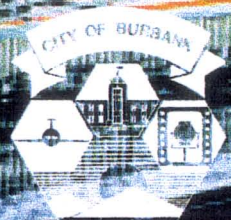
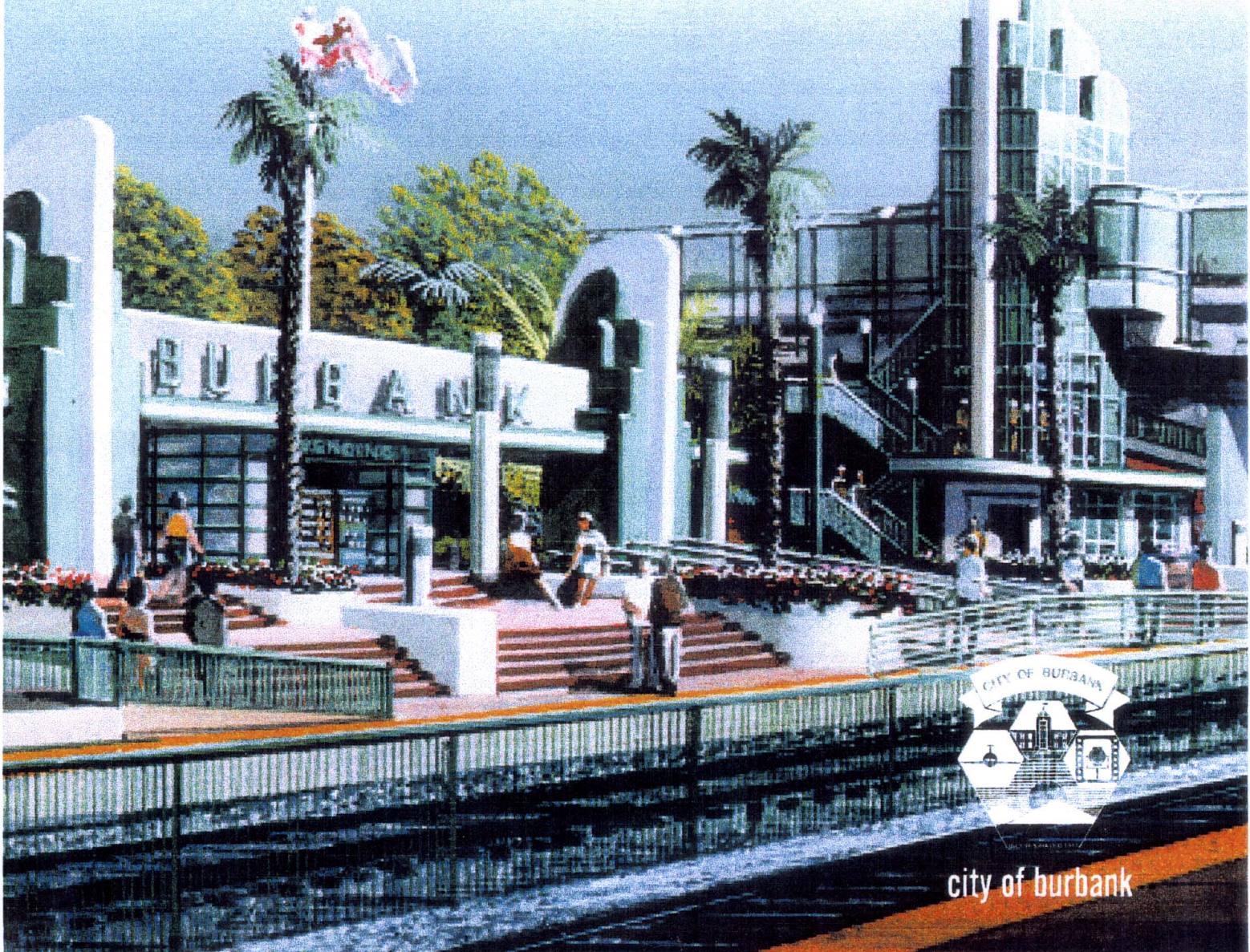




burbank center plan

june 1997



city of burbank

BURBANK CENTER PLAN

**City of Burbank
Community Development Department**

Adopted June 10, 1997

BURBANK CENTER PLAN

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

What is the Burbank Center Plan?

The Burbank Center Plan is an economic revitalization plan that addresses long range land use and transportation planning of the downtown area. The Plan also focuses on several major "opportunity sites" which are currently vacant or contain inappropriate uses for the area and are expected to recycle in the next few years. The opportunity sites are viewed as catalysts for future development within the Burbank Center Plan area based on their strategic location and the potential for recycling. To create the maximum potential for each of the opportunity sites, future development must be considered in the context of the surrounding land uses and the existing and proposed transportation facilities in the project area.

The Plan also contains land use and development standards designed to encourage mixed-use projects that would minimize the volume of vehicular traffic by encouraging the development of a variety of compatible uses within close proximity, and the use of public transit, carpooling, and pedestrian traffic within the Plan area. This land use plan capitalizes on transportation opportunities, such as the existing Regional Intermodal Transportation Center (RITC), and other potential future intermodal transportation centers (ITCs), in order to minimize traffic volumes and meet Southern California Air Quality Management District (AQMD) standards.

Background

In August of 1993, the Burbank City Council participated in a study session to determine the planning options for the Burbank Center Planning area and to discuss the formation of a citizens advisory committee for each of the three planning subareas. However, the Council later decided that a single committee would be a more effective planning tool which would guide the Burbank Center Plan as a unified plan. In January of 1994, the City Council appointed a nine-member Burbank Center Plan Citizens Advisory Steering Committee composed primarily of Plan area property and business owners. In the initial phase of the planning process, the Committee met monthly beginning in May 1994 to aide in the formulation of a Plan that focused on a new Land Use Plan, formulation and implementation of corresponding land use regulations and development standards, and the framework of public improvements and services including public transportation. It was the intention of the Committee that the Plan is to be used as a guideline for revitalization and development of the three Plan subareas. In July of 1994, a public workshop was held in order to introduce the concepts of the Plan and to solicit comments from residents, property owners, business owners and the development community. Elements of the Plan were amended

appropriately to reflect Committee and public input and the direction of the Plan was solidified. The recommendations of the Burbank Center Plan Citizens Advisory Steering Committee, the public and staff were presented to the City Council and Planning Board in November 1994 during a joint study session. Two residential public workshops and a development community workshop were held in January 1995. Based on the input of all public workshops, Planning Board and City Council input, the draft of the Plan was completed in April 1995 and distributed to the City staff and Committee members for review for compatibility with Citywide projects. Following receipt of comments and appropriate revisions, City Council considered the draft Plan and options for implementation and directed City staff to commence with Phase Two of project options including:

- Certification of the EIR
- General Plan Amendment
- Zone Text Amendment
- Zone Map Amendment
- Formation of a Redevelopment Project Area

As part of the second phase of the Plan, the Committee continued to meet throughout the remainder of 1995. This phase involved environmental review as mandated by the CEQA, completion of a redevelopment feasibility analysis and redevelopment project area formation procedures, Planning Board and City Council public hearings and review and final consideration of the Burbank Center Plan.

A draft environmental impact report (DEIR) including a traffic study, and the draft Burbank Center Plan and the draft documents were released for public review and comment for a 45-day period. A final environmental impact report (FEIR), which responded to all the comments made on the DEIR, was released on May 15, 1997. The Planning Board held a public hearing on May 19, 1997, and adopted Resolution No. 2556, recommending certification of the FEIR and adoption of the general plan amendment and zone text and zone map amendments by the City Council. The City Council held a public hearing on June 3, 1997, at which time the City Council directed staff to make further revisions to the draft Burbank Center Plan, general plan amendment, zone text amendment, and zone map amendment, and adopted City Council Resolution No. 25,059 approving General Plan Amendment No. 97-1 and City Council Resolution No. 25,058 certifying the EIR. The second reading and adoption by the City Council of Ordinance No. 3466, approving Zone Map Amendment No. 97-1 and Ordinance No. 3467, approving Zone Text Amendment No. 97-2, took place on June 10, 1997, and the ordinances became effective on July 19, 1997.

What is the Purpose of the Plan?

The Burbank Center Plan's new land use designations, zoning classifications and City policies are attainable through the implementation of the following objectives.

1. Protect the existing compatible manufacturing and service industrial employment in the central area of Burbank.
2. Coordinate land use and transportation facilities and services in order to reduce the need for private vehicle transportation in accordance with regional congestion management and clean air goals.
3. Establish a specific location and implementation program to develop a major pedestrian linkage across Interstate 5 from the downtown area to the RITC and a major parking facility to serve the RITC and the Civic Center area.
4. Formalize the City's land use policy in the downtown commercial district by establishing guidelines for the coordination of land uses, pedestrian circulation, transit and parking.
5. Set forth a program for how areas with obsolete land uses and structures can be upgraded or recycled to uses more responsive to current market conditions.
6. Create new land use designations and zoning classifications which encourage mixed use development with wide potential to recycle declining commercial and industrial areas and to decrease dependency on the use of private automobiles.
7. Provide for the development of residential uses in commercial zones, where adjacent to existing residential development, as a means of recycling obsolete commercial strip areas.
8. Recognize the potential to develop a major multi-functional center in the South San Fernando subarea. This center could include a mix of many potential activities including retail, residential, high technological research and development, educational, cultural, sports and uses such as a public park.

What is the Land Use Concept of the Plan?

The Burbank Center Plan sets forth a pattern of general land uses for the Burbank Center in addition to land use regulations and development standards to achieve

the goals and policies of the Plan. The land uses are based on the concept of preserving uses that have historically operated within the planning area, such as light industry and downtown retail/entertainment, and concentrating height and density within a one-quarter mile radius of ITCs. The placement of land use designations is based on the volume of traffic that is anticipated and the proximity to residential neighborhoods and public transit. The circulation system within the planning area should function efficiently and should be capable of accommodating projected growth with the introduction of the concentration of Mixed Commercial integrated with Office and Residential and Mixed Commercial integrated with Office and Industrial land use designations. These new mixed use land use designations are to replace existing single use land use designations of Commercial and Industrial within the Burbank Center area to facilitate the recycling of vacant or obsolete structures and to encourage the use of public transit and alternative modes of commuting.

How Does the Plan Control Density?

The Plan draws on existing General Plan policies and Zoning Code classifications for controlling density. Current commercial zoning classifications and commercial land use polices allow medium density residential use within mixed developments as a conditional use and a residential density bonus of up to 25 percent for low or moderate income housing throughout the City, policies which are reiterated in this plan.

Non-residential density is restricted by existing code standards for height, setbacks and parking. The Burbank Center Plan allows for additional development within the front yard setbacks of commercial property for open air restaurants, pedestrian plazas, and certain retail uses. Additional commercial density is permitted within a quarter-mile radius of the RITC through allowances for increased building height through the conditional use and planned development processes.

What is the Maximum Building Height Allowed by the Plan?

The Zoning Section of the Burbank Center Plan, Chapter 3 (Land Use Regulations and Development Standards), utilizes stair-step height requirements similar to those in the Burbank Municipal Code and the Media District Specific Plan, in which additional building height is permitted based on increased distance from R-1 or R-2 zoned properties. The Plan allows for an exception to the Code requirement for a conditional use permit for building height greater than 35 feet, permitting up to 50 feet by right for buildings between 150 and 300 feet from R-1 or R-2 zoned properties, and up to 70 feet (90 feet in the Civic Center) by right for buildings more than 300 feet away from R-1 or R-2 zoned properties.

Properties within one-quarter mile of a transit center may be permitted additional structure height through the conditional use permit process up to 12 stories or 164 feet. The 12-story (164 foot) height limit may be exceeded up to 15 stories or 205 feet through the City's planned development process for projects that help meet the goals of the Plan, such as exceptional pedestrian linkages to passenger rail stations (see definition of "transit center" under Section 31-2502).

How Does the Plan Encourage Preferred Uses?

The Plan encourages preferred uses by allowing for multiple family residential development in certain commercial areas through the conditional use permit process, and by permitting retail uses in the Mixed Use Commercial Manufacturing zone where commercial uses were not previously permitted. The Plan also encourages higher density development in the vicinity of ITCs by providing the opportunity to obtain approval of additional building height within one-quarter mile of an ITC as described above.

How does the Plan Provide for Transportation Needs?

One of the main driving forces behind the commitment to prepare this Plan was the City's desire to capture the variety of present and future transportation opportunities. The existing Regional Intermodal Transportation Center (RITC) on Front Street has tremendous potential to accommodate the integration of a large volume of rail, bus, shuttle, bicycle and pedestrian traffic. Continued expansion of the RITC will provide direct access for employees and shoppers to the Burbank Center and the entire City and simultaneously lessen the single occupancy use of private vehicles.

The transportation improvements which are necessary to accommodate the present and future needs within the Burbank Center Plan area generally fall into three categories:

- Improvement and expansion of the regional and local ITCs;
- Improvement and expansion of public transit service;
- Improvement and expansion of pedestrian and bicycle facilities.

In addition to improving the transportation opportunities, the Plan also recognizes the access limitations that have restricted development within the planning area. The Plan proposes the following street improvements to contribute to the implementation of the land use goals and objectives of the Plan.

1. Expand east-west pedestrian, bicycle and vehicle access between the City Center and City Center West subareas to improve circulation around the

RITC, the downtown area and the industrial areas of the City Center West subarea:

- Realign Front Street and improve the intersections of Front Street at Verdugo Avenue, the Interstate 5 access ramp and Burbank Boulevard to improve the access and reduce travel time among the RITC, the downtown area and the industrial area of the City Center West subarea;
 - Extend Flower Street north to Cypress Avenue to provide access to the west side of the SPRR tracks;
 - Widen both the Magnolia and Olive avenue bridges to accommodate an improved pedestrian lane;
 - Construct a pedestrian bridge across the Interstate 5 between the Magnolia and Olive avenue bridges linking the RITC to a future development at First Street and Palm Avenue.
2. Promote the extension of First Street to Providencia Avenue and further into the transitional industrial area south and east of Cedar Street. This extension will improve circulation within the downtown area and provide improved access to Interstate 5.
 3. Extend Verdugo Avenue westerly across the Southern Pacific railroad tracks to provide an additional east-west access across the Interstate 5 and the Southern Pacific railroad tracks.

In summary, these goals, objectives and implementation programs will guide and coordinate the future development within the central business district and its vicinity in the City of Burbank, and seize the future transportation opportunities that are presented to the City.

CHAPTER 1

BACKGROUND INFORMATION

1.0 BACKGROUND INFORMATION

1.1 WHAT IS THE BURBANK CENTER PLAN?

The Burbank Center Plan is an economic revitalization plan that addresses long range land use and transportation planning of the downtown area. The Plan also focuses on several major "opportunity sites" which are currently vacant or contain inappropriate uses for the area and are expected to recycle in the next few years. The opportunity sites are viewed as catalysts for future development within the Burbank Center Plan area based on their strategic location and the potential for recycling. Future development of the opportunity sites must be considered in the context of the surrounding land uses and the existing and proposed transportation facilities in the project area.

The Plan contains land use and development standards designed to encourage mixed-use projects that would minimize the volume of vehicular traffic by encouraging the use of public transit and carpooling, and pedestrian traffic within the Plan area. This land use plan capitalizes on transportation opportunities, such as the existing Regional Intermodal Transportation Center (RITC), and other proposed intermodal transportation centers (ITCs), in order to minimize traffic volumes and meet Southern California Air Quality Management District (AQMD) standards.

In addition, the Burbank Center Plan contains a neighborhood protection program to preserve the character and quality of the single family and multiple family residential neighborhoods within and surrounding the Plan area by minimizing traffic on the local streets in these neighborhoods.

The Burbank Center Plan's new land use designations, zoning classifications and city policies are attainable through the implementation of the following objectives.

1. Protect the existing compatible manufacturing and service industrial employment in the central area of Burbank.
2. Coordinate land use and transportation facilities and services in order to reduce the need for private vehicle transportation in accordance with regional congestion management and clean air goals.

3. Establish a specific location and implementation program for a major pedestrian linkage across Interstate 5 from the downtown area to the RITC and a major parking facility to serve the RITC and the Civic Center area.
4. Formalize the City's land use policy in the downtown commercial district by establishing guidelines for the coordination of land uses, pedestrian circulation, transit and parking.
5. Set forth a program for how areas with obsolete land uses and structures can be upgraded or recycled to uses more responsive to current market conditions.
6. Create new land use designations and zoning classifications which encourage mixed use development with wide potential to recycle declining commercial and industrial areas, and to decrease dependency on the use of private automobiles.
7. Provide for the development of residential uses in commercial zones, where adjacent to existing residential development, as a means of recycling obsolete commercial strip areas.
8. Recognize the potential to develop a major multi-functional center in the South San Fernando subarea. This center could include a mix of many potential activities including retail, residential, high technological research and development, educational, cultural, sports and uses such as a public park.

1.2 LOCATION

The City of Burbank is located in the eastern San Fernando Valley, within Los Angeles County and is located approximately eight miles northeast of downtown Los Angeles (see Figure 1.2.1). The Burbank Center Plan area is located in the central southeastern portion of the City (see Figure 1.2.1). The Burbank Center Plan area is approximately bounded by Burbank Boulevard on the north, Glenoaks and San Fernando boulevards on the east, the Burbank/Glendale city boundaries on the south, and Victory Boulevard and Lake Street on the west (see Figure 1.2.2). The Plan area is bisected by Interstate 5 and the Southern Pacific railroad right-of-way, which act as a boundary and divide the eastern City Center and South San Fernando subareas from the western City Center West subarea.

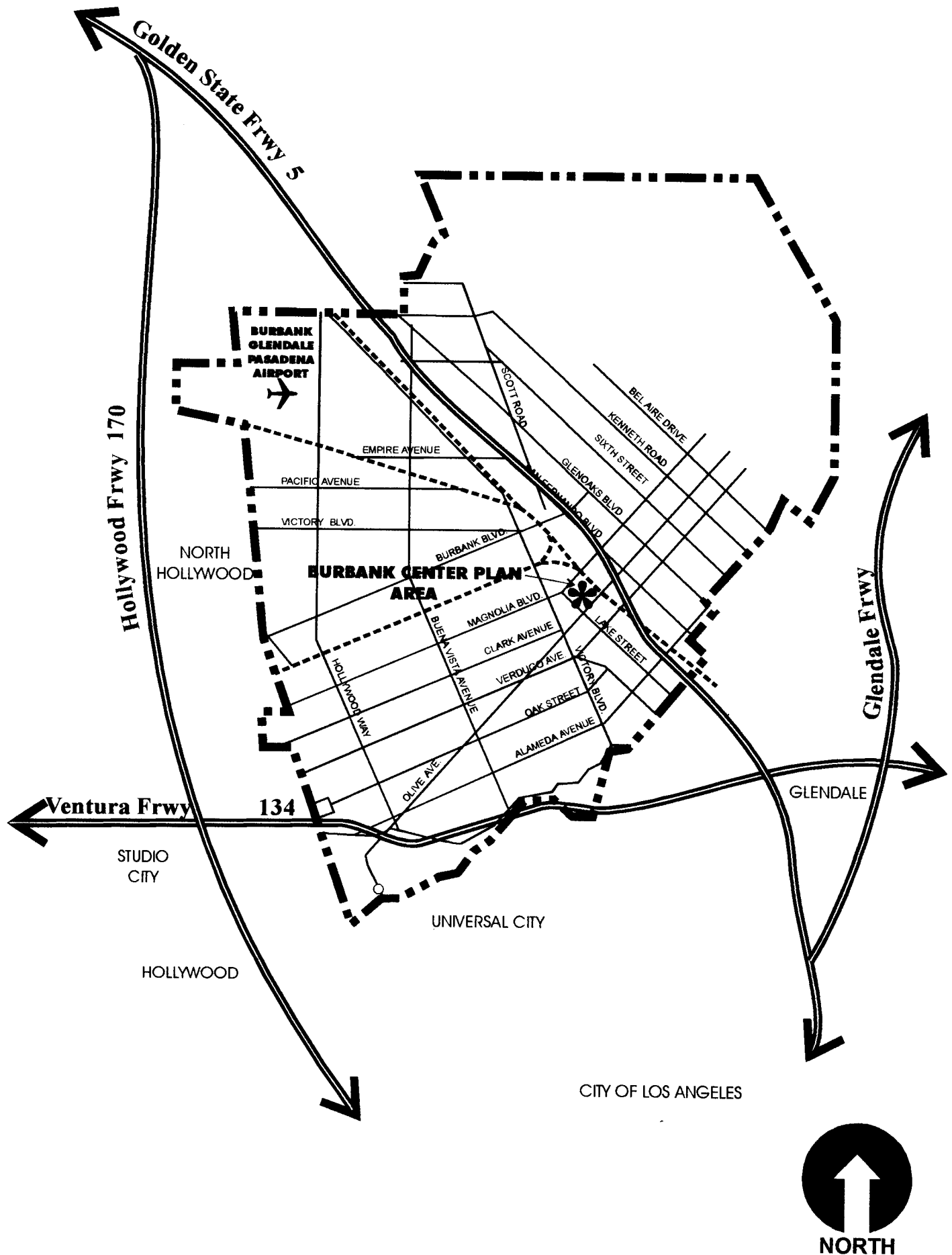


Figure 1.2.1 Regional Location Map

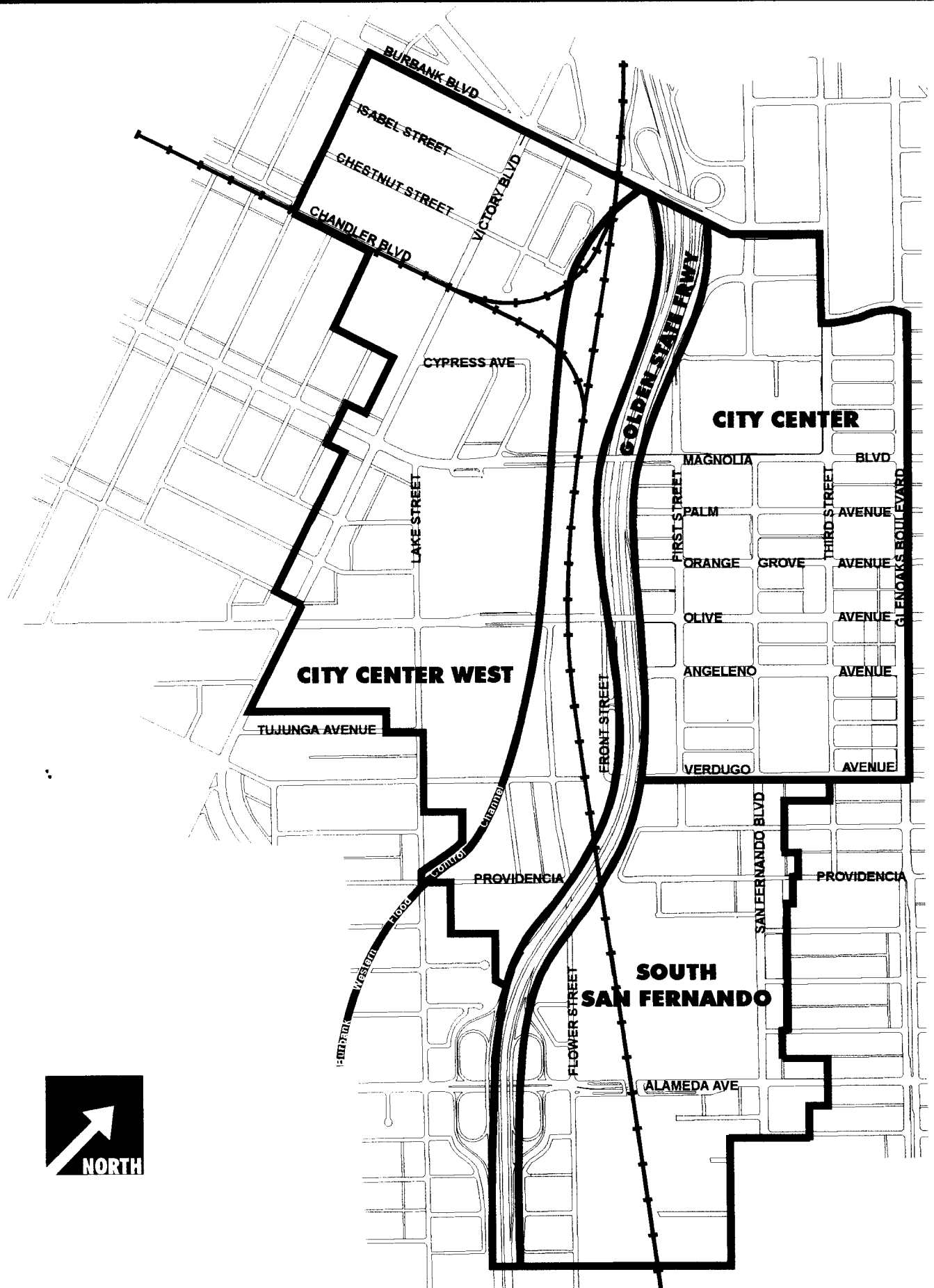


Figure 1.2.2 Burbank Center Plan Subarea Map

1.3 HISTORY

The City of Burbank was founded in 1887. At that time, population and commerce were centralized in an area later to be known as the downtown. City incorporation in 1911 was followed by a dramatic increase in industrial development during and after World War II concentrated northwest and southwest of downtown and west of downtown adjacent to the Southern Pacific railroad. Industrial reliance on rail transportation for raw materials and goods fostered an expansion to the north and south following these rail lines.

As the popularity of the automobile grew, San Fernando Boulevard, which runs parallel to the Southern Pacific railroad, became the primary travel route between the San Fernando Valley and downtown Los Angeles. The Southern Pacific railroad continued to service the City's industry and functioned as a passenger railway while San Fernando Boulevard enjoyed commercial and industrial prosperity. Service and retail establishments flourished serving the Burbank community as well as the commuter.

However, in the 1950s, with the completion of Interstate 5, the character of the City changed. This transportation link divided the downtown area's industrial properties and replaced San Fernando Boulevard as the primary access to downtown Los Angeles. The popularity of passenger rail was all but replaced by automobile or air travel. The character of the once financially healthy retail and service center located in downtown Burbank and the strip commercial and industry along San Fernando Boulevard began to experience an economic stagnation and decline. Gradually commercial and industrial businesses began to move to locations outside of City Center.

In the 1960s, in order to attract business, vehicle access to a portion of San Fernando Boulevard was discontinued in order to construct the Golden Mall--a pedestrian mall. However, the efforts of the City and the business community did not produce the desired results, so the Golden Mall (a pedestrian mall) was eliminated and vehicular access was restored in November 1989. Since vehicle access has been restored and a central business district downtown parking area was established, the Media Center Mall was constructed and entertainment/commercial establishments--such as AMC Movie Theatres, upscale restaurants, coffee houses and entertainment related commercial retailers--have located within the downtown which now attracts patrons on a regional basis.

With the introduction of Metrolink commuter rail in October of 1992, the City designated the RITC, located west of downtown, adjacent Interstate 5, as a full service component of an integrated transportation program that includes transportation management organizations, Metrolink and Amtrak service, vanpooling and carpooling programs, public transit, bike paths and transit shuttles.

The Burbank Center Plan area was proposed in 1993 to address three concerns:

- Long range planning for the emerging downtown regional commercial/ entertainment area;
- Economic revitalization of the surrounding industrial areas which are experiencing the loss of long standing industries; and
- The comprehensive development of several major "opportunity sites".

The City Council approved the formation of the Burbank Center Area in 1993 and directed staff to begin long range planning for the area with a two-phase program. The first phase was the development of a draft plan and blight analysis which included the participation of a City Council-appointed steering committee. The concept for the Plan was developed after a review of existing conditions and an evaluation of the constraints and opportunities within the project area. Several public workshops with residents, property and business owners, and the development community were conducted. In addition, two joint study sessions with the City Council, Planning Board and the School Board were held prior to the completion of the preliminary draft of this Plan.

Noted in the Plan are a number of large sites which are likely to recycle in the next 10 to 20 years. The Plan highlights these major opportunity sites, which are currently vacant or contain older existing uses which are now nonconforming or inappropriate for the site or area, and are about to recycle. The opportunity sites noted in the Plan are considered in the context of the surrounding land uses and the existing and proposed transportation facilities within the project area. Several mixed use development scenarios are offered for each opportunity site as examples of the type of development the Plan seeks to encourage.

The Burbank Center Plan area consists of three subareas, each with distinct geographic and land use issues (Figure 1.2.2). Though each of these three subareas has unique land use concerns, the subareas are required to be considered as one planning area due to existing and future transportation links and their economic relationship.

- City Center The downtown area includes the Burbank Village and is roughly bounded by Glenoaks Boulevard, Burbank Boulevard, Interstate 5 and Verdugo Avenue. This subarea has recently experienced substantial revitalization with office, retail and entertainment uses.
- South San Fernando The industrial and commercial area east of Interstate 5, abutting the City Center subarea to the south, extends to the Glendale City boundary. The focus of the South San Fernando subarea is the recycling of vacant or underutilized industrial properties to mixed-use and transit-oriented development.
- City Center West The industrial and commercial retail area west of the City Center subarea across Interstate 5 extends west roughly to Mariposa Avenue, Victory Boulevard and Lake Street, between Burbank Boulevard and Cedar Avenue. The focus of this subarea is similar to that of the South San Fernando subarea, i.e., recycling of heavy industrial uses to mixed use developments with an emphasis on transit-oriented development. This subarea includes the existing RITC, which is a major regional transportation link.

The second phase of preparing the Burbank Center Plan consists of the environmental review as mandated by the California Environmental Quality Act (CEQA), a redevelopment feasibility analysis, commencement of a redevelopment project area formation process, and final consideration of the Burbank Center Plan through Planning Board and City Council public hearings on the following:

- Certification of the EIR
- General Plan Amendment
- Zone Text Amendment
- Zone Map Amendment
- Formation of a Redevelopment Project Area

1.4 NEED FOR A PLAN

The City Council initiated the Burbank Center Plan program in response to a number of events that occurred in the late 1980s and early 1990s. These events include:

- Transition of the economic base of the City away from aerospace and other heavy industries;
- The departure of several major industrial firms from the planning area;

- Potential recycling of several major development sites within the next 10 years;
- Potential expansion possibilities of the RITC and the potential to develop a second ITC at Alameda Avenue;
- New regional Metropolitan Transit Authority Los Angeles County Congestion Management Plan initiatives for transportation and mandated AQMD clean air standards; and
- Development and transportation opportunities presented by a revitalized downtown core anchored by a new regional retail center.

These events will bring about change with or without City action. By taking positive steps through the Plan, the City can influence change in ways that are beneficial to the City, its residents, and the business community.

1.5 RELATIONSHIP TO THE GENERAL PLAN, ZONING AND CODE SECTIONS

The City of Burbank City Council has adopted Chapters 1, 2, 4, and 5 of the booklet entitled "The Burbank Center Plan" as the "General Plan" for the Burbank Center planning area. That adoption, by City Council resolution, expands upon the goals and policies found in the City of Burbank General Plan.

In addition to the goals and policies as stated in Chapter 2 of this Plan, this Plan amends the City's General Plan and establishes specific requirements regarding land uses for future development within the Burbank Center planning area as stated in Chapter 2 of the "Burbank Center Plan". No codes may be adopted or future development proposals be approved by City Council which are inconsistent with the goals, policies and requirements found in the General Plan as amended by adoption of the Burbank Center Plan. Some of the policies found in Chapter 2 are specifically implemented by zoning code requirements found in Chapter 3. Other policies will be implemented by evaluating the consistency of specific development proposals with these policies in the process of processing discretionary approvals.

The City Council adopted portions of Chapter 3, which contains development standards and permitted, conditional and prohibited uses, of this Plan as Article 25 the "Burbank Center Overlay Zone", as a component of Chapter 31 (Zoning Code) of the City of Burbank Municipal Code. The Burbank Center Overlay Zone is consistent with the General Plan goals, policies and requirements as mandated by state law.

Development proposed within the Burbank Center Plan Area shall comply with the development standards of the Burbank Center Overlay Zone. The variance and planned development processes are available as development tools for projects that propose to make exceptions to the Zoning Code including the Overlay Zone. The planned development process allows for flexibility beyond Code requirements and restrictions for large, comprehensive developments. Both the variance and planned development processes require that public hearings be held before the Planning Board and the planned development process requires an additional public hearing before City Council. In the planned development process, the City has the discretion to approve with conditions or deny requests based on criteria found in the Planned Development Ordinance. Planned developments in the BCP area will have to comply with Chapter 2 of the BCP as well as the General Plan; however, the PD process can be used to adopt zoning requirements that are different from those in Chapter 3 as long as they are consistent with Chapter 2.

In addition, any future development project must be consistent with the goals and policies of both the General Plan and the Burbank Center Plan. Projects that are not consistent with these plans may not be approved.

1.6 THE PLANNING PROCESS

In August of 1993, the Burbank City Council participated in a study session to determine the planning options for the Burbank Center Planning area and to discuss the formation of a citizens advisory committee for each of the three planning subareas. However, the Council later decided that a single committee would be a more effective planning tool which would guide the Burbank Center Plan as a unified plan. In January of 1994, the City Council appointed a nine-member Burbank Center Plan Citizens Advisory Steering Committee composed primarily of Plan area property and business owners. In the first phase of the planning process, the Committee met monthly beginning in May 1994 to aide in the formulation of a Plan that focused on a new Land Use Plan, formulation and implementation of corresponding land use regulations and development standards, and the framework of public improvements and services including public transportation. It was the intention of the Committee that the Plan is to be used as a guideline for revitalization and development of the three Plan subareas. In July of 1994, a public workshop was held in order to introduce the concepts of the Plan and to solicit comments from residents, property owners, business owners and the development community. Elements of the Plan were amended appropriately to reflect Committee and public input

and the direction of the Plan was solidified. The recommendations of the Burbank Center Plan Citizens Advisory Steering Committee, the public and staff were presented to the City Council and Planning Board in November 1994 during a joint study session. Two residential public workshops and a development community workshop were held in January 1995. Based on the comments received at the joint study session held in November 1994 and the workshops held in January 1995, a draft of the Plan was completed in April 1995 and distributed to the City staff and Committee members for review. Following receipt of comments and appropriate revisions, City Council considered a revised draft Plan and methods for implementation at a joint workshop with the Planning Board, Burbank School Board, and the Steering Committee on November 8, 1995. The City Council directed staff to schedule consideration of the draft Plan and commencement of the second phase as an agenda item at a regular City Council meeting for their consideration. On March 12, 1996, the City Council directed staff to begin Phase Two of the project.

- CEQA review
- General Plan Amendment
- Zone Text Amendment
- Zone Map Amendment
- Redevelopment Project area formation

As part of the second phase of the Plan, the Committee continued to meet throughout the remainder of 1996. This phase involved environmental review as mandated by the CEQA, completion of a redevelopment feasibility analysis, redevelopment project area formation procedures, Planning Board and City Council public hearings, and review and adoption of this Plan.

A final environmental impact report (FEIR), which responded to all the comments made on the DEIR, was released in May 1997. The Planning Board held a public hearing and adopted Resolution No. 2556, recommending certification of the FEIR and adoption of the general plan amendment and zone text and zone map amendments by the City Council. The City Council held a public hearing on June 3, 1997, at which time the City Council directed staff to make further revisions to the draft Burbank Center Plan, general plan amendment, zone text amendment, and zone map amendment, and adopted City Council Resolution No. 25,059 approving General Plan Amendment No. 97-1 and City Council Resolution No. 25,058 certifying the EIR. The second reading and adoption by the City Council of Ordinance No. 3466, approving Zone Map Amendment No. 97-1 and Ordinance No. 3467, approving Zone Text Amendment No. 97-2, took place on June 10,

1997.

1.7 ORGANIZATION OF THE PLAN

The Burbank Center Plan is intended to provide only that level of direction needed to achieve public purposes sought by the Plan, and no more. Portions of the Land Use Element of the Burbank General Plan and the Burbank Municipal Code were amended in order to adopt the Burbank Center Plan. Chapter 2, Land Use Plan, supplements the Land Use Element of the General Plan for the Burbank Center area. Chapter 3, Land Use Regulations and Development Standards, is adopted as a zone text amendment and supplements existing Code requirements in the Zoning Code for development within the Burbank Center area; the body of the Zoning Code continues to apply for those land use/development issues that are not adopted as part of this Plan. Chapter 4, Public Improvements and Services, contains some components that will be incorporated into the Transportation Element of the General Plan and other appropriate documents. Chapter 1, Background Information, and Chapter 5, Implementation, are for information purposes and are not formally included in either the General Plan or the Zoning Code.

1.8 INVENTORY OF EXISTING STRENGTHS AND NEEDS WITHIN THE BURBANK CENTER PLAN AREA

To provide additional background for the planning effort, this section lists the assets which the Burbank Center Planning area already has, referred to as "existing strengths"; these strengths were mentioned often during the numerous public workshops and meetings held on the Plan. It should be noted that some of the items on this list are not located within the Burbank Center; nevertheless, they represent strengths for the downtown as well as the City as a whole. At these workshops and meetings, comments were also made about conditions in the Burbank Center Plan area which could use improvement; the most frequently mentioned concerns are listed below as "needs".

1.8.1 Existing Strengths

- Adequate but underutilized parking to meet current needs in the Burbank Village
- Availability of City-owned land available for development
- RITC provides a major regional transportation hub

- City Center Redevelopment Project area provides an economic development tool
- Citywide business retention and attraction program
- City Center streetscape plan in place
- Strong entertainment concentration in downtown
- Minimal traffic congestion throughout Plan area
- Emerging Civic Center
- Excellent infrastructure and community services
- Starlight Bowl
- Close proximity to Interstate 5 and Ventura Freeway
- Metrolink service supported by buses and shuttles
- Burbank-Glendale-Pasadena Airport
- National name recognition associated with the media and motion picture and recording industry
- Low crime rate and excellent police response time
- Excellent emergency vehicle response time
- Climate
- Housing stock is in good condition
- Excellent senior citizen services with large, active senior citizen population
- Active Burbank Village Stakeholder Association and active Burbank Chamber of Commerce

1.8.2 Present and Future Needs

- Provide additional access across Interstate 5, particularly to RITC
- Recycle vacant and obsolete industrial properties in South San Fernando and City Center West subareas
- Provide more public open space in Plan area
- Encourage child care facilities to meet existing needs
- Supplement shuttle service within Plan area
- Remediate soil contamination on former industrial sites in Plan area

Suggested Future Planning Area Improvements in Response to the List of Present and Future Needs

Following is a list of projects, including both physical improvements and programs, mentioned as potential projects for the Burbank Center Plan area. This list was prepared from five sources: the Burbank Center Plan Citizens Steering Committee, public workshops on the Burbank Center Plan, the "Update of the 21st Century Committee Report" of May 11, 1992, the City's draft Capital Improvements Plan and comments from the City Council/Planning Board November 1994 workshop.

Physical Improvements

- Civic plaza/amphitheater
- Civic auditorium/performing arts center
- Downtown park
- Downtown child care facility possibly at RITC
- Conference center
- Expansion of the RITC
- Telecommuting center located in close proximity to the RITC (connected to main offices by fiber optics)
- Public parking
- Improved Burbank Unified School District facilities
- Computer/media arts/industrial school/college/university satellite center
- Coordinated civic center with new library and City offices
- Improve east-west access
- Streetscape plan which may include:
 - Pedestrian paseos with decorative paving
 - Decorative paving at major intersections
 - Improved and decorative street lighting
 - Decorative sidewalks
 - Pedestrian furniture
 - Standardized bicycle and news racks
 - Street tree planting plan

Programs to Implement

- Industrial school/college/university satellite center using existing vacant space
- Expanded shuttle service

1.9 OPPORTUNITY SITES

Opportunity sites are large, vacant or underutilized properties which are strategically located and will recycle in the near future. These parcels create an opportunity to develop large comprehensive projects which will be the catalyst for future development in the surrounding areas.

In October 1994, staff identified 10 opportunity sites in the Burbank Center Plan area (see Figure 1.9.1). For each opportunity site, staff created alternative development scenarios and illustrated one alternative with a computer aided design (CAD) drawing. The development alternatives for these 10 opportunity sites were presented to City Council and Planning Board at a joint study session on November 3, 1994. The purpose of this presentation was to demonstrate the wide range of opportunity available in the Burbank Center, to illustrate the

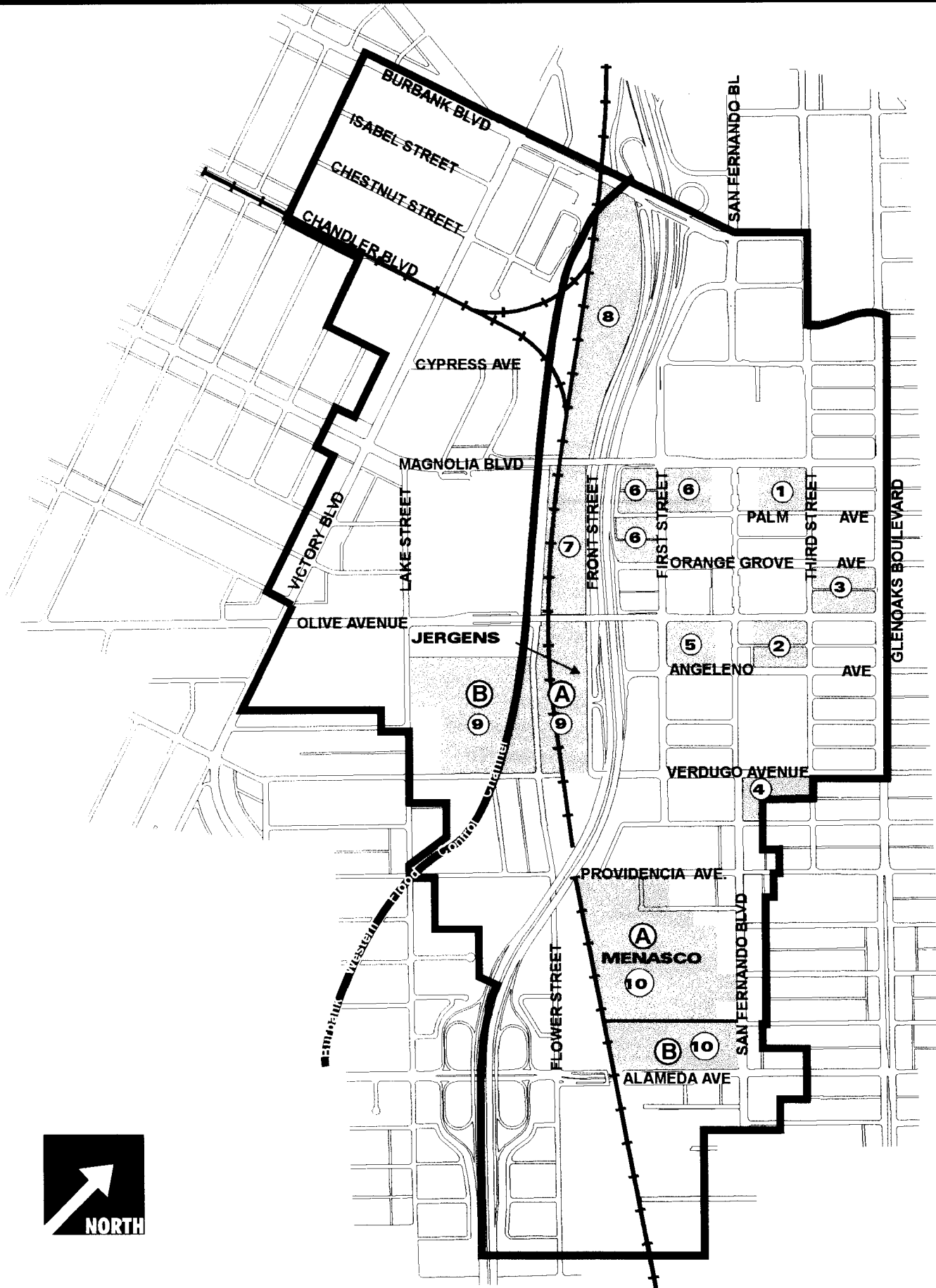


Figure 1.9.1 Opportunity Sites

optional ways of dealing with these opportunities, and to explain how the Plan could promote the implementation of many of these potential developments. A list of these 10 opportunity sites is presented in the following chart. A summary of the alternative development scenarios presented in November 1994 can also be found in Appendix A.

The following list of opportunity sites and the summary of development options for each site is for purposes of analysis only. The alternative development scenarios for each opportunity site are intended to encourage large, comprehensive mixed use projects. Future development on any of these 10 sites is not required to conform to the illustrative alternative developments shown.

OPPORTUNITY SITE	LOCATION	AREA	POTENTIAL USE OPTIONS
1	Magnolia Blvd. at Third St.	2.42 acres (105,600 sf)	Mixed Commercial/Office/ Residential with First Floor Retail
2	West Side of Third St., Olive Ave. to Angeleno Ave.	2.57 acres (112,000 sf)	Mixed Commercial/Office/ Residential with First Floor Retail
3	East Side of Third St., Orange Grove Ave. to Olive Ave.	3.49 acres (152,000 sf)	Mixed Commercial/Office/ Residential
4	East side of San Fernando Blvd., Verdugo Ave. to Santa Anita Ave.	2.33 acres (101,350 sf)	Mixed Commercial/Office/ Residential
5	East side of First St., Olive Ave. to Angeleno Ave.	3.05 acres (133,000 sf)	Mixed Commercial/Office/ Residential with First Floor Retail
6	First St. at Magnolia Blvd.	6.73 acres (293,200 sf)	Mixed Commercial/Office/ Residential with First Floor Retail
7	RITC: west of I-5 and Front St., between Magnolia and Olive	7.19 acres (313,000 sf)	Public Transportation Facility with Mixed Commercial/Office
8	Front St., south side Burbank Blvd., SPRR, north side of Magnolia Blvd.	8.26 acres (359,805.6 sf)	Mixed Commercial/Office/ Industrial
9 A & B	West of the I-5 Freeway and Front St., between Olive Ave. and Verdugo Ave.	5 acres (217,800 sf) 15 acres (653,400 sf)	Public Transportation Facility Mixed Commercial/Office/ Industrial
10 A & B	Between Providencia Ave. and Alameda Ave., west of San Fernando Blvd. and abutting the east side of the SPRR tracks	45 acres (1,960,200 sf)	Mixed Commercial/Office/ Industrial

CHAPTER 2

LAND USE PLAN

2.0 LAND USE PLAN

2.1 INTRODUCTION

The function of the Land Use Plan component of the Burbank Center Plan is to establish the overall pattern of future land uses for the Burbank Center Plan area. The distribution, intensity and location of these land uses together with the Zoning Code shapes all future development within the Burbank Center Plan planning area. The Land Use Plan component will provide the context for developing new or modifying existing commercial, industrial and residential land use regulations and development standards. It encourages specific types of development and is to be used as a guide by the City, property owners and the development community in order to execute the goals and policies of the Burbank Center Plan and the City of Burbank's General Plan. The Land Use Plan, together with adopted Burbank Center Plan development standards are used as a guide by staff to make recommendations to the Planning Board and City Council on any discretionary project including a zone map amendment, general plan amendment, planned development or variance. Table 2.1 lists the acreage in each land use designation in the Burbank Center Plan area, and the proportion of each major land use category represented by each land use designation. Table 2.1 also lists the proportion of the entire Plan area represented by each land use designation. Figure 2.1.1 illustrates distribution of land uses within the Burbank Center Plan area. Figure 2.1.2 illustrates the areas where the existing land use designations were not changed. Figure 2.1.3 illustrates the areas where the existing land use designations were changed.

TABLE 2.1 DISTRIBUTION OF LAND USES IN BCP			
LAND USE CATEGORY	LAND USE CATEGORY		PERCENT OF ENTIRE PLAN AREA
	Acres	Percent	
RESIDENTIAL			
Medium Density Residential	15.87	100.0%	3.6%
<i>Total Acres & Percent of Residential</i>	15.87	100.0%	3.6%
COMMERCIAL			
Limited Commercial	2.10	1.7%	0.5%
Shopping Center Commercial	38.30	30.6%	8.7%
Mixed Commercial/Office/Residential	39.26	31.3%	8.9%
City Center Commercial	45.58	36.4%	10.3%
<i>Total Acres & Percent of Commercial</i>	125.24	100.0%	28.4%

LAND USE CATEGORY	LAND USE CATEGORY		PERCENT OF ENTIRE PLAN AREA
	Acres	Percent	
INDUSTRIAL			
General Manufacturing	98.10	38.8%	22.2%
Restricted Industry	31.61	12.5%	7.2%
Mixed Commercial/Office/Industrial	123.08	48.7%	27.9%
Total Acres & Percent of Industrial	252.79	100.0%	57.3%
Public Facility	47.20	100.0%	10.7%
ACRES IN BURBANK CENTER PLAN AREA*	441.10		100.0%

* Note: The acres used in the above table do not include land area occupied by streets and alleys.

2.2 PLAN GOALS, OBJECTIVES AND POLICIES

The long term goals of the Burbank Center Plan provide the focus for land use recommendations, development standards and implementation measures.

The General Plan has been amended to include the following goals, objectives and policies of the Burbank Center Plan as follows.

Goal

The goal of the BCP is a city center with mixed use development that integrates multiple forms of public transportation.

Objectives

- Employer participation in a non-profit transportation management organization (TMO) which is essential to support and expand the employment base and to attain clean air goals.
- Establish cohesive design and development standards to improve the appearance of arterial streets which would enhance the image of quality design in the commercial, industrial and residential Plan areas.
- Establish a streetscape plan for the entire Burbank Center Plan area which may include:
 - Pedestrian paseos with decorative paving;
 - Decorative paving at major intersections;
 - Decorative street lighting;
 - Improved and decorative sidewalks;
 - Pedestrian furniture;
 - Standardized bike racks and news racks; and

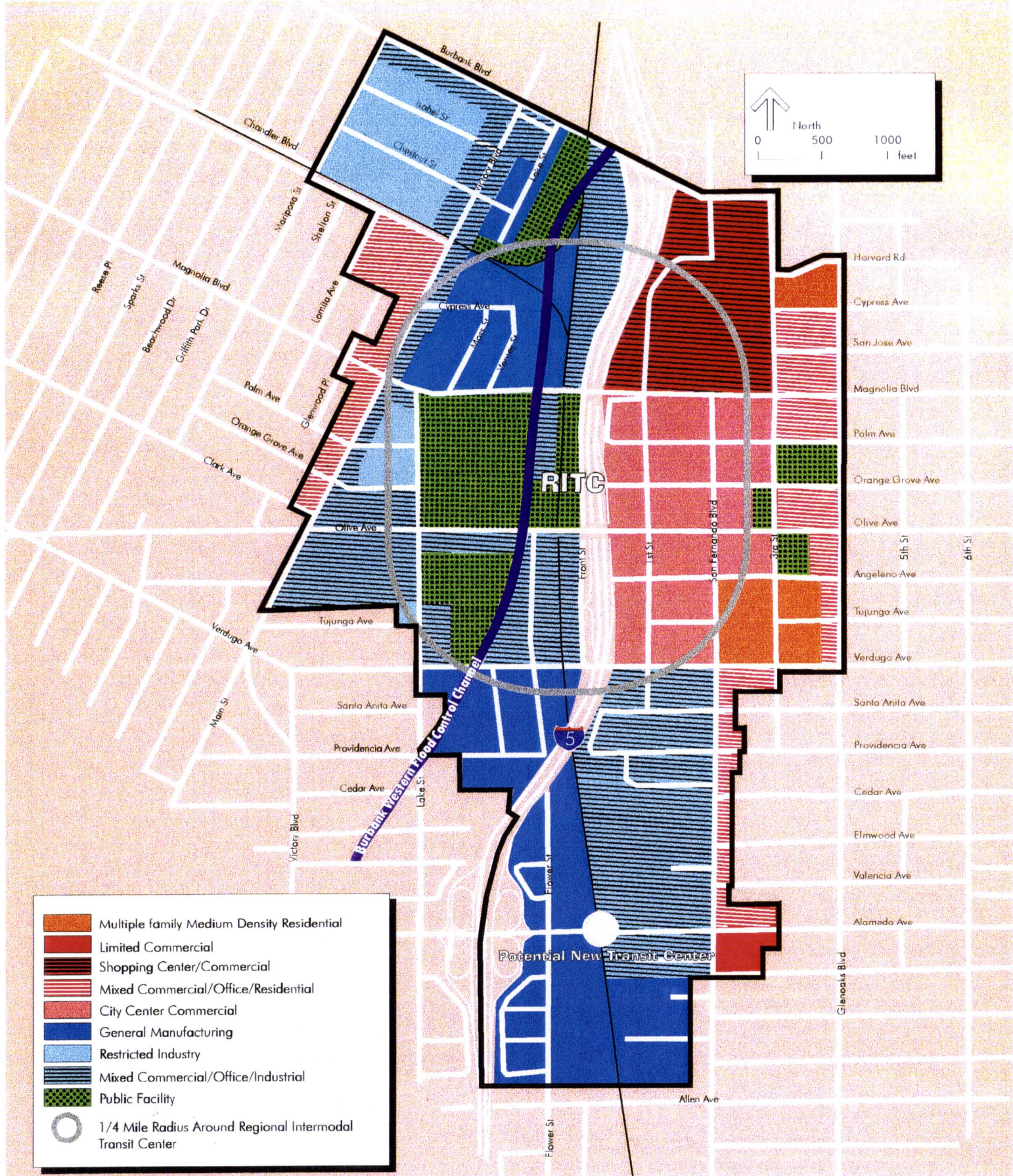


Figure 2.1.1 Burbank Center Plan Land Use Map Showing General Plan Land Use Designations

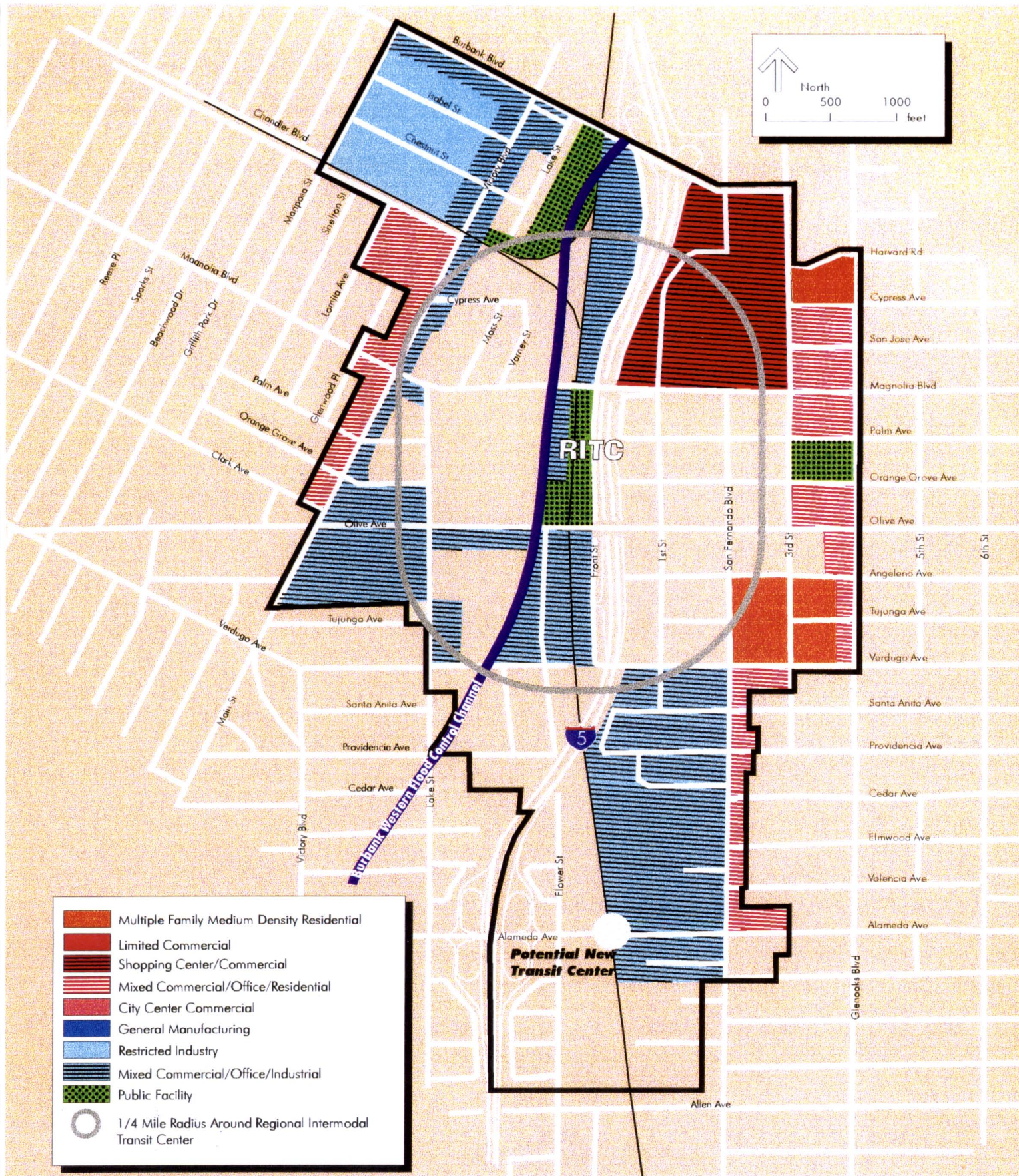


Figure 2.1.3 Burbank Center Plan Land Use Map Showing Where Land Use Designations Were Changed

- A street tree planting plan, including standardized decorative tree well covers.
- Provide a new intermodal transportation center (ITC) on the Alameda Avenue frontage of Opportunity Site 10 B shown on Figure 1.9.1.
- Provide a primary level public school within the South San Fernando subarea.
- Provide a neighborhood park on the southwest corner of Verdugo Avenue and San Fernando Boulevard.
- Provide for a new electrical substation within the South San Fernando subarea.

Policies

- Preserve manufacturing land uses and maintain employment and small business opportunities in the Burbank Center Plan area.
- Support the conversion of declining commercial strip development to uses which have stronger market support and are suitable along arterial streets, such as mixed uses and medium density residential uses.
- Encourage mixed use commercial/industrial and mixed use commercial/residential projects to minimize the need for motor vehicle travel and encourage the renewal of economically declining areas.
- Encourage increased intensity, massing and height adjacent Interstate 5 in the City Center subarea.
- Encourage the continued development of entertainment and restaurant uses in the downtown area to maximize the area's potential as a daytime, evening and weekend activity center. Support these uses with parking, transportation and land use policies.
- Require creation of small exposed public and private open space areas, pedestrian plazas and pocket parks within development on each of the opportunity sites shown on Figure 1.9.1.
- Support new mixed use land uses which incorporate interaction with an integrated multimodal Citywide transportation system including light rail, commuter rail, bus, local and circulator shuttle services, bicycle and pedestrian facilities. This system of facilities and services should minimize dependence on the automobile in support of regional land use and transportation strategies to meet clean air regulations.
- Encourage incorporation of on-site public transit facilities within the development on each of the opportunity sites shown on Figure 1.9.1. Each on-site transit facility should at a minimum accommodate on-site stopping areas for public and private shuttles adjacent a major street frontage to facilitate passenger transfer between shuttles and MTA buses.

- Provide a strong pedestrian link between the Regional Intermodal Transportation Center (RITC) and the downtown commercial area. Continue the downtown landscape and hardscape improvements across Interstate 5 in support of this link.
- Actively promote public-private partnerships in joint development opportunities at the RITC.
- Encourage mixed land uses within one-quarter mile of ITCs.
- Permit increased density, reduced on-site parking and other appropriate incentives for development that maximize job creation and revenue generation within one-quarter mile of ITCs and which are designed to facilitate vehicle trip reduction programs.
- Ensure well designed access for pedestrians and cyclists at ITCs.
- Encourage incorporation of child care facilities within all major development within the BCP area and specifically the development at each of the opportunity sites shown on Figure 1.9.1, or developer participation in a Citywide child care program which funds and provides alternative child care facilities.

2.3 LAND USE CONCEPT, OBJECTIVES AND POLICIES FOR SUBAREAS

The Burbank Center Plan sets forth a pattern of general land uses and a number of policies for the different areas of the Burbank Center Plan, in addition to land use regulations and development standards, to meet the objectives and achieve the goals of the Plan. The land uses are based on the concept of preserving uses that have historically operated within the planning area such as light industry and downtown retail/entertainment and concentrating height and density within one-quarter mile radius of ITCs. The placement of land use designations is based on the volume of traffic that is anticipated and the proximity to residential neighborhoods and public transit. The circulation system within the planning area should function efficiently and should be capable of accommodating projected growth with the introduction of the concentration of Mixed Commercial integrated with Office and Residential, and Mixed Commercial integrated with Office and Industrial land use designations. These new mixed use land use designations replace existing single land use designations of Commercial and Industrial within the Burbank Center area and facilitate recycling of vacant or obsolete structures and encourage use of public transit and alternative modes of commuting.

The following is an analysis of the physical characteristics and the land use concept and objectives for each of the three Burbank Center Plan subareas (see Figure 1.2.2).

2.3.1 City Center Subarea

Description

The City Center subarea is the focal point of retail and entertainment activities in the City of Burbank. This subarea should be generally developed with mixed use low to mid-rise commercial, office and residential structures. Height exceptions to high-rise standards should also be encouraged adjacent the freeway in order to facilitate the desired types of development projects. The Burbank Village is currently developed with ground floor retail and entertainment uses that are small in scale and therefore, pedestrian friendly. Office and residential uses are encouraged above ground floor retail. A higher density for mixed-use projects can be requested through the planned development process for those projects proposed within one-quarter mile of an RITC. The granting of a higher density for mixed commercial, retail and office projects would be based on criteria which would include the provision of amenities such as a public plaza, a child care facility, additional public parking, an amphitheater, public meeting and recreational space, or a telecommuting center. Olive Avenue is the main gateway entrance into the City Center subarea and main corridor to the Media District. Olive Avenue is the main corridor in the City of Burbank and should act as a gateway to the City Center subarea. Future development on Olive Avenue should reflect its importance as the main corridor in the City.

Magnolia and Burbank boulevards are the major corridor entry ways into a regional retail area which includes the Media City Center Mall and its parking facilities, and surrounding retailers and restaurants. Future development on Magnolia Boulevard should include a major City Center signature project at the intersection of First Street, incorporating residential units and service retail.

San Fernando Boulevard is the major north/south corridor linking the City Center and South San Fernando subareas. This linkage is a pedestrian as well as a vehicular corridor within the City Center subarea. Development along this corridor, within City Center, should promote the existing character of the Burbank Village focusing on entertainment, restaurants, retail, theaters and outdoor cafes.

City Center Subarea Land Use Objectives and Policies

This subarea can be divided into seven smaller areas (see Figure 2.3.1). Each of these smaller areas have their own distinct characteristics and

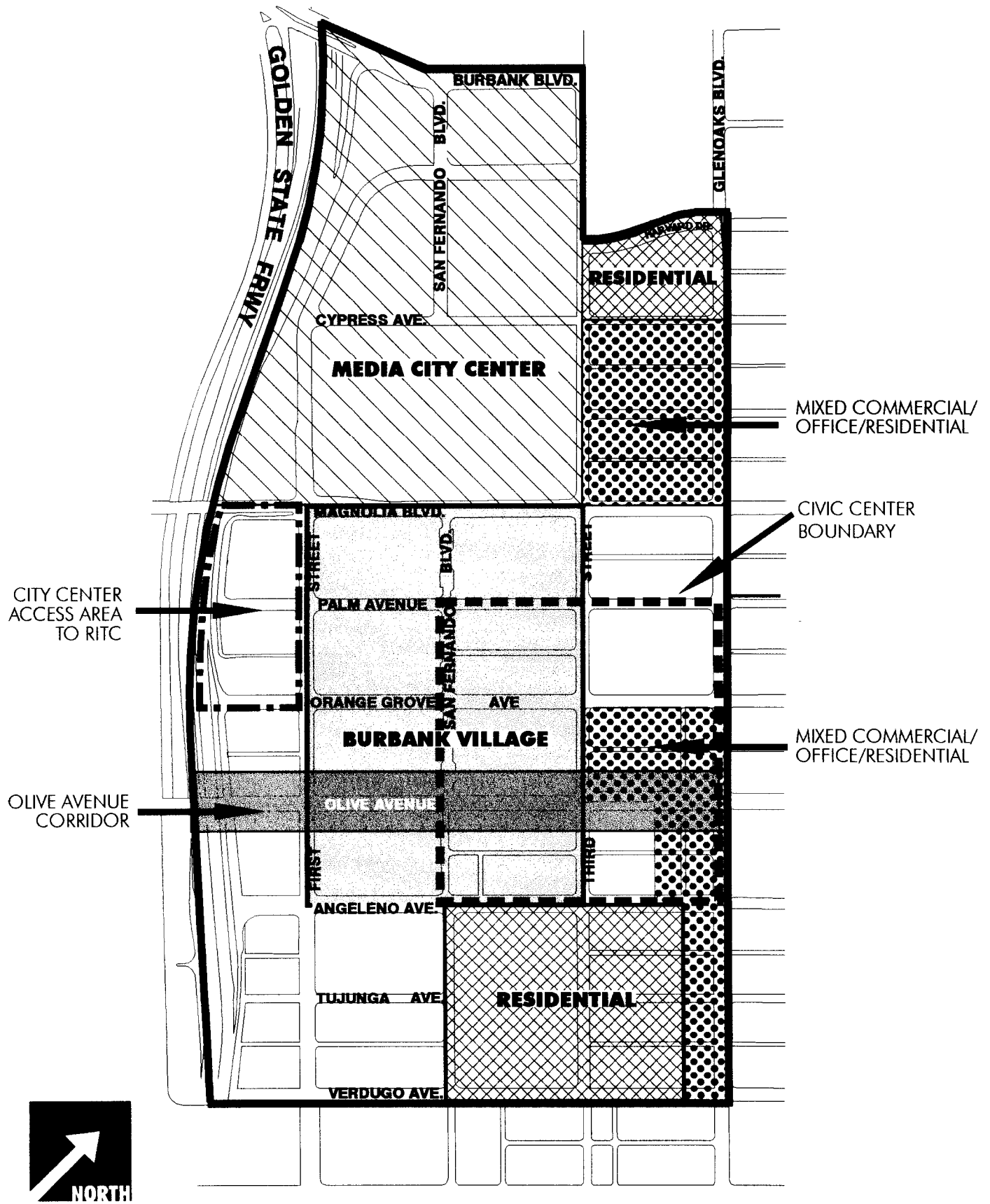


Figure 2.3.1 City Center Interior Areas

land use objectives which are described in the following sections by area.

Media City Center

The Media City Center area consists of 41 acres that include the Media City Center Mall and adjacent retail and restaurant establishments (see Figure 2.3.1). The Media Center Mall is a regional shopping center and a gateway into the City Center subarea from north San Fernando Boulevard. A diverse selection of merchandise as well as a wide selection of dining opportunities, movie theaters and cultural opportunities are provided in this area. The development standards for this property were approved under Planned Development No. 89-4, and no changes were made as part of the Burbank Center Plan.

Media City Center Area Land Use Policies

- To retain regional draw through the provision of diverse shopping and entertainment activities;
- To maintain a pedestrian friendly environment that is inviting to the patrons of the adjacent Burbank Village area;
- To encourage the development of outdoor dining in a unique atmosphere;
- To encourage pedestrian nightlife between the Burbank Village and the Media City Center Mall.

Burbank Village

The Burbank Village is an area bounded by Magnolia Boulevard, Third Street, Angeleno Avenue and First Street (see Figure 2.3.1), with a focus of pedestrian oriented activity along San Fernando Boulevard. Residential uses are conditionally permitted in this area on upper floors. Ground floor retail and entertainment uses that are small in scale, and therefore pedestrian friendly, are required on the San Fernando Boulevard frontage from Magnolia Boulevard to Olive Avenue.

Burbank Village Land Use Policies

- Encourage new businesses which are pedestrian-oriented and are retail or entertainment in nature;
- Continue to foster an inviting pedestrian environment through appropriate streetscape elements, which may include decorative sidewalks and crosswalks, street furniture, landscaping, bike racks, news racks, street trees and tree well covers, and lighting;

- Require site designs for mixed use development that have ground floor retail, restaurant or entertainment with second floor office and/or multi-family residential;
- Encourage the continued development of entertainment and restaurant uses in the Burbank Village area to maximize the area's potential as a daytime, evening and weekend activity center;
- Support future development of retail, restaurant and entertainment uses with parking, transportation and land use policies;
- Allow retail and restaurant establishments at or near sidewalks and pedestrian alleys;
- Promote landscaped setbacks in front of Burbank Village buildings when possible;
- Encourage innovative and creative facades and signage which are designed to attract pedestrians.

City Center Access to the RITC

The corner of First Street, south of Magnolia Boulevard, identified as Opportunity Site No. 6 on Figure 1.9.1, provides the potential to access the RITC on the opposite side of the freeway. The RITC is a regional transportation link for the entire City of Burbank (Figure 2.3.1). Therefore, mixed-use projects with residential above office and retail uses, as well as higher intensity office and commuter-oriented uses, are encouraged in this area. Properties within one-quarter mile radius of the RITC may be permitted additional building height, to take advantage of the vehicle trip reduction potential due to proximity to the RITC if approved through the conditional use permit or planned development process (depending on height).

This location is appropriate for the development of a large mixed commercial/office/residential mid to high-rise complex with ground floor retail that would act as a gateway from the RITC into the City Center subarea. This development should incorporate a pedestrian bridge from the RITC over Interstate 5 to and through the development over First Street and ending near San Fernando Boulevard and the Burbank Village. In addition, this location would be ideal for the development of a major project which would include a child care facility and a telecommuting center to serve commuters, City Center employees and residents.

City Center Land Use Policies

- Encourage the construction of a gateway mid to high-rise mixed use complex if a public amenity such as a public plaza were provided;
- Permit increased density, reduced on-site parking and other appropriate incentives for development that maximize job creation if direct physical access were provided to the RITC which is designed to facilitate vehicle trip reduction programs;
- Encourage the construction of a child care facility;
- Encourage the construction of a telecommuting center;
- Encourage well designed pedestrian access over Interstate 5.

Civic Center

The Civic Center area encompasses a six-block area bounded by San Fernando Boulevard, north to Palm Avenue, east to Glenoaks Boulevard, and south to Angeleno Avenue, then west to San Fernando Boulevard (see Figure 2.3.1). This area is to be developed with office, commercial, residential projects, and major municipal facilities in the City. These land uses are to be linked together with a pedestrian friendly streetscape plan. Residential uses are permitted in this area on upper floors, and residential-only projects are permitted in the BCC-3 zone, located along the west side of Glenoaks Boulevard, if more than 300 feet from the intersection of Olive Avenue and Glenoaks Boulevard (see Figure 3.2.2). All residential development in the Civic Center must be approved through either the conditional use permit or planned development process. No other land use regulations were included as part of this Plan for this area. However, concentration of governmental and supporting commercial and office uses are encouraged. A number of land use policies are included in the Burbank Center Plan to meet the goals and objectives of the Plan.

Civic Center Land Use Objectives

- Create a Civic Center focus at the intersection of Third Street and Orange Grove Avenue, including the construction of a new Police and Fire Department facility with a public plaza component oriented towards this intersection.
- Construct a new Municipal Services Building which would allow all City government satellite offices to be relocated back to the City Hall complex. This building should also provide a public plaza component facing the Third Street and Orange Grove intersection.
- Construct a new and larger Central Library.

Civic Center Land Use Policies

- Assemble large parcels for community facilities and municipal structures in order to centralize City services close to the City Hall.
- Provide public open space such as multi-use plazas and courtyards to encourage a pleasant and friendly pedestrian environment.
- Link Civic Center structures and community facilities together and unify the City Center area through the use of:
 - Pedestrian paseos with decorative paving;
 - Decorative paving at major intersections;
 - Decorative street lighting;
 - Decorative sidewalks;
 - Pedestrian furniture;
 - A street tree planting plan, including decorative street tree well covers.

Olive Avenue Corridor

Olive Avenue is the main gateway entrance into the City Center and a main corridor across the City to the Media District. Within the Burbank Center Plan area, this corridor should be developed with Municipal and retail services that support the City Center and the entire City. This street should exhibit the characteristics of a grand avenue lined with mature street trees to create a pedestrian environment while retaining the character of a major vehicular thoroughfare. No additional setback for residential uses is required for upper floors fronting on Olive Avenue.

Olive Avenue Corridor Land Use Objectives

- Create a gateway into City Center through the use of public open space and special design considerations for properties at the intersections of Olive Avenue and First Street, Olive Avenue and San Fernando Boulevard, Olive Avenue and Third Street, and Olive Avenue and Glenoaks Boulevard;
- Implement a comprehensive street tree program, including decorative tree well covers;

Olive Avenue Corridor Land Use Policies

- Encourage architectural design that enhances the image of this gateway corridor especially at the intersections of First Street and Olive Avenue, and Third Street and Olive Avenue;
- Encourage retail and service retail uses that enhance the image of this gateway corridor;
- Encourage multi-purpose open space that is well lit for night activities.

2.3.2 South San Fernando Subarea

Description

San Fernando Boulevard is the main corridor within this subarea. San Fernando Boulevard is also the pedestrian, shuttle and vehicular corridor connecting this subarea to the City Center subarea. Although San Fernando Boulevard will have two distinct development characteristics on opposite sides, this corridor should be developed with distinctive public streetscape improvements that unify both sides of San Fernando Boulevard and link this subarea with the City Center subarea. Verdugo Avenue permits access to and from southbound Interstate 5. Alameda Avenue is the east/west access to the Rancho neighborhood and the Media District. In addition, First Street could be extended south, and this would increase interior access into this subarea which in turn would increase development options.

Future development within the South San Fernando subarea should emphasize mixed use projects which include ground floor retail with office and/or residential above the ground floor on the east side of San Fernando Boulevard, and large, comprehensive mixed use commercial/office/residential and industrial development located on the west side of the boulevard, south of Providencia Avenue. On Alameda Avenue, at the intersection of the Southern Pacific Railroad, an ITC could be developed in the future. A pedestrian village is envisioned surrounding the future ITC which links the ITC with the adjacent mixed use development.

In addition to these future development scenarios, a primary level public school facility is needed within this subarea to both relieve existing overcrowded conditions and accommodate demand created from future development.

South San Fernando Subarea Land Use Objectives and Policies

The South San Fernando subarea contains obsolete or underutilized structures interspersed within vital businesses. This area is a candidate for economic revitalization and large parcel assemblage, which is the key element necessary to successfully recycle this subarea to accommodate large comprehensive developments which can incorporate a variety of amenities. This subarea can be divided into three distinct smaller areas (see Figure 2.3.2).

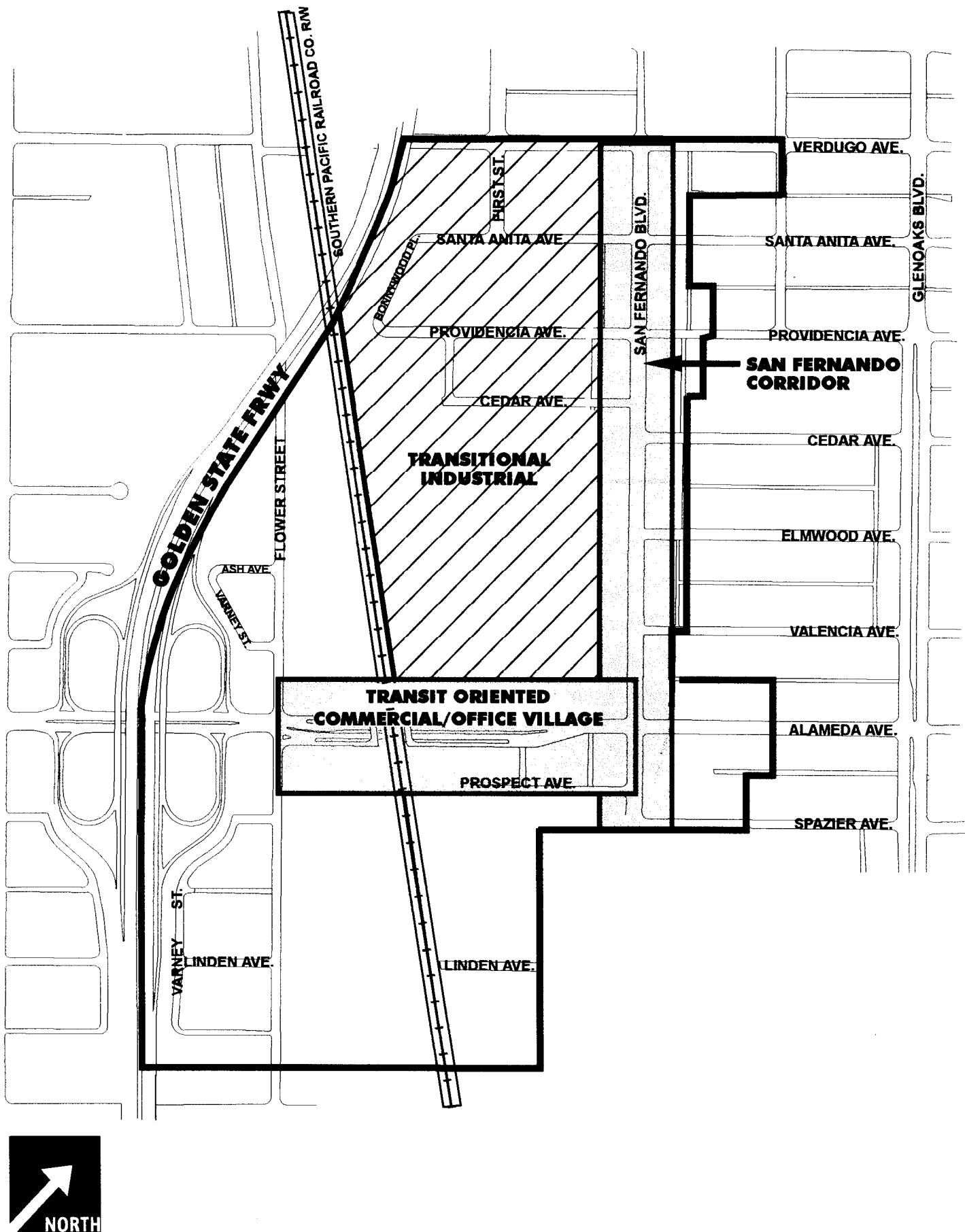


Figure 2.3.2 South San Fernando Interior Areas

San Fernando Corridor

This corridor currently contains many obsolete structures and uses located on both the east and west sides of the street (see Figure 2.3.2). On the east side of the street, existing compatible small business are to be retained while encouraging the conversion of existing commercial structures to accommodate work/live residential units for professionals and the development of new mixed commercial/office/residential projects. Residential-only projects are allowed by conditional use permit on the east side of San Fernando Boulevard if more than 300 feet from the intersection of two arterials (see Figure 3.2.2). At the intersection of San Fernando Boulevard and Verdugo Avenue, the existing concentration of senior housing should be complemented with additional senior housing which incorporates a small amount of convenience retail on the southeasterly corner, and a small neighborhood park near the southwesterly corner. Residential units incorporated into any future development within the San Fernando corridor of the South San Fernando subarea must conform to the requirements of Section 2.5 of this chapter.

San Fernando Corridor Land Use Objectives

- The establishment and implementation of subarea-wide economic revitalization programs;
- Develop a small neighborhood park near the southwesterly corner of San Fernando Boulevard and Verdugo Avenue.

San Fernando Corridor Land Use Policies

- Encourage retention of existing compatible small business and employment base;
- Encourage mixed use projects which would include residential units that would accommodate subarea employees and provide work/live space for professionals;
- Require buffers between residential and commercial or light industry land uses;
- Promote an inviting pedestrian environment with a streetscape plan that includes landscape elements and street furniture;
- Encourage conversion of existing commercial structures to accommodate work/live residential units.

Transit-Oriented Commercial/Office Village

This area contains the property on both sides of Alameda Avenue from San Fernando Boulevard to Flower Street which is currently occupied with storage and light manufacturing land uses. Future development in

this area is to include pedestrian oriented mixed commercial/office which has a majority of ground floor retail surrounded by a large mixed use, high intensity office/retail development transitioning to uses such as R & D, general offices, multiple family housing for career professionals and light manufacturing along the railroad tracks. Approval of a planned development and general plan amendment is required for the inclusion of multiple family residential units in any development in the Transit-Oriented Commercial/Office Village area. Future development shall incorporate a public transit facility that includes a parking and transfer area for public and private shuttles, pedestrian furniture and restrooms. The village may be served by a future ITC located on Alameda Avenue at the intersection of the Southern Pacific railroad that serves commuters as well as subarea employees and residents (see Figure 2.3.2). A future ITC should be designed to integrate the MTA bus routes on Alameda Avenue and San Fernando Boulevard, public and private shuttles, and a light rail stop. This large mixed use development could also include a telecommuting center and child care facilities that would serve commuters and area employees. The uses that are encouraged within the village area are designed to facilitate vehicle trip reduction.

Transit-Oriented Commercial/Office Village Area Land Use Objectives

- Develop a comprehensive transit facility within the Commercial/Office Village area, which at minimum provides for the parking and transfer between MTA buses, and private and public shuttles, and also includes amenities such as public restrooms and covered waiting areas.

Transit-Oriented Commercial/Office Village Area Land Use Policies

- Encourage mixed land uses within one-quarter mile of the ITC;
- Permit increased density, reduced on-site parking and other appropriate incentives for development which are designed to maximize job creation and revenue generation and facilitate vehicle trip reduction programs. The provision for increased density and reduced parking is contingent on the incorporation of a comprehensive transit facility within the commercial/office village area.
- Ensure well designed access for pedestrians and cyclists to the ITC;
- Promote safe, convenient and attractive pedestrian routes to adjacent areas;
- Encourage the construction of a child care facility;
- Encourage the construction of a telecommuting Center.

Transitional Industrial

The transitional industrial area includes the property from the west side of San Fernando Boulevard to the Southern Pacific railroad (SPRR) tracks, between Verdugo and Prospect avenues, which is to be designated Mixed/Commercial/Office/Industrial (see Figure 2.3.2). With the assemblage of parcels, a large mixed use development is anticipated for the area. One of the primary land use objectives for this area is the incorporation of work/live development in the transitional industrial area, possibly combining residential units with digital sound stages in a studio campus environment. Future development within this portion of the South San Fernando subarea should also provide a primary level public school facility and an electrical substation. Both of these facilities should be provided at the northerly end of the transitional industrial area. When the potential future ITC is constructed in the Transit-Oriented Commercial/Office Village, a higher density of mixed office, retail and industrial uses would be encouraged through the Planned Development process, to take advantage of the MTA Congestion Management Plan trip reduction credits. Incorporation of work/live residential units for career professionals into a large mixed use development in the Transitional Industrial area of the South San Fernando subarea may also be considered if the entire mixed use development is proposed as a planned development and conforms to the requirements of Section 2.5 of this chapter. The provision of residential units as part of a mixed use project is limited to work/live housing units and an R-4 medium density, and requires a general plan amendment and discretionary consideration of a planned development.

Transitional Industrial Area Land Use Objectives

- Provide a primary level public school facility within the northern portion of the transitional industrial area;
- Develop an electrical substation at the northerly end of the transitional industrial area;
- Incorporate a work/live development, possibly combining residential units with digital sound states in a studio campus environment.

Transitional Industrial Area Land Use Policies

- Retain existing compatible commercial and industrial businesses west of the SPRR tracks when possible;
- Require the use of landscaped setbacks and pedestrian plazas within the development in conjunction with streetscape to promote an inviting pedestrian environment on San Fernando Boulevard and Alameda Avenue;
- Require utility lines to be underground for large comprehensive developments;

- Require sufficient on-site parking to meet all of the needs of the employees and visitors for any future development within this area;
- Encourage media and medical support industries;
- Discourage industries that produce hazardous waste or use toxic materials.

2.3.3 City Center West Subarea

Description

City Center West subarea contains the RITC, which is the focal point of the convergence of regional and local transportation in Burbank. This subarea, however, is characterized by a declining industrial base with strip commercial located on Victory Boulevard and Olive Avenue. The retention of existing industrial land use designations is designed to retain established industry within the core of this subarea. The placement of the new Mixed Use Commercial/Office/Industrial land use designation surrounding the core industrial area provides for a mixed use transition on major street frontages. The Mixed Commercial/Office/Residential land use designation is applied mainly on the west side of Victory Boulevard. The expansion of permitted land uses with the introduction of these mixed use land use designations and zoning classifications is intended to improve development opportunity and encourage the recycling of property within this subarea.

Victory Boulevard is the major north/south commercial corridor within the City Center West subarea. Flower Street parallels Victory Boulevard and is, and should remain, an industrial corridor. Circulation within the City Center West subarea is primarily characterized at present by vehicular traffic rather than pedestrian activities. In order to increase pedestrian activity, pedestrian corridors should be landscaped and exhibit decorative sidewalk and intersection paving, and improved lighting, and should be accented with street furniture. This type of streetscape treatment should be throughout the Burbank Center Plan area.

City Center West Subarea Land Use Objectives and Policies

The City Center West subarea is characterized by a declining core of industrial land uses surrounded by strip commercial. The retention of the existing industrial land use designations is designed to retain established industry, while the placement of the new Mixed Com-

mercial/Office/Industrial land use designation encourages a transition to Mixed Use Commercial/Office/Industrial on the main arterial street frontages. The Mixed Commercial/Office/Residential land use designation on the west side of Victory Boulevard provides for expanded mixed commercial and residential opportunities within established commercial areas adjacent to residential neighborhoods.

The City Center West subarea contains the RITC and several City facilities including the Water Reclamation Plant, the Public Works Yard, the Public Service Department general offices, yard and Electric Generation Plant and the Burbank Recycling Center. The majority of private land is presently developed with industrial uses. This subarea can be divided into five smaller areas (see Figure 2.3.3).

Mariposa Street Industrial Enclave

This area is a traditional industrial area within Burbank (see Figure 2.3.3). A primary objective of this sector is the preservation of the light industrial base while encouraging the development of clean industries that are compatible with the adjacent residential neighborhoods. Included in the required development standard is an industrial buffer area which prohibits hazardous material to be stored within 150 feet from a residential zone.

Mariposa Street Industrial Enclave Land Use Policies

- Retain existing commercial and industrial businesses when possible;
- Discourage industries that produce hazardous waste;
- Require landscape buffers between commercial/industrial uses and adjacent residential properties;
- Require that all new industrial structures that are adjacent residential properties be designed so that no major building openings face residential neighborhoods and that a six-foot block wall be constructed to separate these uses when they are adjacent;
- Maintain a minimum 150-foot separation between residential uses and uses which use toxic materials or produce high noise levels.

RITC Corridor

The RITC corridor is a narrow strip of land bounded by Interstate 5 on the east, Flower and Front streets on the west, Verdugo Avenue on the

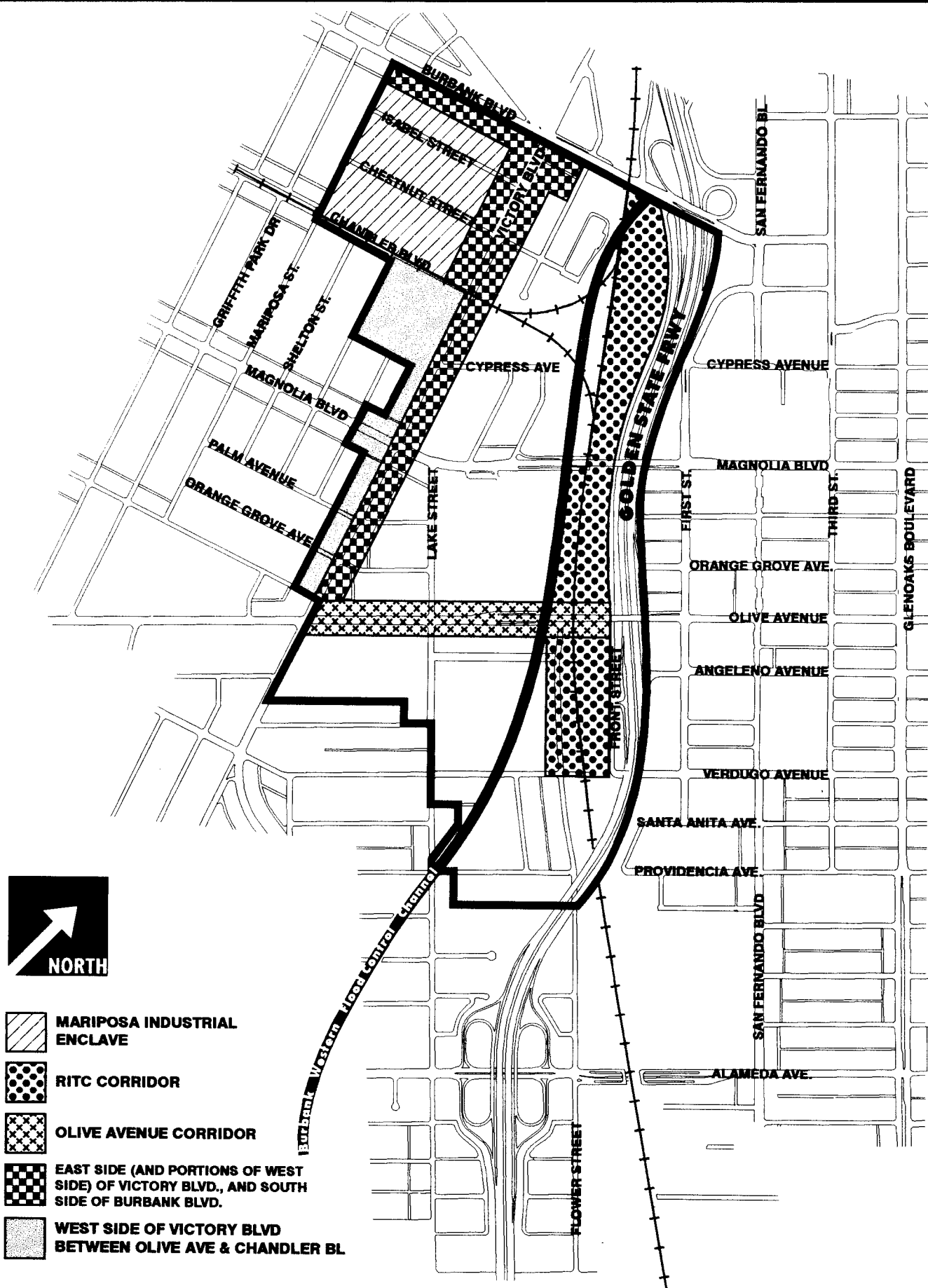


Figure 2.3.3 City Center West Interior Areas

south, and Burbank Boulevard on the north (see Figure 2.3.3). The RITC is located in approximately the center of this area. The remaining land surrounding the RITC within the described corridor is intended to be developed with mixed commercial/office/light industrial use projects that integrate a high level of public transportation features.

The surrounding development should also accommodate the needs of the public transit patrons to expand the attractiveness of the RITC. The development immediately north of the RITC should also be designed to incorporate a pedestrian bridge across Interstate 5.

RITC Corridor Land Use Objectives

- Develop direct north, south and west vehicle access to the RITC;
- Develop a pedestrian bridge across Interstate 5 linking the RITC to the City Center.

RITC Corridor Land Use Policies

- Encourage land uses which will attract public transit patrons;
- Encourage an integrated development surrounding the RITC between Olive Avenue and Magnolia Boulevard;
- Encourage development of child care facilities near the RITC;
- Encourage development of a telecommuting center near the RITC with fiber optic connections.

Olive Avenue Corridor

Olive Avenue is the main avenue from the Media District to the Civic Center. This portion of Olive Avenue between Victory Boulevard and Interstate 5 is a transition area from the industrial uses to the north and south and was previously designated for industrial use. This portion of Olive Avenue also provides a transitional gateway into the commercially-oriented City Center subarea, is in immediate proximity to the RITC, and should accommodate mixed commercial/office/light industrial development.

Olive Avenue Corridor Land Use Policies

- Create mixed commercial/office/light industrial land use opportunities;
- Require the use of landscaped setbacks in conjunction with streetscape elements to promote an inviting pedestrian environment and create a gateway into the City Center.

East (and portion of West) Side of Victory Boulevard; and the South Side of Burbank Boulevard

The east side of Victory Boulevard between Olive Avenue and Burbank Boulevard, the west side of Victory Boulevard between Chandler and Burbank boulevards, and the south side of Burbank Boulevard, provide a great deal of flexibility for future development of mixed commercial, office and light industrial uses. These portions of Victory and Burbank boulevards are transition areas that buffer the adjacent industrial uses that are located east, west, and south, of this mixed commercial/office/light industrial strip. The intent of this area is to retain the existing commercial and light industrial uses and allow more flexibility for future mixed use development to include ground floor retail and office area.

East (and portion of West) Side of Victory Boulevard Land Use Policies

- Encourage future development by providing mixed use opportunities;
- Promote an inviting pedestrian environment by providing appropriate landscape and street furniture elements.

West Side of Victory Boulevard

The west side of Victory Boulevard between Olive Avenue and Chandler Boulevard provides flexibility for future development of either mixed use projects with a residential component, or residential-only projects.

West Side of Victory Boulevard Land Use Policies

- Retain existing small business and employment base;
- Encourage mixed use projects which would include residential units that would accommodate subarea employees;
- Provide for the orderly transition of declining commercial strips to other suitable uses, such as mixed commercial/residential, or multi-family residential development as a single use, where appropriate;
- Promote an inviting pedestrian environment through appropriate streetscape elements, including landscaping and street furniture;
- Encourage ground floor retail uses at the intersection of Victory and Magnolia boulevards.

2.4 LAND USE DESIGNATIONS

2.4.1 Mixed Commercial/Office/Residential

Description

The new Mixed Commercial/Office/Residential land use designation is intended to encourage recycling of vacant or obsolete property with mixed use development (see Figure 2.4.1). Residential units can be added to a mixed use project or developed as a medium density multiple family residential-only project as a conditional use. Residential units incorporated into a mixed use project or units developed as a residential-only project cannot exceed the R-4 Medium Density limit, and residential-only projects must comply with all of the R-4 Medium Density Residential development standards and be approved through the conditional use permit process.

To retain the commercial character at the intersections of arterial streets, residential-only projects are not permitted within 300 feet of the intersection of two arterial streets. Residential-only development is encouraged in areas where existing strip commercial has lost its economic vitality.

The housing provided in the area designated mixed commercial/office/residential is intended to be conveniently located for those who live and work within the Burbank Center area and take advantage of regional and local transportation offered at the RITC or the potential future light rail station on Alameda Avenue. This goal will assist in the reduction of the use of single occupant automobiles within the Burbank Center, further improving traffic circulation while creating an inviting pedestrian environment.

Mixed Commercial/Office/Residential and Land Use Policies

- Encourage mixed use development with residential on the upper floors.
- Maintain and enhance the pedestrian circulation system linking retail uses to parking and offices through paseos and pedestrian-oriented streets.
- Encourage architecture which promotes a pedestrian environment.
- Create a visual identity through the use of public space and special design considerations.
- Support retail uses which serve the local community without diluting demand for the downtown area.

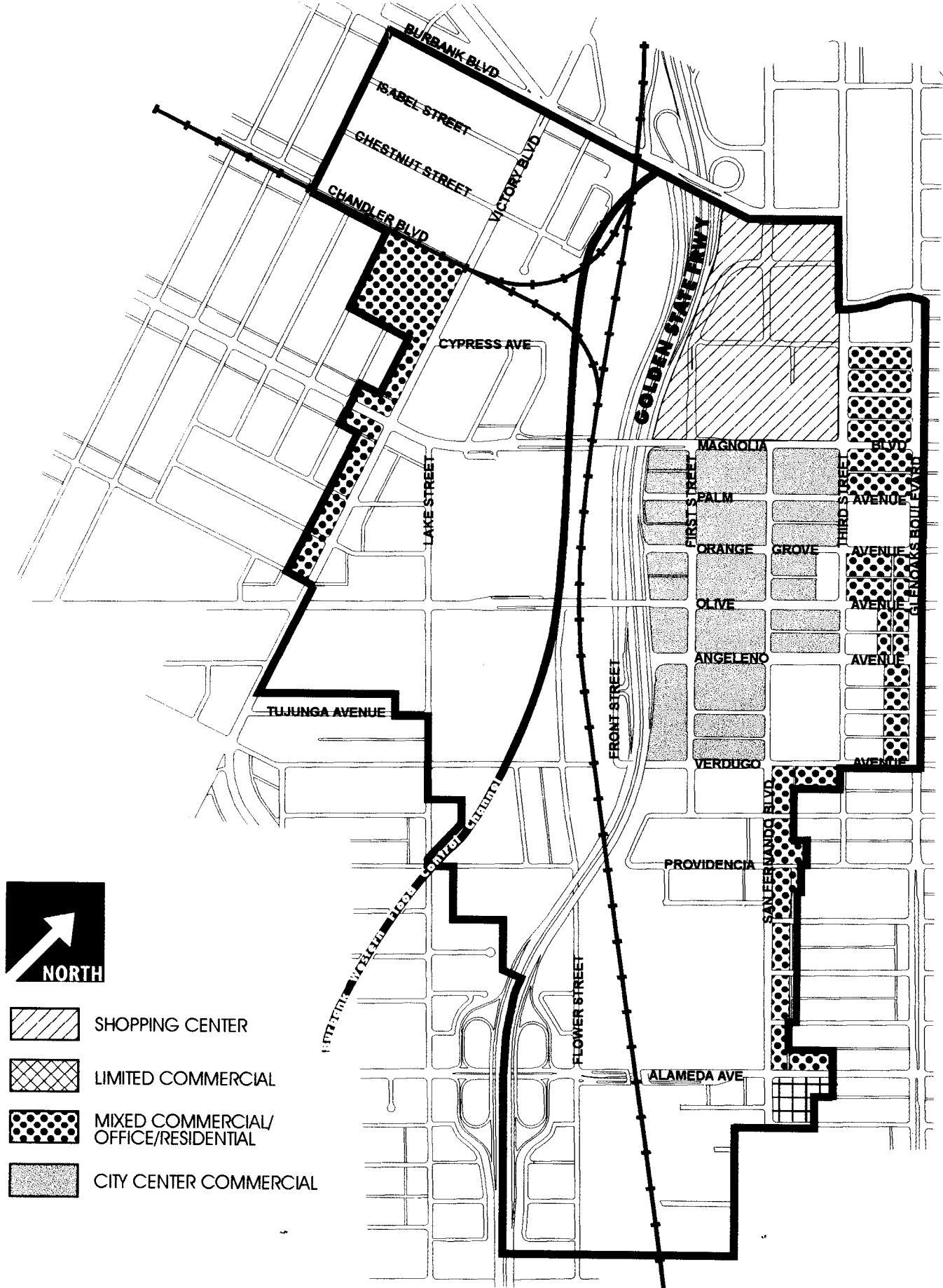


Figure 2.4.1 Commercial Areas

- Support retail uses which serve adjacent senior residential uses.
- Promote a higher quality of development by encouraging lot assemblage and promoting shared parking between nearby parcels.

Intent of the Mixed Commercial/Office/Residential Land Use Category

The Mixed Commercial/Office/Residential areas in the Burbank Center Plan are intended to provide for a variety of mixed commercial and medium density residential uses ranging from retail and service shops serving an immediate area, to regional retail/entertainment and offices serving regional employment needs. This land use designation also allows, by conditional use permit, the development of projects that are entirely medium density residential that will allow people to live within walking distance of both employment and public transportation. In general, the intent of these areas is to provide for necessary growth of an established employment base, to encourage revitalization of economically and physically blighted strip commercial and to encourage the inclusion of residential units in the downtown. Mixed use projects which include residential should also be in close proximity to public transit. Therefore, the need of commuters to use the single occupant automobile would decrease and alternative modes of transportation such as the Metrolink, MTA buses, car/van pooling and walking would be advantageous.

2.4.2 City Center Commercial

Description

The City Center Commercial land use designation is entirely confined to the City Center subarea and presently allows mixed use development which may include residential. The adopted Land Use Element contains the following definition of the City Center Commercial land use designation:

City Center Commercial is the land use designation given to the downtown City Centre Redevelopment Project area. The predominant use of land designated as City Center Commercial is for those activities which support the role of the City Center as the primary business, financial, retailing and government core of the community. This area will be the focal point of commercial enterprises of Citywide importance, such as retail shopping, hotels, offices, public and quasi-public buildings and institutions, and places for recreation and amusement. Medium and high density residential

development are considered a compatible land use in this area. All development occurring in the area designated for City Center Commercial use must be in strict conformance with adopted development plans and standards.

The area designated City Center Commercial within the City Center subarea has been reduced in size to exclude areas that are and will remain exclusively residential, and areas used for City and county facilities (see Figure 2.4.1). The remaining area designated City Center Commercial is meant to accommodate all the land uses identified in the existing definition. The goals, objectives and policies contained in this Plan and the policies listed below are designed to supplement the land use goals, objectives and policies of the Land Use Element of the Burbank General Plan for the Burbank Center Plan area.

City Center Commercial Land Use Policies

- Encourage ground floor retail, restaurant or entertainment uses on San Fernando Boulevard from Magnolia Boulevard to Angeleno Avenue.
- Encourage mixed use development with residential on the upper floors.
- Maintain and enhance the pedestrian circulation system linking retail uses to parking and offices through paseos and pedestrian oriented streets.
- Encourage architecture that promotes pedestrian involvement and is pedestrian friendly.

Intent of the City Center Commercial Land Use Category

The areas that retain the City Center Commercial land use designation remain entirely confined to the City Center subarea and are intended to accommodate a variety of land uses in a complementary and integrated manner. There are definite pedestrian routes and concentrations of restaurants, entertainment, retail and government services. Future development should expand and strengthen these land use patterns. The objective of the implementation of a streetscape plan for the entire Burbank Center Plan area, plus a more intense streetscape plan for the City Center subarea and the smaller Civic Center, is to strengthen and unify the identity of the commercial core of the City Center subarea.

2.4.3 Limited Commercial

Description

The Limited Commercial land use designation is currently applied throughout the City. The adopted land use element defines Limited Commercial as follows:

This designation is intended to provide land primarily for general commercial uses such as business and professional offices, retail sales and commercial services. Appropriate uses in the Limited Commercial areas include groupings of professional and business offices and the related commercial uses associated with this type of office development; the miscellaneous collection of individual stores located along street frontages; commercial enterprises providing food, goods and services to the surrounding residential areas; and mixed-use developments which combine compatible retail, office and residential uses.

Limited Commercial areas can also be considered appropriate for multiple family residential structures or mixed-use projects with commercial and multi-family residential if approved under the City's Planned Development Ordinance.

There were several locations within the Burbank Center Plan area where this land use designation existed, on Burbank Boulevard, Victory Boulevard, Olive Avenue, Verdugo Avenue and Alameda Avenue prior to this plan. The Limited Commercial designation was changed to Mixed Commercial/ Office/Industrial on all of the areas, except the southeast corner of Alameda Avenue and San Fernando Boulevard where the Hughes Market is located (see Figure 2.4.1).

2.4.4 Shopping Center

Description

The only property within the Burbank Center Plan area that had a Shopping Center land use designation at the time this Plan was drafted was the property on the southwest corner of Chandler and Victory boulevards. However, this Plan changed the land use designation of this property to Mixed Commercial/Office/Residential due to its proximity to residential development. In addition, the Plan changed the land use designation of the area bounded by Magnolia Boulevard, Third Street, Burbank Boulevard, and Interstate 5, which contains the Media

City Center Mall, from City Center Commercial to Shopping Center (see Figure 2.4.1). The following is the description of the Shopping Center land use designation as set forth in the adopted Land Use Element of the General Plan:

The Shopping Center land use designation is intended for grouped commercial facilities which are primarily related to and dependent upon the adjacent and surrounding areas for the majority of their customers. A shopping center is usually planned, developed, owned and/or managed as a unit and the location, size and type of shops relate directly to the trade area. The shopping center provides on-site parking in proportion to the types and sizes of the stores it includes. The predominant uses would be those types of commerce which provide essential goods and services related to the needs and requirements of the surrounding area.

2.4.5 Mixed Commercial/Office/Industrial

Description

The new Mixed Commercial/Office/Industrial land use designation is a combination of the existing Unlimited Commercial and Restricted Manufacturing land use designations and is intended to introduce a variety of mixed commercial/light industrial land use alternatives. The Burbank Center Plan applies this new land use designation to several areas that were previously designated for industrial or commercial land use only but front major streets or are adjacent the RITC.

This land use designation is similar to the General Plan land use designation of Restricted Industry which would require an environment free from nuisances such as odors, noise, vibration or smoke, and which would permit uses that would be considered non-obtrusive to surrounding commercial and residential land uses. Media-related industries, wholesale and warehousing, and light manufacturing are permitted in this land use designation.

This Plan applies the Mixed Commercial/Office/Industrial land use designation to property found in the South San Fernando and City Center West subareas (see Figure 2.4.5). The main properties with this designation in the South San Fernando subarea are the Menasco site (see Figure 1.9.1) and adjacent properties. The properties located in the City Center West subarea are the Zero site (see Figure 1.9.1, Opportunity Site No. 8), the large parcels to the west and to the south

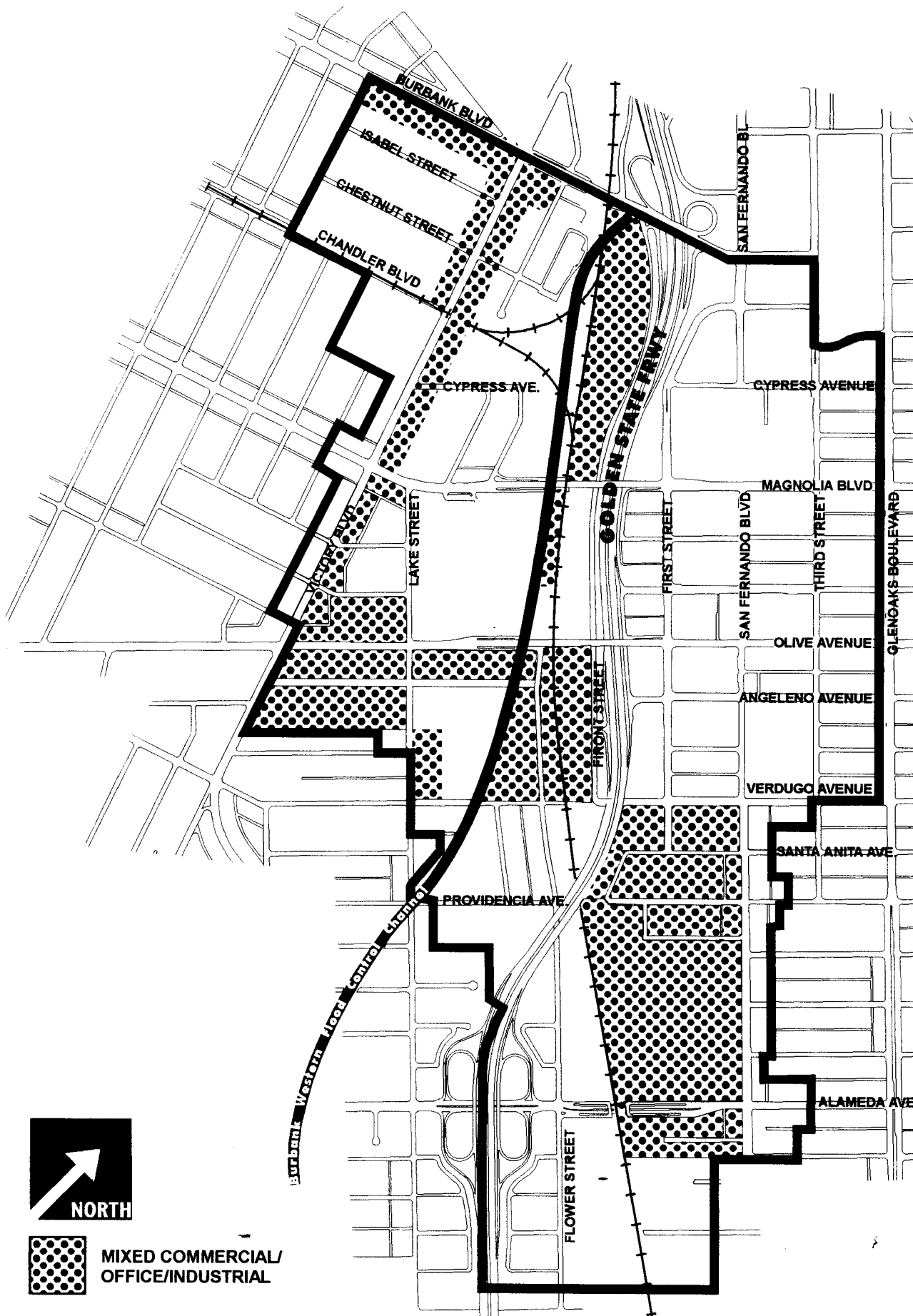


Figure 2.4.5 Mixed Commercial/Office/Industrial Areas

of the RITC, and parcels on the east side of Victory Boulevard south of Cypress Avenue, and north of Verdugo Avenue to Lake Street back to Orange Grove Avenue. This land use designation is adjacent to rail and freeway access and/or located on a major corridor. The mixed use nature of this designation is designed to preserve the existing employment base while encouraging the introduction of commercial and office components into light-industrial based areas to accomplish the objective of economic revitalization and the optimum use of land that is adjacent to multi-modal transportation centers such as the RITC and the light rail station to be developed on Alameda Avenue.

Mixed Commercial/Office/Industrial Land Use Objective

- Develop a new transportation center at Alameda Avenue and the Southern Pacific right-of-way.

Mixed Commercial/Office/Industrial Land Use Policies

- Retain and preserve the industrial base within the planning area while encouraging the future development of mixed use projects to support the surrounding business and residential community.
- Preserve local light industrial employment and business opportunities, particularly in support of the media and entertainment industry.
- Provide for the transition of obsolescent industrial areas to appropriate new uses.
- Provide for mixed commercial/industrial where appropriate to minimize the need to use private vehicles to travel between uses.
- Require utility lines, including those leading to the project site, to be underground.
- Provide for the orderly transition of declining commercial strips to other suitable uses.

Intent of the Mixed Commercial/Office/Industrial Objectives

The areas with the land use designation of Mixed Commercial/Office/Industrial are designed to retain the light industrial employment base while encouraging future development of mixed use commercial/office projects. This use encourages the recycling of obsolete industrial properties and offers a mixed use opportunity to facilitate economically successful development.

2.4.6 General Manufacturing

Description

The General Manufacturing land use designation was historically applied along both sides of the railroad tracks and surrounding the airport. The adopted Land Use Element defines General Manufacturing as follows:

The intent of the General Manufacturing classification of land use is to provide land for manufacturing, assembly and fabrication, including large scale or specialized industrial operations and airport-related industrial uses. Convenient access by arterial streets, freeways and/or railroad is to be provided for these areas. Much of the land designated for General Manufacturing use lies within the Golden State Redevelopment Project area.

Only a portion of the areas previously designated General Manufacturing within the Burbank Center Plan area are retained. The retained portion is the core of the General Manufacturing area as shown on Figure 2.4.6. The remaining areas previously designated General Manufacturing were changed to either Restricted Industry or Mixed Commercial/Office/Industrial depending on their proximity to residential and a major arterial street, as shown on Figures 2.4.6 and 2.4.1, respectively.

2.4.7 Restricted Industry

Description

There were two areas previously designated Restricted Industry in the Burbank Center Plan area: the frontage on Olive Avenue between Lake Street and the flood control channel, and the northwest corner of Lake Street and Tujunga Avenue. The frontage on Olive Avenue has been redesignated Mixed Commercial/Office/Industrial as shown on Figure 2.4.5, and the northwest corner of Lake Street and Tujunga Avenue remained Restricted Industry, as shown on Figure 2.4.6. The interior area bounded by Victory Boulevard, Chandler Boulevard, Mariposa Street and Burbank Boulevard was previously designated General Manufacturing in the adopted Land Use Element. This Plan redesignates this area as Restricted Industry because of its proximity to neighboring residential uses and the impacts caused by odors, noise, vibration and hazardous materials. The change is shown on Figure 2.4.6. The adopted Land Use Element defines Restricted Industry as follows:

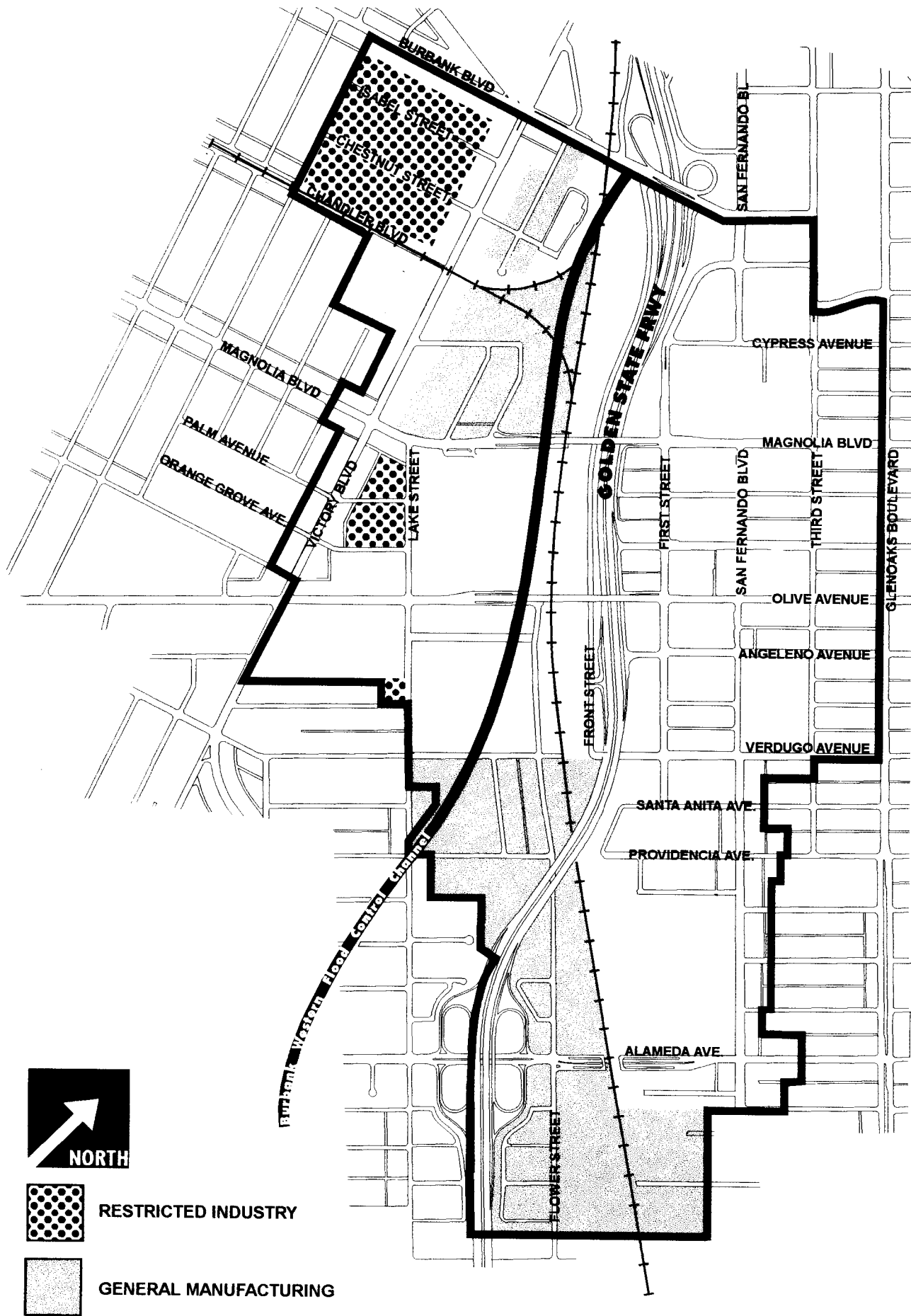


Figure 2.4.6 General Manufacturing and Restricted Industrial

The intent of the Restricted Industry land use classification is to provide land for those industrial operations which require an environment free from nuisances such as odors, noise, vibration or smoke, and which themselves are relatively non-obtrusive. Included in this category are non-manufacturing industries, hospitals, media-related industry, wholesale and warehousing enterprises engaged in the business of storage, supply and distribution of products.

2.4.8 Residential Areas

Description

Several areas within the City Center subarea, which were previously designated City Center Commercial, are zoned R-4 and R-5 and are developed with multiple family structures. This Plan designates these areas as Multiple Family Medium Density.

The two areas designated as Medium Density Multiple Family by this Plan are located in the northeast and southeast portion of the City Center subarea and are bounded by San Fernando Boulevard to the west, Angeleno Avenue to the north, the alley parallel to Glenoaks Boulevard to the east, and Verdugo Avenue to the south and by Harvard Road to the north, Glenoaks Boulevard to the east, Cypress Avenue to the south and Third Street to the west (see Figure 2.4.8). The second medium density area is developed with two senior citizen housing projects: Harvard Towers with 150 units and Pacific Manor with 169 units. This Plan designates all the property within both areas as Multiple Family Medium Density Residential.

There are two senior citizen housing Projects located on the north side of Verdugo Avenue at the intersection of San Fernando Boulevard: Wesley Towers (northeast corner) contains 98 units and Verdugo Towers (northwest corner) contains 121 units. Wesley Towers is permitted as a conditional use in the R-4 zone and Verdugo Towers was permitted as a planned development and therefore this Plan does not designate them as Multiple Family High Density Residential. The goals, objectives and policies contained in this Plan and the policies listed below are designed to supplement the land use goals, objectives and policies of the Land Use Element of the Burbank General Plan for the Burbank Center Plan area.

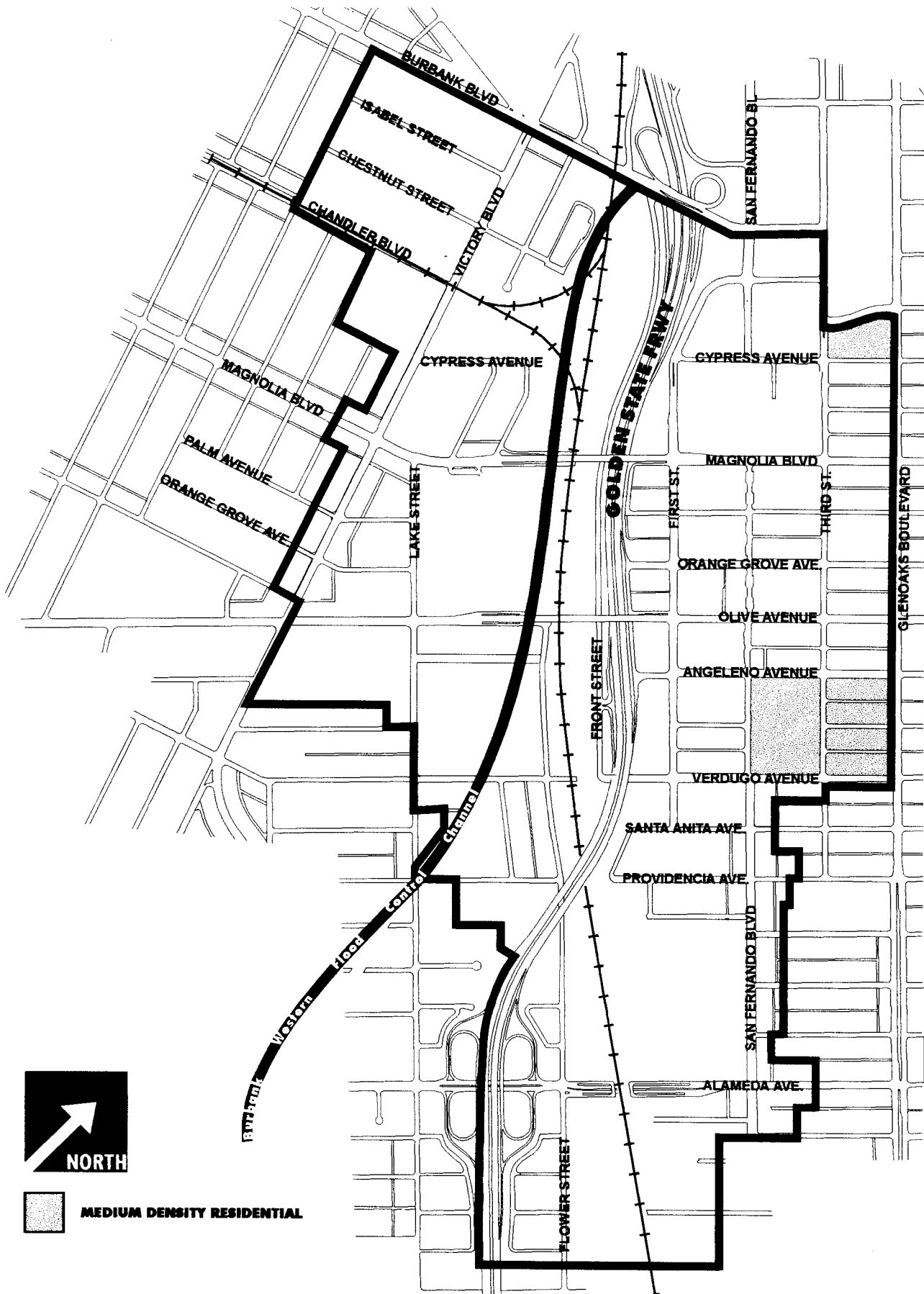


Figure 2.4.8 Residential Area

Overall Residential Policies

- Provide for a proper transition between the mixed commercial and Public Facilities uses, and the multiple family residential areas.
- Require residential property owners to maintain their structures, parking and landscaping to a high standard.
- Create a safe pleasant residential pedestrian environment via provisions for landscaping, shaded sidewalks, street furniture, lighting and other appropriate amenities.

2.5 RESIDENTIAL GROWTH MANAGEMENT

On February 28, 1989, the voters approved a referendum known as "Measure One" which defines the residential capacity of the City. These requirements are contained in Article 20 of Chapter 31 of the Burbank Municipal Code.

Article 20 (Section 31-2002 of Chapter 31) also establishes the process necessary to amend the Land Use Element of the General Plan after 1994. To consider an amendment, this process includes the submission of a report by the Community Development Director to the City Council which contains an analysis of the City's ability to serve any additional residential units and the cost and benefit they would provide the City.

The Plan identifies several areas in the City Center subarea that were zoned R-4 and R-5 and developed with multiple family projects. These areas were previously designated City Center Commercial which permitted multiple family residential development. Since these areas are almost entirely developed with multiple family residential projects, the BCP changes the land use designation from City Center Commercial to Medium Density Residential, reflecting the existing development. This change of land use designation does not increase the number of dwelling units permitted in the City.

The Plan encourages the inclusion of residential units as part of mixed-use development, or as a single use, within areas designated Mixed Commercial/Office/Residential, which were previously and are presently commercially zoned. This provision for residential units is limited to an R-4 medium density. The commercial zone classifications in the Burbank Municipal Code have historically permitted residential units as part of a mixed-use development at a medium (R-4) density as a conditional use, and this Plan retains the conditional use permit require-

ment. Therefore, this provision does not increase the number of dwelling units permitted in the City.

South San Fernando Subarea

The Plan proposes several development alternatives for the Transitional Industrial area of the South San Fernando subarea (see Figure 1.2.2). One of these development alternatives recommends incorporation of medium density residential units, as work-live housing for professional and career people, into a mixed-use project as a planned development. The Plan also stipulates that an overcrowded situation already exists at the Joaquin Miller Elementary School which serves the South San Fernando subarea, and that no additional residential units can be added until additional school facilities can be constructed to accommodate any additional students that multiple family residential development in the Transitional Industrial area could generate. Multiple family development in the Transit-Oriented Commercial/Office Village area, or in the Transitional Industrial area, requires discretionary approval of a planned development and a general plan amendment, and provides the City with authority to confine the design of any residential units to specifically create a work-live environment for professional and career people and to condition any approval to mitigate any school facility deficiencies. Restructured design features such as the limitation of bedrooms, provision of open loft or work space areas, fiber optic connections, and the design of common open space and common amenities to complement the unique needs of professional and career people should be required of any future development in this portion of the South San Fernando subarea. If multiple family units were approved in the transitional industrial area, they would need to be offset with a density savings from another area to meet the requirements of Measure One by ensuring there was not an increase in the total number of dwelling units permitted in the City. In addition, a portion of the proposed units could be offset through consideration of the number of multiple family units that could have been constructed with the provision for medium density multiple family development included in the C-3 Commercial zone, that existed on the west side of San Fernando Boulevard prior to the adoption of this Plan as shown on Figure 3.1.3.

The intent of these provisions making the development of multiple family housing within the BCP area less cumbersome is to cause new housing units to be built in a pedestrian environment near employment, commercial services and public transportation to lessen the dependency on private automobile use for transportation. This would then improve the level of service of our entire transit system within the City while simultaneously accommodating additional housing.

2.6 PUBLIC USES/CIVIC CENTER PLAN

The Burbank Center Plan includes a substantial amount of land that is designated for public facilities. Several City facilities are located in the City Center West subarea. The Water Reclamation Plant and Power Generation Plant are both located north of Olive Avenue on Lake Street. In addition, the City Public Works Yard that houses street maintenance, refuse, forestry, vehicle maintenance and warehouse storage is located on Lake Street south of Olive Avenue. The RITC is located at the border of the City Center and City Center West subareas. Within the City Center subarea, three sites have the land use designation of Public Facility; these are the City Hall complex located on the northwest corner of Third Street and Olive Avenue; the Courthouse and public parking structure located on the southeast corner of Third Street and Olive Avenue; and the site of the new Police/Fire Facility which encompasses the entire block of Third Street, Palm Avenue, Glenoaks Boulevard and Orange Grove Avenue. The public facilities located in the City Center subarea are components of the Civic Center Plan.

CHAPTER 3

LAND USE REGULATIONS AND DEVELOPMENT STANDARDS

3.0 LAND USE REGULATIONS AND DEVELOPMENT STANDARDS

3.1 INTRODUCTION

The entire Burbank Center Plan (BCP) was adopted on June 10, 1997. Chapter 2 of the Plan describes the changes made to the City's General Plan, which were approved through the adoption of City Council Resolution No. 25,059. Chapter 3 outlines the changes made to the Burbank Municipal Code (BMC) to implement the land use policies in Chapter 2 by creating the zoning regulations for the BCP area. The commercial and industrial zone changes within the BCP area are shown on Figures 3.1.1, 3.1.2 and 3.1.3.

The changes to the BMC are presented in Section 3.2 below as *Article 25: Burbank Center Overlay Zone*, of Chapter 31 of the Burbank Municipal Code, and were approved through the City Council adoption of Ordinance No. 3466 (approving Zone Map Amendment No. 97-1) and 3467 (approving Zone Text Amendment No. 97-2). Article 25 specifies the development standards which future developments must follow within the BCP area. These development standards were designed to be consistent with the changes in the General Plan outlined in Chapter 2 of this Plan document.

To avoid duplication and facilitate ease of reference, Article 25, *Burbank Center Overlay Zone* is presented in the following pages exactly as it appears in Chapter 31 of the Burbank Municipal Code (BMC), complete with section numbers and graphics which appear in the Code. Several additional graphics have been included for illustrative purposes which are not a part of the Code and are indicated as such in the caption below each graphic. The Plan incorporates a number of transportation demand management goals and strategies, which are presented in Section 3.3 of this chapter. The intent of the goals and strategies established in Section 3.3 is to reduce the traffic impacts of future development by decreasing the dependency of future employees on private vehicles by providing viable public transit alternatives.

3.2 ARTICLE 25. BURBANK CENTER OVERLAY ZONE.

DIVISION 1. PURPOSE AND DEFINITIONS.

Section 31-2501. Purpose.

This Article creates a Burbank Center Overlay Zone which contains a series of zoning classifications for the Burbank Center as defined

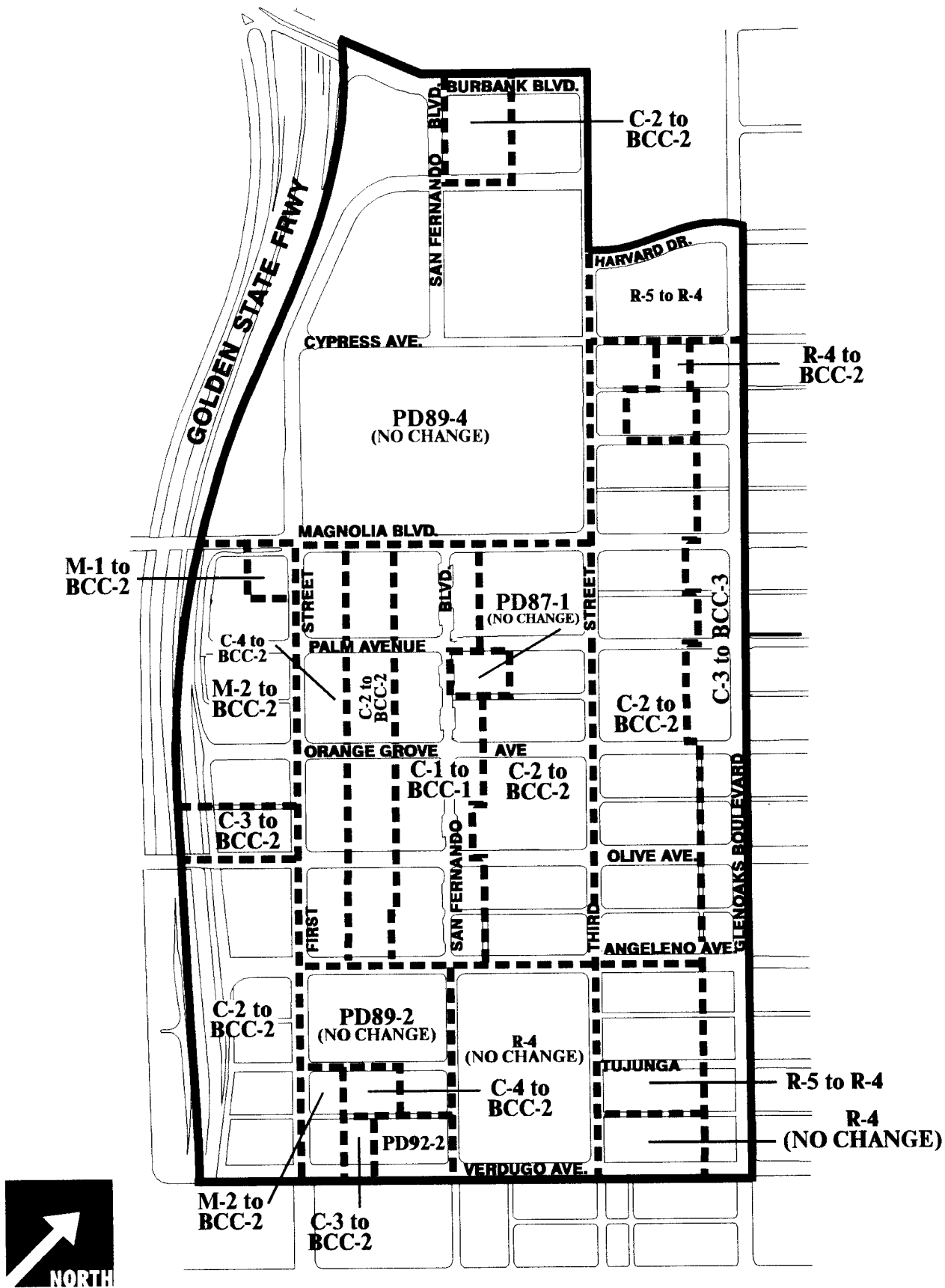


Figure 3.1.1 Zoning Changes--City Center
(Not a part of the Burbank Municipal Code)

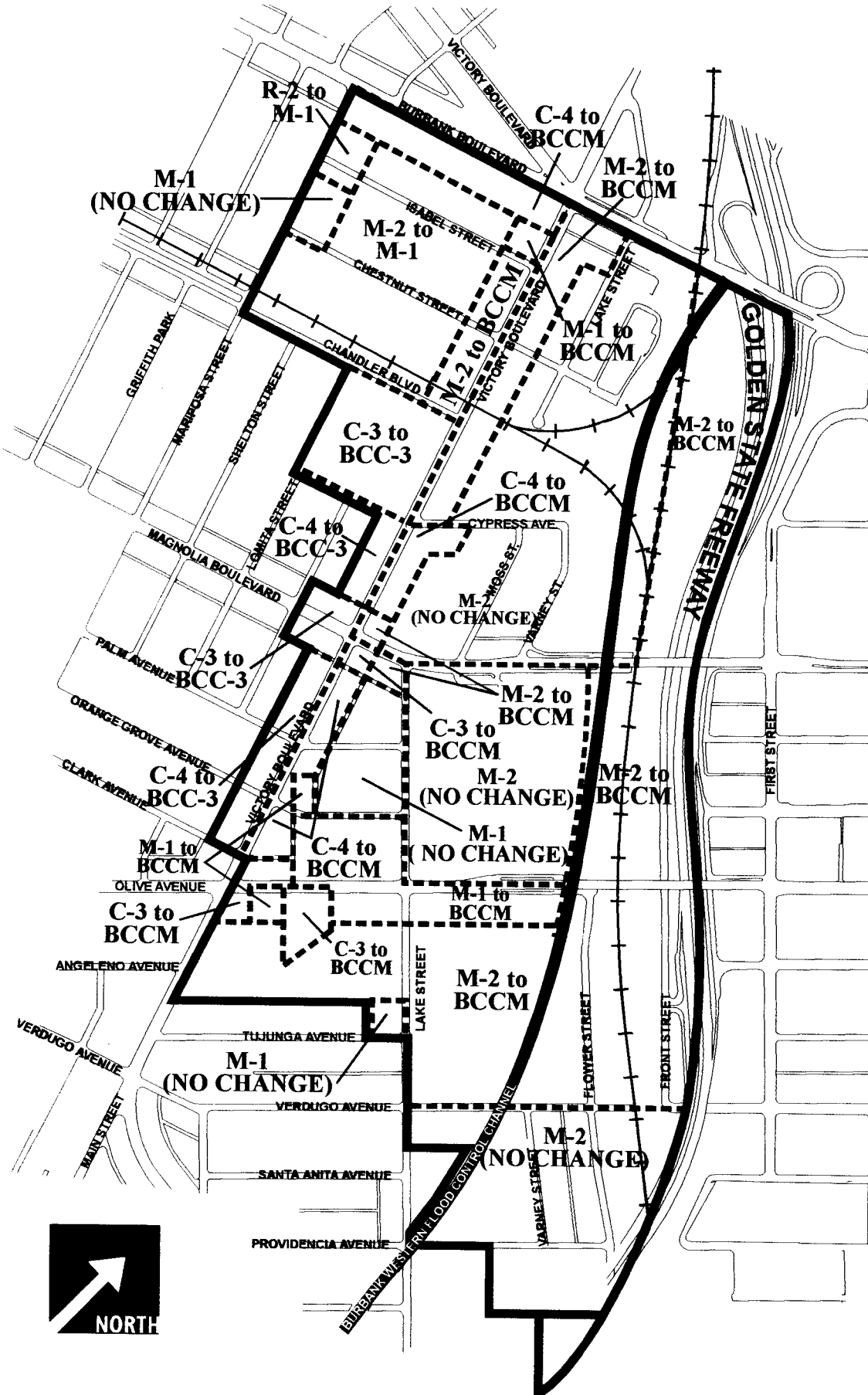


Figure 3.1.2 Zoning Changes--City Center West
(Not a part of the Burbank Municipal Code)

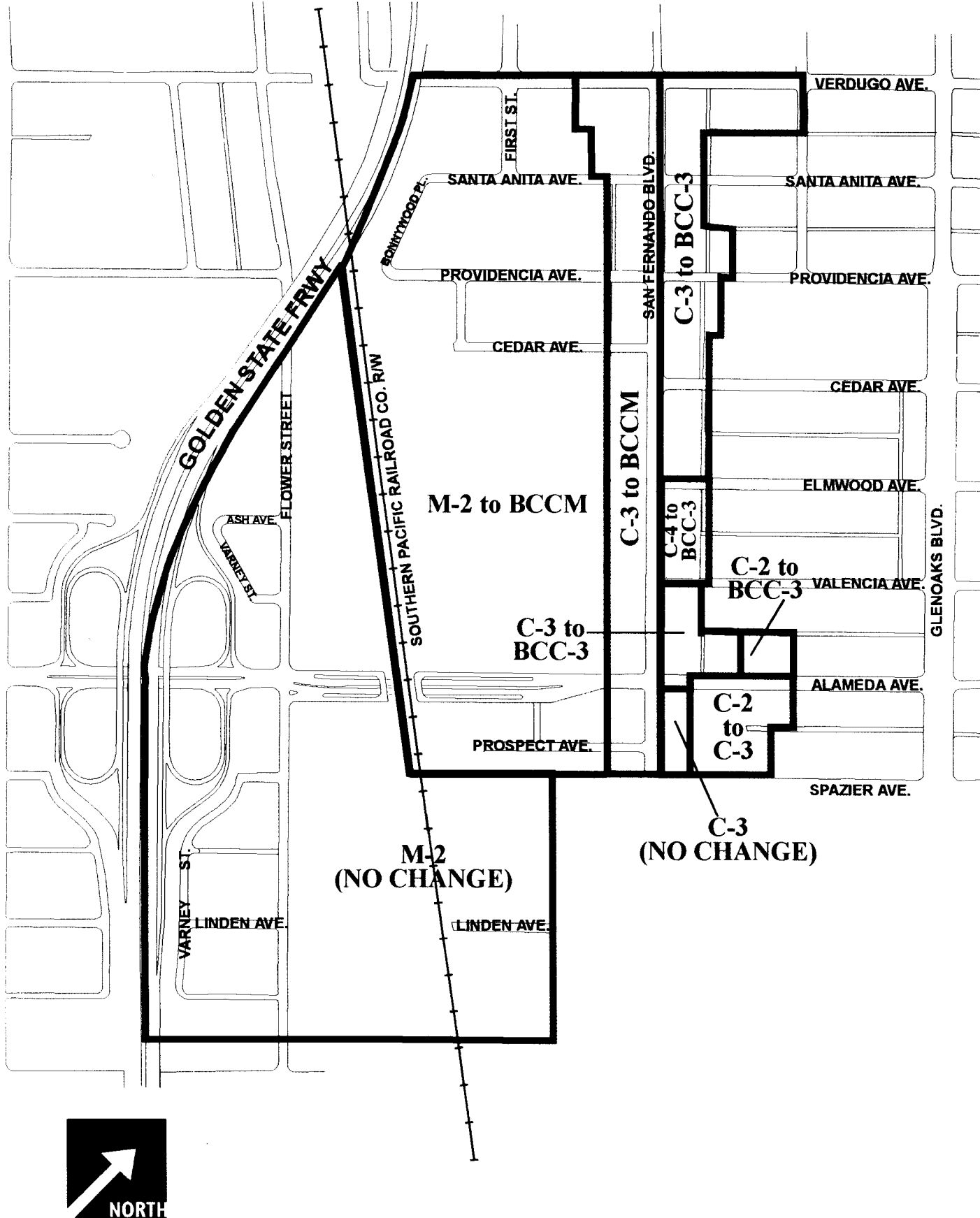


Figure 3.1.3 Zoning Changes--South San Fernando
(Not a part of the Burbank Municipal Code)

in Ordinance No. 3467 which amended the General Plan and Land Use Element to reflect this district. All land use regulations and development standards for the Burbank Center Overlay Zone augment the land use regulations and development standards of the BMC.

The Burbank Center Overlay Zone regulates commercial and industrial land in the Burbank Center for land use, density, height, and setbacks, as well as specific aspects of parking, landscaping and signs. When an issue, condition or situation occurs which is not covered or provided for in the Burbank Center Overlay Zone Ordinance, the development regulations of the Burbank Municipal Code that are the most applicable shall apply.

Section 31-2502. Definitions.

For the purposes of this article, the following definitions shall apply. Words or phrases not defined in this section shall be construed as defined in the Burbank Municipal Code. This section only includes words or phrases which are not defined elsewhere in this Plan or in the Zoning Code.

"Civic Center" encompasses a six-block area bounded by San Fernando Boulevard, north to Palm Avenue, east to Glenoaks Boulevard, south to Angeleno Avenue, then west to San Fernando Boulevard.

"Overlay Zone" refers to a set of land use regulations and standards for areas having special sensitivity. These regulations shall take precedence over all other regulations established by the Burbank Municipal Code.

"Transit Center," as defined by the 1993 Congestion Management Plan (CMP) for Los Angeles County, is a fixed facility that consolidates and supports passenger loading, and includes:

- Passenger rail stations such as those along the Metro Red Line, Blue Line and Metrolink, and
- Major bus transfer centers served by at least eight bus lines, including fixed route shuttles, and providing a sheltered waiting area, signage with a listing of bus routes to the Center, and bus bays restricted to bus use.

Per the Los Angeles County Congestion Management Plan, if a transit center is planned but not yet constructed, the Center must

have received funding for construction prior to claiming development credit.

For purposes of the Burbank Center plan, any change in the definition of a transit center in subsequent editions amendments or supplements of the CMP shall also apply to the Burbank Center Plan definition.

"Transportation Demand Management" (TDM) refers to measures designed to reduce peak-hour vehicular trips including ridesharing, carpooling, work hour changes, and use of public transportation.

DIVISION 2. BCC-1 BURBANK CENTER COMMERCIAL RETAIL-PROFESSIONAL ZONE (Downtown Commercial)

Section 31-2503. Purpose.

The BCC-1 or Burbank Center Commercial Retail Professional Zone is entirely confined to within the Burbank Village area. It allows for commercial retail and office uses geared towards a downtown village concept, including an allowance for residential uses above commercial uses on the same property.

Section 31-2504. Permitted Uses.

The following uses are permitted in a BCC-1 Zone:

(a) RETAIL SALES:

- Antique shop
- Art gallery
- Art shop
- Bakery
- Beauty supply store
- Bicycle sales
- Book store
- Camera shop--incidental film developing
- Candy store
- Clothing store
- Department store
- Drapery shop
- Dressmaking shop
- Drugstore
- Dry goods store
- Film store
- Florist shop

- Foodstore--specialty
- Furniture sales--new only
- Furrier--sales, cleaning and storage
- Garden supply shop--no growing stock
- Gift shop
- Hardware store
- Household appliances store
- Ice cream shop
- Interior decorating store
- Jewelry store
- Leather goods shop
- Liquor store--packaged
- Luggage store
- Music store
- Notions store
- Novelty store
- Orthopedic and medical appliances store
- Paint store
- Picture frame store
- Radio-T.V. store--incidental servicing
- Restaurant, with the following two restrictions: (1) no fast food restaurant, operating between the hours of midnight and 6:00 a.m., within 150 feet of a residential zone or an entirely residential planned development, and (2) only a restaurant with no alcohol service or a restaurant with incidental alcohol, if permitted by and in accordance with Section 31-1116 of this Code.
- Shoe store
- Sporting goods store
- Stationery store
- Tobacco shop
- Toy store;
- (b) SERVICES:
 - Arcades, pursuant to Section 31-1115
 - Auditorium
 - Barber shop
 - Beauty shop
 - Child Day Care Facility
 - Church
 - Collection agency
 - Computer service center
 - Fire station--municipal
 - Fortune telling
 - Hotel--including permitted retail sales within structure
 - Library--municipal

- Library--rental
- Lodge hall
- Messenger service
- Motel--including permitted retail sales within structure
- Museum
- Off-street parking lot or structure
- Park and recreational facility
- Payroll check cashing service
- Photocopying services--not to include printing
- Photographer
- Police--private
- Police station--municipal
- Post office
- Public utility facility
- School--public or private
- Shoeshine stand
- Studio--art and photograph
- Studio--broadcasting or recording
- Telephone answering service
- Theater--except drive-in;
- (c) COMMERCIAL AND PROFESSIONAL OFFICES:
 - Bail bond broker
 - Bank
 - Employment agency
 - Loan office--except pawnshop
 - Newspaper office--no printing
 - Offices--business or professional (prohibited on the ground floor of property fronting San Fernando Boulevard between Magnolia Boulevard and Angeleno Avenue)
 - Ticket agency
 - Travel agency

Section 31-2505. Conditional Uses.

The following are permitted in a BCC-1 Zone upon the granting of a conditional use permit:

- Uses permitted by Section 31-2509, excluding uses already permitted under Section 31-2504.
- Alcoholic beverages, sale of, for consumption on and/or off-premises at all permitted or conditionally permitted establishments and temporary special events, pursuant to Section 31-1116 of this Code
- Amusement enterprise--in completely enclosed building

Auction--new merchandise only
Billiard parlor
Cocktail lounge/bar, pursuant to Section 31-1116 of this Code
Dance hall--in completely enclosed building
Fast-food restaurant, operating between the hours of midnight and 6:00 a.m., within 150 feet of a residential zone or an entirely residential planned development
Helistop
Multiple family dwellings as part of a mixed use project, as specified in Division 7 of this Article (until residential design standards are adopted)
Newsstand
Nightclub, pursuant to Section 31-1116 of this Code
Outdoor play lot in conjunction with eating establishment
Restaurant/drinking establishment, pursuant to Section 31-1116 of this Code
Restaurants with incidental alcohol, within 150 feet of a residential zone and/or with alcohol sales for off-premises consumption, pursuant to Section 31-1116 of this Code

Section 31-2506. Prohibited Uses.

The following are prohibited uses in the BCC-1 Zone:

Any advertising structure or sign not expressly permitted
Agricultural use
Airport use
Automobile detailing
Cemetery use
Industrial use

Section 31-2507. Property Development Standards.

All development shall comply with the development standards outlined in Division 7 of this Article.

DIVISION 3. BCC-2 BURBANK CENTER COMMERCIAL LIMITED BUSINESS ZONE.

Section 31-2508. Purpose.

The BCC-2 or Burbank Center Commercial Limited Business Zone is intended for the development of retail centers and commercial and professional office complexes in the Burbank Center Plan area

serving the shopping and personal service needs of both the surrounding residential areas and the region.

Section 31-2509. Permitted Uses.

The following uses are permitted in a BCC-2 Zone:

(a) RETAIL SALES:

Retail sales permitted by Section 31-2504(a)
Automobile parts and accessories--no installation of parts, in completely enclosed building
Bicycle repair shop
Butcher shop--no slaughtering
Food market--in completely enclosed building
Ice machine--coin operated
Pet shop--sales only
Rummage sales--in completely enclosed building
Surplus store--new merchandise only, in completely enclosed building
Wholesale sales when incidental to retail sales

(b) SERVICES:

Services permitted by Section 31-2504(b), except Child Day Care Facility if residentially adjacent, and except School--public or private if residentially adjacent
Billiard parlor
Club--nonprofit
Dry cleaning agency--no dry cleaning
Film editing
Fortune-telling
Gymnasium--in completely enclosed building
Household appliance repair--incidental sales
Laboratory--dental
Laboratory--medical
Labor union meeting hall
Laundromat
Laundry agency--no washing
Masseur or masseuse
Radio and television repair--incidental sales
Reducing salon
Shoe repair shop
Telephone exchange
Wedding chapel

(c) COMMERCIAL AND PROFESSIONAL OFFICES:

Commercial and professional offices permitted by Section 31-2504(c)

Clinic--dental
Clinic--medical
Laboratory, X-ray, treatment and clinic
Wholesale merchandise broker office

Section 31-2510. Conditional Uses.

The following are permitted in a BCC-2 Zone upon the granting of a conditional use permit:

Uses permitted by Section 31-2515, excluding uses already permitted under Section 31-2509, Child Day Care Facility, and School--public or private
Commercial, retail and services permitted by Section 31-721(a)
Conditional uses listed in Section 31-2505
Automobile dealer
Bus terminal
Convalescent home
Dance hall--in completely enclosed building
Erotic entertainment facility as defined in Section 31-203 of this chapter
Health facilities for inpatient and outpatient psychiatric care and treatment
Hospital--except animal
Multiple family dwellings as part of a mixed use project, as specified in Division 7 of this Article (until residential design standards are adopted)
Racquetball and handball courts
Service station, automobile.

Section 31-2511. Administrative Uses.

The following uses are permitted in the BCC-2 zone upon the granting of an administrative use permit:

Child Day Care Facility - if residentially adjacent
Schools--public or private - if residentially adjacent

Section 31-2512. Prohibited Uses.

The following are prohibited uses in the BCC-2 Zone:

Agricultural use
Airport use
Alcoholic beverages--sale of, for consumption off-premises when in

conjunction with a service station
Any advertising structure or sign not expressly permitted
Cemetery use
Industrial use

Section 31-2513. Property Development Standards.

All development shall comply with the development standards outlined in Division 7 of this Article.

DIVISION 4. BCC-3 BURBANK CENTER COMMERCIAL GENERAL BUSINESS ZONE.

Section 31-2514. Purpose.

The BCC-3 or Burbank Center Commercial General Business Zone is intended for limited types of general business establishments, mixed use commercial/office/residential development, and other commercial uses in the Burbank Center Plan area which are compatible with mixed-use residential projects and which rely on the traffic on abutting arterials, and on residents living in mixed-use projects in this zone and in adjacent residential areas, for patronage.

Section 31-2515. Permitted Uses.

The following uses are permitted in a BCC-3 Zone:

(a) RETAIL SALES:

Retail sales permitted by Section 31-2509(a)
Auction--in completely enclosed building
Burglar alarm sales or service
Furniture sales
Greenhouse
Pet shop--including grooming
Secondhand store
Ventilation--heating, sales or service--in completely enclosed building
Wholesale sales when incidental to retail sales;

(b) SERVICES:

Services permitted by Section 31-2509(b)
Addressograph service
Air conditioning installation and service--incidental sales, in completely enclosed building
Awning shop

- Baths, public
- Blueprinting
- Bookbinding
- Catering service
- Clay products manufacturing--kiln not to exceed eight (8) cubic feet
- Dog grooming
- Engraver
- Fix-it shop
- Funeral home
- Glass shop--in completely enclosed building
- Household goods storage--within completely enclosed building
- Janitorial service
- Linen or towel supply, no on-site laundry
- Mailing service
- Motion picture studio--no outdoor sets
- Parcel delivery service
- Plumbing shop--in completely enclosed building
- Print shop--except newspaper printing
- Recording studio
- Refrigeration installation and service--incidental sales, in completely enclosed building
- Rescue mission
- Sign painting shop--in completely enclosed building
- Studio, broadcasting or recording
- Swimming pool, commercial
- Taxidermist
- Upholstering shop;
- (c) COMMERCIAL AND PROFESSIONAL OFFICES:
Commercial and professional offices permitted by Section 31-2509(c)
Publishing office;
- (d) WHOLESALE:
Wholesale business.

Section 31-2516. Conditional Uses.

The following are permitted in a BCC-3 Zone upon the granting of a conditional use permit:

- Conditional uses listed in Section 31-2510
- Ambulance service
- Amusement enterprise--in completely enclosed building
- Animal hospital, no boarding
- Archery range--in completely enclosed building

Assembly--electrical appliances, electronic instruments and devices,
 scientific equipment--including manufacture of small parts only
 Auto painting--in completely enclosed building
 Auto top shop--in completely enclosed building
 Auto towing, no outside storage
 Automobile detailing--in completely enclosed building
 Automobile rental--in completely enclosed building
 Automobile repair garage--in completely enclosed building
 Battery service--in completely enclosed building
 Batting cages
 Boat dealer--in completely enclosed building
 Bowling alley--in completely enclosed building
 Boxing arena--in completely enclosed building
 Building material sales--in completely enclosed building
 Carnival
 Circus--transient
 Dielectric laminating--testing
 Dry cleaner
 Equipment rental--light, no trucks, in completely enclosed building
 Frozen food locker rental
 Gas storage and distribution--acetylene, helium, hydrogen, oxygen,
 etc., in ICC approved cylinder
 Ice skating rink--in completely enclosed building
 Miniature golf course
 Motorcycle dealer--including go-carts and trail bikes, in completely
 enclosed building, no repairing or testing
 Multiple family dwellings as part of a mixed use project, as specified
 in Division 7 of this Article (until residential design standards are
 adopted)
 Paint spray booth
 Pawnshop
 Sharpening of tools
 Shooting gallery
 Skating rink--in completely enclosed building
 Trailer sales--in completely enclosed building
 Warehouse.

Section 31-2517. Administrative Uses.

The following uses are permitted in the BCC-3 zone upon the granting of an administrative use permit:

Child Day Care Facility--if residentially adjacent
 Schools--public or private--if residentially adjacent

Section 31-2518. Prohibited Uses.

The following are prohibited uses in the BCC-3 Zone:

Agricultural use
Airport use
Alcoholic beverages--sale of, for consumption off-premises when in
conjunction with a service station
Any advertising structure or sign not expressly permitted
Automobile body or fender repair--in completely enclosed building
Automobile detailing--when not in a completely enclosed building
Car wash
Cemetery use
Dry cleaning plant
Industrial use
Laundry
Moped (motorized bicycle) dealer, including service, repair and
testing--in completely enclosed building
Motor scooter (motor-driven cycle) dealer, including service, repair
and testing--in completely enclosed building
Pest control
Recreational vehicle storage yard
Truck rental--except tractor and trailer

Section 31-2519. Property Development Standards.

All development shall comply with the development standards
outlined in Division 7 of this Article.

**DIVISION 6. BCCM BURBANK CENTER COMMERCIAL
MANUFACTURING ZONE.**

Section 31-2520. Purpose.

The BCCM or Burbank Center Commercial Manufacturing Zone is
intended to merge the provisions of the C-4 Commercial Zone and
most of the provisions of the M-1 Industrial Zone to provide for the
development of mixed commercial and light industrial uses, such as
office/industrial parks.

Section 31-2521. Permitted Uses.

The following uses are permitted in a BCCM zone:

(a) COMMERCIAL, RETAIL AND SERVICES:

Commercial, retail, and service uses permitted in the C-4 zone by Section 31-721(a)

(b) **WHOLESALE, WAREHOUSE AND DISTRIBUTION:**

Wholesale, warehouse and distribution uses permitted in the C-4 zone by Section 31-721(b).

Greenhouse

Wholesale business

(c) **PROCESSING, PACKAGING OR TREATING THE FOLLOWING PRODUCTS:**

Beverages

Coffee

Film

(d) **OTHER USES:**

Other uses permitted in the C-4 zone by Section 31-721^o

Equipment rental

Golf driving range -- pitch and putt course

Ice manufacturing

Ice storage

Motion picture studio

Motorcycle dealer -- including go-carts and trail bikes

Packaging business

Print shop

Publishing establishment

Racquetball and handball courts

Recording studio

Storage building

Studio, broadcasting or recording

Section 31-2522. Conditional Uses.

The following uses are permitted in an BCCM Zone upon the granting of a conditional use permit:

Conditional uses permitted in the C-4 zone by Section 31-722(a) and 31-722(b), except as prohibited by Section 31-2523

Bazaar, fair, auction or benefit conducted by church service club or nonprofit association or corporation

Bicycle manufacturing

Boat manufacturing

Clay products manufacturing

Dielectric laminating

Dyestuff manufacturing

Electric or electronic equipment manufacturing

Eligible on-site hazardous waste facility

Furniture manufacturing

Glass blowing
Machinery repair
Outdoor play lot in conjunction with eating establishment
Paper storage and treatment
Pharmaceuticals manufacturing
Public storage facility--including housing facilities for caretakers on the premises
Rehearsal studios - except if residentially adjacent

Section 31-2523. Prohibited Uses.

The following are prohibited uses in the BCCM Zone:

Airport use
Cemetery use
Drive-in theater
Fiberglass manufacturing or fabrication
Multiple family dwelling above commercial use
Rehearsal studios - residentially adjacent
Residential, except as permitted in the M-1 Zone by Sections 31-508, 31-802, and 31-803
Tire retreading or recapping

Section 31-2524. Property Development Standards.

All development shall comply with the C-4 Commercial Zone development standards outlined in Article 7.

DIVISION 7. PROPERTY DEVELOPMENT STANDARDS FOR BURBANK CENTER PLAN AREA.

Section 31-2525. Applicability of Standards.

All development of industrially or commercially zoned properties shall comply with the development standards of the respective division of Article 7, except as specified in this Division.

Section 31-2526. M-1 Restricted Industry.

The following additional development standards shall be required:

- All properties abutting or adjacent residentially-zoned property shall maintain a 150 foot buffer area on-site, measured from the industrial property line, within which no hazardous materials as defined by the Burbank Fire Department may be used or stored (Figure 3.2.1).

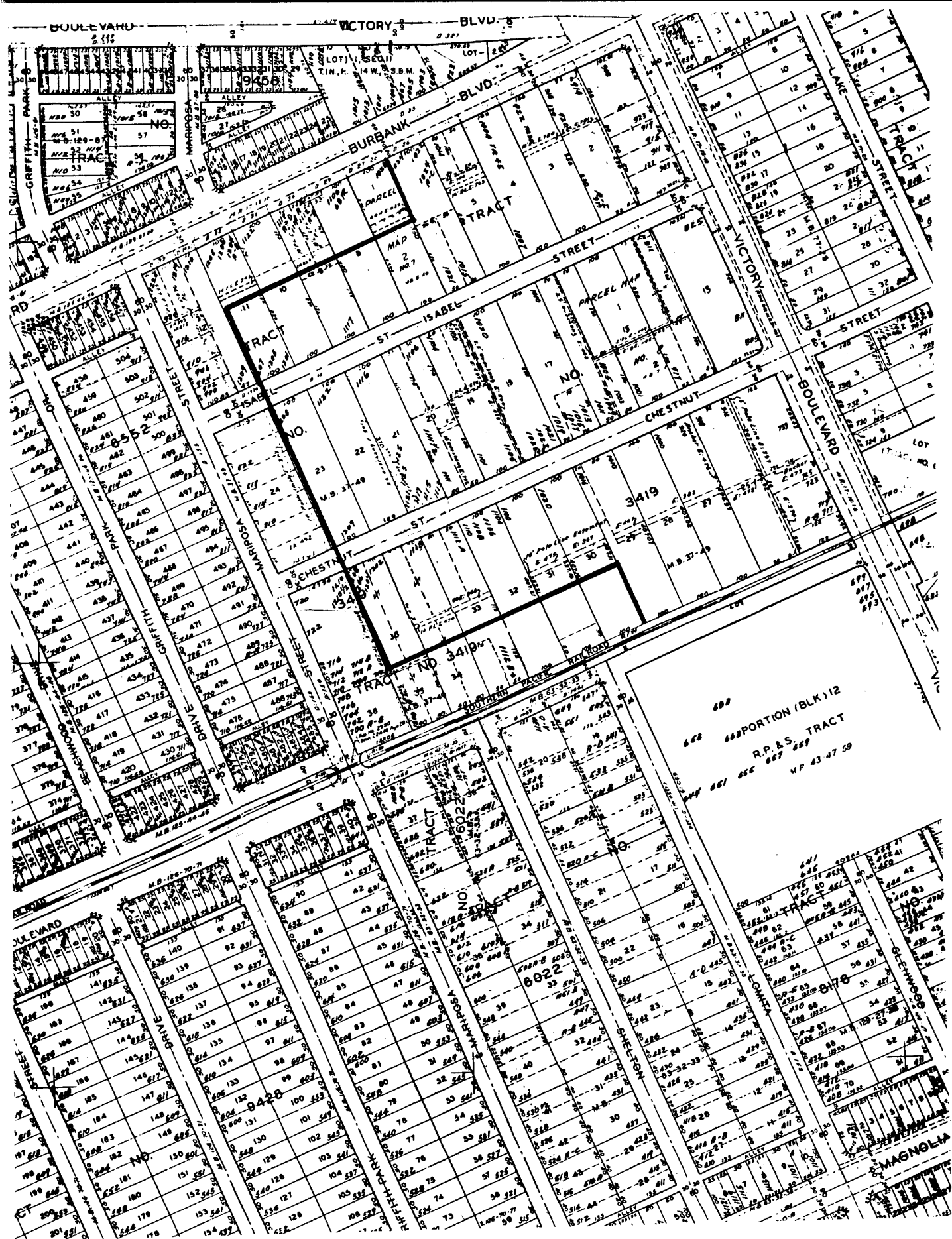


Figure 3.2.1 150-Foot Hazardous Materials Buffer Zone

- A five-foot landscaped setback shall also be provided for those portions of the property fronting a public right of way adjacent to residentially zoned property. Landscaping for this area shall be provided as required by Section 31-806 of the BMC. In addition, a six foot high masonry wall shall be constructed along the industrial property line behind the aforementioned five-foot setback along the entire length of the property abutting or adjacent to the residential zone, except for those points necessary for ingress and egress.
- For all industrial properties abutting or adjacent to residentially-zoned property, no deliveries or pick-ups of products and supplies may be conducted between the hours of 10:00 p.m. to 7:00 a.m. (definition of nighttime hours per BMC Section 21-202).
- All loading zones and docks must be located as far as possible from the residential property line.

Section 31-2527. Residential Development as Part of a Commercial Mixed Use Project.

In the BCC-1, BCC-2 and BCC-3 zones residential uses shall be allowed by conditional use permit on the levels above the ground floor, with an allowable density based on the R-4 Zone. All R-4 development standards shall apply, with the exception of setbacks and landscaping of setbacks, which shall conform to the development standards of the respective C-1 or C-2 zone classification.

Section 31-2528. Residential-Only Development in Commercial Zones.

Residential-only development shall be permitted by conditional use permit exclusively in certain specific areas zoned BCC-3, located on the west side of Glenoaks Boulevard between Verdugo and Cypress avenues, and on the east side of San Fernando Boulevard between Verdugo Avenue and Alameda Avenue if more than 300 feet from any intersections of two arterial roadways. Residential-only development shall not be permitted in the BCC-3 zone located on the west side of Victory Boulevard between Chandler Boulevard and Clark Avenue (Figure 3.2.2). Any residential-only development shall comply with all R-4 Residential Zone development standards, including setbacks and landscaping of setbacks. The allowable density is based on the R-4 zone.

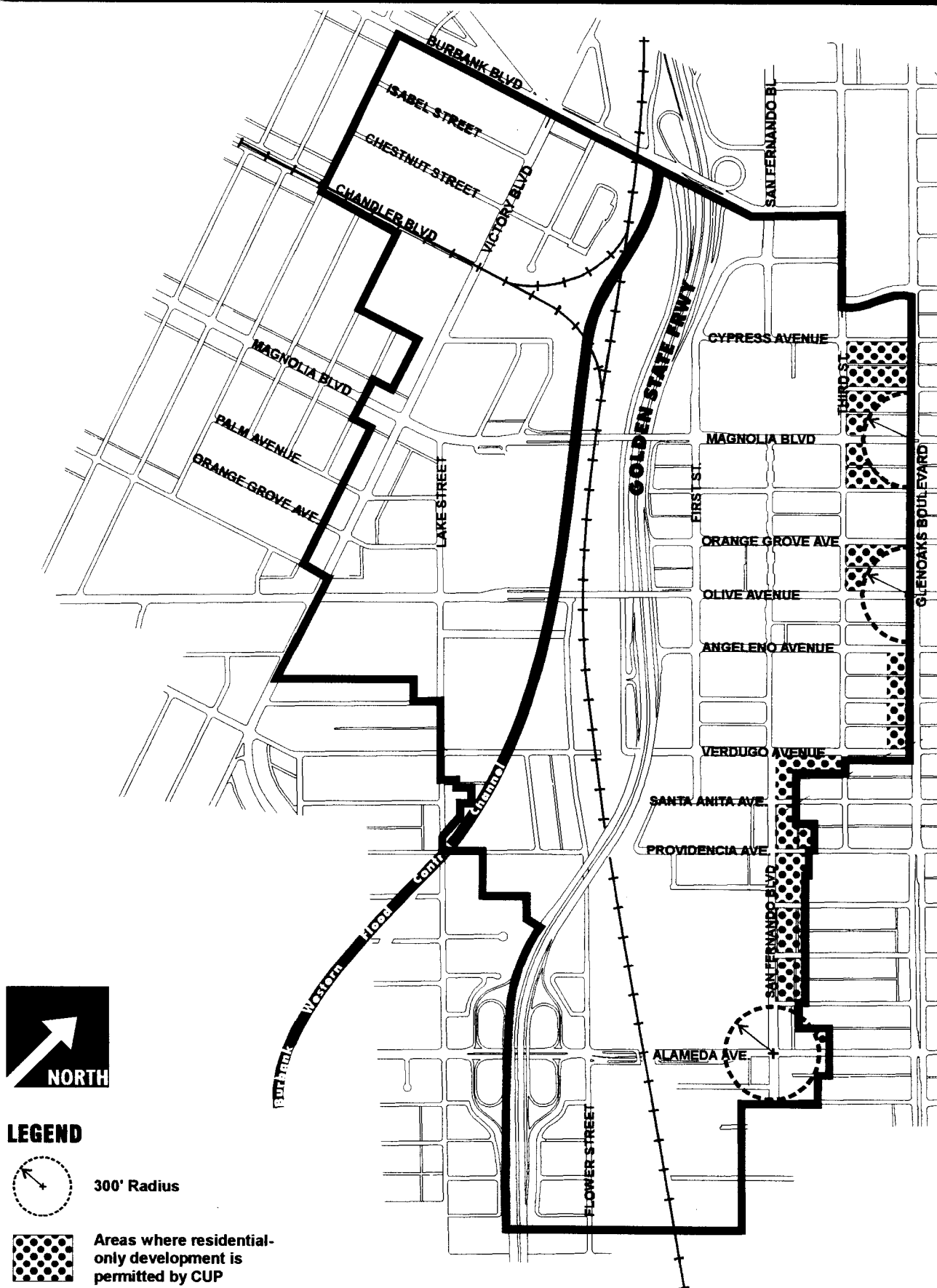


Figure 3.2.2 Locations Where Multiple Family Residential-Only Development is Permitted in Commercial Zones
(Not a part of the Burbank Municipal Code)

Section 31-2529. Residential Density Bonus.

A residential density bonus of up to 25 percent shall be permitted (up to the maximum density permitted under the General Plan) for low and moderate income housing, as specified in Sections 31-631(l), 31-638 (l), 31-645(l), and 31-652(l).

Section 31-2530. Structure Height.

1. The maximum allowable height for all structures within the BCP area shall be as follows (Figure 3.2.3):

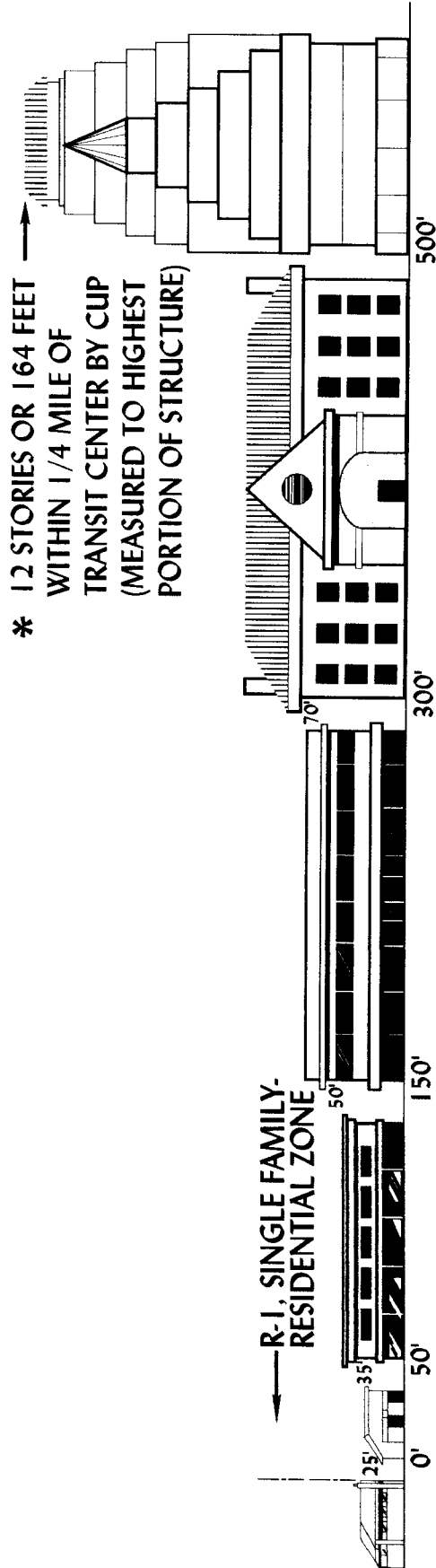
<u>Distance from R-1 or R-2 Zoned Lot Line</u>	<u>Maximum Allowable Height</u>
0-25 feet	1 foot height for each 1 foot of distance from R-1 or R-2 lot line for any part of structure
25-50 feet	25 feet (roof and architectural features may exceed the maximum height, up to 35 feet, if a 45° is maintained)
50-150 feet	35 feet
150-300 feet	50 feet
Greater than 300 feet	70 feet (90 feet within the Civic Center)
Greater than 500 feet	164 feet (or 12 stories) via conditional use permit
Greater than 500 feet	205 feet (or 15 stories) via planned development

2. Maximum height shall be measured from the average of the natural grade elevations of the corners of the property. For buildings up to 70 feet (90 feet in the Civic Center), maximum height shall be measured to the ceiling height of the highest room permitted for human occupancy. For all other buildings, height shall be measured to the highest portion of the structure.

3. Rooftop mechanical, storage and building circulation facilities are excluded from height limits, provided that these facilities do not occupy more than one-third (1/3) the area of the roof and are located in the interior of the roof area.

4. A conditional use permit is not required for buildings in the Burbank Center Plan area to exceed 35 feet in height up to a maximum height of 70 feet (90 feet in the Civic Center), if in compliance with the above distance requirements from R-1 and R-2 zoned properties. Properties within one-quarter mile of the Regional Intermodal Transportation Center (RITC) and more than 500 feet from an R-1 or R-2 property may exceed the 70 foot (90 foot in the Civic Center) height limit if approved through the conditional use permit process up to twelve (12) stories or 164 feet in height (Figure 3.2.4).

Land Use Regulations and Development Standards



DISTANCE FROM R-1 ZONE BOUNDARY

* 12 Stories may be exceeded up to a height of 15 stories or 205 feet through the Planned Development process for projects that meet the goals of the Plan, such as exceptional pedestrian linkages to passengers rail stations.

Note: The height of structures up to 70 feet shall be measured to the ceiling height of the highest room permitted for human occupancy.

Figure 3.2.3 Building Height Restrictions
(Not a part of the Burbank Municipal Code)

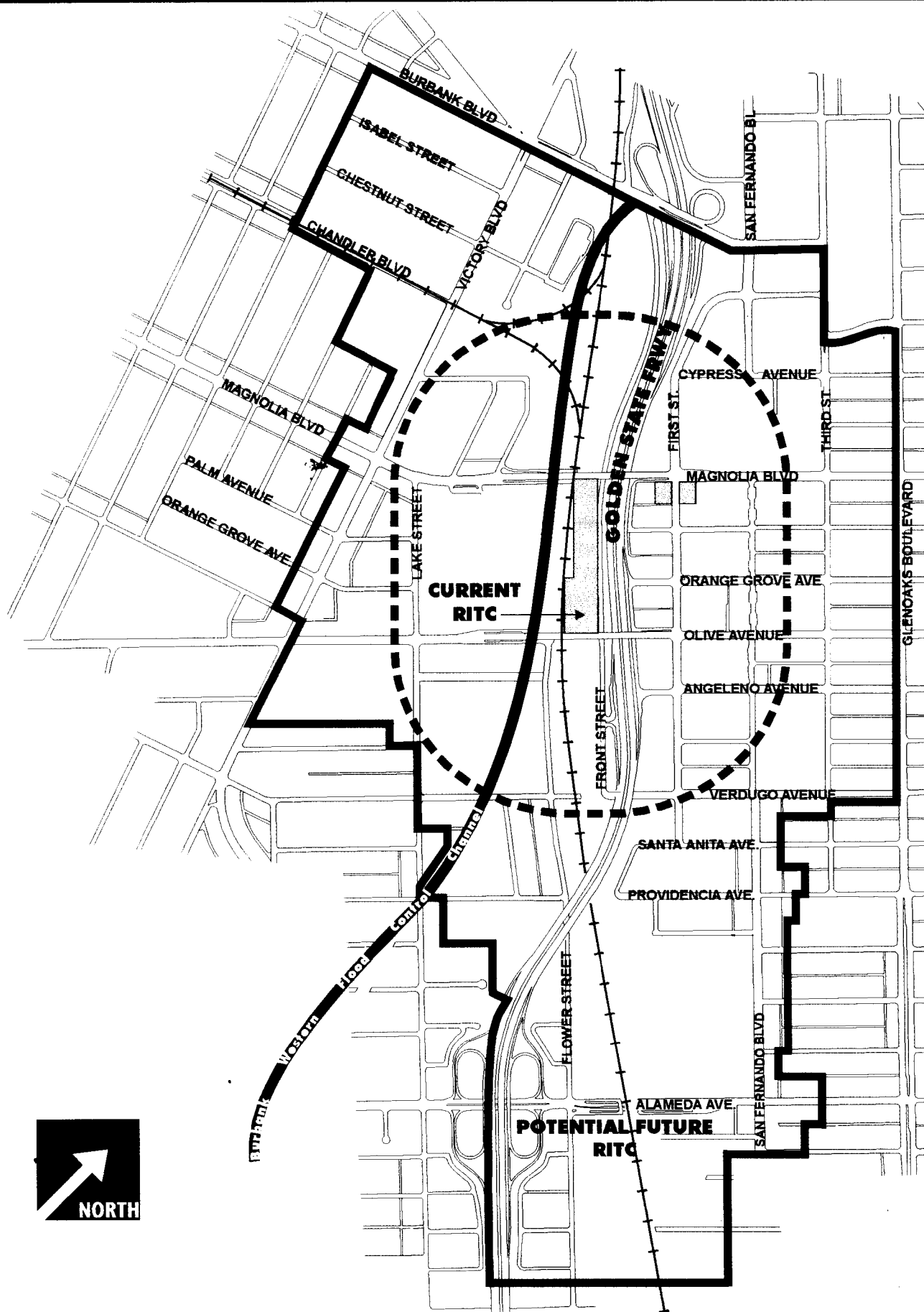


Figure 3.2.4 Properties within One-Quarter Mile of Transit Center
(Not a part of the Burbank Municipal Code)

5. Properties within one-quarter mile of a regional intermodal transit center and more than 500 feet from an R-1 or R-2 zoned property may exceed the 12-story (164 foot) height limit up to a height of 15 stories or 205 feet through the City's planned development process if the goals of the Plan, such as exceptional pedestrian linkages to passenger rail stations, are met (see definition of "transit center" under Section 31-2502). Exceptions to the above stairstep height limits may be specifically requested through either a variance or a planned development.

Section 31-2531. Building Setbacks.

a. All structures shall provide the setbacks established in the respective C-1, C-2, C-3, M-1 and M-2 zone. Structures in the BCCM Zone shall provide the setbacks established in the C-4 Zone.

b. Uses within Setbacks in Commercial Zones

The entire setback within the BCC-1, BCC-2, BCC-3, C-3 and CM Commercial zones may be used for an open air restaurant, or half the required setback may be occupied by a one story structure reserved exclusively by covenant for retail uses. Open air seating may be located on top of this single story retail structure, as shown in Figure 3.2.5.

c. Parking Lot Design Standards

- The required setback shall not be used for surface parking
- Surface parking shall not be located between the structure that it serves and any primary or secondary pedestrian route, as shown in Figure 3.2.6.

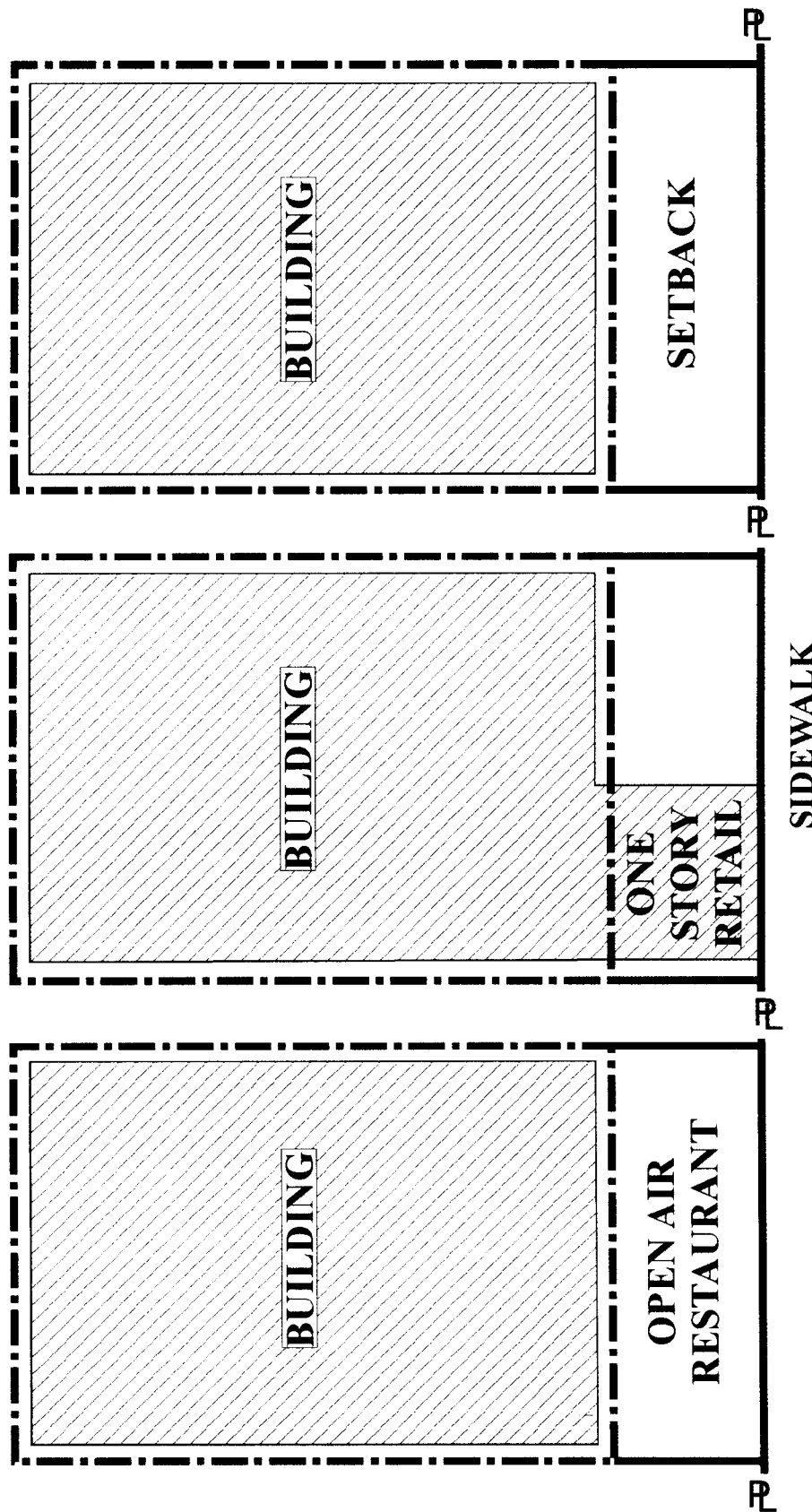
Section 31-2532. Landscape Maintenance in Required Setback Areas.

Any required front setback area shall have an automatic irrigation system and the planted material required by Code shall be continuously maintained.

Section 31-2533. Development Review.

Unless specifically exempted by this Code, no structure shall be erected within the Burbank Center Plan Area until plans have been submitted for development review and approved by the Director as provided in Division 2, Article 19 of Chapter 31 of the Burbank Municipal Code.

Land Use Regulations and Development Standards



WITHOUT RETAIL OR AN OPEN AIR RESTAURANT, THE ENTIRE SETBACK MUST BE MAINTAINED

HALF OF SETBACK MAY BE USED FOR SINGLE STORY RETAIL

ENTIRE SETBACK MAY BE USED FOR OPEN AIR RESTAURANT

Figure 3.2.5 Options for Meeting Requirement for Setback from Street
(Not a part of the Burbank Municipal Code)

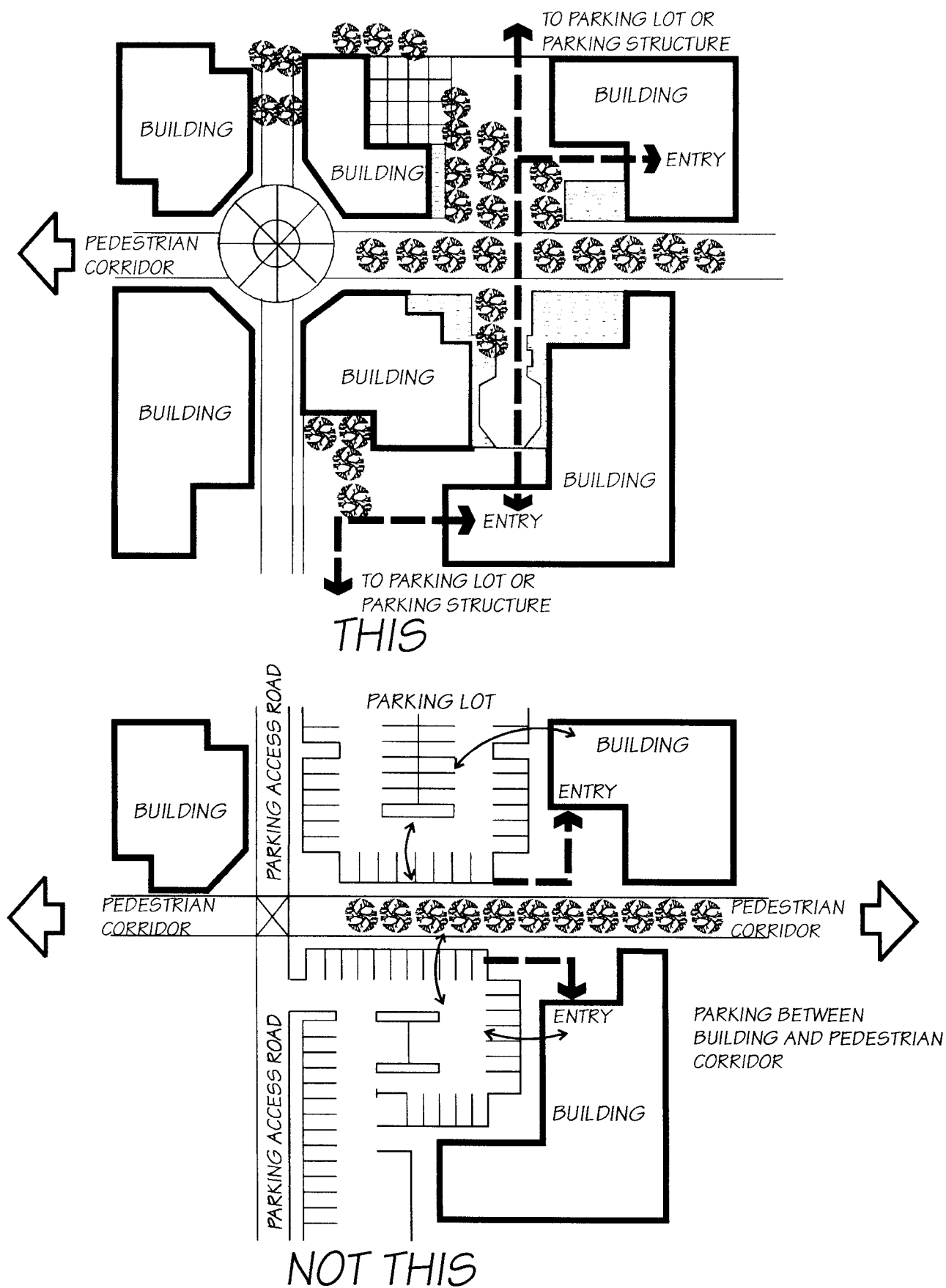


Figure 3.2.6 Surface Parking Design Relative to Pedestrian Corridors
(Not a part of the Burbank Municipal Code)

3.3

TRANSPORTATION DEMAND MANAGEMENT

DIVISION 8.

Section 31-2534. Purpose.

A significant number of the work trips projected in the Burbank Center will be accommodated not by increasing the capacity of the street system, but by reducing the demand for additional street capacity through transportation demand management (TDM). TDM is defined as "measures designed to reduce peak-hour vehicle trips, including ridesharing, carpooling, work hour changes, and use of public transportation".

The purposes of requiring TDM efforts to reduce employee dependency on single occupancy automobile transit and the related impacts, are as follows.

- Minimize private vehicle peak-hour commute trips from new and existing employer development.
- Reduce the traffic impacts within the community and region with a reduction in the number of vehicles and total vehicle miles traveled.
- Reduce the vehicular emissions, energy use and ambient noise levels by a reduction in the number of vehicular trips, total vehicle miles traveled, and traffic congestion through a decrease in peak-hour commute trips, as well as maintain a level of service (LOS) D or better on streets, arterials and highways.
- Minimize the percentage of employees traveling to and from work at the same time and during peak-hour schedules by encouraging modified work schedules.
- Promote or increase work-related transit use, ridesharing, and bicycling to minimize parking needs and to keep critical intersections from severe overload.
- Decrease the governmental economic costs of transportation improvements.
- Maximize the use of commute modes other than single occupancy vehicle through use of TDM, transportation systems management (TSM), and transportation facilities development (new and existing).

- To assist employers in meeting the requirements of Rule 2202 of the Air Quality Management District (AQMD) and any subsequent federal, state or regional requirements, which mandate a diversion of employee dependency on the automobile.

3.3.1 Transportation Management Organization (TMO)

Section 31-2535.

Transportation Demand Management programs are largely implemented through the combined effort of members in an area-wide non-profit transportation management organization (TMO), a proactive organization formed so that employers, building owners, local government representatives and others can work together and collectively establish policies, programs and services to address local transportation problems. All developments and employers subject to the trip reduction requirements of this Plan shall be members of a non-profit TMO.

The TMO would provide :

- Promotion of shuttle service
- Metrolink ticket and pass sales
- Computerized rideshare matching services
- Vanpool coordination
- Guaranteed ride home program
- Rule 2202 compliance assistance

The TMO shall work with its membership to achieve the trip reduction goals of this plan. The TMO shall report to the Community Development Director at least annually on the status of the programs and strategies of the TMO and its membership, and on p.m. peak-hour trip generation for all employees and developments subject to the TDM goals of this Plan, all to the satisfaction of the Director of Community Development. In addition to reporting the results of the trip reduction efforts of individual employers, the TMO shall report cumulative p.m. peak-hour trip generation for all employers and development subject to the TDM requirements of this plan to the satisfaction of the Director of Community Development.

Multi-family residential dwelling unit owners shall not be included in a TMO, unless units are contained within a mixed-use commercial residential project, in which the commercial development is subject to the TDM requirements of this plan.

3.3.2 Transportation Management Strategies

Section 31-2536.

The following paragraphs describe some of the transportation management strategies which may be used by the TMO and Burbank Center developers and firms located within the Burbank Center Plan area to reduce peak-hour commute trips as required by this plan.

a) **Flex Time and Modified Work Schedules.**

Employers in the Burbank Center may set up programs to modify work schedules that require commuter travel between 7-9 a.m. and 4-6 p.m. An analysis of office requirements should be undertaken to determine what staff functions are best served before 8:00 a.m. and those that are needed after 5:00 p.m. to handle deliveries, late mail-outs, contact with the public, etc.

b) **Vanpool Programs.**

Employers located within the Burbank Center Plan area, with possible assistance from the TMO, can implement vanpool programs. Van procurement, vanpool matching, and vanpool fare subsidies are all examples of incentives and services employers could offer employees in their vanpool programs.

c) **Carpools.**

Employers may actively foster and monitor carpool formation. To encourage carpooling among its employees, the employer could provide matching information, free parking or preferential parking locations and other incentives to its employees who carpool. The TMO can also assist employers in this effort. All employers who operate a carpool program shall report program results to the TMO for its annual report to the City.

d) **Transit Ridership and Bus Operations.**

Employers and/or the TMO may choose to promote programs to increase public transportation ridership. Such programs can include: transit route and schedule information, individual route planning and on-site transit pass sales.

Employers may also provide transit shelters or actual shuttle connections to various public transportation centers to make commuting by public transportation more convenient.

e) **Satellite Parking.**

Employers and/or the TMO may choose to provide required parking outside of the Burbank Center at satellite locations linked to the

Burbank Center by a reliable shuttle service. The Community Development Director will process applications for satellite parking according to procedures prepared by the Director. The Director's decision shall be appealable according to the provisions of the development review section of the Burbank Municipal Code.

The land costs to create satellite parking lots and structures could pose a significant hurdle to the use of this option. Consequently, a portion of the transportation fees charged to future development may assist in the funding of land acquisitions at transit centers in Burbank's downtown and in the Golden State project area in order to assist those employers who can assign their employees to park at these locations and take the shuttle around the Burbank Center.

f) Non-Vehicular Commuting.

Employers may encourage their employees to walk or bicycle to work by providing secure bike storage facilities, showers, lockers and offering monetary and other incentives for those non-vehicular means of commuting. Such other incentives include bicycle safety seminars, helmets, bicycle lights, free bicycle maintenance checks, and bicycle magazine subscriptions.

g) Parking Management.

Parking management includes various strategies in which parking policies and management are used as an incentive to rideshare or disincentive to commute alone. One of the simplest strategies is to provide carpools and vanpools with the most desirable parking spaces at a reduced rate or for free. A more comprehensive parking management plan, however, might discourage driving alone through relatively high parking fees. Furthermore, instead of directly subsidizing parking costs, employers could offer an equivalent cash incentive if employees use another form of commuting, such as carpooling, vanpooling or public transportation.

Reductions in the amount of on-site parking required by Code may be permitted through the conditional use permit process, with the applicant demonstrating sufficient vehicle trip reduction measures incorporated into the project to justify a decrease in required on-site parking including the use of satellite parking as discussed above.

h) Merchant Transit Incentives.

Burbank Center merchants can offer merchandise discounts, parking validation, transit coupons, valet parking for ridesharers, secure bike parking or other incentives to customers who arrive by public transportation, in carpools, vanpools or by non-vehicular modes.

i) Telecommuting.

Burbank Center Plan area employers can institute telecommuting programs which allow certain employees to work at home or from off-site work centers at least one or two days a week. The Southern California Air Quality Management Plan proposes that telecommuting even one or two days a week could account for significant work trip reductions in the near future.

3.3.3 Existing Development

Section 31-2537.

As of July 1, 1998, firms employing more than 25 employees shall report to the TMO at least once per year the efforts made to reduce p.m. peak employee trips and the actual reduction achieved. For the purpose of the Burbank Center Plan, p.m. peak hour is from 4:00 p.m. to 6:00 p.m. The goal for all firms of 25 or more employees shall be a 2.2 percent reduction from the base rate in the peak hour employee trips by the year 2015. The base rate is the generation rate which corresponds with the appropriate land use in the City's Development Fee Ordinance. Applicants may also propose base trip generation rates using the procedure found in BMC 31-2221.

3.3.4 New Development

Section 31-2538.

The goal of the Burbank Center Plan is for new developments containing one or more firms with 25 or more employees to achieve a reduction in peak hour (4:00 to 6:00 p.m.) trip generation required of pre-overlay zone development in the year the building is occupied. For example, 10 years after adoption of the Overlay Zone, existing firms should have reduced peak hour trips by 2.2 percent annually for a total peak hour trip reduction of 22 percent. Therefore, any new development of a 25-employee or greater firm must achieve a peak hour reduction in employee trip generation 22 percent lower than the base rates in the first year of occupancy. Thereafter, these new developments shall achieve the average 2.2 percent annual employee trip reduction in order to meet the 38 percent reduction goal by the year 2015.

3.3.5 Applicable Developments

Section 31-2539.

Firms which employ fewer than 25 employees which are located in a single development owned and occupied by firms with over 25 employees will be considered as part of the larger firm and subject to the trip reduction and reporting requirements of this plan.

Buildings receiving a building permit after the effective date of this plan shall be subject to the same trip reduction and reporting requirements as any firm of 25 or more people.

3.3.6 TDM Coordinator

Section 31-2540.

All employers or developments subject to the requirements of this plan should have an on-site, trained transportation coordinator. This coordinator will be responsible for implementing all trip reduction efforts.

CHAPTER 4

PUBLIC IMPROVEMENTS AND SERVICES

4.0 PUBLIC IMPROVEMENTS AND SERVICES

This chapter of the Burbank Center Plan describes both the current status of public improvements and the additional public improvements necessary to accommodate present and future requirements within the planning area. The categories of additional public improvements necessary are:

- Citywide and regional transportation
- Street improvements
- Neighborhood protection
- Streetscape
- Community facilities

4.1 TRANSPORTATION

One of the main driving forces behind the commitment to prepare this Plan was the City's desire to capture the variety of present and future transportation opportunities. The existing Regional Intermodal Transportation Center (RITC) on Front Street has tremendous potential to accommodate the integration of a large volume of rail, bus, shuttle, bicycle and pedestrian traffic. Continued expansion of the RITC will provide direct access for employees and shoppers to the Burbank Center and the entire City and simultaneously lessen the single occupancy use of private vehicles.

The transportation improvements which are necessary to accommodate the present and future needs within the Burbank Center Plan area generally fall into three categories:

- Improvement and expansion of the regional and local intermodal transportation centers (ITCs);
- Improvement and expansion of public transit service;
- Improvement and expansion of pedestrian and bicycle facilities.

4.1.1 Regional and Local Transit Centers

The RITC on Front Street is currently an open air facility and vehicle access is from Front Street only. Pedestrian and bicycle access is presently difficult. As part of the implementation of this Plan, a variety of expansion proposals are to be considered, each of which improve pedestrian and bicycle access and regional and local shuttle transit interconnections.

Long-term plans for the RITC include expansion of the facilities to the west side of the railroad tracks and north and south expansion in partnership with private development. The westerly expansion would include an extension of Flower Street, as discussed in the east-west access study in Appendix B, to accommodate regional bus, shuttle, bicycle and pedestrian access directly from the west. Northerly expansion would incorporate a pedestrian bridge access across Interstate 5 directly into the downtown area.

Long-term plans for the RITC prescribe a comprehensive facility combining both public and private development to provide a focal point of public transportation with direct, easy access to a variety of land uses and amenities. Potential amenities include retail services, child care facilities and a telecommunications center which would all be directly accessible within an enclosed and controlled environment. Simultaneously direct access would be provided to the adjoining private employment facilities and the downtown area east of the freeway.

The Plan also recognizes the long-term potential for the creation of a local ITC at Alameda Avenue and the Southern Pacific crossing to serve the immediate area. This facility would be integrated directly into the neighboring mixed-use developments and provide direct access for residents, employees and shoppers.

4.1.2 Public Transportation

Public transportation consists of a range of services, including regional rail, regional express bus, local bus, and local shuttle. All of these public transit services will converge at the RITC, and possibly in the future at the potential ITC on Alameda Avenue. The regional public transportation systems will bring people to and from Burbank and the local bus and shuttle service would provide access within the City and adjacent areas.

The local bus should be a Citywide system linking the Media District, airport and City Center areas together with neighboring centers in Universal City, North Hollywood and Glendale. In addition, a local shuttle service would operate entirely within the City Center area connecting public parking facilities, retail and entertainment centers and restaurants.

The City Center Transportation Management Association (TMA) is based on voluntary participation and currently provides service to the entire City, with the exception of the Media District, and will continue

in this Citywide capacity. The TMA facilitates employer access to the variety of public transit services available, and the TMA will provide information on services, rideshare connections and bus pass subsidies.

4.1.3 Bicycle/Pedestrian Oriented Projects

The Burbank Bikeways Master Plan was adopted on March 30, 1993. The Bikeways Master Plan identifies a number of capital improvement projects, including the provision of a bicycle route along Chandler Boulevard linking the residential areas west of downtown to the RITC, the City Center West area and downtown. The existing bikeways in this area include Sixth Street and Verdugo Avenue. An update of the Bicycle Master Plan is part of the new Transportation Element; preliminary review indicates that the updated Master Plan is likely to recommend Class II bikeways (which are separate painted travel lanes) along Glenoaks Boulevard, East Palm Avenue, Magnolia Boulevard, and Olive Avenue east of Glenoaks Boulevard.

Another major pedestrian project is to improve the pedestrian access from the downtown area east of Interstate 5 to the RITC on the west side of Interstate 5. The preferred method of accomplishing this task is to construct a pedestrian bridge from the RITC over Interstate 5, passing through and integrated into a major development at the corners of Palm Avenue, First Street and Magnolia Boulevard. The bridge would then continue across First Street and descend to grade on Palm Avenue, midway between First Street and San Fernando Boulevard.

There should also be a primary bike system that connects ITCs and other activity hubs. This bike system should conform to the standards and recommendations of the Los Angeles County Metropolitan Transit Authority (MTA) Bikeway Master Plan. Burbank bikeways, facilities, policies and programs should be coordinated with the Arroyo Verdugo Transportation Coalition's Bikeways Task Force.

4.2 STREET SYSTEM IMPROVEMENTS

The City's street system is classified in the Circulation Element of the General Plan. Major arterial streets in the City Center subarea include Olive Avenue, Glenoaks Boulevard and Burbank Boulevard. Secondary Arterials include Alameda Avenue, Magnolia Boulevard, Third Street and Verdugo Avenue. Collector Streets include Chandler Boulevard, First Street, and Third Street. The City's *Infrastructure Blueprint for the 21st Century* identifies the Citywide improvements to the street system

that are necessary to accommodate the development expected to occur by the year 2015. The *Infrastructure Blueprint* identifies several major street improvements within the planning area, including the following:

- (5.10) Widen Glenoaks Boulevard to six lanes;
- (5.12) Five Points intersection;
- (5.13) Victory Boulevard/Magnolia Boulevard intersection improvements; and
- (5.15) First Street/Olive Avenue intersection improvements.
- (5.16) San Fernando Boulevard/Alameda Avenue intersection improvements.

In addition to the *Infrastructure Blueprint*, the City prepared an analysis of potential additional east-west and north-south access routes within the Burbank Center planning area which was incorporated into the traffic analysis contained in the environmental impact report (EIR) prepared for the BCP. A copy of the East-West Access Study is included as Appendix B.

The East-West Access Study made the following recommendations, as shown in Figure 4.2, which should be incorporated into the *Infrastructure Blueprint for the 21st Century*.

1. (5.1) Realign Front Street and improve the intersections of Front Street at Verdugo Avenue, the Interstate 5 access ramp and Burbank Boulevard to improve the access and reduce travel time among the RITC, the downtown area and the industrial area of the City Center West subarea.
2. (5.2) Extend Verdugo Avenue westerly across the Southern Pacific railroad tracks to provide an additional east-west access across the Interstate 5 and the Southern Pacific railroad tracks.
3. (5.3) Extend Flower Street north to Cypress Avenue to provide access to the west side of the SPRR tracks.
4. (5.4) Widen the Olive Avenue bridge for both vehicle and pedestrian uses.
5. (5.5) Widen the Magnolia Boulevard bridge for both vehicle and pedestrian uses.
6. (5.6) Construct a pedestrian bridge across the Interstate 5 between the Magnolia and Olive avenue bridges linking the RITC to a future development at First Street and Palm Avenue.
7. (5.9) Promote the extension of First Street to Providencia Avenue and further into the industrial area south and east of Cedar Street. This extension will improve circulation into the downtown area from this transition area and could improve access to the future transit center at Alameda Avenue.

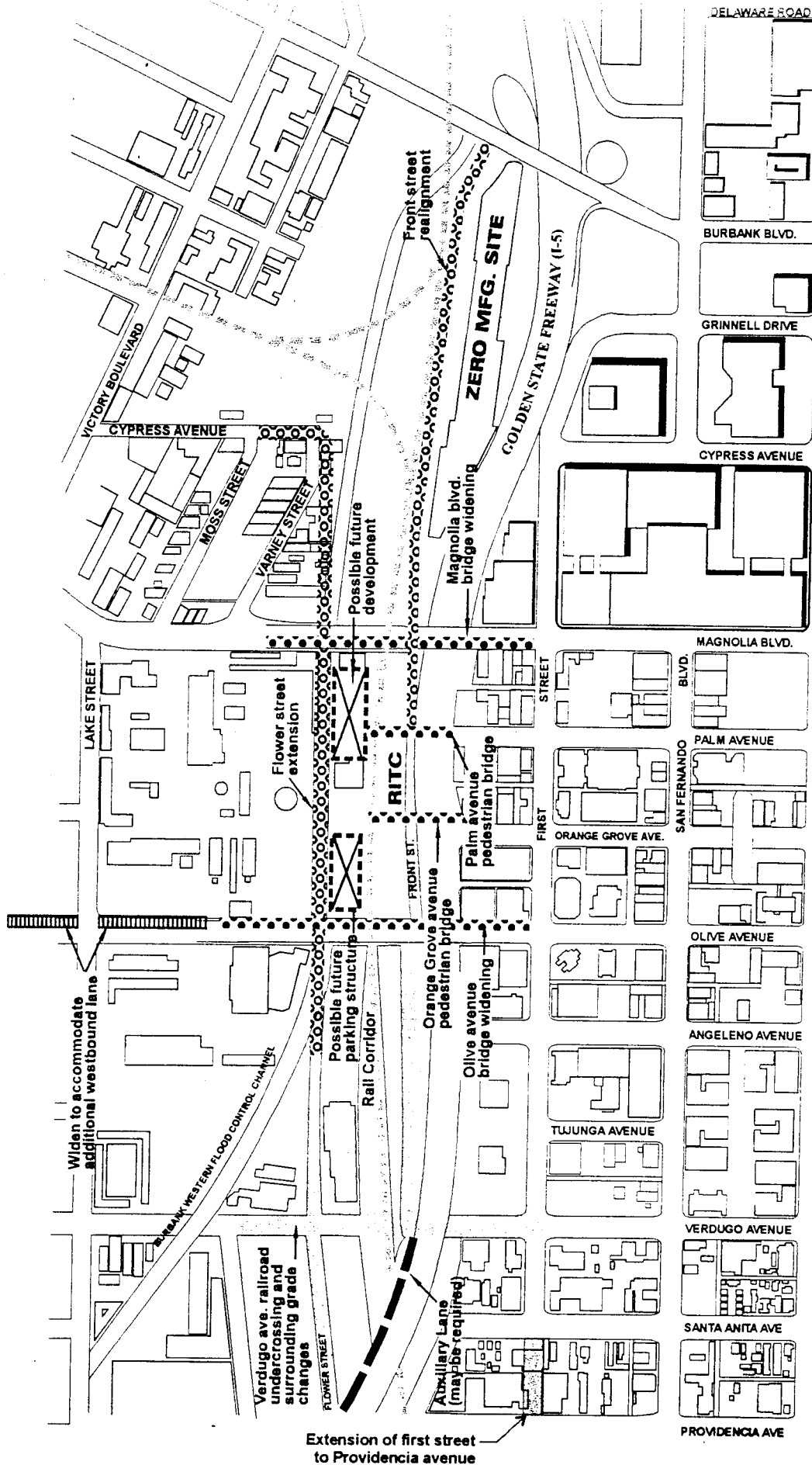


Figure 4.2 East-West Access Study

The traffic analysis contained in the EIR recommended the following additional improvements which should be incorporated into the *Infrastructure Blueprint for the 21st Century*:

- (5.11) Widen First Street roadway, Olive Avenue to Magnolia Boulevard;
- (5.14) San Fernando Boulevard/Burbank Boulevard intersection improvements.

4.3 NEIGHBORHOOD PROTECTION PROGRAM

The draft of this Plan recognized the likelihood that some local residential streets would need protection from non-residential street parking and traffic. In this section, the Plan outlines the initial traffic and parking-related concerns and the streets which may be affected in each of the residential neighborhoods which are adjacent the Burbank Center Plan area as shown on Figure 4.3. A detailed analysis will be conducted in each of the affected neighborhoods simultaneous with the traffic study to identify specific mitigation measures.

4.3.1 The City Center Subarea is entirely surrounded by commercial and public land uses on the north and east sides and Interstate 5 borders this subarea on the west side. On the south side there is a combination of commercial and medium density residential land uses adjacent this subarea. The residential neighborhoods adjacent the south side of the City Center subarea are confined to the southeasterly corner and are compatible with similar residential developments within the adjoining portion of this subarea.

The residential neighborhoods in this subarea are not in the path of any major transportation routes. The primary concern in this subarea is to ensure that all commercial development provides sufficient on-site parking to eliminate any possibility of overflow parking from the commercial uses encroaching into the adjacent multiple family residential neighborhoods. Structure parking for mixed use development shall provide controlled and separate parking areas for residential uses.

4.3.2 The South San Fernando Subarea is surrounded on the north and south by commercial and industrial land uses, and on the west by Interstate 5. On the east side, however, multiple family medium density residential

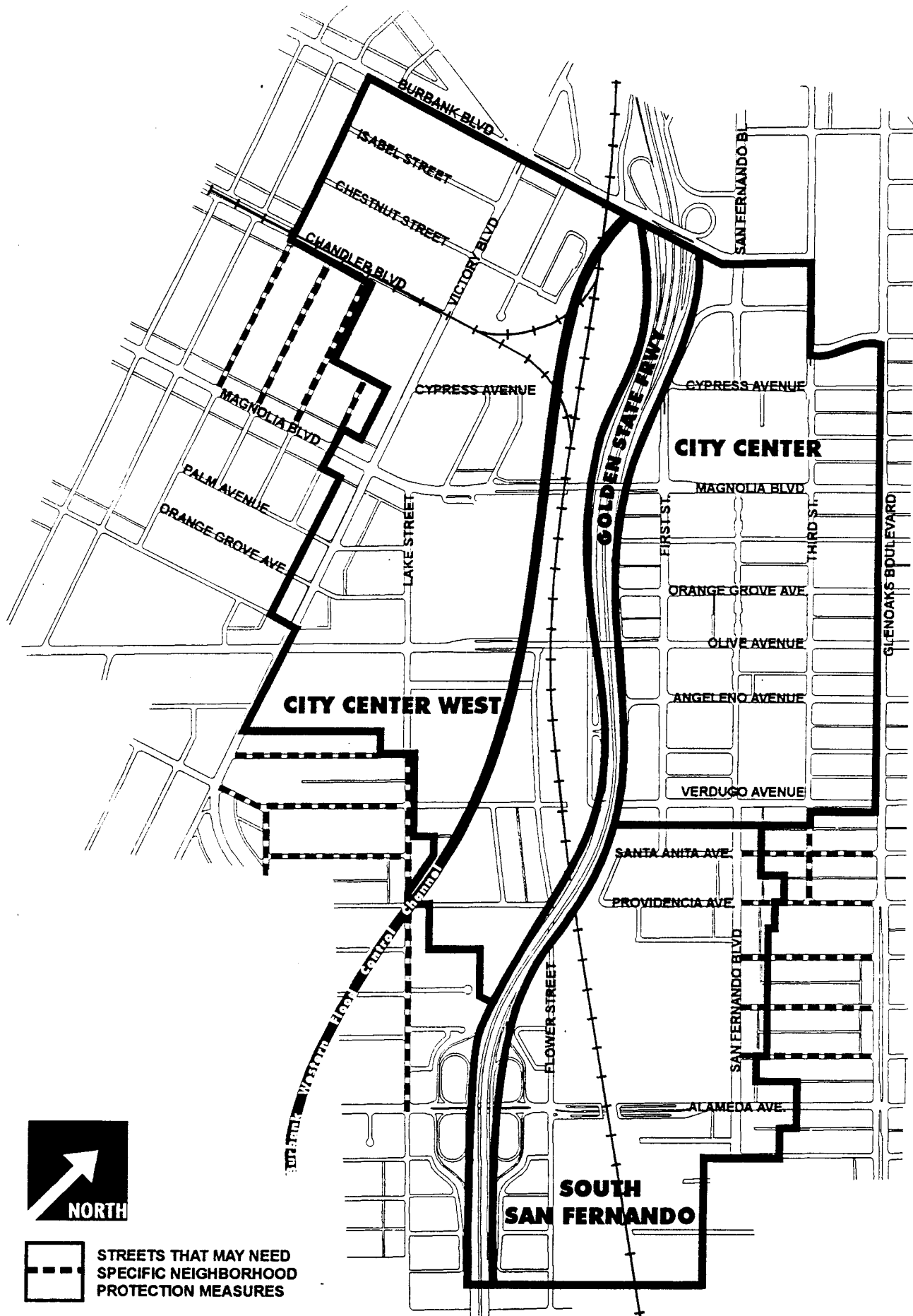


Figure 4.3 Streets within the Neighborhood Protection Plan

land uses are located directly adjacent the commercial development on the east side of San Fernando Boulevard.

The residential neighborhoods in this subarea are not in the path of any major transportation routes, however, the primary concern within this neighborhood is to ensure that all commercial development provides sufficient on-site parking to eliminate any possibility of overflow parking from the commercial uses encroaching into the adjacent multiple family residential neighborhood. Structure parking for mixed use development shall provide controlled and separate access to any parking areas for residential uses. In addition, a traffic study of potential "cut-through" traffic should be required for any major project.

4.3.3 The City Center West Subarea is surrounded by commercial and industrial uses on the north, Interstate 5 on the east and a mixture of single family, multiple family and commercial land uses on the south and west sides.

The following measures are recommended to protect the residential neighborhoods located on the south and west sides of this subarea.

- Ensure all surrounding commercial and industrial development has sufficient on-site parking to eliminate the possibility of overflow parking from the commercial and industrial uses encroaching into the adjacent residential neighborhoods. Structure parking for mixed use development shall provide controlled and separate access to any parking areas for residential uses.
- Require a traffic study of potential "cut-through" traffic for any major future project.
- Ensure that sufficient traffic control signals and stop signs on Lake Street and on Verdugo Avenue between Lake Street and Victory Boulevard are installed if and when Verdugo Avenue is extended under the railroad tracks, to guarantee the additional traffic does not adversely affect this residential neighborhood.

4.4 STREETScape PLAN

Streetscape is the most visible component of the City's direct contribution to the downtown environment. It announces the importance of major commercial streets. It is the component with which pedestrians come into closest visual and tactile contact and which has

the potential to establish a unified identity and continuity to the entire planning area.

A Master Plan of Public Improvements (MPPI) for the City Center subarea has been prepared by the Redevelopment Agency and a copy of the study is included as Appendix F. The MPPI contains an entire streetscape plan and establishes a unified streetscape identity linking the entertainment, retail, government and parking facilities within the City Center subarea. Examples from the MPPI of the highest quality level of an intersection, sidewalk, crosswalk and street furniture are shown in Figures 4.4.2, 4.4.3 and 4.4.4. The Burbank Center Streetscape Plan will incorporate the MPPI for the City Center subarea and add a variety of additional improvements within the South San Fernando and City Center West subareas as shown on Figure 4.4.1.

Streetscape features will include street trees, unique signage, street furniture, decorative sidewalks and crosswalks, unique street pavement and streetlights. Enhanced streetscape may also include extra-wide sidewalks to encourage pedestrian activity, district and City entry signage, and other improvements as appropriate to a specific street, block or intersection. The "level of quality" for these public improvements may vary between streets, blocks and intersections, with such considerations as intensity of use, type of use, and appropriate visual character. Thus, the highest level of quality should be applied to those streets, blocks or intersections which will have important symbolic roles, those which will have high pedestrian activity, and those which will have a high level of visual involvement by users, both on foot and within vehicles.

The following major access corridors in the Burbank Center Plan area, which are part of the Burbank Center Streetscape Plan, have the following additional requirements.

- Remove overhead power lines and poles and underground all utilities on:
 - Olive Avenue from Victory Boulevard to Glenoaks Boulevard
 - Magnolia Boulevard from Victory Boulevard to Glenoaks Boulevard
 - Burbank Boulevard from Victory Boulevard to Glenoaks Boulevard
 - Victory Boulevard from Burbank Boulevard to Olive Avenue
 - San Fernando Boulevard from Verdugo Avenue to southern City boundary

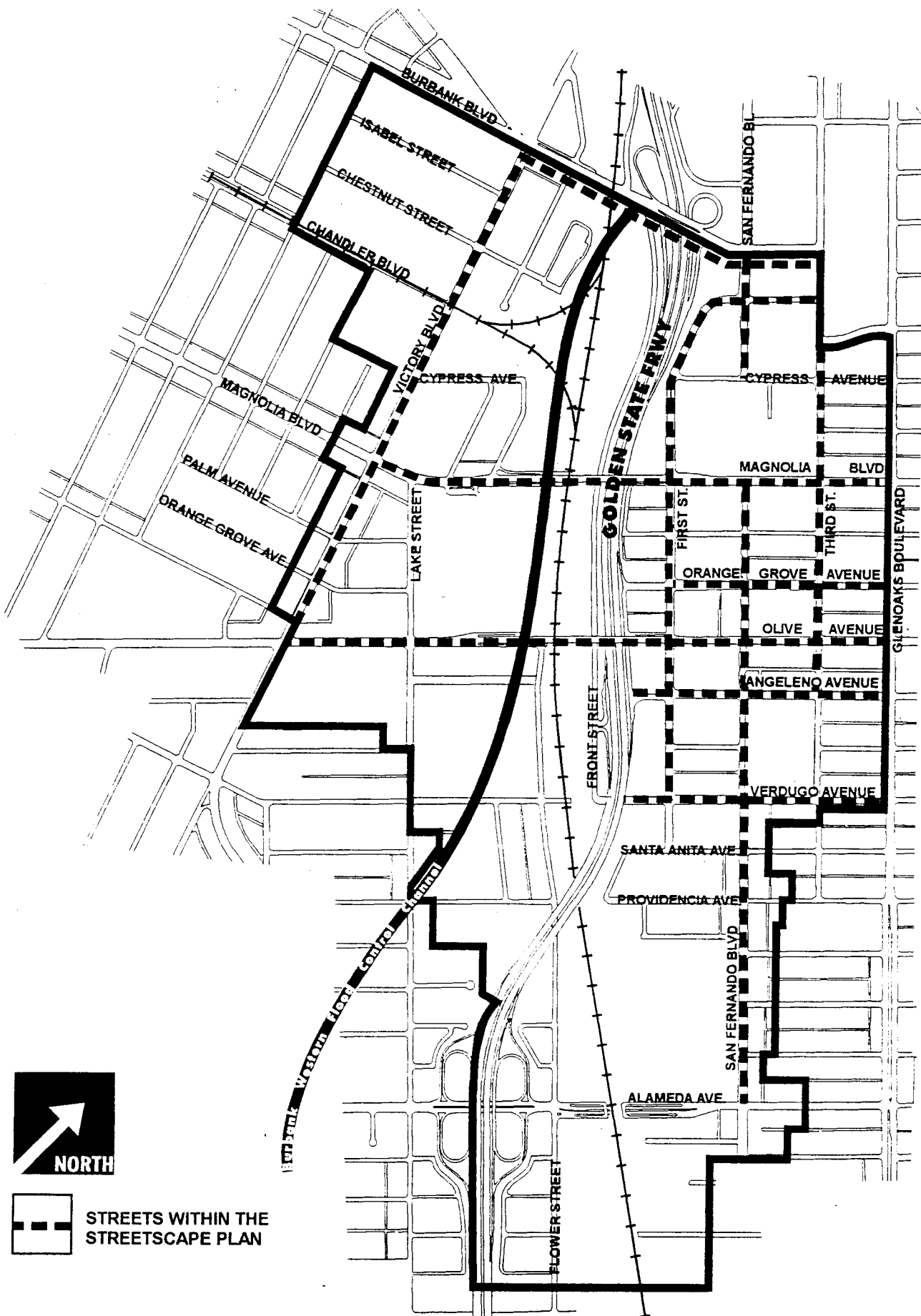


Figure 4.4.1 Map of Burbank Center Streetscape Plan

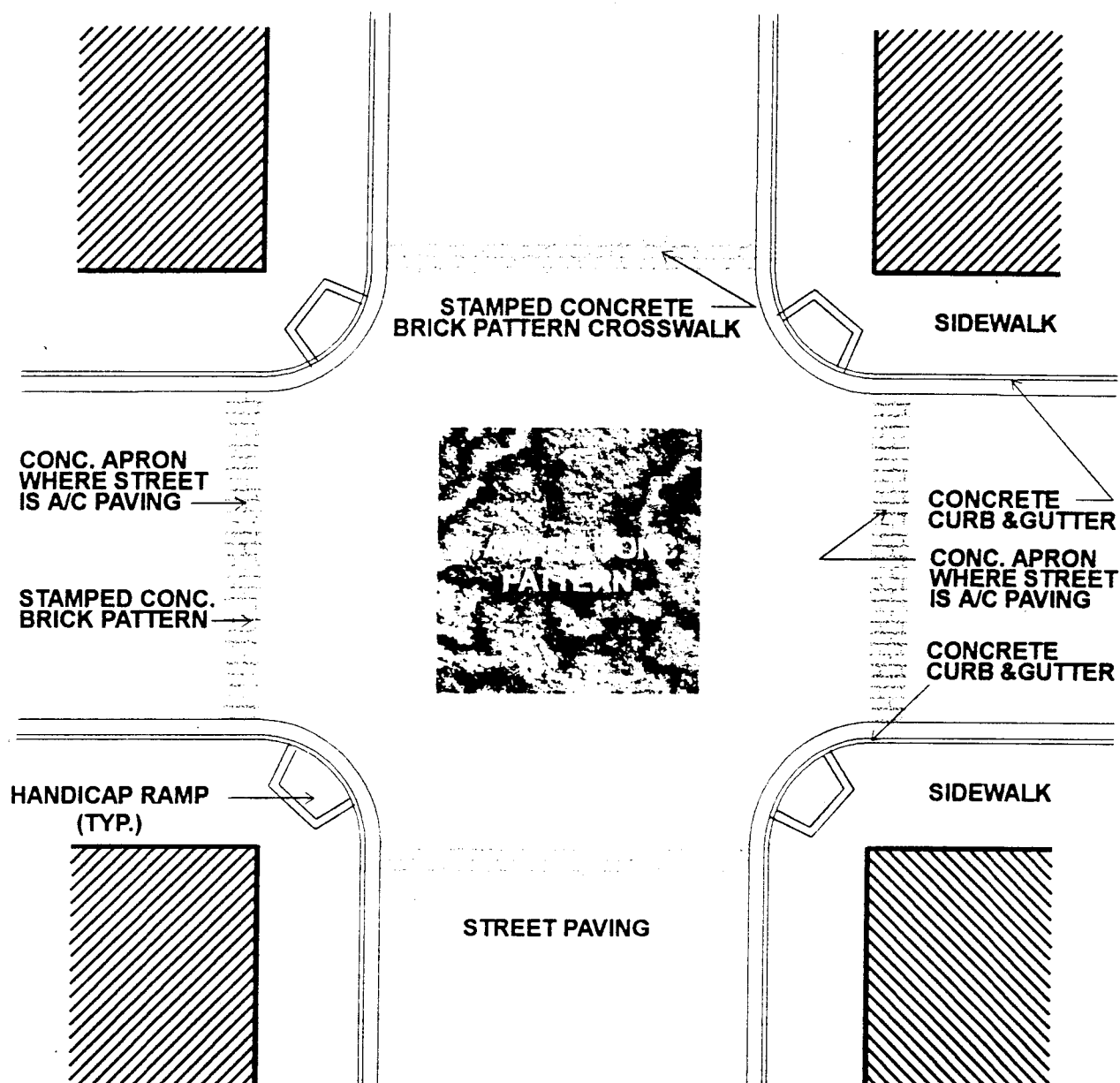


Figure 4.4.2 Streetscape; Illustration of an Intersection

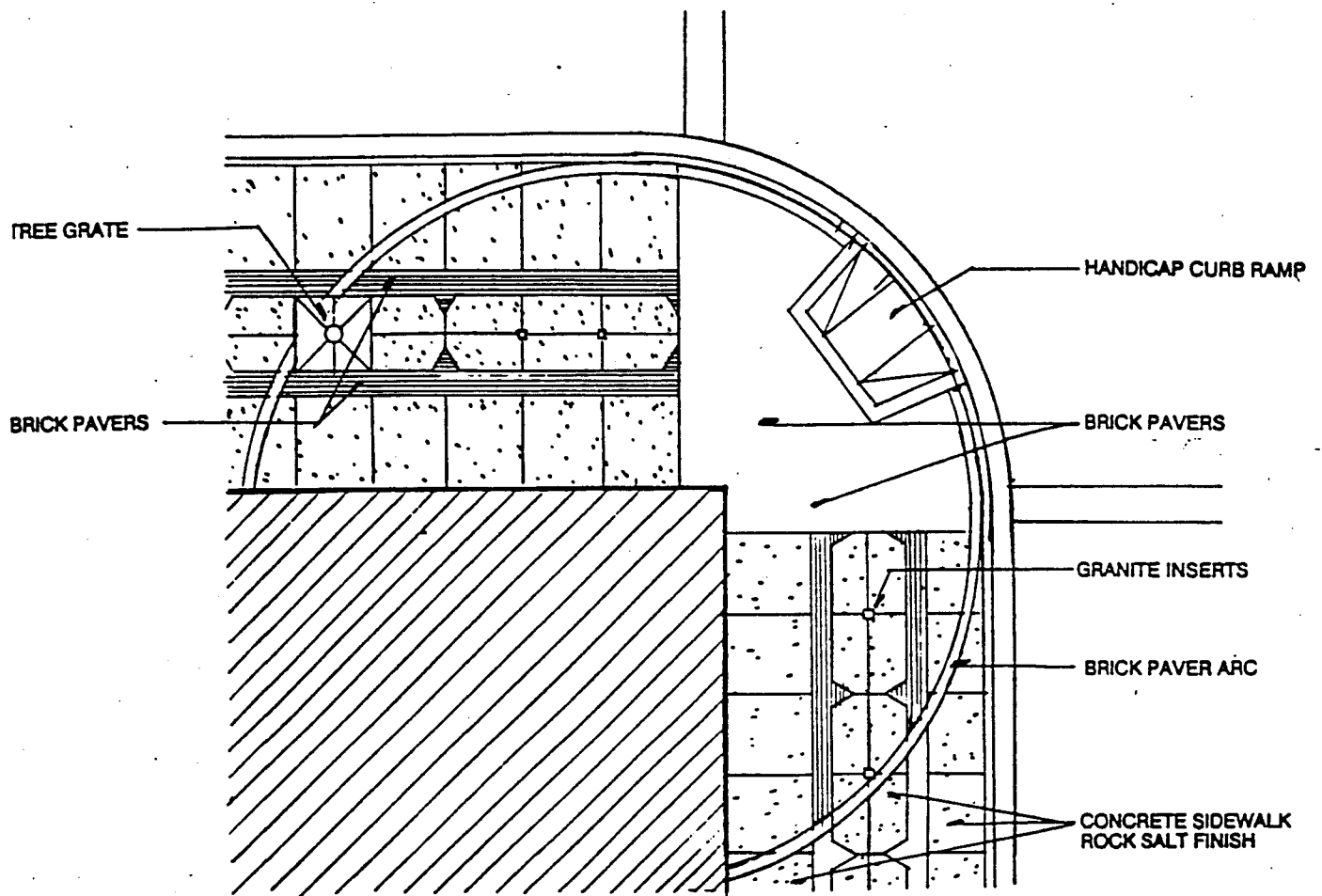
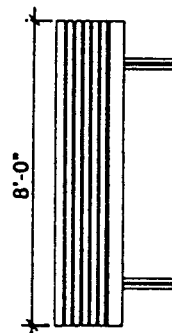
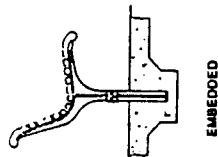
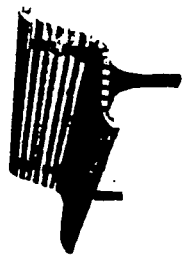
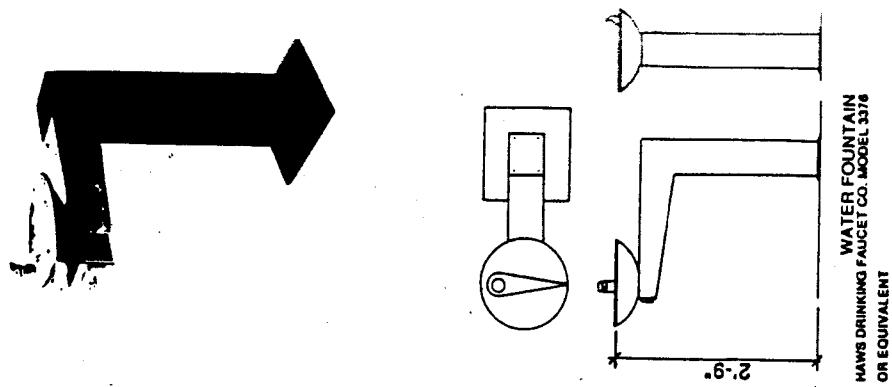
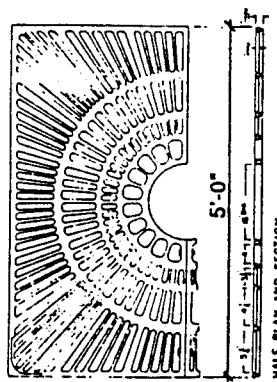


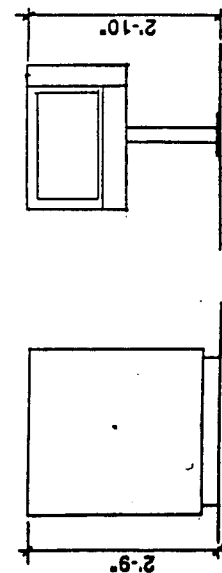
Figure 4.4.3 Streetscape; Illustration of Sidewalks



CANTERBURY INTERNATIONAL MODEL 502.3 PRO
BENCH
OR EQUIVALENT



IRON TREE GRATE
IRONSMITH, INC. STARBURST MA814
OR EQUIVALENT



NEWSPAPER RACK

TRASH RECEPTACLE
HANSON CONCRETE PRODUCTS MODEL NO. 130
OR EQUIVALENT

STREET FURNITURE
1 HIGHEST QUALITY LEVEL

Figure 4.4.4 Streetscape; Illustration of Street Furniture

- Widen San Fernando Boulevard between Angeleno and Verdugo avenues to the same width as north of Angeleno. Consider providing angled street parking between Olive and Angeleno avenues.
- Provide City entrance monument on San Fernando Boulevard at the southern City limit.

4.5 COMMUNITY FACILITIES

This section contains several lists of community facilities which are to be incorporated into future municipal and private developments. The items on these lists were taken from Section 1.8.2 in the first chapter which identifies present and future needs.

4.5.1 Burbank Center Plan Area

The community facilities listed in this section are general needs for the planning area and could be placed anywhere within the larger area:

- Computer/media arts work center
- Industrial school/college/university satellite center
- Public parking
- Improved Burbank Unified School District facilities
- All of the overhead utilities in the commercial areas should be underground

4.5.2 City Center Subarea

The City of Burbank is the focal point of the media industry in Southern California; while the City as a whole has substantial public facilities which include an excellent park system, good libraries and unique facilities like the Starlight Bowl, the downtown area itself could support additional public open space and other amenities listed below. Therefore a major emphasis should be placed on incorporating as many of the following as possible into future development projects within this subarea:

- Civic plaza/amphitheater
- Civic auditorium/performing arts center
- Conference center
- Downtown park
- Downtown child care facility, possibly at the RITC

- Public parking
- Coordinated civic center with new library and City offices

4.5.3 South San Fernando Subarea

There is presently a critical need for additional elementary school facilities within this area. The Menasco property is the largest single parcel under one ownership in the South San Fernando subarea. It is recommended that a special emphasis be placed on encouraging the incorporation of an elementary school facility within any major redevelopment which includes residential units and incorporates the Menasco property.

It is also recommended that a public park be developed within the South San Fernando subarea. Ideally this facility would be located near the intersection of Verdugo Avenue and San Fernando Boulevard.

4.5.4 City Center West Subarea

As previously indicated in Section 4.1.1, the specific improvements identified for this subarea are concentrated in the immediate area surrounding the RITC with the express intent of improving practical attractiveness for commuters with better physical access and amenities.

- Expansion of the RITC to the west side of the Southern Pacific rail lines to accommodate additional bus and shuttle access from surface streets west of the RITC.
- Provide a telecommuting center located/incorporated within or in close proximity to the RITC (connected to main offices by fiber optics).
- Provide child care facilities within or in close proximity to the RITC.

CHAPTER 5

IMPLEMENTATION

5.0 IMPLEMENTATION

5.1 INTRODUCTION

There are two categories of actions necessary to implement the goals and provisions of the Burbank Center Plan. The first category is the set of zoning actions necessary to implement the land use regulations and development standards outlined in Chapter 3. The second category is the set of related programs and facilities that are discussed within the Plan and are noted as meeting the goals and objectives of the Plan, but which are implemented under separate actions. The purpose of this chapter is to summarize the programs and facilities within the second category and identify the implementation actions.

5.2 FURTHER ACTIONS

5.2.1 Burbank Center Facilities

Several capital facilities have been recognized as necessary to help create a strong identity for the Civic Center and to accommodate anticipated growth needs within the City Center subarea. Development of these facilities will necessitate identification of funding sources and programming within the City's Capital Improvement Program (CIP).

The proposed facilities include the following:

- New and larger Central Library
- Expanded Municipal Services Building
- Expanded Regional Intermodal Transportation Center (RITC) with a pedestrian bridge across Interstate 5

Additional capital facilities in the Burbank Center Plan area present an opportunity for joint development with the private sector and include the following:

- Performing arts center/civic plaza
- Child care facilities near the RITC
- School site along San Fernando Boulevard (joint with BUSD)
- Satellite university campus/computer college--develop action plan with major City employers
- Telecommuting center near the RITC with fiber optic connections to main offices
- Development of a future transit center at Alameda Avenue and SPRR tracks

5.2.2 Comprehensive Parking Plan

Parking management will become a critical issue in the City Center subarea as the area continues to grow. To ensure an adequate supply of parking spaces and to control the demand for these spaces, a parking management plan should be developed for the City Center, which includes the following features:

- Directional signage
- Time limits for parking based on proximity to uses
- Carpool incentives for commuters
- Identification of employee parking

The main emphasis of the comprehensive parking plan is to ensure the provision of sufficient shared use parking with convenient access for retail and entertainment uses.

5.2.3 Shuttle Service

As discussed in Chapters 3 and 4, a comprehensive shuttle program would provide a vital linkage among major economic areas of the City. A Citywide shuttle system would link the Burbank Center area with the airport and the Media District. A comprehensive City Center shuttle program should be developed which will link the RITC and public parking areas with major employers and retail and entertainment use in the downtown area. Implementation of a shuttle system, however, will require identification of funding sources and inclusion in the CIP and an administrative plan to coordinate ongoing operation and maintenance.

5.2.4 Streetscape Plan

As discussed in Chapters 3 and 4, a streetscape plan should be prepared which will increase pedestrian activity by visually enhancing the pedestrian environment of the Burbank Center area. A streetscape plan should include elements such as enhanced landscaping and street trees, decorative sidewalks and crosswalks, attractive pedestrian furniture, newsracks, lighting and bicycle racks. Undergrounding of utilities will further enhance the Burbank Center area. The Master Plan of Public Improvements for the City Center Project area should be amended to include specifications for improvements to those rights-of-way shown on Figure 4.4 which are in the South San Fernando and City Center West subareas. Preparation of a plan should also require the identification of funding sources and the inclusion of the

improvements in the CIP and an administrative plan to coordinate implementation and ongoing maintenance.

5.2.5 Street System Improvements

Additional north-south access and linkages across Interstate 5 were identified in the East-West Access Study and are necessary to improve circulation from the City Center to the rest of the City. The following street system improvements should be added to the *Infrastructure Blueprint for the 21st Century*.

1. (5.1) Realign Front Street and improve the intersections of Front Street at Verdugo Avenue, the Interstate 5 access ramp and Burbank Boulevard to improve the access and reduce travel time among the RITC, the downtown area and the industrial area of the City Center West subarea.
2. (5.2) Extend Verdugo Avenue westerly across the Southern Pacific railroad tracks to provide an additional east-west access across the Interstate 5 and the Southern Pacific railroad tracks.
3. (5.3) Extend Flower Street north to Cypress Avenue to provide access to the west side of the SPRR tracks.
4. (5.4) Widen the Olive Avenue bridge for both vehicle and pedestrian uses.
5. (5.5) Widen the Magnolia Boulevard bridge for both vehicle and pedestrian uses.
6. (5.6) Construct a pedestrian bridge across the Interstate 5 between the Magnolia and Olive avenue bridges linking the RITC to a future development at First Street and Palm Avenue.
7. (5.9) Promote the extension of First Street to Providencia Avenue and further into the industrial area south and east of Cedar Street. This extension will improve circulation into the downtown area from this transition area and could improve access to the future transit center at Alameda Avenue.

The traffic analysis contained in the EIR recommended the following additional improvements which should be incorporated into the *Infrastructure Blueprint for the 21st Century*:

- (5.11) Widen First Street roadway, Olive Avenue to Magnolia Boulevard;
- (5.14) San Fernando Boulevard/Burbank Boulevard intersection improvements.

Each of these roadway improvements listed above should also be incorporated into the City's CIP.

5.3 COMPREHENSIVE SIGN ORDINANCE

A comprehensive sign ordinance is necessary to fully implement the goals and objectives of the Burbank Center Plan and fulfill the intent of the Streetscape Plan.

5.4 CODE ENFORCEMENT

- The Community Development Director shall have the duty to enforce the provisions of this Plan.
- The Community Development Director shall have the duty to interpret the provisions of this Plan. All such interpretations shall be reduced to written form and be permanently maintained. Any person aggrieved by such an interpretation may request that such interpretation be reviewed by the Planning Board.
- If any regulation, condition, program or portion thereof of the Plan is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and the invalidity of such provision shall not affect the validity of the remaining provisions thereof.
- Additional Code enforcement activity may be appropriate in certain areas to encourage upgrading of appearance and to minimize problems of mixed use areas and areas in land use transition.

5.5 REDEVELOPMENT

Creation of a redevelopment project area in the South San Fernando and City Center West subareas would provide a financial tool and additional implementation powers for the City to influence change in transitioning areas of physical and economic blight. Redevelopment is particularly useful in the following cases.

- Areas where substantial blight exists, and individual owners do not have an incentive to upgrade their properties because of the remaining blight.

- Areas where expensive infrastructure improvements are required to support new development, and where individual projects cannot support the major infrastructure improvements needed early in the transition phase.
- Areas where small or poorly configured parcels or a large number of individual ownerships prevent assembly of adequately-sized parcels in the private development market. Modern development often requires larger sites in order to meet parking, landscaping, and vehicular circulation requirements.

BURBANK CENTER PLAN

ACKNOWLEDGMENTS

CITY COUNCIL

Bill Wiggins, Mayor
Bob Kramer, Vice Mayor
Dave Golonski
Ted McConkey
Susan Spanos

OTHER ELECTED OFFICIALS

Margaret Lauerman, City Clerk
Jim Rogers, City Treasurer

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