

# 11161 W Pico Blvd

Feasibility Study

**MURNANE**

# We are Studio Murnane

LEGAL NAME	YEAR OF INCORPORATION	NUMBER OF EMPLOYEES
Studio Murnane	2010	10

We believe that design shapes how we experience the world. For the past decade, we’ve been stewarding raw ideas from 2D to 3D through an integrated lens of architecture, interior design, and brand development.

Our work is informed by travel, art, film, and an innate desire to be insanely great at everything we touch. We get turned on by story and visionary collaborations. We always design for the senses.



**McShane Murnane, AIA, NCARB, IIDA**  
Principal Architect



**Cleo Murnane**  
Creative Director



**Josh Sarvinski**  
Account Director



**Colin Peeples, AIA**  
Principal Project Architect



**Shanna Whelan, RA**  
Architect

*Creative team for*  
**11161 W Pico Blvd.**

Stakeholders



STATE OF CALIFORNIA



LOS ANGELES DEPARTMENT OF TRANSPORTATION



LOS ANGELES PLANNING DEPARTMENT

WEST LOS ANGELES PLANNING DEPARMENT



LOS ANGELES DEPARTMENT OF BUILDING AND SAFETY



# Narrative

## PROPERTY DESCRIPTION

The property is an irregular shape including 3 parcels, 6,7,&10, bound by Pontius Ave, a pacific electric rail easement and Pico Blvd.

Zone: NI(EC) New Industry Exposition Corridor (2019)  
General Plan Land Use: Hybrid Industrial

## PROPERTY HISTORY

Permit History describes the accretion of buildings over several years. Starting in the 1920’s with a small block building at the South West corner of the current property. More structures were added in the 1950’s & 60’s, the use listed as a machine shop and offices. Records from 1996 note the use as Retail.

Certificates of Occupancy were found from 1952-1960. At the time the use of the building was listed as G-1 which allows manufacturing and office use. C of O records do not reflect change of use to retail.

See *“Appendix”* for complete permit history.

## PARKING

Permit records from 1956 show 12 parking spaces. The site is currently striped for 15 spaces, including 1 ADA space. No record of this re-configuration was found in the permit history. It is unclear if the spaces as stripped meet current code.

# Narrative

## PROS

The rezoning of the property in 2019 allows for increased height and building area greater than would have been allowed in the previous zone. The new zone also allows for expanded types of use, designed to encourage new media, new technology on a mixed-use property with activated street presence.

AB 2097 removes the requirement for parking with ½ mile of a major transit stop. Development that would have been limited by parking is all but eliminated.

## CONS

Currently, Pontius Ave. is undersized for a portion of the property. It is reasonable to assume an easement will be required for the widening of the street, reducing the buildable area of the site by some 2,500 sf. LA DOT will need to review the street size during permitting to make a determination.

The irregular shape of the site makes parking access and layout difficult. If the existing building remains as configured, a parking restripe should be considered, and would likely result in less convenience parking.

# Potential Uses

## ALLOWED

- SUPPORTIVE HOUSING
- HOSPITAL
- LIGHT MANUFACTURING AND ASSEMBLY
- OFFICE
- PUBLISHING, MOTION PICTURE, BROADCASTING
- REPAIR AND MAINTENANCE FACILITY
- RESEARCH AND DEVELOPMENT
- SUPPORTIVE SERVICES
- VOCATIONAL SCHOOL

## LIMITED / CONDITIONAL

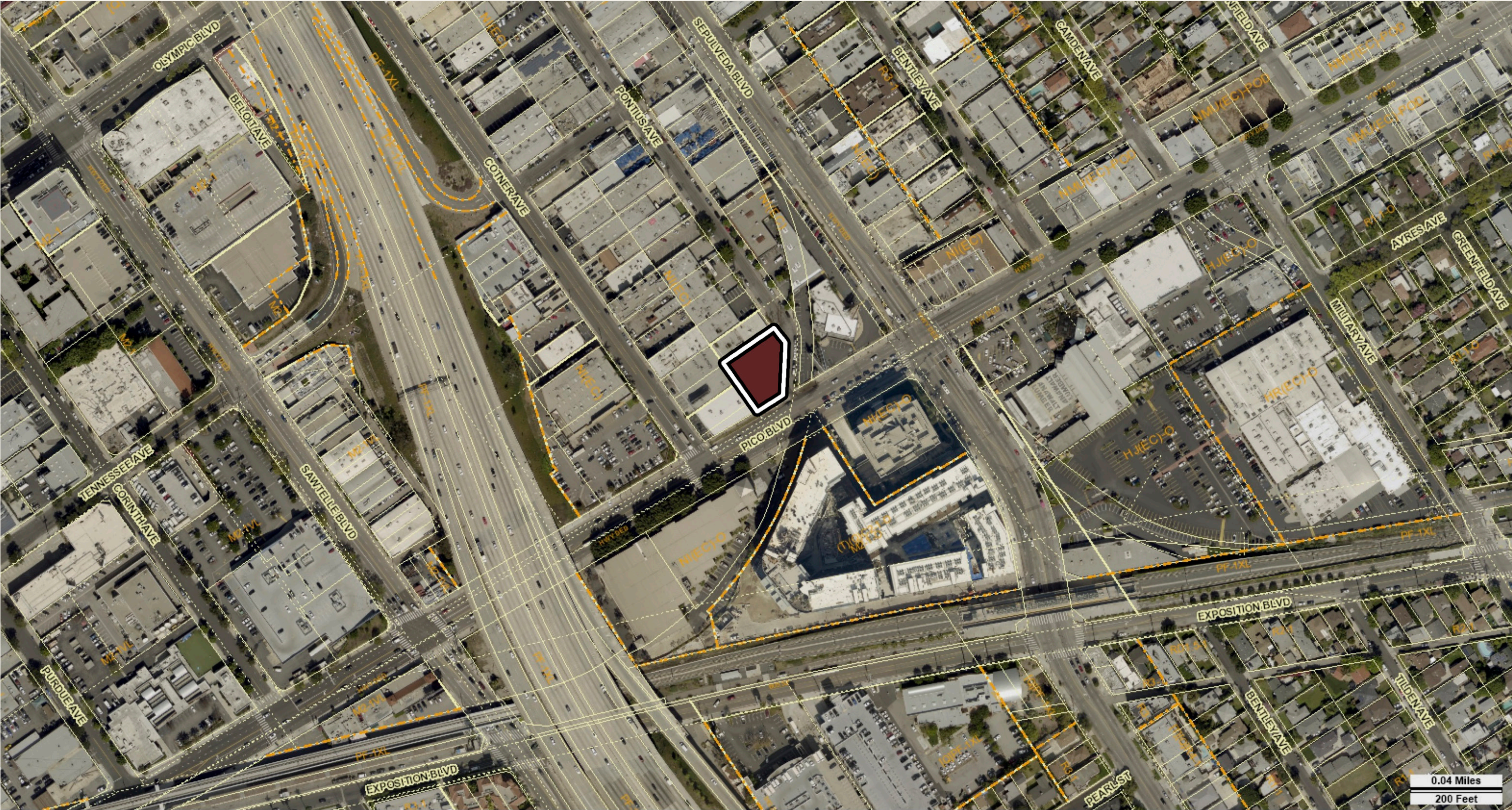
- LIVE WORK UNIT (55%)
- AUTO SHOW ROOM (LESS THAN 10,000 SF)
- PERSONAL SERVICES (20%)
- RETAIL (20%)
- SIT DOWN RESTAURANT (20%)
- WAREHOUSE / STORAGE (20%)
- WHOLESALE SALES (20%)

PICO

# Site Context



Ariel View





# Summary of Zone





# Overlays and Zones

**NI(EC)    USE:** NEW INDUSTRY / HYBRID INDUSTRY ZONE

**FAR:** 2.5\* (\*BONUS FOR LOW INCOME HOUSING)

**SETBACKS:** VARIES PER USE AND ADJACENCIES  
0' ON PICO, 5'-10' ON PONTIUS

**HEIGHT:** 148'

**PARKING:** NONE REQUIRED PER SB / 2097

**ZI-2486**  
**LIVABLE CORRIDOR**

- Located in Pico Patricia Zone, 5-10 /5-14
- May include street improvements at Pontius and Pico

**Z1-2452**  
**TRANSIT PRIORITY AREA**

- Excludes aesthetics and parking concerns from CEQA review

**ZI-2192 WEST LOS ANGELES**  
**TRANSPORTATION IMPROVEMENT AND MITIGATION**

- Project will need to have DOT review and associated fee, including Change of Use

**ZI-2490**  
**EXPOSITION CORRIDOR TRANSIT NEIGHBORHOOD PLAN**

- New Construction will require DOT review and potential for larger planning review
- See Flow chart

**ZI-2427**  
**FREEWAY ADJACENT ADVISORY NOTICE**

- Consideration / restriction for sensitivity uses within 1000' of freeway

**SP EXPO CORRIDOR TRANSIT NEIGHBORDHOOD**

- Form based design / use limitations

**SP WEST LOS ANGELES**  
**TRANSPORTATION IMPROVEMENT AND MITIGATION**

**AB2097**

- Qualified option for commercial / residential parking reduction
- City and public have an opportunity to oppose

PICO

# Site Planning / Proposed Massing

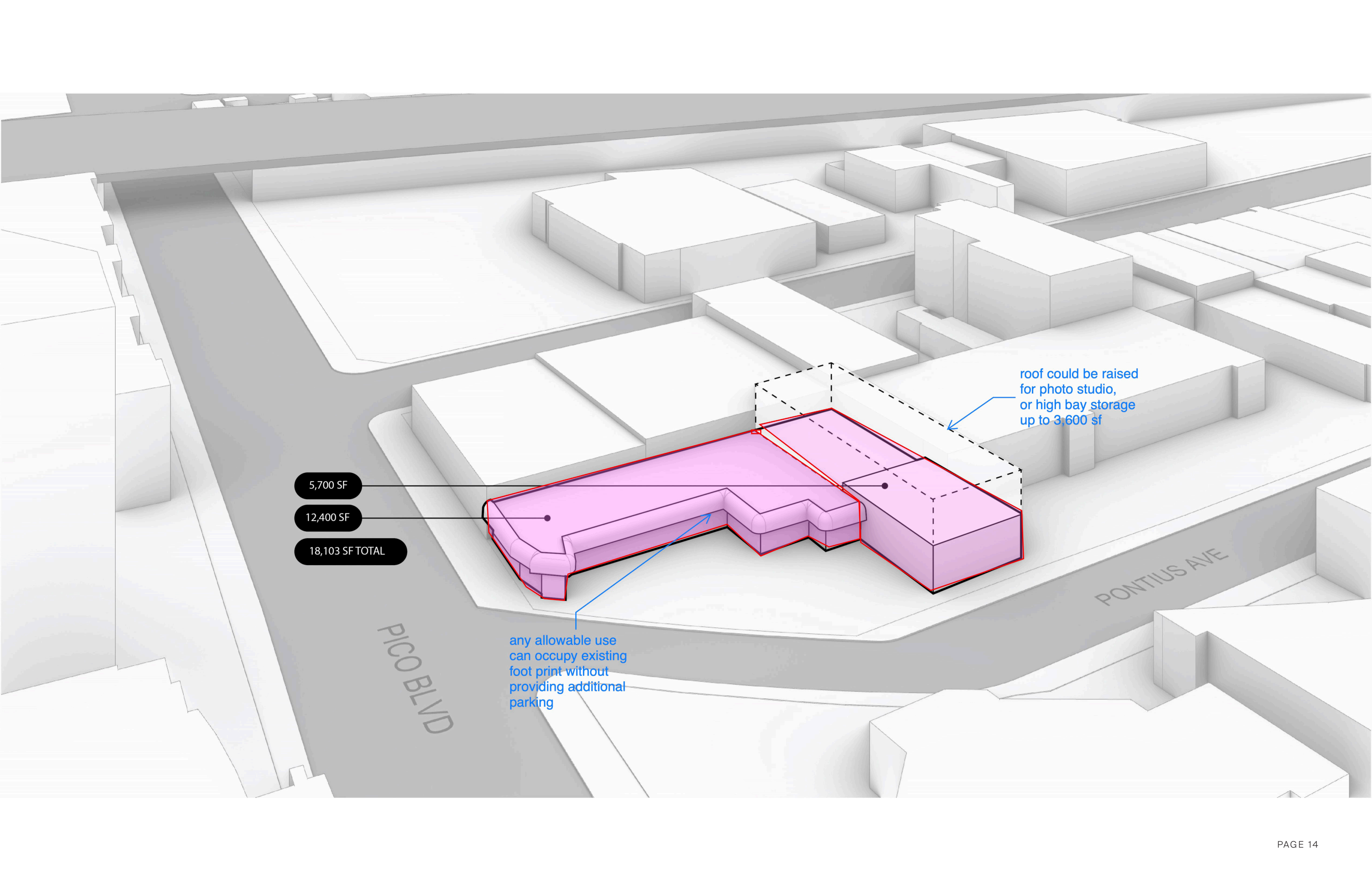
# Site Plan A

CHANGE OF USE, NO NEW AREA:

BLDG AREA: 12,380 SF

PARKING REQ: NONE (LOT SHOULD BE RESTRIPED)

- 
- Property could be easily converted into a creative office, light manufacturing facility, or media production facility.



5,700 SF

12,400 SF

18,103 SF TOTAL

roof could be raised  
for photo studio,  
or high bay storage  
up to 3,600 sf

any allowable use  
can occupy existing  
foot print without  
providing additional  
parking

# Site Plan B

## CHANGE OF USE, NEW CONSTRUCTION MID:

**USE:** Mixed Use, Light Manufacturing, Research, Repair Maintenance, Vocational School, Recording or Studio Use

Building scale could work well for a large single tenant with manufacturing and office needs.

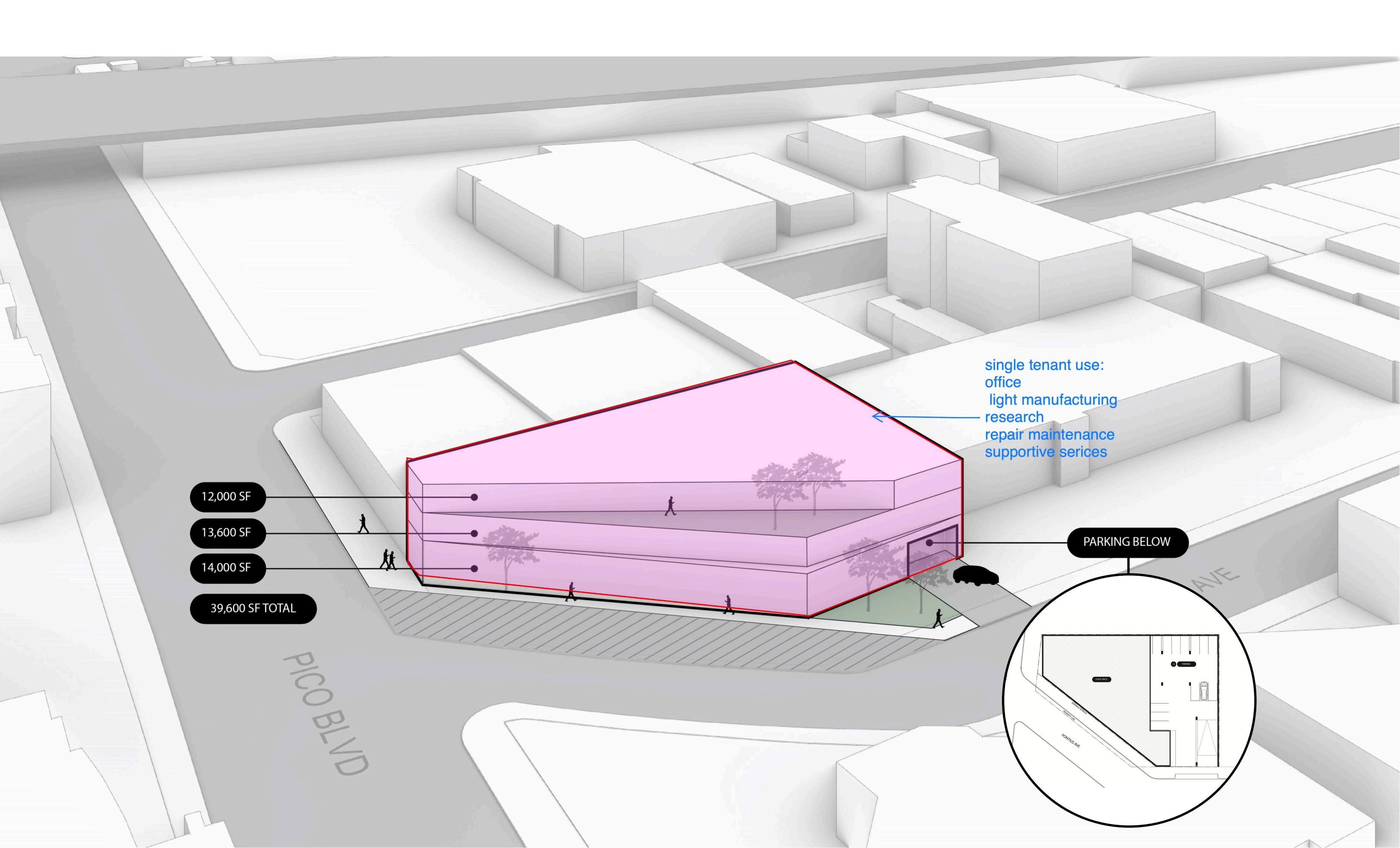
Building could also be occupied by multiple tenants with neighborhood amenities on the ground floor, including a restaurant or retail use. Covered convenience parking could also be provided.

**BLDG AREA:** UP TO 42,500 SF (FAR 2.5)

**PARKING REQ:** NONE

- 
- West Los Angeles Transportation Improvement Plan will assess a one-time fee for Change of Use to be assessed by DOT
  - Expansion of Pontius Blvd may be required. DOT will need to review.

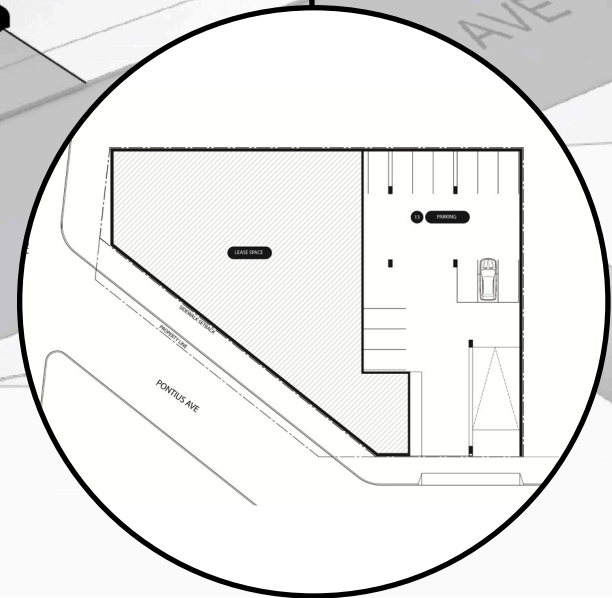




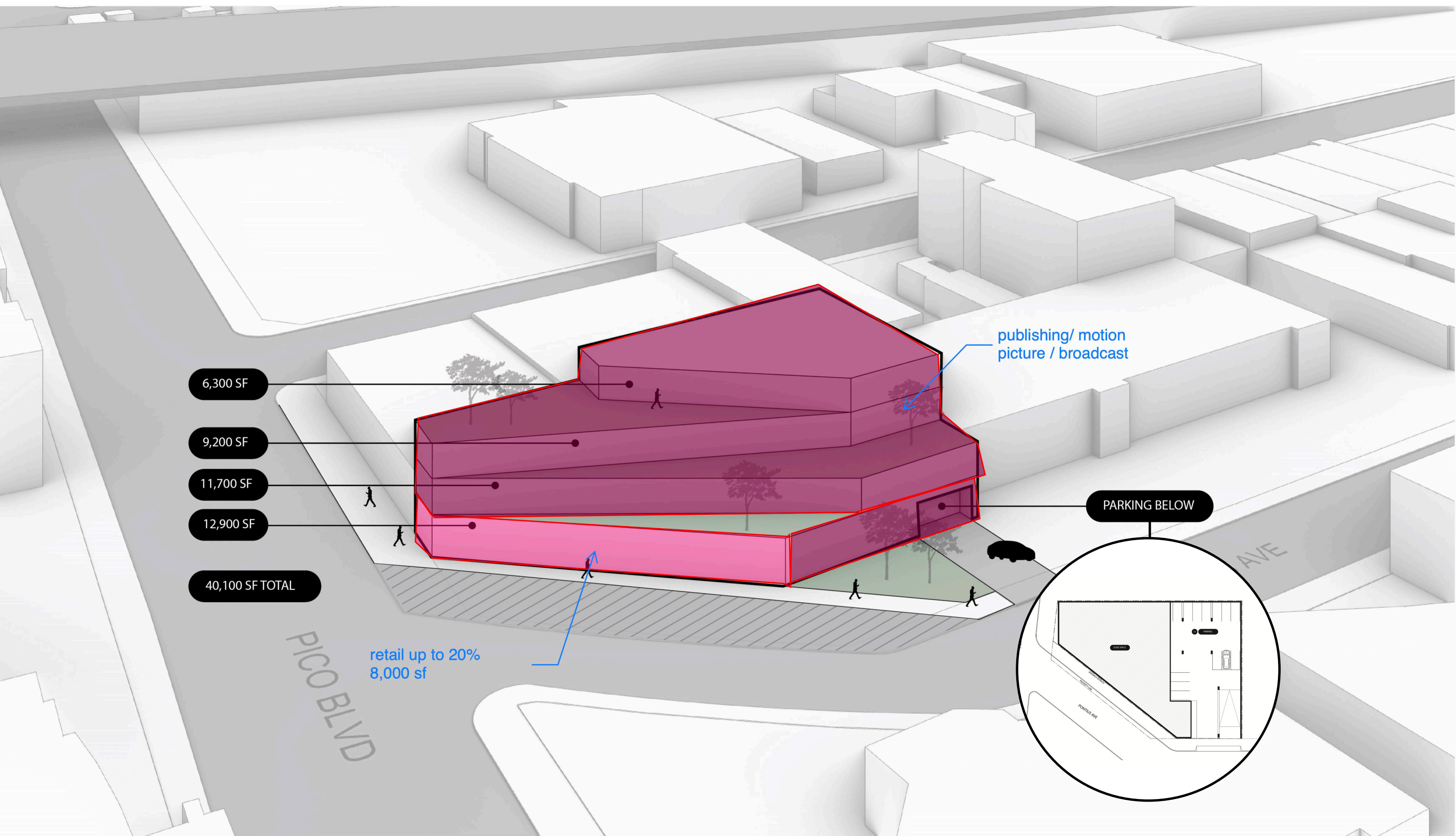
single tenant use:  
office  
light manufacturing  
research  
repair maintenance  
supportive services

- 12,000 SF
- 13,600 SF
- 14,000 SF
- 39,600 SF TOTAL

PARKING BELOW







# Site Plan C

## CHANGE OF USE, NEW CONSTRUCTION FULL: (TOWER)

**USE:** Mixed Use, Work/Office, Light Manufacturing, Research, Repair Maintenance, Vocational School, Recording or Studio Use

Introducing a tower to the building mass creates high visibility of the building, and view from the building that would be desirable to live work occupancy. A large single tenant with manufacturing and office needs, along with research tenants, would be a good fit.

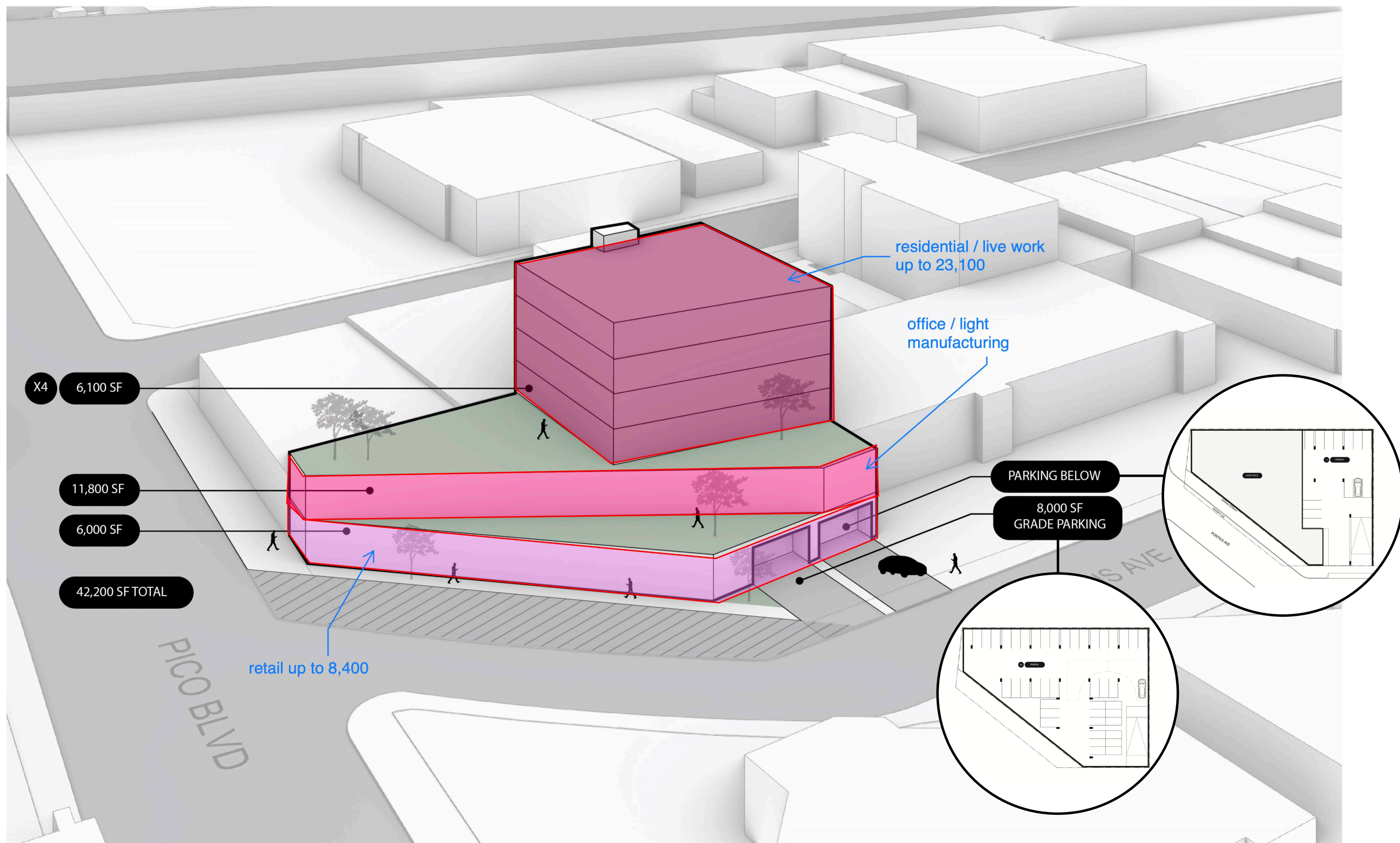
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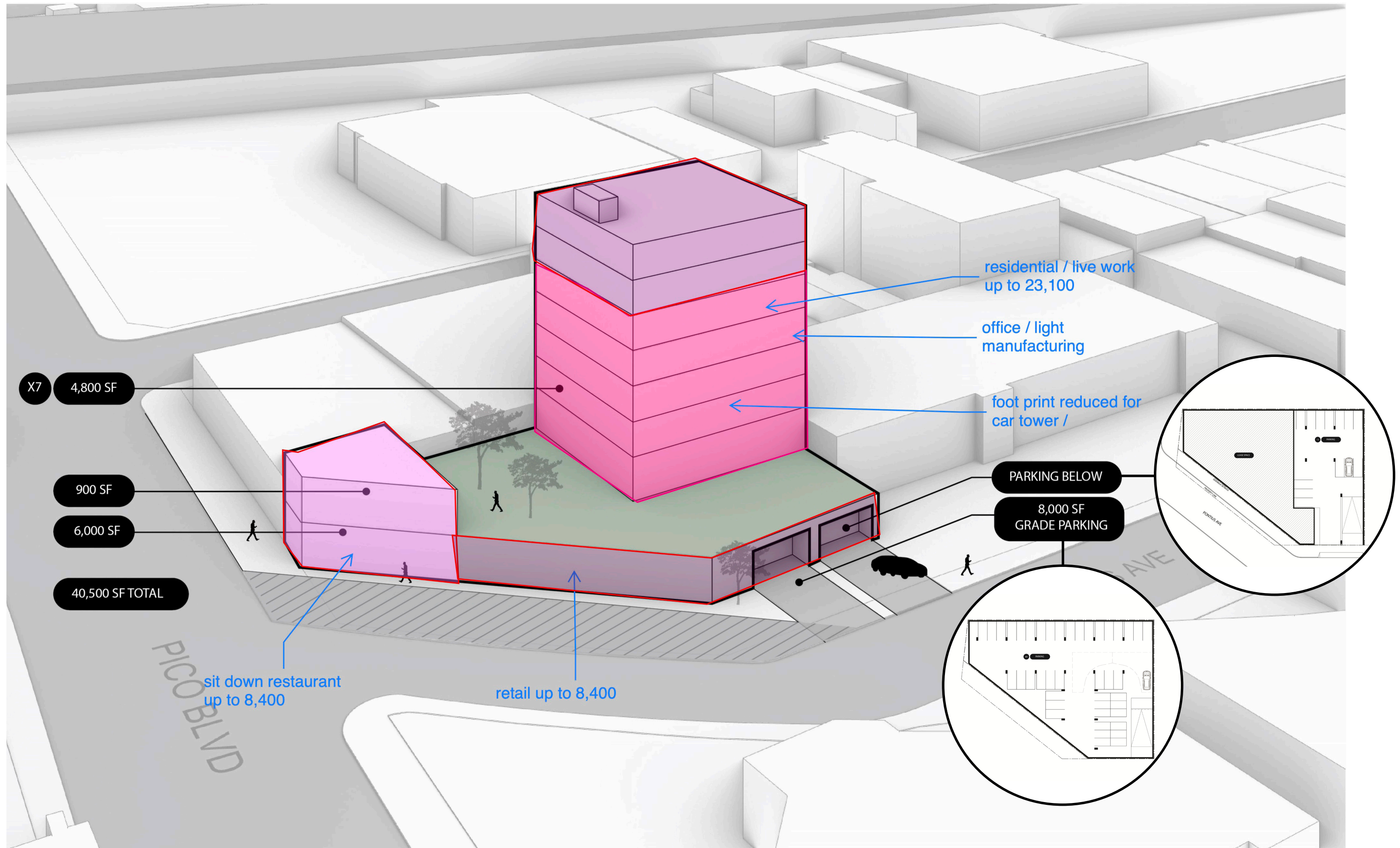
**BLDG AREA:** UP TO 42,500 SF (FAR 2.5)

**PARKING REQ:** NONE

- 
- West Los Angeles Transportation Improvement Plan will assess a one-time fee for Change of Use to be assessed by DOT
  - Expansion of Pontius Blvd may be required. DOT will need to review.









# Appendix

[GOOGLE DRIVE - APPENDIX](#)

Please find the link above to find the following files:

**PERMIT HISTORY**

**OVERLAYS**

- AB 2011 ELIGIBILITY CRITERIA CHECKLIST
- AB 2097 MEMO
- CPC LIVABLE BLVDS STREET SCAPE PLAN
- CPC TOC GUIDLINES
- DCP AFFORDABLE HOUSING LINKAGE FEE UPDATED FEE SCHEDULE
- LADBS SUMMARY OF PARKING REGULATIONS
- ORDINANCE NO. 186105 NEW COASTAL TRANSPORTATION CORRIDOR SPECIFIC PLAN
- ORDINANCE NO. 186108 WEST LA TRANSPORTATION MITIGATION PLAN
- SCO 11161 PICO AIR BROCHURE
- SCO 11161 PICO AS BUILT PLAN WITH DIMENSIONS
- LA CITY PLANNING EXPOSITION CORRIDOR TRANSIT NEIGHBORHOOD PLAN
- WEST LA COMMUNITY PLAN
- 11161 PICO ARIEL MAP
- 11161 PICO GENERAL PLAN LAND USE
- 11161 PICO TOC MAP
- 11161 PICO ZONE MAP
- Z12192 DOT REVIEW FEES
- Z12192 WEST LOS ANGELES TRANSPORTATION IMPROVEMENT PLAN
- Z12427 FREEWAY ADJACENT ADVISORY NOTICE
- Z12452 TRANSIT PRIORITY AREA
- Z12490 EXPOSTITION CORRIDOR TRANSIT NEIGHBORHOOD PLAN

# Let's Get Started

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