

# **Ceiba College Preparatory Academy**

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## **General Plan Amendment Zoning Map Amendment Special Use Permit Hearing**

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February 28, 2023  
Watsonville City Council



# Hearing Agenda

1

**Who is Ceiba?**

2

**Ceiba's Zoning Request**



Preparing students in  
Watsonville and the surrounding  
community to **graduate from  
four-year colleges and  
universities**



# CEIBA MISSION

# Who does Ceiba serve?

*The majority of Ceiba students come from socioeconomically disadvantaged families*

CEIBA	PVUSD	California
93.4% SED	78.1% SED	62.5% SED
13.9% SPED	14.96% SPED	12.97% SPED
86.2% Ever ELs	64.6% Ever ELs	37.2% Ever ELs

SOURCE: DataQuest 2019-20 Enrollment Data

SED: Socioeconomically Disadvantaged  
SPED: Special Education  
EL: English Learner

# Ceiba History

**Fall 2008**

Ceiba opens for 160 6th and 7th Graders at 315 Main St

**Spring 2015**

Ceiba celebrates first high school graduates

**Fall 2020**

Ceiba's charter unanimously approved for 5-year renewal by PVUSD Board of Trustees

**Fall 2014**

Entire Grade 6-12 school moves to 260 W. Riverside (Now 215 Locust St)

**Spring 2020**

40% of 2015 Ceiba graduates graduate from college\*

***\*National Student Clearinghouse: 2020 StudentTracker for High Schools Aggregate Report***

# Taxpayer funds used to complete renovations and improvements



**\$6.3 Million  
Renovation in  
2013-14**



***If zoning is not changed,  
and Ceiba is forced to  
vacate the building, the  
improvements will have no  
value.***



## Further building improvements that will have no value if zoning is not approved



**\$550,000**  
**2017-18**  
***Science Lab Installation***



# Ceiba High School Graduates

Year	Ceiba HS Graduates & Grad Rate	Met UC A-G Requirements	Started at two-year college the following Fall	Started at four-year college the following Fall
<b>2015</b>	43 (100%)	43 (100%)	20 (48%)	22 (52%)
<b>2016</b>	58 (97%)	56 (97%)	31 (53%)	27 (46%)
<b>2017</b>	59 (100%)	59 (100%)	27 (46%)	32 (54%)
<b>2018</b>	62 (98%)	62 (100%)	22 (37%)	38 (63%)
<b>2019</b>	61 (100%)	61 (100%)	33 (46%)	28 (54%)
<b>2020</b>	56 (100%)	53 (95%)	35 (63%)	18 (32%)
<b>2021</b>	62 (98%)	50 (81%)	36 (57%)	27 (43%)
<b>2022</b>	60 (98%)	48 (80%)	31 (52%)	24 (40%)
<b>Totals</b>	<b>461 (99%)</b>	<b>432 (93%)</b>	<b>235 (50%)</b>	<b>216 (46%)</b>



# Why is Ceiba here today?

- **June 4, 2013:** The **Watsonville Planning Commission** voted **6-0** to unanimously approve a **10-year special use-permit** to operate 260 W. Riverside Dr (now 215 Locust St)
- **May 2021:** Ceiba submits application to rezone since no suitable site found
- **April 5, 2022:** The Watsonville Planning Commission voted 3-2 to approve Ceiba's zoning request, but 4 votes were needed (1 commissioner absent, 1 seat vacant)
- **February 28, 2023:** Ceiba is requesting that the Watsonville City Council amend the zoning ordinance and general use plan to allow our school to permanently operate at 215 Locust St
- **June 4, 2023:** The 10-year special use permit that permits Ceiba to operate at 215 Locust St, expires

# Ceiba's Search for a Permanent Home

**Ceiba began intensive search 5 years prior to end of lease term - June 30, 2023**

Permanent School Site Criteria	2018-Present
Appropriately Zoned Properties N Institutional PF Public Facility	41 N exist in entire City 7 PF exist in entire City (none available)
Since no N or PF zoned properties were available, Ceiba searched for commercial as well as residential properties meeting the following criteria:	
Within boundaries of Pajaro Valley Unified School District	17+
Appropriately Sized 35,000 - 40,000 sq ft Building 2.25 to 3 acres	
Suitable Circulation & Parking Area	
Adequate Outdoor Recreation Area	
Convenient Location for student population	

# Permanent Site Concerns Encountered

Potential Sites	Concern(s)
<b>Former Orchard Supply Hardware Store</b>  <b>Former KMart Building</b>	<ul style="list-style-type: none"><li>• All paved areas are common areas used by all tenants, which means no dedicated area for drop-off, pick-up, or outdoor recreation.</li><li>• Shared common area presents student safety concern.</li><li>• Issues with airport proximity.</li></ul>
<b>Penny Lane Site</b>	<ul style="list-style-type: none"><li>• Infeasible lot configuration.</li><li>• Building too small.</li><li>• Issues with airport proximity</li></ul>
<b>Various single tenant retail buildings</b>	<ul style="list-style-type: none"><li>• Same Concerns as above and/or</li><li>• No response from owners</li></ul>
<b>Churches with residential zoning and excess land</b>	<ul style="list-style-type: none"><li>• Same Concerns as above and/or</li><li>• No response from building owners</li></ul>



# Ceiba Traffic Studies

2013 Traffic Projection Study		Hexagon 2022 Traffic Observation Study	
Anticipated AM Peak Hour Car Trips	471	Actual AM Peak Car Trips (7:45-8:45):	311
Anticipated PM Peak Hour Car Trips:	313	Actual PM Peak Car Trips (3:30-4:30):	245
Anticipated students walking or riding to school	40*	Actual Students walking or riding to school	128

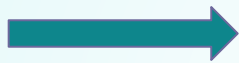
**\*Study assumed 11% of Ceiba students lived within .5 mile (58 students) and 70% of those students walk (40 students)**

# Watsonville Planning Commission

Hearing Date: Tuesday April 5, 2022 6:00 PM

Hearing Outcome: **3-2 in favor** (1 absent, 1 seat vacant); need majority of total (6 members)

**Concern 1:  
Traffic  
Congestion**



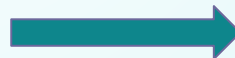
Ceiba commissioned additional traffic study  
& Ceiba took action to reduce congestion

**Concern 2:  
Insufficient  
Parking**



Ceiba acquired additional parking  
& Began Travel Behavior Change Program

**Concern 3:  
Neighborhood  
Compatibility**



Surrounding neighborhood is  
primarily residential, similar to  
other public schools



## Traffic Operations Study Findings:

June 8th, 2022

Study confirmed congestion consisted of:

- Peak congestion: **8:15 – 8:30 AM** and **3:45 – 3:55 PM**
- Maximum of **7 vehicles** queued on Locust
- **Maximum 2 to 5 vehicles** queued on approaches to Locust Street & 2nd Street intersection
- **Maximum wait time less than 1 minute**

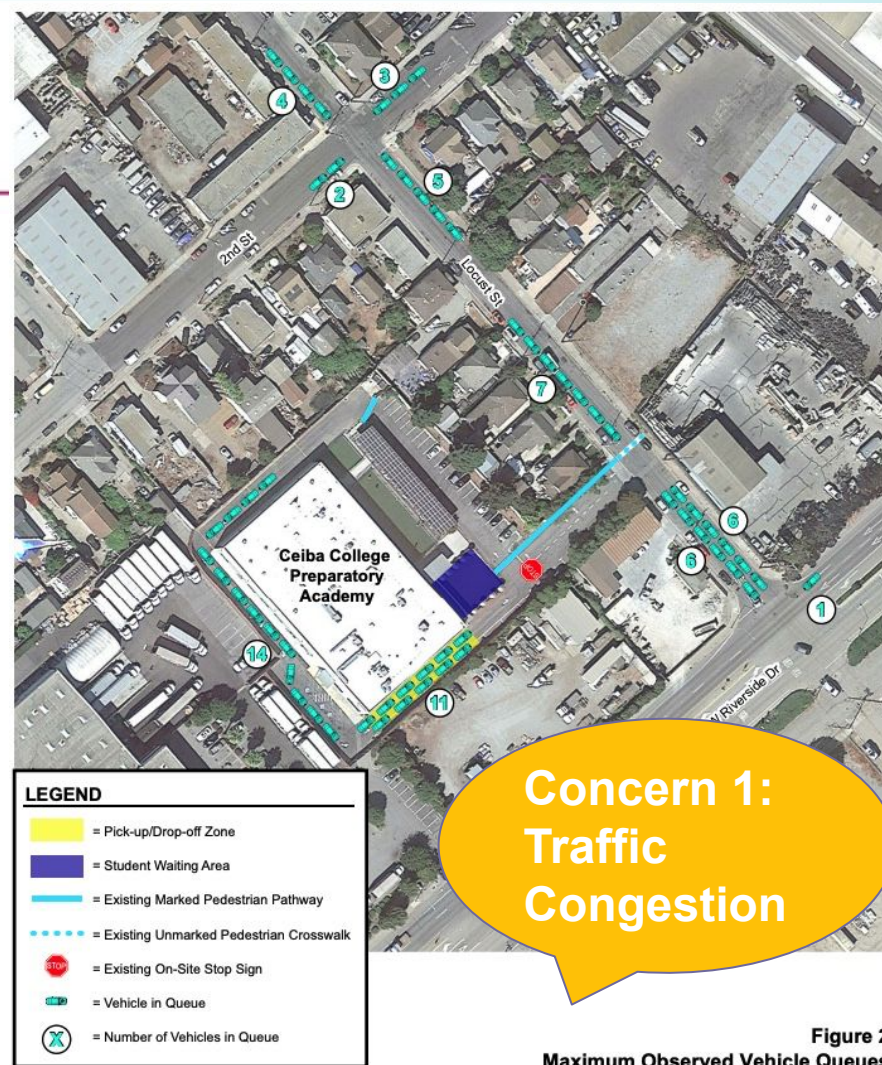


Figure 2  
Maximum Observed Vehicle Queues



1. **Eliminate mid-block crossings**
2. **Have students cross intersections in groups**
3. **Further training of crossing-guards**
4. **Prohibit double-parking**
5. **Update Safe Routes to School Plan**

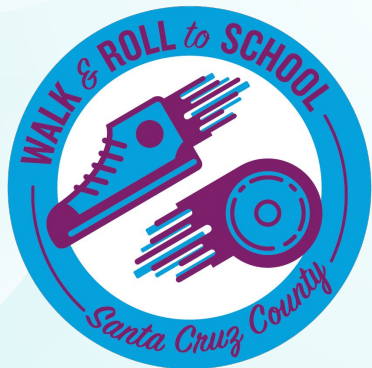


**Figure 2**  
**Maximum Observed Vehicle Queues**

# Ceiba Addressing Traffic Congestion

Concern 1:  
Traffic  
Congestion

School Year	Action
2022-23	<ul style="list-style-type: none"><li>• Begin implementation of <b>travel behavior change program</b></li><li>• Encourage Staff Carpooling</li><li>• Encourage students to walk or bicycle to school</li></ul>
2023-24	<ul style="list-style-type: none"><li>• Ceiba Bike-share Program</li><li>• Implement Carpool Matching Program for Ceiba families</li></ul>



# Ceiba Addressing Parking

Concern 2:  
Insufficient  
Parking

School Year	Action
2022-23	<ul style="list-style-type: none"><li>• Encourage Staff Carpooling</li><li>• Encourage students to walk or bicycle to school</li><li>• Acquired additional off-site parking spaces</li></ul>
2023-24	<ul style="list-style-type: none"><li>• Further Implement <b>walking, bicycling, and carpooling program</b></li><li>• Reserve preferred carpool spaces</li></ul>

# Neighborhood Compatibility

Ceiba is located on a residential street near at least 73 residences

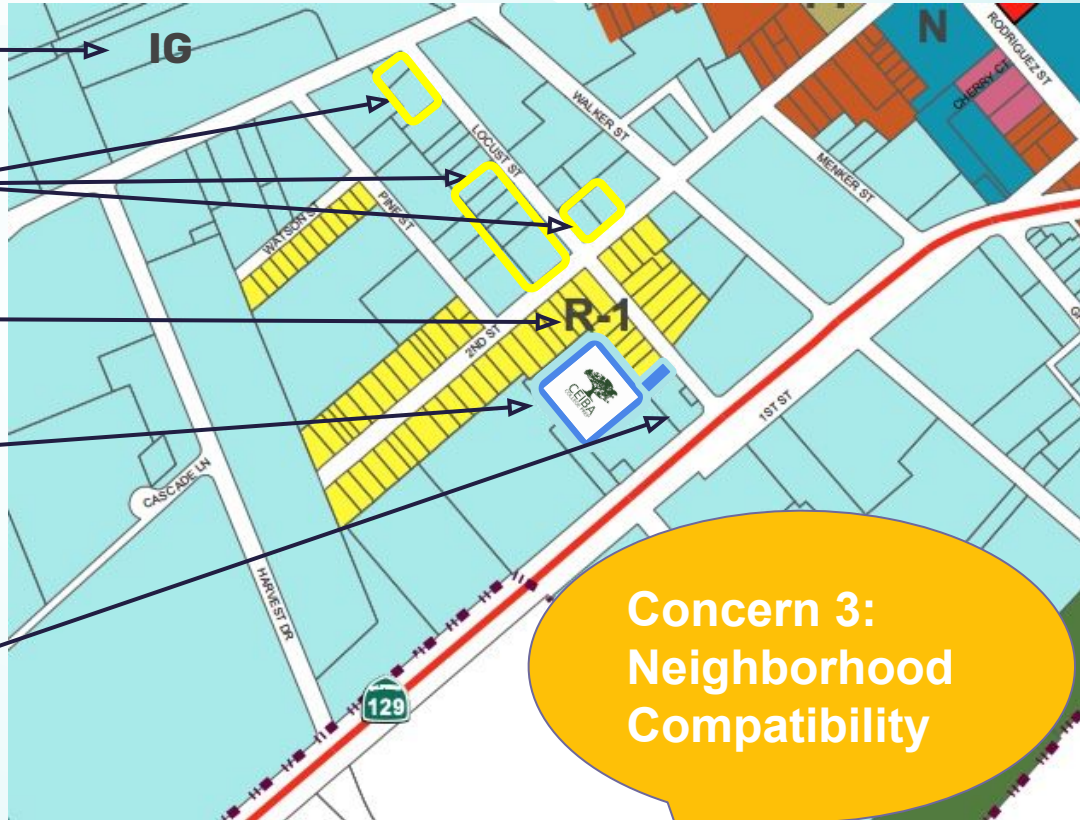
IG: General Industrial

Zoning IG: General Industrial  
Occupancy: Residential

R-1: Single Family Residential  
Low Density

REQUESTED N: Institutional  
Ceiba College Prep

IG: General Industrial  
**Olivera Plastering**  
Only industrial user with 200 Block Locust St access



Concern 3:  
Neighborhood  
Compatibility



# Ceiba Neighborhood Compatibility

## Ceiba Cares Group

Ceiba Students, Staff, Parents regularly clean-up neighborhood



**Concern 3:  
Neighborhood  
Compatibility**

# 2022-23

## Ceiba Neighbor Complaints

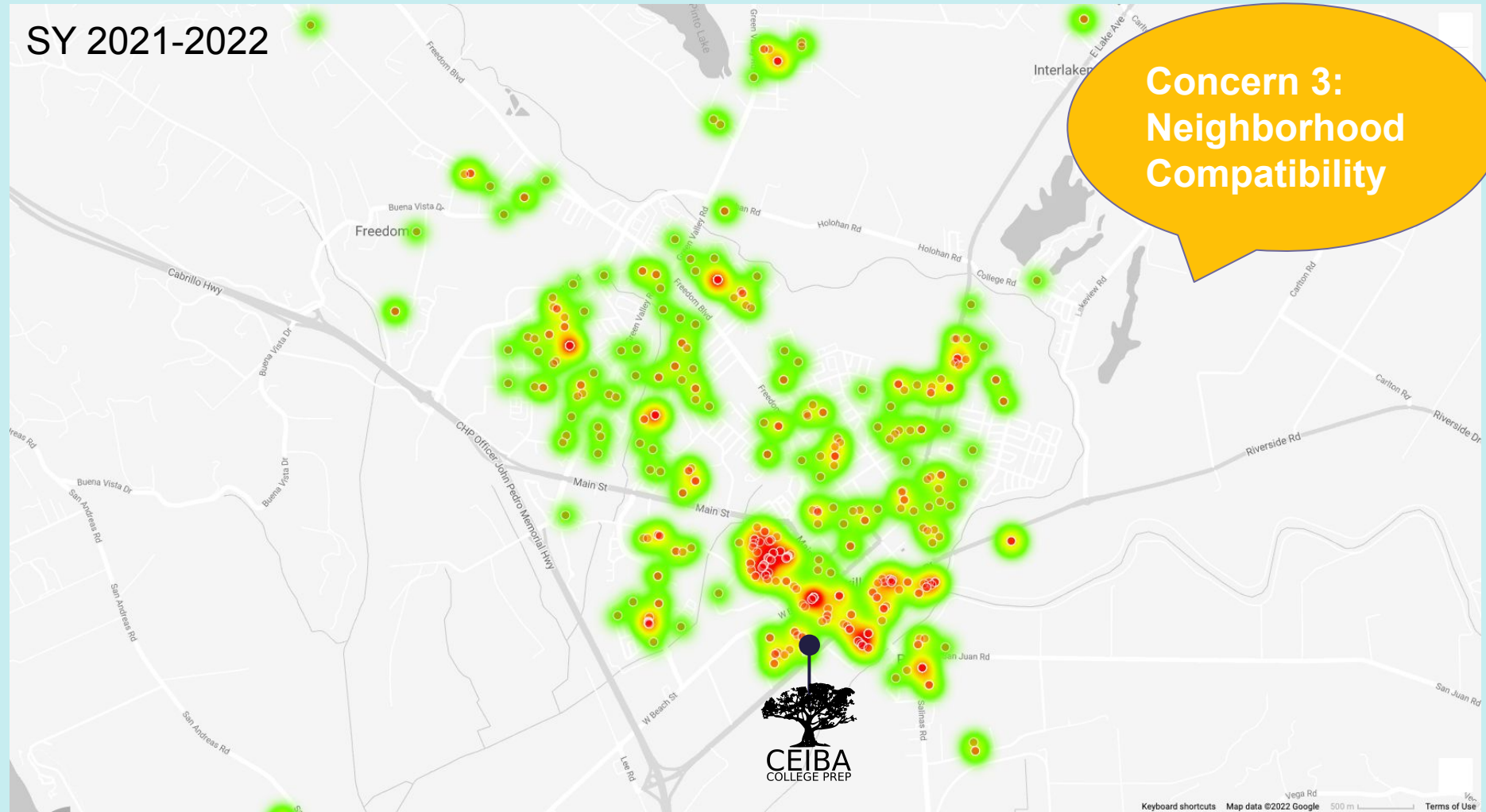
Concern 3:  
Neighborhood  
Compatibility

Date of Complaint	Complainant Name and Contact Info	Complaint Description	Complaint Resolution	Date Complaint Resolved
11/14/22	Redacted	<ul style="list-style-type: none"><li>-4 balls thrown over fence</li><li>-Redacted returned balls to property</li><li>-Students threw balls over again and cussed at neighbor</li></ul>	<ul style="list-style-type: none"><li>-Head of School spoke with Redacted that day</li><li>-Obtained video of incident</li><li>-Had student write apology letter</li><li>-Complaint reviewed with lunch supervision staff</li></ul>	-11/14/2022
1/31/23	Redacted	<ul style="list-style-type: none"><li>-Ball went over fence</li><li>-Student knocked on neighbor's door to ask for ball, but was told they didn't have the ball</li><li>-Student proceeded to walk onto neighbor's property without permission</li></ul>	<ul style="list-style-type: none"><li>-Head of School, Josh Ripp, spoke with neighbor</li><li>-Student wrote apology note</li><li>-Student delivered apology note in person to neighbor on 2/1/23</li><li>-Student received reflection for action</li></ul>	-2/1/2023



SY 2021-2022

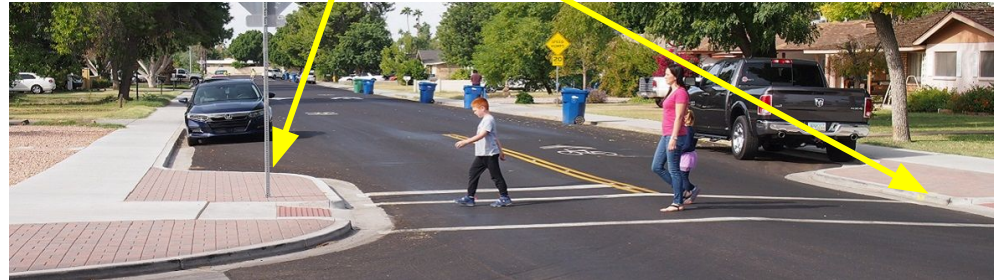
**Concern 3:  
Neighborhood  
Compatibility**



# Public Comment Concern: SAFETY

## Concern 4: SAFETY

CONCERN	DETAIL	CEIBA Response
SAFETY	<ul style="list-style-type: none"><li>Riverside arrival and departure</li></ul>	<ul style="list-style-type: none"><li><b>Ceiba policy</b> - no arrival or departures along Riverside Dr</li><li>Establish <b>School Zone through CalTrans</b></li><li>Establish <b>no parking area</b> along Riverside between Walker and Locust St through CalTrans</li><li>Install <b>Curb Extensions</b> at Riverside and Menker</li></ul>







## **WALKING - CAMINANDO**

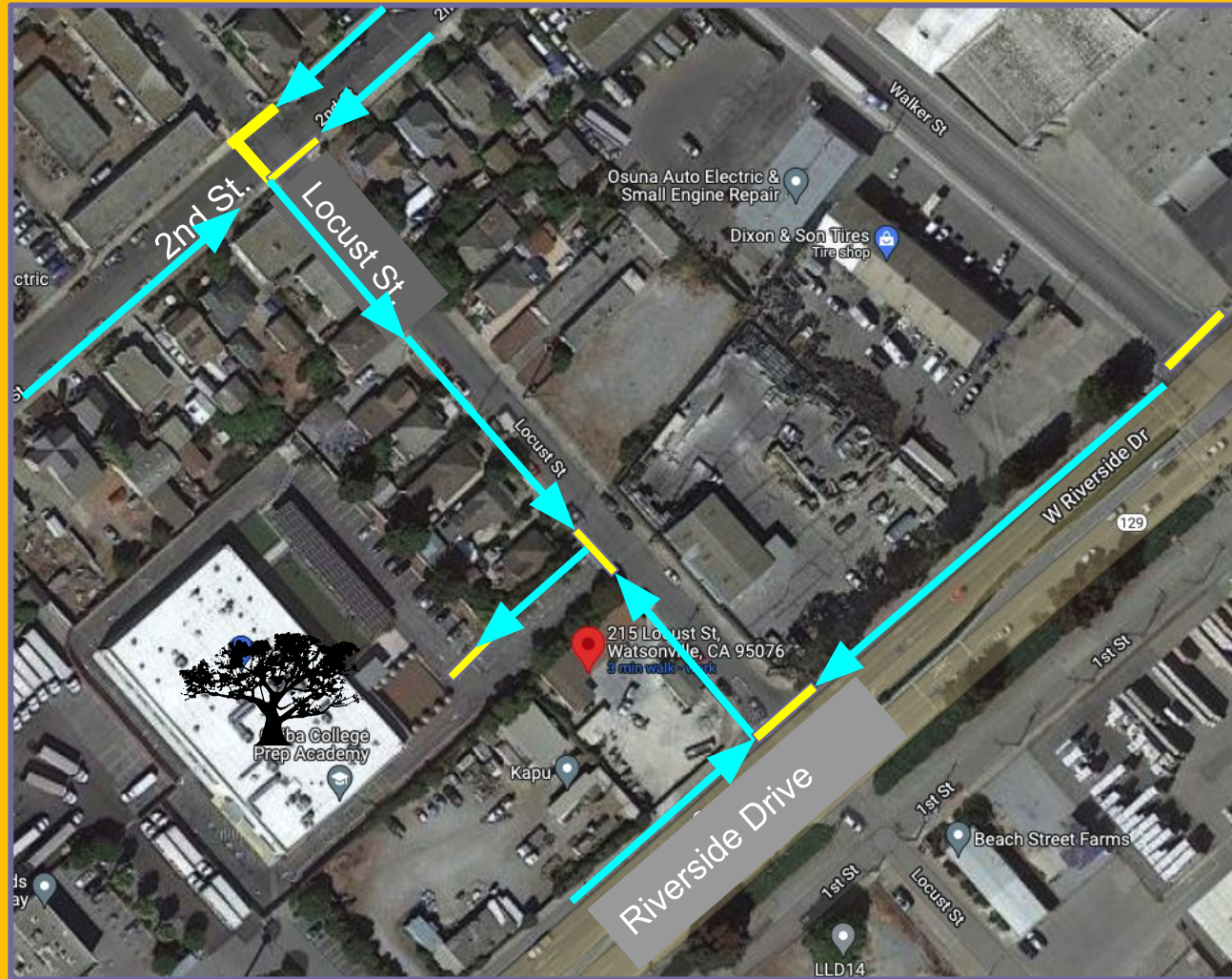
**Cross at 2nd Street and Locust  
Cruce en 2nd Street y Locust**

**Cross at Riverside and Locust  
Cruz en Riverside y Locust**

**DO NOT CROSS IN FRONT OF  
THE DRIVEWAY.  
NO CRUCE POR DELANTE DE  
LA CALZADA.**

**Cross at Crosswalks - Cruce  
por los pasos de peatones**

**(Yellow Lines  
Líneas amarillas)**







## DRIVING - CONDUCIR



Turn **right** into Ceiba.

Gire a la derecha en Ceiba.

Turn **right** out of Ceiba.

Gire a la derecha para salir de Ceiba.

Turn **right** onto Riverside Drive.

Gire a la derecha en Riverside Drive.

Please be extra cautious at the cross walks and follow the crossing guards at all times.

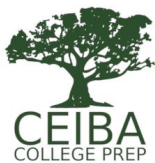
Por favor, extreme las precauciones en los pasos de peatones y siga a los guardias de cruce en todo momento.

Student drop-off and pick-up

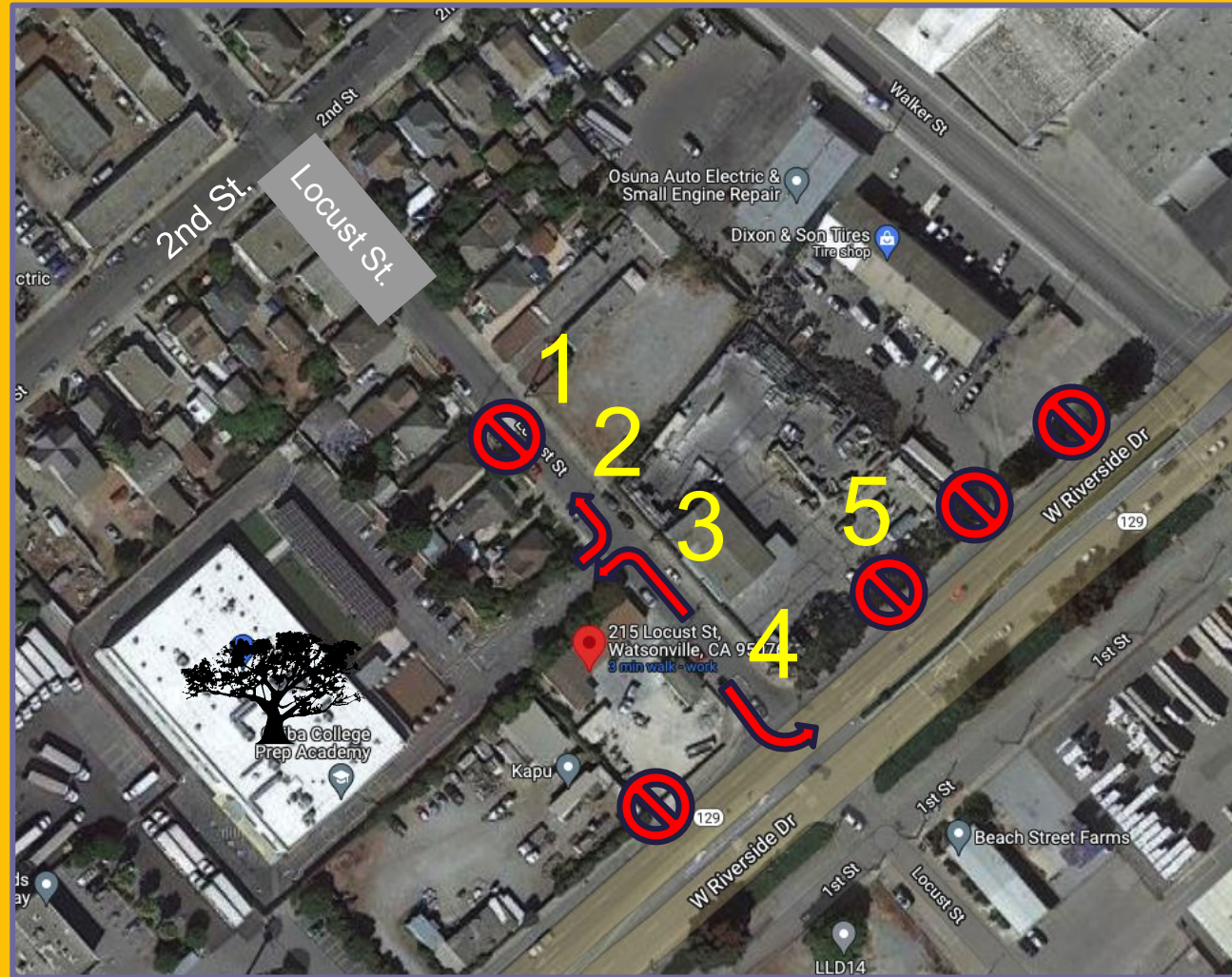
Dejar y recoger a los estudiantes







1. Do not drop off Ceiba students on Locust St.  
No deje a los alumnos de Ceiba en la calle Locust.
2. Do not turn left exiting the Ceiba driveway.  
No gire a la izquierda saliendo de la entrada de Ceiba.
3. Do not turn left entering the Ceiba driveway  
No gire a la izquierda entrando en la entrada de Ceiba
4. Do not turn left onto Riverside  
No gire a la izquierda en Riverside Dr.
5. Do not drop-off or pick-up your kids on Riverside

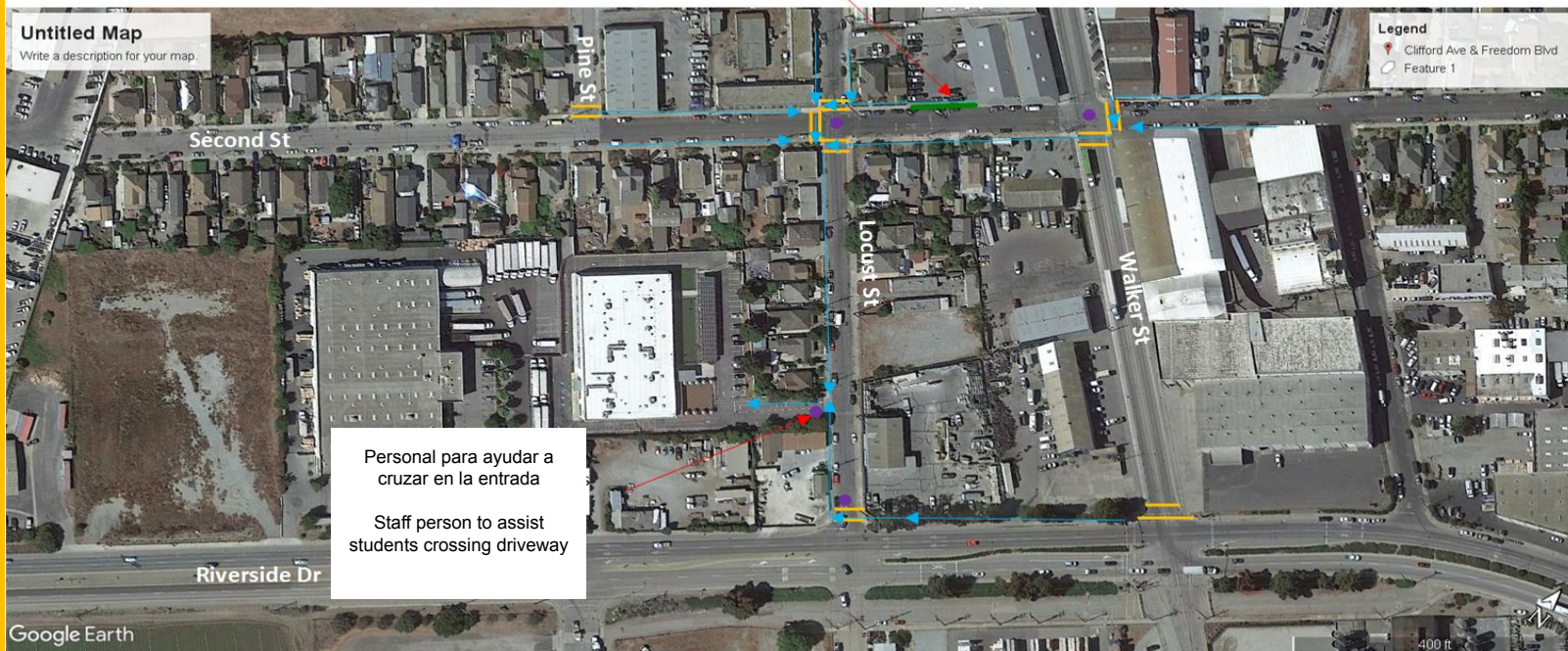







# Ceiba Crossing Locations and Alternative Drop-Off and Pick-up Locations

## Lugares de paso y lugares alternativos para dejar y recoger a los alumnos

Alternative Drop-off/Pick-up Location      Alternativa de entrega/recogida

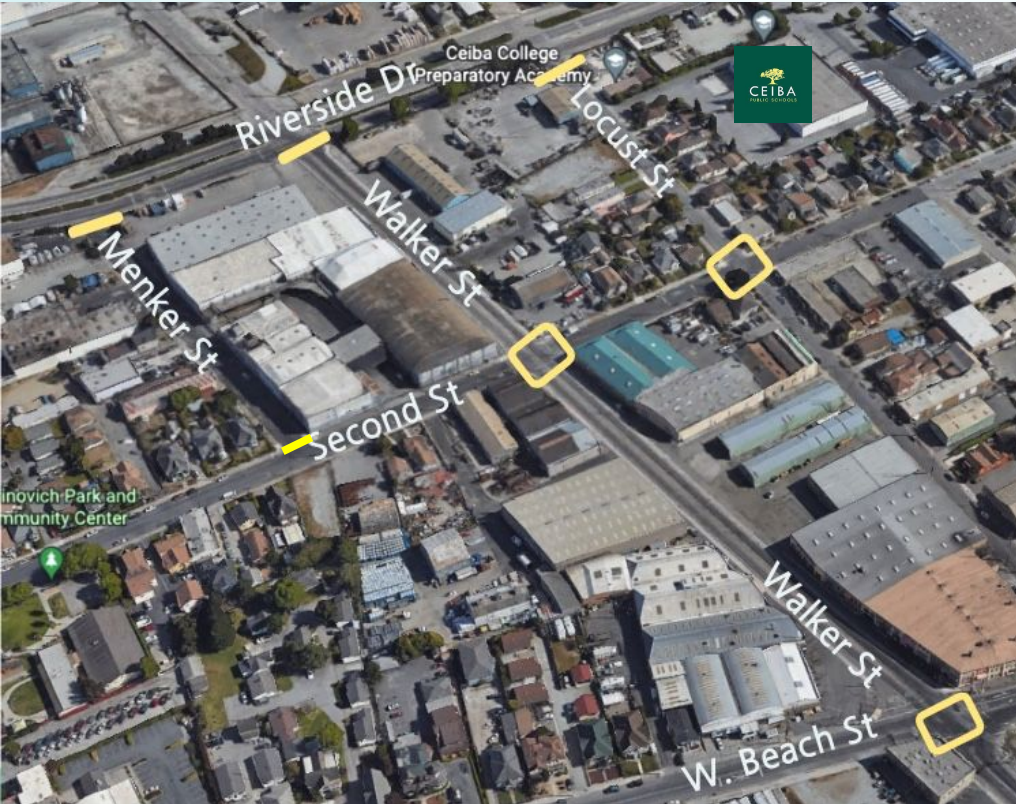


-  School Crosswalk / Cruce escolar
-  Crossing Guard / Guardia de cruces
-  Walking Route to school / Ruta a pie a la escuela

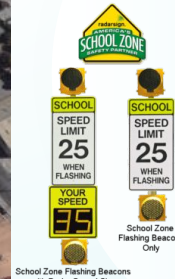


# CEIBA Financed Crosswalks & Street Signs

## Concern 4: SAFETY



- **Ceiba to finance:**
  - High-visibility crosswalks
  - School zone signs with lights
  - Handicap accessibility ramps
- **Greater than \$500,000 investment for Locust St neighborhood**



# Cold Storage Facilities Near Ceiba

February 24, 2023

“In the event of a large earthquake or fire, tons of ammonia could be immediately discharged into the air and inundate the air people breath, which can result in blindness, lung damage and death to those exposed to the gas.”

**Stephen John Martinelli**  
**Chairman of the Board**  
**Martinelli's**

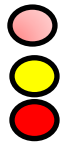
**Concern 4:**  
**SAFETY**

SINCE 1868  
*Martinelli's*  
GOLD MEDAL®





# Ammonia Storage Facilities and Nearby Land Uses

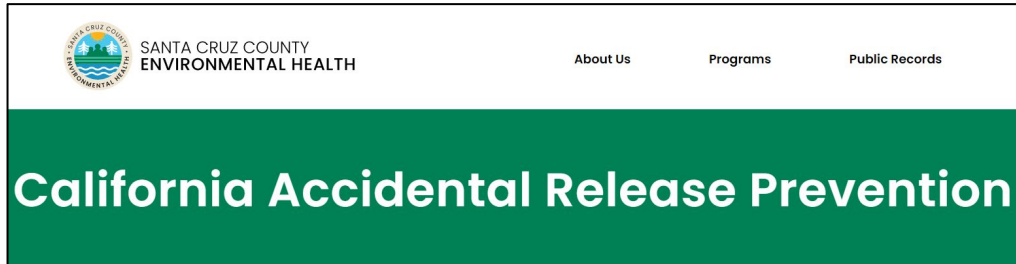


Residential Areas

School Facility

Cold Storage and Food Processing Plants with Ammonia Storage (Source: Martinelli, 2023)

# California Accidental Release Prevention Program



<https://sceh.com/NewHome/Programs/HazardousMaterialsWaste/CaliforniaAccidentalReleasePrevention.aspx>

Environmental Health is responsible for implementing the California Accidental Release Prevention (Cal ARP) program

Cal ARP covers businesses that handle certain amounts of regulated substances (i.e., ammonia)

According to County Health, Anhydrous Ammonia is one of the most common regulated substances in Santa Cruz County

State Threshold for Ammonia is 500 lbs. Federal Threshold is 10,000 lbs.

Covered facilities must develop a Risk Management Plan (RMP) and implement an accidental release prevention program

## Purpose of RMP:

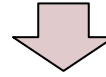
*“The purpose of this program is to minimize the risk of an off-site release of a regulated substance that would adversely impact the surrounding community.”*



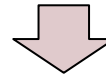
SANTA CRUZ COUNTY  
ENVIRONMENTAL HEALTH

# What happens in the event of ammonia release?

Source facility  
notifies  
Emergency Responders



Local authorities issue  
**Shelter in Place  
Advisory**



Ceiba initiates  
***Shelter-in-Place***  
Immediate Action Response





# THE BIG FIVE

## IMMEDIATE ACTION RESPONSE

When an emergency occurs, it is critical that staff members take immediate steps to protect themselves, their students, and other people on campus. Become familiar with The Big Five, and be prepared to perform all assigned responsibilities.

 Shelter in Place	Implement to isolate students and staff from the outdoor environment and provide greater protection from external airborne contaminants or wildlife. Close windows and air vents and shut down air conditioning/heating units.
 Drop, Cover, Hold	Implement during an earthquake or explosion to protect building occupants from flying and falling debris.
 Secure Campus	Initiate for a potential threat of danger in the surrounding community. All classroom/office doors are closed and locked and all students and staff remain inside until otherwise directed. Instruction continues as planned.
 Evacuation	Implement when conditions outside the building or off-site are safer than inside or on-site. Requires moving or directing students and staff to move from school buildings to a predetermined safe location.
 Lockdown / Barricade	Initiate for an immediate threat of danger to occupants of a campus or school building and when any movement will put students and staff in jeopardy. Once implemented, no one is allowed to enter or exit rooms for any reason unless directed by law enforcement.

BE SMART, BE SAFE

# Shelter in Place

## When Initiated:

To separate people from external airborne contaminants

## Examples:

Ash, smoke, natural gas in air outside

## Procedures

- Close windows, close doors
- Shut off HVAC system
- Continue to work inside building, PE move inside



# Implications of Zoning Decision

By **approving** Ceiba's requested zoning:

- ✓ 525 underserved students can continue to access their high-quality, college preparatory education
- ✓ Ceiba will make Locust neighborhood safer through pedestrian crossing improvements
- ✓ Locust St neighborhood families will continue to have access to a high quality school in their neighborhood
- ✓ 56 Ceiba staff members continue to be employed

By **denying** Ceiba's requested zoning:

- ✗ 525 underserved students face the certainty of no longer having access to the educational programs offered by Ceiba at the end of the 2022-23 school year
- ✗ \$7 million of facility improvements will have no value
- ✗ Ceiba will not be able to provide pedestrian crossing improvements for Locust St neighborhood
- ✗ Locust neighborhood families will lose access to a high quality school
- ✗ 56 Ceiba staff members lose their jobs



**Thank you  
for your  
consideration**