CASE STUDY 2.0
REBUILDING LOS ANGELES

A Visionary Catalog for Resilient and Sustainable Homes

MRAD

M-RAD / FIRM SUMMARY

MATTHEW ROSENBERG

CEO & FOUNDER

JAMES HUGHES, AIA, LEED GA

PRINCIPAL ARCHITECT

ROBERTO ORTIZ DE LANDAZURI

PROJECT MANAGER

ETIENNE SERVEAU

PROJECT DESIGNER

M-Rad is a Los Angeles-based architecture studio founded by Matthew Rosenberg. The practice views design as a tool to address larger systems shaping urban life. Rather than separating architecture from development, branding, or community use, M-Rad engages each layer holistically, understanding that meaningful architecture emerges from the intersection of these forces. The studio's integrated model spans early analysis, design, and implementation, enabling context-specific solutions that respond to climate, culture, and program. This approach supports a rigorous process while remaining adaptable and forward-thinking.

The firm's portfolio spans residential, commercial, and hospitality work, each project guided by an interest in how architecture can evolve with shifting social patterns, environmental realities, and cultural identity. M-Rad's methodology incorporates data, material performance, and community insight to produce designs that are as responsive as they are expressive. The studio's design language avoids formulas and instead emerges from research and a deep sensitivity to form, function, and context.

M-Rad's interdisciplinary team of architects and designers works collaboratively across scales and typologies. This structure fosters a process-driven design ethos that values iteration, transparency, and long-term cultural and spatial relevance. The studio is especially drawn to projects that challenge conventions, offer room for innovation, and require both creative ambition and technical precision. For clients seeking a practice that treats architecture as both a built solution and a social instrument, M-Rad brings a thoughtful, research-based partnership.

PROJECT NARRATIVE

Located in the heart of Pacific Palisades, the residence at 1055 Hartzell Street responds to the challenges and opportunities of a narrow 40’ by 130’ urban lot. Designed as a contemporary family home, the project reinterprets Southern California’s legacy of indoor-outdoor living through a restrained material palette, a clear spatial sequence, and a profound connection to landscape.

The architectural concept is anchored in linear organization, using the site’s elongated proportions to guide movement and create a sense of depth. From the moment of entry, the house reveals itself gradually: a vestibule leads to a guest suite and study at the front of the property, followed by a central kitchen and dining area, and culminating in a living space that opens fully to the garden and lap pool. This progression establishes a sense of rhythm and hierarchy while maintaining visual continuity across the full length of the lot.

Externally, the house is clad in white stucco and vertical slats, balancing a clean, modernist expression with warm materiality. Internally, natural wood tones provide texture and warmth, while large panes of glass and clerestory windows ensure abundant daylight and strong visual ties to the landscape.

The upper floor contains three bedrooms and two bathrooms, organized around a central corridor lit from above. The primary suite is positioned at the rear of the house to take advantage of views into the garden while maintaining a sense of seclusion. The flat roof line is trimmed with strategic overhangs, offering protection from solar heat gain and contributing to the project’s calm, horizontal expression.

A sectional reading of the house reveals a subtle split-level strategy, with the sunken living room enhancing spatial variety and intimacy without sacrificing ceiling height. The floating roof, coupled with slender columns and floor-to-ceiling glazing, reinforces the project’s commitment to openness and architectural clarity.

Environmental performance is supported by passive design elements. The deep overhangs and operable glazing support natural ventilation and shading, while the narrow lap pool acts as a thermal buffer for the main living areas. Drought-tolerant landscaping and native species ensure that the outdoor environment complements the architecture without placing excessive demands on resources.

PARCEL INFO & DIAGRAMS

ADDRESS: 1055 HARTZELL ST., PACIFIC PALISADES

BUILDING AREAS

GROSS FLOOR AREA:	2,544 SQ. FT.
GARAGE AREA:	405 SQ. FT.
TOTAL AREA:	2,949 SQ. FT.
FOOTPRINT:	82’ X 30’
HEIGHT:	19’6” < 30’ MAX

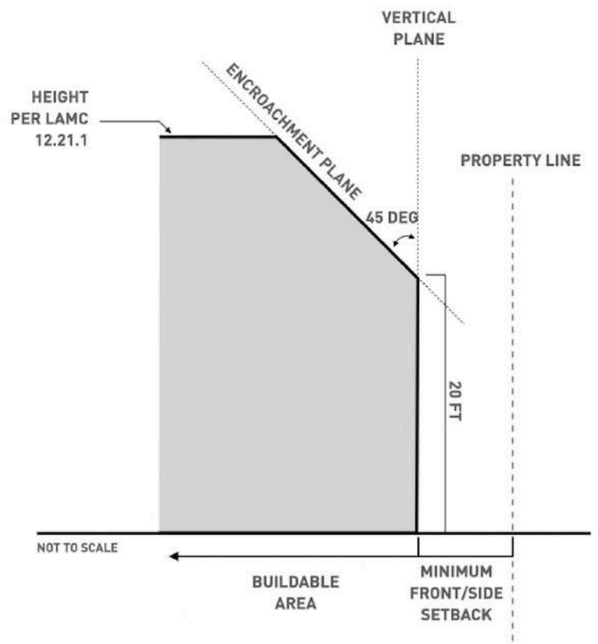
PROGRAM

LEVEL 1:	FOYER, OFFICE, KITCHEN , DINING AND LIVING ROOM
	OUTDOOR DECK AND GARDEN
	2 COVERED PARKING SPACES
LEVEL 2:	3 BEDROOMS / 2 BATHROOMS (INCLUDING MASTER)
OPTIONAL:	SWIMMING POOL
	BASEMENT

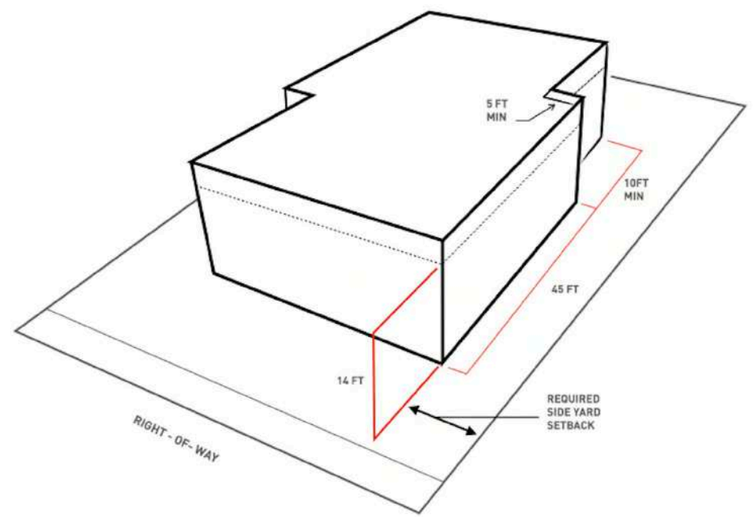
PROJECT DATA

SITE ADDRESS:	1055 HARTZELL ST., PACIFIC PALISADES
LOT AREA:	5,200 SQ. FT.
ZONED:	R1
MAXIMUM ENVELOPE HEIGHT:	30’ / 2 STORIES (TBD)
SETBACK REQUIREMENTS:	FRONT: 20% OR 26’
	REAR: 15’
	SIDE: 5’
PARKING REQUIREMENTS:	2 COVERED SPACES
PREVIOUS BUILDING AREA:	2,496 SQ. FT.
110% EXCEPTION:	2,745.6 SQ. FT.
LOT COVERAGE:	≤ 45% (2,342 SQ FT MAX)

BUILDING HEIGHT DIAGRAM



BUILDING ENVELOPE AND SETBACK DIAGRAM



DESIGN FEATURES

FIRE RESISTANCE

The home uses non-combustible materials and tightly sealed assemblies to enhance fire resistance, meeting or exceeding California's WUI standards.

ROOFING

The home features high-performance roofing systems designed for durability, energy efficiency, and resistance to fire, wind, and water intrusion.

BUILDING SIDING

The home incorporates durable, fire-resistant siding materials, such as metal panels, designed to withstand harsh weather and minimize maintenance over time.

WINDOWS & DOORS

The home is equipped with high-performance windows and doors featuring dual or triple glazing, low-E coatings, and tightly sealed frames to enhance energy efficiency, security, and fire resistance.

DEFENSIBLE SPACE INTEGRATION

The home is designed with defensible space in mind, incorporating strategic landscaping, non-combustible surfaces, and site planning.

VENTS

The home is outfitted with WUI-compliant vents featuring corrosion-resistant metal and fine mesh screens that block airborne embers, reducing the risk of ignition in vulnerable areas.

EMBER-RESISTANT FEATURES

The home is integrates ember-resistant design elements such as sealed eaves, ignition-resistant materials, and minimal overhangs to prevent ember intrusion and reduce vulnerability during wildfires.

SUSTAINABILITY

The home prioritizes sustainability through energy-efficient systems, low-waste construction, high-performance insulation, and materials.

DESIGN QUALITIES

The home combines modern aesthetics with functional design, offering clean lines, open spaces, and customizable layouts.

CONSTRUCTION METHODOLOGY

The house features a steel frame with concrete shear walls, enabling open interiors with few columns. Custom aluminum glazing and wood slats enhance performance and warmth.

EFFICIENCY

The home is engineered for maximum efficiency, with optimized energy use, superior insulation, air-tight construction, and integrated smart systems.

STYLE FEATURES

The home seamless indoor-outdoor connections, designed to reflect both elegance and livability.

ADDITIONAL SPECIAL FEATURES

The home can include smart home integration, solar-ready infrastructure, energy storage options, water-saving systems, and optional wellness features like advanced air and water filtration.

CUSTOMIZATION POTENTIAL

A range of materials and customization options are available.

PLANS

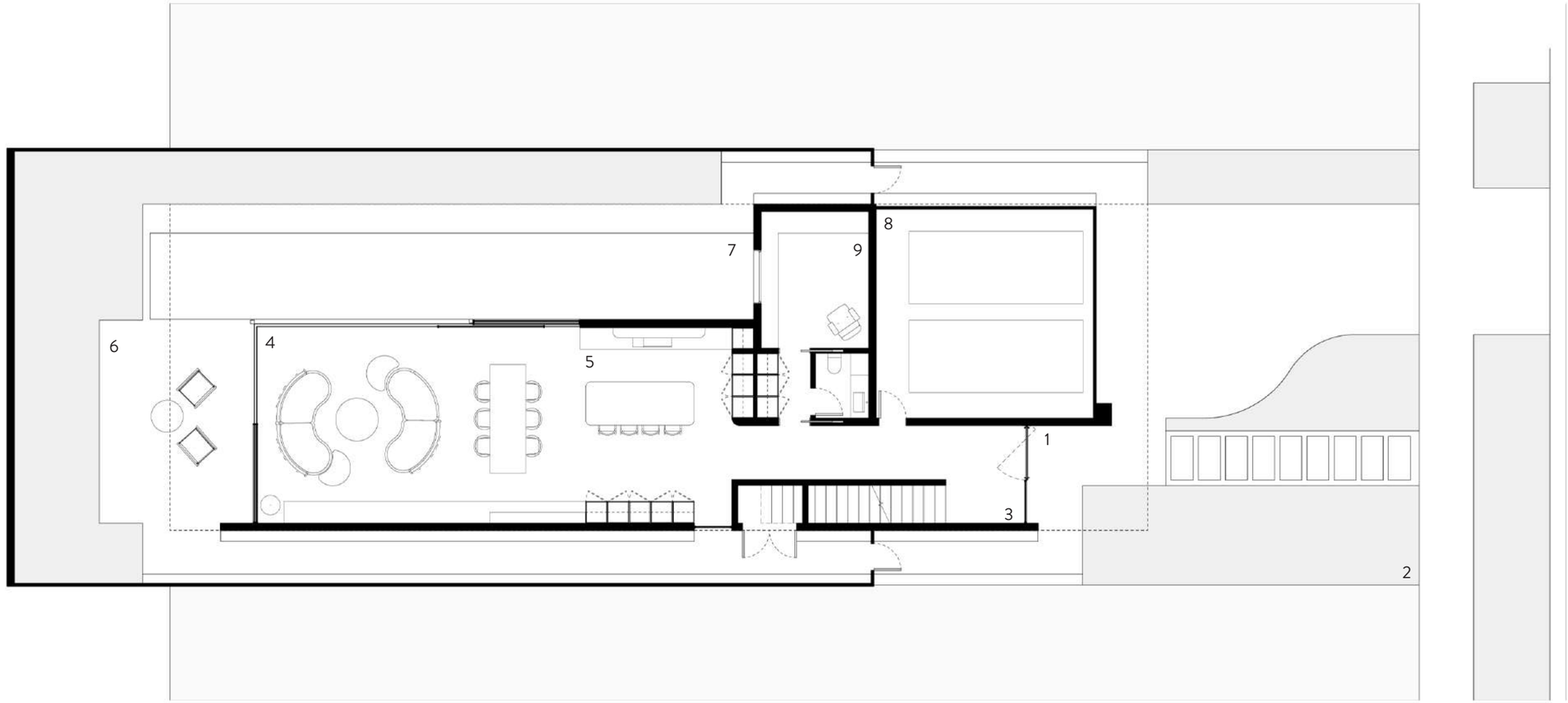
GROUND LEVEL

AREA CALCULATIONS

House Footprint	82’ x 30’
Level 1 Gross Area	1,380 Sq. Ft.
Level 2 Gross Area	1,164 Sq. Ft.
Total Gross Area	2,544 Sq. Ft.

LEGEND

1. Entrance
2. Front yard
3. Foyer
4. Living Room
5. Kitchen
6. Outdoor Deck
7. Swimming Pool
8. Garage
9. Office
10. Bedrooms
11. Bathrooms
12. Master Bathroom
13. Master Bedroom
14. Solar Array Footprint



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LEVEL 2

AREA CALCULATIONS

House Footprint	82’ x 30’
Level 1 Gross Area	1,380 Sq. Ft.
Level 2 Gross Area	1,164 Sq. Ft.
Total Gross Area	2,544 Sq. Ft.

LEGEND

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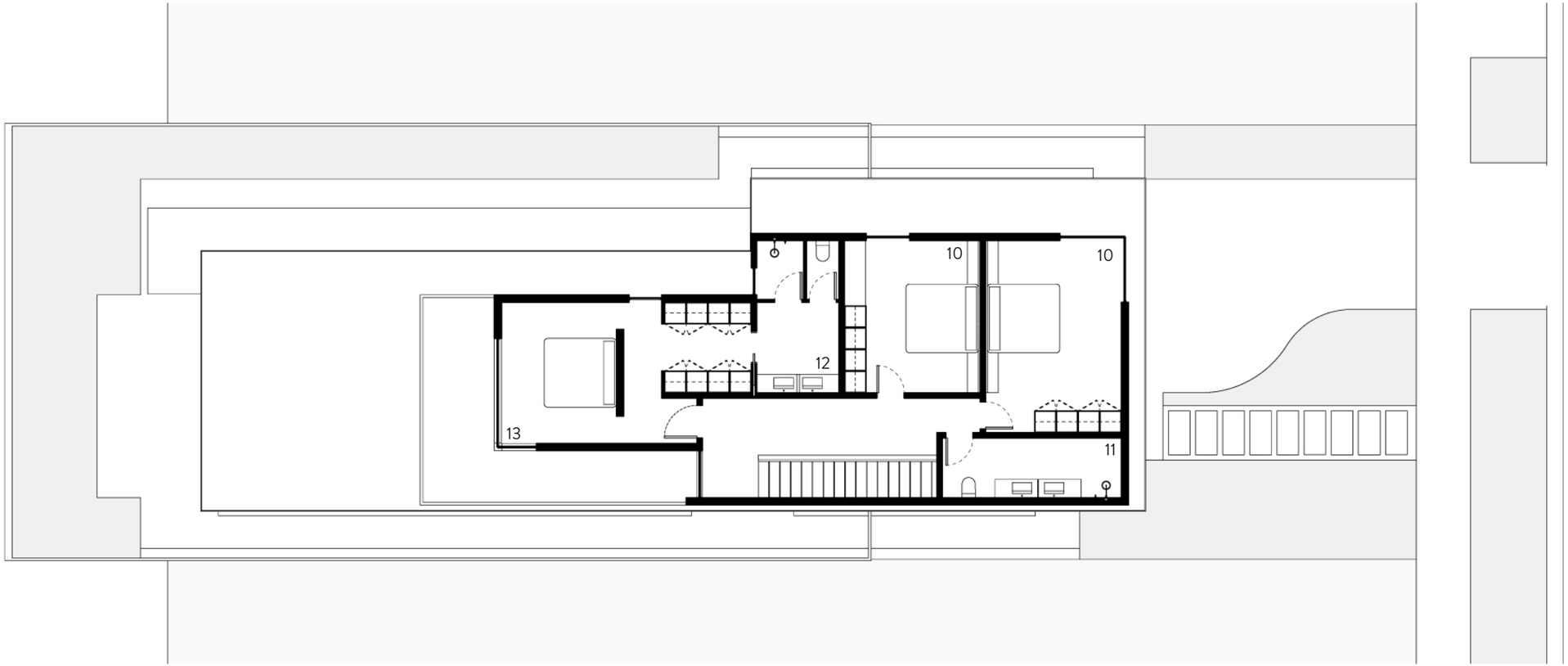

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ROOF LEVEL

AREA CALCULATIONS

House Footprint	82’ x 30’
Level 1 Gross Area	1,380 Sq. Ft.
Level 2 Gross Area	1,164 Sq. Ft.
Total Gross Area	2,544 Sq. Ft.

LEGEND

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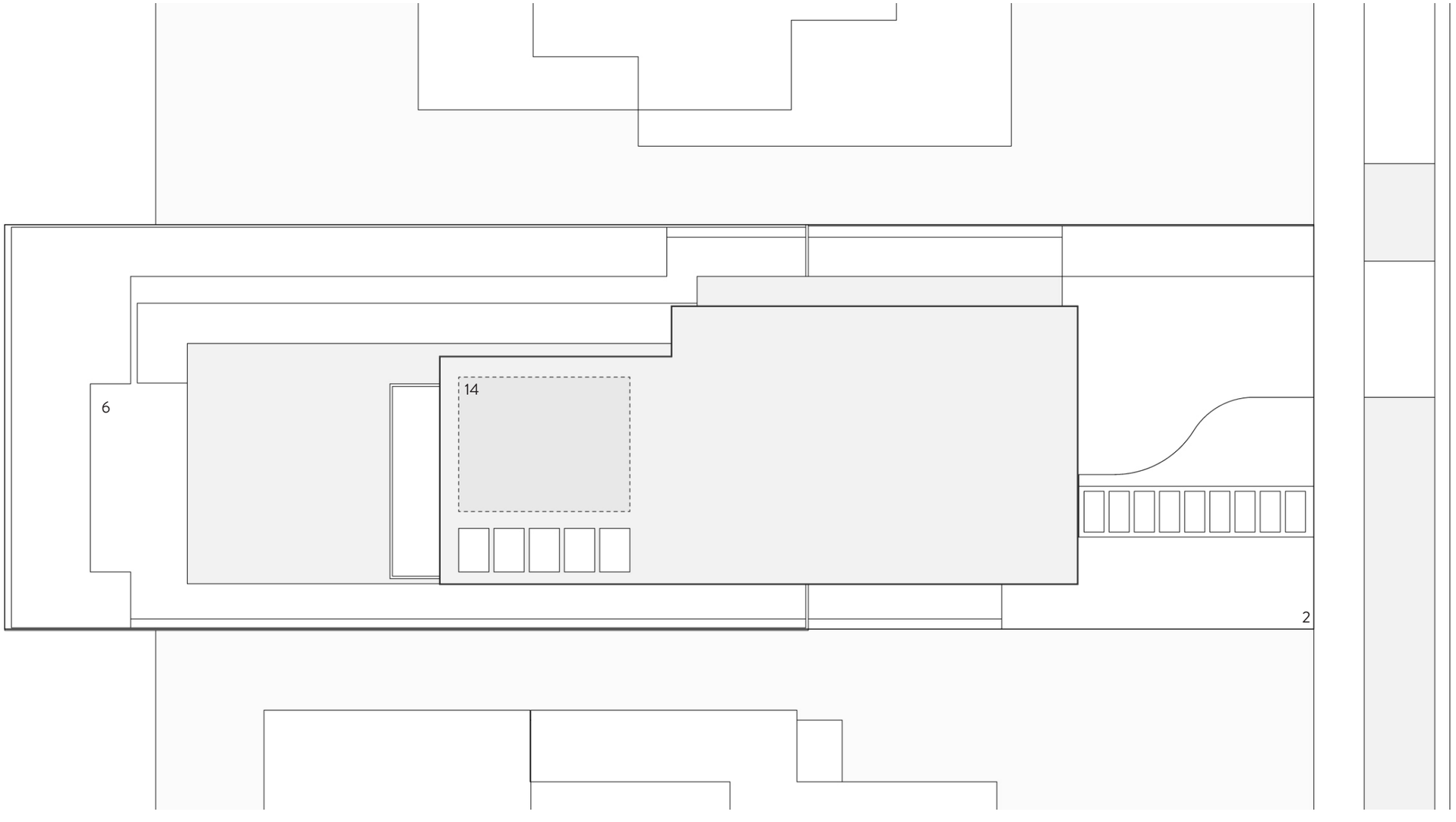


ELEVATIONS & SECTIONS

ELEVATIONS

SOUTH ELEVATION

NORTH ELEVATION

SECTIONS

LONGITUDINAL SECTION 1

LONGITUDINAL SECTION 2

CUSTOMIZATION USE CASES

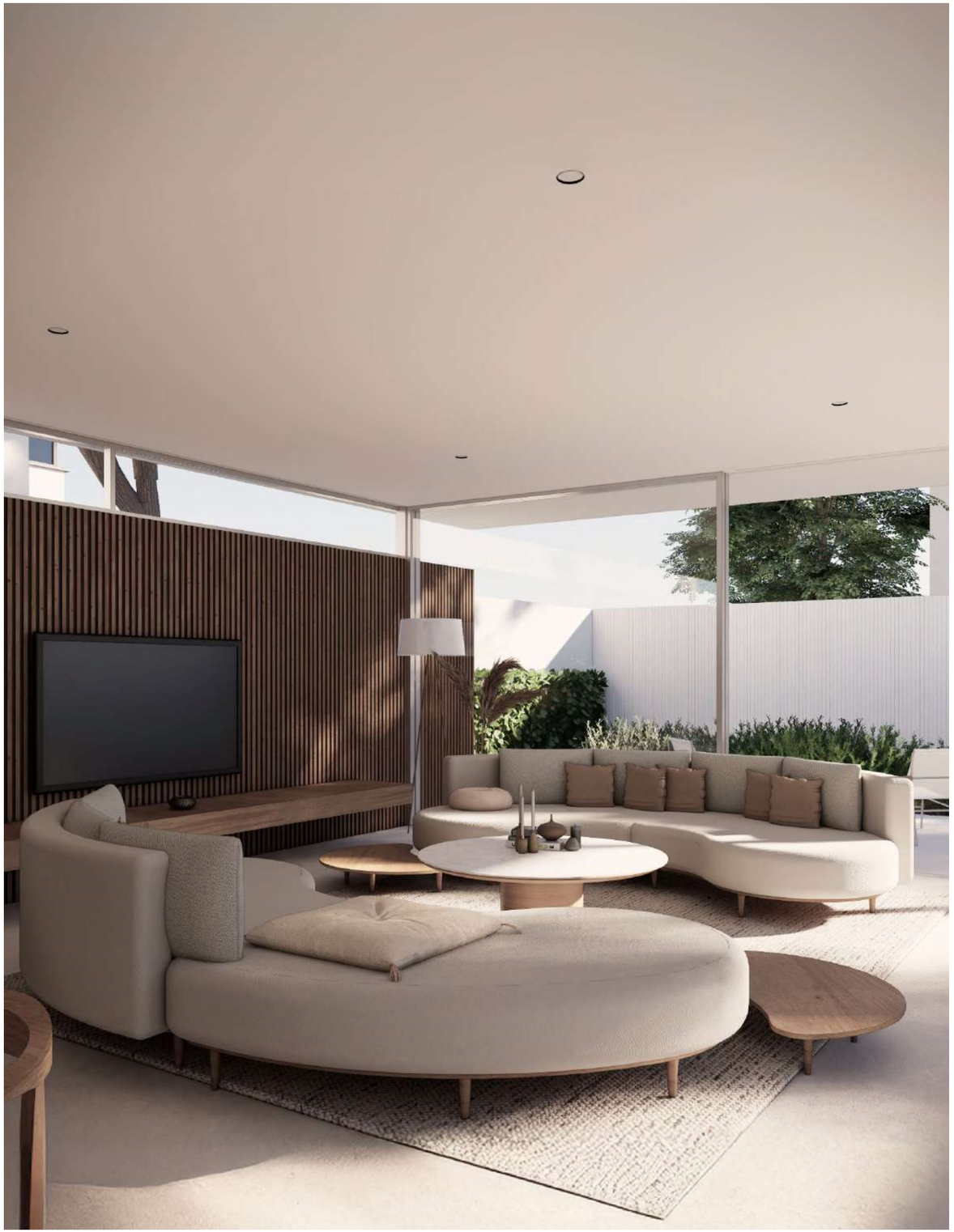
FACADE VARIATION WITH METALLIC WOOD-EFFECT SLATS

FACADE VARIATION WITH SMOOTH BLUE PANEL GARAGE

FACADE VARIATION WITH GREEN ACCENTS AND METALLIC WOOD-EFFECT SLATS

FACADE VARIATION WITH TRAVERTINE STONE AND WOOD-EFFECT SLATS

RENDERINGS



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