

ON-SALE SCORING RUBRIC – WRITTEN APPLICATION MATERIALS

118 Main Street – El Malecon (interview date: 10/28/2021)

Score	Max Score	Questions	Answers
15	15	Detailed description of the proposed location.	Detailed description of proposed location provided
0	15	List of surrounding uses within 100 feet.	No list provided
30	30	No existing sensitive uses within 300 feet.	No sensitive uses within 300 feet
15	15	Location identified on plans for queuing patrons, drop off areas and adequate restroom facilities.	Queuing area, restroom facilities, and drop off areas shown on floor plan
15	15	Location within walking distance to public transportation? (1/4 mile)	Public transportation stop located within ¼ mile
15	15	Is the business located in a census tract with high crime per ABC regulations? (points earned if answer is no).	Not located in a high crime area per ABC (transfer of an existing ABC License to new ownership)
5	15	Is the business located in a census tract that is over concentrated per ABC regulations? (points earned if answer is no)	Business located in an over concentrated census tract, however, the request is to transfer an existing ABC License to new ownership
95	120	TOTAL	

LOCATION

Score	Max Score	Questions	Answers
45	45	A detailed description of daily operations: (staffing plan, menu, staff training and procedures).	Detailed description provided to include staffing levels during hours of operation and provide a contract with a security company to provide three security guards from Illyria Security Corporation for nights with live entertainment. The applicant notes that all employees will be LEAD certified. Proposed menu provided.
25	30	Proposed operating hours? (Does it comply with standard hours of operation per Ordinance?)	The Proposed Hours of Operation at 12pm to 12am seven days a week, with live entertainment on Friday, Saturday, and Sunday. The applicant will be required to obtain an Entertainment Permit from the Watsonville Police Department to allow for live entertainment.
45	45	A budget of construction, operation, maintenance, compensation of employees, equipment costs, utility costs and other operations costs.	Loan agreement provided. Minor modifications to the existing commercial tenant space are proposed to accommodate the transfer of an existing Type 40 ABC License.
15	15	Proof of capitalization, in form of documentation of cash or other liquid assets on hand, letters of credit or other equivalent assets.	Loan agreement provided.
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?	Menu provided, business will be operating as a bar with live entertainment and does not propose a full service restaurant. Food will be made available during operating hours.
5	30	Does the business propose family friendly activities or shared spaces for adults and children?	Business does not propose any family friendly activities as it involves the transfer of an existing on sale Type 40 ABC License for a bar with live entertainment
170	210	TOTAL	

BUSINESS 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 provided video camera specifications and a site inspection confirmed lighting in the exterior parking lot area and at the entrance to the establishment. Written procedures include ID of patrons by a doorman prior to entering establishment and a metal detector to ensure the facility is safe. Staff trained to notice signs of intoxication and to encourage alternative modes of transportation. Individuals will also be required to show identification when purchasing alcohol. Live entertainment is proposed to be contained within the establishment, with no outdoor areas proposed. A site inspection confirmed max occupancy signage, installation of security cameras to the interior and exterior of the business and lighting towards the rear of the building and parking lot area.</p>
30	30	Procedures to monitor areas adjacent to business to include litter clean up on a regular basis.	Written closing and operational procedures discuss checking the interior and exterior of the business periodically during hours of operation and at closing time to ensure there is no liter accumulation adjacent to the business.
15	30	Signage posted near exit doors alerting patrons to any residential neighbors.	A Condition of Approval requires the applicant to post signage towards the rear of the business to alert patrons to residential neighbors in the vicinity.
30	30	Procedures to ensure patrons comply with noise, parking, and any other requirements to prevent conflicts with adjacent residences/businesses.	Procedures note that the applicant will work with the Police Department if any issues were to arise with patrons and would monitor patrons consumption of alcohol and limit the consumption if needed.
0	15	Bike racks provided.	No bike racks provided
195	225	TOTAL	

NEIGHBORHOOD COMPATIBILITY 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. 	Applicant plans to hire a doorman (who will ID patrons and have a metal detector) and provide one to two bouncers that are circulating within the establishment. The guards have training in alcohol service rules and regulations and recognition of narcotics and club drugs. Contractor with security management firm provided.
15	15	Plan indicates maximum occupancy of facility.	Plans and site inspection verified max occupancy is 74 persons.
75	75	Site and floor plans showing existing floor plan and a proposed floor plan, if changes are to be made.	Site plan and floor plan provided. Lighting and security camera locations noted.
30	30	Written procedures to address crowd control during operating hours (specify procedures after closing).	Written procedures note last call is 30 minutes before closing. Procedures include a final sweep for trash inside and outside the establishment
30	30	Procedures for encouraging patrons to use alternative transportation to and from business to include ride share programs, public transportation and/or walking?	Discussion included on encouraging alternative forms of transportation for patrons.
60	60	Planned LEAD training of owners, managers, and staff.	LEAD certificates provided and noted that all staff shall be LEAD certified.
270	270	TOTAL	

SAFETY AND SECURITY PLAN

COMMUNITY BENEFITS (Bonus Points)

Score	Max Score	Questions	Answers
0	15	A description of how the facility will benefit the community.	No description provided
0	15	Community events and/or entertainment open to all ages.	Entertainment is restricted to 21 and over due to the nature of the establishment (Bar with Beer and Wine sales)
0	30	TOTAL	

LABOR AND EMPLOYMENT (Bonus Points)

Score	Max Score	Questions	Answers
0	15	Local hiring policy	No local hiring policy discussed
0	15	TOTAL	

LOCAL ENTERPRISE/QUALIFICATIONS OF PRINCIPALS (Bonus Points)

Score	Max Score	Questions	Answers
0	15	Business owner or main partners live within the City of Watsonville.	Managers do not live in Watsonville
0	15	Business owner or main partners live within Santa Cruz County	Managers do not live in Santa Cruz County
5	15	Business owner or main partners have previously owned a similar alcohol-serving business in good standing.	Manager has prior experience working at establishments with alcohol sales and live entertainment
5	45	TOTAL	