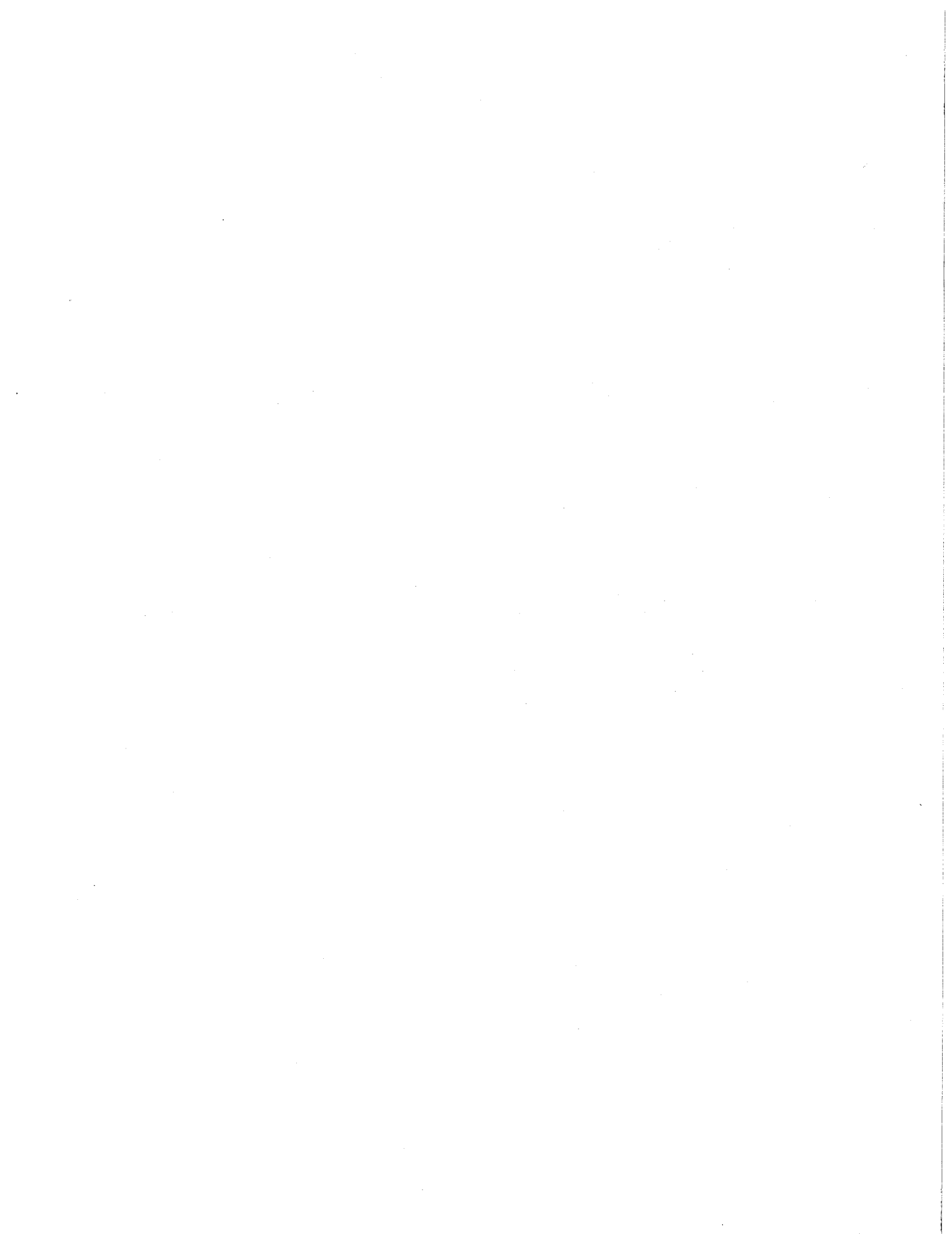




Weekly Management Report

January 20, 2023

- 1. Memo** Jackalope Indie Artisan Fair- Downtown Burbank 2022
Community Development Department
- 2. Memo** Compliance with Pickwick Project Settlement Agreement
And Review of M-1 and Other Zoning Amendments in
conjunction with Consideration of the Rancho Specific
Plan
Community Development Department



MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: January 17, 2023

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Asst. Community Development Director
Mary Hamzoian, Economic Development Manager 
BY: Marissa Minor, Senior Economic Development Analyst

SUBJECT: Jackalope Indie Artisan Fair - Downtown Burbank 2022

Burbank Economic Development manages the activities of the Downtown Burbank Business Improvement District (PBID) by developing programming and initiatives to enhance visitation and increase consumer spending in Downtown Burbank. One such initiative was the recent Jackalope Indie Artisan Fair (Artisan Fair) produced in partnership with *Jackalope Arts*. The second annual Artisan Fair, which took place Saturday, December 10, 2022 – Sunday, December 11, 2022, is a newer Downtown Burbank event which builds off of the momentum of the annual Downtown Burbank Arts Festival that is typically held in the summer.

Events are a key component of the success of Downtown Burbank as they attract new visitors to the area each year. One of the goals of the Economic Development Team and the PBID is to increase visitation and revenue for the businesses in Downtown Burbank, the Artisan Fair is a successful tool in achieving this goal.

This year's holiday themed Artisan Fair featured more than 180 local artisans, performances from local musicians, live entertainment, an interactive mural display, and free photos with Santa. More than 10,000 attendees visited the Artisan Fair over the weekend; the event was free and open to the public.

When surveyed, of the events that are produced and co-produced in Downtown Burbank, businesses rank Arts Festivals as the number one event for bringing in both customers and revenue for the business community. The next annual Artisan Fair is planned for December 2023.


MEMORANDUM



COMMUNITY DEVELOPMENT

DATE: January 17, 2023

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Fred Ramirez, Assistant Community Development Director

SUBJECT: Update on City Manager Tracking List Items #2509 (M-1 Zoning), #2453 (Historic District/Zoning Overlays) and Compliance with Pickwick Project Settlement Agreement Item #13: Review of M-1 (Limited Industrial) and Other Zoning Amendments in conjunction with Consideration of the Rancho Specific Plan

At the January 10, 2023, City Council meeting, Vice Mayor Schultz asked for an update on the first step staff report on the design, funding, and implementation of a full equestrian trail. This memo provides an update as requested by Vice Mayor Schultz.

The Community Development Department's Planning Division is tasked with the current and long-range planning of the City consistent with the City's Burbank2035 General Plan including the implementation of Burbank2035 Plan Realization items, recent updates to the City's Housing and Safety Elements, the Greenhouse Gas Reduction Plan (GGRP), the City Council Goals, and the Burbank Municipal Code, which include, but is not limited to the existing zoning regulations and specific plans. Further, the Planning Division seeks to ensure ongoing compliance with the various State-mandated changes to local housing and land use regulations.

Consistent with this effort, the Planning Division intends to bring forth a 1st step report before March 31, 2023, that provides for, but is not limited to all the of the following:

- A report on Council consideration of a Rancho Specific Plan (Specific Plan) with associated zoning and general plan amendments and associated environmental assessment. As part of this report, the City will provide preliminary estimated costs to the development of a specific plan that will include objective standards that will

guide the development of the plan area and comply with applicable state laws. Included as part of this potential Specific Plan will be a discussion of existing and proposed changes to underlying zoning and General Plan Land Use Designations for all properties within the Rancho planning area. The fiscal impacts will include the costs for a robust public outreach/engagement process, the writing of the Specific Plan, the preparation of an environmental impact report and associated studies, and the administrative and personnel costs for the ongoing implementation and monitoring of a specific plan.

- Additional topics that can also be considered as part of the future planning process include:
 - 1) Review and assessment of M-1 (Limited Industrial) zoned property and any possible re-zoning that must comply with applicable housing and land use laws (Re: CM Tracking Item # 2509).
 - 2) Evaluation of potential historic district and equestrian overlay options within the rancho specific plan area. (Re: CM Tracking Item # 2453.)
 - 3) Establishment of objective development standards, which include implementation of Equestrian Design Guidelines in the Complete Our Streets Plan.
 - 4) Assessment of potential impacts to City services and infrastructure from any proposed specific plan development and implementation.

The forthcoming 1st step report to Council on a possible Specific Plan and the resultant analysis provides the planning process necessary to consider any possible zoning and general plan amendments consistent with the Burbank2035 General Plan (including Housing and Safety Elements and GGRP goals, Burbank2035 Plan Realization programs and action items), City Council goals, and applicable State housing and land use laws. Consideration of this Specific Plan would be the fourth specific plan effort to be initiated in the last six years and would be developed in a manner that facilitates collaboration between City Council, the community, and staff in the development of a plan that seeks to protect existing neighborhoods, facilitate the development of housing for all economic segments of the community, meet the City's state-mandated Regional Housing Needs Assessment ("RHNA") Allocation of building 8,772 units by October 2029, while preserving as much local control as possible.