

Letter of Justification

In connection with the application of 191 Retail Orange LLC, dba Fellows Hall (the "Applicant") for a conditional use permit to allow for the service of alcohol and live music at the parcel of real property at 180 N. Grand St., Orange CA 92866 (the "Premises") identified by Parcel Number 039-252-18, the Applicant submits this letter of justification to explain what is proposed. For convenience, this letter is organized in the order of the questions presented in the City of Orange Land Use Project Application.

1. For non-residential projects, company name, type of business, use(s), hours of operation, company owned vehicles, number of employees, type of materials handled, history of the business, and any other information necessary to describe the proposed use.

The Applicant will do business as **Fellows Hall**, a family friendly, neighborhood restaurant and gathering space featuring the sophisticated cuisine of our **Executive Chef Han**. Chef Han studied for his culinary degree at Le Cordon Bleu, eventually leading to a decade long career at Nobu Restaurant working alongside world famous and James Beard award winning Chef Nobu Matsuhisa.

Chef Han has pushed the boundaries of sushi and asian cuisine including the pioneering of dry aged fish and teppanyaki. Indeed, Yelp in 2021 declared Chef Han "California's #1 Sushi Chef" and Coast Magazine "one of OC's greatest hidden treasures". His artful presentations and palette expanding platings feature unique alcohol pairings including rare sakes, whiskeys, rice based beers and fresh fruit cocktails.

As part of the evolved dining experience we are curating at Fellows Hall, we request live music as part of our Conditional Use Permit. The music will primarily feature low-key jazz as a means of creating a lush ambience to compliment the food and drink. The food is central to our offering, and music volumes will not be at levels that would disrupt guest conversations. Our managers are experienced with live music and will oversee volumes such as to prevent disturbing any businesses or residents in the vicinity. We will closely abide by all local noise ordinances including soundproofing if necessary.

While the alcohol and music enhance the presentation, it is the food which is always central

The Premises sits in the midst of a vibrant and diverse community with easy access and parking. Within short walking distance is Chapman University, Homegrown Farmers Market, Train Station and Hilbert Museum. As with their other properties, the Applicant is committed to uplifting their neighbors and neighborhood. To this end, the Premises will also house a small market and podcast studio.

The Premises sits just east of Old Towne and the Orange business district (Zoned OTMU-15).

The Premises will serve a wide demographic similar to nearby Urth Cafe--on a more intimate scale--with like Hours of Operation: 7:00am to 10:00pm Sunday thru Thursday. In addition, the managers anticipate the trend of sophisticated late night dining—prevalent in major european cities—and request extended Hours of Operation of 7:00am to 12:00am on Fridays and Saturdays as demand dictates. The Premises will employ approximately 60 part time employees serving food and drink to approximately 210 seats.

Principals **Adam Chez & Jon Newman** (Charis Capital) have worked with the City of Orange to repurpose several buildings including the Snooze Building (240 W.Chapman), Grand Gimeno (146 N.Grand) & Sunkist Building (195 S.Glassell). Managing Partners **Peter Jaisel** and **Karmina Sacramento** have operated and been affiliated with some of Orange Counties most successful restaurants, hotels and developments including Hyatt Hotels, the Lab, the Camp, Irvine Spectrum, Habana, Breakfast Republic, Shuck & Nobu.

2. Describe physical characteristics of the property including any existing structures on the site, the use, architecture, topography, mature landscaping/trees, and any other information necessary to describe the proposed use.

The property is currently vacant and in the process of upgrades and renovations. The building which sits on the property, was formerly a pre-school built mid-century 1956 and is approximately 5,000 square feet. The property is located just south of the corner of North Orange Street and East Maple Avenue. Primary access is from North Orange with both a loading area (yellow parking) directly in front of the building, and parking to the north with direct delivery access. Site topography is flat. Mature trees line the City parkway; however, no mature trees exist on the site. A survey of the area and comparable businesses has determined there is ample ingress/egress for deliveries, maintenance and operation of the property with minimal impact to the neighborhood. The Applicant intends to highlight the mid-century architectural features and character of the property with thoughtful upgrades and restorations.

3. Describe the surrounding properties, including the type of land use (such as residential, commercial, industrial, etc.), intensity of land use (such as single-family, apartment houses, retail stores, etc.), and scale of development (height, frontage, setback, rear yard, etc.).

The Premises sits within the OTMU-15 zoning classification. The properties in the blocks directly to the north and south are also classified OTMU-15. To the east is the First Presbyterian Church of Orange campus. Across Maple Ave to the north is a residential district zoned R-1-6 for single family homes. To the south of the Premises is the Grand Gimeno event center. All the properties in the block immediately to the west of the Premises are also zoned OTMU-15 and are used for commercial businesses and public parking. The block to the east of the Premises consists of OTMU-15, R-1-6 and C-1 zoning. The uses consist of rental homes, private parking, single family homes and the Orange Public Library.

4. Explain any unique conditions of the site such as location, shape, and/or topography.

The applicant does not note any unique conditions of the site that impact the use.

5. Explain any phasing of the project.

There is no planned phasing of the project.

6. For Alcohol Beverage Control (ABC) applications, provide: hours of operation, number of employees (total and per shift), how alcohol will be displayed on the premises, 12 copies of the menu if serving food, number of seats broken down by table and/or bar, design of outdoor seating barrier/gate, and name of ABC investigator if known.

The Applicant will apply for a Type 47 Liquor License with the California Department of Alcoholic Beverage Control to include the entire perimeter of the Premises. **Hours of operation will be 7:00am to 10:00pm Sunday thru Thursday, and 7:00am to 12:00am Friday and Saturday.** These hours do not

restrict employees from being on the premises before opening for preparations or after close for clean-up. The business will employ approximately 80 part time employees with as many as 38 on site per shift.

Beer, Wine and Alcohol will be ordered from the food counter and dedicated bars. Food and drinks will be delivered to the tables by **ServSafe** and **LEAD certified** staff. A floorplan is attached as **Exhibit A** with the location of seats, tables, service areas and entries and exits. Consumption and service will also be provided on the existing enclosed patios. We will follow all ABC protocols required by law.

Beer, Wine and Alcohol will be displayed, stored and served behind the bars in a manner that prohibits access to patrons. A draft copy of the Tenant's alcohol management plan for the venue is attached as **Exhibit B**. The applicant will provide the name of the ABC investigator assigned to the license application for the Tenant once such individual is identified. A sample menu is attached as **Exhibit C**.

Operators and managers of the Premises are LEAD trained. LEAD is offered by ABC and trains our staff regularly on responsible sale and service of alcoholic beverages, with an emphasis on preventing sales to minors, sales to obviously intoxicated persons, and illicit drug activity at our licensed establishments.

The Applicant hopes to create a noteworthy Premises while generating solid tax revenue for the City.

Adam, Jon, Peter and Karmina--as the owners and operators of Fellows Hall--have a vast body of work in Orange County, and a track record of success. They are confident in creating an iconic and uplifting venue that both the City and community will be proud of. They are committed to being good neighbors that will continue to partner with the City, community and local law enforcement to uphold their venues in compliance and good standing. As such, we humbly thank you for your consideration in these matters.