

ATTACHMENT 7

Compliance of the proposed ZMA, amending the zoning of the Project site located at 228 S. Naomi St. from Media District High Density Residential (MDR-4) to Media District General Business (MDC-3), with the policies contained in the General Plan of the City of Burbank.

1. *Compliance with Land Use Element Goal 3, Policy 3.2 of Burbank2035 General Plan: Preserve unique neighborhoods and use specific plans to distinguish neighborhoods and districts by character and appearance and address physical and visual distinction, architecture, edge and entry treatment, landscape, streetscape, and other elements.*

The proposed rezoning of the Project site to the MDC-3 Media District General Business zone will allow commercial uses on the site, which will be compatible with the other commercial and professional service land uses in the neighborhood, consistent with Land Use Element Goal 3, Policy 3.2 of Burbank2035 General Plan which seeks to distinguish neighborhoods by character and appearance.

2. *Compliance with Land Use Element Goal 3, Policy 3.4 of Burbank2035 General Plan: Avoid abrupt changes in density, intensity, scale, and height and provide gradual transitions between different development types.*

The Project site is located within the Media District Specific Plan. The Plan envisions commercial and industrial uses towards the center of the Plan area, and multi-family residential uses along the boundary, to facilitate transition between commercial/industrial land uses and residential neighborhoods. The proposed rezoning of the Project site to the MDC-3 Media District General Business zone will facilitate better transition between commercial/industrial and residential land use types, consistent with Land Use Element Goal 3, Policy 3.4 of Burbank2035 General Plan that encourages gradual transitions between different development types.

3. *Compliance with Land Use Element Goal 4, Policy 4.11 of Burbank2035 General Plan: Ensure that public infrastructure meets high-quality urban design and architecture standards. Remove, relocate, or improve the appearance of existing infrastructure elements that are unsightly or visually disruptive.*

The proposed ZMA will change the zoning of the Project site to MDC-3 Media District General Business zone which is compatible with the surrounding development and uses and provides for development standards that are applicable to commercial land uses. The commercial zoning designation therefore facilitates better design for public utility facilities, consistent with Land Use Element Goal 4, Policy 4.11 of Burbank2035 General

Plan to ensure public infrastructure meets high quality urban design and architecture standards.

4. *Compliance with Land Use Element Goal 6, Policy 6.3 of Burbank2035 General Plan: Recognize and maintain the Media District as the heart of the media industry in the city. Facilitate continued expansion of the media industry into Downtown, the Golden State area, and other parts of the city.*

The proposed rezoning of the Project site to the MDC-3Media District General Business zone complies with the goals envisioned for the Media District Specific Plan, consistent with Land Use Element Goal 6, Policy 6.3 of Burbank2035 General Plan.

5. *Compliance with Land Use Element Goal 13, Policy 13.4 of Burbank2035 General Plan: Retain public facility sites for public use and do not redevelop them as non-public uses. Convert public facilities that are no longer needed for their original purpose to public open space or another public-serving use.*

Public utility facilities are permitted by-right in MDC-3 Media District General Business zone. The proposed rezoning will facilitate future modification or new construction of a public utility facility on the Project site by removing the requirement for discretionary approval for such uses, consistent with Land Use Element Goal 13, Policy 13.4 of Burbank2035 General Plan which seeks to retain public facility sites for public uses and not re-develop them as non-public uses.