



SPRING 2017 “LISTENING & LEARNING” WORKSHOP SUMMARY

GOLDEN STATE DISTRICT

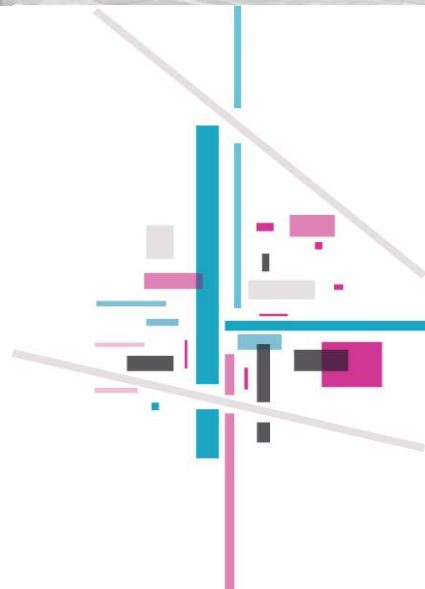
Saturday, February 11, 2017

Marriott Hotel Burbank Airport

1. Project Overview
2. Workshop Notices
3. Workshop Format
4. Summary of Input



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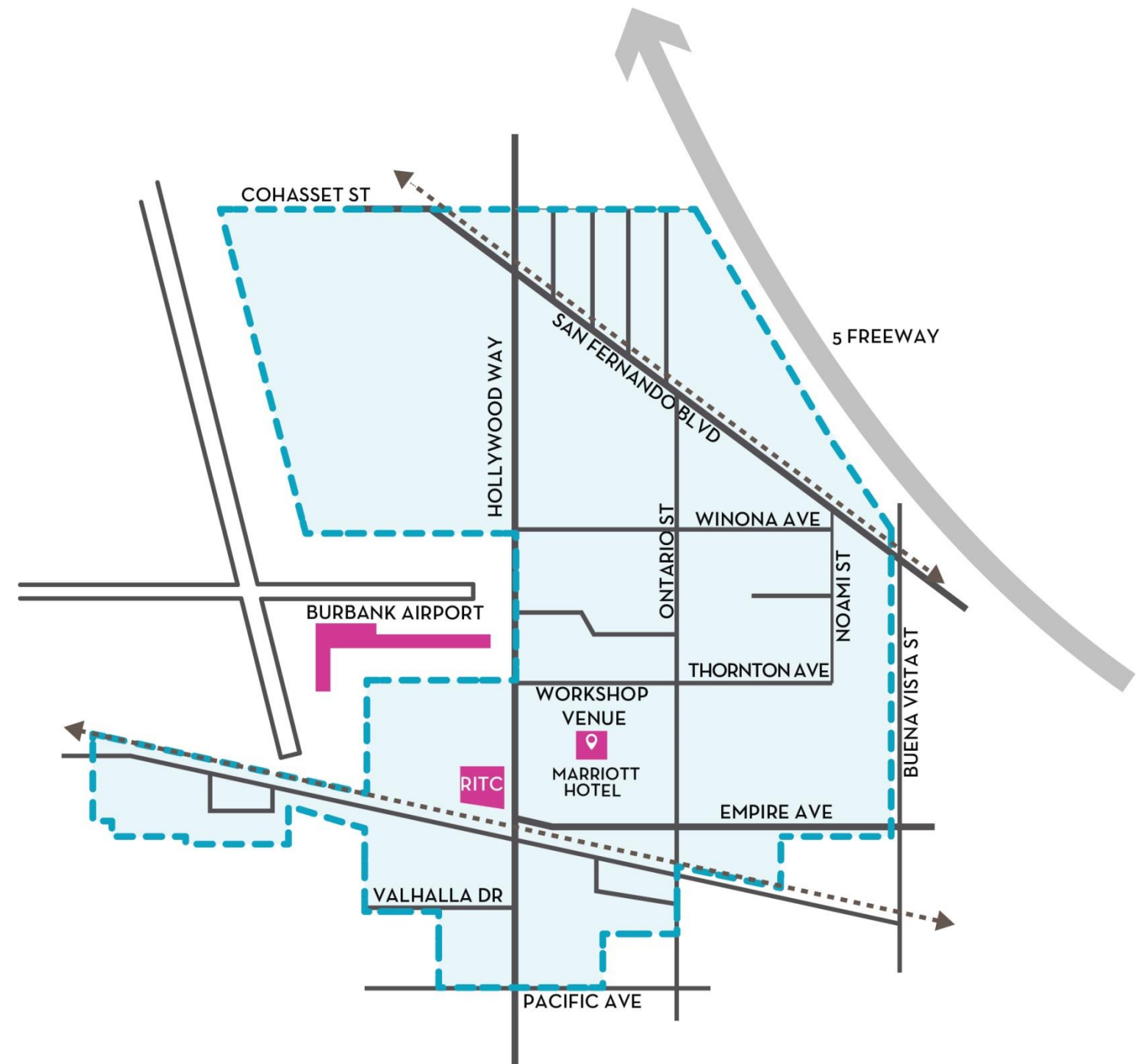
PROJECT OVERVIEW



1. PROJECT OVERVIEW

The Golden State District is a 640-acre commercial-industrial area adjacent to Burbank Airport in Burbank, California. It is generally bounded by San Fernando Boulevard and the 5-Freeway to the north, Empire Avenue to the south, Buena Vista Street to the east, and Burbank Airport to the west. The ongoing planning effort has 3 primary components

- Preparation of a station area plan in anticipation of Burbank's proposed high-speed rail station (planned to be located within the District);
- Preparation of the Golden State Specific Plan, which will incorporate recommendations from the station area plan and serve as the regulatory document for future land use, development, infrastructure, and public realm improvements; and an
- Environmental Impact Report that will analyze potential environmental impacts of plan recommendations and in turn recommend appropriate mitigations.



Golden State District Project Boundary Map

1. PROJECT OVERVIEW

Community engagement is at the heart of successful planning. While a sound technical approach is necessary to produce accurate, meaningful content and recommendations, the process used to arrive at key decisions is equally important.

- The underlying theme of the first community workshop was to “**listen and learn**”. The workshop allowed city staff and project team members to hear and document issues that members of the community would like addressed, solved, and taken care of.
- This workshop summary documents the public outreach activities employed for the workshop in January and February 2017. It also archives input received and summarizes the major themes of discussion.



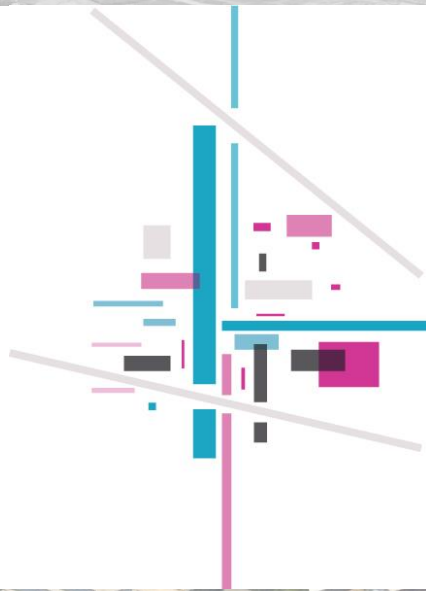
Photos of the Community Workshop

SPRING 2017 “LISTENING & LEARNING” WORKSHOP SUMMARY

GOLDEN STATE DISTRICT



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WORKSHOP NOTICES



2. WORKSHOP NOTICES

Notices for the community workshop were disseminated via multiple media, as described in this section.

DIRECT MAIL

A postal mailer was distributed on January 27, 2017 to a total of 964 mailing addresses. Mailers were addressed to all businesses and residents within the boundary of the Golden State District.

EMAIL

The City of Burbank emailed an electronic meeting notice on February 8, 2017 to the email addresses in the City's e-notifying mailing list.

NEWSPAPER ADVERTISEMENT

A newspaper advertisement was placed in the Burbank Leader on January 26, 2017.



GOLDEN STATE DISTRICT

SATURDAY, FEBRUARY 11TH, 2017

9:30am Walking Tour Check-in (optional)
10:15am Workshop Check-in
12:00pm Workshop Concludes

MARRIOTT HOTEL BURBANK AIRPORT
2500 N. Hollywood Way
Burbank, CA 91505

JOIN US FOR A COMMUNITY WORKSHOP

THE GOLDEN STATE DISTRICT occupies 640 acres adjacent to Burbank Airport. It is Burbank's longest-serving employment center.

The City of Burbank is preparing a plan for the district's future and **NEEDS YOUR HELP!** Come join us for a workshop and make sure your voices and ideas are heard.

Your input at this and future workshops will help shape improvements and recommendations that emerge for the Golden State District.

We are also hosting a 20-minute guided walking tour of the district just prior to the workshop. Come early for the tour, or come for the workshop. Or both. We would love to have you for as much time as you can spare.



SEE YOU ON FEBRUARY 11!

Visit WWW.GOLDENSTATEDISTRICT.COM to learn more.
CONTACT: Scott Plambaeck, Deputy City Planner
(818) 238-5250 | splambaeck@burbankca.gov

Direct Mailer

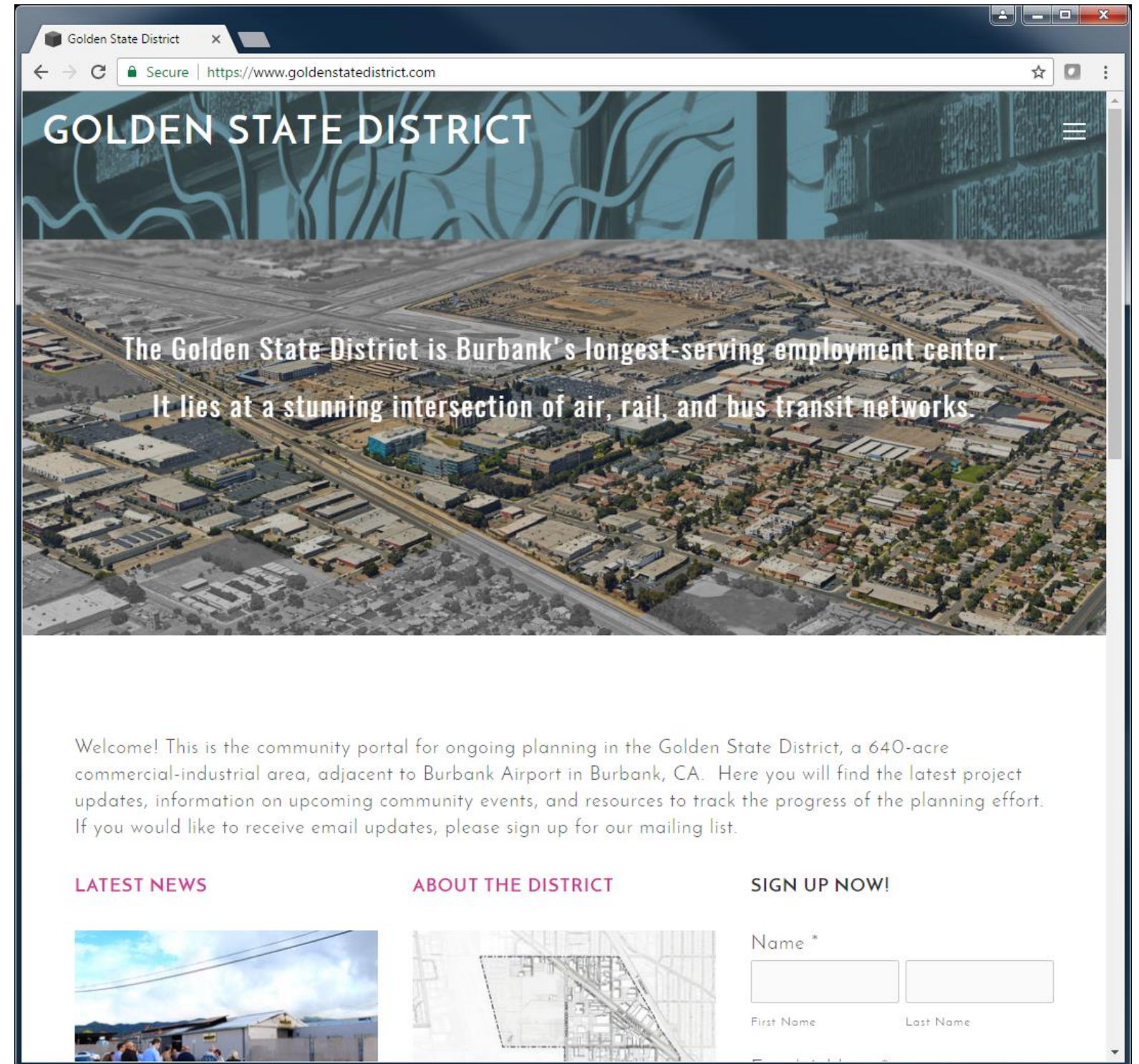
2. WORKSHOP NOTICES

WEBSITE

Information about the community workshop was posted to the project's website: www.goldenstatedistrict.com. The City cross-linked to the website on its homepage. The website provided the pertinent information about the date, time, address, and purpose of the community workshop.

The website will be used throughout the outreach process as an communication tool to:

- Provide periodic project updates
- Advertise upcoming outreach events
- Post project working documents
- Collect comments from the public throughout the planning process



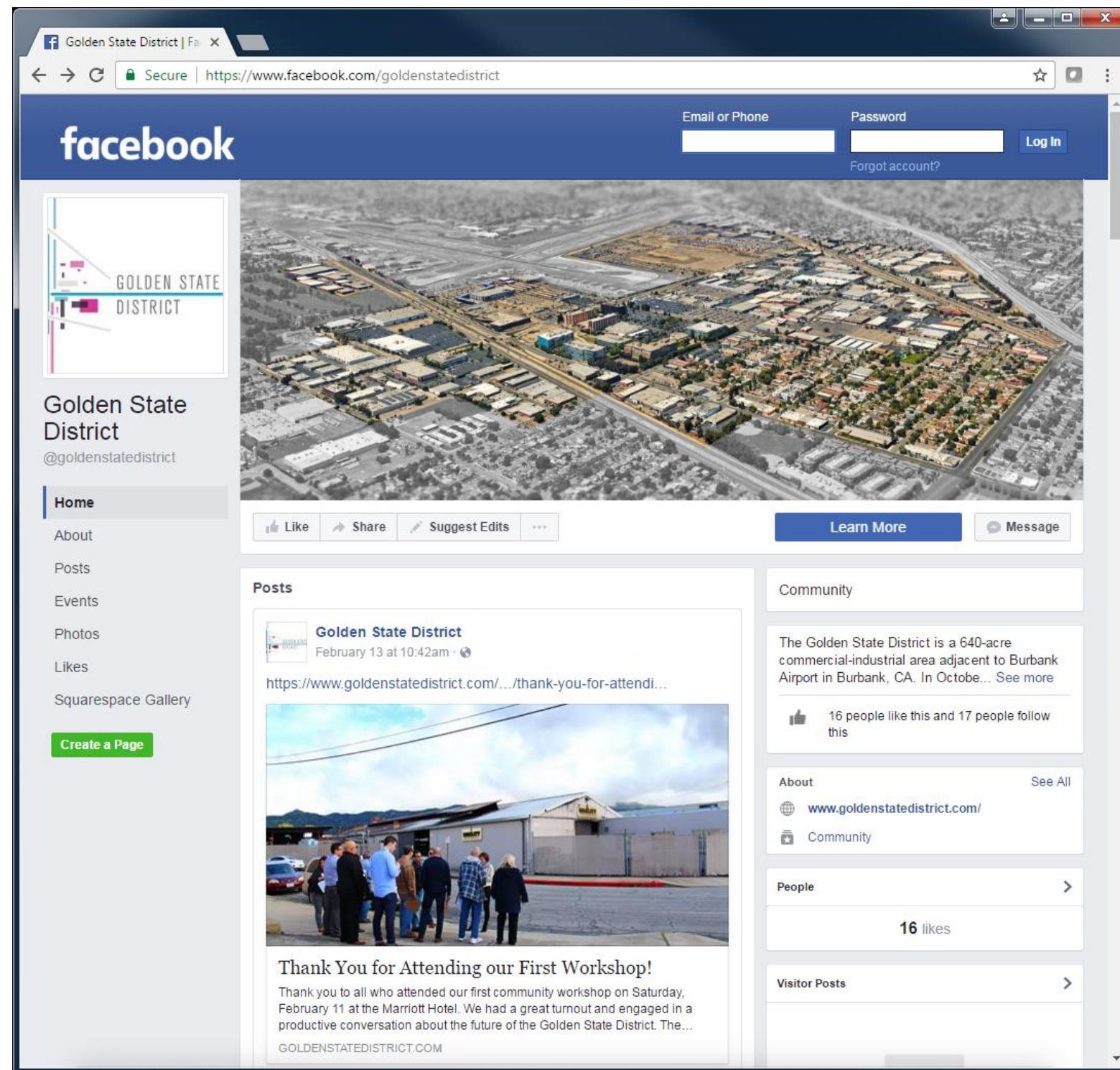
Project Website

2. WORKSHOP NOTICES

FACEBOOK

Information about the Community Workshop was posted to the Project's Facebook page:

www.facebook.com/GoldenStateDistrict as an event invite with a link to the website. The Facebook page is intended to mirror the content on the website.

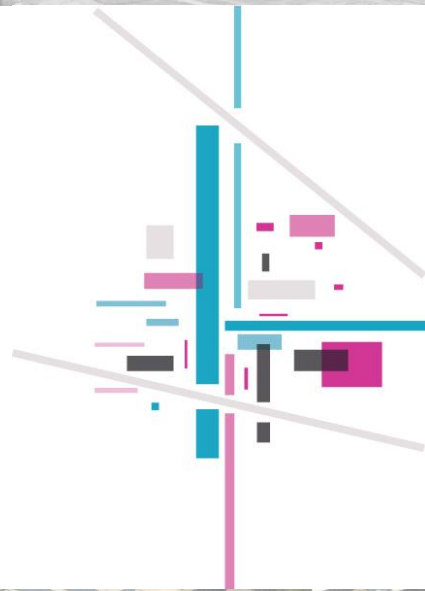


Facebook Page





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WORKSHOP FORMAT



3. WORKSHOP FORMAT

DATE AND LOCATION

The community workshop was held on Saturday, February 11, 2017 from 9:30am to 12:00pm at the Burbank Airport Marriott Hotel at 2500 N. Hollywood Way, Burbank, CA 91505.

The meeting location was selected as it is a known and visible landmark in the heart of the Golden State District, accessible by public transit and with ample parking.

MEETING FORMAT

The meeting agenda was generally as follows:

- 9:30 am Walking Tour Registration
- 9:50 am Walking Tour
- 10:15 am Registration for the Public Workshop
- 10:35 am Welcome and Meeting Overview
- 10:40 am Opening Remarks
- 10:45 am Golden State District Overview Presentation
- 11:00 am Discussion at Stations/Open House format
- 11:45 am Report Out and Concluding Remarks
- 12:00 PM Workshop Concludes

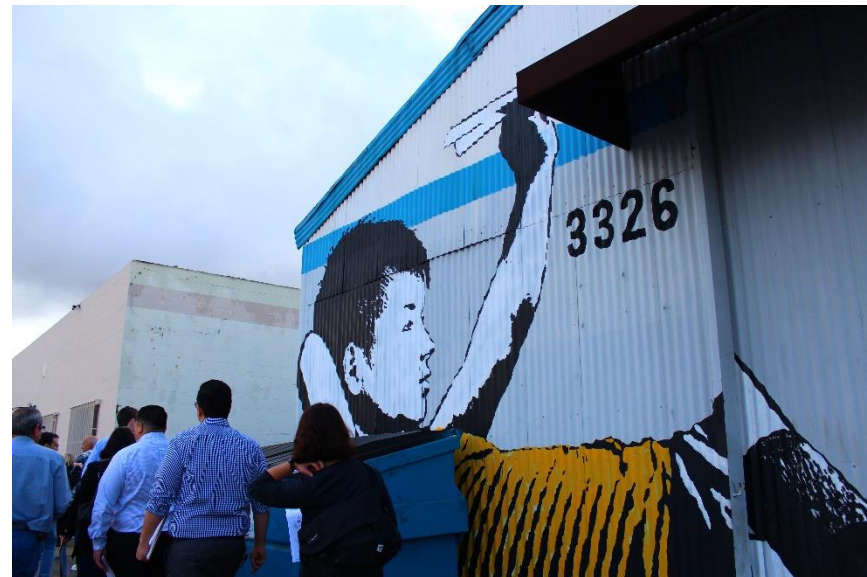


Photos of the Community Workshop

3. WORKSHOP FORMAT

WALKING TOUR

The workshop commenced with an optional 20-minute walking tour along a pre-defined route within the District. The purpose of the walking tour was to lead participants into areas of the District that they may not usually visit and to encourage them to think about the District's issues and opportunities prior to the workshop. The tour was meant to help participants experience the District from a pedestrian point of view and understand the importance of the public realm in place-making.



WALKING AUDIT
GOLDEN STATE DISTRICT SPECIFIC PLAN

Walk Audit Tour Map
As you walk along the route, annotate the map with notes, comments, and observations about your surroundings. Refer to discussion topics below at each of the stops during the walk audit.

Discussion Topics

- STOP #1 Hollywood Way**
Transit and Biking
- Roadway width
- Transfers
- STOP #2 Burton Ave**
Activation & Identity
- Commercial uses
- Building type
- STOP #3 Ontario St**
Livability
- Transition between land uses
- Streetscape

Additional Comments:

Walk Audit Form

3. WORKSHOP FORMAT

WORKSHOP ACTIVITIES

Following the walking tour, participants had the opportunity to view exhibits and a physical model of the study area, and speak with members of the project team. Opening remarks were made by Scott Plambaeck, Deputy City Planner and Patrick Prescott, Community Development Director at the City of Burbank. An overview of the District was presented by Gaurav Srivastava, Project Manager of the project team. Afterwards, workshop participants were divided into three groups to have detailed discussions about the District around the following questions:

1. Why is the Golden State District important to you?
2. What needs to be improved in the District?
3. What does the District have too much of? Too little of?
4. What do you want the District to be like in 20 years?
5. Is there anything else on your mind?

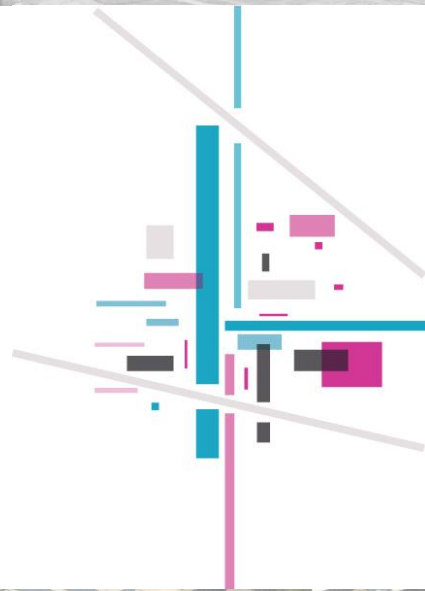
After approximately 30 minutes of discussion, a group member reported a summary of each group's discussion back to all workshop participants. The discussion at each table was documented in detail by project team members and is the primary record of workshop comments. Participants were also provided a form to submit written comments.



Photos of the Community Workshop



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SUMMARY OF INPUT



4. SUMMARY OF INPUT

In total, approximately 22 people attended the Community Workshop and provided comments. They were a mix of residents, business owners, property owners, workers, developers, and representatives from the City of Burbank and the California High Speed Rail Authority.

GROUP DISCUSSION SUMMARY

The key topics that emerged from each of the 3 group discussions during the Community Workshop are as follows.

TABLE 1

- The Golden State District aspires to be a “walkable, workable, affordable and mixed-use” place.
- Too much concrete, asphalt, chain-linked fences, and lack of shade and trees, makes the District an unwelcoming and uncomfortable environment for pedestrians.
- The District should remain an eclectic mix of uses where new uses make use of existing, architecturally significant buildings.
- The District should attract new, high-tech, high-paying jobs that will boost the city’s tax base, as well as new affordable housing and amenities that will support these jobs.



Photos of the Community Workshop

4. SUMMARY OF INPUT

TABLE 2

- The Golden State District should be the gateway to Burbank's Media District, via clear, direct, and accessible access routes and points.
- The District lacks sufficient amenities and pedestrian infrastructure to support residents and business in the area.
- The Golden State District should be successful with or without the proposed high-speed rail station
- The District should be revitalized and modernized, with particular attention to outdated structures.
- The District should aspire to accommodate additional jobs and homes and ensure that existing residents are not negatively impacted.



Photos of the Community Workshop

4. SUMMARY OF INPUT

TABLE 3

- The Golden State District should be a destination and a gateway to Burbank, reversing the image of it being an industrial “dead zone”.
- Prioritize the pedestrian experience so that the District feels walkable, safe, and welcoming to people on foot.
- Maintain character in the residential areas of the District. Institute special residential standards to protect existing housing.
- Allow a unique combination of residential, industrial, and commercial to co-exist in the District.
- Allow more housing, especially affordable housing.
- Explore growing needs for new types of transportation and consider Complete Streets within the District to create a better and safer transportation system for all users.
- Strongly encourage more environmental attention and sustainable treatment in the District. The plan must address air quality, noise pollution, and excess concrete (leading to the urban heat island effect).



Photos of the Community Workshop

4. SUMMARY OF INPUT

Summary of Walk Audit Responses

Community Vision

We want to preserve and celebrate:

- Mixed Land Use
- Residential Character
- Transportation Hub
- Media Center



We would like to see:

- An improved pedestrian-friendly environment
- More shops, restaurants, & businesses
- An ecological & green landscape



Walk Audit Survey Results Avg Score

I would like to see more people walking, biking, and utilizing the space. **3.9**

The Golden State District is a "memorable" & "identifiable" place. **2.2**

This area is safe & pleasant for walking. **2.6**

This area is safe & pleasant for biking. **2.3**

Traffic flow is light & safe. **2.6**

Note: prompts shown above have been selected from a longer list on the audit forms.
1- disagree/lacking; 5 - strongly agree/ample

Note: responses above are synthesized from the audit forms.

4. SUMMARY OF INPUT

OVERALL WORKSHOP SUMMARY

Comments from each of the group discussions as well as comments provided via comment cards, the walk audit form, and verbal comments expressed to the project team have been summarized into the following nine aspirations:

1 SUCCEED WITH OR WITHOUT HSR

The future success of the Golden State District future should not be tied to the success (or even presence) of High Speed Rail. The plan must work with or without it.

2 ALLOW MORE JOBS AND HOMES

The District should build off its existing momentum and continue to accommodate a growing number of jobs. Its residential population should similarly keep pace. Burbank needs more housing.



4. SUMMARY OF INPUT

OVERALL WORKSHOP SUMMARY (CONTINUED)

3 AMENITIES, AMENITIES, AMENITIES

The existing 15,000 workers and 3,500 residents need many more local amenities (food, parks, services, and entertainment). Future workers and residents will need even more.

4 MIX IN SOME NEW USES

The District has already evolved a post-industrial identity. The District should support this growing identity by encouraging new uses – housing, retail, creative office, and restaurants – in addition to the existing commercial.

5 SHORT HOPS ARE AS IMPORTANT AS LONG HOPS

The District has unparalleled transportation service to regional and national destinations, but local short hop trips are poorly served.



4. SUMMARY OF INPUT

OVERALL WORKSHOP SUMMARY (CONTINUED)

6 GATEWAY TO THE MEDIA CAPITAL

The District needs an elevated sense of arrival - an air terminal and rail station experience that is carefully designed to welcome and impress.

7 PEOPLE WALK HERE

Improve the public realm by improving the pedestrian experience.

8 PEOPLE LIVE HERE

Change should not disrupt – only improve – the quality of life of residents in and around the district.

9 THE “GREEN” STATE DISTRICT

Make use of innovative green infrastructure to not only minimize impacts to the environment but help it thrive.

