



Weekly Management Report

September 4, 2026

- 1. Memo** Downtown Burbank Partnership (PBID)
Meeting on July 9, 2026
Community Development Department

- 2. Memo** Landlord-Tenant Commission
Meeting on August 3, 2026
Community Development Department

- 3. Notice** Burbank-Glendale-Pasadena Airport Authority Meeting
on September 8, 2026
Burbank-Glendale-Pasadena Airport Authority

- 4. Memo** Overview of Data Centers
City Manager Tracking List Item No. 2726
Community Development Department

- 5. Memo** Office Market Update and Business Attraction Efforts
City Manager Tracking List Item No. 2724
Community Development Department

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: August 31, 2026

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director
VIA: Mary Hamzoian, Acting Asst. Community Development Director
BY: Aida Ofsepien, Economic Development Analyst I

SUBJECT: Downtown Burbank Partnership (PBID) Meeting – July 9, 2026

- Staff provided an update on the Los Angeles World Cup 26 Fan Zone in Downtown Burbank, scheduled for July 18-19, 2026. Staff reviewed event logistics, including street closures, parking access, and extensive security planning.
- Allied Universal presented the Q2 Ambassador Report, noting a substantial increase in hospitality interactions and strong visitor activity across the district. Disturbances decreased sharply in June, violent crime remained minimal, and outreach efforts to unhoused individuals continued in coordination with multiple City departments.
- The Strausberg Group provided an update on the Downtown Burbank website refresh, highlighting modernized branding, improved navigation, redesigned directory pages, and enhanced search functionality. The new site will launch Monday, July 13, 2026.

MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: September 3, 2026

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director

VIA: Shipra Rajesh, Housing Development Manager

169 for Patrick Prescott
Shipra Rajesh

SUBJECT: Landlord-Tenant Commission Meeting – August 3, 2026

- Three members of the public attended the in-person meeting, with no Zoom attendees.
- There were two oral comments during the in-person meeting. One comment pertained to an ongoing Housing Enforcement Unit (HEU) case, and the other comment was an inquiry regarding available legal resources and the mediation process through HEU.
- Housing staff reported that HEU had received Housing Concern Intake Forms from both attendees and would follow up with each attendee regarding their case.
- The Commission elected Anne Nahabedian as Chair and Linda Kite as Vice Chair to serve from September 2026 through August 2027.
- Staff provided an overview of the City's Boards and Commissions Attendance Policy, the City Council Goals and Expectations of Board Members, and the Housing Concern Intake Form review process.
- The Commission reported on three landlord-tenant forms. The first case remains open pending additional information from the tenant, the second case was closed after the landlord agreed to return the tenant's security deposit, and the third case was continued to the September meeting because both the assigned Commissioners were unavailable.
- Assistant Community Development Director Maribel Leyland announced her retirement.
- The Commission introduced an additional agenda item requesting a staff update regarding the October 28, 2025, City Council direction related to tenant protections.
- Approval of the July 6, 2026, meeting minutes was continued to the September meeting due to a lack of quorum among Commissioners eligible to vote on the item.
- The meeting adjourned at 7:20 P.M.

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September 3, 2026

CALL AND NOTICE OF A SPECIAL MEETING
OF THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY

NOTICE is hereby given that a special meeting of the Burbank-Glendale-Pasadena Airport Authority will be held on Tuesday, September 8, 2026, at 9:00 a.m., in the Skyroom of Hollywood Burbank Airport, 2627 N. Hollywood Way, Burbank, CA 91505.

You may also participate at the following address:

13 Sarmen Street
Yerevan, 0009
Armenia

In addition to attending the meeting in person, members of the public may observe the meeting telephonically and may offer comment in real time through the following number:

Dial in: (818) 862-3332

Terri Williams, Board Secretary
Burbank-Glendale-Pasadena Airport Authority

SPECIAL MEETING
OF THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY

Tuesday, September 8, 2026
9:00 a.m.

The public comment period is the opportunity for members of the public to address the Committee on agenda items and on Airport-related non-agenda matters that are within the Committee's subject matter jurisdiction. At the discretion of the presiding officer, public comment on an agenda item may be presented when that item is reached.

When in-person attendance or participation at meetings of the Committee is allowed, members of the public are requested to observe the following rules of decorum:

- *Turn off cellular telephones and pagers.*
- *Refrain from disorderly or boisterous conduct, including loud, threatening, profane, or abusive language, clapping, whistling, stamping, or other acts that disrupt or otherwise render unfeasible the orderly conduct of the meeting.*
- *If you desire to address the Committee during the public comment period, fill out a speaker request card and present it to the Board Secretary.*
- *Confine remarks to agenda items or to airport-related non-agenda matters that are within the Committee's subject matter jurisdiction.*
- *Limit comments to three minutes or to such other period of time as may be specified by the presiding officer.*



The following activities are prohibited:

- *Allocation of speaker time to another person.*
- *Video presentations requiring use of Authority equipment.*



Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the Authority to the Committee less than 72 hours prior to that meeting are available for public inspection at Hollywood Burbank Airport (2627 N. Hollywood Way, Burbank) in the administrative office during normal business hours.



In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the Board Secretary at (818) 840-8840 at least 48 hours prior to the meeting.

A G E N D A

Tuesday, September 8, 2026

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. PUBLIC COMMENT (Public comment will be limited to a total of 20 minutes at the beginning of the meeting and will continue at the conclusion of the meeting, if necessary. Comments are limited to 3 minutes each, and the Authority President may limit this time if reasonable under the circumstances.)
5. CONSENT CALENDAR (Includes Minutes. Items on the Consent Calendar are generally routine in nature and may be acted upon by one motion unless removed for separate consideration.)
 - a. Consent to Assignment of Advertising Program and Internet Protocol Television Concession Agreement for Hollywood Burbank Airport - Clear Channel Outdoor, Airports Division ***[See page 1]***
 - b. Approval of Amendment No. 2 Professional Services Agreement On-Call Architectural and Engineering Services ***[See page 5]***
 - c. Brochure Rack Concession Agreement and Second Agreement to Concession and Lease Agreement – Certified Travel Media, LLC ***[See page 7]***
 - d. Amendment No. 1 to Professional Services Agreement for Traffic Management Support ***[See page 9]***
6. ITEMS FOR COMMISSION APPROVAL
 - a. Approval of Aid-in-Construction Deposit to City of Burbank Replacement Passenger Terminal Project ***[See page 11]***
 - b. Approval of Amendment No. 4 to Professional Services Agreement with Allied Universal Security Services and Additional Approval of Mutual Termination of Inspection Services Reimbursement Agreement with MCS Burbank and HG Burbank; Approval of Inspection Services Reimbursement Agreement with MCS Burbank and MRG Burbank ***[See page 16]***
 - c. Amendment to Lease Nos. LCA01775 & LCA02701 General Services Administration ***[See page 21]***
 - d. Terminal Space Lease – General Services Administration ***[See page 22]***
 - e. Replacement Passenger Terminal Day One Parking Program Step-Up Daily Rates, Employee Parking Rate, and Electric Vehicle Charging Rate ***[See page 24]***

7. ITEMS FOR COMMISSION DISCUSSION
 - a. Airport History Book
8. ITEMS FOR COMMISSION INFORMATION
 - a. Replacement Passenger Terminal Concessions Update
9. EXECUTIVE DIRECTOR COMMENTS
10. COMMISSIONER COMMENTS
(Commissioners may make a brief announcement, make a brief report on their activities, and request an agenda item for a future meeting.)
11. PUBLIC COMMENT
12. ADJOURNMENT: To September 21, 2026, for the next regularly scheduled meeting of the Burbank-Glendale-Pasadena Airport Authority, 2627 N Hollywood Way, Skyroom

COMMISSION NEWSLETTER

Tuesday, September 8, 2026

[Regarding agenda items]

5. CONSENT CALENDAR

(Consent Calendar items may be enacted by one motion. There will be no separate discussion on these items unless a Commissioner so requests, in which event the item will be removed from the Consent Calendar and considered in its normal sequence on the agenda.)

- a. CONSENT TO ASSIGNMENT OF ADVERTISING PROGRAM AND INTERNET PROTOCOL TELEVISION CONCESSION AGREEMENT FOR HOLLYWOOD BURBANK AIRPORT – CLEAR CHANNEL OUTDOOR, AIRPORTS DIVISION. A staff report is included in the agenda packet. At its meeting on July 20, 2026, the Finance and Administration Committee voted (2–0, 1 absent) to recommend that the Commission approve a Protocol Television Concession Agreement with Clear Channel Airports, Inc. dba Clear Channel Outdoor, Airports Division (“Clear Channel”). The Consent is necessary because of a change in ownership of Clear Channel’s parent company.
- b. APPROVAL OF AMENDMENT NO. 2 PROFESSIONAL SERVICES AGREEMENT – ON-CALL ARCHITECTURAL AND ENGINEERING SERVICES. A staff report is included in the agenda packet. At its meeting on September 2, 2026, the Executive Committee voted unanimously (3–0) to recommend that the Commission approve Amendment No. 2 to the Professional Services Agreement with HNTB Corporation. The Amendment proposes to: 1) Exercise the first of the two available one-year extension options and extend the contract to December 17, 2027; and 2) Increase the amount of the PSA by \$500,000 to provide for continued on-call architectural and engineering services resulting in a revised not-to-exceed amount of \$1,175,000.
- c. BROCHURE RACK CONCESSION AGREEMENT AND SECOND AGREEMENT TO CONCESSION AND LEASE AGREEMENT – CERTIFIED TRAVEL MEDIA, LLC. A staff report is included in the agenda packet. At its meeting on September 2, 2026, the Executive Committee voted unanimously (3–0) to recommend that the Commission approve a Second Amendment to the Concession and Lease Agreement and a new Brochure Rack Concession Agreement with Certified Travel Media, LLC. Certified Travel Media formerly was known as Certified Folder Display, Inc.
- d. AMENDMENT NO. 1 TO PROFESSIONAL SERVICES AGREEMENT FOR TRAFFIC MANAGEMENT SUPPORT. A staff report is included in the agenda packet. At its meeting on September 2, 2026, the Executive Committee voted unanimously (3–0) to recommend that the Commission approve: 1) Amendment No. 1 to the Professional Services Agreement with LAZ Parking California, LLC. The Amendment will increase the original contract value of \$74,368.29 by \$55,341, resulting in a not-to-exceed amount of \$129,709.29.; and 2) approve a contingency of \$20,000, approximately 15% , of the total contract value to cover any other unforeseen changes.

6. ITEMS FOR COMMISSION APPROVAL

- a. APPROVAL OF AID-IN-CONSTRUCTION DEPOSIT TO CITY OF BURBANK – REPLACEMENT PASSENGER TERMINAL PROJECT. A staff report is included in the agenda packet. At its meeting on September 2, 2026, the Executive Committee voted unanimously (3–0) to recommend that the Commission approve an Aid-in-Construction deposit request from the City of Burbank on behalf of Burbank Water and Power for the Replacement Passenger Terminal electrical power infrastructure.
- b. APPROVAL OF AMENDMENT NO. 4 TO PROFESSIONAL SERVICES AGREEMENT WITH ALLIED UNIVERSAL SECURITY SERVICES AND ADDITIONAL APPROVAL OF MUTUAL TERMINATION OF INSPECTION SERVICES REIMBURSEMENT AGREEMENT WITH MCS BURBANK AND HG BURBANK; APPROVAL OF INSPECTION SERVICES REIMBURSEMENT AGREEMENT WITH MCS BURBANK AND MRG BURBANK. A staff report is included in the agenda packet. At its meeting on August 17, 2026, the Operations and Development Committee voted (2–0, 1 absent) to recommend that the Commission approve Amendment No. 4 (“Amendment”) to the Professional Services Agreement (“Agreement”) with Universal Protection Service LP dba Allied Universal Security Services. The Agreement is for airport security and traffic control services, as well as for consumer item inspection services that are reimbursed by food service and retail concessionaires. The Amendment exercises the second of two one-year extension options of the Agreement, adjusts the fee schedule for the November 2026 - October 2027 contract year, updates the federal requirements exhibit, and provides an opportunity for Allied to receive a revocable, no-fee license to use Replacement Passenger Terminal office space at the sole discretion of the Authority. Staff further seeks Commission approval of three items to facilitate the transition of consumer item inspection services from the existing terminal to the Replacement Passenger Terminal (“RPT”): 1) a proposed Mutual Termination of Inspection Services Reimbursement Agreement (“Mutual Termination”) with MCS Burbank LLC (“MCS”) and HG Burbank JV. The Mutual Termination will end a 2018 Inspection Reimbursement Services Agreement between the Authority, MCS, and Hudson that addresses payment for consumer item inspection services in the existing passenger terminal; 2) a proposed Inspection Services Reimbursement Agreement (“2026 Reimbursement Agreement”) with MCS and MRG Burbank LLC. The 2026 Reimbursement Agreement addresses payment for consumer item inspection services in the RPT.
- c. AMENDMENT TO LEASE NOS. LCA01775 & LCA02701 – GENERAL SERVICES ADMINISTRATION. A staff report is included in the agenda packet. At its meeting on July 20, 2026, the Finance and Administration Committee voted (2–0, 1 absent) to recommend that the Commission approve Lease Amendments with the General Services Administration (“GSA”) to comply with the language modification mandated under Executive Order No. 14398. The Lease Amendments are for the 2011 Hangar Lease and the 2023 Terminal Space Lease executed by the Authority and GSA.
- d. TERMINAL SPACE LEASE – GENERAL SERVICES ADMINISTRATION. A staff report is included in the agenda packet. At its meeting on August 17, 2026, the Finance and Administration Committee voted (2–0, 1 absent) to recommend that the Commission approve a new Terminal Space Lease with the United States of America, acting through the General Services Administration on behalf of the

Transportation Security Administration for 4,379 square feet of exclusive office space at the Replacement Passenger Terminal.

- e. REPLACEMENT PASSENGER TERMINAL DAY ONE PARKING PROGRAM. A staff report is included in the agenda packet. At its meeting on July 20, 2026, the Commission considered parking rates for the Replacement Passenger Terminal ("RPT") Day One parking configuration and directed Staff to return with an analysis of a "step-up" rate structure for the RPT Parking Structure's Self-Park and Valet operations. As directed, Staff has evaluated opening the RPT Parking Structure at daily rates of \$49 for Self-Park and \$59 for Valet, which would be effective from October 13, 2026, through June 30, 2027, with rates stepping up to the originally recommended \$54 for Self-Park and \$68 for Valet effective July 1, 2027. The remote Lots F and G would remain at \$28 and \$24 per day, respectively, as originally presented. Staff recommends that the Commission approve this step-up rate structure along with the originally presented rates for remote Lots F and G.

7. ITEMS FOR COMMISSION DISCUSSION

- a. AIRPORT HISTORY BOOK

8. ITEMS FOR COMMISSION INFORMATION

- a. REPLACEMENT PASSENGER TERMINAL CONCESSIONS UPDATE. No staff report attached. Staff will provide an update on the progress of the concession programs in the Replacement Passenger Terminal Project.

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MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: August 28, 2026

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 

SUBJECT: City Manager Tracking List #2726 - Overview of Data Centers

BACKGROUND

At the July 21, 2026 City Council meeting, Council Member Rizzotti requested a presentation regarding data centers, including their qualification criteria, allowance under the City's zoning regulations, and potential impacts to the City. Council Member Rizzotti's additional agenda item request was considered and approved for a memo and a first step report to Council at its meeting on July 28, 2026. The direction was provided in response to general interest in data centers and questions that have arisen regarding their potential establishment in the City. In particular, members of the public raised concerns regarding large-scale data center operations, including "hyperscale data centers" and "high density inference hubs". Concerns raised include:

1. Electricity Demand: Data centers can require significant amounts of electricity, raising concerns regarding available power capacity and potential impacts on utility rates.
2. Water Demand: Certain data center operations can require substantial amounts of water for cooling, raising concerns regarding increased water demand and the availability of water for other uses.
3. Noise and Air Quality: Data center operations and use of backup power generators can result in increased noise and degrade air quality that can affect nearby residents and potentially create health concerns.

This memorandum provides an introductory overview of data centers, existing facilities and related infrastructure in Burbank, and the City's current regulatory process. It also identifies topics that will be further evaluated as part of a more comprehensive follow-up report presented to the Council in the coming months.

DISCUSSION

The term “data center” broadly refers to facilities that store, manage, and process digital information. These facilities vary in size, operational characteristics, utility demand, and services. For land use purposes, an important distinction can be made between standalone data centers, where data processing, storage, or transmission is the primary use of a property, and ancillary data centers, where servers and related equipment solely support the primary business on the site. Standalone facilities may include¹:

1. **Colocation Facilities**, where a third-party operator leases space and infrastructure to multiple tenants to house tenants’ servers and hardware. These facilities can vary in size and electrical demand depending on the number of customers served and the amount of computing equipment housed within the facility.
2. **Micro/Edge Facilities**, smaller-scale facilities (contained within a few IT racks) generally located closer to local users or data sources to improve network performance, connectivity, and response time. Due to their smaller size and more localized function, these facilities generally have lower electrical and infrastructure demands than larger data center facilities.
3. **Hyperscale Facilities**, larger-scale facilities designed to support massive computing needs, including artificial intelligence, cloud services, and data analytics. These facilities generally have significantly greater electrical and infrastructure demands due to the scale and intensity of their computing operations and physical size (generally housing thousands of servers within larger buildings).

In contrast, **Ancillary Facilities** can range from a small server room to a dedicated portion of a building or a campus (on-site/off-site). These facilities are operated primarily to support the computing and data storage needs of a single company or organization and are not operated as an independent data center business.

Depending on their scale and function, data centers may require substantial electrical capacity, water usage, specialized cooling systems, telecommunications infrastructure, security systems, and emergency or backup power generators.

Existing Infrastructure in Burbank

As the demand for data storage and processing continues to grow, the use of servers and related computing equipment has become an integral part of many industries beyond the technology sector. Many businesses have Ancillary Facilities, which include servers or other computing equipment that support their primary operations and internal business functions, such as day-to-day operations, communications, customer recordkeeping,

¹ These classifications of standalone facilities are broad examples of industry definitions that were not derived from any source or material within the Burbank Municipal Code, or State and Federal Law. A standalone data center may exhibit characteristics of more than one category depending on its ownership model, size, computing intensity, services, and operational characteristics

artificial intelligence, high-speed connectivity, and secure data storage. Many of Burbank's major industry sectors, including media production and studios, healthcare providers, manufacturers, and educational institutions, have Ancillary Facilities. Several City departments also maintain similar facilities to support municipal operation.

The City also has existing telecommunications and data storage infrastructure. There are two legacy Telecommunication Facilities with colocation services, located at 100 South Flower Street and 3015 Winona Street. These facilities and their operational characteristics were found to be consistent with the zoning regulations that were processed under a business tax application and continue to operate pursuant to those approvals. The City itself is currently tenant/user at both locations.

Current Regulatory Process:

The permitting process applicable to data storage and processing facilities depends on whether the proposal involves an existing approved facility, an ancillary use that supports an existing business, or a new standalone data center.

For the two existing legacy telecommunications facilities identified above, any proposal to modify the facility or increase its existing utility capacity requires preclearance from both the Planning Division of the Community Development Department and the Electric Division of Burbank Water and Power ("BWP"). Planning staff evaluates whether the proposed modification remains consistent with the facility's existing land use approvals, while BWP evaluates the proposed electrical demand and whether the requested service can be accommodated by the City's electrical system. Depending on the scope of the modification and requested capacity, additional review may include a BWP feasibility study and service agreement, as well as plan check review and applicable permits from the Building and Safety Division.

If a new business owner or operator proposes to occupy either of the two existing legacy telecommunications facilities, a new business license is required pursuant to Burbank Municipal Code ("BMC") Section 3-4-1901. As part of the business license review, staff evaluates the proposed operation to determine whether it is consistent with the previously approved use of the property. If the proposed operation changes or intensifies the approved use, a different land use entitlement or permitting process may be required.

Ancillary Facilities, such as server rooms and related computing equipment that support the primary operation of an otherwise permitted business, are generally reviewed as part of that primary use rather than as a separate standalone land use. Depending on the improvements proposed, applicable Building and Safety permits and BWP review may still be required, particularly where additional electrical capacity or other infrastructure improvements are necessary.

A new standalone data center, however, is not currently a use that can simply come to the City's permit counter and obtain permits to establish and operate. The BMC does not currently define or identify "data center" as a standalone use within the Zoning Code. Consequently, a standalone data center is not expressly identified as either a permitted or conditionally permitted use in any zone.

However, the Zoning Code does provide a discretionary entitlement process for unique developments through a Planned Development application pursuant to BMC Section 10-1-19119, which allows the City to consider unique or complex uses on a site-specific basis and negotiate the conditions of approval through a Development Agreement. Through this process, a proposed standalone data center could be evaluated comprehensively, including its operational characteristics, land use compatibility, electrical and water demands, telecommunications and cooling infrastructure, backup power systems, environmental impacts, and other site-specific considerations, subject to final City Council approval on a discretionary basis. The process also provides opportunities for public review and input before the City determines whether the proposed use and development are appropriate for a particular site.

To date, the Planning Division has not received a formal application proposing a new standalone data center within the City. As discussed in the Next Steps section, staff will further evaluate potential definitions, land use classifications, infrastructure demands, and entitlement processes for different types and scales of data centers to provide greater regulatory clarity for any future proposals.

NEXT STEPS:

As data storage and processing needs continue to evolve, further evaluation is necessary to provide greater clarity regarding data centers and their potential implications for the City. As a next step in this effort, staff will return to the City Council with a first step report that further evaluates the range of potential data center facilities and potential policy for City Council's consideration. The report will focus on the following topics.

1. **Land Use Classification and Entitlement Review Process:** Evaluate potential land use classifications, establish definitions, and outline potential entitlement processes for data center facilities. Different types and scales of facilities may warrant different land use classifications and regulatory approaches based on their operational characteristics and infrastructure demands to appropriately evaluate future data center proposals while balancing economic development opportunities, infrastructure capacity, land use compatibility, and community objectives. This evaluation will also consider how potential regulations can distinguish standalone data centers from Ancillary Facilities to avoid adversely affecting existing City businesses that rely on servers and related computing equipment as part of their primary operations.

2. Best Practices: Review and compare data center regulations, permitting processes, and development standards adopted by other jurisdictions throughout California and across the nation to help formulate the most appropriate approach for Burbank.
3. Infrastructure Consideration and Emerging Impacts: Evaluate the infrastructure demands associated with various types and scales of data centers, including electrical capacity, water demand, cooling technologies, backup power systems, and telecommunication needs. The evaluation will also consider potential operational impacts, including increased electricity and water consumption, noise, air quality, and greenhouse gas emissions associated with facility operations and the use of backup generators.

CONCLUSION:

Telecommunication, data storage, and computing infrastructure have historically been present in Burbank and other jurisdictions and remain essential to the day-to-day operation of both the private and public sector. It is therefore important for the City to understand the variations in emerging types of data centers, their operational characteristics, and their potential benefits to Burbank's existing major industries, while also considering their potential impacts on infrastructure, surrounding uses, and the community.

Staff will return to the City Council with a first step report that provides additional analysis, regulatory comparisons, and potential policy options for consideration. Based on the analysis, staff will seek Council direction regarding whether and how different types of data centers should be defined, regulated, and accommodated within the City.

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: August 31, 2026

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director *DCU FORPP*
BY: Mary Hamzoian, Acting Assistant Community Development Director

SUBJECT: City Manager Tracking List Item #2724 - Office Market Update and Business Attraction Efforts

At the July 28, 2026 City Council meeting, Council Member Rizzotti requested an informational memorandum regarding the City's office vacancy rate and strategies the City can implement to reduce these vacancies.

Like many cities across Southern California and the nation, Burbank continues to experience elevated office vacancy driven by the lasting impacts of remote and hybrid work and ongoing changes within the entertainment industry. Despite these challenges, Burbank remains one of the region's premier employment centers for media, entertainment, technology, healthcare, and creative industries¹, with continued leasing activity and strong long-term market fundamentals.

Current Office Market Conditions

Burbank's citywide office vacancy rates have fluctuated significantly in recent years, ranging from a low of 6.6% in 2022 to the current rate of 23.9%. Much of this increase reflects broader regional and national trends, as employers continue to adapt to evolving workplace strategies and the ongoing changes within the entertainment industry. It is also important to distinguish between overall office vacancy and vacancy within higher-quality office buildings. Citywide office vacancy figures include Class A, B, and C² inventory,

¹ Examples of businesses in these industries include, Walt Disney World Headquarters, Warner Bros. Discovery, Providence St. Joseph Medical Center, AOA, Mythical Entertainment, and Fotokem.

² Class A office is premium, high-quality spaces in prime locations; Class B offices are functional, moderately priced spaces; and Class C offices are older, basic, and budget friendly.

while Class A and B office vacancy rates reflect only higher-quality office buildings that typically attract larger employers and command higher rental rates. Burbank has a larger proportion of Class A and B space compared to many surrounding jurisdictions.

Current Office Vacancy Rates

Citywide Office Vacancy: 23.9%

Class A and B Office Vacancy: 26.2%

When compared to the neighboring cities of Glendale and Pasadena, Burbank's office vacancy rate of 23.9% is currently higher than Glendale (15.9%) and Pasadena (14.1%). This higher office vacancy rate is due in part to Burbank's larger concentration of Class A office buildings and major entertainment campuses. When one of these major tenants downsizes or consolidates operations, the impact on the City's overall office vacancy rate is significantly more pronounced.

Indicators of Market Strength

Despite elevated office vacancy rates, several indicators demonstrate the continued strength of Burbank's office market:

- Burbank commands the highest average asking office rent in the Tri-Cities at approximately \$4.27 per square foot, compared with \$3.21 in Glendale and \$3.57 in Pasadena, reflecting continued confidence in the market.
- During the second quarter of 2026, approximately 197,000 square feet of office leasing activity occurred in Burbank, including one of the largest office leases completed in the Los Angeles region with Concorde Career College (115 North First Street) and additional substantial leases with Hallmark Media (3300 West Olive Avenue), and MAD Engine Global (800 South Main Street).

Burbank remains one of Southern California's most concentrated employment centers for media, entertainment, healthcare, technology, and creative industries, providing a diverse and resilient economic base.

Factors Contributing to Higher Office Vacancy

Several factors contribute to Burbank's higher office vacancies:

- **Large entertainment campuses** - Burbank is home to several major media companies that occupy extensive office campuses. When these companies reduce or consolidate space, it can result in significant amounts of vacant office space. A recent example is Warner Bros. Discovery Second Century Project, which centralized operations and vacated several buildings throughout the City.

- **Concentration of larger office buildings** - The city has a high number of large Class A office buildings and corporate campuses, such as the Burbank Studios. These higher quality, larger spaces typically take longer to lease than smaller office spaces, contributing to increased vacancy during market transitions.
- **Changing workplace trends** - Like office markets across the country, Burbank continues to be affected by remote and hybrid work, with many employers using less office space than they did before the pandemic.
- **Entertainment industry changes** - Recent restructuring, production slowdowns, and shifts within the entertainment industry have reduced office demand from some of Burbank's largest employers, contributing to higher vacancy levels.

Business Attraction and Marketing Strategies

Business attraction is a core function of the City's Economic Development Division. Staff work year-round to attract new businesses, facilitate investment, and support occupancy of commercial properties throughout Burbank.

To support these efforts, staff:

- Maintains close relationships with commercial property owners, developers, brokers, and site selectors.
- Assists prospective businesses with site selection, zoning guidance, development inquiries, and identification of available commercial space.
- Markets Burbank through targeted advertising, industry events, and direct outreach to commercial real estate professionals.

Building Relationships & Business Assistance Efforts

Throughout the years, Economic Development staff have developed strong relationships with commercial property owners, developers, brokers, and other real estate professionals to strengthen connections between Burbank's business community and available commercial real estate opportunities. These relationships play an important role in the City's business attraction, retention, and investment efforts.

Economic Development staff also manage the efforts of the Downtown Burbank Property-Based Business Improvement District (PBID) and regularly engage with the property owners, brokers, and real estate professionals in Downtown to support business attraction and reduce commercial vacancies. Staff monitors available properties, meets with brokers to discuss vacancies and prospective tenants, and works to connect available spaces with businesses that may be a good fit for the area.

The PBID, also established a Broker Subcommittee to further support these efforts. Comprised of real estate professionals, developers, and architects, the Subcommittee works with staff to identify desired tenants, facilitate meetings with prospective tenant

representatives, develop marketing materials such as the Broker Deck (Attachment 1), review existing vacancies, and discuss strategies to increase occupancy and strengthen the Downtown tenant mix.

More broadly, Economic Development staff serve as a resource and intermediary for businesses considering opening, relocating, or expanding within the City. Staff assist prospective businesses with identifying commercial spaces that align with their operational needs, provide guidance on zoning and land-use considerations, and help businesses navigate development-related questions. Once a business has identified a location and is ready for their permitting needs, staff work hand in hand with the Business Concierge liaison to assist the business with next steps. This high touch hands-on customer service helps businesses make informed location decisions and provides a more coordinated path toward establishing and growing a business in Burbank.

In addition to retail recruitment efforts, staff work closely with brokers and property owners to identify available office leasing opportunities and connect those properties with prospective tenants. Maintaining an active network of real estate and development partners also allows staff to stay informed about vacancies, upcoming developments, changing market conditions, and potential investment opportunities. These relationships help facilitate connections between businesses, property owners, and real estate professionals while encouraging new investment, development, and the productive use of commercial properties.

Through this collaborative approach, Economic Development serves as a liaison among businesses, property owners, brokers, developers, and City departments. These longstanding partnerships strengthen business attraction efforts, support the occupancy and vitality of Burbank's commercial districts, and foster an environment in which businesses can locate, invest, and grow.

Business and Development Concierge

To further strengthen the City's business attraction, retention, and development efforts, the City established a Business and Development Concierge position under the City Manager's office to provide a more coordinated and customer-focused approach to supporting businesses and developers. The position has three primary functions:

- **Provide concierge-level service:** Serve as a dedicated resource to provide businesses with personalized, hands-on assistance navigating City processes and identifying the information and resources needed to successfully open or expand in Burbank.

- **Serve as a single point of contact:** Coordinate with businesses and developers to help resolve issues, facilitate communication across City departments, and ensure concerns are appropriately addressed and followed through to resolution.
- **Identify and streamline processes:** Conduct an in-depth review of internal processes and procedures to identify unnecessary barriers, bottlenecks, and opportunities to streamline services and improve the overall business and development experience.

This approach allows the City to not only assist individual businesses with navigating existing processes but also use those experiences to identify broader opportunities to improve how the City serves the business community.

Marketing & Broker Outreach

As part of the City's annual marketing strategy, Economic Development staff places print and digital advertisements promoting Burbank as a premier business destination (Attachment 2) in industry publications including the Los Angeles Valley Business Journal, Western Real Estate Business, Shopping Center Business, CA Centers Magazine, Globest, and Bisnow (Attachment 3). During Fiscal Year 2025-26, these campaigns reached approximately one million commercial real estate professionals and business decision-makers. Staff works closely with a Public Relations firm to generate positive media and editorial content in major publications highlighting Burbank's strengths, developments and growth opportunities.

Staff also attends the International Council of Shopping Centers (ICSC) conference twice each year. ICSC is a global trade association representing the retail trade industry. ICSC brings together approximately 25,000 attendees at each conference consisting of retailers looking for new locations, commercial developers, real estate brokers, investors and lenders, and other professionals involved in retail and commercial real estate. Leading up to the most recent May 2026 conference, staff contacted more than 75 prospective retailers and commercial tenants to schedule meetings and distribute marketing materials highlighting Burbank's demographics, available properties, and development opportunities. During the conference, staff met with retailers, developers, brokers, and investors to promote business opportunities throughout the City.

Recent Economic Development and Marketing Successes

Burbank has also benefited from recent significant regional, national, and international exposure that strengthens the City's profile as a premier destination for business, investment, and tourism. Recent successes include hosting the Los Angeles World Cup Fan Zone, which brought significant attention and visitors to Burbank, and the selection of Warner Bros. Studios' The Ranch Lot as the International Broadcast Center for the 2028 Olympic and Paralympic Games (LA28). The IBC is expected to bring substantial

economic activity and international visibility to Burbank while showcasing the City's unique media and entertainment assets.

Burbank has also received increased media attention, including a recent Los Angeles Times feature highlighting the City and its continued growth and economic vitality. These opportunities provide valuable exposure for Burbank and reinforce the City's position as a destination for businesses, visitors, and investment.

Building on this momentum, staff is working closely with regional partners and economic development organizations to collectively market and promote Burbank, expand the City's reach to prospective businesses and investors, and leverage major regional events and opportunities to strengthen Burbank's economic profile.

Five-Year Economic Development Strategic Plan

The City's Five-Year Economic Development Strategic Plan (2024–2028) (Plan) provides a strategic framework for strengthening Burbank's economic vitality and guiding the City's economic development efforts. The Plan establishes priorities and strategies focused on business attraction, retention and expansion, commercial development, and enhancing Burbank's economic competitiveness. Economic Development staff use the Plan to guide annual work programs and prioritize initiatives that support the City's economic development goals. The Plan also provides a framework for evaluating progress and identifying opportunities to continually refine the City's approach to supporting businesses, attracting investment, and maintaining a strong and diverse local economy.

Most recently, City Council appointed the Creative Industry Taskforce (Taskforce) to achieve Goal #4 in the Plan which focuses on retaining and expanding Burbank's leading and emerging industries and balance the future economy by expanding the creative, healthcare, tourism and education industries. The Taskforce was created to proactively identify, analyze, and prepare for the evolving landscape of the City's creative economy ensuring that the City is prepared to address the current and future needs of this industry. The recommendations from the Taskforce will be presented to Council this fall and will create opportunities to attract more jobs and fill commercial vacancies in the City through a proposed Creative's Hub and a professional marketing campaign that targets the attraction of new creative companies and jobs to Burbank. The next area of focus for growth and expansion will be healthcare followed by education and tourism, all of which will contribute towards attracting new jobs and filling office vacancies.

CONCLUSION

Economic Development staff continues to actively promote available office and commercial properties by working closely with brokers, property owners, developers, site selectors, and prospective businesses. Through assertive business attraction efforts,

industry partnerships, targeted marketing, and high touch concierge-style assistance, the City works to attract new investment and support the occupancy of vacant commercial space.

Burbank continues to benefit from strong rental rates, steady leasing activity, and one of the region's most robust employment bases. Combined with the City's proactive business attraction efforts and strong relationships with the commercial real estate community, these strengths position Burbank to capitalize on emerging opportunities as the office market continues to stabilize.

Staff will continue to monitor market trends, support leasing activity, and pursue new opportunities to strengthen Burbank's commercial districts and encourage long-term economic growth. Staff will also return to the City Council with an update on the City's Five-Year Economic Development Strategic Plan (2024–2028), including an overview of continued efforts to support and promote Burbank's commercial real estate market.

Attachment

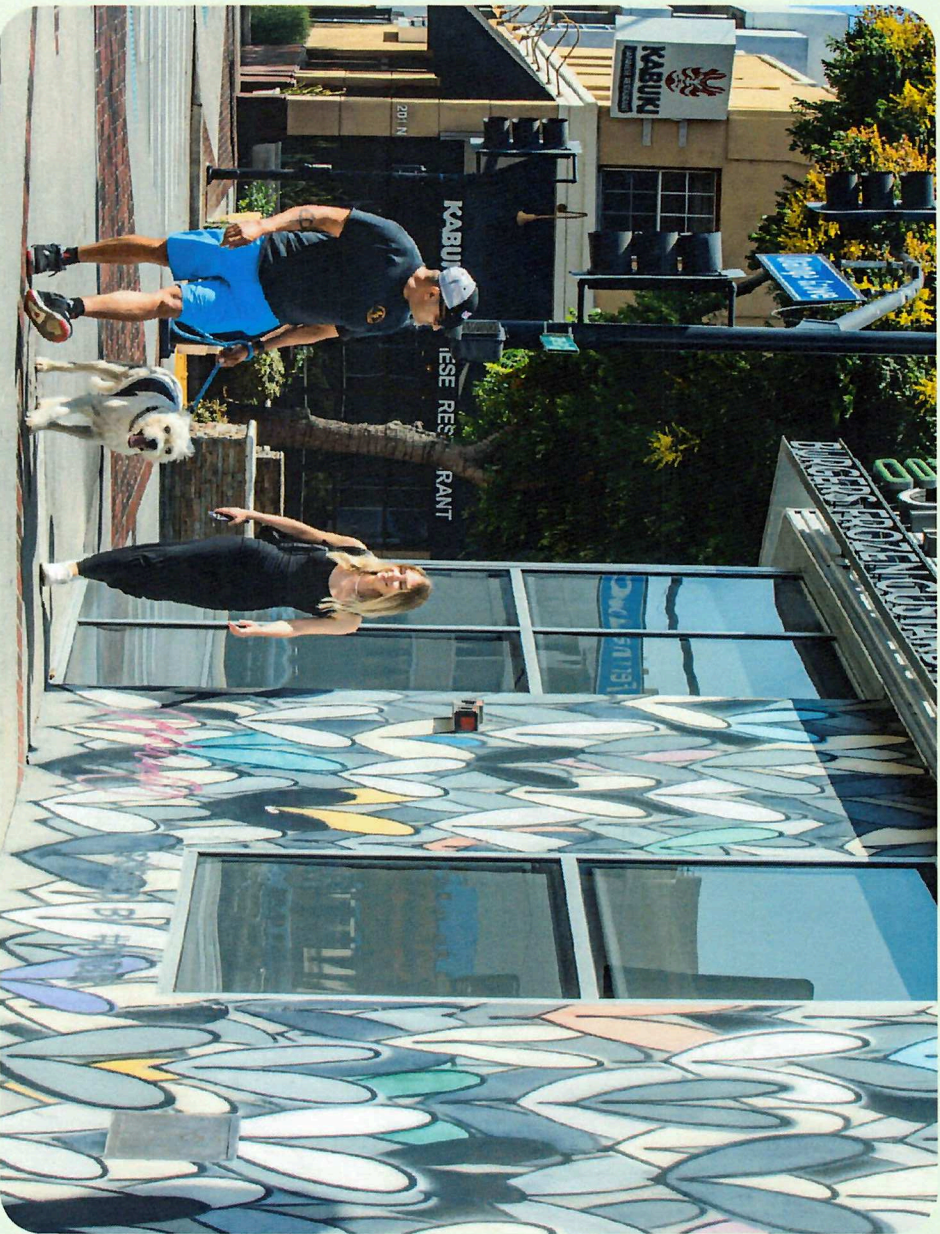
Attachment 1 - Downtown Burbank Broker Marketing Deck

Attachment 2 - Los Angeles Business Journal Best Cities Ad

Attachment 3 - Shopping Center Business Magazine Editorial

Attachment 1

DOWNTOWN
BURBANK



Your Next Retail/Restaurant Destination



Welcome to The Media Capital of The World



NETFLIX



nickelodeon.



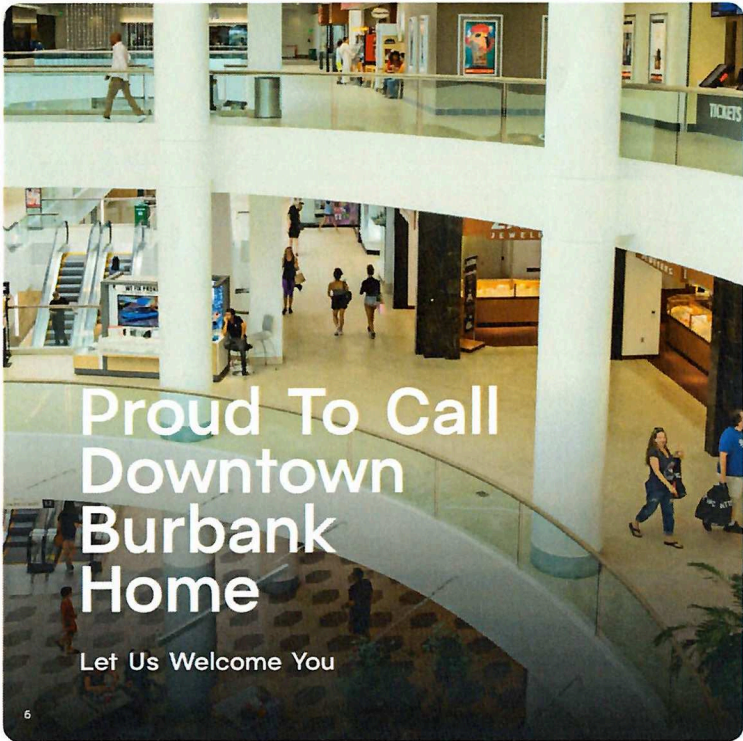
Where It All Starts

Build your brand even bigger. With over 600 shops and restaurants in this highly walkable and bustling 18-hour environment, there is never a dull moment in Downtown Burbank. Expect big crowds with our dozens of annual festivals and public events. Make the most of our exciting incentives, such as Burbank's business concierge service, zero city income tax and gross sales receipt tax, and our complimentary social media marketing promotions.



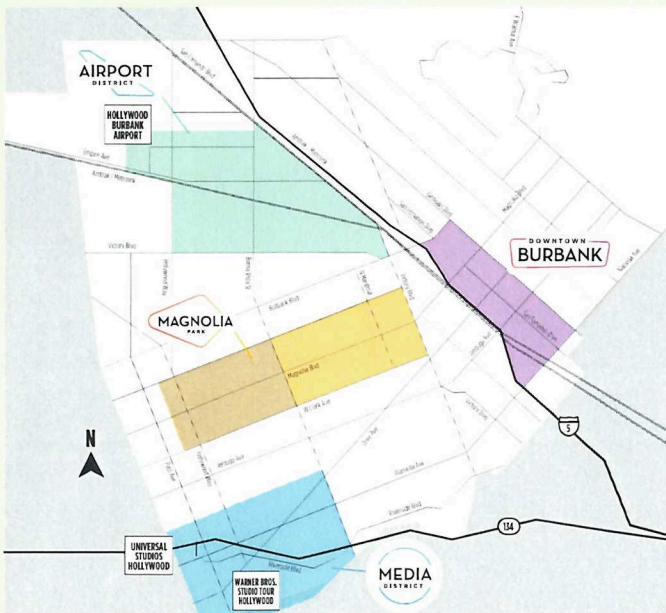
Why Here Are 10 Reasons

1.  Day Time Population of 250K	6.  Top Local Employers     
2.  Workforce of 167K	7.  Largest IKEA In The U.S.
3.  Prime Location Right Off the I-5 Freeway	8.  9,000 Parking Spaces
4.  Average HHI of \$151k+	9.  Dedicated Alfresco Dining
5.  AMC Theater Ranked #1 Nationwide	10.  4.9 Million Visitors Annually



- | | | | | | |
|--------------------|-------------------|---------------------|--------------------|------------------------|------------------|
| AMC THEATRES | ★ macys | FINNEY'S CRAFTHOUSE | KNAYERS | SILVERLAKE RAMEN | whata peach |
| GAP FACTORY | IKEA | ROUNDI | SUNRIGHT TEASTUDIO | Yard House | CANTINA |
| Ashley HOMESTORE | Bath & Body Works | WORLD MARKET | Bobo time | Color Me Mine | |
| BUFFALO WILD WINGS | H&M | The Rolling Crab | T-Mobile | Orangetheory FITNESS | SUPER WYLD |
| BRANDYVILLE | Starbucks | Artelice Patisserie | SUSHI STOP | CHIPOTLE MEXICAN GRILL | FLOW WINE & CAFE |
| LAB | SHAKE SHACK | Spectrum | sararepublic | THE MELT | MINI SOU |
| carter's | VICTORIA'S SECRET | COFFEE BEAN | DOMINO | AIKAI SUSHI | SUPREMACY CLUB |
| OSH KOSH B'GOSH | SLICE HOUSE | CLUB PILATES | RS TRAINING | tigawok | H.I.P. |
| SKYZONE | CALIFORNIA | Goodland | grano | SMASH | |

Room for Growth!



Featured Retailers

DOWNTOWN BURBANK

- AMC
- Macy's
- Round 1
- GAP Factory
- Yard House
- Ashley Home Store
- Buffalo Wild Wings
- Cost Plus World Market
- Finney's Crafthouse & Kitchen
- Boiling Crab
- H&M
- Orangetheory Fitness
- IKEA
- Bath and Body Works
- Carters/Osh Kosh B'Gosh
- T-Mobile
- Salon Republic
- Victoria's Secret
- Club Pilates
- IN-N-OUT
- Tesla
- Silverlake Ramen
- Shake Shack
- Chipotle
- Kalaveras
- Republik Coffee
- Palma Ristorante
- Alkan Sushi
- Teaspoon Boba
- F45 Training
- iSmash
- Van Leeuwen
- Sky Zone
- Café Grano
- Calidum Café
- WhataPeach
- Flow Wine & Coffee Bar
- The Melt
- Scum & Villainy Cantina
- Miniso

MAGNOLIA PARK

- City Target
- Porto's
- AT&T
- Naimie's
- The Mag Park Store
- North End Pizzeria
- All About Poke
- Yummy Cupcakes
- Crumbl Cookies
- Bagel Boss
- What up Dough Pizza
- Palm Coffee
- Sit Catering
- Founder's Coffee
- Burbank Sportscards
- Little Nelly
- Three Sisters Coffee

AIRPORT DISTRICT

- Target
- Nordstrom Rack
- Krispy Kreme
- Lowe's
- Dog Haus
- Randy's Donuts
- Jersey Mike's Subs
- Blaze Pizza
- West Elm
- Walmart
- TJ Maxx
- Olive Garden
- Ulla
- Marshall's
- Outback Steakhouse
- Michaels
- Amazon Distribution
- Dave's Hot Chicken
- Sephora
- Firehouse Subs
- Nothing Bundt Cakes
- Wingstop

MEDIA DISTRICT

- Mendocino Farms
- Sweet Green
- Bob's Big Boy
- Tocaya Organica
- Raising Cane's
- Whole Foods
- Blink Fitness
- Jinya Ramen
- Equinox
- Chik-fil-A
- Coffee Commissary
- California Fish Grill
- The Kebab Shop
- The Joint Chiropractic
- Everbowl
- Alfred Coffee
- Urbane Café
- Ghost Sando Shop
- DogHaus
- Philz Coffee
- Capital Grille

And More!

We Have Incentives to Make It Sweeter



No City Income Tax

No Gross Sales Receipt Tax*

Business Concierge Services

One™ Burbank High-Speed Fiber Optic Network

Leed Incentive Programs & Energy Rebates

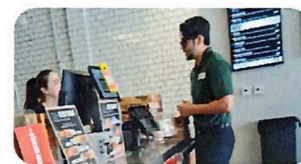
Independent City with Dedicated Police and Fire, School District, Transportation, and Utilities.

*Excludes fire arms dealers, dry cleaners, laundromats, auto car washes & vending machines.

What Makes Downtown Burbank Great!



Al Fresco Dining



Ambassadors

Downtown Burbank's Hospitality and Social Outreach Ambassador Program is dedicated to creating a welcoming, safe, and well-maintained downtown experience. Our friendly Ambassadors support local businesses through regular check-ins and surveys, assist employees with safety escorts, and help keep the district looking its best by identifying maintenance and landscaping needs. Their daily presence helps ensure Downtown Burbank remains a vibrant place to work, shop, and visit.

Events

Total Event Visitors Generated Annually: 134,000



Burbank Summer Arts Festival
Spring
16,000 Attendees



Burbank Winter Wine Walk
Fall
12,000 Attendees



Burbank Winter Arts Festival
Winter
15,000 Attendees



Downtown Burbank Certified Farmers Market
Weekly, Saturday Mornings
14,000 Attendees

Official Los Angeles World Cup Fan Zone in Downtown Burbank

Downtown Burbank received global recognition for a once in a generation event.

 +12k tickets sold for the event	 77k visitors to Downtown Burbank on July 18-19
---	--



We Help Market Your Business

Full Marketing Support

Enjoy complimentary promotions and increased social media awareness with a dedicated marketing team creating year-round events, social content, and ads. With a weekly farmers market, and annual events that attract more than 134,000 visitors, it's always a party in Downtown Burbank.

- Website Audience:
Over 100,000
Users Per Year
- Digital Marketing
Reach: Over 12.3 Million
People Reached
Per Year
- Total Social Media
Reach: Over 5 Million
People Reached
Per Year
- Sponsored Events
All Year
- High Traffic
Area



New Website

Social Media Promotions

Event Promotions

Summer Arts Festival

May 20 to 21, 2024
11:00am - 6:00pm
San Fernando Blvd

Breaking New Ground

Downtown Burbank 777 Front St.

A mixed-use project featuring 573 rental units, and 1,067 sq. ft. of ground retail. The residential portion consists of an 8-story building with one level of underground parking.



Downtown Burbank 550 N. Third St.

Six-story 196-room hotel with a 3,800 sq. ft. ground-level restaurant and three levels of subterranean parking. Amenities to include a fitness center, lounge, pool, outdoor courtyard, and rooftop viewing deck.



Downtown Burbank 129 E. Providencia Ave.

Five-story, 43,896 sq. ft. hotel with 84 rooms.



Downtown Burbank 325 N. First St.

Mixed-use project consisting of three six-story buildings. With 176 multi-family apartments and 11,800 sq. ft. of ground retail and commercial space.



Airport District 2827 N. Hollywood Way

A new 14-gate, 355,000 sq. ft. replacement terminal to be built plus a parking garage with 2,007 parking spaces.



Airport District 2311 N. Hollywood Way

862 Housing units, with 10,000 sq. ft. of ground level commercial/retail space, as well as 151,000 sq. ft. of office space.



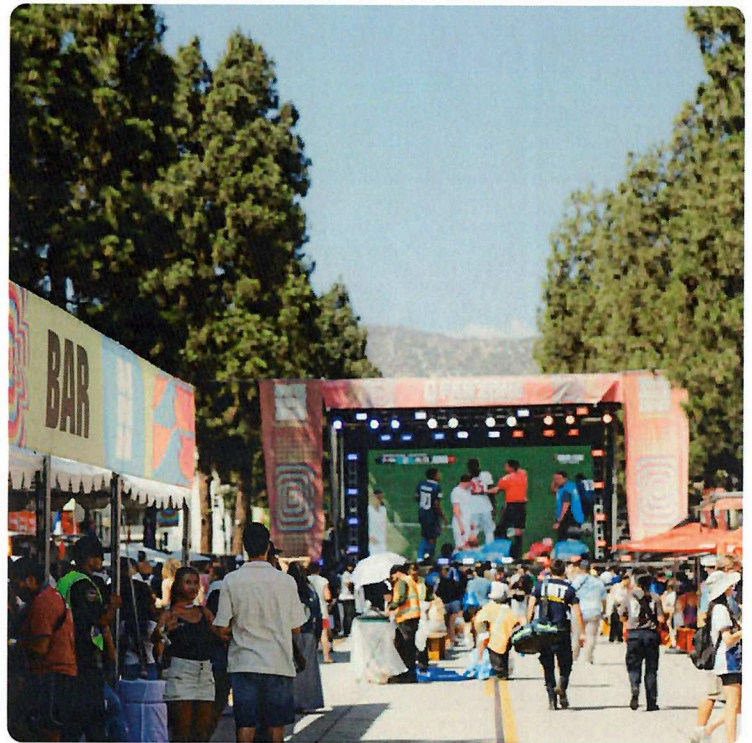
Contact Us for Your Next Location

info@dtbur.com
818-238-5180
www.dtnbur.com/broker

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DOWNTOWN BURBANK

Let's Grow Together
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HOLLYWOOD
BURBANK
AIRPORT



CITY OF BURBANK

The Media Capital of the World

ChooseBurbank.com

VisitBurbank.com



CITY OF
BURBANK

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Economic Development Manager
MHamzoian@Burbankca.gov

(818) 238-5180

POPULATION

103,000

COUNTY

Los Angeles

KEY BURBANK EMPLOYERS

- Warner Bros. Discovery
- The Walt Disney Company
- Hollywood Burbank Airport
- Providence Saint Joseph Medical Center
- Cast & Crew
- Nickelodeon
- Netflix, Inc.
- Entertainment Partners
- Hasbro
- ABC Television Group



Go behind the lens and discover the secrets of movie making magic at the Warner Bros. Studio Tour Hollywood.

Artistic rendering of the new Hollywood Burbank Airport, set to open in late 2026.



How has your City/EDC maintained its appeal for companies seeking new locations and opportunities, given the challenges of the past few years?

Despite the challenges of recent years, the City of Burbank has maintained strong appeal for companies through a mix of business-friendly policies and neighborhood serving development. With no city income tax or gross sales receipts tax, and concierge services to streamline permitting, Burbank actively lowers barriers for businesses. Amenities like the Hollywood Burbank Airport and high-speed fiber via ONEBurbank, enhance connectivity and convenience. Named a 2025 finalist for LA County's Most Business-Friendly City, Burbank's efforts have earned local attention. By combining smart planning with hands on support, Burbank continues to attract companies across industries while preserving its creative, community-oriented character. Burbank rolls out the red carpet, not the red tape.

In what ways does your city differentiate itself from others in the region?

Known as the Media Capital of the World, Burbank is home to more than 1,000 media and entertainment companies, including Warner Bros. Discovery, The Walt Disney Company, Netflix, and Nickelodeon. But beyond its iconic nameplates, the city continues to prove its strength through forward-thinking strategies and real economic results.

Burbank has remained resilient by focusing on what businesses value most: predictability, a highly talented workforce, and dedicated personal business support. Burbank's strong economic profile including 103,000 residents, an average household income of \$132,000, and 165,000 employees, fuels robust consumer spending and sustained economic vitality.

In 2024 alone, the city welcomed 45 new businesses, from tech innovators like Rivian Motors, to recognizable retail and restaurant names like The Capital Grille and Philz Coffee. This growth has been supported by a business-friendly government committed to helping companies navigate permitting and entitlement processes quickly and efficiently.

Burbank also continues to invest in the long term. The City's Five-Year Economic Development Strategic Plan, adopted in 2024, provides a roadmap for job creation, space activation, and industry diversification. With a collaborative approach involving over 100 stakeholders, the plan ensures that Burbank remains adaptable and competitive in a changing regional landscape.

What opportunities exist for businesses looking to relocate or expand into your city?

Burbank offers a unique environment for business success. The city has no city income tax or gross sales receipts tax, which lowers the cost of doing business. It's also home to Hollywood Burbank Airport, offering direct access to 35 U.S. destinations, helping both businesses and visitors stay connected.

Initiatives like the Business Visitation program ensures that the City builds long-term relationships with local companies and identifies areas for improvement while supporting retention and expansion efforts. The Welcome to Burbank Program offers a welcome packet to new businesses highlighting resources and services, ensuring the ongoing satisfaction and success of the business community.

Incentive programs like Business Bucks and the City's LEED Incentive Program help small and emerging businesses with startup and marketing costs and encourage sustainable development.

With a unique blend of strategic incentives, industry concentration, and responsive governance, Burbank has cultivated a dynamic ecosystem where businesses thrive.

First Street Village, a mixed residential-commercial project in the heart of Downtown Burbank.



LEADING THE WAY THROUGH THE 21ST CENTURY

SHOPPING CENTER BUSINESS[®]

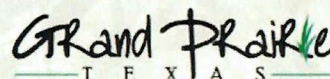
JUNE 2026

EDCs Seek to Launch New Retail Development

From Maine to California, cities of all sizes look to retail to grow their economies while providing needed amenities to residents.



HOFFMAN ESTATES
Where Businesses Converge



Plus:
Capital Markets Review

U.S. small cities to start or scale a business, which acts as external validation of the city's business-friendly local tax structure, which maintains a 2 percent municipal sales tax rate.

With over 2 million tourists visiting the area annually, Bullhead City's customer base is heavily reliant on transient spending. The city is also working to close the structural gaps for pedestrian-friendly, mixed-use retail options, national sit-down dining restaurants and specialty food and beverage opportunities. Securing a specialty grocer, such as Trader Joe's, remains a primary focus for the region to meet localized demand.

As a result, Bullhead City is still searching for ways to implement food-and-beverage opportunities. While economic development recruitment recently closed gaps with site plan approvals for Olive Garden and incoming Chipotle locations, demand still persists for increased family-friendly, polished, casual venues.

Bullhead City is also underserved in non-gaming, youth-centric and family-oriented experiential entertainment.

However, the city is actively addressing this gap by supporting infrastructure for a new downtown Bullhead City district to blend housing with lifestyle commercial properties.

BURBANK, CALIFORNIA

The highly desirable Southern California enclave of Burbank knows how to keep a party going. Being a hotspot for tourists (Downtown Burbank draws 4.9 million visitors annually) and wealthy residents (annual household incomes average \$151,000) makes Burbank's purchasing power significant — and at all hours of day and night.

"Over the past five years, we have seen continued residential growth, increased interest in mixed-use living environments and evolving consumer preferences toward experience-driven retail," says Patrick Prescott, commu-

nity development director for the City of Burbank. "Downtown Burbank has become increasingly active beyond traditional business hours, with a growing emphasis on dining, entertainment, events and lifestyle-oriented experiences that support an 18-hour environment."

Burbank's position as the Media and Creative Capital of the World also contributes to a unique demographic mix that includes 166,000 professionals with jobs in entertainment, technology, production, design, music and more. That combination of workforce density, regional accessibility and community identity continues to strengthen Burbank's long-term retail and investment potential.

When it comes to competitive advantage, Burbank offers retailers and developers access to one of the most dynamic trade areas in Los Angeles, combining a high-density employment base with a walkable, entertainment-driven downtown environment

Momentum

MONTGOMERY, ALABAMA IS

DESTINATIONS ★ OPPORTUNITIES ★ LEGACY



\$1.1 Billion Capital Investments in Progress in the City of Montgomery



45,000+ Visitors Enjoy Montgomery's Destinations Monthly



\$1.3 Billion Visitor Economic Impact Generated





A SOUTHEAST GROWTH MARKET

Contact: Frank Robinson | Director of Economic Development | Frobinson@montgomeryal.gov | ph: 334-625-2093

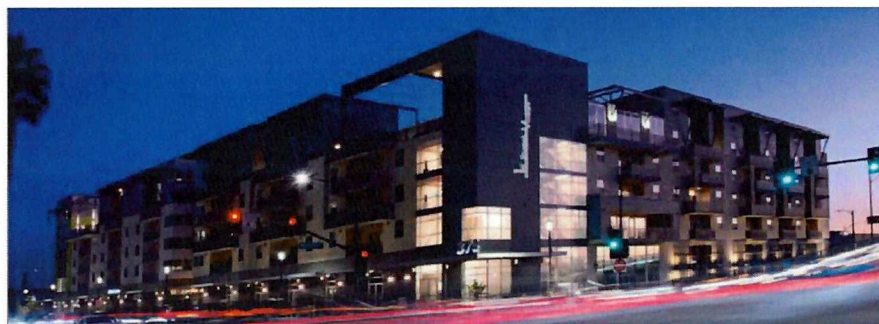
that generates consistent consumer activity throughout the day and evening. This unique mix allows retailers to draw from a strong local customer base and a larger regional audience.

“Quality of life further strengthens the market, as Downtown Burbank maintains a strong neighborhood identity paired with urban amenities, making it attractive to both residents and employees,” Prescott says. “The City has also prioritized ease of doing business through a dedicated business concierge, competitive tax structure and targeted incentives designed to support both new investment and ensure the long-term success of those already established here.”

Together, these factors position Downtown Burbank as a uniquely balanced urban retail market that combines regional reach, employment-driven demand and a highly activated downtown core that continues to outperform traditional suburban retail environments.

Key metrics include daytime population, household income levels, regional trade area data, traffic counts, consumer spending patterns, visitation data and retail leakage analysis. Downtown Burbank’s trade area includes approximately 2.2 million residents within a 10-mile radius, supported by a strong employment base and 3.2 million overnight visitors.

“Projects such as Intro and First Street Village introduced approxi-



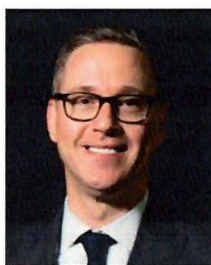
Downtown Burbank features a strong neighborhood identity with urban amenities. First Street Village (pictured) features new residential units within walking distance to downtown.

mately 1,000 new residential units within walking distance of Downtown Burbank’s shops, restaurants and entertainment venues,” Prescott says.

“These developments are expanding the Downtown’s built-in customer base and reinforcing demand for walkable, mixed-use environments.”

This residential and visitation growth is already translating into leasing momentum on the ground. First Street Village has attracted concepts such as Hollywood Dog Grooming, Hardcore Fitness, Flow Wine & Coffee and HIP Pilates.

At Burbank Entertainment Village, adjacent to AMC Burbank (the high-



Patrick Prescott,
City of Burbank

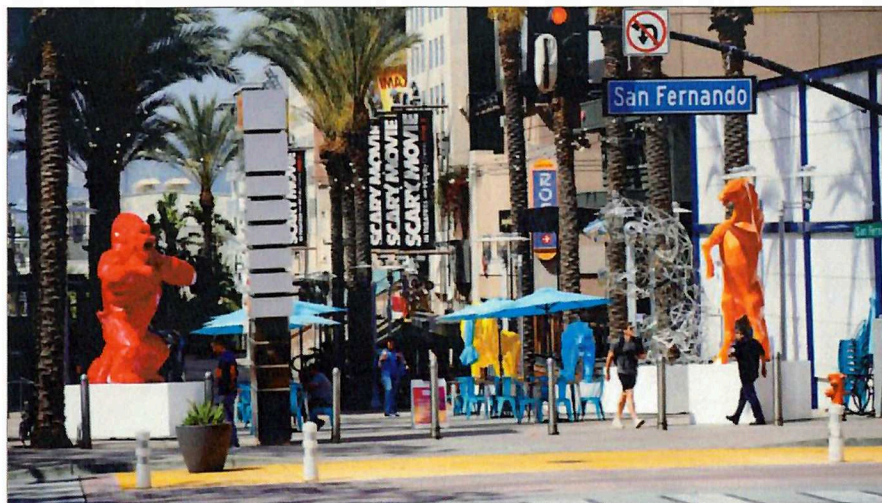
est-grossing AMC theater in the U.S. and top 3 globally), two experiential attractions are opening soon: Scum & Villainy Rendezvous Cantina, an immersive sci-fi and fantasy-themed entertainment venue, and iSmash, which will feature rage rooms, splatter-paint experiences and axe throwing.

“What attracted the [Scum & Villainy] operator to Burbank was the city’s unique positioning at the intersection of entertainment, tourism and community,” Prescott says. “The operator specifically cited Burbank’s entertainment identity and concentration of creative talent as key factors in selecting Downtown Burbank for expansion.”

Recruitment also reflects the momentum currently happening downtown. Over the past four years, Downtown Burbank has added 28 new restaurants, with various concepts continuing to enter the pipeline.

Additionally, four hotels are located within walking distance of Downtown. Downtown Burbank’s designation as an official Los Angeles FIFA World Cup 2026 Fan Zone for July 18-19, 2026 is expected to further elevate the city’s visibility and drive additional visitation from domestic and international travelers.

“Downtown Burbank is already aligned with where consumer preferences are heading,” Prescott points out. “As consumer preferences continue shifting toward experiential retail and mixed-use environments, rather than purely transactional retail, Downtown Burbank offers the walkable, activated environment many brands are seeking.”



Downtown Burbank has seen the addition of 28 new restaurants over the past four years. The city’s walkable environment is an attractive feature for tenants and residents.