



Virtual Community Workshop #2 and EIR Scoping Meeting Summary

GOLDEN STATE SPECIFIC PLAN

Wednesday, August 26, 2020

Zoom Webinar

1. Project Overview
2. Webinar Notices
3. Webinar Format
4. Breakout Sessions Summary of Input

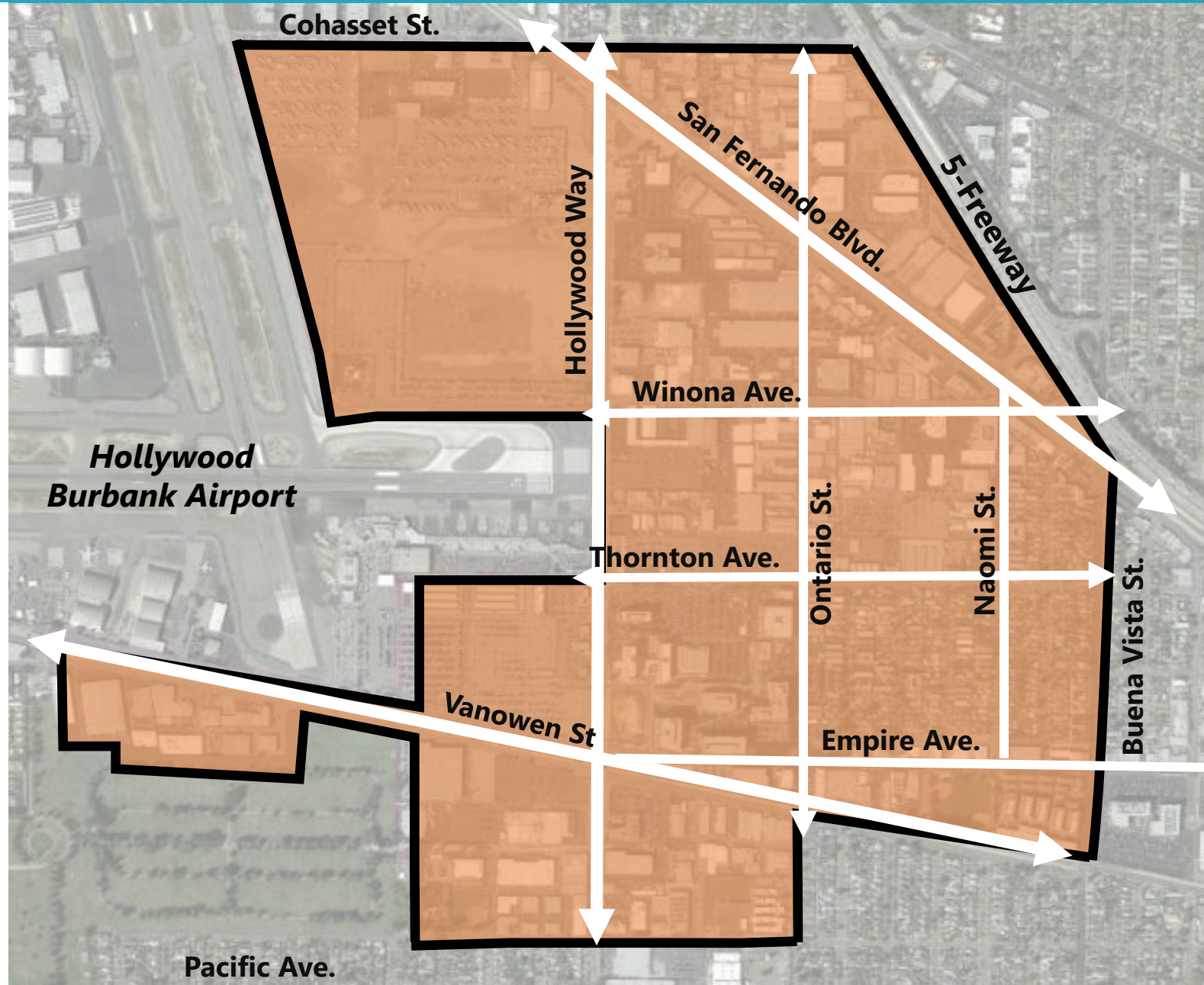
An aerial photograph of a city, likely Los Angeles, showing a large airport in the background and a dense urban area in the foreground. A large white banner is overlaid across the center of the image, containing the number '1' and the text 'PROJECT OVERVIEW'.

1

PROJECT OVERVIEW

1. Project Overview

- **The Golden State Specific Plan Area** is an approximately 643-acre area located adjacent to the Hollywood Burbank Airport, and generally bounded by Cohasset Street to the north, Buena Vista Street to the east, Pacific Avenue to the south and Valley Street to the west.
- **The Golden State Specific Plan** is aiming to create a long-term vision for the area supported by policies, permitted land uses, development and design standards, and mobility and infrastructure plans.
- **The Environmental Impact Report (EIR)** will analyze potential environmental impacts of plan recommendations and provide mitigations



1. Project Overview

The objectives for the virtual community workshop #2 and EIR scoping meeting were to:

- Re-engage community and stakeholders through providing an update of project and timeline, work to date and previous community outreach
- Provide opportunity for the community / stakeholders to review draft vision, principles, and land use concepts
- Outline the next steps towards completing the specific plan, high speed rail station area plan, and EIR, including the next and final community workshop #3
- Conduct EIR scoping meeting and fulfill all CEQA requirements

This workshop summary documents the webinar which included a presentation, Q&A, breakout sessions led by facilitators, and the EIR Scoping Meeting. A summary of the major themes of discussion from the breakout sessions are included.



GOLDEN STATE DISTRICT SPECIFIC PLAN

JOIN US FOR A VIRTUAL COMMUNITY WORKSHOP

When?
August 26, 2020
Wednesday
6:00pm - 8:00pm

Where?
goldenstatedistrict.com

Click the link on the home page to join the virtual meeting. You can also sign up for e-mail updates and learn more about the project.

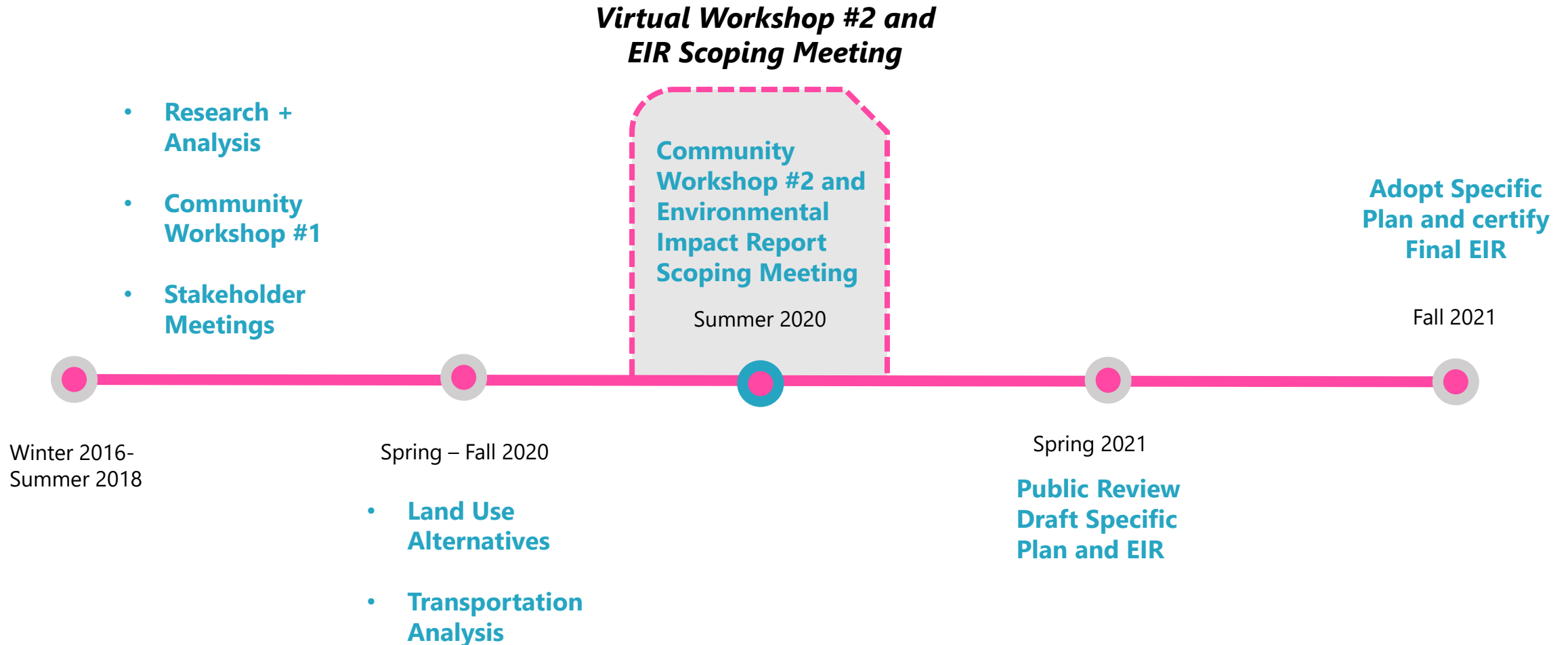
Why?
The City of Burbank will provide an overview of the project, present draft concepts and solicit input on the upcoming Environmental Impact Report (EIR).

Golden State District Project Area

Contact: Daniel Villa, Senior Planner
(818) 238-5250 | dvilla@burbankca.gov
goldenstatedistrict.com



1. Process and Timeline



An aerial photograph of a city, likely Los Angeles, showing a large airport in the background and a dense urban area in the foreground. A large white banner is overlaid across the center of the image, containing the number '2' and the text 'WORKSHOP NOTICES'.

2



WORKSHOP NOTICES

2. Workshop Notices

Notices for the virtual community workshop #2 and EIR scoping meeting were disseminated via multiple media, as described in this section.

DIRECT MAIL

A postal mailer (shown at right) was distributed on August 10, 2020 to a total of 2,200 mailing addresses. Mailers were addressed to all property owners, businesses and residents within the boundary of the Golden State Specific Plan Area.

EMAIL

The City of Burbank emailed an electronic meeting notices on August 12 and 18, 2020 to the email addresses in the City's e-notifying mailing list.

SOCIAL MEDIA

The City of Burbank promoted the virtual community workshop on the City's Facebook and Instagram on August 19, 2020.

NEWSPAPER ADVERTISEMENT

A newspaper advertisement was placed in the LA Times on August 12, 2020

Join Us for a Virtual Community Workshop!

The City of Burbank is preparing a Specific Plan for the Golden State District – a plan that would identify goals, policies, guidelines, and standards for future development and improvements in the Golden State District. Join us at this community workshop that will be held virtually. The City of Burbank will provide an overview of the project, present draft concepts and solicit input on the content of the upcoming Draft Environmental Impact Report (EIR).

Golden State District
The Golden State District is an approximately 643-acre area located adjacent to the Hollywood Burbank Airport, and generally bound by Cohasset Street to the north, Brighton Street to the east, Pacific Avenue to the south and Valley Street to the west. Visit the project website for a map of the entire district, goldenstatedistrict.com.


Why am I getting this?
This notice was mailed to all property owners and occupants within the Specific Plan area to update you on work to date, and to involve you in the development of the draft Specific Plan and EIR.

Key Information	
When: August 26, 2020	Time: 6:00 – 8:00 p.m.
How to Participate: The meeting will be held virtually. Please visit the project website goldenstatedistrict.com , which includes the different options through which you can participate.	

Notice of Preparation (NOP) for the Specific Plan and EIR
This workshop will be a joint community workshop and EIR scoping meeting. Access a copy of the NOP, and more information about the 45-day NOP public comment period (which begins on August 12, 2020 and ends on September 25, 2020) at: goldenstatedistrict.com

How do I find out more?

- ☎ Call the planner, Daniel Villa, at 818-238-5250
- ✉ E-mail the project planner at: DVilla@burbankca.gov
- Burbank Planning Division -



2. Workshop Notices

WEBSITE

Information about the virtual community workshop #2 and EIR scoping meeting 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 continues to be used as part of 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, including online questionnaires.

July 29, 2020

Join us for a virtual workshop!

We are excited to update you on the Specific Plan and continue a community dialogue. At this upcoming virtual workshop the Community Development Department will be providing an overview of the specific plan, presenting potential land uses and policies, as well as soliciting input on the content of the upcoming Environmental Impact Report (EIR). This will be a joint community workshop and scoping meeting for the EIR.

Please plan to join us and share the information with your friends. Check out the details in the flyer below!

Click the link on the [homepage](#) to join the meeting on August 26, 2020.

GOLDEN STATE DISTRICT SPECIFIC PLAN

JOIN US FOR A VIRTUAL COMMUNITY WORKSHOP

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Wednesday
6:00pm - 8:00pm

Where?
goldenstatedistrict.com

Click the link on the home page to join the virtual meeting. You can also sign up for e-mail updates and learn more about the project.

Why?
The City of Burbank is preparing a Specific Plan and Environmental Impact Report (EIR) for the Golden State District. The City of Burbank will provide an overview of the project, present draft concepts and solicit input on the upcoming EIR.

To protect health of our community members who wish to participate, this joint community workshop and EIR scoping meeting will be held virtually.

See you online, on August 26!

Contact: Daniel Villa, Senior Planner
(818) 238-5350 | dvilla@burbanca.gov
goldenstatedistrict.com

CITY OF BURBANK

An aerial photograph of a city, likely Los Angeles, showing a large airport in the background and a dense urban area in the foreground. A large white banner is overlaid across the center of the image, containing the number '3' and the text 'WORKSHOP FORMAT'.

3



WORKSHOP FORMAT



1. Workshop Format

DATE AND LOCATION

The community workshop was held virtual on **Wednesday, August 26 from 6:00-8:00pm as a Zoom webinar** to ensure the health and safety of all participants given COVID-19 public health restrictions on in-person gatherings.

MEETING FORMAT

The webinar agenda was as follows:

- Presentation (6:05 – 6:35 p.m.)
- Introduction + Overview
- Existing Conditions + Planning Considerations
- Outreach Efforts
- Specific Plan Draft Vision + Principles
- Draft Concepts
- Breakout Sessions + Report Back (6:35 – 7:25 p.m.)
- Q&A Session (7:25 – 7:35 p.m.)
- Next Steps (7:35-7:40 p.m.)
- EIR Scoping Meeting + Q&A Session (7:40 – 8:00 p.m.)



Virtual Workshop #2

Presentation and Q&A

Breakout Sessions

EIR Scoping Meeting



4

SUMMARY OF INPUT

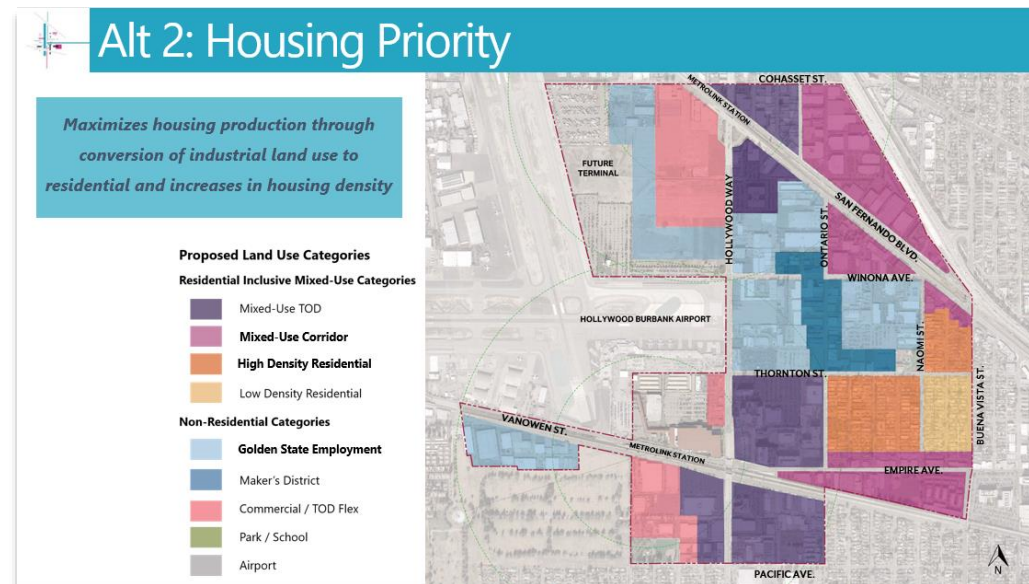
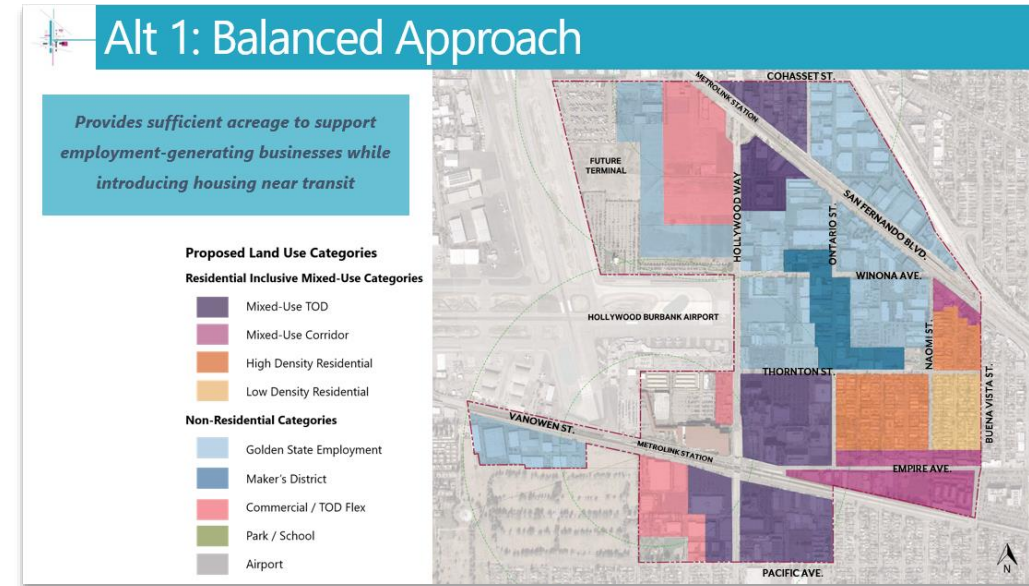
4. Breakout Sessions Summary of Input

BREAKOUT SESSIONS SUMMARY

Identical breakout sessions led by City of Burbank staff and consultants were held to encourage small group discussions focused on (1) Draft Vision & Principles and (2) Draft Land Use Alternatives. High-level summaries of each breakout session group are highlighted below, which were shared with the larger group after 30-minute breakout sessions.

Group 1 (Facilitator: Fred Ramirez, City of Burbank)

- Housing is expensive; Burbank needs more housing that is affordable to all income levels, especially lower income households.
- Golden State Specific Plan should be consistent with Housing Element/Update.
- ADA access throughout the Specific Plan is key.
- More public amenities are needed, such as safe bike lanes and wider sidewalks



4. Breakout Sessions Summary of Input

Group 1 (Facilitator: Fred Ramirez, City of Burbank) continued

- Burbank bus circulator and more robust public transit throughout the Plan Area are important.
- Mixed-use residential is appealing and generally visually attractive and well developed.
- The higher the density the better, to provide enhanced foot traffic and future patrons for new service commercial uses in the Plan Area, including restaurants.
- Concern with any building 6-stories and over.
- Concern with new restaurants in the Specific Plan competing with restaurants in Downtown Burbank.
- Concern with high rise structures in relation to impacts to views of the mountains.
- Agreement that both Alternatives are a good fit; Alternative 1 is a good first step with interest in potentially phasing in increased housing over time associated with Alternative 2.

Mixed Use TOD

- **Mixed-use, residential neighborhoods** with offices, retail, restaurants, hotel and entertainment within walking distance
- **Supports increase ridership** of Metro and Metrolink stations, future HSR
- **Mix of unit sizes** that support family housing
- **Walkable, pedestrian-oriented site design and integrated open space** like paseos, courtyards and plazas



Example of twelve story mixed-use development



Example of twelve story mixed-use development with gradual transitions to the street



Publicly-accessible open spaces like plazas with trees, landscaping, public art and seating contribute to a livable urban environment




Sidewalks with sufficient width support pedestrian travel, trees and amenities, such as bicycle racks, seating


200 du/ac. Max; 2.0 FAR

Mixed Use Corridor


- **Mix of uses that support existing cluster of industrial, retail and office** with neighborhood-serving uses
- **Support live/work** through residential infill and ground floor commercial
- **Active, pedestrian-friendly** ground floor design and uses
- **Flexible parking standards** and create parking strategies
- **Open spaces for relaxing, socializing and being active** integrated in new developments
- **Improved pedestrian experience** through expanded sidewalks, more shade and streetscape amenities
- **Connection across Ventura County Metrolink right-of-way** to residential neighborhood
- **North of Empire and along San Fernando Blvd.** – 4 story scale, South of Empire – 8 story scale



Example of four story mixed-use development



Example of eight story development



Connections in the form of grade-separated pedestrian bridges and mid-block paseos can increase access to/from locations

60-120 du/ac. Max, 1.25-2.0 FAR

4. Breakout Sessions Summary of Input

Group 2 (Facilitator: Daniel Villa, City of Burbank)

- General agreement with the vision and guiding principles.
- In the guiding principles, “Building Neighborhoods” should be defined as it’s really general.
- Housing is unaffordable, we need additional affordable housing.
- Golden State Specific Plan can result in environmental impacts, the City needs to understand whether this will create additional traffic, result in additional noise and reduced air quality, etc.
- Existing residential neighborhoods need to be protected – this can impact existing residents.
- We need to improve our multi-modal connections, by focusing these on the areas where we envision higher density.
- The presented land use alternatives make sense, given that they plan for higher density/intensity away from single family and adjacent to transit and airport.
- ADA access through the specific plan is important.



4. Breakout Sessions Summary of Input

Group 3 (Facilitator: Gaurav Srivastava, Dudek)

- General appreciation of the intent and approach of the vision statement and principles.
- Overall positive association with the vision's emphasis on improving all modes of travel and additional housing.
- Some participants would have preferred more focused language on improving travel options and connectivity within the district (especially for pedestrians).
- Arrival experience aspect of the vision and principles should be strengthened.
 - Currently arriving at the Metrolink station or at the Airport places you in a nondescript industrial area, which is an "eyesore". This is not be the ideal way to "introduce Burbank". Thought should be given to making this experience more urban with arrival plazas.



4. Breakout Sessions Summary of Input

Group 3 (Facilitator: Susan Ambrosini, AECOM)

- Approval of the term “hub” within the draft vision and guiding Principles because it feels like a fun, young community.
- Some participants resonated with the “better front door” portion of the guiding principles, as well as the “elevated sense of arrival” portion.
- Some participants thought the term “preservation” was related to the importance of preserving old buildings.
- Desire to see a variety of uses in the district, more of a city feel.
- Importance of having the ability to walk around the neighborhood and more amenities strengthened given COVID-19.
- No strong opinion between Alternatives 1 and 2
- Agreement with conversion of industrial to housing.

Employment + Makers District

- **Jobs preservation to maintain long-standing industrial employment sectors**
media, aerospace, motion picture
- **Amenities within larger industrial sites**
like restaurants and retail
- **Generation of new jobs**
through emerging flex uses, adaptive re-use
- **Active building entries, uses**
- **Walkable, pedestrian-oriented streets**
with enhanced tree canopy with enough room for car and truck access

Employment: Residential Not Allowed, 1.75 FAR

Makers: Residential Not Allowed, 1.25 FAR



Example of existing industrial and commercial use

Flexible uses within industrial development and adaptive-reuse



Walkable, pedestrian oriented-streets balanced with car and truck access

Industrial uses with active building entries

Residential

- **Complimentary multi-family residential scaled development**
- **Mix of housing**
types and unit sizes
- **Preservation and protection**
of residential neighborhoods
- **Street parking management**
to balance residents, visitors and commuters
- **Enhanced street trees, parkways and landscaping**

Low Density: 14 du/ac. max.

High Density:
• **Alternative 1:** 43 du/ac. max.
• **Alternative 2:** 58 du/ac. max.



Mix of housing types and unit sizes helps accommodate different needs, family sizes, and income levels



Balance of introducing new, high-density density and presentation and protection of single-family residential neighborhoods



Key Themes from Webinar + Online Questionnaire

Key themes across the webinar and online questionnaire will be included here once the online questionnaire has been closed on November 2, 2020.

