

2026 - 2030



Magnolia Park Business Improvement District

Management District Plan Summary

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**The full version of the Magnolia Park BID Management
District Plan and Engineer's Report can be found at
[https://www.burbankca.gov/web/community-
development/economic-development](https://www.burbankca.gov/web/community-development/economic-development)**

Management District Plan Summary

The proposed Magnolia Park Property-Based Business Improvement District (PBID) will establish various programs to increase the commercial activity in Magnolia Park. Property and business owners have worked together to form this proposed Management District Plan which conveys special benefits to assessed parcels located within the PBID area. The PBID will provide activities in four program areas including: Capital Improvements and Maintenance, Marketing, Administration, and Contingency. Each of the programs is designed to meet the goals of the PBID including increased sales, new tenant attraction, increased occupancy rates, and increased property values.

The PBID is being established pursuant to Section 36600 et seq. of the California Streets and Highways Code, The “Property and Business Improvement District Law of 1994 as amended”, hereinafter referred to as State Law.

The boundary of the PBID was created to include the Magnolia Park commercial district of the City of Burbank. The Business Improvement District area is along Magnolia Boulevard between Maple Street and Buena Vista Avenue. The property uses within the general boundaries of the PBID are a mix of commercial, retail, office, religious and parking. Services and improvements provided by the PBID are designed to provide special benefits in the form of improving economic vitality in the PBID by increasing building occupancy and lease rates, encouraging new business development, attracting businesses and services, attracting office and commercial tenants, attracting customers, and increasing attendance that provide a special benefit to commercial, retail, office, religious and parking parcels. All of which specially benefit from the improvements and activities of the PBID.

Boundary: The PBID includes commercial properties along Magnolia Blvd. between Maple Street and Buena Vista Avenue. A description of boundaries and map can be found in section 2, page 6, and map on page 8.

Budget: The total District budget for the 2026 year of operation is approximately \$500,000.

Capital Improvements and Maintenance	\$224,500	45%
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Capital improvements and maintenance programs may include, but are not limited to:

- Maintenance including sweeping, trash removal, and pressure washing;
- Landscape Beautification Programs;
- Holiday Décor;
- New Wayfinding Signage and Banners, and
- Façade Improvements.

MARKETING **\$150,000** **30%**

The PBID will boost regional branding, with a comprehensive marketing campaign including programming such as:

- Destination Marketing;
- District Branding;
- Stakeholder Communications;
- Events, Promotions, and Activations, and
- Social Media and Website Development.

ADMINISTRATION **\$115,500** **23%**

The administration portion of the budget will be utilized for administrative costs associated with providing services. Those costs may include but are not limited to: staffing costs, office expenses, legal fees, accounting fees, fees to collect and process assessments, and insurance.

CONTINGENCY **\$10,000** **2%**

The budget includes a contingency line item to account for changes in data, uncollected assessments, higher than expected program costs, and other unforeseeable issues. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the PBID.

Cost: Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Two property assessment variables, building square footage (50%) and lot square footage (50%) will be used in the calculation. The 2026 year assessments per assessment variable will not exceed amounts listed in the following chart:

Building Square Foot Assessment Rate	\$0.43
Lot Square Footage Assessment Rate	\$0.25

Increases: Annual assessment increases will not exceed 5% per year. Increases will be determined by the PBID Owners’ Association Board of Directors and will vary between 0% and 5% in any given year. Any annual budget surplus, including those created through cost saving measures, labor vacancies, unexpected reductions in expenses caused by one-time events or unanticipated increases to income, will be rolled into the following year’s budget. The budget will be set accordingly, within the constraints of the Management District Plan to adjust for surpluses that are carried forward to ensure that the PBID is spending these funds in a timely manner and is complying with applicable State laws and City policies. The estimated budget surplus amount will be included in the annual report each year.

Formation: PBID formation requires submission of favorable petitions from property owners representing more than 50% of total assessments to be paid and the return of mail ballots evidencing a majority of weighted ballots cast in

favor of the assessment. Ballots are weighted by each property owner's assessment as proportionate to the total proposed PBID assessment amount.

Financing: A levy of special assessments upon real property that receives special benefits from the improvements and activities.

Benefit Zone: The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each assessed parcel receives from the improvements. In order to match assessment rates to special benefits, all property within the PBID are assessed using the same assessment methodology. There is only one zone.

Governance: The PBID will be governed by an Owner's Association, a private nonprofit entity that is under contract with the City of Burbank to administer and implement activities and improvements as specified in the Management District Plan. The Board of Directors of the Owners' Association and its staff are charged with the day-to-day operations of the PBID. The Board of Directors of the Owners' Association must be comprised of a majority of assessment paying property owners. The Board of Directors shall act in the best interests of all the properties and businesses within the PBID. The Board of Directors reserves the right to amend or modify the composition of the Board by a separate resolution as defined in the Owners Association's By-Laws without amending the Management District Plan.

Magnolia Park Business Improvement District Proposed Boundary

