

Business Narrative

The Applicant, ASF Earth Cuisine Inc, DBA Izakaya Takasei is owned and operated by Takuhiro Sakurai. He is requesting a Conditional Use Permit to allow for the sale of beer and wine for on-site consumption in conjunction with a 2,250 square-foot restaurant. The applicant is applying for a **Type 41** – On Sale Beer & Wine – Eating Place with Alcoholic Beverage Control with pending number 669188. The subject property is located at 5942 Edinger Ave Ste 106, Huntington Beach, Ca 92649. The premise is located along Edinger Ave between Springdale St. and Graham St.

The subject premise is located within a commercial shopping strip with other adjacent commercial uses. The space is not undergoing any structural changes to the size, mass or height of the existing building. However, the interior of the existing store was re-branded from the previous business occupancy. The location, which was Huli Cut, was rebranded to hopefully become the next City of Hunting Beach landmark. The owner Takuhiro Sakurai is trying to pioneer a new concept for a market that will encourage city tourism.

The restaurant, Izakaya Takasei will be a full-service restaurant with quality fresh ingredients. The restaurant will offer Japanese Cuisine that includes Yakitori, Sushi, Noodles, Tempura combination dinners, Udon and Soba soups. The store's proposed operating hours will be closed on Monday and Tuesday, Wednesday - Thursday from 5:00pm to 9:00pm Friday from 5:00pm – 10:00pm and Saturday and Sunday from 11:30am – 2:00pm, 5:00pm – 10:00pm.

The owner, Takuhiro Sakurai, will be closely involved with the day-to-day operations of the business and the training of employees on-site. At this time, the store will have 10 additional employees at present. He will be personally responsible for training the employees hired and monitoring patron activity. Each employee will be trained in proper procedures for selling alcoholic beverages and observing the environment. The applicant plans to enroll the employees in one of the approved ABC training courses. On-site training will occur daily through observation to prevent any alcohol related concerns.

Security and safety are a high priority to maintain a positive environment for both patrons and employees. Securing the location is security guard dedicated to the entire property. Additionally, flood lights are installed to monitor the exterior area of the store and parking lot. The premise is currently fitted with a total of 9 surveillance cameras monitoring the interior. All video surveillance recordings are kept on-site for a minimum of 30 days. If needed, the recordings will be made available to the local police department.

The renovation and rebranding of the location will help generate higher commercial values and revenue streams for the city. The owner is incentivized to create a well-rounded community friendly store for all to enjoy.



As a small business owner and member of the community, the applicant is aware of the character of the neighborhood and is dedicated to not only preserving but contributing to it. The applicant is committed to operating the business responsibly and is prepared to take all necessary measures to ensure it is cohesive with the goals of the community. He is excited at the opportunity to rebrand the store to meet the needs of their customers. Early community feedback on the concept has been positive and favorable. Any conditions imposed with the herein grant will further safeguard the welfare of the community.