

To: City of Orange – Planning Division  
300 E. Chapman Avenue  
Orange, CA 92866

RE: Letter of Justification – Master Signage Plan for 191 N. Orange

Dear Planning Division:

On behalf of 191 Orange, LLC, we respectfully submit this letter of justification in support of the proposed **Master Signage Plan (MSP)** for **191 N. Orange**, a premier mixed-use retail center located in the City of Orange.

## Project Overview

The 191 N. Orange development encompasses approximately [acreage/square footage] and includes a thoughtfully curated mix of retail, dining, and service-oriented tenants designed to serve the surrounding community and visitors. The project's architecture integrates high-quality materials, pedestrian-oriented design, and landscaping consistent with the City of Orange General Plan and design guidelines.

## Purpose of the Master Signage Plan

The City of Orange Zoning Code (§17.36.150 – Master Sign Program) allows projects of this scale and complexity to establish comprehensive signage standards. The proposed MSP seeks to:

1. **Establish a cohesive identity** for the project, while accommodating individual tenant branding and visibility needs.
2. **Improve wayfinding and customer navigation** through coordinated monument, directional, and building-mounted signs.
3. **Ensure compliance with City objectives** for high-quality, aesthetically consistent signage.

4. Provide flexibility to address varying tenant types and architectural conditions without creating visual clutter.

## Justification and Benefits

- **Cohesive and Context-Sensitive Design:** All signs will share a coordinated palette of materials, finishes, and illumination styles that complement the architectural design and meet the City's design standards.
- **Enhanced Wayfinding:** The proposed program includes monument and directional signage that will safely and efficiently guide both pedestrian and vehicular traffic through the project, consistent with §17.36.040 of the Orange Municipal Code.
- **Economic Vitality:** By providing tenants with clear and visible signage, the MSP will help maintain strong retail performance, generating consistent sales tax revenue for the City.
- **Flexibility for a Mixed-Use Environment:** The MSP allows for tailored solutions for restaurant, retail, and service tenants while maintaining the overall character of the center.
- **Minimized Visual Clutter:** Establishing a single program ensures sign sizes, placement, and lighting are appropriately scaled to the site, avoiding piecemeal installations over time.

## Conclusion

The requested Master Signage Plan is consistent with the intent and requirements of the City of Orange Municipal Code. It ensures a unified, visually appealing signage system that strengthens the project's identity and enhances the surrounding community.

We respectfully request the City's approval of the 191 N. Orange Master Signage Plan. Should you have any questions or require additional details, please do not hesitate to contact me.

Thank you for your time and consideration.

Sincerely,

Adam Chez

Principal

480-276-1078

[adam@chariscapital.com](mailto:adam@chariscapital.com)