



Mixed-Use Development Standards

**CITY OF BURBANK
OCTOBER 7, 2017**

OBJECTIVES

- Provide an overview of the project and process.
- Define and identify various mixed-use styles, types, and places.
- Identify preferred mixed-use elements for key planning areas in Burbank:
 - *Building frontage, public space, design*



AGENDA

- 9:15 – 9:45 am Project Overview and Introduction
 - Lindsay Hagan, City of Burbank Planning
 - David Sargent, Sargent Town Planning
 - Henry Pontarelli, Lisa Wise Consulting
- 9:25 – 10:15 am Mixed-Use Places and Activity 1
- 10:15 – 11:40 am Mixed-Use in Burbank and Activity 2
- 11:40 – 12:00 pm Next Steps

STAY INVOLVED!

The screenshot shows the City of Burbank website. The top navigation bar includes links for Calendar, News, eNotify Me, Employment, FAQ, Codes & Documents, Watch, and Live Streaming. The main navigation menu has options for Home, About Us, What's New, Residents, Business, Visitors, Departments, and I Want To... The left sidebar menu is expanded to show 'Community Development' with sub-items like Building, Planning, Contact Us, Application Information, Zoning Information, Meeting Agendas, Current Planning, Historic Preservation, Long-Range Planning, Mixed Use Development Standards (highlighted), Burbank Neighborhood Design, Historic Signs, Burbank 2035 General Plan, North San Fernando Boulevard Master Plan, Downtown Development Standards, Wireless Telecommunications Ordinance, Rancho Neighborhood Planning, Visual Preference Survey, Small Lot Subdivisions, and Amending Definitions Related to Residential Uses. The main content area is titled 'MIXED USE DEVELOPMENT STANDARDS' and includes a breadcrumb trail: Departments > Community Development > Planning > Long-Range Planning. Below the title are links for Print, Feedback, Share & Bookmark, and Font Size. The text explains that Burbank 2035 establishes a long-term vision for the city, identifying actions to update Zoning and Specific Plan Area regulations. It mentions the Planning Division is developing Citywide Mixed-Use Development Standards for consideration in key Specific Plan Areas, including the Burbank Center Plan (Downtown), the Media District, and the proposed Golden State Specific Plan (currently in development). The project is funded by a Strategic Growth Council-Sustainable Communities Planning Grant from the Southern California Association of Governments (SCAG) with assistance from a consultant team: Sargent Town Planning, Lisa Wise Consulting, and Studio One Eleven. A map titled 'MIXED-USE DEVELOPMENT STANDARDS STUDY AREAS' shows the Golden State Plan area in orange, the Burbank Center Plan (Downtown) in blue, and the Media District Plan in green. A north arrow is located in the bottom right corner of the map. Below the map is a 'PURPOSE' section with the following text: 'Creating Mixed-Use Development Standards will provide clear and consistent development standards that can facilitate mixed residential-commercial developments in key areas of the City, while creating vibrant neighborhoods with quality design, walkability, and compatible uses. Developing uniform standards will provide clear guidance to project applicants and architects early in the development review process, highlighting community expectations for mixed-use development, and provide appropriate standards for a mix of uses.'

Visit the City's webpage:

<http://www.burbankca.gov/departments/community-development/planning/long-range-planning/mixed-use-development-standards>

A Project Website will be launched by end of October with online engagement opportunities.



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MIXED-USE DEVELOPMENT STANDARDS



WHAT IS MIXED-USE?

A place that incorporates two or more uses, including residential, commercial, cultural, institutional, and/or industrial.



WHY DO THIS PROJECT?

- There are **no standards today** for mixed-use development.
 - Projects reviewed on a case-by-case basis
 - Use two standards for two different zones that were not intended to be combined
- **Burbank 2035** supports sustainable, walkable neighborhoods, which can be implemented with mixed-use places.



WHAT IS THE PROJECT?

- **Creating Standards** for Mixed-Use Development in key planning areas. Standards may describe:
 - Building frontage at the street
 - Amenities
 - Public Space
 - Design
 - Pathways
- A **Zoning Text Amendment** to Title 10 (Zoning) of the Burbank Municipal Code.

PROJECT STUDY AREAS

- Focus on Specific Plan Areas:
 - Burbank Center Plan
 - Media District Plan
 - Golden State Plan
- The project *does not* include:
 - Any changes to land uses, building heights, parking standards, etc.
 - Existing Corridors: *Olive Avenue, Magnolia Blvd., and Burbank Blvd.*



WHY CREATE STANDARDS?

- Help **create** vibrant, walkable neighborhoods
 - In key planning areas
 - Protect and preserve single-family neighborhoods
- Provide **clear guidance** to the development community of city expectations
- **Define** “mixed-use” in Burbank

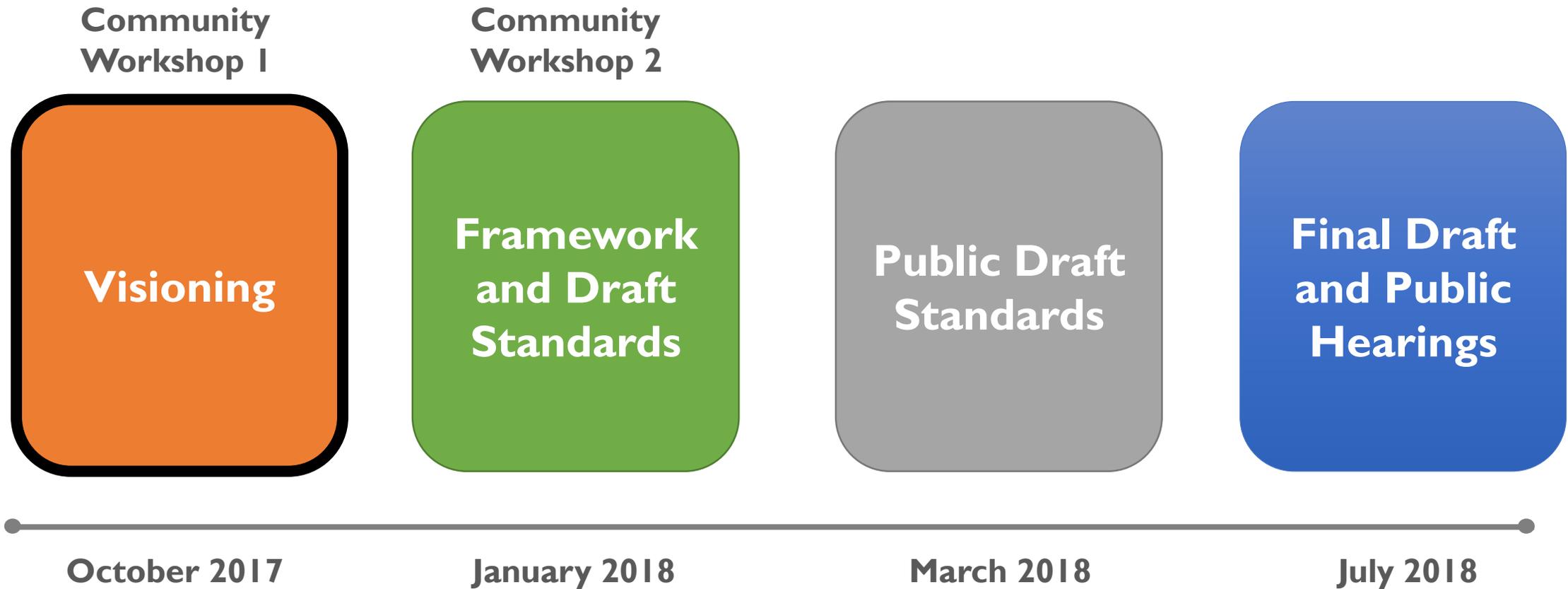


SUSTAINABLE COMMUNITIES STRATEGY

- **California Strategic Growth Council (CSGC)** funds statewide programs to reduce greenhouse gas emissions, strengthen the economy, and improve public health and the environment.
- **Southern California Association of Governments (SCAG)** was awarded funds from CSGC for 6 projects that implement 2035 Regional Transportation Plan/Sustainable Communities Strategy, including the cities of:
 - *Burbank, Hemet, Lancaster, Pasadena, Rancho Cucamonga, and Seal Beach*



PROJECT SCHEDULE



MIXED-USE PLACES



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MIXED-USE DEVELOPMENT STANDARDS



THE PURPOSE OF MIXED-USE PLACES

- Bring necessities and amenities of daily life near your residence.
- Enable daily errands and social interaction on foot or by bike, in addition to the option of driving.
- Provide more opportunities for unique, local serving businesses.
- Attract residents who are seeking a more active, urban lifestyle.
- Reduce traffic congestion by offering practical alternatives to driving.
- Support transit stations with adjacent development.

TRADITIONAL MIXED-USE PLACES

TO INTEGRATE LIVING AND COMMERCE



TRADITIONAL MIXED-USE PLACES

ACTIVE PUBLIC SPACE IS FOREGROUND – BUILDINGS ARE BACKGROUND



MODERN MIXED-USE PLACES TO **RE**-INTEGRATE LIVING AND COMMERCE





MIXED-USE PLACE TYPES



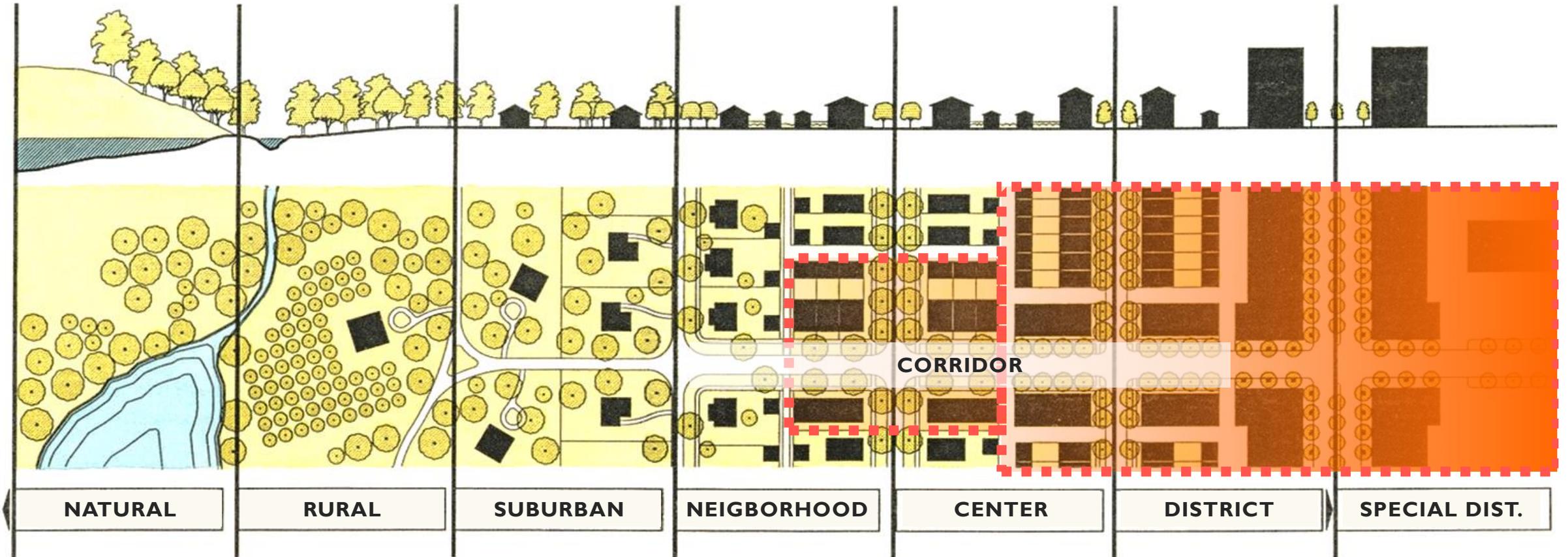
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MIXED-USE DEVELOPMENT STANDARDS



FULL SPECTRUM OF PLACE TYPES

BUILDING BLOCKS OF THE CITY



MIXED-USE PLACE TYPES

NEIGHBORHOOD EDGE CORRIDORS

- Almost always a “neighborhood edge”, lowest scale and intensity for neighborhood compatibility.
- Great for small local businesses that serve local neighborhoods, as well as passersby.
- Shallow parcel depth limits intensity, in tandem with zoning requirements.



MIXED-USE PLACE TYPES

CORRIDOR DESIGN PRIORITIES

- Easy and safe to walk or bike to
- Comfortable places to spend time
- Focus on frontage design
- Sensitive building height transitions
- On-site parking behind, beside, or beneath buildings
- Avoid spillover parking to neighborhood



MIXED-USE CORRIDOR

ONE AND TWO STORY BUILDINGS



MIXED-USE CORRIDOR

MIXED-USE ALONG NEIGHBORHOOD EDGE



MIXED-USE CORRIDOR

DEEPER LOTS, LARGER CORRIDORS



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MIXED-USE DEVELOPMENT STANDARDS



MIXED-USE PLACE TYPES

CENTERS

- Concentration of mixed-use at “neighborhood crossroads,” typically multi-block areas from 4 to 10 acres.
- Include neighborhood-serving retail, moderately sized employment uses, and housing near transit stops.
- May be more intense than typical Corridors because lots are often larger.



MIXED-USE PLACE TYPES

CENTER DESIGN PRIORITIES

- Easy and safe to walk or bike to
- Comfortable places to spend time
- Focus on frontage design
- On-site parking behind, beside, or beneath buildings
- Avoid spillover parking to neighborhood



MIXED-USE CENTER

COMMERCIAL PLACE AT NEIGHBORHOOD EDGE OR ENTRY



MIXED-USE CENTER

NEW AND HISTORIC EXAMPLES



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MIXED-USE CENTER

GROUND FLOOR RETAIL OR HOUSING



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MIXED-USE CENTER

ALONG CORRIDORS AT KEY INTERSECTIONS



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MIXED-USE CENTER

A “THIRD PLACE” YOU CAN WALK OR BIKE TO



MIXED-USE PLACE TYPES

DISTRICTS

- Largest mixed-use places, often 80 to 200 acres.
- Areas prioritized for pedestrians, providing strong opportunities for improved transit.
- Provide the widest range of uses and intensities.
- Some provide opportunities for high levels of transit service to help reduce traffic congestion.



MIXED-USE DISTRICT

DISTRICT DESIGN PRIORITIES

- Great for walking, biking, transit
- Lively, amenity-rich places
- Offers housing near employment, shopping, dining
- Offers active, urban lifestyle options
- Can include a mix of adaptive reuse and new construction



MIXED-USE DISTRICT

MIXED-USE INFILL BUILDINGS



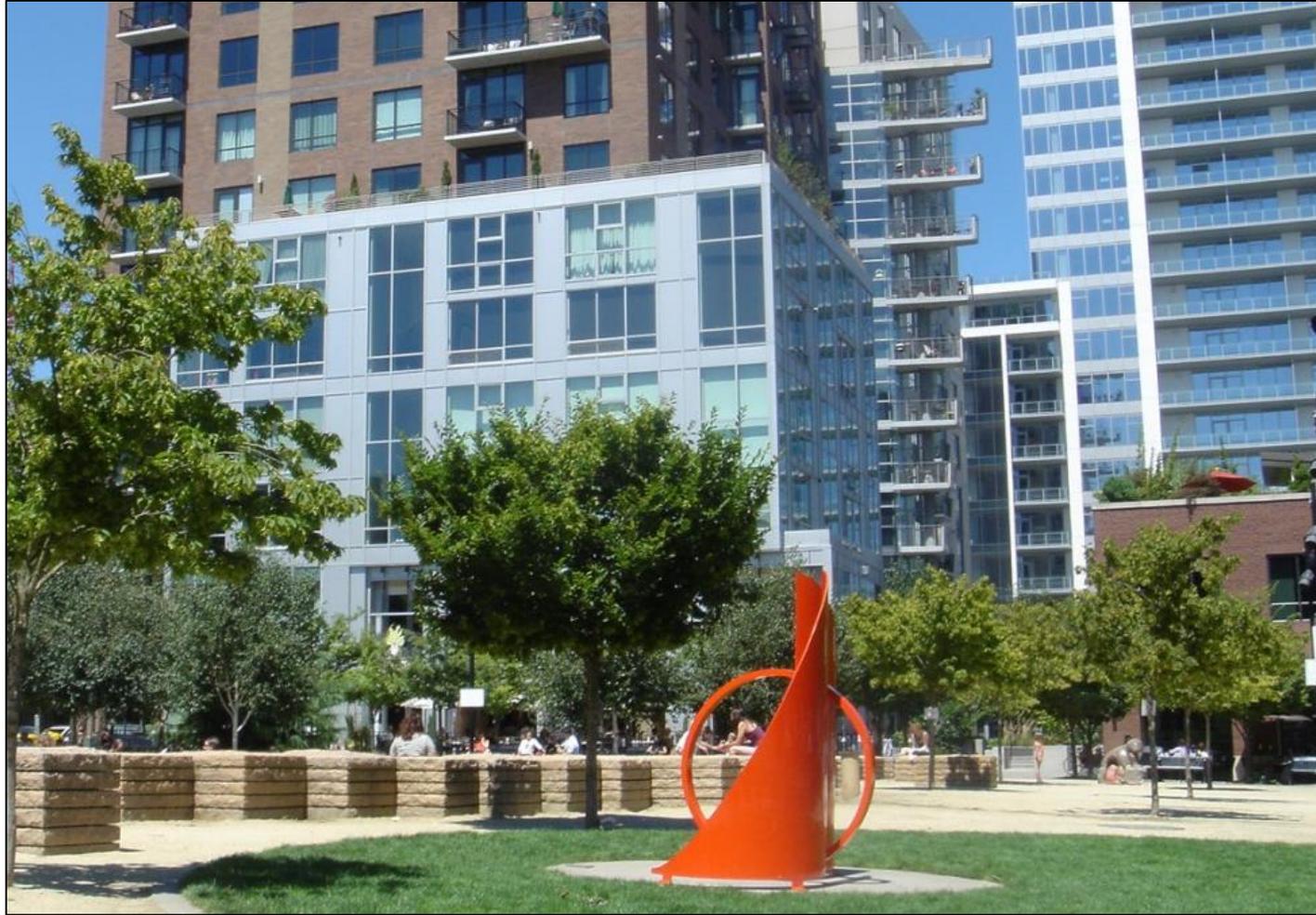
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MIXED-USE DEVELOPMENT STANDARDS



MIXED-USE DISTRICT

PUBLIC SPACE – HUMAN SCALE



MIXED-USE DISTRICTS

DOWNTOWN BURBANK



ACTIVITY 1: SMALL GROUP DISCUSSION

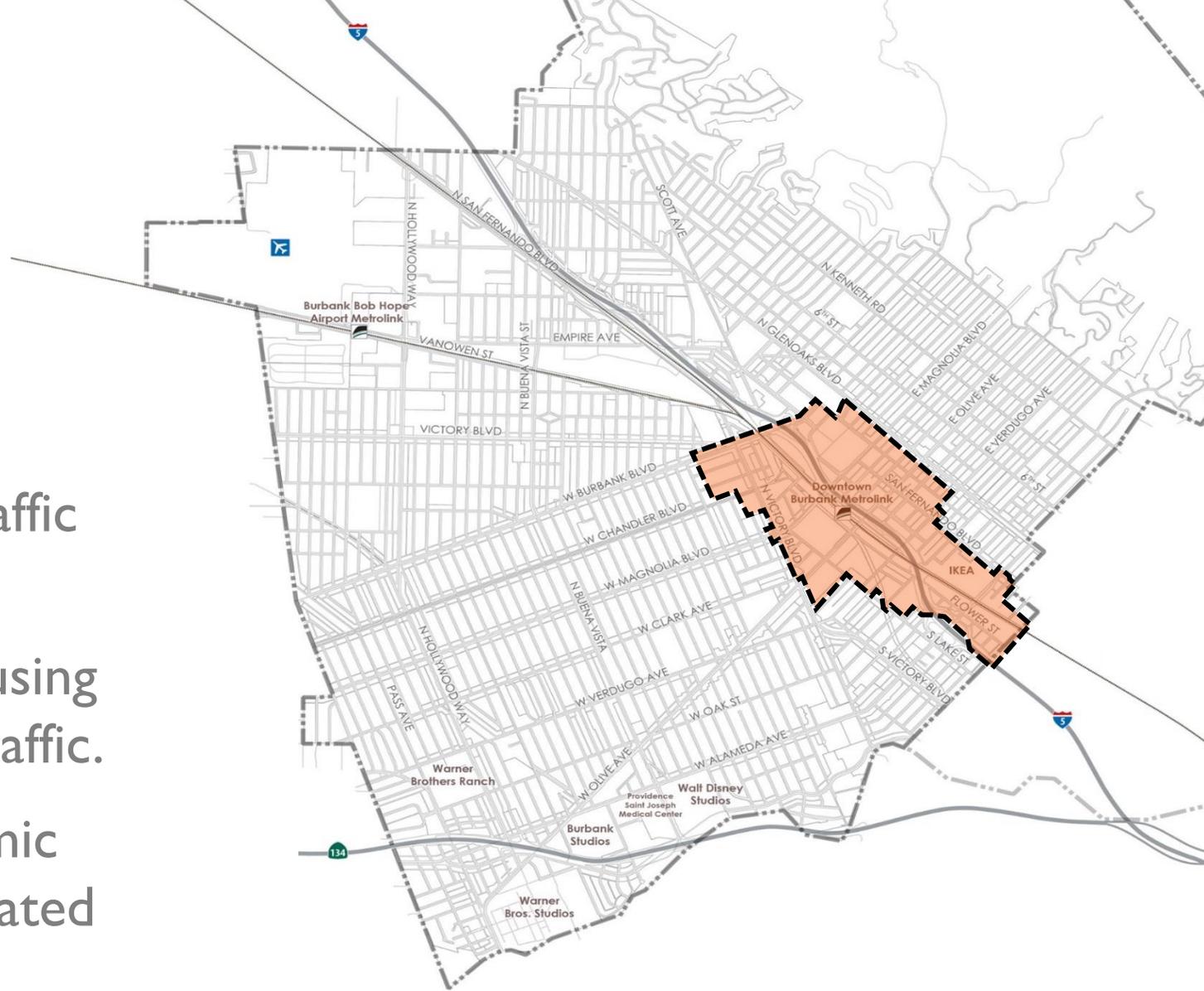
QUESTIONS TO CONSIDER

- What comes to mind when you think of mixed-use development?
- What do you see as some advantages, or benefits, of mixed-use development in Burbank?
- What do you see as challenges, or concerns you have, for mixed-use development in Burbank?
- What mixed-use places do you like? What makes these places great?
- How do you see mixed-use development varying depending on location?

For example, mixed-use development within a 5 minute walk of a residential neighborhood versus in Downtown Burbank.

BURBANK CENTER DISTRICTS

- Major opportunities to leverage existing and future transit.
- New residential population can support downtown with light traffic and parking loads.
- Strong potential demand for housing near jobs – reduce commuter traffic.
- Strong opportunities for economic development reinvesting in outdated development.



MIXED-USE DISTRICT

DESIGN PRIORITIES FOR NEW MIXED-USE AREAS

- Great for walking, biking, transit
- Lively, amenity rich places
- Offers housing near employment, shopping, dining
- Offers active, urban lifestyle options
- Mix of adaptive reuse and new construction



MIXED-USE PLACE TYPES

DOWNTOWN



MIXED-USE DISTRICT

POTENTIAL RANGE OF INTENSITIES



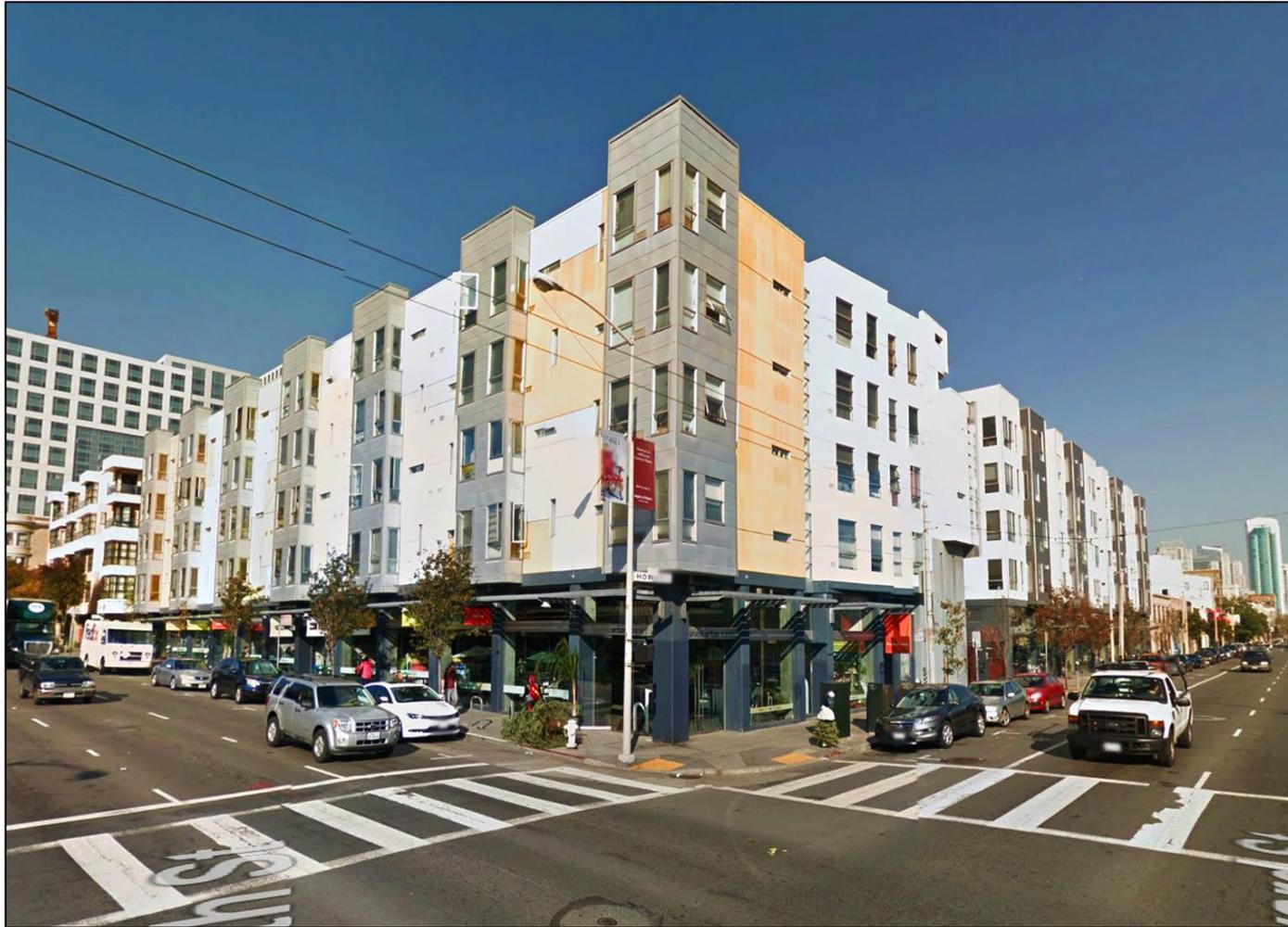
MIXED-USE DISTRICT

POTENTIAL RANGE OF FRONTAGE DESIGNS



MIXED-USE DISTRICT

POTENTIAL RANGE OF ARCHITECTURE



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MIXED-USE DISTRICT

TRANSITION TO NEIGHBORHOOD SCALE



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MIXED-USE DEVELOPMENT STANDARDS

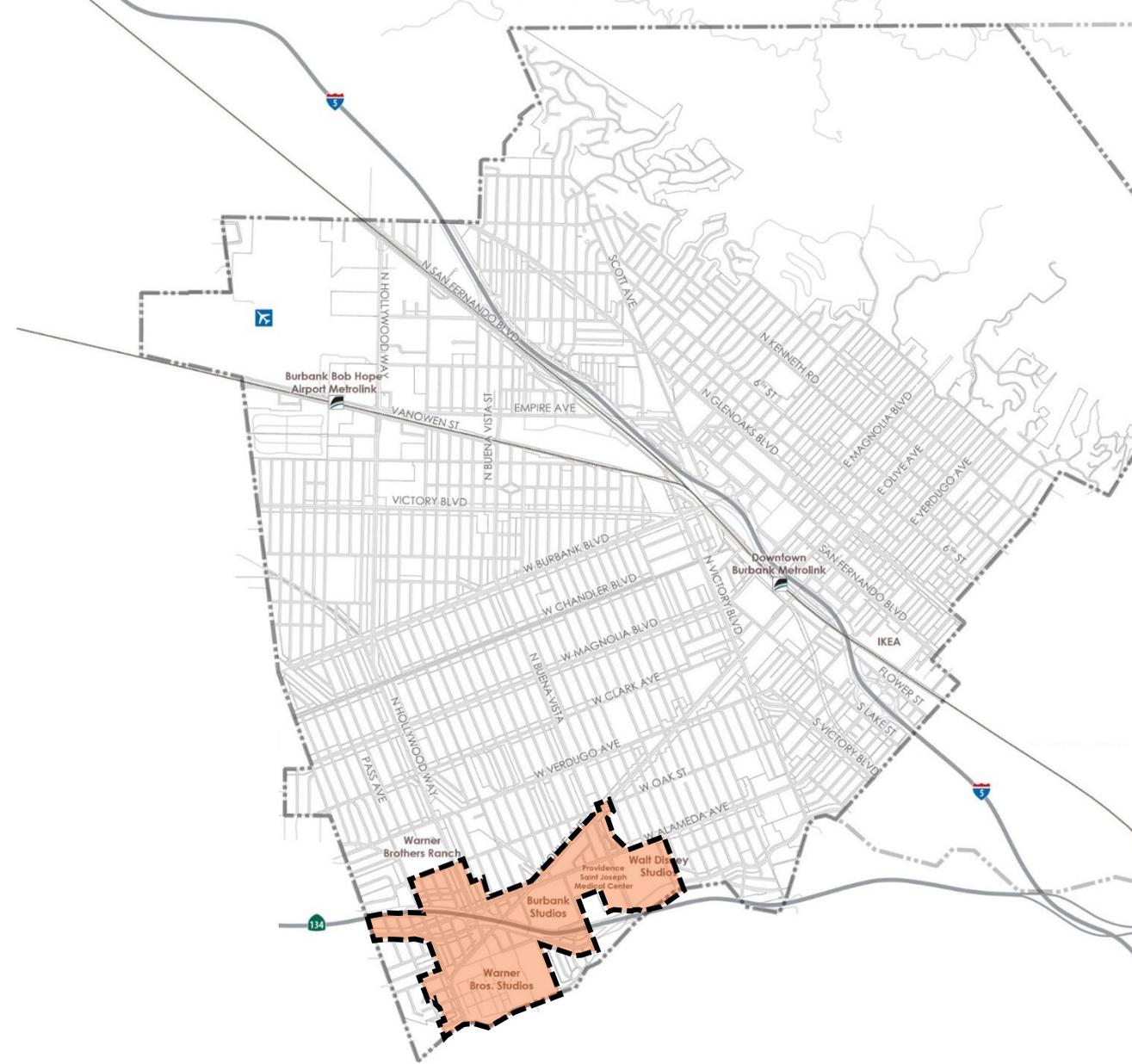
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MEDIA DISTRICT

NATIONAL EMPLOYMENT HUB

- Opportunity for lively ground-floor environment for employees throughout the day and into the evening.
- Opportunity walking and biking access to jobs from neighborhoods.
- Opportunity for new housing and lifestyle types near this major jobs hub.
- Potential for major transit hub connecting to downtown Burbank.



MIXED-USE DISTRICT

COMMERCIAL CENTERS



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MIXED-USE DISTRICT

PEDESTRIAN-ORIENTED PUBLIC SPACE



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MIXED-USE DEVELOPMENT STANDARDS



POTENTIAL MIXED-USE TRANSIENT-ORIENTED DEVELOPMENT (TOD) CENTERS



MIXED-USE DISTRICT

4 & 5 STORY BUILDINGS



MIXED-USE DISTRICT

PUBLIC SPACE - HUMAN SCALE



MIXED-USE DISTRICT

LIVE-WORK FLEX



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ACTIVITY 2: STATION WORK SESSION



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NEXT STEPS

- Results from this workshop will be shared with the Planning Board and City Council at Study Sessions.
- Help establish a vision of mixed-use in Burbank.
- Aide in developing the framework of the standards, to be presented at Workshop 2.

THANK YOU