Weekly Management Report
October 31, 2014

1. **Memo** – FY 13-14 Economic Development Recap – Community Development Department

2. **Memo** – 2015 Burbank International Film Festival Program Advertising – Community Development Department

3. **Memo** – Replacement of the Stop Sign at the Scott Road Off-Ramp to I-5 – Public Works Department

4. **Memo** – Landscaping Damage at Hollywood Way and San Fernando Boulevard Due to Truck Traffic – Public Works Department

5. **Synopsis** – Planning Board Meeting of October 27, 2014 – Community Development Department

6. **Synopsis** – Traffic Commission Meeting of October 23, 2014 – Public Works Department

7. **Synopsis** – Senior Citizen Board Meeting of October 22, 2014 – Park, Recreation and Community Services Department

8. **Synopsis** – Youth Board Meeting of October 8, 2014 – Park, Recreation and Community Services Department

city of burbank
community development department

memorandum

DATE: October 20, 2014

TO: Mark Scott, City Manager

FROM: Joy R. Forbes, Community Development Director
VIA: Ruth Davidson-Guerra, Assistant Community Development Director
BY: Mary Hamzoian, Economic Development Manager

SUBJECT: FY 13-14 Economic Development Recap

BACKGROUND

Economic Development continues to be a top priority of the City Council as well as a key component of the City's 10-Year Strategic Plan. With the importance of economic development at the forefront for the City Council and staff, staff from the Economic Development Team (EDT) worked toward goals for Fiscal Year (FY) 13–14, capitalizing on the existing initiatives within the Strategic Plan. The goals provide the basis for projects and programs that are the building blocks for a successful economy. This strategic approach, which has a degree of fluidity by design, provides the framework for the EDT to propel certain initiatives forward with the goals of: advancing job growth; increasing retail/commercial vitality; enhancing tourism spending; and maintaining an excellent quality of life for the Burbank community. Programs include grass roots efforts such as the Team Business Program as well as more global efforts such as the Visit Burbank Tourism Campaign.

With limited funding from the General Fund, the EDT strategically leverages resources and partnerships with the Downtown Burbank Partnership (PBID) and the Burbank Hospitality Association (TBID) to enhance opportunities to create economic growth and vitality for the City. The accomplishments of the citywide economic development programs, the PBID, and the TBID generate additional revenue for the City through an increase in sales tax and transient occupancy tax revenues. This in turn ultimately generates increases in property values/property tax revenue, which help maintain a cleaner and safer community for residents, businesses, and visitors. Economic development plays a role in the day to day health and wellbeing of the Burbank community which is evident in the ongoing success of a vibrant and healthy economic climate in Burbank.

This memo will provide a summary of the City's economic development activities and accomplishments for FY 13-14. Staff is excited to work closely with the City Manager in formulating goals for FY 14-15 and beyond, and working with the Council subcommittee on a semi-annual or quarterly basis to discuss how we achieve those goals.

DISCUSSION

The goals for FY 13-14 revolve around five main initiatives:

1. Remain competitive on a regional, statewide and national level
2. Attract new businesses and maintain existing ones
3. Enhance business outreach and communication
4. Continue evolution of Downtown Burbank
5. Position Burbank as a travel and tourist destination

#1 Position Burbank as a Competitive Regional, Statewide and National Hub for Business and Residence

- Focused on promoting Burbank's incentives as a "business-forward" City with an eye on attracting new businesses in green technology, retail, entertainment, and general office sectors. Outreach publications included Los Angeles Business Journal (LABJ), San Fernando Valley Business Journal (SFVBJ), Green Technology online, Producers Guild of America, Writers Guild of America, Western Real Estate Business, Shopping Center Business, WHERE Los Angeles Magazine and Shopping Centers Today. **The citywide marketing campaign reached an audience of over 2.8 million**.

- Strategically featured annual reports for the City, PBID and TBID as cover wraps of LABJ and SFVBJ.

- Created one-page ads promoting a variety of merchants both in Magnolia Park and the Media District featured in WHERE Los Angeles Magazine.

- Exhibited at the ICSC Southern California IDEA Exchange and met with top expanding retailers and brokers in the area representing Sonic, Dunkin Donuts, and Nitori Furniture. Developed and distributed a brochure highlighting Burbank's business forward incentives, development sites and available retail/restaurant locations to additional perspective tenants.

- Attended the ICSC RECON Convention in May 2014 and met with potential developers and brokers representing The Olson Company, Marriott International, GPI Companies, and the Festival Companies. Distributed a brochure highlighting Burbank's business incentives, development sites and available retail/restaurant locations to several prospective tenants. Held follow-up meetings with the Olson Company providing additional information on specific residential development sites.

- Exhibited at the Annual Valley Business Expo sponsored by the Valley Economic Alliance and presented the City's Annual Report, Team Business

brochures, and available leasing opportunities to several prospective businesses.

- Attended the Los Angeles Economic Development Corporation's Mid-Year and Annual Economic Forecast & Industry Outlook events to obtain current economic indicator data and future forecasting information regarding unemployment, growth sectors, and the housing market. Staff utilizes the data received at this event to compare the health of Burbank's economy to the nation, state and county. Information also provides insight on job growth and strong industry sector data.

#2 Focused Business Attraction, Retention and Expansion

- Facilitated/streamlined new and/or expanding tenants through the entitlement process such as: Orchard Flats Cold Pressed Juicery; Tender Greens; Pizza Rev; Lemonade; Story Tavern; Wild Carvery; ABC Cable Group; West Coast Customs; Asian Box; The Melt; Olive & Thyme; Flappers Comedy Club; Senior Aerospace; Dunn Edwards Paint; Pizza Studio; Pie Awesome Pizza North End Pizza.

- Working with West Coast Customs to coordinate efforts with Public Works, Planning and Building to streamline permit processing. Staff is currently working on facilitating a grand opening ceremony for the business.

- Initiated the inclusion of the economic development aspect of a project as part of the land use entitlement process, and other discretionary processes.

- Created International Council of Shopping Centers (ICSC) brochure highlighting opportunity sites, available property locations, and recent lease activity. The brochure was distributed to brokers and developers interested in relocating to Burbank. Leads received as a result of the event were from Sonic Burger, European Wax Center, Massage Envy, interest in residential development sites and hotel development.

- Conducted meetings with representatives from Senior Aerospace, a Burbank based company with 500 employees that acquired property on San Fernando and Ontario to relocate their operations, to ensure that their transition to the new location was streamlined.

- Conducted meetings with property owners, brokers and developers to discuss tenanting opportunities, expansions and potential new developments. Specifically held several meetings with GPI (the new property owners of The

Collection) and their broker to assist with tenanting of the anchor space. Additionally worked as the liaison to communicate the needs of the property owner with other departments for the proposed upgrades to the commercial portion of the property. Staff introduced The Counter Burger, Fish Dish, Dripp, Pieology, Fogo De Chow, and Toby Keith's I Love This Bar and Grill to the broker for the lease of the anchor space.

- Worked with notable broker from Kennedy Wilson to create a business proposal for Apple Inc. to locate a retail store in Downtown Burbank.

- Provided available property reports to over 50 interested businesses looking to locate to Burbank or expand their existing operation in Burbank including, but not limited to: Go Green Solutions; LP Associates; Corporate Gift Service; Dino Putt Mini Golf Course; Monsters of Hip Hop; Fitamorphosis; European Wax Center; Sonic Burger; Daiso; Massage Envy and Aki Home. European Wax Center has signed a lease in Downtown Burbank and Massage Envy is currently evaluating two potential locations in Burbank.

- Met with the property owners of the Alameda Tower to discuss potential opportunities for the nearly-vacant property. Offered leasing and marketing assistance for the property, shifted marketing efforts to increase online and print advertising of office space; and researched companies that are relocating or expanding such as Kaplan University and arranged meetings to discuss potential opportunities.

- Provided specific broker contacts for several restaurants looking to relocate to Downtown to The Cusumano Group to help identify/attract new restaurant tenant for the former Elephant Bar location.

- Provided targeted curriculum for small business community through the Team Business Program. Curriculum focused on specific targeted industries and technological advancements in healthcare, entrepreneurial and social media. The Fall 2013 and Spring 2014 programs assisted over **400** individuals and included the following curriculum:

    - Instructed by Woodbury University
        - The Nuts & Bolts of Starting a Business
        - Business Plans
        - Sales Trioka – Marketing, Salesmanship, Customer Service
        - Branding
        - Operations – Legal, HR and Safety

- Tax Planning
- Expenses and Taxes
- How to Obtain Money
- Business Models
- Generating Revenue
- How to Place Value on My Business
- Leasing Locations and Negotiations

- Instructed by University of Redlands
  - Healthcare Informatics
  - What Lies Ahead in Healthcare Informatics
  - Change Leadership
  - Building High Performance Teams
  - Management Skills in Leadership

- Instructed by Los Angeles Valley College
  - Servicing Difficult Customers
  - Motivating Your Employees
  - Providing Excellent Customer Service
  - Creative Decision Making
  - Age Diversity in the Workplace
  - Emotional Intelligence
  - Creativity and Innovation
  - Providing Excellent Customer Service

- Instructed by Los Angeles Community College District
  - Six-session Microsoft Office courses taught by Los Angeles Community College District

- Instructed by Counterintuity
  - Social Media Seminar
  - Creative Marketing Seminar
  - Search Engine Optimization

<u>#3 Enhanced Business Outreach and Communications</u>

- Collaborated with the Burbank Bob Hope Airport to develop an Airport Filming and Open House Tour targeting location scouts.

- In collaboration with Spring Hill Suites staff coordinated ground-breaking ceremony for development.

- Attend regular monthly meetings with BWP staff to promote the One Burbank campaign to new businesses through marketing materials such as the Focus

on Burbank, LABJ, SFVBJ, the citywide leasing packet, and the economic development website.

- Attend Magnolia Park Merchants Association meetings to present the ongoing economic development efforts to promote Magnolia Park since the dissolution of the former PBID and to work together with the merchants and residential neighborhoods to utilize our efforts to facilitate the needs of the community

- Funded and installed Magnolia Park branded signage and street pole banners to further brand the area as a destination for visitors, merchants and residents.

- Met with the Toluca Lake Chamber of Commerce to discuss potential joint marketing collaborations for Burbank and Los Angeles. Based on the Toluca Lake Chamber's position, staff will develop options for a Burbank-centric promotion, branding and marketing campaign for FY 2014-15.

- On behalf of the Visit Burbank Partnership, presented the Annual report to the Burbank Airport Authority, the Burbank Chamber of Commerce Board of Directors at their monthly meeting as well as the general membership at the monthly Chamber luncheon.

- Presented the Team Business Program and benefits during the Chamber of Commerce monthly luncheon.

- Conducted ribbon cutting ceremonies for several businesses in collaboration with the Chamber of Commerce, with examples including: Orchard Flats; The Melt; Pizza Rev; Asian Box; Tender Greens; Romancing the Bean; Agave; Pizza Studio; Pie-Awesome Pizza, Luna Vine, and Lycee International French School.

- Improved marketing and promotion of the 5th Annual Creative Talent Network Expo by coordinating sponsorships through the TBID and the City's Economic Development Team. The sponsorship included enhanced promotion and marketing of the event, a shuttle service from Burbank hotels to the Convention Center, a ribbon cutting ceremony for the opening of the event, a City Council Proclamation, and 250 welcome bags for exhibitors. The collaborative efforts helped increase room nights at local hotels which in return increased Transient Occupancy Tax for the City.

- Worked in concert with the Successor Agency's Long-Range Property Management Plan by securing the final portion of property (former Americold site) of the Burbank Center Plan's Opportunity Site No. 7. This effort will pave the way to FY 2014-15 activities and working toward the long-envisioned transit-oriented workforce development.

#4 Continue Evolution of Downtown Burbank in Collaboration with the PBID

- Successfully renewed for another five-year term garnering a 84% vote from property owners in Downtown.

- Created Management District Plan for the new five-year term with added focus on increased maintenance in parking structures, sidewalks and alleyways. Discussed options with Public Works on how the PBID can help with some of the deferred maintenance of the public parking structures in Downtown to make them cleaner, safer and more aesthetically pleasing to visitors.

- Implemented the second Downtown Car Classic event including partnerships with the Warner Bros. VIP Tours and Petersen Automotive to feature a "red carpet" block of movie themed cars.

- Implemented long-running Downtown Arts Festival event partnering with Creative Talent Network Expo to host an "Animation Block" within the festival. The "Animation Block" attracted a new demographic to the area and generated additional awareness for the event.

- Implemented a new marketing and branding campaign for Downtown Burbank evoking a new brand image. The logo features Downtown Burbank as a destination and plays off of the Burbank Bob Hope Airport code BUR. The new look and feel of the logo promotes Downtown as a contemporary tourist destination with eclectic amenities and an urban lifestyle.

- Staff sought out and implemented the first ice rink in Downtown Burbank that attracted **17,000 skaters** within six weeks. The debut event was so successful it is planned to become an annual event.

- Attended the 20th Annual CalFest event for the PBID. The event provided insight on new techniques on how to obtain visitor demographic information from events and how to further enhance event sponsorships and outreach efforts. As a result the PBID implemented a sweepstakes entry method to obtain visitor demographic information from event attendees. The PBID was

the recipient of six awards including First Place for Downtown Burbank Car Classic (schedule of events and promotional poster); First Place for Downtown Burbank Oktoberfest (promotional/souvenir item); and three First Place Awards for The Rink (promotional poster, event photograph, and logo design).

- Staff continues to work with The Collection to find a suitable tenant for the anchor space. Staff updated a map of Downtown Burbank highlighting the top 25 entertainment companies in closest proximity the map will be used by brokers to attract new commercial uses to the area.

- The Downtown Burbank Partnership budgeted $30,000 for MUD Paseo renovations including new paving, string lighting, and potted plants to aesthetically enhance a frequently utilized paseo by providing additional seating and public meeting space while mirroring the existing streetscape upgrades found throughout Downtown.

<u># 5 Position Burbank as a Travel and Tourism Destination in Partnership with the TBID (Visit Burbank)</u>

- Staff worked closely with the TBID to accomplish their goal of attracting more overnight visitors to Burbank. Efforts include: the production of the first destination marketing campaign featuring an official logo, tagline, visitor guide, targeted advertising campaign, dedicated destination website, concierge map and a social media marketing campaign.
    - The brand and image campaign was developed to promote the niche industry market that is unique to Burbank. Attracting visitors to Burbank "The Town Behind the Tinsel" to fly in and out of the Burbank Bob Hope Airport, stay at our hotels, shop and dine in our stores and restaurants and still enjoy the nearby local attractions like Universal Studios, Hollywood & Highland, Dodger Stadium, LA Zoo, etc.
    - The dedicated tourism website features a "Book Your Trip" function that allows visitors to book their hotel stay in Burbank directly from the website. The "Book Your Trip" function for Visit Burbank is also displayed on the Warner Bros. VIP Tours and Downtown Burbank websites.

- Developed an online two month Travelzoo campaign with targeted hotel and attraction deals reaching an audience of **10 million**.
    - As a result of the Travelzoo campaign 333 flights were booked through the Burbank Bob Hope Airport and 124 room nights were booked in Burbank hotels.

- Launched a print campaign highlighting Burbank as a tourist destination for retail, restaurants, hotels and attractions in various tourism magazines such as Westways, Sunset, Los Angles Visitor Guide, and California Visitor Guide.
    - The ads generated an estimated **2,000 leads** through Sunset Magazine. The entire print ad campaign reached an audience of **26 million**.

- Additional marketing efforts initiated by staff include the development of an ad for the official China Travel guide for publication through the Discover Los Angeles campaign. The ad reached an audience of **100,000 travelers** in China, displayed ad campaign on backlit dioramas in the Burbank Bob Hope Airport to reach an estimated three million travelers annually, co-opportunity ad with Warner Bros. VIP Tours and the Burbank Bob Hope Airport for Visit California's official visitor guide, a dedicated Visit Burbank page on TripAdvisor.com, the number one searched travel website, US Airways 20 page feature spread highlighting tourism, entertainment, culture and shopping in Burbank with an audience **of 3.2 million**. At the culmination of FY 13-14 the marketing and brand campaign promoted the Visit Burbank brand to an audience of **39.9 million**.

- Continued strategic partnerships with The Creative Talent Network Expo, Cavalia's Odyseo, and the YMCA Turkey Trot, the Starlight Bowl Summer Concert and the new, "first-ever" Burbank Comedy Festival to enhance event exposure, attendance, and overall awareness of Burbank as a destination while increasing overnight stays in Burbank hotels and ultimately increasing the General Fund through TOT.

- Attended the Sixth Annual Orange County Tourism Conference. Topics discussed were tourism trends for 2014; Visit California partnerships and advertising campaign information; John Wayne Airport statistics; and the increasing importance of the tourism market in China.

- Attended the China Ready seminar series offered through the Los Angeles Tourism & Convention Board. The series highlights the importance of China as the top tourist market in California and how to be prepared to attract this market segment to your destination. Examples include a dedicated website in Chinese, reaching targeted Chinese markets through social media and Chinese bloggers/influencers. Staff will continue to take lessons learned from this seminar series to promote Burbank through collaborations with the LATCB, facilitate a dedicated website in Mandarin, translate the Visit Burbank website to Mandarin, and provide trainings for hotel concierge and staff to implement the necessary procedures to become China ready.

- Attended the CalTravel Seminar to learn about social media's impact on tourism, legislative updates related to assembly and senate bills, and what consumers want out of travel. This will assist staff in future efforts for the TBID's marketing plan utilizing various social, print, and digital platforms. Additionally staff will refer to demographic and psychographic information of travelers that were provided during the seminar to strategize on techniques to attract specific visitors to your destination.

- Attended the 25th Annual Southern California Visitor Industry Outlook Conference to learn about international tourism markets, meetings and conventions space trends, and industry statistics.

CONCLUSION

In summary, FY 13-14 was successful in creating opportunities to boost the economic climate of the City. The EDT continues to balance the existing General Fund resources to assist and support the small business community through the Team Business Program while leveraging partnerships and opportunities with larger partners in business and tourism with the Warner Bros. VIP Tours and the Burbank Bob Hope Airport. Utilizing the resources of the PBID and TBID helps augment General Fund dollars for street cleaning and parking structure maintenance in Downtown, citywide marketing of dining and shopping districts, and marketing of Citywide attractions such as Starlight Bowl and DeBell Golf Course. These efforts and more provide the right mix of incentives to sustain existing businesses, help them grow and attract new ones along the way.

FY 14-15 PREVIEW

As a look-ahead for the next fiscal year, staff is excited about continued as well as emerging opportunities. We look forward to guidance from the City Manager in all aspects of Economic Development, including the possibility of implementing the City's long-held vision for transit-oriented development in Downtown, and fostering new opportunities in the Media District and Burbank's portion of Toluca Lake, to moving closer to creating Infrastructure Financing Districts to address deficient and failing infrastructure (while minimizing the impact to the General Fund), there is no shortage of opportunity. The Airport Area continues to be full of opportunity, potentially for increased aerospace or high-tech manufacturing, as well as workforce training possibilities. Likewise, our ongoing efforts with the PBID and TBID will build upon the already-successful momentum of growing and enhancing Burbank's image as "the place to be". Leveraging existing events such as the OktoBURfest and Starlight Bowl Concert Series to promote overnight stays will create additional partnerships with the City, PBID and the TBID. With so much positive momentum on the immediate horizon, staff is looking forward to another successful and prosperous fiscal year.

city of burbank
community development department

memorandum

DATE: October 24, 2014

TO: Mark Scott, City Manager

FROM: Joy R. Forbes, Community Development Director
Via: Ruth Davidson-Guerra, Assistant Community Development Director
By: Mary Hamzoian, Economic Development Manager

SUBJECT: 2015 Burbank International Film Festival Program Advertising

At the September 9th City Council meeting it was requested that staff provide information regarding the purchase of advertising space in the 2015 Burbank International Film Festival (BIFF) program. The BIFF, now in its sixth year, continues to grow and reach industry professionals, patrons and filmmakers all over the world. The mission of the BIFF is to promote independent filmmakers by giving them the opportunity to showcase their talent and expand their careers in entertainment. The BIFF is an important asset to the City because of its nexus to the entertainment industry. Understanding the importance of this event, the City became a sponsor in 2011 in the amount of $5,000 by way of redevelopment funds. With the dissolution of redevelopment and budgetary constraints the following year, staff opted not to use General Fund dollars to sponsor the BIFF (as well as other events such as Cavalia and Creative Talent Network Expo) and rather leverage the resources of the business improvement districts, which also derive benefit from these special events.

Through the City's collaboration with the Downtown Burbank Partnership (PBID) and the Burbank Hospitality Association (Visit Burbank), sponsorships for BIFF were made possible. In 2012, the PBID was an in-kind sponsor to the BIFF providing social media marketing and promotion to help enhance attendance and visibility of the event. In 2013, the PBID was a $5,000 sponsor; and due to the continued success of the event they increased their sponsorship to $10,000 in 2014. Visit Burbank was a $2,000 sponsor for 2014, and has suggested that they will increase their sponsorship in 2015 if BIFF works closely with staff to enhance and grow attendance and awareness of the event while attracting visitors to stay in Burbank hotels.

With the ongoing support from the private-sector partnerships such as the PBID and Visit Burbank, it is understandable that the City might want to purchase advertising space in the 2015 BIFF Program. Staff plans on discussing the proposal of requesting additional funding through the FY 15-16 budget process for advertising for this event, as well as others, with the City Manager and the City Council's Economic Development Sub-Committee.

CITY OF BURBANK
PUBLIC WORKS DEPARTMENT
MEMORANDUM

DATE: October 28, 2014

TO: Mark Scott, City Manager

FROM: Bonnie Teaford, Public Works Director
By: Ken Johnson, Traffic Engineer

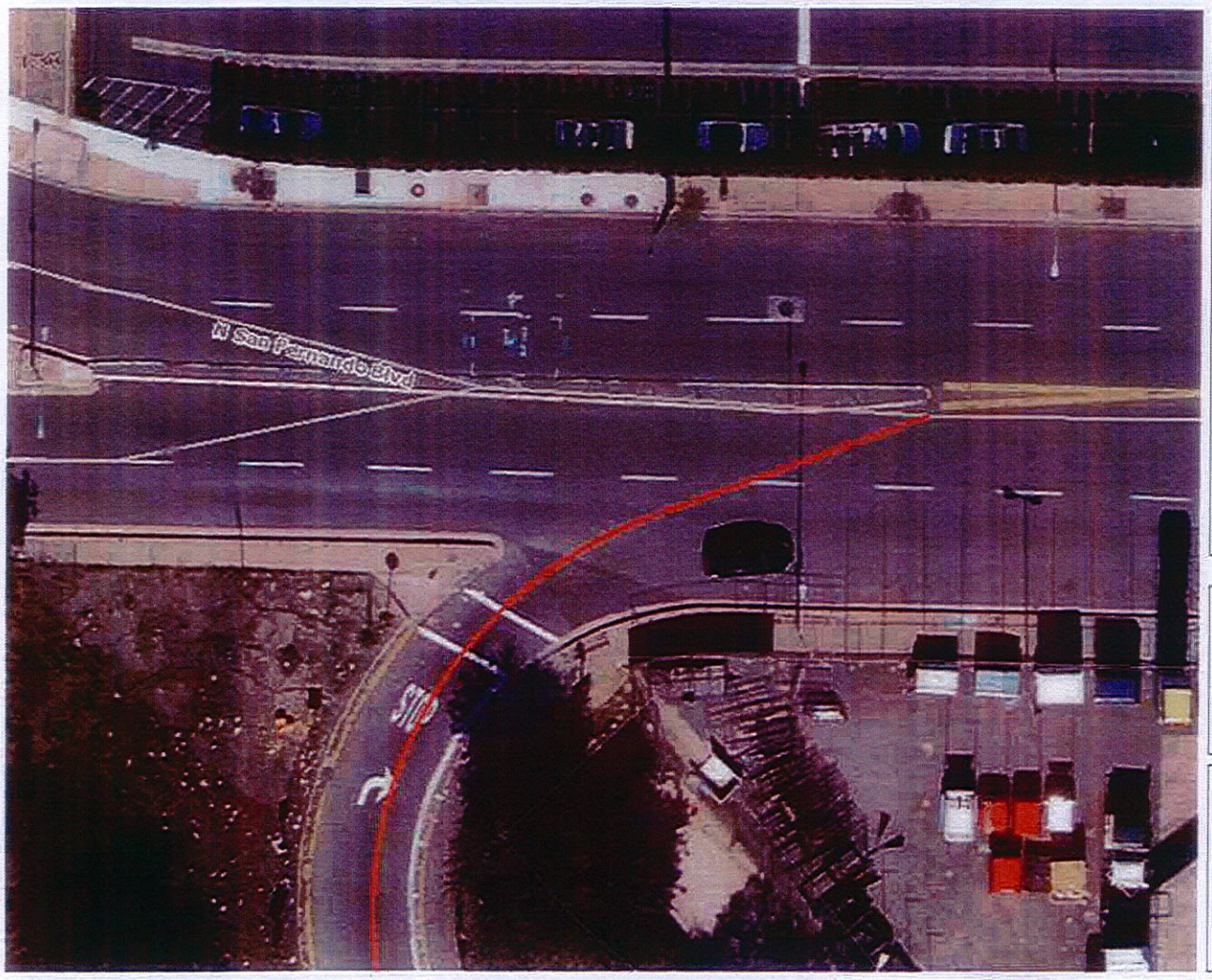
SUBJECT: City Manager Tracking List No. 1637 – Replacement of the Stop Sign at the Scott Road Off-Ramp to I-5

In September 2014, staff received a request to remove the existing stop sign at the Northbound Scott Road Off-ramp from Interstate 5 (I-5). Since the closure of the southbound San Fernando Boulevard undercrossing of the I-5, the only traffic flowing through the intersection is the traffic from the off-ramp. A median exists in San Fernando Boulevard that prevents U-turns or any other conflicting traffic movements to the traffic exiting the ramp. Staff agreed with the request.

A request was sent to Vladimir Gurfinkle, the Caltrans Project Manager for the I-5 project on October 10, 2014, to either remove the traffic control entirely or replace the stop sign with a yield sign. Caltrans has yet to act on the request; however, the removal will need to be approved by several sections of Caltrans. It is anticipated that the request will be approved.

A plan of the intersection is attached.

City of Burbank Map



Legend

- Building
- Golf Course
- Park
- School
- Library
- Airport
- Parcel
- Road
  - Freeways
  - Major Boulevards
  - Streets
- Railroad
- Aerial Imagery 2011
  - Red: Band_1
  - Green: Band_2
  - Blue: Band_3
- County Relief
  - High : 254
  - Low : 0

Map Documentation

Date Printed:	28 October 2014
Prepared By:	Anonymous User
Issued For:	Anonymous Recipient
Project ID:	General Purpose

Notes:

SCALE 1: 357

0.0 0 0.0 Miles

Projection: NAD_1983_StatePlane_California_V_FIPS_0405_Feet

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

CITY OF BURBANK
PUBLIC WORKS DEPARTMENT
MEMORANDUM

DATE: October 28, 2014

TO: Mark Scott, City Manager

FROM: Bonnie Teaford, Public Works Director
By: John Molinar, Assistant Public Works Director-Street and Sanitation

SUBJECT: CITY MANAGER TRACKING LIST MEMO NO. 1636 – LANDSCAPING DAMAGE AT HOLLYWOOD WAY AND SAN FERNANDO BOULEVARD DUE TO TRUCK TRAFFIC

At the August 26, 2014, City Council meeting, Vice Mayor Frutos asked about semi-trucks damaging the landscaping and irrigation at the transition from southbound Hollywood Way to eastbound San Fernando Boulevard, and whether or not increased truck traffic diverted from the Interstate 5 (I-5) construction had exacerbated this condition. This planter area has been prone to damage from semi-trucks for some time and the frequency of damage does not appear to have increased since the I-5 construction began.

Traffic Division staff investigated the radius of the curve at this location and determined that semi-trucks can make the curve without riding up on the planter; however, getting the truck drivers to do so is another matter. To assist drivers in this endeavor, staff painted an edge line on the right side of the transition road to guide trucks away from the curb line.

Street Division staff tasked with maintaining the landscaping at this location will monitor the site to see if the additional striping helps. If trucks continue to drive over the planter, some form of bollard or fixture may be placed at the site to prevent damage to the landscaping and irrigation.

city of burbank
community development department

memorandum

DATE: October 28, 2014

TO: Mark Scott, City Manager

FROM: Joy R. Forbes, Community Development Director

SUBJECT: Planning Board Actions of October 27, 2014

At the regular meeting of October 27, 2014, the Planning Board discussed the following items:

1. 3817 West Olive Avenue | Project No. 14-0002482 | Conditional Use Permit

After conducting a public hearing the Board voted 4-0 to approve a Conditional Use Permit to sell beer and wine for on-site consumption incidental to a restaurant (Dog Haus). The restaurant proposed to operate as a quick turnover sit-down restaurant that offers incidental alcohol sales and outdoor dining.

The Board's decision on Item 1 is final. Modifications may not be made, nor the decision of the Board reversed, unless the Board's decision is appealed by the public or the City Council as a body decides to set the matter for a public hearing in lieu of an appeal. Any City Council Member requesting City Council review of this matter must make the request at the City Council meeting of November 4, 2014 or November 18, 2014.

REPORTS

2. 203 West Olive Avenue | Project No. 13-1906 | Review minor site plan changes

The Board approved a modification to Project No. 13-1906 Development Review for minor site plan changes as well as the modified exterior architectural design of the proposed five-story office building (Nickelodeon). The revisions emphasize the pre-cast concrete and horizontal bands on all sides, sun shades on the Olive Avenue elevation, balconies on the interior courtyard side, and the parking structure shall include metal mesh screening in all openings at and above the third floor facing Lake Street.

3. Elimination of R-5 and MDR-5 references from the Zoning Ordinance and Zone Map

In 2005, the City Council adopted a Zone Text Amendment (ZTA) amending the maximum allowed densities in the R-3, R-4, and R-5 multi-family residential zones. The ZTA was adopted in response to growing concern about the intensity and density of multi-family development and the effect that development had on the quality and character of multi-family neighborhoods and nearby single-family neighborhoods. The result of the 2005 ZTA was that the R-5 and MDR-5 zones were effectively eliminated because they were assigned the same densities as the R-4 and MDR-4 zones.

This item was presented to the Board, however no action was taken. This item will come back as a public hearing on November 17, 2014.

4. Code Text Amendment to Incorporate AB 1881 (Water Efficient Landscaping) by Reference

The Board reviewed a report that staff presented on the Code Text Amendment to the Building Code. The Board noted and filed the report.

TRAFFIC COMMISSION
October 23, 2014

SYNOPSES OF ITEMS ARE IN BOXES BELOW

Members Present:
Linda Barnes, Robin Gemmill, Kevin Harrop, Brian Malone, Paul McKenna, Vanessa Rachal, Joe Terranova

Members Absent:
David Carletta, Rebecca Granite-Johnson

III. ORAL COMMUNICATIONS

A. Public Input--David Spell asked about the Traffic Commission's Traffic Controls Near Schools Subcommittee discussions.

B. Commission Members--McKenna suggested any Traffic Commission member who addresses the City Council as a citizen (not representing the Commission, specifically) should refrain from using "we" when discussing items, and use "I" instead. Harrop and McKenna discussed ways to better notify residents that the Traffic Commission exists, including on the City's website and on Channel 6.

C. Staff Communications--Ken Johnson briefly updated the Commission on several topics: status of renaming a portion of First St to "IKEA Way", the parking restriction changes on the 3400 block of W Magnolia Blvd and nearby side streets, and staff's future involvement with studying the Alameda North Neighborhood Protection Area traffic.

IV. APPROVAL OF MINUTES:

The September 18, 2014, meeting minutes were approved.

V. PUBLIC HEARINGS

None.

VI. REPORTS:

A. Subcommittee Reports

a. Traffic Controls Near Schools Subcommittee

The subcommittee has not been able to meet due to other commitments. Staff suggested that if they cannot meet by December, the entire Commission discuss schools that merit closer investigation. McKenna suggested several of the Commissioners could visit the schools as a tour to discuss issues with principals and see firsthand any traffic issues. Lt. Hawver from Burbank Police gave some information on how his traffic control staff patrols schools.

B. Review of Criteria for Public Input to the Traffic Commission

This item was postponed until next month's meeting for discussion by the full Commission.

C. Discussion of Pedestrian Countdown Traffic Signal Operation

This item was postponed until next month's meeting for discussion by the full Commission.

D. Examination of Traffic Queuing on Eastbound Burbank Blvd at Victory Blvd

The Commission discussed the traffic situation at this location. Staff discussed the complexity of configuring all signals in that area, with some traffic signal cycles needing up to 200+ seconds at Five Points, and how the Caltrans reconstruction of the Burbank Bridge will impact the signal coordination.

VII. REVIEW OF FUTURE AGENDA ITEMS:

The Traffic Commission identified five potential items for the November meeting:

1) Caltrans presentation on I-5 construction (w/CDD staff)
2) Status of Victory Pl widening/capacity study
3) Discussion of the neighborhood protection project (Talaria Development)
4) Discussion on how the Traffic Commission orders the public speaking portion of the meetings
5) Discussion of pedestrian countdown traffic signal operation

VIII. ADJOURNMENT:

The meeting adjourned at 5:06pm.

CITY OF BURBANK

PARK, RECREATION AND COMMUNITY SERVICES
ANNOTATED AGENDA/MEETING SUMMARY

Meeting: Senior Citizen Board **Date: 10-22-14**

Members Present: Bill Anderson, Peter McGrath, Henry Diel, Marva Murphy, Cynthia Leva, Lynn Shelby

Members Absent:

Staff Present: Judie Wilke, Kristen Smith, Gayle Migden, Angela Attaryan

Liaisons Present:

Item Discussed		Summary	Direction or Action, if any
1	2014-2015 Goal Setting Discussion	At the September meeting, Board members brainstormed goals for the next year. Staff asked members to bring back their top 3 goals to discuss at the October meeting.	The Board identified 3 goal areas they will focus on for the next year: Visibility, Continue Programming and New Programs/Projects. Under Visibility, the Board will be developing an Ambassador program to do community outreach about senior programing and services. The Board felt strongly about protecting current programs and looking for new health programs to offer to seniors. New programs/projects will include the development of intergenerational activities, and advocating for seniors with disabilities. Board Member Lynn White-Shelby offered to prepare a document with all of the goals listed to further discuss how the Board will attain these goals.
2	Holiday Meeting Schedule	The Board discussed going dark during the months of November and December.	The Board decided to hold a meeting on November 12 and go dark in December.
3	Senator Liu's Bus Trip	Lynn Shelby announced that Senator Liu's Bus Trip visited the following areas: Pasadena Senior Center, Pasadena Village,	Recommendation: Receive and File

		Burbank Senior Artist Colony, Veterans Home of California and City of San Francisco. Further details will be discussed at the January meeting.	
4	Reports	1. Transportation: No Report 2. Senior Legislation: Peter McGrath announced that 7 out of the 10 legislative bills were passed. Several handouts were distributed to the Board. 3. Tuttle Center: Gayle Migden, Recreation Supervisor announced that programs/classes are going well. 4. Los Angeles County Commission for Older Adults: Peter McGrath announced that meetings are held the first Monday of each month. Currently the Commission is looking to change their 2 year term limit to 1 year.	1. Transportation: **Note and file** 2. Senior Legislation: **Note and file** 3. Tuttle Center: **Note and file** 4. Los Angeles County Commission for Older Adults: **Note and file**
5	Committees & Boards	1. Senior Board Round Table: All members discussed their involvement in senior focused programs, clubs, committees, etc. 2. Nutrition: Cynthia Leva announced that Nutrition Advisory Council will meet on October 28, 2014. 3. House Committee: Bill Anderson announced that when paramedics respond to treat an individual that person will not be billed unless they are transported. The Joslyn Adult Center will be closed November 27-30 for Thanksgiving. 4. Supporters of Senior Services: Peter McGrath announced that 4 new members will be recruited. The next meeting will take place on November 4, 2014. 5. Park, Recreation and Community Services: Kristen Smith provided a brief update on the PRCS Board meeting. She announced that PRCS Board approved staff to begin addressing a Community Garden project as a main priority through the 2015/2016 Budget process. Ms. Smith also mentioned that the Board discussed the Boys and Girls Club desire to	1. Senior Board Round Table: **Note and file** 2. Nutrition: **Note and file** 3. House Committee: **Note and file** 4. Supporters of Senior Services: **Note and file** 5. Park, Recreation and Community Services**: Note and file**

		build a community center at an existing park location. The PRCS Board will discuss this topic in further detail at the November meeting.	
6	Future Agenda Item	The Board will hold an election to vote for Vice President due to a Board members resignation.	

CITY OF BURBANK

PARK, RECREATION AND COMMUNITY SERVICES
ANNOTATED AGENDA/MEETING SUMMARY

Meeting: ***Youth Board*** **Date 10/8/2014**

Board Members : Sona Abrahamian, Matthew Mucha, Bella Mochrie, Julianna Navarro, Rita Khechumyan, Tyler Roope, Sandi Assaf, Skyler Bercini, Francesca Mills, Melanie Ohanian, Lauren Ryan, Heather Ryan

Board Members Absent: Briana Garcia, Sean Mayor, Grant Menke

Guests: Mark, Bargout, Miriam Bargout

Staff Present: Christine Rumfola, Maritza Cuevas, Judie Wilke

Board Liaisons: None

Item Discussed		Summary	Direction or Action, if any
	Oral Communications	Welcome to new members;	Note and File
1	Swearing In of Members	City Clerk Zizette Mullins did the swearing in of all present Board members.	Note and File
2	Elections	The Board voted as follows: • Chairperson – Rita Khechumyan • Vice Chairperson-Skyler Bercini • Secretary – Heather Ryan	Nominations from the floor were made, each candidate briefly discussed their qualifications, and the candidates were elected by a majority vote of the Board.
3	Teen Recreation Programs	Staff reviewed upcoming PRCS events: • Haunted Adventure • Tricks for Treats Skate Park Event • Halloween Carnivals • Basketball Officiating and scorekeeping and league sign ups	Note and file

4	Youth Resource Program	Staff reviewed the Youth Leadership Program	Note and file
5	Park, Recreation and Community Services Board Meeting	Board members volunteered to be liaisons for the PRCS Board meetings: • Liaison – Rita Khechumyan • Alternate – Mark Bargout	Note and file
6	Sustainable Burbank Commission	Board members volunteered to be liaisons for Sustainable Burbank Commission. • Liaison -Francesca Mills • Alternate - Skyler Bercini	Note and file
7	Goals & Objectives	• Coordinating Council Holiday Baskets • Pack for Success • Additional goals will be determined in upcoming meetings.	Board will bring $10 each, plus goods for the basket. Board will fundraise for Pack for Success
8	Board shirt orders	The Youth Board decided on lime green polo shirts, with a black and white logo.	Staff will order shirts for Youth Board.
9	School Reports	School representatives gave reports from their schools.	Note and file
10	November Meeting	Staff reported that the next meeting would be November 5.	Note and file