

ALCOHOL RELATED USES RUBRIC – ON SALE

PROJECT ADDRESS: 75 Lee Road

MAXIMUM POSSIBLE SCORE: 1375

MINIMUM SCORE TO APPROVE: 1100

SCORE: 1300/1375

BONUS: 125/150

TOTAL POINTS: 1425/1525

LOCATION

Score	Max Score	Questions	Answers
25	25	Detailed description of the proposed location.	Detailed description provided
25	25	List of surrounding uses within 100 feet.	Surrounded uses within 100 ft provided
50	50	No existing sensitive uses within 300 feet.	No sensitive uses are located within 300 ft
25	25	Location identified on plans for queuing patrons, drop off areas and adequate restroom facilities.	Locations identified in submittal of adequate restroom facilities, drop off area, and locations for queuing patrons
0	25	Location within walking distance to public transportation? (1/4 mile)	Not located within a quarter mile of public transit
0	25	Is the business located in a census tract with high crime per ABC regulations? (points earned if answer is no).	Per Watsonville PD, 75 Lee Road is located within a high crime area
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 over concentrated census tract
150	200	TOTAL	

BUSINESS PLAN

Score	Max Score	Questions	Answers
75	75	A detailed description of daily operations: (staffing plan, menu, staff training and procedures).	Detailed description of daily operations provided
50	50	Proposed operating hours? (Does it comply with standard hours of operation per Ordinance?)	Proposed hours of operation 24 hours. Conversations with applicant and PD have led to a change in alcohol sales hours from 6Am-11PM, in compliance with WMC 14-25
75	75	A budget of construction, operation, maintenance, compensation of employees, equipment costs, utility costs and other operations costs.	Budget provided
0	25	Proof of capitalization, in form of documentation of cash or other liquid assets on hand, letters of credit or other equivalent assets.	Not provided
50	50	Three professional letters of reference. (1 – Character and 2 – Business experience)	Three professional letters of reference provided
25	25	Full service restaurant and/or food service available during operating hours?	Pantry area provides food at all hours of operation
50	50	Does the business propose family friendly activities or shard spaces for adults and children?	Hotel provides pool and a fitness center. Applicant discusses creating a family friendly environment.
325	350	TOTAL	

NEIGHBORHOOD COMPATIBILITY PLAN

Score	Max Score	Questions	Answers
200	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 Sound walls and/or sound attenuation material to be installed if needed 	<p>Provides exterior lighting plan, processes to maintain a litter free environment and maintain a litter free environment. Discusses building relationships with adjacent business owners in case any issues arise and provides a thorough discussion of on monitoring alcohol sales. Signage will be located throughout the hotel, with alcohol related signage posted in the food pantry. Staff training on alcohol sales and safety/neighborhood responsibility training will be provided to every associate.</p>
50	50	Procedures to monitor areas adjacent to business to include litter clean up on a regular basis.	Houseman and staff will be on-site 24-7 to monitor litter clean up.
50	50	Signage posted near exit doors alerting patrons to any residential neighbors.	No residential neighbors located nearby
50	50	Procedures to ensure patrons comply with noise, parking, and any other requirements to prevent conflicts with adjacent residences/businesses.	Contact information will be provided to adjacent business owners if any issues are to ensue. The on-site houseman will assist if any issues arise with guests.
25	25	Bike racks provided.	Bike parking provided on site
375	375	TOTAL	

SAFETY AND SECURITY PLAN

Score	Max Score	Description	Answers
100	100	<p>Does the business have a well thought out security plan?</p> <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. 	<p>Staff located on site 24 hours a day. Staff will be trained to handle a variety of emergencies and will be LEAD certified.</p> <p>There will be 29 cameras located throughout the hotel. A houseman will be available 7 days a week to address any concerns inside or outside of the hotel if issues are to arise.</p>
25	25	Plan indicates maximum occupancy of facility.	Maximum occupancy provided in the alcohol related uses application.
125	125	Site and floor plans showing existing floor plan and a proposed floor plan, if changes are to be made.	Floor plan provided, with bathrooms, snack shop/alcohol area, and queuing area called out
50	50	Written procedures to address crowd control during operating hours (specify procedures after closing).	The hotel will not be having large events on-site. Staff will be trained if there are any crowds located in communal areas.
50	50	Procedures for encouraging patrons to use alternative transportation to and from business to include ride share programs, public transportation and/or walking?	Staff will be encouraging guests to use a variety of ridesharing programs when necessary
100	100	Planned LEAD training of owners, managers, and staff.	Discussion that all staff will be LEAD certified, manager has already completed a portion of online LEAD training
450	450	TOTAL	

COMMUNITY BENEFITS (Bonus Points)

Score	Max Score	Questions	Answers
25	25	A description of how the facility will benefit the community.	Discussion of community benefits provided
0	25	Community events and/or entertainment open to all ages.	No community events planned
25	50	TOTAL	

LABOR AND EMPLOYMENT (Bonus Points)

Score	Max Score	Questions	Answers
25	25	Local hiring policy	Local hiring policy provided
25	25	TOTAL	

LOCAL ENTERPRISE/QUALIFICATIONS OF PRINCIPALS (Bonus Points)

Score	Max Score	Questions	Answers
25	25	Business owner or main partners live within the City of Watsonville.	Hotel manager lives in Watsonville
25	25	Business owner or main partners live within Santa Cruz County	Hotel manager lives in Santa Cruz County
25	25	Business owner or main partners have previously owned a similar alcohol-serving business in good standing.	Hotel Manager managed at HotelRED in Madison, WI which has restaurant and a bar
75	75	TOTAL	