

Burbank, California



MARGARET CEDEROTH AICP, LEED AP
SUSTAINABILITY MANAGER, CALIFORNIA HIGH SPEED RAIL PROGRAM, PARSONS BRINCKERHOFF

Margaret CederOTH is an urban planner with a fifteen years of experience working in the areas of transportation and sustainability planning, land use, and international planning. She has worked on sustainable infrastructure projects across North American and the Middle East. She currently leads a team engaged in the corporate sustainability initiative for Parsons Brinckerhoff's US transportation company, and serves as the manager for the sustainability program for California High Speed Rail. She has a Masters of Urban and Regional Planning from the University of Illinois.



MELISSA DUMOND
DIRECTOR OF PLANNING AND INTEGRATION, CALIFORNIA HIGH-SPEED RAIL AUTHORITY

As the Director of Planning and Integration, Melissa coordinates station area development, overseeing integration other rail providers and management of general corridor planning activities. Previously, she worked in the private sector as a planning professional and environmental practitioner and as Southwest Regional Manager for the U.S. Department of Transportation's Federal Railroad Administration. DuMond holds a BS in Environmental Studies from the University of North Carolina, Wilmington, and Master's degrees in natural resources policy and public administration from North Carolina State University.



EMILY GABEL-LUDDY
COUNCIL MEMBER, CITY OF BURBANK

Emily began her career as a city planner working for local government as a landscape professional designing small parks. Later, she was with the Planning Department in Los Angeles for 30 years, working with diverse communities to address a range of planning and land use issues. In 1990, she received a Loeb fellowship in Advanced Environmental Studies at the Harvard University Graduate School of Design. In 1995, she became a Fellow of the ASLA. She also established the Urban Design Studio, focused on developing planning tools to integrate pedestrian and urban infrastructure in neighborhoods.



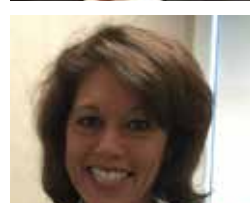
KREIGH HAMPEL
RECYCLING COORDINATOR, CITY OF BURBANK

As Recycling Coordinator for the City of Burbank, Hampel oversees waste reduction and recycling programs. He brings experience from urban forestry, school gardens, bicycle advocacy, solar education, landscaping, permaculture, and architecture. Previously, Hampel built wordworking displays for municipal and non-profit education campaigns. He is a graduate of UCLA's Municipal Waste Management Program, a board member of the California Product Stewardship Council, the Chair of Walk Bike Burbank, and a member of Burbank's School Garden Steering Committee.



DAVID KRISKE
DEPUTY CITY PLANNER FOR TRANSPORTATION, CITY OF BURBANK

Kriske oversees large infrastructure projects, the city's transportation funding programs, and the transit system, BurbankBus. He serves as the City's liaison to the California High Speed Rail Project and the Interstate 5 High Occupancy Vehicle Lane project. He is interested in improving how transportation plans, policies, and standards are used to retrofit legacy auto-oriented infrastructure. Kriske received a BA in Geography from the University of California, Berkeley and a MA in Urban Planning from UCLA. He is a member of the American Institute of Certified Planners.



JEANETTE MEYER
MARKETING MANAGER, BURBANK WATER AND POWER

As Marketing Manager for Burbank Water and Power, Meyer manages multi-million dollar budgets dedicated to promoting resource-efficient technologies and helping Burbank residents and businesses reduce their energy and water use. Her initiatives include solar photovoltaic projects and EV charger installations to low income assistance programs. She is also responsible for all utility communications. She is experienced in focus group moderation and facilitation of concept development, visioning, and team building sessions. Meyer received a BA from UCLA and a MBA in Marketing from the University of Southern California.



PATRICK PRESCOTT team lead
DEPUTY CITY PLANNER, CITY OF BURBANK

Patrick Prescott has a passion for helping shape cities and has worked on significant planning projects, including the North San Fernando Boulevard Master Plan, intended to transform the neighborhood into a walkable, mixed-use corridor. He is currently working on the Golden State Specific Plan and the California High Speed Rail Station area plan. Patrick received a BA in Humanities from Franciscan University of Steubenville and a Masters in Urban and Regional Planning from Cal Poly University Pomona. He is a member of the American Institute of Certified Planners as well as the nonprofit Strong Towns.



DAVID VAN DYKEN
SENIOR TRANSPORTATION PLANNER, CALIFORNIA HIGH-SPEED RAIL AUTHORITY

David has 14 years of professional transportation planning experience working for local government and for the California Department of Transportation. He has worked in a range of program areas including regional planning, system planning, traffic operations, and GIS. David currently assists cities with station area planning, and is the planning liaison for the Southern California sections of the High-Speed Rail program. David has a Bachelor's degree in Social Sciences and two Master's degrees, one in Public Administration and another in Transportation Management.

Burbank High Speed Rail Station Area EcoDistrict



Burbank, though a city of over 105,000 residents and approximately 100,000 jobs locally, still has a small town, local feel. Employment is concentrated in the entertainment and technology industries with over 1,000 related companies. The predominant land use in the Ecodistrict study area is industrial and commercial with a pocket of established residential neighborhoods in the southern end of the district with a diverse population of about 3,600 people. The study area is served by many bus transit lines, an existing Metrolink commuter railroad station and another in the planning and design stage, is adjacent to the Burbank Bob Hope Airport, and is the site of a future California High-Speed Rail station. Nearly half of the area is underutilized land such as surface parking lots. There are approximately 10,000 jobs in the plan area, primarily in the entertainment and technology sector.

Why this Neighborhood?

The City is interested in expanding uses in the district that support workforce training programs supporting the region's economy, takes advantage of existing aerospace related manufacturing and the presence of media related companies located in or near the district. Access to the Burbank Airport

is a huge benefit to businesses that need statewide connectivity that will eventually be served through high-speed rail. Burbank would like to keep these businesses and attract more, including small businesses, by creating a place that is filled with carefully designed and usable greenspace. Resolving obstacles to new development can attract more jobs to the district, increasing the number of people who use transit and commuter rail. The area provides an opportunity to build on initiatives with Burbank Unified School District, colleges, businesses, and other local institutions to develop workforce training. Entertainment industry employees or the "creative class" would embrace efforts of the Burbank Ecodistrict to create a culture of durability, repair, and craft. The City also wishes to enable more decision making and action taking at the community level.

top 3 Neighborhood PRIORITIES:

1. Exploring a healthy vision for their district, and desires input from others who have employed different structures to achieve similar goals
2. Building a community that can grow incrementally, remain financially sustainable, and create wealth and not debt while attracting new players to the field
3. Identifying incentives to create and promote human health, sustainable development, and bring jobs and training to the district and citywide

top 3 Neighborhood CHALLENGES:

1. HSR is a new scale of investment: predicting the content of future adjacent development and anticipating the priorities of a responsive district are a challenge.
2. Embedding practices in management that can help achieve consistency and integrity through changing political cycles, variable market conditions, and shifting stakeholder and investor priorities
3. Determining the best elements of a needed code overlay to allow for sustainable development to take full advantage of the proximity to transit