PROJECT DESCRIPTION

NARRATIVE:

Our mission is to reinvigorate Burbank Town Center so that it can continue to serve as an economic anchor in the City of Burbank’s downtown core, and so that it can enhance the community’s offerings with more diverse retail, residential, and entertainment options, making Burbank a highly desirable place to live with an excellent quality of life.

Burbank Town Center will be an animated vital hub within the City of Burbank and the project will support a variety of uses and different scales while maintaining a ‘village’ feel. Burbank Town Center will have an urban mixed-use core, a place of innovative design and strong relationships to the active downtown, the Empire Center, and the adjacent North San Fernando Boulevard corridor. It will accommodate a blend of uses including residential, retail, restaurant, hotel, and entertainment. The proposed development will bring approximately 1,094 new residences, over 45,000 SF of new retail and restaurant space, and a 200-room hotel.

The masterplan is broken down into 8 distinct areas:

- Area 1: Office Depot Site
- 259 apartment residences, 7-story podium

- Area 2: Burbank Bank Site
- 70 condominium residences, 15-story high-rise

- Area 3: JCPenney Site
- No new development is proposed in this area at this time

- Area 4: Burbank Town Center Mall Site
- Proposed interior and exterior renovation

- Area 5: EBONY Site
- No new development is proposed in this area at this time

- Area 6: San Fernando Blvd. & The Plaza
- Extension of the downtown core, community events

ZONING DISTRICT:

Amended and restated PD-89-4

GENERAL & SPECIFIC PLAN AREAS:

General Plan 2035
Burbank Town Center Plan (City Center subarea)

VICINITY MAP:

(not to scale)

PROJECT TEAM

DEVELOPER:
CC Development Partners, a joint venture between:
Crown Realty & Development, Inc. P: 949.476.2200
Costa Mesa, CA 92626 F: 949.662.1044
Contact: Jim O’Neil www.crowndev.com
CAPREF Manager, LLC P: 214.347.7533

PROJECT DATA

PROJECT LOCATION:
The Project Site is bounded on the south by Magnolia Boulevard, on the west by the Golden State Freeway, on the north by Burbank Boulevard and Corner Bakery property, and on the east by Third Street as shown in the vicinity map below.

EXISTING LAND USE:
Governed by the requirements set forth in PD-89-4

PROPOSED LAND USE:
As defined by the amended and reinstated PD-89-4

ASSESSOR PARCEL NUMBERS:
Area 1: 2460-032-006
Area 2: 2460-031-045
Area 3: 2460-023-061, 2460-023-062
Area 4: 2460-023-044
Area 5: 2460-023-045, 2460-023-046, 2460-023-047
Area 7: 2460-023-058
Area 8: 2460-023-055

BUILDING CODE:
2011 California Building Code (CBC)

TYPES OF CONSTRUCTION:
Type IIA Sprinklered, NFPA-13 (Residential)
Type IIA Sprinklered, NFPA-13 (Garage, Retail & Condominium)

OCCUPANCY CLASSIFICATION:
R-2 Residential Units
M Retail & Restaurant
S-2 Garage
A-3 Fitness Center, Club Room

LOT AREA: (as determined from Civil TIF)
Area 1: 174,649 SF
Area 2: 18,021 SF
Area 3: 2,661 SF
Area 4: 303,752 SF
Area 5: 167,309 SF
Area 6: 671,977 SF
Area 7: 117,940 SF
Area 8: 142,489 SF
Total: 1,627,606 SF

VICTINITY MAP:
(not to scale)
“THROUGHOUT ITS 100 YEAR HISTORY, BURBANK HAS EMBODIED A FORWARD-THINKING CITY THAT PROVIDES A HIGH QUALITY OF LIFE AND STRONG SENSE OF COMMUNITY TO ITS RESIDENTS. IN KEEPING WITH THIS TRADITION, THE CITY WILL CONTINUE TO COMBINE 21ST CENTURY TECHNOLOGY WITH THE SAME SMALL TOWN FEEL THAT WILL MAKE BURBANK AN IDEAL PLACE TO LIVE, WORK, AND PLAY FOR YEARS TO COME.”

- CITY OF BURBANK

BURBANK TOWN CENTER IS CENTRALLY LOCATED IN THE CITY OF BURBANK AND OCCUPIES APPROXIMATELY ONE THIRD OF THE DOWNTOWN CORE. BURBANK’S LARGE AND DIVERSE WORK FORCE ROOTED IN MEDIA PRODUCTION COMBINED WITH A DECLINE IN NEW HOUSING DEVELOPMENT HAS POSITIONED THE RE-DEVELOPMENT OF BURBANK TOWN CENTER WITH THE PERFECT OPPORTUNITY TO DEVELOP A NEW VIBRANT MIXED-USE COMMUNITY THAT WILL ENCOURAGE PEOPLE TO LIVE, WORK, AND PLAY IN BURBANK.
THE BIG IDEA:

MIXED-USE + LOCAL VIBE + NEW VISION

- REINVIGORATE BURBANK TOWN CENTER
- CREATE AN ECONOMIC ANCHOR IN THE DOWNTOWN CORE
- INTRODUCE DIVERSE RETAIL, RESIDENTIAL, AND ENTERTAINMENT OPTIONS
- DESIGN AESTHETICS FOCUSED ON APPEALING TO THE LOCAL VIBE
- CREATE A NEW VISION FOR THE FUTURE OF BURBANK
COMMUNITY EVENTS

UNIQUE SHOPPING

LOCAL RESTAURANTS

RESORT STYLE APARTMENT LIVING

BURBANK TOWN CENTER

CONDOMINIUM RESIDENCES

SELECT SERVICE HOTEL
SITE INFLUENCES:

ARRIVAL
- REGIONAL draw from the San Fernando Valley, Glendale and Downtown LA via the 5 Freeway
- LOCAL draw from adjacent residential neighborhoods and Burbank work force
- PEDESTRIAN draw from Downtown Burbank along N. San Fernando Blvd.

CONNECTIVITY
- EXTEND the downtown retail experience along N. San Fernando Blvd.
- ENHANCE the BTC mall to encourage connectivity between the downtown core and the new mixed-use development
- CREATE activated zones at each end of the mall to draw the community inward

DESTINATION
- MIXED-USE DEVELOPMENT which includes a variety of retail, residential, and entertainment options to create a sustainable community for work, live, play, and service.
- HOST COMMUNITY EVENTS to encourage regular patronage of the Burbank Town Center
- CREATE AN EXCITING NEW PLACE that becomes an integral part of the community