



Welcome!

Thank you for coming today. Your participation and input will be *invaluable* in helping shape the future of the Golden State District.

Listening & Learning
Saturday, February 11, 2017

Agenda

- | | |
|----------|---|
| 9:30 am | Walking Tour Registration |
| 9:50 am | Walking Tour |
| 10:15 am | Registration for Public Workshop |
| 10:35 am | Welcome and Meeting Overview |
| 10:40 am | Opening Remarks by CD Director |
| 10:45 am | Golden State District Overview presentation |
| 11:00 am | Discussion at stations/Open House format |
| 11:45 pm | Report Out and Concluding Remarks |
| 12:00 pm | Workshop Concludes |



Overview



STUDY AREA

San Fernando Road

5-Freeway

Hollywood Way

Winona

Ontario

Thornton

Empire Ave

EMPIRE CENTER

Rail to Ventura

Vanowen St

(We are Here)

Overview



60-ACRE OPPORTUNITY SITE (PROPOSED DEVELOPMENT)

HOLLYWOOD WAY METROLINK STATION (PLANNED)

49-ACRE AIRPORT ADJACENT PARCEL (PROPOSED REPLACEMENT TERMINAL)

AIRPORT TERMINAL (EXISTING)

STUDY AREA

EMPIRE AVENUE / I-5 IMPROVEMENTS (ONGOING)

BOB HOPE AIRPORT METROLINK STATION (EXISTING)

EMPIRE AVENUE PEDESTRIAN BRIDGE (PLANNED)

RITC + ELEVATED PED. WALKWAY TO TERMINAL

Rail to Ventura
Vanowen St

Hollywood Way
San Fernando Road
5-Freeway

Winona

Thornton

Empire Ave

EMPIRE CENTER

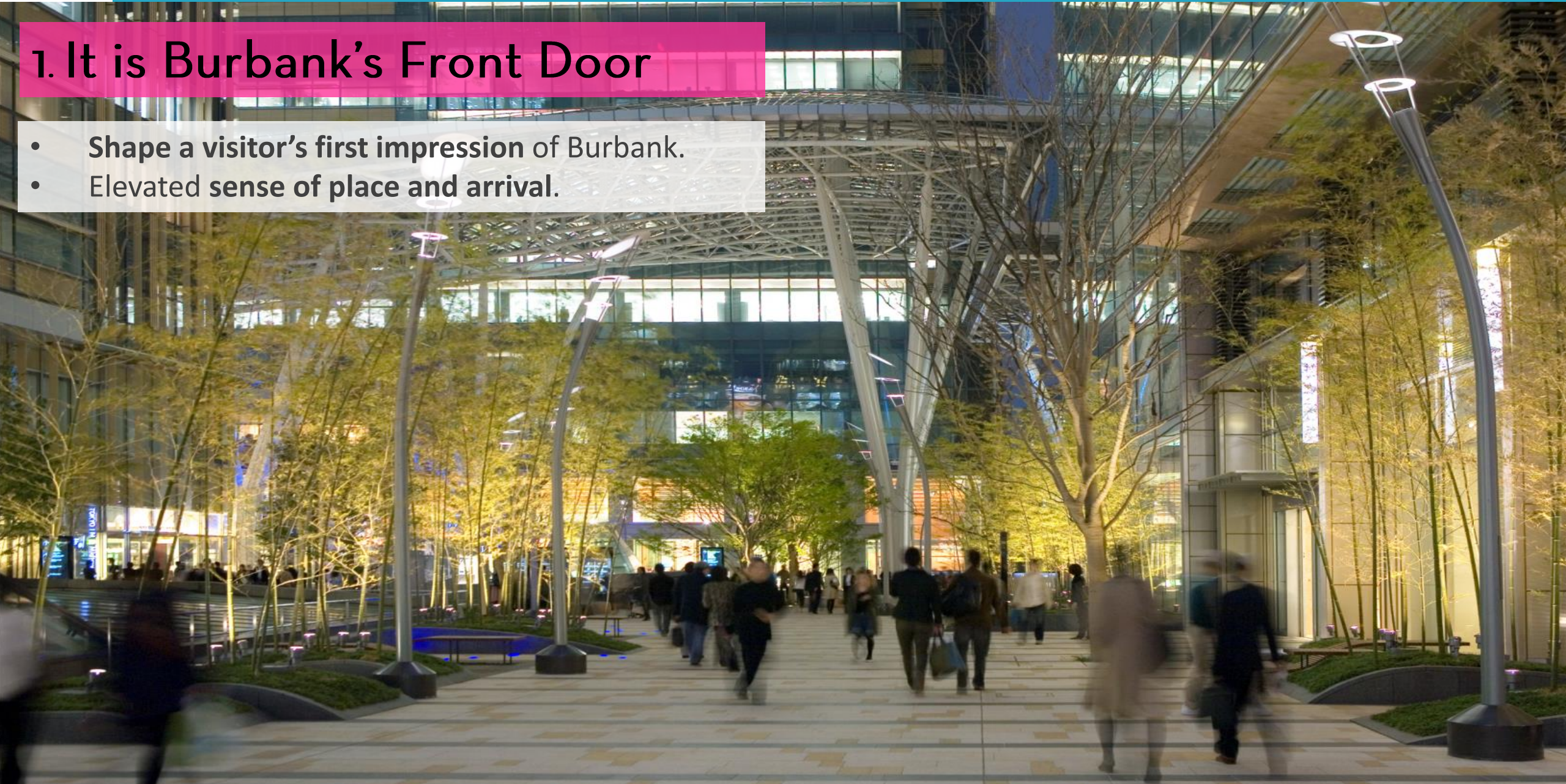
Ontario



Why is the GSD Important to Burbank?

1. It is Burbank's Front Door

- Shape a visitor's first impression of Burbank.
- Elevated sense of place and arrival.





Why is the GSD important to Burbank?



2. It is Burbank's Longest-Serving Employment Center

- Long served as **Burbank's industrial heart.**
- **Shifted to post-industrial uses** recently and is experiencing a **resurgence of economic activity.**



Why is the GSD important to Burbank?

3. It is a principal gateway to Southern California

- Will serve as the **point of arrival and departure** for millions of visitors.
- Will utilize **existing airport and the future High Speed Rail Station**.



Why is the GSD important to Burbank?

4. It has unparalleled transit access

- Lies at the nexus of a stunning arrangement of transportation networks – commercial air, general aviation, national rail, commuter rail, future high-speed rail, and bus networks.



Why does the **GOLDEN STATE DISTRICT** need a plan ?

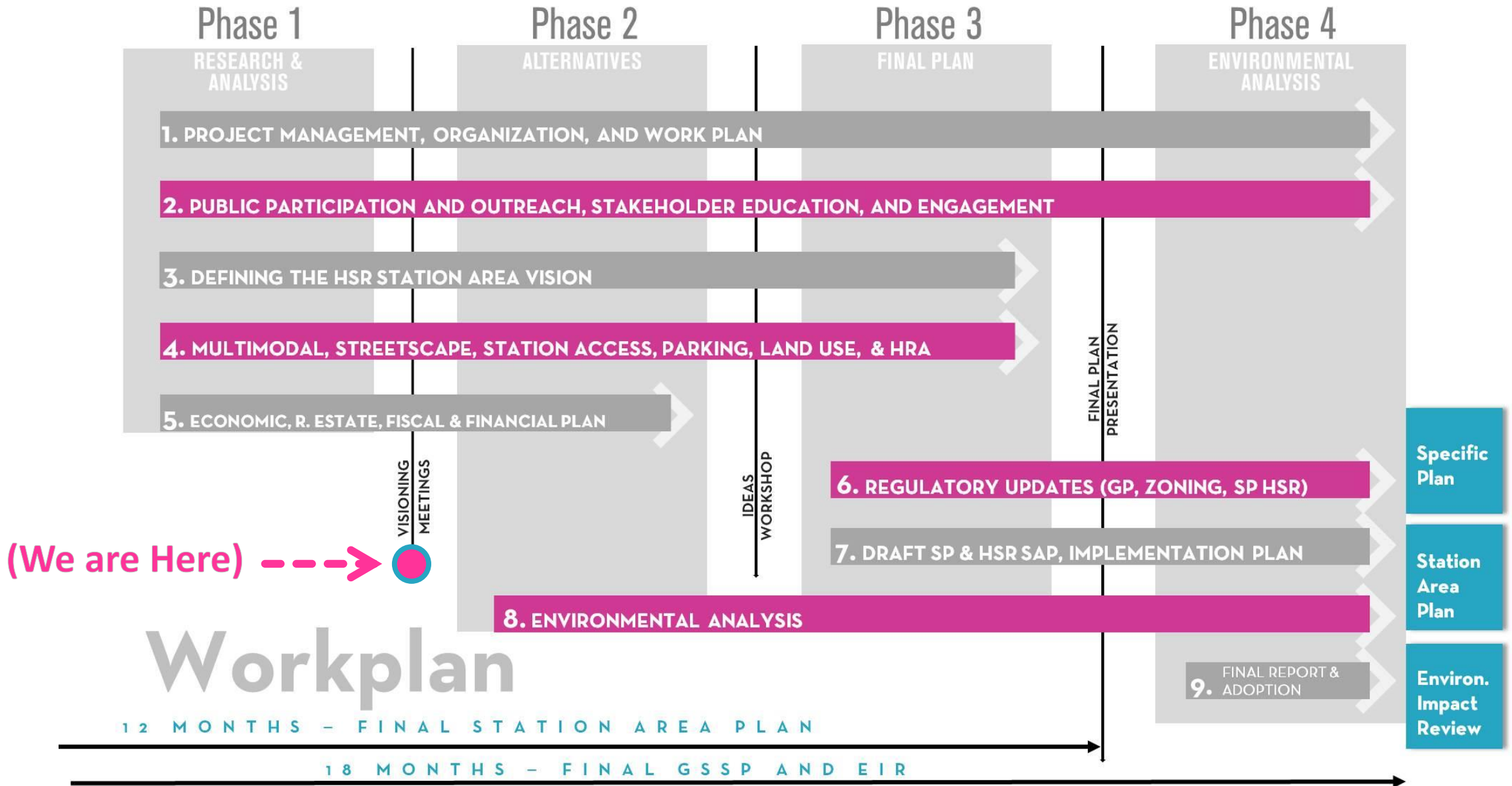
The **largest cluster** of historically industrial parcels in Burbank.

Experienced **economic swings in the last 80 years**. Currently in the midst of **resurgence**.

Major **infrastructure and transportation** improvements planned.

Plan will support **long-term community goals**, enable the future **success of existing users** and **seek complementary uses**.

What is our process?



What will this process accomplish?

1

Station
Area
Plan

A **Station Area Plan** in anticipation of the future High Speed Rail station proposed in the District:

- Position to receive benefits that arise from **increased connectivity**
- Maintain consistency with **community goals**.

+

2

Specific
Plan

A **Specific Plan** establishes land use policies for future development and improvements in the District:

- Regulatory document that **implements the goals and policies** set forth in the Station Area Plan.

+

3

Environ.
Impact
Review

An **Environmental Impact Review** is required by law under the California Environmental Quality Act (CEQA):

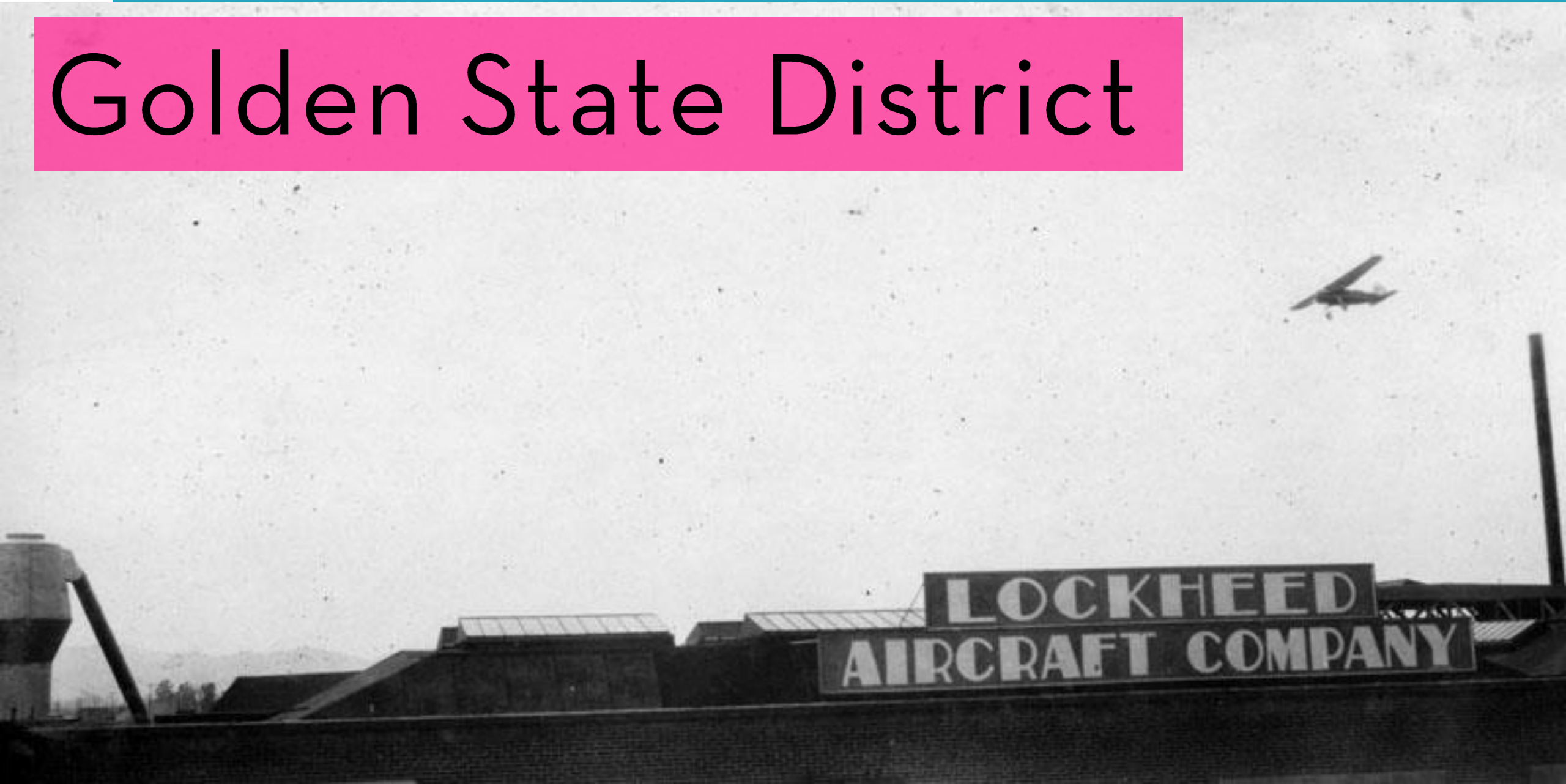
- Provide the public and decision-makers with detailed information about a **project's environmental impacts**
- **Ways to minimize** the project's significant environmental effects





Economic and Land Use History of the

Golden State District



Chapter 1: Aerospace Hub (1940-1990)

Lockheed Anchors the District

Lockheed Receives Building Permits

Construction Program
Amounts to \$46,300

Los Angeles Times, 29 June, 1941



1989



LOCKHEED
PLANT B-6

LOCKHEED
PLANT A-1

LOCKHEED
PLANT B-1



Chapter 2: District in Flux (1990-2005)

Lockheed Departs; land vacant; jobs lost

Lockheed Will Move Top-Secret 'Skunk Works' From Burbank

By RALPH VARTABEDIAN,
Times Staff Writer

Los Angeles Times, 5 Nov, 1988

Burbank Officials Say Lockheed's Pullout Will Ultimately Benefit City

By GREG BRAXTON,
Times Staff Writer

Some Layoffs Possible

An estimated 7,000 of Lockheed's 14,000 Burbank employees will be moved. The move may result in some layoffs, but no more than 300, Tellup said.

Los Angeles Times, 5 April, 1989

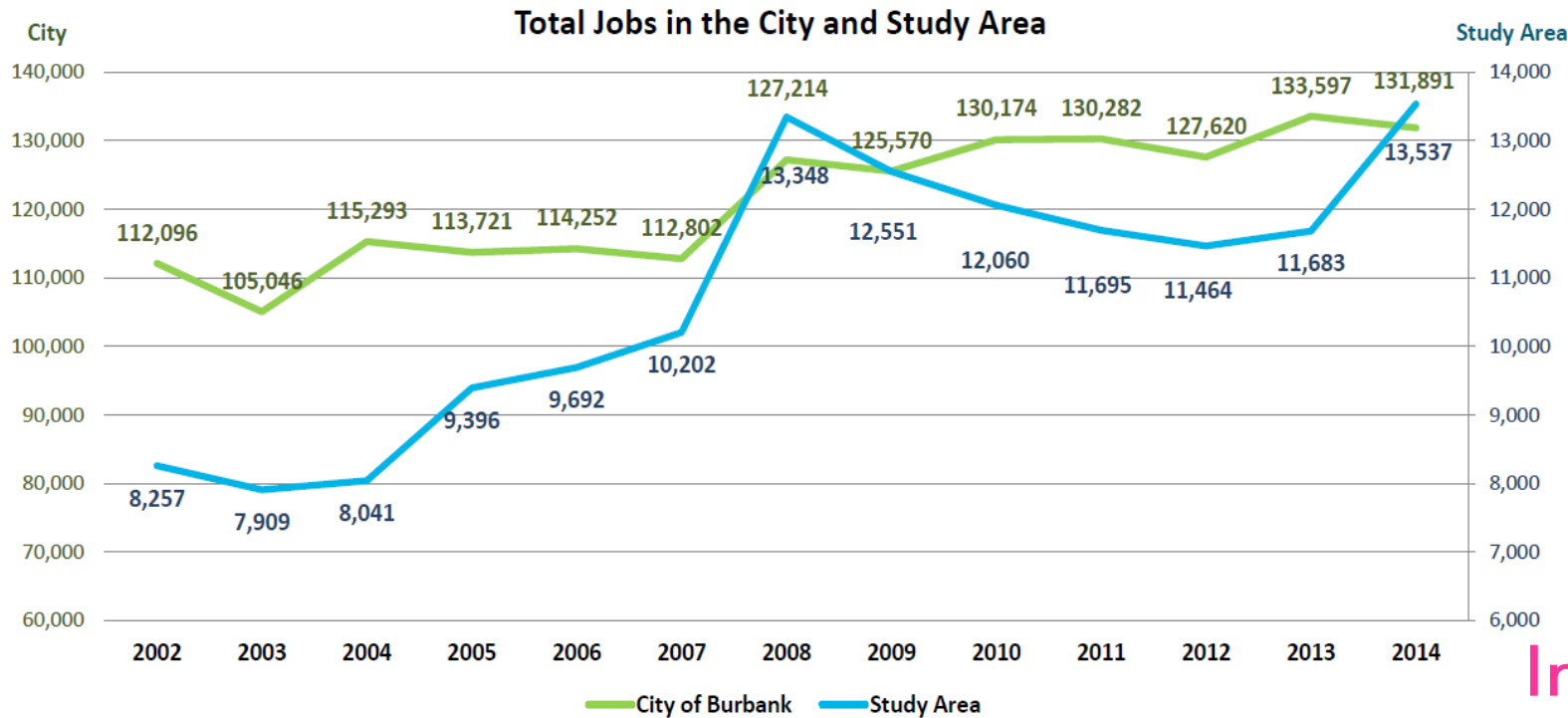
2002



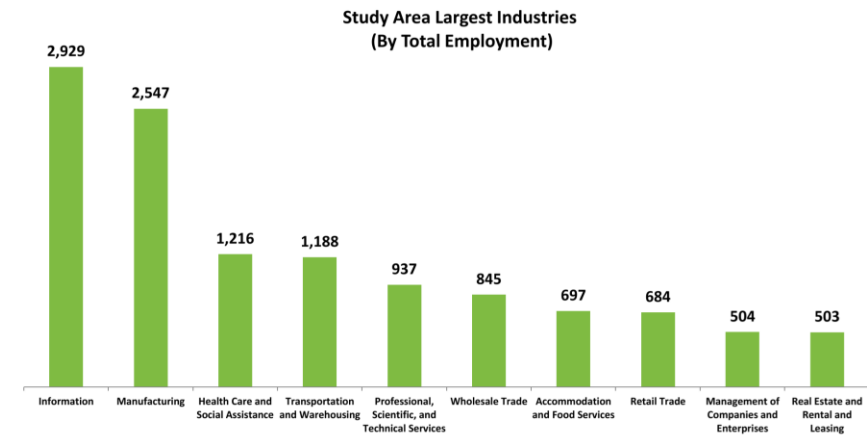
Chapter 3: Post-Industrial Success (2005- Today)

In 2014, the GSD had over 13,500 jobs – highest since its Lockheed days. It gained almost 2,000 jobs that year. Burbank as a whole lost about 2,000.

Study Area and City Total Employment - All Employment Categories



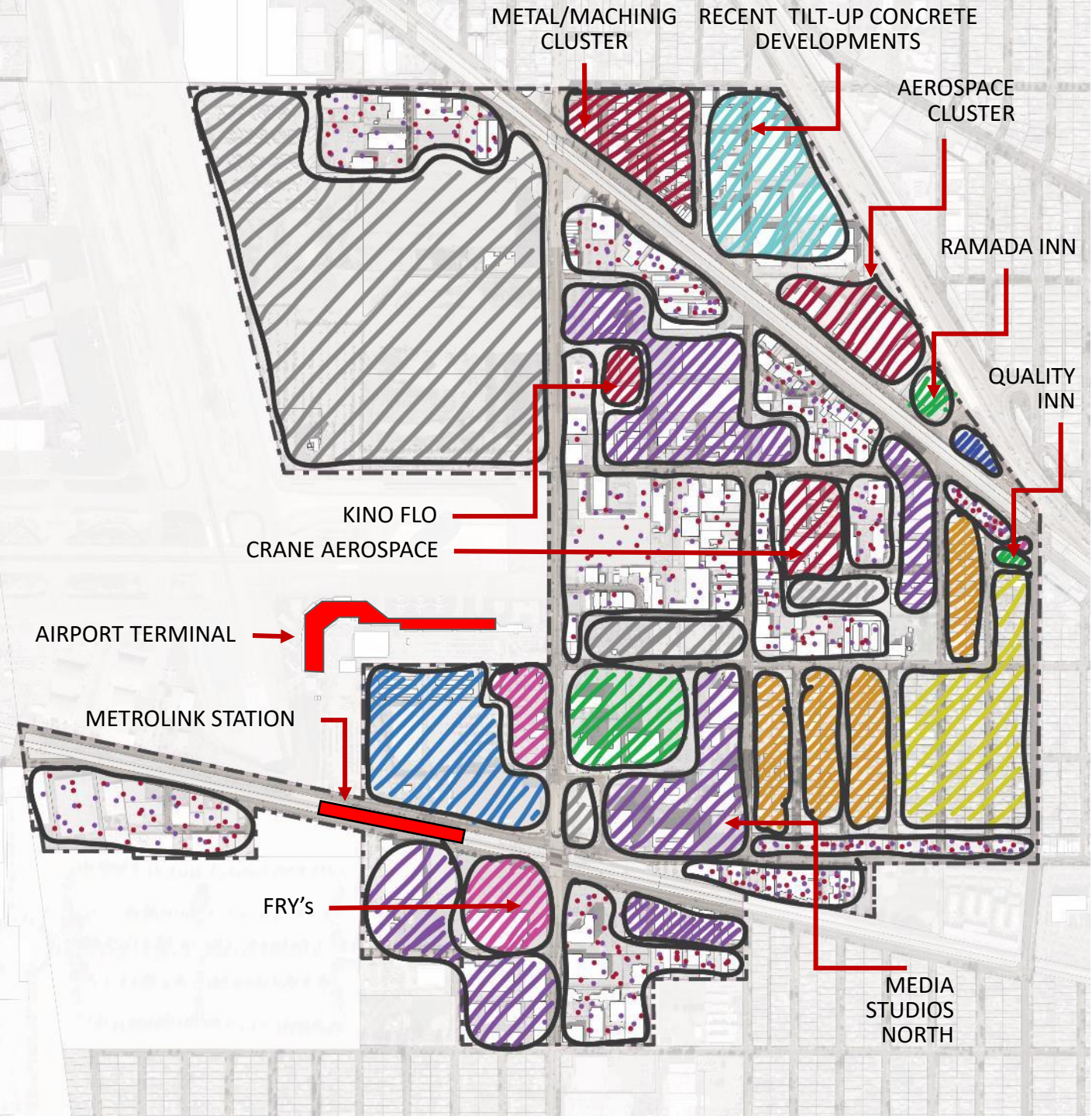
Employment has grown by over 70% since 2003.



Information/Tech jobs constitute the biggest sector. Manufacturing comes second.

Today

- RETAIL**
(Fast food cluster and Fry's)
- HOTEL/CONFERENCE**
(Three hotels – Marriot, Ramada Inn, & Quality Inn)
- LIGHT INDUSTRIAL CLUSTERS**
(Kino Flo (lighting) manufacturer is recent, rest are long-standing metal/machining clusters associated with aerospace)
- MEDIA & TECH CLUSTERS**
(Media Studios North is best example of new construction, but several small media users occupy adaptively reused buildings)
- MIXED OFFICE+COMMERCIAL**
(This is the most typical land use pattern – eclectic mix of disparate uses)
- AIRPORT**
- SINGLE-FAMILY HOMES**
- MIXED MULTI-FAMILY AND SINGLE FAMILY HOMES**
- VACANT & PARKING LOTS**
(Primarily B6 parcel and Airport parking lots)
- AUTO SERVICES**
- RECENT TILT-UP CONCRETE LOGISTICS/BIG BOX**
(Distinctive cluster adjacent to 5-Freeway with good truck access)



METAL/MACHINING CLUSTER RECENT TILT-UP CONCRETE DEVELOPMENTS

AEROSPACE CLUSTER

RAMADA INN

QUALITY INN

KINO FLO
CRANE AEROSPACE

AIRPORT TERMINAL

METROLINK STATION

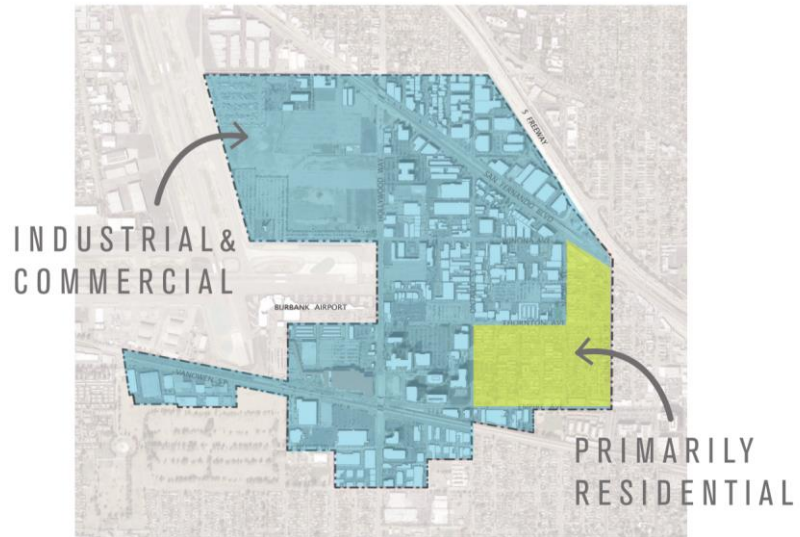
FRY'S

MEDIA STUDIOS NORTH

Today

The District has about 3,400 residents.

About 3% of Burbank's total population



THE POPULATION IN THE DISTRICT IS SLIGHTLY **YOUNGER** THAN IN THE CITY OF BURBANK

MEDIAN AGE IS

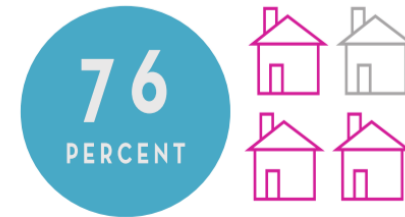


VS.

40 YEARS OLD IN THE CITY OF BURBANK

WITH HIGHER % OF HOUSEHOLDS WITH **CHILDREN**

THE DISTRICT HAS **MORE RENTER OCCUPIED HOUSING UNITS**



OF HOUSEHOLD UNITS IN THE DISTRICT ARE RENTER OCCUPIED

VS.



IN THE CITY OF BURBANK

MEDIAN HOME VALUE & MEDIAN HOUSEHOLD INCOME

WITHIN THE DISTRICT ARE



LOWER

THAN THOSE IN THE CITY OF BURBANK

Chapter 4: What's Next?



BURBANK HIGH SPEED RAIL & PLATFORM OPTIONS

PLANNED HOLLYWOOD WAY METROLINK STATION



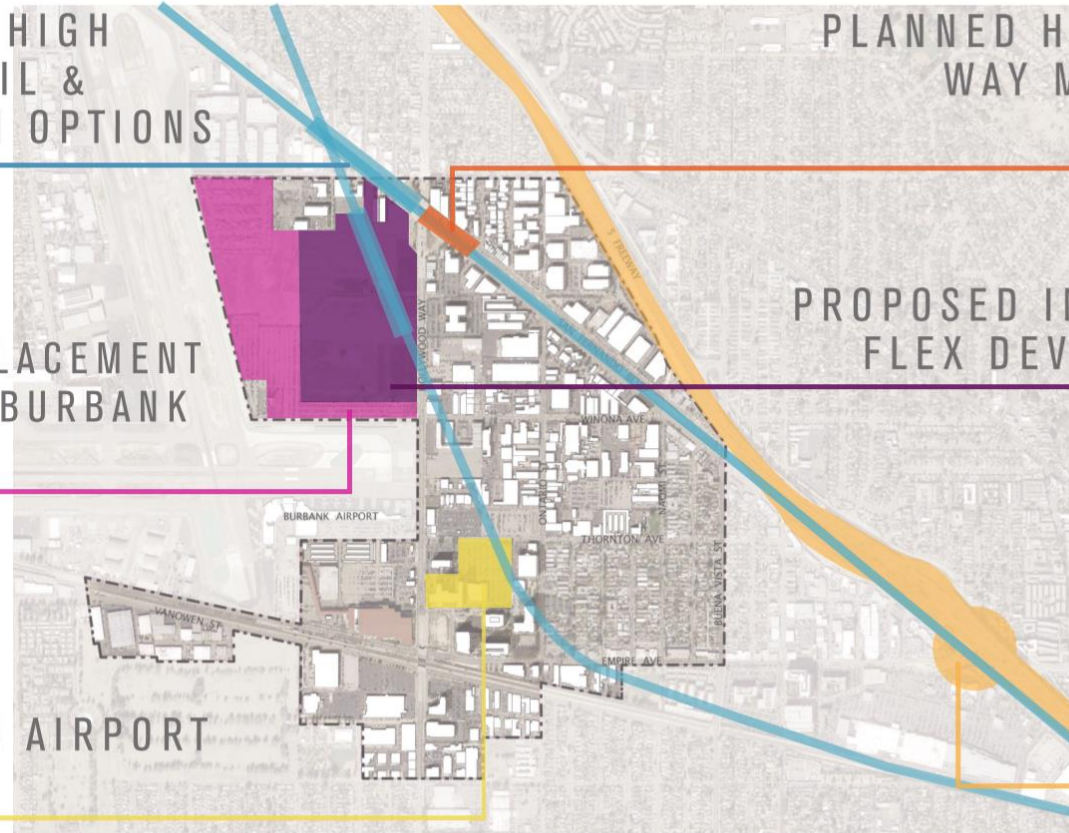
PROPOSED REPLACEMENT TERMINAL FOR BURBANK AIRPORT

PROPOSED INDUSTRIAL FLEX DEVELOPMENT



PROPOSED AIRPORT HOTELS

I-5 FREEWAY & INTERCHANGE IMPROVEMENTS





What Will Make Today Productive?

ASPIRATIONS

ISSUES AND IDEAS





Station Discussions

An aerial photograph of a city, likely Los Angeles, showing a large stadium complex in the center. The stadium is surrounded by various buildings, parking lots, and green spaces. The text 'Station Discussions' is overlaid in a large, pink, sans-serif font across the middle of the image.



Discussion 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? What does it have **TOO LITTLE** of?
4. What do you want the District to **BE LIKE IN 20 YEARS?**
5. Is there **ANYTHING ELSE** you have in mind?



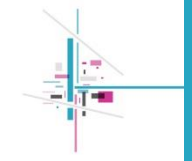
Report Back

What did we hear?



Report Back

www.goldenstatedistrict.com



Thank you!