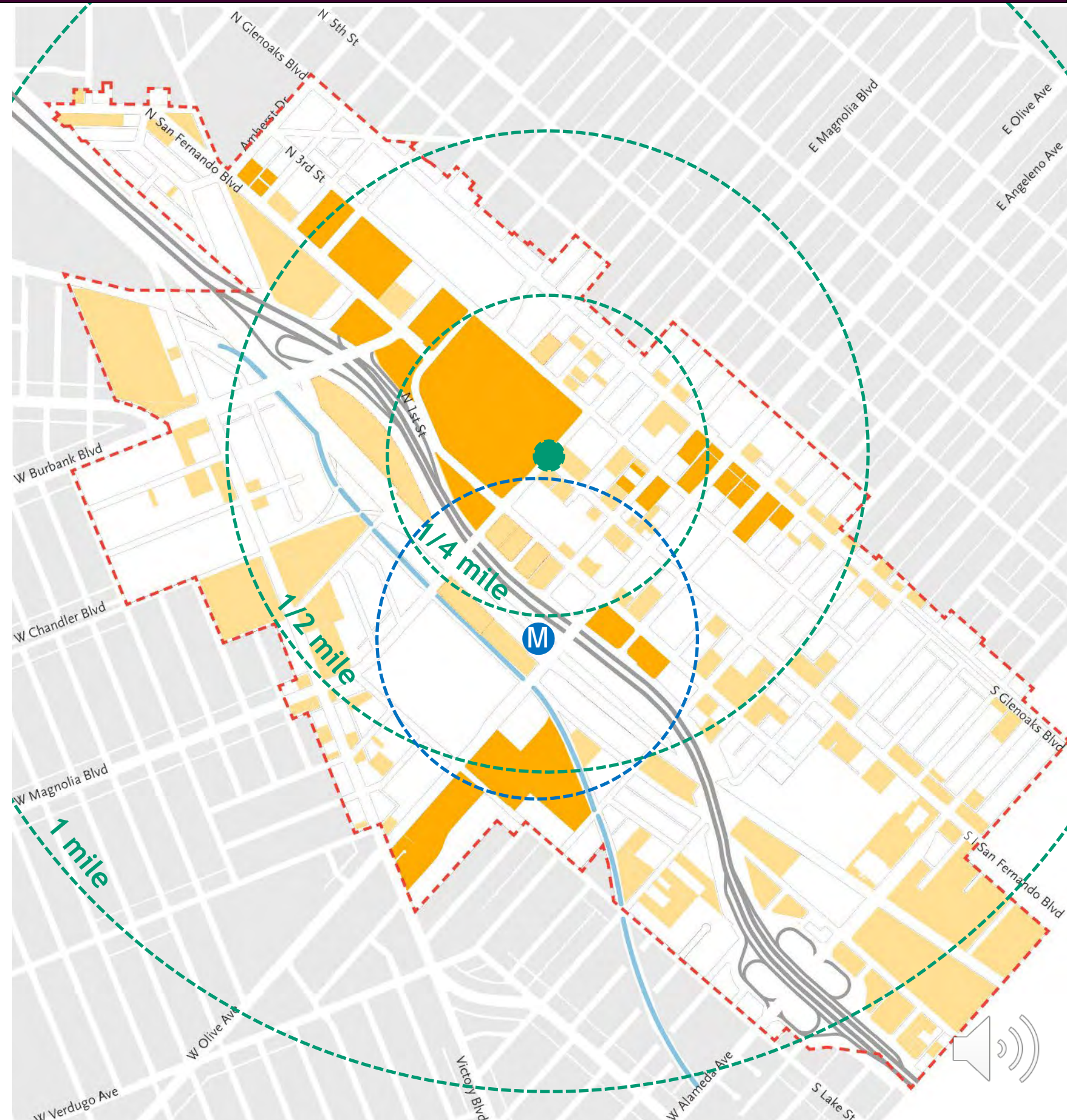
VI. FAVORABLE CONDITIONS

1. Three blocks of San Fernando as seed of a good downtown



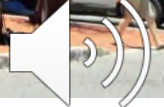
VI. FAVORABLE CONDITIONS

2. Many additional development sites throughout Downtown



VI. FAVORABLE CONDITIONS

3. High market demand for future mixed-use housing



VI. FAVORABLE CONDITIONS

4. Very wide rights-of-ways allow for transformation of public realm



VI. FAVORABLE CONDITIONS

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VII. DRAFT VISION STATEMENT

A vibrant, urban, transit-oriented, mixed-use Downtown of:

- Beautiful tree lined, multi-modal streets that are safe and accessible to all;
- Inviting parks and plazas; and
- Beautiful buildings that together create an active and bustling central district surrounded by inviting and genuine neighborhoods.

A place where people truly want to live, work, shop, visit, and play!



VIII. DRAFT GUIDING PRINCIPLES

1. Ensure DT SP Plan consistency with other plans underway.
2. Maintain and enhance Downtown's prominent shopping and entertainment offerings.
3. Create safe, distinct, beautiful, and thriving neighborhoods and districts.
4. Protect existing residential neighborhoods.



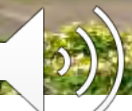
VIII. DRAFT GUIDING PRINCIPLES

5. Promote transit-oriented infill development.
6. Introduce much needed housing at all levels of affordability.
7. Create a pedestrian-friendly environment.
8. Utilize sustainable building and streetscape design and green infrastructure.



VIII. DRAFT GUIDING PRINCIPLES

9. Enhance all modes of access.
10. Implement a range of parking management strategies.
11. Create objective, transit-supportive development and design standards.
12. Implement community benefits and public improvements.



IX. PROJECT SCHEDULE

