

Ceiba College Preparatory Academy

Use Permit, Zoning Amendment & General Plan Amendment Hearing

February 28, 2023
Watsonville City Council



Hearing Agenda

1

About Ceiba

- Mission
- Student Served
- History
- Results

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Zoning Change Request

- Planning Commission Concerns
- Conditions of Approval
- Locust St. Neighborhood Compatibility
- Implications of Zoning Decision



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***

PVUSD loaned taxpayer funds to complete renovations and improvements



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

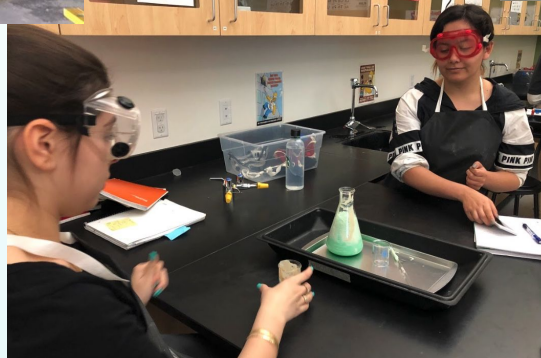


*If zoning is not changed,
and Ceiba is forced to
vacate the building, the
improvements will have no
value.*

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
2015	43 (100%)	43 (100%)	20 (48%)	22 (52%)
2016	58 (97%)	56 (97%)	31 (53%)	27 (46%)
2017	59 (100%)	59 (100%)	27 (46%)	32 (54%)
2018	62 (98%)	62 (100%)	22 (37%)	38 (63%)
2019	61 (100%)	61 (100%)	33 (46%)	28 (54%)
2020	56 (100%)	53 (95%)	35 (63%)	18 (32%)
2021	62 (98%)	50 (81%)	36 (57%)	27 (43%)
2022	60 (98%)	48 (80%)	31 (52%)	24 (40%)
Totals	461 (99%)	432 (93%)	235 (50%)	216 (46%)

Why is Ceiba here today?

- **June 4, 2013:** The **Watsonville Planning Commission** voted **6-0** to unanimously approve a **10-year special use-permit**
- **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 (Formerly: 260 W. Riverside Dr)
- **June 4, 2023:** The 10-year special use permit, which allows Ceiba at the current location, 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	26 N exist in entire City 14 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)
Former Orchard Supply Hardware Store Former KMart Building	<ul style="list-style-type: none">• All paved areas are common areas used by all tenants, which means no dedicated area for drop-off, pick-up, or outdoor recreation.• Shared common area presents student safety Concern.• Caltrans approval required because of airport proximity.
Penny Lane Site	<ul style="list-style-type: none">• Infeasible lot configuration.• Building too small.• Caltrans approval required because of airport proximity
Various single tenant retail buildings	<ul style="list-style-type: none">• Same Concerns as above and/or• No response from owners
Churches with residential zoning and excess land	<ul style="list-style-type: none">• Same Concerns as above and/or• No response from building owners



Ceiba Traffic Studies

2013 Traffic Projection Study		2022 Traffic Observational 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

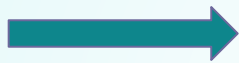
***Study assumed 11% of Ceiba students lived within .5 mile (58 students) and 70% of those students walk (40 students)**

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**



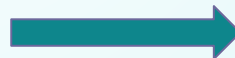
Ceiba commissioned additional traffic study
& Ceiba took action to reduce congestion

**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**

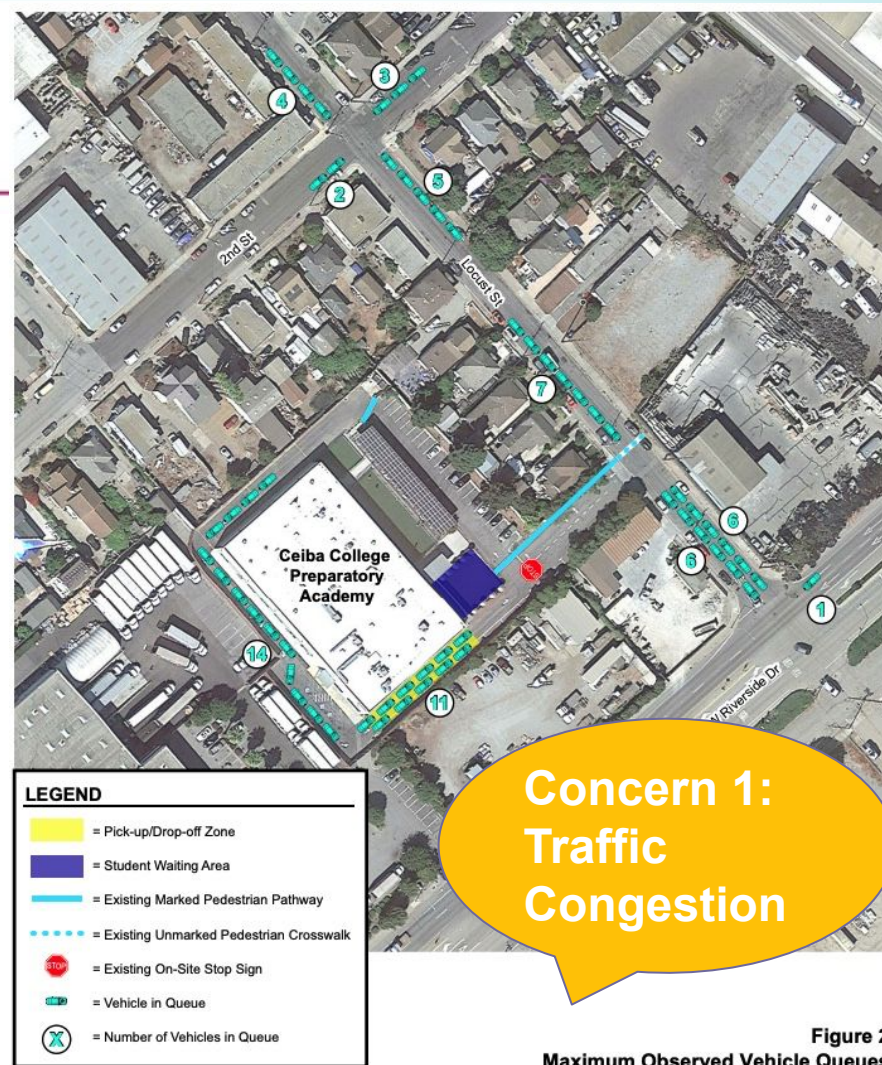


Figure 2
Maximum Observed Vehicle Queues

June 2022 Traffic Operations Recommendations:

1. Have students cross in groups
2. Train crossing-guards
3. Discourage double-parking
4. Update Safe Routes to School Plan

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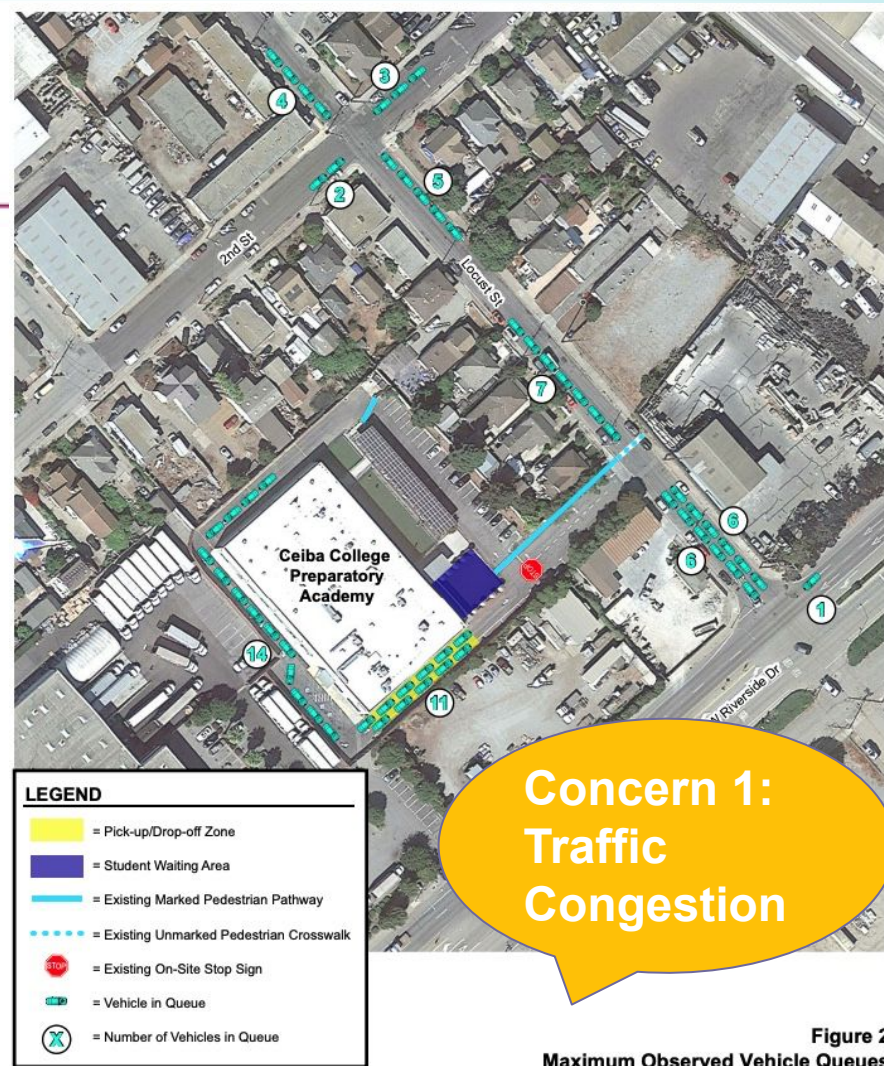


Figure 2
Maximum Observed Vehicle Queues

Ceiba Addressing Traffic Congestion

Concern 1: Traffic Congestion

School Year	Action
2022-23	<ul style="list-style-type: none">• Encourage Staff Carpooling• Encourage students to walk or bicycle to school
2023-24	<ul style="list-style-type: none">• Ceiba Bike-share Program• Implement Carpool Matching Program for Ceiba families



Ceiba Addressing Parking

**Concern 2:
Insufficient
Parking**

School Year	Action
2022-23	<ul style="list-style-type: none">• Encourage Staff Carpooling• Encourage students to walk or bicycle to school• Additional parking acquired adjacent to school
2023-24	<ul style="list-style-type: none">• Further Implement Travel Behavior Change Program:• Reserve preferred carpool spaces

Neighborhood Compatibility

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

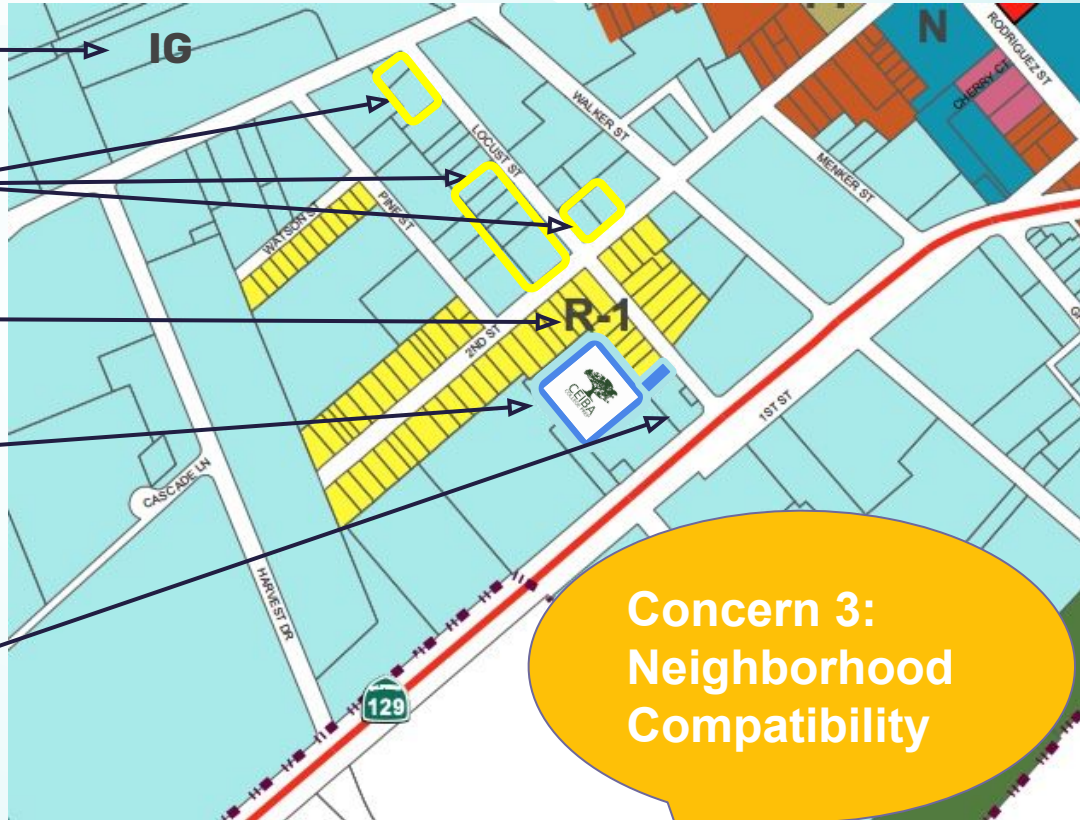
IG: General Industrial

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



Ceiba Neighborhood Compatibility

Ceiba Cares Group

Ceiba Students, Staff, Parents regularly clean-up neighborhood



**Concern 3:
Neighborhood
Compatibility**

2022-23

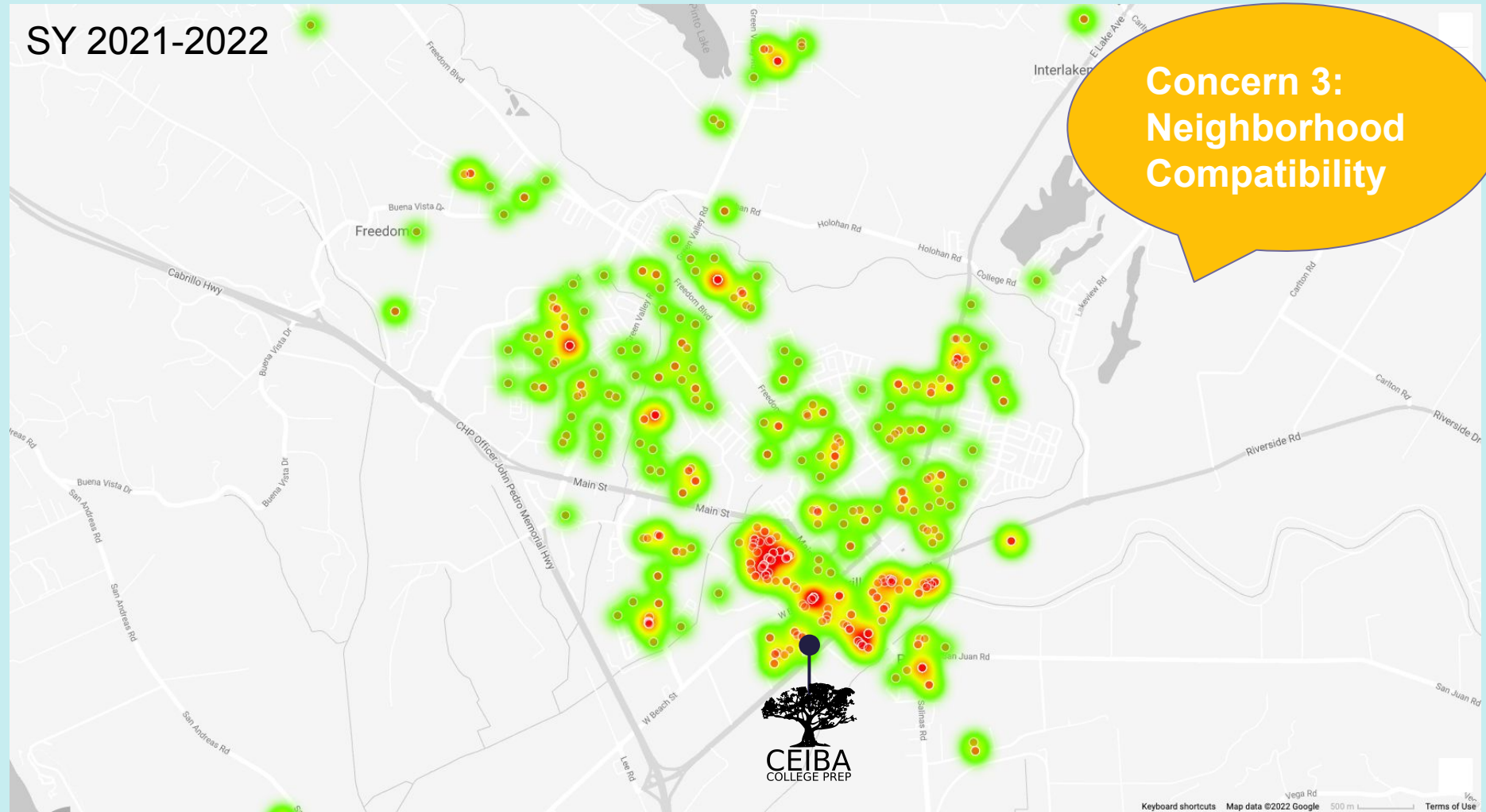
Ceiba Neighbor Complaints

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

SY 2021-2022

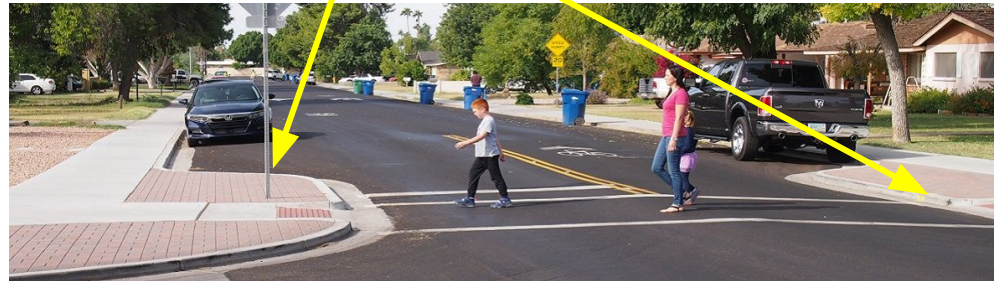
**Concern 3:
Neighborhood
Compatibility**



Public Comment Concern: SAFETY

Concern 4: SAFETY

CONCERN	DETAIL	CEIBA Response
SAFETY	<ul style="list-style-type: none">Riverside arrival and departure	<ul style="list-style-type: none">Ceiba policy - no arrival or departures along Riverside DrEstablish School Zone through CalTransEstablish no parking area along Riverside between Walker and Locust St through CalTransInstall Curb Extensions at Riverside and Menker





WALKING - CAMINANDO



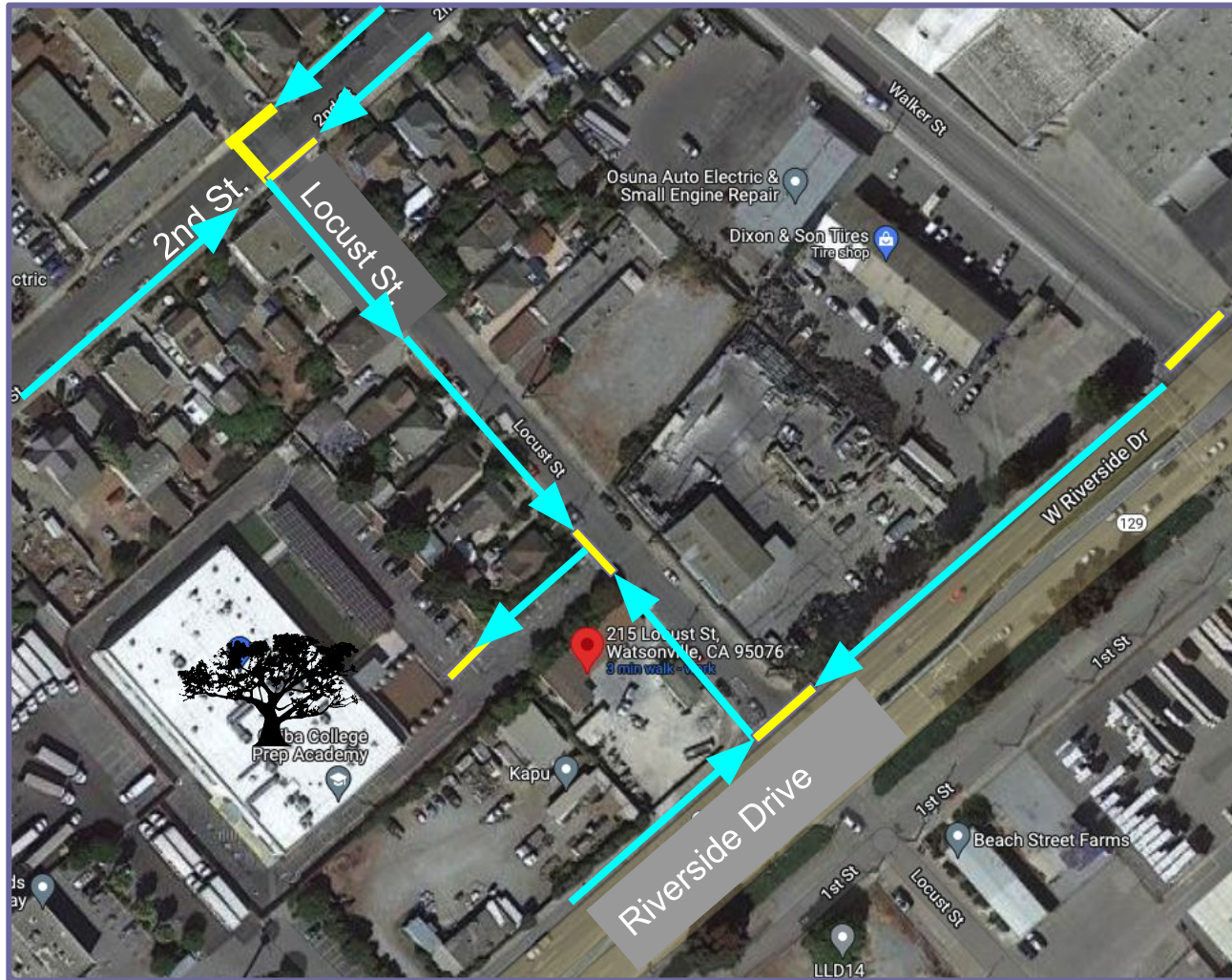
Cross at 2nd Street and Locust
Cruce en 2nd Street y Locust

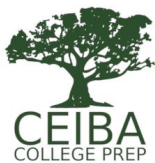
Cross at Riverside and Locust
Cruz en Riverside y Locust

**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.

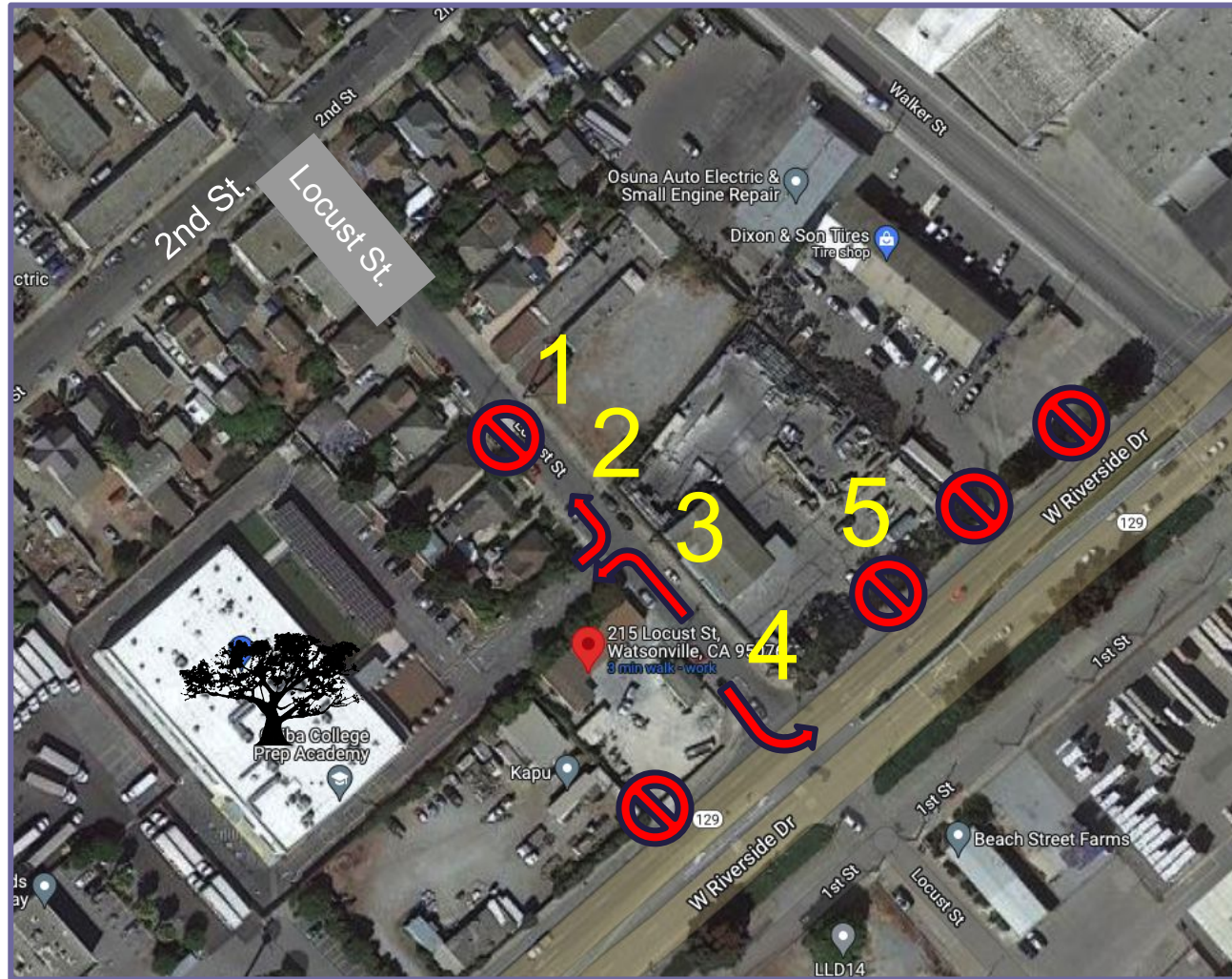
Student drop-off and pick-up

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

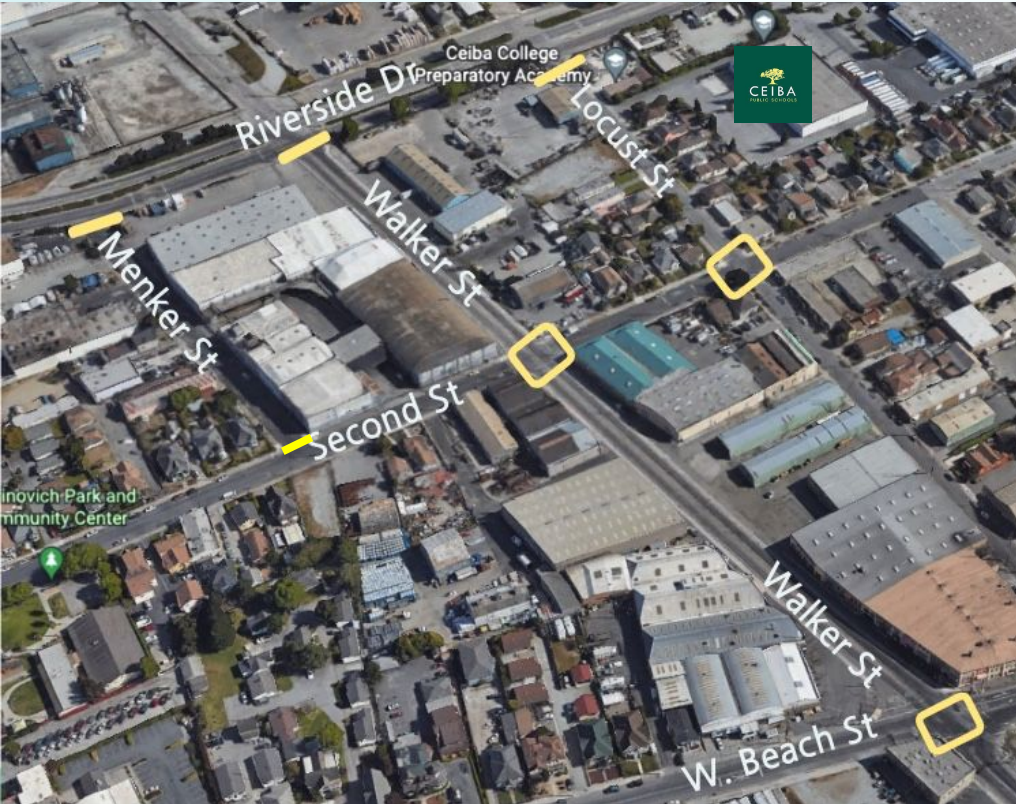
Alternative Drop-off/Pick-up Location Alternativa de entrega/recogida



- == 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:**
 - 16 high-visibility crosswalks
 - School zone signs with lights
 - Handicap accessibility ramps
- **Greater than \$500,000 investment for Locust St neighborhood**



School Zone Flashing Beacons with Radar Speed Sign



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**