Martial Cottle Park Master Plan
with State Park General Plan Elements

Community Workshop

November 15, 2007
Martial Cottle Park

Agenda

1. Welcome and Introductions
2. Project Overview and Background
   • Planning Process & Schedule
   • History of the Property
   • The Donor’s Vision
   • Agricultural Parks– Concepts & Precedents
3. Community Discussion Groups
4. Community Report-Back
5. Wrap-up and Next Steps
6. Adjournment
Martial Cottle Park Master Plan

A collaborative planning project between
California State Parks
and
Santa Clara County Parks & Recreation Department
Martial Cottle Park
Consultant Team

Wallace Roberts & Todd, LLC (WRT)
Planning and Design
Stephen Hammond, Principal-in-Charge
Jake Tobias, Project Manager

Sustainable Agriculture Education (SAGE)
Sustainable Agriculture
Sibella Kraus, Principal

LSA Associates
Environmental Consulting
Laura Lafler, Principal

Economic Planning & Systems (EPS)
Land Use Economics
Jason Moody, Principal
Martial Cottle Park
Planning Process Overview

Phase 1     Project Initiation
           (August 2007)

Phase 2     Understanding the Site and Context
           (November 2007)

Phase 3     Defining the Vision
           (March 2008)

Phase 4     Design Development
           (October 2008)

Phase 5     Prepare Master Plan
           (January 2009)

Phase 6     Environmental Impact Report
           (March 2009)

Website: http://www.parkhere.org
Martial Cottle Park

Meetings and Public Outreach

- Project Team (10)
- Technical Advisory Committee (4)
- Task Force Committee (6)
- Community Workshops (3)
- DPR Planning Policy & Program Committee
- EIR Scoping Meeting (1)
- County Parks and Recreation Commission (3)
- County Board of Supervisors (1)
- State Parks Commission (1)
History of a Family and a Valley

Martial Cottle Park

1887—House and Barn
Martial Cottle Park

History of a Family and a Valley

1887
Martial Cottle Park

History of a Family and a Valley

1887
Martial Cottle Park

History of a Family and a Valley
Martial Cottle Park

History of a Family and a Valley

1900’s—Wheat Harvest
Martial Cottle Park
History of a Family and a Valley

1940’s Beet Harvest
Martial Cottle Park

History of a Family and a Valley

1940's Corn Harvest
Martial Cottle Park

History of a Family and a Valley

1900’s
Martial Cottle Park

History of a Family and a Valley

1960’s
Martial Cottle Park
History of a Family and a Valley
Martial Cottle Park

History of a Family and a Valley
Martial Cottle Park

History of a Family and a Valley
Martial Cottle Park

History of a Family and a Valley

1953
Martial Cottle Park

History of a Family and a Valley
Martial Cottle Park

History of a Family and a Valley
Martial Cottle Park

Site Ownership

County of Santa Clara

State of California, Department of Parks and Recreation

Walter C. Lester
Martial Cottle Park
The Life Estate Area
“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.”
Martial Cottle Park

The Donor’s Vision– Grant Deed Conditions

The property may be used for:

- Passive recreational activities (e.g., picnic facilities, trails)
- Interpretive, agricultural education and research uses related to the history of farming in SC Valley
- Commercial uses related to the primary historical purpose of the park, such as:
  - Agricultural leases
  - Produce stands
  - Community gardens
  - Farmer’s markets
The property may **not** be used:

- For high intensity, organized recreational uses, such as:
  - athletic fields
  - playgrounds
  - tot lots
  - swimming pools
  - play courts
  - amusement rides

- As a repository for historic structures from other sites.
Martial Cottle Park
The Donor’s Vision

COTTLÉ RANCH
State Park Concept Study

Scale 1" = 200'

October 17, 2021
Martial Cottle Park
The Donor’s Vision

![Map of Cottle Ranch with highlighted Historic Farm area]
Martial Cottle Park

The Donor’s Vision

Cottle Ranch
State Park Concept Study

Farmers Market
The Donor’s Vision

Martial Cottle Park

Produce Stand
Martial Cottle Park

The Donor’s Vision

Specialty Crops/U-Pick

COTTLE RANCH
State Park Concept Study
Martial Cottle Park
The Donor’s Vision

Equestrian Center
Martial Cottle Park

The Donor’s Vision
Martial Cottle Park
The Donor’s Vision
Martial Cottle Park

The Donor’s Vision

COTTLE RANCH
State Park Concept Study
Martial Cottle Park
The Donor’s Vision
Martial Cottle Park

The Donor's Vision

Cultivated Fields

Cultivated Fields
Martial Cottle Park

Urban Agriculture and Recreation

Urban Edge Agricultural Parks Toolkit

Produced by:
SAGE: Sustainable Agriculture Education

In Partnership With:
The USDA Risk Management Agency
Community Outreach and Assistance Partnership Program

Additional Partners:
Agriculture and Land Based Training Association
Bay Area Economics
Wallace, Roberts & Todd, LLC

December 2005
As parkland, AgParks provide for nearby communities

- Stakeholder interest in local fresh food
- Educational activities
- Passive recreation, trails linked with regional and city trails
- Direct environmental services
- Indirect environmental benefits
- Natural and landscaped areas and buffers for habitat
- Community involvement, partnerships, and celebrations
As working agriculture, AgParks are ‘farm-ready’ for small farmers:

- Affordable land
- Agronomic conditions
- Management
- Infrastructure
- Technical assistance

Opportunities

- Shared-use equipment and facilities
- Onsite and direct marketing
- Value-added products and services
- Partners for public education
AgPark Typologies

- Small and Medium Specialty Farms
- Ag-Education Parks, Farms and Agencies
- Agriculture Business Training and Incubation
- Marketing, Value-Added Processing, and Food Business Training and Incubation
- Urban Agriculture
AgPark Elements

**Agricultural Operations**
- Organic practices
- Natural resource stewardship
- Diversified crops and livestock
- Value-added processing
- Small farmer incubation, training, support
- Apprenticeships and internships
- Marketing: farmers’ market, CSA, direct sales to schools, restaurants, and institutions

**Public Recreation/Education**
- Passive recreation
- Participation in gardens
- Farm tours, summer camps, school tours
- Internship, volunteer, and employment opportunities
- Harvest events and celebrations
- Interpretive programs
Martial Cottle Park
AgPark Facilities

Agricultural Operations
- Farm buildings and corporation yard
- Livestock areas
- Nursery and greenhouse
- Compost yard
- On-site processing and community kitchen
- Farm stand

Public Recreation/Education
- Demonstration and research gardens
- Community gardens
- Botanical gardens
- School gardens
- Equestrian operations
- Interpretive centers
Martial Cottle Park
AgPark Precedents
FULL BELLY FARM – Guinda, CA

Type: Small and Medium Specialty Farms

Landowner: Andrew Brait, Paul Muller, Judith Redmond, Dru Rivers

Mgt.: Privately-owned partnership

Scale: 250 acres (180 owned, 70 leased)

Elements: Diversified farm serving markets in the Bay Area; excellent community outreach programs; several educational programs and special events
ARDEWOOD HISTORIC FARM – Fremont, CA

**Type**  
Ag Education Parks, Farms, and Agencies

**Landowner**  
City of Fremont;  
East Bay Regional Park District  
(Operator)

**Mgt.**  
Regional park

**Scale**  
205 acres

**Elements**  
Working agriculture; public education programs and special events with historic ag focus; 70 acres leased to J.E. Perry Farms (diversified organic farm)
SUNOL AGPARK – Sunol, CA

**Type**  
Ag Education Parks, Farms, and Agencies

**Landowner**  
San Francisco Public Utilities Commission (SFPUC); SAGE (operator and lease holder)

**Mgt.**  
Project of a nonprofit organization

**Scale**  
18 acres of a 241-acre parcel (part of a 40,000-acre watershed)

**Elements**  
Several small farming groups leasing public land; resource stewardship; public outreach and education

Martial Cottle Park

AgPark Precedents
Agriculture & Land-Based Training Assoc. (ALBA) – Salinas, CA

**Type**  Agriculture Business Training and Incubation

**Landowner**  ALBA

**Mgt.**  Nonprofit

**Scale**  305 acres (165 cultivatable acres) over two main facilities

**Elements**  Farmer education programs including access to affordable farmland, economic development, and training in organic practices
INTERVALE CENTER - Burlington, VT

**Type**  Agriculture Business Training and Incubation

**Landowner**  Intervale Center

**Mgt.**  Nonprofit

**Scale**  354 acres

**Elements**  Farmer education programs; commercial agriculture; resource stewardship; youth training programs; CSA; sustainable agricultural research; conservation nursery; compost facility
### EDIBLE SCHOOLYARD – Berkeley, CA

<table>
<thead>
<tr>
<th>Type</th>
<th>Urban Agriculture</th>
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<tbody>
<tr>
<td>Landowner</td>
<td>Martin Luther King Junior Middle School</td>
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<tr>
<td>Mgt.</td>
<td>Nonprofit collaboration with MLK Jr. Middle School</td>
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<tr>
<td>Scale</td>
<td>1 acre</td>
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<tr>
<td>Elements</td>
<td>Farm-to-School program; youth education programs on food production, ecology, nutrition, and cooking</td>
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Martial Cottle Park
Group Discussion

**Question #1:**

*Within the framework of the Donor’s Vision, what activities and features would you most like to see in the park (i.e., which program elements should have the highest priority)?*

*Do you have specific recommendations about any of these program elements (e.g., quantity, character, etc.)?*
Question #2:

Are there elements of the Donor’s Vision for the park that raise issues or concerns for you?

If so, please identify which program elements are of concern and what you see the issues being, so that the County and State can address them as part of this planning process.
Next Steps - Status Report

Planning Update

• Draft Goals and Objectives, Opportunities & Constraints Analysis, Economic Analysis
• Task Force Meeting #2 in early December
• Program Development
• Unit Classification Hearing in late March
• Public Workshop #2 set for late April