

STARLIGHT BOWL AMPHITHEATRE TRANSFORMATION

TRANSPORTATION MANAGEMENT PLAN COMMUNITY ENGAGEMENT WORKSHOP



Summer 2024

A Community Engagement Plan launched; initial stakeholder outreach begins.

Fall 2024

Door-to-door outreach to nearby residents begins
Engaged over 400 stakeholders at “Holiday in the Park” event

Winter 2025

Severe Windstorms cause significant damage to the venue, resulting in the cancellation of planned 2025 concerts events.
Continued neighborhood engagement and design previews with local stakeholder groups such as Burbank International Film Festival and Burbank Arts and Education Foundation.

Spring 2025

Launched Project Web Page on City Parks Website
Hosted 4 public Workshops for design feedback
Design Previews with Burbank Cultural Arts Commission and Burbank Association of Realtors.
Stakeholder Engagment at Police Fire Service Day and Downtown Burbank Arts Festival on Concept Design

Summer 2025

Concept Design previewed at the Parks and Recreation Board Meeting and the Burbank Chamber of Commerce.
Starlight on Tour Music and Movies in the Park is offered free to the community.
Venue Programming and Operations Model Study completed and shared with the Burbank Cultural Arts Commission and Parks and Recreation Board.
Traffic consultant begins study of mitigation strategies.

Fall 2025

10/22 - Neighborhood Transportation Community Workshop
TBD - Presentation to Burbank City Council, including recommendations for programming, operations, and transportation management of the venue, based on ongoing community input.
Begin Schematic Design based on feedback.

2026 & Beyond

Conduct feasibility studies and environmental review.
Host additional workshops and community meetings.
Finalize design and complete planning review process.





PROGRAMMING & VENUE BUSINESS MODEL



Themes from community input...

Keep it affordable, local, and accessible



Maintain a community-centered focus



Open for a longer season with diverse offerings year-round



Include local artists, musicians, & businesses in programming and concessions



Community stage for emerging talent

What does success mean for the Starlight Bowl?

How the Burbank community defined success...



Programming

- Local artists, arts organizations & school groups
- Jazz, classical, swing, world music, & tribute bands
- Comedy, Shakespeare, Broadway, & world dance
- Movie & sing-along nights
- Family programs, arts & cultural showcases



Audience Experience

- Bring-your-own food & drink with the option to purchase onsite
- Retain seating layout
- Priority access for season ticket holders
- Comfort-focused upgrades (roomier seats, cupholders, restrooms, Wi-Fi, etc.)
- Ticket price affordability
- Accessible & safe environment for all

Open Venue Model with Professional Management

- Hybrid approach modeled after the Santa Barbara Bowl & Greek Theatre
- Open booking for both community & commercial events
- Potential partnership with Burbank Cultural Arts Commission could ensure:
 - Community access for local artists & arts organizations
 - Arts funding from venue revenue
- Professional venue management relieves the City of day-to-day operations
- Balance of activity
 - City concerts, film nights, partner presentations, community use, & rentals

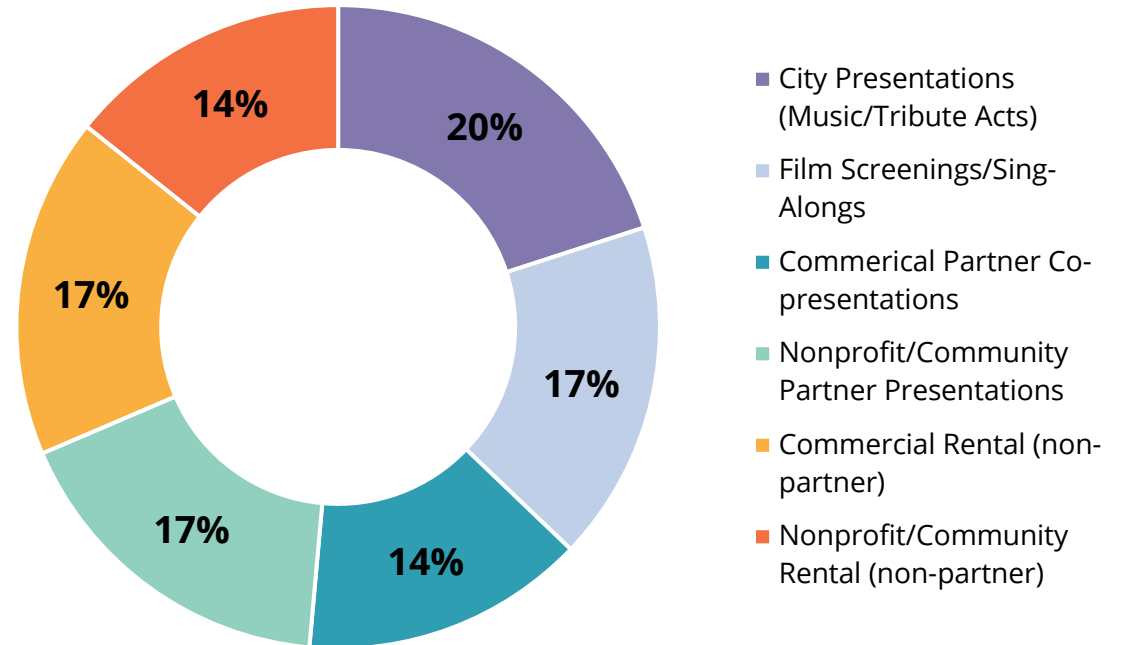


Four types of Mainstage activity

35 mainstage events = 11 commercial presentations + 24 community presentations

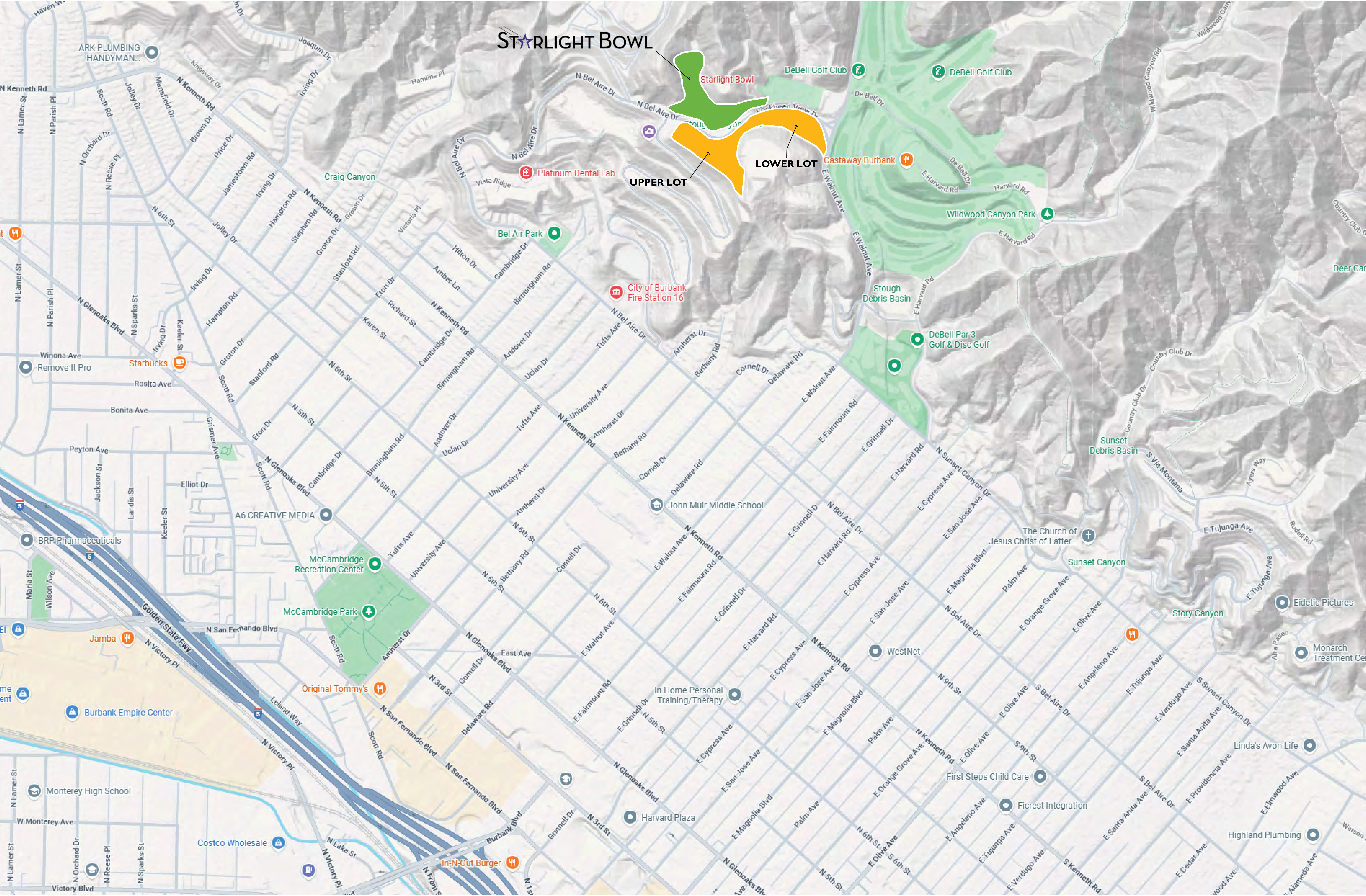


Mainstage Event Activity





TRANSPORTATION COMMUNITY WORKSHOP



BURBANK STARLIGHT BOWL | TRANSPORTATION MANAGEMENT PLAN
COMMUNITY ENGAGEMENT WORKSHOP | OCTOBER 22, 2025

LEHRER ARCHITECTS LA

Fehr&Peers

STRATISCOPE

TURN
RESTRICTION

TRAFFIC CONTROL
OFFICER

TEMPORARY/PERMANENT
SIGN

STREET
BLOCKAGE / BARRICADE



0' 500' 1000'



1 MILE

Fehr & Peers



John Muggridge, AICP



Alex Melaragno, EI

Transportation Management Plan (TMP) Overview

- TMP Purpose
- Existing **Access Summary**
- Proposed **Private Vehicle Access**
- Proposed **Ride-Hail Access**
- Proposed **Remote Parking & Shuttle Access**
- Proposed **Post-Event Dispersal**
- Proposed **Permanent Signage**
- Proposed **Temporary Event Signage**

Transportation Management Plan (TMP) Purpose

- **Improve access** to and from the Starlight Bowl
- Address and **minimize traffic and parking effects** on the surrounding neighborhood
- **Minimize conflicts** between ride-hailing (Uber, Lyft), shuttles, pedestrians, and private vehicles at/near the site
- Improve **ride hail pick-up and drop-off**
- Provide a **shuttle alternative to Bowl**

Existing Venue Access



- Vehicles access the venue via
Walnut Avenue
Bel Aire Drive (Employees)
Harvard Rd/De Bell Dr
- **Walking and biking is difficult** due to the steep inclines
- Some attendees **walk uphill along Walnut Ave, likely after being dropped off** by ride-hail services near Sunset Canyon Dr

Proposed Private Vehicle Access



- **Enter** the parking lots via **Walnut Ave** and **eastern driveway**
 - Similar to existing operation
 - Signage directs drivers to Walnut Ave
- Stacked parking for high-attendance events
- **Exit** via **western driveway** and **Bel Aire Dr**

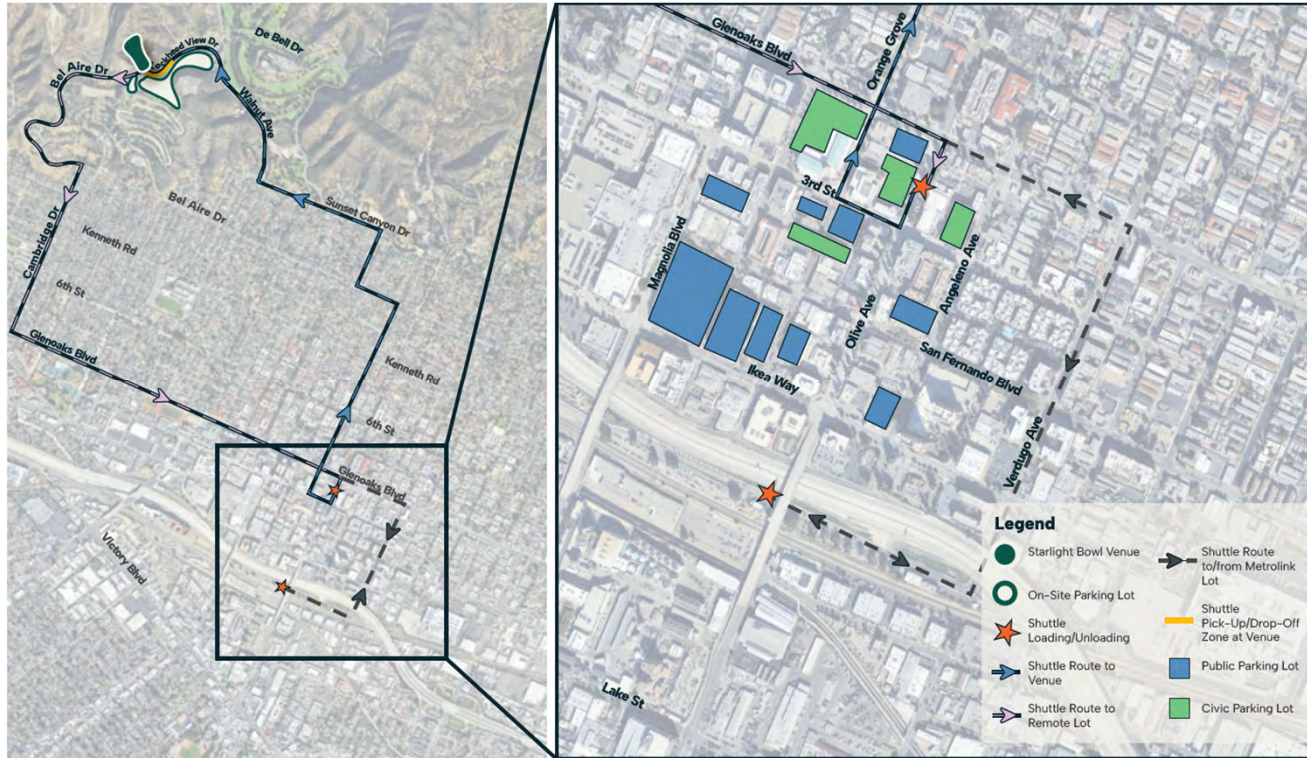
Proposed Ride Hail Access



TCO = "Traffic Control Officer"

- **Enter via Harvard Rd/De Bell Dr > Lockheed View Dr**
 - Signage and geo-location direct ride-hail drivers
- **Drop-off > pick-up along sidewalk, north side of Lockheed View Dr**
- **Exit via Bel Aire Dr**

Proposed Remote Parking and Shuttle Access



- Overflow parking lots in Downtown Burbank
- Shuttles transport attendees to/from venue
- Shuttles **enter** via
Orange Grove Ave >
Bel Aire Dr >
Harvard Rd >
Sunset Canyon Dr >
Walnut Ave
- **Exit** via
Bel Aire Dr >
Cambridge Dr >
Glenoaks Blvd

Proposed Post-Event Dispersal

Private Vehicle Route Post-Event

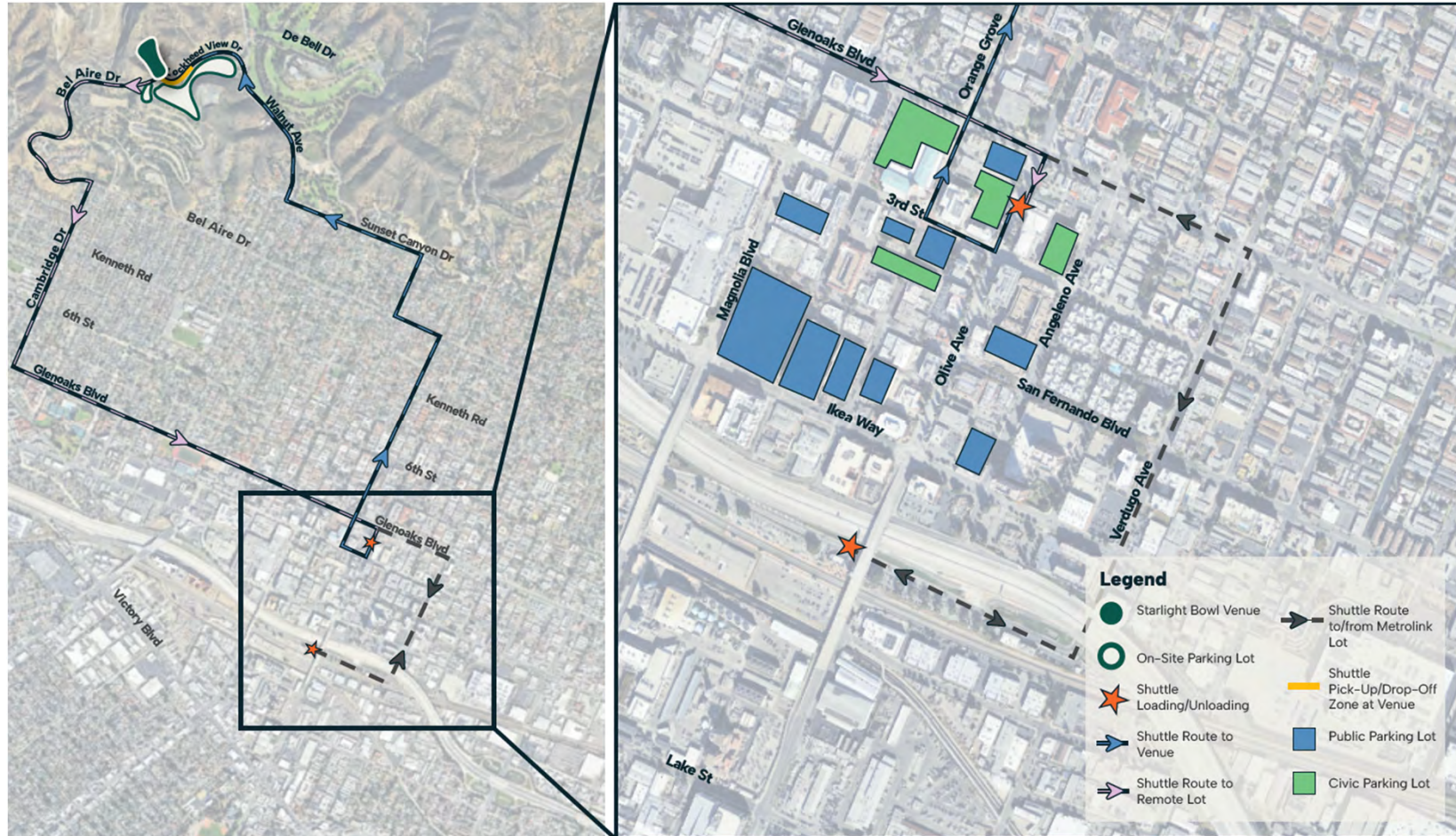


Ride Hail Route Post-Event

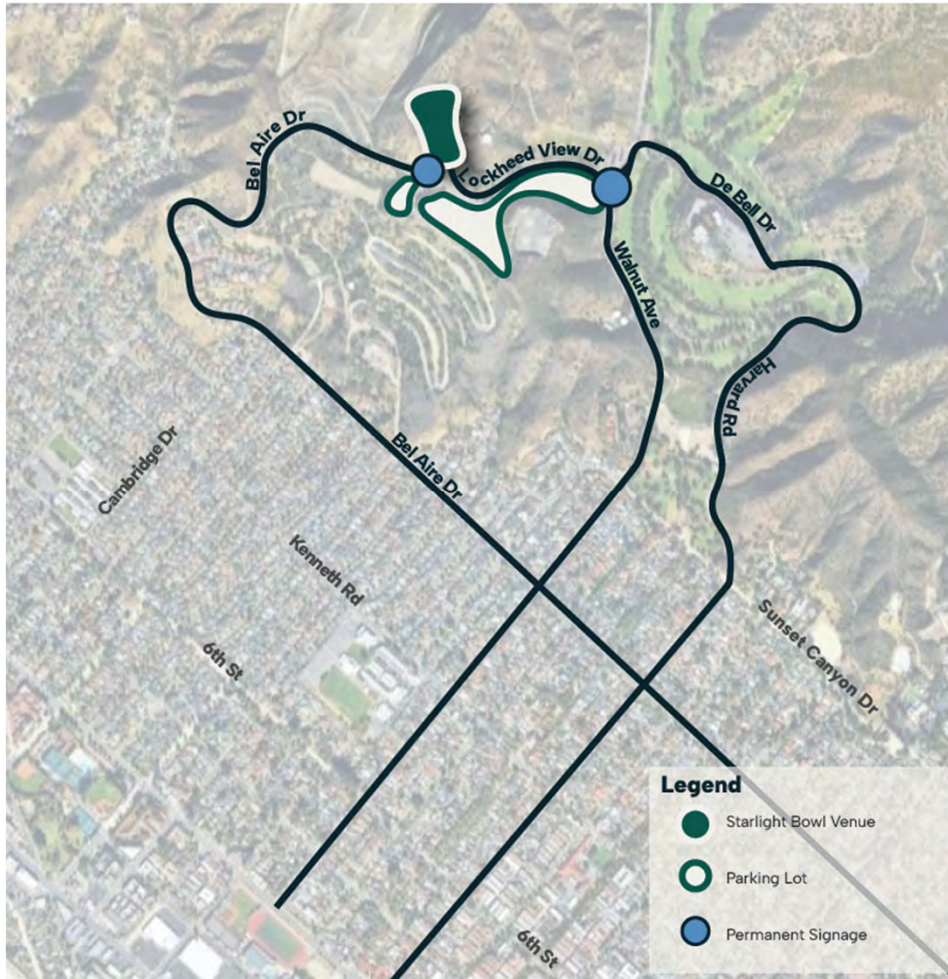


Proposed Post-Event Dispersal

Shuttle Route Post-Event



Permanent Signage Locations



- Permanent signage focused on operation
- Consistent for both pre- and post-event circulation
- Includes:
 - “No Stopping Any Time”
 - “Starlight Bowl Exit”
 - Numbered signage for ride-hail
 - “Starlight Bowl Parking Lot”

Proposed Temporary Signage Locations



- Temporary signage featured in both surrounding neighborhood and onsite/near the venue
- Neighborhood signage focused on directions for private vehicles, ride hail, and employees
- In neighborhood, includes:
 - “Starlight Bowl Employee Parking Lot ONLY”
 - “Starlight Bowl Parking ONLY”
 - “Starlight Bowl Drop-Off/Pick-Up on Harvard Rd”

Proposed Neighborhood Temporary Signage



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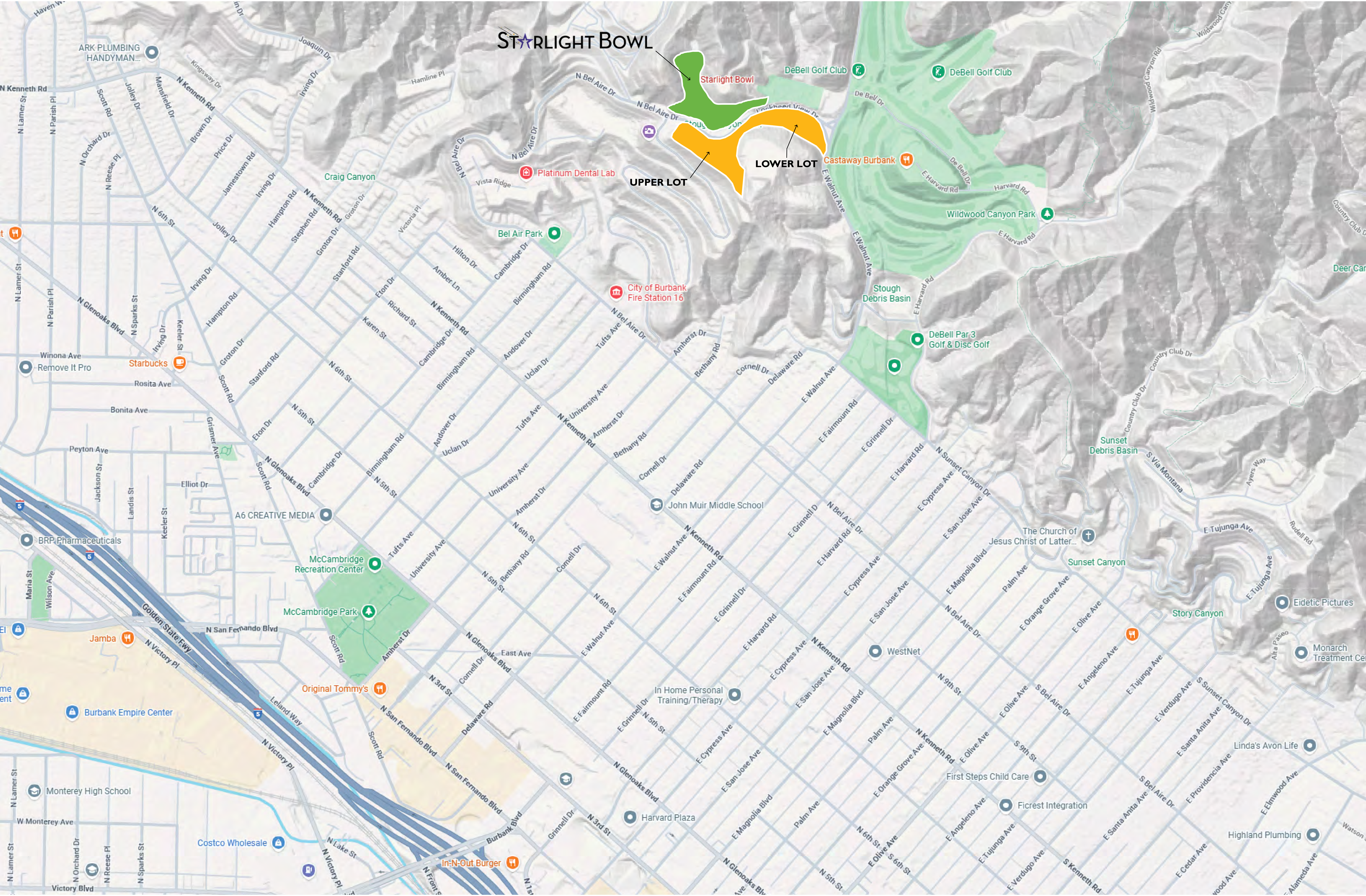


Proposed Neighborhood Temporary Signage



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Thank You