The Martial Cottle Park (Park) State General Plan/County Park Master Plan (the Plan) will guide the long-term development and management of the Park. Following the presentation of the Park’s purpose, vision, and State Park and County Park classifications, this chapter presents land use management zones and a circulation plan that will further guide the physical development of the Park. Finally, goals and guidelines for the development and long-term management of the Park are presented for the park as a whole and for each land use management zone.

A. **Purpose and Vision**

1. **Declaration of Purpose**
   Public Resource Code Section 5019.50 requires that the Plan specify a declaration of purpose that broadly defines long-range management objectives. The Donor’s vision for the property is synonymous with the Park’s purpose. The Donor’s vision for the Park is that it be jointly developed, operated, and maintained as a County-State public historic agricultural park in a manner that will promote and sustain farming traditions thereby showing and displaying the agricultural heritage of Santa Clara Valley from the mid 1850s into the 20th century, while also providing passive recreational, interpretive, educational, research and commercial use opportunities that are reasonably related to the primary historical purpose of the Park.

2. **Proposed Declaration of Purpose**
   The Park will be developed, operated, and maintained as a public historic agricultural park to promote and sustain farming traditions thereby showing and displaying the agricultural heritage of Santa Clara Valley from the mid 1850s into the 20th century. It will also provide passive recreational, interpretive, educational, research, and commercial use opportunities compatible with the primary historical purpose of the Park.
Together with the grant deed and project vision, below, the Declaration of Purpose informs and guides the development of the Plan as well as subsequent planning decisions.

3. Grant Deed

Park development and use is guided by the grant deed from Walter Cottle Lester to the County and the State. It states:

No part of the property shall be used for high intensity, organized recreational uses such as athletic fields, playgrounds, tot lots, swimming pools, play courts, amusement rides or similar uses, nor as a repository for historic structures that are relocated from other Sites. The Property shall be used exclusively as a public historical park that informs and educates the public about the agricultural heritage of the Santa Clara Valley, as exemplified by the Martial Cottle family, dating from the 1850’s into the 20th century. The property may be used for passive recreational activities such as picnic facilities, trails, and other low intensity uses that may be incidental to the primary historic and educational purposes of the park, and for interpretative, passive recreational, agricultural education and research and commercial uses that are reasonably related to the history of farming in the Santa Clara Valley. In addition, commercial uses such as agricultural leases, produce stands, community gardens, farmer’s markets, interpretative programs or similar uses may be allowed if reasonably related to the primary historical purpose of the park.

4. Park Vision

The Park vision provides an image of the Park’s ideal future appearance and character. The vision for the Park is as follows:

The establishment of the Park will not only protect a rich piece of Santa Clara Valley’s history and 287.54 acres of fertile farmland in perpetuity, but it will enhance the soil and land to provide a unique agricultural, recreational, and educational resource. The main uses of the Park will include agricultural production, habitat enhancement, recreational facilities and trails, and educa-
tional and interpretive programming related to the Park’s cultural and natural resources. The Park will provide a range of educational and recreational opportunities that will be accessible to all users.

Over half of the Park will be in agricultural production, providing food primarily for local and regional markets. Sustainable farming practices will be employed in order to reduce impacts to, and potentially enhance, the health of the soil, water, habitat, and food resources. The changing crops provide for seasonal interest throughout the year, as well as diverse produce for the markets. Park visitors will have the opportunity to witness sustainable farming in action from the walking trails throughout the park, and will be able to purchase park-grown produce from the on-site produce stand and farm café. In addition to the on-site marketing opportunities for farmers, the Park will include facilities for produce storage, processing and packaging. The marketing and other on-site facilities will ensure that farming the Park is a viable opportunity for farmers and that park visitors are able to enjoy truly fresh Park produce.

The Park’s natural resources will be enhanced not only through agricultural practices, but through the restoration of seasonal wetland habitat along the Canoas Creek channel. These efforts will enhance the ecological diversity of the Park, provide additional educational opportunities, and contribute to healthy organic farms by creating habitat for beneficial insects, birds, and other wildlife. Retaining existing trees and establishing diverse hedgerows will also contribute to these efforts. A small native plant nursery located on-site will support on-site and regional habitat enhancement efforts.

Agricultural education opportunities will be abound in the Park. In addition to interpretive signage provided along trails and at key points of interest, a

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1 Sustainable farming practices integrate natural biological cycles and controls; protect and renew soil fertility and the natural resource base; and minimize adverse impacts on health, safety, wildlife, water quality, and the environment.
cooperative partner will establish demonstration gardens and youth agricultural facilities that will provide educational opportunities for park visitors and program participants. Historical farming practices may also be demonstrated during special events and activities.

Recreational activities within the Park will be passive, supported by a trail network through agricultural land and through the enhanced seasonal wetlands, and by picnic grounds and day use facilities. A visitor center, a multi-use outdoor pavilion, grassy area and picnic areas will provide opportunities for a range of community gatherings.

B. Classification

The Park is classified under the California State Parks and the Santa Clara County Parks and Recreation Department (County Parks) system.

1. California State Park Classification and Naming

The classification system for State Parks, established by the Public Resources Code Section 5019.56-5019.68, provides the broadest management guideline for a park unit. Park units are classified as State recreation units, historic units, seashores, reserves, State wildernesses, natural preserves, or cultural preserves based on a unit’s primary values and identified purposes.

The California State Park and Recreation Commission adopted the classification of State Recreation Area for the Park on October 31, 2008. The Public Resources Code states that, for all State park units including recreation areas, “consideration shall be given to compatibility of design with the surrounding scenic and environmental characteristics.” The Public Resources Code distinguishes State Recreation Areas as:

“...consisting of areas selected and developed to provide multiple recreational opportunities to meet other than purely local needs. The areas shall be selected for their having terrain capable of withstanding extensive human impact and for
their proximity to large population centers, major routes of travel, or proven recreational resources such as manmade or natural bodies of water."

This classification was recommended by the Director of California State Parks because it will allow for flexibility in developing visitor use and interpretive facilities and continued agricultural use of the State-owned property consistent with the Donor’s vision.

2. Regional Parkland Classification

County Parks is charged with the dual mission of preserving the natural and historic resources of the County Parks system and of providing recreation opportunities and facilities for public use. According to the Strategic Plan for the Santa Clara County Parks and Recreation System, “a regional parkland classification provides a framework within which systemwide use and management strategies may be applied for the programming, orderly development, and use of regional parks. Standardization of the classification system further assures uniform implementation of system-wide strategies."

Through park classification, the dominant character and principal values of an area are defined. The regional parkland classification system establishes five categories of regional park use in Santa Clara County, which can be applied in whole to an individual park, or to individual zones within a park. These classifications include Regional Park Resource Bank, Regional Park Natural Area, Regional Park Rural Recreation Area, Regional Park Urban Recreation Area, and Regional Historic Sites.

A combined classification of Urban Recreation Area and Historic Site is appropriate for the County-owned portion of the Park. In contrast to the limited low-impact recreation allowed on a Historic Site, the Urban Recreation Area designation allows for the following potential Park program elements:

- Open meadow play areas.
- Special recreation use facilities (i.e. par course, special events, and festivals).
- Large group and corporate picnicking.
♦ Developed use facilities (i.e. visitor center, multi-use outdoor pavilion, restrooms, family and group picnic facilities).
♦ Trails.
♦ Parking/staging.
♦ Agriculture in support of historic interpretive programs.

C. Land Use Zones

Land use zones define the use and management scheme for the Park. Implementation of this Plan will lead to the development of more diverse land uses than the current, low-intensity agricultural land use. These land uses will include: various forms of agricultural, habitat enhancement, passive recreation, and agricultural history and modern agricultural education. Each of these uses is associated with distinct management goals and objectives, and occupies well-defined areas of the park. In order to facilitate the management of these areas, four land use zones have been established for the Park. The zones will guide the development of the Park, ensuring that the intensity and character of each area contributes to the overall vision for the Park. The zones are shown in Figure 4-1 and described below. Additional design recommendations are provided in Chapter 6, Design Guidelines.

1. Park and Recreation Zone

The Park and Recreation Zone is a broad management zone that encompasses all areas and facilities related to recreation and visitor services that will be managed by County Parks. Most of this management zone is concentrated in the northeast portion of the park. This management zone includes public components of the circulation system (described below in section D) which will overlap into other management zones, and the following uses, all of which have a common purpose of serving the general public:

♦ Main Park Complex. The Main Park Complex will include public buildings such as a visitor center and a multi-use outdoor pavilion, as well as open park areas for passive recreational activities. The visitor center
FIGURE 4-1
PARK PLAN LAND USE AND MANAGEMENT ZONES

MARTIAL COTTLE STATE PARK GENERAL PLAN
AND COUNTY PARK MASTER PLAN
DRAFT FINAL

- Park and Recreation Zone
- Leased Agriculture Zone
- Cooperative Management Zone
- Habitat Enhancement Zone

- Agricultural Marketing Area
- Main Entrance
- Overflow Parking
- Visitor Center
- Main Public Parking
- Pavilion
- Main Park Complex
- Urban Forestry, Community Gardens, and Shared Parking
- Western Use Area
- Seasonal Wetland
- Native Plant Nursery
- Canoas Creek Enhancement
- Potential Parking
- Park Corp Yard
- Research, Demonstration Gardens and Youth Agriculture Programs
- Farm Corp Yard
will serve as the base for Park operations and may ultimately include interpretive exhibits, a gift store, classrooms, staff offices, restrooms, and other facilities. The pavilion will include a kitchen and will provide a venue for special events and large group gatherings such as harvest festivals, interpretive programs, farmers’ market uses, and major community events. The Park’s open spaces will provide opportunities for passive recreation, such as hiking and picnicking, as well as interpretation and educational programming. Picnic areas will range in size and include large group areas that could be available for private rental for special events, small picnic areas near trails and other features, and walk-in picnic areas. Picnic areas may include barbeque grills and/or pits, picnic tables/benches, water fountains, restrooms, shade structures, and rain shelters. Interpretive and educational facilities and programs will be included in this area. This area will provide approximately 10 acres of parking, including paved parking lots and overflow parking areas, as well as restrooms, potable water, shaded areas, emergency and service access, parking, garbage and recycling facilities. Additional parking spaces will be provided by an overflow parking area.

♦ **Western Use Area.** The Western Use Area will provide opportunities for passive recreation, picnicking, and environmental education in proximity to the enhanced Canoas Creek and the seasonal wetland. This area will provide opportunities for nature observation and natural resources education, picnicking, and hiking. A small parking lot with capacity for approximately 25 cars and 1 to 2 school buses will be provided. This area will be accessed on a reservation and/or limited use basis.

♦ **Trails.** Trails link all the Land Use Zones and will be a significant recreational amenity at Martial Cottle Park. Where necessary, trails will be fenced to discourage conflicts with surrounding uses. A perimeter trail around the Park will provide for multiple uses, including walking, hiking, jogging, biking, and horseback riding. In addition, pedestrian-only interior trails will provide access through the Park and between elements. Trail connections will be established to the City of San José’s citywide
trail system. Support facilities for the Park’s internal trail network include potable water, shade areas, staging areas, bicycle parking facilities, emergency and service access, gates and fencing where needed, and educational, regulatory, informational, and directional signage.

- **Buffers.** Buffers at Martial Cottle Park will be landscaped areas that provide a separation between agricultural and other land uses, and between the Park and surrounding land uses. Many of the buffers will also include a recreational trail.

- **Park Support Facilities.** Support facilities for Park operations are likely to include a Park corporation yard and a possible caretakers residence. These facilities are to be located and designed so as to minimize interference with the serene, agricultural character of the Park.

2. **Leased Agricultural Zone**

Production agriculture will be a dominant land use within the Park, comprising approximately 140 acres. Agricultural fields are consolidated into large, contiguous blocks in order to promote efficient agricultural activities. This zone includes the agricultural land, as well corporation yards and marketing areas that support agricultural uses and service roads that primarily support farming activities.

- **Production.** Farmer(s) will lease land in the Park for the production of food and other crops, including row crops, and orchards. Given the agronomic conditions and scale of the Park, it will be possible to produce most of the crops and other agricultural products that historically were produced in Santa Clara Valley. These include: fruits, nuts and vegetables; grains; legumes; animal feed and forage crops; rangeland and pasture for livestock production; seed crops; oilseed crops; nursery stock; livestock; and poultry. Which products are grown will likely be determined by the producer or producers involved, by the demands of their target markets, and by conditions of their lease agreement.

- **Support Facilities.** Support facilities for agricultural production will be necessary to ensure viable operations. These facilities may include, but
are not limited to, a corporation yard and storage areas, irrigation systems, and would be separate from the facilities utilized by County Parks and the general public.

♦ Commercial Sale Facilities. The financial success of the agricultural operations depends as much on the post-harvest activities and facilities, as it does on the production capacity. In turn, by creating opportunities to add value to the agricultural products produced on-site, the Park could increase its own revenue. Commercial facilities provided at the Park may include a farmers market area, a produce stand, a farm café and catering facilities. Processing and packaging facilities may also be included in commercial areas in order to provide opportunities for value-added marketing of farm produce and the distribution of farm produce to other locations.

3. Habitat Enhancement Zone – Canoas Creek and Seasonal Wetland
Habitat enhancement at the Park will benefit the area’s natural communities as well as integrated pest management efforts for both agricultural and park areas. In addition, habitat enhancement will create recreational and educational opportunities. Although other areas of the Park, such as landscaped buffers, will provide habitat and contribute to the overall natural diversity of the Park’s vegetation, this management zone is intended only for Canoas Creek and surrounding land, which will be specifically managed to enhance habitat as described below.

♦ Canoas Creek. Vegetative enhancements will be made to the area adjacent to the Canoas Creek channel in order to improve its habitat function and aesthetic value. The channel, including the existing concrete bottom, will not be modified.

♦ Seasonal Wetland. A seasonal wetland adjacent to the Canoas Creek channel will provide recreational opportunities, enhance the habitat value of the Park, and contribute to stormwater management. Recreational amenities in this area will be limited to trails, which may be closed when necessitated by flood conditions.
The Habitat Enhancement Zone will provide ample opportunities for interpretation and education. The Western Use Area, described above, will be located adjacent to the Habitat Enhancement Zone and will provide a staging area and picnic grounds that allow visitors, including school groups, to enjoy this area with minimal impact to the sensitive resources.

4. Cooperative Management Zone
The Cooperative Management Zone will be managed by entities other than County Parks, either through lease agreements or other arrangements. The leased agriculture areas utilized for production agriculture, as described above, are not included in this management zone. There are six sub-zones within this management zone. These subzones were established based on specific use and/or management and include research, demonstration gardens, youth agriculture, native plant nursery, community gardens, and urban forestry, as described below.

♦ Demonstration gardens. Demonstration gardens will demonstrate sustainable farming and gardening practices. These gardens will include plots for experimentation, training and events pertaining to gardening.

♦ Youth agriculture. Youth agriculture programs will provide opportunities for children to experience farm activities such as raising and caring for animals, growing plants, and other farm chores. This program may include barns, greenhouses and other support facilities, but will be predominantly grazing and agricultural land. Youth agriculture areas may be used by groups such as the UCCE 4-H program, Future Farmers of America, or other similar programs.

♦ Research. Research in sustainable agriculture will support on-site farming operations as well as those throughout the State. Programs operated in the Research area may include data collection, limited demonstration areas, and exploration and experimentation relating to crops of interest and new farming practices. The area designated for agricultural research may include minimal storage, security fencing and support facilities, but will be comprised primarily of agricultural land.
Native plant nursery. A native plant nursery will propagate and grow plants that are native to Santa Clara County for restoration and habitat enhancement projects in the region.

Community gardens. Community gardens contain publicly accessible garden plots for the use of City and County residents for raising fruit, vegetables, and ornamental plants.

Urban forestry. A community-based urban forestry program will grow native trees to be planted primarily in urban and park areas throughout the region in order to provide shade and ecological services such as air and water purification and soil building. This program will provide opportunities for community members to engage in urban enhancement projects.

D. Circulation Plan

The Circulation Plan for the Park will guide the development of Park entrance points, roads, and trails for vehicular and non-vehicular use. These components are shown in Figure 4-2 and described below.

All parking, trails, and facilities will be consistent with the Board-approved Santa Clara County Countywide Trails Master Plan Update (1995), the Uniform Interjurisdictional Trail Use, Design and Management Guidelines (1999), and the Americans with Disabilities Act (ADA) guidelines.

1. Park Entrances

There will be one public vehicular entrance to the Park, located off of Snell Avenue, to include an entrance kiosk, signage, pedestrian walkways, and landscape features that create a visible, inviting gateway into the Park. The proposed entrance would be aligned slightly north of the Life Estate Area, offset from Kehoe Court, and will include bicycle and pedestrian access. Additional vehicular entrances will be provided for service and emergency vehicles. These are located on Branham Lane across from Branham Plaza, and on
FIGURE 4-2  CIRCULATION PLAN

Public Vehicular Access
Service/ Emergency Access
Non-Vehicular Access

Primary Vehicular Road
Secondary/ Service Road
Sidewalk
Unpaved Multi-use Trail
Pedestrian Trail

BRANHAM LANE
CHYNOWETH AVENUE
HWY 85
SNELL AVENUE

Future Connection to City of San Jose Trail System
Future Undercrossing/ Connection to Blossom Hill Road
Connection to VTA Blossom Hill Station
Cooperative Management Zone Entrance
Main Park Entrance

MARTIAL COTTLE STATE PARK GENERAL PLAN
AND COUNTY PARK MASTER PLAN
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Chynoweth Avenue at Avenida Almendros and Duesenberg Drive. These secondary entrances will also serve as exits during special events and festivals.

There will ultimately be eight non-vehicular entrances from the perimeter of the Park to the multiple use trails that lead to the Park and Recreation Zone.

2. Vehicular Circulation
Separate vehicular circulation systems for public access and service/emergency vehicle access will be provided at the Park. The separate systems will reduce the potential for conflicts between the general public, agricultural, and park operations circulation.

The public vehicular entrance will be located on Snell Avenue. An entry kiosk, stacking lanes and a vehicular turn-around will be located near the entrance, far enough from Snell Avenue to provide adequate distance for queuing. Public access roads will provide access to the main public parking area, overflow parking area as well as the parking area near the Western Use Area. Internal intersections will have stop signs and signage indicating access restrictions. Access past the main parking lot, including access to the Western Use Area, will be restricted in order to limit traffic on-site when necessary.

Four gated service and emergency vehicular entrances are to be located in the Park, including a gated service/emergency entrance on the Park’s northern boundary along Branham Lane, a second one to the south along the eastern section of Chynoweth Avenue, and a third one to the west connecting to the western segment of Chynoweth Avenue. These entrances will provide daily access for farm vehicles and other service vehicles and to provide multiple access points for emergency vehicles. A fourth service entrance will provide access for cooperative partner uses, such as community gardens. All service entrances may be used by the public during large events or utilized for specific program needs, such as the youth agriculture programs and demonstration gardens.
3. Non-Vehicular Circulation

Non-vehicular park entrances will provide walk-in access for pedestrians, bicyclists, skateboarders, and other non-motorized forms of transportation. These entrances will be strategically located around the Park’s perimeter to provide convenient access from surrounding neighborhoods and to establish connections from the VTA Station immediately south of the Park. The eight entrance points envisioned for the Park will all provide access to the perimeter trail, which will direct traffic towards internal trails and major access points. The entrances are to be sited at the following locations:

- The corner of Snell Avenue and Branham Lane.
- Near the Park entrance on Snell Avenue.
- Near the eastern service road on Chynoweth Avenue.
- From the Blossom Hill VTA Station south of the Park via Canoas Creek.
- Under the Highway 85 overpass, connecting to Blossom Hill Road.
- At the terminus of the western segment of Chynoweth Avenue.
- On the north bank of the Canoas Creek Channel on the Park’s western boundary.
- At the terminus of Vistapark Drive on the Park’s western boundary.

Park trails as well as sidewalks along Snell Avenue and Branham Lane will be managed by County Parks and are all considered to be part of the Park and Recreation Area. The Park’s trail network will include multiple use trails around the perimeter of the Park and provide internal connections between key destinations. Multiple-use trails can be utilized by pedestrians, dog-walkers, bicyclists, equestrians and other non-motorized forms of transportation. Pedestrian-only trails will be located within the Main Park Complex, the Western Use Area, and the Habitat Enhancement Area. Trails in proximity to Canoas Creek and the Santa Clara Valley Water District maintenance road will be designed both to ensure safety for visitors and emergency access for the District. The trail network will provide access between park elements, and will allow the public to enjoy the park’s agricultural setting. Because the Park is essentially flat, it is expected that all trails will offer the same low level of difficulty.
4. Parking

Approximately 10 acres of vehicular parking will be provided at the Park. Public parking lots will consist of one primary lot located in proximity to the visitor center, several smaller lots in proximity to the Western Use Area and other destinations, and an approximately 5-acre unpaved area near the main entrance designated for overflow parking. The paved public parking lots will be adequate to accommodate at least 532 vehicles. Additional smaller parking lots will be provided for the agricultural marketing area, the cooperative management zone, corporation yards and other facilities as needed.

E. Visitor Use

Estimated visitor use at the Park resulting from the implementation of the Plan is 2,683 people on a typical weekday, and 4,610 people on a typical weekend day during the high season. Appendix D presents the assumptions and calculations used to determine potential visitor use. The use projection estimates are for all recreational uses, including trail users, as well as use by cooperative partners at the park. It estimated that, annually, there would be up to 52 medium-sized private events requiring facility rental, and two medium-sized public events held by cooperative partners. It is also assumed that two very large events, such as festivals for up to 6,000 visitors, would be held annually.

F. Parkwide Unit Management Goals and Guidelines

This section presents goals and guidelines for implementing the Declaration of Purpose and Vision for Martial Cottle Park described above. While some of the goals and guidelines apply to the entire project, others are specific to discrete planning areas or activities.

Goals, guidelines, and objectives are defined by the California State Parks Draft Planning Handbook as follows:
♦ **Goal** refers to a general, overall, and ultimate purpose, aim or intent towards which management will direct effort. Goals are not necessarily measurable except in terms of the achievement of component objective that are involved in the attainment of the goal.

♦ **Guideline** refers to a general set of parameters that provide direction for accomplishing goals.

The Goals and guidelines described in this chapter are further supported by specific objectives provided in Chapter 6, Implementation. Objectives are defined by California State Parks as follows:

♦ **Objective** refers to a specific statement of expected accomplishment of desired future condition toward which management will direct efforts in the context of striving to achieve a broader goal. Objectives are achievable, and where possible measurable and time specific.

1. **Fundamental Parkwide Goals**

This section includes goals that address multiple elements or areas of the Park, and may pertain to the park’s entirety.

♦ Ensure consistency with the goals and policies of California State Parks, the County of Santa Clara Board of Supervisors, County Parks and Recreation Department, the Countywide Trails Master Plan, and the County General Plan.

♦ The Park’s focus will be education and commemoration of Santa Clara County’s agricultural history. Portions of the Park will be under agricultural use, and portions under educational and cultural uses, all related to the Park’s recreational interpretive purpose. Research and commercial agricultural uses will be limited to those that are reasonably related to the history of farming in the Santa Clara Valley. Ensure public safety within all park areas.

♦ Minimize conflict among park elements, between park users, and with surrounding land uses.
2. Natural Resource Management and Protection

Goals and guidelines related to the management of natural resources are presented in this section.

Goal:

♦ Preserve and enhance natural resources within the Park consistent with the Park’s primary mission to provide for passive recreation, education and interpretive uses and supporting uses associated with agriculture.

Guidelines:

RESOURCES.1 Preserve and establish locally native vegetation communities and wildlife habitat within the Park to the extent possible while allowing for primary development of recreational and educational uses with supporting agricultural uses.

a. Plant Life

This section provides goals and guidelines serving to establish, preserve, and manage the Park for the suitability of desirable plant life.

Goals:

♦ Establish native vegetative communities for long-term preservation.
♦ Preserve and enhance riparian habitat in the Western Use Area.

Guidelines:

PLANT.1 Promote native plant biodiversity and protect habitat for threatened and endangered plant species.

PLANT.2 Preserve the existing valley oaks (Quercus lobata) by establishing buffer zones around existing specimens to prevent soil compaction and through regular monitoring of tree health.

PLANT.3 Plant landscaped areas, including buffers and hedgerows, with species that, where possible, are native to the region and complement the Park’s agricultural activities. Plantings in riparian
and wetland areas, and other areas where possible, shall also be watershed specific. In addition, plants selected will attract beneficial insects and wildlife, but will not be known to attract agricultural pests nor be invasive.

PLANT.4 Adhere to Ordinance Number NS-517.70, 5-21-02 of the Santa Clara County Municipal Code, which requires the elimination or reduction of pesticide application on County property to the maximum extent feasible.

PLANT.5 Incorporate climate-appropriate and drought-tolerant species to reduce the amount of water used for irrigation in the non-agricultural areas of the Park.

PLANT.6 Provide monitoring and maintenance to ensure the long-term health and survival of native plant communities.

PLANT.7 Eradicate invasive plant species.

PLANT.8 Avoid adverse impacts to wetland habitats and potential special-status plant species during construction, grading, and during any enhancement of park facilities or park elements. In the event that disturbance can not be avoided, a qualified botanist or appropriate resource agency representative will survey the site, prior to construction, to identify appropriate mitigation measures to offset the disturbance.

PLANT.9 Promote the establishment of native plant nursery to provide plants for on-site habitat restoration, for use in a native plants demonstration garden, and habitat restoration projects in other County parks and public projects.
b. Wildlife
This section provides a goal and guidelines to preserve and enhance wildlife habitat within the Park where appropriate.

Goal:
♦ Preserve the Park’s wildlife habitat and promote biodiversity.

Guidelines:
WILDLIFE.1 Locate visitor services and other high-impact areas away from sensitive wildlife habitat.

WILDLIFE.2 Monitor construction and development activities to avoid and/or minimize impacts to special-status wildlife species.

WILDLIFE.3 Minimize disturbances to wildlife habitat by restricting public access in sensitive habitat areas, including Canoas Creek, riparian, and seasonal wetland areas.

WILDLIFE.4 Perform integrated-pest management activities to maintain healthy populations of indigenous wildlife species and reduce invasive pests.

WILDLIFE.5 Work with the California Department of Fish and Game to manage non-native red foxes that have recently been observed in the Park.

c. Soil and Geologic Resources

Goal:
♦ Maintain and enhance agricultural soils and minimize erosion.

Guidelines:
SOIL.1 Make agronomic suitability of the various soils types a primary consideration in site design.
SOIL.2 Work with the soil conservation and agricultural partners (i.e. Natural Resource Conservation Service, the Santa Clara County Farm Bureau, etc.) to develop and implement a plan to improve soils in areas to be used for agriculture.

SOIL.3 Employ sustainable agriculture practices for building soil health in agricultural areas, including tilling, soil conservation, cover crops, crop rotation, mulching, and composting.

SOIL.4 Enrich soils with compost, compost tea and other natural soil amendments, and avoid synthetic fertilizers to the extent feasible.

SOIL.5 Provide information and education to farmers to promote the conservation of soil resources and reduce soil erosion.

SOIL.6 Implement Best Management Practices (BMPs) for erosion and sediment control.

SOIL.7 Minimize soil compaction in areas to be utilized for agriculture, open space, and habitat.

SOIL.8 Require the use of best management practices to reduce and control any dust created by agricultural activities.

d. Water Resources

Goals:

- Maximize the efficiency of water usage.
- Preserve and enhance water quality.
- Preserve and enhance the hydrologic function of Canoas Creek.

Guidelines:

HYDRO.1 Employ high-efficiency irrigation systems, controllers and schedules in agricultural, recreational and other areas of the Park requiring irrigation. At a minimum, the Park shall comply with
the California Model Water Efficient Landscape Ordinance. Areas dedicated solely to edible plants will be considered Special Landscape Areas in the water budget calculations.

HYDRO.2 Minimize irrigation in non-agricultural areas through water conservation techniques such as the use of high-efficiency irrigation equipment, appropriate design, proper installation, proper maintenance, and appropriate irrigation schedules.

HYDRO.3 Capture and filter water runoff from parking lots in the non-agricultural areas of the Park using bioswales and green infrastructure.

HYDRO.4 Reduce stormwater run-off by minimizing the amount of impermeable surfaces in the park and incorporating pervious surface treatments where feasible.

HYDRO.5 Adhere to County guidelines for use of pesticides and fertilizers in order to reduce potential adverse impacts to local and regional water resources.

3. Cultural Resources
This section provides a goal and guidelines for the preservation and interpretation of cultural resources.

Goal:

♦ Protect significant cultural resources and integrate the Park’s cultural resources and history into park programming.

Guidelines:
CULTURE.1 Interpret all significant archaeological, paleontological, historical, and cultural sites and artifacts.
CULTURE.2  Locate recreational, agricultural, interpretive, and other Park program elements to maximize interpretation of historic and other cultural resources.

4. Agriculture
Goals and guidelines related to agricultural production, community gardens, agricultural research areas, and the Youth Agriculture areas are presented in this section.

Goals:
♦ Develop and maintain viable agriculture for long-term operation.
♦ Provide a variety of opportunities for agricultural activities at Martial Cottle Park.
♦ Provide agricultural education to the public and staff.

Guidelines:
AG.1  Preserve agricultural character throughout the Park and among Park elements.

AG.2  Individual agricultural operations within the Park should maintain park themes and contribute to the overall mission of the park.

AG.3  As feasible within viable agricultural operations and educational programming, preserve and incorporate historic crops and farming methods, providing for interpretation and education about the historical farming practices of the Santa Clara Valley.

AG.4  Encourage a diversity of agricultural crops and mixed crop and animal systems, as permitted by County’s public health policies.

AG.5  Maintain viable agriculture businesses by providing a flexible range of plot sizes, and consider the needs of future agricultural uses.
AG.6  Provide views of leased farm areas while providing adequate setbacks to allow for efficient farming.

AG.7  Minimize conflicts between agriculture and other adjacent uses by establishing buffers and using fencing as appropriate, and by broadly disseminating information about seasonal agricultural operations.

AG.8  Utilize sustainable farming practices that integrate natural biological cycles and controls; protect and enhance soil fertility and the natural resource base; and minimize adverse impacts on public health, safety, wildlife, water quality and the environment.

AG.9  Reference the California Invasive Plant Council listings of invasive plants and do not include identified species in farm plans, planting plans or new plantings in the Park.

AG.10 Support outside marketing, such as farm-grown produce sales to local schools, healthcare organizations, community/senior centers, private institutions and organizations.
  ○ Encourage the sale of produce grown at the park on-site and off-site.
  ○ Encourage the sale of locally-grown fresh produce on-site.

AG.11 Implement best management practices to minimize potential impacts of animal husbandry within the Park, such as vectors, dust, and erosion.

5.  Recreation
This section provides goals and guidelines to ensure that the Park provides a high quality recreational experience for visitors.
Goals:

♦ Park services will be visitor-oriented, providing the public with access to agriculture education and passive recreational opportunities.

♦ Provide for a range of day-use, passive recreation and educational opportunities that complement the Donor’s vision of a historic agricultural park and are consistent with the property’s deed restrictions.

Guidelines:

REC.1 Integrate passive recreational facilities with the park’s agricultural function and historical resources.

REC.2 Provide facilities that will invite and facilitate the public use of the park, such as picnic facilities, meadows, multi-use trails, restrooms, water fountains, and benches.

REC.3 Locate and design recreational facilities to be compatible with adjacent uses.

REC.4 Balance the mix and distribution of recreational elements with elements that are needed for efficient park operations, such as the corporation yard, storage, and shed.

REC.5 Provide facilities to serve large groups, such as group picnic areas, central gathering space for events and festivals, as well as individual park visitors.

REC.6 Locate all trails outside of the Canoas Creek floodplain.

REC.7 Adhere to or exceed County of Santa Clara park standards for design.

REC.8 Provide trail related amenities such as wayfinding signs, maps, benches, shade, drinking water fountains, dog courtesy stations, trash and recycling receptacles.
6. Circulation and Access

This section provides goals and guidelines to promote convenient and efficient movement throughout the Park.

Goal:

♦ Provide safe and convenient access to the Park for a wide range of users.

CIRC.1 Provide a single public vehicular entry to the Park that minimizes potential traffic and parking impacts on surrounding neighborhoods.

CIRC.2 Design and maintain emergency access roads to meet Santa Clara County Fire Marshal Office standards.

CIRC.3 Provide adequate parking on site to minimize parking on adjacent residential streets.

CIRC.4 Locate adequate visitor parking to reduce potential for circulation, parking, and visual impacts on adjacent neighborhoods.

CIRC.5 Develop strategies for facilitating travel to and from the Park via alternative, non-automobile modes, such as bus, light rail, Caltrain, bicycle, and walking.

CIRC.6 Provide bicycle parking according to VTA Countywide Bicycle Plan Technical Guidelines.

CIRC.7 Work with the City of San José and the Santa Clara Valley Transportation Authority (VTA) to provide safe and convenient pedestrian and bicycle connections from nearby transit nodes that include bus stops, light rail, and Caltrain stations to the park.

CIRC.8 Work with the City of San José and the VTA to provide multiple points of walk-in entry and crosswalks for pedestrians and
bicyclists to facilitate access to the Park from surrounding neighborhoods and regional transit.

CIRC.9  Work with the VTA to develop safe and attractive designs for area bus stops serving park visitors, that is in keeping with its historic farming nature, to promote public transit as a preferred means of travel to the Park.

CIRC.10 Work with the VTA and SCVWD to develop safe pedestrian and bicycle access to the Park from the Blossom Hill Light Rail Station.

CIRC.11 Work with the VTA and Caltrans to develop access beneath Highway 85 to surrounding neighborhoods near Blossom Hill Road.

CIRC.12 Work with the Santa Clara Valley Water District and the City of San Jose to develop and connect trails along Canoas Creek.

CIRC.13 Establish trail connections throughout the Park to provide convenient connections between Park destinations.

CIRC.14 Provide trails around the perimeter as well as through the Park that are designed to accommodate safe and compatible use by multiple trail user groups, including pedestrians, joggers, roller-bladers, bicyclists, and equestrians.

CIRC.15 Provide accessible trails, access points and facilities for all people, regardless of physical abilities.

CIRC.16 Provide a system of internal service roads that facilitates access and circulation of park vehicles and farm machinery (e.g. security patrol, maintenance trucks, tractors, etc.).
CIRC.17 Work with the City of San José on the future design of Park perimeter and access treatments in conjunction with the roadway widening of Snell Avenue and Branham Lane.

CIRC.18 Work with the City of San José to provide safe and comfortable pedestrian and bicycle crossings at all intersections leading to the park.

CIRC.19 Develop a coordinated facilities use and parking strategy for special events that optimizes the beneficial use of parkland during non-event periods, avoids visual impacts associated with large parking lots, and minimizes parking impacts on adjacent residential neighborhoods.

7. Concessions
This section provides a goal and guidelines to support concessions that enhance the visitor’s experience.

Goal:

- Provide high quality visitor services through concessions that align with the mission of the Park and protect the Park’s natural, cultural, recreational, and aesthetic resources.

Guidelines:

CONC.1 Provide concessions that enhance visitor services and align with the purpose and vision of the Park consistent with the deed restrictions on the Park.

CONC.2 Provide park concessions that are compliant with requirements of Public Resources Code Section 5080.03 addressing concessions in California State Parks.
CONC.3 Provide park concessions that are compliant with requirements of County Board Policies and County Parks’ Policies and Procedures addressing concessions on County parkland.

CONC.4 Establish park concessions that abide by the guidelines set forth in State Park and Recreation Commission Policy I.7, “Operating Contracts”.

CONC.5 Require food concessions to provide farm-fresh, nutritious food that is grown on-site when possible.

CONC.6 Provide concessions and associated facilities that are of adequate size to accommodate anticipated visitor demand.

CONC.7 Establish a range of concessions to provide prepared food, beverages, snack foods, catering services, and sundries.

8. Education and Interpretation
This section provides goals and guidelines addressing the content and accessibility of education and interpretation of park elements.

Goals:
♦ Provide educational opportunities for a broad cross-section of the public that address the agricultural heritage of the Santa Clara Valley and California, on-going agricultural operations, and the Park’s natural resources.
♦ Create opportunities for interaction between the public and agricultural activities.

Guidelines:
INTERP.1 Establish partnerships with appropriate organizations such as the Santa Clara County Office of Education, school districts, the University of California Cooperative Extension, nongovernmental organizations and others to develop and implement educational programs at the Park to further the park’s mission.
INTERP.2 Provide visitors with an understanding of the history of agricultural crops grown in the Santa Clara Valley and their role in the state, covering why certain crops were particularly amenable to the area, desirable at that time, how the land was farmed, and how the crops were produced and sent to market.

INTERP.3 Develop programs and educational signage to interpret the agricultural heritage of the Santa Clara Valley through the Cottle family’s agricultural practices, cultural traditions, and natural resources. Cultural and historical programming should be developed in cooperation with California State Parks, the County of Santa Clara Historical and Genealogical Society and the County of Santa Clara Historical Heritage Commission.

INTERP.4 Develop and implement hands-on training and education for people of all ages and backgrounds in agriculture, gardening, food production, and related topics as both vocation and avocation.

INTERP.5 Provide classroom facilities and/or multi-use space to accommodate educational programs related to the Park’s agricultural, historic, interpretive and recreational uses.

INTERP.6 Provide a mix of interpretive and educational programs that are interactive and experiential in nature, in addition to traditional exhibits. Use internet technology to expand marketing and outreach for the park’s educational programs where feasible.

INTERP.7 Make interpretation engaging, address multiple learning styles, and accommodate people with disabilities by using varied interpretation techniques and media.

INTERP.8 Emphasize tactile, auditory and object related media that are dynamic or dramatic. Use a well designed mixture of media to
make exhibits interesting and make interpretation accessible to all visitors.

INTERP.9 Prepare an Interpretation Master Plan to develop and guide interpretive and educational services in the park.

Interpretive Periods:
Interpretive periods define what spans of history will be covered by the park’s cultural history interpretation. A primary interpretive period focuses interpretation on the time period of greatest significance in the park’s cultural history. The significance is determined by important events associated with the park site. Choosing the primary and secondary interpretive periods also involves considering what stories are best told in a particular park, the distinctiveness of the resources, the amount of information available to draw upon, and the physical evidence available for visitors to relate to. A secondary interpretive period designates a time period that is worthy of interpretation but that should receive less emphasis than the primary period. Except for major natural phenomena such as earthquakes or fire, interpretive periods generally are just set for cultural resource interpretation.

In the 2003 Grant Deed for Martial Cottle Park, the general focus for the primary interpretive period is provided in the following statement: “The Property shall be used exclusively as a public historical park that informs and educates the public about the agricultural heritage of the Santa Clara Valley, as exemplified by the Martial Cottle family, dating from the 1850s into the 20th century.” Since the Grant Deed focuses on the above interpretation time period, secondary interpretive periods will be considered in the development of the Interpretation Master Plan for the park when the Life Estate Area becomes available to the County. As examples, secondary interpretive periods

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2 Introductory text beneath Interpretive Periods copied from Ano Nuevo State Park General Plan, Chapter 4, Park Plan, Interpretation and Education, page 4-58).
may include the Ohlone (or Costanoans as cited in many resources), Mission San Jose (1769 – 1833) and Rancho Santa Teresa (1834 – 1848).

**Primary Interpretive Period:**
This period encompasses the time that the Cottle family and their descendants, the Lester family, used the land for agriculture (1864 – present).

**Interpretive Themes:**
An interpretive theme is a succinct, central message about a topic of interest that a communicator wants to get across to an audience. Interpretation uses themes to connect visitors to the significant recreational, natural, and cultural resources of the park in personally meaningful ways. Themes provide a point of view for presenting information and inspiration through various interpretive media. Primary themes address the park’s most significant topics; secondary themes relate information about slightly less-important park topics. The unifying theme integrates all of the park’s primary and secondary themes. Interpretive themes for Martial Cottle Park are listed below.

**Unifying Theme:**
- ♦ Like a quality quilt that lasts beyond a lifetime, the local people, wildlife and plants of the Santa Clara Valley are intertwined threads that have continued to survive through time and change.

**Theme #1:**
- ♦ **Primary.** The Martial Cottle family ranch is a rare example of a Santa Clara Valley family ranch that has lasted approximately 150 years (1864 to present).
- ♦ **Secondary.** The Cottle family and their descendents nurtured and farmed these lands for approximately 150 years.

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3 Introductory text beneath Interpretive Themes copied from Ano Nuevo State Park General Plan, Chapter 4, Park Plan, Interpretation and Education, page 4-59. 
♦ Secondary. Migrant farm workers contributed to the success of the family ranch, the community and overall Santa Clara Valley.

Theme #2:
♦ Primary. Local agriculture is an integral component for healthy and sustainable cities.
♦ Secondary. The agricultural traditions can be carried on today in the park through demonstration gardens, youth agriculture, sustainable agriculture research and community gardens helping the local community to become healthy and the city sustainable.

Theme #3:
♦ Primary. Enhancing wildlife habitat through restoring the seasonal wetlands and protecting valley oaks is critical for local biodiversity in a highly developed urban community.
♦ Secondary. Canoas Creek, once a seasonal wetland, is now contained in a channel with concrete bottom and earthen sides and needs habitat enhancement to provide a more natural condition to increase biodiversity.
♦ Secondary. Valley Oaks are the only remnants of the Valley Oak Savanna plant community that once thrived in this area and provide wildlife habitat and are a reminder of the area’s past natural state.

9. Visual and Scenic Resources
This section provides a goal and guidelines for the preservation of visual and scenic resources within the Park.

Goal:
♦ Develop the Park’s visual character while preserving high quality scenic vistas provided from within the Park.

Guidelines:
VIS.1 Establish park areas to adequately serve as buffers and transition spaces that separate different uses and enhance visual character.
VIS.2  Maintain vistas to surrounding hills and retain a sense of openness within the Park.

VIS.3  Visually screen or buffer foreground views of adjacent residential development while preserving background views to distant mountains.

VIS.4  Provide visual buffers along the adjoining street corridors (Branham, Snell, and Chynoweth) and Highway 85 that reduce the visual prominence of automobile traffic from within the Park. Maintain adequate views into the Park to ensure visitor safety and preserve scenic views from surrounding neighborhoods.

VIS.5  Create visual buffers or screens along the western edge of the Park to reduce the potential for privacy conflicts between park operations and adjacent residences.

VIS.6  Preserve and enhance views of buildings or other structures with architectural and historical significance while maintaining the privacy of the Life Estate Area.

VIS.7  Through the use of vegetative plantings and/or buffers, visually screen views of maintenance facilities, storage yards, and other facilities or structures that may detract from the park’s scenic quality.

VIS.8  Provide limited and fully shielded site lighting only as necessary for public safety to minimize potential impacts on park neighbors, the night sky, and wildlife habitat.

VIS.9  Park structures and recreational facilities should be visually subordinate secondary to productive agriculture and the natural landscape.
10. Utilities and Infrastructure
The goal and guidelines in this section address adequate provision of utilities and infrastructure among various park uses.

Goals:
♦ Provide adequate water supply for all park uses.
♦ Provide adequate utilities and infrastructure to support park uses.
♦ Encourage use of self-sustaining energy systems for electricity and heating and cooling within all park structures and park use areas.
♦ Maximize the amount of solid waste diverted to the landfill through reuse, composting, and recycling.

Guidelines:
UTIL.1 Develop a water supply trunk system with meters that services the Park and Recreation Zone within the Park and that allows flexibility in the operations and leasing of agriculture areas.

UTIL.2 Encourage use of recycled/reclaimed water where appropriate, and harvest rainwater and greywater for use in non-agricultural irrigation where feasible. New infrastructure should allow for potential future connection to recycled water sources.

UTIL.3 Utilize high efficiency, low water-use indoor infrastructure such as toilets and urinals.

UTIL.4 Maximize use of sustainable energy practices such as the use of solar, and wind, passive solar, and geothermal technologies.

UTIL.5 Provide high-speed internet connections for administrative purposes.

UTIL.6 Limit lighting in the Park and utilize fully-shielded solar-powered LED light standards.
UTIL.7 Utilize passive cooling techniques where possible.

UTIL.8 Underground all utility connections.

UTIL.9 Provide adequate utility connections and infrastructure in locations that are conveniently accessible for a variety of park uses.

UTIL.10 Encourage recycling services and the means and methods for collecting and separating each type of debris deemed reusable or recyclable. Encourage on-site composting, mulching or reuse of plant debris.

UTIL.11 Require concessionaires to use recyclable and/or compostable materials.

UTIL.12 Work with the City of San José to establish a program that minimizes the amount of waste sent to landfills from the Park. The program should include strategies adopted from the City of San José’s Zero Waste Event Program.

11. Land Use Compatibility
This section provides goals and guidelines pertaining to the relationship between the Park and its neighboring communities.

Goals:

♦ Locate park elements with consideration to protecting the Park’s natural resources and avoidance of potential conflicts with adjacent land uses.

♦ Keep local neighborhood organizations informed about programs, activities and development occurring within the Park.

Guidelines:

LAND.1 Distribute agricultural, recreational, and maintenance uses sensitively and provide appropriate buffers as necessary to avoid conflicts with adjacent residences.
LAND.2 Solicit community involvement and volunteerism to assist in targeted park programs.

LAND.3 Site planning, operations and practices shall follow all applicable regulations regarding food production and public health safety.

LAND.4 Buffers shall be established between residential and park uses.

LAND.5 Minimize potential conflicts between recreation and farm uses through the establishment of a Martial Cottle Park Advisory Committee or other system for regular communication between park user groups.

12. Operations, Management, Funding, and Implementation
This section provides a goal and guidelines to guide and implement management and funding decisions for the long-term success of the Park.

Goals:

♦ Ensure the availability of financial resources over the long-term to establish and continue the safe and efficient operation and maintenance of park facilities and provision of quality visitor services now and for future generations.

♦ Pursue a strategic, yet flexible, approach to a phased implementation of the park development that is responsive to funding and partnership opportunities, operations and management resources, and public recreation/education needs.

♦ Provide a management structure that ensures efficient and effective implementation of park operations, programs, and facilities.

Guidelines:

OP.1 Secure parking and other facilities during and after normal visitor hours, and make security provisions for evening programmed activities.
OP.2 Add staffing and other management resources commensurate with increased operations and maintenance responsibilities associated with new park improvements.

OP.3 Consider cost-recovery opportunities, consistent with the Donor’s Vision and other Master Plan goals that can offset long-term management costs, specifically related to the on-going agricultural programs for the park.

OP.4 Explore sustainable design strategies that will reduce long-term operation and management costs.

OP.5 Prioritize park improvements as part of the County Parks Department’s capital improvement program where funding sources are secured to offset programmed expenditures.

OP.6 Consider funding partnerships with non-profit and for-profit entities such as concessions, grants, private donations and sponsorships for the Park that would be consistent with the Park Vision and County Parks and California State Parks’ policies.

OP.7 Encourage public-public and public-private partnerships with other agencies and organizations that can assist in funding, implementing, managing and maintaining park facilities and programs.

OP.8 Consider establishing a Park foundation or an endowment to sustain capital improvement, operation and maintenance costs.

OP.9 Consider establishing a Martial Cottle Park Advisory Committee or a Friends of Group that will provide opportunities for community involvement. The group, which would include the Supervisor/Manager for the Park, County Parks staff, volunteers, agricultural lessee(s), cooperative partners, and neighbors, would discuss and resolve any potential user conflicts, initiate
collaborative projects, and generate innovative strategies for improving communications among all parties.

OP.10 Consider vehicle and user fees that are affordable to all segments of the population and discourage parking in surrounding neighborhoods.

OP.11 Consider multi-objective purposes with partnership opportunities in the development of park facilities and programs (i.e. partnering with the Santa Clara Valley Water District (SCVWD) to develop educational components related to water use and conservation for various park uses).

OP.12 Develop a Park plan phasing program that prioritizes plan priorities and identifies the general timing of key park improvements and program development based upon Williamson Act Contract Requirements, funding availability for capital improvements, recreational needs, logical construction sequencing, support from partner agencies and organizations, and operations and maintenance implications.

OP.13 Allow for flexibility in phasing of park implementation to respond to changing circumstances including both new sources of funding and potential funding shortfalls.

OP.14 Provide facilities and access to portions of the Park as soon as feasible in order to expedite public use of the Park, consistent with the Donor’s vision and other goals.

OP.15 Consider near-term improvements that are highly visible and generate a sense of progress about the completion of the future park.

OP.16 Prioritize key Park improvements as funding is identified for development and long-term maintenance.
OP.17  Incorporate monitoring, review, and updates to this Plan as needed to assess changes in agricultural stewardship and recreational need, and the availability of management resources to ensure the long-term viability of the Park.

OP.18  Establish partnerships with agencies and organizations that bring specific expertise in agriculture, interpretation, education and natural resources program elements to ensure effective park operations.

OP.19  Manage the Park to meet the shared goals and missions of the County and the State and partner agencies and organizations while meeting the needs of Santa Clara County and statewide residents.

OP.20  Allocate management responsibilities so they correspond to and take advantage of partner agencies’ resources and areas of expertise.

OP.21  Ensure an appropriate link between the financial obligations of key partners and their management responsibilities, consistent with County Park and other County policies.

OP.22  Continue to encourage beneficial interagency coordination and collaboration throughout the planning process, as well as during implementation and long-term management.

OP.23  Seek California State Parks support on external funding and grant opportunities.

OP.24  Provide an on-site presence, such as caretaker or site host, to minimize safety and security concerns.
G. Specific Area Management Goals and Guidelines

1. Park and Recreation Zone
This section provides guidelines for enhancing the Park setting and the recreational experience of park visitors.

ZONE-P.1 Provide recreational facilities and programming that address the needs and interests of a broad spectrum of the public.

ZONE-P.2 Enhance the visitor’s appreciation and protection of the Park’s agricultural, natural and cultural resources through interpretation and educational programs.

ZONE-P.3 Where appropriate, provide trail connections to State, regional, County, and local trail systems, and linkages to other parks and open space areas.

ZONE-P.4 Provide for a diversity of visitor experiences in proximity to the visitor center and main parking area.

ZONE-P.5 Establish vegetative screens to buffer Park maintenance and operational areas, such as the corporation yard.

ZONE-P.6 When available to the County, the Life Estate Area will be planned, developed and integrated into the Park, connecting the Park’s Visitor Center complex and its community-serving uses with the historic core of the Life Estate Area.

2. Leased Agriculture Zone
This section provides guidelines for the viability of the agriculture within the park, including support of agricultural operations and associated commercial endeavors.

ZONE-A.1 Require each agricultural lease to develop and abide by a farm plan that includes a planting program, manure management
plan, erosion control plan, etc. The planting program should include a detailed inventory of all species to be planted on an individual plot, time of year, planned location, soil amendments needed, erosion control methods, and amount of water anticipated to be required.

ZONE-A.2 Encourage commercial operations, such as produce stands, farmer’s markets, and a farm café within the park’s planned Agricultural Marketing Area.

3. Habitat Enhancement Zone
This section provides guidelines for the park areas managed specifically as habitat, including Canoas Creek and the associated seasonal wetland area.

ZONE-H.1 Establish and manage a seasonal wetland immediately north of the Canoas Creek channel for wildlife habitat, stormwater management, water quality, and interpretive uses.

ZONE-H.2 Incorporate locally native riparian species along the Canoas Creek channel as appropriate to create wildlife habitat, scenic value, and provide preliminary treatment of run-off before it enters the channel.

ZONE-H.3 Work with the Santa Clara Valley Water District to enhance the habitat value of Canoas Creek while maintaining the channel’s required hydrologic function.

ZONE-H.4 Enhance the habitat of Canoas Creek toward a natural condition while maintaining hydrologic functions and allowing safe pedestrian access and interpretation to the extent possible.

ZONE-H.5 Relocate trails and roads within the Park that contribute to sedimentation of Canoas Creek and the associated riparian area.
4. Cooperative Management Zone

This section provides guidelines for cooperative management of park areas including the research areas, the demonstration gardens, the youth agriculture areas, the native plant nursery, the community gardens, and urban forestry areas.

ZONE-C.1 Establish viable partnerships with farming and research organizations, such as the University of California Cooperative Extension, to develop and operate the park’s cooperative agricultural elements.

ZONE-C.2 Implement programs that offer the public the opportunity to experience farming, including demonstration programs and training in sustainable farming practices. The community gardens should be developed in partnership with the City of San José.

ZONE-C.3 Explore resource and infrastructure sharing for cooperatively managed areas.

ZONE-C.4 Maintain historic agriculture as a prominent theme among the cooperatively managed areas.

ZONE-C.5 Provide access to the cooperatively managed areas.

ZONE-C.6 Maintain a service entry to the Park for deliveries, Park staff, and agricultural workers.

H. Visitor Capacity

Crowded parks have the potential to be “loved to death.” In other words, visitor over-use can lead to the degradation of natural and cultural resources and reduce the quality of the visitor experience. In order to address the potential for overcrowding, California State Park General Plans must assess visi-
tor capacity (also referred to as carrying capacity) issues in compliance with Section 5019.5 of the Public Resources Code. For the purposes of Martial Cottle Park, the term “visitor capacity” refers to the number and type of visitors that the Park can accommodate without experiencing degradation to its natural and cultural resources, visitor experiences and management program.

At the future buildout of the Park, the seasonal wetland, the Canoas Creek enhancement, agricultural operations, and parking facilities will limit the number of visitors. There are few social constraints other than an expectation of a quality park experience that can be expected to limit visitor capacity at the Park.

This section describes the visitor capacity management methodology for the Park and identifies goals, guidelines, and indicators related visitor capacity.

1. Visitor Capacity Management Methodology

State Parks defines Visitor Capacity Management as: “A methodology used to determine and maintain the desired resource and social conditions that fulfill the purpose and mission of a park. It includes establishing initial visitor capacities, then monitoring key indicators in order to identify appropriate management actions in response to unacceptable conditions.”

In accordance with the methodology described by California State Parks recommended methodology, the following tasks were carried out during the resource inventories, park unit classification and naming, and general planning processes for the Park where possible. Several of the tasks will be completed once the Plan has been implemented, as described below.

- **Identify Existing Opportunities and Constraints.** The Final Resources Inventory and the Martial Cottle Park Program Document describe existing resource sensitivities and related opportunities and constraints identified during the planning process. This information is summarized in Chapter 2 of this Plan.
♦ Determine Vision and Desired Conditions. The vision and desired conditions for the Park were refined during the planning process based on the Donor’s vision, grant deed stipulations, community input, and analysis by the planning team. The Park Vision is described in Section A, above.

♦ Identify Issues and Evaluate Alternatives. The development of alternatives for the Park constituted a key phase in the planning process. The planning team developed several alternatives for meeting the Park Vision, and solicited input from agencies and community members regarding preferences for site organization and features. A preferred alternative was identified during this process. Additional alternatives may be evaluated during the environmental review of this project.

♦ Develop Measurable Indicators and Thresholds. California State Parks recommends that key indicators are identified to diagnose whether the desired conditions for a park are being met. Indicators for the Park are discussed below in Table 4-1. Once the Park has been developed and additional data is available, thresholds that reflect desired conditions for each indicator should be developed.

♦ Establish Initial Visitor Capacities. State Park General Plans typically present the initial capacity of a park’s developed facilities and the methodology used to identify desired future conditions and evaluate capacity issues related to the future development and use of the park. Given that the Park is a new park that has not previously allowed for any public access, existing visitor capacity is not useful for establishing baseline conditions nor making conclusions about future carrying capacity. The quantification of visitor capacity for the Park will need to be addressed through the use of comparable visitor capacity data from other regional parks such as Ardenwood Historic Farm and Emma Prusch Farm Park, on-going inventory and monitoring programs once the Park is open to the public.

♦ Monitor Use and Identify Changing Conditions. Guidelines are provided below for monitoring to determine the degree of impact or chang-
ing conditions that occur over a specified period of time. The indicators identified in this section will be used to determine when an unacceptable condition exists and management action(s) are necessary.

♦ Adjust Environmental or Social Conditions. Guidelines are also provided in this section regarding actions to be taken by management in the event that monitoring efforts reveal that environmental or social conditions may be approaching or exceeding thresholds.

Subsequent management plans and site investigations provide the more detailed information necessary for project-level analysis and impact assessments in order to initiate required mitigation and monitoring programs. Prior to site-specific development or development of management plans, areas that could potentially be impacted will be surveyed and reviewed in accordance with the California Environmental Quality Act (CEQA).

2. Goals and Guidelines
This document provides guidelines for managing the Park’s resources and establishing and maintaining a rich visitor experiences. The following goal and guidelines are specific to establishing, implementing, and maintaining an appropriate visitor capacity.

Goal:
♦ Establish, implement, and monitor visitor capacity for fulfilling the Park’s vision for agricultural activities, the preservation of the Park’s natural resources, and for the social enjoyment of park visitors.

Guidelines:
CAPACITY.1 Identify existing capacity opportunities and constraints using surveys and site investigations prior to any site-specific development. Use collected data to establish the baseline condition for natural, cultural, and recreational resources and develop visitor capacity thresholds.
CAPACITY 2 As monitoring efforts reveal environmental or social conditions may be approaching or exceeding thresholds, management must consider alternatives and take appropriate action. Indicators and actions presented in this Plan should be updated as necessary.

In addition to the specific guidelines for visitor capacity stated above, many of the guidelines related to specific topics and management zones will contribute to meeting the goal for visitor capacity. These guidelines are listed in Table 4-1, along with desired outcomes and indicators for visitor capacity.

3. Indicators
Table 4-1 also lists key indicators for diagnosing whether the desired conditions for the Park are being met, and whether management actions are necessary to address visitor capacity issues.
**TABLE 4-1  DESIRED OUTCOMES AND INDICATORS FOR VISITOR CAPACITY**

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Desired Outcome</th>
<th>Indicators</th>
<th>Potential Management Actions and Monitoring Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preserve the existing valley oaks (Quercus lobata). (PLANT 2)</td>
<td>Enhanced habitat diversity.</td>
<td>(+) Occurrence of native wildlife.</td>
<td>Conduct periodic field resource surveys.</td>
</tr>
<tr>
<td>Provide monitoring and maintenance to ensure the long-term health and</td>
<td>Retention of existing valley oaks.</td>
<td>(+) Presence of suitable wildlife habitat.</td>
<td>Develop a program for surveying and monitoring the</td>
</tr>
<tr>
<td>survival of native plant communities. (PLANT 6)</td>
<td></td>
<td></td>
<td>Park's natural resources.</td>
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<tr>
<td>Locate visitor services and other high-impact areas away from sensitive</td>
<td>Sustainable wetland and riparian habitat.</td>
<td>(+) Presence of wetland and riparian plant species.</td>
<td>Check for active special status species nest sites and</td>
</tr>
<tr>
<td>wildlife habitat. (WILDLIFE 1)</td>
<td></td>
<td></td>
<td>presence of special status plant and wildlife species</td>
</tr>
<tr>
<td>Minimize disturbances to wildlife habitat by restricting public access in</td>
<td>Sustainable wildlife populations.</td>
<td>(-) Disturbance to existing oaks.</td>
<td>prior to any improvements.</td>
</tr>
<tr>
<td>sensitive habitat areas, including the creek, riparian and seasonal</td>
<td></td>
<td></td>
<td>Restrict use in sensitive and open space areas where</td>
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<tr>
<td>wetland areas. (WILDLIFE 3)</td>
<td></td>
<td></td>
<td>necessary.</td>
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<tr>
<td>Minimize soil compaction in areas to be utilized for agriculture, open</td>
<td>Healthy soil.</td>
<td></td>
<td>Design improvements to visitor access location and use</td>
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<tr>
<td>space and habitat. (SOIL 7)</td>
<td></td>
<td></td>
<td>areas.</td>
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<tr>
<td>Locate all trails outside of the Canoas Creek floodplain. (REC 6)</td>
<td>Sustainable populations of special status species.</td>
<td></td>
<td>Restrict use in sensitive areas.</td>
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<tr>
<td>Enhance the habitat of Canoas Creek toward a natural condition while</td>
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<tr>
<td>maintaining hydrologic functions and allowing safe pedestrian access and</td>
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<tr>
<td>interpretation to the extent possible. (ZONE H 4)</td>
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<tr>
<td>Relocate trails and roads that contribute to sedimentation of Canoas</td>
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<tr>
<td>Creek and the associated riparian area. (ZONE H 5)</td>
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</tbody>
</table>
### TABLE 4-1  **Desired Outcomes and Indicators** (CONTINUED)

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Desired Outcome</th>
<th>Indicators</th>
<th>Potential Management Actions and Monitoring Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cultural Resources</strong></td>
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<tr>
<td>Preserve agricultural character throughout the Park and among Park elements. (AG 1)</td>
<td>Retention of the integrity and value of cultural resources.</td>
<td>(+) Agricultural fields are protected.</td>
<td>Develop a program for surveying and monitoring the Park’s cultural resources.</td>
</tr>
<tr>
<td>Locate recreational, agricultural, interpretive, and other Park program elements to maximize interpretation of historic and other cultural resources. (CULTURE 2)</td>
<td>Preservation of historic agricultural character.</td>
<td>(+) Visitors understand cultural significance of the Park.</td>
<td>Develop interpretive program that reveals the Park’s historic value.</td>
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<tr>
<td></td>
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<td>(-) Agricultural character is not visually evident.</td>
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<tr>
<td><strong>Agriculture</strong></td>
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<tr>
<td>Provide views of leased farm areas while providing adequate setbacks to allow for efficient farming. (AG 6)</td>
<td>Sustainable commercial farming operations.</td>
<td>(+) Farming operations are economically viable.</td>
<td>Develop a program for monitoring agricultural productivity and economic viability.</td>
</tr>
<tr>
<td>Minimize conflicts between agriculture and other adjacent uses by establishing buffers and using fencing as appropriate, and by broadly disseminating information about seasonal agricultural operations. (AG 7)</td>
<td></td>
<td>(-) Complaints from farmers, visitors, or neighbors.</td>
<td>Coordinate with farm lessor(s).</td>
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<tr>
<td><strong>Recreation and Access</strong></td>
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<tr>
<td>Provide for a range of day-use, passive recreation and educational opportunities that complement the Donor’s vision of a historic agricultural park and are consistent with the property’s deed restrictions. (Recreation Goal)</td>
<td>A variety of recreational experiences that enhances appreciation of the Park’s natural, cultural and agricultural resources.</td>
<td>(+) Presence of returning park visitors.</td>
<td>Staff observations of recreation activity during day-to-day operations.</td>
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<tr>
<td>Provide facilities that will invite and facilitate the public use of the park,</td>
<td></td>
<td>(+) Diversity in park visitation demographics.</td>
<td>Conduct periodic visitor use and satisfaction surveys.</td>
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<td>such as picnic facilities, meadows, multi-use trails, restrooms, water fountains, and benches. (REC 2)</td>
<td>High quality visitor experience.</td>
<td>(+) Diverse passive recreation and agricultural activities throughout the Park.</td>
<td>Develop a program for monitoring parking capacity.</td>
</tr>
<tr>
<td>Secure parking and other facilities during and after normal visitor hours, and make security provisions for evening programmed activities. (OP-1)</td>
<td>Minimal conflicts between park uses.</td>
<td>(-) Conflict amongst recreational and agricultural park uses.</td>
<td>Evaluate new recreation opportunities, trends and activities for consistency with deed restrictions.</td>
</tr>
<tr>
<td>Provide adequate parking to minimize the potential for parking impacts on adjacent residential neighborhoods. (CIRC 3)</td>
<td>Minimal traffic congestion.</td>
<td>(-) Crowding of recreational facilities.</td>
<td>Respond to changing recreation trends and/or changing demographics.</td>
</tr>
<tr>
<td>Develop strategies for facilitating travel to and from the Park via alternative, non-automobile modes, such as bus, light rail, Caltrain, bicycle, and walking. (CIRC 5)</td>
<td>Safe non-vehicular travel in and out of the Park and throughout the Park.</td>
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<td>Minimal parking and circulation issues in surrounding neighborhood.</td>
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