



## **3.0 Project Description**

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## 3.0 PROJECT DESCRIPTION

### 3.1 PROJECT LOCATION AND SETTING

#### PROJECT LOCATION

The Media Studios Ten-Year Development Agreement Extension Project (Project) site is in the County of Los Angeles (County), in the northwest portion of the City of Burbank (City), approximately 12 miles north of downtown Los Angeles; see [Exhibit 3-1, Regional Vicinity](#).

For analysis purposes, the Project site has been classified according to the following areas:

- ***Media Studios:*** Media Studios<sup>1</sup> encompasses approximately 16.34 acres (APNs 2464-004-033, 2464-004-034, 2464-004-035, 2464-004-036, 2484-004-023, and 2484-004-018) located northwest of the North Ontario Street/Empire Avenue intersection.
- ***Planned Development 89-7 (PD 89-7) Area:*** This approximately 11.38-acre area (PD 89-7 or Project area) is consistent with the Media Studio's boundaries, except PD 89-7 excludes an approximately 4.96-acre portion of Media Studios (3100 Thornton Avenue [APN 2484-004-018]), which is not a part of the proposed Development Agreement Extension. Although this property is not a part of the Project, it is identified in this discussion due to its shared parking component with the larger Media Studios campus.
- ***PD 89-7 Phase 6 Site:*** This approximately 1.73-acre area (APN 2464-004-033) (Phase 6 site) that is part of the 11.38-acre PD 89-7 area, is located generally northeast of the North Avon Street/Empire Avenue intersection, at the northern extension of North Avon Street.

[Exhibit 3-2, Project Location](#), shows the Project areas in their local context and relation to one another. The Project areas are further described below.

#### EXISTING SETTING

Burbank encompasses approximately 17 square miles in the central portion of Los Angeles County. Except for the City of Glendale, that is adjacent and to the east, Burbank is surrounded by the City of Los Angeles. The Golden State Freeway (I-5) bisects Burbank in a northwest-southeast orientation, and the Ventura Freeway (SR-134) traverses Burbank's southern extent in an east-west orientation. The foothills of the Verdugo Mountains comprise the northern portion of Burbank and the San Fernando Valley is to the west.

#### Media Studios Existing Land Uses

Media Studios is a commercial office campus located in a highly urbanized portion of the City. Development within Media Studios is illustrated on [Exhibit 3-3, Media Studios](#). The campus is comprised primarily of office uses, with various onsite support amenities; see *Planned Development 89-7* Section below for a more detailed discussion. General site photos of the Media Studios campus and Project site are depicted on [Exhibits 3-4a and 3-4b, Site Photographs](#). As depicted on [Exhibit 3-3](#), Media Studios

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<sup>1</sup> Formerly referred to as "Media Studios North."



contains seven buildings totaling approximately 838,615 adjusted gross square feet, which are comprised of three buildings totaling approximately 216,062 adjusted gross square feet located at 3100 Thornton Avenue (not a part of PD 89-7 or the Project); and four buildings totaling 622,553 adjusted gross square feet within PD 89-7; see *Planned Development 89-7* Section below. The 3100 Thornton Avenue buildings that are not a part of PD 89-7 or the Project, include a four-story office building, a single-story screening room building, and a two-story amenities building.

### Planned Development (PD) 89-7 Area Existing Land Uses

PD 89-7 comprises the southern portion of Media Studios. Development within PD 89-7 is illustrated on Exhibit 3-3, and outlined in Table 3-1, *PD 89-7 Existing Uses*. As depicted on Exhibit 3-3 and indicated in Table 3-1, PD 89-7 contains four office buildings totaling approximately 622,553 adjusted gross square feet. Three of the existing PD 89-7 buildings are five stories and one is three stories. The onsite support amenities include two commissaries, a health club, parking, pedestrian paths, central garden/outdoor recreational uses, and landscaping.

**Table 3-1**  
**PD 89-7 Existing Uses**

Building	Adjusted Gross Square Feet
2255 North Ontario Street (Office Building)	201,300
2233 North Ontario Street (Office Building)	83,464
3333 Empire Avenue (Office Building)	176,589
3355 Empire Avenue (Office Building)	161,200
<b>Total</b>	<b>622,553</b>
Sources: Dave Thomsen Architect, <i>Media Center North Phase 6 Project Plans</i> , August 14, 2012.	

Media Studios provides a total of 2,672 code-compliant parking spaces throughout the development's subterranean parking structures and surface parking lots. Media Studios' existing parking requirements (inclusive of the 3100 Thornton Avenue buildings) total 2,268 spaces, thus, an excess supply of 404 spaces exists.

Vehicular access to Media Studios/PD 89-7 is provided via four entry driveways (at Thornton Avenue, North Ontario Street (two), and West Empire Avenue) and a fire/service driveway at North Avon Street.

### PD 89-7 Phase 6 Site Existing Land Uses

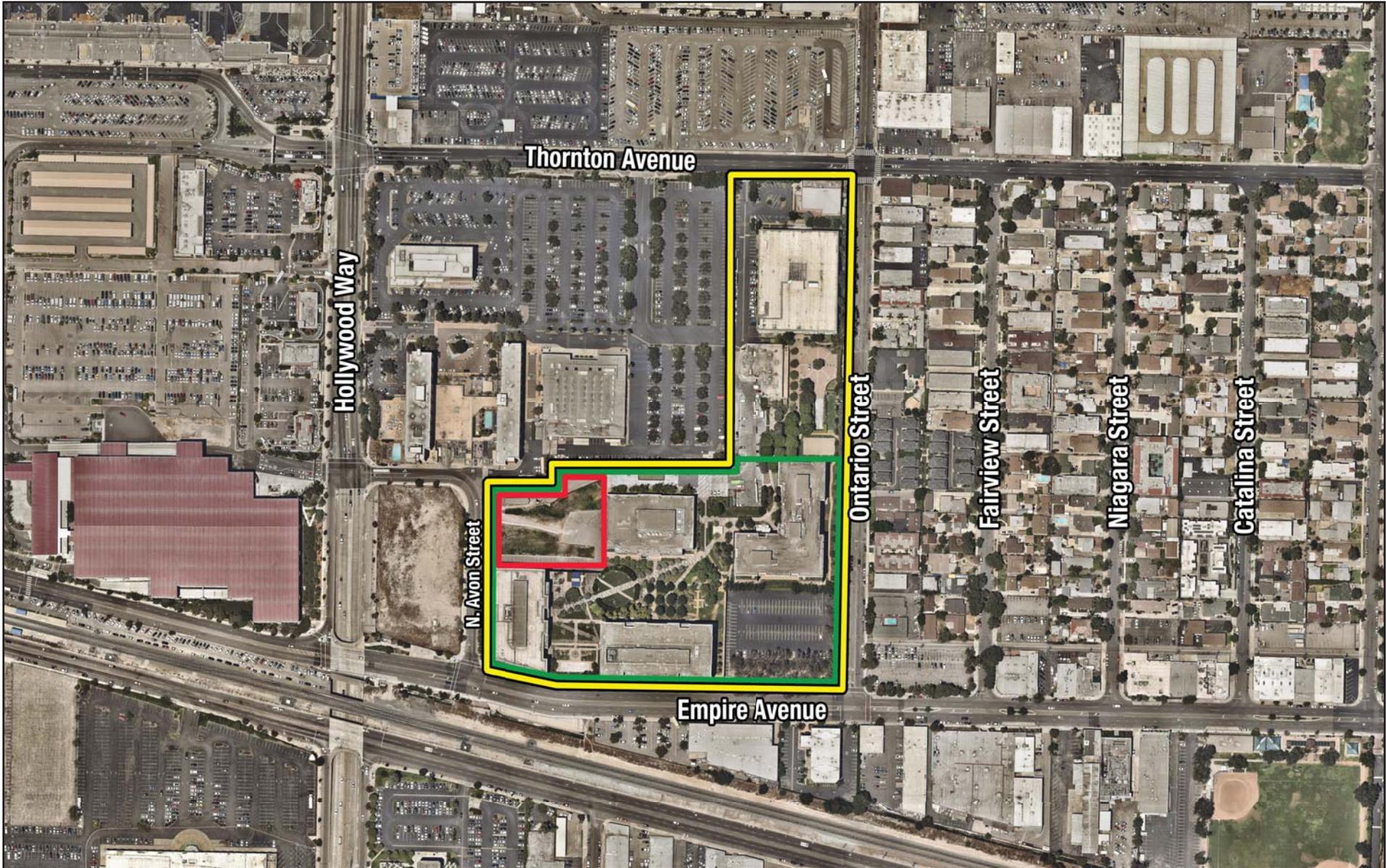
The Phase 6 site consists of a partially excavated vacant property containing a gravel/asphalt ramp, surface parking lot, with vegetation covering the existing hillside; refer to Exhibit 3-4a and 3-4b. The site slopes down from the north to the south, where a partially excavated area exposes the location where the proposed parking would tie into the existing subterranean parking. A fire/service drive at North Avon Street and an entry drive at Empire Avenue provide driveway access to the Phase 6 site.



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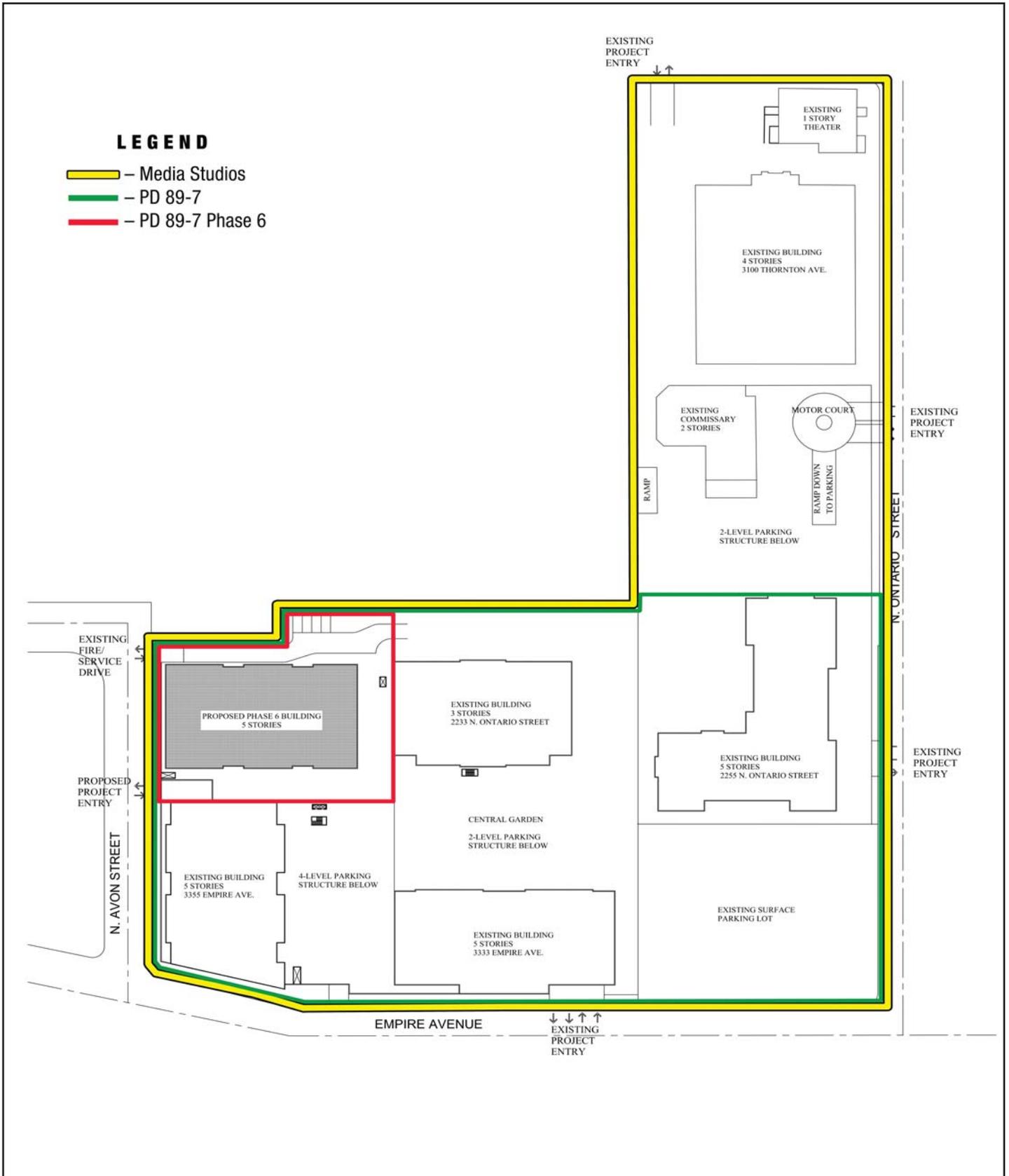
Source: Google Maps, 2017.

- Media Studios
- PD 89-7
- PD 89-7 Phase 6



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Source: Dave Thomsen Enterprises, LP; August 14, 2012.

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1 – View looking southeast towards the Phase 6 site along North Avon Street.



4 – View looking easterly towards the Phase 6 site.



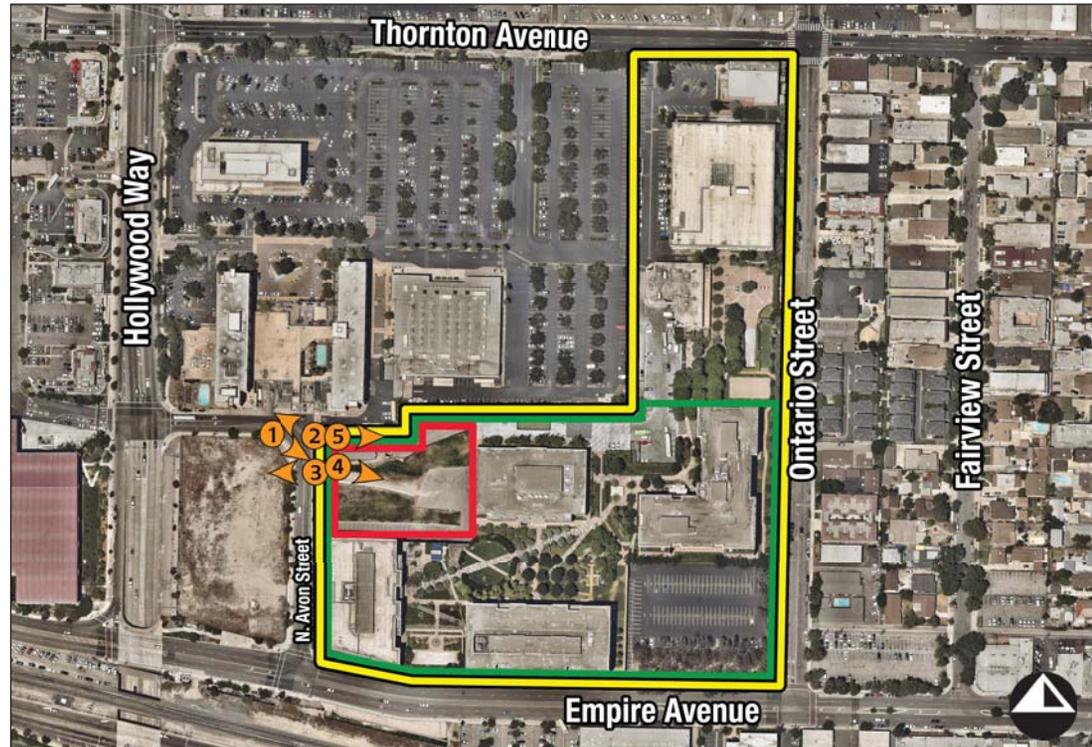
5 – View looking east towards the Phase 6 site.



2 – View looking at the Marriott Hotel to the northwest of the Phase 6 site.



3 – View looking west away from the Phase 6 site towards a vacant lot and parking structure.



- - Media Studios
- - PD 89-7
- - PD 89-7 Phase 6



6 – View looking westerly through the Media Studios campus.



9 – View looking north towards the Phase 6 site.



10 – View looking at the Phase 6 site from the campus outdoor dining area.



7 – View looking at one of the office buildings on the Media Studios campus.



8 – View looking west at the Phase 6 site from the campus garden area.



- - Media Studios
- - PD 89-7
- - PD 89-7 Phase 6



## EXISTING GENERAL PLAN LAND USE DESIGNATIONS AND ZONING

### General Plan Land Use

According to *Burbank2035 General Plan* (Burbank2035) Exhibit LU-1, *Land Use Diagram*, the Media Studios site is designated Regional Commercial (Maximum 1.25 Floor Area Ratio, 58 units per acre with discretionary approval). The Regional Commercial land use designation provides for regional employment and shopping destinations that serve both Burbank residents and residents of surrounding cities. These regional centers provide a variety of employment opportunities and services that address regional needs for retail, service, dining, entertainment, and conventions. The centers also play a key role in supporting the media industry and other sectors of the local economy.

### Zoning

According to the City of Burbank Zone Map (last amended October 20, 2012), the Media Studios site is zoned PD 89-7, *Planned Development*, except the 3100 Thornton site (not a part of PD 89-7), which is zoned M-2, *General Industrial*. According to Burbank Municipal Code (BMC) Section 10-1-19119, the PD Zone allows for an alternate process to accommodate unique developments for residential, commercial, professional, or other similar activities, including combinations of uses and modified development standards that would create a desirable, functional, and community environment under controlled conditions of a development plan. PD 89-7 establishes permitted development of 783,000 adjusted gross square feet. According to BMC Section 10-1-808, the M-2 General Industrial Zone is intended for the development of manufacturing process, fabrication, and assembly of goods and materials.

## SURROUNDING LAND USES

Land uses surrounding the Media Studios site are as follows; refer also to [Exhibit 3-2](#):

- ***North:*** Land uses to the north include commercial (Airport Marriott Hotel) and a surface parking lot. Areas to the north are zoned M-2.
- ***South:*** West Empire Avenue, a railroad right-of-way, and Vanowen Street are located to the south. Light industrial land uses and surface parking lots are further south, beyond Vanowen Street. Areas to the south are zoned M-2. Pierce Brothers Valhalla Memorial Park is located to the southwest.
- ***East:*** North Ontario Street, multi-family residential uses, and a surface parking lot are located to the east. Areas to the east are zoned PD and R-4 High Density Residential.
- ***West:*** Vacant land, commercial uses, and North Hollywood Way are located to the west. Hollywood-Burbank (Burbank) Airport is located further west, beyond North Hollywood Way. Areas to the west are zoned M-2 and PD 2004-169 (a Regional Intermodal Transit Center (RITC) with passenger parking, rental car facilities, bus plaza, and parking structure).



## 3.2 BACKGROUND AND HISTORY

The PD 89-7 area is currently developed with four office buildings totaling 622,553 adjusted gross square feet with 160,447 adjusted gross square feet yet to be constructed (total 783,000 adjusted gross square feet). The main office structures, the support amenities and the landscaped areas stretch across 11.38 acres and are located southeast of Burbank Airport and east of Hollywood Way. The 1.73-acre Phase 6 site is located in the northwestern quadrant of the Media Studios campus.

The overall campus development program was established by the City of Burbank per the approval of Planned Development (PD) 89-7. Since the original approval of PD 89-7, the PD permit has undergone modifications, and now permits a total of 783,000 adjusted gross square feet of commercial office space throughout the 11.38-acre site. The original PD permit was approved in 1991 along with a certified EIR (Burbank Business Center EIR, dated October 7, 1991). The City of Burbank approved modifications to PD 89-7 on June 2, 2005 along with the adoption of an Initial Study/Mitigated Negative Declaration (Final Initial Study Amendment to Media Studios North Project, dated February 1, 2005). The most recent modification occurred in 2013, which extended the Development Agreement (Agreement) an additional five (5) years from May 2013 to May 2018 and allowed for an increase in allowable building area to the currently permitted 783,000 adjusted gross square feet. These actions were analyzed in an Initial Study/Mitigated Negative Declaration, dated April 2013.

The current Agreement for PD 89-7 has vested rights to proceed with the previously approved 160,447 adjusted gross square feet until May 10, 2018. The applicant submitted a request for a ten-year extension of the Agreement eight months prior to the expiration of the current Agreement. Due to the complexity of the Project and time required to prepare an EIR for the Project, the applicant requested a short-term extension of the Agreement until January 31, 2019 to provide the time necessary to complete the EIR for the longer ten-year extension. Thus, the City Council adopted an Ordinance extending the Agreement for PD 89-7 from May 10, 2018 until January 31, 2019 to provide enough time to complete preparation of the EIR.

As stated, four buildings have been constructed within the PD 89-7 area, with a total adjusted gross square footage of 622,553; thus, approximately 160,447 adjusted gross square feet remain under the approved PD 89-7. The Project applicant is requesting a 10-year extension of the current PD permit and Agreement to allow for the development of the remaining 160,447 adjusted gross square feet approved under PD 89-7; as discussed in [Section 3.3, \*Project Characteristics\*](#), below.

## 3.3 PROJECT CHARACTERISTICS

Media Center North Development LLC (applicant) is seeking to amend their Agreement to allow development of the remaining 160,447 adjusted gross square feet of entitlements and development of Phase 6. The applicant is not seeking any other changes to the Agreement or current approved entitlements. The Project consists of two key components: an amendment to the Agreement for PD 89-7 (PD 89-7); and development of PD 89-7 Phase 6 involving a 160,447-adjusted gross square-foot office building.



## DEVELOPMENT AGREEMENT

The Project proposes an amendment to the Agreement for PD 89-7 to extend the term to May 10, 2028. The proposed amendment is needed to secure the previously approved entitlements for the remaining 160,447 adjusted gross square feet of PD 89-7 where 622,553 adjusted gross square feet have already been developed.

## PLANNED DEVELOPMENT 89-7 PHASE 6

This Environmental Impact Report (EIR) will analyze the environmental impacts associated with development of PD 89-7 Phase 6, which involves the buildout of the remaining 160,447 adjusted gross square feet. Although previously analyzed under CEQA (see *Background and History* Section above), this EIR conservatively analyzes Phase 6 as a new proposal, given the passage of time and the additional development that has occurred in the Project area, since the original approval (see also Section 4.0, *Basis of Cumulative Analysis*).

A 160,447-adjusted gross square-foot office building is proposed on the PD 89-7 Phase 6 site, at the northwestern portion of Media Studios; refer to Exhibit 3-3. The building would be five-stories, at a maximum height of 70 feet above plaza level. The proposed office building would tie in with the existing development including all landscaping, amenities, and parking. The structure would be incorporated into the existing campus with all parking in the subterranean garage accessible from existing and proposed vehicular driveway entrance. Future tenants would be limited to land uses permitted according to existing PD 89-7 Conditions of Approval. New construction and expansion of existing facilities in accordance with the PD 89-7 Conditions of Approval are anticipated during the term of the extended PD.

## Architectural Design

As shown in Exhibit 3-5, *Conceptual Building Design – View from Avon Street*, the proposed five-story office structure is designed as a steel frame building with a building exterior featuring a contemporary design consisting of metal spandrel panels, and vision and spandrel glass consistent with the existing Media Studios commercial office buildings. The office building would be surrounded by a landscaped plaza at street level that would provide visual screening and employee gathering areas along the structure's southern and eastern sides. As illustrated in Exhibit 3-6, *Conceptual Building Design – View from Central Plaza*, the plaza would connect the campus' existing central garden features and outdoor dining area at the site's southeast corner. The proposed landscaping would also screen and cover one level of subterranean parking.

## Access and Parking

Vehicular access to the proposed office building would be provided via the existing entry drive at Empire Avenue and a proposed Project entry at North Avon Street. However, parking for the new building would be accessible from all existing entrances.



Source: Dave Thomsen Enterprises, LP.

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**Michael Baker**  
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## Conceptual Building Design – View from Avon Street

Exhibit 3-5



Source: Dave Thomsen Enterprises, LP.

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## Conceptual Building Design – View from Central Plaza

Exhibit 3-6



As previously noted, Media Studios currently provides a total of 2,672 code-compliant parking spaces. The existing parking requirement totals 2,268 spaces, thus, an excess supply of 404 spaces exists. A total of 162 parking spaces are proposed in the P1 level below the proposed Phase 6 office building and the balance (319 spaces) would be accommodated utilizing the excess parking in the adjacent and interconnected four-level subterranean parking structure to the south and east. At the time of completion, there would be an excess of 69 parking stalls.

## **Grading**

Some grading for the proposed Project has been completed, however additional grading would be required for the creation of one (1) level of subterranean parking. Project grading is estimated to involve approximately 5,500 cubic yards of cut and 20,900 cubic yards of fill. However, final grading plans would be approved by the City Engineer and the Building Official prior to Grading Permit issuance.

## **3.4 PHASING/CONSTRUCTION**

All Project components would be constructed concurrently in one phase. Construction is anticipated to begin in 2024 and occur over approximately 24 months, with completion anticipated in May 2026.

## **3.5 PROJECT OBJECTIVES**

Pursuant to CEQA Guidelines § 15124(b), the EIR project description must include “[a] statement of objectives sought by the proposed project...The statement of objectives should include the underlying purpose of the project.” Accordingly, the proposed Project objectives are to:

- Convert an existing vacant land parcel to a commercial office building consistent with existing uses on the office campus;
- Utilize proximity to multiple transit options including Metrolink, MTA, Amtrak and the Hollywood-Burbank Airport to provide office tenants a diverse set of public transportation options to the Project site;
- Continue to promote sustainability efforts within the Golden State District through the implementation of Burbank Water and Power reclaimed water for irrigation and cooling towers, energy efficiency and green cleaning programs; and
- Create a new access point to the existing subterranean parking structure enabling access from the west side of the existing office campus.

## **3.6 AGREEMENTS, PERMITS, AND APPROVALS**

The City of Burbank, as Lead Agency, has discretionary authority over the Project. To implement the Project, the applicant would need to obtain, at a minimum, the following discretionary permits/approvals from the City:



- City Council certification of EIR and adoption of a Statement of Overriding Considerations, Environmental Project No. 16-4174: To certify this EIR.
- City Council approval of Amendment: To amend the Development Agreement for PD 89-7 to extend the term to May 10, 2028.

Other public agencies whose approval is required are as follows:

- California Department of Transportation;
- South Coast Air Quality Management District; and
- Regional Water Quality Control Board.