

Martial Cottle Park
Santa Clara County, CA

Designers: Ace Design, BFS Landscape Architects
Research and Fabrication: Bauer Design and Illustration,
Ellis & Ellis Sign Systems, Inc.



"I was born here. I've spent my entire life here. It would be nice for kids in future generations to know what it was like before it all changed."

Walter Cottle Lester, 2013 San Jose Mercury News interview.

Martial Cottle Park is a special place with a unique history in Santa Clara County and in the State of California. Established by Edward Cottle in 1864, this land remained in agricultural production under one family for 150 years. In order to maintain its agricultural history and preserve the fields for future generations, the Cottle-Lester family withstood the pressures of urban development and turned down fortunes offered by developers over the years. In 2003 Walter Cottle Lester, in accordance with his mother Ethel's wishes, transferred his remaining 287 acres to the State of California and Santa Clara County for development of a public park that would inform and educate the public about the agricultural heritage of the Santa Clara Valley.

Martial Cottle Park is also one of Santa Clara County Parks and Recreation Department's newest urban parks. The park's perimeter trail was partially opened to the public in February 2014. The park's core and the remaining trail system opened in early 2015, and included extensive wayfinding, identification and interpretive signage. Today it celebrates California's shared agricultural heritage and how the tradition of farming and sharing food continues to shape the landscape, people and history.

In order to guide, educate, and enhance park visitors experience and to honor the Cottle-Lester Family, extensive new park signage was required. Designs included a number of detailed and full-color interpretive signs to educate park visitors about the Cottle family history, area wildlife and the changing landscape throughout the farm's history. Also, numerous wayfinding, identity and informational signs were needed to help guide visitors throughout the park. iZone Imaging's CHPL (custom high pressure laminate) was specified as the optimal material for the new signage because of its excellent color match, vivid graphics, durability, and graffiti resistance in an urban outdoor setting.

In an area surrounded by a robust city life, Martial Cottle Park has become a historical treasure and a great tribute to California's important agricultural economy. iZone Imaging's CHPL signs will help Martial Cottle Park ensure that many Californians remain connected to this iconic past for many years to come.