

Project Narrative – Conditional Use Permit (CUP) Application: CUP-2025-032

APPE Izakaya Restaurant

Location: 200 Main Street, Suite #109, Huntington Beach, CA 92648

APPE Izakaya is a proposed full-service restaurant to be located at 200 Main Street, Suite #109, in the City of Huntington Beach. The restaurant will serve Japanese-inspired cuisine and is intended to serve both local residents and visitors, contributing to the active dining environment within the downtown area.

The applicant respectfully requests approval of a Conditional Use Permit (CUP) to allow the sale of alcohol for on-site consumption under an Alcoholic Beverage Control (ABC) **Type 41 (Beer and Wine)** license. Alcohol service will be **incidental and accessory to the primary use as a restaurant** and will only be provided in conjunction with the purchase of meals.

The tenant space encompasses approximately **1,084 square feet**. The restaurant is proposed to operate **seven (7) days per week**, with hours of operation from **12:00 p.m. to 10:00 p.m.** The business will employ approximately **eight (8) employees**, including kitchen staff, service staff, and management personnel.

The subject property is located right in the middle of downtown Huntington beach, within a mixed-use commercial area. **Surrounding uses** include commercial and retail businesses to the **north, south, east, and west**, including restaurants, shops, and other downtown-serving uses that are consistent with the proposed operation.

Alcohol service will be provided through **full table service only** by trained restaurant staff. There will be **no bar-only service**, no alcohol service without food, and no entertainment, dancing, or nightclub-type activities. The establishment will not operate as a bar and will maintain a **family-friendly dining environment** at all times. Alcohol service will comply with all applicable state and local regulations, including responsible service practices.

This application does **include both dining areas and outdoor patio**. All food and alcohol service will take place **entirely** of the restaurant space.

Approval of this Conditional Use Permit will allow APPE Izakaya to enhance its dining experience while remaining compatible with surrounding uses. The applicant is committed to operating responsibly, complying with all City of Huntington Beach requirements, and being a positive and contributing member of the downtown community.

Best regards,
Ekkasit Srikokjaroen
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APPE Izakaya