

TUESDAY, SEPTEMBER 19, 2006

A regular meeting of the Council of the City of Burbank was held in the Council Chamber of the City Hall, 275 East Olive Avenue, on the above date. The meeting was called to order at 5:37 p.m. by Mr. Campbell, Mayor.

STUDY SESSION

Present- - - - Council Members Golonski, Gordon, Ramos, Vander Borgh and Campbell.  
Absent - - - - Council Members None.  
Also Present - Ms. Alvord, City Manager; Mr. Barlow, City Attorney; and, Mrs. Wilson, Deputy City Clerk.

Burbank TMO Mr. Kriske, Senior Planner, Community Development Department, reported that the purpose of the study session was to present an overview of the Burbank Transportation Management Organization (TMO) and the City's Transportation Demand Management (TDM) programs pursuant to the Council's request following the National Renewable Energy Laboratory (NREL) Study. He provided a background of the current system and programs, and briefly discussed the items mentioned in the NREL Study.

Mr. Kriske informed the Council that transportation is divided into a supply side and a demand side, and the purpose of TDM is to effect traffic mitigation on the demand side. He explained that addressing the supply side entails adding improvements to the network such as roadway improvements and transit systems while the demand side includes efforts to reduce the demand on the network, specifically at peak-hour times. He noted that the City pursues both angles in the long range transportation planning and specifically, the TMO is one of the primary vehicles in reducing demand in the key employment areas during the peak hour travel times. He added that the City's current TDM program is divided into two areas; the Media District and Downtown. He stated that businesses in these areas are required to meet certain TDM goals in an effort to reduce peak-hour trips. In addition, businesses with 25 or more employees are required to annually report their trip reduction activities to the City and join a TMO to make efforts to reduce their peak hour trips below a given baseline set by the City and reduced over time. He noted that by the 20-year sunset period, the City will have required member businesses to reduce their commuter trips by 38 percent.

Mr. Kriske reported that although the City's goals are being met on an overall basis, certain individual companies are not meeting their goals while other businesses do not comply. He stated that the TMO commissioned NREL to assess the TMO and the City's TDM ordinances, and a Final Draft report was presented on July 18, 2006. He added that a list of recommendations for improvement have been provided to the Council with staff's comments.

With regard to long-range transportation planning, Mr. Kriske noted that the Draft Mobility and Land Use Elements include growth forecasts which assume trip reductions achieved through the TMO areas and as such, the success of the TMO is very imperative to ensure that the reductions occur in the future. He also noted that the TDM ordinances have sunset dates of 2011 for the Media District Specific Plan (MDSP) and 2015 for the Burbank Center Plan. He mentioned that the NREL Study suggested expansion of the TMO programs to other areas of the City such as the Golden State area or Citywide.

With regard to the statistical reliability of the annual survey process, Mr. Kriske noted that the current survey methodology takes a snapshot weekly survey of each business, which is reflective of the trip generation for the entire year. He added that the methodology may be expanded or changed to get more information on how and where trip reduction is occurring, but that may incur additional administrative overhead costs.

Mr. Kriske also stated that there is a potential to refine the rates used to set the baseline for trip reductions. He noted that the Council has not been supportive of representing TMO reductions as a credit towards a project's trip generation when a project's traffic impacts are being evaluated. He added that if a credit was to be considered, further monitoring may be necessary to ensure that the trip reductions occur.

J. J. Weston, Executive Director of the TMO, gave the Council a brief history of the organization, its goals and objectives, and the success of the TMO over the last 15 years in assisting the City with the MDSP and Burbank Center Plan trip reduction ordinances.

Mr. Golonski expressed support for using the International Transportation Engineers (ITE) rates rather than historical rates, as well as maintaining the 38 percent reduction target. He also stated he was not in favor of the TMO program sunseting. With regard to long term planning, he stated that the 38 percent reduction goal may not be realistic and suggested a 25 percent reduction goal. He also suggested that: the TMO services be expanded in two phases, moving into a specific area such as the Golden State area and then Citywide; staff hold discussions with the TMO on combining potential incentives for businesses achieving their individual goals and more effective enforcement tools; ways to increase TMO services be considered via avenues such as partnerships; and, the 25-employee participation threshold be re-evaluated when the ordinance is being made applicable Citywide. He also expressed support for analyzing data from the AM and PM hours, stating that the 24-hour period may be burdensome, and requested that the Chamber of Commerce be included in the discussions.

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Dr. Gordon was supportive of analyzing data over a 24- hour period, expanding the program to other areas and adding the AM peak period in the analysis. He was also not supportive of the program sunseting.

Mr. Vander Borcht was similarly not supportive of the program sunseting. He agreed with expanding the program Citywide, particularly in the Golden State area, and analyzing additional data.

Mrs. Ramos was supportive of: expanding the time period for the analyzed data; expanding the program area, particularly to the Golden State area; and, re-evaluating the 25-employee participation threshold on a Citywide basis. With regard to long range planning, she requested staff review how the 38 percent TDM reduction is allocated City-wide and adjustments are made for the particular project areas that are TMO members. She agreed with using the ITE rates for a baseline and commended the TMO for their success.

Mr. Campbell commended the TMO and staff for their efforts. He requested that staff review the ITE rates to determine if they adequately reflect Burbank traffic patterns and if necessary, consider developing a hybrid approach that ensures that real targets are being met. He also expressed interest in analyzing data over a longer period to make sure that the benefits are being retained. He supported extending the ordinance to 2025 and noted the need to re-evaluate how the 38 percent reduction goal was achieved in 1991 to make sure that the goal is still practical.

6:44 P.M.  
Recess

The Council recessed at this time.

Regular Meeting  
Reconvened in  
Council  
Chambers

The regular meeting of the Council of the City of Burbank was reconvened at 6:53 p.m. by Mr. Campbell, Mayor.

Invocation

The invocation was given by Pastoral Intern Dave Cameron, First Presbyterian Church.

Flag Salute

The pledge of allegiance to the flag was led by Bob Kramer, Community Assistance Coordinator.

ROLL CALL

Present- - - -

Council Members Golonski, Gordon, Ramos, Vander Borcht and Campbell.

Absent - - - -

Council Members None.

Also Present -

Ms. Alvord, City Manager; Mr. Barlow, City Attorney; and, Mrs.

Campos, City Clerk.

301-1  
Starlight Bowl  
Sponsors

Mayor Campbell recognized the following sponsors for their generous contribution in support of the 2006 Starlight Bowl Summer Season: Bob Hope Airport; Burbank City Federal Credit Union; Burbank Water and Power; Community Chevrolet; Disney Hand Worldwide Outreach for the Walt Disney Company; Downtown Burbank; and, Jet Blue Airways.

Reporting on  
Council Liaison  
Committees

Mr. Campbell reported on the Arroyo Verdugo Subcommittee meeting. He also reported on attending the annual service club luncheon at the Castaway Restaurant and the Kiwanis International Changing of The Guard event.

Dr. Gordon reported on the Environmental Oversight Committee meeting.

Mrs. Ramos requested the Environmental Oversight Committee provide an update on the property located at 1125 Isabel Street.

Mr. Vander Borcht reported on attending the Warner Bros. open house event and encouraged the community to attend.

7:13 P.M.  
1702-1  
Hearing  
Project No. 2006-  
039  
Zone Map  
Amendment  
(2128 N.  
Glenoaks Blvd.)

Mayor Campbell stated that "this is the time and place for the hearing on the continuation of the public hearing for Project No. 2006-35 Zone Map Amendment. Staff has requested that the hearing be continued to September 26, 2006."

Motion

It was moved by Mr. Golonski, seconded by Dr. Gordon and carried that "the hearing be continued to September 26, 2006."

7:14 P.M.  
1702  
Hearing  
Project No. 2006-  
038 Variance  
Downtown  
Restaurant AUP

Mayor Campbell stated that "this is the time and place for the hearing on Project No. 2006-038, a Zone Text Amendment that would reinstate the requirement for Administrative Use Permits for new restaurants in Downtown Burbank."

Meeting

There were no meeting disclosures.

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Disclosures

Notice Given The City Clerk was asked if notices had been given as required by law. She replied in the affirmative and advised that no written communication had been received.

Staff Report Ms. Steinkruger, Assistant Planner, Community Development Department, reported that in 1992, the Council adopted an ordinance creating the Central Business District Downtown Parking Area and unified parking ratio, so as to promote economic activity and provide increased economic feasibility for tenants to locate in the Downtown District. She added that future revitalization efforts raised concern about whether the emerging mix of land uses was consistent with the District's economic goals and shared parking management strategy. She stated that this resulted in the adoption of an ordinance in 2004 requiring new restaurants to obtain an Administrative Use Permit (AUP) prior to opening. She noted that the ordinance was in effect for a two-year period and expired on July 31, 2006.

Ms. Steinkruger added that an influx of restaurant uses has prompted a concern that if an over concentration of restaurants or similar restaurant types was to locate in the District, the economic diversity and shared parking strategy might be disrupted. She added that parking studies have affirmed that an adequate parking supply exists in the District, provided the existing land use mix stays constant. She noted that the proposed ordinance is substantively the same as that originally adopted in 2004 and the specific requirements and findings applicable to new restaurant uses have not changed. She stated that it is not the intent of this ordinance to discourage development or deter restaurants from locating in the Downtown, rather staff seeks to permanently codify the AUP requirement to ensure that, through proper land use controls, the economic vitality and diversity of the Downtown is preserved and the shared parking strategy remains effective.

Ms. Steinkruger informed the Council that notice of the hearing before the Planning Board and Council was provided to all residents and tenants in the District to seek input. Copies of the report were also submitted to the Downtown Parking Management Committee and the Property-based Business Improvement District. She noted that a member of the P-BID contacted staff in support of reinstatement of the proposed ordinance.

7:18 P.M. Hearing Closed There being no response to the Mayor's invitation for oral comment, the hearing was declared closed.

Ordinance Introduced It was moved by Mr. Golonski and seconded by Mrs. Ramos that “the following ordinance be introduced and read for the first time by title only and be passed to the second reading.”

1702 Project No. 2006-038 Variance AUP Requirements for Downtown Restaurants AN ORDINANCE OF THE COUNCIL OF THE CITY OF BURBANK AMENDING SECTION 31-1407.1 OF THE BURBANK MUNICIPAL CODE RELATING TO THE ADMINISTRATIVE USE PERMIT REQUIREMENTS FOR DOWNTOWN RESTAURANTS.

Introduced The ordinance was introduced by the following vote:  
 Ayes: Council Members Golonski, Ramos, Vander Borgh and Campbell.  
 Noes: Council Member Gordon.  
 Absent: Council Members None.

Initial Open Public Comment Period of Oral Communications Mr. Campbell called for speakers for the initial open public comment period of oral communications at this time.

Citizen Comment Appearing to comment were: Carrie Cavalier, in support of the installation of speed humps on California Street; Frank Kaden, on public noticing for Project No. 2006-35 and on the proposed Transient Occupancy Tax increase; Anna May Nelson, announcing a showing of a documentary at Verdugo Park; Mary Espinoza, on Police Officers’ conduct on school campuses; Eden Rosen, on traffic issues, the closure of the Charter Communications customer service center in Irwindale and the additional art piece for the Chandler Bikeway; Esther Espinoza, on police activity at the schools in response to a student demonstration; and, Howard Rothenbach, on the release of the Final Environmental Impact Report for the City of Los Angeles’ Integrated Resource Plan which includes the Glendale-Burbank Interceptor sewer Project.

Staff Response Members of the Council and staff responded to questions raised.

Agenda Item Oral Communications Mr. Campbell called for speakers for the Agenda Item oral communications at this time.

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Citizen Comment                      Appearing to comment were: Donald Pell, Donald Miles and Gary Olson, Executive Director of the Burbank Chamber of Commerce, in support of approval of the contract between the City and SS Golf Inc; David Piroli, on the installation of speed humps on California and Lincoln Streets; and, Esther Espinoza, on Youth Board appointments.

8:06 P.M. Recess                              The Council recessed to permit the Redevelopment Agency to hold its meeting. The meeting reconvened at 8:09 P.M. with all members present

Motion                                      It was moved by Mr. Vander Borcht and seconded by Mr. Golonski that "the following items on the consent calendar be approved as recommended."

1402 Installation of Speed Humps on California and Lincoln Streets                      RESOLUTION NO. 27,309:  
A RESOLUTION OF THE COUNCIL OF THE CITY OF BURBANK AMENDING THE FISCAL YEAR 2006-2007 BUDGET AND APPROPRIATING FUNDS IN THE AMOUNT OF \$5,300.00 FOR THE FUNDING OF SPEED HUMPS ON CALIFORNIA STREET AND LINCOLN STREET.

1301-3 Bid Schedule 1215 – McCambridge Park Field Lighting System Project                      RESOLUTION NO. 27,310:  
A RESOLUTION OF THE COUNCIL OF THE CITY OF BURBANK APPROVING AND ADOPTING CONTRACT DOCUMENTS, PLANS AND SPECIFICATIONS, AND DETERMINING THE LOWEST RESPONSIBLE BIDDER, ACCEPTING THE BID, AND AUTHORIZING EXECUTION OF A CONTRACT FOR THE McCAMBRIDGE PARK SPORTS FIELD LIGHTING SYSTEM PROJECT, BID SCHEDULE NO. 1215, TO T & D ELECTRIC.

1503 Replacement Service Center/ Warehouse Project                      RESOLUTION NO. 27,311:  
A RESOLUTION OF THE COUNCIL OF THE CITY OF BURBANK AUTHORIZING THE GENERAL MANAGER OF BURBANK WATER AND POWER TO SOLICIT DESIGN-BUILD PROPOSALS FOR THE REPLACEMENT SERVICE CENTER/WAREHOUSE PROJECT.

- Adopted                   The consent calendar was adopted by the following vote:
- Ayes:       Council Members Golonski, Gordon, Ramos, Vander  
                  Borgh and Campbell.
- Noes:       Council Members None.
- Absent:     Council Members None.
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- 202-10                   Ms. Stein, Deputy Director, Park, Recreation and Community  
Youth Board            Services/Recreation Services, requested Council approval and  
Appointments           appointment of Youth Board candidates. She explained that the  
                              Youth Board is composed of seventeen members with a  
                              representative designated for each high school and middle school  
                              within Burbank. She stated that all appointments are for two-year  
                              terms, with the school representatives and the at-large positions  
                              alternating expiration dates.
- Ms. Stein informed the Council that at this time, the six at-large  
positions are due for appointment. In addition, due to the  
resignations or graduation of members, there are eight school  
representative vacancies which require mid-term appointment. She  
noted that in past years, when the number of at-large applications  
has exceeded the number of vacancies, the Council has appointed  
additional at-large members.
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- Motion                   It was moved by Mr. Golonski, seconded by Mr. Vander Borgh and  
                              carried that “the school representatives be confirmed for a one-year  
                              mid-term appointment and all at-large applicants be appointed to  
                              serve on the Youth Board for a two-year term.”
- 
- School                   The following school representatives were confirmed one-year mid-  
Representatives        term appointment: Annie Zakarian, Burbank High School; Whitney  
Appointed               White, John Burroughs High School; Michael Velazquez, Monterey  
                              High School; Nicholas Dao, Jordan Middle School; Michelle  
                              Shirtcliff, John Muir Middle School; Casey Barbello, Luther Burbank  
                              Middle School; Darryn Albert, St. Francis Xavier; and, Ryan  
                              Thanaratnam, St. Robert Bellarmine.
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- At-Large                The following At-Large applicants were appointed to serve for a  
Members                two-year term: Brandon Barbello; Winnie Hobbs; Dietrich Diller;  
Appointed               Sahdey Jass; Ashleigh Diller; James Nagy; Steven Ferguson;  
                              Shannon Stone; Anthony Galvez; Veronica Zamudio; and,  
                              Giannina Giombini.



704  
DeBell Golf Pro  
Agreement

Ms. Bartolo, Deputy Park, Recreation and Community Services Director/Park Services, requested Council approval to enter into a new five-year agreement with S.S. Golf Inc. for golf professional management and operation services at the DeBell Municipal Golf Course. She stated that the primary objectives of the contract are to upgrade the quality of services provided to be commensurate to the new clubhouse; and, to ensure a continuity of quality management during the upcoming disruptive clubhouse construction project which will include temporarily relocating the Pro Shop, starter services and cart rentals.

Ms. Bartolo informed the Council that the existing agreement expired on May 31, 2006 and allows both parties to extend its term upon the mutual consent of both parties. She noted some of the highlights accomplished over the past five years and noted that Mr. Scozzola, of S.S. Golf Inc., has proven to be an outstanding manager during a period with numerous unforeseen issues such as rain, fires and mudslides. She also noted that Mr. Scozzola has participated in the process of developing a plan for the new clubhouse.

Ms. Bartolo explained that the current Golf Professional's compensation includes a set Management Fee and percentages for cart rentals, greens fees, Pro Shop sales, lessons and the driving range. She noted that the existing agreement provides for a set Management Fee of \$7,900 which partially offsets the staffing cost of providing starter services, marshalling services and operating overhead. She reported that the proposed Management Fee is \$12,000 and reflects a higher level of customer service. She also added that the distribution of cart rental fees will remain at 10 percent, the Golf Professional's five percent of all green fees collected will be maintained and the percentage from the Pro Shop will initially be maintained at 95 percent; however, during the demolition and construction phases of the clubhouse project, the Golf Professional's financial obligation to the City of five percent will be waived in this category.

Ms. Bartolo further explained that with the implementation of the new contract, the five percent obligation to the City from golf instructional lessons will be eliminated to encourage more lessons by qualified golf professionals and to improve the quality of services and encourage more participation. Also, the driving range percentage would increase from 65 percent to 75 percent of revenue to the Golf Professional, once the demolition and construction commenced. She reported that the Park, Recreation and Community Services Board and the Greens Committee unanimously supported Mr. Scozzola continuing as the Golf Professional, responsible for the operational services at the DeBell Municipal Golf Course.

Motion It was moved by Mr. Vander Borcht and seconded by Mrs. Ramos that "the following resolution be passed and adopted:"

704 RESOLUTION NO. 27,312:  
DeBell Golf Pro A RESOLUTION OF THE COUNCIL OF THE CITY OF BURBANK  
Agreement APPROVING THE AGREEMENT BETWEEN THE CITY OF  
BURBANK AND S.S. GOLF, INC. FOR THE MANAGEMENT AND  
OPERATION OF DEBELL GOLF COURSE.

Adopted The resolution was adopted by the following vote:

Ayes: Council Members Gordon, Golonski, Ramos, Vander  
Borcht and Campbell.

Noes: Council Members None.

Absent: Council Members None.

1705-2 Mr. Hansen, Park, Recreation and Community Services Director,  
1601-1 reported that at the August 22, 2006 meeting, Council Member  
Second Art Piece Vander Borcht requested that staff place an item on the agenda  
at the Chandler regarding the potential of developing a second public art piece for  
Bikeway the Chandler Bikeway. He stated that the Art in Public Places  
Ordinance requires that a development project with a construction  
budget of over \$500,000 contribute one percent towards an art  
installation. He noted that private developers who do not desire to  
install on-site art must contribute their one percent obligation to the  
Art in Public Places fund, which currently totals approximately  
\$489,095.

Mr. Hansen stated that on October 26, 2004, the Council appropriated \$50,000 from the Art in Public Places fund for the development of an art project on the Chandler Bikeway. Subsequently, the Wagon Pull, a bronze sculpture by W. Stanley Proctor, was installed on the corner of Chandler Boulevard and Keystone Street.

Mr. Hansen informed the Council that funding for a second art piece project can be secured by appropriating a specific amount from the General Fund or utilizing a portion of the Public Art fund. He requested the Council discuss the matter and give direction as desired.

Motion It was moved by Mrs. Ramos, seconded by Mr. Vander Borcht and carried with Mr. Golonski and Dr. Gordon voting no that, "staff be directed to return with original or limited edition bronze art piece options for Council consideration."

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9:07 P.M.            The Redevelopment Agency meeting was reconvened at this time.  
Reconvene  
Parking Authority  
Meeting

Final Open            There was no response to the Mayor's invitation for speakers for  
Public Comment      the final open public comment period of oral communications at this  
Period of Oral        time.  
Communications

9:07 P.M.            There being no further business to come before the Council, the  
Adjournment         meeting was adjourned at 9.07 p.m.

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Margarita Campos, CMC  
City Clerk

APPROVED DECEMBER 19, 2006

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Mayor of the Council  
of the City of Burbank