BMG
BRANDON MICHAELS GROUP · MARCUS & MILLICHAP



LAND DEVELOPMENT SITE ON

Ventura Boulevard

11222 VENTURA BLVD · STUDIO CITY, CA 91604

EXCLUSIVELY LISTED BY



BMG
BRANDON MICHAELS GROUP · MARCUS & MILLICHAP

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Executive Managing Director Investments
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LAND DEVELOPMENT SITE ON
Ventura Boulevard
11222 VENTURA BLVD · STUDIO CITY, CA 91604

9,370 SF OF LAND · 0.22 ACRES

US 101
0.6 MILE

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$975,000

11222 Ventura Boulevard · Studio City



Priced as land, on Ventura. The Brandon Michaels Group of Marcus & Millichap, as Exclusive Advisor, is pleased to present 11222 Ventura Boulevard (the "Property"), a 9,370-square-foot land development site on the curve of the boulevard in Studio City.

$104
PER SQUARE FOOT OF LAND

9,370 SF
LAND · 0.22 ACRES

±68 FT
FRONTAGE ON VENTURA

C2-1VL-RIO
ZONING · SPECIFIC PLAN

24 Units
BASE DENSITY

45,340
VEHICLES A DAY ON VENTURA

OFFERED FREE AND CLEAR · ALL CASH OR NEW FINANCING · VACANT LAND, DELIVERED AS IS

PRICE PER SF ON 9,370 SF OF LAND. FRONTAGE PER THE DRAFTED PLANS; LAND PER THE ASSESSOR; BUYER TO VERIFY. TRAFFIC PER THE PRIOR OFFERING.

Investment Highlights

Priced as land, on Ventura









01 · THE BASIS

$104

per square foot of land, on Ventura

At $975,000 the Property prices at $104 per square foot of land: $40,625 a unit at the base density of 24, and $27,083 a unit at a bonus count of 36.

02 · TWO PATHS

24

units at base density, before any bonus

C2 zoning allows one unit per 400 square feet of land. The drafted mixed-use plans, or a State Density Bonus project, are both open to a buyer.

03 · THE SLOPE

30 ft

rise from the boulevard to the alley

Over 125 feet of depth the lot climbs 30 feet. Parking sits at Ventura grade inside the hill, and the alley at the top gives a second street frontage.

04 · THE ADDRESS

$175K

average household income within one mile

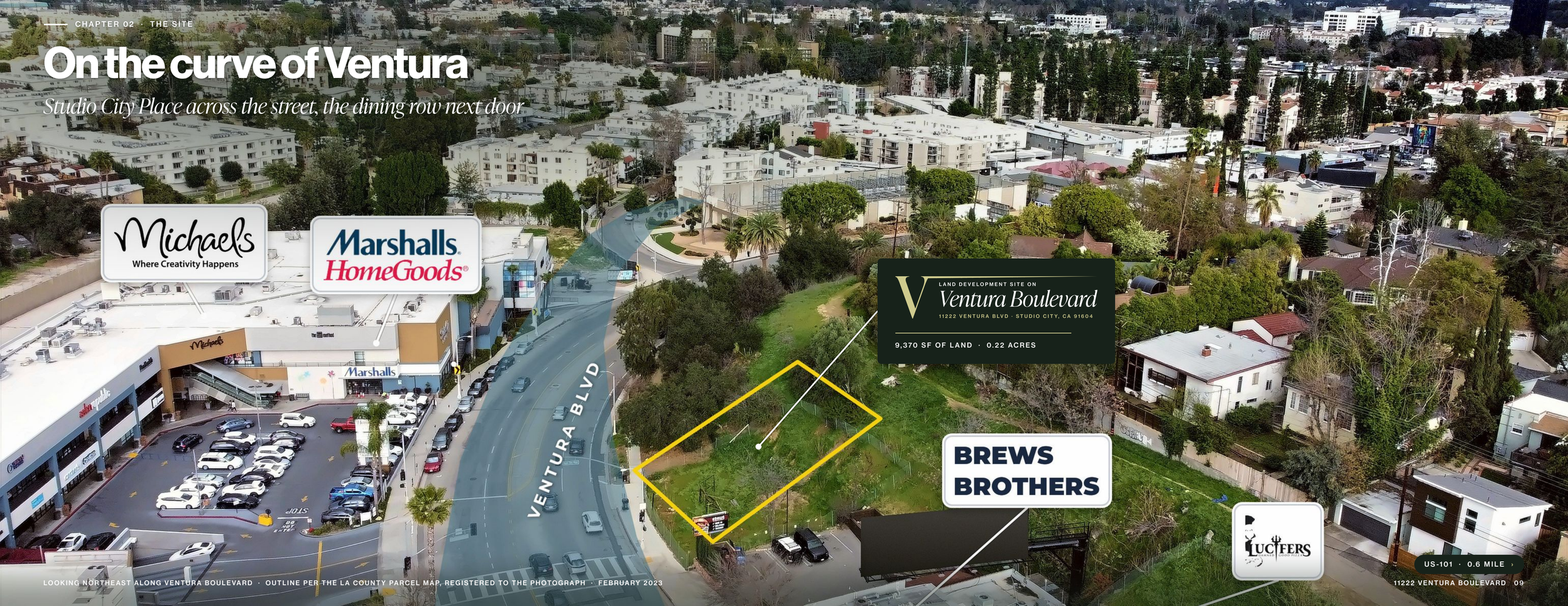
27,157 residents live within a mile, between the Silver Triangle and Universal City, and 182,691 within three miles, with 130,094 jobs.

BONUS COUNT OF 36 ASSUMES A 50% STATE DENSITY BONUS (GOV. CODE 65915) ON 24 BASE UNITS; BUYER TO VERIFY THE COUNT, AFFORDABILITY AND ANY INCENTIVES WITH THE CITY.

DEMOGRAPHICS: DEALGROUND, 2024 ESTIMATES. DISTANCES APPROXIMATE. AERIAL PHOTOGRAPHY FEBRUARY 2023.

On the curve of Ventura

Studio City Place across the street, the dining row next door



LOOKING NORTHEAST ALONG VENTURA BOULEVARD · OUTLINE PER THE LA COUNTY PARCEL MAP, REGISTERED TO THE PHOTOGRAPH · FEBRUARY 2023

The slope is the podium

Thirty feet of rise, two street frontages

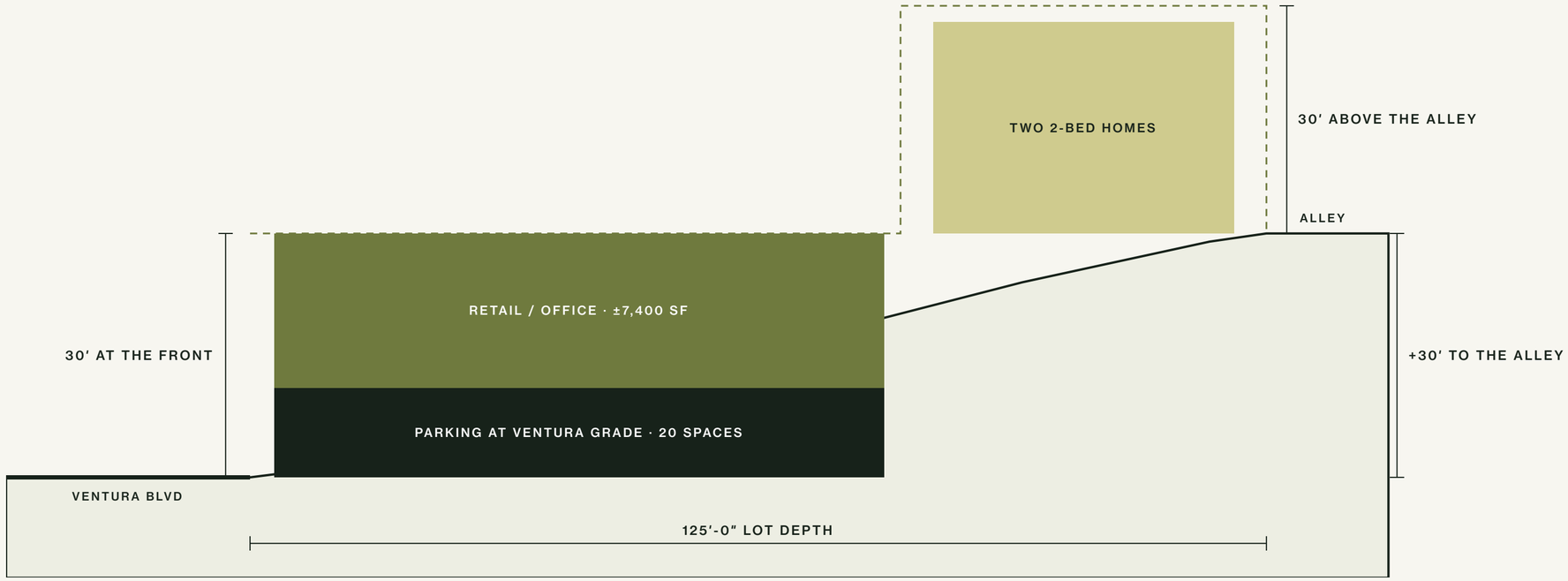
The drafted plans read the slope the way a developer should. Over 125 feet of depth the lot rises about 30 feet from the boulevard to the alley, so the parking level can sit at Ventura grade, inside the hill, without a dollar of subterranean excavation.

Above it, a retail or office floor faces the boulevard, and at the top two homes take their garages from the alley. The Specific Plan measures the 30-foot height limit from grade, so the building can step up the hill with the land: 30 feet at the front, and 30 feet above the alley at the back.

The same section works for a residential building. The podium that holds 20 cars in the drafted scheme is the podium a density-bonus project would build on.

125 FT
LOT DEPTH

+30 FT
VENTURA TO THE ALLEY



SECTION REDRAWN FROM THE DRAFTED PLANS (GIANNI DIÑO DESIGN, SHEET A-3.0, SCHEMATIC, NEVER SUBMITTED). GRADE LINE APPROXIMATE. HEIGHT PER THE VENTURA-CAHUENGA BOULEVARD CORRIDOR SPECIFIC PLAN; BUYER TO VERIFY WITH THE CITY.

Two parcels, 9,370 square feet

From the sidewalk on Ventura to the alley at the top



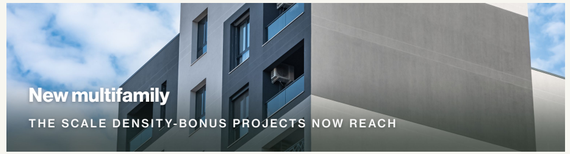
OVERHEAD, FEBRUARY 2023 · OUTLINE PER THE LA COUNTY PARCEL MAP, REGISTERED TO THE PHOTOGRAPH; BUYER TO VERIFY



What the corridor is building

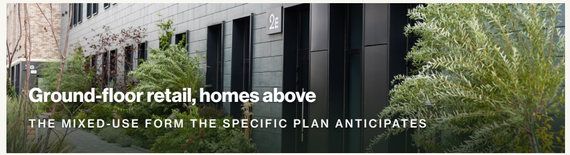
By right, the Corridor Specific Plan allows a 1.0:1 building 30 feet tall over 60% of the lot. That is the drafted scheme. The larger opportunity is the State Density Bonus, which the City has now applied twice on Ventura Boulevard under this same plan in 2026.

At Riverwalk at Studio City, 12501–12665 Ventura, the Planning Commission approved 814 homes at seven stories, 84 feet and 3.2:1 FAR in lieu of the plan's 1.0:1. In Tarzana, 19333 Ventura took 46 homes on a lot of about 12,500 square feet to 79 feet and 3.1:1.



New multifamily

THE SCALE DENSITY-BONUS PROJECTS NOW REACH



Ground-floor retail, homes above

THE MIXED-USE FORM THE SPECIFIC PLAN ANTICIPATES

STOCK PHOTOGRAPHY: ADOBE STOCK, STANDARD LICENSE; ILLUSTRATIVE, NOT THE PROJECTS NAMED.

What the zoning allows

By right, and by the bonus the City is granting

ZONE

C2

COMMERCIAL · CORRIDOR SPECIFIC PLAN

FAR BY RIGHT

1.0:1

9,370 SF OF FLOOR AREA

BASE DENSITY

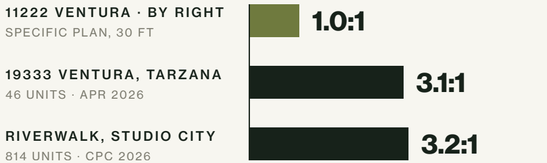
24

UNITS · 1 PER 400 SF OF LAND

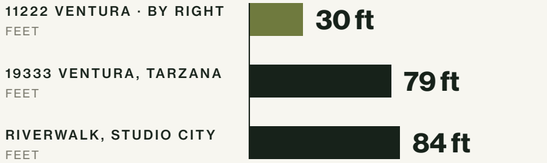
ZONING AND THE SPECIFIC PLAN

Zone	C2-1VL-RIO
Land use	Vacant land
Specific Plan	Ventura-Cahuenga Blvd Corridor
Designation	Neighborhood & General Commercial
Lot coverage	60%
Height by right	30 ft
Plan amendment	Adopted Feb 6, 2026 · Ord. 188,816
Effective	March 14, 2026
Overlay	River Improvement Overlay (RIO)

FLOOR AREA RATIO



HEIGHT



ZONING PER ZIMAS AND THE SPECIFIC PLAN WORKSHEET; HILLSIDE, FIRE AND OVERLAY MAPPING TO BE CONFIRMED. PRECEDENTS: CITY PLANNING COMMISSION DETERMINATIONS, 2026. BARS ON ONE SCALE FROM ZERO. BUYER TO VERIFY ALL ENTITLEMENTS WITH THE CITY OF LOS ANGELES.



CONCEPTUAL RENDERING · THE DRAFTED SCHEME AT TRUE SCALE

The building already drawn

Parking in the hill, a floor on Ventura, homes on the alley

Path one is the building already drawn. The seller commissioned a schematic set for a mixed-use building that fits the Specific Plan as written: no variance, no bonus, no change of zone. It is the shortest line from the land to a finished building.

The ground floor is parking at Ventura grade, carved into the hill. Above it sits a retail or office floor behind a glass front on the boulevard, and at the top two family homes take their garages from the alley, over a planted roof deck. An owner-user can occupy the commercial floor and rent the homes; a developer can sell or lease all three uses.

THE DRAFTED PROGRAM

Parking	**20 spaces at Ventura grade**
Retail / office	**±7,400 SF facing the boulevard**
Residential	**Two 2-bedroom homes**
Garages	**Two 2-car, off the rear alley**
Vertical	**Elevator, roof patio**
Height	**30 ft from grade, front and rear**
Status	**Drafted only, never submitted**



FROM ABOVE: THE ROOF DECK OVER THE COMMERCIAL FLOOR, THE TWO HOMES ON THE ALLEY, SOLAR ON THEIR ROOF

RENDERINGS: CONCEPTUAL, COMPUTER-GENERATED FROM THE DRAFTED PLANS (GIANNI DIÑO DESIGN, A-1.0 TO A-3.0, AND THE ARCHITECT'S 3D VIEWS), PLACED BY THE REGISTERED CAMERA OF EACH DRONE FRAME; FOR ILLUSTRATIVE PURPOSES ONLY. AREAS APPROXIMATE; BUYER TO VERIFY. THE PREVIOUS BRANDING ON THE DRAWINGS IS NOT PART OF THE OFFERING.





The basis, three ways

Land, base density, and the bonus count

PER SQUARE FOOT OF LAND

$104

$975,000 ÷ 9,370 SF

PER UNIT · BASE DENSITY

$40,625

24 UNITS

PER UNIT · BONUS COUNT

$27,083

36 UNITS AT 50%

Path two is a residential building under the State Density Bonus. At one unit per 400 square feet the Property carries 24 base units. A project that sets aside affordable homes can add up to 50%, a bonus count of 36, with incentives and waivers on height and floor area of the kind the City granted at Riverwalk and at 19333 Ventura.

The two renderings use the same camera: the drafted building at 30 feet, and a five-story massing over ground-floor retail. At the bonus count the land basis is $27,083 a unit, a basis that leaves room in a Studio City rent roll.

PATH TWO AT A GLANCE

Base density	**24 units, 1 per 400 SF of land**
Bonus count at 50%	**36 units**
How	**State Density Bonus, Gov. Code 65915**
Incentives and waivers	**Height, floor area, setbacks**
Corridor precedent, 2026	**3.1 to 3.2:1 FAR, 79 to 84 ft**

RENDERINGS: CONCEPTUAL, COMPUTER-GENERATED, PLACED BY THE REGISTERED CAMERA OF THE SAME DRONE FRAME; THE BONUS MASSING IS ILLUSTRATIVE, NOT A DESIGN. THE BONUS COUNT ASSUMES A 50% DENSITY BONUS ON 24 BASE UNITS UNDER GOV. CODE 65915 WITH THE REQUIRED AFFORDABLE SET-ASIDE. UNIT COUNTS, HEIGHT, INCENTIVES AND WAIVERS ARE SUBJECT TO CITY APPROVAL. BUYER TO VERIFY.

Ventura Boulevard, looking west

The corridor into the heart of Studio City



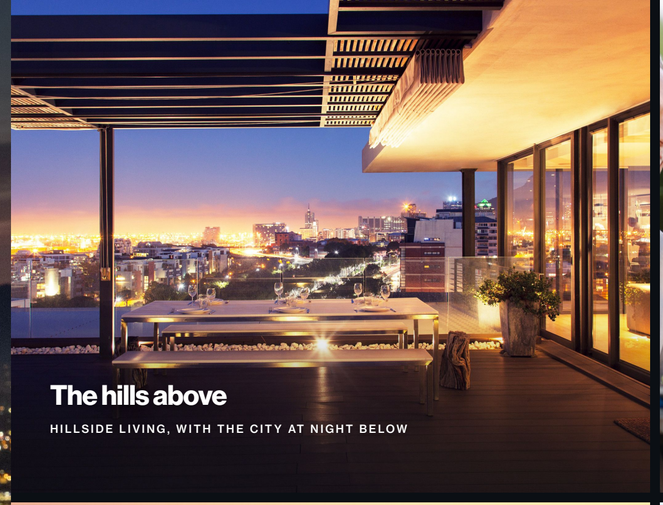
FEBRUARY 2023 · DISTANCES BY ROAD, APPROXIMATE

Living on the boulevard

The hills above, the studios next door, the Valley at your feet

Studio City took its name from the studio at its center, and the studios still set its rhythm: Radford Studio Center is a mile away, Universal City 1.3 miles and Warner Bros. about two. Above Ventura Boulevard the hillside streets climb toward Mulholland; along it run the restaurants and shops that serve them. The Property sits on the boulevard.

THE SAN FERNANDO VALLEY AT DUSK · STOCK PHOTOGRAPHY, ADOBE STOCK, ILLUSTRATIVE



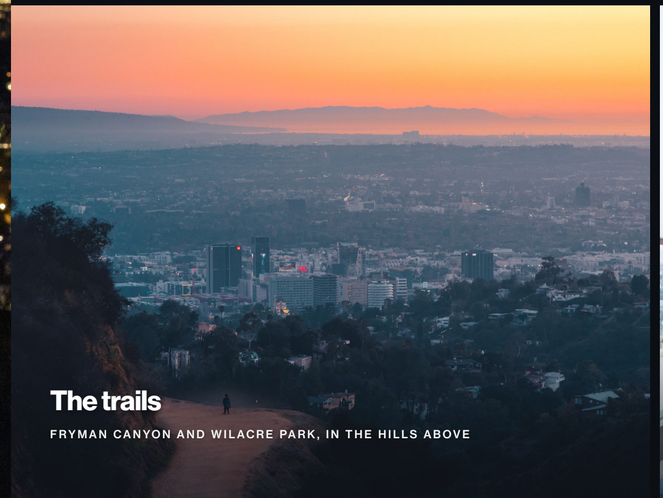
The hills above

HILLSIDE LIVING, WITH THE CITY AT NIGHT BELOW



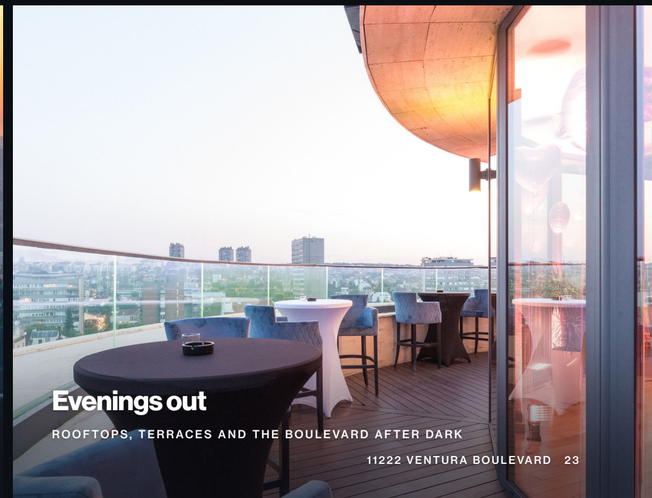
The dining row

VENTURA BOULEVARD RESTAURANTS WITHIN A BLOCK



The trails

FRYMAN CANYON AND WILACRE PARK, IN THE HILLS ABOVE



Evenings out

ROOFTOPS, TERRACES AND THE BOULEVARD AFTER DARK

Between the boulevard and the studios

Universal City 1.3 miles east, the US-101 at 0.6 mile



FEBRUARY 2023 · DISTANCES APPROXIMATE

Studio City

Over the hill from Hollywood

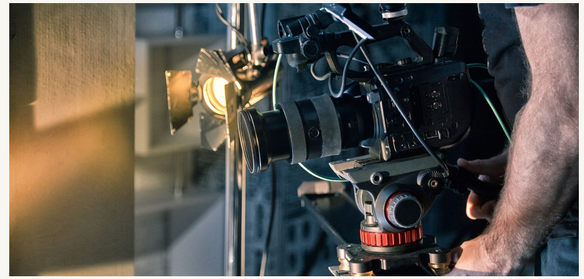
THE HOLLYWOOD HILLS AND GRIFFITH PARK, THE RIDGE BETWEEN STUDIO CITY AND HOLLYWOOD · ADOBE STOCK

Why Studio City holds its value



The Los Angeles River

RUNS A BLOCK NORTH OF THE PROPERTY, WITH THE ZEV GREENWAY ALONG ITS BANK



The studio economy

UNIVERSAL CITY 1.3 MI · RADFORD STUDIO CENTER 1 MI · WARNER BROS. 2 MI



The dining row

ROUGE, URBANE CAFE, BREWS BROTHERS AND LUCIFERS WITHIN A BLOCK



The Valley to the north

VALLEY VILLAGE AND NORTH HOLLYWOOD, ACROSS THE RIVER

STOCK PHOTOGRAPHY: ADOBE STOCK, STANDARD LICENSE. DISTANCES APPROXIMATE.



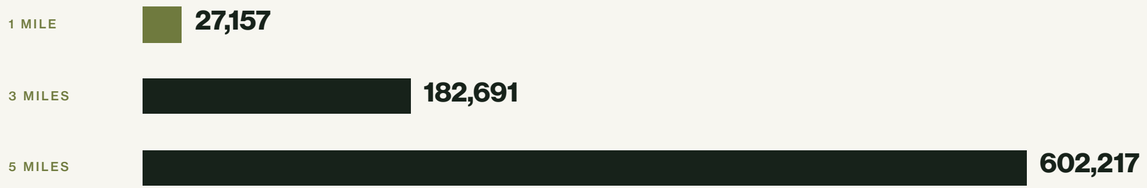
An affluent, employed trade area

$175,037 average household income within one mile

Studio City sits between two economies: the hillside neighborhoods of the Silver Triangle to the south, and the studios and office towers of Universal City and Burbank to the east. Within three miles, 182,691 residents and 130,094 jobs share one corridor, and Ventura Boulevard is its main street.

RADIUS	1 MILE	3 MILES	5 MILES
Population	27,157	182,691	602,217
Avg. household income	$175,037	$160,654	$140,012
Median household income	$124,448	–	–
Employees	10,920	130,094	510,977

POPULATION BY RADIUS



SOURCE: DEALGROUND, 2024 ESTIMATES, RADII FROM THE PROPERTY. BARS ON ONE SCALE FROM ZERO. PHOTOGRAPH: ADOBE STOCK, STANDARD LICENSE.



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