



# DOWNTOWN BURBANK TOD SPECIFIC PLAN WORKSHOP #1

19 November 2020



MOULE & POLYZOIDES

KOSMONT

STUDIO-MLA

FEHR & PEERS

FUSCOE

ARELLANO



# LANGUAGE SETUPS

1. Español
2. հայերեն

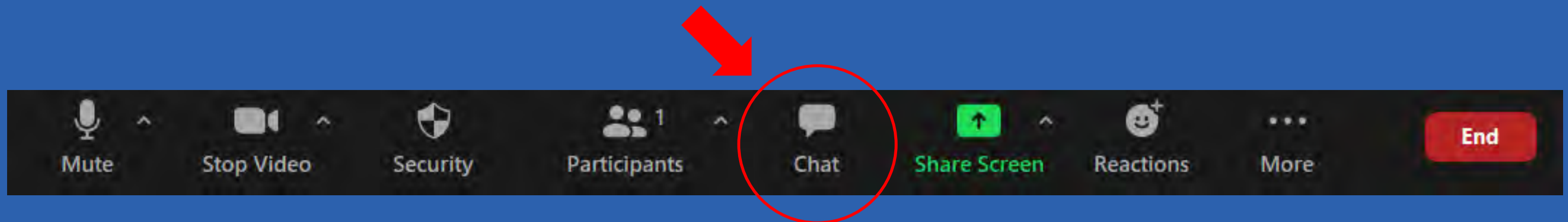


# WORKSHOP AGENDA

- I. Webinar Logistics
- II. How to Provide Feedback
- III. Project Overview
- IV. Analysis
- V. Guiding Principles
  - Comments, Q&A, and Polls
- VI. Vision Statement
- VII. Wrap Up
  - Comments and Q&A

# I. WEBINAR LOGISTICS

- Your video will be turned off during this webinar and you have been automatically muted.
- You will have an opportunity to provide voice comments during the Q&A/comment sessions. Instructions will be provided later.
- You may leave comments anytime during this webinar. Please press the “Chat” button in the toolbar at the bottom of your screen.



- This presentation is being recorded and will be available on the Downtown Burbank TOD Website following the webinar:

<http://www.DowntownBurbankTOD.com>

## II. HOW TO PROVIDE FEEDBACK

- Q&A Sessions during this webinar
- Chat feature during this webinar
- Take the Online Survey and provide Comments:  
<http://www.DowntownBurbankTOD.com>
- Email comments to: [lbechet@burbankca.gov](mailto:lbechet@burbankca.gov)

# III. PROJECT OVERVIEW

# WHY ARE WE HERE?

- 1997 Burbank Center Plan and 2012 San Fernando Boulevard Master Plan are out-of-date.
- Funding from Metro and HCD to create a new specific plan.
- Jobs/Housing Imbalance.
- Burbank's Regional Housing Needs Assessment (RHNA) Allocation = production of 8,700 units by 2028.
- City Council goal to introduce 12,000 housing units citywide by 2035.



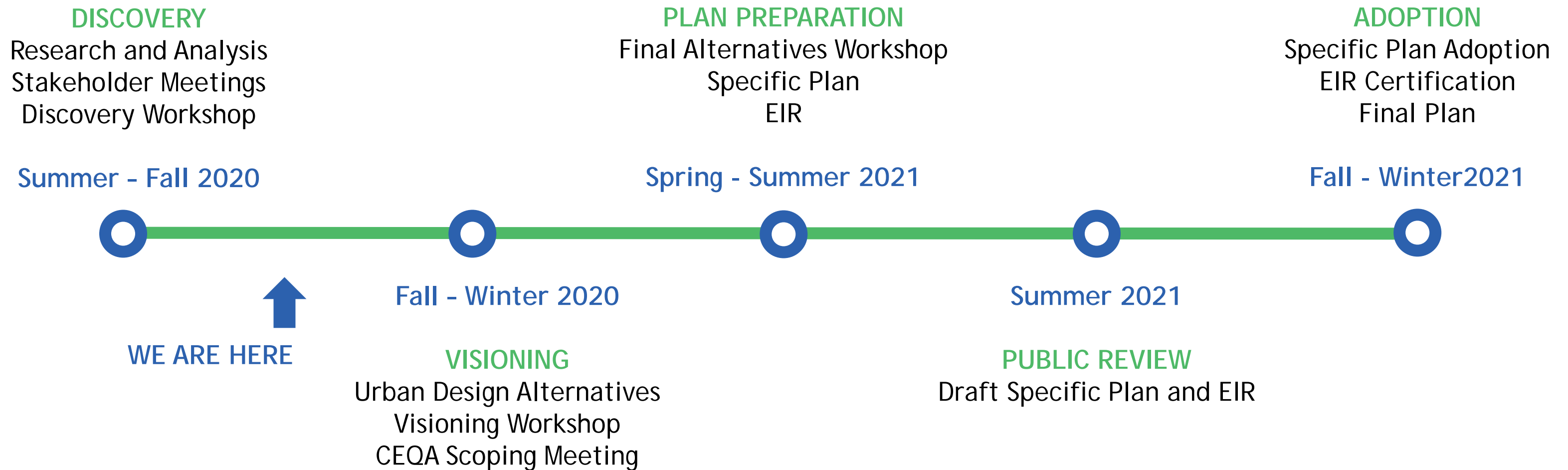
# WHY ARE WE HERE?

- Develop a common Vision and Guiding principles to:
  - Stabilize jobs/housing imbalance by introducing more housing, including workforce and affordable housing.
  - Not just build buildings, but create a beautiful, safe, and thriving downtown.
  - Re-envision Downtown as a walkable, transit-oriented, mixed-use place.
  - Protect existing neighborhoods.





# PROJECT SCHEDULE



# PROJECT AREA



# IV. ANALYSIS



# 1. Weak sense of place and generic architectural character.



## 2. Poor relationship between buildings and street/sidewalk.

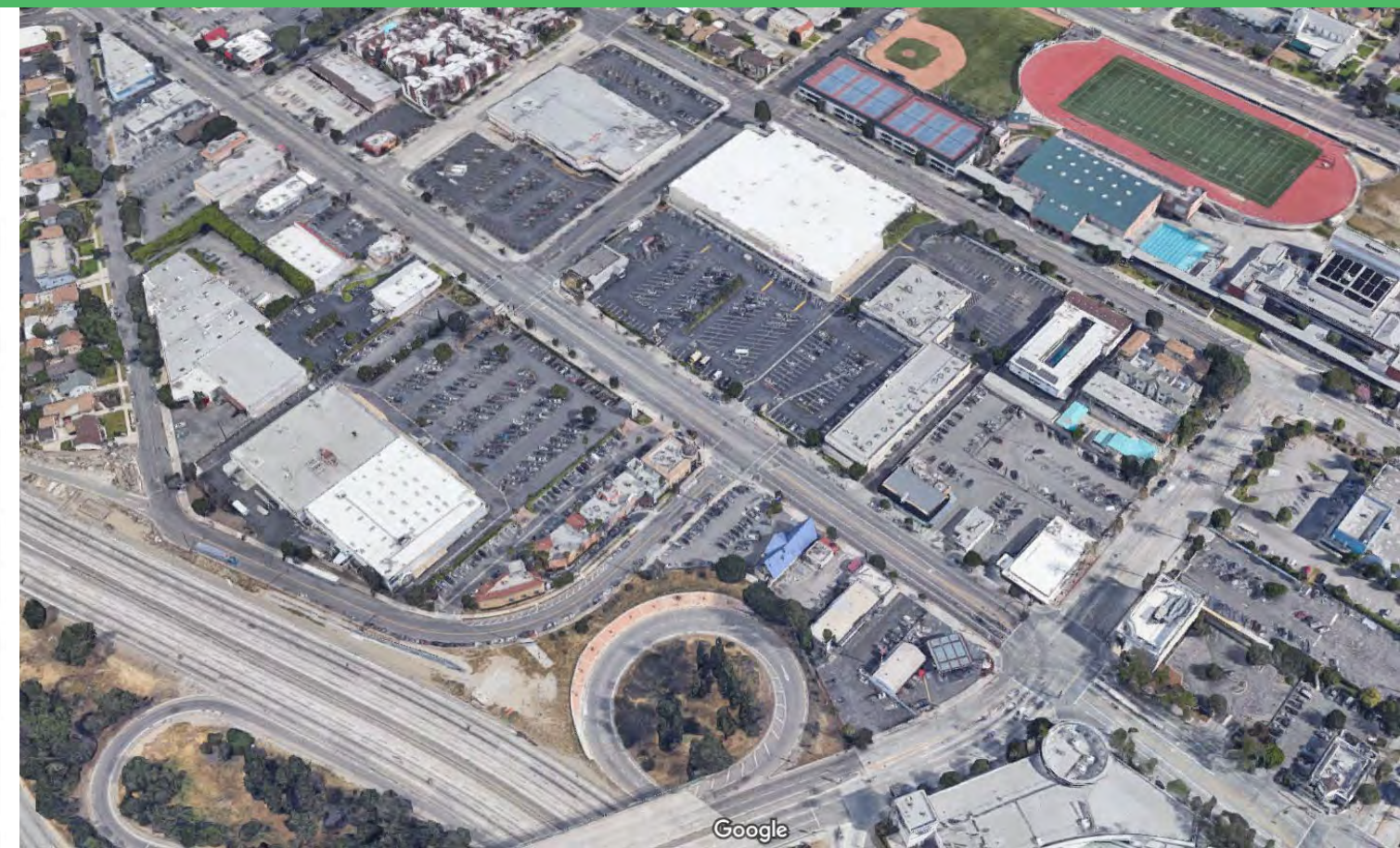


### 3. Scarce open space and missing street trees.



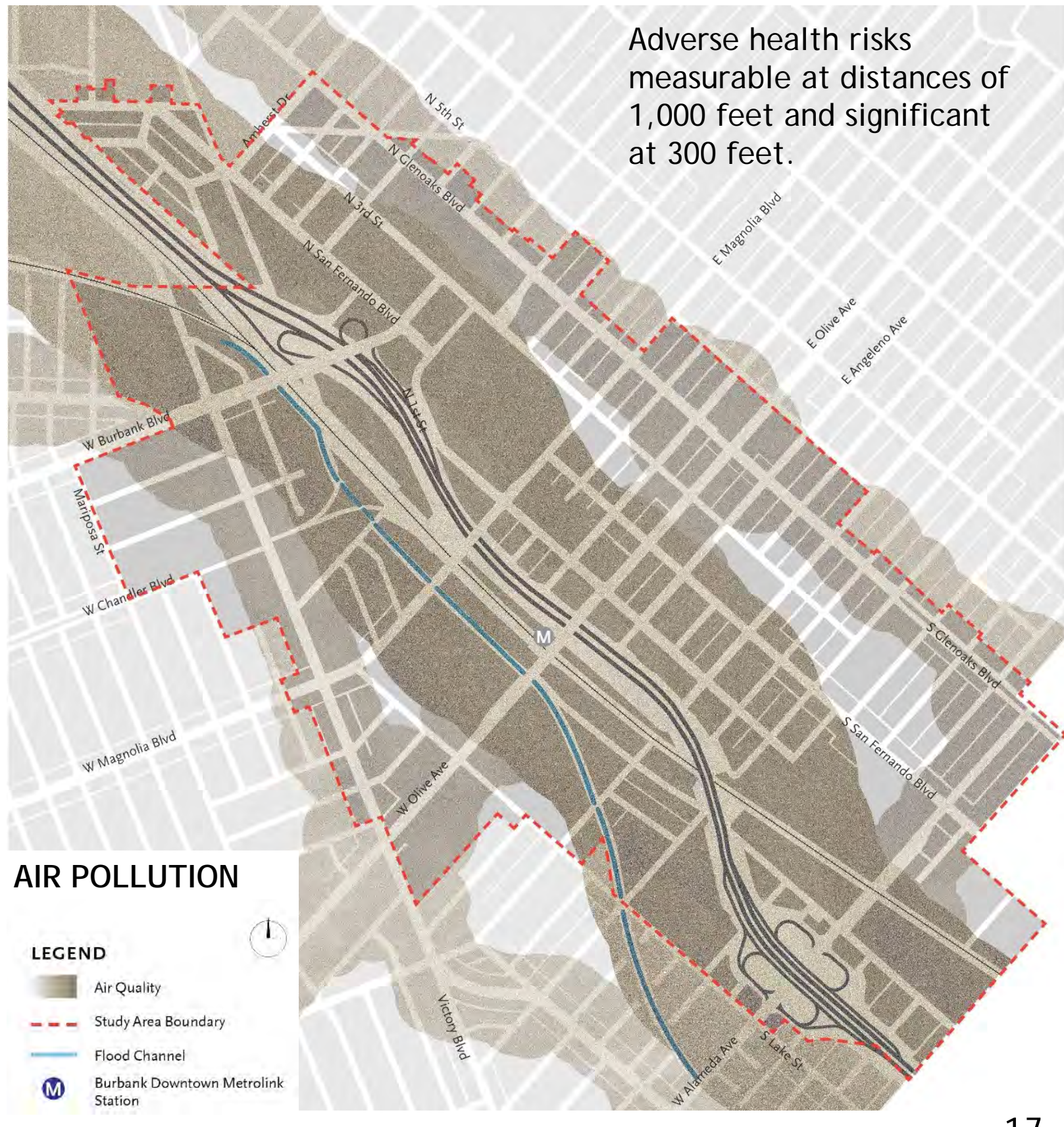
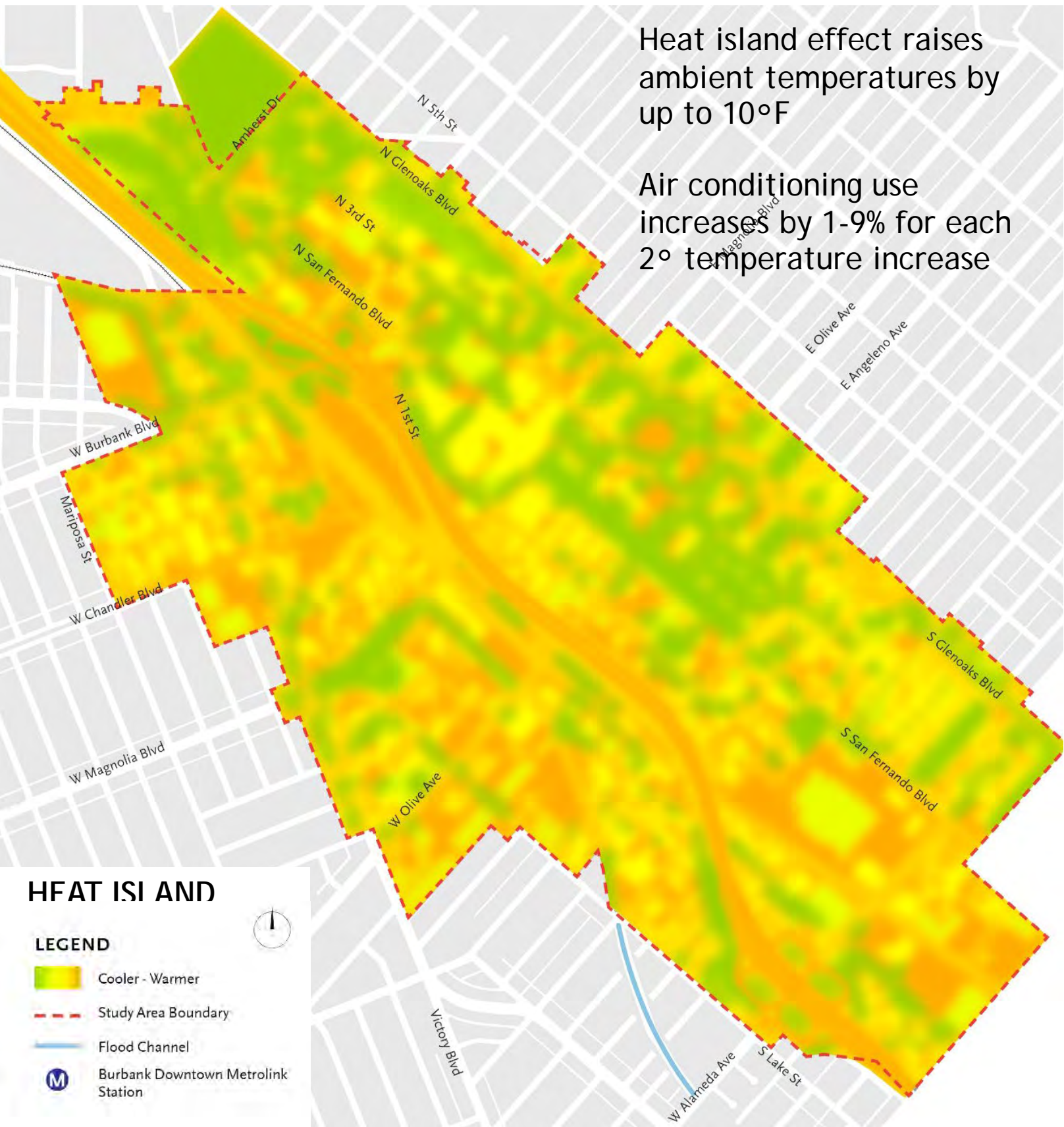
# 4. Excess asphalt cover.

Asphalt covers 30 - 40% of Plan Area





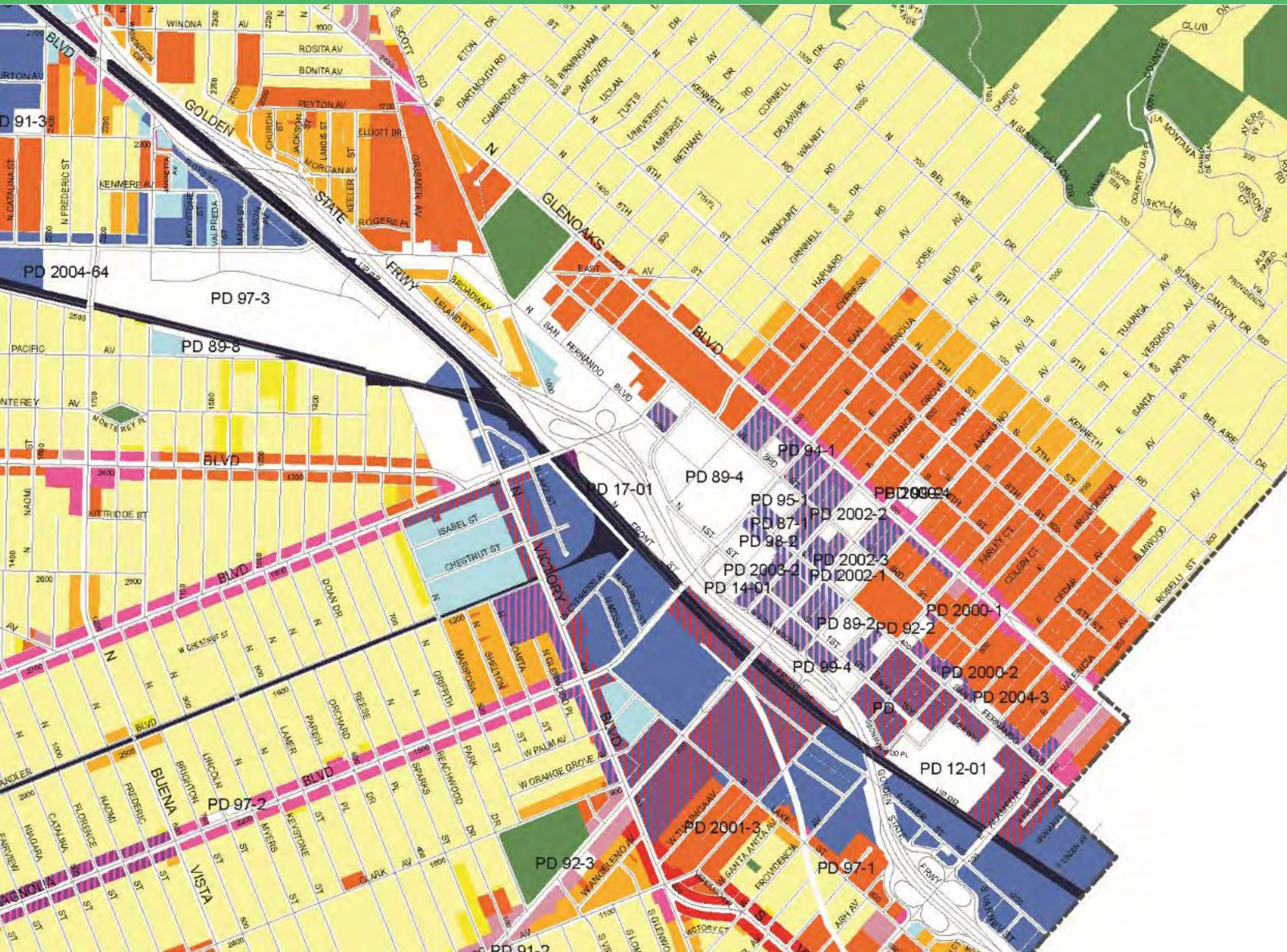
# 5. Environmental deficits.



# 6. Poor connectivity.



# 7. The current code is outdated and confusing



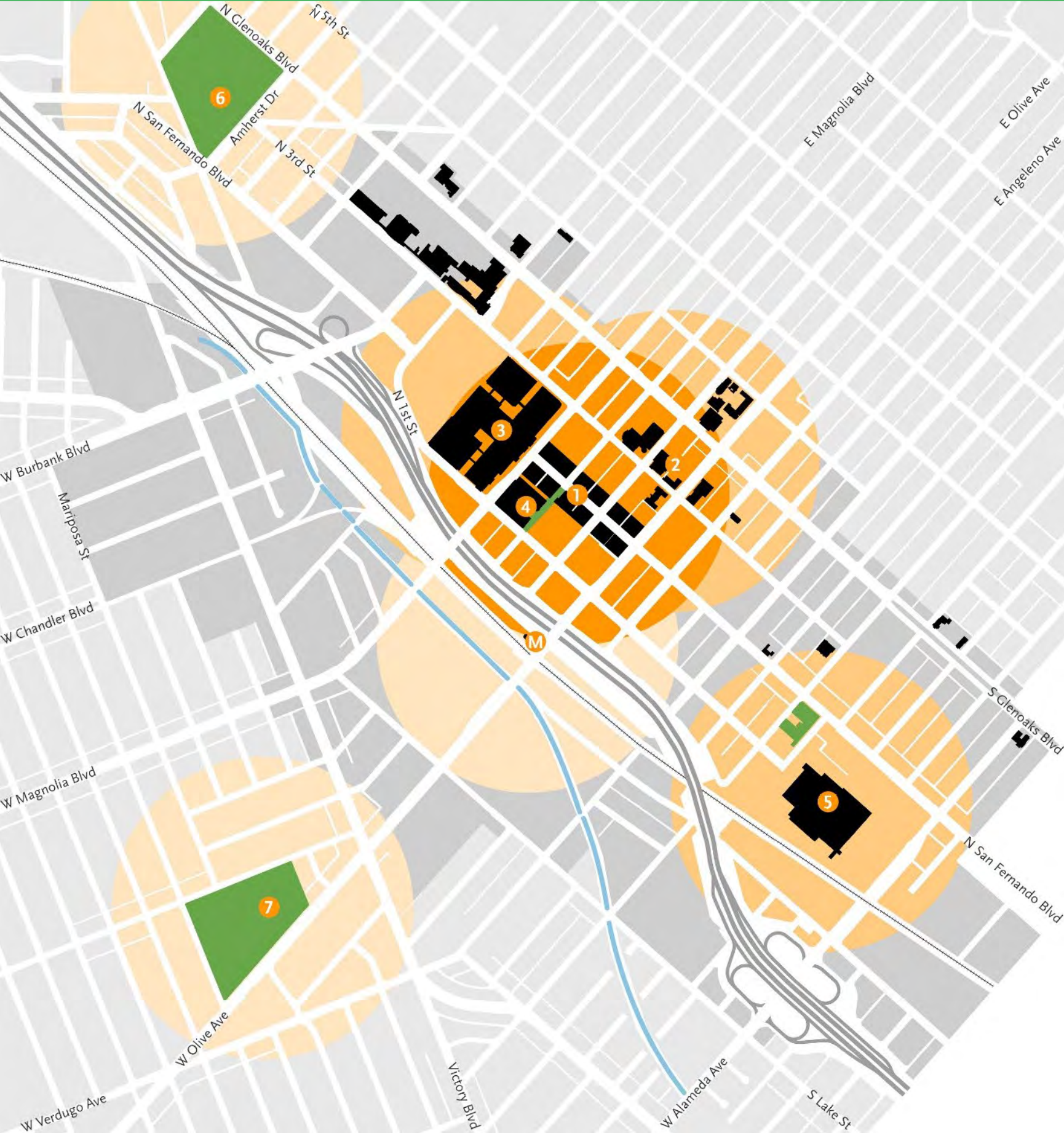
## City of Burbank Zone Map

Last Amended by Ordinance No. 3802  
Effective 2019

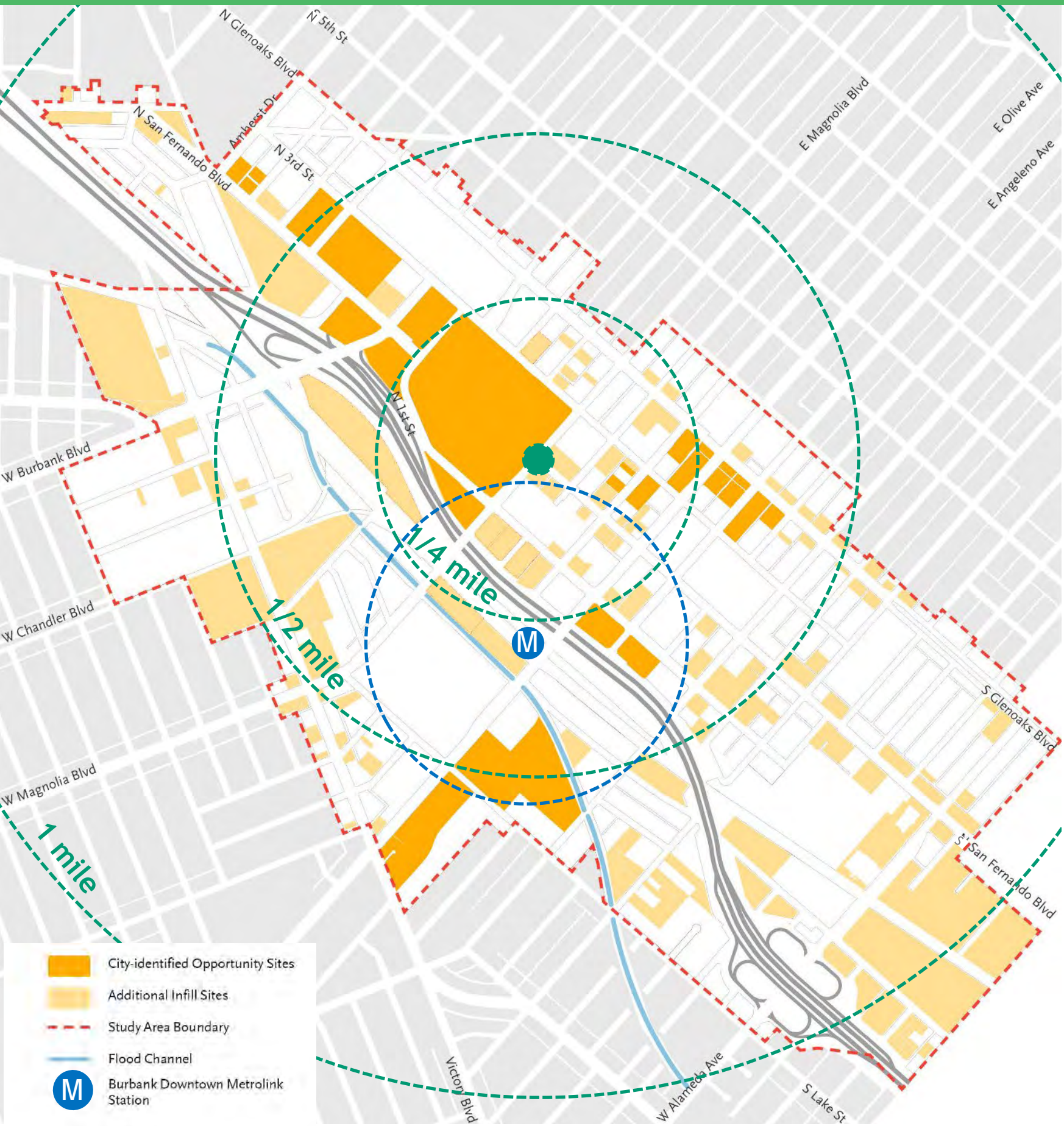
- ### Zone Legend
- City Boundary
  - R-1 Single Family Residential
  - R-1-H Single Family Residential Horsekeeping
  - R-2 Low Density Residential
  - R-3 Medium Density Residential
  - R-4 High Density Residential
  - R-5 Very High Density Residential
  - MDR-3 Media District R-3
  - MDR-4 Media District R-4
  - MDR-5 Media District R-5
  - C-2 Commercial Limited Business
  - C-3 Commercial General Business
  - C-4 Commercial Unlimited Business
  - M-1 Limited Industrial
  - M-2 General Industrial
  - MDC-2 Media District Limited Commercial
  - MDC-3 Media District General Business
  - MDC-4 Media District Commercial/Media Production
  - MDM-1 Media District Industrial
  - NB Neighborhood Business
  - GO Garden Office
  - RC Rancho Commercial
  - C-R Commercial Recreation
  - RBP Rancho Business Park
  - BCC-1 Burbank Center Commercial Retail-Professional
  - BCC-2 Burbank Center Commercial Limited Business
  - BCC-3 Burbank Center Commercial General Business
  - BCCM Burbank Center Commercial Manufacturing
  - AD Auto Dealership
  - MPC-1 Magnolia Park Commercial Retail-Professional
  - MPC-2 Magnolia Park Limited Business
  - MPC-3 Magnolia Park General Business
  - CEM Cemetery
  - AP Airport
  - RR Railroad
  - OS Open Space
  - PD Planned Development



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



## 2. Many opportunity sites for infill.



### 3. High market demand for future mixed-use housing



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





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



# V. A POLL ON KEY PRINCIPLES TO GUIDE DOWNTOWN DEVELOPMENT

# V. GUIDING PRINCIPLES POLL

1. The 15 Guiding Principles are divided into 5 categories: Neighborhoods and Districts, Buildings, Public Realm, Streets, and Parking.
2. Please help us rate each Guiding Principles as:
  - Not at all important
  - Slightly Important
  - Important
  - Fairly Important
  - Very important
  - No Opinion
2. You will have an opportunity to provide voice input after each set of guiding principles.
3. Please feel free to submit comments via the Chat feature.

# V. GUIDING PRINCIPLES POLL NEIGHBORHOODS AND DISTRICTS

1. Maintain and enhance Downtown's prominent shopping and entertainment offerings.



## 2. Create safe, distinct, beautiful, and thriving neighborhoods and districts.



### 3. Protect existing single-family residential neighborhoods.



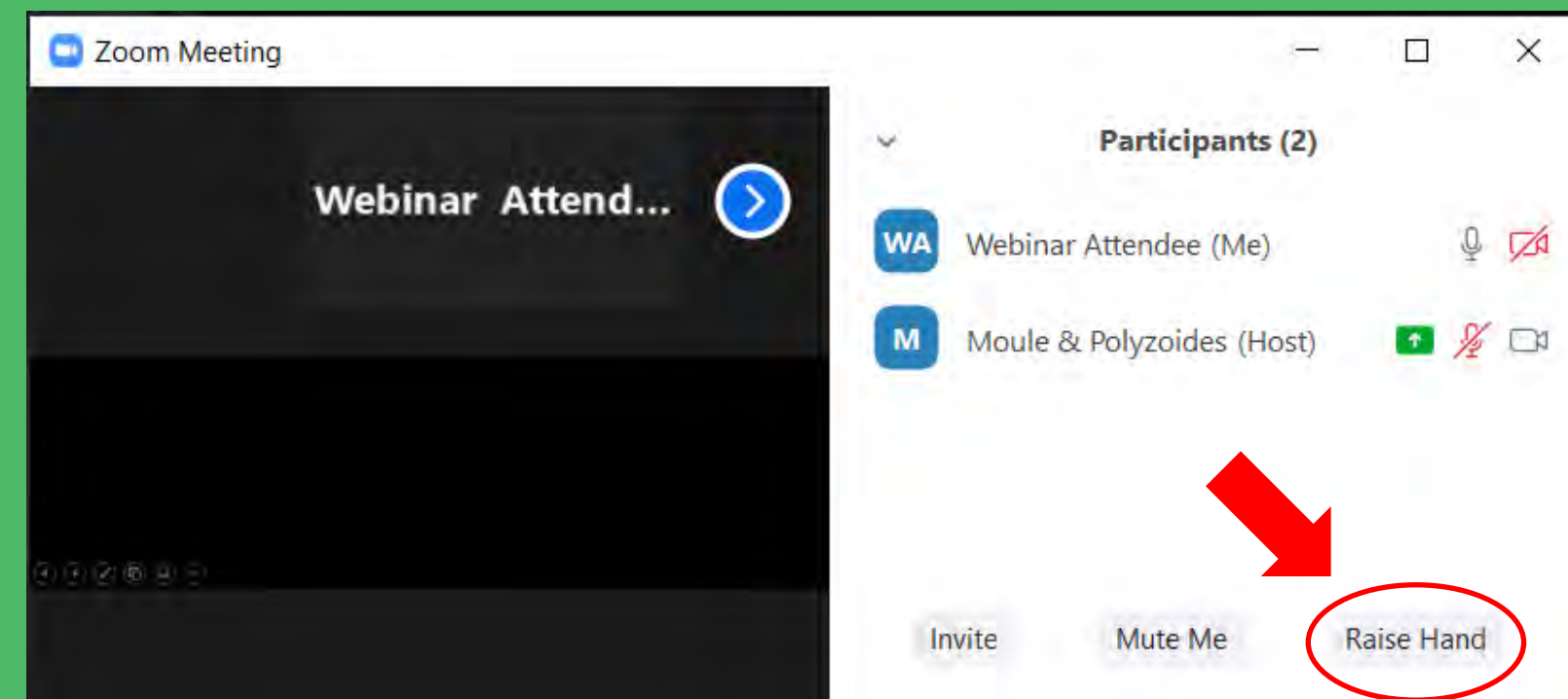
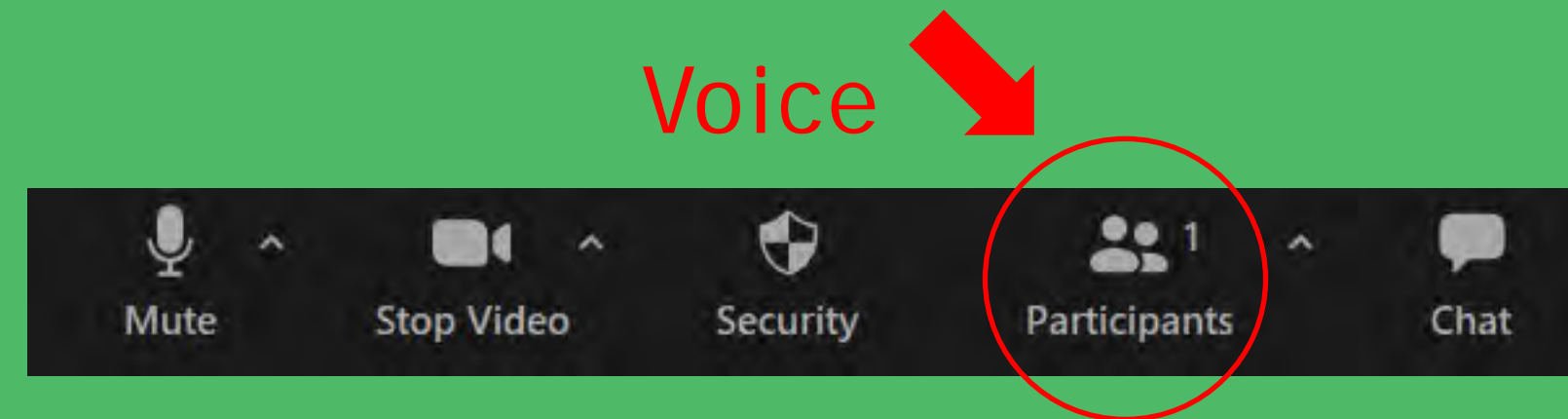


# QUESTIONS/COMMENTS

To provide comments or questions regarding these guiding principles:

- Send a text message by pressing the "Chat" button.
- Request to make a voice comment by pressing the "Participants" icon and then selecting "Raise Hand."
- Only time for 2 or 3 voice comments/questions.
- More time to provide voice comments at end of this webinar.

# NEIGHBORHOODS AND DISTRICTS



# V. GUIDING PRINCIPLES POLL

BUILDINGS

#### 4. Promote compact, sustainable, transit-oriented infill development.



5. Introduce much needed housing at all levels of affordability.



6. Design mixed-use buildings with pedestrian-friendly ground floors, street-facing windows and entries, quality materials, and varied massing.

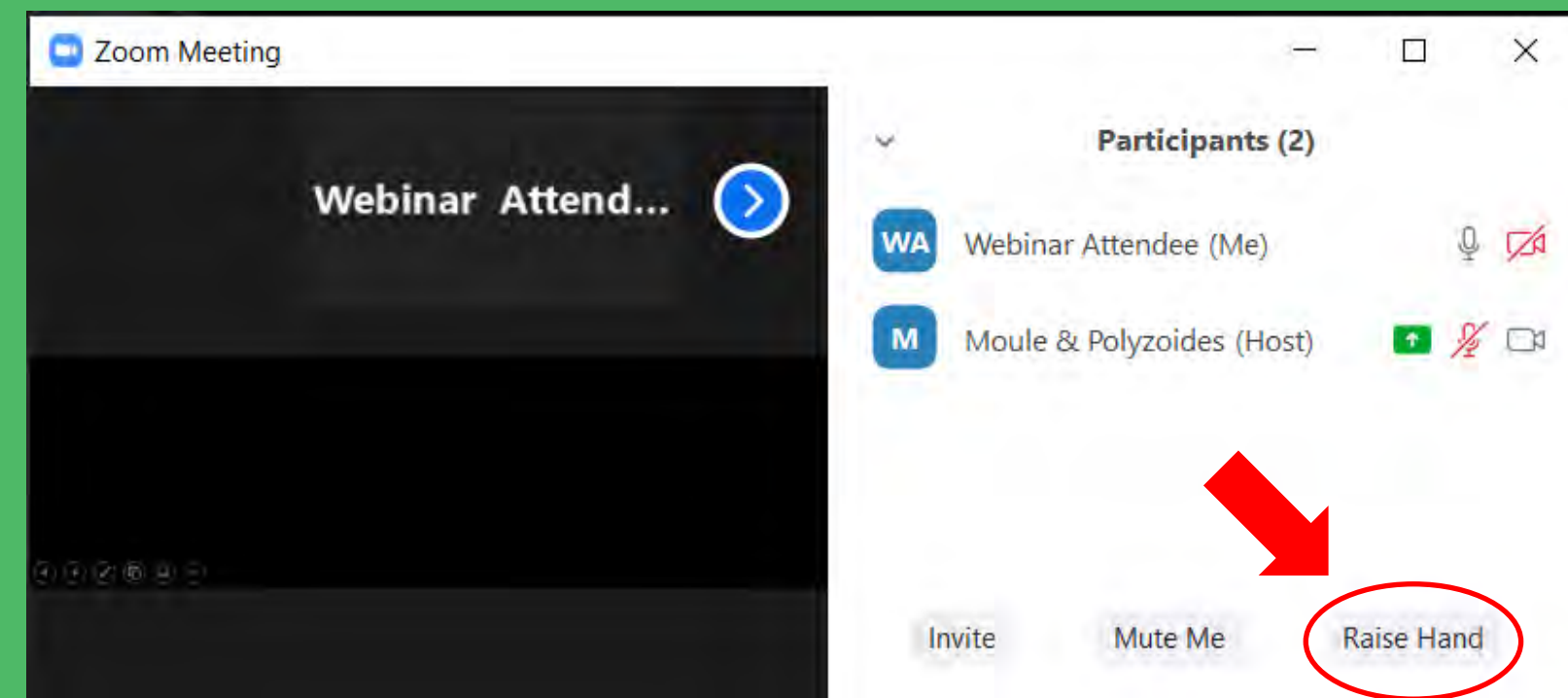
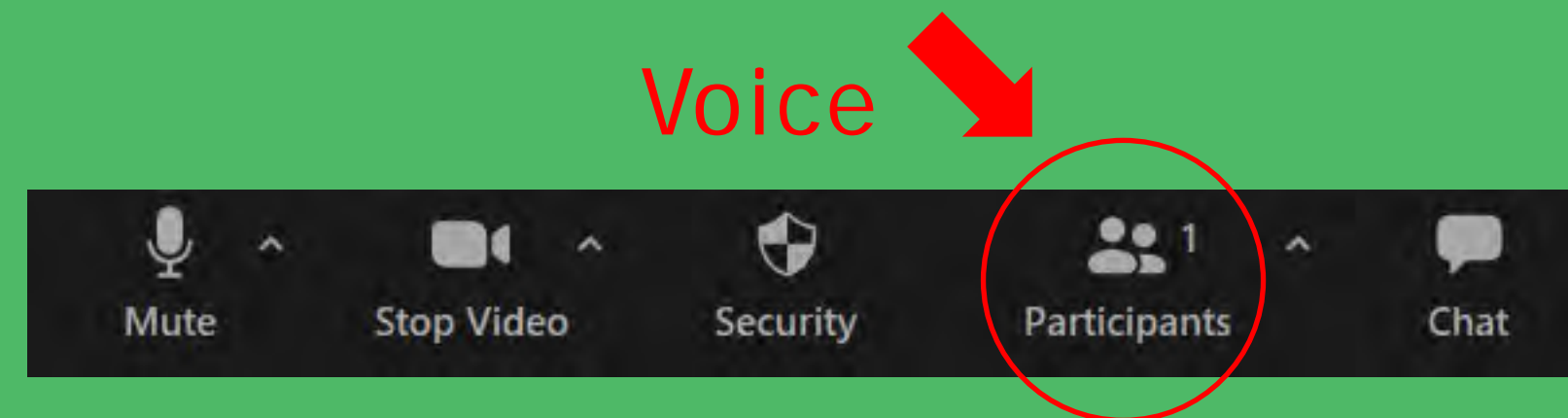


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# V. GUIDING PRINCIPLES POLL

PUBLIC REALM

7. Create a safe, pedestrian and bike friendly environment, with wide sidewalks, generous tree cover, outdoor dining and safe pedestrian crossings.

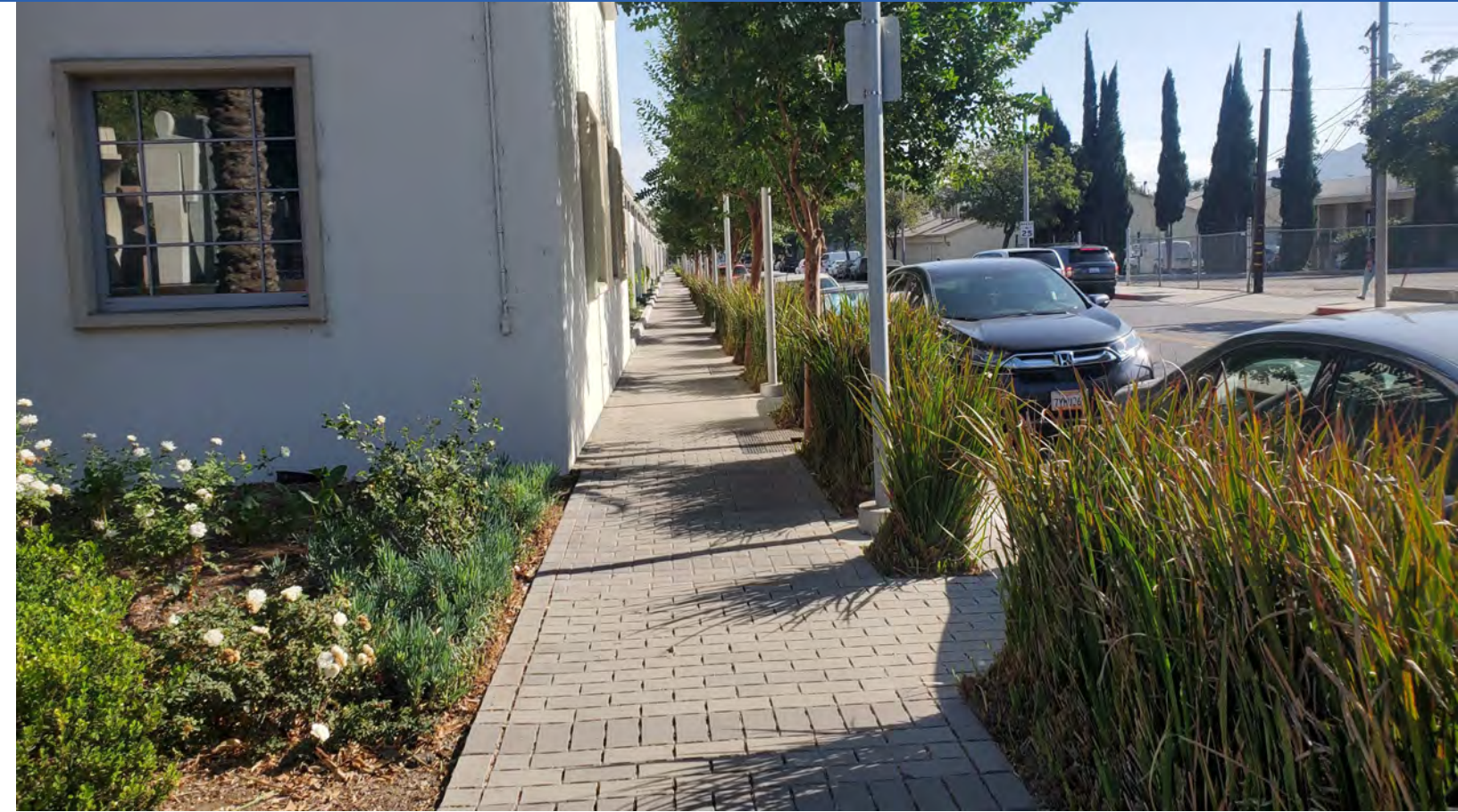




# 8. Use streets and alleys as public space.



# 9. Conceive of streets as linear parks that connect different parts of Downtown and utilize sustainable streetscape design and stormwater capture.



10. Introduce community benefits and public improvements, including parks, that support Downtown's growing resident, worker, and visitor population.

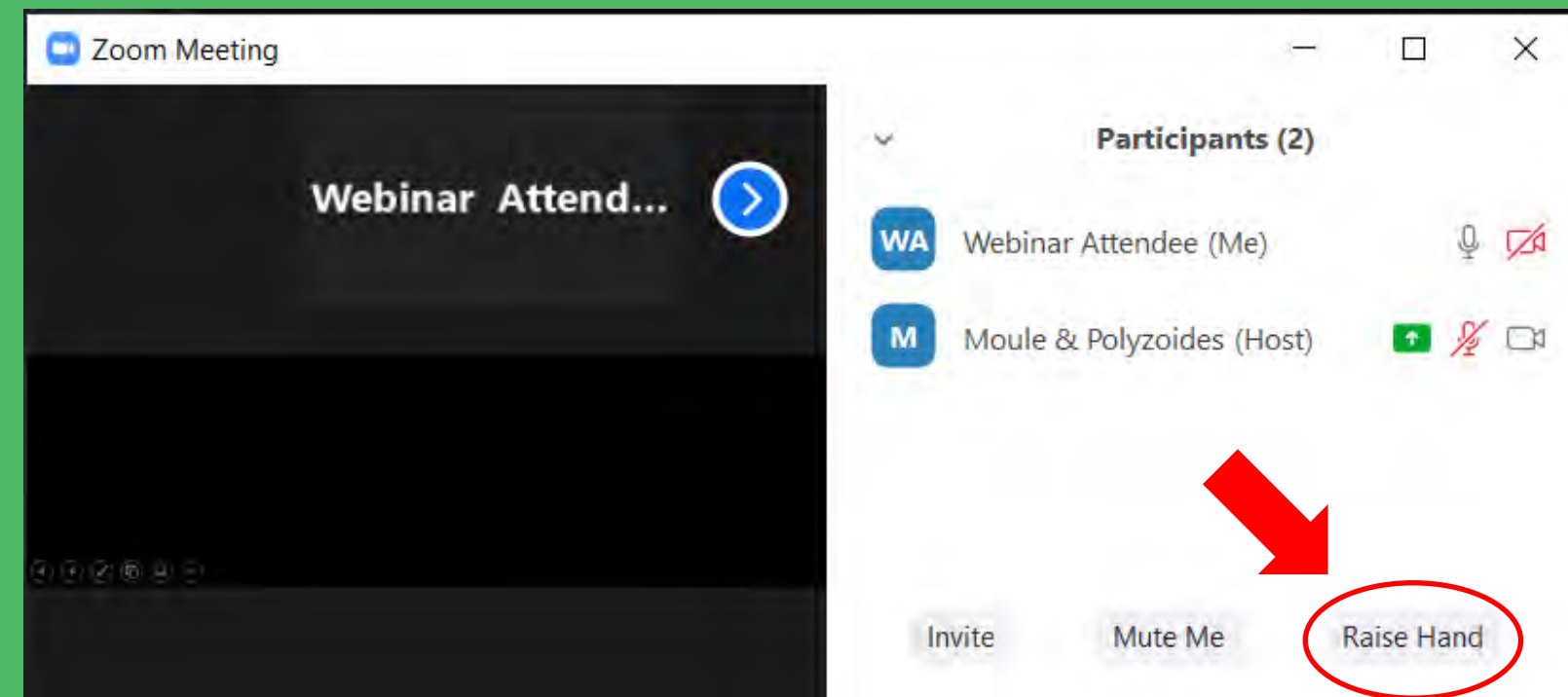


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# V. GUIDING PRINCIPLES POLL

STREETS

# 11. Balance and enhance pedestrian, bicycle, transit, vehicular, and alternative transportation modes within and to Downtown.



12. Provide safe and inviting streets for walking, biking, and riding transit, while reducing the need for vehicle trips and increasing transit ridership.



13. Enhance pedestrian and bike connections across freeway between Downtown and the Metrolink Station.

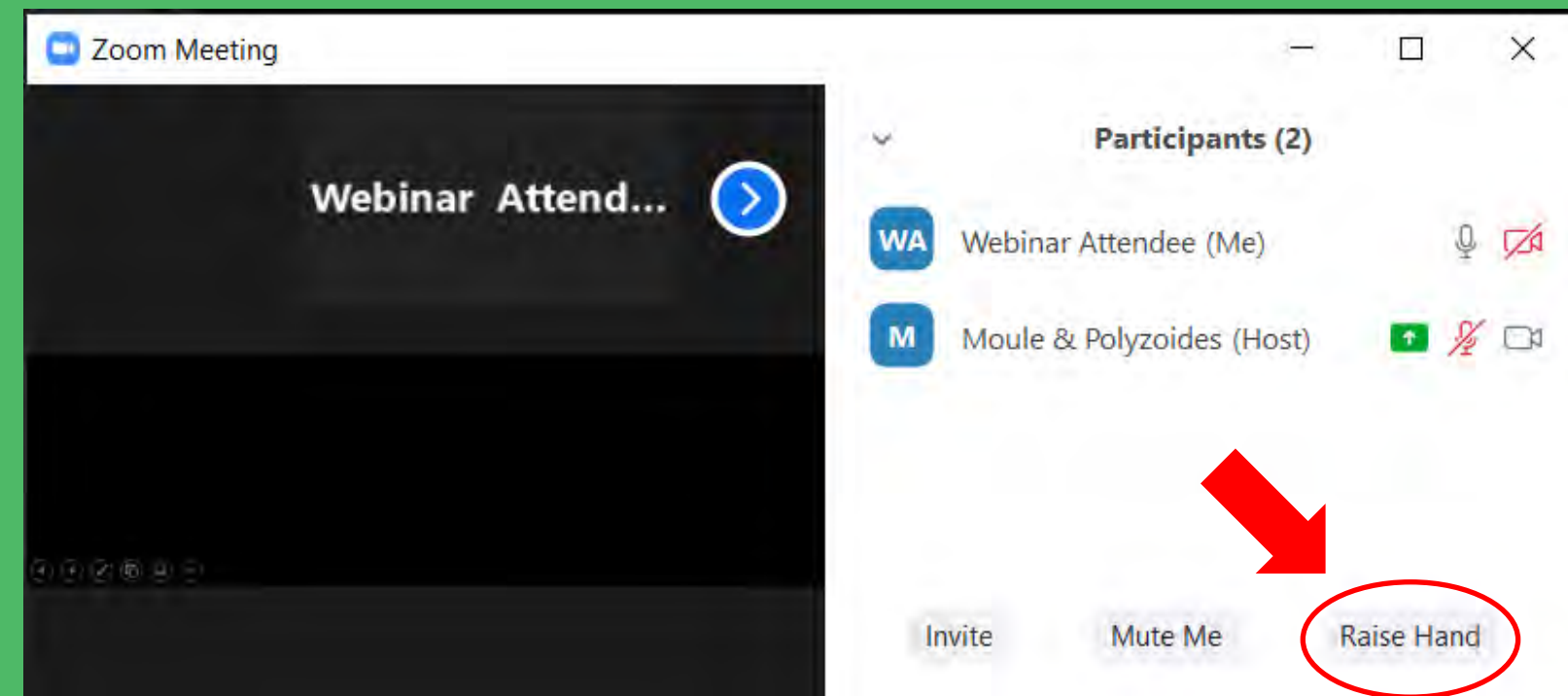




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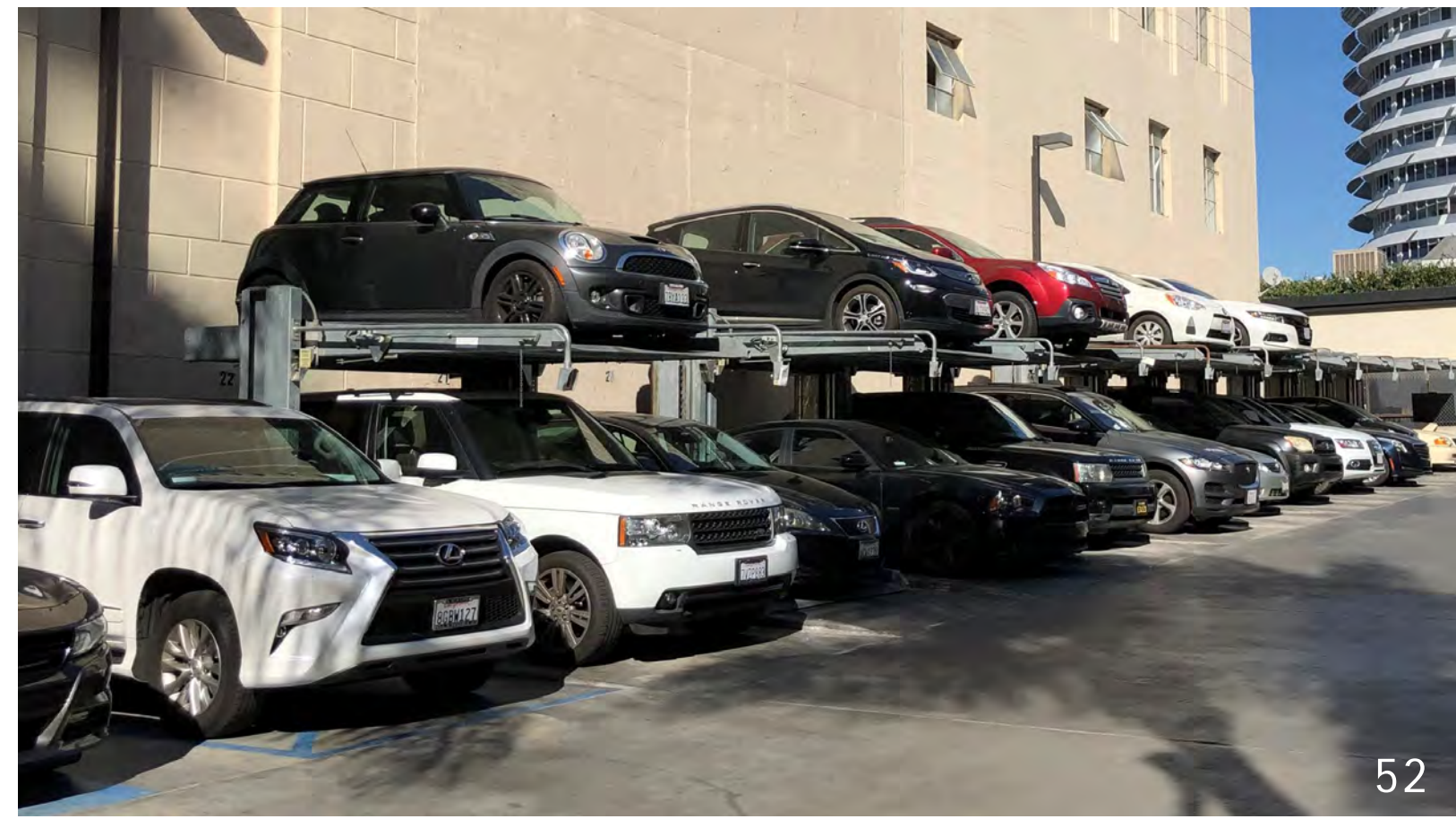
# V. GUIDING PRINCIPLES POLL

PARKING

14. Implement a range of parking management strategies to ensure parking is available as the Plan Area develops and intensifies.



15. Provide sufficient public and on-site parking to ensure Downtown parking does not spill over into surrounding residential neighborhoods.

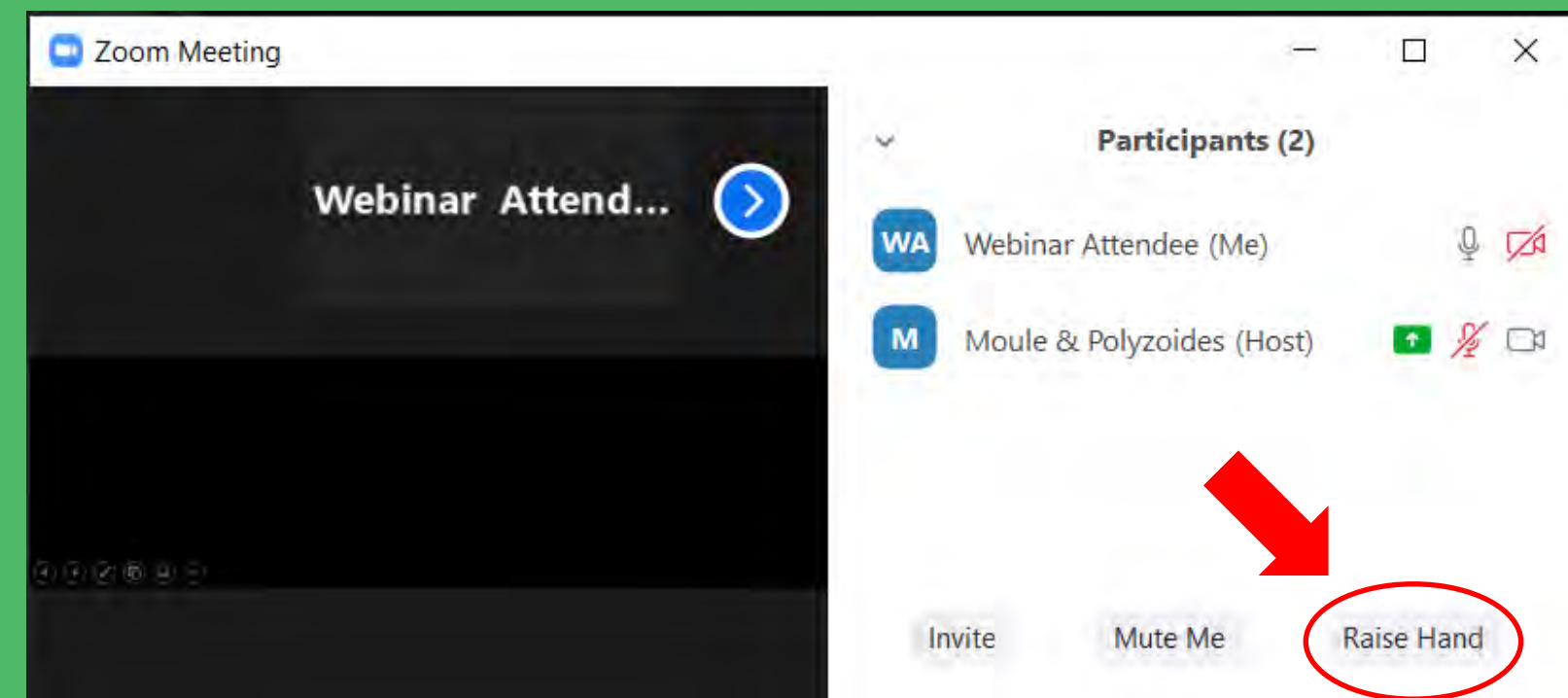
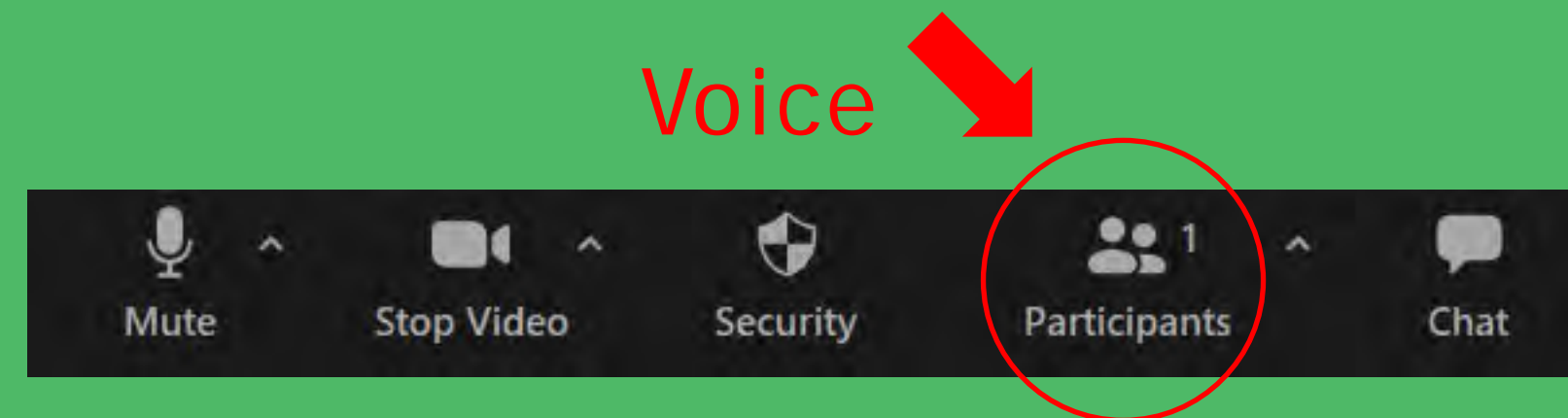


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PARKING

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# VI. VISION STATEMENT

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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.

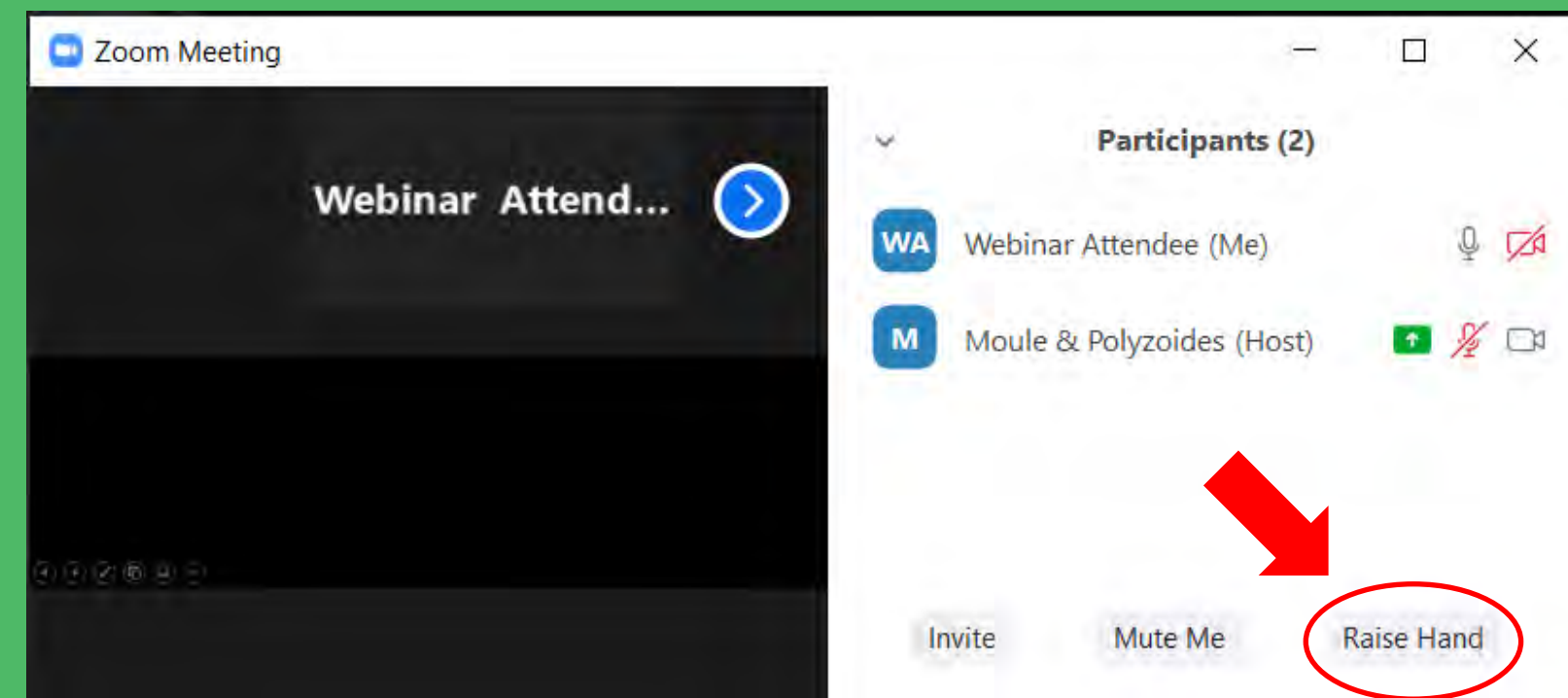
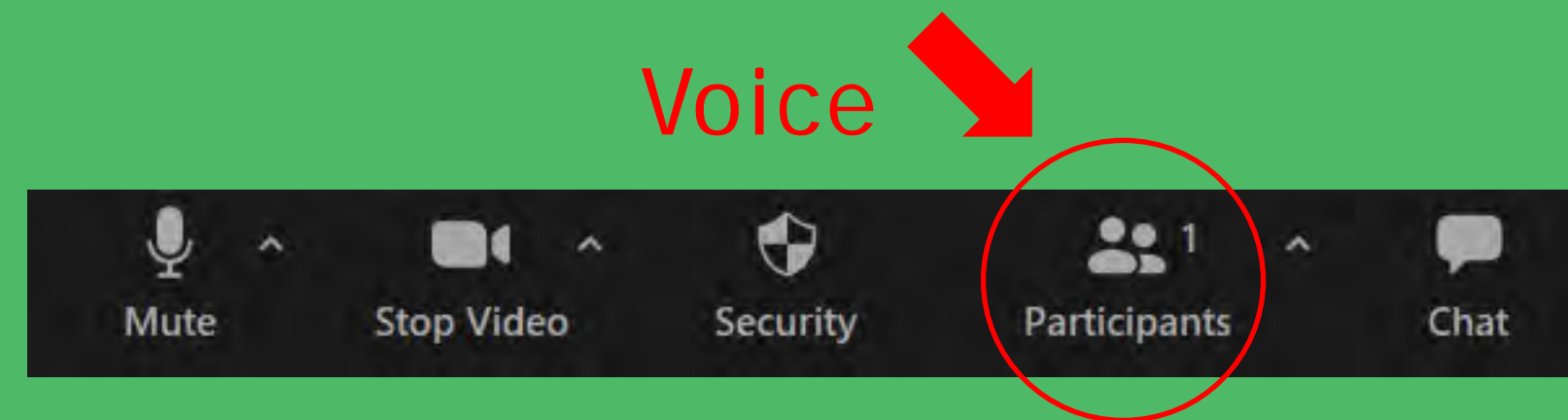
A place where people truly want to live, work, shop, visit, and play!



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# THANK YOU!

Final comments and responses to unanswered questions will be posted to the project website.

## PLEASE TAKE THE SURVEY

<http://www.DowntownBurbankTOD.com>

## NEXT WORKSHOP DECEMBER 17, 2020