



# La Plazita Preschool

www.laplazitapreschool.com  
3625 MacArthur Blvd, Oakland, CA 94602  
(510) 402-8715

## Company Profile Plazita Schools Inc.

### Office Location:

3632 35<sup>th</sup> Ave  
Oakland CA 94619  
(510) 402-8715

[www.laplazitapreschool.com](http://www.laplazitapreschool.com)

### Proposed Project for 201 Foothill Blvd.

The project is to create a Spanish Immersion Child Care Center to serve 50 children from ages 2-5 years old. There is also an additional after school component for 20 school age children who would attend after the departure of 20 preschool kids making the total enrollment of 50 children at any given time.

### Hours

The center will operate from 7am- 7pm Monday Through Friday

### Employees

The center will employ 8-10 teachers and directors in the space working at different shifts where only 8 would be working at a given time with shifts starting at 645am and ending at 7pm for clean up.

### Children

As a daycare with different hours here is the approximate kids by hours:

7-830 am 25 kids

845-3pm 50

3pm 20 preschool age kids leave

3-6pm 30 preschool age kids in center

330-6 20 school age children

### Parking and Open space

Due to the space for outdoor needed by licensing we would need 75 square feet of outdoor space per child and therefore are proposing to use the front space for play space and have only street parking. The employees would be required to park across the street along the freeway side and the parents would be able to park along the front and side of the building for pick up and drop off.



# La Plazita Preschool

www.laplazitapreschool.com  
 3625 MacArthur Blvd. Oakland, CA 94602  
 (510) 402-8715

The parents park and stay in the area during pick up and drop off for a maximum of 10 minutes and are staggered in their arrival in the morning between 7-9am and in the afternoon in a 3 hour window between 3-6pm.

## Planting

As a core value of ours we teach children about planning and where food comes from we will have some planter boxes within the confines of the front outdoor space.

Shade structure will be with four posts commercially build see attached

Fence would be existing structure removing the points at the top and adding wood paneling to the existing fence for lack of visibility. Details on front of plans.

Trip Generation see attached

Dean Hsiao has calculated the trip generation and has 47 trips per peak hour.

There is so much parking in the area and we have spoken to all of the neighbors that are pleased with the proposed project, here are their comments.

## Neighborhood Support

During the last weeks of January we walked the neighborhood to talk to the neighbors please see attached but here were the initial comments:

Name and address	In support or not	Comments
Jeannete FRechou 229 Julius St.	Yes	Parking on Durant could be an issue but not from our conversation
Drenita Dranovic 227 Foothill Blvd	Yes	We support the business
Jesus A Rios 221 Foothill Bvd	Yes	No comment
215 Foothill Blvd	Yes	In support of project but not willing to give name or sign
Marian Ross Lorrie Ranck 205 Foothill Blvd	Yes	
205 Julius St.	Yes	No comment and didn't want to give name
Tamy Wang	Yes	No comment





# La Plazita Preschool

www.laplazitapreschool.com  
 3625 MacArthur Blvd. Oakland, CA 94602  
 (510) 402-8715

10915 Foothill Blvd. Oakland CA		
Adriana Gallegos 10923 Foothill Blvd	Yes	It is a project that will improve the neighborhood
Cheryl Christy Shared fence neighbor 203 Foothill Blvd.	Yes	Today I have no problem with parents dropping off and picking up their children

## Background

In September 2011, La Plazita was born out of the two founder's need for a structured Spanish Immersion Preschool in the Oakland area for their children. They created a program taught entirely in Spanish with a robust curriculum that would put a child on the path to educational success for kindergarten and beyond. In March of 2013, the company quickly grew from a 12-capacity facility to add a second Preschool Center with an enrollment capacity of 45 children in the Laurel District of Oakland. Within two years, on August of 2015, another even larger center opened with a capacity of 110 children allowing them to close the smallest facility. The company currently runs two fully licensed preschools and one after school program serving over 250 children from the surrounding community.

## Differentiation

La Plazita Preschool contributes to the shaping of behaviors in the most significant way being, that preschool is the child's first introduction into a world greater than their families. They learn how to balance their needs with that of the group as well as become a positive group contributor. Parents and educators are continually surprised with the level of Spanish that they hear from children of the La Plazita program. But even more so, they are surprised by the level of maturity and how prepared they are for kindergarten. At La Plazita, children learn how to be socially and emotionally prepared for the learning environment. In subsequent learning environments and even in relating to their own families, these skills are golden for kindergarten teachers. Many kindergarten teachers have visited La Plazita to find out what exactly we do to prepare children so well for their new learning environment.

## Job Creation

Plazita Schools, Inc. has created 55 full time jobs in the local community. The company has a history of employing recent legal immigrants that have had a hard time finding full time careers that provide growth and management opportunities. La Plazita has promoted their managers from within and currently all senior managers have been with the company since its first year of business.

## Profitability

The company has strong financials and has always operated at a profit, even during expansion years. La Plazita took out one small micro-loan during its first year and had it paid in full before the maturity of



# La Plazita Preschool

www.laplazitapreschool.com  
3625 MacArthur Blvd. Oakland, CA 94602  
(510) 402-8715

the loan. Since then, expansion has been fueled mostly by cash. The company took two small loans from conventional banks for the larger school. All loans are in good standing. The company currently has minimal debt and is looking to begin purchasing property to house the existing schools that are currently leased. The sales for this year are on track for over \$2,000,000.

## Expansion

Company growth is attributed to a strong curriculum based on substantiated theories of early childhood education. The company uses language immersion techniques that have been proven to create fluency as well as a social and emotional curriculum that prepares children for the learning environment. The company has invested only \$600 in advertising since 2011, and instead uses parents "word of mouth" as their most effective marketing. The schools currently fill up 8 months in advance.

## Data on Families Served

Year	Families Served	Jobs Created
2011	2	1
2013	25	6
2015	45	11
2017	120	24
2018	170	44
2019	250	57

## Growth Plan

It is the mission of La Plazita Schools, Inc. to acquire at least two properties in Oakland, San Leandro or the surrounding areas in order to house the preschool and after school programs. Currently, the company leases three properties and would like to own two in the next 5 years to ensure the longevity of the business and the services that are offered for the community of Oakland and San Leandro. La Plazita also wants to continue to be a resource for job creation and training. There is still a huge need for high quality early childhood education. Companies such as La Plazita are in the perfect position to serve families needing high quality early childhood education in the Oakland and San Leandro areas.



	Group	# of children	
Group dynamics	Group 1	13	2 year olds ages 2-3 years old play area is in back
	Group 2	12	3 year olds
	Group 3	12	3 year olds
	Group 4	13	4 year olds
After 330 pm	Group 5	15	School age children ages 6-12 years old

Time	Number o	Total number of	Group 1 and 2	Group 3 and 4
7:00- 8:00	2	15	Free play in the multipurpose room	7:00- 8:00 Free play in the multipurpose room
8-830	3	20	Free play in the multi purpose room	8-830 Free play in the multi purpose room
8:30-8:45	4	30	Transition kids to individual classrooms	8:30-8:45 Transition kids to individual classrooms
8:45-9:00	6	50	classroom	8:45-9:00 Arrival directly to classroom
9:00-9:10	6	50	Transition for Circle X	9:00-9:10 Transition for Circle time X
9:15-9:30	6	50	Circle time	9:15-9:30 Transition for going outside
9:35-10:00	6	50	Project Time	9:30-10:30 Outside free play
10:00-10:05	6	50	Clean up time	1030-1045 Bathroom and wash hands
10:05-10:10	6	50	Bathroom and wash hands	1045-1115 Snack time
10:10-10:30	6	50	Snack time	11:15-11:35 Circle time
10:30-10:40	6	50	Transition for going outside	11:35-12:15 Project Time
10:40-11:40	6	50	Outside free play	Clean up time Bathroom
11:40-11:45	6	50	Transition for going inside and have lunch	wash hands transition
11:45-11:50	6	50	Transition bathroom time	12:30-1pm Lunch
11:50-12:20	6	50	Lunch time	1-2pm Nap Time
12:20-12:30	6	50	Transition for naptime. Bathroom	2:00-2:10 Wake UP time
12:30-2:00	6	50	Naptime	2:10-2:40 Music Time
2:00-2:10	6	50	Wake up time	Clean UP and get ready for home
2:10-2:30	6	50	Free play. Or	2:40-3pm
2:30-2:40	6	50	Clean up time	3pm Dismissal of 1st wave 20 kids leave
2:40-3:00	6	50	Snack time	3:05-3:45 Inside free play art
3:00-3:05	6	30	Dismiss time inside tree	3:45-3:50 Clean up time
3:05-3:45	6	30	play/art	3:50-4:00 Transition for going outside
			Arrival of school age children	4:00-5:00 Outside free play
3:30	6	45		

3:45-3:50	6	45	Clean up time	5:00-5:10	Transition for snack
3:50-4:00	6	45	Transition for going outside	5:10-5:15	Snack
4:00-5:00	6	45	Outside free play	5:15-5:30	Free play outside
5:00-5:10	6	45	Transition for going inside	5:30-6:00	Free play reading time inside
5:10-5:15	5	40	Go to the bathroom and wash hands		
5:15-5:30	5	30	Snack time		
5:30-6:00	5	20	Free play/reading time		

330  
330-345  
3:45-4:15  
4:15-5  
5-515  
5:15-6pm  
6:00

**Group 5**  
**arrival**  
**Wash hands**  
**Snack Time**  
**Enrichment Class**  
**Free play outside**  
**Enrichment class and or group game**  
**Pick up dismissal**



Krystell Guzman &lt;krystell@laplazitapreschool.com&gt;

---

## Trip generation for Daycare

---

Hsiao, Dean <DHsiao@sanleandro.org>  
To: Krystell Guzman <krystell@laplazitapreschool.com>

Fri, Jan 17, 2020 at 10:14 AM

Hi, Krystell,

Based on the Trip Generation Manual 10<sup>th</sup> Edition, your daycare center will generate 47 trips per peak hour. Please contact me if you have any questions.

Dean Hsiao, Ph.D., P.E., PTOE  
Traffic Operations Engineer  
Engineering and Transportation Department  
City of San Leandro  
[835 E. 14th Street](#)  
San Leandro, CA 94577  
Phone: (510) 577-3410  
Fax: (510) 577-3294  
[dhsiao@sanleandro.org](mailto:dhsiao@sanleandro.org)

[Quoted text hidden]

**ATTENTION:** This email is from an external source, outside of the City. While attachments and links are scanned by our Advanced Threat Protection service, we still recommend you use caution when opening or clicking them. Unless you recognize the sender and have an expectation that the content is safe, it is best to ignore this email and report it to the Helpdesk. Sincerely, Your IT Team



# La Plazita Preschool

www.laplazitapreschool.com  
 3625 MacArthur Blvd. Oakland, CA 94602  
 (510) 402-8715

Neighbor name and address	In support yes or no	Comments in about the Project
Jeannette Frechon 229 Julius St.	yes	parking on driveway could be issue but not from our conversation.
DENITA DZANANOVIC 227 FOOTHILL BLVD. S. L. 94577	YES	WE SUPPORT THE BUSSINES
JESUS A. RIOS 221 FOOTHILL BLVD S. L. CA 94577	YES	
215 Foothill Blvd	up	In support of project but not willing to sign
Marian Ross Lorie Ranck 205 Foothill Blvd	yes	
205 JULIUS ST.	yes	
Tanyling 10915 Foothill Blvd Oakland	yes too	

Adriana Gallegos yes

Es un proyecto que  
 va a traer mejoras  
 al vecindario.  
 10923 Foothill Blvd  
 510-755-3083