

Notice of Preparation

To: Public Agencies and Other Interested Parties

From: City of Burbank
Community Development Department
Planning Division
150 North Third Street
Burbank, California 91502



Subject: Notice of Preparation of a Draft Program Environmental Impact Report

Project Title: Burbank Media District Specific Plan Update

The City of Burbank (City), in partnership with the Southern California Association of Governments (SCAG), is undertaking a planning effort to update the Media District Specific Plan (hereafter referred to as “Specific Plan”). The City will be the Lead Agency and prepare a Program Environmental Impact Report (EIR) for the Media District Specific Plan Update (hereafter referred to as “Project” or “proposed Project”). The Project would establish updated development standards to facilitate the projected development of up to 4,627 residential units, and 2,466,081 square feet of commercial and other general business uses in addition to what is already allowed under the current zoning and land use regulations. The Project would also provide a vision with specific objectives/policies for the planning of future utility and street infrastructures improvements needed to support the proposed development within the approximately 544 acres of the Specific Plan area (hereafter referred to as “Plan Area”).

The City, in its capacity as Lead Agency for the proposed Project, has determined that the project has the potential to result in significant environmental effects and that an EIR shall be prepared. The EIR will assess the effects of the Project on the environment, identify potentially significant impacts, identify feasible mitigation measures to reduce or eliminate potentially significant environmental impacts, and discuss potentially feasible alternatives to the project that may accomplish basic objectives while lessening or eliminating any potentially significant project-related impacts. It is anticipated that the primary issues of concern that will be analyzed in the EIR are the following: Air Quality, Cultural Resources, Greenhouse Gas Emissions, Population/Housing, Noise, Transportation, and Utilities/Service Systems. The City requests input from affected public agencies and interested members of the public as to the scope and content of the environmental information that is germane to your agency’s statutory responsibilities in connection with the Project. The Project description and location are described in the attached materials. Due to the time limits mandated by State law, your response must be sent at the earliest possible time but not later than thirty (30) days after receipt of this notice, and no later than **5:00 P.M. on November 30, 2023**. Please send your response to the City of Burbank, Community Development Department, Attn: Amanda Landry, Principal Planner, 150 North Third Street, Burbank, California 91502. You may also email your response to alandry@burbankca.gov. Please provide the name of a contact person at your agency.

An EIR Public Scoping Meeting will be held in person on November 16, 2023, from 6:00 P.M. to 7:30 P.M. in Room 104 of the Community Services Building located at 150 North Third Street, Burbank, California, 91502. All interested parties are invited to attend the public scoping meeting to assist in identifying issues to be addressed in the EIR. The presentation will begin at 6:00 P.M., then public comments for the EIR will be received and attendees will have an opportunity to provide input to the consultants preparing the EIR.

Date: 10/31/23

Signature: 
Amanda Landry
Title: Principal Planner
Telephone: (818) 238-5250

Description of the Media District Specific Plan Update

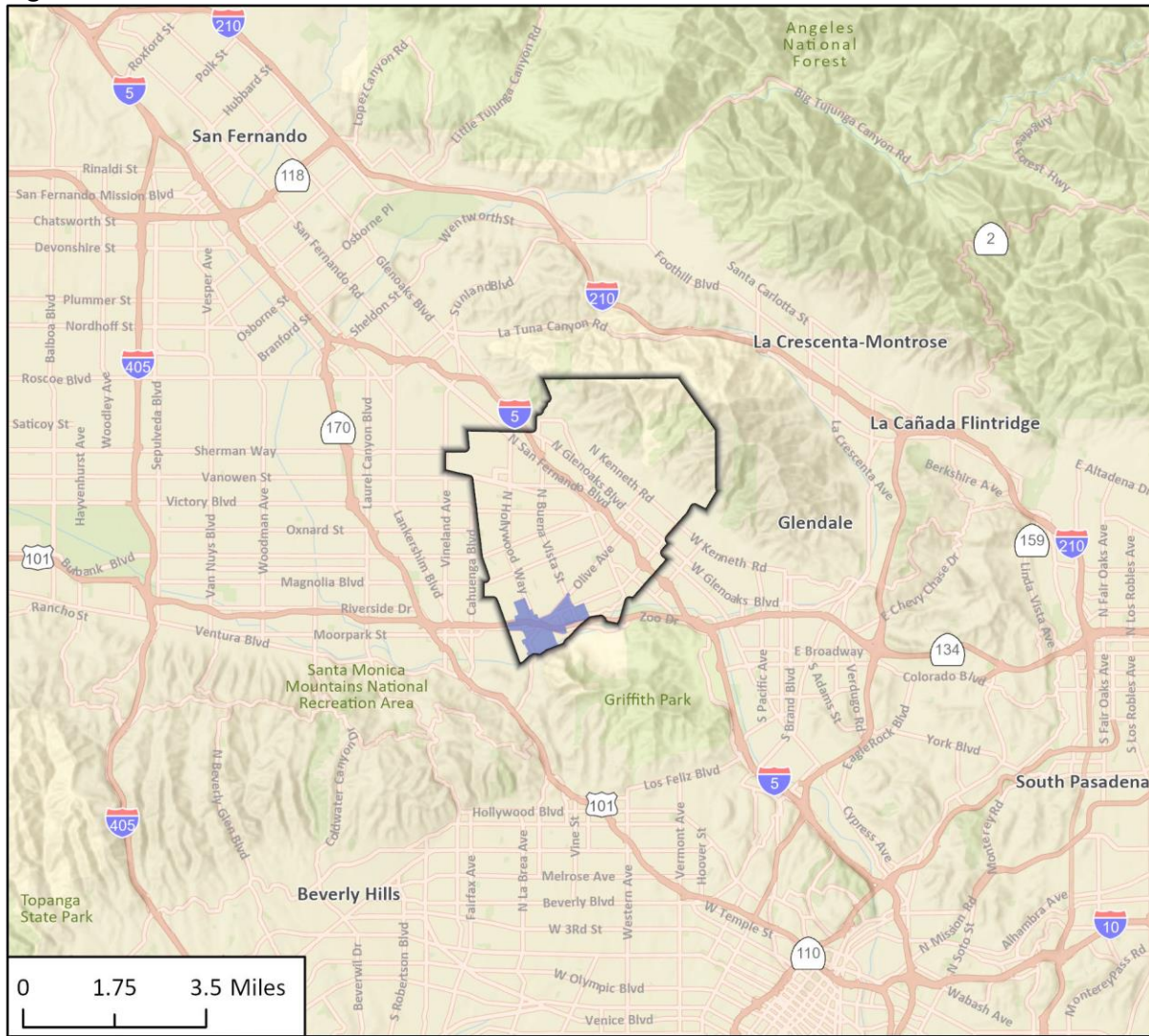
The Media District Specific Plan is a policy document that provides land use policies and development standards for the commercial, residential, institutional, and industrial areas in the southwestern corner of the City of Burbank. The existing Specific Plan was created in 1991 and concentrated on development growth-control and assured that all new development could be accommodated by infrastructure and public services and preserved the character of neighborhoods within the Specific Plan. The update to this Specific Plan is intended to focus on developing and implementing policies and programs to remove barriers to housing production, streamline the permitting process, and introduce objective design standards for new development within the plan area. Approximately 4,627 residential units and 2,466,081 square feet of commercial and general business development are projected under the Specific Plan update.

The Specific Plan would apply to an approximately 544-acre Plan Area located in the southwest region of Burbank. The Plan Area is generally bounded by the Magnolia Park neighborhood to the north, South Keystone Street east, the Los Angeles River to the south, and the Toluca Lake and Toluca woods neighborhoods to the west. The Plan Area is bisected by State Route 134 (SR 134) and the Metrolink Commuter Rail (see Figure 1, Plan Area Location, and Figure 2, Media District Specific Plan Area).

The City identified groupings of underutilized sites within the Plan Area as opportunities for infill and adaptive reuse. These sites are referred to as opportunity sites and would assist in meeting the City of Burbank's goals of introducing affordable housing, promoting infill development, and catalyzing economic development in proximity to existing employment centers and envisioned transit centers and corridors. Under the proposed Project, 125% of allowed density would be applied to all sites where residential uses are allowed, including opportunity sites and 100% of allowed non-residential intensity would be applied to all opportunity sites. This would aid in streamlining the full range of non-residential development options without additional bonuses or restrictions. For parcels within the Plan Area that are not specifically designated as opportunity sites, the non-residential development intensity is limited to 33% of what is allowed by the existing General Plan.

Approximately 212-acres within the Plan Area are under private development agreements with several multi-media studios. For informational purposes, the number of potential residential units within these areas has been assessed under the "Planned Development" designation. However, these units are not included in the projected development potential under the proposed Specific Plan update.

Figure 1 Plan Area Location



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- Burbank City Limits
- Media District Specific Plan Area

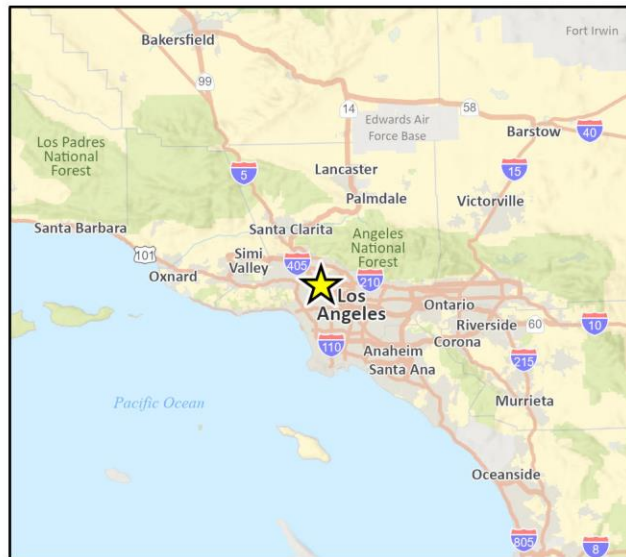


Figure 2 Media District Specific Plan Area



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