

ALCOHOL RELATED USES RUBRIC – OFF SALE

ADDRESS: 954 East Lake Avenue – East Lake Food and Liquor

MAXIMUM POSSIBLE SCORE: 1,025

MINIMUM SCORE TO APPROVE: 820

BONUS POINTS: 150

SCORE: 810/1,025

BONUS: 80/150

TOTAL POINTS: 890/1,175

LOCATION

Score	Max Score	Questions	Answers
25	25	Detailed description of proposed location.	Provided detailed description of proposed location
25	25	List of surrounding uses within 100 feet.	List of surrounding uses includes commercial uses and multifamily residential
50	50	No existing sensitive uses within 300 feet.	No existing sensitive uses within 300 feet
25	25	Is the business located in a census tract with high crime per ABC regulations? (points earned if no)	Not located in an area of high crime
25	25	Is the business located in a census tract that is over concentrated per ABC regulations? (points earned if answer is no)	Not located in an area of overconcentration
150	150	TOTAL	

BUSINESS PLAN

Score	Max Score	Questions	Answers
45	75	A detailed description of daily operations (staffing plan, menu, staff training and procedures).	Discussion of opening and closing procedures, three people running the business
50	50	Proposed operating hours (Does it comply with standard hours of operation per Ordinance?)	Operating hours are daily from 7AM - 11PM, Fri/Sat 7AM-12AM and complies with Alcohol Ordinance
50	75	A budget for construction, operation, maintenance, compensation of employees, equipment costs, utility costs, and other operation costs.	Transfer of ownership, business does not have any planned improvements
0	25	Proof of capitalization, in the form of documentation of cash or other liquid assets on hand, letters of credit or other equivalent assets.	No proof of capitalization provided
50	50	Three professional letters of reference (1- Character and 2- Business experience)	Three letters of reference provided
195	275	TOTAL	

NEIGHBORHOOD COMPATIBILITY PLAN

Score	Max Score	Description	Answers
180	200	<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 	<p>Provided exhibits of signage located on the property to avoid the sale of alcohol to minors. Provided a lighting and security camera plan. Indicate that they will be cleaning property every day and monitoring of outdoor areas every day. Lighting inside and outside of the building. Litter is cleaned up on a daily basis.</p>
50	50	Procedures to monitor areas adjacent to business to include litter clean up on a regular basis	Note routine maintenance/cleaning of indoor/outdoor areas daily - property management firm assists in cleaning up adjacent areas
0	50	Signage posted near exit doors altering patrons to any residential neighbors	No signage provided
40	50	Procedures to prevent nuisances, loitering in parking lot, and any other requirements to prevent conflicts with adjacent residences/businesses.	Will post signage to mitigate loitering and soliciting on site. Security hired by the property owners also surveils parking areas.
0	25	Bike racks provided	No bike racks provided on the plan set
270	375	TOTAL	

SAFETY AND SECURITY PLAN

Score	Max Score	Description	Answers
80	100	Does the business have a well thought out security plan? <ul style="list-style-type: none"> • Security camera plan detailing location and retention schedule of footage • Lighting schedule detailing appropriate lighting inside and outside of business. Lighting does not create spillover onto adjacent properties. • Window coverage – up to 25 percent of windows can be covered. Plans indicate that windows will allow adequate visibility. 	Security camera and exterior lighting locations provided on floor plan. Security cameras record 24 hours a day. Retention of footage for up to a month. Provides exterior lighting for front entrance and parking areas. Security patrols the parking lot of the East Lake Village Shopping Center.
15	25	Plans indicate maximum occupancy of the facility	Notes in Alcohol Related Uses Application that maximum occupancy is 30 people, 10 people allowed or less inside due to COVID-19 distancing protocols
50	50	Site and floor plans showing existing floor plan and a proposed floor plan, if changes are to be made.	Floor plan and site plan provided
50	50	Planned LEAD training of owners, managers, and staff.	Proof of LEAD training provided
195	225	TOTAL	

COMMUNITY BENEFITS (Bonus Points)

Score	Max Score	Questions	Answers
5	25	A description of how the facility will benefit the community.	donations to schools on occasion
0	25	Community events and/or entertainment open to all ages.	
5	50	TOTAL	

LABOR AND EMPLOYMENT (Bonus Points)

Score	Max Score	Questions	Answers
0	25	Local hiring policy	no local hiring policy
	25	TOTAL	

LOCAL ENTERPRISE/QUALIFICATIONS OF PRINCIPALS (Bonus Points)

Score	Max Score	Questions	Answers
25	25	Business owners or main partners live within City of Watsonville.	Live in Watsonville
25	25	Business owners or main partners live within Santa Cruz County.	Live in Santa Cruz County
25	25	Business owners or main partners have previously owned a similar alcohol-serving business in good standing.	Business owners have prior experience with alcohol serving businesses
75	75	TOTAL	