

DOWNTOWN BURBANK TOD SPECIFIC PLAN CITY PLANNING BOARD

10 May 2021



MOULE & POLYZOIDES

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STUDIO-MLA

FEHR & PEERS

FUSCOE

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AGENDA

1. Project Overview
2. Plan Framework
3. Development Strategy

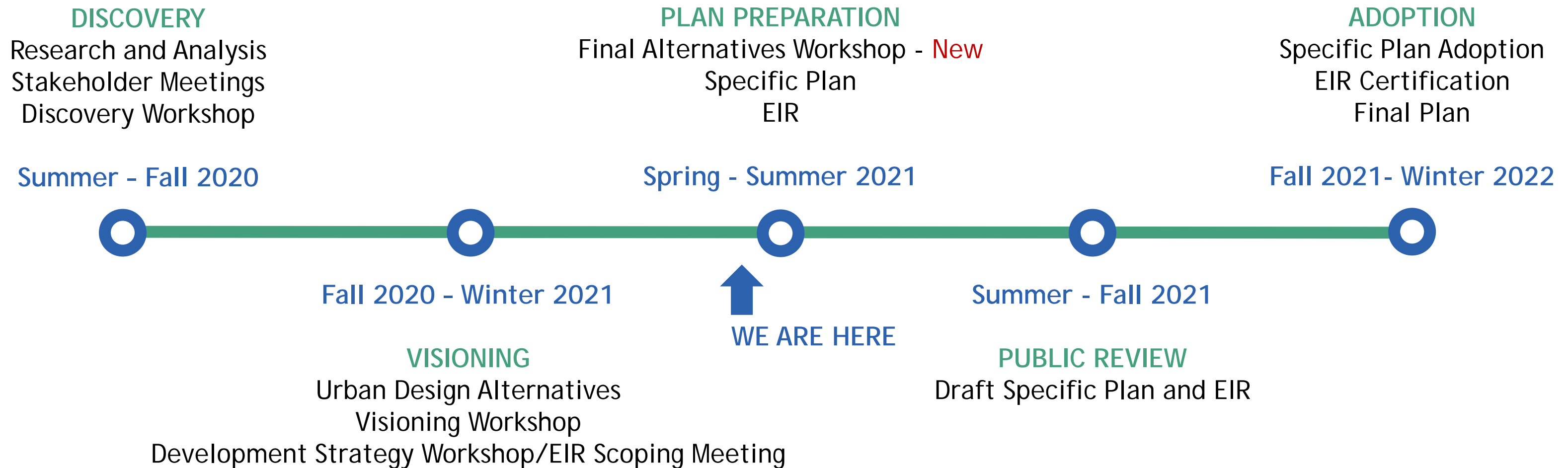
1. PROJECT OVERVIEW

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- 1997 Burbank Center Plan and 2012 San Fernando Boulevard Master Plan are out-of-date.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.
- City Council goal to introduce 12,000 housing units citywide by 2035.
- Burbank's Regional Housing Needs Assessment (RHNA) Allocation = production of 8,772 units by 2028.
- Develop a common Vision and Guiding principles to guide the creation of the new specific plan.



PROJECT SCHEDULE



PROJECT AREA



2. PROJECT FRAMEWORK

DIVERSE NEIGHBORHOODS, DISTRICTS, AND CORRIDORS

A NEIGHBORHOOD IS:

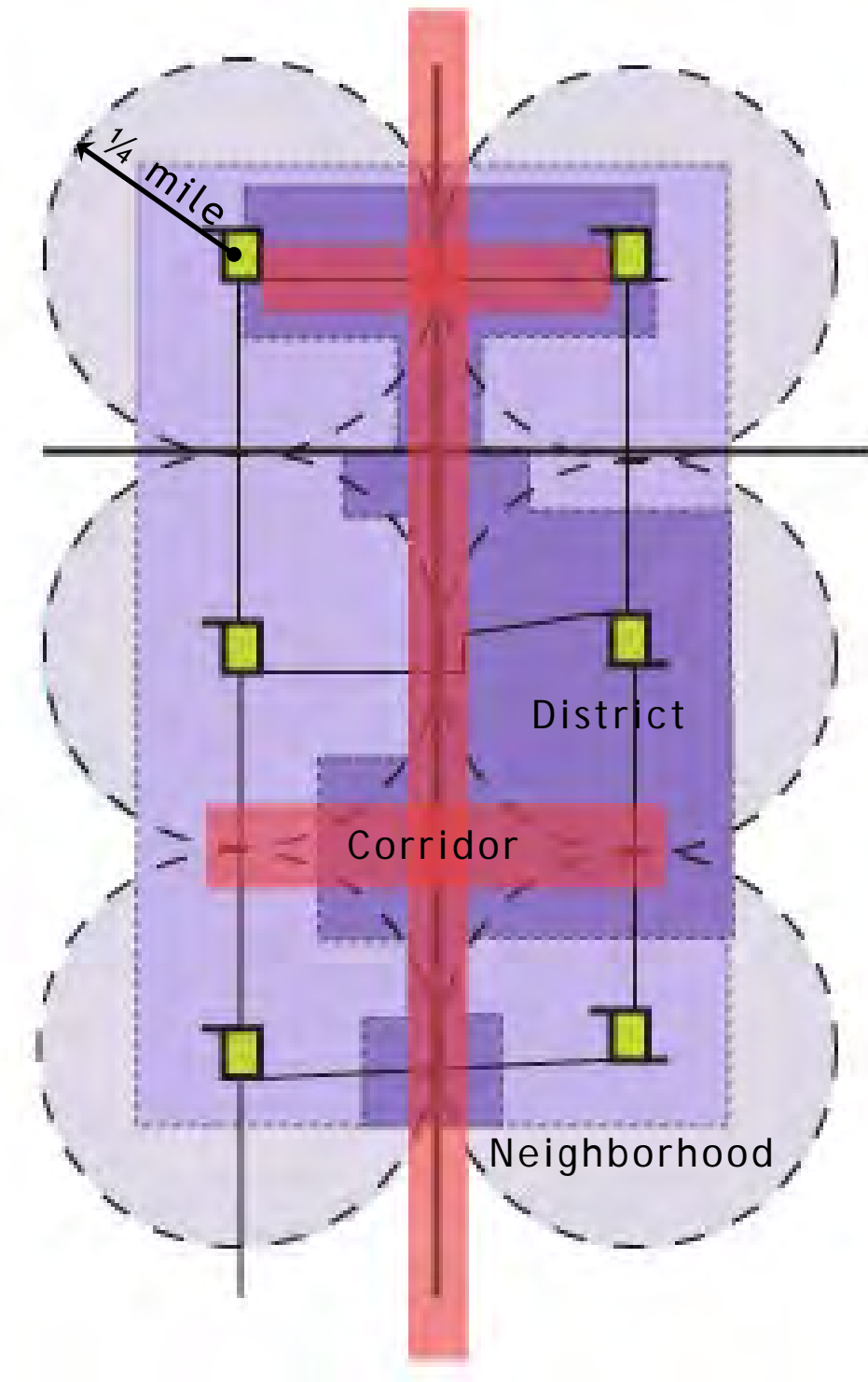
- A safe, beautiful, mixed-income place primarily for living that also accommodates work and some retail activity.
- Defined by a quarter-mile walking radius from a center. Neighborhood centers can be a park, school, stores, or a civic building(s)
- Organized around a public realm of streets and parks.

A DISTRICT IS:

- A mixed-use place primarily for commercial and retail activities that also accommodates living.

A CORRIDOR IS:

- An important commercial or mixed-use thoroughfare located between neighborhoods and districts



DIVERSE NEIGHBORHOODS, DISTRICTS, AND CORRIDORS

The character of each neighborhood, district, or corridor is mostly determined by:

- The set of uses and activities that occur within each
- The design of the streets and sidewalks that provide access to them
- The form of buildings, how they face and interact with the street, and how they are accessed



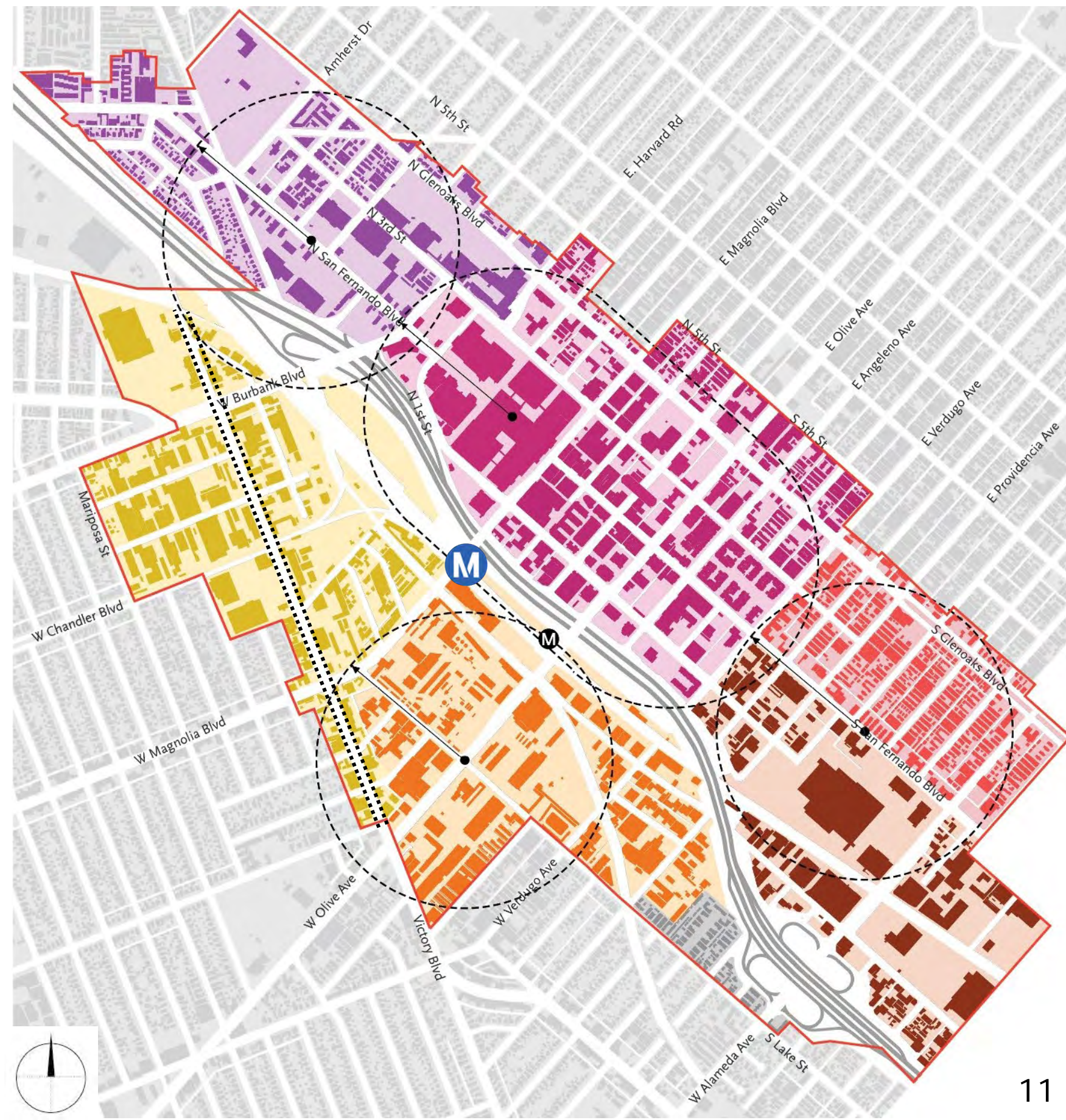
DIVERSE NEIGHBORHOODS, DISTRICTS, AND CORRIDORS

- The form, location, type, and access to parking
- The form and type of open space (streets, parks, paseos, and plazas)



DIVERSE NEIGHBORHOODS, DISTRICTS, AND CORRIDORS

-  Downtown District
-  North San Fernando Blvd. Neighborhood
-  South San Fernando Blvd. Neighborhood
-  South San Fernando Blvd. District
-  Olive Ave. District
-  Victory Blvd. Creative and Industrial Corridor
-  Lake St. Neighborhood
-  Quarter Mile Walkshed
-  Corridor
-  Plan Area
-  Burbank Downtown Metrolink Station



A WELL-CONNECTED DOWNTOWN

- Improve the experience for pedestrians and cyclists crossing the freeway, whether over or under
- Provide safe and convenient access to the Metrolink Station
- Improve north-south connections
- Create distinctive gateways to the City and to the Downtown that let visitors know that they have arrived there



A STREET NETWORK ACCESSIBLE TO ALL

- An interconnected and diverse network of streets
- Short block lengths
- Streets that accommodate two-way traffic and on-street parking
- Appropriately-sized lane widths
- Short pedestrian street crossings
- Ample sidewalks and generous streetscape
- Flexible use of the street



A PUBLIC REALM OF STREETS AND PARKS

- Streetscape and open space that reflects and creates neighborhood, district and corridor character
- Tree canopies, street furniture, landscape, and building design features that enhance the pedestrian, shopping and dining experience
- Parks and plazas accessible to all
- Integrated green infrastructure that includes the use of stormwater capture and cleansing and native plant and tree species.



PARKING FOR A MIXED-USE DOWNTOWN

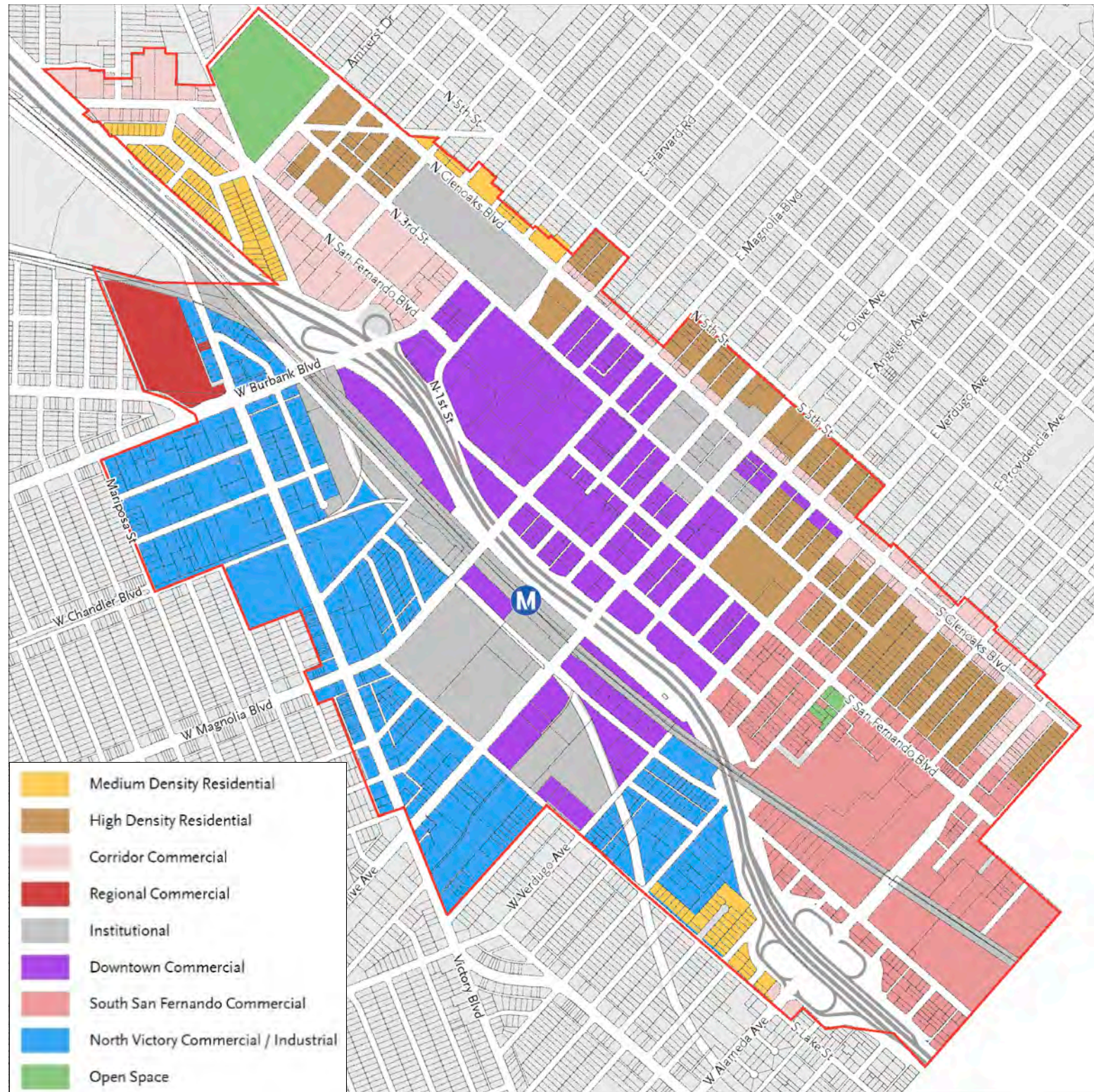
- On-Street Parking
- Curbside Parking Management
- A Park Once District
- Parking Management and Transportation Demand Management (TDM)
- New on-site parking not visible from street



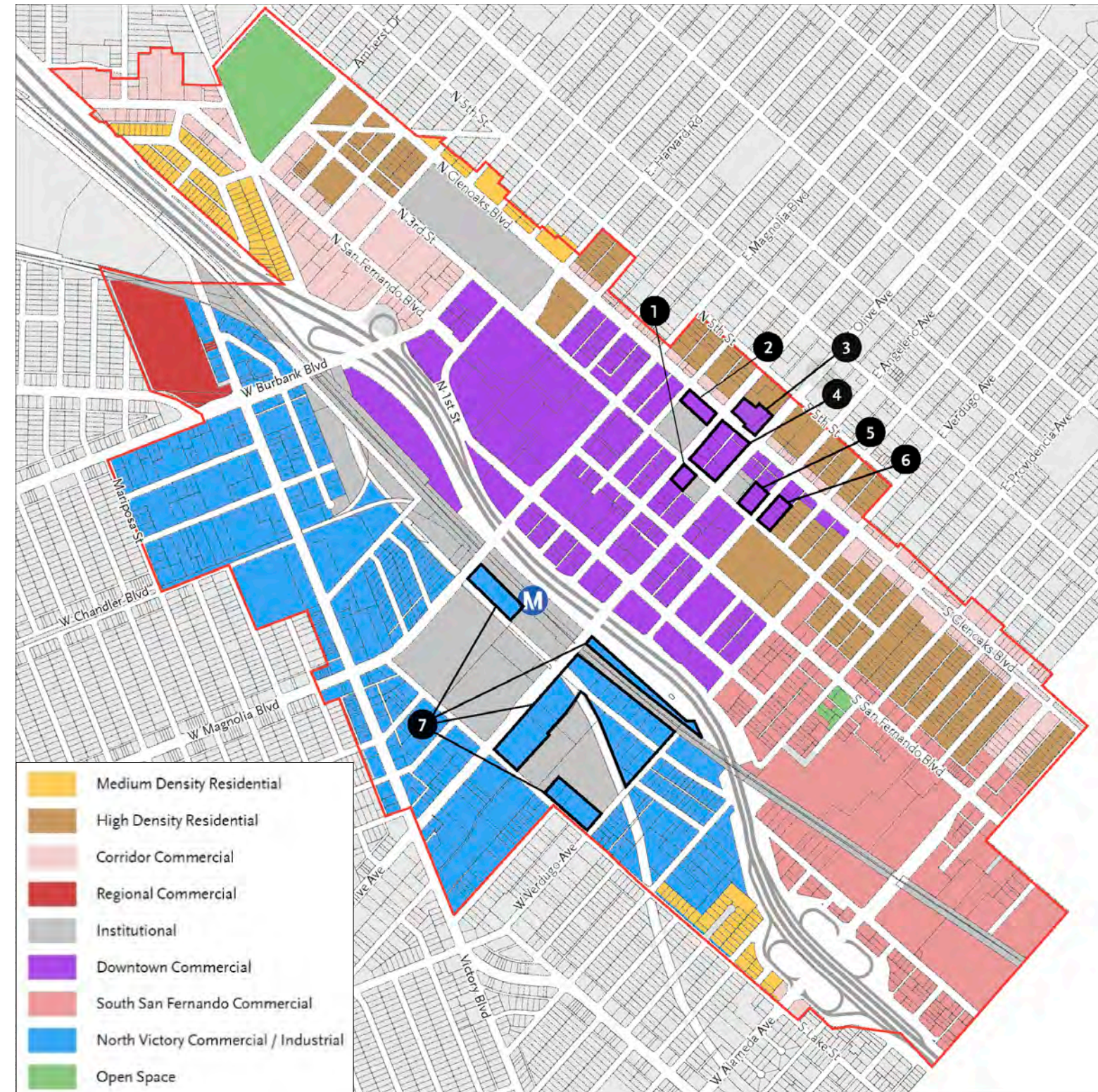
3. DEVELOPMENT STRATEGY

LAND USE STRATEGY - GENERAL PLAN

EXISTING GENERAL PLAN LAND USE

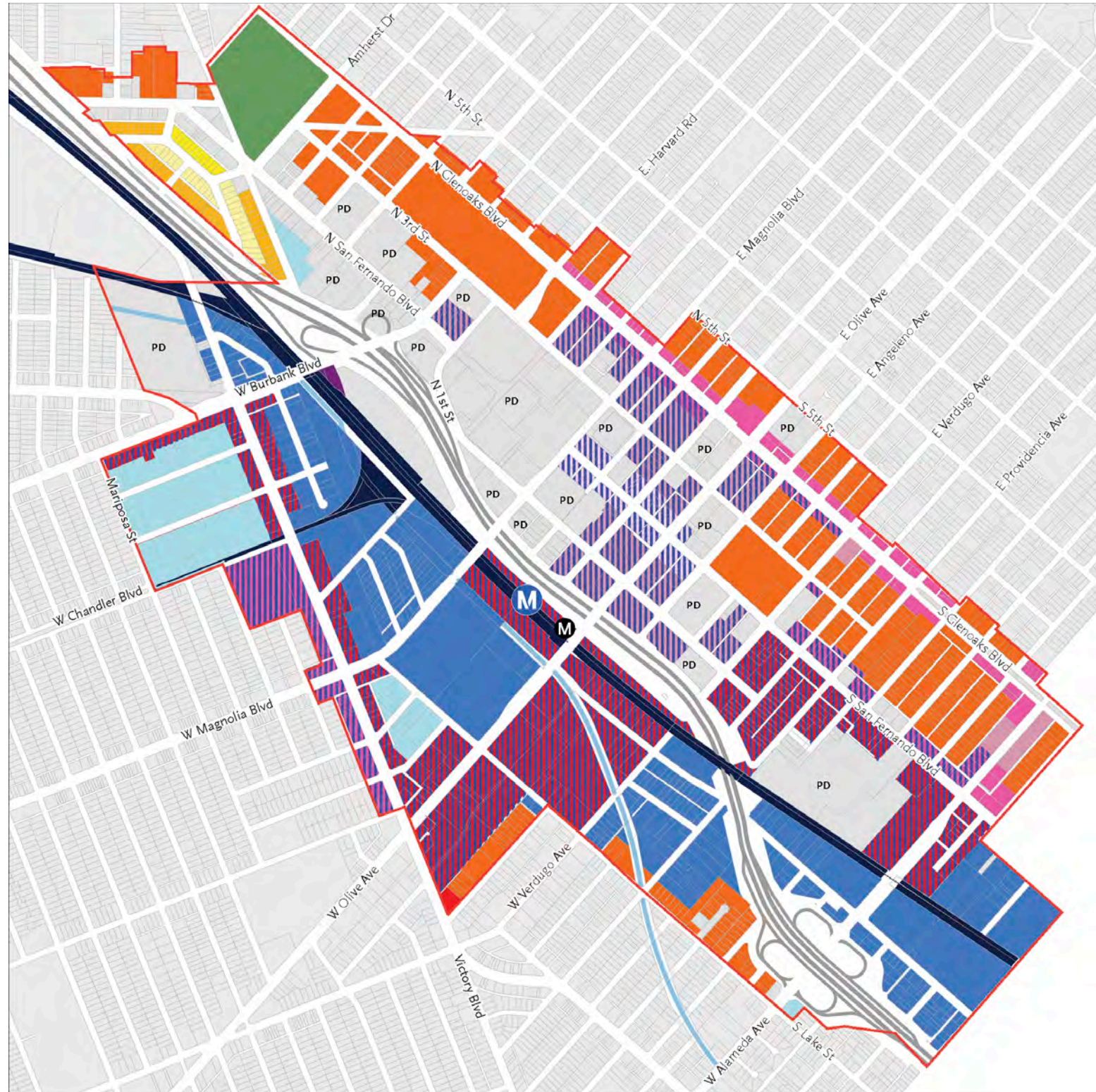


PROPOSED GENERAL PLAN LAND USE

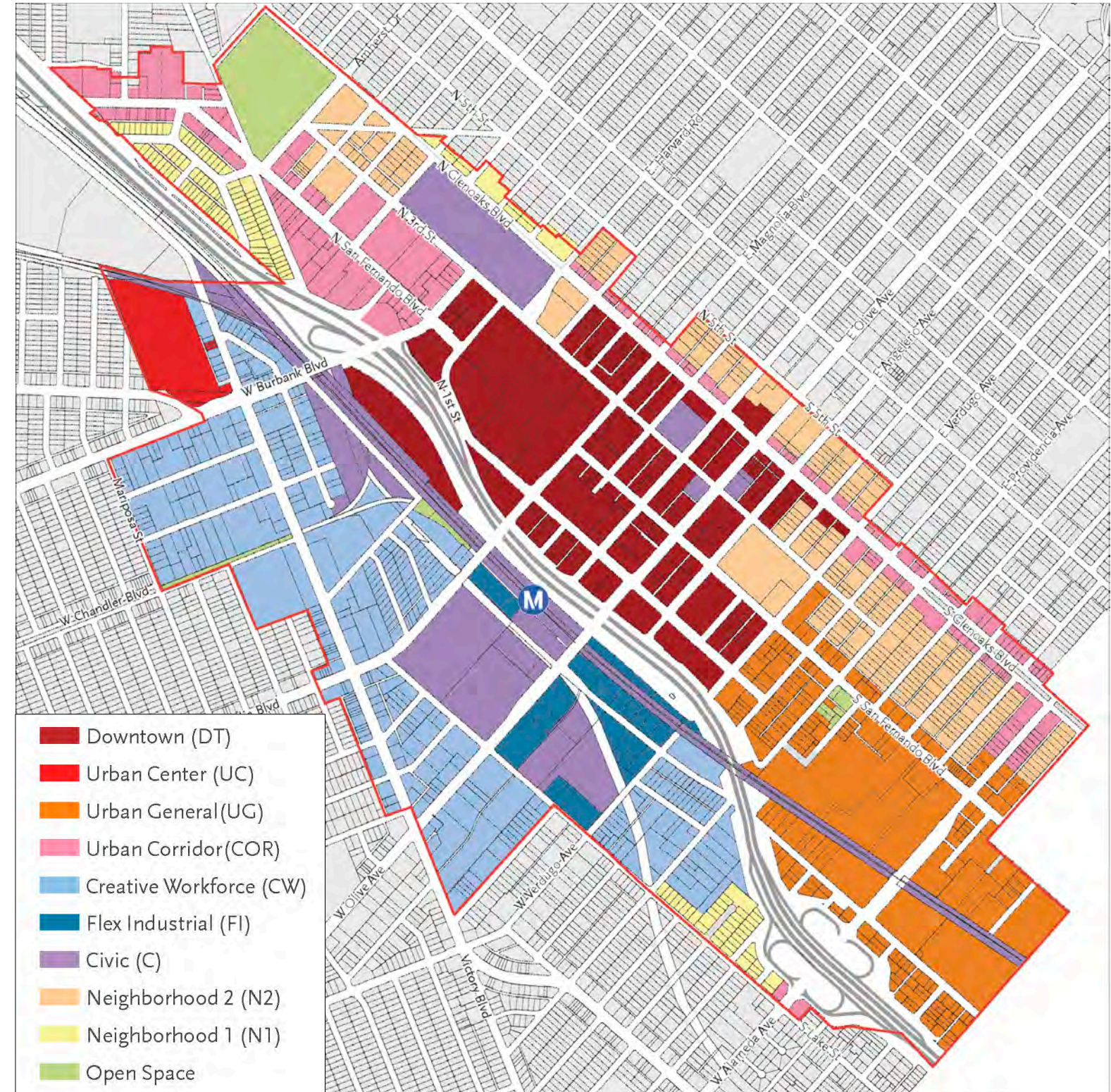


LAND USE STRATEGY - ZONING

EXISTING ZONING

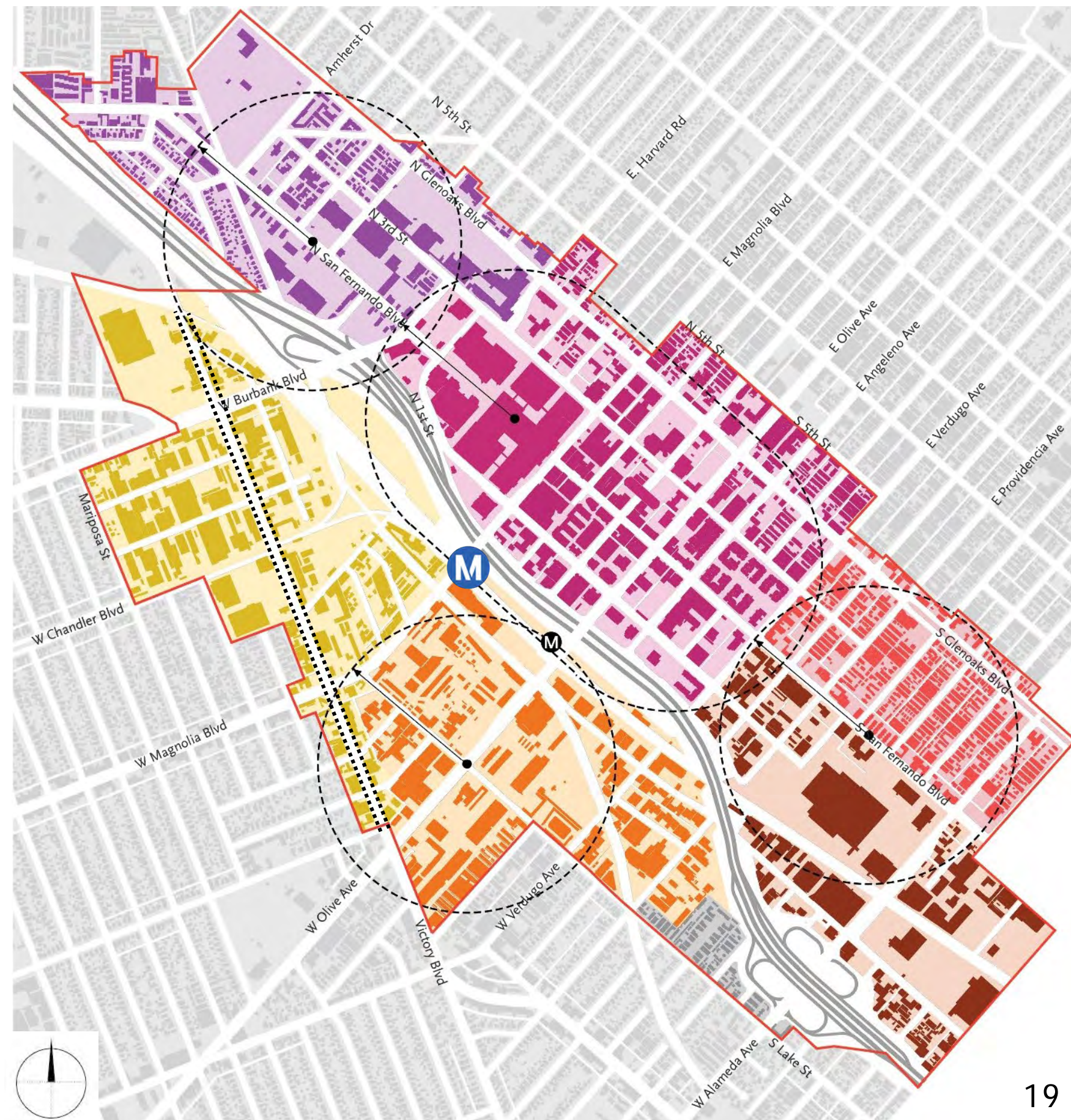


PROPOSED ZONING

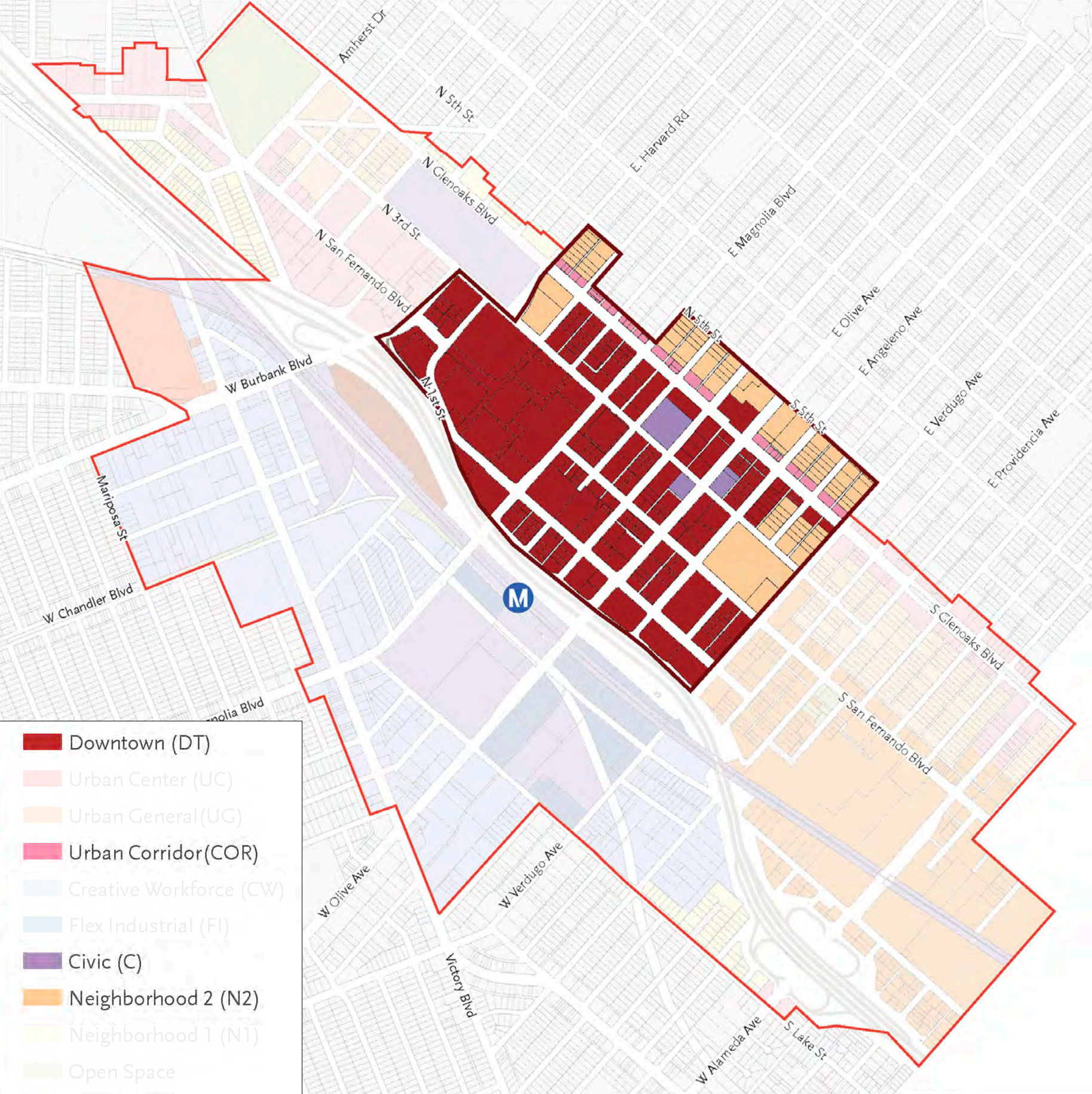


LAND USE STRATEGY - NEIGHBORHOODS, DISTRICTS, CORRIDORS

-  Downtown District
-  North San Fernando Blvd. Neighborhood
-  South San Fernando Blvd. Neighborhood
-  South San Fernando Blvd. District
-  Olive Ave. District
-  Victory Blvd. Creative and Industrial Corridor
-  Lake St. Neighborhood
-  Quarter Mile Walkshed
-  Corridor
-  Plan Area
-  Burbank Downtown Metrolink Station



DOWNTOWN DISTRICT



DOWNTOWN DISTRICT

- Preserve and enhance San Fernando Boulevard as Burbank's most important shopping, dining, and entertainment destination.
- Encourage use of alleys and paseos for circulation, restaurant seating, stormwater capture.
- Expand the Civic Center.
- Reimagine the Burbank Town Center.



DOWNTOWN DISTRICT

SAN FERNANDO BLVD.



KEEP ON-STREET ANGLED PARKING



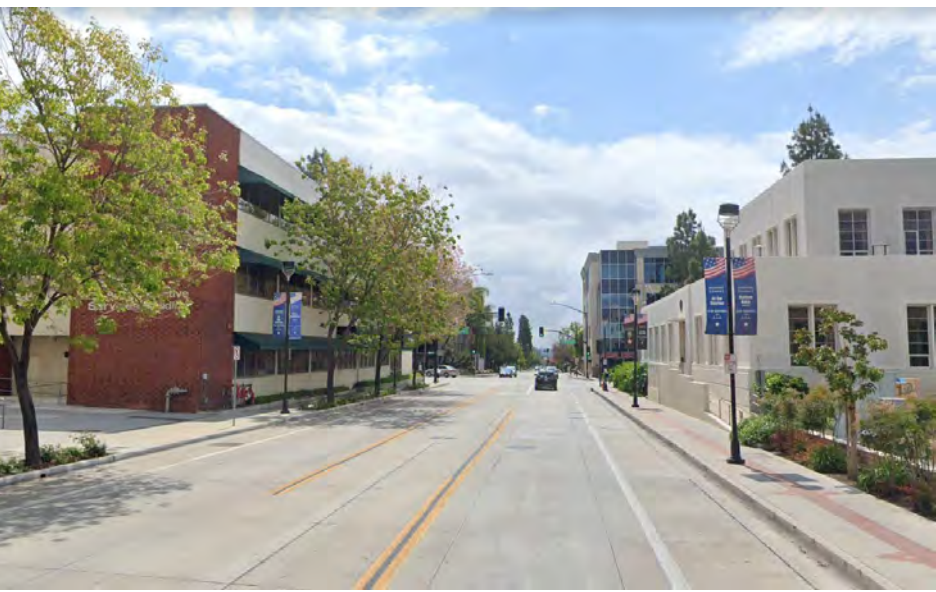
CLOSE FOR SPECIAL EVENTS



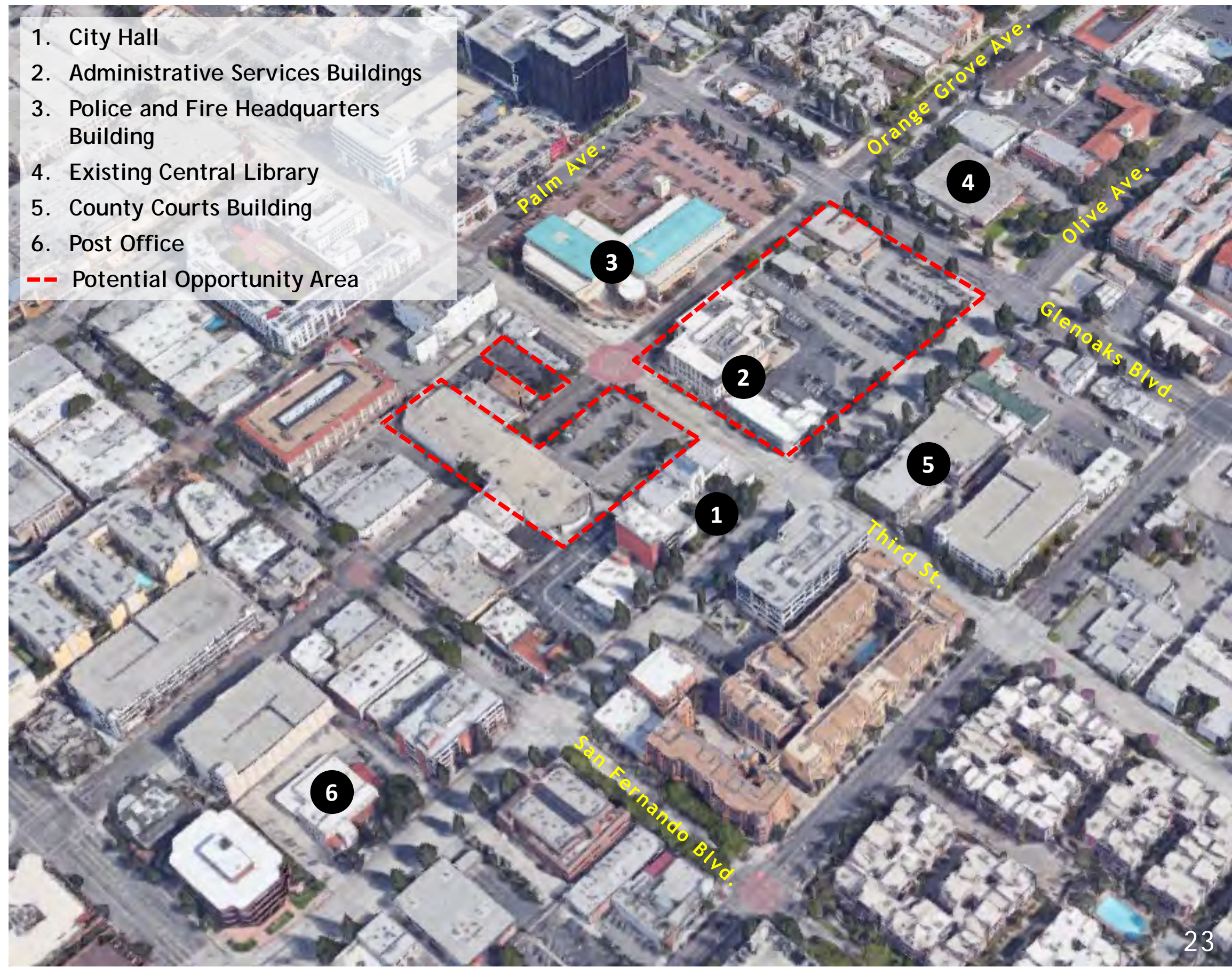
INTRODUCE PARKLETS

DOWNTOWN DISTRICT

CIVIC CENTER



1. City Hall
 2. Administrative Services Buildings
 3. Police and Fire Headquarters Building
 4. Existing Central Library
 5. County Courts Building
 6. Post Office
- Potential Opportunity Area



DOWNTOWN DISTRICT

CIVIC CENTER

- Introduce a new Central Library and additional administrative offices.
- Introduce a new civic plaza or park.
- Accommodate a transit plaza or similar facility.
- Build a new parking garage.
- Consider building new housing within the Civic Center.
- Coordinate Civic Center parking strategy with overall Downtown parking management plan.



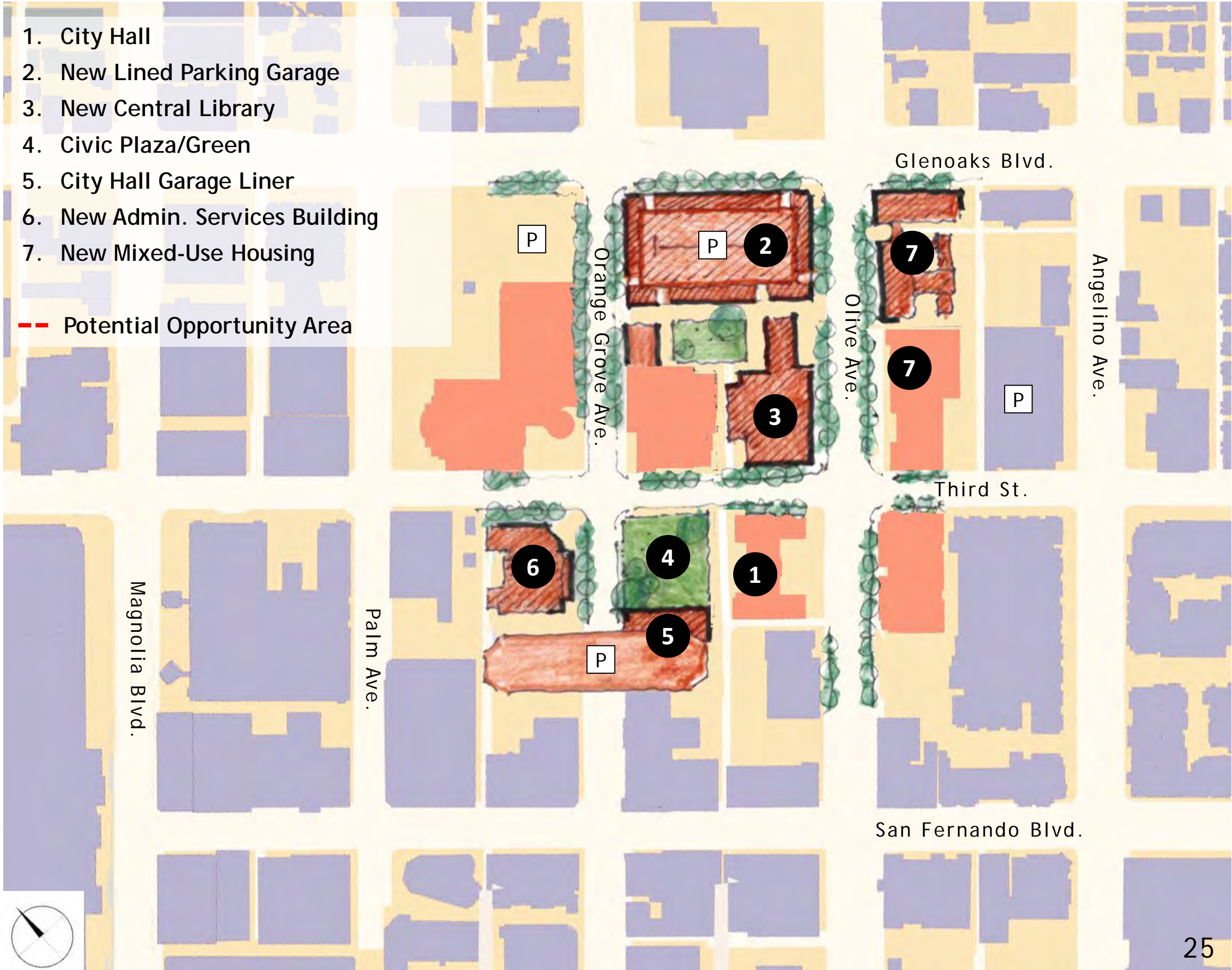
DOWNTOWN DISTRICT

CIVIC CENTER ALTERNATIVE 1



- 1. City Hall
- 2. New Lined Parking Garage
- 3. New Central Library
- 4. Civic Plaza/Green
- 5. City Hall Garage Liner
- 6. New Admin. Services Building
- 7. New Mixed-Use Housing

--- Potential Opportunity Area



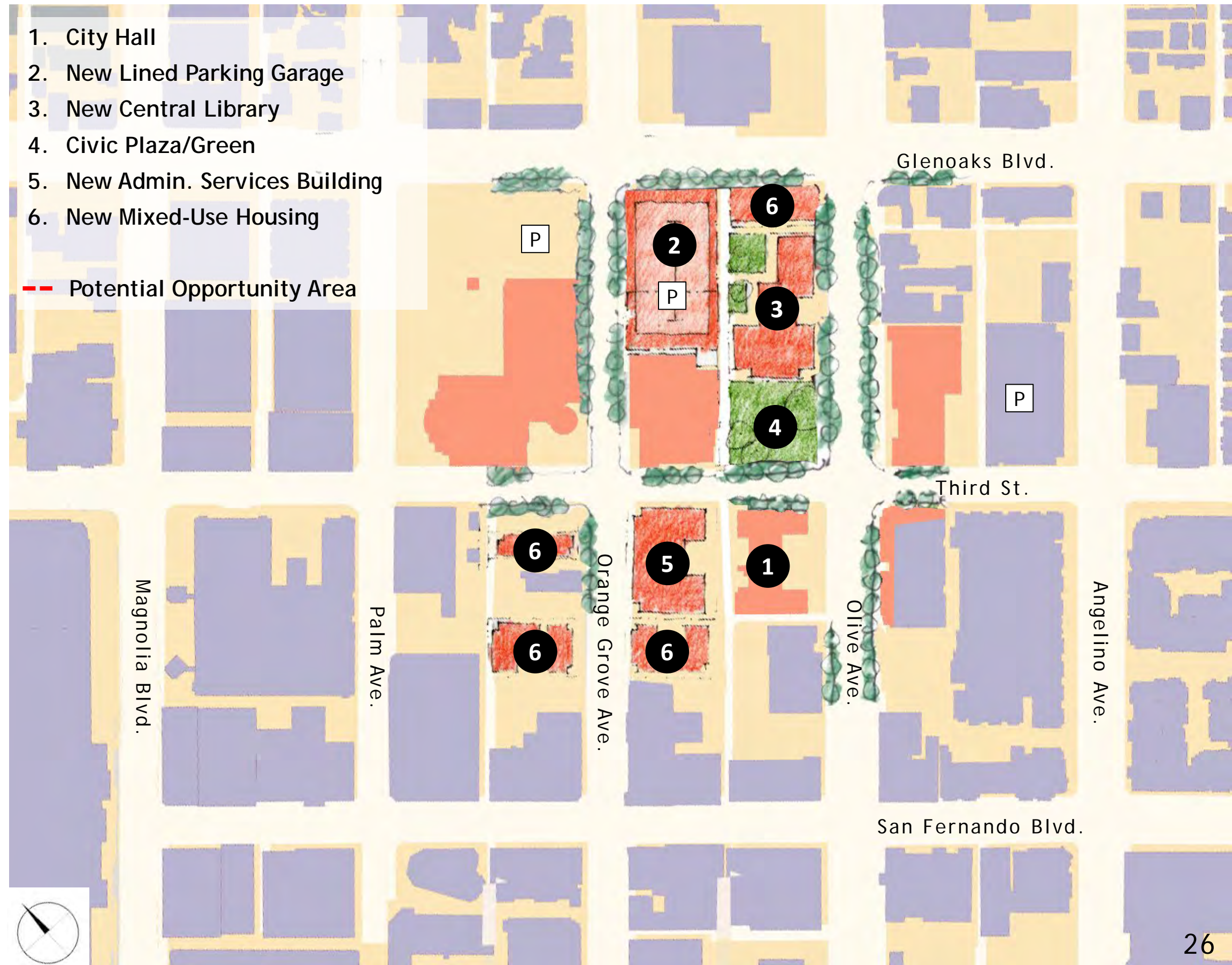
DOWNTOWN DISTRICT

CIVIC CENTER ALTERNATIVE 2



1. City Hall
2. New Lined Parking Garage
3. New Central Library
4. Civic Plaza/Green
5. New Admin. Services Building
6. New Mixed-Use Housing

--- Potential Opportunity Area



DOWNTOWN DISTRICT

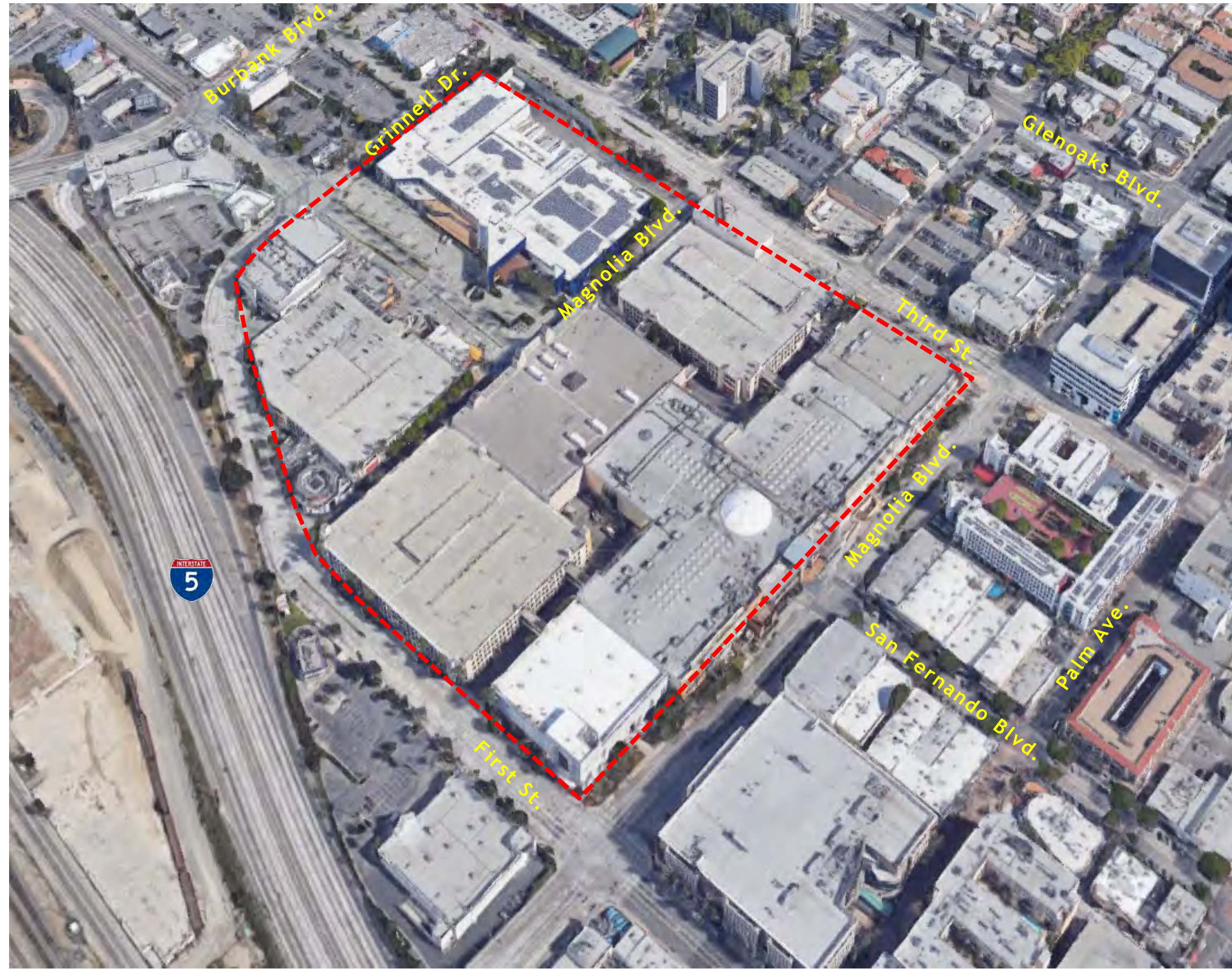
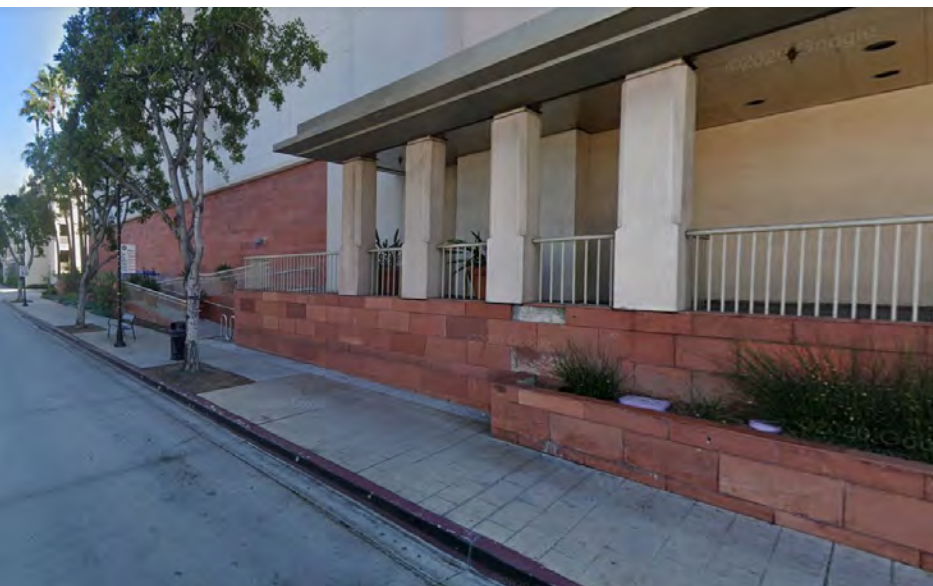
- Extend San Fernando Blvd. through the Mall, either as a vehicular street or pedestrian paseo.
- Introduce an urban park or plaza surrounded by retail and restaurants.
- Introduce housing at General Plan densities.
- Introduce new office buildings along 1st St.
- Keep existing parking garages.

BURBANK TOWN CENTER



DOWNTOWN DISTRICT

BURBANK TOWN CENTER



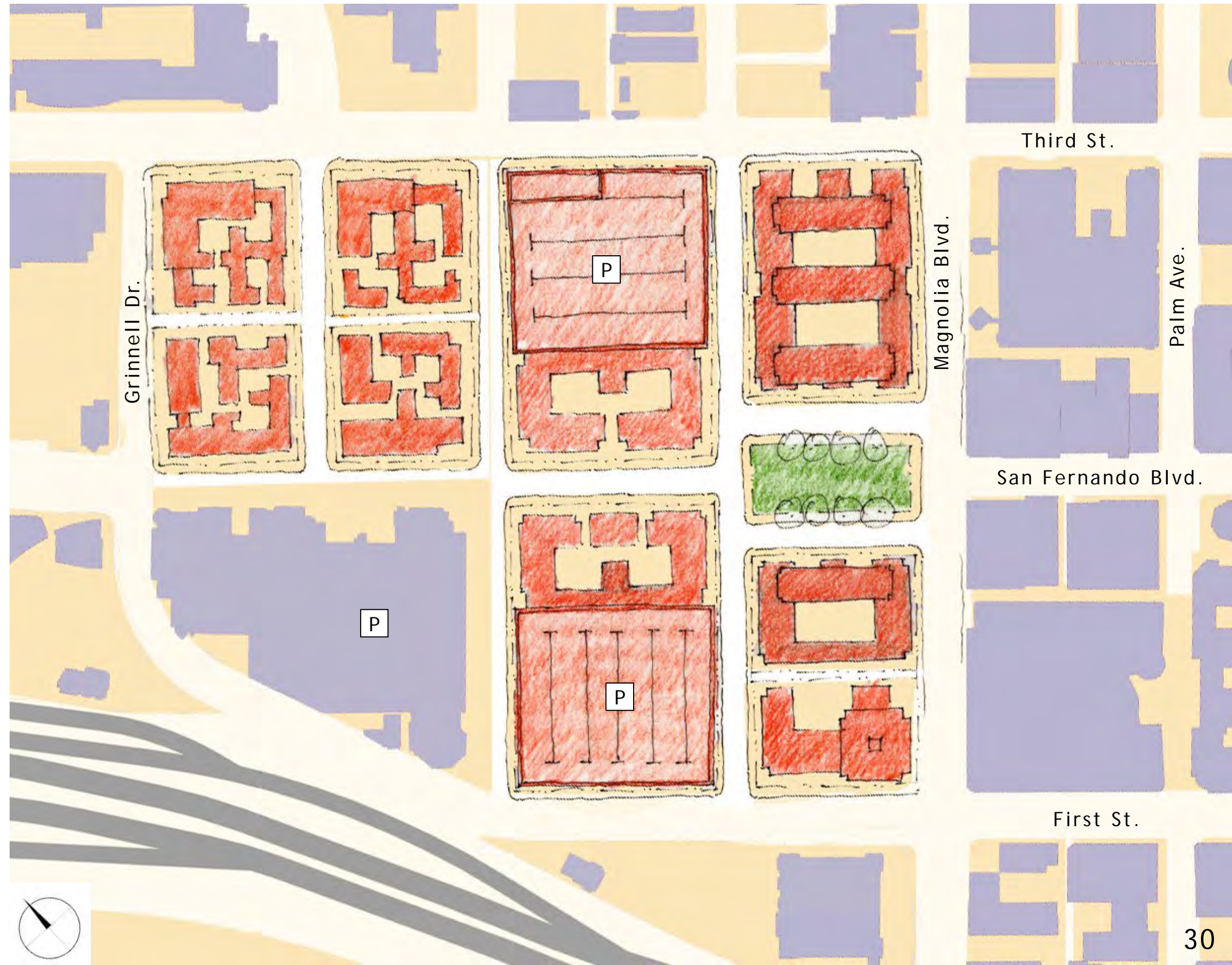
DOWNTOWN DISTRICT

BURBANK TOWN CENTER



DOWNTOWN DISTRICT

BURBANK TOWN CENTER



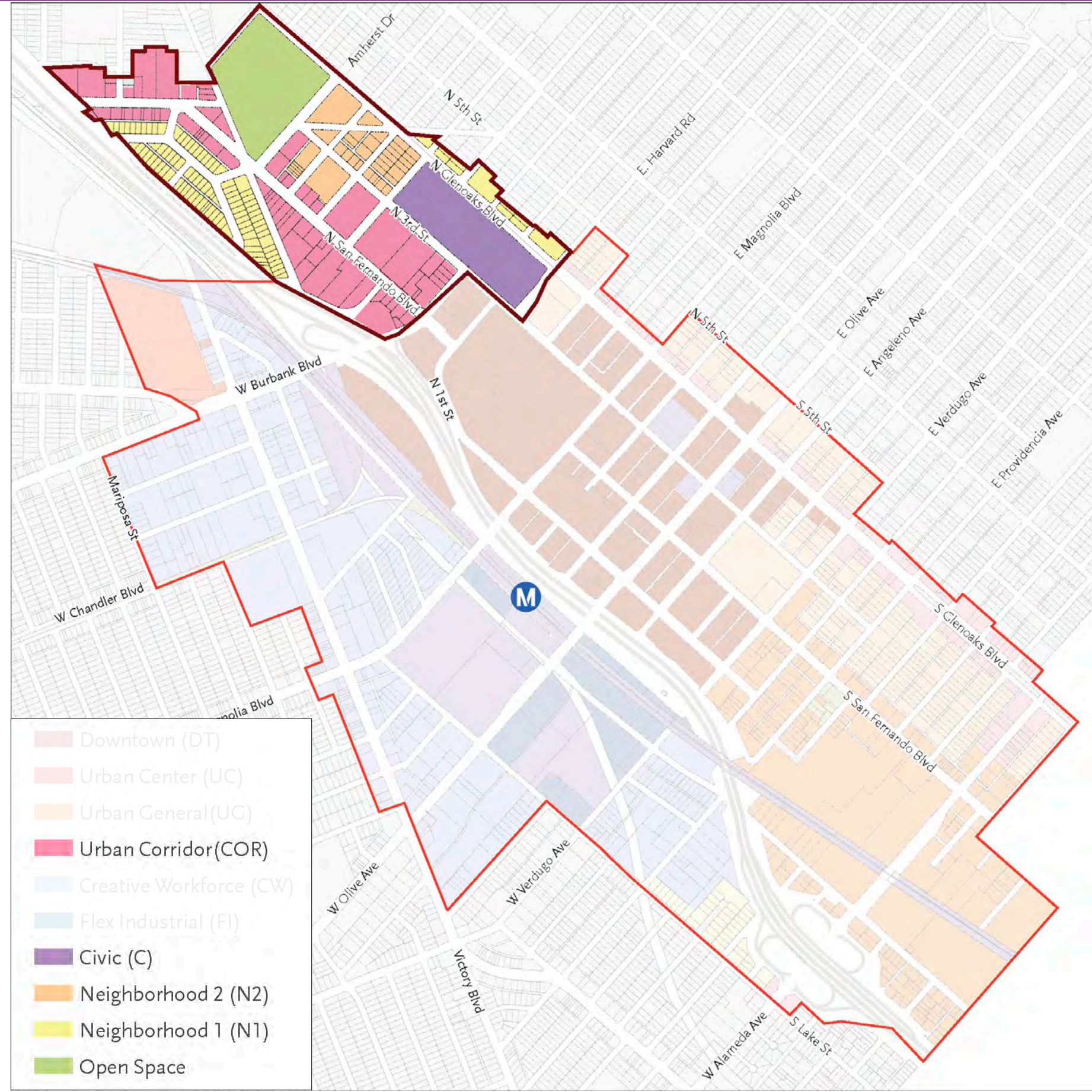
NORTH SAN FERNANDO BOULEVARD NEIGHBORHOOD



TODAY



TOMORROW



- Downtown (DT)
- Urban Center (UC)
- Urban General (UG)
- Urban Corridor (COR)
- Creative Workforce (CW)
- Flex Industrial (FI)
- Civic (C)
- Neighborhood 2 (N2)
- Neighborhood 1 (N1)
- Open Space

NORTH SAN FERNANDO BOULEVARD NEIGHBORHOOD

- Transform into a vibrant neighborhood by building off existing strengths:
 - McCambridge Park
 - Two existing grocery stores
 - Nearby Downtown shopping and entertainment
 - Burbank High School
 - Neighborhood-serving retail along San Fernando Blvd.
- Introduce new multi-family residential and mixed use buildings that face the street



NORTH SAN FERNANDO BOULEVARD NEIGHBORHOOD

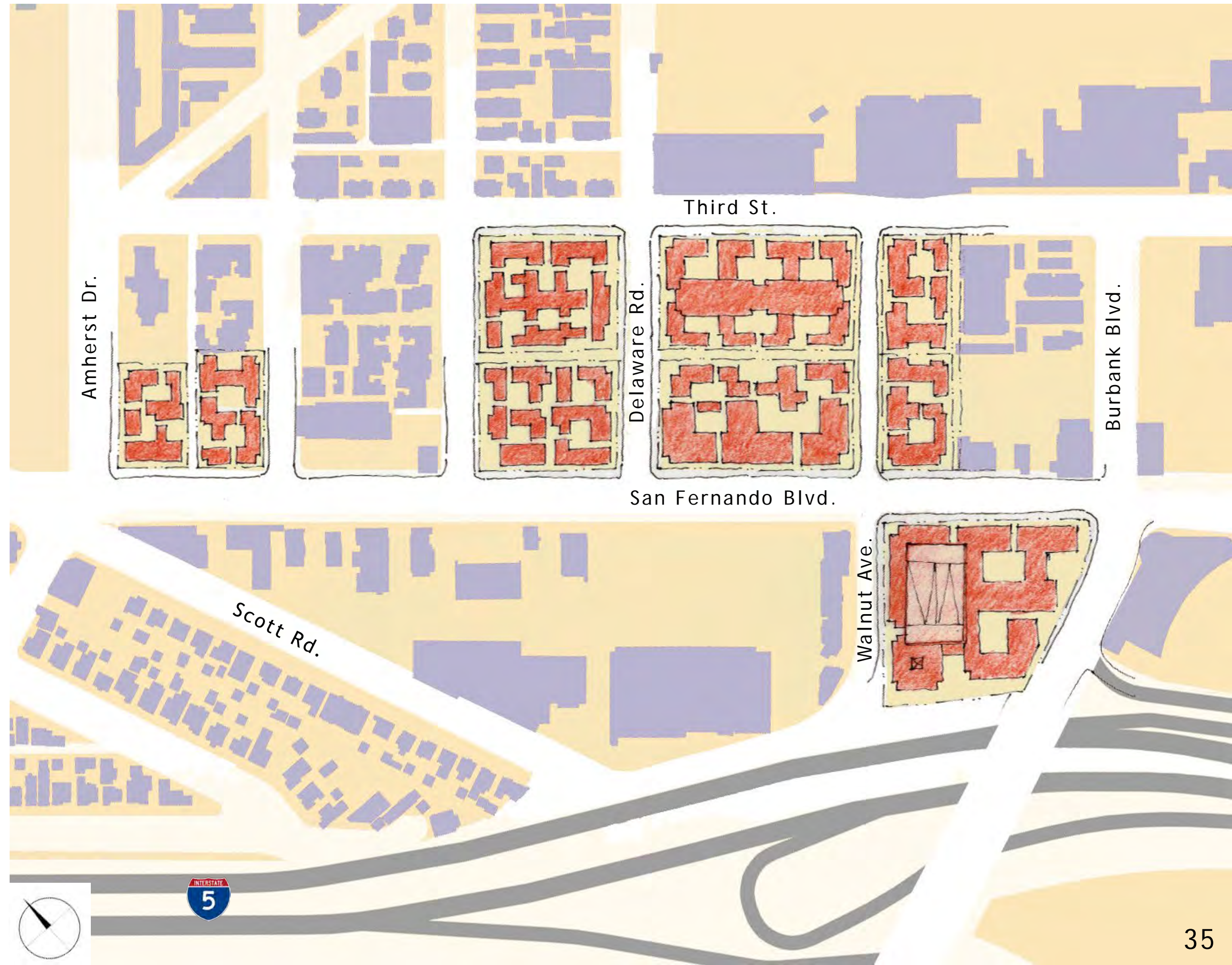
- Develop the parcel previously occupied by the northbound Burbank Blvd. “cloverleaf” offramp.
- Within neighborhood bounded by San Fernando Blvd., Scott Rd., Leland Way, design new house-form multi-family buildings with porch and stoop frontages.
- Introduce new streets on blocks over four acres in area.



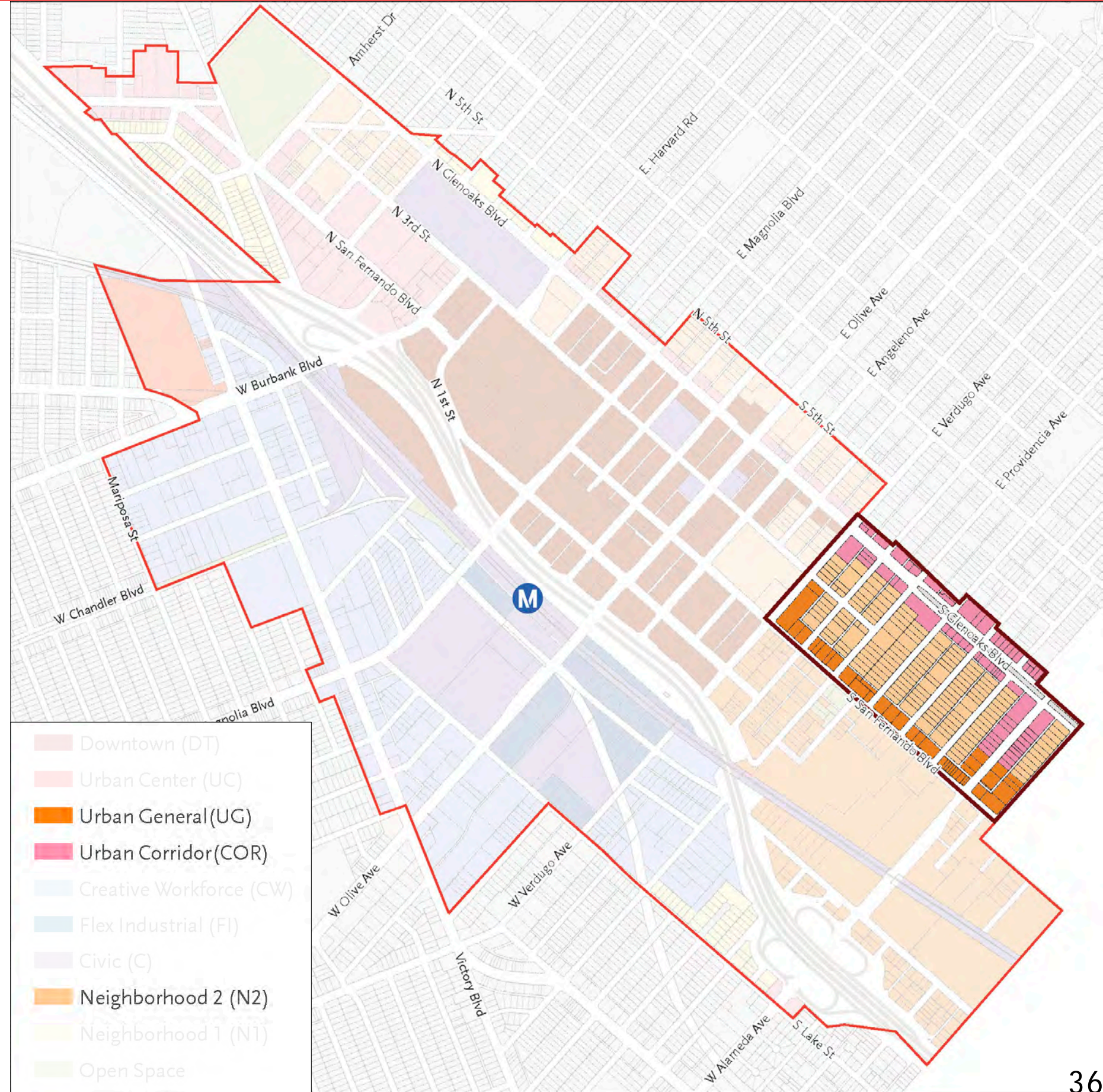
NORTH SAN FERNANDO BOULEVARD OPPORTUNITY SITES



NORTH SAN FERNANDO BOULEVARD OPPORTUNITY SITES



SOUTH SAN FERNANDO NEIGHBORHOOD



SOUTH SAN FERNANDO NEIGHBORHOOD

- Introduce new multi-family residential buildings that face and are accessed from the street through appropriate frontages (porches, stoops)
- Locate parking underground or at the rear of the site
- Introduce street trees on existing neighborhood streets.



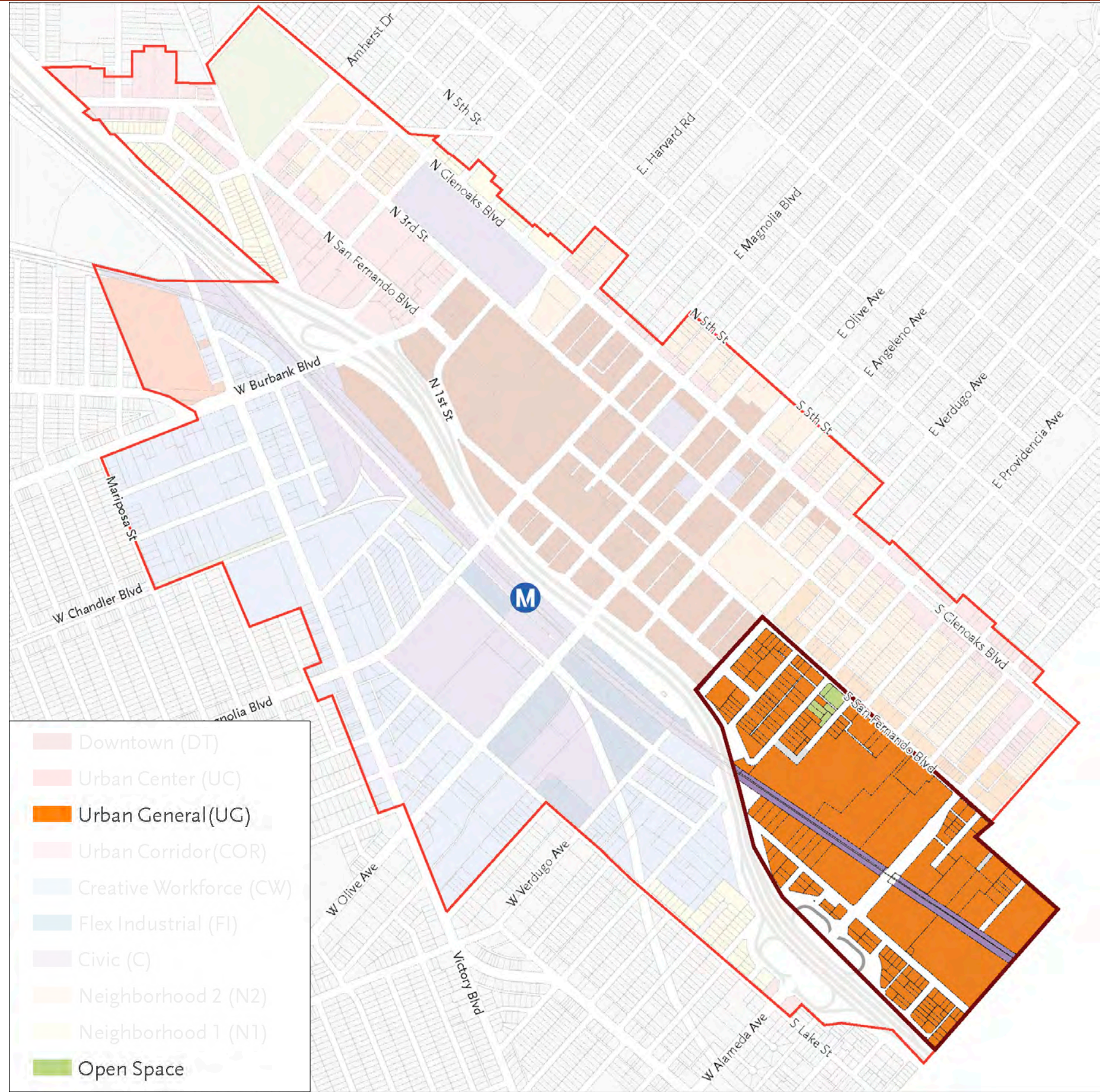
SOUTH SAN FERNANDO DISTRICT



TODAY



TOMORROW



SOUTH SAN FERNANDO DISTRICT

- Support existing and new commercial and light industrial uses, while enabling more intense residential and mixed-use buildings to be introduced over time - especially along San Fernando Blvd., where streetscape improvements were recently completed.
- Encourage the conversion of existing commercial structures to accommodate work/live residential units.

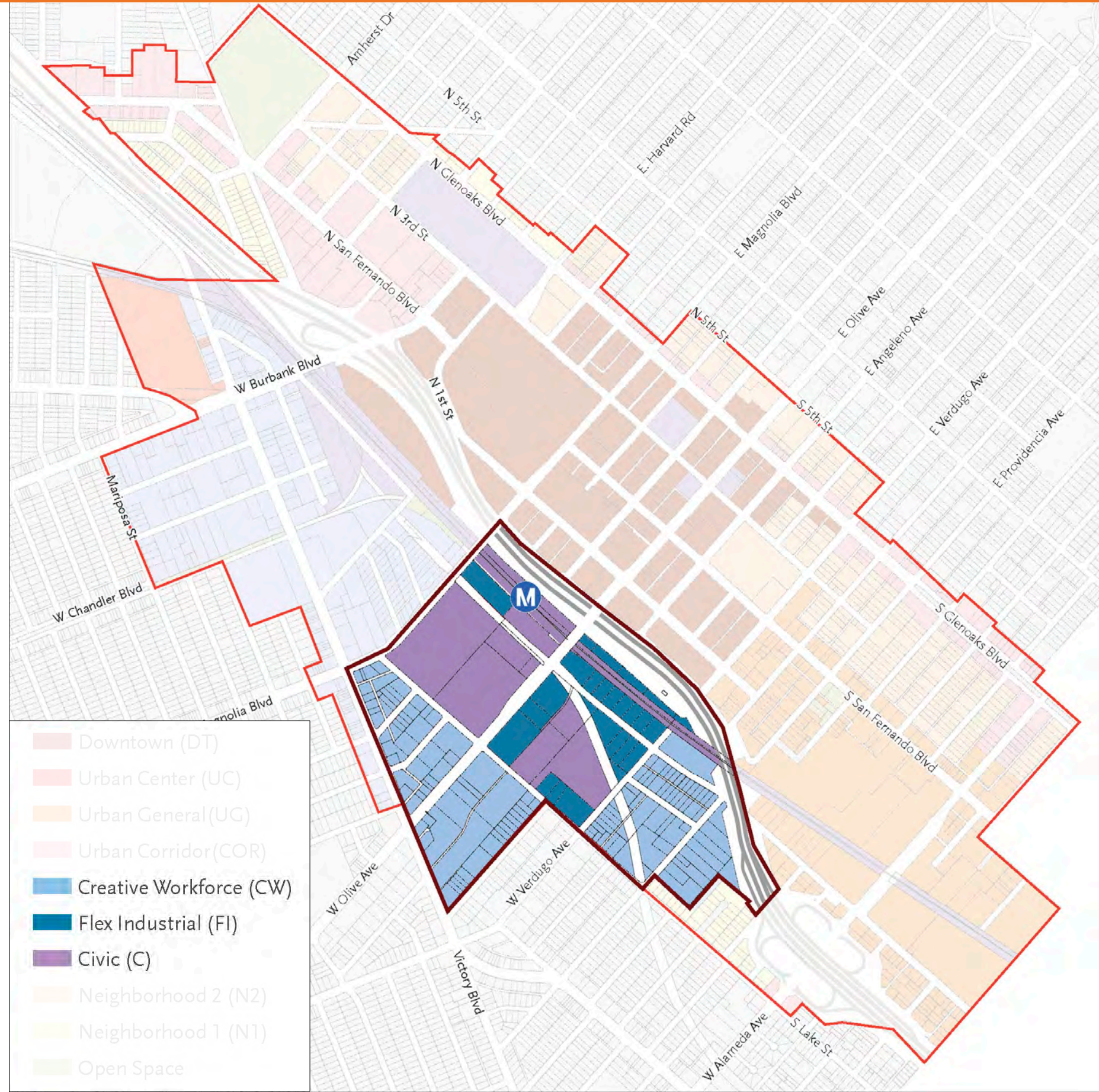


SOUTH SAN FERNANDO DISTRICT

- Better utilize the “Bobble” art installation as publicly accessible open space.
- Consider infilling the portion of the IKEA parking lot adjacent to the “Bobble” open space with a commercial or mixed-use building that provides a better frontage along the open space.



OLIVE AVENUE TOD DISTRICT



OLIVE AVENUE TOD DISTRICT

- Introduce a dense, walkable, urban, pedestrian-friendly TOD that accommodates a wide range of uses, including, light industrial, office, media, service commercial, restaurant and hospitality uses.
- Grow the concentration of media-related business and supporting land-uses by attracting new media and creative office businesses.



OLIVE AVENUE TOD DISTRICT

- Introduce new streets on blocks that are four acres or more in size.
- Transform Victory Boulevard into a “main street” that provides neighborhood-serving uses for the Olive Avenue TOD District.
- Introduce streetscape improvements activate the street and create a pedestrian friendly environment.



OLIVE AVENUE TOD DISTRICT

- Welcome the proposed North Hollywood to Pasadena BRT line along Olive Avenue, including accommodating stops at Olive Ave./Victory Blvd. and on the Olive Avenue Bridge at the Metrolink Station.
- In conjunction with High Speed Rail, introduce a bridge or underpass across the railroad tracks at Verdugo Blvd.



OLIVE AVENUE TOD DISTRICT



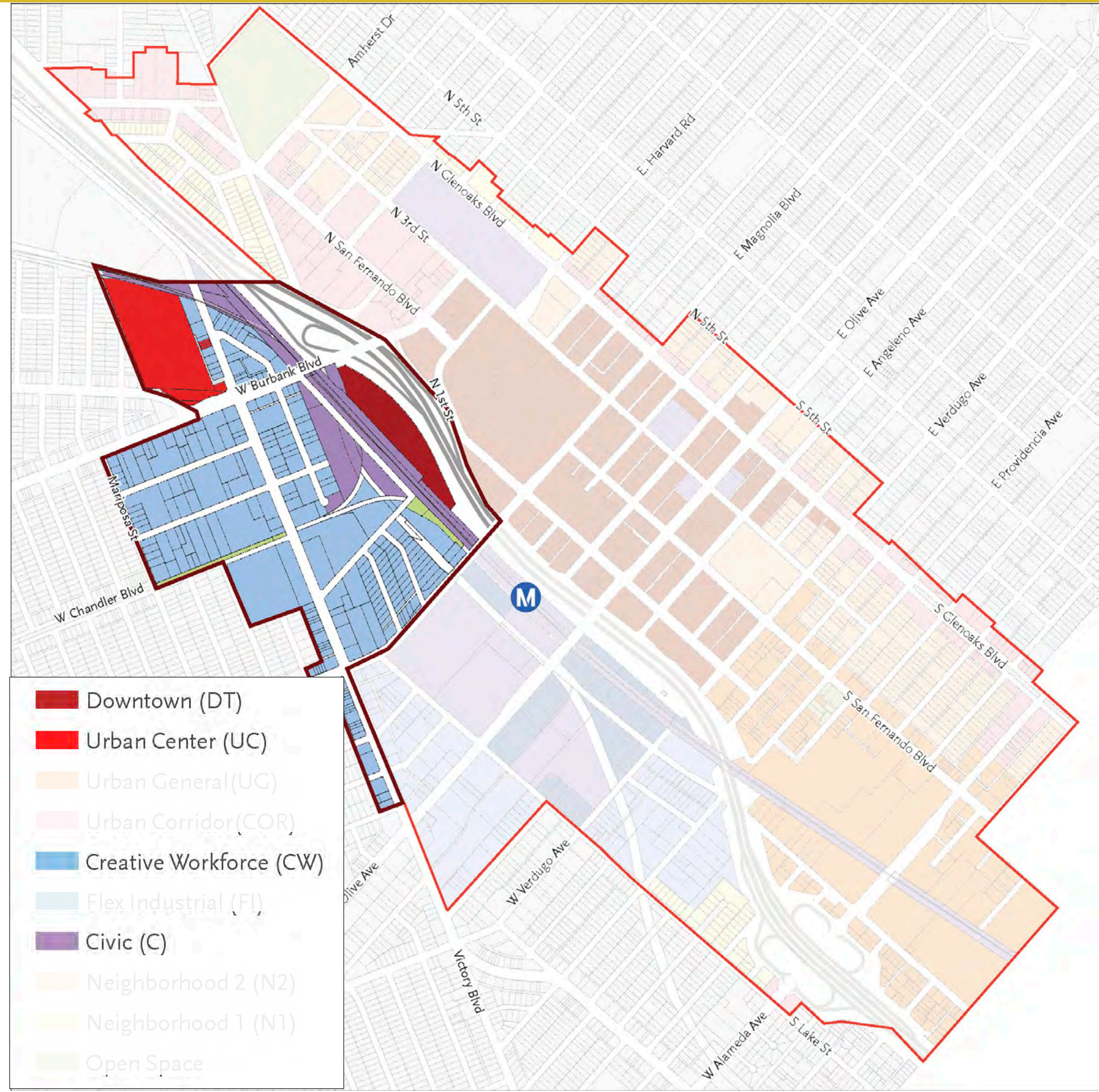
VICTORY BLVD. CREATIVE AND INDUSTRIAL CORRIDOR



TODAY



TOMORROW



VICTORY BLVD. CREATIVE AND INDUSTRIAL CORRIDOR

- Facilitate light industrial, commercial, media, creative, and other job-producing uses
- Support adaptive reuse of existing buildings for office, media, and creative uses.



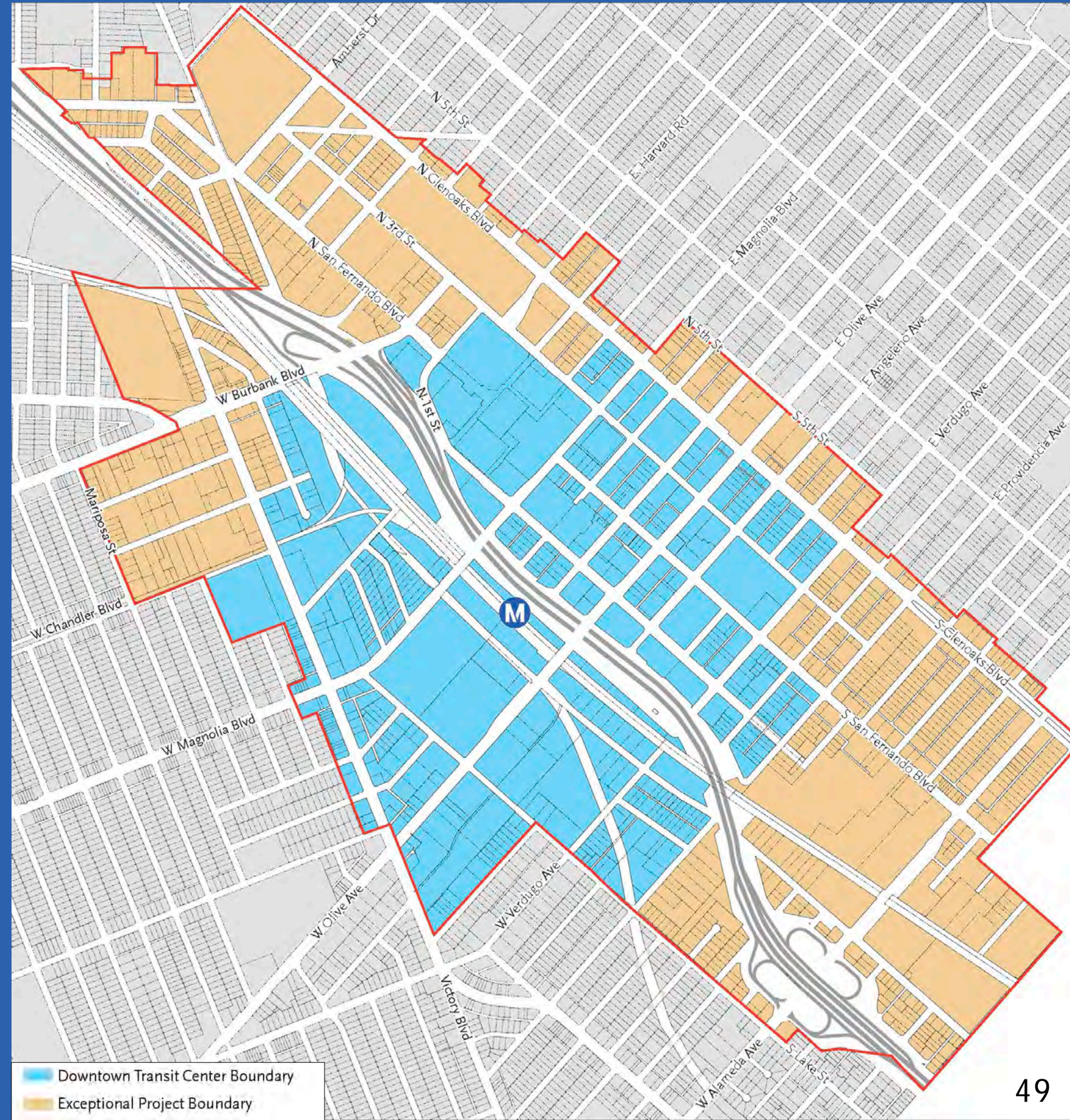
VICTORY BLVD. CREATIVE AND INDUSTRIAL CORRIDOR

- Introduce housing in areas located near residential neighborhoods, particularly west of Victory Blvd. between Burbank Blvd. and Chandler Blvd.
- Step down scale of multi-family housing located across the street or adjacent to existing single-family houses.



TOD/EXCEPTIONAL PROJECTS BONUSES

- BURBANK2035 LAND USE POLICY 1.2 With discretionary approval, allow density and intensity limits specified in Burbank2035 to be exceeded by up to 25% for TOD projects within transit centers.
- BURBANK 2035 LAND USE POLICY 1.4 With discretionary approval, allow density and intensity limits to be exceeded by up to 25% for exceptional projects that advance the goals and policies of Burbank 2035.



TOD/EXCEPTIONAL PROJECTS BONUSES

Define what is a TOD or Exceptional Project through the establishment of a voluntary program that would allow developers the ability to increase base density and intensity (FAR) up to 25% in exchange for providing a certain number of public benefits that would:

- Increase affordability consistent with the City's Inclusionary Housing Program;
- Increase on-site and off-site open space;
- Increase off-site bicycle/pedestrian improvements; and/or
- Contribute towards neighborhood protection efforts.

Develop a list of public benefits from these four categories.

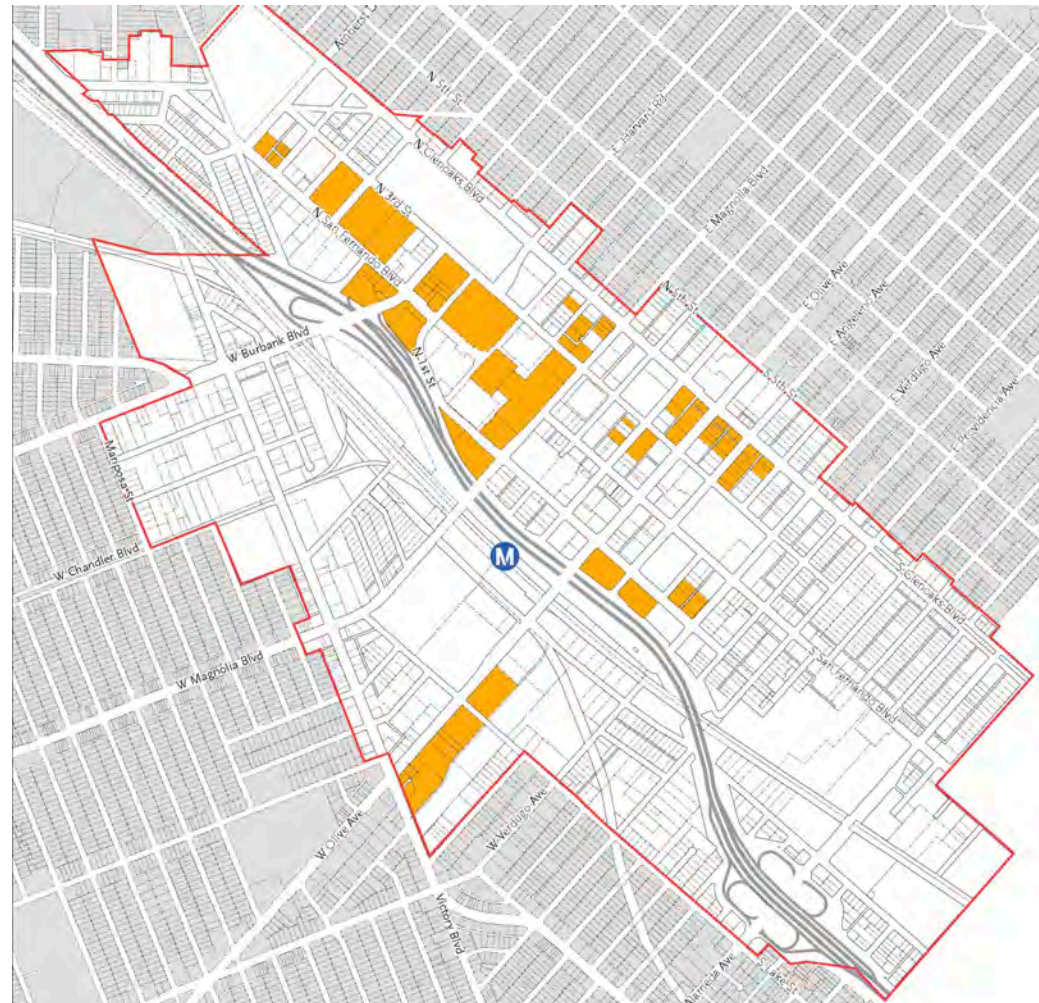
Establish a tiered system that identifies the amount of density and intensity allowed and the resultant public benefits that would apply to future projects.

DEVELOPMENT POTENTIAL

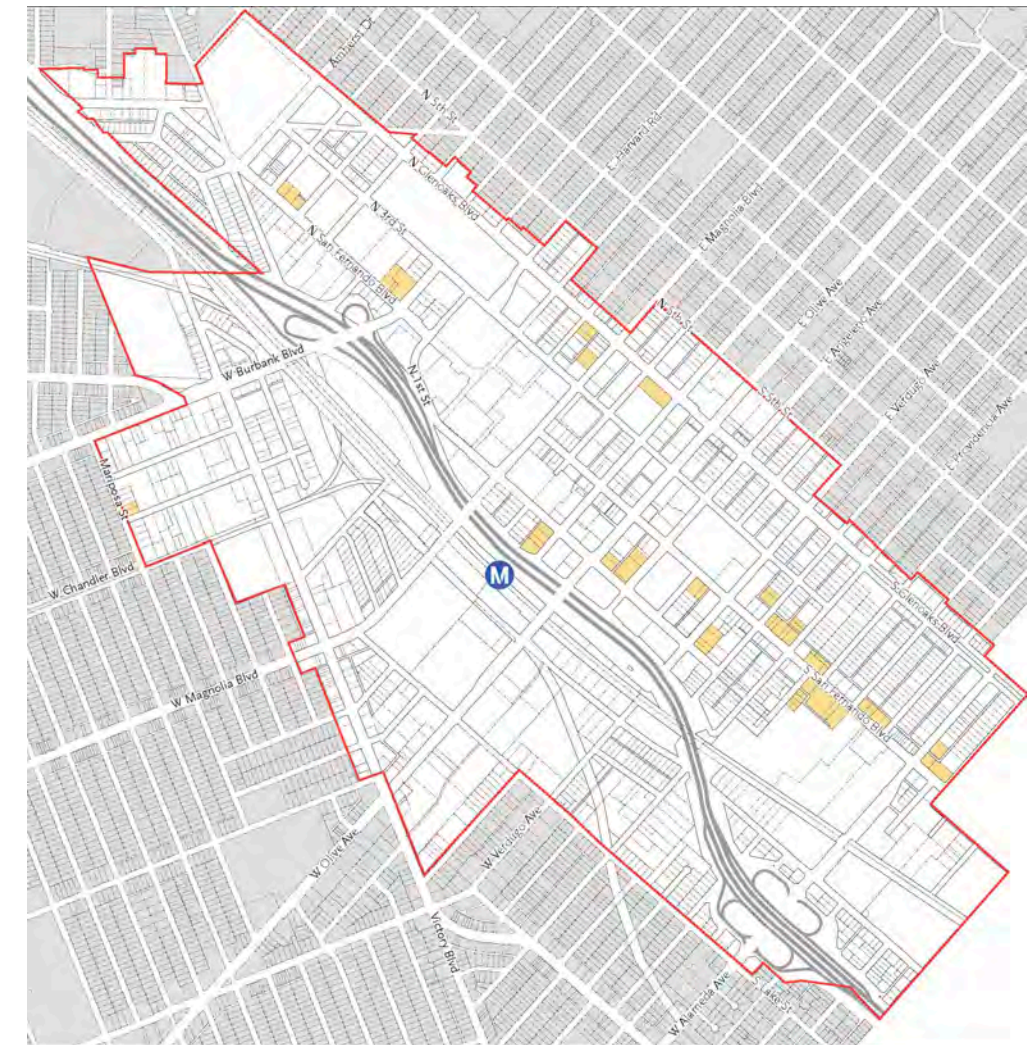
PIPELINE PROJECTS



OPPORTUNITY SITES



INFILL SITES

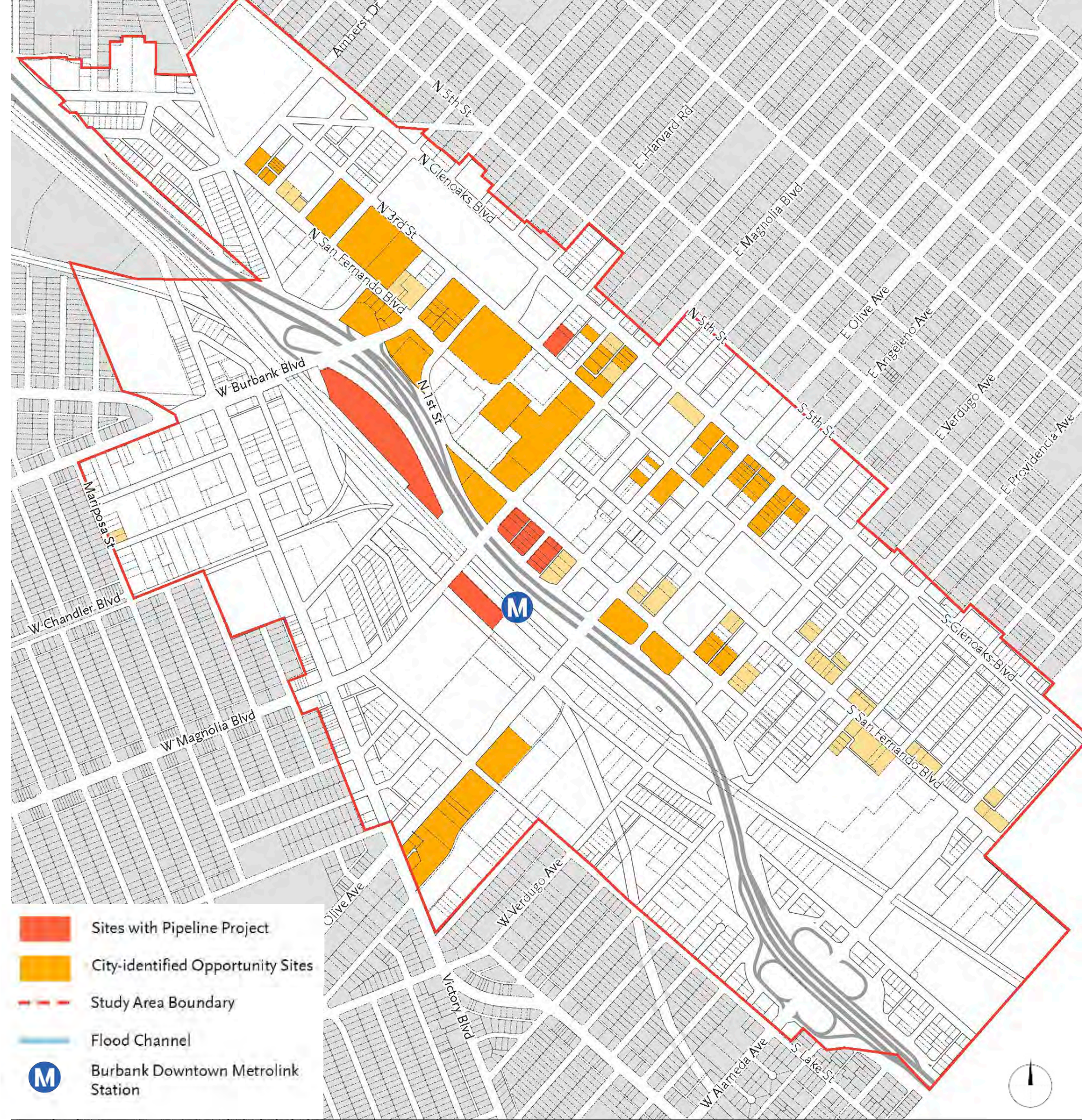


ALL SITES

Residential units: 5,626

Non-residential sf: 4,157,997

Hotel rooms: 1,374



THANK YOU!