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# The Burbank Media District

## Specific Plan

Adopted January 8, 1991

Front Cover: Aerial view of the Media District from the south.  
Back Cover: Aerial view of the Media District from the west.

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**T h e   B u r b a n k   M e d i a   D i s t r i c t**

**S p e c i f i c   P l a n**

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**A d o p t e d   J a n u a r y   8 ,   1 9 9 1**

Prepared by the City of Burbank Community Development Department



The Planning Center



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# Executive Summary

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## **WHAT IS THE MEDIA DISTRICT SPECIFIC PLAN?**

The Media District Specific Plan is a growth-control plan designed to dramatically reduce the amount of development which could occur under existing codes. The Plan encompasses the commercial and industrial areas in the southwestern corner of the City of Burbank, as shown in Figure E-1. The Plan assures that all new development can be accommodated by infrastructure and public services and that new development will fund its fair share of the cost of these improvements. Furthermore, the Plan contains a neighborhood protection program to preserve the character and quality of the single-family residential neighborhoods surrounding the District and minimize traffic on the local streets in these neighborhoods. The Plan also contains special land use and development requirements designed to maximize compatibility of commercial and media businesses with nearby residences and ensure that the District is an area that every citizen of Burbank can be proud of.

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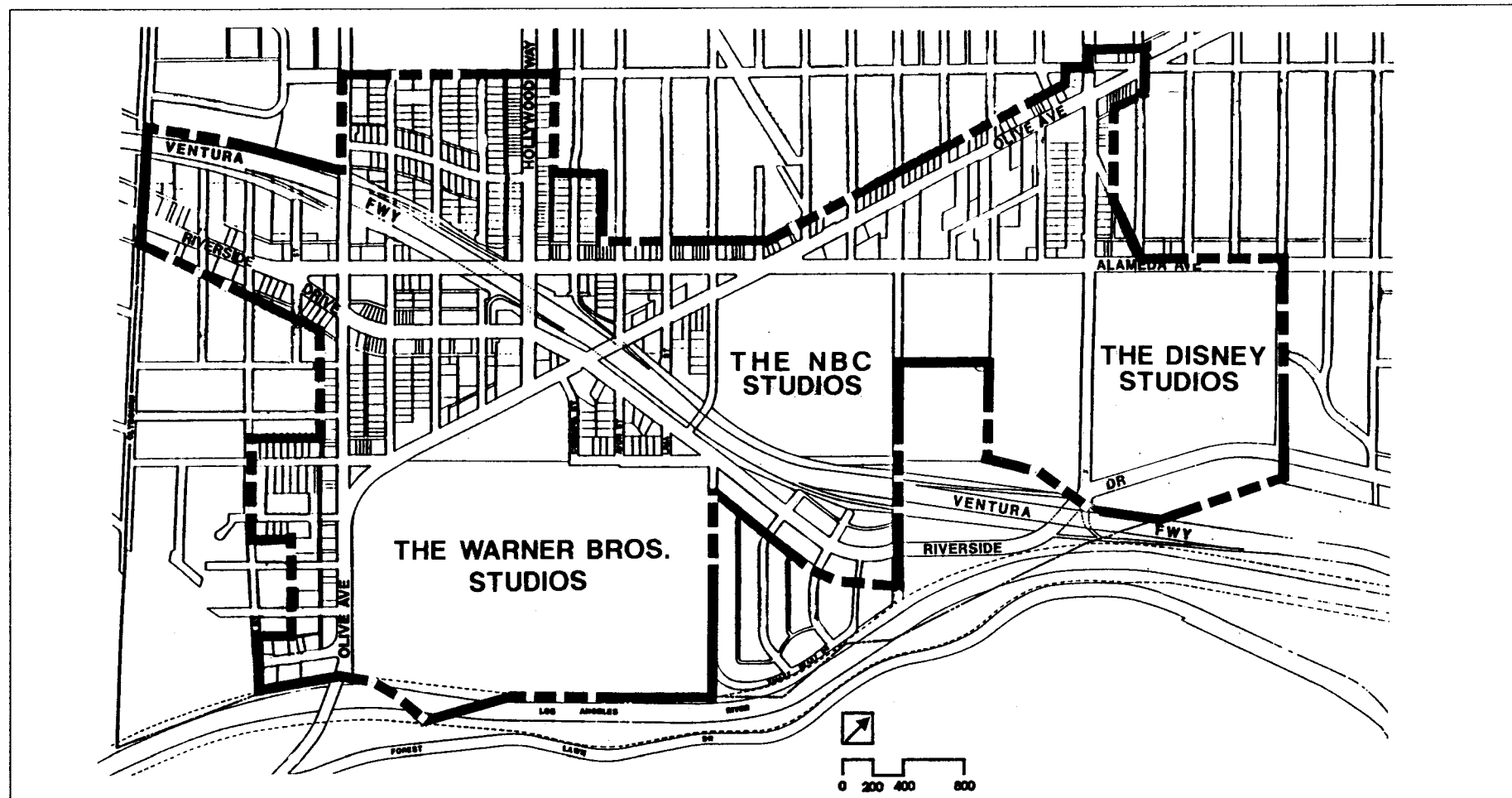


Figure E-1 - Map of the Media District

## BACKGROUND

In 1926, First National Film Studios started a motion picture studio in a predominantly agricultural portion of Burbank. The area gradually became the home of Warner Bros. Studios, Disney Studios, NBC and other media-related businesses, as well as St. Josephs Medical Center.

In the early 1980s, twelve buildings totaling 2.2 million square feet were either built or approved for construction in the Media District. This led to concerns about the possible impact of future development on the surrounding residential neighborhoods and on the long-term ability of the media and medical industries to continue to thrive in Burbank.

The Burbank City Council appointed a Media District Blue Ribbon Committee to provide citizen input for the preparation of a Media District Specific Plan. In 1988, a draft Media District Specific Plan was released for public comment. This draft was the topic of numerous public hearings and public meetings held by the Media District Blue Ribbon Committee, the City of Burbank Planning Board, and the Burbank City Council. The Planning Division of the City of Burbank has attempted to

respond to as many of these concerns as possible in the 1990 draft of the Media District Specific Plan.

## **WHAT ARE THE GOALS OF THE PLAN?**

The Plan includes ten goals, however, the following four goals are of greatest importance:

- *PROTECT THE QUALITY OF LIFE IN SINGLE-FAMILY RESIDENTIAL NEIGHBORHOODS SURROUNDING THE DISTRICT THROUGH DENSITY LIMITS, HEIGHT RESTRICTIONS, DEVELOPMENT STANDARDS, TRAFFIC DIVERSION TECHNIQUES AND OTHER NEIGHBORHOOD PROTECTION PROGRAMS.*
- *ALLOW SUFFICIENT AND REASONABLE DEVELOPMENT OPPORTUNITY FOR MEDIA AND MEDICAL ESTABLISHMENTS: THESE USES HAVE A SPECIAL NEED TO LOCATE AND EXPAND WITHIN THE MEDIA DISTRICT.*
- *ENSURE THAT INFRASTRUCTURE AND PUBLIC SERVICE IMPROVEMENTS ARE PROVIDED TO ACCOMMODATE THE NEEDS OF ALL EXISTING AND FUTURE DEVELOPMENT AND THAT IMPROVEMENTS REQUIRED AS A RESULT OF NEW DEVELOPMENT ARE FUNDED PRIMARILY BY NEW DEVELOPMENT.*
- *ENSURE THAT ALL PROPERTY OWNERS HAVE A LONG-TERM OPPORTUNITY FOR A REASONABLE AMOUNT OF DEVELOPMENT.*



## **WHAT IS THE PLAN'S LAND USE CONCEPT?**

The generalized Land Use Plan for the Media District is shown in Figure E-2.

Currently, Olive Avenue serves as the major spine of the City, connecting the Media District with the City of Los Angeles to the south and with downtown Burbank to the northeast. This highly visible corridor should be a show-case for the entire City. The commercial/industrial areas at both ends of this corridor should serve as a gateway and establish the Media District as a unique area with the highest calibre of architectural and urban design.

New developments within the Alameda Avenue corridor should provide landscaped setbacks and plazas which, combined with public streetscape improvements, create an atmosphere conducive to pedestrian travel.

Future development in the Riverside Drive corridor should promote the existing village-like character with retail shops and restaurants serving the daytime office occupants as well as the adjacent residential neighborhoods. These corridors converge in

an area known as the Media Center, bounded by Alameda Avenue, the Ventura Freeway and California Street. The Media Center should serve as the focal point of the District, featuring a coordinated mixed use master plan that combines media related office space with public plazas, neighborhood supporting retail, restaurants and specialized land uses such as a hotel.

The main north-south corridors of Hollywood Way and Buena Vista Street and, to a lesser extent, all streets within the Media District, should be developed with a high standard of architecture and landscaping to present a quality image for the Media District and promote pedestrian travel. Future development in the industrial areas occupied by the Warner Bros. Studios, NBC, St. Joseph Medical Center and the Disney Studios should reflect the creative nature of the media industry.

In commercial and industrial areas, design quality and development standards should ensure that new buildings are an asset to nearby residential neighborhoods. Every effort will be made to ensure that the quality of life in surrounding residential neighborhoods is not only maintained, but enhanced by future development which is controlled by this Specific Plan.

## Executive Summary

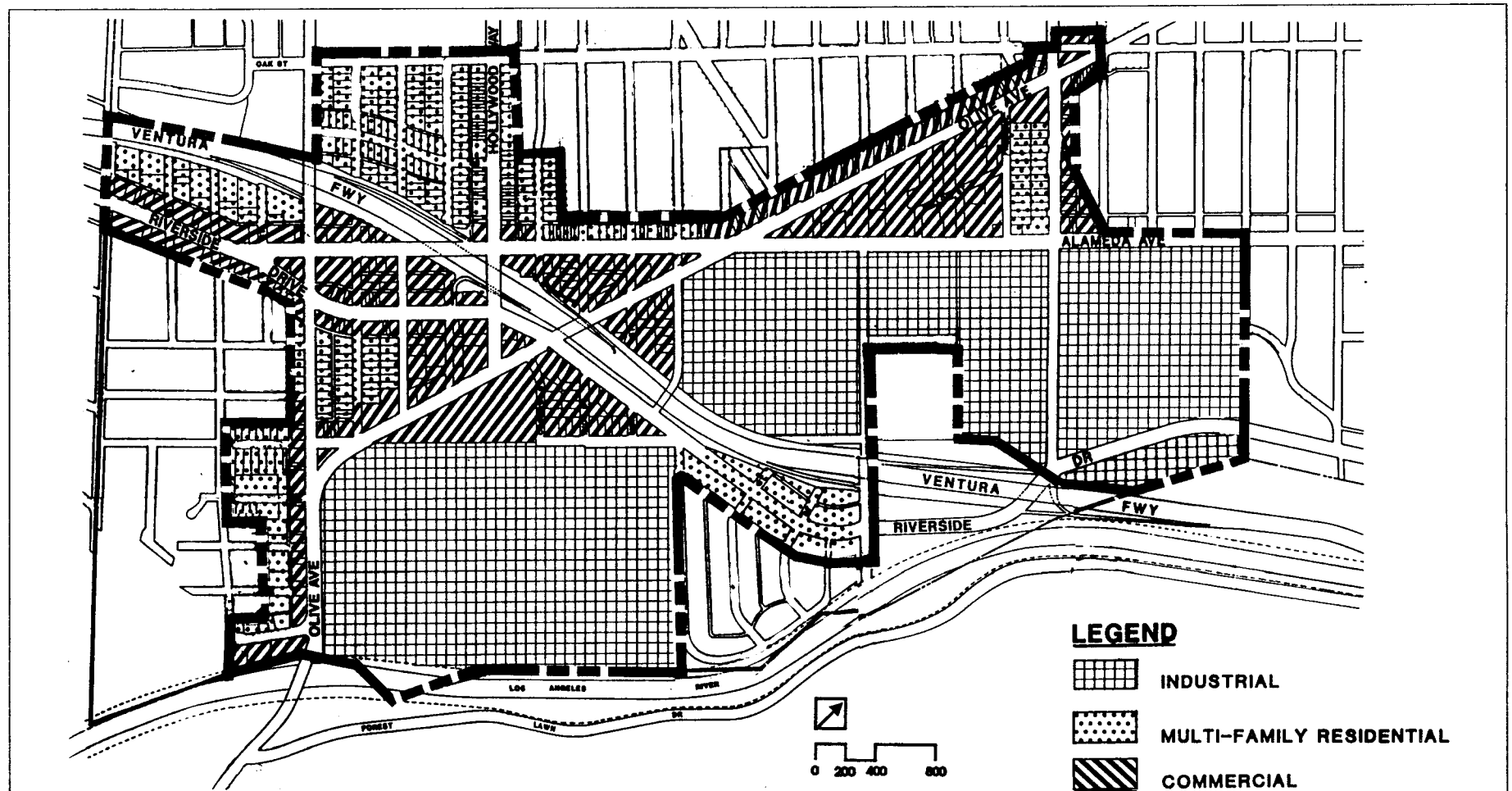


Figure E-2 - Generalized Land Use Plan

### **WHAT IS THE PLAN'S NEIGHBORHOOD PROTECTION PROGRAM?**

During the public comment period on the 1988 Draft of the Plan, a lot of concern was expressed about the need for a neighborhood protection program. Although this term has come to be applied to the traffic diversion techniques designed to keep through traffic off of local residential streets, almost every aspect of the Media District Specific Plan is designed to improve compatibility between commercial/industrial development and residential neighborhoods. For example, the following subsections of this Executive Summary contribute to commercial/residential compatibility and neighborhood protection, and consequently can be considered as part of a larger "neighborhood protection program":

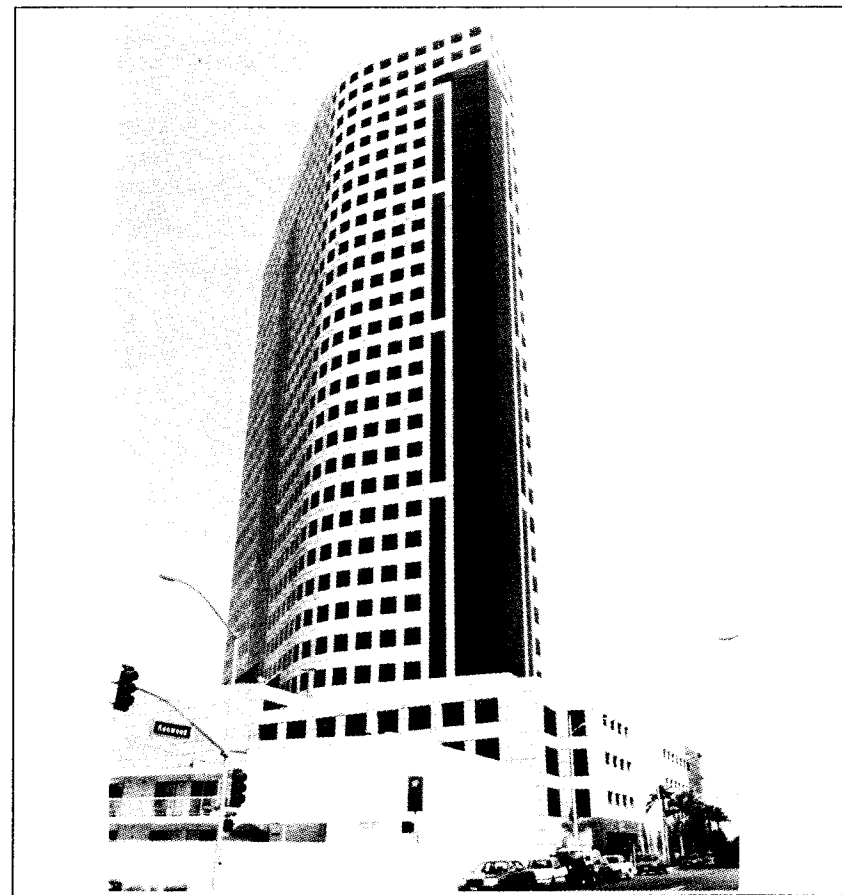
- *Density limits which allow 1.1 square feet of floor area for every 1 square foot of land area;*
- *Stair step height limits which keep taller buildings away from single-family homes;*

- *A 15-story height limit for buildings at least 500 feet from single-family properties;*
- *Requirements for employers and developers to reduce traffic by promoting ridesharing, vanpools, public transportation and other transportation demand management techniques;*
- *An emphasis on providing greater public transportation opportunities to reduce traffic and the need for street improvements;*
- *Restrictions on land uses and requirements for superior buildings through new standards for landscaping, parking, lighting, signs and architecture;*
- *Increased public notice of all larger development projects; and*
- *Neighborhood Protection Programs for the three neighborhoods surrounding the District designed to discourage or prevent through traffic.*

### HOW DOES THE PLAN CONTROL DENSITY?

To a great extent, the Media District Specific Plan is a response to the high density office buildings approved by the City in the early 1980s. The measurement of density is floor area ratio or FAR. Some of the buildings approved in the early 1980s had a FAR of 7, meaning that there were 7 square feet of floor area for every 1 square foot of land area on which the building was built.

The Burbank Municipal Code does not limit density. Consequently, there currently is no absolute limit on the amount of development which could occur in the District. Assuming that every square foot of land area in the Media District contained slightly more than 2 square feet of floor area, the end result would be 30 million square feet of floor area, which is roughly 4 times the current amount of development in the Media District. However, that assumption might be way too low since the amount of development which could occur in the District is theoretically infinite. Consequently, density limits are one of the most important features of the Media District Specific Plan.



*Figure E-3 - The Tower-Burbank has a FAR of 7.2*

## FLOOR AREA RATIO 1.1

The Media District Specific Plan proposes that every property in the Media District be allowed to build no more than 1.1 office equivalent gross square foot of floor area for every 1 square foot of land area<sup>1</sup>. The developer could decide to respond to this requirement in any of a number of ways including building a 2-story building on half of the lot or a 3-story building on one-third of the lot. This density limitation of 1.1 FAR should be contrasted with the FARs of buildings approved in the early 1980s such as The Tower-Burbank FAR 7, the Disney Channel Building FAR 5, the SAG Building FAR 5, and the M. David Paul Building FAR 4. In other words, the FAR 1.1 is a dramatic reduction in density from the buildings which caused the need for the Media District Specific Plan in the first place. As a point of

comparison, FAR 1.1 is even lower than the well-publicized Proposition U which reduced density to FAR 1.5 in various parts of the City of Los Angeles.

As well as controlling the density of individual buildings, the FAR 1.1 limitation also places an absolute cap on the overall development capacity of the Media District. Without density limits, the amount of development which could occur in the District is theoretically infinite. The FAR 1.1 limitation would allow roughly 16.8 million square feet of commercial/industrial space. This 16.8 million square foot projection is a theoretical or absolute worst-case projection which could only occur if all properties recycled at maximum density. A more reasonable worst-case projection is that the Media District could reach 14 million square feet of commercial/industrial floor area.

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<sup>1</sup> The Media District Specific Plan expresses density in terms of OEGSF (office equivalent gross square feet). OEGSF is a concept which allows more floor area for specified uses which generate less peak-hour trips per square foot than general office buildings. It should also be noted that the Media District Specific Plan incorporates the following exceptions to the FAR 1.1 limit:

- Any employer of 1,000 or more employees may apply for a development agreement to control development by a Transportation Demand Management Plan.
- The Plan includes a Development Opportunity Reserve (DOR) that allows the stated FAR limit to be exceeded through the conditional use permit process for projects which provide benefits to the City in terms of meeting the goals of the Specific Plan.
- A FAR of 2.0 is proposed for the Media Center South site recognizing that this site has long been identified as the focal point of the District.
- Medical Offices Development Standards. The Plan promotes medical office development within walking distance of the St. Joseph complex by allowing DOR to be administratively allocated to medical offices within 750 feet of the St. Joseph Medical Center.
- Transfer of Development Rights (TDR). Any property owner may transfer development rights from one parcel under its ownership to any other parcel in the Media District with the City's approval through the conditional use permit process.
- St. Joseph Medical Center. The main campus of St. Joseph Medical Center, at the southwest corner of Alameda Avenue and Buena Vista Street, is not subject to the density limits which apply elsewhere in the District.

## Executive Summary

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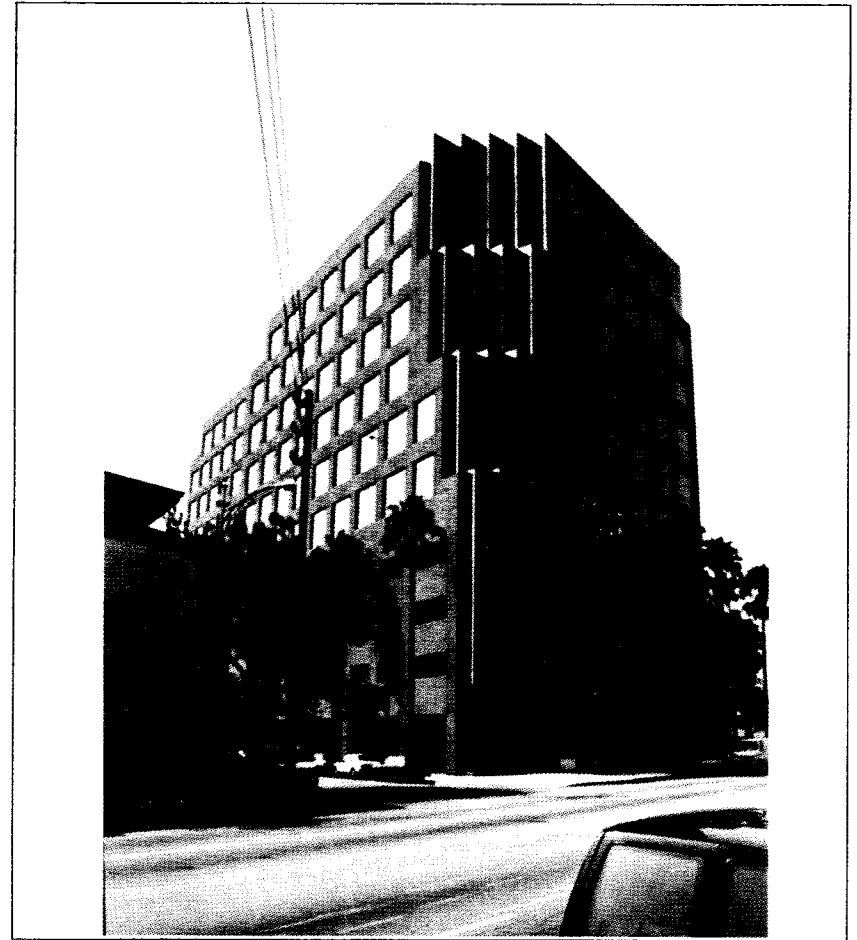
*Figure E-4 - The Terraces Office Building has an FAR 1.3, slightly higher than the FAR 1.1 allowed by the Plan.*



## HOW DOES THE PLAN PROTECT SINGLE-FAMILY RESIDENTIAL NEIGHBORHOODS FROM TALLER BUILDINGS?

Throughout the public comment period, numerous concerns were expressed about the encroachment of taller buildings toward single-family neighborhoods.

Both the Planning Board and the City Council directed staff to retain the protections that are provided by the stair-step height provisions of the 1988 draft of the Plan. Under the stair-step height provisions, as shown in Figure E-6, a building may not exceed 25 feet in height within 50 feet of the closest R-1 lot line. Within 150 feet of an R-1 lot line, no building may exceed 35 feet in height, or roughly 3 stories; from 150 feet to 300 feet from the closest R-1 lot line, the tallest any building can be built is 50 feet, 4 or 5 stories; and finally from 300 to 500 feet from the closest R-1 lot line, no building may exceed 70 feet or roughly 6 stories.



*Figure E-5 - This building would not have been permitted under the stair-step height requirements of the Media District Specific Plan.*

## Executive Summary

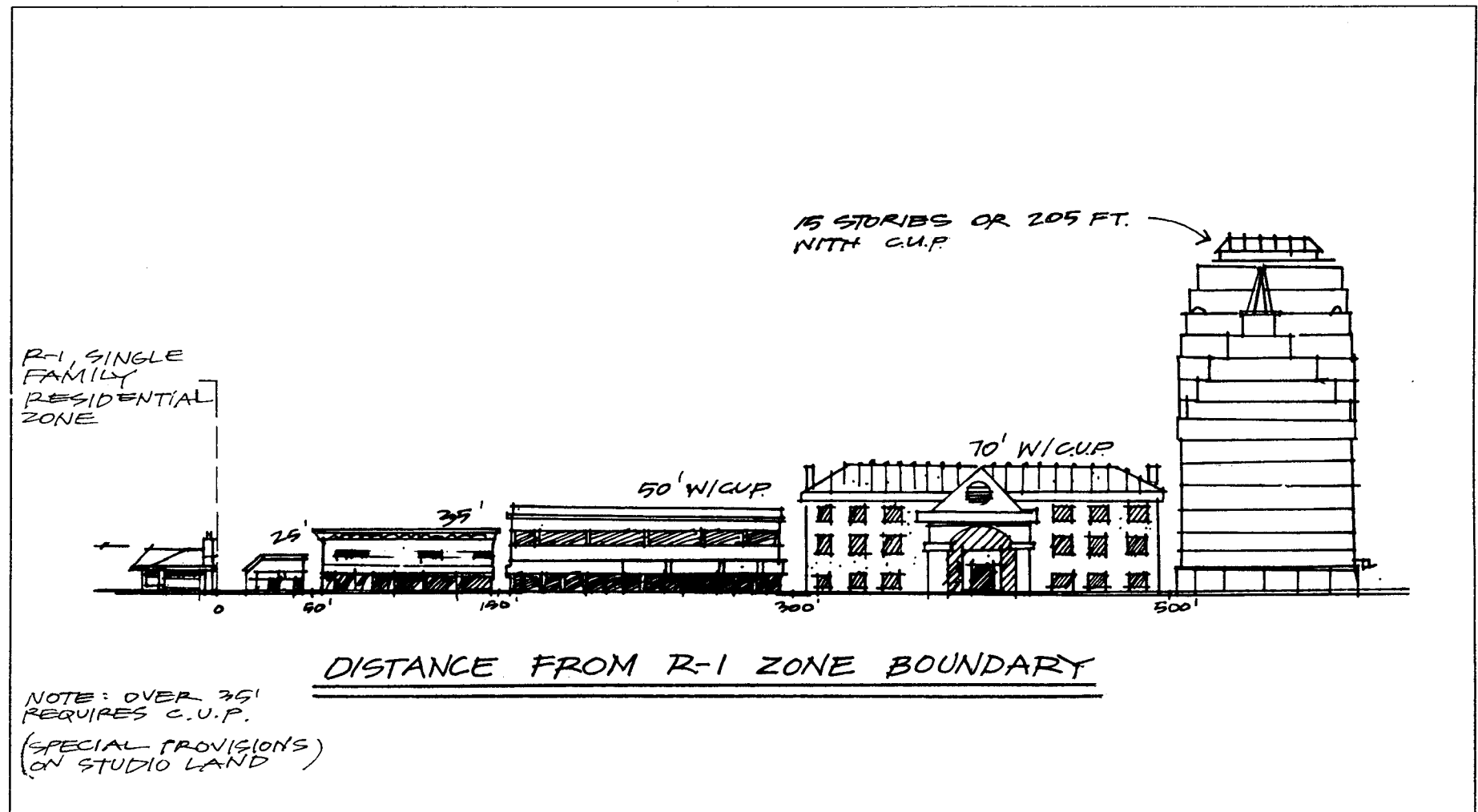


Figure E-6 - The Stair-step Height Requirements in the Plan protect Single-Family Residential neighborhoods from taller buildings

The effect of these stair-step height requirements are that taller buildings must be placed further away from single-family properties. The benefits to the single-family property are that of greater privacy, less interference with glare and shadow, and more opportunity for preservation of existing views.

In addition, the Plan requires all buildings 35 feet or more to receive a conditional use permit. A conditional use permit requires public notice to surrounding property owners and a hearing before the Planning Board; the Planning Board decision can be appealed to the City Council. Staff intended that this conditional use permit process could be used to decide whether or not proposed buildings are appropriate for their location and what conditions might be imposed to ensure that these buildings are compatible with their surroundings.

## **WHAT IS THE MAXIMUM BUILDING HEIGHT ALLOWED BY THE PLAN?**

It was generally regarded that the M. David Paul building (Figure E-7) at the corner of Riverside Drive and Olive Avenue was appropriately scaled for its location. Consequently, the City Council tended to favor a 15-story height limit, not to exceed 205 feet, for the Media District. That maximum limit is, of course, with the continuation of the requirement that a conditional use permit be granted for any building over 35 feet in height. Again, this maximum limit could only be achieved if the building is 500 feet or more from the closest single-family residential lot line. The conditional use permit requirement will ensure that any building greater than three stories in height is properly located and is given whatever conditions are necessary to make sure that it is compatible with its surroundings. It should be noted that height limitations, as well as other development standards found in the Plan, can be developed individually on a site specific basis through the Planned Development process; the Planned Development process requires public notice to all surrounding property owners plus public hearings before the Planning Board and the City Council.

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*Figure E-7 - The M. David Paul Building is generally regarded as being appropriately scaled for its location.*

The Plan provides that, subject to a Planned Development, a building may exceed 15 stories if it provides extraordinary offset measures, such as subterranean parking, large amounts of open space, etc. However, even with these extraordinary measures, a building may not exceed an absolute maximum height of 25 stories.

The Media District Specific Plan would also impose a 70-foot height limitation within 150 feet of the Olive Avenue right-of-way south of Pass. This would ensure that the tallest building that could go in this area would be 5 or 6 stories in height, but then only after approval via the conditional use permit. In addition to ensuring the lower scale of development for the adjacent Toluca Lake residential neighborhood, a 70-foot height limitation would also allow for a gradual increase in scale as one approaches the center of the Media District from the south.

In addition, the current draft of the Plan imposes a 3-story height limitation on both sides of Riverside Drive west of Evergreen. Finally, the Plan identifies Riverside Drive as a pedestrian corridor, and as such prohibits surface parking from being located between the sidewalk and the building. The combination of these requirements is intended to promote the village like atmosphere of Toluca Lake.



*Figure E-8 - The Plan promotes the further development of the village environment on Riverside Drive.*

### **HOW MUCH DEVELOPMENT OPPORTUNITY RESERVE IS IN THE PLAN?**

#### **REDUCE DEVELOPMENT OPPORTUNITY RESERVE**

The 1988 draft Plan introduced a concept called development opportunity reserve or DOR. The DOR was designed to assist property owners who could not economically recycle obsolete properties under the FAR 1.1 limitation. The City, through the conditional use permit process, could award DOR to a project that met the goals of the Plan. The reserve in 1988 was proposed to be 1.65 million square feet of development. However, due to concerns addressed during the public comment period, the Media District Specific Plan contains a development opportunity reserve (DOR) component of 800,000 square feet. This amount is considered to be enough to assist smaller property owners without providing more development capacity than is needed and which could conceivably be allocated to larger projects.

In conjunction with reducing the size of the DOR, the Plan draft stipulates that, with the exception of Media Center North, DOR may not be granted to any property in excess of four acres in size. The intention of this limitation is to ensure that DOR is not

granted to major projects. As a point of comparison, the Media Center South site, currently the site of the proposed NBC Plaza mixed use project, would not be eligible for development opportunity reserve.



## **HOW DOES THE PLAN PROTECT SINGLE-FAMILY RESIDENTIAL NEIGH- BORHOODS FROM THROUGH TRAFFIC?**

The Plan includes three distinct neighborhood protection programs for the three neighborhoods which surround the Media District.

### **RANCHO**

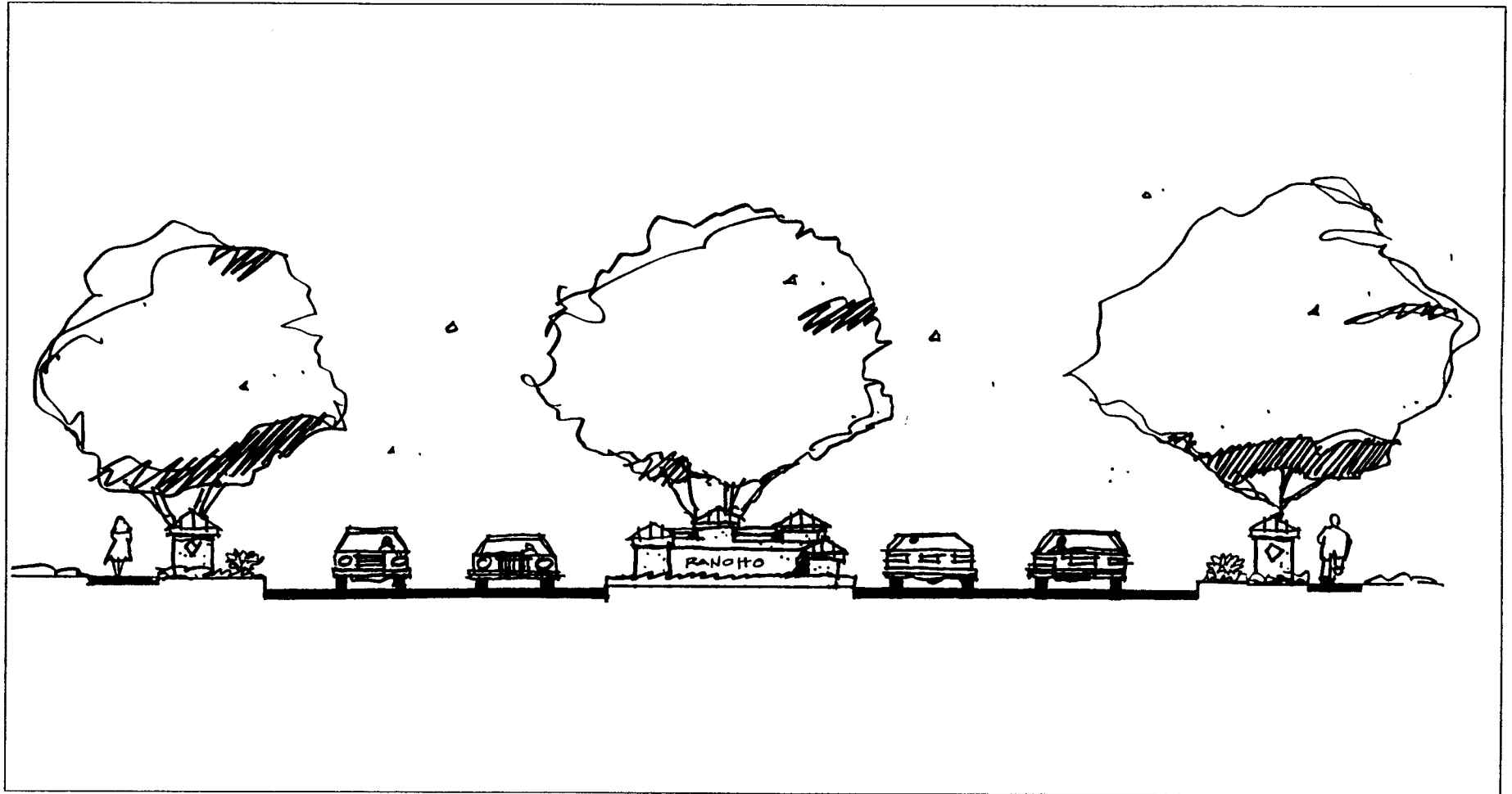
In the Rancho neighborhood, a 11-point program is proposed in the draft Plan.

- On Riverside Drive, reduce speed limit to 30 m.p.h. and change speed limit signs accordingly.
- Install signs on Riverside Drive at California, Bob Hope Drive, Keystone, Mariposa and Chavez that read "Signals timed for 30 m.p.h.".

- Retime signals on Riverside Drive to allow more time to north-south streets for safer pedestrian/equestrian crossings and slower through speeds.
- Position radar speed trailers on Riverside Drive to enforce speed limits.
- Study the reconfiguration on Chavez and Riverside to make the right turn movement from westbound Riverside to northbound Chavez less attractive.
- Indicate to motorists that they are entering a residential equestrian neighborhood by installing gateway features at four locations on Riverside Drive.
- Install a traffic signal at Riverside Drive and Beachwood.
- Study potential changes to the islands and crosswalks at Mariposa Street and Riverside Drive.
- Study the feasibility of an automated street-closing gate such as is used in Cupertino.

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*Figure E-9 - Possible concept for a Rancho Gateway.*

- Study the need for further restrictions on truck traffic on Spazier, Elm, Lutge, Linden and Chavez.
- Study the possible cul-de-sacing of Mariposa south of Alameda Avenue.

### AREA BETWEEN OLIVE/ALAMEDA AND OAK

In this neighborhood, the draft Plan proposes the measures suggested by the neighborhood for landscaped gateways at each intersection of Alameda/Olive with a north-south street between Hollywood Way and Buena Vista. As shown in the Figure E-10, the landscaped gateway is a narrowing of the entrance into the residential neighborhood by moving the curbs closer together and planting this area with landscaping to achieve a residential appearance.

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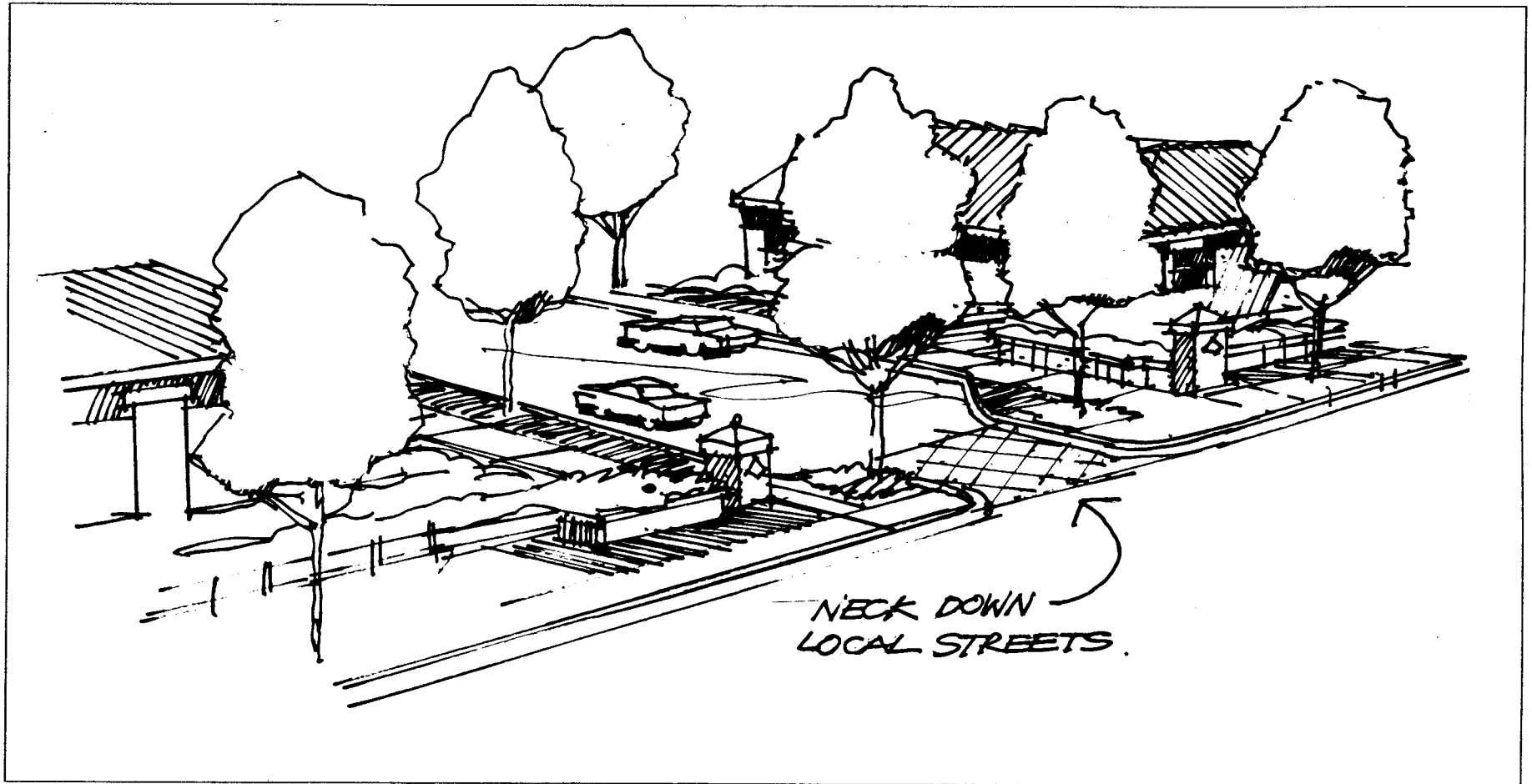


Figure E-10 - Possible design of a landscaped gateway for the area between Olive/Alameda and Oak.

## TOLUCA LAKE

In this neighborhood, the most extensive neighborhood protection program is recommended by the Plan.

- *Reconfiguration of Pass Avenue to create a right angle with Olive Avenue in conjunction with signalization of this new intersection and vacation of Warner Boulevard between Pass and Olive.*
- *If the neighborhood agrees with the temporary cul-de-sacing program currently being implemented, the Plan would call for the cul-de-sacing of seven streets: Hood, Franklin, Toluca Lake, Warner, McFarlane, and National to the west of the alley west of Olive and Pass; and Rose Street just south of Hood Street.*

*Three of these cul-de-sacs, Hood, Franklin and Toluca Lake, would be true cul-de-sacs with turn around bulbs and a physical separation from Olive Avenue perhaps via a 2-story parking structure behind the commercial frontage on Olive done in conjunction with the vacation of Hood and Toluca Lake between Olive and the alley west of Olive; the other cul-*

*de-sacs would be accessible by emergency vehicles by use of rolled curbs and traversable landscaping.*

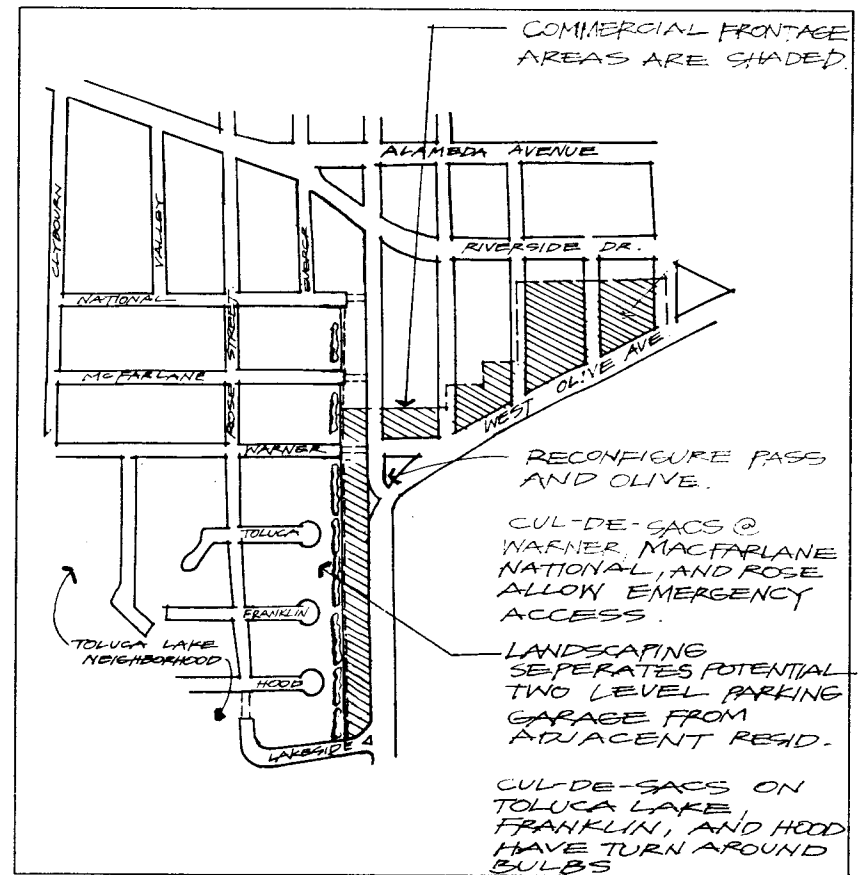


Figure E-11 - Toluca Lake Neighborhood Protection Plan.

- *The City of Burbank will also work with the City of Los Angeles to create a one-block one-way segment of Moorpark in the City of Los Angeles to prevent eastbound traffic from proceeding east onto Moorpark instead of using Riverside Drive.*

### HOW DOES THE PLAN PROVIDE FOR TRANSPORTATION NEEDS?

One of the ways of reducing traffic congestion is to provide street and intersection improvements. The draft Plan calls for several street widenings and intersection improvements.

However, the Plan attempts to avoid, when possible, street system improvements which could be disruptive.

The Media District Specific Plan assumes that Buena Vista will retain its current four-lane configuration. The advantages of this retention are that the residential neighborhoods will be unchanged in terms of the impact of street widening and the City will not have to go through the expense of additional right-of-way acquisition. On Hollywood Way the traffic studies indicated that Hollywood Way would eventually have to become a six-lane arterial in order to accommodate, not necessarily Media District growth, but, ambient growth of the region. For this reason, the widening of Hollywood Way is shown as an eventual roadway improvement program. However, the traffic study indicates that the widening of Hollywood Way north of the Media District would not be needed in the short term (0-5 years) and

furthermore the Plan strives to delay that improvement as long as possible through use of the transportation demand management measures.

The current draft Plan proposes aggressive requirements on Media District employers to reduce peak hour trip generation by ride sharing, vanpooling, subsidies for the use of public transportation, rescheduling of work hours and other methods collectively known as transportation demand management or TDM. The goal is to achieve a 38% reduction of peak-hour trips for employers of 25 or more employees on a graduated basis. TDM mitigates new development without the impacts created by roadway improvements and vehicular travel.

## **HOW DOES THE PLAN ENSURE THAT STUDIO LAND IS USED FOR STUDIO PURPOSES?**

The Media District Specific Plan has a lengthy section in which allowable uses are greatly limited for all commercial/industrial zones in the district. For example, under the proposed Plan, on land zoned MD-M1, which includes almost all studio land, only media uses (media office, workshop, sound stages, and technical space) and restaurants would be permitted outright. Certain other uses would be allowed only by conditional use permit, such as childcare, hospital and health facilities.

### **HOW DOES THE PLAN PROVIDE GREATER AWARENESS OF PROPOSED DEVELOPMENT PROJECTS?**

Under current Code, the City must mail notices of any Conditional Use Permit, Planned Development, or other discretionary action to the property owners within 1,000 feet of the proposed project site. In response to requests for increased notice, the Plan requires that all projects of 25,000 square feet or greater occurring south of the Ventura Freeway will require mailed notice to all property owners from Mariposa Street to Clybourn south of the Ventura Freeway in addition to the 1,000-foot radius already required. The same procedure would be required for projects of 25,000 square feet or more occurring within the Media District north of the Ventura Freeway; in this case, from Mariposa to Clybourn south of Oak all property owners would receive mailed notice.

### **IN WHAT OTHER WAYS DOES THE SPECIFIC PLAN PROTECT SINGLE- FAMILY RESIDENTIAL NEIGHBORHOODS?**

The current draft of the Media District Specific Plan contains only commercial, industrial, and multi-family residential areas. Single-family neighborhoods have been removed entirely from the planning area boundaries. Hopefully, this will eliminate any concerns that residents may have had about why their neighborhoods were being included within the planning area limits.

Finally, as stated above, the guidelines and development standards which constitute the bulk of the Plan are all designed to create greater compatibility between commercial/industrial development and residential neighborhoods. These development standards include requirements for setbacks, parking, landscaping, walls, lighting, signs and architecture.



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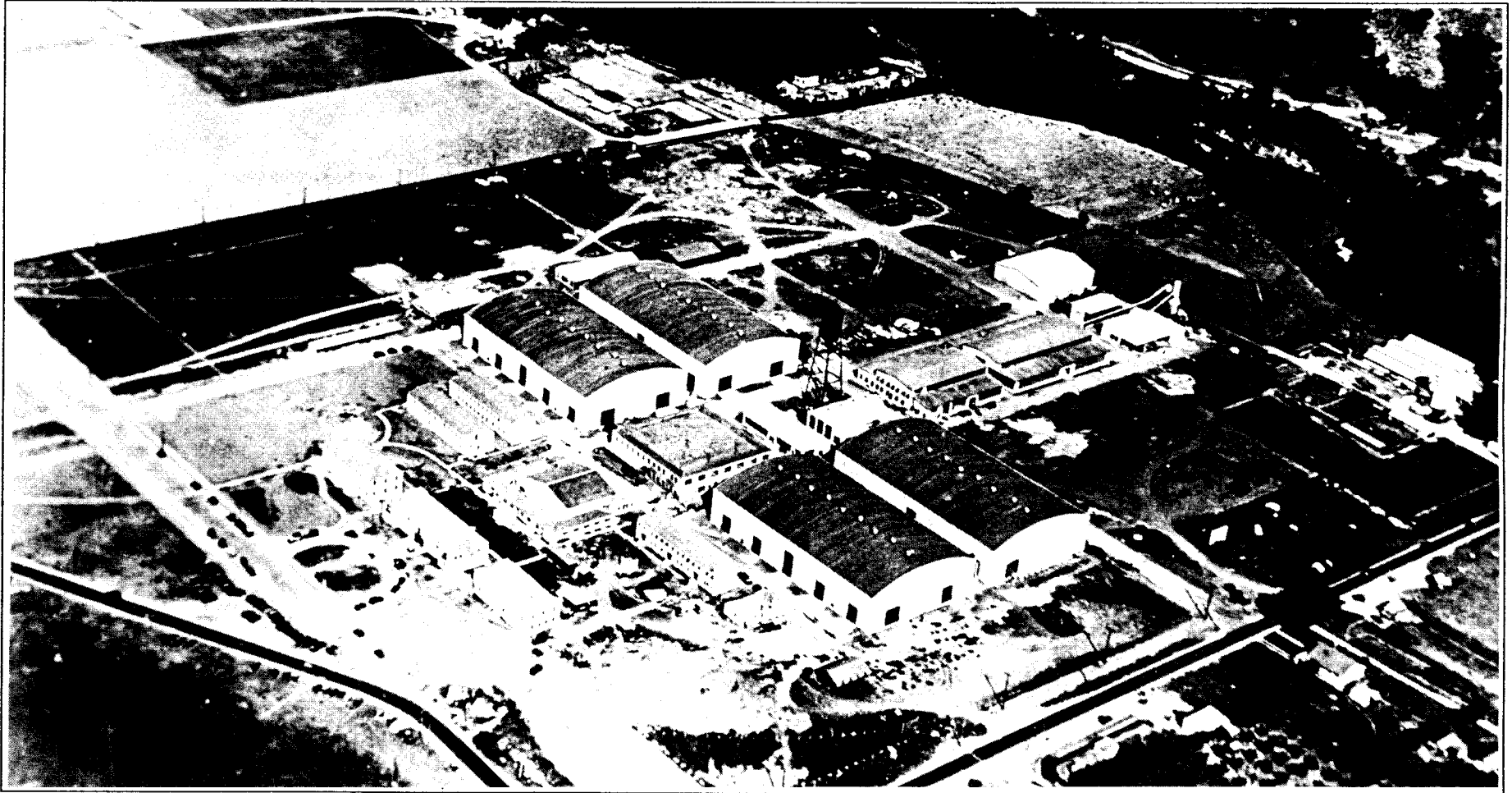


## **WHAT IS THE MEDIA DISTRICT SPECIFIC PLAN?**

The Media District Specific Plan is a growth-control plan designed to dramatically reduce the amount of development which could occur under existing codes. The Plan assures that all new development can be accommodated by infrastructure and public services and that new development will fund its fair share of the cost of these improvements. Furthermore, the Plan contains a neighborhood protection program to preserve the character and quality of the single-family residential neighborhoods surrounding the District and minimize traffic on the local streets in these neighborhoods. The Plan also contains special land use and development requirements designed to maximize compatibility of commercial and media businesses with nearby residences and ensure that the District is an area that every citizen of Burbank can be proud of.

## Background Information

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*Figure 1-1 - When the studios first moved into the Media District in the 1920s, southwest Burbank was largely agricultural.*

## **HISTORY**

In 1926 First National Film Studios commenced construction of a large studio facility in the southwest corner of the City of Burbank, the area now identified as the Burbank Media District. This area, however, did not resemble the Media District area of today. In 1926, this area was predominately agricultural and the First National Film Studio developed in the midst of orchards and dairy farms. The City Council of 1926 anticipated that First National Film Studio was but a first step in the urbanization of a large undeveloped area of Burbank. They foresaw the ultimate transition of Burbank from agricultural to an urban community and began making decisions that would direct this transition while ensuring a superior quality of life in an urban Burbank.

The decisions made by Burbank's City Council during the first quarter century of the City's existence foresaw urbanization of the Burbank community and were prepared to adequately accommodate the needs of an urban community. Nearly three generations of this community have been well served by the decisions of these early decision makers.

## **NEED FOR A SPECIFIC PLAN**

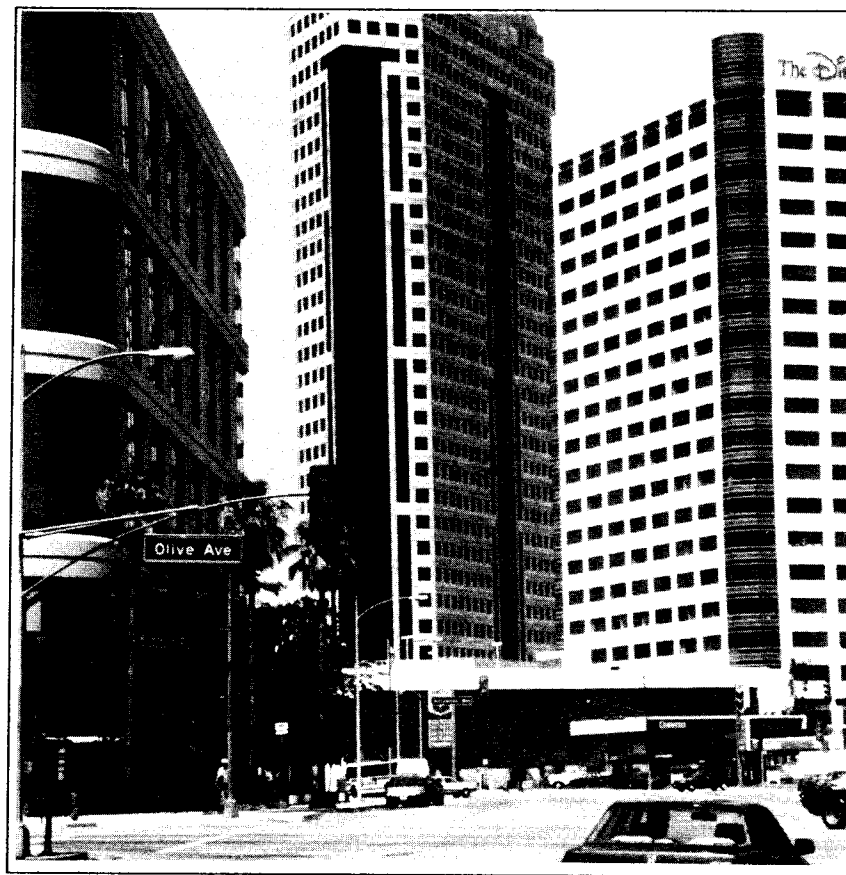
In the 1980's, 12 buildings totaling 2.2 million square feet were either built or approved for construction within the Media District. The potential cumulative impacts of the numerous new large scale developments in the area have brought to light the need to address these issues now, before continued development of the Media District creates irreversible or costly negative impacts in the area. It is now essential to determine the development capacity of the Media District in light of the capabilities of the area's infrastructure and public services. In all candor, such a plan probably should have been adopted at the beginning of the 1980s rather than the 1990s, but is still not too late. Through careful planned development, the problems which could result from over development of the Media District can be mitigated or prevented altogether, and the necessary infrastructure and public services can be developed in a timely and cost effective manner.

## Background Information

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An area specific plan can also be used to unify the Media District and create a unique perceptual identity for the area. Comprehensive yet detailed planning of the area can help create a vital commercial center which emphasizes the Media District's unique media orientation.

In addition to controlling density and unifying future development, a specific plan is needed to address the concerns of the surrounding residential neighborhood with regard to transportation improvements, control of on-street parking in residential neighborhoods and methods of reducing traffic on single-family residential streets.



*Figure 1-2 - The Tower-Burbank, with a FAR of 7.2, is shown here between the SAG building on the left and the Disney Channel building on the right. These buildings were approved in the early 1980s.*

## **RELATIONSHIP OF GENERAL PLAN AND CODE SECTIONS**

While the term "specific plan" was used throughout the planning process, the City of Burbank adopted Chapters 1, 2, 4 and 5 of the booklet entitled "The Burbank Media District" as the general plan for the Media District. That adoption, by City Council resolution, expands upon the goals and policies found in the City of Burbank General Plan.

In addition to goals and policies, this general plan amendment establishes specific requirements regarding density and maximum building height, found in Chapter 2 of "The Burbank Media District," since these specific requirements are critical to the success of the general plan amendment. No codes may be adopted or development proposals approved which are inconsistent with the goals, policies and requirements found in the General Plan.

The City Council adopted Chapter 3 of the booklet entitled "The Burbank Media District" as the Media District Overlay Zone, a component of the Zoning Code of the City of Burbank. The

Media District Overlay Zone is consistent with the General Plan goals, policies and requirements as mandated by state law. Any future revisions to this Overlay Zone would, likewise, have to be consistent with the General Plan.

Future projects proposed in the Media District shall comply with the development standards of the Media District Overlay Zone. As with all development standards found in the Zoning Code, applicants may use existing provisions of the Burbank Municipal Code, such as the Planned Development process, to request approval of exceptions to the Media District Overlay Zone. If such requests are through the Planned Development process, hearings will be held before the Planning Board and the City Council as required by Code. In the Planned Development process, the City has discretion to approve or deny requests based on criteria found in the Planned Development ordinance and consistency with the General Plan. Regardless of whether or not the Planned Development process is used, the City cannot approve a project which is inconsistent with the goals, policies and requirements of the General Plan, which, in the case of projects within the Media District, mandates consistency with Chapters 1, 2, 4 and 5 of the booklet "The Burbank Media District."

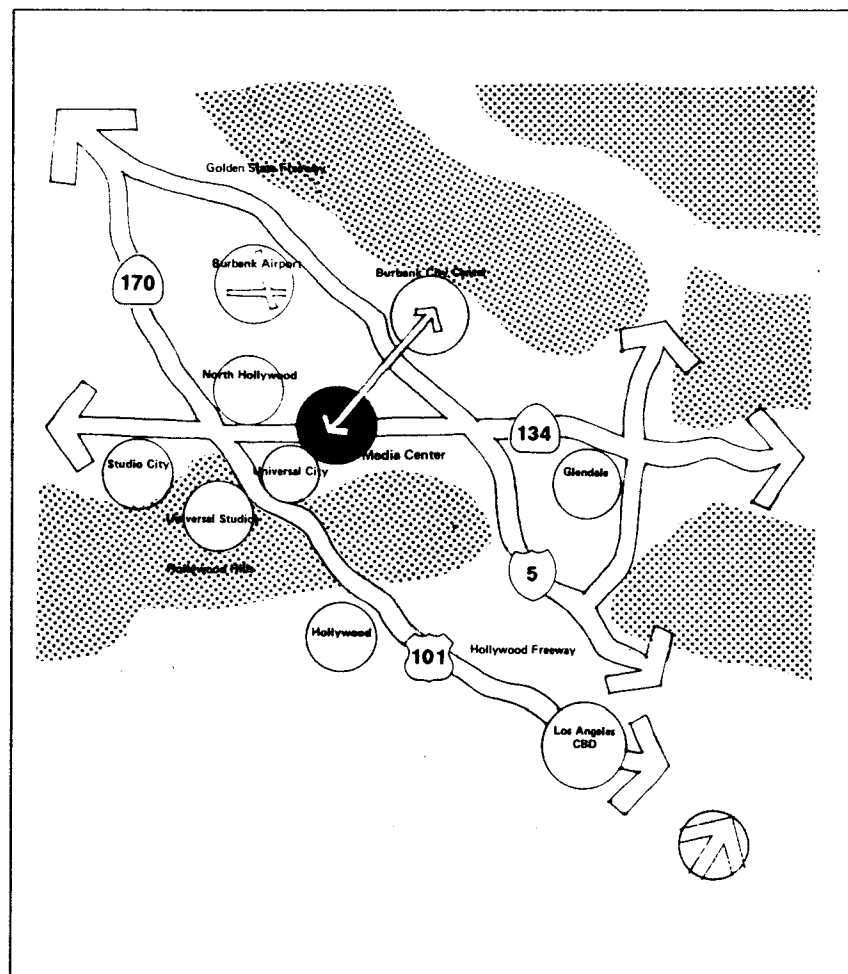


Figure 1-3 - Regional Location Map.

### LOCATION

The City of Burbank is located in the eastern San Fernando Valley, within Los Angeles County. The Media District Specific Plan area is located in the southwest corner of the City of Burbank (see Figure 1-4.) The Specific Plan area is located approximately seven miles northwest of the City of Los Angeles Civic Center, and is bisected by the Ventura Freeway (State Route 134) in a west to east direction (as shown in Figure 1-3). The Ventura Freeway provides major access to the Specific Plan area.

The West Olive Redevelopment Project area also lies within the Media District (see Figure 1-4). The West Olive Project Area was created in 1976. The West Olive Project Area should not be confused with the Media District. The West Olive Redevelopment Project Area is a much smaller area formed under the requirements of State law for redevelopment purposes. It should be emphasized that the Specific Plan does not advocate changing the boundaries of the West Olive Redevelopment Project Area.



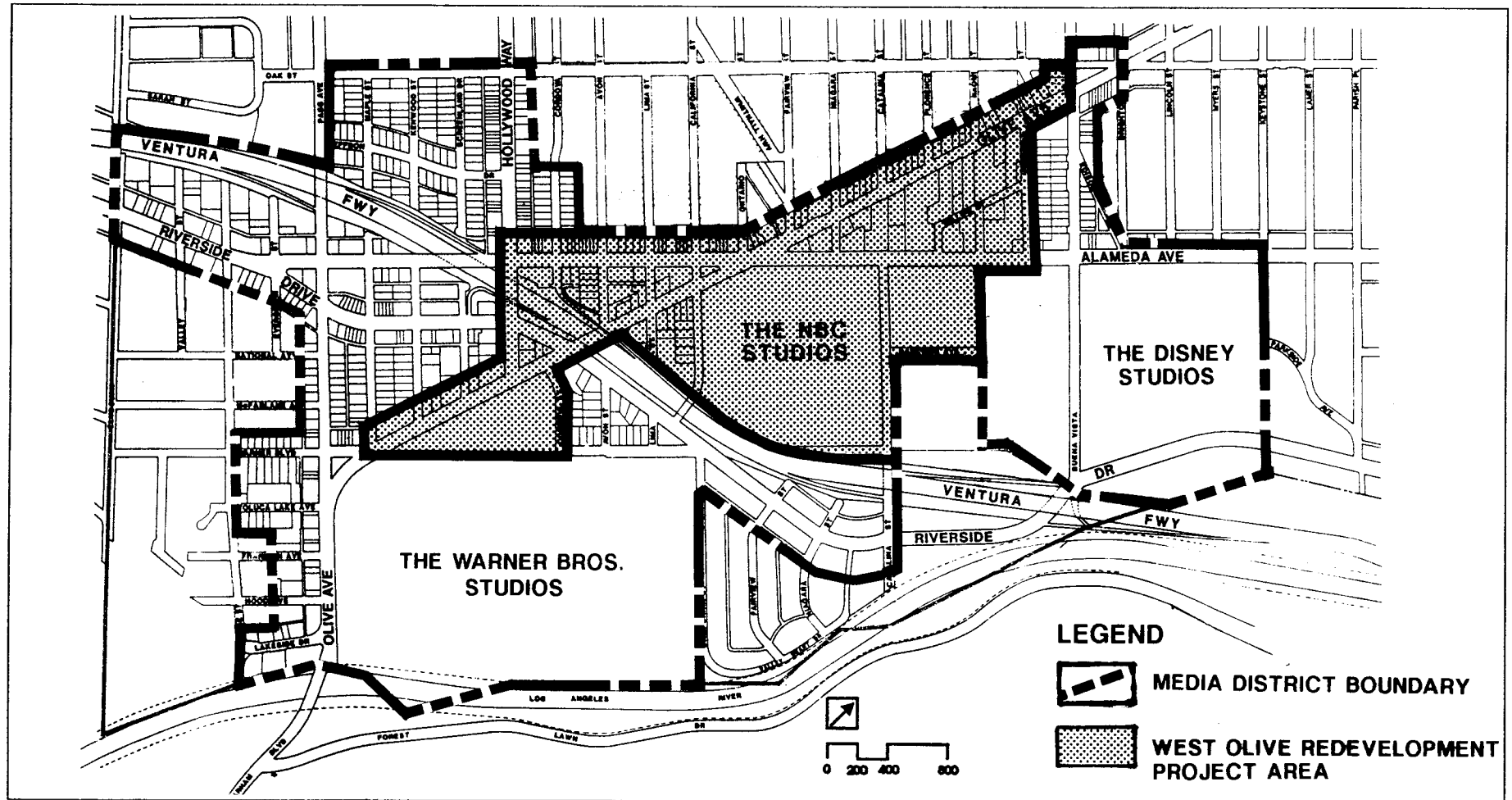


Figure 1-4 - Media District and West Olive Redevelopment District.

### **THE PLANNING PROCESS**

In January of 1986, the Burbank City Council established a 12-member Media District Blue Ribbon Committee composed primarily of area residents, plus representatives of the Chamber of Commerce and the real estate/development community. In its first phase, this Committee met on 18 separate occasions in the Spring of 1986 to hear presentations of the master plans of the larger employers in the District and discuss various issues including: density of development, building height, traffic, parking and overall quality of life. The meetings of this Committee were well attended by interested members of the public and the business community.

Based in large part on the preliminary recommendations of the Blue Ribbon Committee, a new traffic study was prepared and a Draft Media District Specific Plan based on that traffic study was released in June of 1988. The Committee then met nine more times and delivered a report of its recommendations on nine major issues in September of 1988.

For the next nine months the Planning Board held two Public Hearings and extensively discussed the Draft Plan at seven other public meetings. In April of 1989, the Planning Board delivered its "Suggested changes to the Media District Specific Plan" which contained recommendations on 26 separate issues.

The recommendations of the staff, Blue Ribbon Committee, and Planning Board were presented to the City Council in July of 1989 and subsequently on September 14, 1989. The City Council held two study sessions and went on a bus tour to further understand the street improvements proposed in the Draft Media District Specific Plan. On December 19, 1989, the City Council extensively discussed the first nine major issues identified by the Planning Board, and directed staff to prepare a traffic study which analyzes the effects of alternative roadway widenings and street closures. On March 27, 1990, the City Council again heard public comments on the Draft Plan and extensively discussed issues 10 through 26.

In August of 1990, staff released a new draft which incorporated many of the comments and suggested changes discussed to date. A draft environmental impact report (DEIR) was released simultaneously and public comments on these drafts were accepted for 45 days. A final environmental impact report (FEIR), which responded to all comments made on the DEIR, was released in November 1990. The Planning board held a public hearing on November 19, 1990 and adopted a resolution recommending certification of the FEIR and adoption of the general plan amendment, zone text amendment and zone map amendment. The City Council held a hearing on November 29, 1990 which was continued to December 4, 1990, at which time the City Council directed staff to make further amendments. After making the requested revisions, the City Council considered certification of the FEIR and adoption of the general plan amendment, zone text amendment and zone map amendment on December 18, 1990.

### **PLANNING APPROACH**

The Media District Specific Plan is a growth-control plan designed to dramatically reduce the amount of development which could occur under existing codes.

The major goals of the Media District Specific Plan are to allow the media and medical industries to continue to thrive in Burbank yet maintain the quality of life in the surrounding residential areas. These goals can be difficult to achieve to everyone's satisfaction. In order to provide greater protection to the residential neighborhoods, the Plan contains reduced maximum building height limits, a smaller development opportunity reserve, maintenance of the stair-step height-setback requirements and the addition of a neighborhood protection program. The Plan also recognizes that the media industry has unique requirements and provides for noise notification, the preservation of communication paths and the ability for facilities to be approved for construction without a conditional use permit as long as the facility is on a main studio lot, 125 feet or less in height, and within the stair step height limits (refer to Chapter 3, Land Use Regulations and Development standards).

## B a c k g r o u n d I n f o r m a t i o n

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Perhaps the most difficult issues in the Plan were the development limits and the transportation improvements needed to accommodate that development. The 1988 Draft Plan proposed a density limit of floor area ratio 1.0 and a development opportunity reserve of 1,650,000 office equivalent gross square feet. (A Floor Area Ratio of 1.0, or FAR 1.0 means that a property owner may build one square foot of floor area for each square foot of lot area. Development opportunity reserve, or DOR, is a fund of development capacity which the City can allocate through the Conditional Use Permit process to projects which meet the goals of the plan. Office-Equivalent Gross Square Feet, or OEGSF, is a means of measuring buildings in terms of peak hour trip generation; a 10,000 sq.ft. medical office for example is rated at 18,519 OEGSF because medical offices generate almost twice as much traffic during the afternoon rush hour as a general office building. Please refer to Section A, "Density," of Chapter 3 for a more complete discussion.)

The most significant feature of the 1988 Draft and the present plan is this density limit. Currently, the Media District is **not** constrained by density limits. Consequently, without a plan, the amount of development which could occur in the Media District is theoretically infinite. That point should be emphasized because

the Plan has sometimes been misunderstood as promoting development when in actuality it reduces development from the amount which could occur under the zoning codes in force today.

During the two years since the release of the 1988 draft Plan, the media industry has often expressed its concern about the difficulty of growing under a FAR 1.0 limitation. On the other hand, representatives of the surrounding single-family residential neighborhoods were concerned about the impact which traffic could have on the streets and also the impact which proposed roadway widenings could have on the character of their neighborhoods. The Plans response to these two concerns is twofold:

- *Slightly increase the density limit to FAR 1.1 while reducing the DOR to 800,000 OEGSF.*
- *Minimize traffic and eliminate or postpone the need for certain roadway widenings by placing greater reliance on Transportation Demand Management. Transportation Demand Management (TDM) includes ridesharing, vanpools, walking, bicycling, public transportation and*

*work hour changes to reduce the number of cars on the streets in the afternoon rush hour.*

The Plan calls for employers with 25 or more workers to achieve a 38 percent reduction in peak hour traffic from their base rates over the next 20 years. (The base trip generation rate is for the P.M. peak period established by the Institute of Traffic Engineers or through the other methods provided in this Plan.) To make that a reality, the Plan emphasizes public transportation in various modes including express bus service and shuttle bus service connecting the Media District with commuter rail stops and satellite parking lots as well as the City's other major commercial centers.

The speed and reliability of the connector system will be critical to its ability to entice commuters out of their cars. For this reason, the City is now studying ways of separating the connector system from street traffic to avoid delays. Among the systems being studied is a monorail connector like the Metro Link system recently approved for construction in Irvine. A monorail avoids on-street traffic congestion, is far less expensive than a subway and integrates well with high or low-density corridors.

As more information becomes available about monorail and other public transportation systems, the City can amend the list of Media District improvements accordingly. But until those adjustments can be made, the Plan will assume that a portion of the impact fees charged to future development in the Media District will be used to fund a part of a major public transportation link to other modes of transportation such as a monorail connector.

In conclusion, this Plan proposes to deal with the concerns about restrictive density limits, traffic and street widenings by requiring employees to gradually reduce their reliance on private cars and increase opportunities to commute to jobs in the Media District via carpools, vanpools and reliable public transportation.

## B a c k g r o u n d I n f o r m a t i o n

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# Land Use Plan

Chapter 2

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## INTRODUCTION

The major function of the Land Use Plan is to establish the overall pattern of land uses for the Media District. The Land Use Plan will serve as the rationale for the land use regulations and development standards set forth for the commercial, industrial and residential districts. The Land Use Plan proposes very few changes in existing land use patterns, and works with the existing land uses in an effort to achieve the greatest benefit from this long-established pattern. Table 2-1 shows the distribution and acreage of each major land use in the Media District and Figure 2-1, illustrates the Media District's Generalized Land Use Plan for the Specific Plan.

## DISTRIBUTION OF PLANNED LAND USE

Table 2-1

RESIDENTIAL Multi-Family Residential Total	45 acres
COMMERCIAL Commercial Total	85 acres
INDUSTRIAL Media Hospital Industrial Total	189 acres 20 acres 209 acres
PUBLIC FACILITIES Flood Control Channel Streets & Highways Power Generation Public Facilities Total	19 acres 198 acres 1 acre 218 acres
<b>MEDIA DISTRICT TOTAL</b>	<b>557 acres</b>

## SPECIFIC PLAN GOALS

The Media District Specific Plan promotes the long term attainment of the following general goals:

- *PROTECT THE QUALITY OF LIFE IN SINGLE-FAMILY RESIDENTIAL NEIGHBORHOODS SURROUNDING THE DISTRICT THROUGH DENSITY LIMITS, HEIGHT RESTRICTIONS, DEVELOPMENT STANDARDS, TRAFFIC DIVERSION TECHNIQUES AND OTHER NEIGHBORHOOD PROTECTION PROGRAMS.*
- *ALLOW SUFFICIENT AND REASONABLE DEVELOPMENT OPPORTUNITY FOR MEDIA AND MEDICAL ESTABLISHMENTS: THESE USES HAVE A SPECIAL NEED TO LOCATE AND EXPAND WITHIN THE MEDIA DISTRICT.*
- *ENSURE THAT INFRASTRUCTURE AND PUBLIC SERVICE IMPROVEMENTS ARE PROVIDED TO ACCOMMODATE THE NEEDS OF ALL EXISTING AND FUTURE DEVELOPMENT AND THAT IMPROVEMENTS REQUIRED AS A RESULT OF NEW DEVELOPMENT ARE FUNDED PRIMARILY BY THAT NEW DEVELOPMENT.*

- *ENSURE THAT ALL PROPERTY OWNERS HAVE A LONG TERM OPPORTUNITY FOR A REASONABLE AMOUNT OF DEVELOPMENT.*
- *MINIMIZE THE POTENTIAL FOR LAND USE CONFLICTS BY RESTRICTING INTENSIVE DEVELOPMENT NEAR SINGLE FAMILY RESIDENTIAL NEIGHBORHOODS AND BY APPLYING DEVELOPMENT STANDARDS WHICH PROMOTE QUALITY DEVELOPMENT AND MAXIMIZE COMPATIBILITY OF ADJACENT PROPERTIES.*
- *ENCOURAGE DISTINCTIVE URBAN DESIGN ELEMENTS AND ARCHITECTURAL STANDARDS WHICH ESTABLISH THE GATEWAYS, CORRIDORS AND CENTERS OF THE DISTRICT AND PROJECT AN IDENTITY WHICH EMPHASIZES THE UNIQUE ENTERTAINMENT ORIENTATION OF THE MEDIA DISTRICT.*
- *PROVIDE LAND USES, URBAN DESIGN COMPONENTS AND PUBLIC IMPROVEMENTS WHICH MAXIMIZE PEDESTRIAN TRAVEL WITHIN THE DISTRICT.*
- *ENCOURAGE RETAIL USES WHICH SUPPORT THE EMPLOYMENT BASE AND RESIDENTIAL AREAS AND WHICH CREATE AN ACTIVE STREET LIFE.*
- *PROMOTE CAR/VAN POOLS, RIDESHARING, FLEX TIME, PUBLIC TRANSPORTATION IMPROVEMENTS AND OTHER TRANSPORTATION SYSTEMS MANAGEMENT STRATEGIES WHICH REDUCE TRAFFIC, PARTICULARLY IN THE PEAK COMMUTING HOURS.*
- *ENCOURAGE A MIX OF LAND USES AND PROMOTE OPEN SPACE, PLAZAS, FACILITIES FOR THE ARTS AND CHILD CARE TO ENHANCE THE QUALITY OF LIFE IN THE MEDIA DISTRICT.*

## LAND USE CONCEPT

The Specific Plan sets forth a pattern of land uses for the Media District along with land use regulations and development standards to achieve the goals of the Plan. Although later Sections provide the specific intent and requirements of the Specific Plan, this section provides an overview of the existing and future land use concept as depicted in the Generalized Land Use Plan, Figure 2-1.

Currently, Olive Avenue serves as the major spine of the City, connecting the Media District with the City of Los Angeles to the south and with downtown Burbank to the northeast. This highly-visible corridor should be a showcase for the entire City. The commercial/industrial areas at both ends of this corridor should serve as a gateway and establish the Media District as a unique area with the highest caliber of architectural and urban design.

New developments within the Alameda Avenue corridor should provide landscaped setbacks and plazas which, combined with public streetscape improvements, create an atmosphere conducive to pedestrian travel.

Future development in the Riverside Drive corridor should promote the existing village-like character with retail shops and restaurants serving the daytime office occupants as well as the adjacent residential neighborhoods. These corridors converge in an area known as the Media Center, bounded by Alameda Avenue, the Ventura Freeway and California Street. The Media Center should serve as the focal point of the District, featuring a coordinated mixed-use master plan that combines media-related office space with public plazas, neighborhood supporting retail, restaurants and specialized land uses such as a hotel.

The main north-south corridors of Hollywood Way and Buena Vista Street and, to a lesser extent, all streets within the Media District, should be developed with a high standard of architecture and landscaping to present a quality image for the Media District and promote pedestrian travel. Future development in the industrial areas occupied by the Warner Bros. Studios, NBC, St. Joseph Medical Center and the Disney Studios should reflect the creative nature of the media industry.

In commercial and industrial areas, design quality and development standards should ensure that new buildings are an asset to nearby residential neighborhoods. Every effort will be

made to ensure that the quality of life in surrounding residential neighborhoods is not only maintained, but enhanced by future development which is controlled by this Specific Plan.

Most development standards for the Media District are part of the Media District Overlay Zone, a component of the Burbank Municipal Code's Zoning Code. However, the following requirements are incorporated in the general plan for the Media District. All codes adopted and development proposals approved for the Media District shall be consistent with these provisions.

## **DENSITY**

Maximum density shall be 1.1 office-equivalent gross square foot (OE-GSF) of floor area for each square foot of land area with the following exceptions:

- Media Center South shall be allowed 2 OE-GSF per 1 square foot of land area.
- An employer of 1,000 or more employees may apply for a development agreement to control development density by a Transportation Demand Management (TDM) Plan.

- Owners of properties of 4 acres or less in size may apply for part of an 800,000 OE-GSF Development Opportunity Reserve (DOR) through the Conditional Use Permit (CUP) process.
- Within 750 feet of the St. Joseph Medical Center, DOR may be administratively allocated to medical office buildings so that medical office densities are calculated as if the medical offices were general offices.
- Any property owner may transfer development rights (TDR) from one parcel under its ownership to any other parcel in the Media District with the City's approval through the conditional use permit process.
- The St. Joseph Medical Center shall not be subject to the density limits which apply elsewhere in the Media District.

## BUILDING HEIGHT

The maximum height of buildings in the Media District shall be 35 feet according to the additional requirements and provisions below.

MAXIMUM ALLOWABLE HEIGHTS Table 2-2	
Distance from R-1, R-1-H or R-2 Lot Line	Maximum Height <sup>1</sup>
0-25 feet	1 foot height per 1 foot distance from R-1, R-1-H or R-2 lot line for any part of structure
25-50 feet	25 feet <sup>2,3</sup>
50-150 feet	35 feet <sup>2,6,8</sup>
150-300 feet	50 feet <sup>2,4,6,8</sup>
300-500 feet	70 feet <sup>2,4,6,8</sup>
>500 feet	Whichever is more restrictive of the following: <ul style="list-style-type: none"> <li>• 15 stories<sup>2,4,5,6,7</sup></li> <li>• Highest portion of structure shall not exceed 205 feet above average grade of the lot<sup>2,4,5,6,7</sup></li> </ul>

<sup>1</sup> New development shall not block relay or communication paths of media related uses in existence at the time of Plan adoption or shall incorporate in the development, at no expense to the transmitter, whatever relay facilities are necessary to ensure continuation of existing relay or communication paths. This requirement is in effect during construction as well as during operation of any future project. Floors of parking shall be counted the same as other floors for the purpose of the maximum floor limit and these parking floors shall also be counted toward the maximum limit in terms of feet above average grade.

<sup>2</sup> The eave line or ceiling height of highest room permitted for human occupancy.

<sup>3</sup> Roof and architectural features may exceed the maximum height if a 45° angle is maintained.

<sup>4</sup> By Conditional Use Permit (CUP), a building may be approved to exceed 35 feet in height to a maximum height of 15 stories or 205 feet above average grade, whichever is more restrictive, if:

- The building is found by the City to meet the goals and objectives of City of Burbank General Plan for the Media District including but not limited to the goals of protecting the quality of life in single family residential neighborhoods, minimizing the potential for land use conflicts, promoting quality development and encouraging distinctive urban design elements and architectural standards.
- The City finds that the requirements for granting a CUP have been met, including but not limited to the requirement that the proposed building will be compatible with other uses surrounding the subject site. However, on main studio lots, as depicted in Figure 3-4, production-related studio buildings of 125 feet or less in height are not required to have a CUP in order to exceed 35 feet in height provided that the proposed structures are within the stair-step height provisions depicted in Table 3-4. For the purpose of this exception, the term "production-related" shall mean that the proposed structure is designed for sound stage, warehouse, workshop, technical space, animation studios, wardrobe facilities, or office space directly associated with studio operation.

<sup>5</sup> In addition to these height requirements, no building shall be higher than 70 feet from average grade to the eave line or ceiling height of highest room permitted for human occupancy within 150 feet of the Olive Avenue right-of-way south of Olive Avenue's intersection with Pass Avenue.

<sup>6</sup> In the commercial zone on Riverside Drive west of Evergreen Street, no building shall be more than three stories in height.

<sup>7</sup> By Planned Development, the City may approve a building higher than 15 stories or 205 feet but not higher than 18 stories or 246 feet above average grade, whichever is more restrictive, if the City finds that the proposed project not only meets or exceeds the goals of the General Plan for the Media District but also that the proposed project provides extraordinary features or amenities that make the proposed project an asset not only to the Media District but to the City as a whole. Such features shall include fully-subterranean parking and open space/public plazas occupying a significant portion of the project site with mature landscaping. The City shall also require features and amenities that are appropriate to the proposed development, such as exceptional architectural design and the highest possible quality of construction materials, particularly exterior surfacing materials.

<sup>8</sup> For a new building straddling the two sides of a height limit line, up to 10 percent of the volume of the structure (but not more than 10,000 square feet of total floor area) may be built within the lower height zone up to the limit specified for the higher zone; provided, however, that (a) within the higher height zone and between the structure and the height limit line, there shall remain uncovered an amount of land at least equal to the amount of land in the lower height zone covered by the intruding portion of the structure, and (b) this exception shall not apply within 80 feet of the closest R-1, R-1-H, or R-2 lot line.

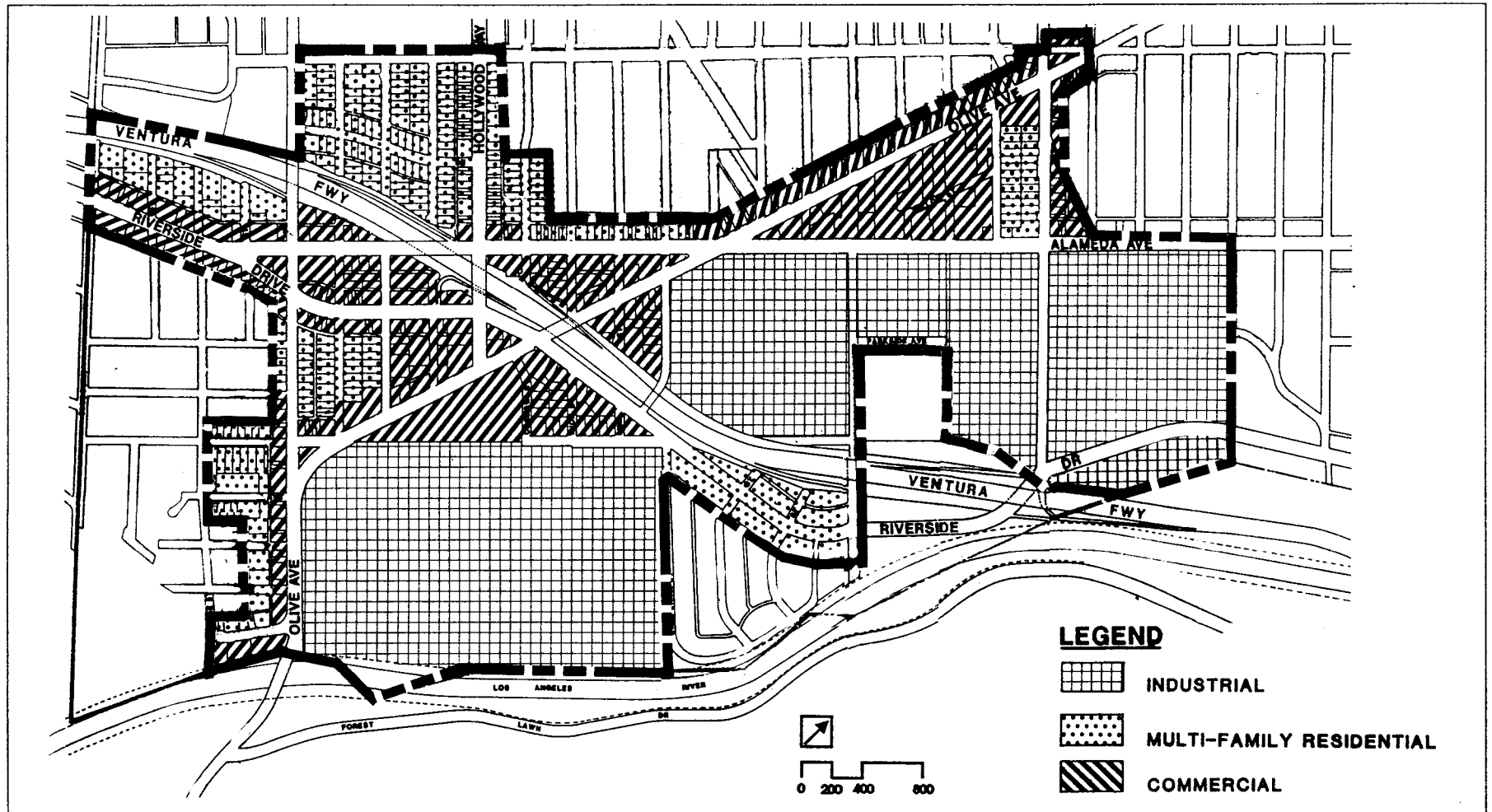


Figure 2-1 - Generalized Land Use Plan.

## COMMERCIAL AREAS

### A. DESCRIPTION

The commercial areas of the Media District Specific Plan consist of all land currently zoned for commercial purposes in the Media District. As shown in Figure 2-2, the commercial areas follow the Media District's arterial streets (Riverside Drive, Olive Avenue, Alameda Avenue and Buena Vista Street) and form large commercial areas at the center of the Media District bounded by Alameda Avenue, Frederic Street and Olive Avenue.

As shown in Figure 2-2, these commercial areas are further defined as:

1. RIVERSIDE DRIVE CORRIDOR: The properties adjacent to Riverside Drive between Clybourn Avenue and Hollywood Way.
2. OLIVE AVENUE WEST CORRIDOR: The commercially-zoned properties west of Olive Avenue from the southern City limits to Maple Street and on both

sides of Olive Avenue from Maple Street to the Ventura Freeway.

3. OLIVE AVENUE EAST CORRIDOR: The properties adjacent to Olive Avenue between Brighton Street and the end of the commercial zone midway between California and Ontario streets.
4. MEDIA CENTER: The area bounded by Hollywood Way, Alameda Avenue, Olive Avenue, California Street and the Ventura Freeway.
5. ALAMEDA AVENUE CORRIDOR: The area adjacent to Alameda Avenue between Evergreen and Cordova streets.
6. ALAMEDA/BUENA VISTA CORRIDOR: The area generally north of Alameda Avenue between Willow and Brighton streets.



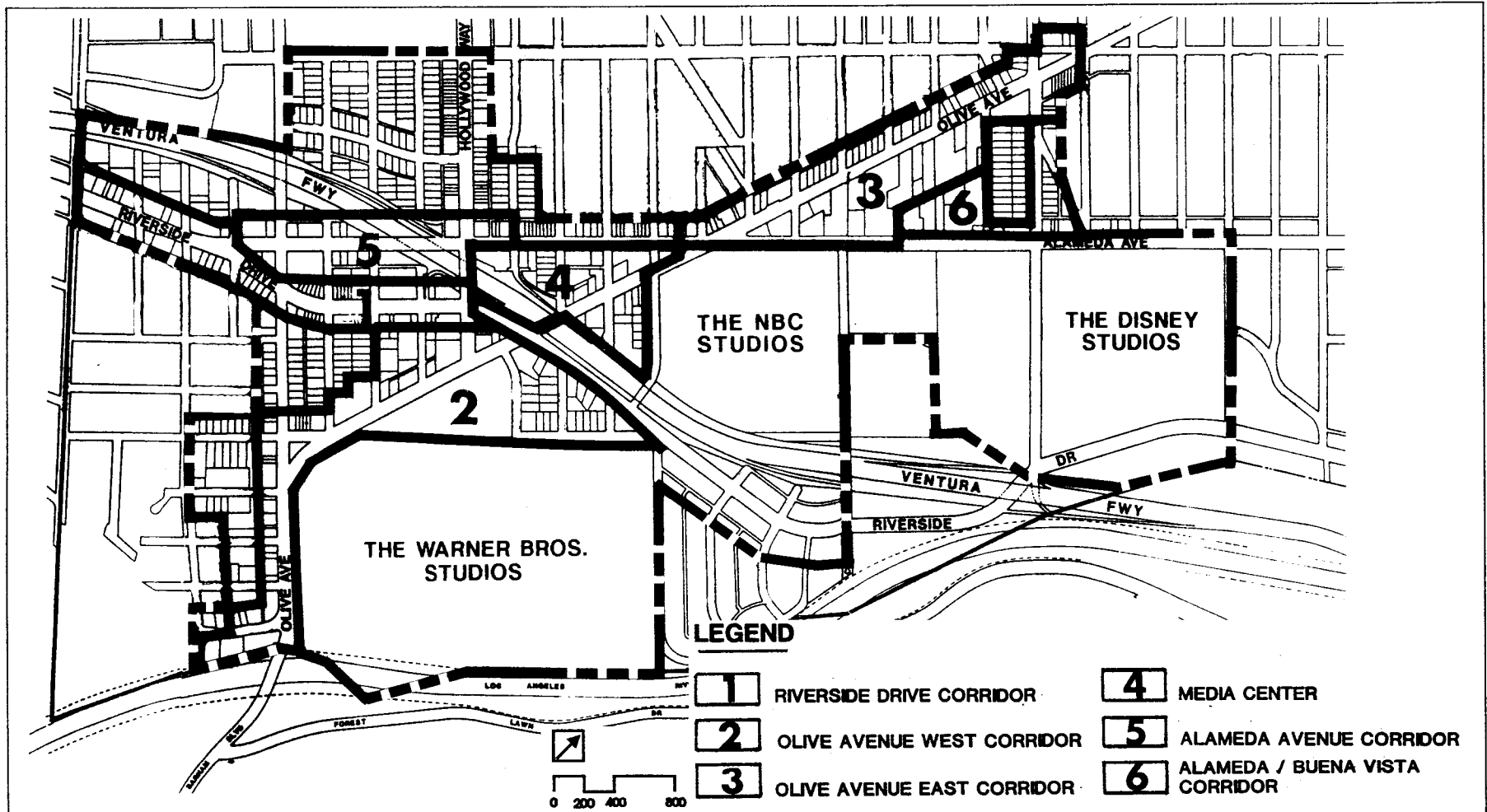


Figure 2-2 - Commercial Areas.

**B. OVERALL COMMERCIAL OBJECTIVES**

- *Encourage new businesses which are pedestrian-oriented or designed to serve the retail/service needs of the Media District business community or adjacent residential neighborhoods. Encourage businesses which support the local business community and adjacent neighborhoods and which promote diversity and scale capable of attracting pedestrian activity. Discourage businesses which do not meet these requirements.*
- *Create an inviting pedestrian environment through appropriate streetscape elements including hardscape, street furniture, landscaping and lighting. Minimize curb cuts.*
- *Require site designs that encourage pedestrian travel and provide a mix of uses and amenities capable of attracting pedestrian traffic from throughout the District.*
- *Allow retail and restaurant establishments at or near the sidewalk. Promote accessible, pedestrian-oriented landscaped setbacks in front of non-retail buildings.*
- *Require architecture and landscaping that reflects the quality image and innovation of the media industry.*
- *Require the use of landscaping and architectural elements to screen parking lots, trash areas and delivery doors in an effort to promote attractive pedestrian corridors on the side street approaches as well as the arterial streets.*
- *Require parking to be located behind or beneath buildings.*
- *Require solutions to existing parking deficiencies and promote a higher quality of development by encouraging lot assemblage and promoting shared parking between nearby parcels.*
- *Require utility lines, including those leading onto the project site, to be placed underground.*

### C. INTENT OF THE OBJECTIVES

The commercial areas in the Media District Specific Plan are intended to provide for a variety of commercial uses ranging from retail and service shops serving the immediate neighborhood to offices serving regional employment needs. In general, the intent of these areas is to provide for the necessary growth of media and medical establishments plus the related retail and service businesses needed to support these establishments and also serve the adjacent neighborhoods. Because the commercial areas form a radial network, they are also intended to reduce the need for the use of private automobiles on the part of Media District employees and also strengthen a pedestrian orientation. Furthermore, because of their location on major arterials, the commercial districts are intended to provide an identity for the Media District and the City of Burbank as a whole.

The intent and objectives of the individual commercial land use areas are discussed below.

1. RIVERSIDE DRIVE CORRIDOR: As shown in Figure 2-2, the Riverside Drive Corridor includes all property fronting on Riverside Drive between Clybourn Avenue and Hollywood Way. This area is now

developed with a mixture of smaller office buildings, restaurants and assorted service/retail uses such as travel agencies, medical offices, and savings and loan companies. These serve the businesses and employees of the Media District while also supplying many of the retail/service needs of the adjacent residential neighborhood. The Riverside Drive Corridor, together with the commercial area to the west in the City of Los Angeles, has somewhat of a village-like character due primarily to the existence of small business establishments housed primarily in single story buildings located at the sidewalk. Consequently, some portions of the Riverside Drive Corridor invite pedestrian activity from the adjacent residential neighborhood, the office complexes on Alameda Avenue and the studios and offices to the south.

The Riverside Drive Corridor is intended to continue to serve the retail/service needs of both the Media District business community and the residential neighborhood. Furthermore, the following objectives are intended to strengthen the existing small-scale, village-like characteristics of the area, as depicted in Figure 2-3, and increase the attraction of the area for pedestrian activity.

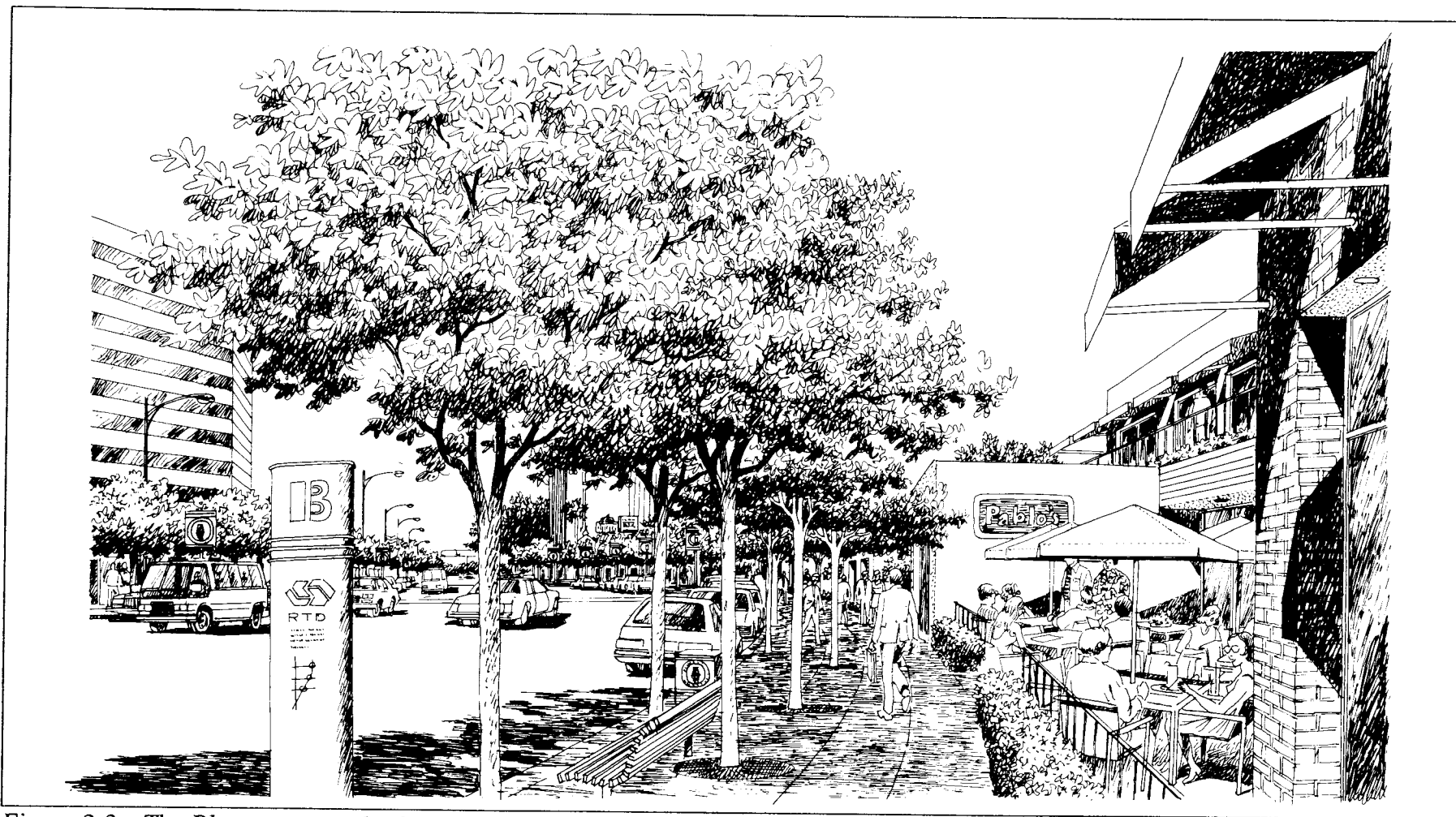


Figure 2-3 - The Plan promotes the further development of a low-rise, pedestrian village environment on Riverside Drive.

- *Encourage one and two-story buildings. Prohibit buildings over three stories in height west of Pass Avenue.*
- *Require architecture which promotes the diversity of the street for a pedestrian environment.*
- *Require landscaping which softens the appearance of the sidewalk/building interface and provides interest for pedestrians.*
- *Encourage the ground floor of future buildings to be used as retail.*

2. OLIVE AVENUE WEST CORRIDOR: As shown in Figure 2-2, the Olive Avenue West Corridor includes all the commercial property west of Olive Avenue between the southern City limits and Maple Street and on either side of Olive Avenue between Maple Street and the Ventura Freeway.

This area is now developed with a mixture of retail establishments, restaurants, low-rise office buildings and parking lots between the southern City limits and Maple

Street. East of Maple Street there are low, mid and high-rise office buildings interspersed with less intensive studio and retail uses. Development in this corridor will be designed to provide a buffer between the residential areas and the studios.

The area currently appears underutilized and industrial in nature due to the parking lots, gas station and the long wooden fence on the south side of Olive Avenue between Kenwood and Cordova Streets.

This area is intended to primarily allow for small media-related offices and support retail/service establishments, although restaurants and some retail uses would also serve the adjacent residential neighborhoods as well as the Media District business community.

This portion of Olive Avenue is identified as a pedestrian corridor; wherever possible, new development should include ground floor retail and pedestrian plazas, as shown in Figure 2-5.



*Figure 2-4 - A goal of the Plan is the retention, in some form, of the media billboards on Olive, especially the triangular billboard at the intersection of Pass Avenue and Olive Avenue.*

As a major gateway into Burbank, this corridor should present an impression of high quality in terms of architecture, landscaping and unified urban design. Upon approaching from the south, motorists and pedestrians should have the sense of entering a unique area. The intensity of land uses should increase with proximity to the center of the Media District. Pedestrians should find this corridor inviting. The land use objectives are as follows.

- *Encourage retail uses that enhance the image of this corridor as a gateway to the City. Discourage uses that detract from that image.*
- *Allow for the creation of a unified retail frontage on the west side of Olive south of Warner in conjunction with the neighborhood protection program for Toluca Lake.*
- *Retain, in some form, the media billboards on Olive particularly at the intersection of Olive and Pass (as shown in Figure 2-4).*

- *Promote sidewalk cafe-style restaurants and shops that open up onto the pedestrian ways.*
- *Encourage lot assembly to promote a higher quality of development and minimize curb cuts.*
- *Promote development which serves as a transition from the studio uses on the east to the residential neighborhoods on the west.*

3. OLIVE AVENUE EAST CORRIDOR: As shown in Figure 2-2, this area includes the properties adjacent to Olive Avenue between Brighton Street and the end of the commercial area mid-way between California and Ontario streets. This area currently contains a mix of media-related office, service and retail establishments, restaurants and businesses which have no relationship to the media industry. The appearance of the area is diminished by vacant lots, buildings with deferred maintenance and uses that are unsuitable for such a highly visible corridor, such as car repair and multi-family residential.

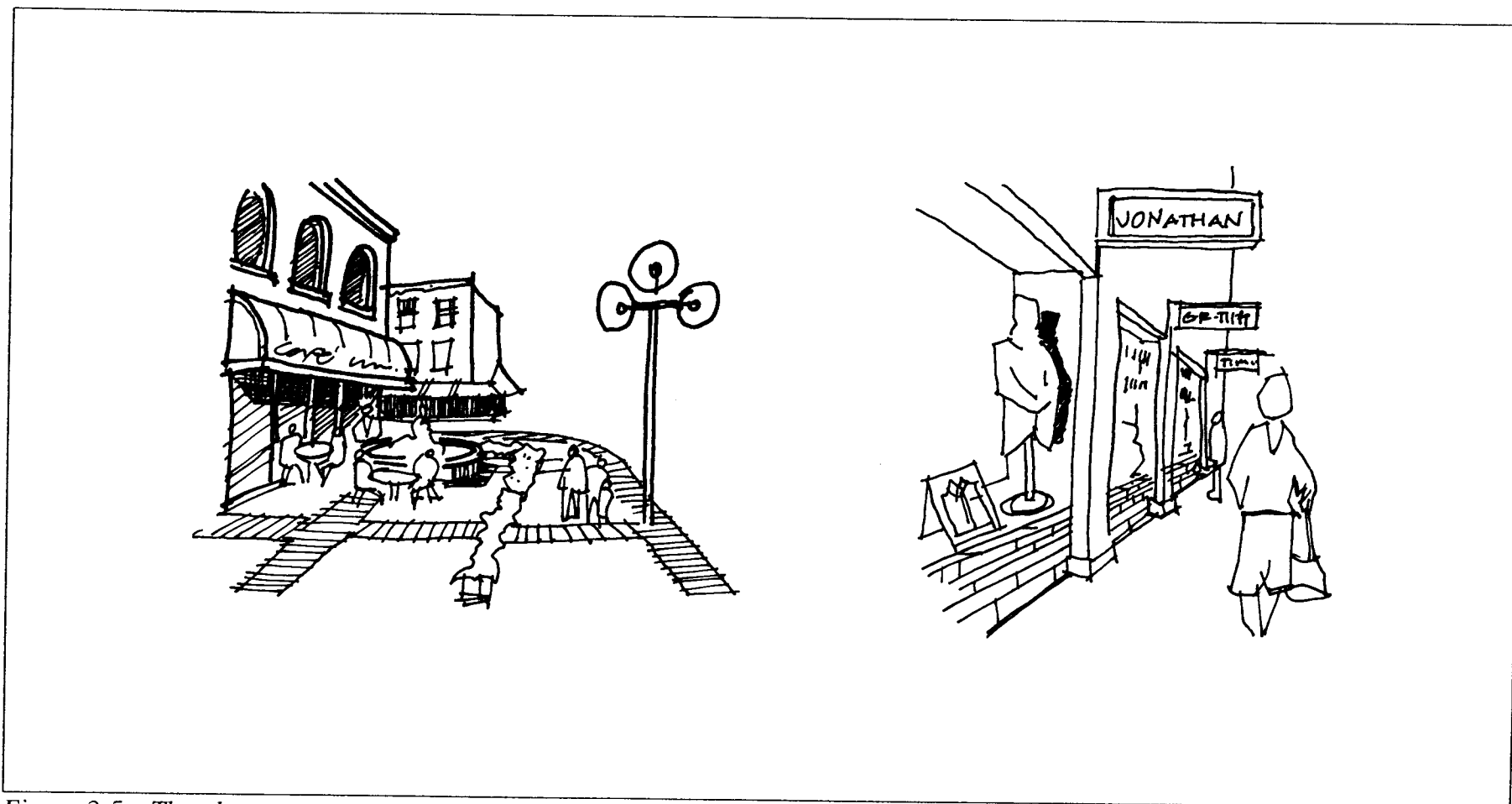


Figure 2-5 - The plan promotes restaurants and ground floor retail in many areas of the Media District, such as the Olive Avenue East area.



This area is intended to primarily allow for small media-related offices and support retail/service establishments, although restaurants and some retail uses would also serve the adjacent residential neighborhoods as well as the Media District business community, as shown in Figure 2-5. Since Olive Avenue links the Media District with downtown Burbank, the corridor should create a favorable image in terms of architecture, landscaping and streetscape treatment. Pedestrians should find this corridor inviting to walk. The objectives for this area are as follows.

- *Encourage retail uses on ground level floors and locate storefronts near the sidewalk to promote "window shopping" for pedestrians.*
- *Encourage one and two-story buildings on the north side of Olive Avenue.*
- *Encourage architecture which promotes the diversity of the street and is appropriate for a pedestrian environment.*
- *Create a gateway into the Media District through the use of public space and special design considerations for*

*properties at the intersection of Olive Avenue and Buena Vista Street.*

4. MEDIA CENTER: Media Center is bounded by Hollywood Way, Alameda Avenue, California Street and the Ventura Freeway. Olive Avenue divides the Media Center into a northern and southern area. It is currently primarily vacant land with several apartment buildings to the west and a few commercial offices and motels on Olive Avenue.

The Media Center is intended to become the focal point of the Media District. The proposed intensity of use has changed over the years. The 1976 West Olive Redevelopment Plan called for development "where emphasis would be given to entertainment and media uses, which would include professional offices related to the motion picture and television industry, theaters, museums, hotels, retail commercial incidental to the hotel and office and eating establishments."

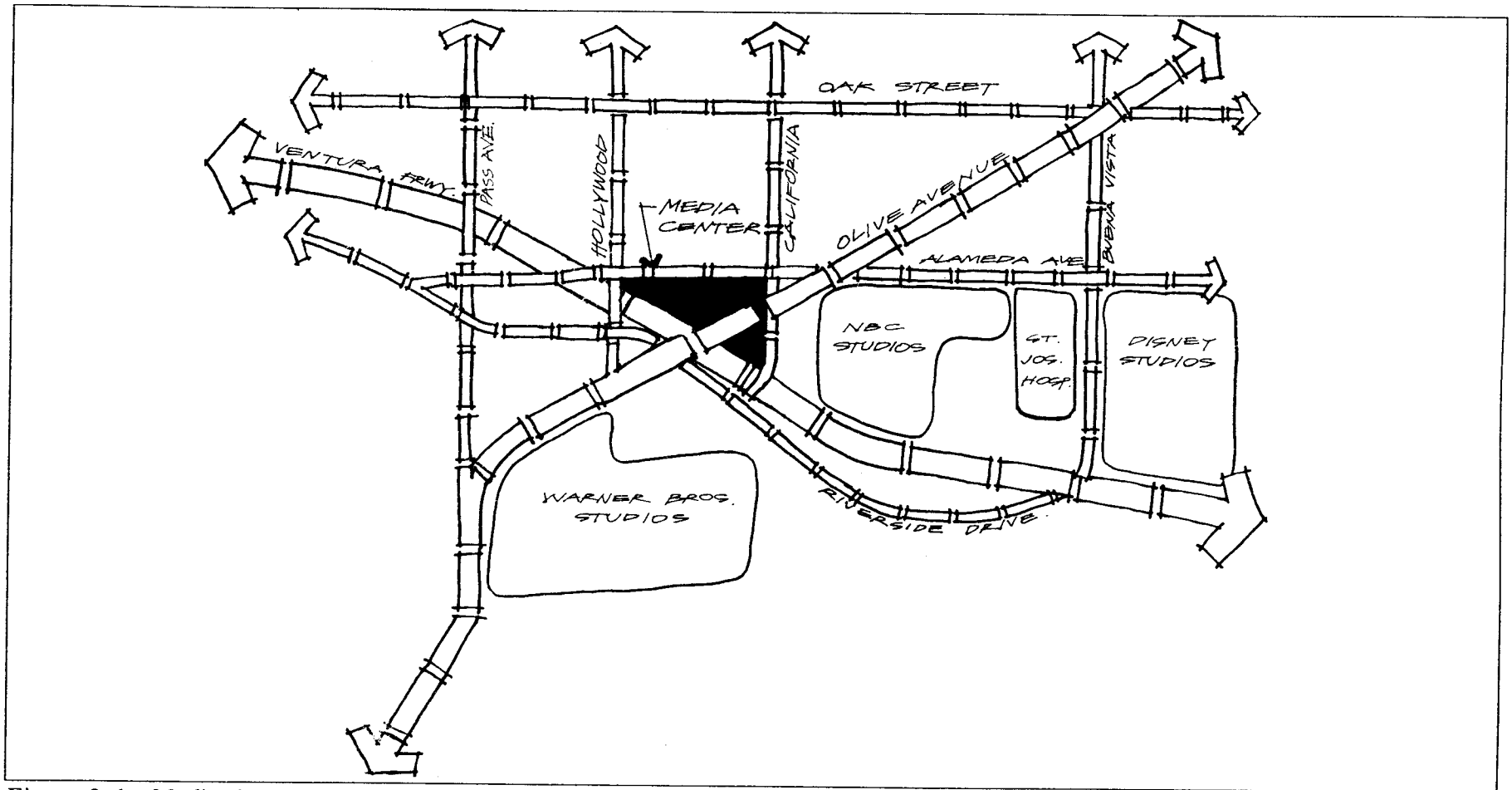


Figure 2-6 - Media Center: Bounded by Alameda Avenue, Olive Avenue, California Street and the Ventura Freeway, Media Center has long been recognized as the focal point of the Media District.

The Media District Specific Plan promotes mixed-use development within the Media Center. As indicated in the Redevelopment Plan, it is intended that any office component of this development be media-related, either owned by or leased to media and entertainment companies. The development should also include other uses determined to be beneficial to the Media District as specified below in the following objectives.

- *Promote media-related office development, development owned by or leased to media or entertainment companies.*
- *Allow higher intensity of use for media-related development.*
- *Encourage other uses desired in the Media District including, legitimate theater, media museum, hotel, restaurants and retail/service businesses which support the media industry.*
- *Require the master planned development of both Media Center North and South which serves as a focal point for the Media District Specific Plan; unify the North and South sites; supply expansive landscaped plaza areas; and*

*provide for convenient pedestrian travel between the two areas.*

- *Allow a building complex which has enough height and mass to identify the Media Center as the center of the Media District but does not unnecessarily obscure existing views.*

5. ALAMEDA AVENUE CORRIDOR: The Alameda Avenue Corridor includes the area adjacent to Alameda Avenue between Evergreen and Cordova streets. It currently includes several new mid and high-rise office buildings as well as older low-rise offices and assorted retail uses. There are relatively few sites left for redevelopment in this area.

This area is intended for further infilling of low-rise and mid-rise office buildings. The design for the south side of Alameda Avenue has already been determined by the recently built buildings.

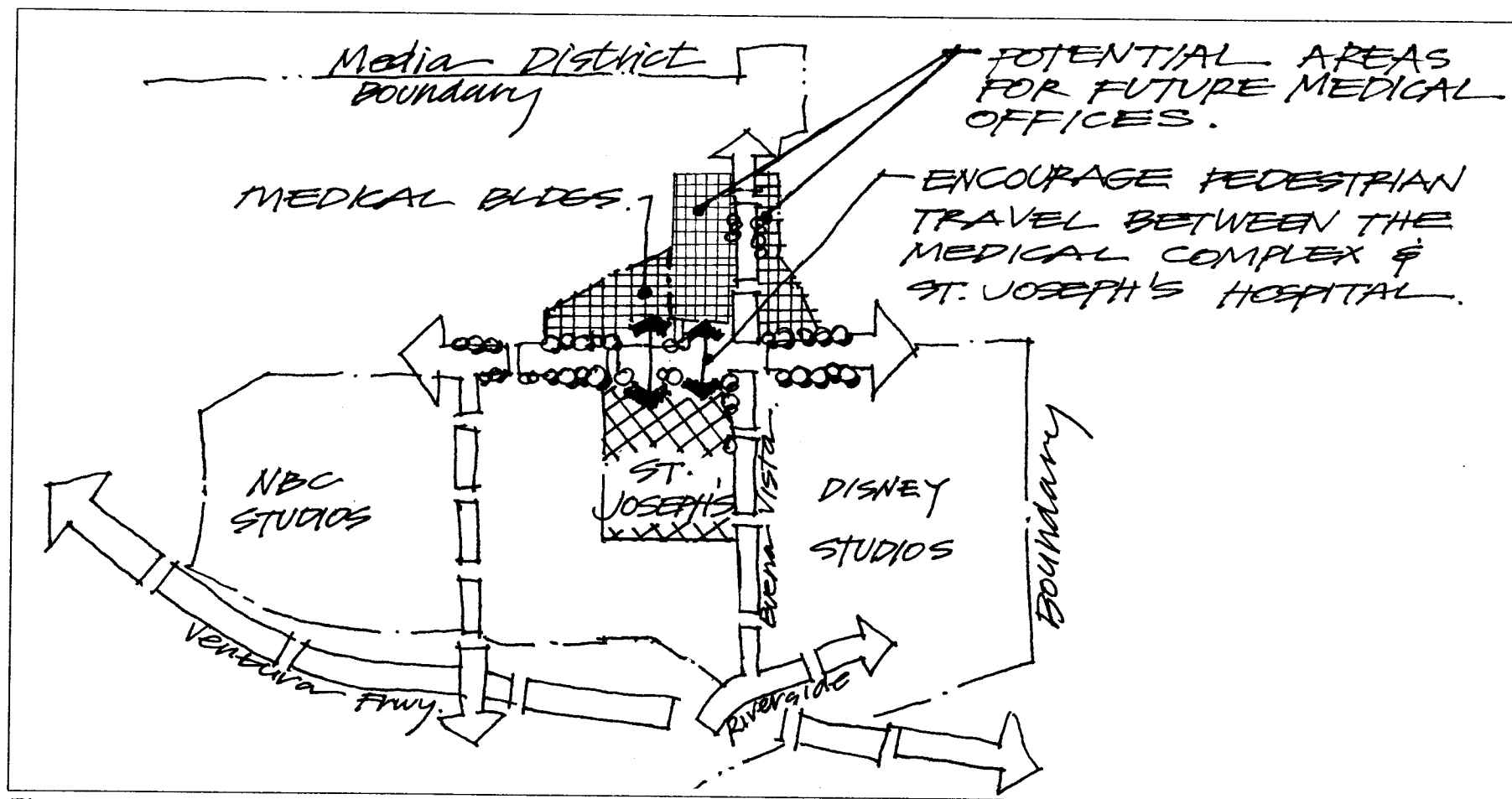


Figure 2-7 - The Alameda/Buena Vista area can provide an opportunity for additional medical offices to locate within walking distance of the St. Joseph Medical Center.

Future development on the north side of Alameda should create a more pleasant pedestrian environment though the specific objectives discussed below.

- *Require architecture and landscaping that reflect the quality image and innovation of the media industry.*
- *Encourage retail uses that enhance the image of this corridor as a gateway to the City. Discourage uses that detract from that image.*

6. ALAMEDA/BUENA VISTA CORRIDOR: The Alameda/Buena Vista Corridor lies generally north of Alameda Avenue between Willow Court and Brighton Street. The portion west of Frederic Street is completely developed in medical office buildings. The area between Frederic and Buena Vista streets primarily consists of older residences and some vacant lots. The east side of Buena Vista Street contains a mix of small retail/service establishments and multi-family residential units.

This area is intended to provide primarily for the development of medical offices which have a need to locate close to the St. Joseph Medical Center (as shown

in Figure 2-7); however, the portion east of Buena Vista Street may also contain media-related uses and retail/service firms serving both the Media District and adjacent residential neighborhoods. The specific objectives for this area are as follows.

- *Encourage medical offices to locate in this area by offering a slightly higher density limitation to medical uses.*
- *Promote safe, convenient and attractive pedestrian routes within this area and to the St. Joseph Medical Center.*
- *Require a high standard for architecture and landscaping since this area is at the highly visible intersection of two of Burbank's most heavily traveled arterials.*

## INDUSTRIAL AREAS

The industrial land use areas of the Media District Specific Plan consist of all the land currently zoned for industrial purposes in the Media District. As shown in Figure 2-8, the industrial areas lie in the southern half of the Media District and consist of four large landholdings:

1. WARNER BROS. STUDIOS: The area between Olive Avenue and California Street from the Burbank City limits north to Warner Boulevard and Warner Boulevard extended.
2. NATIONAL BROADCASTING COMPANY (NBC): The area bounded by California Street, Olive Avenue, Alameda Avenue, the western property line of St. Joseph Medical Center, Parkside Avenue, Bob Hope Drive and the Ventura Freeway.
3. ST. JOSEPH MEDICAL CENTER: The area bounded by Alameda Avenue, Buena Vista Street and the eastern and northern boundaries of Buena Vista Park and NBC.

4. WALT DISNEY STUDIOS: The area bounded by Buena Vista Street, Alameda Avenue, Keystone Street and Keystone Street extended and the southern Burbank City limits.

### A. OVERALL INDUSTRIAL OBJECTIVES

- *Require the provision of off-street parking to meet all of the needs of the industrial complexes including employees, visitors and spectators.*
- *Require the use of landscaped setbacks and plazas in conjunction with the streetscapes to promote an inviting pedestrian environment.*
- *Require development that is compatible with adjacent commercial and residential areas.*
- *Require utility lines, including those leading onto the project site, to be underground.*

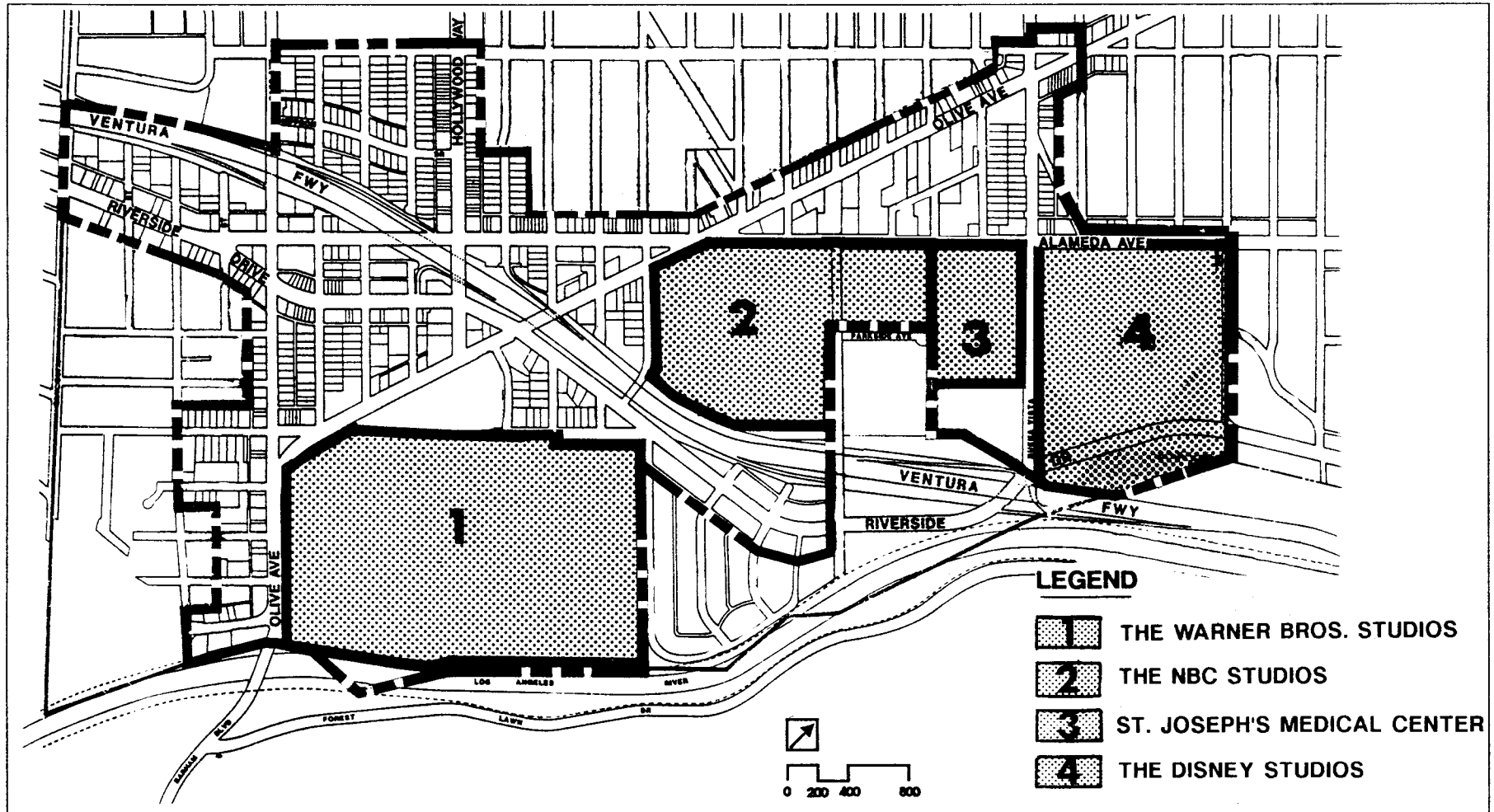


Figure 2-8 - Industrial Areas.

## B. INTENT OF THE OBJECTIVES

The three studio areas (Warner Bros. Studios, NBC and Walt Disney Studios) are intended to provide for motion picture/television production and other media and entertainment related activities. The specific land uses could include sound stages, warehousing for media equipment, workshops for the construction of sets and other media activities, including office buildings serving media/entertainment functions.

The St. Joseph Medical Center area is intended to provide for hospital and other medical-related activities such as medical clinics and hospital support facilities. Providencia High School, located to the south end of the area, is considered a compatible land use; however, should the high school relocate, this portion of the area should also be used for the further expansion of medical uses. The intent and objectives of the individual industrial land use areas are discussed below.

1. WARNER BROS. STUDIOS: The industrial portion of Warner Bros. Studios generally consists of numerous sound stages to the west, some newer office and production buildings to the east and outdoor sets and backlot facilities in the center. As shown in Figure 2-9,

the sound stages which front Olive Avenue present a dramatic entrance to the Media District from the south. The office/production buildings on the east side of the complex are well-screened from the residential area across California Street by a landscaped berm. Tentative master plans for the site indicate that future development would be concentrated in the center of the complex on what is now the backlot. The most consistent complaint from surrounding residential neighborhoods is that Warner Bros. Studios employees park on residential streets and use residential streets to commute to and from work. The following objectives are intended to reinforce Warner Bros. Studios as a gateway to the District and to ensure that Warner Bros. Studios will remain compatible with adjacent residential neighborhoods.

- *Encourage Warner Bros. Studios to redesign the southwestern corner of its complex to improve the appearance of this highly visible corner and emphasize this area as the entrance to the Media District.*
- *Encourage Warner Bros. Studios to continue the current use of large media-related billboards on the sound stages on Olive Avenue.*





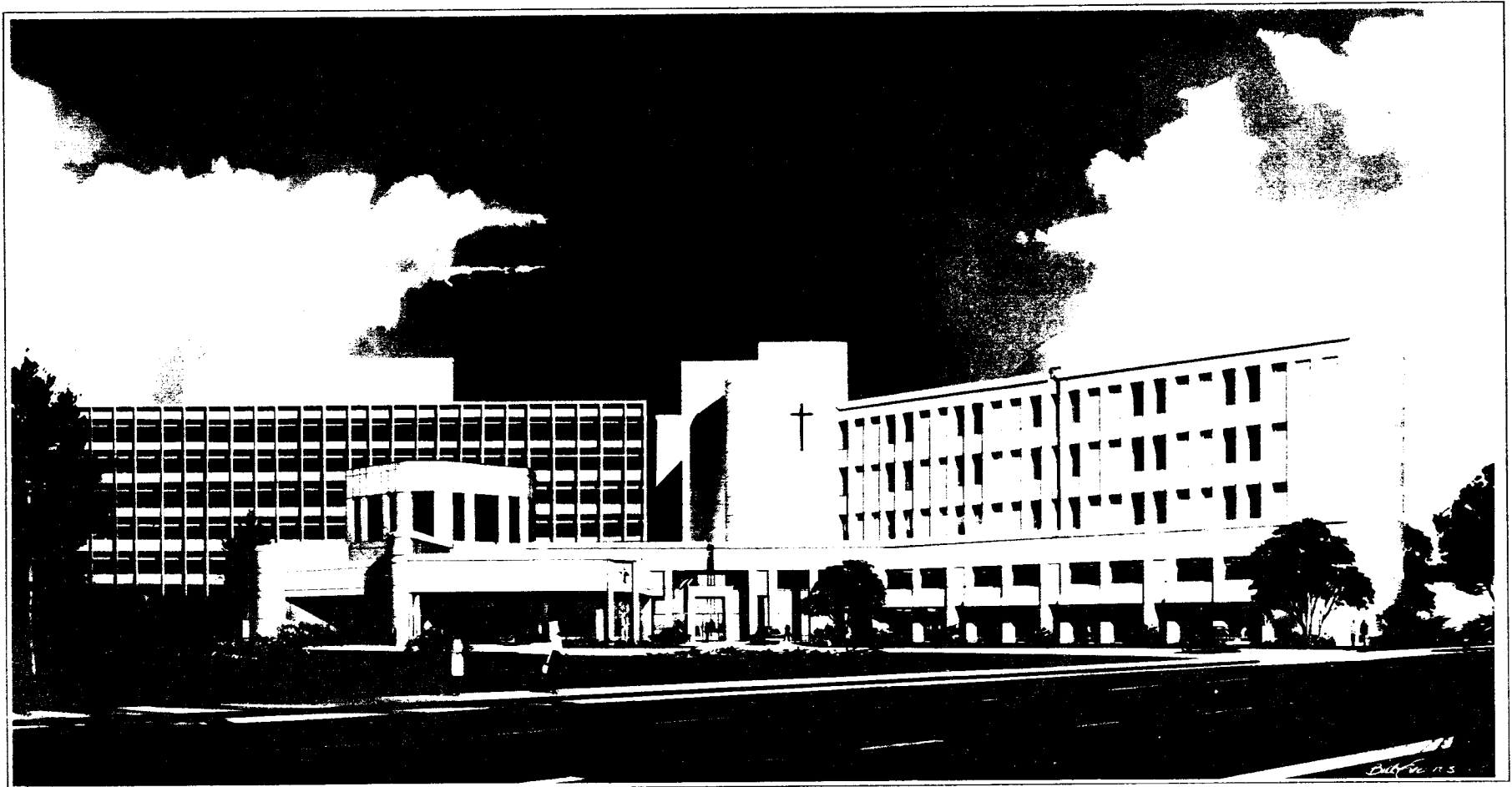
*Figure 2-9 - The Plan encourages the retention of the media-related billboards on the Warner Bros. Studios soundstages.*

- *Encourage Warner Bros. Studios to recycle the commercially zoned land, replacing the existing fence on Olive Avenue with new development which incorporates first floor retail or landscaped plazas for pedestrian interest. Portions of the Warner Bros. Studios complex on Cordova Street and Warner Boulevard face residential land and should be designed, when recycled, to incorporate landscaped setbacks to generally improve the appearance of this area.*
- *Require Warner Bros. Studios to maintain the landscaped area on the eastern perimeter to provide continued screening for the residential area on the east side of California Street.*
- *Require Warner Bros. Studios to concentrate mid or high-rise development in the center of the complex in order to minimize impact on residential neighborhoods.*
- *Require Warner Bros. Studios to cooperate in traffic mitigation efforts such as providing more parking, especially on the south side of the complex, and a bridge over the Los Angeles River, to Forest Lawn Drive to provide alternative routes for southbound and eastbound traffic other than Media District streets.*
- *Encourage Warner Bros. Studios to cooperate with efforts to discourage traffic on residential streets by requesting the vacating of Franklin Street and facilitating improvements which would ensure that Olive Avenue be the only access point to the parking lot on Franklin Street. Furthermore, encourage Warner Bros. Studios to work towards the vacations of Hood and Toluca Lake Avenue as indicated in the Neighborhood Protection Plan.*



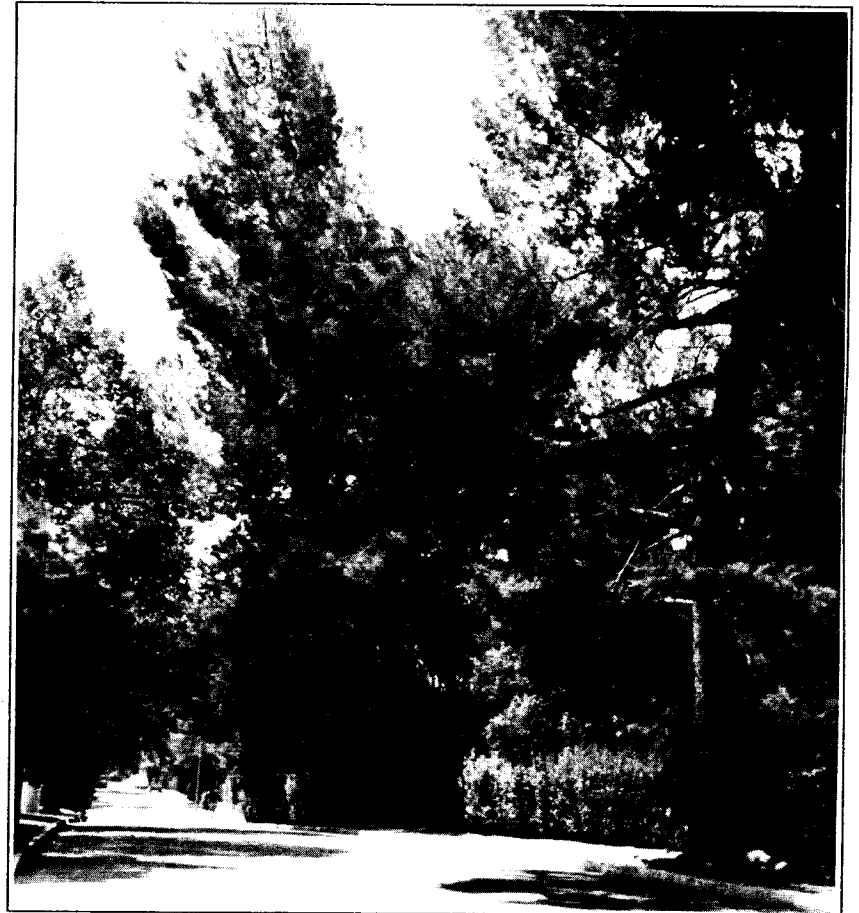
*Figure 2-10 - NBC recently completed an expansion of the entrance on Alameda Avenue.*

- *To provide greater protection to the Toluca Lake residential neighborhood to the west and to promote greater symmetry between development scale and the east and west-sides of Olive Avenue, require that development within 150 feet of the Olive Avenue right-of-way south of Pass not exceed 70 feet in height and still be subject to the stair-step and 20 percent setback requirements of this plan.*
2. NATIONAL BROADCASTING COMPANY (NBC): As shown in Figure 2-10, the National Broadcasting Company (NBC) has recently made improvements to its building at the prominent intersection of Alameda and Olive avenues. Other recent improvements include a new studio complex and a modular building on the site east of Bob Hope Drive. On-street parking around NBC is a recurrent problem, particularly on California Street, Bob Hope Drive and on some of the residential streets north of Alameda Avenue. Specific objectives for the NBC area are listed below:
- *Require NBC to adopt procedures which will encourage people to use the on-site parking provided for them.*
  - *Require landscaped setbacks, plazas and streetscape features around the entire perimeter of the complex to promote an inviting pedestrian environment.*
3. ST. JOSEPH MEDICAL CENTER: The St. Joseph Medical Center is currently implementing a phase of its master plan with the construction of a parking structure, an underground parking garage and a new North Tower. In the long-term, the master plan calls for the replacement of older structures with new hospital buildings. St. Joseph is a nonprofit institution providing a valuable public service for Burbank; consequently, this plan allows for the amount of growth that the Medical Center has projected in order to continue to supply medical services to the community. The City will continue to work with the Medical Center in order to ensure that the future development addresses concerns in this area, as specified in the following objectives.



*Figure 2-11 - St. Joseph Medical Center is currently in the midst of a major expansion that includes both above grade and subterranean parking structures.*

- *Encourage St. Joseph to provide adequate off-street parking for some of the outpatients of the under-parked medical office buildings on the north side of Alameda Avenue.*
  - *Encourage pedestrian travel between the medical complex and the numerous medical office buildings in the area by the use of pedestrian linkages between buildings, possibly including a pedestrian crossover of Alameda Avenue.*
4. THE WALT DISNEY STUDIOS: At the easterly extreme of the Media District, the Walt Disney Studios is within 250 feet of a residential neighborhood to the north, and directly adjacent to a residential neighborhood to the east. Large, landscaped berms have traditionally screened the studios from these neighborhoods, as shown in Figure 2-12. However these neighborhoods are concerned about the possible impacts of future development, particularly the impacts of traffic and on-street parking. Specific objectives for this area are listed below:



*Figure 2-12 - A landscaped buffer must be located on the west side of Keystone Street to provide a visual screen for the abutting residential neighborhood.*

- *Require Disney to follow a master plan that provides adequate off-street parking and maximum flexibility to employees for ingress and egress so that employees do not resort to parking on residential streets in order to avoid congested exits and intersections. A balanced distribution of parking lots is encouraged.*
- *Require Disney to maintain low building profiles in areas closest to residential neighborhoods.*
- *Regarding the west side of Keystone between Alameda and Riverside, where a landscaped berm currently exists, Disney shall be required to maintain that existing landscaped berm. For portions of that frontage where berms do not currently exist, Disney shall be required to provide a heavily landscaped buffer area sufficient to provide a visual screen for the abutting neighborhood.*
- *Prohibit access from Keystone Street into the complex.*

## RESIDENTIAL AREAS

### A. DESCRIPTION

The residential areas of the Media District are generally located around the outer edges of the Media District boundary in the extreme west, north and south-central sections of the District as shown in Figure 2-13.

The boundaries of the residential areas are further described as follows:

#### 1. MULTI-FAMILY WEST:

- *Pass Avenue Multi-Family*  
*South of Riverside Drive and north of Olive Avenue, between Pass Avenue and Kenwood Street.*
- *Olive Avenue Multi-Family*  
*Between Olive Avenue and Rose Street, north of the alley on the northern side of Lakeside Drive and south of the alley on the southern side of McFarlane Avenue.*

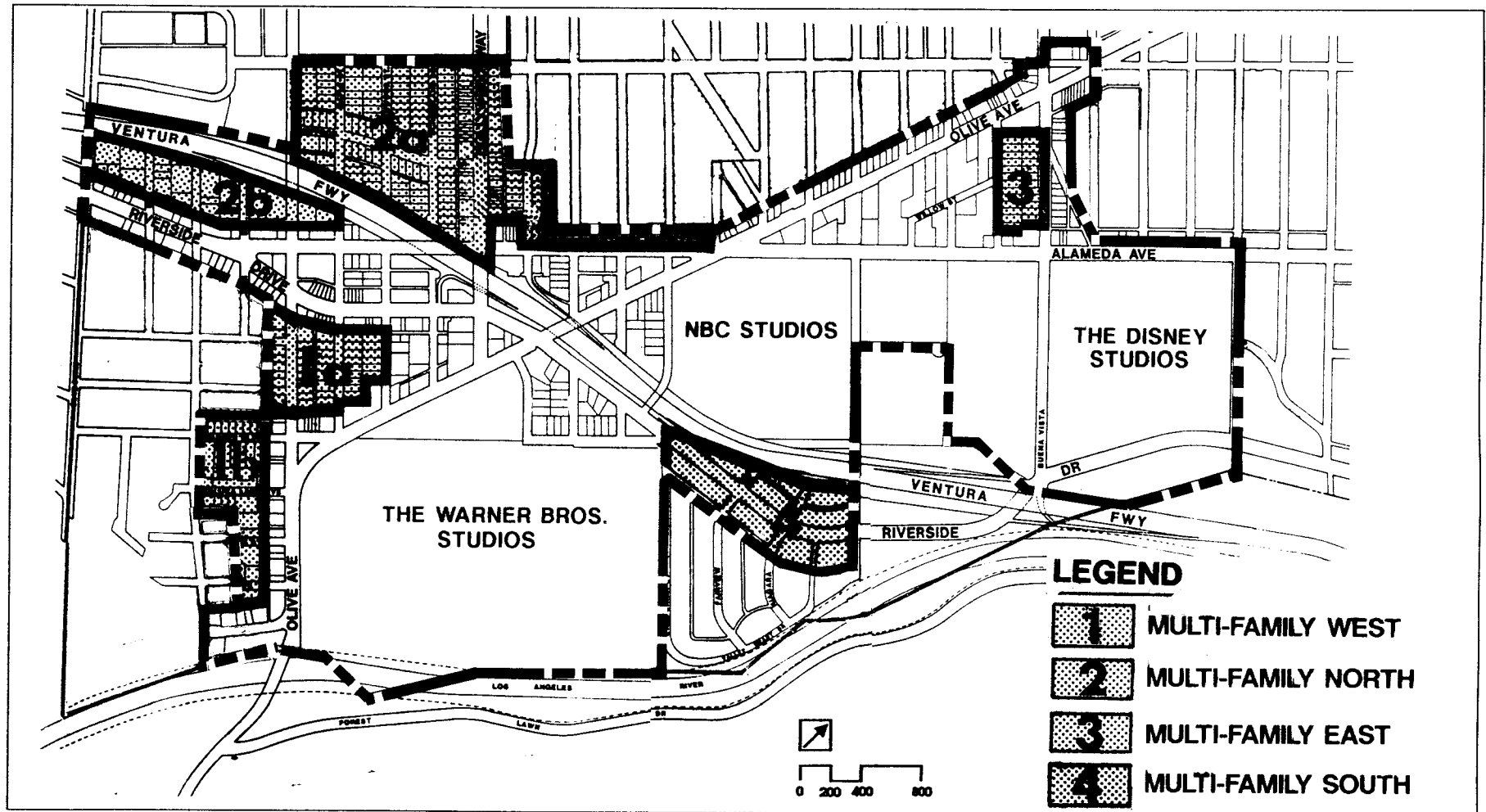


Figure 2-13 - Residential Areas



2. MULTI-FAMILY NORTH

- *Heffron Drive Multi-Family*  
*Bounded by Pass Avenue, Oak Street, Hollywood Way, and the Ventura Freeway, the east side of Hollywood Way from Alameda Avenue to Oak Street, the 200 block north on Cordova Street, and the north side of Alameda Avenue between Cordova and Ontario streets.*
- *Northwest Riverside Multi-Family*  
*North of Riverside Drive to the Ventura Freeway between Clybourn Avenue and Hollywood Way.*

3. MULTI-FAMILY EAST

- *The block bounded by Olive Avenue, Buena Vista Street, Alameda Avenue and Frederic Street.*

4. MULTI-FAMILY SOUTH

- *Multi-Family South*  
*Both sides of Riverside Drive between California and Bob Hope Drive.*

**B. OVERALL RESIDENTIAL OBJECTIVES**

- *Provide for a proper transition between the commercial/ industrial, and multi-family residential areas.*
- *Require residential property owners to maintain their structures, parking and landscaping to a high standard, and to rehabilitate structures where necessary.*
- *Encourage the recycling of obsolete structures, particularly those which do not include adequate off-street parking or those which have not been adequately maintained.*
- *Create a safe pleasant residential pedestrian environment via provisions for landscaping, shaded sidewalks, nighttime lighting and other appropriate amenities.*

- *Encourage the assembly of larger multi-lot parcels for new multi-family residential development to facilitate high quality development and the provision of on-site landscaping, usable open space, recreational facilities, and other amenities.*
- *Require utility lines to all residential structures and the utility lines leading onto or across the project site to be placed underground.*

## C. INTENT OF THE OBJECTIVES

The residential areas of the Media District are intended to provide for the preservation, rehabilitation, and enhancement of existing housing in the major residential areas of the District. In general, the purpose of these residential areas is to provide a variety of housing opportunities for present and future Burbank residents. The housing, and the convenient location of the residential areas in relation to the Media District commercial and industrial areas, should ensure that a significant number of people will both work and reside in the Media District. This will assist in reducing the use of automobiles in the Media District, further strengthening the area's pedestrian orientation.

## 1. MULTI-FAMILY WEST

### a. Pass Avenue Multi-Family

The Pass Avenue multi-family area is a predominantly built-out low to medium density residential area located in close proximity to the major commercial areas on the west side of the Media District. As the Media District area upcycles and develops, this nearby housing will become increasingly desirable. The existing housing should be upgraded and rehabilitated in keeping with the high quality new development going into the area.

This multi-family residential area is intended to remain as a wide residential buffer between the commercial uses to the east and the single family residential neighborhood to the west. The west side of Pass Avenue is especially intended to act as a stepped-down buffer to the residential area west of the alley.

Inasmuch as the Riverside Drive Corridor is planned as a major retail/restaurant destination, it is important that Pass Avenue, Maple and Kenwood streets are designed and landscaped in such a way as to create a pleasant and inviting "pass through" from the office and studio areas along Olive Avenue to the Riverside Drive corridor. It is intended that people will walk to the Riverside corridor, which makes shaded sidewalks and attractively landscaped setbacks critical in this area. The specific objectives for the area are as listed below.

- *Encourage high quality developments.*
- *Require compatibility at the single-family/multi-family residential interface.*
- *Require the use of landscape buffers between the multi-family residential and commercial land uses.*
- *Promote an inviting pedestrian environment through appropriate landscape elements.*

b. Olive Avenue Multi-Family

The Olive Avenue multi-family residential area is located within easy walking distance of the Burbank Studios and other major office developments, and presently contains some large parking lots used by the studios, as well as existing medium density residential uses. This Plan allows for the continuation of the existing studio/office parking lots in this area and encourages the upgrading of these lots with appropriate landscaping and compatible parking structures. Traffic patterns should be arranged to provide for safe and easy access to and from Olive Avenue and to strongly discourage unnecessary vehicular traffic through nearby alleys. The specific objectives for the area are as follows.

- *Encourage the upgrading of the existing parking lots with appropriate landscaping and allow the development of new compatible parking structures on existing parking lot sites in conjunction with the neighborhood protection program for the Toluca Lake neighborhood.*

- *Discourage unnecessary traffic movement through adjacent residential areas and alleys.*
- *Require the use of landscape buffers between the multi-family residential, single family residential and commercial parking uses.*
- *Require compatibility at the single family/multi-family residential interface.*



*Figure 2-14 - The Plan encourages high-quality, multi-parcel developments with significant amenities.*

## 2. MULTI-FAMILY NORTH

### a. Heffron Drive Multi-Family

This area, located just north of two new high-rise commercial developments, presently contains a mixture of older low density residential structures and new medium and high density residential developments, as shown in Figure 2-14. This area affords an opportunity to assemble large parcels of land for the development of medium density residential projects with generous amounts of open space/recreational amenities. This area represents a significant opportunity to provide new housing within walking distance of the commercial development occurring in the Media District.

Development objectives for this area emphasize a high level of residential amenities such as tennis courts, pools, recreation rooms and an emphasis on landscaping and usable on-site open space. The specific area objectives are as follows:

- *Encourage high quality multi-parcel developments with significant residential amenities.*

- *Promote site design and streetscape improvements which encourage pedestrian travel.*

### b. Northwest Riverside Multi-Family

This residential pocket in the northwest corner of the Media District is a built-out high density residential area adjacent to the Riverside Drive commercial corridor.

It is intended to provide high density multi-family residential opportunities in close proximity to the jobs, services, and amenities in the Media District. Specific objectives are identified below:

- *Promote an inviting pedestrian environment through appropriate landscape and streetscape elements.*

- *Encourage compatibility at the commercial/residential interface.*

- *Encourage the design of future developments to resolve site-specific concerns particularly visibility from Ventura Freeway, impact of freeway noise on residents and the lack of on-street parking in this area.*

### 3. MULTI-FAMILY EAST

The Buena Vista residential area is currently underutilized and contains existing older residential uses.

In light of its excellent location vis-a-vis the St. Joseph Medical Center and other major employers in the area, this area is intended for medium to high density residential use and/or medical offices. These offices could accommodate ground floor retail/commercial activity. A mixed residential/office/commercial development is well suited to this area, with medical office/retail commercial development concentrated on Alameda Avenue and Buena Vista Street. Residential development could front on the quieter Frederic Street. Medical offices, and related retail uses, which locate in this area must comply with the density limitations identified in the Specific Plan.

In light of the existing and planned density of development in and around this area, careful attention must be given to the provision of adequate and convenient on-site parking for all new development.

Special attention must also be given to the landscape and streetscape at the intersection of Buena Vista Street and Alameda Avenue to create a pleasant and convenient environment for both pedestrian and vehicular traffic at this major intersection. The objectives for the area are as follows:

- *Encourage larger residential or mixed-use developments on underutilized properties.*
- *Provide adequate and convenient parking for new development.*

- *Promote an inviting pedestrian environment through appropriate landscape and streetscape elements, especially at the intersection of Buena Vista Street and Alameda Avenue.*
- *Require medical offices in this subarea to have easy and pleasant pedestrian access to surrounding medical office buildings and St. Joseph Medical Center. Such linkages could include skywalks or underground corridors.*

- *Encourage new multiple-family structures not to exceed two stories in height even if they are not adjacent or abutting R-1.*
- *Encourage architectural styles that are consistent with the character of the adjacent single-family neighborhood including the use of Early California elements.*

#### 4. MULTI-FAMILY SOUTH

This medium-density multiple-family residential area borders a portion of the Rancho neighborhood which includes both single-family (R-1) and single-family horsekeeping (R-1-H) properties. The overriding goal of future development in this area is to make the multiple-family residential as compatible as possible with the adjacent single-family neighborhood. The objectives for the area are as follows:



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L a n d U s e R e g u l a t i o n s a n d  
D e v e l o p m e n t S t a n d a r d s

C h a p t e r 3

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## INTRODUCTION

Chapter Three of the Draft Media District Specific Plan was adopted on January 8, 1991, not as an amendment to Burbank's General Plan but as *Article 21: Media District Overlay Zone* of Chapter 31, of the Burbank Municipal Code.

This article specifies the development standards which future developments must follow within the Media District. These development standards are not part of the Burbank General Plan unless they also appear in Chapters 1, 2, 4 or 5 of this specific plan document.

To avoid duplication and to facilitate ease of reference, *Article 21: Media District Overlay Zone* is presented in the following pages exactly as it appears in Chapter 31 of the Burbank Municipal Code, complete with the section numbers and graphics which appear in the Code. Several additional graphics from Chapter Three of the Draft Plan have been included for illustrative purposes. Those graphics which are not part of the Code are indicated as such in the caption.

**ARTICLE 21. MEDIA DISTRICT OVERLAY ZONE.**

**DIVISION 1.  
PURPOSE AND DEFINITIONS.**

**Sec. 31-2101. Purpose.**

This Article creates a Media District Overlay Zone (Figure 3-1) which contains a series of zoning classifications for the Media District as defined in Resolution No. 23,146 which amended the General Plan and Land Use Element to reflect this District.

All land use regulations and development standards for the Media District Overlay Zone augment the land use regulations and development standards of the Burbank Municipal Code. However, the remainder of Chapter 31 of the Burbank Municipal Code shall apply for regulations applying to the Residential Zones of R-3, R-4, and R-5 which are referred to as MDR-3, MDR-4, and MDR-5. The Media District Overlay Zone regulates commercial-industrial land in the Media District for land use, density, height and setbacks, as well as specific aspects of parking, landscaping, landscaping for parking lots, design standards for parking lots, lighting, walls and fences, signs and design standards. When an issue, condition or situation occurs which is not covered or provided for in the Media District Overlay Zone Ordinance, the development regulations of the Burbank Municipal Code that are most applicable shall apply.

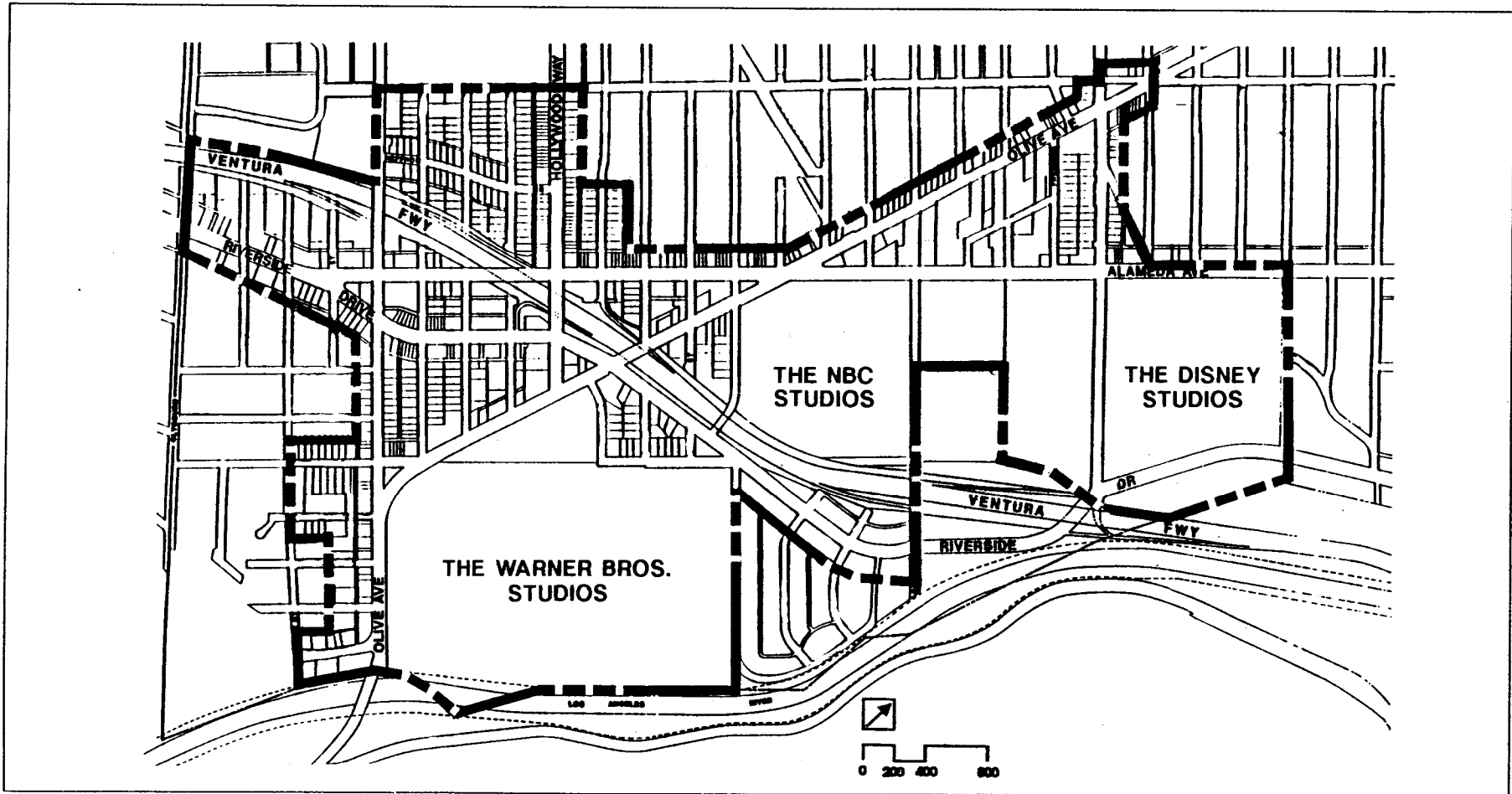
Projects of 25,000 square feet or greater occurring south of the Ventura Freeway will require mailed notice to all property owners from Mariposa Street to Clybourn south of the Ventura Freeway in addition to the 1,000-foot radius already required. Projects of 25,000 square feet or more occurring within the Media District north of the Ventura Freeway will require mailed notice to all property owners from Mariposa Street to Clybourn south of Oak in addition to the 1,000-foot radius already required.

**Sec. 31-2102. 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.

**"Child Care Facility"** Means any facility of any capacity in which less than twenty-four-hour per day non-medical care and supervision is provided for children in a group setting.

**"Development Opportunity Reserve (DOR)"** Means a portion of the Media District's development capacity which can be allocated to projects which best meet the goals of the plan through the conditional use permit process. The DOR is 800,000 Office Equivalent Gross Square Feet.



*Figure 3-1 - Limits of Media District Overlay Zone.*

(This graphic is not part of the Burbank Municipal Code.)

## Land Use Regulations and Development Standards

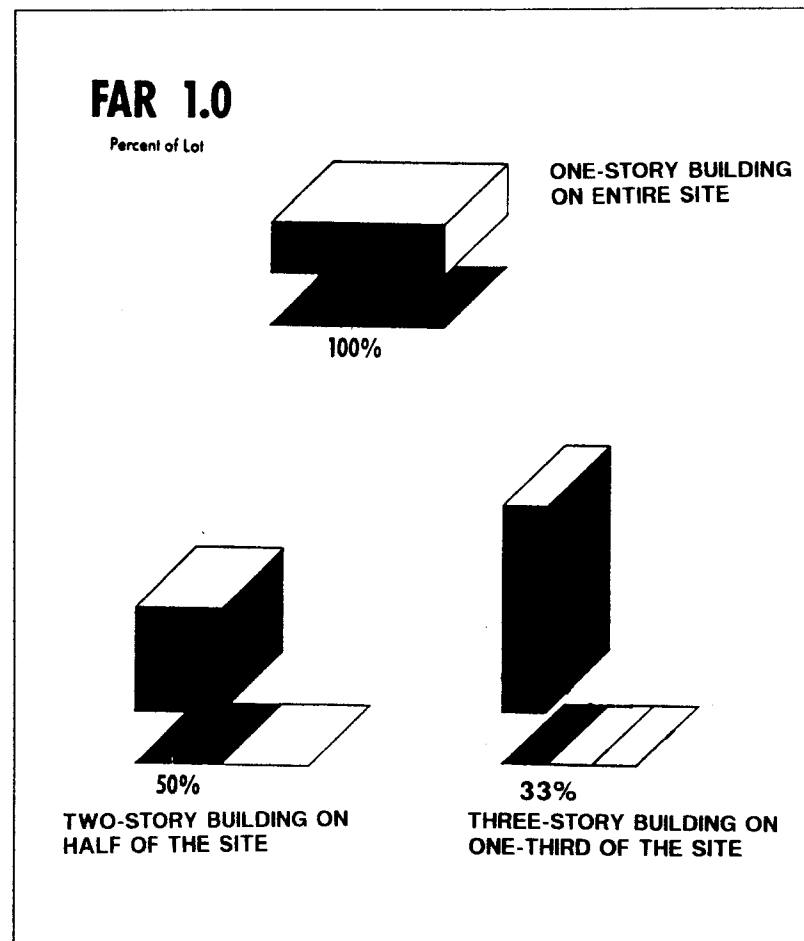
**"Floor Area Ratio (FAR)"** Means a density regulation that allows a prescribed amount of floor area for each square foot of land area. With a FAR of 1.1, 1.1 square foot of floor area would be allowed for one square foot of lot area, as shown in Figure 3-2.

**"Overlay Zone"** Means 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.

**"Special Event"** Means any temporary event not exceeding 30 days whether indoors or outdoors, or on improved or unimproved property which is inconsistent with the zone in which the subject property is located. Special events shall also refer to any activity that may result in the closure of any public street.

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

**"Transfer of Development Rights (TDR)"** Means the ability of a property owner to transfer development rights from one parcel in the Media District to another parcel in the Media District via the City's approval through the conditional use permit process.



*Figure 3-2 - Floor Area Ratio (FAR) Concept.*

(This graphic is not part of the Burbank Municipal Code.)

**DIVISION 2.**

**MDM - 1 MEDIA DISTRICT INDUSTRIAL ZONE.**

**Sec. 31-2103. Purpose.**

The Media District Industrial Zone (MDM-1) (Figure 3-3) is intended for motion picture, television, recording production, other media-related activities, hospitals and medical-related uses and other restricted commercial/industrial uses compatible with these uses.

**Sec. 31-2104. Permitted Uses.**

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

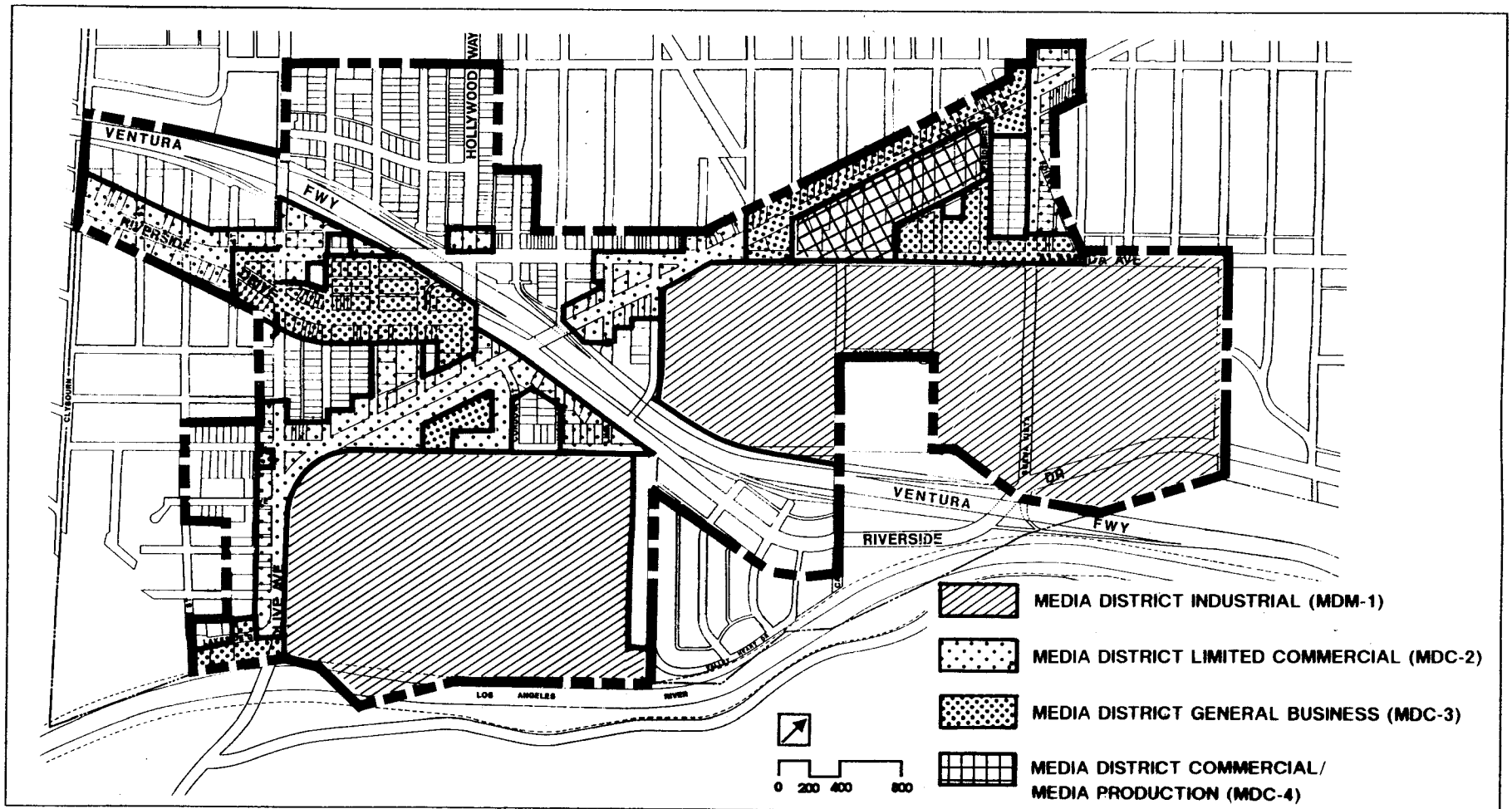
- Eating establishments.
- Educational institutions in existence prior to January 1, 1991.
- Hospitals in existence prior to January 1, 1991.
- Media related uses which include office buildings serving the media/entertainment industry and studios for broadcasting/recording and motion picture production. The media related uses could also include sound stages, technical space, warehousing for media equipment and workshops for the construction of sets.
- On-site incidental retail, health facilities and child care facilities which exclusively serve employees and their guests.

**Sec. 31-2105. Conditional Uses.**

The following uses are permitted in a MDM-1 Zone upon the granting of a conditional use permit.

- Alcoholic beverages - sale of, for consumption on-premises for all uses, and for consumption off-premises when in conjunction with an eating establishment or other uses where food is sold for consumption on-premises, provided, however, that any new beer and/or wine bar or cocktail lounge, other than a bar or lounge operated together with or in conjunction with an eating establishment shall not be located within 1,000 feet of either an existing or previously approved beer and/or wine bar or cocktail lounge, or within 200 feet of either a residence, a day care home, a convalescent home, a residential care home-retirement home, or any residentially-zoned lot or parcel, both of which distances shall be measured in a straight line, without regard to intervening structures between the closest property line of the lot or parcel with residential zones or development with a residential care home/retirement home or to the closest structural wall of any preexisting or previously approved beer and/or wine bar or cocktail lounge. As used here "new" includes discontinued for six consecutive months as well as premises not previously used as a bar or cocktail lounge.
- Child Care Facilities.
- Education institutions in existence after January 1, 1991.
- Health Facilities.
- Helistop.

# Land Use Regulations and Development Standards



*Figure 3-3 - Media District Industrial/Commercial Overlay Zones.*  
(This graphic is not part of the Burbank Municipal Code.)



# Land Use Regulations and Development Standards

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- Hospitals in existence after January 1, 1991.
- Hotel.
- Laboratory Dental.
- Laboratory Medical.
- Schools-public or private.

## **Sec. 31-2106. Planned Development Uses.**

Commercial uses which primarily serve the employees or residents of the Media District may be permitted provided a Planned Development (PD) application is submitted and the City determines that the proposed use is not likely to attract a substantial percentage of patrons from outside of the Media District, and provided that the Planning Board determines that the proposed use will be compatible with the uses in the surrounding zones.

## **Sec. 31-2107. Property Development Standards.**

The following property development standards shall apply in a MDM-1 Zone:

### **(a) Density.**

The density of all commercial and industrial property shall not exceed an office-equivalent gross square footage (OE-GSF) floor area ratio (FAR) of 1.1, except as provided for in this section.

**(1) Gross floor area.** For the purpose of computing allowable density, "gross floor area" means the total horizontal area of all floors beneath the roof of a building. The computation excludes the columns, permanent interior walls, stair shafts, elevator shafts, duct shafts, mechanical equipment rooms that serve the building as a whole (offices only) and the area actually occupied by parking. The computation includes corridors, bathrooms, interior partitions which are not permanent or anything else not excluded above.

**(2) Office-equivalent gross square feet (OE-GSF).** A concept which allows more floor area for specific uses which generate less peak-hour trips per square foot than general office buildings.

For example, a FAR 1.1 on a 10,000 square foot lot would allow 11,000 square feet of gross floor area of general office or 5,940 gross square feet of medical office pursuant to the "Office Equivalency Factors" set forth in Table 3-1 below.

**(3) Studio Lots as one Parcel.** Parcels within the main studio lots of each studio as shown on Figure 3-4, entitled "Land Considered 'Studios'" shall be considered as one parcel for the purposes of density calculation.

# Land Use Regulations and Development Standards

OFFICE EQUIVALENCY FACTORS	
Table 3-1	
Land Use	Office Equivalency Factor <sup>1,2</sup>
General Office and Commercial <sup>3</sup>	1.00
Medical Office	0.54
Light Industrial	1.90
Warehousing	1.26
Hotel	2.97 rooms/1,000 sf of land
Motel	3.15 rooms/1,000 sf of land
Multi-Family Residential <sup>4</sup>	
Hospital <sup>5</sup>	
Media Office <sup>6</sup>	1.33
Media Workshop <sup>6</sup>	9.60
Warehouse Storage <sup>6</sup>	24.12
Stage Areas <sup>6</sup>	6.34

## Notes to the Office Equivalency Factors table:

<sup>1</sup> Employers with 1,000 or more workers may achieve office equivalency ratios by implementation of City-approved transportation demand management (TDM) plans.

<sup>2</sup> The most recent edition of Trip Generation, Institute of Transportation Engineers (ITE) may be used to determine office equivalency ratios for uses not listed in Table 3-1. The ITE tables do not include ratios for some land uses in the Media District. Requests for an office-equivalency ratio not listed here can be approved through the conditional use permit process. The applicant must demonstrate to the satisfaction of the City, through a study performed by a licensed traffic engineer, that the office-equivalency ratio proposed is appropriate. The City may also require a monitoring program to ensure that these factors are maintained over time.

<sup>3</sup> Commercial land uses also include general retail, saving institutions, food outlets, restaurant and all other uses permitted or conditionally permitted in the commercial zones except for those uses specified in Table 3-1.

<sup>4</sup> Multi-family residential development is limited by the Burbank Municipal Code rather than FAR; however, for the purpose of calculating impact fees, one dwelling unit is equivalent to 297 square feet of office floor area.

<sup>5</sup> General, non-profit hospital space is not limited by FAR; however, for the purpose of calculating impact fees, 1.24 square feet of hospital floor area is equivalent to 1.0 square feet of general office space.

<sup>6</sup> With respect to Media Office, Media Workshop, Warehouse Storage, and Stage Area Uses, the office-equivalency factor shown in Table 3-1 is based on preliminary data. It shall not be used unless verified by a report prepared by a certified traffic engineer to the satisfaction of the Director of Community Development. The report shall include a monitoring program which requires the applicant to periodically supply to the Director of Community Development sufficient information to ensure that the factors remain valid over time. The applicants may, alternatively, elect to use the following factors: Media Office - 1.33; Media Workshop/Storage/Technical Space - 2.00; and Sound Stage - 4.00. If these alternative factors are used, the applicant shall supply a monitoring plan to the satisfaction of the Community Development Director prior to issuance of building permits for cumulative development of more than 25,000 adjusted gross square feet. This monitoring plan shall document the total and peak trips generated by the applicant's entire complex to verify that the alternative factors are a reasonable representation of the complex's trip generation. This monitoring plan shall include provisions requiring the applicant to periodically supply to the Director of Community Development sufficient information to ensure that the factors remain valid over time. If the monitoring plan fails, in the opinion of the Community Development Director, to substantiate that the alternative factors are a responsible representation of the complex's trip generation, the Community Development Director shall not allow the building permit to be issued until a report prepared by a certified traffic engineer has been accepted by the Community Development Director that documents the office-equivalency factors of the applicant's complex. The Community Development Director shall apply the office-equivalency factors determined by the certified traffic engineer's study. In order to use any media factors, the applicant shall execute and record an agreement, found acceptable to the Community Development Director, restricting the use of the building to those media uses which form the basis of the office-equivalency factor for which the applicant is applying. Violation of this agreement will be subject to enforcement.

# Land Use Regulations and Development Standards

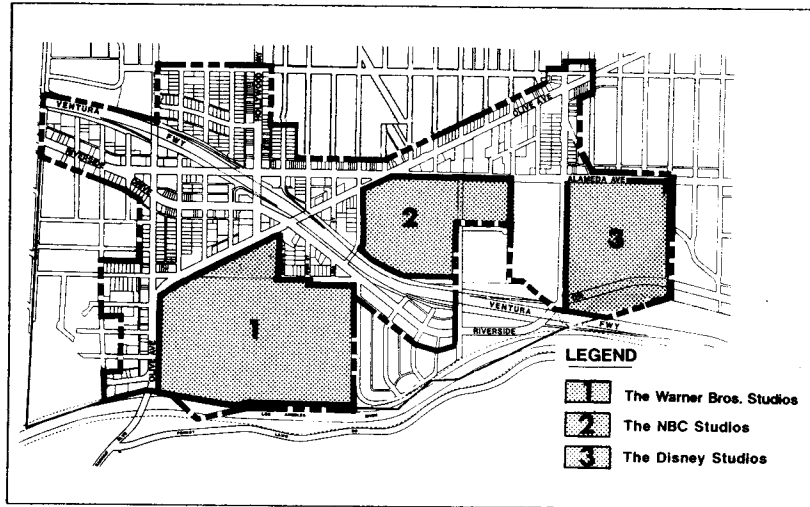


Figure 3-4 - Land considered "Studio."

**(4) Development Opportunity.** The allowable development opportunity for a given parcel of land shall be computed according to the following formula:

$$\begin{array}{ccccccc} \text{No. of} & & \text{Office} & & & & \\ \text{Sq. Ft.} & & \text{Equivalency} & & 1.1 = & & \text{Allowable} \\ \text{of Land on} & \times & \text{Factor from} & \times & \text{FAR} & \times & \text{Floor Area} \\ \text{Property} & & \text{Table 1} & & & & \end{array}$$

**(5) Density Requirement Exceptions.** Exceptions to the density requirements in this section are as follows:

(i) *Media Center South* - Media Center South has been recognized since the inception of the West Olive Redevelopment Project Area as a suitable location for more intensive development. Furthermore, the Media District Overlay Zone identifies this property as the focal point of the Media District, occupying a prominent, central location bounded by the Ventura Freeway, Olive Avenue and California Street. For these reasons, Media Center South has a density limit of FAR 2.0 OE-GSF, with the provision that this site is ineligible for the allocation of any development opportunity reserve, as discussed below.

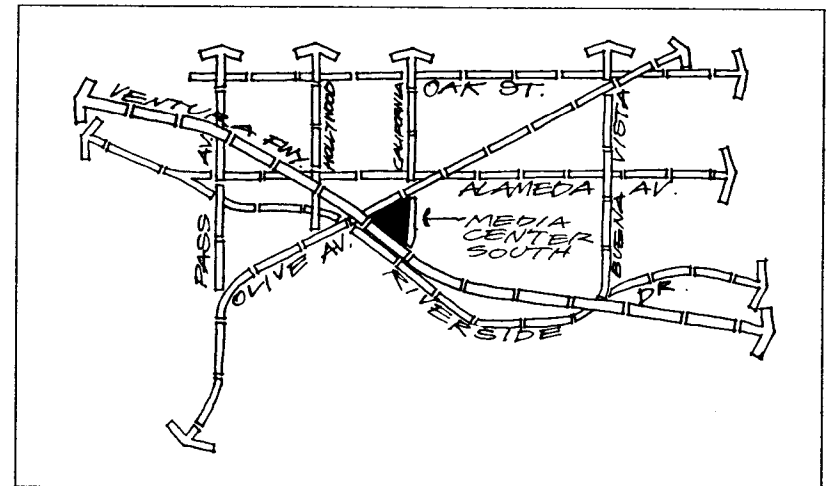


Figure 3-5 - Media Center South.

## Land Use Regulations and Development Standards

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(ii) *Transportation Demand Management Plan* - Any employer of 1,000 or more employees may apply for a development agreement to control development density by a Transportation Demand Management (TDM) Plan. These plans provide means of reducing peak-hour trip generation and require regular monitoring to ensure that the peak-hour trips generated by the employer do not exceed the number of trips that would be generated if the employer's site were developed to the FAR 1.1 limit with general office. In reviewing an application for such a development agreement, the City shall impose conditions on the additional development which ensure that the employer's peak-hour trip generation projections are not exceeded.

(iii) *Development Opportunity Reserve* - The Media District Overlay Zone includes a Development Opportunity Reserve (DOR) that allows the stated FAR limit to be exceeded through the conditional use permit process for projects which provide benefits to the City by meeting the goals of the Media District Overlay Zone.

The DOR is limited to 800,000 gross square feet of development. The DOR is designed primarily to assist smaller properties which may have difficulty recycling at the FAR 1.1 density limit. Consequently, DOR is only

available to properties where contiguous lots under one ownership are four acres or less in size.

(iv) *Medical Offices Development Standards* - Medical offices have a need to locate within the Media District to take advantage of proximity to St. Joseph Medical Center. The Media District Overlay Zone promotes medical office development within walking distance of the St. Joseph Medical Center by allowing DOR to be administratively allocated to medical offices within 750 feet of the center. Within this radius the density limits for medical offices are calculated as if those medical offices were general offices. The amount of DOR allocated to these medical offices must be subtracted from the DOR pool. The traffic impact fees charged within this area shall be based on the full office-equivalent square footage of the building.

(v) *Transfer of Development Rights (TDR)* - Any property owner may transfer development rights (TDR) from one parcel under its ownership to any other parcel in the Media District with the City's approval through the conditional use permit process. In reviewing a TDR application, the City will seek to determine whether the development will promote the goals of the Media District Overlay Zone, and will be at a scale which is consistent with the land use/urban design goals of the plan and

# Land Use Regulations and Development Standards

compatible with surrounding land uses. In approving an application for TDR, the City will not only ensure that the project proposed at the receiving site is appropriate, but also that the transfer is not detrimental to the site from which the rights are transferred. Any development opportunity transferred will be deducted from the donor parcel's development opportunity; this reduction will be officially recorded with the deed to the property and noted on appropriate City and County records.

When the City approves a transfer of development rights (TDR) from land owned by one owner to land owned by another owner, the City shall charge a TDR fee on a per-square-foot basis as established by a fee resolution. This fee is in recognition of the fact that TDR allows increased density on a site which, in turn, necessitates additional mitigation. The City, as part of the CUP process, will determine how the fee should be applied. The fee could be used to fund infrastructure or amenities, such as public art, streetscape treatments, landscaping or other public improvements which are not funded by impact fees. This fee shall not be deducted from the fees and improvements that would otherwise be required of the project without a TDR. The value of the fee shall be updated periodically, along with the impact fees, by a City Council fee resolution.

(vi) *St. Joseph Medical Center* - The St. Joseph Medical Center shall not be subject to the density limits which apply elsewhere in the Media District. The St. Joseph complex is considered a unique public service; plans for this area shall be reviewed for compliance with the goals and development standards of the Overlay Zone, but the limitation of FAR 1.1 shall not apply.

## (b) Structure Height.

(1) **Maximum Allowable Height.** Subject to all other requirements of this Section, the maximum allowable height for all commercial and industrial structures shall be determined as follows:

MAXIMUM ALLOWABLE HEIGHT TABLE 3-2	
Distance from R-1, R-1-H or R-2 Lot Line	Maximum Allowable Height
0-25 ft.	1 ft. height per 1 ft. distance from R-1, R-1-H or R-2 lot line for any part of structure
25-50 ft.	25 ft.
50-150 ft.	35 ft.
150-300 ft.	50 ft.
300-500 ft.	70 ft.
greater than 500 ft.	15 stories, provided that the highest portion of the structure shall not exceed 205 ft. above the average grade of the lot.

# Land Use Regulations and Development Standards

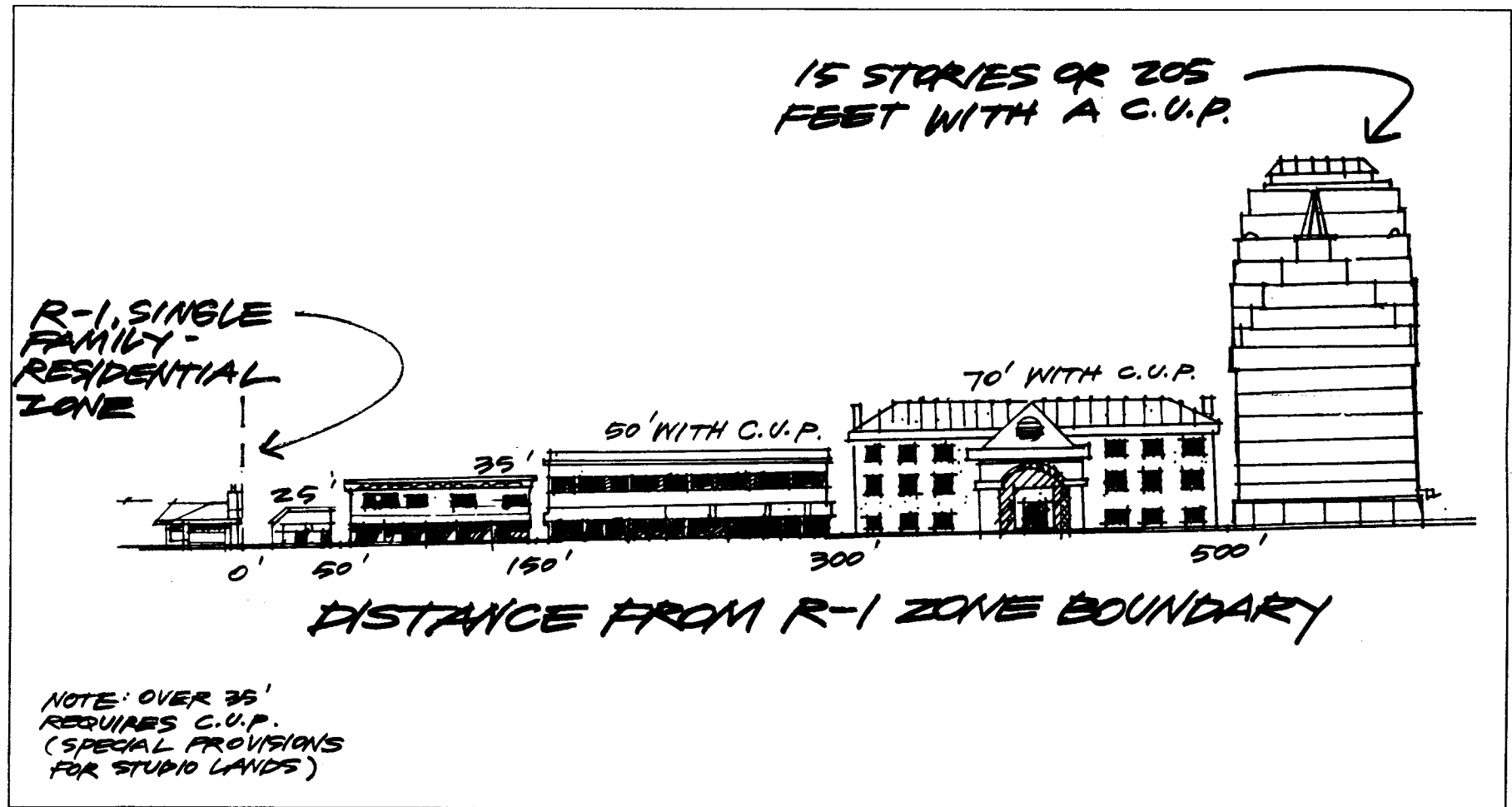


Figure 3-6 - Building Height Restrictions.

(This graphic is not part of the Burbank Municipal Code.)

## Land Use Regulations and Development Standards

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**(2) Conditional Use Permit.** Unless as provided for in (3), or approved by Planned Development as provided for in (4), a Conditional Use Permit (CUP) is required for structures higher than 35 feet. By CUP, a structure may exceed 35 feet to a maximum height of 15 stories provided that the highest portion of the structure shall not exceed 205 feet above the average grade. A CUP may be granted if the City finds that the proposed structure will be compatible with the other uses surrounding the subject site and meets the goals and objectives of the General Plan for the Media District, including but not limited to, the goals of protecting the quality of life in single family residential neighborhoods, minimizing the potential for land use conflicts, promoting quality development and encouraging distinctive urban design elements and architectural standards.

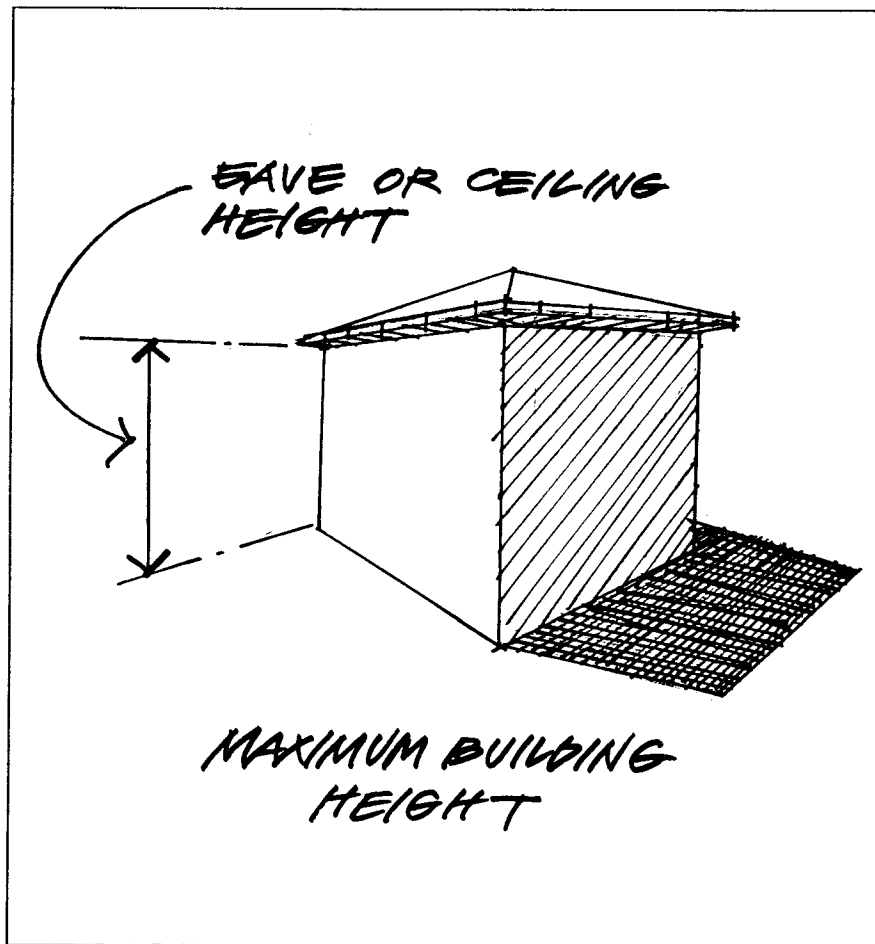
**(3) Exception: Production-Related Studio Buildings.** Production-related studio buildings of 125 feet or less in height within the main studio lots as shown in Figure 3-4 are not required to have a CUP for heights up to those provided as "maximum allowable height" in (b)(1) of this section. For the purpose of this exception, "production-related" shall mean that the proposed structure is designed for sound stage, warehouse, workshop, technical space, animation studios, wardrobe facilities or office space directly associated with studio operation.

**(4) Planned Development.** By Planned Development, the City may approve a building higher than 15 stories or 205 feet but not higher than 18 stories or 246 feet above average grade, whichever is more restrictive, if the City finds that the proposed project not only meets or exceeds the goals of the General Plan for the Media District but also that the proposed project provides extraordinary features or amenities that make the proposed project an asset to the Media District and the City as a whole. Such features shall include fully-subterranean parking and open space/public plazas occupying a significant portion of the project site with mature landscaping. The City shall also require features and amenities that are appropriate to the proposed development, such as exceptional architectural design and the highest possible quality of construction materials, particularly exterior surfacing materials.

**(5) Floors of Parking.** Floors of parking shall be counted the same as other floors for the purpose of the maximum floor limit and the maximum allowable height.

**(6) Measuring Height.** The maximum allowable height shall be measured from the average grade to the eave line or ceiling height of the highest room permitted for human occupancy. (See Figure 3-7.)

**(7) Roof and Architectural Features.** Roof and architectural features may exceed the maximum height if a 45° angle or less is maintained.



*Figure 3-7 - Measurement of Height.*  
(This graphic is not part of the Burbank Municipal Code.)

(8) **Olive Avenue Right-of-Way.** The maximum height of any building within 150 feet of the Olive Avenue right-of-way south of Olive Avenue's intersection with Pass Avenue shall be 70 feet.

(9) **Riverside Drive West.** The maximum height of any building in the commercial zone on Riverside Drive west of Evergreen Street shall be three (3) stories.

(10) **Relay or Communication Paths.** New development shall not block relay or communication paths of media related uses in existence at the time of Overlay Zone adoption or shall incorporate in the development, at no expense to the transmitter, whatever relay facilities are necessary to ensure the continuation of existing relay or communication paths. This requirement is applicable during construction as well as during operation of any future project.

(11) **Building on Two Height Limit Lines.** For a new building straddling the two sides of a height limit line, up to 10% of the volume of the structure (but not more than 10,000 square feet of total floor area) may be built within the lower height zone up to the limit specified for the higher zone; provided, however, that within the higher height zone and between the structure and the height limit line, there shall remain uncovered an amount of land at least equal to the amount of land in the lower height zone covered by the intruding portion of the structure. This exception shall not



# Land Use Regulations and Development Standards

apply within 80 feet of the closest R-1, R-1-H or R-2 lot line.  
(See Figure 3-8).

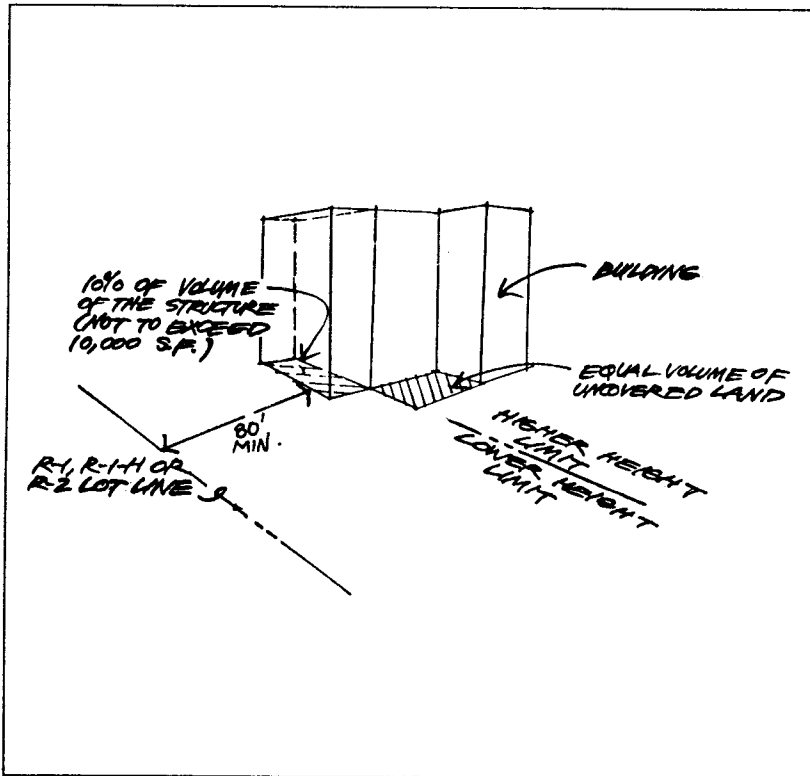


Figure 3-8 - Building Height Calculation When Under Two Height Limit Lines.

(This graphic is not part of the Burbank Municipal Code.)

## (c) Minimum Development Standards for Commercial and Industrial Property.

All minimum development standards for Commercial and Industrial property shall be those set forth in Table 3-3 below. Variations from these standards may be requested through the Planned Development process.

MINIMUM DEVELOPMENT STANDARDS FOR COMMERCIAL AND INDUSTRIAL PROPERTY Table 3-3		
Category	Commercial Zone	Industrial Zone
<b>MINIMUM DIMENSIONS:</b>		
Minimum Lot Size	4,800 sf	1 acre
Minimum Street Frontage	20 ft.	100 ft.
Lot Width (Average)	40 ft.	100 ft.
<b>BUILDING SETBACK FROM:</b>		
Street Right-of-Way	Minimum 5 ft. setback; buildings taller than 15 ft. in height must also have average setback of 20% of building height.	
Lot Line of Property Zoned R-1, R-1-H, or R-2	20 ft.	20 ft.
Lot Line of Property Zoned R-3, R-4, or R-5	5 ft.	15 ft.
<b>PARKING LOT SETBACKS:</b>		
Lot Line of Property Zoned R-1, or R-1-H	15 ft.	15 ft.
Street Right-of-Way	5 ft.	5 ft.

# Land Use Regulations and Development Standards

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**(1) Building Setback.** The entire setback 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 restaurant seating may be located on top of this single-story retail structure, as shown in Figure 3-9. (Pedestrian access routes are discussed under Section 31-2130 and identified in Figure 3-17.)

**(2) Surface Parking.**

(i) The required setback shall not be used for surface parking.

(ii) Surface parking shall not be located between the structure that it serves and any primary or secondary pedestrian route, as shown in Figure 3-10.

**(d) Minimum Parking Requirements for Commercial and Industrial Property.**

Minimum Parking Requirements for Commercial and Industrial Property shall be those set forth in Table 3-4.

**(1) Calculating Required Parking.** For the purpose of calculating required parking, gross floor area means the total horizontal area of all the floors beneath the roof of a building. This computation excludes the columns, permanent interior walls, stair shafts, duct shafts, mechanical equipment rooms that serve the building as a whole (office only) and the area actually occupied by parking. The computation does include corridors, bathrooms, interior partitions which are not permanent nor anything else not excluded above.

**(2) Conditional Use Permit-Restaurants.** By conditional use permit, the City may approve a reduction in the minimum parking requirement for restaurants which can prove, to the satisfaction of the Planning Board, that the restaurant will primarily serve a walk-in trade due to the nature of the proposed restaurant and its proximity to large concentrations of employment. An Employee Parking Plan shall be submitted to the Director of Community Development as part of Development Review performed on any restaurant west of Pass Avenue on Riverside Drive which requires development review.

**(e) Site Landscaping for Non-Residential Uses.**

**(1) Trees.**

(i) Trees shall be planted in areas of public view adjacent to and along side and rear building lines. The standard shall be one tree for every 20 linear feet of front and exposed side yard. The applicant shall submit a landscaping plan prepared by a licensed landscape architect for review and approval of the Parks and Recreation Director.

(ii) All required trees shall be a minimum 24-inch box size, unless otherwise approved by the Director of Parks and Recreation. Five gallon trees may be substituted for 15 gallon trees at a 2:1 ratio at the discretion of the Director of Parks and Recreation.

# Land Use Regulations and Development Standards

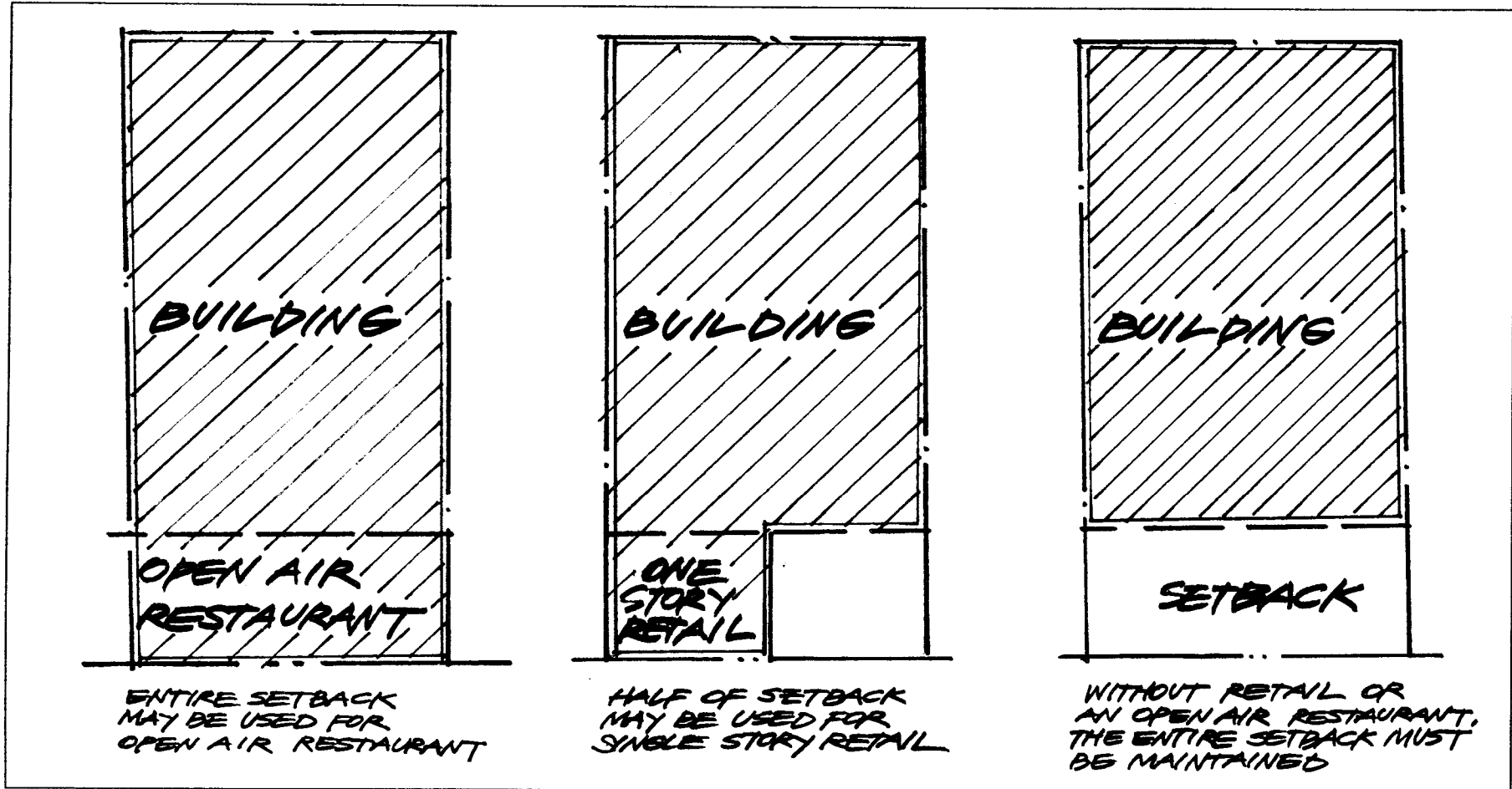
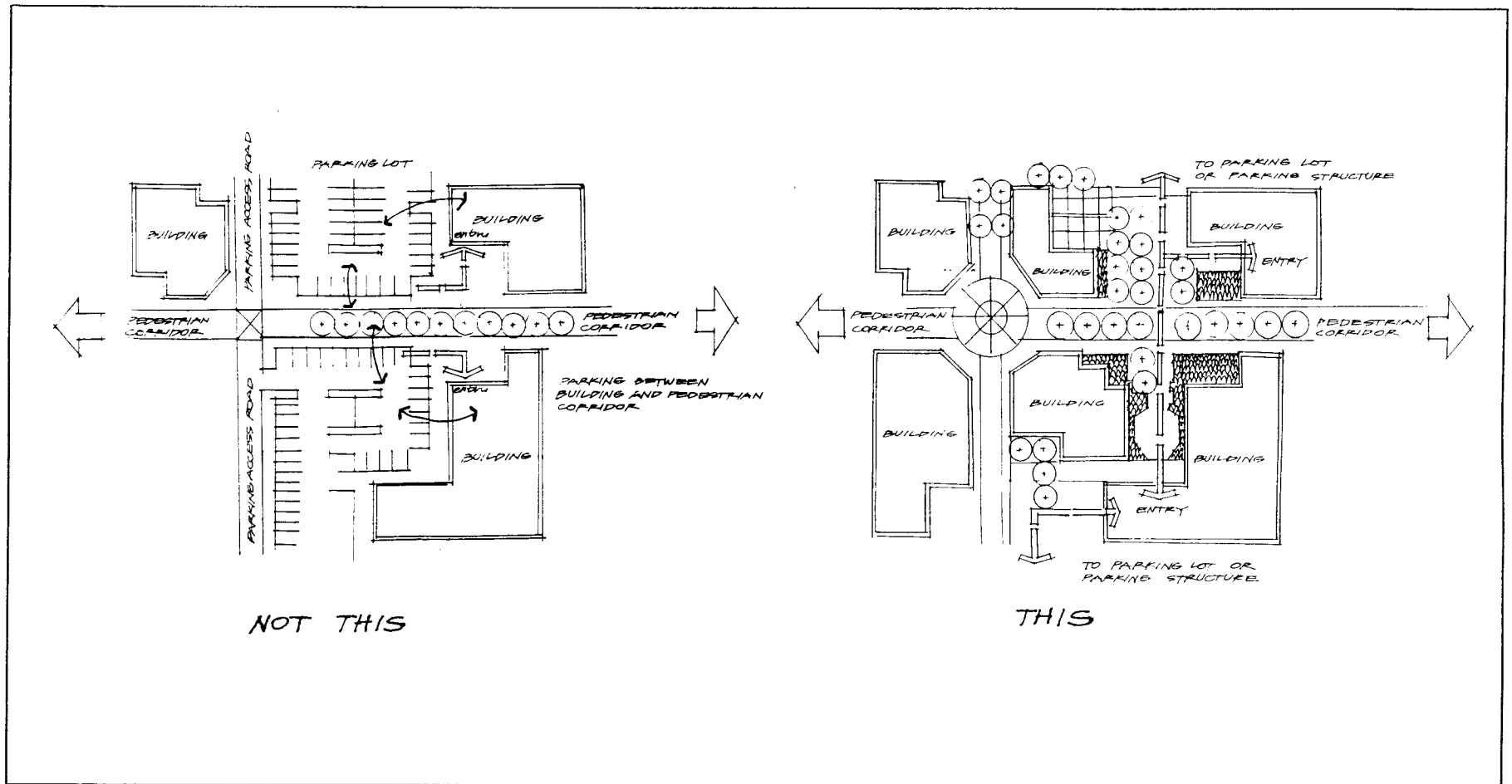


Figure 3-9 - Options for meeting requirement for setback from street.

(This graphic is not part of the Burbank Municipal Code.)

# Land Use Regulations and Development Standards



**Figure 3-10 - Surface Parking Design Relative to Pedestrian Corridors.**  
(This graphic is not part of the Burbank Municipal Code.)

# Land Use Regulations and Development Standards

**MINIMUM PARKING REQUIREMENTS FOR COMMERCIAL AND INDUSTRIAL ZONES**  
**TABLE 3-4**

Uses	Off-Street Parking Spaces Required
Banks and Savings & Loan Institutions	4 spaces per 1,000 sf of adjusted gross floor area
Bowling Alley	4 spaces per lane
Convalescent Homes	5 spaces per 12 beds
Mini Shopping Centers	10 spaces per 1,000 sf of adjusted gross floor area (or less by CUP)
Gymnasiums and Health Studios	5 spaces per 1,000 sf of adjusted gross floor area
Hospital	Conditional Use Permit
Hotels/Motels	1 space per guest room
Medical Office	5 spaces per 1,000 sf of adjusted gross floor area
Mortuaries/Funeral Homes	1 space per 3 fixed seats and 1 space per 21 sf of adjusted gross floor area available for assembly where there are no fixed seats
Museum	1 space per 300 sf of exhibit area and 1 space per 5 seats, depending on exact nature of museum
Offices, General and Professional	3 spaces per 1,000 sf of adjusted gross floor area
Places of Public Assembly, Banquet Facilities, Churches, Exhibition Halls, Theaters and Convention Halls	1 space per 5 fixed seats and 28.6 spaces per 1,000 sf of adjusted gross floor area available for assembly where there are no fixed seats
Restaurants, Cafes, Bars, Cocktail Lounges	10 spaces per 1,000 sf of adjusted gross floor area
Retail Stores and Personal Services	3.3 spaces per 1,000 sf of adjusted gross floor area
Shopping Center	5 spaces per 1,000 sf of adjusted gross floor area
Warehouse	1 space per 1,000 sf of adjusted gross floor area
Uses not specified	To be determined by the Director of Community Development based upon comparable requirements for the specified uses
Multi-Family Residential Requirements	As required in the Burbank Municipal Code

# Land Use Regulations and Development Standards

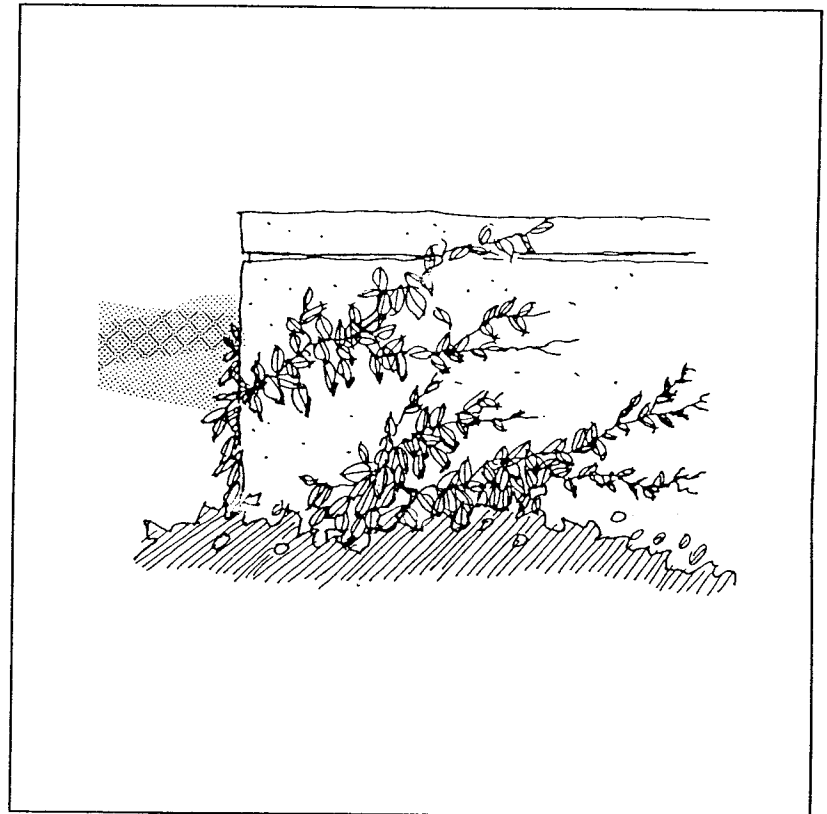
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## (2) Maintenance and Irrigation Equipment.

- (i) All landscape areas shall be maintained in a healthy and growing condition and shall require regular pruning, fertilizing, mowing and trimming.
- (ii) All landscape areas shall be kept free of weeds and debris.
- (iii) All irrigation systems shall be kept operable, including adjustments, replacements, repairs and cleaning as part of regular maintenance.
- (iv) Damaged planting and irrigation equipment will be repaired or replaced within 30 days.

**(3) Screening.** Combinations of berming, landscaping, walls and buildings shall be used to screen loading areas, storage areas, trash enclosures and utilities from public view (Figure 3-11). When used as a screen, the landscaping shall be of adequate maturity to reach the height and density sufficient to provide the necessary screening within 18 months of installation to the satisfaction of the Director of Public Works.

**(4) All Areas.** Except as otherwise permitted herein, all setback and non-paved areas shall be landscaped.



*Figure 3-11 - The Plan requires parking lots to be screened; one alternative means involves ornamental texture wall with foreground landscaping.*

(This graphic is not part of the Burbank Municipal Code.)

**(5) Drought Resistant Plants.** Drought-tolerant and low-water requiring plant materials are encouraged for purposes of water conservation.

**(6) Construction.** If construction of a phase will not begin within one year following completion of the previous phase, areas proposed for development in the future shall be temporarily turfed, seeded, and irrigated with an automatic sprinkler system for dust and soil erosion control. If construction begins within one year, the area shall be irrigated as necessary to prevent dust.

**(7) Stake Trees.** All trees shall be staked with a double steel pipe and seared with rubber or plastic strip or other commercial tie material. Wire shall not be used to tie the tree to the stakes.

**(8) Mounds.** Graded mounds shall not exceed a 3:1 slope. Mounds over 30" high shall not be placed within ten feet of any street and/or alley intersection.

**(9) Planters.** All landscaping planters shall have a minimum dimension of five (5) feet.

**(10) Irrigation Systems.** All landscaped areas shall be provided with an irrigation system approved by the Parks and Recreation Director consisting of waterlines and sprinklers designed to provide head to head coverage and to minimize overspray onto structures, walks and windows.

**(11) Exemptions.** At the discretion of the Community Development Director, a barrier-free, four-foot wide paved walk may be provided through the required planter at street and driveway intersections to provide unencumbered access for the handicapped from the sidewalk to the parking lot. Such walks shall be located so as to facilitate the most direct movement of persons using sidewalk curb ramps, if such are provided. Bus shelters may be located within this planter, if approved by the Community Development Director and the Parks and Recreation Director.

**(f) Landscape Standards For Parking Lots.**

The use of berming, landscape materials, walls, buildings and lowering the elevation of parking areas below street grade shall be used to screen parking areas, trash enclosures and utilities from the public view. All walls to be used for screening purposes shall be of solid masonry construction and ornamental in texture, pattern or shadow relief and shall be used in conjunction with foreground landscaping.

**(1) Walls.** The maximum height of walls and fences shall be as provided in the Burbank Municipal Code.

**(2) Driveways.**

(i) The Public Works Director, Community Development Director, or the Planning Board may place special requirements on an individual site to reduce or increase

# Land Use Regulations and Development Standards

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the number, width, and location of driveways in order to reduce traffic hazards, decrease paved area or on-street parking problems. The Director of Public Works, Community Development Director, or the Planning Board may require that access, either primary or secondary, take advantage of existing public alleys.

(ii) Landscaping materials and features shall not exceed 30 inches in height within five feet of a driveway.

Landscaping material or features may not interfere with the view of a driver or pedestrian entering a driveway or intersection.

### **(3) Maintenance of Paved Areas.**

(i) All property owners shall maintain paved areas in the manner required to eliminate safety hazards, standing water, weeds, inefficient drainage patterns and deterioration of sub-base materials. Paved areas shall be impervious to water and shall be maintained in a sanitary condition free from refuse and debris.

(ii) All property owners shall perform such maintenance as required by the Community Development Director within 45 days following written notification of any pavement maintenance deficiencies pursuant to this section and within seven days following written notification of unsanitary or unsafe conditions.

(iii) All paved areas used for parking, loading or vehicle circulation shall be designed consistent with accepted engineering principles for the type of vehicle loading anticipated, in order to minimize future maintenance and safety hazards.

**(4) Minimum Landscape Areas.** A landscaping plan which satisfies the following requirements shall be prepared by a licensed landscape architect and shall be done to the satisfaction of the Director of Public Works. If more than five trees are required by the below standards, a mix of tree types shall be used. Landscaped areas shall be evenly distributed throughout the entire parking area as evenly as is appropriate in the design of the parking facility. Figure 3-12 illustrates this requirement.

(i) 5 to 21 spaces. A minimum of five percent (5%) of the interior of any open parking and driveway areas containing parking spaces for at least five vehicles and not more than 21 vehicles shall be landscaped.

(ii) Over 21 spaces. A minimum of ten percent (10%) of the open parking and driveway areas containing spaces for more than 21 vehicles shall be landscaped. The landscaping shall include at least one 15-gallon tree per three parking stalls (which may be clustered or grouped) and appropriate ground cover. The parking lot trees shall be a species which will provide a canopy-style effect. A minimum of thirty percent of the open parking area



# Land Use Regulations and Development Standards

containing more than 21 spaces shall be shaded by trees within 15 years.

(iii) Parking Area exceeding 3,600 square feet or 50 spaces. A minimum of ten percent (10%) of the open parking and driveway areas shall be landscaped. A minimum of fifty percent (50%) of the open parking area shall be shaded by trees within 15 years. Trees, shrubbery, and ground cover shall be provided at suitable intervals in order to break up the continuity of the parking area. Planting islands for such trees and shrubs shall be protected from automobile traffic by concrete curbs. All ends of parking lanes shall have landscaped islands.

All landscaped islands shall have an average width of five feet excluding curbs and irrigation system. The landscaping shall be designed so that it shall not block the view of motorists and pedestrians.

(5) **Planters.** All landscaping within planters shall be bounded by a curb at least six inches high. No planter shall be smaller than 25 square feet, excluding curbing. Each planter shall include an irrigation system (Figure 3-13).

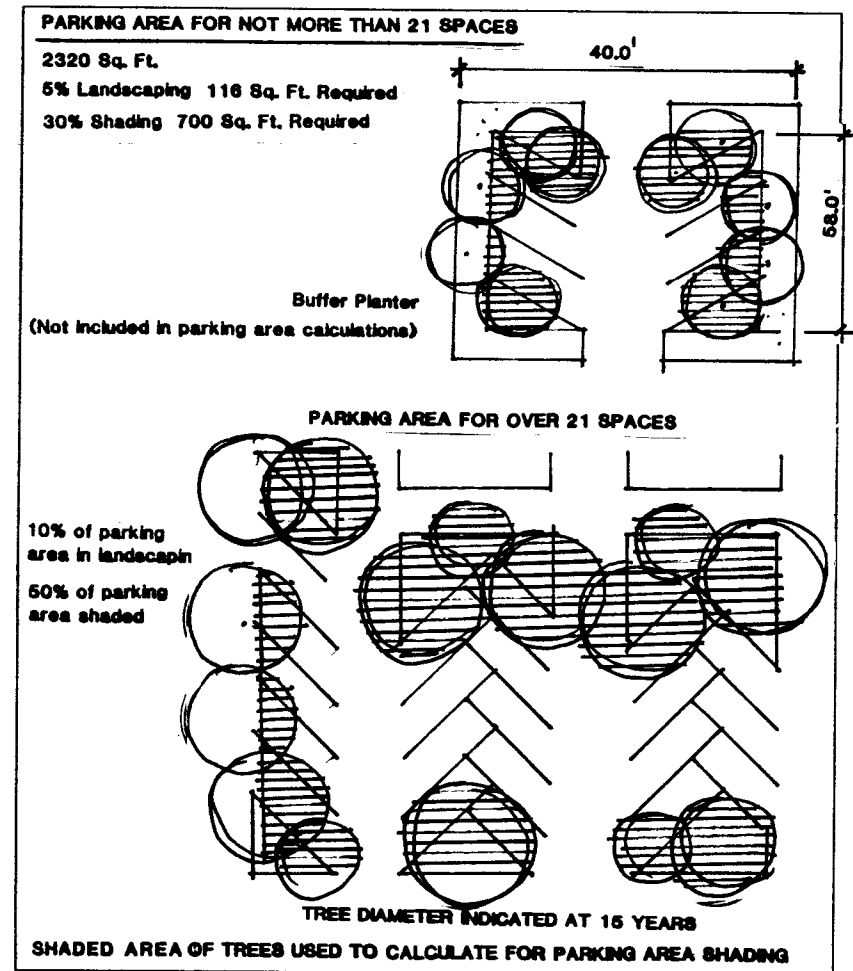


Figure 3-12 - Landscape Shading Plan.

## Land Use Regulations and Development Standards

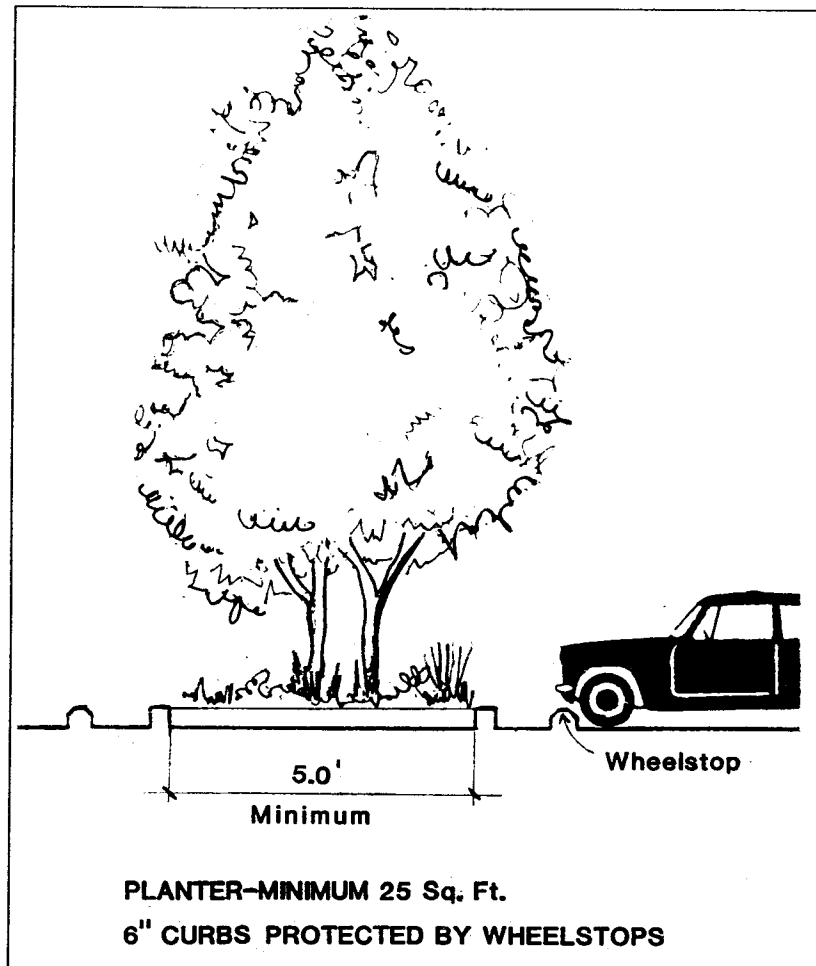


Figure 3-13 - Landscape Planter Plan.

(This graphic is not part of the Burbank Municipal Code.)

(6) **Safety Barriers.** Safety barriers, protective bumpers or curbing and directional markers shall be provided to ensure pedestrian and vehicular safety, efficient utilization and protection of landscaping, and to prevent encroachment onto adjoining public or private property.

(7) **Separation of Recreation Areas from Vehicle Movements.** All open space area designed for active or passive recreation purposes shall be physically separated from parking and driveways in the fashion necessary to protect the safety of all pedestrians.

(8) **Visibility.** Visibility of pedestrians, bicyclists and motorists shall be ensured when entering individual parking spaces, when circulating within a parking facility and when entering and exiting a parking facility.

(9) **Internal Circulation.** Internal circulation patterns and the location and traffic direction of all access drives, shall be designed and maintained in accordance with accepted principles of traffic engineering and traffic safety. All vehicle movements involved in loading, parking or turning around shall occur on-site.

### (g) Design Standards For Parking Structures.

Parking structures require unique design considerations due to the fact that they can significantly contribute to the building bulk on

a site. The following requirements apply only to parking located within above grade parking structures:

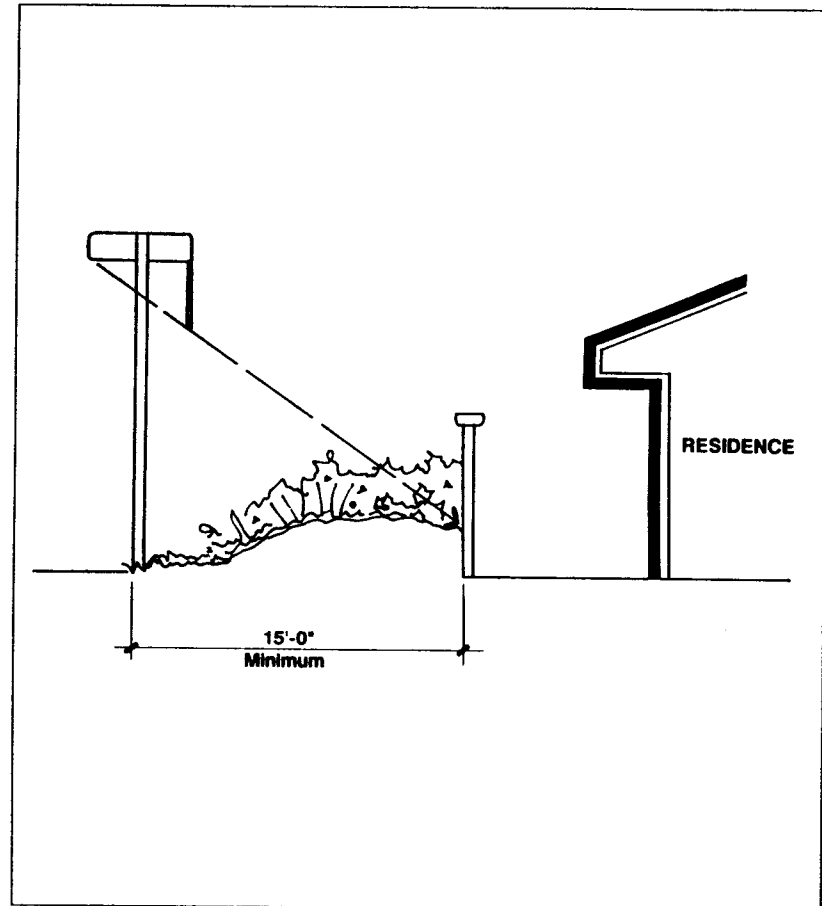
(1) **Design.** The exterior elevations of parking structures shall be designed to minimize the use of blank concrete facades. This can be accomplished through the use of textured concrete, planters, or trellises, or other architectural treatments. The Director of Community Development shall determine if a proposed development meets the intent of this requirement.

(2) **Landscaping.** Parking structures or that portion of a building which is used for parking shall be designed to substantially screen automobiles contained therein from the public view. The facade of any parking structure shall be designed so that it is similar in color, material, and architectural detail with the building which it serves for parking.

## (h) Lighting.

### (1) Design.

(i) All project lighting should be designed to eliminate glare onto adjacent properties, as shown on Figure 3-14.



*Figure 3-14 - Lighting should be designed to eliminate glare onto adjacent properties.*

(This graphic is not part of the Burbank Municipal Code.)

## Land Use Regulations and Development Standards

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(ii) The design of light standards shall be compatible with the building architecture and adjacent light standards in the public right-of-way and adjacent projects.

### **(2) Security.**

(i) Carports, garages, parking areas and driveways shall contain security lighting.

(ii) Primary pedestrian walkways shall be lighted for pedestrian safety.

**(3) Low-Level.** Low-level architectural lighting of the buildings and landscaped areas is encouraged.

**(4) Conservation.** Energy conservation shall be an important consideration in nighttime lighting plans. Plans for the design and operation of lighting and illumination shall be developed consistent with the latest technical and operational energy conservation concepts.

### **(i) Walls and Fences.**

**(1) Design.** Walls and fences shall be designed to complement the building's architecture and that of adjacent fences and walls through the use of similar materials and construction details. Walls or fences that are of opaque construction at the front of the property should be low enough so as not to impair traffic safety by obscuring or blocking views of oncoming traffic (maximum height of 30 inches within five feet of an entrance).

# Land Use Regulations and Development Standards

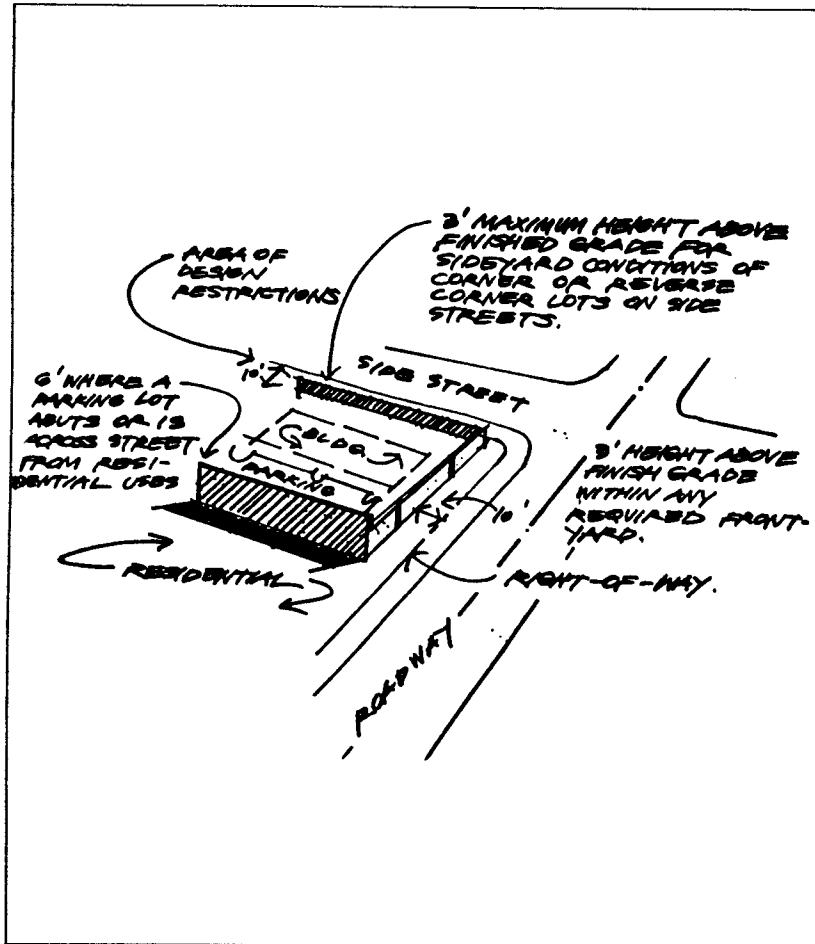


Figure 3-15 - Height Limitations on Walls & Fences.

(This graphic is not part of the Burbank Municipal Code.)

(2) **Surface.** Where long lengths of fence or wall surfaces are required, periodic articulation or change of material shall be used to prevent monotony. Undifferentiated wall lengths shall be no longer than 100 feet.

(3) **Height.** Except as otherwise provided, the height of walls, fences and hedges of property located at or within ten feet of the property line adjacent to an intersection, shall not exceed the following:

(i) Three feet above the finished grade of the lot within any required front yard and within the required side yard on the street side of a corner or reverse corner lot; provided, however, that where a parking lot abuts or is across the street from a residential zone, a six foot high masonry wall may be constructed within the required front yard and within the required side yard on the street side of a corner or reverse corner lot to the extent specified in Section 31-1418(1) and 31-1419(2) of the Burbank Zoning Code, or in a conditional use permit granted by the Planning Board or the Council.

(ii) Eight feet above the finished grade of the lot within any yard area behind the required front yard or required side yard on the street side of a corner or reverse corner lot except cutoff area.

# Land Use Regulations and Development Standards

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**(4) Off-Street Parking Walls.** All off-street parking shall be provided with walls as follows:

(i) Where a parking lot abuts property in a residential zone, a masonry wall six feet above the grade of the parking lot shall be constructed along the common property line, provided, however, that if the residentially zoned property to which a parking lot abuts is also being lawfully used as a parking lot, this requirement shall not apply so long as such use continues.

(ii) Where a parking lot is across the street from a residential zone, a six foot high masonry wall shall be constructed along the interior line of the front yard, or street side yard if on a corner, as specified in Section 31-1418(1) of the Burbank Zoning Code, except at accessways to the parking lot. The wall may be omitted if the landscape development sufficient to provide aesthetic screening of the parking area is provided as approved by the Community Development Director.

(iii) In commercial and industrial zones, a three foot high masonry wall, or such other protective barrier as may be approved by the Community Development Director, shall be constructed between the required landscape setback and the parking area along the street frontage of a parking lot, except at accessways, to insure against unchanneled motor vehicle ingress or egress.

**(j) Studio Exemption.**

On main studio lots, as depicted in Figure 3-4, fences, hedges and other enclosures shall be permitted in required yards subject to the approval of the Director of Community Development.

**(k) Sign Regulation and Standards.**

All signs require a sign permit. The Director of Community Development shall review all signs proposed for the Media District Overlay Zone for compliance with the requirements of this Article. Decisions of the Director may be appealed to the Planning Board in accordance with Division 2, Article 19 of Chapter 31 of the Burbank Municipal Code.

**(1) Building Identification.** Building identification signs shall be allowed on no more than two opposite elevations and shall consist of a logo and/or individual letters with a logo/letter height that is proportionate to the height of the building.

**(2) Roof.** Roof signs are prohibited.

**(3) Advertising.** An advertising sign is a sign which promotes products, services or establishments which are not located or produced on the property at which the sign is located. Signs displaying motion pictures, television programs or other media/entertainment productions are not

# Land Use Regulations and Development Standards

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considered advertising signs if located on the property of the companies which produce them.

(i) Advertising signs are prohibited in the Media District Overlay Zone except as provided in (ii) below.

(ii) The City may enter into contracts with advertising or entertainment companies to allow signs within the public right-of-way in such places as bus shelters and gateway plazas. Wherever possible, these signs will be limited to motion picture, television and other entertainment productions.

## **Sec. 31-2108. Development Review.**

No structure shall be erected in a MDM-1 Zone until a site plan has 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.

## **DIVISION 3.**

### **MDC-2 MEDIA DISTRICT COMMERCIAL ZONE.**

#### **Sec. 31-2109. Purpose.**

The Media District Limited Commercial (MDC-2) zone, as shown in Figure 3-3 is intended to serve the retail/service needs of the Media District business community and the adjacent residential neighborhood.

#### **Sec. 31-2110. Permitted Uses.**

The following uses are permitted in a MDC-2 zone:

- |                                  |                                 |
|----------------------------------|---------------------------------|
| • Antique shop                   | • Day nursery                   |
| • Art gallery                    | • Department store              |
| • Art shop                       | • Drapery shop                  |
| • Bakery retail                  | • Dressmaking shop              |
| • Bank                           | • Drug store                    |
| • Barber shop                    | • Dry cleaners                  |
| • Beauty salon                   | • Dry goods store               |
| • Beauty supply store            | • Eating establishment          |
| • Bicycle and mini-bike dealer   | • Employment agency             |
| and/or repair shop               | • Film store                    |
| • Book store                     | • Film editing                  |
| • Butcher shop - no slaughtering | • Florist shop                  |
| • Camera shop - incidental film  | • Food markets                  |
| developing                       | • Furniture sales - new only    |
| • Clinic - dental                | • Furrier - sales, cleaning and |
| • Clinic - medical               | storage                         |
| • Clothing store                 | • Garden supply shop - no       |
| • Club - non-profit              | growing stock                   |
| • Computer service center        | • Gift shop                     |

# Land Use Regulations and Development Standards

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- Gymnasiums
- Hardware store
- Household appliance store
- Household appliance repair - incidental sales
- Ice cream shop
- Interior decorating store
- Jewelry store
- Labor union meeting hall
- Laboratory - dental
- Laboratory - medical
- Laboratory - x-ray, treatment or chemical
- Laundry agency - no washing
- Leather goods shop
- Library - rental
- Liquor store - packaged
- Loan office
- Luggage store
- Medical office
- Messenger service
- Mimeograph or photocopying - service
- Museum
- Music store
- Newsstands
- Newspaper office - no printing
- Notions store
- Novelty store
- Office building - business or professional
- Orthopedic and medical appliance store
- Paint store
- Payroll check cashing service
- Photographer
- Photographic copying
- Picture frame store
- Post office
- Public utility facility
- Radio & TV store - incidental servicing
- Radio & TV repair - incidental sales
- Reducing salon
- School - public or private
- Shoe store
- Shoe repair shop
- Sporting goods store
- Stationary store
- Studio - art & photograph
- Studio broadcasting, recording, motion picture
- Surplus store - new merchandise only - in CEB
- Telephone answering service
- Telephone exchange
- Ticket agency
- Tobacco shop
- Toy store
- Travel agency
- Wedding chapel
- Wholesale sales - incidental to retail sales
- Wholesale merchandise broker office

## Sec. 31-2111. Conditional Uses.

The following uses are permitted in a MDC-2 zone upon the granting of a conditional use permit:

- Addressograph service
- Alcoholic beverages - sales of consumption on premises
- Ambulance service
- Amusement enterprise
- Auditorium
- Automobile rental
- Baths - public
- Billiard parlor
- Blueprinting
- Bookbinding
- Child care facility
- Church
- Collection agency
- Convalescent home
- Dance hall
- Engravers
- Equipment rental - light, no trucks
- Fix-it shop
- Furniture sales - used
- Handball courts
- Health facilities-inpatient/outpatient psychiatric care and treatment
- Helistop
- Hospital - except animal
- Hotel - includes permitted retail sales within structure
- Ice machines
- Ice skating rinks
- Janitorial service
- Laundromat
- Linen or towel supply
- Mailing service
- Massage parlor, masseur or masseuse
- Motel - includes permitted retail sales within structure
- Motion picture studio - no outdoor sets
- Off-street parking lot or structure
- Parcel delivery service
- Pet shop - includes grooming
- Print shop - except newspaper
- Publishing office
- Racquetball courts
- Recording studio
- Residential above commercial use
- Rescue Mission
- Secondhand store
- Service station - automobile
- Shoe shine stand
- Sign painting shop
- Skating rinks
- Swimming pool-commercial
- Theater - except drive-in



# Land Use Regulations and Development Standards

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## **Sec. 31-2112. Property Development Standards.**

The standards set forth in Section 31-2107 of this Article shall apply to the MDC-2 zone.

## **Sec. 31-2113. Development Review.**

No structure shall be erected in a MDC-2 zone until a site plan has 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.

## **DIVISION 4.**

### **MDC-3 ZONE MEDIA DISTRICT GENERAL BUSINESS.**

#### **Sec. 31-2114. Purpose.**

The Media District General Business (MDC-3) as shown in Figure 3-3, zone is intended for general business establishments and other commercial uses which meet the goals and intent of the Media District Overlay Zone.

#### **Sec. 31-2115. Permitted Uses.**

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

- Addressograph service
- Ambulance service
- Amusement enterprise
- Antique shop
- Art gallery
- Art shop
- Bakery retail
- Bank
- Barber shop
- Beauty salon
- Beauty supply store
- Bicycle and mini-bike dealer and/or repair shop
- Blueprinting
- Book store
- Butcher shop - no slaughtering
- Camera shop - incidental film developing
- Child care facility
- Church
- Clinic - dental
- Clinic - medical
- Clothing store
- Club - non-profit
- Computer service center
- Day nursery
- Department store
- Drapery shop
- Dressmaking shop
- Drug store
- Dry cleaners
- Dry goods store
- Eating establishment
- Employment agency
- Engravers
- Film store

# Land Use Regulations and Development Standards

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- Film editing
- Fix-it shop
- Florist shop
- Food markets
- Furniture sales - new
- Furniture sales - used
- Furrier - sales, cleaning and storage
- Garden supply shop - no growing stock
- Gift shop
- Gymnasiums
- Hardware store
- Hotel - includes permitted retail sales within structure
- Household appliance store
- Household appliance repair - incidental sales
- Ice cream shop
- Ice machines
- Interior decorating store
- Janitorial service
- Jewelry store
- Labor union meeting hall
- Laboratory - dental
- Laboratory - medical
- Laboratory - x-ray, treatment or chemical
- Laundry agency - no washing
- Leather goods shop
- Library - rental
- Liquor store - packaged
- Loan office
- Luggage store
- Mailing service
- Medical office
- Messenger service
- Mimeograph or photocopying - service
- Motel - includes permitted retail sales within structure
- Motion picture studio - no outdoor sets
- Museum
- Music store
- Newsstands
- Newspaper office - no printing
- Notions store
- Novelty store
- Office building - business or professional
- Orthopedic and medical appliance store
- Paint store
- Payroll check cashing service
- Pet shop - includes grooming
- Photographer
- Photographic copying
- Picture frame store
- Post office
- Public utility facility
- Radio & TV store - incidental servicing
- Radio & TV repair - incidental sales
- Recording studio
- Reducing salon
- School - public or private
- Secondhand store
- Shoe store
- Shoe repair shop
- Skating rinks
- Sporting goods store
- Stationary store
- Studio - art & photograph
- Studio - broadcasting, recording, motion picture
- Surplus store - new merchandise only
- Telephone answering service
- Telephone exchange
- Theater - except drive-in
- Ticket agency
- Tobacco shop
- Toy store
- Travel agency
- Wedding chapel
- Wholesale sales - incidental to retail sales
- Wholesale merchandise broker office

# Land Use Regulations and Development Standards

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## Sec. 31-2116. Conditional Uses.

The following uses are permitted in a MDC-3 zone upon the granting of a conditional use permit:

- Alcoholic beverages - sales of consumption on premises
- Archery ranges
- Auditorium
- Automobile rental
- Baths - public
- Billiard parlor
- Bookbinding
- Bowling alley
- Candy store - incidental manufacturing
- Car wash
- Catering service
- Collection agency
- Convalescent home
- Dance hall
- Dry cleaning plant
- Electrical appliances - includes manufacturing of small parts only
- Electronic instruments and devices-includes manufacturing of small parts only
- Equipment rental - light, no trucks
- Fish markets
- Fruit and vegetable market
- Handball courts
- Health facilities-inpatient/outpatient psychiatric care and treatment
- Helistop
- Hospital - except animal
- Ice skating rinks
- Laboratory - experimental or research
- Laboratory - film
- Lapidary manufacturing
- Laundromat
- Laundry
- Linen or towel supply
- Massage parlor, masseur or masseuse
- Newspaper printing
- Off-street parking lot or structure
- Parcel delivery service
- Pawn shop
- Print shop-except newspaper
- Publishing office
- Racquetball courts
- Residential above commercial use
- Rescue Mission
- Scientific equipment-includes manufacturing of small parts only
- Service station - automobile
- Shoe shine stand
- Sign painting shop
- Swimming pool - commercial

## Sec. 31-2117. Property Development Standards.

The standards set forth in Section 31-2107 of this Article shall apply to the MDC-3 zone.

## Sec. 31-2118. Development Review.

No structure shall be erected in a MDC-3 zone until a site plan has been submitted to 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

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## **DIVISION 5. MDC-4 MEDIA DISTRICT COMMERCIAL/MEDIA PRODUCTION ZONE.**

### **Sec. 31-2119. Purpose.**

The Media District Commercial/Media Production (MDC-4), as shown in Figure 3-3, Zone is intended for general business establishments, other commercial uses and certain restricted media production activities which meet the goals and intent of the Media District Overlay Zone.

### **Sec. 31-2120. Permitted Uses.**

The following uses are permitted in a MDC-4 zone:

- |   |   |   |  |
|---|---|---|--|
| <ul style="list-style-type: none"><li>• Addressograph service</li><li>• Ambulance service</li><li>• Amusement enterprise</li><li>• Antique shop</li><li>• Art gallery</li><li>• Art shop</li><li>• Automobile rental</li><li>• Bakery retail</li><li>• Bank</li><li>• Barber shop</li><li>• Beauty salon</li><li>• Beauty supply store</li><li>• Bicycle and mini-bike dealer and/or repair shop</li><li>• Blueprinting</li><li>• Book store</li><li>• Butcher shop - no slaughtering</li></ul> | <ul style="list-style-type: none"><li>• Camera shop - incidental film developing</li><li>• Catering service</li><li>• Child care facility</li><li>• Church</li><li>• Clinic - dental</li><li>• Clinic - medical</li><li>• Clothing store</li><li>• Club - non-profit</li><li>• Computer service center</li><li>• Day nursery</li><li>• Department store</li><li>• Drapery shop</li><li>• Dressmaking shop</li><li>• Drug store</li><li>• Dry cleaners</li><li>• Dry goods store</li></ul> | <ul style="list-style-type: none"><li>• Eating establishment</li><li>• Employment agency</li><li>• Engravers</li><li>• Film store</li><li>• Film editing</li><li>• Fix-it shop</li><li>• Florist shop</li><li>• Food markets</li><li>• Furniture sales - new</li><li>• Furniture sales - used</li><li>• Furrier - sales, cleaning and storage</li><li>• Garden supply shop - no growing stock</li><li>• Gift shop</li><li>• Gymnasiums</li><li>• Hardware store</li><li>• Hotel - includes permitted retail sales within structure</li><li>• Household appliance store</li><li>• Household appliance repair - incidental sales</li><li>• Ice cream shop</li><li>• Ice machines</li><li>• Interior decorating store</li><li>• Janitorial service</li><li>• Jewelry store</li><li>• Labor union meeting hall</li><li>• Laboratory - dental</li><li>• Laboratory - film</li><li>• Laboratory - medical</li><li>• Laboratory - x-ray, treatment or chemical</li><li>• Laundry agency - no washing</li><li>• Leather goods shop</li><li>• Library - rental</li></ul> | <ul style="list-style-type: none"><li>• Liquor store - packaged</li><li>• Loan office</li><li>• Luggage store</li><li>• Mailing service</li><li>• Medical office</li><li>• Messenger service</li><li>• Mimeograph/copying service</li><li>• Motel - includes permitted retail sales within structure</li><li>• Motion picture studio - no outdoor sets</li><li>• Museum</li><li>• Music store</li><li>• Newsstands</li><li>• Newspaper office - no printing</li><li>• Notions store</li><li>• Novelty store</li><li>• Office bldg. - business or professional</li><li>• Orthopedic and medical appliance store</li><li>• Paint store</li><li>• Payroll check cashing service</li><li>• Pet shop - includes grooming</li><li>• Photographer</li><li>• Photographic copying</li><li>• Picture frame store</li><li>• Post office</li><li>• Public utility facility</li><li>• Publishing office</li><li>• Radio &amp; TV store - incidental servicing</li><li>• Radio &amp; TV repair - incidental sales</li><li>• Recording studio</li><li>• Reducing salon</li></ul> |
|---|---|---|--|

# Land Use Regulations and Development Standards

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- School - public or private
- Secondhand store
- Shoe store
- Shoe repair shop
- Skating rinks
- Sporting goods store
- Stationary store
- Studio - art & photograph
- Studio - broadcasting, recording, motion picture
- Surplus store - new merchandise only
- Telephone answering service
- Telephone exchange
- Theater - except drive-in
- Ticket agency
- Tobacco shop
- Toy store
- Travel agency
- Wedding chapel
- Wholesale sales - incidental to retail sales
- Wholesale merchandise broker office

## Sec. 31-2121. Conditional Uses.

The following uses are permitted in a MDC-4 zone upon the granting of a conditional use permit:

- Alcoholic beverages - sales of consumption on premises
- Archery ranges
- Auditorium
- Baths - public
- Billiard parlor
- Bookbinding
- Bowling alley
- Candy store - incidental manufacturing
- Car wash
- Collection agency
- Convalescent home
- Dance hall
- Dry cleaning plant
- Electrical appliances - includes manufacturing of small parts only
- Electronic instruments and devices - includes manufacturing of small parts only
- Equipment rental - light, no trucks
- Fish markets
- Fruit and vegetable market
- Handball courts
- Health facilities-inpatient/outpatient psychiatric care and treatment
- Helistop
- Hospital - except animal
- Ice skating rinks
- Laboratory - experimental or research
- Laboratory - testing, physical or chemical
- Lapidary manufacturing
- Laundromat
- Laundry
- Linen or towel supply
- Massage parlor, masseur or masseuse
- Musical instruments manufacturing
- Newspaper printing
- Off-street parking lot or structure
- Parcel delivery service
- Pawn shop
- Print shop - except newspaper
- Racquetball courts
- Residential above commercial use
- Rescue Mission
- Scientific equipment- includes manufacturing of small parts only
- Service station - automobile
- Shoe shine stand
- Sign painting shop
- Swimming pool - commercial

# Land Use Regulations and Development Standards

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## **Sec. 31-2122. Property Development Standards.**

The standards set forth in Section 31-2107 of this Article shall apply to the MDC-4 zone.

## **Sec. 31-2123. Development Review.**

No structure shall be erected in a MDC-4 zone until a site plan has 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.

## **DIVISION 6. RESIDENTIAL ZONES.**

## **Sec. 31-2124. Residential Zones.**

The residential zones are those areas of the Media District zoned MDR-3, MDR-4 and MDR-5 (Figure 3-16). The purpose of these zones is to ensure that the uses permitted are compatible with the existing residential neighborhoods. As previously stated, Article 6 of Chapter 31 of the Burbank Municipal Code shall apply, and MDR-3 shall be treated as if R-3; MDR-4 shall be treated as if R-4; and MDR-5 shall be treated as if R-5.

# Land Use Regulations and Development Standards

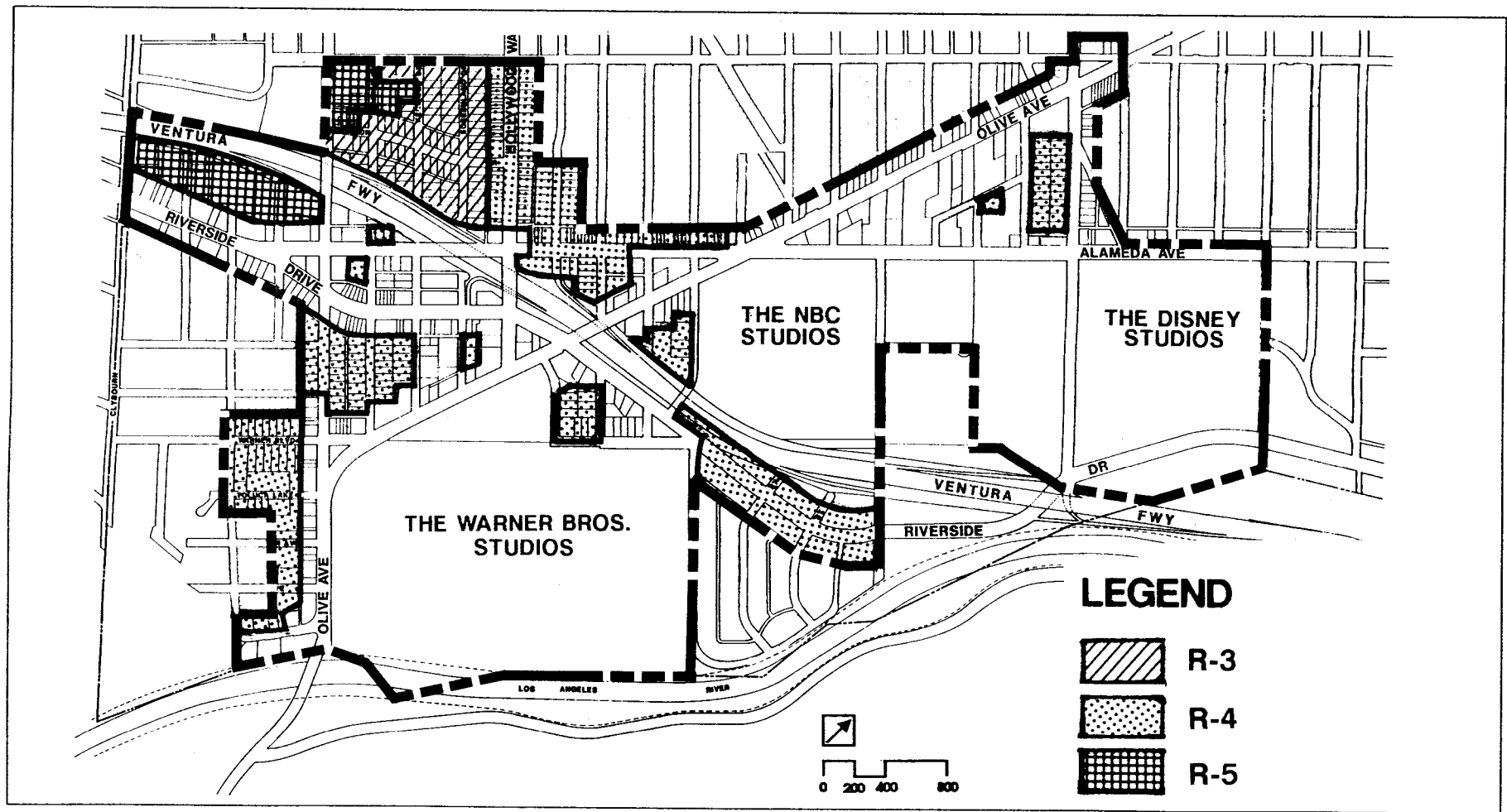


Figure 3-16 - Residential Overlay Zones.

**DIVISION 7. DESIGN STANDARDS.**

**Sec. 31-2125. Purpose and Goals.**

The following design standards will serve as guidelines to address various aspects of design as it relates to private development. These standards are flexible and allow for a variety of design responses. However, they set forth important concepts which ensure that as private development proceeds, each project contributes to a cohesive, functional and aesthetic Media District Overlay Zone. The design standards are as follows:

- (a) To ensure an orderly high quality development process; to protect and enhance major public investments in the area; to protect both small and large scale private investments in the area; and to minimize development cost by eliminating uncertainty and reducing potential development problems.

**Sec. 31-2126. Compliance.**

Compliance with these design standards shall be determined by the Director of Community Development as part of the Design Review process. Final approval of a project is required from the City Council or City Planning Board. In the latter case, the City Council or the City Planning Board shall determine compliance.

These design standards shall apply to all development in the MDM-1, MDC-2, MDC-3, and MDC-4 zones.

**Sec. 31-2127. Land Use Along Pedestrian Routes.**

High levels of pedestrian activity, such as shopping, eating, watching, resting, going to and from work, will create interest and provide a sense of safety and security to people on the streets in the Media District. Active streets are also safe streets. These guidelines encourage patterns of land use along streets so that pedestrian activity areas will be created within the media core.

The pedestrian network illustrated in Figure 3-17, is one of the Media District Overlay Zone's most important elements. The key concept is continuity of ground level retail, restaurant and other "active" uses along key street frontages and open spaces. Private developments should orient active land uses in the pedestrian routes and open space system.

**Sec. 31-2128. Continuity in Retail Frontage.**

In order to maintain an active pedestrian environment, retail uses must be the predominant ground floor use. Long gaps between retail stores discourages active pedestrian shopping and activity. Nonretail first floor uses should be kept to a minimum in retail and restaurant areas. New development should provide first floor retail and restaurant frontage in character with adjacent uses.



**Sec. 31-2129. Treatment of Non-Retail Frontage.**

Non-retail uses such as offices, service and institutional uses should have visually interesting fronts. Non-retail storefronts should convey the nature of the inside activity to passersby and contribute to the visual interest of the area. Blank, monotonous walls are discouraged. Windows, signs, displays and entrances should convey information about the nature of the business inside.

**Sec. 31-2130. Pedestrian Access to Buildings.**

Active street and open space frontages along major and secondary pedestrian routes create an interesting and safe pedestrian environment. Whenever possible, the public entrance to shops, stores, and lobbies shall face those streets and open spaces designated as primary pedestrian routes in Figure 3-17. Second level walkways should not be provided in lieu of ground level walkways because the active land uses are recommended primarily for the ground level. However, in locations such as the Media Center, where multi-level pedestrian activity and retail space are encouraged, second level walkways are encouraged. Also, a second level walkway may be beneficial between the medical office building on the north side of Alameda Avenue and the St. Joseph Medical Center complex.

**Sec. 31-2131. Building Appearance.**

The guidelines in this section regulate or establish the physical appearance and configuration of buildings in the Overlay Zone. The aspects of a building which define its appearance include numerous elements which are addressed by these guidelines including style, height, massing, shape, scale, proportion, materials and finishes, color, lighting, and storefront design. The intent of these guidelines is to assure a harmonious relationship between buildings, the immediate visual environment, and the overall design framework.

**(a) Height.**

A cluster of tall buildings in the Overlay Zone can visually express the importance of the area and provide physical definition to streets and open space. Building height is also an important factor in the provision of light and air and the protection of public open space.

Building heights should relate to open spaces to allow maximum winter sun and ventilation, protection from prevailing winds, enhance views to public plazas and scenic landmarks, and minimize obstruction of view from adjoining structures.

**(b) Scale.**

Scale is the relationship between building size and the size of a human being. Large-scale buildings or building elements will

# Land Use Regulations and Development Standards

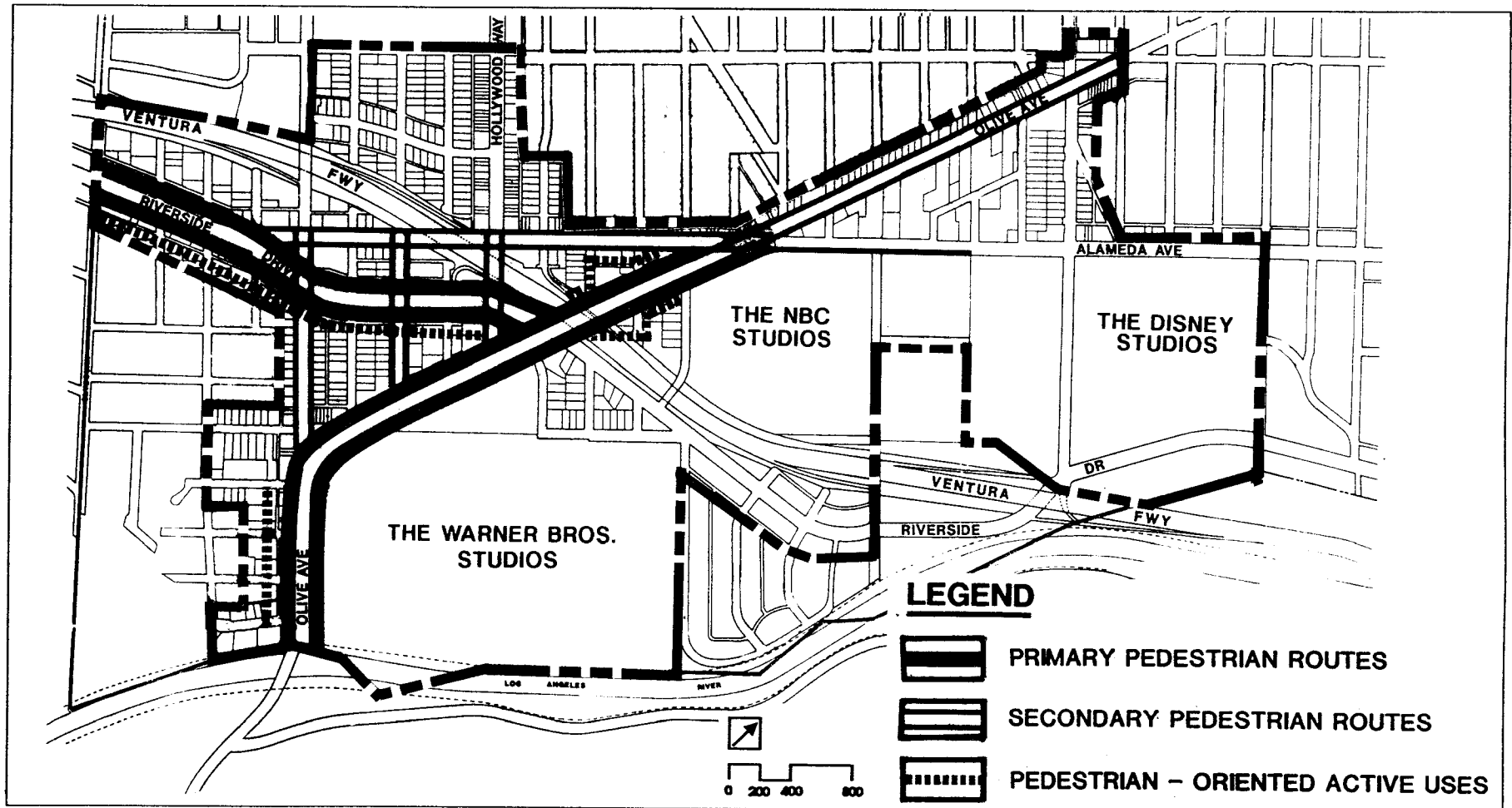


Figure 3-17 - Media District Pedestrian Network.

look imposing to pedestrians if they are situated in a visual environment of smaller scale. The scale of the building elements should be carefully related to adjacent pedestrian areas and buildings.

As shown in Figure 3-18, buildings should be designed so that the height and massing contributes to human-scaled pedestrian walkways and major public space.

## **(c) Proportion.**

Proportion is the ratio or relative size of dimensions within a building. It can refer to specific details such as height to width of a window or door, or the relationship between the height and width of the entire facade. Proportion of buildings and components of buildings should, to the greatest extent possible, relate to dominant patterns within the immediate visual environment.

## **(d) Storefronts and Window Displays.**

Storefronts and window displays are vital in contributing to an interesting, lively pedestrian environment. Continuity of display windows is essential to creating a pedestrian shopping area. In contrast to shops oriented to the automobile, which must rely on large-scale signs, a shop on a pedestrian street can emphasize the quality of its goods in window displays which attract potential customers. Building design should maximize the exposure of

visually interesting activities within the building along pedestrian-oriented walkways.

## **(e) Glare and Reflections.**

Glare and reflections can seriously interfere with the visibility of window displays. Careful design can minimize glare to enable displays to communicate more effectively. Arcades, canopies, nonreflective paving and artificial illumination shall be utilized to overcome the problem of glare to the extent possible.

Building elevations with 50 percent or more of the building surface in glass or other reflective materials shall be limited to a maximum of 15 percent reflectivity for those materials. Building elevations with less than 50 percent of surface in glass or other reflective materials shall be limited to a maximum of 20 percent reflectivity for those materials.

## **(f) Massing.**

Building massing is the overall volumetric relationships of major building elements; building massing contributes significantly to overall building appearance and scale and will largely define the relationship of the building to its immediate visual environment and its place on the skyline of the City.

To lessen the appearance of excessive bulk, the following design techniques may be used: Varying the planes of the exterior walls in depth and/or direction; Varying the height of the building so

# Land Use Regulations and Development Standards

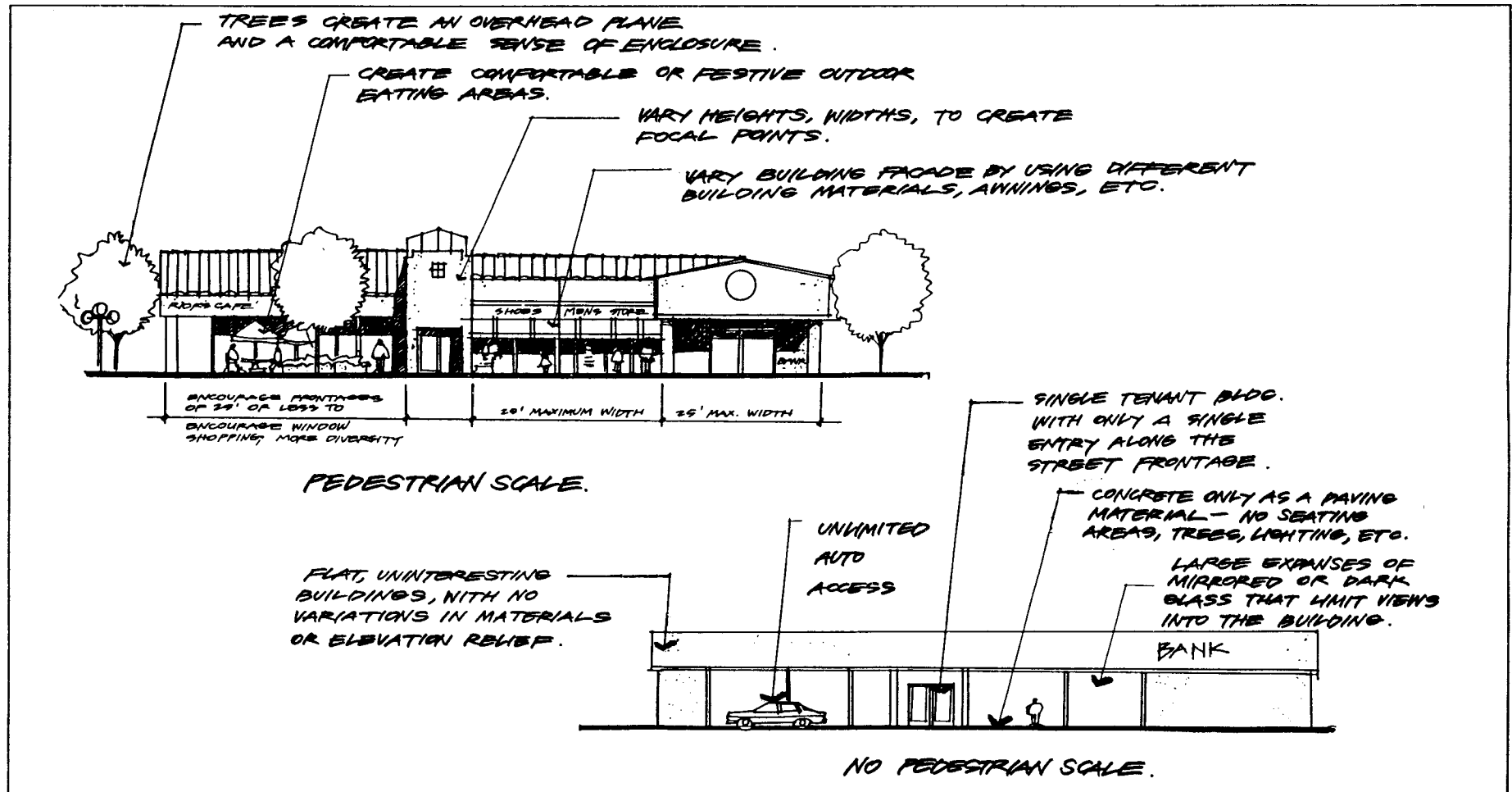


Figure 3-18 - Pedestrian Scale.

(This graphic is not part of the Burbank Municipal Code.)

that it appears to be divided into distinct massing elements; Articulating the different parts of a building's facade by use of color, arrangement of facade elements; and using landscaping and architectural detailing at the ground level to lessen the impact of an otherwise bulky building. (See Figure 3-19.)

**(g) Setbacks.**

Building setback has a distinct impact on the quality and scale of urban spaces. Creative use of setbacks along pedestrian-oriented streets helps to create a sense of enclosure and creates the opportunity for outdoor uses.

Such setbacks should include, but are not limited to, space for: plazas, pedestrian areas, outdoor eating spaces, and landscaped areas.

Olive Avenue setbacks, in particular, can be used for landscaped open areas because of the street's diagonal orientation. New construction or major remodeling should employ corner setbacks or cutoffs where appropriate. Landscape setbacks shall be provided in proportion to the height and mass of the structure. Setbacks in excess of 150 feet shall provide emergency access in accordance with the City of Burbank Fire Department requirements.

All required setbacks on designated pedestrian corridors shall be accessible to pedestrians and designed with seating, landscaping and other amenities which promote pedestrian activity.

**(h) Materials and Finishes.**

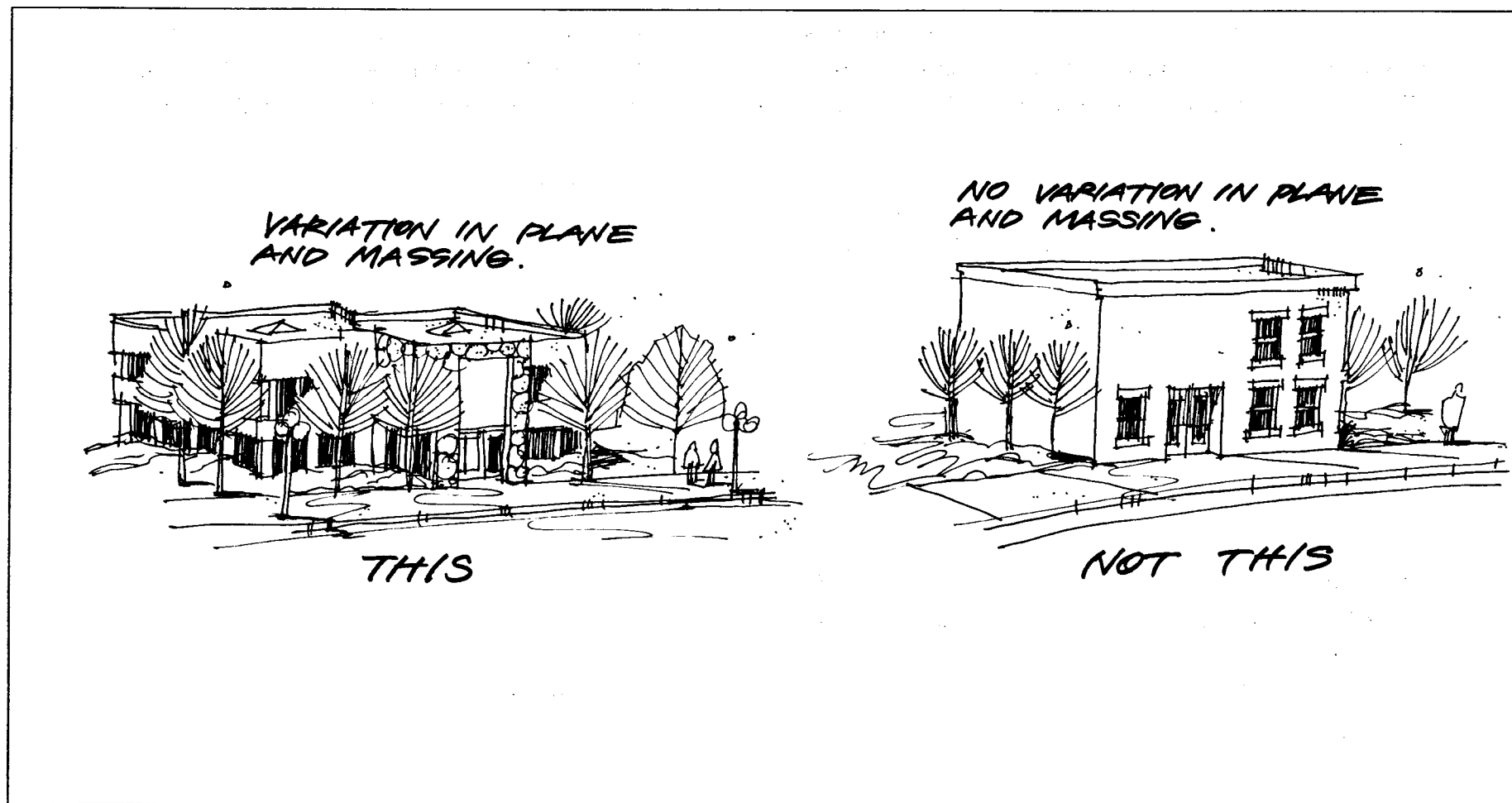
Depending upon specific design applications, a range of materials and finishes are appropriate within the Media District Overlay Zone. Primary building surfaces that are most appropriate include: concrete with fine exposed aggregate or sandblasted finish, metal, glass, stone or brick. Limited areas of finished wood or plaster may be appropriate in protected areas. Exterior finishes of buildings should contribute to a cohesive physical environment and should convey a sense of appropriateness to the Media District Overlay Zone. Materials and finishes should be selected for appropriateness, ease of maintenance and durability.

**(i) Color.**

Color dramatically affects the visual appearance of buildings and the Media District Overlay Zone as a whole; therefore, the colors used must be carefully considered in relation to the urban design concept and the overall design intent of the building. Color can also affect the apparent scale and proportion of buildings by highlighting architectural elements such as doors, windows, fascias, cornices, lintels and sills.

Depending on the overall color scheme, an accent color may be effective in highlighting the dominant color by providing contrast or by harmonizing with the dominant color. The accent color may be brighter, more intense, more subdued, lighter, or darker than the dominant color.

# Land Use Regulations and Development Standards



*Figure 3-19 - Massing.*

(This graphic is not part of the Burbank Municipal Code.)

Contrasting colors may be used to accent building elements, such as door and window frames and architectural details at the pedestrian level. Contrasting colors can also be used to accent appropriate scale and proportion or to promote visual interest in harmony with the immediate environment.

**(j) Hardscape.**

Hardscape elements are streetscape items such as paving, benches, shelters, fountains, light fixtures, and public art and other street furnishings. The following guidelines will apply to any hardscape elements that are located in private development areas.

The City will be implementing public improvements to define public-private site relationships. Private site streetscape improvements should be compatible with public right-of-way improvements.

Street furniture elements included within private developments should complement the street furnishings planned for adjoining public spaces. The relative sizes and design of private street furnishings shall be compatible with the building to which they relate. Street furnishings shall be constructed of durable, easily maintained material that will not fade, rust, rot or otherwise deteriorate. The furniture shall be maintained in good condition at all times.

**(k) Paved Surfaces.**

In places where private and public paved areas join, such as plazas, outdoor cafes and galleries, the surfaces of each should be compatible.

Paved surfaces on private property which abut public sidewalks or other pedestrian areas shall be extended into the public right-of-way whenever possible in order to minimize the perception of street width, and maximize the appearance of sidewalk width.

**(l) Wall Murals.**

Wall murals should be used to enhance the environment and/or streetscape. Wall murals should be maintained in good visual condition throughout the life of the mural.

**DIVISION 8.  
TRANSPORTATION DEMAND MANAGEMENT.**

**Sec. 31-2132. Purpose.**

A significant number of the work trips projected in the Media District Overlay Zone 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. Transportation Demand Management (TDM) is the term for a wide range of strategies including ridesharing, vanpools, use of public transportation and shifts in work hours and schedules.

The purposes of requiring transportation demand management efforts are as follows: Minimize 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 usage, 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 achieve and maintain a Level of Service (LOS) "D" on streets, arterials and highways; Minimize the percentage of employees traveling to and from work at the same time and during peak hour periods 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; and Maximize the use of commute modes other than single-occupancy vehicle through the use of Transportation Demand Management, Transportation Systems Management and Transportation Facilities Development (new and existing).

**Sec. 31-2133. Transportation Management Organization (TMO).**

Upon the effective date of this ordinance, employers with over 1,000 employees within the Media District shall form and/or maintain a Transportation Management Organization (TMO). By January 1, 1992, all employers and property owners subject to the trip reduction requirements of the Media District Overlay Zone set forth in Sections 31-2135, 31-2136 and 31-2137 shall be members of the TMO. The TMO shall be a private non-profit corporation. The TMO shall be housed within the District. Membership within the TMO, beyond the above mentioned organizations, shall be voluntary.

As long as the trip reduction goals of this plan are met, the City will not become a member of the TMO nor will the City require specific TDM measures for individual employers beyond those imposed in the following sections and those requirements which may be imposed by the City's future citywide TDM Plan. However, the City reserves the right to revise the plan and its implementing ordinances as these regulate both the TMO and individual employers if the trip-reduction goals stated below are not met.



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 as to the programs and strategies of the TMO and its membership plus PM peak hour trip generation for all employers and developments subject to the TDM requirements of this plan to the satisfaction of the Director of Community Development. In addition to reporting the results of individual employers, the TMO shall report cumulative PM peak hour trip generation for all employers and developments subject to the TDM requirements of this plan to the satisfaction of the Director of Community Development.

Multi-family dwelling unit owners shall not be included in a TMO.

**Sec. 31-2134. Transportation Management Strategies.**

The following paragraphs describe some of the transportation management strategies which may be used by Media District firms and developers to reduce peak hour commute trips as required by this plan.

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

Employers in the District may set up programs to modify the traditional 8:00 a.m. to 5:00 p.m. work schedules. 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, contacts with the East Coast, etc.

**(b) Vanpool Programs.**

District employers, 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 to carpool. The TMO can assist employers in this effort. All employers who operate a carpool program will 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 Media District at satellite locations linked to the District by reliable shuttle service. The Community Development Director shall approve 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 fund land acquisition at the transit centers in Burbank's downtown and in the Golden State project area in order to assist those employers who can assign employees to park at these locations and take the shuttle into the Media District.

## **(f) Non-Vehicular Commuting.**

Employers may encourage employees to walk or bicycle to work by providing bike racks, showers, locker rooms and offering monetary incentives for these non-vehicular means of commuting.

## **(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 program, however, might discourage driving alone through relatively high parking fees. Furthermore, instead of directly subsidizing parking costs, employers could offer Travel Allowances to their employees. The individual employees would have the option to decide whether to spend the Travel Allowance on parking or some other less expensive form of commuting such as carpooling, vanpooling or public transportation.

## **(h) Merchant Transit Incentives.**

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

## **(i) Telecommuting.**

Media District 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.

**Sec. 31-2135. Existing Development.**

As of January 1, 1991 firms employing more than 100 employees are already required by Regulation XV of the Air Quality Management District to submit and implement plans designed to achieve an average vehicular ridership (AVR) of 1.5, meaning 1.5 passengers per vehicle. The Air Quality Management Plan will eventually require all employers of 25 or more workers to achieve similar reductions. The Media District Overlay Zone makes similar requirements of these employers.

For the purpose of the Media District Overlay Zone, the trip reduction shall occur during the PM peak -- from 4:00 p.m. to 6:00 p.m.

All firms with 25 or more employees shall report to the Burbank Media District TMO at least once per year on efforts made to reduce PM peak trips and the actual reduction achieved. The goal for all firms of 25 or more employees shall be a 9.5 percent reduction from the base rate in peak hour trips during the most recent 5-year period. The base rate is the generation rate for the peak (4-6 PM) as established by the City with support of the Institute of Traffic Engineers Trip Generation or through other methods provided by the Overlay Zone to establish office equivalency.

If this incremental goal is achieved, TDM alone will have reduced PM peak-hour trips by 32 percent assuming an increment of 6.8 million OE-GSF over the next 20 years.

**Sec. 31-2136. New Development.**

Applicants for new development housing firms with 25 or more employees shall, upon occupancy, achieve the reduction in peak hour 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 will have reduced peak hour trips by 19 percent. Therefore, any new development of a 25-employee or greater firm must achieve a peak hour trip generation 19 percent lower than the base rates of the plan in the first year of occupancy. Thereafter, these new developments shall achieve the average 9.5 percent reduction over the past five-year period in order to meet the 38 percent reduction goal by the year 2010.

If the Project Buildout projections are exceeded, any firm employing 25 or more employees shall achieve peak hour trip generation rates that are 38 percent below the base rates in the first year of occupancy.

**Sec. 31-2137. Applicable Developments.**

Firms which employ fewer than 25 employees but are located on property owned and occupied by firms with over 25 employees

will be treated 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 which include 25,000 office equivalent gross square feet or more shall be subject to the same trip reduction and reporting requirements as any firm of 25 or more people.

**Sec. 31-2138. TDM Coordinator.**

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

**Sec. 31-2139. Enforcement.**

The Overlay Zone allows individual employers and the Transportation Management Organization to select the means of reducing peak-hour trips that are most effective and appropriate. The City will not impose specific trip-reduction activities as long as these goals are being met as indicated in the annual reports from the Transportation Management Organization.

Should the annual reports indicate that the trip-reduction goals are not being met, the City may impose specific trip-reduction activities on employers individually or collectively and/or use the enforcement provisions of the Burbank Municipal Code to compel compliance with trip-reduction requirements.

**DIVISION 9. NOISE NOTIFICATION.**

**Sec. 31-2140. Noise Notification.**

**(a) Studios.**

Written notice shall be given to the appropriate studio whenever any activity is proposed which may create noise levels which exceed 90 dB within 100 feet of studio property and shown in Figure 3-20. In addition, written notice shall be given of any activity involving jackhammers, and similar equipment which causes vibrations, within 500 feet of any studio. This notice shall be provided at least two weeks in advance of the start of these activities. Permits for these activities shall not be granted without proof of this notice.

**(b) Neighbors.**

Studios shall provide appropriate advance notice to surrounding residents when studio activities have the potential to adversely impact adjacent neighborhoods.

# Land Use Regulations and Development Standards

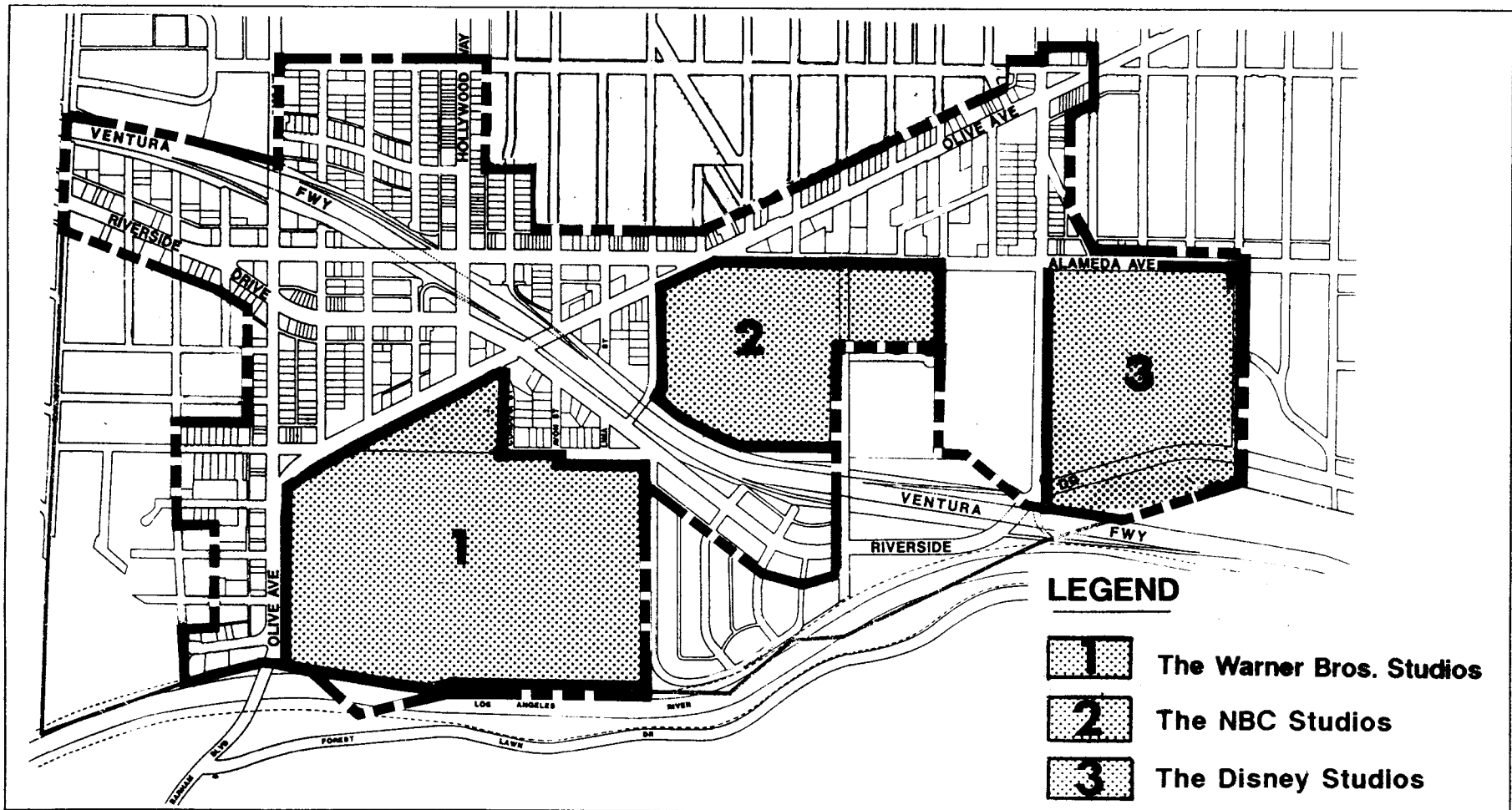


Figure 3-20 - Notice must be given to studios of noise/vibration-producing activities proposed near studios as indicated on this graphic.  
(This graphic is not part of the Burbank Municipal Code.)

L a n d U s e R e g u l a t i o n s a n d  
D e v e l o p m e n t S t a n d a r d s

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P u b l i c I m p r o v e m e n t s a n d S e r v i c e s

C h a p t e r 4

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## **TRANSPORTATION**

Approximately 32 percent of all development in the Media District will be mitigated by improvements to the public transportation system or by the carpool, vanpool, work-hour strategies required by the Transportation Demand Management section of Chapter 3. The remaining 68 percent will be mitigated by the following street system improvements.

## **STREET SYSTEM IMPROVEMENTS**

As part of the Media District Specific Plan process, a traffic study was prepared by Crain and Associates which recommends the street system improvements described below.

The Crain Study recommends an upgrading of the traffic signal system within the Media District and in adjacent areas where a state-of-the-art traffic signal control system is critical to ongoing traffic improvement efforts. The improvements go beyond the traffic signal improvements necessary at individual intersections where operational changes, such as the addition of left-turn phasing, are being proposed. In the short-term, over the next four to five years, the initial efforts to upgrade the signal system will be aimed at changing out obsolete controllers and other signal equipment, and installing interconnect between signalized locations where it is not presently available. In the longer term, it is recommended that all of the traffic signals in this area be integrated into a centralized, computer-based traffic surveillance and control system similar to the ATSAC system being

implemented by the City of Los Angeles. While the implementation of this system can cost an average of almost \$100,000 per intersection, the benefits are a better utilization of the traffic signal equipment to control and coordinate traffic movements, resulting in an effective increase in capacity of up to 7 percent at each intersection where it is installed.

Hollywood Way is and will continue to be a key regional facility and a primary access route to the Burbank-Glendale-Pasadena Airport. Consequently the entire length of Hollywood Way north to the Golden State Freeway will probably have to be widened when traffic volumes indicate that a widening is warranted. However, no improvements on Hollywood Way outside of the Media District are indicated as being necessary in the short term (0-5 years).

Additionally, Olive Avenue and Alameda Avenue should be widened to six-lane arterials throughout the Media District. It is further recommended that Buena Vista Street be widened to six-lanes from Riverside Drive to north of Olive Avenue and retained as a four-lane facility to the north.

In regard to improvements on Buena Vista Street immediately north of Riverside Drive, these improvements will be done without the dedication of land from Providence High School; all widening at this location will occur on the east side of Buena Vista Street. Furthermore, on the east side of Buena Vista, south of Alameda, future roadway widening should not extend further east than the widening planned at the time the Disney Headquarters Building was approved.

Some additional widening will also be required along Riverside Drive between Screenland Drive and Olive Avenue, but this street will remain, for the most part, a four-lane arterial. The most critical intersection along this route is at Hollywood Way where some flaring will be required to accommodate through and turn-movement lanes.

Finally, Pass Avenue will be widened slightly to accommodate the existing four-lane facility and additional (dual) left-turn lanes for southbound traffic at both Alameda Avenue and Riverside Drive. Other channelization changes will be required at Olive Avenue, where it has been assumed that this intersection will be

reconfigured, on a basis of current plans being designed by the City. It is indeed critical to overall traffic flow in this area, including a minimization of cut-through traffic in adjacent residential areas, that this improvement be made.

In addition to the above, general operation improvements throughout the Media District should include the removal of on-street parking (when and where necessary), the installation of additional turn lanes where needed, and the upgrading of the traffic signals, including added phases, to compliment the other proposed improvements.

The above improvements would be required to mitigate impacts of expected development in the Media District over the next 20-year period. These improvements will result in mid-range LOS D or better traffic operations at most of the study intersections. The analysis of the theoretical buildout of the Media District indicates that further improvements would be necessary at six locations within the Media District to maintain traffic operations at LOS D or better. These locations include the four intersections along Alameda Avenue at Pass Avenue, Hollywood

Way, Olive Avenue and Buena Vista Street, the intersection of Riverside Drive and Hollywood Way, and the intersection of Olive Avenue and Buena Vista Street. These improvements consist of the construction of additional lanes, signal modifications and/or striping modifications.

In some cases, based on the recommended improvements, there will be the need to acquire additional right-of-way to implement the proposed changes. The intersections where there are necessary and/or desirable requirements for added right-of-way are indicated on Figure 4-1.

Outside of the Media District, a series of other improvements, most particularly in the Barham-Cahuenga Corridor, another set of highway widening projects and other operational improvements have been recommended. Basically, the improvements being considered include the widening of the Barham Bridge, the widening of Barham Boulevard, and adjacent widening along both the east and west roadways of Cahuenga Boulevard.

Since the list of Media District improvements and the cost of these improvements is subject to change, this information is contained in Appendix A, List of Media District Improvements.

A list of the mitigation measures needed to solve existing street system deficiencies in the Media District is provided in Table A-1; it is anticipated that all of these improvements will be accomplished in the short term (0-5 years).

Table A-2 provides a list of the improvements needed to mitigate future development at both the expected and theoretical buildout scenarios; this list includes projects on the Barham Corridor outside of the City of Burbank.

Finally, Table A-3 presents a list of other transportation programs: the Neighborhood Protection Program and the Streetscape Program.

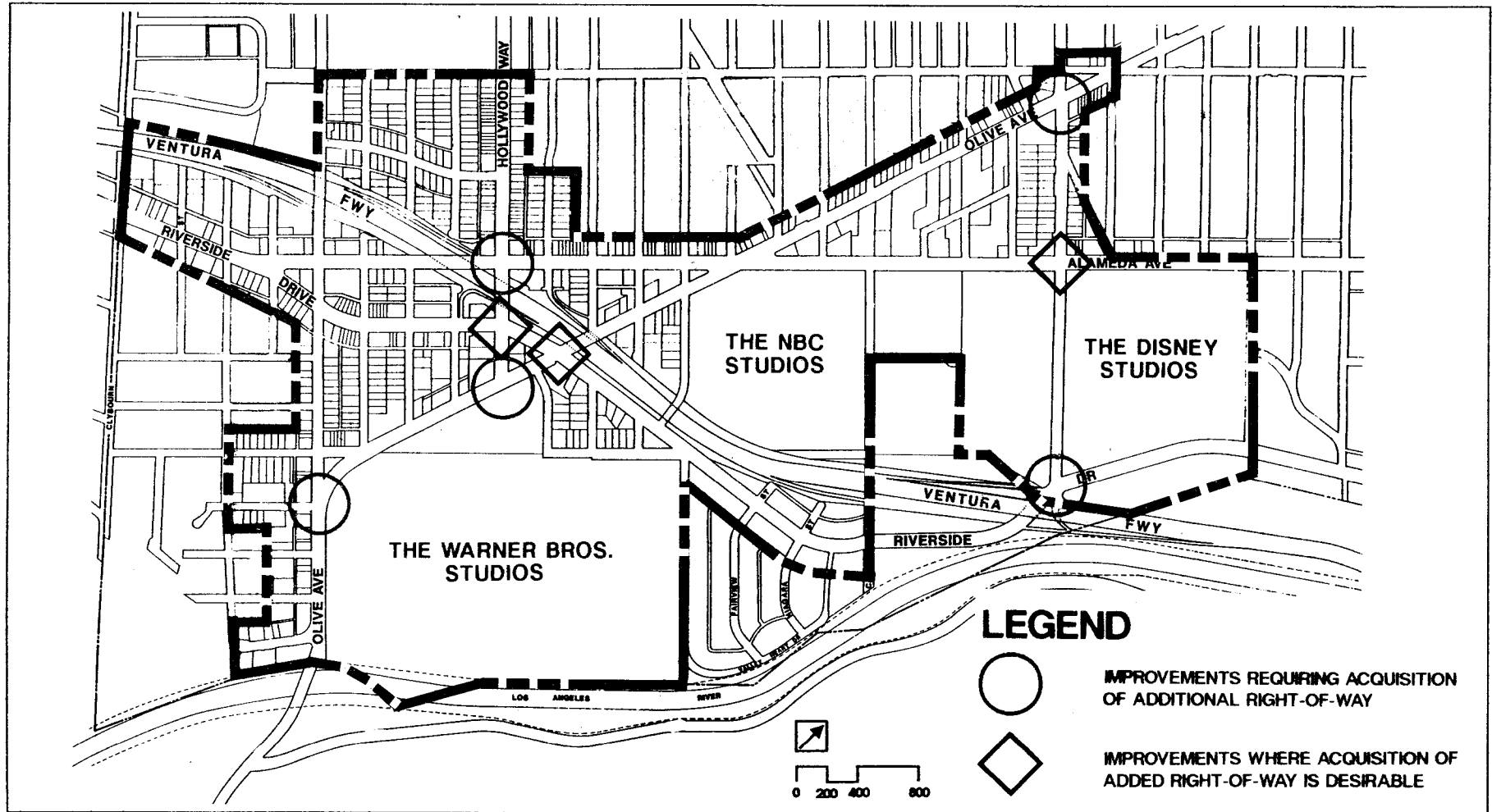


Figure 4-1 - Intersections requiring additional right-of-way.

Tables A-1 and A-2 break down the improvements into ones that are anticipated to be done in the short term (0-5 years) versus long term projects (5-15 years). While the list of short term improvements provides an indication of the relative priority of projects, the sequence of improvements will depend on the changing realities of where development and traffic flow actually occur. In order to routinely monitor traffic flows, the Media District Specific Plan incorporates a semi-annual analysis of traffic and transportation conditions funded by the impact fee program. In this semi-annual analysis, traffic volumes and turning movements at key locations will be identified and recommendations made with regard to priority improvements. The City will use this information to routinely update its Capital Improvements Program to ensure that the Media District revenues are applied where they are needed in an effort to maintain the goal of LOS D at all Media District intersections.

As a policy goal, the City of Burbank shall make every reasonable effort to accelerate implementation of traffic improvements listed as "long term" improvements so that these improvements are in place when they are needed. This policy

could require the use of funding sources other than impact fees, at least until impact fees can reimburse whatever source was used to advance these funds. However, in no event shall mid-block street widenings be undertaken until they are needed.

## **PUBLIC TRANSPORTATION**

In order to improve existing public transportation, the City will continue to pursue the following goals:

- *Establish a shuttle bus system linking the Media District with downtown Burbank, the airport and satellite parking.*
- *Create a downtown transit center immediately serving express bus and eventually commuter rail, linked to the Media District via the City shuttle.*
- *Create a train station/transit center on the Southern Pacific Coast Route at the airport serving express bus, Amtrak and commuter rail linked to the Media District via the City Shuttle.*
- *Promote another train station/transit center on the Southern Pacific Valley Route, north of the airport serving express bus, park and ride and eventually commuter rail linked to the Media District via the City shuttle.*

- *Implement express bus service on the Ventura Freeway which connects the west San Fernando Valley with the Media District, Glendale and Pasadena.*
- *Continue to work with SCRTD to improve local bus service between the Media District and North Hollywood, Studio City and Van Nuys.*
- *When the Metro Rail Valley Station opens provide ample shuttle service to the Media District by altering the City shuttle route and/or using shuttles and vans operated by the TMO.*

At this point in time, the City is also studying the feasibility of a monorail connector system to link the Media District with downtown Burbank and other modes of public transportation including Metrorail, express bus, commuter rail and intercity rail service. The list of Media District improvements assumes that new development in the Media District would fund a portion of public transportation improvements via the impact fees imposed by this plan. However, this aspect of the Plan is subject to further refinement as more information becomes available regarding public transportation projects in the San Fernando Valley and the best means to link with those systems.

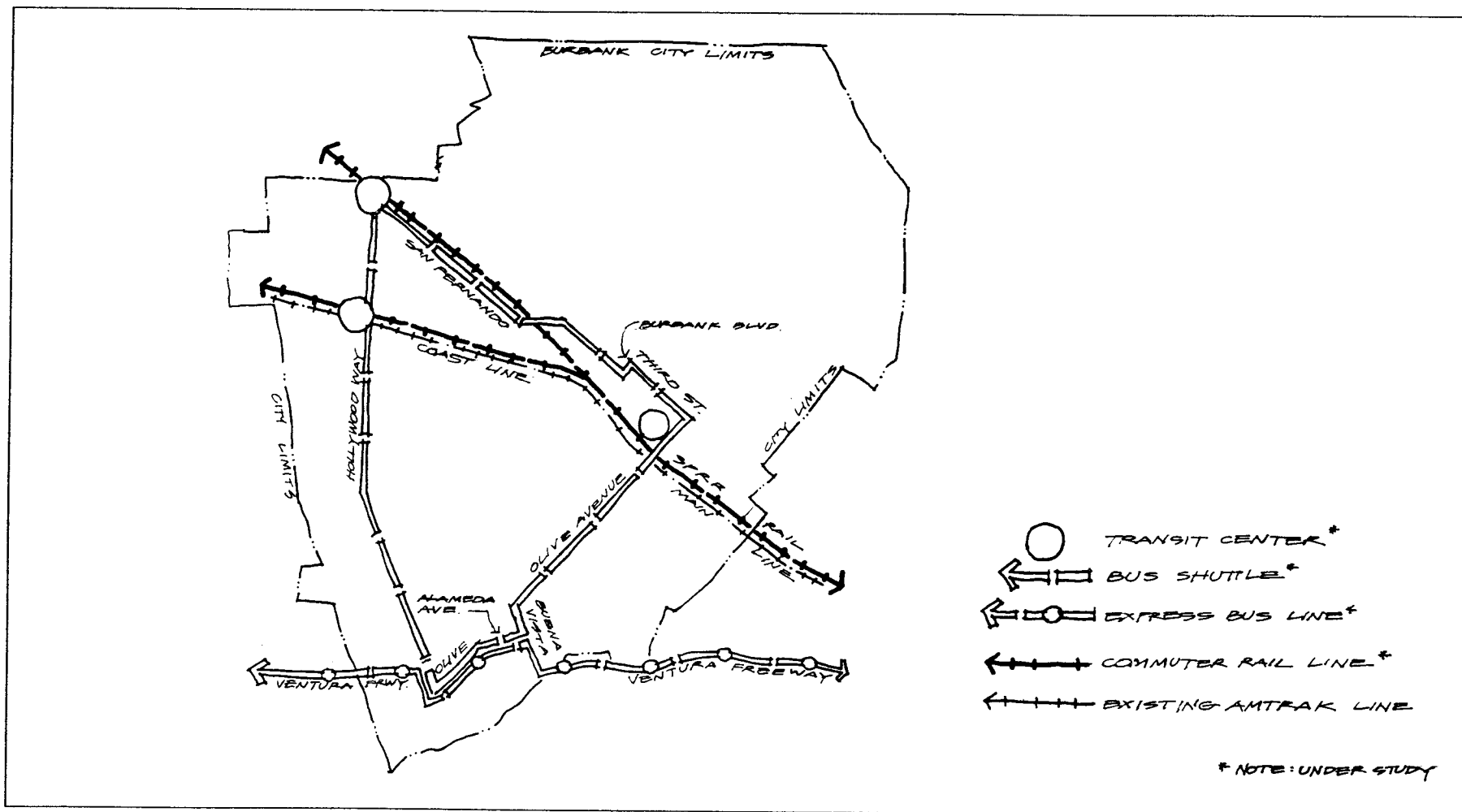


Figure 4-2 - Public Transportation Systems in Operation or Being Studied.



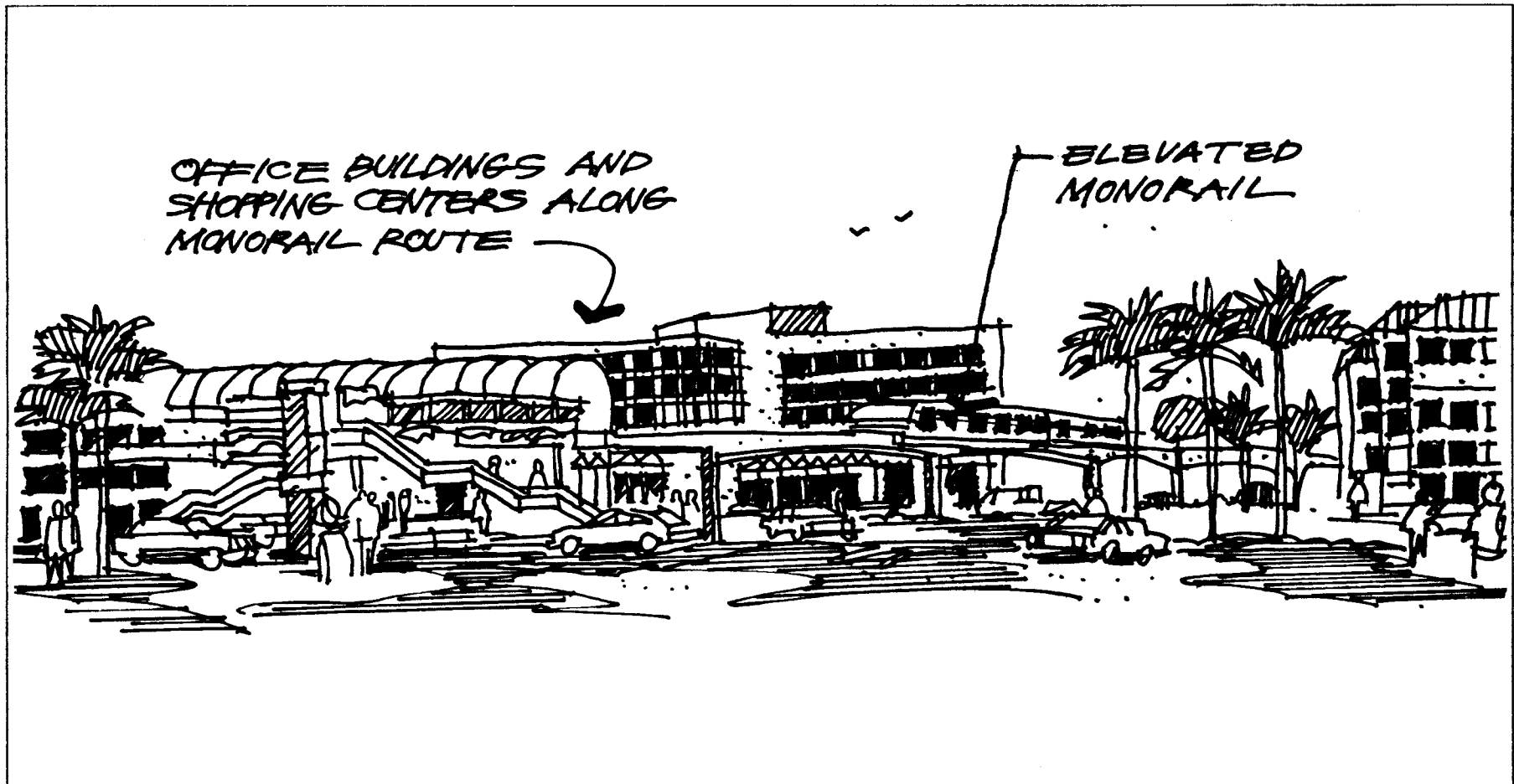


Figure 4-3 - The City is currently studying the feasibility of a monorail system with the first phase from Universal City to downtown Burbank.

## **NEIGHBORHOOD PROTECTION PROGRAM**

The 1988 Draft of this Plan recognized the likelihood that some local residential streets would need protection from non-residential traffic; however, that draft did not specify what these traffic diversion techniques should be. In this section, the Plan outlines the measures to be taken in each of the three single family neighborhoods which surround the Media District: The Rancho, the area between Alameda/Olive and Oak Streets and Toluca Lake. These improvements are included in the list of Media District improvements.

### **A. RANCHO**

As shown in Figure 4-4, the following improvements to the Rancho neighborhood are as follows:

1. Re-time the traffic signals on Riverside Drive to allow more time to the north-south streets. This would provide for a more desirable street crossing for slower pedestrians and equestrians as well as make Riverside Drive less

attractive as a through street by slowing the traffic speed progression from about 30 MPH to about 27 MPH, or by about 3 MPH.

2. Install signs on Riverside Drive at California, Bob Hope Drive, Keystone, Mariposa and Chavez that read "Signals Timed for 30 MPH".
3. Change speed limit from 35 MPH to 30 MPH on Riverside Drive and change the speed limit signs accordingly.
4. Have radar speed trailers in use on Riverside Drive. These trailers clock each car and report speed to the motorist via a light reader board. Routine enforcement, with the help of the new radar speed trailers, will help ensure that motorists on Riverside Drive obey the speed limits.

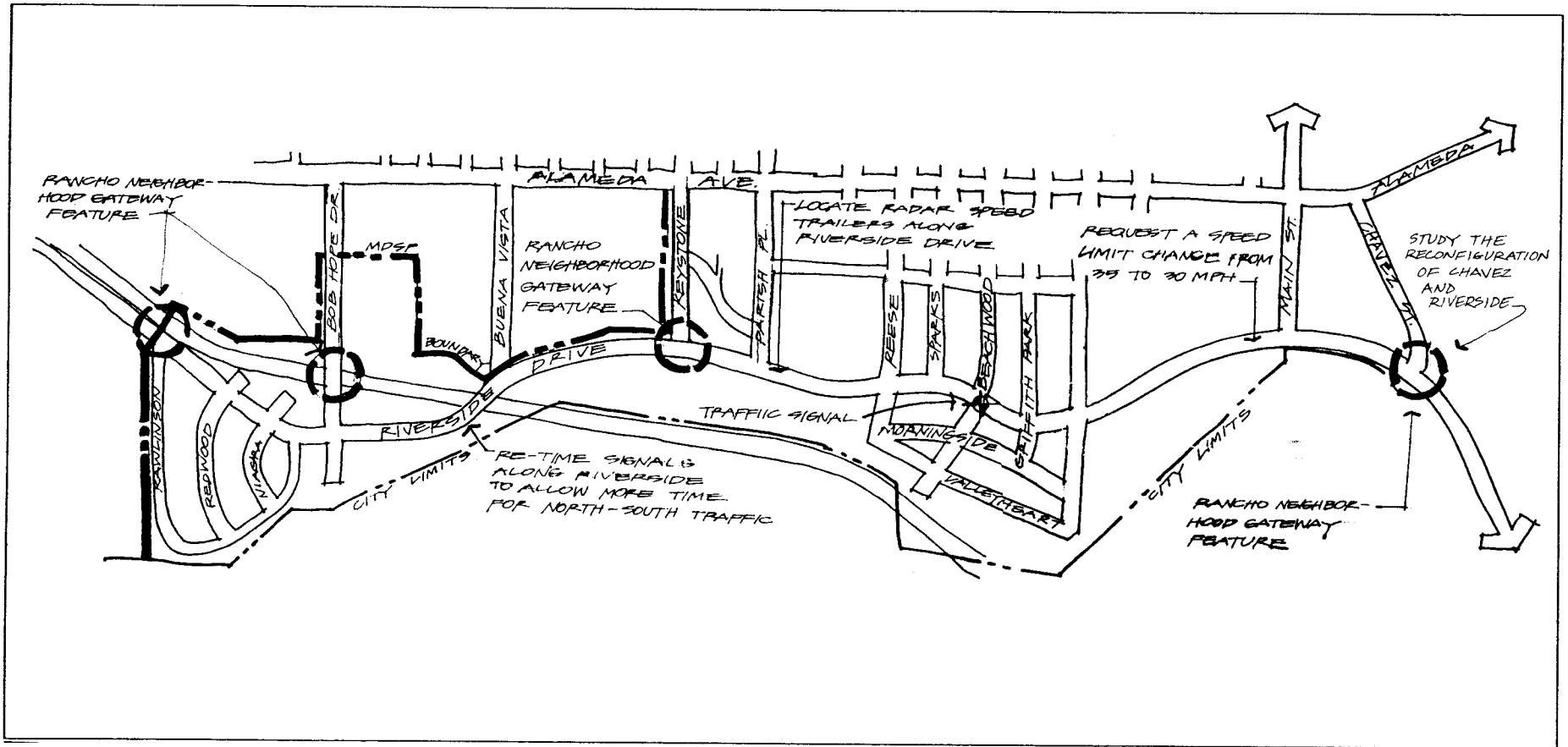


Figure 4-4 - Plan view of the Rancho Neighborhood Protection Program.

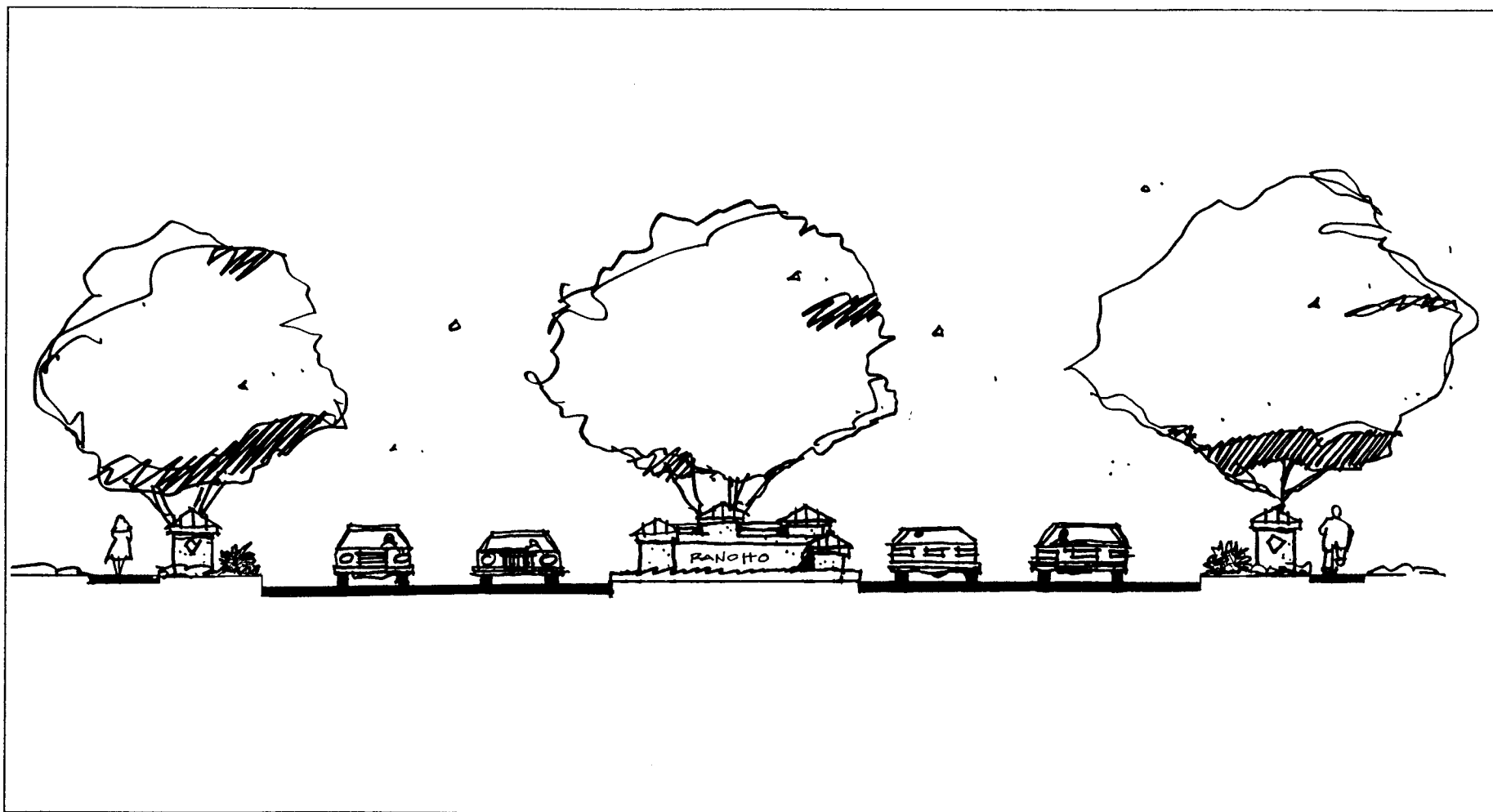


Figure 4-5 - Possible concept for a Rancho gateway.

## P u b l i c I m p r o v e m e n t s a n d S e r v i c e s

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5. Study the reconfiguration of Chavez and Riverside to make a right turn from westbound Riverside to northbound Chavez less attractive.
6. Indicate to motorists that they are entering a residential/equestrian neighborhood by creating four gateway features on Riverside Drive at Warner/California, Bob Hope Drive, Keystone and Chavez. As shown in the hypothetical design (Exhibit 4-5), these gateway features would incorporate a landscaped median at each intersection with a monument that welcomes people to the Rancho and at the same time puts them on notice that they are entering a unique equestrian neighborhood. The monument and landscaping are proposed to have an equestrian flavor as shown.
7. Install a traffic signal at Riverside Drive and Beachwood.
8. Study potential changes to the islands and crosswalks at Mariposa Street and Riverside Drive;
9. Study the feasibility of an automated street-closing gate such as is used in Cupertino;
10. Study the need for further restrictions on truck traffic on Spazier, Elm, Lutge, Linden and Chavez; and
11. Study the possible cul-de-sacing of Mariposa south of Alameda Avenue.

### **B. AREA BETWEEN ALAMEDA/OLIVE AND OAK**

As shown in Figure 4-6, in this area, the City will install landscaped gateways with enriched pavement walkways, a monument identifying the neighborhood and landscaping designed to emphasize the residential character of these streets. A hypothetical design is shown in Figure 4-7.

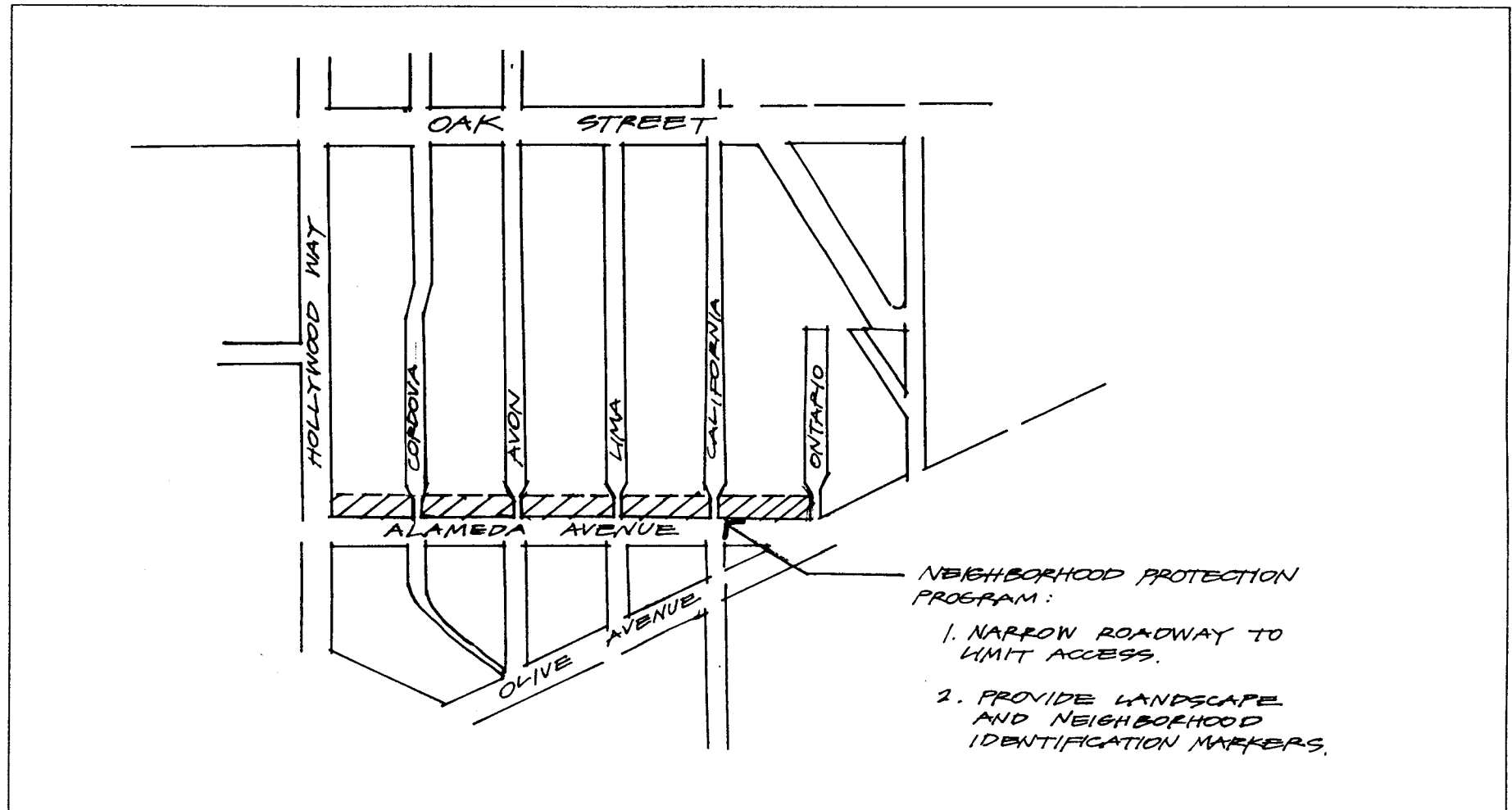


Figure 4-6 - Neighborhood Protection Program for the area between Alameda/Olive and Oak.

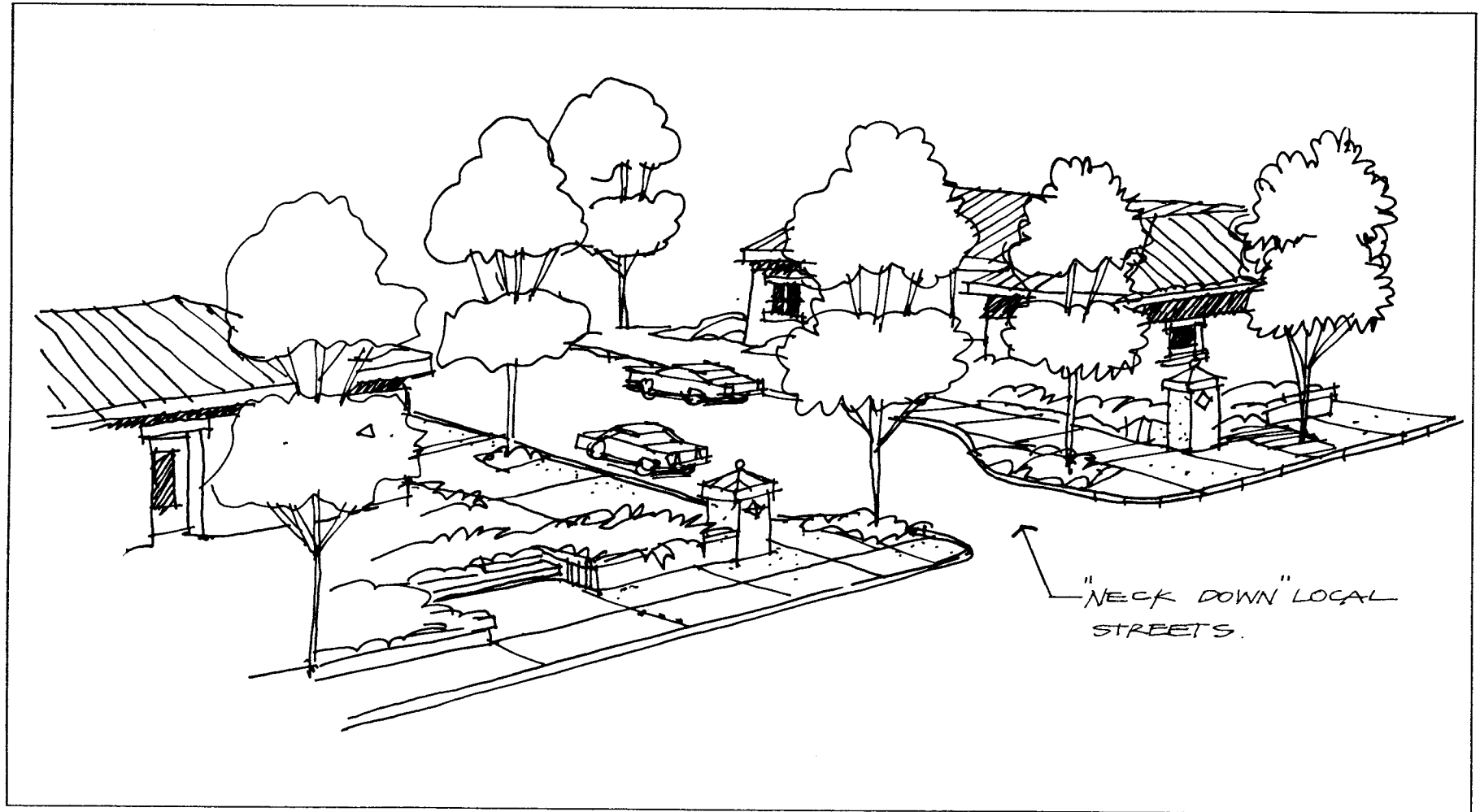


Figure 4-7 - Possible design of The Neighborhood Protection Program for the area between Olive/Alameda and Oak

## C. TOLUCA LAKE

1. The City is currently processing the vacation of Warner Boulevard between Pass Avenue and Olive Avenue. This needs to be done in conjunction with the reconfiguration of Pass/Olive with Pass curving to the southeast to intersect Olive at a more perpendicular angle. This reconfiguration is needed to improve the safety of this intersection. It is recommended that Warner Brothers be required to pay for the street improvements, including the design and installation of landscaping on both sides of Pass. At this time, Warner Brothers has no building plans for this site; previous building concepts have been suspended due to the recent Warner Brothers - Time merger and the relocation of Columbia Pictures. It should be noted, however, that when Warner Brothers applies for approval of any development approval on this site, the plans will have to comply with all adopted codes and plans in force at that time.
2. The City will work closely with abutting property owners with regard to vacating Hood and Toluca Lake Avenue between Olive Avenue and the alley and the portion of Franklin Street which bisects the Warner Brothers parking lot. These vacations would be coupled with cul-de-sacs on these three streets. A parking structure (not to exceed two stories) and a landscaped buffer between that parking structure and adjacent residential may also be built at these locations.
3. The City Council has also directed staff to proceed with placing temporary cul-de-sacs at seven Toluca Lake intersections; the three streets discussed above (Hood, Franklin and Toluca Lake west of Olive); Rose south of Hood and Warner, MacFarlane and National west of the alley, west of Pass. If the reaction of the neighborhood is positive, the City will proceed with permanent cul-de-sacs.

It is staff's intention to design the cul-de-sacs on Warner, McFarlane, National and Rose in such a way that emergency vehicles can gain access but regular traffic is prohibited. With this design, no additional right of way



is required. The street does not terminate in a bulb but, rather, dead ends with the partial cul-de-sac consisting of landscaping at the sides of the street, a rolled curb and a path for emergency vehicles in the center. The Public Works Department will do further studies of the most appropriate design following direction to do so by the City Council. On Hood, Franklin and Toluca Lake Avenue, the cul-de-sacs would have turn-around bulbs.

4. The City will work with the City of Los Angeles to make Moorpark a one-way for a one block segment. This will force all eastbound traffic onto Riverside Drive and greatly reduce the inclination to turn back into the neighborhood as a shortcut.
5. The City will place landscaped gateways on the south side of Riverside Drive at Valley, Rose and Evergreen.

shall be granted when two-thirds of the residents on a given block request permit parking via petition. The property owner will be responsible for notifying the police department of unauthorized parked vehicles. Property owners will have the option of reserving day parking on their street frontage for their own use or the use of second parties beyond two hours.

#### **D. PARKING RESTRICTIONS**

The Burbank Municipal Code contains provisions for requesting permit parking throughout the City. In order to assist Media District residents in obtaining permit parking, permit parking

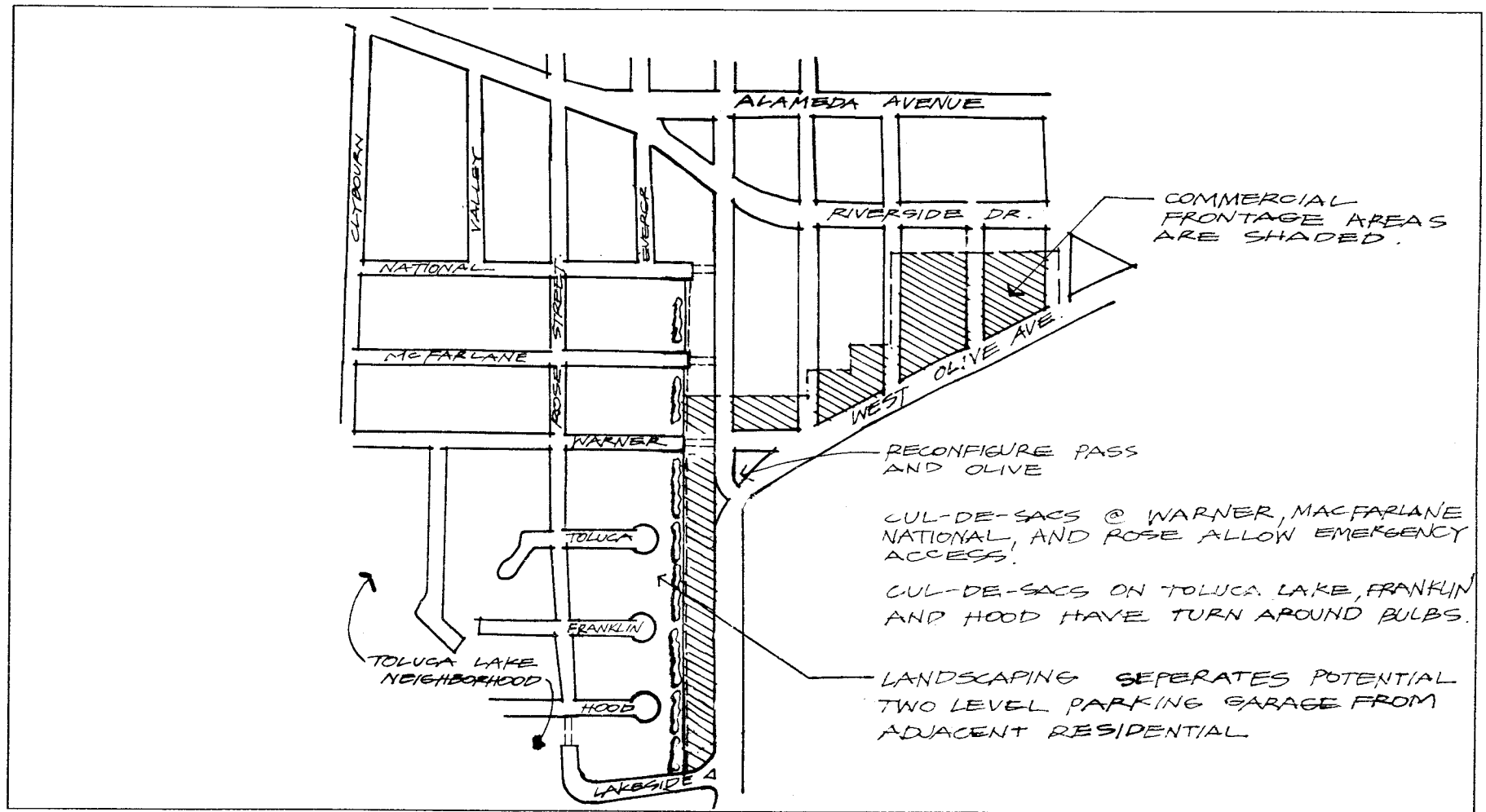


Figure 4-8 - Toluca Lake Neighborhood Protection Plan.

## STREETSCAPE PLAN

Streetscape features include street trees, street furniture, sidewalks, crosswalks, street pavement, streetlights and all other improvements within the public right of way. These streetscape features can be critical to the overall image of the Media District. This Specific Plan only sets forth the following goals for streetscape improvements in the Media District:

- *Establish the identity of the Media District as the home, of some of the world's foremost entertainment companies.*
- *Create an image of quality and creativity befitting the media industry.*
- *Set a high standard of design for future private sector development to equal.*
- *Ensure that the streetscape features are compatible with and enhance the private sector development.*

In pursuit of these goals, the City is in the process of developing the Streetscape Plan. However, selection of a concept and

preparation of a detailed streetscape plan will take several more months. Consequently, as shown in the implementation chapter of this plan, a Streetscape Plan and Implementation Program will be developed and presented to the City for adoption separately from this Plan at a later date.

## P u b l i c I m p r o v e m e n t s a n d S e r v i c e s

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# I m p l e m e n t a t i o n

C h a p t e r 5

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## **ENFORCEMENT**

- A. The Community Development Director shall have the duty to enforce the provisions of this Specific Plan.
- B. The Community Development Director shall have the duty to interpret the provisions of this Specific 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.
- C. If any regulation, condition, program or portion thereof of the Specific 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 provisions and the invalidity of such provision shall not affect the validity of the remaining provisions thereof.

## **FURTHER ACTION**

### **A. STREETSCAPE PLAN**

The Media District Specific Plan is designed to promote distinctive urban design elements in the Media District. To that end, a streetscape plan can not only unify the appearance of the Media District, but also mitigate some of the effects of increased density through public amenities such as street trees, street furniture, street lights and other aesthetic improvements in the public right-of-way.

The 1988 Draft of the Media District Specific Plan contained a streetscape plan. However, during the hearing process it was determined that the City staff should work together with the studios and other interested organizations and property owners to develop a streetscape plan that embodies the creative character of the media industry. Adoption of this plan commits the City to follow this course of action and to adopt separately a Streetscape Plan for the Media District.

### **B. AMENDMENTS TO THE LIST OF DISTRICT IMPROVEMENTS**

Based on the annual Transportation Monitoring Program, staff shall prepare amendments to the list of District Transportation Improvements. These proposed amendments will be presented in the form of a resolution for a recommendation from the Planning Board and adoption by the City Council. These proposed amendments to the list of District improvements will make it possible for the City to adapt as efficiently as possible to changing public transportation initiatives.

### **C. TRAFFIC MITIGATION FEES**

All new developments in the Media District shall pay Transportation Mitigation Fees. These fees shall be charged per Office-Equivalent Gross Square Foot (OEGSF) at a rate determined by fee resolution. The fee rate may be changed by City Council resolution to reflect additional improvements added to the list of District Improvements and/or costs of improvements. This fee payment shall be in addition to any other required fees for public improvements. The fee shall be charged only on the increment in office equivalent gross square feet over the floor



area which existed on the site at the time of the project application or the date of adoption of this Plan if the demolition has occurred between the date of adoption of the Plan and application. Any applicant claiming fee reductions based on structures demolished or proposed to be demolished must prove the existence and office-equivalency of that structure to the satisfaction of the Director or the project site will be considered vacant as of the date of Plan adoption and no demolition credit will be granted. These fees shall be paid prior to issuance of building permit.

The impact fees will be based on a list of improvements. If a developer directly funds all or part of any improvement on this list, the City will credit the developer for the value of those improvements up to an including the full amount which would be due under the fee resolution. However, if a developer wishes to make or is required to make improvements which are not on the District List of Improvements, the developer will not be given credit for these improvements from the impact fee amount required.

If the cost of improvements on the List of Media District Improvements installed directly by the developer of a multi-phase project exceeds the payment due under the impact fee formula, the developer may retain or "bank" the excess and use it as credit against impact fees charged for future phases of that multi-phase project.

Written procedures shall be prepared and implemented which specify how developers may receive credit against impact fees for improvements on the Media District List of Improvements installed directly by the developer.

### **D. ASSESSMENT DISTRICT**

Upon adoption of this Plan, staff will prepare and propose an assessment district designed to assess the owners of existing higher-density property in the District for their share of the additional burden which these properties place on the transportation system. The City will follow the provisions of State Law in terms of notification of affected property owners, public hearings and procedures for property owners to protest the Assessment District formation.

## **E. PERMIT PARKING**

A code amendment shall be prepared for adoption which grants permit parking when two-thirds of the residents on a block in a neighborhood surrounding the Media District request permit parking via petition. The amendment shall allow the Traffic and Transportation Committee to grant more than 3 permits to households with a need for more than 3 permits.

## **F. SATELLITE PARKING**

The City shall identify and pursue acquisition of potential satellite parking lots in conjunction with current and ongoing transportation planning efforts including but not limited to the intra-city shuttle and the City of Burbank Transportation Element.

In siting satellite parking lots, the City shall avoid, to the greatest extent possible, locations that are in or adjacent to single-family neighborhoods or locations that could create unacceptable increases in traffic on local, residential streets.

## **G. NEIGHBORHOOD PROTECTION STUDIES**

In the Rancho, the five additional studies called for in the Neighborhood Protection Program shall be completed and the recommendations of those studies implemented within one year of adoption of the Plan. Installation of the traffic signal at Riverside Drive and Beachwood shall be completed within six months of Plan adoption.

Within three months of Plan adoption, the Planning Division will meet with the Rancho Blue Ribbon Committee to request the Committee's recommendation regarding three alternative designs for the median entry monument called for in the Plan. Within five months of Plan adoption, staff will report these recommendations to the City Council. Within 9 months of Plan adoption, the Public Works Department will request City Council approval of construction of a model entry monument. Within one year of Plan adoption, a model entry monument will be constructed at Keystone and Riverside. Six months after this model entry monument has been installed, the Public Works Department will submit to City Council a request to award construction contracts for the remaining entry monuments.

Installation of the remaining entry monuments will be completed within six months of the award of the construction contract.

In the area north of Alameda Avenue and Olive Avenue, the following work program is required:

- Within three months of Plan adoption, the Planning Division will mail to every property owner in this neighborhood a questionnaire with three design alternatives for the landscaped gateways proposed for this area. Results of the questionnaire will be presented to the City Council within five months of Plan adoption. Within nine months of Plan adoption, the Public Works Department will request City Council approval of construction of two model gateways. Within one year of Plan adoption, gateways will be constructed at California and Alameda and at Olive and Niagara. Six months after these two model gateways have been installed, the Public Works Department will submit to City Council a request to award construction for the remaining gateways. Installation of the remaining gateways would be completed six months after the award of construction contract.

In conjunction with this neighborhood protection program, staff will conduct a study of the appropriateness of landscaped gateways on the south side of Verdugo Avenue from Cordova to Frederic. Staff will perform that study and report its findings to the City Council within six months of adoption of the Plan. If City Council directs staff to proceed, these landscaped gateways will be constructed within one year after the completion of the gateways on the north sides of Alameda and Olive.

In the Toluca Lake Neighborhood, the following timetable is proposed; it should be noted that this timetable includes the installation of the landscaped gateways on the south side of Riverside Drive at Valley, Rose and Evergreen as well as the seven cul-de-sacs identified in the 1990 Draft MDSP.

# Implementation

Toluca Lake Neighborhood Improvements Time Table	
Description	Estimated Date
1. Council approval of the Negative Declaration and temporary cul-de-sacs.	12/11/90
2. Installation of the temporary cul-de-sacs.	01/02/91
3. Begin the traffic count and evaluation of the effect of the temporary closure based on the newly fixed traffic patterns in the area.	02/04/91
4. Community Development to mail out to area residents a questionnaire regarding each resident's preference of the three conceptual permanent cul-de-sac designs. Also begin preparation of an environmental assessment for the proposed installation of the permanent cul-de-sacs.	03/01/91
5. Prepare and publish a Notice concerning the hearing of the proposed environmental finding for the permanent closure. The environmental finding will also address the continuance of the temporary closure until the permanent installation is completed.	03/01/91
6. Community Development will prepare and mail a letter to area residents notifying them of the Council Agenda date for the discussion of the closure designs.	03/18/91
7. Council Agenda scheduling will occur for the presentation of the findings of the temporary closure study, recommendation of a permanent cul-de-sac design, and requested approval of a proposed environmental finding for the installation of permanent cul-de-sacs and continued installation of the temporary barriers.	04/02/91
8. Council Agenda scheduling will occur for approval of plans and specifications for the permanent cul-de-sac construction.	05/07/91
9. Council Agenda scheduling will occur for the award of construction bid.	06/25/91
10. Construction will begin.	08/25/91
11. Project will be completed.	10/25/91

#### **H. DOR REPORTING REQUIREMENT**

In order to keep the City Council informed of the use of Development Opportunity Reserve, staff shall prepare and regularly update a list of projects granted DOR and the amount of DOR granted by the date of the approval. This list shall be supplied as an exhibit to the staff report whenever a CUP request for DOR is being considered by either the Planning Board or City Council. Staff shall also provide this report to the Planning Board and the City Council twice annually separately from any CUP requests for DOR.

#### **I. MONITORING OF DEVELOPMENT**

In conjunction with monitoring the allocation of DOR, staff shall prepare and maintain a list of all development approved in the Media District. This list shall be attached to all staff reports involving the Media District and shall be separately provided to the Planning Board and City Council twice each year.

#### **J. APPEAL FEES**

Staff shall prepare and present to the City Council a proposed text amendment which allows for the waiver of fees for the appeal of Notice of Environmental Determination or a Development Review decision upon two City Council member votes.

## Implementation

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S p e c i f i c   P l a n**

**A p p e n d i c e s**

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## IMPROVEMENT COST ESTIMATES

The program of recommended traffic improvements to support the amount of development expected in the Media District over the next 20 years is based on the recommended highway system improvements discussed in Chapter VI. Cost estimates, including additional right-of way costs, where necessary, were then developed and reflect the current (1990) costs for design and implementation of the improvements.

Improvement Program for Existing Deficiencies Implementation Cost Breakdown Short-Term (0-5 years) (Costs are approximate in 1990 dollars) Table A-1	
	Cost
<i>Intersection Improvements</i>	
Widening Sig. Mods. @ Hollywood Way/Alameda	\$315,000
Sig. & Rdwy. Mods. @ Riverside/Buena Vista	135,000
<i>Traffic Signal System Improvements</i>	
Riverside/Alameda	100,000
Alameda/Olive	100,000
Olive/Hollywood Way	100,000
<b>TOTAL</b>	<b>\$750,000</b>

<b>Improvement Program for Mitigation of Future Growth Implementation Cost Breakdown Table A-2</b>	
<b>PART I - PROJECTS WITHIN BURBANK</b>	<b>COST</b>
<b><i>SHORT TERM (0-5 YEARS)</i></b>	
Traffic Signal System Improvements	\$600,000
Intersection Improvements	
Sig. & Rdwy. Mods. @ Alameda/Olive	220,000
Sig. & Rdwy. Mods. @ Riverside/Buena Vista	265,000
Intersection Reconstruction	
Riverside/Alameda	320,000
Olive/Pass	300,000
Widening Project	435,000
Hollywood Way Olive to Alameda	
Monitoring Program (5 Years)	250,000
<b><i>LONG-TERM (5-20 YEARS)</i></b>	
Computerized Traffic Signal Control System	\$2,600,000
Widening Projects	
Alameda Avenue	4,000,000
Buena Vista Street	2,100,000
Hollywood Way	1,580,000
Olive Avenue	5,600,000
Pass Avenue	460,000
Riverside Drive	420,000
Monitoring Program (15 Years)	750,000
<b>SUBTOTAL</b>	<b>\$19,900,000</b>

<b>Improvement Program for Mitigation of Future Growth Implementation Cost Breakdown Table A-2</b>	
<b>PART II - PROJECTS OUTSIDE BURBANK (Estimated Burbank Share)</b>	<b>COST</b>
<b><i>SHORT-TERM (0-5 YEARS)</i></b>	
ATSAC System Improvements	
Widening Projects Barham Bridge Cahuenga East Cahuenga West	
<b><i>LONG-TERM (5-20 YEARS)</i></b>	
ATSAC System Improvements	
Intersection Improvements	
Widening Projects Barham Boulevard Cahuenga East Cahuenga West	
<b>SUBTOTAL</b>	<b>Approx. \$3,500,000 to 4,500,000</b>
<b>GRAND TOTAL</b>	<b>Approx. \$23,400,000 to 24,400,000</b>

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Other Programs Table A-3	
Neighborhood Protection Program	\$500,000
Streetscape Program	\$3,300,000 to \$4,500,000
<b>TOTAL</b>	<b>\$3,800,000 to \$5,000,000</b>

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## A p p e n d i x B

### L e g a l D e s c r i p t i o n o f M e d i a D i s t r i c t S p e c i f i c P l a n A r e a

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## **LEGAL DESCRIPTION OF THE MEDIA DISTRICT SPECIFIC PLAN AREA**

The boundaries of the Media District are illustrated on the map. The legal description of the boundaries of the Media District is as follows:

All that certain property in the City of Burbank, County of Los Angeles, State of California, contained within the boundaries of the following described parcel: Beginning at the intersection of the centerlines of Oak Street and Brighton Street; thence northerly along the centerline of Brighton Street for a distance of 138.79 feet until the intersection of the centerlines of the first alley northerly of Oak Street and Brighton Street; thence westerly along the centerline of the alley to the centerline of Buena Vista Street; thence southerly along the centerline of Buena Vista Street to the centerline of Oak Street; thence westerly along the centerline of Oak Street to the centerline of Frederic Street; thence southerly along the centerline of Frederic Street to the intersection of the first alley northerly of Olive Avenue; thence westerly along

the centerline of the alley to the centerline of Ontario Street; thence continuing westerly along the centerline of the Alley just north of Alameda Avenue to a point 164.26 feet westerly of the centerline of Avon Street; thence northerly 166.28 feet along the common rear property line; thence westerly along the northerly side property line of Lot 47 of Tract No. 10134 across Cordova Street continuing westerly along the northerly side property line of Lot 32 of Tract No. 10134 to the centerline of the alley, westerly of Cordova Street; thence northerly along the centerline of the alley to the centerline of Oak Street; thence westerly on the centerline of Oak Street to the centerline of Pass Avenue; thence southerly along the centerline of Pass Avenue for a distance of 335.16 feet to the centerline of the alley; thence westerly along the centerline of the alley to the centerline of Clybourn Street which forms a portion of the westerly boundary of the City of Burbank; thence southerly along said westerly boundary to the centerline of the first alley southerly of Riverside Drive; thence easterly along the centerline of the alley to the centerline of Evergreen Street; thence southerly on the centerline of Evergreen Street to the centerline of National Avenue; thence easterly on the

centerline of National Avenue to the centerline of the centerline of the first alley westerly of Pass Avenue; thence southerly along the centerline of the alley to the centerline of the alley between McFarlane Avenue and Warner Boulevard; thence westerly along the centerline of the alley between McFarlane Avenue and Warner Boulevard to the centerline of Rose Street; thence southerly along the centerline of Rose Street to a point 149.59 feet southerly of the centerline of Toluca Lake Avenue; thence easterly along the side property line between Lots 6 and 7 of Tract No. 9569 to the rear property line of Lot 6 of Tract No. 9569; thence southerly along the rear property line of Lot 6 to the centerline of Franklin Avenue; thence easterly on the centerline of Franklin Avenue for a distance of 20 feet; thence southerly along the side property line of Lots 2, 19 and 20 of Tract No. 9509 to the centerline of the alley southerly of Hood Avenue; thence westerly along the centerline of the alley southerly of Hood Avenue to the centerline of Rose Street; thence southerly along the centerline of Rose Street to the City boundary line; thence westerly along said boundary line for a distance of 248.86 feet; thence northwesterly along the property line



separating Lots 2 and 4 of Block 74 of the Rancho Providence and Scott Tract to the westerly City boundary; thence southerly along said westerly boundary to the southerly boundary of the City; thence easterly along the southerly boundary of the City to the easterly side property line of Lot 121 of Tract 9606 which is an extension of the centerline of California Street; thence northerly along the easterly side property line of Lot 121 of Tract 9606 and the centerline of California Street to the centerline of Riverside Drive; thence easterly along the centerline of Riverside Drive to the centerline of Bob Hope Drive; thence southerly along the centerline of Bob Hope Drive continuing straight to the southerly City boundary; thence easterly along the southerly boundary of the City to the intersection of the extension of the centerline of Keystone Street and the southerly boundary of the City of Burbank; thence northerly along the centerline of Keystone Street to the centerline of Alameda Avenue; thence along the centerline of Alameda Avenue to the centerline of Edison Street; thence northwesterly along Edison Street for a distance of 518 feet until the centerline of the first alley; thence northerly along the centerline of the alley running parallel to and southerly of

Olive Avenue, thence northeasterly along the centerline of the alley for a distance of 195.38 feet to the centerline of Brighton Street; thence northerly along the centerline of Brighton Street to the point of beginning.

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# A c k n o w l e d g e m e n t s

## THE BURBANK MEDIA DISTRICT SPECIFIC PLAN - ADOPTED JANUARY, 1991.

### CITY COUNCIL

Thomas E. Flavin, Mayor  
Michael R. Hastings, Vice Mayor  
Timothy M. Murphy

Robert R. Bowne  
Mary Lou Howard

### COMMUNITY DEVELOPMENT DEPARTMENT

William R. Kelly, Deputy City Manager/Director of Community Development

#### City Planning Division

Rick Pruetz, Assistant Community Development Director/City Planner  
Gary Yamada, Zoning Administrator  
Lothar Von Schoenborn, Advance Planning Administrator  
Roger Baker, Senior Planner  
Arlynne Camire, Associate Planner  
Margo Burdette, Senior Secretary  
Val Bridgeford, Senior Clerk  
Jeannie Coughenour, Senior Clerk  
Barry Arnold, Graphic Illustrator  
Mary Clarke, Intermediate Clerk  
Jan Rowland, Intermediate Clerk

#### Redevelopment Division

James De Stefano, Assistant Community Development Director/  
Redevelopment Administrator  
Steven Somers, Redevelopment Project Manager

#### Consultants

The Planning Center, Technical Review and Document Production:  
Kenneth J. Grobecker, Sr. Project Manager  
Don Arambula, Senior Designer  
Katrina M. Rice, Planner  
Pam Howell, Word Processing

John Murphy, Consulting Project Manager

Crain & Associates, Traffic Engineers

The Arroyo Group, Illustration on page 24, from The Media District  
Development Framework Plan.

### OTHER ELECTED OFFICIALS

Merle Woodburn, City Clerk  
Jim Rogers, City Treasurer

### PLANNING BOARD

George Battey, Jr., Chairman  
Cameron M. Thornton, Vice Chairman  
Jef Vander Borcht  
Donald Brown  
James J. Wagner

### BLUE RIBBON COMMITTEE

Margi Brannan  
Michael Caggiano  
Michael Cunningham  
Jack Henershot  
Brad Howard  
Lillian MacKellar

Marilyn Paggi  
Harry Parker  
Joe Terranova  
Herb Vincent  
Hazel Walker  
Cassie Wilson

### APPOINTED OFFICIALS

Robert R. Ovrom, City Manager  
Joseph Fletcher, City Attorney

### CITY MANAGEMENT STAFF

Stephen W. Helvey, Assistant City Manager  
John Nicoll, Management Services Director  
Glen Bell, Police Chief  
Curtis Reynolds, Fire Chief  
Ora Lampman, Public Works Director  
Richard Inga, Park & Recreation Director  
Marcia Bell, Library Services Director  
Ronald Stassi, Public Service Department General Manager



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