

APPLICANT INTERVIEW SCORING RUBRIC - ON SALE

RATING (% of Points)	DEFINITION OF CRITERIA	POINT RANGE
EXCEPTIONAL 90 – 100%	The response has exceptional merit and reflects an excellent approach which should clearly result in the superior attainment of all requirements and objectives of the City. The response includes numerous strengths and no weaknesses or deficiencies. The response is clear and precise, fully supported, and demonstrates a complete understanding of WMC and ABC requirements.	1,238 – 1,375
GOOD 81 – 90%	The response demonstrates a sound approach which is expected to exceed all requirements and objectives of the City. As a result, the response provides advantages, and few disadvantages. The response is clear and precise, supported, and demonstrates a clear understanding of WMC and ABC requirements.	1,113 – 1,238
ACCEPTABLE 80%	The response demonstrates an approach which is capable of meeting all requirements and objectives of the City. The response is clear and precise, supported, and demonstrates a clear understanding of WMC and ABC requirements.	1,100

Category	Total Points	Interview (40% weight)	Application (60% weight)
Location	186/200	80/80	106/120
Business Plan	315/350	140/140	175/210
Neighborhood Compatibility Plan	350/375	150/150	200/225
Safety and Security Plan	450/450	180/180	270/270
Bonus Points	140/150	60/60	80/90

Total Points - 1301/1375 Points
 Bonus Points - 1441/1525 Points

ON-SALE SCORING RUBRIC – WRITTEN APPLICATION MATERIALS

Address: 30 West Beach Street/410 Rodriguez Street

License Request: Type 23 ABC License and Transfer of Type 41 ABC License to new ownership

LOCATION

Score	Max Score	Questions	Answers
15	15	Detailed description of the proposed location.	Description of proposed location provided
15	15	List of surrounding uses within 100 feet.	List of surrounding uses within 100 feet provided
30	30	No existing sensitive uses within 300 feet.	No separation requirements from sensitive uses for Type 23 ABC licenses nor Type 41 ABC licenses
15	15	Location identified on plans for queuing patrons, drop off areas and adequate restroom facilities.	Discussion in business plan that notes ADA restrooms are in unit B, drop off areas are along Rodriguez and Beach streets. Applicant will encourage use of public transit and parking in local garages to manage queuing of patrons.
15	15	Location within walking distance to public transportation? (1/4 mile)	Location is within walking distance of the Watsonville Bus Depot in Downtown Watsonville
8	15	Is the business located in a census tract with high crime per ABC regulations? (points earned if answer is no).	Not applicable to brewpubs as they are a manufacturing license with on-sale privileges. Area is located in high crime census tract for licenses for on-sale licenses. However, request involves transferring of an existing Type 41 ABC license to new ownership and does involve the establishment of a new on-sale license.
8	15	Is the business located in a census tract that is over concentrated per ABC regulations? (points earned if answer is no)	Not applicable to brewpubs as they are a manufacturing license with on-sale privileges. Area is located in an over-concentrated census tract for on-sale licenses. However, the request involves transferring of an existing Type 41 ABC license to new ownership and does involve the establishment of a new on-sale license.
106	120	TOTAL	

BUSINESS PLAN

Score	Max Score	Questions	Answers
45	45	A detailed description of daily operations: (staffing plan, menu, staff training and procedures).	Detailed description provide in business plan and taproom management guidelines, including hours of operation, training and procedures around live events.
30	30	Proposed operating hours? (Does it comply with standard hours of operation per Ordinance?)	Proposed hours of operation are: Tuesday-Saturday 11am to 10pm, Sunday 10am to 6pm. Hours comply with Alcohol Ordinance
20	45	A budget of construction, operation, maintenance, compensation of employees, equipment costs, utility costs and other operations costs.	No documentation provided. Proposed project is to establish a brewery in an existing commercial building, requiring a tenant improvement and transferring of a Type 41 ABC License to new ownership for an existing restaurant. As the company is relocating from Santa Cruz, Buena Vista already owns brewing equipment that will be moved to this location.
5	15	Proof of capitalization, in form of documentation of cash or other liquid assets on hand, letters of credit or other equivalent assets.	No documentation provided. Applicant notes that finances are a joint venture between two owners with a line of credit available if needed.
30	30	Three professional letters of reference. (1 – Character and 2 – Business experience)	Three professional letters of reference provided.
15	15	Full service restaurant and/or food service available during operating hours?	Proposed brewery, taproom, and restaurant will make food available at all hours of operation, as part of the project includes the applicant purchasing the existing restaurant at 410 Rodriguez Street.
30	30	Does the business propose family friendly activities or shared spaces for adults and children?	Business plans to create a family friendly location.
175	210	TOTAL	

NEIGHBORHOOD COMPATIBILITY PLAN

Score	Max Score	Questions	Answers
120	120	<p>Management plan for interior and exterior areas, both public and private to prevent nuisances:</p> <ul style="list-style-type: none"> Noise control measures for uses with outdoor areas Sufficient signage Sufficient lighting for safety Clear measures to avoid sales to minors Measures for reporting crime Litter control measures Sound walls and/or sound attenuation material to be installed if needed 	<p>Applicant proposes to have clear signage, with all activities to take place indoors. The applicant proposes to close no later than 10pm Thursday through Saturday, with live events to be appropriately staffed. The goal of the business is to create a family friendly environment. The business will be well lit and have adequate security cameras, as shown on the lighting plan floor plan. Every patron will be asked to show ID to purchase alcohol. If patrons appear intoxicated, they will not be served alcohol. Alternative ride options will be made available to intoxicated customers. In order to create a safe environment, all crimes will be reported to the local authorities. As the space was previously an events hall and hours of operation will not go past 10pm, no additional sound attenuation material is needed.</p>
30	30	Procedures to monitor areas adjacent to business to include litter clean up on a regular basis.	<p>Applicant proposes to keep location clean, and well lit. Safety and security plan also notes that weekly safety meetings and training will be provided by business owners in order to keep staff up to date and processes and procedures.</p>
15	30	Signage posted near exit doors alerting patrons to any residential neighbors.	<p>Signage to be installed at entry and exit doors notifying patrons of residential neighbors in the building.</p>
30	30	Procedures to ensure patrons comply with noise, parking, and any other requirements to prevent conflicts with adjacent residences/businesses.	<p>Applicant will encourage use of public transportation, rideshare, and parking in West Beach Parking Garage to ensure no parking conflicts exist at the location. Unruly behavior will not be tolerated and reported to PD. Signage to be installed at entry and exits notifying patrons will also be installed. Live events will also be limited to no later than 10pm.</p>
5	15	Bike racks provided.	<p>No bike racks are shown on the plans. Project is conditioned to provide bike racks for patrons.</p>
200	225	TOTAL	

SAFETY AND SECURITY PLAN

Score	Max Score	Description	Answers
60	60	Does the business have a well thought out security plan? <ul style="list-style-type: none"> Security training plan for all security guards if entertainment is proposed (may include off-duty police). Scheduling of security personnel to patrol inside and outside of business and restricting entry during peak business times. 	Taproom crowd management safety guidelines note that applicant will work with WPD to obtain a Live Entertainment Permit for live events, which includes obtaining security guards for certain types of events. Detailed staffing plans with crowd control process and procedures will be on hand for each event. Training opportunities will be provides to staff to ensure they are adequately trained.
15	15	Plan indicates maximum occupancy of facility.	Plans note maximum occupancy.
75	75	Site and floor plans showing existing floor plan and a proposed floor plan, if changes are to be made.	Site Plans and Floor Plans provided show proposed changes, including modifications to Unit C to allow for the brewing of beer.
20	30	Written procedures to address crowd control during operating hours (specify procedures after closing).	Procedures provided to address crowd control during live events. Procedures do not specific procedures after closing.
30	30	Procedures for encouraging patrons to use alternative transportation to and from business to include ride share programs, public transportation and/or walking?	Application discusses encouraging patrons to use rideshare, public transportation, and parking/walking from the West Beach Street garage. Business owners will work with intoxicated customers to obtain rideshares instead of operating a vehicle.
60	60	Planned LEAD training of owners, managers, and staff.	All owners, managers, and staff will be LEAD certified within 90 days of granting of the Use Permit.
270	270	TOTAL	

COMMUNITY BENEFITS (Bonus Points)

Score	Max Score	Questions	Answers
15	15	A description of how the facility will benefit the community.	Buena Vista Brewing Co. has a history of donating to local organizations and fundraising events in Santa Cruz County and hopes to continue this tradition at their new location in Watsonville.
15	15	Community events and/or entertainment open to all ages.	Goal of business is to be family friendly, with events open to all ages, including trivia nights or nights with live music. Business will also provide food service at all hours business is open.
30	30	TOTAL	

LABOR AND EMPLOYMENT (Bonus Points)

Score	Max Score	Questions	Answers
5	15	Local hiring policy	Current owners are local to Santa Cruz County, with staff living in the Santa Cruz County/Monterey Bay region. No local hiring policy provided. Business is relocating from Santa Cruz to Watsonville.
5	15	TOTAL	

LOCAL ENTERPRISE/QUALIFICATIONS OF PRINCIPALS (Bonus Points)

Score	Max Score	Questions	Answers
15	15	Business owner or main partners live within the City of Watsonville.	Main business owners live in Watsonville.
15	15	Business owner or main partners live within Santa Cruz County	Business owners/partners do reside in Santa Cruz County.
15	15	Business owner or main partners have previously owned a similar alcohol-serving business in good standing.	Buena Vista Brewing Co. has a Type 23 ABC License that will be transferred from Santa Cruz to Watsonville. The license is in good standing with ABC.
45	45	TOTAL	