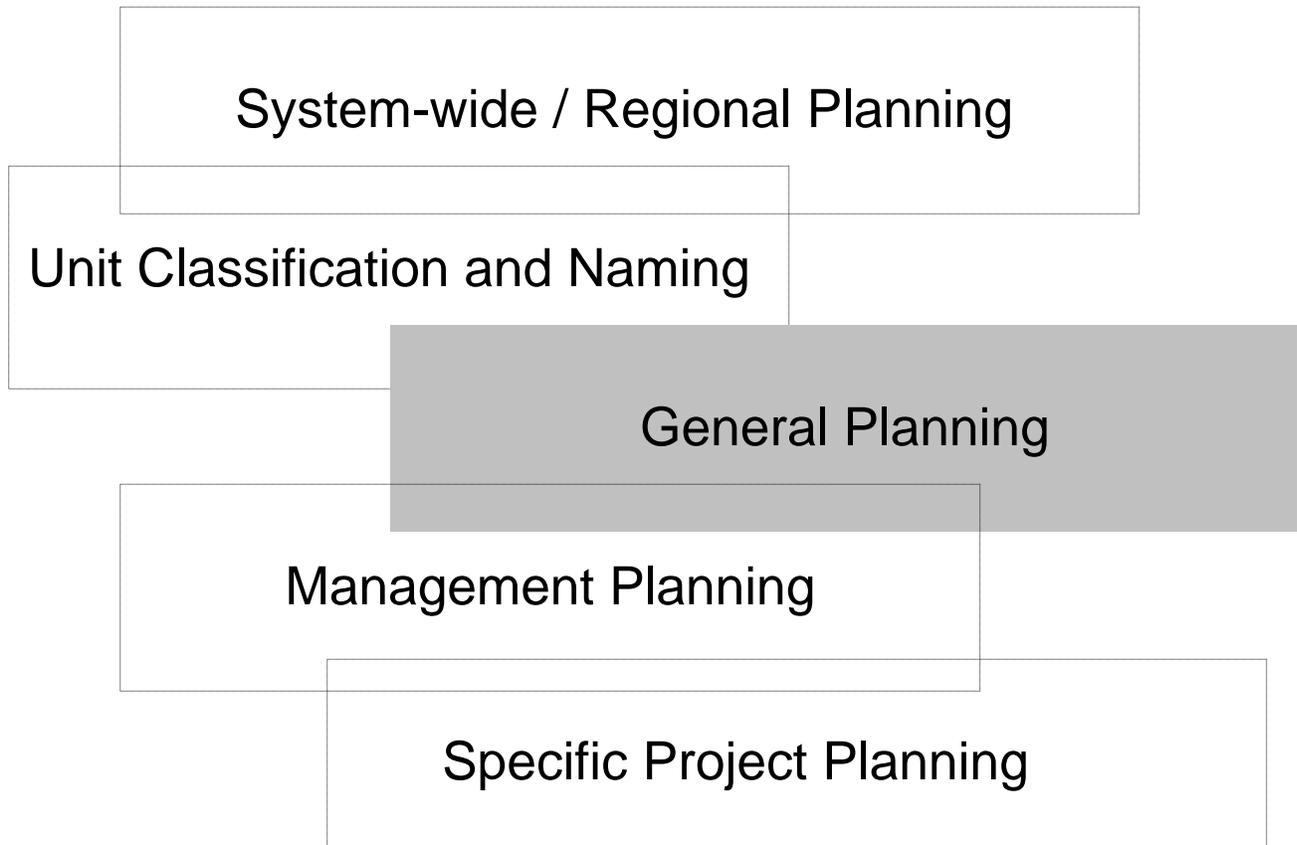


# PLANNING HANDBOOK

*Guidance for different levels of state park planning:*

**October 2008 DRAFT**

**This copy includes 2008 revisions and updates that are currently undergoing Departmental review. Further revisions are anticipated.**



**California State Parks**  
**OCTOBER 2008 – REVISED DRAFT**



## PLANNING HANDBOOK October 2008

This *Planning Handbook* includes new and revised guidelines that have been made to the originally published *Planning Handbook* dated February 2002. These revisions were the result of a continuing effort by members of the Planning Division, General Plan Section and representatives from headquarters divisions and service centers. This is an on-going process that will improve information and guidance to project teams and others preparing planning documents, and provides a continuing focus on the need to clarify planning processes. Throughout this document, sections headed “Supplemental Efforts” identify further additions and improvements to the *Planning Handbook* that the Planning Division anticipates completing when staff time is available in the future.

This document will be maintained by the California State Parks General Plan Program Manager and updated as necessary with input and participation by staff department-wide and under the direction of the Planning, Policy and Programming Committee (PPPC). The *Planning Handbook* will also be posted on the Department’s Intranet website (<http://isearch.parks.ca.gov/>), and updated periodically, as revisions become necessary or additional guidelines are prepared.

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**California State Parks  
Mission**

*To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.*

California State Parks  
**Planning Handbook**

**October 2008**



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**(Needs revision but is difficult with sections linked to body text)**

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## Preface

In the summer of 1994, the Department's Planning, Policy and Programming Committee (PPPC) ) appointed a 10-person General Plan Improvement Team (GPIT) to (1) Examine the manner in which the Department prepared unit-level general plans and (2) provide recommendations for changes in the planning process and the resultant state park general plans.

Changes were needed to more readily respond to perceptions that the general plans took too much time to prepare, were too long, too detailed, and too constraining in their content. The GPIT goal was to create a new process and new standards for general plan preparation.

The GPIT met periodically over the next three years. The team systematically examined the current approach to general plan preparation in order to determine how to achieve their goal. In April 1999 the Department accepted the proposed document (*Planning Handbook*). The Department's continued planning efforts have provided additional insights and information that were considered during subsequent general plans, which largely form the basis for this 2008 *Planning Handbook*.

Following the summary and analysis of the unit's natural, cultural and recreational resources, the general plan document will provide a guiding vision for the unit. It gives broad guidance to the management that would best protect the park's resources and make them available for appropriate public enjoyment and use. The general plan will provide a roadmap and focus on the unit's critical planning short term and long-range issues rather than provide a comprehensive study. More detailed planning for the unit, for the management of certain resources such as a trail system or the development of specific facilities or programs, will be the subject of separate, more specific studies, management plans, feasibility studies and environmental impact analyses.

The recommendations of the GPIT were not confined solely to alterations in the general plan, its various components and its preparation. The team also recommended adjustments in other aspects of the Department's overall planning system (see Figure 1, Planning Structure Overview). Three major adjustments are worth noting:

- Due to the simplification, brevity and vision-orientation of the new type of general plan, subsequent and more specific unit-level management plans have a greater importance.
- As broad guidance to general planning, the study and development of a guiding framework of system-wide planning and policies has greater importance.
- It was emphasized that the initiation, development, and upkeep of Unit Data Files (UDF) is necessary to serve both the on-going park management and as a major factor in reducing the amount of resource inventory work that precedes the preparation of a general plan.

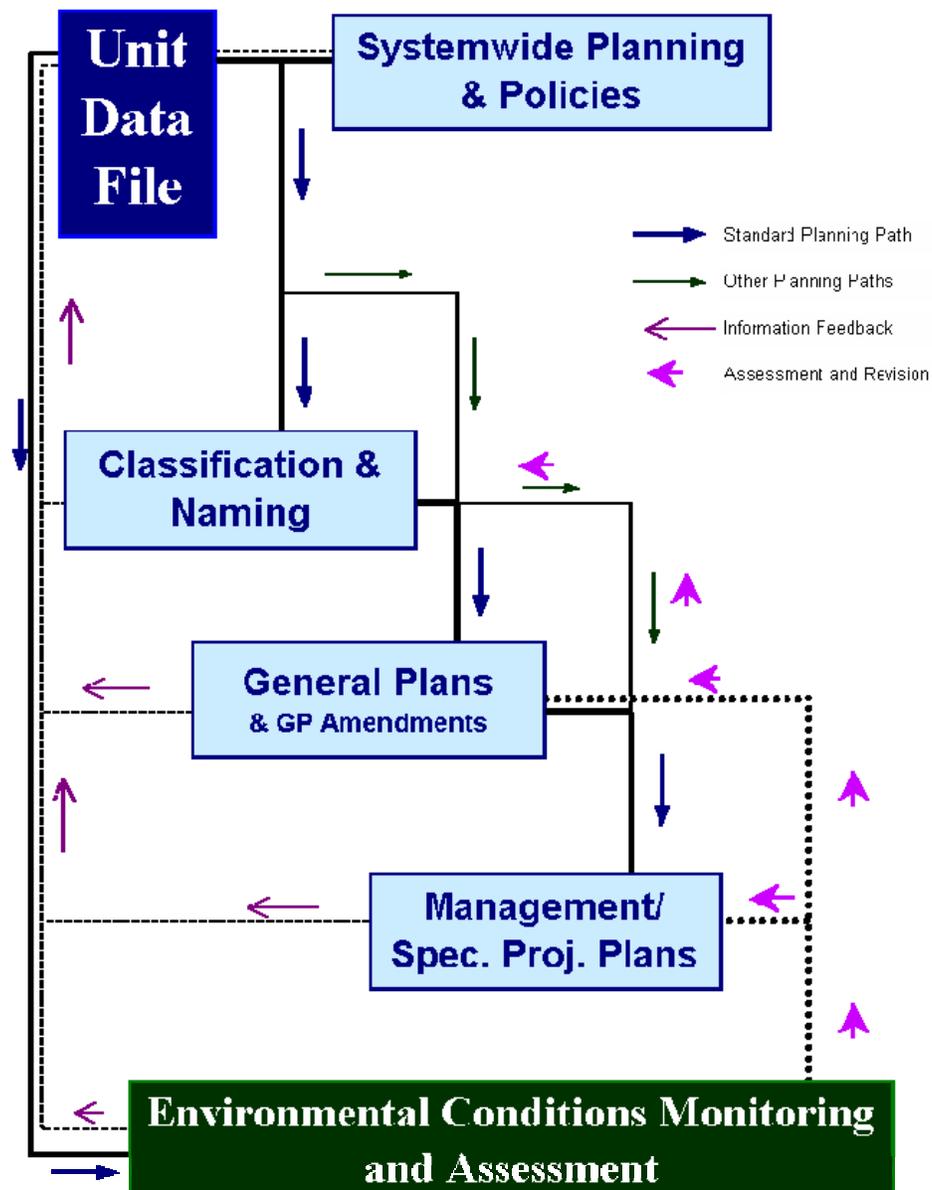
Comments and feedback regarding the 2008 *Planning Handbook* are encouraged. Please contact Dave Keck at [dkeck@parks.ca.gov](mailto:dkeck@parks.ca.gov) or call 916-651-1193.

# Department Planning Structure

## Planning Structure Overview

There are six broad planning components which encompass the full range of planning needs of the Department, as shown in the following diagram. The diagram describes the relationships among various planning components. It should be noted that the components do not necessarily relate in a linear process and are somewhat flexible. For instance, some unit planning efforts are accomplished without the benefit of a general plan.

Figure 1: Planning Structure Diagram



## Definition of Planning Components

**Unit Data File:** The UDF is the working file that contains an organized body of information about a unit, and references the location of other pertinent information about the unit. It acts as an organized library of both unit data and the status of current issues.

**System-wide Planning and Policies:** System-wide planning refers to any long-range, management-level planning beyond the scope and scale of a single unit or District. System-wide planning will typically address issues and trends, opportunities, stakeholders, needs and deficiencies, roles and responsibilities, or actions and opportunities for the entire State Park System.

**Classification and Naming:** The classification system for state parks is established by the Public Resources Code § 5019.56-5019.68 (see Appendix A) and provides for a unit's designation as one (or more) of several unit types. Classification provides the broadest management guideline for a unit. The classification and naming consists of identifying the unit's primary values and intended purpose based on review and evaluation of Departmental goals, system-wide plans and policies, and the unit's data file. Classification documents are informational documents for public review and comment. They are accompanied by a classification and naming recommendation to be considered for approval by the California State Park and Recreation Commission (SP&R Commission).

**General Plans:** The general plan is the primary management document for a unit, defining a framework for resource stewardship, interpretation, facilities, visitor use, and operations. General plans define an ultimate purpose, vision, and intent for unit management through goal statements, guidelines, and broad objectives, but stop short of defining specific objectives, methodologies designs, and timelines on how and when to accomplish these goals. General plans are considered a project for the purposes of CEQA, and are required by law (Public Resources Code § 5002.2) before any permanent commitment of the unit resources is made (see Appendix B).

**Management Plans:** Management plans define the specific objectives (such as timelines, resources, and outcomes), methodologies and/or designs of how management goals will be accomplished. Occurring on an as-needed basis, they are typically focused on specific management topics, park areas, goals, or issues.

**Specific Project Plans:** Specific project plans are the detailed implementation plans needed to accomplish specific project(s) or management plan(s).

**Environmental Conditions, Monitoring and Assessment Program:** Unit-specific monitoring plans are developed to assess the status and condition of a park's vital resources and the effectiveness of management actions. They describe the important components of a specific park that need to be monitored with respect to stated management goals, priorities, and issues and they also specify what, how, and when to inventory, monitor, and assess each component.

## Standard Planning Path

(See Figure 1)

When a new unit is added to the State Park System, the collection of information (data) precedes any planning and analysis efforts. The *Unit Data File* (UDF) is the repository (or reference system) for all information about a unit. The *System-wide Planning and Policies* component combines with the *UDF* to support and direct the *Unit Classification and Naming* component. After a unit is classified work begins on preparing a general plan for the unit. After a unit's general plan is completed and approved, various management plans and feasibility studies are developed which provide direction on particular resources, issues or programs. *Specific Project Plans* specify the detailed information necessary to implement projects such as a trail system, watershed restoration effort, facilities development, or historic landscape preservation. To further guide project design, visitor capacity determinations, environmental impact assessment, and mitigation, the Department's Condition Monitoring and Assessment Program completes specific site investigations, establishes baseline resource conditions, and initiates a program for monitoring changes and determining appropriate management actions.

### **Other Planning Paths**

The standard planning path discussed above is not followed in all planning situations. As depicted in Figure 1, some management plans can be prepared without benefit of an existing general plan and some specific project plans can be prepared without the unit's classification, general plan, or management plans in place. However, there are times when environmental law and the Public Resources Code dictate that the standard path must be followed.

### **Data Feedback**

Four planning components (Unit Classification and Naming, General Plans, Management Plans, and Specific Project Plans) continuously provide information to the Unit Data File. This file also receives and stores information from other planning efforts.



# System-wide and Regional Planning and Policies

## Definition and Scope

### System-wide Planning

System-wide planning refers to any long-range, management level planning beyond the scope and scale of a single unit or District. System-wide planning will typically address issues, trends, opportunities, challenges, constraints, needs and deficiencies (gap analyses), roles and responsibilities, anticipated time lines, actions and opportunities for the entire State Park System (or beyond the State Park System). System-wide planning may focus on one or more of the core elements of the State Park System; i.e., Natural Resources, Cultural Resources (Archaeology, History and Museums), Recreation, Interpretation/Education, Facilities, Operations, Public Safety and Visitor Services. Typically, system-wide planning will have a 15 to 20-year horizon. Examples of system-wide planning include:

- Bioregional Studies
- California History Plan
- California Outdoor Recreation Plan (CORP)
- California Recreation Policy (5-year horizon)
- Economic Impact Studies
- Feasibility Studies (acquisition and development)
- Public Opinions and Attitudes on Outdoor Recreation in California
- State Park System Plan
- Statewide Trails Plan
- Strategic Initiatives

### Regional Planning

Regional planning may encompass several units, an entire District, or parts of two or more Districts. These Regional plans may be geographically focused such as coastal units, desert units, or the Sierra region. Regional plans could also be based on specific classification such as historic units or underwater parks. By focusing on the relationship among units, regional plans facilitate coordination, provide greater consistency, create economic efficiencies, and allow for increased effective management of the State Park System. Through regional planning, the allocation of staffing and funding is addressed in multi-unit coordination. Regional planning creates greater efficiencies in general planning by considering priorities between units, such as the coordination of interpretive media for several units that are linked thematically or geographically. Examples of regional plans may include:

- Central California Coast Mountain Bike Recreation Plan
- Central Valley Vision
- Native Grasslands Restoration Plan

## California State Parks

- Natural Communities Conservation Plans
- Prescribed Fire Management Plan
- Habitat Conservation Plans
- Sacramento River Study
- San Joaquin Valley Rivers Study

**Guidelines/Level of Detail**

The level of detail is often determined by the complexity of the parks issues, regulatory actions, statutes, challenges, opportunities and/or policies addressed. System-wide plans are intended to be a roadmap for future operations and management and not intended to provide specific unit direction. As with every 'living' planning document, variations in scope, purpose and direction are provided by the Director, the executive team and the District Superintendent.

**Timing and Circumstances**

System-wide planning should be done on an on-going basis and actively pursued by the Department. While it is often done far in advance of unit-specific planning, it may be issue-driven and pursued as needed. Agency policy and regulations are updated and made available as soon as they are approved.

**Approvals**

Dependent upon subject matter, the Director or Planning Division Chief (Chair of PPPC) approves System-wide plans and policies.

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**Supplemental Efforts**

**System-wide / Regional Planning and Policies:** This section remains incomplete, but is one of the important supplemental efforts previously identified in the *Planning Handbook*. The Department will expand this section and provide additional information and guidance as necessary, when resources become available. Future guidance should include policy references, legal requirements, process steps and timelines, staff responsibilities, and process for Department review and approvals.

## Unit Data File (UDF)

### Definition / Scope

The Unit Data File is considered the working file that contains an organized body of information about a park unit, and references the location of other relevant information. It acts as an organized library of both park unit data, the status of current issues and operational challenges. This file contains information (including maps, deeds, photographs) about a unit's acquisition and history, natural, cultural and recreation resources, user demographics and diversity, visitor use patterns and services such as concession operations, recreation opportunities, land uses, facilities, conflicts and key issue papers. The UDF encompasses much of what was traditionally referred to as the unit's **Resource Inventory**. The UDF does not necessarily contain a summary of the information or documentation of any evaluation or analysis of the data, but may reference the complete files in other locations. In addition to its value to the General Plan process, this comprehensive collection of information is a valuable asset to planning and management efforts. Currently, most of this information can be found at the park unit, district office, central records, service centers, and the Department's archives in headquarters. As more file information is digitized, the UDF can be accessed as an electronic database and map file located on the Department's intranet website: <http://nscgisweb01/website/udf/SearchMetadata.aspx>.

### UDF Guidelines / Level of Detail / Updates

Department standards, district priorities, and the availability of resource information and staff shape the level of detail found in the UDF. Focused efforts will be directed to meet the information requirements necessary to proceed with a general plan as well as to fill critical information gaps identified by the Resource Inventory and Monitoring Program. More discussion regarding the application of the UDF is provided in the section titled General Plan Process (Preplanning Phase). An example UDF Matrix (Inventory Checklist) is provided in Appendix B, which can be adapted to determine the inventory work needed prior to preparing a general plan.

The data in this file is continuously updated. Data collection efforts, plans, projects, reports and scientific investigations, visitor use surveys, resource monitoring programs, resource management projects, CEQA review, consultant contracts and the focused efforts of technical teams contribute information to the UDF.

### Approvals

Since this is a dynamic, working collection of information, formal approval is not needed for individual unit data files. However, peer review is encouraged and additions, deletions, and corrections to data will be made only by authorized staff.

### Resource Inventories

It is desirable to complete a substantial amount of the resource inventory before a General Planning effort begins. This forms the bases for evaluation of resource management issues and establishes the sensitivities, constraints and opportunities for

planning purposes. However, if this site work is done too far in advance, it may become necessary to conduct additional field investigations to update resource data.

Regular funding is needed for park staff, districts, and others to perform condition assessments and conduct site investigations for documenting and evaluating significant park resources. The use of volunteers can save money and offer opportunities for public involvement, but this approach requires development of standards and supervision by qualified Department specialists. The resource inventory should be funded separate from the general plan and scheduled a year in advance, when possible.

## Classification and Naming Process

The following section describes key process actions required, or intended, in naming and classifying a unit of the State Park System.

### Classification Policy

Following the acquisition or transfer of property to California State Parks for inclusion into the State Park System, the Department will provide the Commission with a recommendation regarding the unit's permanent name and classification.<sup>1</sup> Once acquired, the property becomes the responsibility of the Department to manage for its protection of resource values, and in some cases, provide access for public use. The need for resource inventories and unit classification is necessary to properly identify and guide management of appropriate visitor activities within the Department's guidelines for management of natural, cultural, and recreational resources. Before classification, the Department refers to the property as a "project" and not a unit. On maps and information available to the public, only the property's name will be used, without the word "project."

### 1. Identify Significant Natural, Cultural and Recreational Resources

Once the property is in State ownership, the Department's staff has access to begin on-site assessments, inventories and resource studies. Generally, this is the first opportunity to identify and determine the significant natural and cultural sites and potential recreation opportunities. Knowing the significant values and sensitivities of the natural, cultural, and recreational resources, as well as the historical uses of the land, guides the Department planning staff in determining the appropriate unit classification. This level of resource inventory is intended to provide a broad understanding of the significant resource values and is not a detailed accounting of all sites and features.

### 2. Prepare Inventory of Features (Resource Summary)

The Inventory of Features document is the culmination of the initial research and site investigations, which summarizes the significant resource values of the park property. This inventory will be included in the document package submitted to the State Park and Recreation Commission for its consideration when classifying (or reclassifying) a unit.

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<sup>1</sup> See California State Park and Recreation Commission Statements of Policy and Rules of Order: Policy Number 3 – CLASSIFICATION AND NAMING UNITS OF THE STATE PARK SYSTEM. Also refer to Chapter 18, Unit Classifications 1810 of the Departmental Directives on Resource Management for the California State Park System. See DPR document titled Eight Principals for Naming Units of the State Park System. Source: Natural Resources division, October 2006

### **3. Evaluate Natural, Cultural, Recreational and Interpretive Opportunities**

An analysis of the opportunities to provide expanded outdoor recreation facilities for future park visitors and to interpret and protect natural and cultural resources should be identified. These opportunities should expand on the purpose of the unit while addressing how the unit will serve the people of California and opportunities and challenges that may exist.

### **4. Recommend Unit Classification**

Following the initial investigations and preparation of the property's Inventory of Features, Department staff (usually at the District or in the Divisions, such as the Planning Division) will evaluate the information and alternative classification suggestions and make a recommendation for unit classification. Sections 5019.50 – 5019.74 of the Public Resources Code should be consulted in making a determination of the appropriate unit classification. This staff recommendation is submitted to the Planning Policy and Programming Committee (PPPC), along with the Inventory of Features, for review and comment.

It is important to note that classification of internal units or “sub-units” (Cultural Preserve, Natural Preserve, State Recreation Area, or State Wilderness) may be proposed at any time following the unit classification through a similar administrative process. Generally, sub-classifications are identified and proposed during the preparation of a general plan and require a more detailed resource inventory in order to determine resource significance and appropriate boundaries. In such cases, the resource materials in the general plan document serve as the proposed sub-unit's Inventory of Features.

### **5. Recommend Unit Name**

Frequently, units are given a name to which they have been accustomed due to location, association, history, and general usage. Occasionally, land will be acquired into the State Park System having deed restrictions, easements, or naming requirements. Typically, staff will recommend alternative names for consideration, indicating the preferred alternative and providing justification. Refer to the California State Park and Recreation Commission Statements of Policy and Rules of Order: Policy Number 3 and Chapter 18, Unit Classifications of the Departmental Directives on Resource Management for guidance.

### **6. Select Preferred Name and Unit Classification**

The Director is responsible for selecting and recommending the preferred name and unit classification based on the PPPC review and executive staff recommendations. The Inventory of Features (Resource Summary) and the Department's recommendation for naming and classification are forwarded to the State Park and Recreation Commission for their consideration and approval. This classification proposal shall include a map, legal description depicting the unit boundary, and an indication of the acreage involved.

## 7. Submit Proposed Classification to the State Park & Recreation Commission

The State Park and Recreation Commission is responsible for classifying units in the State Park System. The Classification document will be submitted with a letter of transmittal, or staff report, to the Commission for review prior to the scheduled hearing date. The classification document will include the Inventory of Features (Resource Summary) along with the recommended unit name and justification for classification and designation.

Marine Life Protection Act Initiative (MLPA) - Seek Concurrence from the Department of Fish and Game Commission

Units that have been classified by the State Park and Recreation Commission as a State Marine Preserve, State Marine Park, or a State Marine Conservation Area are not “official” until a concurrent resolution for the same unit classification has been approved by the California Fish and Game Commission.<sup>2</sup> As of this writing (October, 2008), the coordinating process for obtaining this concurrence is being developed. As part of his Ocean Action Plan, Governor Schwarzenegger established the California Ocean Protection Council in 2004 to coordinate the state's ocean and coastal protection policies and programs. For example, the Resources Agency launched the Marine Life Protection Act Initiative (MLPA) Initiative in 2004 to establish marine protected areas along California's 1,100-mile coastline. Once established, these areas will help protect the diversity and abundance of marine life. For information on the MLPA, see <http://www.dfg.ca.gov/MRD/mlpa/>.

## 8. Conduct Naming and Classification State Park & Recreation Commission Hearing

The Department will provide proper public notice and make a presentation on the resource, interpretive, and recreational values and classification proposal at a scheduled public hearing of the SP&R Commission allowing the public an opportunity to provide testimony on the unit classification and name.

**Per Public Resources Code § 5002.3. (See Appendix B)** A public hearing shall be scheduled and noticed by the State Park and Recreation Commission to consider each matter of classification or reclassification of a unit.

Notice of the hearing shall be posted per the requirements of Public Resources Code § 5002.3. The content of such a notice shall substantially comply with the requirements of § 11346.5 of the Government Code.

Copies of the Department's inventory of features and Resource Summary with the recommendation and justification for name and classification shall be made available to the public at the Department's appropriate district offices on the last date of publication of the notice of Commission hearing.

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<sup>2</sup> See Marine Managed Areas Improvement Act of 2000.

## **9. Notify Department Divisions of the State Park & Recreation Commission's Action**

Following the State Park and Recreation Commission's approval, the project manager shall submit proper notice to all Department divisions and other appropriate agencies regarding this action, indicating the name and unit classification. This important step will place the new name and classification into the Department records for accounting and management programs. The appropriate departmental recipients of this notification include, at a minimum, the Administrative Services Division, Park Operations Division, Legal Office, Planning Division, Real Property Services Division, Communications Unit, Central Records Unit, Department Archives, and the District office in which the unit is located.

## **10. Collect and Publish Materials**

The General Plan Section of the Planning Division will publish and will distribute the classification document, which includes the following items: cover, Commission resolution, Resource Summary, transmittal letter, or staff report, to the State Park and Recreation Commission. The materials for those units which have been classified as State Marine Preserve, State Marine Park, or a State Marine Conservation Area will include the concurrent resolution reflecting the action taken by the Fish and Game Commission if that's occurred. To ensure easy access to these materials, copies of the naming and classification document are distributed to the following:

- Archaeology, History, and Museums Division Library (1)
- Assistant to the State Park and Recreation Commission (1)
- Central Records (1)
- Department Archives (1)
- District where the unit is located (1)
- Interpretation and Education Division Library (1)
- Natural Resources Division Library (1)
- Northern Service Center Library (2)
- Planning Division Library (2)
- PPC Secretary (1)
- Recreational Trails Committee (1)
- Southern Service Center Library (1 – if applicable)
- Department's web page

# **General Plans**

## **Introduction**

A state park unit general plan directs the long-range development, operation and management of a California State Park by providing broad policy and program guidance. This guidance is essential to the Department's managers, staff, and stakeholder groups and is of value to those organizations and individuals that have a substantial interest in the California State Park System. For information on general plans in progress, and downloadable approved general plan documents, visit [www.parks.ca.gov/generalplans](http://www.parks.ca.gov/generalplans), or contact the General Plan Program Manager for additional planning information.

## **General Plan Purpose and Scope**

### **Purpose**

As described earlier, the general plan is the primary management document for each unit of the California State Park System, establishing its primary purpose and establishing a management direction for its future. By providing a defined purpose and vision, guidance on long and short-term goals, and guidelines, the General Plan defines the broadest management framework possible for a unit's feasibility and program development, ongoing management, and public use. Thereafter, this framework is intended to guide day-to-day decision-making and serve as the basis for developing focused feasibility and management plans, specific project plans, and other management actions necessary to implement the goals of the General Plan.

The General Plan is considered a project for the purposes of CEQA. It is required by law prior to any substantial development of facilities and, with the environmental analysis, serves as a Programmatic Environmental Impact Report (EIR). The General Plan is based on an analysis of information contained in the unit data file and additional information gathered during the planning effort. It is also based on system-wide planning and policies and input received from the public and other agencies through a public involvement process.

Public Resources Code § 5002.2 requires that a General Plan be prepared prior to the development of new facilities that may result in the permanent commitment of a resource of the unit. Any development is subject to the requirements of CEQA (Division 13, PRC Sections 21000-26000).

In the past, the Department considered general plans to have a 15 to 20 year planning horizon or lifespan. Under the current planning structure of broad, goal-oriented general plans and subordinate, more specific management plans, general plans are no longer thought of as having end points or a finite life span. Instead, General Plans will have no specified timeframes but provide general schedules as needed. They will only be reconsidered for amendments or revisions when circumstances and needs dictate, such as additional land acquisitions and/or development considerations. Because of their broader scope and the focus on purpose and direction, they will likely be more enduring. General plans will be more adaptable to changing circumstances and visitor needs. The goals will be constant while the specific approaches for implementing those goals may change with new technology or visitor needs.

## Scope

### Philosophy of General Planning

General planning is holistic in approach, considering both internal and external influences, the multiple aspects of the Department's mission, divisions and sections, and the inherent resource values and facilities of the unit. Overlapping or conflicting purposes or goals are integrated into a consistent whole. General planning also considers the unit within the larger context of the State Park System, utilizing system-wide plans already in place. It considers the unit's context within surrounding state parks, federal, state and local public lands. Regional planning, land uses, needs and interests of the public, and local, regional, and private recreational opportunities and services are also considered. General planning includes a public involvement process.

### Level of Specificity

The level of detail in general plans is shaped by the Public Resources Code (PRC), CEQA requirements, the *Planning Handbook*, and park unit project agreements. The Project Agreement represents a joint strategy between the general plan project team and the PPPC for each general plan, which describes staffing, funding, schedule, and product expectations. It also highlights major issues Department management wants addressed in the general plan. Depending on the resources and the particular planning issues, the scope of the general plan may include specific objectives and examples of how strategies and goals will be accomplished. Specific objectives and strategies may also be developed when needed in subsequent planning components (management plans or project plans).

General plan strategies and goals define an ultimate purpose and intention of park managers and system operators, but stop short of defining a specific accomplishment and/or timeframe for fulfilling those goals.

The General Plan is a "goal-based," as opposed to an "objective-based," document.

- **Goal** refers to a general, overall, and ultimate purpose, aim or intent toward which management will direct effort. Goals are not necessarily measurable except in terms of the achievement of component objectives that are involved in the attainment of the goal.
- **Guideline** refers to a general set of parameters that provide direction for accomplishing goals.
- **Objective** refers to a specific statement of expected accomplishment or 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.

Figure XX below demonstrates the differences between general plans and management plans. The “Content” column on the right highlights those questions that should be addressed in each type of document.

Figure XX, Clarifying the Scope of Planning Documents

PLANNING DOCUMENT	CONTENT
General Plan	<p><b>What</b> The type of plan proposed</p> <p><b>Why</b> The purpose of the plan</p> <p><b>Where</b> General planning zones, land areas</p> <p><b>Who</b> The audience, especially as it relates to recreation and concession components of a specific park. Examples include visitors, recreation users, staff, volunteers, stakeholder groups, and other agency partners.</p>
Management Plan / Specific Project Plan	<p><b>How</b> <i>Methods, design</i></p> <p><b>When</b> Time schedule</p> <p><b>Where</b> Site specific</p> <p><b>What</b> Specific type, size, shape</p>

The level of specificity should be generally the same in most unit general plans, answering “*what, why, where* and *who*” type questions. The details can vary with the complexity of the unit resources and planning issues. More specific planning questions on how or when proposals will be implemented may also need to be included in a general plan to further clarify the intent or to resolve conflicting planning goals.

The integration of planning activities at more than one level (e.g., general planning and management planning) may be necessary to meet management’s needs, interests, and directions. However, the level of detailed planning and design in a management plan is typically not included as part of the general plan document.

The charts on the following pages are included to show examples of the level of detail or specificity appropriate for each of the various components of the Department’s planning structure, including general planning, management planning, and specific project planning.



<b>Examples illustrate the type of information that should be included in GP documents</b>			
<b>Unit Purpose Statement</b>	<p><b>Purpose:</b> The purpose of Short Trees State Park is to preserve and make available to the people for their inspiration, enlightenment, and enjoyment, in an essentially natural condition, the outstanding scenic features and natural values of the forested canyon, redwood groves, and unique sandstone formations located in the unit. This unit presents the best examples in northern California of these geologic formations, together with visitor opportunities for viewing, interpretation, and education.</p>		
	<b>Natural Resource Examples</b>	<b>Cultural Resource Examples</b>	
<b>Park-wide Goals and Guideline</b>	<p><b>Goal:</b> Preserve and protect the Ancient redwood groves growing along canyon bottoms, the significant geological sandstone cliff formations, and expansive ridge top vistas, which are the prime natural and scenic resources of the unit.</p>	<p><b>Goal:</b> Maintain and interpret the campground facilities built in 1930 by the Civilian Conservation Corps (CCC). These features provide a rustic and historical character to the park (a sense of place), and represent a distinct architectural style and the historic accomplishments of the CCC. The intent of management is to maintain these qualities and provide interpretation and education of their significance.</p>	
	<p><b>Guideline:</b> These resources will be managed for their perpetuation in an essentially natural condition while supporting visitor awareness and enjoyment.</p>	<p><b>Guideline:</b> Each of the features (structures and campground facilities) will be viewed as part of a larger and more significant whole. While some features may be lost or altered, the goal is to maintain the character they give to the park, and to maintain the integrity of historical preservation. The historical record of all CCC features in the unit will be preserved.</p>	

	<p><b>Guideline:</b> A program of active resource management will be implemented to perpetuate these values including the protection of natural hydrologic processes, ecological restoration of fire, and control of non-indigenous plant and animal species.</p>		
<p><b>Area-Specific Goals and Guidelines</b></p>	<p>There are impacts to riparian areas along Little Creek originating from logging activities outside the unit. These impacts are likely to continue to threaten or damage park values. <b>Goal:</b> The Department will take a proactive role in protecting the unit from damaging impacts including participation in local and regional planning and decisions, and by developing watershed restoration to correct, as possible, impacts that have degraded natural values.</p>	<p>The Warden's Cottage, built by the CCC, is an excellent example of rustic park architecture and has retained its exterior integrity, while the historic fabric of the interior has been mostly lost. <b>Goal:</b> This historic structure will be rehabilitated for appropriate adaptive uses, and its location adjacent to Big Creek redwood forest provides the best opportunity for indoor interpretive exhibits and programs.</p>	
	<p><b>Guideline:</b> The Big Creek redwood forest in the core of the prime resource area will be managed toward a natural condition while allowing pedestrian access and interpretation. The goal of park management will be to maintain a natural primeval feel and appearance, maintain fragile understory vegetation, and minimize the appearance of a trampled and worn look. Management will minimize intrusions such as signs and fences, while providing access and preventing off trail use. Interpretation will be used to enhance the visitor's appreciation and protection of resources.</p>	<p><b>Guideline:</b> The historical integrity of the structure's exterior and immediate surroundings will be maintained in its utilization and used for interpretation.</p>	

<b>Examples NOT to be included in General Plan Documents</b>			
<b>Management Plan</b>	The Little Creek Watershed Management Plan is prepared, which identifies and prioritizes specific areas of the creek for restoration and develops a program of methodology and potential funding.		
<b>Project Plan</b>	Working Drawings are prepared for the restoration of portions of The Little Creek Watershed.	Plans and specifications are prepared for stabilization of an individual CCC structure.	
<b>Examples to be included in General Plan Documents</b>			
<b>Unit Vision Statement</b>	<b>Vision:</b> Short Trees State Park is a place of spectacular scenic beauty--a natural area unencumbered by human habitation or visual intrusions. It offers to visitors of all ages and abilities access to the heart of the park where they can walk among unique geological formations, experience the magnificent presence of ancient redwoods, and hear the thunderous sound of water falling over steep canyon walls. It is a place for visitors to seek personal renewal and gain inspiration from nature's power and beauty.		
	<b>Interpretation and Education Examples</b>		<b>Recreation Examples</b>
<b>Park-wide Goals and Guidelines</b>	The primary interpretive theme at this unit is: Humans and natural forces have interacted here over time, continuously using, changing, and redefining the landscape's inherent values.		A primary goal is to provide park visitors with high quality outdoor recreational opportunities (day use and overnight) that are directly related to the unit's inherent natural and cultural values.
	Interpretation will emphasize the values of the old growth redwoods and the important park-making role of the CCC's.		The unit's diverse scenery from heavily shaded forest understory, to open canyon vistas, to ridge top panoramas provides outstanding opportunities for trail-type recreation. Multi-use trails will allow visitor access to the four prime resource areas of the unit--Big Creek, Lover's Ridge, Little Creek, and Mule Flat.

	The interpretive period for the unit covers the flow of history extending from the earliest known human occupation to the present.		To provide for visitors of various abilities and desires, passive and active, and a system of trails will consist of increasingly large loops away from core public use areas.
<b>Area - Specific Goals and Guidelines</b>	In support of the primary theme, interpretation at the Little Creek Area will show how people have used, influenced change and in time restored this fragile area.		A ridge-top trail and overlook will be sited in the Lovers' Ridge Area.
	The primary theme is: timber cutting brought unsettlement to the area and changes to the land that eventually spurred park creation and restoration.		Trails and staging areas in the Lovers' Ridge Area will be located and designed to enhance the visitor's experience of the natural environment. The intent is to give trail users the feeling that they are immersed in wilderness. Visual impacts from other trail use and artificial facilities will be minimized.
	In the Little Creek Area management will integrate the goals of interpretation and resource management by providing first-hand opportunities for visitors to experience past and on-going ecological restoration.		The goal of park management will be to provide multiple forms of recreational trail access and opportunities in the Big Creek redwood forest that supports its naturalness natural and primeval qualities.

<b>Examples NOT to include in General Plan Documents</b>			
<b>Management Plan</b>	An interpretive plan is prepared, which defines an interpretive program for the Two Forks portion of the Little Creek Area. The program's primary focus is on the rich legacy of CCC features. Plan proposals include exhibit panels identifying and interpreting the areas CCC structures and the development of an interpretive walking trail.		A Trail Management Plan is prepared. The plan identifies trail corridors to and around the Lovers' Ridge Area along with trail staging areas. It also identifies appropriate types and levels of trail use. In addition, it coordinates with the Interpretive Plan goals for this area, as well as for the entire unit.
<b>Project Plan</b>	Construction drawings and specifications are prepared for the development and installation of interpretive panels and trail in the Two Forks area.		Plans and specifications for the 4-mile Lovers' Ridge Trail and Overlook are prepared to guide construction by a volunteer trail building crew.
<b>Examples for State Historic Park</b>			
<b>Unit Purpose for SHP</b>	<b>Purpose:</b> The purpose of Brock Mansion SHP is to provide for the people an opportunity to view the mansion and grounds as they appeared during the Brock period of ownership, 1868 to 1882, and to tell the story of this extraordinary Californian. The mansion and grounds represent how Governor Marshall Brock and his family developed and lived in this historic property and how his governorship and business played a significant role in California's history. The architectural type, style, and age of the mansion have no comparison in California with a remarkable integrity of historic fabric for the period.		

<b>Unit Vision for SHP</b>	<b>Vision:</b> The Brock Mansion is an historic place in California providing an opportunity for visitors to submerge themselves in a distinctive period in California history surrounded by authentic furnishings and artifacts that give a sense of place and history. Many Californians and foreign visitors of all ages and background visit the mansion to partake of the interpretive exhibits and tours and or participate in special events or living history programs.		
	<b>Cultural Resource Examples</b>	<b>Interpretation &amp; Education</b>	<b>Recreation Examples</b>
<b>Unit wide Goals and Guidelines</b>	The Brock Mansion retains a very high degree of historic fabric. The architectural and structural qualities will be taken into account during development and maintenance of the building to achieve the desired uses while causing minimum disturbance to historic fabric.	The purpose for interpretation at Brock Mansion SHP will be to expand visitor awareness, understanding, and appreciation of the mansion and significance of Marshall Brock in California and U.S. history. Interpretation is considered to be essential in providing the quality park experience.	A principle guiding the unit's development is that visitor enjoyment and appreciation are enhanced by their participation in activities associated with the unit's primary resources. Also guiding the development is the belief that visitors expect to be able to do more than simply look at the Unit's cultural features. Day use facilities such as picnic tables and benches will be provided for the visitor to enjoy as well as for special events the park may host.
		The primary interpretive period is the period of Marshall Brock's governorship, 1868-1876. The secondary interpretive period is the life of Marshall Brock dating from birth through education, personal development, and business and civic activities after political office.	

	<p>The primary management goal is to preserve and restore the Brock Mansion and to provide special events, interpretation, sales, and public use facilities within the mansion proper. Restoration and use will be guided by historical significance. For example, highest quality restoration and public access control will be in areas of greater historical significance.</p>		
	<p>Conversely, adaptive changes to allow for public use and interpretation will be in areas of lesser historical significance. The exterior of the main structure will be restored as closely as possible to the building's appearance around 1876. The interior will be restored to the Brock period, 1868 to 1882. Historic fabric from that period will not be significantly altered or removed to accommodate uses.</p>	<p>A primary theme is: The Brock Mansion is a symbol of political authority, wealth, and power in mid 19th-Century California.</p>	
	<p>A large number of original furnishings of the Brock Mansion have been obtained and preserved by the Department. These artifacts will be crucial to the process of accurately restoring house museum rooms and creating interpretive exhibits. The unit's purpose, vision, and primary interpretive themes and the Scope of Collections Statement guide artifacts, appropriate for acquisitions at Brock Mansion SHP. Those materials not appropriate for interpretation at the unit or of minimum public benefit will not be acquired, but referred to more appropriate locations.</p>	<p>Purchasing a publication or a replica artifact can be an important aspect of reinforcing a visitor's experience to the mansion or pursuing a deeper knowledge of the unit's themes. It is the intent in the unit's development to provide a sales room or area within the mansion. Sales items should have a direct relationship to the mansion and its history.</p>	

	[MAP] - A map is presented of the floor plan of the historic structure dividing the area within into several major management categories for levels of historic preservation and use from museum-quality restoration to adaptive use.	Public access will be provided to all major areas and floors of the mansion and to the grounds. Public access will be controlled relative to the need to insure the protection of resources. For example: only small well-controlled tour groups would access rooms with mostly original family furnishings. In contrast, rooms such as the ballroom with little or no furniture or artifacts will accommodate larger and less-controlled groups.	
		Integration of disabled and other special needs visitors is to be sought in the development of public access, and provision for enjoyment of the mansion.	
		It is expected that the Brock Mansion will be especially popular with school groups. The development of facilities and programs will be provided for young students and other types of visitors with varying degrees of interest and knowledge. During the Brock period of the mansion, many varied activities took place such as formal balls, dinners, and important meetings in relationship to government and politics. Operation of the mansion will provide for continuation of this historical use of the mansion with special events of the day, and living history programs.	
	<b>Cultural Resource Examples</b>	<b>Interpretation and Education</b>	<b>Recreation Examples</b>
<b>Area - Specific Goals and Guidelines</b>	The "Ballroom", "Library" and adjoining "East Parlor" will be used to integrate the goals of historic restoration with the desire to provide opportunities for special events that relate to historical activities associated with the mansion (balls, dinners, and important meetings in relationship to government and politics). The rooms will be rehabilitated with historic fabric and finishes to exactly match what was in place during the historic period (1868-1882). Fixtures and utilities that support multiple uses will be installed with minimum disturbance of historic fabric.	Visitor needs for orientation, formal interpretation, sales, and restrooms will be provided on the ground floor of the mansion. To the extent possible, these will be provided in the service area and household staff quarters, and not in the portion of the mansion occupied by the Brock family.	Visitor's needs for recreation activities will be provided through facilities located on the grounds of the mansion and through activities offered associated with the mansion's interpretive programs and special events.
<b>Examples NOT to include in General Plan Documents</b>			

<b>Management Plan</b>	A management plan is prepared guiding historic restoration and rehabilitation of the mansion including specific objectives, restoration phases, furnishing plan, and methodologies.	An interpretive plan is prepared that identifies secondary interpretive themes, and establishes objectives for development of specific interpretive facilities and programs.	Living History programs will include opportunities for park visitors to get involved in historic reenactments.
<b>Project Plan</b>	Plans and specifications are prepared for restoration of the “Library” and “East Parlor” rooms.	Plans and specifications for the Orientation Exhibits are prepared.	Prepare a plan for the development of picnic facilities, group picnicking and trails on the mansion grounds. Develop a schedule of interpretive programs, events, and Historic reenactments.

**INCLUDE BRIEF DISCUSSION ON THE NEED FOR CONCEPT  
PLANS AND POSSIBLE INCLUSION OF THE INITIAL PHASE I  
IMPROVEMENTS**

## General Planning Process

### How General Plans are Prepared

General plans are typically accomplished using one of four project management methods. Each method has a specific Departmental review and approval requirement:

- 1. Planning Division - General Plan Section:** This section includes multiple disciplines that function as the general plan core planning team. In addition to preparing unit general plans, classification documents, and management plans, this group oversees all general planning efforts performed by the districts and through consultant contracts. Planning teams work closely with the District Superintendent or their designee and the resource divisions to coordinate the general plan process. The team reports regularly to the PPC and provides frequent project updates.
- 2. Service Centers:** The Department may assign an interdisciplinary general plan team consisting of specialists located at a regional service center to prepare the general plan. This team has a project manager from the service center overseeing the process, reporting progress, and coordinating reviews through the Planning Division and PPC. The District Superintendent represents the unit and district operations.
- 3. Districts:** The Department may assign the responsibility of preparing a unit general plan to a district. In this case, a project manager is assigned through the district to oversee the planning process and completion of the general plan. Additionally, the district will provide the appropriate technical support resources. A person will be assigned from the Planning Division to track the general plan progress, provide the PPC with regular updates, and coordinate plan reviews. The district project manager should be present for all briefings with the PPC and Executive staff.
- 4. Consultants:** The Department may hire a consultant to prepare a unit general plan under the direction of a project manager assigned by the contract or from within the Department. The District Superintendent represents the unit and district operations. The Department will assign a person from the Planning Division who is responsible for coordinating with the planning team and district for all Department reviews and approvals. The District Superintendent and a representative of the consulting firm (as necessary) should be present for all briefings, and ensure that the proposed plan satisfies the requirements and intent of the Project Agreement.

## Review and Approval Process

In each case, the Department requires a review and approval process that includes the following staff:

- Executive Staff
- Department Legal Office
- Planning, Policy and Programming Committee

Listed below are the review and approval requirements for all unit General Plans:

1. The PPPC will review and approve the Project Agreement prior to allocating resources for general plan preparation.
2. The PPPC, or a designated sub-committee, will review alternatives and planning proposals prior to the dissemination of this information to the public. This typically occurs prior to the second and/or third public meetings, or posting this information on the Internet.
3. The PPPC (Executive Staff, optional) will be briefed on the Preliminary General Plan, following Departmental review and prior to release of the Preliminary General Plan and Draft Environmental Impact Report (EIR) for public review.
4. Executive Staff and the appropriate Field Division Chief will be briefed prior to the scheduled State Park and Recreation Commission hearing for consideration and approval of the general plan.

General plan briefings will include staff necessary to provide answers to questions brought up by the PPPC or Executive Staff. By direction of the PPPC or Executive Staff, a briefing or issue paper may be requested of the general plan project manager, which could eliminate the need for a scheduled briefing. Department reviews should include sufficient time (at least two weeks) and enough plan copies (approximately 12) for distribution to various divisions, and instructions for submitting comments to the project team. Electronic versions of the documents being reviewed are also preferred.

## Process Chart

**Figure 4**, General Plan Flowchart, provides an overview of the typical planning steps, tasks, responsibilities, time frames, and the sequence of planning events or milestones in the planning process. The actual planning tasks and their completion times will be determined by the project team and may vary between general plans. This variation is expected due to the different unit classification, number and type of planning issues, size and complexity of the park unit, and the extent of public participation in the planning process. The project teams will determine the required tasks and their estimated completion times for each general plan.

## Pre-planning Phase

Prior to the preparation of a general plan, an adequate amount of unit information must be gathered and resource inventory work completed. This collection of unit data forms the basis for analysis of issues to determine the need for a general plan and its priority with other park units. During this pre-planning phase, three primary actions occur: (1) an

evaluation for completeness of the unit data file (UDF), including collections, by a general plan assessment team and identification of major planning issues; (2) recommendation by the District Superintendent, Service Center Manager, General Plan Section or the assessment team to prepare a general plan; and (3) PPPC authorization to form the project team and proceed with a general plan.

### **Prerequisites for the General Plan Request**

When anticipating a request to prepare a general plan, a level of pre-planning work is required by the requesting office (often the District) to review the UDF and clarify unit/district issues and what is expected by such a plan. An assessment team is formed with multidisciplinary planning expertise from the Service Center, General Plan Section, and/or the district's planning staff. This team shall consist of staff that can make judgments on the adequacy of the file, provide suggestions to challenges, and assist with the clarification of various topical issues related to the unit. A typical team is comprised of the District or Park Superintendent, Environmental Scientist, Cultural Resource Specialist, Landscape Architect, Park and Recreation Specialist, Regional Interpretive Specialist, Architect, Engineer, and Resource Division Chief or their designee.

Before making this request, the District or assessment team should review the UDF, a working file containing information about the unit, to determine the completeness of resource inventories. This review shall also include a gap analysis of existing conditions, issues, and possible options, political climate (locals and governments), adjacent land uses, etc. This analysis will help determine if a general plan is the appropriate document and this is the appropriate time to address and resolve the identified issues or unit problems.

This pre-planning work should:

- **Define clearly and succinctly the major problem(s) or issue(s) that provides the basis for requesting a general plan.**

Clear definition of the major problems and issues will help frame the scope of work and benchmarks to begin evaluations in the general plan process.

- **Evaluate the completeness of the unit data files.**

Prior to the preparation of the general plan, an adequate amount of unit information must be gathered and resource inventory work completed. This collection of unit data forms the basis for analysis of issues in determining the need for a general plan and its priority with other units. The District Superintendent may at any time convene an interdisciplinary evaluation team (assessment team) to look at the information contained in the UDF. The evaluation team is charged with the task of determining if adequate data is available to proceed with the general plan. The assessment team also determines if available information has been summarized such that a future project team would be able to determine what is significant and can easily comprehend the resource information. The evaluation portion of the UDF Matrix form (see Appendix B) is used to determine if sufficient

information is available. It is also used as a tool to identify existing information gaps prior to scheduling a general plan. These information gaps may be filled in by assignment to District staff, requesting staff from the Service Center, contracting, or by other appropriate means.

- **Explore planning issues and options for the best planning approach.**

Discuss the feasibility and likeliness that a general planning effort would result in a plan that resolves the major problems or produces the intended outcomes, such as benefits of a public planning process, political or funding support, or provision of services, facilities and lands. Developing a brief understanding of this feasibility will help determine the desired scope of the general plan, whether it's a focused plan, an amendment, a full general plan, or management plan that's needed. If it is anticipated to be more of a focused planning effort, then a more site-specific evaluation and cost analysis may be required. For example, a desire to develop a specific facility may require additional studies or analysis to satisfy the need of a more detailed EIR for the general plan or related project.

Once a determination has been made by the District Superintendent, Service Center Manager, or the assessment team to request a general plan, the unit is prioritized by the PPPC with others in the State Park System. Upon assignment to the project team, work begins on the resource summary, planning issues are clarified, and a work plan is developed. This work plan is prepared in the form of a Project Agreement and submitted for approval by the PPPC. General planning officially begins upon the completion of this phase and the authorization by the PPPC.

## **General Plan Preparation**

The following section describes key process actions required, or intended, in the preparation of a general plan.

### **1. Form Project Team**

The first step in the general planning process is to create a project team that will be responsible for planning and decision-making. The team should be a complementary group of interdisciplinary experts and should involve public participation and coordination with other state and local agencies. The project team should include a district representative and persons experienced and knowledgeable in natural, cultural, and recreational resource management and interpretation, state park operations, and land use planning for recreation opportunities and public use. The project team can be formed in the Planning Division, service centers, districts, or headquarters offices, and will work closely with the District Superintendent for the purpose of preparing a general plan for a unit in his or her district.

## **2. Define Issues, Opportunities and Challenges**

The project team must first understand and define the planning issues they expect to address in the general plan. They must also review the UDF to identify gaps in the resource inventory and determine how much additional information is needed to adequately address known planning and management issues.

## **3. Complete Project Agreement**

The Project Agreement provides a working framework in which the Department is able to make advanced decisions about the scope and schedule of a planning effort. It is a contract between the project team, District, and the PPC for preparation of the general plan. The agreement establishes the scope of work and level of issue resolution the team expects to address in the General Plan and serves as a benchmark for the team to start the planning process. Appendix C includes the Big Basin Redwoods SP General Plan Project Agreement as an example.

Upon the assignment of a general planning project, the PPC outlines their expectations for the desired scope and time frame for project completion. The project team prepares a resource summary (if one is not currently available). The team also prepares a concise work plan that details the scheduling milestones, staffing needs and funding requirements. The work plan identifies inventory information gaps that the team will need to fill prior to completing the general plan. It also summarizes, point by point, the issues expected to be addressed by the general plan. Finally, the work plan notes the need for any focused planning that should be addressed by the project team; distinct from the general plan but a part of the project team's work (for example, management plans). This Draft Project Agreement is then forwarded to the Department's Legal Office and the PPC for review and approval, followed by revisions as needed. A presentation to the PPC is scheduled at this point.

During the course of a planning process, unexpected issues can arise, important information can be discovered, staff is sometimes redirected, and statewide planning priorities change. As soon as these changes occur, the Project Agreement will be amended by agreement between PPC and the project team. Amendments will be made through a memo from the Service Center Manager (or District Superintendent), with justification and an approval block for the PPC chairperson. A Project Agreement should be used for all large planning assignments, not merely general plans.

## **4. Research and Describe Existing Conditions**

During this phase, the project team becomes familiar with the known information about the unit as it relates to their scope of work. The project team works to gain a common understanding about existing conditions. Some research may be needed to clarify knowledge of conditions and how they have changed over time. It may be necessary to amend the Project Agreement if the amount of research needed exceeds what was originally anticipated. It also may be necessary to amend the Project Agreement to address newly identified project needs and planning issues crucial to the success of the plan. Project teams will employ numerous methods to gain this understanding about the physical and social conditions of the unit. This process will also include contacts with

other agencies, user surveys, public meetings, and interviews,. in order to identify stakeholders and understand their needs and concerns about the future of the unit.

Recognizing that the general plan is considered a project for the purposes of CEQA, consideration must be given as early in the process as possible to describe the existing or baseline conditions to assess the potential environmental impacts of alternative proposals.

## **5. Analyze Issues, Challenges and Opportunities**

Project teams will analyze known problems, and identify or suggest causes that might explain the issues being considered. In addition to known issues, there may be local and regional demographic and recreation trends that have (or will have) a major influence on the park environment. This is the time to recognize, understand and address demographic and recreation trends, existing or proposed land uses that may create controversy, neighboring land use changes, and local governing rules that might affect the park. Resource sensitivities and constraints are identified through the analysis of natural and cultural resource conditions.

At this point in the process, when the project team has completed its data gathering and resource inventories, an environmental checklist should be prepared that identifies the subject areas and issues to be addressed in the environmental analysis. The project team shall also prepare the Notice of Preparation and submit this document to the required agencies and interested organizations through the State Clearinghouse, as required by CEQA.

## **6. Prepare Alternatives and Preferred Plan**

This is the time when agreement is reached on the unit vision and purpose, and a preferred plan alternative is developed. In the decision-making process towards a preferred plan, a range of alternative goals and objectives should be considered. The analysis of issues, challenges, and opportunities in the previous step is used to develop alternatives and goals to be achieved, and should be expressed in terms of desired resource conditions and visitor experiences, uses, and anticipated needs. Broad categories of land use may be defined and the potential for expanding recreation opportunities identified. The set of recommended goals and desired outcomes is considered for potential environmental and public concerns. Planning alternatives are analyzed for their potential effect on the environment, and possible mitigation measures are identified.

The project team presents alternatives for consideration by park staff, stakeholder groups, partners, other agencies, and the public. These alternatives could be presented as options to a single plan alternative, which may alter the type or intensity of development, use, and/or treatment of resources or a form or combination of factors related to a preferred alternative could be incorporated into the final recommendation. To reach consensus on a preferred plan or desired outcomes, this phase of the process will likely include team meetings and workshops involving participants with park planning and land use management knowledge and responsibilities. Some alternatives may also require additional field investigation or follow-up studies to validate the feasibility of the planning concepts. Planning materials developed during this step

typically include comparison matrices, newsletters, correspondence, workshop maps, and summaries of public and agency(s) response. Also included are descriptions of how various alternatives were evaluated, selected, and justified. This information becomes part of the UDF and administrative record for future reference.

More detailed planning scenarios may be prepared as part of the planning process in order to determine a plan's feasibility or communicate the possible environmental, social, or economic implications. Typically, this added detail is not included as part of the general plan document. Site-specific analysis, surveys, and detailed studies undertaken during this process should be referenced by the general plan, placed in the UDF, and used in the development of future management plans and specific project plans. If the need for subsequent management plans is identified, the project team should expand on the goals and alternative considerations to guide these future planning efforts.

Public evaluation of the appropriate alternatives is a considerable effort of this planning phase. A follow-up public planning workshop or meeting is scheduled for public review, comments and discussion of various alternative plan proposals. Planning alternatives, controversial issues, challenges, opportunities and solutions will require review and direction by the PPC prior to presentation of these ideas to the public.

Preferred Plan: Developing a preferred plan requires a creative synthesis of alternatives. The varied alternatives are analyzed to determine which combination of options best serves the park purpose and vision, DPR goals, and the public's interest in the park's future. Several steps outlined in the following pages are involved in the development of a preferred or single plan for the park. The preferred plan proposals are reviewed by the PPC prior to public review, to facilitate high-level feedback, support, guidance and validation. Substantial changes in the plan or policy decisions made by the PPC may require revisions by the project team and resubmission of the plan to the PPC before proceeding into full document production.

## 7. Prepare General Plan / Environmental Impact Report Document

The general plan is the primary management document for a park, establishing its purpose and a management direction for the future. This document also constitutes the Environmental Impact Report, as required by the PRC Sections 5002.2 and 21000 et seq. Preparation of this document shall follow the general plan guidelines described in this *Planning Handbook* for general content, level of specificity and layout. Through this planning process, the document is presented in four drafts, as determined by the level of review and decision-making authority and sequential order of planning steps.

- |  |                                      |
|--|--------------------------------------|
| 1. Administrative Draft General Plan   | - Team and District Review           |
| 2. Draft General Plan/EIR              | - Department Review (PPPC and Legal) |
| 3. Preliminary General Plan/ Draft EIR | - CEQA Document - Public Review      |
| 4. Final EIR                           | - Includes Response to Comments      |
| 5. Final General Plan/EIR              | - SP&R Commission Approved           |

Elsewhere, this *Planning Handbook* provides general guidelines and standards for graphic presentation and document layout. Project teams, however, may choose to use

different media and processes in preparing the general plan documents. The reason for this is due to the different stakeholder groups, park unit needs and availability of equipment and staff. Therefore, Project teams, with PPPC approval, will determine the best production methods to ensure customer satisfaction and continuous improvement of General Plan documents.

## **8. Review the Document**

Administrative Draft General Plan/EIR: The administrative draft general plan is circulated for project team and district review and comment. This is the first opportunity for the project team to review the proposed general plan text and illustrations (such as maps and figures) assembled in one document. It provides for individual comments for team (including district staff) consideration and plan revisions prior to the distribution of the plan outside the project team. Revisions are incorporated into the document; the result is the Draft General Plan/EIR.

Draft General Plan/EIR: A printed Draft General Plan/EIR document and electronic version (PDF file) is distributed to each of the voting and non-voting members of the PPPC for their review and comment. This review period shall be a minimum of ten working days, which may be extended upon request from the PPPC chairperson or Executive Staff. PPPC members shall make the plan available to their division staff for policy review, questions, and suggested revisions. PPPC members shall provide written comments and provide suggested revisions to the general plan project manager.

After PPPC review, there may be major policy or programmatic issues that require the Director's evaluation and decision. Often knowledge or general concurrence of the general plan direction is necessary to make sure it is moving in the right direction. If this is the case, the general plan project manager will arrange a briefing for the Director and appropriate executive staff, including representative PPPC members if appropriate.

Changes in the Draft General Plan/EIR as a result of these reviews are incorporated into the document, resulting in the Preliminary General Plan/Draft EIR.

Preliminary General Plan/Draft EIR: The Preliminary General Plan/Draft EIR document is prepared for the CEQA public review period. After review and approval by the Department's Legal Counsel, the Preliminary General Plan/Draft EIR and necessary notices and public notification (Notice of Completion and Notice of Availability) are submitted to the Office of Planning and Research, State Clearinghouse (SCH) to start the official CEQA public review and comment process. The National Environmental Policy Act (NEPA) requirements must also be considered if the project has any federal involvement, including funding or permitting. SCH determines the format (hard copy and/or electronic version) and number of copies to be submitted (usually 15 copies). Currently, SCH will accept the document on a CD with an attached executive summary hard copy. An electronic version of the general plan is posted by the project team on the Department's website ([www.parks.ca.gov](http://www.parks.ca.gov)) for public viewing.

Final EIR–Response to Comments: Following the 45-day public review period, the project team coordinates with the Legal Office to prepare responses to public comments that were received by letters, faxes, and email during the comment period. The Final

EIR-Response to Comments document is submitted to the persons and agencies who commented. Comments received following the official review period should also be considered and responded to by the project team if there is adequate time in the planning schedule prior to the Commission hearing.. The Preliminary General Plan/Draft EIR document, with public comments and Department responses, constitutes the Final EIR and is forwarded to the State Park and Recreation Commission 30 to 45 days prior to the scheduled public hearing. Coordinating this effort with ample lead time and with the Commission Assistant is advisable.

## **9. Approval of the General Plan**

Prior to the public hearing, project team representatives (project manager and/or District Superintendent) will brief the Director and other department staff on controversial planning issues that may have evolved through the CEQA review process. This briefing will include a staff report addressing the outstanding issues and remaining public concerns, and may include a preview of the presentation that will be given to the Commissioners at the public hearing. The project team and appropriate District staff will prepare for a Commission field trip preceding the hearing date. This field review will further acquaint the Commissioners with issues, existing conditions, analysis, and proposals in the plan.

The presentation at the official public hearing should be concise and thorough and should give the Commission, stakeholders and the public a brief overview of the final plan. The format of the official presentation and field review should be flexible to meet the needs of those involved, the park character, and the general plan itself. This step represents the Commission's official review of the document, and provides the last phase of public comment on the general plan.

Following public testimony on the Preliminary General Plan/Final EIR, the Commissioners may discuss the document and may require by vote or consensus that amendments or revisions be made. The Commission then votes to approve the submitted plan, including any revisions, conditions, or amendments made by the Commission.

## **10. Finalize, Print and Distribute the Approved General Plan**

Within five working days following the hearing and approval of the Preliminary General Plan and Final EIR, a Notice of Determination (NOD) is prepared by staff for the Director's signature (or designee) and is filed with the SCH. Payment by the Department of an Environmental Filing Fee to the Department of Fish and Game is required at the time the NOD is filed. The amount of the applicable fee depends on the type of environmental document (typically an EIR). The fee is currently \$2,606.75 (2008) and is expected to increase each year after January 1. To avoid delays and insure timely filing of the notice, contact SCH for the current fee prior to filing the NOD. When the NOD is filed, a 30-day appeal period begins during which the Commission's action on the EIR can be legally challenged. If the NOD is not filed within these five working days the appeal period is 180 days.

From the materials approved by the Commission, the project team prepares a final General Plan document suitable for reproduction and distribution. In this process, the

team may make non-substantive editorial changes in the final document for purposes of clarity and improved organization.

The copy of the Final General Plan/EIR, assembled by the project team in final form (including the Commission resolutions) suitable for reproduction, will be sent by the project manager to the General Plan Section of the Planning Division, along with indication of the number of copies to be printed and the mailing list for distribution. Occasionally, a separate document from the general plan, such a second volume, is published that contains the public comments and staff responses generated by the CEQA process. This occurs when the size of the general plan exceeds 1-inch thickness and an extensive number of public and agency comments were received. Each document (volumes 1 and 2) should be published with a clear title and reference to one another. A third option occurs when the EIR is prepared separate from the general plan and is printed as a stand-alone document.

The Planning Division will reproduce final general plan copies (usually 50 to 100 depending on the anticipated need). Electronic versions in Word and PDF of the General Plan and environmental document will also be made available on the Department's web page, CDs or DVDs and can be distributed in place of hard copies where acceptable or when requested. Extra copies of the General Plan are usually sent to the District for distribution upon request. The cost for printing and distributing the final General Plan should be included in the budget for preparation of the General Plan.

The Planning Division will add the new plan's purpose statement to its database and ensure the final plan is available to the public on its official website at <http://www.parks.ca.gov/planning>.

After completing the general plan, the project team will place the formal and informal materials generated in the course of the planning process into the UDF. These materials would include general background information, details on the plan alternatives considered, any special studies, GIS mapping files, and all newly gained resource information, as well as relevant correspondence, meeting notes, newsletters, and mailing lists.. These materials include both hard copy and electronic items. This project file also serves as the administrative record for this planning effort.

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Figure 2: General Plan Process Chart

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## Public Involvement

Public involvement is an important part of all stages of the planning process from early acquisition through the park unit's classification, general planning, specific project planning, development, and program implementation. The level of public involvement may result in active participation at meetings and in program activities, or in simply providing input and feedback on planning ideas. For general plans, public input is vital to produce a plan that serves the park users and is supported by stakeholders. Public involvement is good planning practice and it is required by law as part of the CEQA process.

The purposes for involving the public in a general plan process are to:

- Increase the project team's knowledge about park resources and visitor use patterns (i.e., frequency, type, time, etc.)
- Develop consensus building plans that take into consideration public concerns, interests and needs.
- Keep the public informed of the general plan process, proposals and requirements.
- Develop long-term supporters for the park and park plan.
- Fulfill CEQA requirements for public review and comment.

The general plan team can accomplish these objectives through formal meetings and workshops, informal onsite discussions, surveys, newsletters, web-based opportunities and posting information on the Department website. Each of these tools may be utilized during all phases of a public involvement process.

### **Pre-public Involvement: Identify Stakeholders and Partners**

Before initiating the public involvement process, research and identify individuals, stakeholders, organizations, etc. that will be most interested or impacted (negatively or positively) by the park planning process. It is critical to the success of the planning effort to specifically invite stakeholders and partners to participate early on in the process and keep them informed and involved. Stakeholders and partners can include park neighbors, interest and user groups, community leaders and organizations, local, state and federal agencies, cooperating associations, land trusts and other non-profit groups, and others who have an interest or relationship with the park. Inform stakeholders of the purpose for soliciting public input and feedback during the planning process and the long-term benefits to themselves and to the park from their continued involvement.

Provide opportunities for input and feedback through web-based surveys, newsletters, message boards, email, and other methods for the public to provide contact information, receive notices, and review and comment on draft planning documents. The public outreach program should extend beyond the current users and neighbors. It should seek to engage the "potential" park visitor and others outside the area that share our interests, experiences, and knowledge about park management and use, and could provide input on effective ways to preserve resources and serve future generations.

### **Public Involvement: Phase One**

In this phase the general plan project team will:

1. Announce the beginning of the general plan process by explaining the process, schedule and anticipated outcome. It is important for the team to articulate future opportunities for public involvement and to explain the many factors and considerations that will help shape the general plan, public comment being an important and valued part of the process.
2. Briefly summarize current knowledge about the natural, cultural, and recreational resources, constraints, opportunities, and challenges of the park; receive additional information from the public.
3. Learn from the public what their concerns and desires are regarding the long-term future of the park. If plans exist that may be directing the Department's intent or outcome for this unit, their effect on this planning effort should be presented.

### **Public Involvement: Phase Two**

During the second phase, the general plan project team will present alternative approaches that have been proposed based on many factors, including input received through Phase I of the public involvement process. Alternative planning approaches can be represented through planning zone maps and key goals and guidelines. During this phase, a workshop format is often effective, resulting in smaller diverse groups to discuss various alternative approaches and considerations. The preferred plan, planning options, and alternatives may also be presented on the Department's website for public information, review, and comment.

### **Public Involvement: Phase Three**

During this phase of public involvement a preferred alternative (or single plan) is presented for public consideration and feedback. Comments are received through two or three methods during this phase:

- A public meeting can be held to present the single plan and clarify the process for public review and comment. Generally, this meeting is a courtesy to the public at the beginning of the formal public review period. Public comments submitted at this meeting shall be considered in finalizing the General Plan/EIR.
- Written comments are received during the formal CEQA public review period.
- There is also an opportunity for public comment during the SP&R Commission hearing.

Feedback and process updates provided to the public are critical to the success of the general plan effort. The project team must communicate concisely how and when decisions will be made, how public input will be incorporated, and the consequences of potential management actions. All input received from the public shall be considered during the planning process. The project team should be prepared to explain how subsequent proposals incorporate or reflect publicly expressed ideas, and why some proposals and alternatives were dismissed.

The general plan is also a reference point for consulting with potentially interested federal, state, and local agencies. The Department should know how its plans will potentially affect, or be affected by, the goals and actions of other land managing, regulatory, and advisory agencies. Some consultations may be required by law and will follow formal consultation procedures.



## General Plan Content and Format Guidelines

This section of the *Planning Handbook* provides guidelines for the content and format of general plans. It is intended that these guidelines will clarify content, provide consistency, and increase the usability of the document. The types of information included and the level of detail provided will vary from plan to plan, depending on the unit and circumstances.

The following outline lists the major sections of a general plan and suggests an approximate length for each section of the document (including maps and tables). The page numbers represent a range within which most general plans should fall. The length of individual general plan documents depends on the unit's resource sensitivities, opportunities and constraints, and the complexity of land uses and long-range planning issues.

### Suggested General Plan Contents \*

**Executive Summary** (3 to 5 pages)

#### Chapters:

1. **Introduction** (5 to 15 pages)
  - Introduction to the Park
  - Purpose of this General Plan
  - Contents of the General Plan
2. **Existing Conditions** (25 to 80 pages)
  - Summary of Park Conditions, Facilities & Important Resources
  - Planning Influences
3. **Issues and Analysis** (3 to 15 pages)
  - Park Planning Issues (identified in Project Agreement)
  - Public Issues and Concerns (expressed during scoping meeting)
  - Key Planning Issues (surfaced during the planning process)
4. **The Plan (Goals and Guidelines)** (20 to 50 pages)
  - Purpose and Vision
  - Classification
  - Planning / Management Zones
  - Area / Zone Specific Goals and Guidelines
  - Park wide Management Goals and Guidelines
  - Carrying Capacity
5. **Environmental Analysis** (10 to 30 pages)

**Appendices** (5 to 20 pages)

**References** (2 to 10 pages)

**Report Contributors** (1 page)

**Index** (optional) (1 to 5 pages)

**Glossary of Terms** (optional or part of appendices) (3 to 6 pages)

*\*Content does not include title page, table of contents, dividers, tables, maps, etc.*

## The Executive Summary

The executive summary is a brief discussion of the general plan's most important points. It is designed to quickly give the reader a clear picture of the key issues and the guidelines developed to address those issues. The executive summary must be prepared as a stand-alone document that provides the reader all of the essential plan and EIR information in approximately three to five pages.

The executive summary is essential for the State Park and Recreation Commission to provide a concise overview of the most important resources, proposals, issues, and impacts presented in the general plan and EIR. The executive summary is also submitted to the State Clearinghouse for agency distribution at the beginning of the CEQA public comment period.

### Contents of the Executive Summary

The executive summary should include a brief section on each of the following:

- Description of the park—the essence of this particular park
- Purpose of this plan for the park
- Description of regional planning efforts/context; collaboration; public participation
- Vision for the park (summarize)
- Key issues and opportunities driving planning, including public controversy
- Brief summary of the plan; how the plan addresses the key issues; major/ key planning concepts (best presented in matrix format include planning zones, brief description of management intents, and major proposals)
- Major changes expected to occur as a result of the plan implementation (mention any issues not resolved)
- Environmental analysis—identify any unavoidable or significant impacts that will occur as a result of plan implementation

The Executive Summary should be as concise as possible—aim for bullet-point lists that can be understood quickly.

## Chapter 1: INTRODUCTION

The Introduction provides a brief picture of the unit; its location, background history, and purpose. The introduction should quickly and effectively orient the reader to the document's organization, increasing its effectiveness. It also provides a big-picture context, orientating the reader to the park unit's relationship to the region. The Introduction also provides a general understanding of the unit's purpose and importance. It introduces state park principles, values, and concepts. The Introduction sets the foundation for the existing conditions and goals and guidelines sections of the document.

The basic outline for the Introduction section of the general plan document is as follows:

### 1. INTRODUCTION

#### 1.1. Location and Regional Context

#### 1.2. Site Characteristics

#### 1.3. Purpose Acquired

#### 1.4. Sense of Place

#### 1.5. Purpose of the General Plan

- Tiered CEQA Analysis

#### 1.6. Organization of the General Plan

#### 1.7. Subsequent Planning

#### 1.8. Planning Process

- Interagency and Stakeholder Involvement

#### 1.9. The Planning Hierarchy

### Location and Regional Context

Describe the unit's location by noting the county, proximity to nearby cities and other state parks, and commonly used routes of travel. Mileage from the nearest town along the highway is a good measure for rural units.

### Site Characteristics

Briefly identify the topography and the biotic communities found within the unit (urban historic units may substitute a community description and context for biotic communities). Describe the park acreage and geographic location (ocean bluffs, montane forest, suburban parkway, etc.). Any significant frontage along a river, lake, estuary, or ocean is normally stated with a measurement in feet or miles. Any distinguishing or unusual characteristics that improve orientation should be considered. Identify park buildings and features that represent or contribute to the park's character and physical setting.

Refer the reader to regional location maps.

### **Purpose Acquired**

Describe the original purpose at the time of the initial acquisition. This might include reference to acquisition documents, legislative record, previous classifications, or an existing Declaration of Purpose. As appropriate, it could also include a history of volunteerism or community support that led to the acquisition of the park. If significant, the intent of subsequent acquisitions and leases may also be identified. Note that the original purpose may not accurately reflect the current purpose of the unit, and that a new Purpose Statement may be significantly different.

### **Sense of Place**

The unit's character and sense of place should be described in terms of its enduring values. Identify which attributes and qualities make this a place of inspiration, recreation, and renewal. Describe, if possible, the inherent forces and connections that attract those who visit this unit.

### **Purpose of the General Plan**

This is a description of what a general plan expects to accomplish and the role it plays in the future of the unit. General plans document the Department's expectations for the unit's future. They decide what is important for the long-term, compared to what is merely urgent.

Previous general plans for the unit should be acknowledged. Avoid referencing prior project plans or management plans. Identify general plans that were completed for nearby units or are currently underway. The Introduction does not describe or summarize the process of preparing a general plan, nor should it provide a summary of general plan proposals.

### **Tiered CEQA Analysis**

Defined as a project for the purposes of CEQA, this provides a description of the plan as an environmental document and level of analysis performed. It represents how the document is structured as a tiered EIR, with the description of the plan proposals and guidelines, environmental impact assessment, and basis for future second-level environmental review.

### **Organization of the General Plan**

Briefly refer to the context of General Planning in the Department's overall planning structure, and provide a summary of each general plan chapter.

## **Subsequent Planning**

Describe the types of plans and programs that follow the adoption of the general plan, which explain in greater detail site-specific conditions and proposals for implementation. These are usually referred to as management plans or specific project plans. Subsequent environmental documents and future actions that would trigger a required amendment to the general plan should be addressed.

## **Planning Process**

This section describes the planning scope and process used to prepare the general plan, including additional surveys and studies that were done to compile an information base. Indicate what steps were taken to engage the public in this planning effort, including the establishment of an advisory committee, interagency task force or coordinated joint-planning efforts.

### Interagency and Stakeholder Involvement

This is a description of the general planning process and public outreach effort. Identify specific public meetings, workshops, and methods used to obtain public and agency input and feedback throughout the general plan process. Also, indicate what means were used to disseminate planning information to stakeholders and agencies (newsletters, Internet website, etc.) or to receive comments from those having interest in this planning effort.

## **The Planning Hierarchy**

Consider including a description of the planning hierarchy that provides direction for the future of the park. The following is an example that was used in the Butano SP General Plan.

### **THE PLANNING HIERARCHY**

The following planning hierarchy provides direction for the future of Butano SP:

- **California State Parks Mission:** The mission sets the fundamental parameters within which California State Parks acquires, plans, and manages its 278 park units.
- **Classification:** In addition to the Department's mission, park management and development is further directed by park unit classification as specified by the California Public Resources Code. Butano is classified as a State Park.
- **Declaration of Purpose:** A broad statement of direction that is unique to Butano SP. The Declaration of Purpose required by Public Resources Code, Section 5019.50 is determined by the park's prime resources and recreation opportunities in terms of the larger context of the State Park System.
- **Regional Planning Considerations for California State Parks Located in the Santa Cruz Mountains:** Developed in response to a regional analysis, these considerations address existing issues and recreation trends and provide ongoing guidance to achieve the long-term vision for California State Parks

located in the Santa Cruz Mountains. The regional vision provides a philosophical direction and serves as a guide for the desired condition of these parks.

- **Park Vision:** The vision statement for each park is a view of the desired future conditions. It expresses what the park should ultimately be and look like as well as what kinds of visitor experiences should be available in the future.
- **Park-wide Management Goals and Guidelines:** Topical guidance of a scope relevant for the entire park. These goals and guidelines were developed in response to an evaluation of existing conditions and are intended to address existing issues, foreseeable trends/patterns, and provide ongoing guidance for the incremental actions that will be taken over time to realize the long-term vision for the park.
- **Planning Zones:** Land use concepts for the park that characterize types of resource conditions and visitor experience within certain specific geographic areas.
- **Area-Specific Goals and Guidelines:** Management goals and guidelines that clarify goals for a specific area.

## Chapter 2: EXISTING CONDITIONS

The Existing Conditions section of a general plan summarizes the status of significant resources, land uses, facilities, and recreation, interpretation programs, and park operations. It establishes the baseline from which proposed changes and potential impacts can be evaluated, leading up to and determining what is proposed in the document. It sets much of the context for the general plan.

This summary describes the unit only to the degree necessary to understand significant resource values and their relationship with the long-term management proposals. The discussion goes beyond the unit's boundaries, as necessary, to understand the land uses, resource values, and facilities in a larger context. The Unit Summary is based on information found in the

Data for this section is primarily derived from the Unit Data File (UDF), especially unit resource inventories and other sources such as government census and demographics data, and from additional information obtained during the planning process. As noted earlier, the unit resource inventories are evaluated and updated if necessary before the start of the general plan process.

The information gathered in the research phase is evaluated for significance, and the relevant data is summarized in the Existing Conditions section. All new data collected, whether used directly in the general plan or not, should be added to the UDF.

Begin with a brief statement describing the acres and land use area of the park unit.

The Existing Conditions section is divided into five sub-sections, and typically organized as follows:

### 2. EXISTING CONDITIONS

#### 2.1. Regional Land Use and Facilities

- Regional Planning Influences
  - Regional Plans and Programs
  - Regulatory Influences
  - Regional Agencies and Non-Governmental Organizations
- Regional Recreation Facilities
  - Federal Parks
  - State Parks
  - County Parks
  - Private Recreation Facilities

#### 2.2. Existing Park Land Use and Facilities

- Existing Land Use & Circulation
- Administration & Maintenance Facilities

- Visitor Contact and Orientation
- Maintenance
- Utilities
- Employee Housing
- Interpretation and Education Resources
- Recreation Resources
  - Recreation Activities & Visitor Experience
  - Day Use Facilities
  - Overnight Use Facilities

### **2.3. Significant Resource Values**

- Physical Resources
  - Topography
  - Climate
  - Air Quality
  - Geology
  - Hydrology and Water Resources
- Natural Resources
  - Plant Life
  - Animal Life
- Cultural Resources
  - Prehistory
  - History
  - Collections
- Aesthetic Resources
  - Scenic Resources

### **2.4. Operations and Maintenance Functions**

- Operations and Visitor Services
- Public Safety
- Concessions
- Accessibility

### **2.5. Park Support**

- Volunteers & Non-profit Organizations
- Cooperative Associations & Support Groups

### **2.6. Planning Influences**

- System-wide Planning
  - State and Federal Agencies
- Demographic Trends and Projections
  - Population Increase and Park Visitation

- Population Diversity
- The Age Factor
- Latent Demand for Outdoor Recreation
- Changing Ethnic Patterns
- Visitation Characteristics
- Public Concerns, Interests and Opportunities
  - Visitor Surveys
  - Advisory Committees
  - Community Interests and Local Planning

## **Regional Land Use and Facilities**

### **Local, Regional, Statewide Context**

This section looks at the park—its resources and current and potential recreational activities in the context of what is happening in the surrounding community, regionally and statewide. These items combine factors such as population trends, ratio of public/private land, public accessibility, total park acreage and historical use. It also seeks to determine how important the public feels the park is in meeting their recreation needs. An assessment should be made of the relative significance and needs associated with both the park's resources and current and potential recreational uses beyond simply the boundaries of the park.

Land uses that surround the park and their effect on recreational use:

- How is the land zoned around the park?
- Do homes or commercial development come right up to the park's boundaries?
- What is the pattern and direction of growth in the surrounding communities?
- Are there any current conflicts between current recreational uses at the park and surrounding land owners/activities?
- Is there a Habitat Conservation Plan overlay?
- Does the County have a General Plan that encompasses the park?

Recreation use and opportunities in the surrounding community:

- How important is the park in meeting the recreational needs of the community? Are there other park lands and open space nearby that could accommodate recreation pressure being exerted on the park, or is the park the only available resource?
- Is the park located in the middle of a geographical area that is under-served by park and recreation lands, facilities, services and programs more commonly associated with neighborhood, community and regional parks?

- Are there sufficient opportunities for broad-range, resource-based recreation activities in the surrounding region such that more focused resource-based activities can be considered for this park?
- What types of special programs occur at the park? Are other park and recreation service providers providing activities, programs or services at the park such as concerts, theater, art shows, fun-runs, or tournaments?
- How significant are the resources of this individual park when compared with similar resources in the surrounding region such that more focused resource-based recreational activities can be considered for this park?
- Given the regional context of natural and cultural resources and recreation trends and demands, can recreational use be increased at some area units while protecting significant natural and cultural resources at other units?
- Are there opportunities for regional trail connections and trail staging areas with nearby park and open space lands?

Data sources: Park staff, recreational users, City/County planning staff, past and current use patterns, survey of park users, interviews of public officials, demographic data for the area, maps of public/private lands, resource maps

Consistency with the Department's strategic initiatives:

- This item should reference the Department's Strategic Plan and how the park can contribute to meeting priority areas within the plan, e.g. expanded recreation opportunities, increased recreation opportunities for youth, and connecting with urban centers and urban populations

Data source: Department's Strategic Plan ([www.parks.ca.gov/pages/21491/files/initiatives7.pdf](http://www.parks.ca.gov/pages/21491/files/initiatives7.pdf))

## **Existing Park Land Use and Facilities**

### **Existing Land Use & Circulation**

The Existing Land Use section provides a brief description of the land, its uses, significant resource values, existing facilities, interpretation and education resources, recreation resources and park support. This section includes the following information:

- Patterns of land use discussed in broad categories of existing use, such as agriculture, natural open space, visitor use, support facilities, recreation, etc. (may be presented in a Regional Map showing the park's relationship with surrounding land uses)
- An Existing Land Use Map, when appropriate (may include facilities location). Examples include: Major highways and roads, park entrances and access points, and delineation of Sub-classifications, Historic Districts, and Coastal Zone.

## **Existing Facilities**

The Existing Facilities section presents a summary and evaluation of the facilities currently existing in the unit. This is conveyed as simply as possible, using the following (if applicable):

- Facilities Map
- Facilities Chart
- Circulation Map
- Text briefly describing existing facilities, their capacity, and evaluation of current problems, issues, and potential for expansion
- Universal Accessibility of facilities, and the plans in place to increase accessibility

Only the facilities that are considered significant, or are part of a major issue, should be addressed in detail. In many cases, it is sufficient to note quantities (Facilities Chart) and location (Facilities/Circulation Maps). The following facilities are examples of those that may be addressed (as appropriate):

<b>Buildings</b>	<b>Circulation</b>	<b>Utilities</b>
Visitor/Interpretive Facility	Roadways	Sewer / Water Treatment
Restrooms	Parking	Storage Tanks
Entrance Stations	Beach Access	Power Lines (High Voltage)
Concessions	Trails	R.O.W. Easements
Employee Housing		
Operations Facilities (Admin. & Maintenance)		
Research/Library Facilities		

## **Interpretation and Education Resources**

Good interpretation increases park visitors' understanding and enjoyment of park resources, and is a valuable tool for communicating messages about resource preservation, protection and monitoring.

A clear picture of past and current interpretation in and around the unit is essential for writing effective interpretation sections for the Issues and Analysis chapter and the Plan chapter. Equally important are visitor and community demographics, and opportunities and constraints for future interpretation.

The research phase will precede the writing of the Interpretation Existing Conditions and Resources section. Data will be gathered that relates to past, current, and future park interpretation. Much of this data will be summarized in the Interpretation Existing Conditions and Resources section, some will be used in the Issues and Analysis and/or Plan chapters, and some will be background or further information not included in the

General Plan. All detailed information obtained for planning purposes, interpretive studies, investigations, and analyses should be placed in the unit data file.

The information included in a General Plan and its level of detail will vary from plan to plan, depending on the park’s interpretation resources. At a minimum, the interpretation section of the Existing Conditions chapter must contain the following subsections:

- Existing Interpretation (if no past or present interpretation, state so in this section)
- Interpretive Audience Demographics
- Support for Interpretation
- Interpretive Constraints
- Local, Regional, Statewide Context

These subsections are described in detail below. The subsection descriptions include suggested sources. For further information on publications and websites, see the *Planning Handbook* bibliography. State park reports and previous interpretive planning for the unit should be available from district interpretive staff or the Interpretation and Education Division.

The planning process may involve developing other interpretive planning documents in tandem with the General Plan, if necessary. These documents have specific outcomes that may assist in writing the interpretation elements of the plan. The Scope of Work in the project agreement will identify whether these other documents are to be developed. Appendix F shows the different interpretive documents that may be developed. See the *Workbook for Planning Interpretive Projects in California State Parks* for more information on interpretive planning documents.

### Existing Interpretation

Examine the park’s approach to interpretation. Describe interpretive programming offered both in the past and in the present, establishing a baseline for any proposed changes.

The description of existing interpretation should include all of the following that apply at the unit:

<b>Information</b>	<b>Examples</b>	<b>Suggested Sources</b>
Brief descriptions of past approaches to interpretation and education in the park	<ul style="list-style-type: none"> <li>• Past topics</li> <li>• Past themes</li> <li>• Past interpretive periods</li> <li>• Past interpretive methods (e.g., living history, guided walks, special events, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Institutional history</li> <li>• Unit files</li> <li>• Interviews with current and former staff</li> <li>• Past interpretation planning</li> </ul>

Information	Examples	Suggested Sources
<b>Descriptions of current interpretation</b>		
Personal interpretation activities, including brief descriptions	<ul style="list-style-type: none"> <li>• Events and programs               <ul style="list-style-type: none"> <li>○ Annual events</li> <li>○ Guided walks</li> <li>○ School programs (on-site, off site, environmental living/study programs, distance learning)</li> <li>○ Public programs</li> <li>○ Living history demonstrations</li> <li>○ Campfire programs</li> </ul> </li> <li>• Informal interpretation (e.g. roving)</li> </ul>	<ul style="list-style-type: none"> <li>• DPR 918 and Computerized Asset Management Program (CAMP) Interpretation data</li> <li>• <i>Park-to-Park Index</i></li> <li>• Park flyers and publicity</li> <li>• Interviews with park staff</li> </ul>
Interpretive media, including brief descriptions	<ul style="list-style-type: none"> <li>• Exhibits</li> <li>• Panels</li> <li>• Print publications (pamphlets, flyers, booklets, books)</li> <li>• Websites</li> <li>• Audio-visual media</li> </ul>	<ul style="list-style-type: none"> <li>• Interviews with park staff</li> <li>• Park information racks</li> <li>• On-site observation</li> </ul>
Facilities and other locations where formal and informal interpretation occurs in the park	<ul style="list-style-type: none"> <li>• Visitor centers</li> <li>• Interpretive centers</li> <li>• Museums/house museums</li> <li>• Interpretive kiosks</li> <li>• Campfire centers</li> <li>• Interpretive trails, roads, and wayside exhibits</li> <li>• Interpretive gardens and other interpretive landscape features</li> </ul>	<ul style="list-style-type: none"> <li>• Past park interpretive planning</li> <li>• Interviews with park staff</li> <li>• On-site observation</li> </ul>
Universal Accessibility of interpretive programs, media and facilities	<ul style="list-style-type: none"> <li>• Note whether programs, media and facilities are accessible for people with (mobility impairments, visual impairments, hearing impairments, developmental disabilities, learning disabilities, limited English proficiency)</li> <li>• List plans in place for making interpretive facilities accessible</li> </ul>	<ul style="list-style-type: none"> <li>• <i>All Visitors Welcome</i></li> <li>• <i>California State Parks Accessibility Guidelines</i></li> <li>• On-site observation</li> <li>• Interviews with park staff</li> <li>• Park project planning documents</li> </ul>
Visitation and interpretive use patterns, including any restrictions	<ul style="list-style-type: none"> <li>• Seasonal use patterns</li> <li>• Seasonal staffing, park closures, and other restrictions that affect access to park interpretation at certain times of the year</li> </ul>	<ul style="list-style-type: none"> <li>• DPR 918 and CAMP data</li> <li>• Interviews with park staff</li> <li>• On-site studies</li> </ul>

Information	Examples	Suggested Sources
Existing interpretation planning (list, with brief description)	<ul style="list-style-type: none"> <li>• Previous General Plans and amendments</li> <li>• Interpretive prospectus(es)</li> <li>• Other interpretive planning (project plans, program plans, furnishing plans, interpretive master plans)</li> </ul>	<ul style="list-style-type: none"> <li>• Past interpretive planning documents</li> </ul>
Primary and secondary themes and interpretive periods (if any) currently being used in the unit	<ul style="list-style-type: none"> <li>• Current primary and secondary themes, if previously developed (Note: “Themes” in early plans don’t fit current theme definition, are topics)</li> <li>• For cultural history interpretation: current primary and secondary interpretive periods</li> <li>• Topics, themes, and interpretive periods in use in current interpretation</li> </ul>	<ul style="list-style-type: none"> <li>• Past interpretive planning documents</li> <li>• Interviews with park staff</li> <li>• Review of current interpretation</li> </ul>

*Interpretive Audience Demographics*

Note the visitors who use the interpretive programs and facilities. Where do they come from? Are there visitor needs that have, or have not, been met through interpretation? Are there surrounding community needs that have, or have not, been met?

Much of this information is also used in the recreation resources research, and in development of the demographics portion of the Existing Conditions section. Coordinate data gathering to avoid duplicated efforts.

Information	Examples	Suggested Sources
Visitor demographics	<ul style="list-style-type: none"> <li>• Age</li> <li>• Ethnic/cultural makeup</li> <li>• Language(s) spoken</li> <li>• Group size</li> <li>• Group makeup (extended family, couples, singles, friends)</li> <li>• Reason for visit (recreation, family celebration, education/interpretation, others)</li> </ul>	<ul style="list-style-type: none"> <li>• Observational studies</li> <li>• Visitor surveys</li> <li>• Interviews with park staff</li> </ul>

<b>Information</b>	<b>Examples</b>	<b>Suggested Sources</b>
Percentage of park visitors using interpretive resources	<ul style="list-style-type: none"> <li>• Per calendar year over a number of years, to show any trends</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly Visitor Attendance Report (DPR 449) data (also used for “Existing Park Use” section)</li> <li>• DPR 918 and CAMP data for unit</li> </ul>
Types of organized groups and their use of the park	<ul style="list-style-type: none"> <li>• K-12 grade schools (most common grade level(s))</li> <li>• Preschools</li> <li>• College and community adult classes</li> <li>• Senior groups</li> <li>• Scout troops, hiking groups, others</li> </ul>	<ul style="list-style-type: none"> <li>• Interviews with park staff</li> <li>• DPR 918 and CAMP data</li> </ul>
Travel patterns of visitors to the park	<ul style="list-style-type: none"> <li>• Where from?</li> <li>• Distance traveled</li> <li>• Frequency of visits</li> <li>• Note patterns, such as large percentages of visitors from another area of the state, from out-of-state, or foreign visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor surveys</li> <li>• Interviews with park staff</li> </ul>
Nearby communities considered to be in the area served by the park	<ul style="list-style-type: none"> <li>• Community names</li> <li>• Distances from park</li> </ul>	<ul style="list-style-type: none"> <li>• Maps</li> <li>• Interviews with park staff</li> </ul>
Community characteristics	<ul style="list-style-type: none"> <li>• Current population</li> <li>• Population density</li> <li>• Character: Rural, suburban, or urban</li> <li>• Population projections</li> <li>• Income levels</li> <li>• Languages spoken</li> <li>• Ethnic groups</li> <li>• Education levels</li> <li>• Family household status</li> <li>• Employment rates</li> <li>• Crime rates</li> </ul>	<ul style="list-style-type: none"> <li>• Local Chambers of Commerce’s</li> <li>• U.S. Census Bureau data</li> <li>• California Department of Finance, Demographic Research Unit</li> <li>• League of CA Cities</li> <li>• Rural California Regional Counties</li> <li>• CA Special District Association</li> </ul>

<b>Information</b>	<b>Examples</b>	<b>Suggested Sources</b>
Perceived psychological/ social needs of the surrounding communities	<ul style="list-style-type: none"> <li>• Need for family, group or individual experiences</li> <li>• Need for quiet or active environment</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor surveys</li> <li>• Community surveys</li> <li>• Focus groups</li> <li>• Recreation and interpretation research data</li> </ul>

Support for Interpretation

What kind of resources—both staff and monetary—are available to develop and present interpretation at the park? Include paid staff and volunteers, and any non-DPR funding sources.

<b>Information</b>	<b>Examples</b>	<b>Suggested Sources</b>
The level and organization of in-park support—paid staff and volunteers	<ul style="list-style-type: none"> <li>• Paid staff providing interpretation (including numbers) (park interpreters, guides, interpretive aids, rangers, others)</li> <li>• Volunteers providing interpretation (including numbers) (docents, horse/bike/hike patrol, visitor center hosts, camp Hosts, others)</li> <li>• Brief description of volunteer interpreters' program and its management</li> </ul>	<ul style="list-style-type: none"> <li>• Interviews with park staff</li> <li>• Annual Volunteers in Parks Program (VIPP) reports for unit</li> </ul>
Cooperating association and other financial support for interpretation	<ul style="list-style-type: none"> <li>• Cooperating association name</li> <li>• Types and amounts of support provided</li> <li>• Above information for other sources of non-DPR funding used for interpretation</li> </ul>	<ul style="list-style-type: none"> <li>• District Cooperating Association Liaison</li> <li>• Park staff</li> <li>• Cooperating Associations Program webpage (<a href="http://www.parks.ca.gov/coops">www.parks.ca.gov/coops</a>)</li> </ul>

Local, Regional, Statewide Context

Assess the park's interpretation on a local, regional, and statewide basis. Examine the relative significance and uniqueness of the natural, cultural, aesthetic, and recreation resources and how they are represented through interpretation. How do the facilities and programs compare to others? Are there nearby facilities that offer a similar interpretive experience? Are there opportunities to coordinate interpretation with other nearby facilities and programs? Do nearby land uses affect the park's interpretation? Does the park's interpretation meet the needs of its park visitors, as well as the educational community?

The Local, Regional, Statewide Context should include:

- Significance of the park's interpretive resources when compared to similar ones in public ownership or in museums;
- Importance of the park in meeting the interpretation and education needs and desires of California, the region, and the community;
- Land uses surrounding the park that may affect its interpretation;
- Profiles of similar interpretive facilities in the surrounding communities:
  - Is the area "under-served" by parks and museum-related facilities or programs?
  - Describe similar resource-based interpretive facilities and activities in the surrounding region
  - Identify facilities that are current or possible future partners in interpretive programs and projects.

### Identification of Interpretation Issues

Identification of interpretation issues begins with analysis of the data collected for the Existing Conditions chapter. This not only includes the information on interpretation, it includes recreational, aesthetic, cultural and natural resource information that could be subject matter for future interpretation.

### Suitability of Current Interpretation

Address the suitability of the interpretation to the park and to its location(s) in the park. Is it consistent with current research, park philosophy, and existing planning? Does it fit the interpretive resources of the park?

For Suitability of Current Interpretation, address the following:

- Suitability of existing interpretive activities with the park's resources and local environmental conditions
- Mesh of existing interpretive activities with visitors' (and potential visitors') interests
- Compatibility of the park's interpretation with current department philosophy, existing park and local planning documents, and recent interpretation research

### Trends Affecting Interpretation

Project the park's interpretive facilities and programs into the future. Are there developing trends in how visitors are using the park currently that may affect interpretation? Changes in demographics, surrounding land uses, technology, tourism, and educational curricula needs have implications for the park. Try to identify how they may affect the park's interpretation.

For Trends Affecting Interpretation, address the following:

- Trends in demographics that may impact the park and its interpretation

- National, statewide, regional, and local trends in school curricula, content standards and testing, interpretation, environmental education, and heritage tourism
- Driving forces behind the trends
- Description of (potential) interpretive activities and how they are affected by these trends
- Management implications in the park for the trends
- Compatibility of potential use with current park philosophies and park planning documents

### Interpretive Constraints

Identify the elements that affect interpretation in the park. These may include resource protection issues, environmental conditions affecting visitor access, or other accessibility concerns. Indicate how staffing needs might be affected by proposed new interpretive facilities or altered/expanded programs.

The discussion of Interpretive Constraints should include the following:

- Resource limitations affecting interpretation (e.g., fragility of tide pools, historic building occupancy limitations or accessibility, seasonal access restrictions)
- Staffing needed for expanded research, planning, development, maintenance, and the ability to sustain regularly scheduled programs
- Available support for the development of interpretive facilities

### Interpretive Issues and Opportunities

Identify opportunities for interpreting the park's natural, cultural, aesthetic and recreational resources. Note the need and/or potential for expanding interpretation for educational purposes, resource protection awareness, and as a recreational experience. Envision how interpretation might be used to assist in the protection of the resources. Indicate new or different approaches that might be taken to enhance the public's understanding of the park and its resources. Identify interpretive opportunities that may encourage visitor participation in interpretive activities as a form of recreation.

The Interpretive Issues and Opportunities subsection should include:

- Resource characteristics of the park worthy of interpretation that are not being interpreted
- Resource characteristics that can provide important educational opportunities, especially those that can be used to fulfill sections of the California Department of Education Content Standards for grade K through 12.
- Need for interpretation to protect park resources
- Park's need for, and potential to expand, interpretive opportunities
- Visitor (and potential visitor) level of interest in more interpretive opportunities

- New or revised approaches to interpreting the park's scenic, natural, topographical, historical, cultural and recreational characteristics beyond existing levels of interpretation
- Interpretation visitors identify with as a form of recreation

The Interpretive Issues and Opportunities subsection should highlight the most significant issues in current or future unit interpretation. Other less-pressing issues and opportunities are covered in the interpretation section of the Plan chapter.

## **Recreation Resources**

### *Past and Current Uses and Characteristics*

This section looks at the amount and type of current recreational uses of the park; the demographic characteristics of the current park users, surrounding communities and the likely source of park visitors, even if some distance away; the degree of harmony or conflict associated with current recreational uses of the park; and a profile of the recreational user groups who are either currently using the park or who have expressed interest in new or expanded recreational use of the park.

Historical recreation facilities and use:

- When did recreational use start at the park and what were the first types of uses?
- What is the record of facilities developed to accommodate recreational use?

Data sources: Unit data file, historic unit and statewide publications; historic visitation records (Park Services); DPR Statistical reports (Planning Division library), unit history, interviews with long-time park staff.

Current recreational facilities, programs, services and use:

- What facilities are currently available for recreational use?
- Universal Accessibility of facilities, including trails, and plans in place to improve accessibility
- What types of recreational activities, programs and services are currently occurring at the park (including concession opportunities)?
- What are the numbers of users for each type of activity? What is the maximum capacity for the activity or program?
- When is the recreational use occurring (by season, daily and time of day)?
- What type of equipment is being used?
- Are the park managers noticing a trend in recreation interests or equipment? For example, recreation vehicles are getting longer – 28' is more the norm

- than 26' resulting in insufficient campsite space. Another example; park staff are noticing that group picnic areas are increasingly being used by Spanish speaking visitors on Sundays.
- The current and ten year occupancy level of campsites, picnic sites, trails, boat parking, etc. Are campsites, picnic sites, etc. regularly filled to capacity indicating demand for facilities is exceeding supply?

Data sources: Interviews with park staff and park visitors, observation, campsite occupancy records.

## Significant Resource Values

This section discusses the resource values intrinsic to the unit. Natural, cultural, aesthetic, interpretation and education and recreation resources and existing facilities that are deemed "significant" or "potentially significant" should be addressed in these sections. This would include any resource that:

- Is important to (or affects) the essential character of the unit, and contributes, in part, to its statewide significance, or
- Is it regionally significant, is an important component of a system-wide plan, contributing to the preservation of regional or statewide biodiversity, or
- Is it documented as significant on recognized preservation or protection lists, or otherwise designated with special status by a recognized authority (or, in the case of cultural resources, is deemed eligible for special designation).

As significant resource values are discussed, the justification of significance should be noted. For example, reference should be given that a certain animal or plant is on the federal endangered species list, or a structure appears eligible for listing on the National Register of Historic Places, and why.

Any resource information that is determined to be "not significant" should not be included in the general plan, but should be included in the UDF, where it can be accessed for future reference. Similarly, background research information should be summarized in the general plan, but included in full in the UDF.

Significant resources should be described briefly with sufficient detail to understand:

- What the value is.
- Why it is considered significant.
- Where it is located within the unit.

In addition, the following maps should be included, depending on the nature of the unit and the significance of the resource:

- Vegetation
- Special Status Plants/Important or Rare Plant Communities

- Special Status Wildlife and Important Wildlife Habitat
- Significant or Sensitive Cultural Resources or Cultural Landscapes
- Significant or Sensitive Paleontological Resources
- Significant Geologic Features
- Significant Geologic Hazards
- Significant Hydrologic and Water Resources (including Watersheds)
- Significant Scenic Resources
- Existing Recreation Facilities

Note: Mapping that depicts sensitive resource information, such as archaeological sites and endangered species locations, is considered confidential and shall not be included in the general plan or distributed to the general public. This information should be placed into Confidential Appendices for the UDF.

The information included, complexity, and length of this section will vary, depending upon the unit size, intricacy and classification.

### **Natural Resources**

*(Note on draft version: New natural resource guidelines will be prepared and added to the Planning Handbook)*

- **Physical Resources**
  - Topography
  - Climate
  - Potential Impacts of Global Climate on the Park
  - Geology and topography
  - Hydrology and Water Resources
  - Bathymetry
  
- **Biotic Resources**
  - Plant Life
  - Coastal salt marsh
  - Brackish marsh
  - Northern fore dunes
  - Sand beach
  - Non-tidal wetland
  - Animal Life
  - Marine Life and Ecology

Not all General Plans will include each of these categories or provide this level of specificity. If, for example, there are few significant biotic resources at a small historic

unit, then all significant plant and animal life could be grouped under a generic Biotic Resources section.

## **Cultural Resources**

The following is a suggested outline for the scope of work that should be accomplished by State Parks personnel or qualified contractors during the development of a General Plan. It should be included in the 'scope of work' portion of any contract for an outside agency or consultant preparing a general plan for DPR. It should also provide the basis for a Project Agreement with the PPC for each general plan assignment.

The purpose of this outline is to establish a consistent approach in collecting and assessing the cultural resource data needed to prepare a general plan (similar work would also be appropriate for unit classifications and management plans).

The level of research needed to develop this section will depend on the significance and sensitivity of resources, and what research has already been done. The intensive research levels are more appropriate to a unit resource inventory completed before general planning begins, or may be included in the general plan's recommendations of further research to be done.

Sub-headings for the Cultural Resources and Cultural Landscapes section may include any or all of the following:

- History
- Cultural Prehistory
- Cultural Features
- Ethnographic Background
- Archaeological Sites
- Historical Background
- Historical Features and Cultural Landscapes
- Artifacts Original to Site
- Collections

The following outline details minimal requirements for completion of Cultural Resource inventory responsibilities for general plans. The Cultural Resource component of a planning document is intended provide an adequate documentation of what is presently known about the cultural resources of the unit; appropriate background research on land use and context for an assessment of the significance of these resources; and a determination of their condition. **See Appendix I** for California State Parks cultural resource inventory protocol framework for overall land-use planning and environmental review tasks.

### **Cultural Resource Inventory Level 1 – Preliminary** (Archival & Background Research)

- Perform a file search of all DPR-held records within Cultural Resources Division files (Headquarters and Archeology Lab); all records at the appropriate Service Center; District; Unit, and Central Records. This coordinates what we currently know about cultural resources within and adjacent to the park boundaries. Information gathered should include archaeological, ethnographic, historical, and park administrative history information and sources.
- Conduct a formal Records Search at the appropriate Information Center. This would include the area within the park boundary plus a record of all sites within a one-mile perimeter around the state park boundary. This requirement does three things – associates and contexts sites on state park property with those in the surrounding area; provides data on the potential for unknown and yet undiscovered resources; and gives information about significant resources that might be justification for future acquisitions of adjacent properties.
- Collect Primary and Secondary Sources on Park Area Land Use History and local Archaeology/Ethnography that are not available in existing DPR files. Visit appropriate public and private research repositories, institutions, and interview knowledgeable informants, scholars, and staff. This reference material will be essential to establishment of cultural resource data for the Unit Data File beyond the GP.
- Native American Consultation: Consult with the Native American Heritage Commission and recommended local Native American groups as to the location of any sacred sites, traditional cultural properties, gathering sites or ancestral resource areas. A cultural specialist should have an ongoing dialogue with local Native American groups to address their concerns throughout the planning process.

### **Cultural Resource Inventory Level 2 – Reconnaissance** (Assessment and Scoping)

- Assess the known sites – organize resources and sites as to type, research value, place in California history and prehistory.
- Assess the adequacy of the known records currently held or acquired during the Information Center record search. This pertains to all archaeological sites, historic sites, Districts, and/or cultural landscapes. Many of our site records are incomplete or inaccurate. Determine the need for more precise information and prepare a survey coverage map. Verify the accuracy of existing information.
- Undertake Initial Park Reconnaissance survey to get an understanding of resources present, their types, scale, conditions, issues, threats, and probability of potential unidentified resources on un-surveyed properties.
- Create a scope of work for LEVEL 3 that would be necessary to prepare a general plan. Establish priorities for cultural tasks such as identifying areas

that require intensive survey, evaluations of significance, developing park-wide and area-specific management goals and guidelines, and identifying future resource work. This scope of work for the general plan is based on known resources, the potential for additional significant resources, and the unit purpose and management issues.

### **Cultural Resource Inventory Level 3 – Intensive** (Field Oriented Survey and Significance Evaluations)

A systematic, intensive cultural resources survey of the entire park is not usually conducted during the general plan process. A comprehensive resources inventory should be accomplished prior to starting a general planning effort. The cultural specialist will determine the gaps in missing information, and develop a scope of work to identify and evaluate significant cultural resources for general planning purposes. Priorities of the scope of LEVEL 3 study during a general plan will be based on the plan priorities, amount of existing cultural resource data, unit size, significance and number of cultural resources present. A sampling strategy should be developed to maximize the information derived from these efforts with a consistent survey approach.

The following are typical LEVEL 3 tasks that should be completed to meet the above-mentioned general planning priorities and needs. The range of cultural resources present, established purpose of the unit, significance and sensitivity of those resources, the reliability of previous studies, and intensity of recreational and operational land use zones, will guide field survey needs for the individual plan.

Whatever area is assigned for the survey, it should be surveyed intensively using department-approved standards and methods. Therefore all survey methods should, at minimum, follow the Secretary of the Interior's Standards for Archaeological Documentation (48 FR 44716; 1983 updated).

The following are examples of survey priorities for general plan projects:

- An intensive survey should be done using Federal and Departmental standards for any planning areas proposed for heavy recreational use or facility development, or with known significant, sensitive, or threatened cultural resources. This should identify any significant cultural resources and constraints for the purposes of general plan goals, guidelines, and future management needs—including potential LEVEL 4 studies.
- Any major un-surveyed areas of the park with the potential for significant cultural resources or intensive recreational or operational use should be surveyed and assessed for cultural sensitivity. This would include an analysis of significance as related to National and California Register eligibility.
- A non-technical summary of Cultural Resource values on the park property should also be prepared. This should place the recorded sites, structures, landscape features and traditional cultural properties in an evaluative context

- using the California History Plan as a reference. Where the cultural resources are of statewide significance, they should be highlighted.
- Recommendations sections for additional LEVEL 3 survey work and future management planning needs (LEVEL 4) for areas of high cultural resource sensitivity, high public use, or resource specific management planning, or that have imminent threats to cultural resources should also be identified and summarized to aid in development of planning and subsequent environmental documents.
  - Archaeological Permits must be obtained for all non-DPR archaeologists working in state parks.
  - Record all new or existing sites encountered during LEVEL 2 or 3 work using GPS technology.

*It should be noted that recording or re-recording existing sites is not within the scope of the general plan; as needed, this work should be accomplished through a separate stewardship project or with supplemental funding for the purpose of completing or updating the cultural resources database. The following tasks are preferred from a cultural resource management perspective, but considered optional in most cases for general planning purposes.*

- Cultural resources should be documented with Department standard GPS technology (for datum points, boundaries, features, etc., as needed) so that all sites may be added to DPR GIS database. This should include sites that were recorded less than five years ago.
- Re-record all known sites using DPR 523 series forms where the records are over 5 years old, or where information is inadequate. Complete Primary records and attachments (Archaeological Site Record or Building, Structure or Object Record) for all newly identified resources.
- Complete Archaeological Site Condition Assessment Records (ASCAR) for all known archaeological sites. This provides crucial baseline information on the condition and threats to these resources. It is needed to prioritize program funding.
- Complete Survey Coverage Maps for all areas within the park. Determine cultural resource sensitivity zones. Map areas of high cultural resource significance, National or California Register properties, significant Historic Landscapes, Traditional Cultural Properties, etc.
- The overall results of any cultural resource inventory work should be documented in an ARMR format technical report (using Guidelines established by the Office of Historic Preservation) in addition to any general plan or Environmental Impact Report sections of those documents. The reports should include all specific cultural resource data—records, determinations of eligibility, identified sacred sites, TCP, or collecting areas (which are unlikely to be reported directly in the public distributed GP), as well as research and survey findings.

## **Aesthetic Resources**

This section should contain a description and analysis of sensory impressions that are felt to be significant to the visitor experience, including sights (scenic resources), sounds, smells, and textures. These factors should be included in an analysis of site conditions and during the development of planning proposals. The project team should be in general agreement as to the importance of these resources, as every individual will perceive park areas and resources differently.

### *Scenic Resources (required)*

- Overview of scenic character
- Visual resources and scenic characteristics
- Negative visual features and characteristics
- Distinctive park visual areas and viewsheds (special landscapes, ephemeral conditions, visual qualities of existing development)
- Designated scenic areas or routes
- Designated overlooks and viewpoints
- External views

### *Auditory Resources (required)*

- Positive sounds (waves, breeze through trees, waterfalls)
- Negative sounds (loud radios, generators, loud speakers, vehicle sounds, road noise, commercial building noises, air conditioning units)

### *Olfactory Resources (if appropriate)*

- Positive smells (floral scents, salt air, campfires)
- Negative smells (trash areas, vehicle exhaust, farm animal manure, chemical toilets)

### *Textural Resources (if appropriate)*

- Positive textures (warm sand, rough boulders or tree bark, cool stream, soft leaves)
- Negative textures (splintered boardwalk or railing, worn asphalt paving)

## **Operations and Maintenance Functions**

### **Park Operations**

Lynn Rhodes recommends Val Bradshaw for Maintenance and would need to discuss who would put together the one on Park Operations. It "may" be Lynn's division but then again may need

to live somewhere else such as with Noah Tilghman who currently assists Ted in oversight of "Park Operations".

### Public Safety

Adrian and Todd Thames are working on a Draft Chapter for Public Safety for the Planning Handbook. Draft scheduled to Planning and PPC in December 2008.

Promoting safe and healthy activity through visiting State Parks requires planning for public safety both for the visitors and employees. Some parks border urban areas, where crimes that occur in the city may just as easily occur in the park. Whether it is vandalism, theft or disturbing the peace, these crimes impact the visitor and staff. As recreation is a major component of most plans, it is important to design features to ensure safety of those that come for the area for recreation outside of the structured features, as well as those that come for the designated attractions.

The general plan shall discuss the public safety issues affecting the park, and provide guidelines to address these in future park management actions and through proven design principals. Safety issues can be addressed through the principles of crime prevention through environmental design and other law enforcement practices to ensure that the public and those that work in the park will have a reduced fear of crime occurring while in the park.

- This would include choosing locations and settings that promote high visibility for paths of travel, so that visitors and staff are in view of others in buildings etc.
- It would include paths of travel that are designed to be easily traveled, well lit if used during night time hours and be free of barriers that could promote crime (shrubs, unnecessary turns in the path that obscure a clear visual view for employees and public to walk.)
- Ensure there is adequate lighting if the area is to be used at night.
- Providing access for emergency personnel from medical to fire-ensuring that routes are available to all parts of the park, in particular those that have high use, as campgrounds and day use areas.
- For those areas in the park near urban and residential, ensure that transportation shelters/locations do not become a haven for the homeless, or youth looking to vandalize or commit petty crimes.
- As with all plans, a commitment to designing facilities and the maintenance that will be required in the future should be noted. In particular, future trends in visitation (involving flow of traffic), types of shrubs and trees planted that in the future would block views in parking lots or around buildings.

## **Concessions**

Concessions provide products, services, programs, management, and/or visitor services that enhance outdoor recreational and educational programs, services and experiences in concert with visitor safety and convenience. Concessions can also provide and/or maintain visitor serving facilities at little or no cost to the state and generate revenues to help offset DPR operating expenses. Generally, services provided through concession contracts cannot be reasonably provided by park staff or park volunteers.

This section should discuss past and present concession operations, as well as explore the need for new or additional concession facilities and services.

The discussion of concessions is generally organized in four elements: Concessions History, Current and Future Needs or Demographic and/or Recreation Trends, Recommendations, and Organizational Relationships. The first two elements are addressed in Chapter 2 - Existing Conditions. The recommendations and guidelines for future facilities and potential concession programs would be included in Chapter 4 – Goals and Guidelines. The content of each element should consider an examination of the following:

Chapter 2 – Existing Conditions:

1. Concessions History - Identifies prior and/or existing concessions.
2. Current and Future Needs or Demographic and / or Recreation Trends - Identifies short-term and long-term needs and/or trends for facility development and maintenance, and services to provide for recreation, interpretation/education, safety, and/or convenience that could be accomplished through a concession contract. Include language that future opportunities may exist that cannot be foreseen during the planning process and each opportunity will be considered based on the mission of the Department and the intent of the General Plan.

Chapter 4 – Goals and Guidelines:

3. Recommendations - Identifies appropriate concessions that conform to PRC and SPRC policy and are compatible with other elements of the General Plan.
4. Organizational Relationships – Describes the compatibility or potential conflict with co-ops, docents, and/or other associated agencies and non-profits.

*Concessions Section Example: Sandy Shores SB*

Concession History - A beachfront snack stand has provided concession services within the unit since 1970. The 2600 square foot facility currently offers food, beverages, sundries, picnic catering, and equipment rentals that include beach equipment and bicycles. Currently, North Day Use Area visitors are the primary consumers of concession services. No concession facilities or services are provided in the South Day Use Area or in the campground. A significant portion of the revenue generated through the current concession program is derived from group activities, including catered picnics and special events. No other concession-related services have been or are currently provided.

Current and Future Needs and Trends - Traditional fast food and equipment rentals (bicycles, surreys, and beach equipment) provided by the existing concession are, and should continue to be, popular with park users. Catering for picnics and group events is a popular service and the demand has the potential to increase substantially in the future. Because the park is adjacent to an urban area, many potential “concession” goods and services are available through private sector providers within a short distance from the unit. As such, local competition may preclude duplicative concession venues. Surfing lessons and other forms of ocean recreation are in high demand along the Orange Coast, and will likely continue to grow and evolve as new forms of recreation, such as kite surfing and geocaching and are developed. Concessionaires may be appropriate vehicles for these types of recreational opportunities. Future concession opportunities that are not identified will be evaluated based on the intent of this General Plan.

For guidelines on general plan recommendations, please see Chapter 4 – Goals and Guidelines.

Data source: For policy direction or information regarding current or past unit concessions contracts, please contact the Concessions, Reservations and Fees Division.

## **Accessibility**

### **Park Support**

This section describes the volunteers, cooperating associations, or founding organizations that support the park. Types of support may include people assisting in resource management, land use planning, recreational activities, programs and services, interpretation and education, fundraising, and operation of the park. A brief description of the volunteer activities or park support functions should be included in this section.

#### **Volunteers & Non-profit Organizations**

#### **Cooperative Associations & Support Groups**

### **Planning Influences**

Planning Influences is a subsection of the Existing Conditions and Issues section of a general plan. It includes a variety of influential factors to be considered when making planning decisions for a unit. These planning influences primarily originate outside the

unit boundaries and are important in understanding the unit's land use, resources, and facilities in a larger context. These influences tend to fall into four broad categories: system-wide planning, regional planning, changing demographics, and public concerns.

Pertinent planning influences should be briefly described in terms of their influence on the unit. Often this information is contained in specific planning documents, which can be referred to in the general plan by title and date of publication. The level of detail may vary depending on unit character and degree of influence, but should be kept to a minimum with reference made to the supporting document or plan.

To the degree to which it provides direction to the general planning effort, reference can also be made to the planning actions that led to the establishment of the park. These include the project's real-estate assessment review, feasibility study, and the acquisition EIR.

### **System-wide Planning**

System-wide planning enhances the ability of the *California State Parks* to fulfill its multi-faceted mission:

- Providing for the health, inspiration, and education of the people of California;
- Helping to preserve the state's most extraordinary biological diversity;
- Protecting its most valued natural and cultural resources; and
- Creating opportunities for high-quality expanded outdoor recreation facilities, amenities, programs, services and opportunities for concession operations.

By addressing concerns that cross unit and district boundaries, system-wide planning provides certain efficiencies, often reducing redundancies and maximizing the investment of staff time and associated costs. It also allows the Department creative opportunities that would otherwise not exist, such as the development of a statewide hostel system or the interpretation of certain periods of California history (mining or the legacy of the Civilian Conservation Corps, for example). Recreation planning, resource management, interpretation, and operations are four areas in which system-wide planning may influence the general planning of a particular unit. Statewide programs and regulations of agencies like the Department of Fish and Game, the California Coastal Commission, and the Water Quality Control Board may also be incorporated into system-wide planning. Note that there may be some overlap with regional planning in these programs (for example the state's Natural Communities Conservation Program [NCCP] Sub-area Plans, which are regional in nature), and it may or may not be appropriate to discuss them in both contexts. Only those influences directly and specifically applicable to a particular state unit should be referred to in the general plan document.

The following are examples of existing statewide or system-wide planning influences:

- Mission Statement (may be included elsewhere in document)
- State Park System Plan
- Statewide Recreation Plans

- System-wide Resource Directives
- California Hostel Plan
- California Underwater Park Plan
- Statewide Trails Plan
- Employee Housing Policies
- System-wide Policies Concerning Park Operations and Concessions
- Department Administration Manual/Department Operations Manual (DAM/DOM)
- Park Accessibility Guidelines
- California Heritage Task Force
- Natural Communities Conservation Program (Department of Fish and Game)
- California Coastal Act
- Public Resources Code
- Ocean Action Plan

The following are examples of potential system-wide plans, which, if developed in the future, may influence the general planning of a unit:

- System-wide interpretive plans (California Indian heritage, mining, Pacific Coast Highway, for example)
- System-wide resource management plans (may include plans which establish conservation priorities for oak woodlands, grasslands, redwood forests, or other natural communities)
- Statewide plans focused on recreational opportunities for specific user groups (equestrian or mountain biking, for example)

### **Regional Planning**

Regional planning context will vary considerably across the State, depending on the character of the geographic area (urban, rural, coastal, etc.), number of adjoining jurisdictions (cities, counties, other states, etc.), and complexity of regional planning overlays (such as those used for habitat or transportation planning, national scenic or recreation areas, joint operating powers, etc.). It is important that these planning influences be understood for the general plan to anticipate and coordinate with regional planning issues. Refer to only those programs or plans that specifically involve or influence the unit.

The following are examples of regional planning influences:

- Local coastal plans
- Memoranda of agreement or understanding
- General plans of local jurisdictions (land use, open space, conservation, park and recreation elements in particular)
- Local specific development plans

- General management plans and associated documents (such as National Park Service and US Forest Service documents)
- Regional transportation/circulation plans (especially plans for mass transit or freeway expansions if involving state park lands)
- Regional habitat plans and wildlife corridors
- Regional water conservation plans
- Watershed management plans
- Regional trail plans
- Central Valley Vision planning effort
- Sacramento River Study
- San Joaquin Valley Rivers Study

### **Demographic Trends and Projections**

Existing and projected demographic information is extremely useful in planning for a particular unit and should be summarized in this section if there is a strong relationship to the unit and its existing or future patterns of visitor use. For example, if a unit is located within, or in proximity to, a large metropolitan area, local demographics may have a different influence on the unit than if it is located in a remote area. The economic or jobs/housing relationships between the unit and the surrounding area may also be important to understand. Visitor surveys often provide valuable information on where visitors originate; the type of user groups (equestrian, local surfers, international travelers, school groups, etc.) that frequent the unit; as well as travel time, length of stay, ethnicity, primary activities, and other valuable information. Note that demographic data is also used in the recreation and interpretation resource sections. Data gathering should be coordinated to avoid duplicating efforts.

The following data charts, survey results, diagrams, and demographic information should be referenced in the text but found in the unit data file; they should not be included in the general plan document.

Available census and economic information may include:

- Population trends and projections
- Demographic diversity
- Special populations: senior, youth, disabled, etc.
- Local market analysis

Available information on visitor use patterns may include:

- Attendance figures (often more helpful if averaged over 10 years)
- Seasonal use patterns
- Target populations
- Travel time, length of stay, etc.

- Visitor activities

*Note: Much of this information is researched and used in both the demographics and interpretation sections. Coordinate data gathering to avoid duplicated efforts.*

- Identify population numbers and profile; e.g., age, ethnic makeup, income level, education, family household status, primary basis for employment, etc.
- What is the distance to the nearest community?
- What are the characteristics of the community; i.e., white collar, blue collar, rural, suburban, college town, commuter community, etc.?
- What are the travel patterns; i.e., access to the park, public transportation, walk in, access from adjoining properties, etc.?
- What are the perceived psychological and social needs of surrounding communities?
- What are the social indicators of the surrounding communities; e.g., school drop out rate; truancy, school lunches, rental vacancies, crime rates; unemployment, etc.?

Data sources: U.S. Census, Department of Finance (population statistics and projections), County Social Services; survey community leaders/educators

Compatibility of current recreational uses:

- Are the current park visitors using the park in a way that does not infringe on the goals and desires of other users?
- Are there harmonious relationships between users?
- Is there a history of incompatibility between user groups?
- Is the current recreational use consistent with the unit classification?
- Is the current recreational use consistent with protection of important natural and cultural resources?

Data sources: Interviews with park staff, complaint process, injuries and citations, survey of park users, surveys of user clubs and associations, area service providers

The level of organization of recreation use groups:

- This item refers to the structural organization of groups that use the park, and the ability of these clubs/associations to influence the thinking and behavior of their members. The item also includes an assessment of the level of advocacy of these groups and their ability to be involved in the public input process.

Data sources: Interviews with park staff, survey of park users, surveys of user clubs and associations, area service providers

### Trends

*Note: Much of this analysis will not be described in the “Existing Conditions” chapter, but will lead to developing the goals and guidelines.*

Look at current and projected trends in recreational uses and demographics, and how they may affect recreational use at the park

Trends in demographics that may impact the park:

- How are the demographic characteristics of the park visitors and surrounding community population likely to change over the next five, ten, twenty years?
- How might these demographic changes affect the public’s attitudes regarding current and future recreational activities, facilities, programs and management practices?

National, statewide, regional, local trends in recreation use, activities and preferences:

- What is the current occupancy and projected trends for each of the major recreational activities currently occurring in the park?
- What concession opportunities are within the nearby area that is providing these recreational services, facilities or programs?
- What are the driving forces behind these trends; e.g., changes in participation rates; new technology and equipment, demographic changes e.g., aging baby boomers, interests of a particular ethnic or cultural group, etc.?
- How compatible are current recreational uses with one another, with the natural and cultural resources, public safety and with current management practices?
- What new recreational activities or programs are gaining popularity with the general public? Do any of these activities fit well within the scope of the park?
- What are the management implications for recreation trends and their applicability to this park?

Data Sources: State wide survey of Park Visitors, January 2009 <to come>, Surveys of park staff, current users and recreational interest groups; review of *California Outdoor Recreation Plan, Public Opinions and Attitudes on Outdoor Recreation in California – 2002*; California Park and Recreation Society magazine – *Leisure Lines*; Sporting Goods Manufacturers Association newsletter, California Department of Finance Demographic Research Unit (Data available online at [www.dof.ca.gov](http://www.dof.ca.gov))

### Opportunities

This item refers to how recreation might be maximized in the park. Consideration should be given to recreation availability and patterns in the region. Recreation trends should also be considered along with public demands for various forms of recreation; e.g., camping, trail hiking, wildlife viewing, biking, and off-road vehicles.

- What is the level of interest for more recreational opportunities on the part of park staff and park users?
  - What is the desired level of recreation management for the park?
  - What are the resource characteristics of the park that might constrain and/or facilitate recreational use?
  - What is the potential for the park to accommodate expanded recreational opportunities, putting aside resource constraints for the moment?
  - How might the scenic, natural, topographical and related physical and aesthetic characteristics of the park be utilized in a manner that encourages additional recreational use beyond current types or use levels?

Data sources: Survey of current park use, survey of other land managers for their use experience, survey users, survey park staff, review of recreation industry studies and trend information; e.g., the Sporting Goods Manufacturing Association.

### **Public Concerns, Interests and Opportunities**

The public and other agencies express their interests and concerns at various stages in the general planning process. User surveys, questionnaires, general correspondence, and public meetings provide opportunities for comment. Such comments are influential in the management and operation of a unit and influence planning decisions as well. It may be helpful to include a brief summary of significant comments in the general plan document, including any pertinent results from the Department's Visitor Satisfaction Survey.

## Chapter 3: Issues and Analysis

The Issues and Analysis chapter documents the planning assumptions and key park wide and specific area issues.

Issues will be identified during the earlier stages of the planning process—in the project agreement, during the unit resource research and analysis for the Existing Conditions chapter, and in public workshops, stakeholder meetings, and discussions with park and district staff. While many issues may be identified and lead to goals and guidelines, this chapter should discuss only those issues of primary importance and those that are most relevant for the CEQA review process.

The Issues and Analysis chapter is divided into three main sections:

- 3.1 Planning Assumptions
- 3.2 Park-wide Issues
- 3.3 Specific Area Issues

### Planning Assumptions

The planning assumptions are based on current state and federal laws, regulations, and Department policy, which form the basis for planning and set the parameters for addressing general planning issues. Briefly list the planning assumptions.

### Park wide and Specific Area Issues

List issues for the park or for specific park areas, with a brief analysis.

These sections may state where issues originated, whether they were part of the original Project Agreement for the General Plan assignment or whether they were identified during the public involvement process. It may also discuss issues that will be addressed or resolved through other planning mechanisms, at other times. These other issues may require additional information to be collected for the UDF or addressed by future management planning. This is discussed further under “Issue Resolution” in the Area-Specific Goals and Guidelines section.

As part of issue resolution, the project team will analyze the issues, evaluate how the issues relate to one another, and evaluate various goals that will help resolve the issues. This analysis process is only briefly summarized in the general plan. A more complete recordation of the team’s analysis is captured in the Unit Data File. This section of a general plan does not explain in detail the logical progression from issue to issue resolution.

## Chapter 4: Goals and Guidelines

Previous general plan sections summarize the unit's site conditions and describe the unit's previous and current management. Chapter 4 presents the purpose, vision, and guidance for the future of the unit. It states the basic philosophy or management intent to provide a management direction for the unit.

The following is a basic outline for the Goals and Guidelines chapter of the General Plan document:

- 4.1. Purpose and Vision**
  - Declaration of Purpose
  - Park Vision
  
- 4.2. Unit Classification**
  - Classification
  
- 4.3. Land Use Management**
  - Proposed Land Use
  - Specific Management Zones
  
- 4.4. Goals and Guidelines**
  - Park-wide Goals and Guidelines
    - Physical Resource Management
    - Natural Resource Management
    - Cultural Resource Management
    - Visitor Use and Opportunities
    - Interpretation and Education
    - Park Operations
  - Area-specific Goals and Guidelines
  
- 4.5. Carrying Capacity**
  - Visitor Capacity Management Methodology
  - Adaptive Management Process
  - Research, Investigations and Monitoring

### **Declaration of Purpose**

A heading should be used to clearly delineate the Declaration of Purpose for easy reference. The Unit Declaration of Purpose is a statement of the unit's purpose as determined by its prime resource values, opportunities, and its relationship to the larger context of the State Park System. This statement should clearly describe the unit's significance and value it represents to California and the State Park System. It may or may not be the same as the original Declaration of Purpose. The planners should research the unit's current Declaration of Purpose and determine whether it is still relevant for the park, or needs to be reformulated.

The following is an example of a Unit Declaration of Purpose:

The purpose of Short Trees State Park is to preserve and make available to the people for their inspiration, enlightenment, and enjoyment, the outstanding scenic features and natural values of the forested canyon, redwood groves, unique sandstone formations and the historically significant rustic park structures developed by the Civilian Conservation Corps during the 1930s. The unit's expansive natural area and rugged ridge terrain provides opportunities for primitive trail recreation and sight-seeing, as well as day and overnight facilities, interpretation and education.

### **Unit Vision**

A Unit Vision describes the park in future years, when the Department has achieved its general plan objectives and satisfied visitor expectations. The park's vision should present guiding images of what the unit may ultimately be like in both the physical and spiritual sense. These visionary images will build upon the sense of place and transcend today's limiting factors to the highest fulfillment of the unit purpose and ultimate visitor experience.

The unit vision can be written in either a present or future perspective. The two following examples illustrate how these differ, while still maintaining the same visionary message.

**Present Perspective or Point of View:** Short Trees State Park will be restored to a place of spectacular scenic beauty--a natural area unencumbered by human habitation or visual intrusions. It will offer visitors of all ages and abilities access to the heart of the park where they can walk among unique geological formations, experience the magnificent presence of ancient redwoods, and hear the thunderous sound of water falling over steep canyon walls. It will be a place for visitors to seek personal renewal and gain inspiration from nature's power and beauty.

**Future Perspective or Point of View:** Short Trees State Park is a place of spectacular scenic beauty--a natural area unencumbered by human habitation or visual intrusions. It offers visitors of all ages and abilities access to the heart of the park where they can walk among unique geological formations, experience the magnificent presence of ancient redwoods, and hear the thunderous sound of water falling over steep canyon walls. It is a place for visitors to seek personal renewal and gain inspiration from nature's power and beauty.

### **Unit Classification**

If park conditions or use have changed significantly since the unit was classified, or a change in classification may be of benefit for future public use or resource protection, evaluate whether reclassification may be needed. If the answer is "Yes," include a proposal for reclassification. Also, refer to the specific area guidelines for natural, cultural, or wilderness areas proposed for sub-classifications. Explain why a change in the unit classification is necessary and what value this would have to future resource protection and/or opportunities for visitor use.

## **Land Use Management**

Management zones are delineated on a park-wide map. These zones are the first and most general attempt to define spatially the management scheme for a unit. The use of management zones varies from general plan to general plan, depending on the need to describe management goals by area or show relationships between one area and another in terms of land use and management strategies. They may be based on geographic relationships; resource values; ecological parameters; management issues, goals, or objectives; types and intensities of land use; or visitor use and experiences. They may reflect special circumstances, such as a riparian zone, or clarify the management intent where conflicting uses may overlap. The use of management zones may be more helpful when planning for larger units and may not be appropriate for smaller units. A Management Zone Matrix (see example in Appendix D) is a helpful tool to communicate and compare the distinct characteristics and requirements of each zone. For example, simple management zone schemes may include Natural/Cultural, Historic/Non-Historic, Recreation, or Natural Open Space/Developed. More specific zones or even sub zones, such as Old Growth Redwoods, Entry Complex, Historic Town Core, Administrative Area, Scenic Area, or Recreation Area, may be designated when appropriate to reflect special circumstances for specific park areas.

In units that are essentially a historic structure, management zoning may, for example, be in the form of a floor plan that defines spatially the primary management scheme including zones for different levels of restoration and use such as historic restoration (controlled access), historic rehabilitation (mixed use), and adaptive use.

The management zone section should also explain any proposed or expected changes from current land uses. Provide enough detail to assess what the cumulative impacts will be. Also in this section, describe the relationships with adjacent or nearby lands, public or private, and discuss the potential impacts to significant resource values. Any discussion of non-state-owned land, whether as appropriate additions to the unit or in terms of joint use/management, may be included for long-range planning purposes only; it shall not represent a commitment for acquisition or imply a joint-party agreement. Discussions of privately-owned parcels outside of the unit boundaries are inappropriate and should be avoided. However, it is appropriate to discuss in general the values of the surrounding lands to park issues and values.

**LOOK FOR BEST LOCATION TO INSERT THIS**

## **Planning Alternatives**

In determining the proposed land uses and management zones, the Planning Team should develop real alternatives that meet objectives and provide choices that are realistic and achievable. These planning alternatives are somewhat different than those typically identified for the purpose of environmental impact analysis. They should be tied to clear planning objectives and presented with an evaluation of how well they meet these objectives, avoid or mitigate significant environmental impacts. Indicate priority considerations and where compromises would be made. These should include alternatives that were proposed or suggested through the public process, and not just small variations on a theme we're completely comfortable with.

Planning alternatives are usually presented and discussed at the second public workshop, which provides the opportunity for further public input and feedback before developing the “preferred” alternative. These alternatives can be included and summarized in the general plan document, where appropriate, but are not required. They are required to be included in the administrative record.

### **Land Use, Development and Management Concepts**

1. The General Plan process should include preparing schematic concept diagrams to more clearly illustrate “plan intent” and “site potential”, but remain flexible enough not to require frequent amendments. These schematics will also aid the assessment of environment impacts, fiscal implications, and visitor capacity.
2. The scope of work for the general plan, as described in the Project Agreement, should include a phase 1 implementation plan, where appropriate. Detailed concept plans may be included to describe priority projects having potential for immediate funding and implementation.
3. General Plan shall include a circulation component that identifies park entrances and primary access roads. The circulation plan should illustrate how park areas are connected, means of access to visitor destination points, and provide goals, guidelines, and criteria for developing a subsequent unit-wide Roads and Trails plan.
4. General Plan should determine a maximum number or range of sites, spaces, where possible for analysis of potential impacts and required mitigation. This could also be used to determine fiscal implications or feasibility in supplemental evaluations, where necessary.

### **Park-wide Goals and Guidelines**

The park wide goals and guidelines address existing issues and provide ongoing guidance to management that can be implemented to achieve the long-term vision for the park. The goals establish the purpose and the guidelines provide the direction that California State Parks will consider to achieve these goals.

### **Resource Management and Protection**

Develop the park-wide goals and management guidelines necessary to perpetuate the unit’s important resource values and to overcome threats to those values. Rather than proposing specific programs and projects, this section should state resource management intentions and provide general guidance supportive of the unit’s natural, cultural, aesthetic, and recreational resources and opportunities. Briefly describe the resource needs, management goals, and desired conditions.

The following is an example of how this might be applied to a resource issue:

At Short Trees State Park there are significant resource concerns about the historic Civilian Conservation Corps (CCC) structures found throughout the unit. Some of these structures are considered to be

excellent examples of CCC architecture and craftsmanship, while others are in poor condition, impede park functions, or offer little value to the park user. Most structures are in use and receive regular maintenance, but some buildings have been vacant for years and would require substantial rehabilitation in order to be occupied and further protected. Original artifacts from the CCC structures include: architectural plans, a set of original tools used in building the historic structures, and the original diary of one CCC worker.

- Management of the CCC structures will be undertaken with the intent of preserving structures, and with the broader goal of preserving the historic record. Documentation and understanding of all CCC structures will exist prior to any removal or modification.
- Future management of CCC features will be based on a clear understanding of each feature and its importance in meeting historic preservation, park experience, and interpretive needs. Determining which buildings and other structures will be removed, stabilized, restored, or modified for adaptive reuse is essential in meeting this goal.
- Management of original CCC artifacts found in the park will be carried out with the intent to preserve evidence of the human effort and creativity that resulted in the construction of these significant historic structures. These objects will be preserved, documented and made available to scholars for further research.

For state historic parks, it may be necessary to complete building surveys, present the historic period and determine whether a structure is appropriate for adaptive use in general, consistent with long term goals for the unit. This detail will vary from unit to unit and is further guided by the general plan project agreement.

### **Cultural Preserves**

A Cultural Preserve is a California State Park designation (sub-classification) defined in the California Public Resources Code (PRC 5019.74).

Cultural Preserves consist of distinct non-marine areas of outstanding cultural interest established within the boundaries of other state park system units for the purpose of protecting such features as sites, buildings, or zones which represent significant places or events in the flow of human experiences in California. Areas set aside as cultural preserves shall be large enough to provide for the effective management and interpretation of the resources. Within cultural preserves, complete integrity of the cultural resources shall be sought, and no structures or improvements that conflict with the integrity shall be permitted.

During the preparation of the general plan, the cultural specialist may identify an area within the park that has cultural significance that should be evaluated for potential designation as a cultural preserve. The following is an process outline for the planning

team in evaluating the purpose, benefits, consequences, and required management in proposing a cultural preserve.

1. Investigate and define the area and extent of the significant cultural resources
  - a. A complete archeological survey may not be necessary or possible during the general plan process, but the site work should be sufficient enough to make this determination.
2. Conduct research and determine the sites regional, statewide, or national significance.
3. Conduct Native American consultations
4. Evaluate and determine the cultural resource integrity of the site and associated features
5. Establish a clear purpose and justification for cultural preserve designation
6. Establish an area boundary that encompasses the significant resources and provides adequate buffer from adjacent land uses.
  - a. The size of the area should sufficient enough to provide for effective cultural resource management.
7. Identify the existing buildings, features, or uses within this area that may be considered as having a negative impact on this resource.
  - a. Establish effective mitigation for reducing adverse impacts that result from existing facilities and uses, or recommend for removal.
  - b. Consider alternatives to the proposed preserve that will still achieve the desired resource protection and interpretation.
8. Establish goals and guidelines for long-term management and use of this area.
  - a. Consider public access and safety, interpretation, natural and cultural resource protection, special uses, and desirability of roads and trails.

A staff report and draft resolution is prepared for the Commission's action on the cultural preserve name and sub-classification separate from the General Plan/EIR.

### **Visitor Use and Opportunities**

## **Interpretation and Education**

Interpretation deepens the park experience, providing lasting benefits not only for individuals, but also for the park resources and society in general. Through interpretive services, visitors are introduced to the intrinsic values of each park, and inspired to protect them.

The interpretive writer, in the process of developing the themes, goals and guidelines to be used in the park, will be reviewing data obtained for other sections of the general plan. Information on the history, prehistory, geology, paleontology, climate, flora, fauna, ecology, aesthetic values, and other features of a park is critical for identifying the significant resources that should be interpreted. Knowledge of current visitor demographics, park area demographics, and projected demographic changes is also essential. Working closely with the natural, cultural and recreation specialists assigned to the general plan team will be essential in identifying the role interpretation will play in the unit. This will lead to identifying interpretation goals, guidelines and recommendations.

The level of detail and what is included will vary from plan to plan, depending on the park's resources and planning issues. This interpretation section must contain the following:

- Park Interpretive Significance
- Park Interpretation Mission
- Park Interpretation Vision
- Interpretation Goals and Guidelines
- Themes
  - Unifying Theme
  - Primary Theme(s)
  - Secondary Theme(s)
- Interpretive Periods (for significant Cultural Resources)
  - Primary Interpretive Period(s)
  - Secondary Interpretive Period(s)
- Recommendations for Interpretive Programs
- Recommendations for Interpretive Facilities
- Recommendations for Future Interpretation Planning Efforts

If the park has been divided into planning/management zones, an area-specific subsection can also be written for each zone that warrants it. This subsection will provide interpretation goals and guidelines, plus other items from the above list as appropriate, related to the specific zone. These are discussed in their relationship to the park-wide interpretation.

Themes and interpretive periods may have already been identified in past park planning. If so, change them only if there is a compelling reason to do so. Note that in older state park planning, the “themes” often do not fit the current Department definition of a theme as a complete sentence that emphasizes an important aspect of a topic, but are instead simply lists of topics. Themes based on the topics in such lists will need to be developed to meet current planning standards.

### Park Interpretive Significance

This section briefly describes the special resources and stories represented at the park that have been identified as important topics for park interpretation.

### Park Interpretation Mission

The mission is a short statement that defines in broad strokes what is interpreted at the park, why it is being interpreted, and for whom.

### Park Interpretation Vision

The vision is a short statement that conveys the ideal outcome of the park’s interpretation in the future.

### Interpretation Goals and Guidelines

The goals and guidelines build on the mission and vision statements—they give broad guidance on how, using its significance and the mission, the park interpretation will attain the vision.

Define the Department’s interpretation intentions as goals and guidelines for increasing the public’s understanding and appreciation of the unit’s significant natural, cultural, aesthetic, and recreational resources and opportunities, and making park interpretation available to everyone.

Interpretation may be used to help gain public support for California State Parks, and the specific management goals of the unit. It can play a major role in raising awareness of visitor actions that can help to protect a cultural preserve or a natural preserve or other resources within a unit.

Express interpretation goals and guidelines clearly. What important park resources should be interpreted? What kind of physical and emotional involvement do you want visitors to have with the park’s resources? What vital resource preservation messages need to be conveyed? How can interpretive opportunities be adapted and expanded to be more accessible? Goals and guidelines become the basis for program policies. Here are some examples of goals and guidelines:

**Goal:** Visitors will be able to experience the redwood forest using all of their senses.

Guideline: Future interpretive planning will explore the possibility of adding multi-sensory guided and self-guided interpretive trails.

**Goal:** Visitors will understand the valuable role the Civilian Conservation Corps played in making the park's resources accessible to the public.

Guideline: CCC-constructed park infrastructure will be identified and interpreted.

### Themes

Themes are critical for establishing the overall interpretive direction and tone, and they imply desired outcomes for visitors' attitudes and perspectives. The *unifying theme* provides overall focus to the unit's interpretive development. It must relate to the resources, the mission of the unit, and visitors' interests. The most essential ideas of a unifying theme are presented through the development of *primary interpretive themes*. Defining the point of view to be given to the interpretation of resources will help to guide many subsequent land use and management decisions.

Describe a single unifying theme with primary themes that will create a conceptual framework for the unit. *Secondary themes* may also be included in this section. They offer valuable concepts that are significant to the unit and/or to department-wide interpretation goals, like sidebars or footnotes in a book, but do not relate to the overall unifying and primary themes.

*Supporting themes* (also known as *sub themes*) provide a more detailed perspective on a primary or secondary theme. Supporting/sub themes are too specific to be included in a general plan. They are developed in more detailed planning documents, such as an interpretive prospectus or exhibit plan.

### Interpretive Periods

An interpretive period focuses interpretation on a specific time period. Interpretive periods are only designated for parks with significant historic resources, or very rarely for natural resources with a very specific period of importance (for example, fossils from a certain geologic age, or natural disasters such as an earthquake or major flood).

As with themes, there can be primary and secondary interpretive periods. A *primary interpretive period* covers the years of greatest significance for the park's cultural resources. If the unit is a state historic park, the primary interpretive period will be determined by the event or other historic resource for which the unit was acquired.

If there is more than one important period of equal significance, each will have an associated primary interpretive period.

*Secondary interpretive periods* identify historical sidebars—periods of history that are interesting, but not as important to the park as the primary period.

Themes and interpretive periods, especially primary themes and interpretive periods, must focus on elements of the park's resources that make it special. Leave less-important stories to be told elsewhere, where they can be interpreted more effectively. In particular, avoid duplicating themes that are already well-interpreted at other nearby state parks, unless linked interpretation is planned between the units.

For more information on themes and interpretive periods, refer to the California State Parks *Workbook for Planning Interpretive Projects in State Parks*.

### Example

Following is an example of Interpretive Significance, Interpretation Mission, Interpretation Vision, Interpretive Periods, and Themes for a hypothetical state park:

#### **Humongous Trees State Park Unit-Wide Interpretation**

**Interpretive Significance:** Humongous Trees State Park contains old-growth redwood groves that have international significance. The Civilian Conservation Corps (CCC) played a pivotal role in development of the park, and within the historic area of the park, built the campfire center, stoves, tables and cabanas. The “dog hole” port on Humongous Trees’ coastline—Flotsam Cove—was an important lumber shipping port for Podunk County in the 1870s and 1880s. Its story epitomizes that of industry and shipping that fueled the Podunk County economy in the late 1800s. The Humongous Trees area also briefly was an artists’ colony in the 1920s, where the little-known school of driftwood painting was developed.

**Interpretation Mission:** The mission of Humongous Trees State Park interpretation is to create a positive connection between a diverse interpretation audience and the irreplaceable natural and cultural resources of the park, resulting in increasing resource appreciation and stewardship.

**Interpretation Vision:** High-quality interpretation, both at Humongous Trees State Park and via remote interpretive media, will give participants an understanding and appreciation of the significance of the old-growth redwood groves, instilling in the visitors the sense of place and the need to preserve and protect this irreplaceable resource. Interpretation of the CCC structures will enable the interpretation audience to learn the importance of preserving and protecting the cultural resources of the park and the state. Audience members will be inspired to assist State Parks in meeting resource management and protection goals.

#### *Primary Interpretive Periods*

##### Civilian Conservation Corps Period: 1934-1941

This period covers the time that SP-99, Old Shack CCC Camp, was active.

##### Timber Industry and Shipping Period: 1867-1894

This period covers the rise, heyday, and decline of logging and milling in the forests around Humongous Trees State Park, and shipping from Flotsam Cove.

#### *Secondary Interpretive Period*

### The Driftwood Artists: 1921-1924

During this time period, a dozen artists lived in shacks in the forested area that is now the park, where they developed their own school of art, painting popular singers on pieces of driftwood.

#### *Unifying Theme*

The unifying theme of Humongous Trees State Park provides a conceptual focus for interpretive exhibits and programs for the entire unit. The unifying theme also sets the overall interpretive tone and direction, and implies the desired result interpretation should have on visitors' attitudes and perspectives. The unifying theme is presented through interpretation of primary and secondary themes.

Unifying Theme: Explore how natural forces, plants, animals and people continually change this fragile old-growth redwood habitat.

#### *Primary Themes*

Old-growth Redwood Grove Primary Theme: Discover the Humongous Redwood Groves: The giant trees and colorful and varied life forms of the old-growth redwood groves have developed fascinating ways of surviving natural challenges, but they can't survive our carelessness.

Forest Industry Primary Theme: Making a Living in a Redwood Forest: Timber cutting, milling, and coastal shipping from dog hole ports were the early economic bases of many coastal areas, shaping generations of their citizens.

CCC Primary Theme: Tough times yield preservation: When America was in the grips of a depression, thousands of individuals worked with the Civilian Conservation Corps to preserve, protect and interpret parks through their labor.

#### *Secondary Themes*

Driftwood Art Secondary Theme: The driftwood continually washing up at Flotsam Cove inspired some 1920s artists to create and live in the forest.

Resource Preservation Secondary Theme: Preserving California's Resources: This park incorporates sustainable design concepts, in order to reduce negative impacts on the environment.

### Recommendations for Interpretive Programs

This subsection gives general recommendations for interpretive programs. It allows content details and method specifics to be determined by future planning efforts. It also does not dictate these programs must be developed. The program recommendations will provide solutions to issues and fulfill opportunities identified in the analysis phase of planning. For example, if an issue is that some low-income schools cannot visit the park on field trips, a distance-learning program may be recommended.

### Recommendations for Interpretive Facilities

This subsection gives general recommendations for interpretive facilities. As in the Recommendations for Interpretive Programs section, it allows details to be determined by future planning efforts and does not mandate these facilities be built. It provides more issue solutions and opportunity fulfillment possibilities. An example is recommending an interpretive center or kiosks for a park with no facilities to provide interpretive information.

### Recommendations for Future Interpretive Planning Efforts

In this subsection, recommend further interpretive planning for the park, with a justification for why such planning is needed.

After interpretive periods, themes, goals and guidelines are established in the General Plan (and sometimes concurrent with general planning), work may begin on the preparation of management- and project-level interpretive plans, expanding upon the interpretive themes, and detailing the methods, media and programs for a unit. These are not part of the General Plan, but are based on the interpretation sections of the General Plan. A park Interpretive Prospectus, specific project interpretive plans, exhibit plans and furnishing plans, focused on more detailed interpretation of the unit's resources may follow in future documents. See Appendix F for information on other interpretive planning documents.

You may find further definitions and guidelines for interpretive planning in the *Workbook for Planning Interpretive Projects in California State Parks*, available from the Interpretation and Education Division. Though written for use in more project-level interpretive planning, it contains valuable information relevant to the research and writing of the General Plan interpretation sections.

### **Role of Collections**

A statement of the role of collections in the unit should be included. This statement describes whether there will be a collection maintained at the unit, and if so, what kinds of objects the unit would collect and maintain, and why. A broader, more fully developed Scope of Collections Statement should be developed separately as a management plan, and will be revised periodically to reflect new knowledge or program needs. This may be done before or in tandem with general planning.

The statement of the role of collections contained within the General Plan will address the fundamental questions of whether the unit will maintain and/or acquire collections, and what broad or specific subject areas these collections will cover. Rather than proposing specific acquisitions, the role of collections is a description of what is to be collected and preserved for the unit as it relates to the unit purpose, vision, existing resources, recreational opportunities and interpretive element. In addition to consideration of "unit specific" needs, thought must be given to the role the collection will play on a local, regional, statewide or international level.

### Example

#### Role of Collections for the Big Bar Ranch SHP

Natural and cultural material and object collections at Big Bar Ranch SHP will have a specific connection to the natural and cultural history of the park, or provide support for interpretive themes and programs. Archaeological and paleontological materials, natural history specimens of park flora and fauna, and historic objects such as furnishings, equipment, or personal items associated with the park are all potential collection items at Big Bar Ranch SHP. Historic object collections will include those of the ranching period up to the year 1950.

- Acquisitions of ranching era artifacts will have a local historical association to the Big Bar Ranch, or other ranching activities within or near Big Bar Ranch SHP.
- Natural history specimens will be preserved when necessary to document the natural history of the park.
- Architectural elements and other materials original to the park or used in its historic structures will be preserved when necessary to document the history of the park and its historic structures.
- Archaeological materials found on site will be preserved, and may be stored at the Cultural Resource Division's headquarters facility if appropriate space is not available at the park.
- The Department will establish safe and secure spaces for storage and display of park collections. Policies and procedures for management of collections as outlined in the Department Operations Manual (DOM) Chapter 2000 will be followed.

### Visitor Services

This section presents the broad goals and guidelines that are developed for guiding unit wide visitor use and services. It addresses all types of services and related planning issues that are not tied to a specific geographic area of the unit. Follow these guidelines for writing the section:

- Direct management as to the appropriate recreation types and levels of public use that may be accommodated in the unit;
- Describe management goals for providing unit-wide services to the public through park concessions, or by other outside providers;
- Indicate the direction for park operational services; and
- Describe for the unit as a whole, the desired concept for the way visitors would enter and move through the unit (the park experience).

The range of planning issues and desired unit wide services will vary from plan to plan. Services and issues that require discussion of specific facilities are more appropriately addressed in the specific area guidelines.

## **Concessions**

Chapter 2- Existing Conditions provides a discussion of the past and present concession operations, and explores the need for new or additional concession facilities and services.

Because concessions have the potential to provide significant visitor serving facilities and services, concession opportunities should be thoroughly explored and evaluated, and recommendations/guidelines should remain as general as possible.

Recommendations for provision of concession services must fully consider:

- Compatibility with unit purpose and classification
- Compliance with requirements of Public Resources Code Section 5080.03
- Guidelines set forth in State Park and Recreation Commission Policy I.7, "Operating Contracts"
- Compatibility with other elements of the General Plan

The content of this section shall consider an examination of the following:

Recommendations - Identifies appropriate concessions that conform to PRC and SPRC policy and are compatible with other elements of the General Plan.

Organizational Relationships – Describes the compatibility or potential conflict with co-ops, docents, and/or other associated agencies and non-profits.

The general plan should describe the potential role of concessions within the unit, but not in detail as to limit DPR flexibility to adapt to the changing and future needs of park visitors and the department. The following is an example of a general plan goal, guidelines and recommendations:

Goal: Provide high quality recreation and visitor services through concessions contracts while protecting the park's natural, cultural, recreational, and aesthetic resources.

Guideline: All concession opportunities that enhance visitor services and assist the Department in fulfilling the mission for this unit will be considered.

Recommendations: Continue the existing snack stand concession venue and seek to make improvements in facilities and operations that will meet the needs of increasing visitation and the changing demands and needs of park visitors. The following should be considered in the development of future concession contracts:

- While the existing concession facility and adjacent grounds are of adequate size to accommodate current visitor demand, facilities are in need of refurbishment and could be remodeled and/or reconfigured to accommodate an array of concession services (e.g. prepared foods,

- beverages, snack foods, catering services, equipment rentals such as sea kayaks, bikes and fishing equipment, sundries, camper supplies, etc.).
- Improved service to the South Day Use Area visitors could be realized with the implementation of a satellite facility or through the provision of mobile services during periods of peak visitor use.
  - Campers could be better served through extended hours of operation and/or the provision of an expanded selection of products and services.
  - ADA issues must be addressed in conjunction with the issuance of future concession contracts.

Other concession-provided services:

- Currently, surfing lessons are offered through Special Use Permits but consideration should be given to converting these permits to concession contracts.
- Proposals for other concession provided recreational services should be evaluated on a case by case basis for compatibility with the purpose of the park and public health and safety concerns.

Organizational Relationships: The unit has enjoyed a long and beneficial relationship with the Sandy Shores Cooperating Association. This group has provided ongoing interpretive support to the unit through its development and operation of the natural history museum. As a result of the Association's contributions and fundraising through their non-profit interpretive sales program, care should be exercised to avoid duplication of retail sales activities pursuant to the development and issuance of future concession agreements.

## **Area-Specific Goals and guidelines**

### **Concept Plans**

There are many kinds of conceptual drawings—"bubble diagrams", circulation drawings, sketches, and altered photographs showing *possibilities* for the future. These should be used selectively and carefully. While they provide visual guidance on what *could* happen, it is easy for some to mistake these ideas for design solutions. Disclaimers about the schematic and illustrative nature of concept drawings are always appropriate. Concept drawings are good for showing desired relationships, and for communicating the vision. Unfortunately, they can easily become misinterpreted as a specific blueprint for change, therefore, all drawing that depict proposals should be stylized.

Concept drawings may be undertaken to assess feasibility of some proposals, or to evaluate visual impacts. Inclusion of a concept drawing in the General Plan is a difficult decision. Is the drawing necessary to achieve consensus among interested parties, or to gain public acceptance? Do the communication values clearly outweigh the potential

for misunderstanding? Is it the most effective tool to convey guidelines and intentions? With these considerations in mind, the use of conceptual drawings in General Plans will probably be quite limited.

### **Carrying Capacity**

California State Parks is required to assess carrying capacity issues in drafting General Plans in order to comply with Section 5019.5 of the Public Resources Code. Park managers and planners can successfully demonstrate compliance with the PRC if the methodology given below is followed. For general planning purposes, the Department has also addressed carrying capacity as “Recreation” carrying capacity or “Visitor Capacity.”

Definition: Recreation carrying capacity can be defined as a prescribed number and type of visitors that an area will accommodate given the desired natural/cultural resource conditions, visitor experiences, and management program.

#### **Carrying Capacity Assessment (CCA) checklist**

Park managers or planners should be aware of the Carrying Capacity Assessment (CCA) checklist and checklist methodology before embarking on the General Planning process **The CCA checklist and instructions for filling it out are included in Appendix XX).**

- In compiling existing conditions reports, resource inventories and condition's assessments the planners should have the CCA checklist template available and make sure that enough information is provided, in appropriate form, to allow California State Parks staff to fill out the CCA checklist and explanations.
- The CCA checklist provides all of the needed integration of carrying capacity issues with the General Planning and CEQA process (see Sections III B. and IV. E of the attached CCA report for more detail).
- The Instructions in Section II.A of the attached report explain how and when the CCA checklist should be prepared. The checklist is prepared at the time a resource inventory/existing conditions report is done prior to general plan formulation. The checklist is revised once a preferred alternative has been formulated to show how the issues identified at the existing conditions stage have been addressed through management actions in the general plan.
- The revised CCA checklist is included as an appendix or supplemental report to the general plan. The revised checklist is accompanied by a matrix in the general plan that identifies the desired outcomes, indicators and potential management actions and monitoring activities.

The implementation of management actions may be prioritized according to the importance of the issue being addressed and funding availability.

### Carrying Capacity Methodology

The Carrying Capacity section of the general plan presents the initial capacity of developed facilities and the Department's methodology used to evaluate existing and desired conditions and capacity issues related to the future development and use of the park. The General Plan and this discussion of visitor capacity provide a structure to meet the requirements of the Public Resources Code, Section 5019.5, which states:

“Before any park or recreational area development plan is made, the department shall cause to be made a land carrying capacity survey of the proposed park or recreational area, including in such survey such factors as soil, moisture, and natural cover.”

The General Plan identifies recreation opportunities and physical constraints, and includes guidelines and alternatives for managing resources and desired visitor experiences. Using the adaptive management process described in the following section, park managers can measure visitor use and take the appropriate actions to reduce or limit negative impacts. Physical constraints for development and public use exist in the park, such as the presence of old growth and recovering redwood forests, sensitive vegetation communities and wildlife, archaeological and historic sites and features, steep topography, existing roads, easements, and drainages. These elements are limiting factors in park facilities design and area visitor capacities.

The type, quality, and character of visitor experience are also influenced by visitor demographics, population diversity, and statewide recreation trends. These dynamic influences contribute to defining the nature of what we consider desirable park experiences and conditions. Social constraints also exist due to the increased population levels and diversity in California and within the communities in the region. These population trends will have an influence on park development and facility design, and can also be viewed as opportunities for cultural awareness and exchange.

The Department's methodology focuses on the initial capacity of developed facilities and desired resource and social conditions. Subsequent surveys, analysis, and monitoring programs are necessary in order to make final determinations and adjustments in visitor capacity through future adaptive management actions. The methodology to be used in this process is outlined below.

### **VISITOR CAPACITY MANAGEMENT METHODOLOGY**

The following represents an adaptive management cycle, or methodology, that involves research, planning, monitoring, and management actions to achieve sustainable resources and social conditions. This methodology was initiated during this general planning effort and applied with the level of detail commensurate with the conceptual nature of this plan. This includes the identification of existing opportunities and constraints and the description of desired resources and social conditions (see Table 4-1). Visitor capacities are included for park areas when sufficient data is presented.

Visitor Capacity Management is defined by California State Parks 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.”

### **Adaptive Management Process**

The following tasks are usually carried out during the resource inventories, unit classification, and general planning processes. 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. These tasks are presented here for an understanding of the iterative process that California State Parks considers from the programmatic planning stages of the general plan through the project implementation and monitoring phases.

- 1. Identify Existing Opportunities and Constraints:** Through ongoing research, surveys, and site investigations we are able to document existing resources and social conditions. This data helps identify opportunities and constraints, and establishes the baseline condition for natural, cultural, and recreational resources.
- 2. Determine Vision and Desired Conditions:** The analysis of current uses and condition assessments begin to shape the types of activities and experiences that are desired. This increases our ability to determine the resource conditions we desire and the protective measures, including thresholds (standards) of acceptable resource conditions that are necessary to maintain those resource conditions.
- 3. Identify Issues and Evaluate Alternatives:** The analysis of resource and social impacts related to current use helps identify the issues, problems, and thresholds that shape the vision or desired conditions of the park. Additional surveys, studies, or site analysis may be necessary to understand the full effects of existing uses, potential alternatives, or feasibility of desired improvements. It is at this stage that the objectives of visitor use and capacity for specific units are determined, which may include quantitative limits on certain park uses (e.g., the number of campsites or parking spaces in the park).
- 4. Develop Measurable Indicators and Thresholds:** Key indicators are identified that can diagnose whether the desired conditions for a park are being met. These indicators must be measurable and have a direct relationship to at least one desired condition (e.g. the number of exposed tree roots per mile of trail). Thresholds that reflect desired conditions are then identified for each indicator (for example: 100 tree roots per trail mile maximum). Through monitoring processes, management is alerted when conditions exceed a determined threshold or deviate outside the acceptable range.

5. **Establish Initial Visitor Capacities:** Initial visitor capacities are formulated based on the analysis of existing conditions, alternative considerations, desired future conditions, and prescribed goals and objectives. Implementation occurs when sufficient knowledge is gained and plans are finalized. As environmental impact assessments and monitoring programs are initiated, plans are implemented and new patterns of use are generated.
6. **Monitor Use and Identify Changing Conditions:** Through monitoring and further study we can assess the degree of impact or changing conditions that occur over a specified period of time. Thresholds and indicators are used in the monitoring process to determine when an unacceptable condition exists. Unacceptable conditions trigger management action(s) appropriate to correct the unacceptable condition.
7. **Adjust Environmental or Social Conditions:** As monitoring efforts reveal that conditions may be approaching or exceeding thresholds, management must consider alternatives and take appropriate action. The analysis of impacts and their causes should direct management toward actions that adjust resource/experience conditions to a desired state. This may include further studies, new project design, and stronger enforcement of rules and regulations, which may also require adjustments to the initial visitor capacities.

### **Research, Investigations, and Monitoring**

Data from research, pre-project site investigations, visitor impact assessments, post-project evaluations, and baseline resource monitoring can all be captured and used to make sure the desired condition of the park is maintained. A program of continued research and site investigations provides information and documents updated data on resource conditions and new problems as they may occur. Periodic surveys provide a measure of visitor satisfaction and identify recreation trends and public opinions on the types of activities and experiences people are seeking. These ongoing efforts build the unit data file for subsequent planning and analysis, and monitoring programs ensure that development actions achieve the desired outcomes.

**Sample Table:** The sample table on the following page contains a sampling of indicators that may be developed based on some of the guidelines in the general plan and their associated desired outcomes. These indicators may be modified on a regular basis, based on site-specific knowledge, recent observations in the field, and updates in scientific understanding, in order to achieve the desired outcome.

<b>Sample Table Desired Outcomes and Indicators (Carrying Capacity Objective)</b>			
<b>Goals &amp; Guidelines</b>	<b>Desired Outcomes</b>	<b>Indicators (Environmental &amp; Social)</b>	<b>Potential Management Actions &amp; Monitoring Activities</b>
<b><i>Natural Resources</i></b>			
Protect all special status native wildlife species and their habitats. Include all taxa that are locally important (including endemic species) as well as those protected by federal and/or state law.	Sustainable populations of special status wildlife species.	Occurrence of special-status wildlife species. Active nest sites. Presence of suitable habitat. Abundance of prey species. Periodic sightings reported.	Prepare and update a comprehensive list of species requiring special management attention. Periodic field surveys. Check for active nest sites prior to construction activities.
Protect special status plant species to the degree necessary to maintain or enhance populations.	Sustainable populations of special status plant species.	Occurrence of special status plant species. Presence of associated healthy plant communities.	Initiate a survey for special status plant species in the park. Periodic field surveys.
<b><i>Cultural Resources</i></b>			
Protect significant cultural sites and features.	Integrity and value of cultural resources retained.	Disturbance to known archeological sites. Retention of historic building fabric.	Survey, record, and evaluate areas of high probability for prehistoric archeological sites (particularly along ridgelines). Establish criteria of significance for each class of resource. Investigate, record, and evaluate the known historical sites and areas of historic-period activity. Staff observations of park resources and visitor activity during day-to-day operations. Periodic

<b>Sample Table Desired Outcomes and Indicators (Carrying Capacity Objective)</b>			
<b>Goals &amp; Guidelines</b>	<b>Desired Outcomes</b>	<b>Indicators (Environmental &amp; Social)</b>	<b>Potential Management Actions &amp; Monitoring Activities</b>
			maintenance and building inspections.
Preserve and protect those resources found to be eligible for listing in the National Register of Historic Places. Protect significant prehistoric sites through identification, preservation, and avoidance.	Integrity and value of cultural resources retained.	Disturbance to known archeological sites. Retention of historic building fabric.	Develop treatment recommendations for significant historic structures and identify compatible and non-compatible uses. Staff observations of park resources and visitor activity during day-to-day operations. Periodic maintenance and building inspections.
<b>Recreation Resources</b>  Provide a range of high-quality recreation opportunities that allow California's diverse population to visit, enjoy, experience, and appreciate all of the park's resources, especially the coast redwoods.	A variety of recreation experiences that enhance appreciation and enjoyment of the park's resources.	Presence of returning park visitors. Diversity of recreation activity throughout the park. Diversity in park visitation demographics. Conflict among park users and differing recreation activities. Effects on park resources with increases in park visitation.	Implement the adaptive management process as part of park operations. Staff observations of park resources and visitor activity during day-to-day operations. Design facilities for user needs. Visitor satisfaction surveys Evaluate new recreation opportunities, trends, and activities Respond to changing visitor demographics.
<b>Planning Zone Guidelines</b>			
<b>Entrance and Facilities Zone:</b>			

<p align="center"><b>Sample Table Desired Outcomes and Indicators (Carrying Capacity Objective)</b></p>			
<p><b>Goals &amp; Guidelines</b></p>	<p><b>Desired Outcomes</b></p>	<p><b>Indicators (Environmental &amp; Social)</b></p>	<p><b>Potential Management Actions &amp; Monitoring Activities</b></p>
<p>Remove the former nature lodge building from the Little Butano Creek riparian zone, and re-establish current use near the park entrance, in conjunction with other operational facilities.</p> <p>Evaluate the potential for restoring the Little Butano Creek streambed habitat in the vicinity of the dam. Consider alternative methods for continued agricultural water supply and distribution.</p>	<p>Building site returned to a natural riparian condition.</p> <p>Visitor services and park administration consolidated for more effective park operations and support for quality visitor experiences.</p> <p>Original creek channel and riparian habitat restored.</p> <p>Agricultural water supply and distribution for agreement compliance.</p>	<p>Riparian vegetation occurring at building site.</p> <p>Natural seasonal stream flows.</p> <p>Enhancement of riparian vegetation and habitat.</p>	<p>Staff observations of park resources and visitor activity during day-to-day operations.</p> <p>Periodic field resource surveys.</p> <p>Periodic maintenance inspections of stream channel and alternative agricultural water supply system.</p> <p>Staff observations of park resources and visitor activity during day-to-day operations and rain season periods, particularly in downstream areas near park access and development areas.</p>
<p><b><i>Gazos Mountain Camp Zone:</i></b></p> <p>Adapt the existing facilities (former Gazos Mountain Camp) to support park programs, educational, and recreation activities that are compatible with the natural resources of the area, such as regional environmental education programs.</p>	<p>Visitor access through appropriate adaptive use of existing facilities.</p> <p>Environmental education and recreation activities in a setting that reinforces and enhances themes.</p>	<p>Presence of special status wildlife species.</p> <p>Active nest sites.</p> <p>Presence of suitable habitat.</p> <p>Wildlife sightings reported.</p>	<p>Periodic field surveys.</p> <p>Survey for active nest sites and presence of special status plant and wildlife species prior to any improvements to existing facilities.</p> <p>Limit the number of people and use intensity.</p>

<b>Sample Table Desired Outcomes and Indicators (Carrying Capacity Objective)</b>			
<b>Goals &amp; Guidelines</b>	<b>Desired Outcomes</b>	<b>Indicators (Environmental &amp; Social)</b>	<b>Potential Management Actions &amp; Monitoring Activities</b>
<p><b><i>Backcountry Zone:</i></b></p> <p>Preserve the natural, cultural, and scenic resources as well as the sense of solitude.</p> <p>Provide visitor/recreation opportunities that encourage appreciation of the remote character of the Backcountry.</p>	<p>Trail access to backcountry trails and regional multi-use trail network.</p> <p>Additional trail camps for small and large groups provided.</p> <p>Shuttle tours using existing fire roads as part of interpretive programs or special events.</p> <p>The story of the Jackson Flats homestead interpreted.</p>	<p>Presence of special status plant and wildlife species.</p> <p>Active nest sites.</p> <p>Presence of suitable habitat.</p> <p>Wildlife sightings reported.</p> <p>Erosion on trails and roads.</p> <p>Disturbance to known archeological sites.</p> <p>Conflicts between different types of trail users.</p>	<p>Periodic field resources surveys.</p> <p>Survey for active nest sites and presence of special status plants and wildlife species prior to establishing any new camps or improvements to existing camps.</p> <p>Conduct periodic trail condition appraisals and evaluate use impacts; modify trails to reduce negative impacts of recreation use.</p>
<p>NOTE: These are only sample indicators and possible management actions. Indicators also pertain to additional resource topics and should be updated by park staff based on field observations, new scientific knowledge, lack of current indicators to accurately reflect changes, etc.</p>			

### **Area-Specific Goals and Guidelines**

This section presents the goals and guidelines applicable to specific management zones or planning areas (refer to the management zone map). These goals and guidelines should refine the management intentions for a specific area of the unit and clarify, if necessary, how unit-wide goals will be applied. This section should be structured by management zones or planning areas.

### **Statement of Management Intent**

A general statement of management intent should be presented for specific park areas when it is necessary to identify the area's special significance or its relationship to the overall unit vision (a mini-vision or statement of purpose for this area). Not all zones will require this statement, especially if the zone supports the same purpose stated for the unit as a whole.

The following example describes the management intent for an area:

This planning zone will be managed for its natural, scenic, educational, interpretive, and recreational values. Maintenance, repair, or improvements needed to ensure continued public access and use of the area will avoid or minimize disturbance to natural areas and sensitive wildlife habitat. Opportunities for expansion of visitor facilities are limited in the surrounding area due to the sensitive wildlife habitat. Management of the Little Creek riparian area will encourage natural processes, protect special status species, and preserve scenic qualities.

### Area-specific Goals and Guidelines

Specific areas in the unit are distinguished by their resource values and use. These may require management goals or guidelines that are more specific to an individual area, that focus on the specific significant resources of the area, that clarify the application of broader unit-wide goals in the major program areas, or that resolve how apparently conflicting management goals are integrated.

The desired format for this section is to integrate the resource management, interpretation, visitor services, and recreational use for a specific area. If possible, describe how the various components relate to one another.

The “Area-specific Goals and Guidelines” section should integrate the following components:

Resource Management: Consider additional resource goals and guidelines for specific areas where the broader unit-wide guidelines may need clarification as to intent or require supplemental guidance for application. This discussion may also elaborate on the need for greater flexibility in the application of a unit-wide guideline because of special conditions or prescribed mitigation.

Interpretation: Consider additional interpretive goals and guidelines when needed to clarify how the area interpretation relates to and supports the unit-wide interpretive goals. Also discuss where interpretation integrates with or enhances other management goals for resources, visitor services, or visitor experiences.

Visitor Services and Facility Development: The general scope and intent for desired visitor services and facility development within a specific area of the unit could be discussed in this section. Describe an ideal condition, standard, or level of visitor service for this area. State how this differs from existing conditions and how it fulfills or complements the unit wide goals. Describe the level of acceptable change that would be allowed to maintain the balance between the proposed use area and their respective resources.

Recreation: Describe the goals and guidelines for public activities that are desirable for an area. Identify broad types of high-quality outdoor recreation that are appropriate for the unit. Consider guidelines that would

protect, expand or enhance existing recreation experiences. Develop guidelines that would eliminate recreation conflicts with other core program areas, or to reduce those conflicts to acceptable levels.

Priorities, Relationships, and Future Actions: Usually, General Plans should not include specific proposals for implementation, therefore will not need prioritizing. However, when future actions directed by the General Plan may affect each other, it may be valuable to describe the relationship between them and the necessary or desired sequential or subsequent actions that should occur. As well it may be necessary in some units to define the portion of an area that any one Area Development Plan should cover.

Each area is unique, but each one requires goals and guidelines for resource management and appropriate visitor use. Some areas may involve planning issues that require additional guidelines for area-specific operations, interpretation, facilities, or proposals for sub-unit classifications.

The following narratives are examples of the Goals and Guidelines for a specific area:

#### Little Creek Area

The Little Creek Area is the first visitor stop in the unit. It sets the first impression for the unit and should provide a clear orientation to available park facilities. The placement and scale of facilities in the Little Creek Area is critical to the goal of providing a quality visitor experience and effective resource management. Visitor facilities should enhance natural and scenic resource values, provide focus on the interpretation of cultural sites, and increase park orientation, without becoming attractions unto themselves.

The intent of management is to maintain the quality of the riparian area of Little Creek that is impacted by logging activities outside the unit. These impacts will continue to threaten or damage park values. The red alder riparian forest characteristically has a high percentage of snags and tree failures during winter months requiring continual preventive management in visitor use areas. Also, stream bank protection may be required in the campground to protect visitor facilities.

**Goal:** Design and maintain facilities for providing quality visitor experiences, interpretation of resource values, and avoidance of adverse environmental impacts and resource degradation.

**Guideline:** Facility design should reflect an architectural aesthetic that will compliment the “park-rustic” design style. Facilities and site plans should include the necessary components for public use and interpretation.

**Guideline:** Multi-use trails will be provided in a manner that balances resource protection goals with quality recreation and visitor experience goals, including access to historic features.

**Guideline:** Interpretation will be used as the primary means of protecting resources in the area through developing an increased visitor sensitivity and appreciation. To support the primary interpretive theme of the unit, the resources of the Little Creek Area should be interpreted to show how the people continually used, influenced change, and eventually restored this fragile area of the unit.

**Guideline:** The collection of original artifacts will be managed to preserve the evidence of historic human activities including 19th century logging and tan oak harvesting, and the CCC structures for research and interpretation.

**Guideline:** The red alder riparian forest will be managed for its long term stability in relationship to the recreational use areas. If continued resource impacts are determined significant and mitigation is not possible in a specific site, then overnight use will be removed and the site restored to as natural a condition as possible. In this developed area, limited modification of the natural conditions is appropriate, coupled with the evaluation and monitoring of possible effects on downstream habitat.

**Guideline:** The Department will take a proactive role in protecting the Little Creek Area from adverse environmental impacts by participating in local and regional planning decisions, and by developing watershed restoration plans to correct, as possible, impacts that have degraded natural values.

For areas where planning issues develop around future development and the potential conflict with sensitive resources, it may be desirable to include a relationship diagram, or conceptual plan for the area. A bubble diagram, or description that conveys the desired outcome should be sufficient. Generally, a detailed site analysis would not be included and the development of a design plan is not desirable at this stage of planning. It will be accomplished at a management plan stage of planning following the General Plan.

When the General Plan proposes an area for a natural or cultural preserve, the purpose of this sub-classification should be discussed in detail. Describe the significance and the integrity of resources, the consequences of the specific sub-classification for management and use of the area, and include a clear description of the boundary. Note that sub-classifications require approval by the State Park and Recreation Commission through a resolution separate from general plan approval. This action can occur outside the general plan process.

### **Continued Planning and Issue Resolution**

Each General Plan project may identify a number of issues and future planning efforts that require attention beyond the scope a General Plan. Funding and staffing limitations may restrict the selection of issues and studies the Department is able to immediately address and require that the Department set priorities. Many goals and guidelines within

a General Plan will provide direction for each issue, with some recommending future planning efforts such as management plans and studies.

The general planning effort will focus on the primary issues identified in the Project Agreement, as described in the Issues and Analysis section of the General Plan and those that arise during plan preparation. The “Continued Planning and Issue Resolution” section of the General Plan should identify all planning issues and required studies that are recommended throughout the General Plan. This section will assist Department staff in setting priorities for future management plans, studies and planning efforts related to unresolved issues, but is not intended to restrict management efforts on lower priority issues or future planning needs.

The following is an example of how this section of the General Plan can recommend the resolution of issues and undertaking of future planning efforts:

This general planning process has identified additional issues and planning efforts that the Department should consider and address in the unit’s on-going management and development programs. These include the following issues and actions:

**Aesthetic and Sense of Place Values** – Protect and enhance the park’s aesthetic and sense of place values through a documentation process that identifies intrinsic sensory-based impressions and the overall “spirit” that exists in each park area. Identify aesthetic and sense of place qualities in a specific project area to help ensure a successful integration of these values into the proposed project and to stimulate public awareness and stewardship of park resources.

**Biocorridors and Core Habitat Areas** – Protect and enhance the park’s wildlife habitat linkages with nearby wildlife habitat areas through coordination with local, state, federal agencies, non profit land trusts, and acquisition and restoration projects. Additional resource inventories and mapping are desirable for regional management and protection of these habitats.

**Park Access Points** – Resolve park entrance road and boundary access problems through detailed site planning, coordination with local agencies, and facility implementation. Some solutions to access problems may require additional property acquisitions.

**Appropriate Recreational Use** – Following the general plan’s scope and intent, future studies are needed for site specific traffic analysis at the West Gate to select the final access alternative from those identified in the general plan. Priority of development at the Village Site will be dependent on DPR participation in coordinated community planning. Statewide studies presently under way are necessary to assist in setting priorities for the recreation options allowed for in this plan.

**Additional Resource Management Efforts** - The general plan recommends that the following planning efforts and studies be

undertaken. See the referenced page number for a complete description of the guideline:

1. Collect resource information and monitor the health and function of core areas and wildlife habitat linkages.
2. Develop Management plans, studies and updates to the park's Unit Data File as necessary to meet vegetation management guidelines.
3. Collect information regarding the presence of sensitive species within, movement through, and uses of the park.

## Chapter 5: Environmental Analysis

The General Plan, with the inclusion of the Environmental Analysis chapter, contains the information necessary to satisfy the requirements of the California Environmental Quality Act (CEQA). The General Plan can be used as an Environmental Impact Report (EIR), and no separate EIR is required if the General Plan addresses all of the points required in an EIR, and the General Plan includes a section identifying where each required EIR topic is addressed (CEQA Guidelines Section 15166). This information can be included as a table in the General Plan. The Environmental Analysis chapter can also meet this requirement, and will include discussion of any required issues not addressed in other sections of the General Plan.

In some cases, the Environmental Impact Report (EIR) being prepared for a General Plan may be published in a separate document, with adequate reference to the General Plan. This instance may occur when the General Plan is being prepared through a consultant contract or when the EIR is contracted separately for a General Plan project.

Whatever method is used to prepare the CEQA document, CEQA issues must be considered and integrated early in the planning process, particularly at the Project Agreement stage when the Scope of Work is developed. The Scope of Work should include the environmental impact analysis required for the project. As part of the Notice of Preparation process, the Environmental Checklist (Appendix G of the CEQA Guidelines) is prepared to identify the potential CEQA issues to be addressed in the EIR.

General Plans will take advantage of the CEQA concept of tiering. According to CEQA Guidelines Section 15152:

“Tiering” refers to using the analysis of general matters contained in a broader EIR (such as one prepared for a General Plan or policy statement) with later EIRs and negative declarations of narrower projects; incorporating by reference the general discussions from the broader EIR; and concentrating the later EIR or negative declaration solely on the issues specific to the later project.

The environmental review in a General Plan is considered a “first tier” EIR. The Environmental Section will consider the broad environmental issues that arise from the General Plan. The level of detail in the first tier EIR should be commensurate with the level of detail in a General Plan. The EIR must analyze all “reasonably foreseeable significant environmental effects” of adopting a General Plan (including cumulative impacts, commensurate with the level of detail being proposed) [CEQA Guidelines Section 15152] but need not consider issues that are not yet ready for decision. Subsequent environmental documents with more detailed site-specific information and analysis would be prepared for proposed developments, such as buildings, campgrounds, and trails. Analysis that cannot be made without site-specific and project-specific information may be deferred from the General Plan until later environmental documents on the proposed projects.

The content in the Environmental Analysis Section will vary with the scope, complexity, and controversy involved in a General Plan. The specific items that must be included may change with subsequent legislative changes to CEQA and revisions to the CEQA Guidelines. Always consult the latest versions of CEQA and the CEQA Guidelines for any revisions to this information.

### Environmental Analysis

- A. Introduction
  - a. Purpose of the EIR
  - b. Focus of the EIR
  - c. Subsequent Environmental Review Process
  - d. Contents of the EIR
- B. EIR Summary
  - a. Summary of Impacts and Mitigation
  - b. Summary of Alternatives Considered
- C. Project Description
- D. Environmental Setting
- E. Environmental Effects Eliminated from Further Analysis
- F. Environmental Impacts and Mitigation
  - a. Significant Environmental Effects
- G. Other CEQA Considerations
  - a. Unavoidable Significant Environmental Effects
  - b. Significant Irreversible Environmental Changes
  - c. Growth inducing Impacts
  - d. Cumulative Impacts
- H. Alternatives to the Proposed Plan
  - a. No Project Alternative
  - b. Other Alternatives as appropriate
- I. References

### **Table of Contents or Index**

Environmental documents are meant to inform the public of the environmental impacts of projects and decisions. CEQA requires a table of contents or index so the public can find relevant information. The Environmental Analysis chapter may reference a table of contents or index found in the General Plan.

### **Summary**

The Environmental Analysis chapter should contain a brief summary of the proposed actions and their consequences. In clear, simple language the narrative will include:

- Significant environmental effects, with mitigation measures and alternatives to reduce or avoid the effects
- Areas of known controversy, including issues raised by agencies and the public
- Environmental issues to be resolved

## **Project Description**

The CEQA Guidelines require the following information, either within the Environmental Analysis chapter, or within other sections of a General Plan:

- Location map
- Regional map
- Statement of plan objectives
- Description of plan's technical, economic, and environmental characteristics
- Statement of intended uses of EIR
  - List of agencies expected to use the EIR in decision-making
  - List of approvals for which EIR will be used

## **Environmental Setting**

The Environmental Analysis chapter will reference other sections of the general plan that describe the local and regional environment in the vicinity of the park. (See Existing Conditions chapter.) Call special attention to:

- Rare or unique environmental resources that would be affected by the General Plan
- Inconsistencies between the proposed General Plan and other applicable general and regional plans, including:
  - Air Quality Management Plan (or State Implementation Plan)
  - Waste treatment and water quality control plans
  - Regional transportation plans
  - Regional housing allocation plans
  - Regional land use plans
    - Coastal Zone
    - Lake Tahoe Basin
    - San Francisco Bay
    - Santa Monica Mountains

## **Environmental Impacts and Mitigation**

The Environmental Analysis chapter will evaluate the impact of the proposed General Plan on the environment. The following subjects should be discussed in separate paragraphs. If each issue is not discussed separately, the Environmental Analysis chapter will include a table showing where each subject is addressed.

### **1. Significant Environmental Effects**

Discuss all physical changes that cause significant impacts to the environment:

- Resources involved
- Direct and indirect effects
- Short-term and long-term effects

## **2. Unavoidable Significant Environmental Effects**

Address all significant impacts that cannot be avoided, or that can be mitigated but not reduced to a level of insignificance.

## **3. Significant Irreversible Environmental Changes**

This discussion is specifically required for an EIR on public agency plans, and on projects subject to NEPA. Items to consider include:

- Use of non-renewable resources
- Impacts that commit future generations
- Irreversible damage
- Irretrievable commitments of resources

## **4. Growth-Inducing Impacts**

Include this discussion if a General Plan fosters economic or population growth directly or indirectly, or could enable or encourage other activities that could significantly affect the environment

## **5. Mitigation Measures Proposed to Minimize Significant Effects**

Present and evaluate measures that could minimize significant adverse impacts for each significant environmental effect identified in the EIR.

## **6. Alternatives to the Proposed Action**

Discuss a range of reasonable alternatives that would feasibly attain most of the basic objectives of the plan but would avoid or substantially lessen any significant environmental impacts.

## **7. The Relationship Between Local Short-Term Uses and Long-Term Productivity (in joint EIR/EIS)**

This discussion is no longer required by CEQA; but is still required by the National Environmental Policy Act (NEPA). If a General Plan is subject to NEPA (e.g., a joint project with a federal agency), the Environmental Analysis chapter must address impacts that narrow the range of beneficial uses of the environment or pose long-term risks to health or safety.

## **8. Cumulative Impacts**

If the environmental analysis indicates there are significant cumulative impacts from a General Plan, the Environmental Analysis chapter should include:

- A list of past, present and reasonably anticipated future projects producing related or cumulative impacts; or
- A summary of projections in other planning documents designed to evaluate regional conditions

## **9. Effects Found Not to Be Significant**

Discuss the reasons possible significant effects were determined not to be significant and were therefore not addressed in detail.

## **10. Organizations and Persons Consulted**

Identify all agencies, organizations, and individuals consulted in preparing the draft EIR and the persons, agency, or firm preparing the draft EIR

### **Final EIR**

Following the CEQA public review period, the Final EIR will be prepared, which includes List of Commenters, Comments and Department Responses, and Recommended Changes to the General Plan.

The Preliminary General Plan and Final EIR, once completed, are sent to the commission for their review and approval.

### Comments Received

#### *Organizations and Persons Commenting*

As a part of the public review process required by the California Environmental Quality Act, the Preliminary General Plan/ Draft EIR document is made available for public review and comment for a minimum of 45 days. For this review process, the Governor's Office of Planning and Research, State Clearinghouse assigns a unique number to each EIR. The planning documents are sent to a list of individuals, agencies, and organizations as required by the State Clearinghouse and determined by the Department.

### Responses to Comments

At the close of the public review period, all public comments from individuals, organizations, and other public agencies that are received in writing are evaluated by the Department's planning staff, which prepares written responses. Staff responses include issue justification or clarification for the reader, or may indicate non-significant plan changes to be made in the Final General Plan document.

### Recommended Changes to the General Plan.

### Preliminary General Plan/FEIR Approvals

These comments and responses are sent to the people who commented and also to the California Park and Recreation Commission for their review as part of the process of evaluating and approving a General Plan and final EIR document. The Preliminary General Plan document and Final EIR with responses to comments are forwarded to the California State Park Commission 45 days prior to the scheduled public hearing.

Upon the Commission's approval of the plan, these public comments and staff responses are usually published as a supplemental CEQA document separate from the

General Plan. This is desirable in order to keep the overall size of the document within reasonable limits. However, if the numbers of public comments and Department responses are minimal, then they may be included in the Final General Plan document.

## Editing, Graphics, and Printing Guidelines

### General Plan Publication Format

#### Cover

Use color photo, ink, and paper of choice. Consider recycled paper when possible. Textured paper can be used. Generally, colored covers and special graphics are costly and should be considered only for printing the cover of the Preliminary/Draft EIR and the Final General Plan. Black and white covers are considered appropriate for draft General Plans, unless authorized for color due to Department or Agency distribution requirements.

Cover shall display official State Parks logo. Refer to current Department guidelines in Departmental Notice No. 2007-02, "Department Brand Image" (Appendix K) for proper use of the official logo, a registered trademark. Contact the Publications section of the Interpretation and Education Division for approved digitized color and black-and-white logos.



#### Binding

Perfect (wrap-around) binding, with document title on spine, is the preferred binding for final printing. It is expensive, and should not be used for draft or preliminary documents. Other options are spiral binding, or comb binding with a printed document title label on the spine. The General Plan Program Manager and the Planning Team Project Manager will make the decision on binding method for the final plan.

#### Copyright

General plans are intellectual property to be protected. Therefore, indicate copyright restrictions for any reproduction of text, maps, and photos. A copyright notice (©) must be attached to any document or item for which we wish to maintain intellectual property rights. The copyright notice should be in this form:

© 2006 California State Parks (rev. 03/08).

The word "Copyright" or abbreviation "Copr." may be used in lieu of the copyright symbol (©).

#### Staff Credits

Provide credits to staff and persons responsible for preparation of the General Plan document. This is a CEQA requirement. Use civil service titles, with level of responsibility (for example, "Associate Park and Recreation Specialist"). Provide special thanks to key individuals, groups, or advisory committee members who provided valuable assistance in the planning process.

### Contacts for Information

Provide office mailing address, phone and fax numbers of locations for questions and General Plan information.

### Universal Accessibility Information

The publication should state that the document is available in alternate formats (This requirement can be met through access to the document on a website or in a large-print format, upon request). If a phone number is included in contact information, the publication should state that “TTY is available by dialing 711, TTY relay service.”

### Source for Additional Copies

Provide source locations and contact information (on inside front cover) to obtain additional copies of the General Plan document. Also reference the State Parks website for opportunities to read copies of this and other planning documents prepared by the Department.

### Reference to Supplemental Documents

Use standard bibliography methods such as Chicago or MLA style to reference related published documents that were used in this planning effort and could be located elsewhere (such as CEQA comments and staff responses, resource inventories, research papers and other studies). For an example of the style often used in State Parks publications, see the reference list in this handbook.

### Commission Resolution

In the final printing, place the Commission’s resolution(s) approving of the General Plan, and any sub-classifications, at the front of the document (located before the title page and not mentioned in table of contents).

### General Plans and Amendments

Print a separate document for each unit General Plan and General Plan amendment. The amendment may be too thin for a perfect binding if less than 3/8” thick. If the General Plan is to be reprinted, an amendment could be placed under same cover with the General Plan, so long as the body of the amendment remains together and its integrity is maintained (one document inside another).

### CEQA Documents

Often times the Final EIR- Response to Comments document is large enough to be printed separately from the Final General Plan. In these cases, the FEIR should be identified as Volume 2, with the General Plan as Volume 1. Each report should reference the other document on the inside front cover, which together constitutes the Final GP/EIR. It is preferred to have the entire document published under one cover, if possible.

## **Editing**

The editors of General Plan documents look for *clarity, consistency, and emphasis*. Brevity is prized, but not at the expense of clarity. Put words in their best order. Standard English is the general expectation, but exceptions are allowed. Adherence to a formal style manual is not required. Use of the grammar checker in your word processing software is recommended.

## **Universal Accessibility**

### Accessibility in Publication Design

In order to comply with the Department's policy on accessible publications, General Plans should integrate information about accessible features of the park, or relevant plans to make features accessible. International symbols should be used on maps to identify areas, facilities or points of interest. The font must be simple and easy to read. Font size should be a minimum of 12-point. Text and graphics should be presented with high contrast to the background. For more specifics on departmental accessibility standards for print publications, see Departmental Notice 2007-04.

### Accessibility Review

According to the Department's policy on accessible publications (DN 2007-04), the General Plan must be reviewed by the Accessibility Section of the Acquisition and Development Division, and any required changes made, before publication of the final plan.

## **Layout**

### Front Cover

The front cover layout of a General Plan includes the full title of the report, such as "McArthur-Burney Falls Memorial State Park Preliminary General Plan & Draft Environmental Impact Report." The Department logo is included. See "General Plan Publication Format," above, for information on proper use of the logo. The Commission approval date (month and year) is given on the outside cover of the final document. Preliminary documents have the publication date on the front cover.

### Commission Resolution(s)

The "Final" general plan includes the Commission resolution adopting the plan, plus any other resolutions such as reclassification connected with the plan, as the first page(s), before the title page.

### Title Page

The Title Page contains exactly the same text as the cover, plus the following:

*Governor's full name*  
Governor

*Secretary's full name*  
Secretary for Resources

*Director's full name*  
Director of Parks and Recreation  
P.O. Box 942896  
Sacramento, CA 94296-0001

### Table of Contents

All references in the table of contents should be worded exactly as they appear in the text of the report. The same applies to lists of maps, figures, and tables. Use abbreviations only if there is no other way to fit the copy into the space allowed. All references should include a page number.

### Pagination

The title page is the first numbered page of a report, Page "i" (lower case Roman numeral). The table of contents is also numbered in lower case Roman numerals. The first page of report text should be a right-hand page, and is Page "1".

Report covers are not numbered. Letters of introduction or approval are placed in front of the title page, and are not given a number. A printed number does not have to appear on a blank page or on the title page. Blank pages are acceptable as left-hand pages (even-number), but not on right-hand pages (odd-number). Maps, figures, and section dividers that are interspersed in the text are numbered on both sides of the page, though the number itself need not be printed.

### Identifying Maps, Figures, Tables, Photos, and Appendices

Maps, Figures, and Tables can be identified by using either letters or numerals (Figure 1, or Map A, for example), as long as they are listed consistently. Appendix pages may be numbered in numerical sequence with the report, or with alpha-numeric designations such as Page C-2, or printed and bound separately with a new sequence.

### Spine Copy

If the report is thick enough (3/8" or more) and is designed for a wrap-around, perfect bound cover, the title of the report should also be printed on the spine. This approach is typically reserved for "final" version only.

### Photo Captions

Photographs placed within the text of a report should always have captions. If they are historical photos, the captions should include the year or approximate year that they were taken. The font used for photo captions should be different in some respect than that of the text, but cannot be in italics. On the inside front or back cover, indicate "All Photographs Copyright California State Parks unless otherwise credited."

## Maps and Other Figures

### Maps in General

By convention, true north is towards the top of the page, if practical (to the left is a viable option). For all maps within a General Plan, consistently place the scale, north arrow, and legend in the same location. Consistency among legend symbols is useful but not required. Frames and borders are optional.

### Vicinity Map

The Vicinity Map is expected to show nearby cities and towns, nearby state parks, and the major routes of travel to the unit. Highways are best labeled by using a number inside a State, Interstate, or US Highway symbol. Other symbols and labels may be used as applicable. Secondary roads and names, such as arterial roads, may be shown selectively. The Vicinity Map is *not* expected to show all nearby streets and roads, local drainages, or local topographic features. An inset map showing the location in California is recommended.

It is often appropriate to show county lines that exist within the mapped area, and to label the counties near their borders. Large areas of nearby public lands, such as a National Forest, may be shown and labeled, but there is no obligation to do so. Visual clarity is important. The ideal Vicinity Map is uncluttered, with lots of white space. The Vicinity Map usually works better as a line drawing, rather than an annotated aerial photo. It usually fills a standard 8 1/2 by 11 inch page. It may be best to show the unit near the center of the map. The unit name and location can be graphically enhanced to stand out from their surroundings. Delineating unit boundaries is not expected on this map.

### Existing Conditions Maps

Maps in this section of the document typically include Park Planning Areas, Topography, Plant and Wildlife Communities, Existing Land Use or Management Zones. These maps are normally portrayed in an 11 x 17 inch tip-out format. The Existing Land Use map typically depicts unit boundaries, roads, trails, major buildings at small units, and “use areas.” This map has sometimes been called “existing ownership and facilities.” The *Introduction* can briefly refer readers to this map for a visual understanding of the unit’s current conditions.

### The Plan – Proposed Land Use, Management Zones, and Conceptual Drawings

Maps in this section graphically display the proposed land use or management zones supported by the goals and guidelines set forth in the Long-range Goals and Guidelines section. Usually in an 11 x 17 inch format, these maps should portray no greater detail than what is stated in narrative form. Typically, the plan will include a map showing management zones or land use designations, supported by a detailed matrix in the document. This map would illustrate areas for special protection, specific land use, or proposed for sub classification, as well as future developments if determined appropriate. Maps in the Long-range Goals and Guidelines section graphically

communicate the holistic land-use concept and management intent for the unit and how the goals for distinct planning areas integrate with one another.

### **Final Editing**

After approval by the California State Park and Recreation Commission, a final version of the General Plan is submitted to the Planning Division for proofreading prior to printing.

### **Printing and Electronic Publishing**

There are many time and cost variables in the printing phase. The Department of General Services, Office of State Publishing, is one option that must be considered before determining whether to use outside sources to print the General Plans. In most cases, photocopies are sufficient (color for final plan color pages or black and white for draft plans). Electronic files can be provided to the printing source for high quality printing, which avoids second and third generation copies. Cost and printing time may vary depending on size, color, paper, and maps.

Always choose the number of copies of drafts and final plans carefully, to avoid unnecessary printing costs and paper waste.

Also publish the Final General Plan as a PDF electronic document. If the PDF is larger than 20 megabytes, split the plan into several smaller PDFs. (The file size limit for the State Parks website is 20 Mb.)

### **Distribution**

Final distribution of the published plan is the responsibility of the Planning Division, in coordination with the Project Team Manager. This distribution would include the Final General Plan/ EIR, appropriate cover letter(s), and supplemental environmental documents if published separate from the General Plan. The Final General Plan/EIR will be distributed to agencies, organizations, libraries, and individuals that received a copy of the Preliminary General Plan/Draft EIR through the CEQA review process. Extra copies are usually sent to the District or unit offices. The Department's Central Records office will maintain a published copy and electronic version of the General Plan for future reprinting, when necessary.

The Planning Division is responsible for putting the new plan, in PDF format, on the Department's website, and updating the Department's listings of completed General Plans and statements of unit purpose. Provide the PDF(s) to the Planning Division for web posting.

The printing and distribution of the draft planning documents will remain the responsibility of the Project Team Manager. Coordination with the Planning Division is encouraged, to ensure general uniformity of document format, appearance, and acceptance by the Planning, Policy and Programming Committee.

Upon the naming and classification of property in the State Park System, the Planning Division will print and distribute the classification documents, including the

Commission's resolution on the matter. This document will be given the standard Department-wide distribution.

Distribution of electronic documents instead of paper is encouraged, to save paper and printing costs.

## **General Plan Amendments and Revisions**

### **Determination of Consistency with General Plan**

District Superintendents must obtain a determination from the Planning and Programming Policy Committee (PPPC) whenever there is question whether a proposed development, redevelopment of an existing facility, or institution or alteration of a program/activity is consistent with a unit's General Plan, or is permitted without a plan amendment under Public Resources Code Section 5002.2©. To obtain such a determination, District Superintendents shall prepare a position paper as follows:

#### **Background and Introduction**

Indicate the location of the unit. Discuss its significant features and values, particularly as they relate to the substance of the proposed new (or altered) development, program or activity.

#### **Proposed Development, Program or Activity**

Indicate in detail the proposal for which a General Plan amendment may be needed, or which the PRC may permit without a plan amendment. Specify the need for or purpose of the proposed development, program or activity.

#### **Comparison of the Proposal with What the Current General Plan Requires or Permits**

Make an explicit comparison between the proposed development, program or activity and what is clearly required or permitted in the current General Plan. Two methods shall be used in making this comparison: 1) a point-by-point comparison, comparing the various components of the proposal with what, if anything, the plan says about the matter; 2) an area map from the original plan, along with an overlay or a second map indicating the physical location and scale of the proposed development, program or activity.

Give the date(s), if any, of the current General Plan and any existing amendments.

Indicate the relevance of the proposal to any development, project or program that has been undertaken to implement the original General Plan and/or any subsequent plan amendment.

#### **Review Process**

The position paper shall be transmitted by the District Superintendent to the appropriate Field Division Chief. If the Field Division Chief wants this item on the PPPC agenda, he/she gives it to the General Plan Program Manager for distribution to PPPC members in advance of the meeting at which it is to be discussed. The District Superintendent is encouraged to attend and participate in this meeting discussion. After the PPPC makes its decision, the General Plan Program Manager will promptly inform the District Superintendent, in writing, as to the substance of the decision. If it is determined that the proposed action is not consistent with the unit's General Plan, then an amendment or revision will need to be prepared.

## **Amendment Submittal Process**

The Public Resources Code provides guidelines for General Plans in the State Park System. The party requesting an amendment to a General Plan shall prepare the appropriate documents for submission to the Planning and Programming Policy Committee. This documentation shall include the following material: (1) the issue(s); (2) the existing language in the approved General Plan; (3) why the General Plan needs to be changed; and (4) a plan or proposed plan for change including text revisions.

The PPPC shall either approve or disapprove the planned course of action. PPPC will also determine if the amendment is “Non-Controversial” or “Potentially Controversial.” If PPPC approves the proposed amendment, they will then forward the amendment to the Director for State Park Commission action.

### **Non-Controversial**

Amendments to General Plans are handled as an issue memorandum from the Director to the State Park Commission. The memorandum will normally be limited to a maximum of two pages. Public hearings will be held within 100 miles of cities shown in Section 5002.3 of the Public Resources Code. The Commission shall solicit public input, which will serve as a public hearing under CEQA. The Commission shall approve the amendment, disapprove the amendment, or recommend to the Director that the amendment be reevaluated to address controversial issues and/or provide greater justification for recommended changes to the approved General Plan.

### **Potentially Controversial**

This is a General Plan Amendment that reflects substantial changes or controversial revisions. The document shall fully address the reasons for the amendment, however this shall be at a much smaller scale (generally 35 pages or less) than is usually required in General Plans. It will not need to follow the format of a full General Plan. Public hearings will be held within 100 miles of cities shown in Section 5002.3 of the Public Resources Code. The Commission shall solicit public input that will serve as a public hearing under CEQA. The Commission shall either approve or disapprove the amendment.

## **General Plan Revisions**

When the number of changes or the magnitude of change is great, a General Plan revision should be considered instead of an amendment. While an amendment becomes a permanent addition to a General Plan document, a revision completely replaces an existing General Plan with a revised General Plan. A General Plan revision follows the same process and format as a full General Plan.

# Management Plans

## Definition/Scope

Management plans define the objectives, methodologies and/or designs on how management goals will be accomplished. Occurring on an as-needed basis, they are typically focused on specific management topics, goals or issues. Depending on their focus, the plans can apply to all or part of a unit. Examples include: resource management plans, operation plans, interpretive prospectuses, concession plans, and facility development plans. Management plans are consistent with system wide plans and policies, and with the unit's General Plan. Unlike General Plans, individual management plans are more dynamic, changing as necessary to serve management's needs.

## Guidelines/Level of Detail

The level of detail is shaped by subject complexity, regulatory and legal requirements, and Department standards.

## Timing and Circumstances

Management Plans are completed as staffing is available and opportunities or urgencies dictate. The district superintendent will need to assess the status of each plan, as necessary, and revise or update it as staffing allows. Some types of management plans can be completed prior to having a General Plan in place, while others will be developed following the general planning effort.

## Approvals

The Department requires adequate review and approval of all management plans developed for units of the State Park System. District Superintendents or Policy Division Managers may develop or cause to be developed any number of management plans for units as needed or directed by the General Plan for the unit. This includes but is not limited to development plans, furnishing plans, wildfire management plans, interpretive plans, trail management plans and vegetation management plans. Any management plan prepared for a unit of the State Park System must be reviewed and approved using the Department's current policy and process as defined in the Departmental Notice for Management Plans for Units of the State Park System.

It should be noted that if a management plan is determined to be necessary for a unit of the State Park System, it would be considered a project under the California Environmental Quality Act. A Project Evaluation Form and subsequent environmental assessment must be completed and submitted for review and approval through the CEQA process (which could be a negative declaration, mitigated negative declaration, categorical exemption, or supplemental EIR that tiers off an approved General Plan). This process must be followed concurrently with the Department's review process outlined for management plans. The process for management plans may also require compliance with PRC Section 5024 for cultural resource properties and "other permitting requirements as dictated by the nature and location of the management plan; e.g.,

coastal permits, CDF approval, etc." Heritage resources management plans and policies shall also be reviewed in consultation with the State Office of Historic Preservation.

## Specific Project Plans

### Definition/Scope

Specific project plans are the detailed implementation plans needed to accomplish specific project(s) or management plan(s). Some specific project plans should not proceed without first having a Management Plan in place. For example, development of a visitor center should only occur based on an interpretive management plan. Specific project plans include: plans for the prescribed burn for a specific area of a unit, plans for a museum exhibit, budget packages, design concepts, site plans, and details for development of a campground. The specific project plans component also includes the research, staff work, and associated costs required for regulatory compliance and resource protection (CEQA, PRC 5024, Coastal Permit, Fish & Game Permit, Regional Water Quality Control Board...).

### Guidelines/Level of Detail

Level of detail is shaped by project type and complexity.

### Timing and Circumstances

Specific project plans are prepared as funding is imminent. Cultural and natural resource specialists and interpretive staff should participate in the earliest stages of program or theme development and conceptual design. Detailed resource evaluation follows completion of a design concept.

### Approvals

Specific project plans are typically reviewed and approved by the district superintendent. Some may require regulatory review and compliance.

## **Environmental Conditions Monitoring and Assessment Program**

Unit-specific monitoring plans are developed to assess the status and condition of a park's vital resources and the effectiveness of management actions. They describe the important components of a specific park that need to be monitored with respect to stated management goals, priorities, and issues. They also specify what, how, and when to inventory, monitor, and assess each component. Monitoring Plans can be developed for natural resources (e.g., Natural Resource Inventory, Monitoring and Assessment Plans developed following the Environmental Condition Assessment (ECA) process), for inventory and assessment of the condition of cultural features and sites, or for monitoring of visitor use and its effects on park resources.

Monitoring Plans can be developed at any point in the planning process. Results from implementation of these monitoring plans are kept in the Unit Data File and feed directly back to all other levels of the planning process by providing information for sound management decisions and adaptive management of parks and their resources. Results of the Monitoring Plans may cause an assessment and potential revision of existing Classifications, General Plans and/or Management Plans.

## **Glossary of Planning Terms**

### **SUPPLEMENTAL EFFORTS – Glossary of Planning Terms**

This section is one of the important supplemental efforts previously identified in the Planning Handbook. The Department will provide additional information and guidance, as necessary, when sufficient resources become available.

## References

### INTERPRETATION AND EDUCATION

Many of the California State Parks documents listed below are available at [www.parks.ca.gov/interptools](http://www.parks.ca.gov/interptools). For copies of documents in either hardcopy or on CD, contact the California State Parks Interpretation and Education Division at (916) 654-2249, or [interp@parks.ca.gov](mailto:interp@parks.ca.gov).

Helmich, Mary A.

*Park-to-Park Index*. California State Parks. Sacramento, 2000.  
[http://www.parks.ca.gov/default.asp?page\\_id=23126](http://www.parks.ca.gov/default.asp?page_id=23126)

Helmich, Mary A.

*Workbook for Planning Interpretive Projects in California State Parks*. California State Parks. Sacramento, 1997.

Porter, Erika R., and Jenan Saunders

*All Visitors Welcome: Accessibility in State Park Interpretive Programs and Facilities*. 3<sup>rd</sup> edition. California State Parks. Sacramento, 2003.

Ward, Carolyn J., and Alan E. Wilkinson

*Basic Interpretation Learning System (BILS) Handbook*. California State Parks. Sacramento, 2003.

*California State Parks Accessibility Guidelines*. California State Parks. Sacramento, 2005.

[http://isearch.parks.ca.gov/pages/358/files/ca\\_stateparks\\_accessguide\\_Rev.pdf](http://isearch.parks.ca.gov/pages/358/files/ca_stateparks_accessguide_Rev.pdf)

The California State Board of Education Content Standards for grades K-12 can be downloaded from the California Department of Education website at

<http://www.cde.ca.gov/be/st/ss/>, or hardcopies may be purchased from

CDE Press Sales

1430 N Street, Suite 3207

Sacramento, CA 95814

1-800-995-4099

*Career Technical Education Content Standards*. California State Board of Education. Sacramento, 2005.

*English Language Arts Content Standards*. California State Board of Education. Sacramento, 1997.

*English Language Development Content Standards*. California State Board of Education. Sacramento, 1999.

*History-Social Science Content Standards*. California State Board of Education. Sacramento, 1998.

*Mathematics Content Standards*. California State Board of Education. Sacramento, 1997.

*Physical Education Content Standards*. California State Board of Education. Sacramento, 2005.

*Science Content Standards*. California State Board of Education. Sacramento, 1998.

*Visual and Performing Arts Content Standards*. California State Board of Education. Sacramento, 2001.

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SUPPLEMENTAL EFFORTS – Expand reference list to include references referred to elsewhere in Planning Handbook.

“This section is one of the important supplemental efforts previously identified in the Planning Handbook. The Department will provide additional information and guidance, as necessary, when sufficient resources become available. “

## Appendices

**Appendix A:**  
**PUBLIC RESOURCES CODE**  
**SECTION 5019.50-5019.80**

5019.50. All units that are or shall become a part of the state park system, except those units or parts of units designated by the Legislature as wilderness areas pursuant to Chapter 1.3 (commencing with Section 5093.30), or where subject to any other provision of law, including Section 5019.80 and Article 1 (commencing with Section 36600) of Chapter 7 of Division 27, shall be classified by the State Park and Recreation Commission into one of the categories specified in this article. Classification of state marine reserves, state marine parks, and state marine conservation areas, requires the concurrence of the Fish and Game Commission for restrictions to be placed upon the use of living marine resources.

5019.53. State parks consist of relatively spacious areas of outstanding scenic or natural character, oftentimes also containing significant historical, archaeological, ecological, geological, or other similar values. The purpose of state parks shall be to preserve outstanding natural, scenic, and cultural values, indigenous aquatic and terrestrial fauna and flora, and the most significant examples of ecological regions of California, such as the Sierra Nevada, northeast volcanic, great valley, coastal strip, Klamath-Siskiyou Mountains, southwest mountains and valleys, redwoods, foothills and low coastal mountains, and desert and desert mountains.

Each state park shall be managed as a composite whole in order to restore, protect, and maintain its native environmental complexes to the extent compatible with the primary purpose for which the park was established.

Improvements undertaken within state parks shall be for the purpose of making the areas available for public enjoyment and education in a manner consistent with the preservation of natural, scenic, cultural, and ecological values for present and future generations. Improvements may be undertaken to provide for recreational activities including, but not limited to, camping, picnicking, sightseeing, nature study, hiking, and horseback riding, so long as those improvements involve no major modification of lands, forests, or waters. Improvements that do not directly enhance the public's enjoyment of the natural, scenic, cultural, or ecological values of the resource, which are attractions in themselves, or which are otherwise available to the public within a reasonable distance outside the park, shall not be undertaken within state parks.

State parks may be established in the terrestrial or nonmarine aquatic (lake or stream) environments of the state.

5019.56. State recreation units consist of areas selected, developed, and operated to provide outdoor recreational opportunities. The units shall be designated by the commission by naming, in accordance with Article 1 (commencing with Section 5001) and this article relating to classification. In the planning of improvements to be

undertaken within state recreation units, consideration shall be given to compatibility of design with the surrounding scenic and environmental characteristics.

State recreation units may be established in the terrestrial or nonmarine aquatic (lake or stream) environments of the state and shall be further classified as one of the following types:

(a) State recreation areas, 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. Areas containing ecological, geological, scenic, or cultural resources of significant value shall be preserved within state wildernesses, state reserves, state parks, or natural or cultural preserves, or, for those areas situated seaward of the mean high tide line, shall be designated state marine reserves, state marine parks, state marine conservation areas, or state marine cultural preservation areas.

Improvements may be undertaken to provide for recreational activities, including, but not limited to, camping, picnicking, swimming, hiking, bicycling, horseback riding, boating, waterskiing, diving, winter sports, fishing, and hunting.

Improvements to provide for urban or indoor formalized recreational activities shall not be undertaken within state recreation areas.

(b) Underwater recreation areas, consisting of areas in the nonmarine aquatic (lake or stream) environment selected and developed to provide surface and subsurface water-oriented recreational opportunities, while preserving basic resource values for present and future generations.

(c) State beaches, consisting of areas with frontage on the ocean, or bays designed to provide swimming, boating, fishing, and other beach-oriented recreational activities. Coastal areas containing ecological, geological, scenic, or cultural resources of significant value shall be preserved within state wildernesses, state reserves, state parks, or natural or cultural preserves, or, for those areas situated seaward of the mean high tide line, shall be designated state marine reserves, state marine parks, state marine conservation areas, or state marine cultural preservation areas.

(d) Wayside campgrounds, consisting of relatively small areas suitable for overnight camping and offering convenient access to major highways.

5019.59. Historical units, to be named appropriately and individually, consist of nonmarine areas established primarily to preserve objects of historical, archaeological, and scientific interest, and archaeological sites and places commemorating important persons or historic events. The areas should be of sufficient size, where possible, to encompass a significant proportion of the landscape associated with the historical objects. The only facilities that may be provided are those required for the safety, comfort, and enjoyment of the visitors, such as access, parking, water, sanitation, interpretation, and picnicking. Upon approval by the commission, lands outside the primary historic zone may be selected or acquired, developed, or operated to provide camping facilities within appropriate historical units. Upon approval by the State Park and Recreation Commission, an area outside the primary historic zone may be

designated as a recreation zone to provide limited recreational opportunities that will supplement the public's enjoyment of the unit. Certain agricultural, mercantile or other commercial activities may be permitted if those activities are a part of the history of the individual unit and any developments retain or restore historical authenticity. Historical units shall be named to perpetuate the primary historical theme of the individual units.

5019.62. State seashores consist of relatively spacious coastline areas with frontage on the ocean, or on bays open to the ocean, including water areas landward of the mean high tide line and seasonally connected to the ocean, possessing outstanding scenic or natural character and significant recreational, historical, archaeological, or geological values. The purpose of state seashores shall be to preserve outstanding natural, scenic, cultural, ecological, and recreational values of the California coastline as an ecological region and to make possible the enjoyment of coastline and related recreational activities which are consistent with the preservation of the principal values and which contribute to the public enjoyment, appreciation, and understanding of those values. Improvements undertaken within state seashores shall be for the purpose of making the areas available for public enjoyment, recreation, and education in a manner consistent with the perpetuation of their natural, scenic, cultural, ecological, and recreational value. Improvements which do not directly enhance the public enjoyment of the natural, scenic, cultural, ecological, or recreational values of the seashore, or which are attractions in themselves, shall not be undertaken.

5019.65. State reserves consist of areas embracing outstanding natural or scenic characteristics or areas containing outstanding cultural resources of statewide significance. State reserve units may be established in the terrestrial or nonmarine aquatic (lake or stream) environments of the state and shall be further classified as one of the following types:

(a) State natural reserves, consisting of areas selected and managed for the purpose of preserving their native ecological associations, unique faunal or floral characteristics, geological features, and scenic qualities in a condition of undisturbed integrity. Resource manipulation shall be restricted to the minimum required to negate the deleterious influence of man.

Improvements undertaken shall be for the purpose of making the areas available, on a day use basis, for public enjoyment and education in a manner consistent with the preservation of their natural features. Living and nonliving resources contained within state natural reserves shall not be disturbed or removed for other than scientific or management purposes.

(b) State cultural reserves, consisting of areas selected and managed for the purpose of preserving and protecting the integrity of places that contain historic or prehistoric structures, villages, or settlements, archaeological features, ruins, artifacts, inscriptions made by humans, burial grounds, landscapes, hunting or gathering sites, or similar evidence of past human lives or cultures. These areas may also be places of spiritual significance to California Native Americans. Within state cultural reserves, the highest level of resource protection shall be sought. Improvements may be undertaken for the purpose of providing public access, enjoyment, and education, and for cultural resource protection. Improvements made for the purpose of cultural resource protection shall take into account the possible need for access to the site for ceremonial or spiritual purposes. Living and nonliving resources contained within state cultural reserves may

be used for ceremonial or spiritual purposes, consistent with other laws, and if the use is not harmful to threatened or endangered species or to the cultural resources intended for protection by this designation. Management actions shall be consistent with the preservation of cultural resources and with federal and state laws.

5019.68. State wildernesses, in contrast with those areas where man and his own works dominate the landscape, are hereby recognized as areas where the earth and its community of life are untrammelled by man and where man himself is a visitor who does not remain. A state wilderness is further defined to mean an area of relatively undeveloped state-owned or leased land which has retained its primeval character and influence or has been substantially restored to a near-natural appearance, without permanent improvements or human habitation, other than semi-improved campgrounds, or structures which existed at the time of classification of the area as a state wilderness and which the State Park and Recreation Commission has determined may be maintained and used in a manner compatible with the preservation of the wilderness environment, or primitive latrines, which is protected and managed so as to preserve its natural conditions, and which:

(a) Appears generally to have been affected primarily by the forces of nature, with the imprint of man's work substantially unnoticeable.

(b) Has outstanding opportunities for solitude or a primitive and unconfined type of recreation.

(c) Consists of at least 5,000 acres of land, either by itself or in combination with contiguous areas possessing wilderness characteristics, or is of sufficient size as to make practicable its preservation and use in an unimpaired condition.

(d) May also contain ecological, geological, or other features of scientific, educational, scenic, or historical value. State wildernesses may be established within the boundaries of other state park system units.

5019.71. Natural preserves consist of distinct nonmarine areas of outstanding natural or scientific significance established within the boundaries of other state park system units. The purpose of natural preserves shall be to preserve such features as rare or endangered plant and animal species and their supporting ecosystems, representative examples of plant or animal communities existing in California prior to the impact of civilization, geological features illustrative of geological processes, significant fossil occurrences or geological features of cultural or economic interest, or topographic features illustrative of representative or unique biogeographical patterns. Areas set aside as natural preserves shall be of sufficient size to allow, where possible, the natural dynamics of ecological interaction to continue without interference, and to provide, in all cases, a practicable management unit. Habitat manipulation shall be permitted only in those areas found by scientific analysis to require manipulation to preserve the species or associations that constitute the basis for the establishment of the natural preserve.

5019.74. Cultural preserves consist of distinct nonmarine areas of outstanding cultural interest established within the boundaries of other state park system units for the purpose of protecting such features as sites, buildings, or zones which represent significant places or events in the flow of human experience in California. Areas set aside as cultural preserves shall be large enough to provide for the effective protection

of the prime cultural resources from potentially damaging influences, and to permit the effective management and interpretation of the resources. Within cultural preserves, complete integrity of the cultural resources shall be sought, and no structures or improvements that conflict with that integrity shall be permitted.

5019.80. (a) The Marine Managed Areas Improvement Act (Chapter 7 (commencing with Section 36600) of Division 27) establishes a uniform classification system for state marine managed areas and is incorporated herein by reference. Any proposals for marine managed areas made after January 1, 2002, shall follow the guidelines set forth in that act. Pursuant to Section 36750, existing marine or estuarine areas within units of the state park system that have not been reclassified in accordance with the Marine Life Protection Act (Chapter 10.5 (commencing with Section 2850) of Division 3 of the Fish and Game Code) on January 1, 2002, shall be reclassified by the State Interagency Coordinating Committee into one of the following classifications:

- (1) State marine reserve.
- (2) State marine park.
- (3) State marine conservation area.
- (4) State marine cultural preservation area.
- (5) State marine recreational management area.

(b) The process for establishing, deleting, or modifying state marine reserves, state marine parks, state marine conservation areas, state marine cultural preservation areas, and state marine recreational management areas shall be established pursuant to that act. The restrictions and allowable uses applicable to those areas are as set forth in that act.

## **Appendix B**

### **California Public Resource Code Section**

#### **§ 5002.2)**

(a) Following classification or reclassification of a unit by the State Park and Recreation Commission, and prior to the development of any new facilities in any previously classified unit, the department shall prepare a general plan or revise any existing plan, as the case may be, for the unit.

The general plan shall consist of elements that will evaluate and define the proposed land uses, facilities, concessions, operation of the unit, any environmental impacts, and the management of resources, and shall serve as a guide for the future development, management, and operation of the unit.

The general plan constitutes a report on a project for the purposes of Section 21100. The general plan for a unit shall be submitted by the department to the State Park and Recreation Commission for approval.

(b) The resource element of the general plan shall evaluate the unit as a constituent of an ecological region and as a distinct ecological entity, based upon historical and ecological research of plant-animal and soil-geological relationships and shall contain a declaration of purpose, setting forth specific long-range management objectives for the unit consistent with the unit's classification pursuant to Article 1.7 (commencing with Section 5019.50), and a declaration of resource management policy, setting forth the precise actions and limitations required for the achievement of the objectives established in the declaration of purpose.

(c) Notwithstanding the requirements of subdivision (a), the department is not required to prepare a general plan for a unit that has no general plan or to revise an existing plan, as the case may be, if the only development contemplated by the department consists of the repair, replacement, or rehabilitation of an existing facility; the construction of a temporary facility, so long as such construction does not result in the permanent commitment of a resource of the unit; any undertaking necessary for the protection of public health or safety; or any emergency measure necessary for the

immediate protection of natural or cultural resources; or any combination thereof at a single unit. Any development is subject to the requirements of the California Environmental Quality Act (Division 13 (commencing with Section 21000)).

(d) Any general plan approved prior to July 1, 1972, may be used as the basis for development if the director finds that there has been no significant change in the resources of the unit since approval of the plan and that the plan is compatible with current policies governing development of the unit and the classification of the unit.

(e) Consistent with good planning and sound resource management, the department shall, in discharging its responsibilities under this section, attempt to make units of the state park system accessible and usable by the general public at the earliest opportunity.

(f) The department may prepare a general plan which includes more than one unit of the state park system for units which are in close proximity to one another and which have similar resources and recreational opportunities if that action will facilitate the protection of public resources and public access to units of the state park system.

## **General Plan Project Agreement (Example)**

### **BIG BASIN REDWOODS STATE PARK PROJECT AGREEMENT**

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## INTRODUCTION

This Project Agreement has been developed jointly between the Planning, Policy and Programming Committee (PPPC), the Santa Cruz District (District), and the Northern Service Center General Plan Section (Planning Section) of the California *California State Parks*. It represents the Department's strategy for completion of the Big Basin Redwoods State Park General Plan, laying out the framework for the planning process, describing the expectations and responsibilities of all parties, and summarizing the major issues to be addressed in the General Plan. The Project team includes staff from the Northern Service Center, Big Basin Redwoods State Park and Santa Cruz District office.

### **The objectives of the Project Agreement are:**

- To establish clear expectations for the scope of the project,
- To provide an estimate of staff time required for research, public involvement, development of alternatives and a single plan, and document production,
- To hold both staff and management accountable for timely completion and appropriate support of the General Plan,
- To provide a measurable framework for changes as they occur during the General Plan process, and
- To inform management of the specific effects their decisions will have on the progress of the General Plan.

In the event that the planning process is affected by unforeseen circumstances, amendments to this Project Agreement may be submitted by the Planning Section or District to the PPPC for their authorization. Such amendments will be submitted at the first sign of conflict or need, along with reasonable justification for the suggested changes.

## **RESPONSIBILITIES**

To insure that the objectives of this Project Agreement are met, the Planning, Policy and Programming Committee, the Northern Service Center General Plan Section, and the Santa Cruz District will assume the following project responsibilities:

### **A. Planning, Policy and Programming Committee (PPPC)**

- Make commitments of staff and funding based on the Project Agreement (see Staffing and Funding Plan on page 11),
- Review and authorize amendments to the Project Agreement, and
- Keep the Planning Section and District informed of any situations or outside actions that may affect the outcome or performance of the planning effort.
- Facilitate reviews and comments of the Draft General Plan by executive staff and all appropriate divisions.

### **B. Northern Service Center General Plan Section (Planning Section)**

- Complete project work within the approved budget and schedule (see Schedule on page 12),
- Provide appropriate materials to the PPPC for review at the following milestones in the General Plan process:
  - At the completion of the draft Project Agreement
  - Prior to public review of plan alternatives
  - Prior to public review of the single plan proposals
  - At the completion of the Draft General Plan
  - At the completion of the CEQA public review
  - Prior to the Director's briefing for the Park and Recreation Commission hearing,
- Provide project status reports, as requested by the PPPC,
- Promptly alert the PPPC and District as problems arise during the General Plan process, and
- Prepare written amendments to the Project Agreement and submit them to the PPPC for authorization.

### **C. Santa Cruz District**

- Superintendent agrees to authorize District and park staff assistance in preparation of the General Plan and to lead necessary work in the field,

- Collaborate with and provide information to the Northern Service Center staff about the General Plan,
- Conduct District meetings to arrive at consensus and actively discuss issues and plans with input to Northern Service Center staff before documents are written,
- Help develop and formulate planning documents, circulate as necessary, and review and submit comments and amendments for all drafts,
- Help develop, formulate, review and authorize amendments to the Project Agreement, and
- Assist with communications of General Plan information to and from the local public, media and agencies.

## SCOPE OF WORK

Big Basin was the site of the first successful effort to preserve ancient coast redwood forest. As the oldest park in the California State Park System, it also has a long history of providing public access and facilities for enjoyment of the forest. The park is visited by approximately 1 million people each year. The Department recognizes the importance of preserving these significant resources and is committed to developing a long-range plan for future protection, management, and enjoyment by current and future generations.

The scope of work identified by the planning section and the district includes the identification of major issues that the planning effort will address (Scope of Issues), and estimated future staffing time and costs to be allocated from the Northern Service Center and Santa Cruz District (Staffing and Funding Plan).

### A. SCOPE OF ISSUES

The following represents a scope of issues to be addressed in the General Plan. Each issue is described briefly, followed by the actions and desired General Plan resolution intended by the Project team.

#### 1. Unit Purpose and relationships between the cultural, natural, and recreational resources, and desired visitor experiences

Big Basin Redwoods State Park is recognized for its ancient coast redwood forest and the preservation movement by early conservationists to preserve the mighty redwoods and create a park in 1902. In the following decades, visitation to Big Basin grew as park amenities were developed. During the Great Depression of the 1930s, the Civilian Conservation Corps built many of the roads, trails, campgrounds, picnic areas and buildings still standing today.

A delicate interrelationship exists between the natural, cultural and recreational resources. Indications are that significant resource values are being impacted in some areas of the park by past and present uses. This unit requires a plan that will provide proper stewardship of significant resource values, recognizing inherent conflicts and supporting attributes for the long-term direction of the park. The Department must collectively develop long-range goals for this state park to effectively evaluate planning ideas and decisions during the General Plan process.

Intended Actions: The Project team will facilitate the process of establishing a new Declaration of Purpose and Vision for the park. The Declaration of Purpose, along with the unit Vision, will provide a context and direction for unit management and planning. These statements will inform and guide consideration of various alternatives and proposals through the General Plan process, and beyond. The Project team will conduct site investigations and analyze information, to identify the opportunities for resource enhancement, to improve park operations and services, to establish recreation goals and guidelines, and to assess potential impacts.

## **2. Visitor use impacts on the prime resources**

Visitor use and recreation facilities are located in the prime resource (i.e., the large diameter, old-growth coast redwood forest community) of Big Basin. By focusing recreational opportunities in the prime resource, intense and sustained human presence may have significant impacts.

Intended Actions: The Project team will make a general evaluation of adverse impacts on key elements of the prime resource, and make recommendations for reducing, avoiding, reversing and mitigating adverse effects.

The Project team may consider core habitats in the prime resource for sub-classification as natural preserve(s) or other legal designations depending on the level of protection that is desired. The appropriate designation could be recommended to the State Park and Recreation Commission at the General Plan Hearing. Should recommendations result in proposals to relocate or make adjustments to any recreational facilities, the Project team will identify and evaluate appropriate candidate relocation areas and develop guidelines for desired outcomes.

## **3. Qualitative assessment of impacts to sensitive plant and animal species in heavy use areas**

Numerous sensitive species have been identified as occurring at Big Basin Redwoods State Park. Current information is needed to determine which sensitive species occur in heavy visitor use areas of the park and what impacts they may be subjected to. This information would be used to develop area specific goals and guidelines in the General Plan and to prescribe the development of management recommendations for their preservation.

Intended Actions: The Project team will identify the potential for sensitive species occurrences in heavy use areas of the park, identify impacts to these species as related to heavy use, and provide guidelines for the continuance of these species there.

The Project team will accumulate and review pertinent literature, and confer with scientists and others having expertise on the marbled murrelet critical habitat and others in order to develop guidelines toward their preservation in the park.

## **4. Preservation of significant cultural resources in the park, with an emphasis on the Park Headquarters and Rancho del Oso areas.**

The park has outstanding examples of park rustic architecture created or modified in the 1930s by the Civilian Conservation Corps. NPS and OHP informally consider at least four of these structures worthy for a National Historic Landmark: Park HQ, the Store, Big Basin Lodge, and the Campfire Center. There are many other structures and features built or renovated by the CCC along Opal Creek and Blooms Creek and in the area of park

headquarters. Many other existing buildings and structures were built soon after World War II. Some facilities are near the end of their useful life.

Most of the needed field work has been completed for initial identification of significant cultural resources. Surveys for potentially significant historic resources are needed in the following specific areas: newly acquired parcels by the south entrance, and along lower Waddell Creek for historic logging features.

Museum collections are an important resource for the interpretation of the park as well as an important focus of preservation in themselves. The main areas of concern are the general condition, breadth, acquisition potentials, facilities and maintenance of the collection. A draft Scope of Collections has been prepared for this unit.

Intended Actions: The Project team will complete the inventory of potentially significant historic resources. Potential impacts to significant cultural resources will be evaluated and addressed by appropriate guidelines. Evaluations of significance will be prepared, including assessments of architectural integrity. Architectural research will be completed to support the updated synthesis of overall park history. This research is integral to assessments of preservation, reconstruction, and adaptive reuse potentials. A historic district designation may be considered for the vicinity of park headquarters that could result in a National Register district nomination.

With completion of a survey of individual historic buildings and structures, the Project team will complete an investigation of the cultural landscape. This investigation will consider the individual buildings and structures and their relationship in an overall historical context. This investigation will create a vision for the evaluation of use and the protection of these important resources.

The Project team will complete the Euro-American background history. Some issues will need historic research to better understand chronology, circumstances, causes and effects. An abstract of the Euro-American history will appear in the General Plan. Similarly, an ethnography / ethnohistory background research will be conducted in support of interpretive products and programs.

The Project team will research and address the museum collection, conditions and facilities as they relate to the Declaration of Purpose, interpretive themes, and interpretive periods of the park.

The Project team will prepare General Plan guidelines on museum collections and facilities and include a summary of the Scope of Collections Statement.

## **5. Appropriate land use determinations and scope of recreational access and opportunities within Big Basin Redwoods State Park**

The Santa Cruz Mountain parks, including Big Basin Redwoods State Park, have a long history of preserving open space, creating opportunities for outdoor experiences, and providing high quality outdoor recreational use. This unit is surrounded by other state parks, county parks, open space preserves, private forest and residences, and privately developed recreation areas. In these surrounding areas there are campgrounds, trails, picnic facilities, and multiple access trail connections. Some of the early recreational facilities in the park have acquired historical significance. Land uses and facilities may not be entirely compatible with resource management objectives.

The park is often viewed from outside DPR as being two separate units: Big Basin (the main Headquarters area) and Rancho del Oso. Opportunities exist during this planning effort to integrate these two areas for better recognition by visitors and outside agencies, and to improve effectiveness of park operations, visitor services, interpretation, unit access and circulation.

Intended Actions: The Project team will identify and evaluate regional recreational needs, and relate them to demands and opportunities at Big Basin Redwoods State Park. Land uses and park facilities will be evaluated for their appropriateness and compatibility with resource management objectives and the stated purpose for the park. The Project team will evaluate potential secondary access locations and determine a desired level of visitor use and experiences for various land use zones.

Goals and guidelines for recreational use will be set. The General Plan will define the allowable use intensity in terms of the appropriate facilities and use within the different land use zones.

## **6. Enhancement of the main entrance on Highway 236 and circulation into Big Basin (Park Headquarters Area)**

The primary visitor access into Big Basin is from State Highway 236. Visitors enter the park on a scenic drive through the giant redwoods, while looking for the entrance station and directions to park facilities. They drive by campgrounds, trails, and points of interest before arriving at the Headquarters Area, where first-time visitors encounter multiple choices for parking, information, and activities. The park needs a well-designed entrance on Highway 236 and a primary public contact location. Providing clear welcome to visitors, a strong sense of arrival, and an orientation to visitor facilities and points of interest will also improve park operations and management capabilities.

**Intended Actions:** The Project team will evaluate existing conditions, determine visitor and operational needs, and establish goals and guidelines for enhancement of the main park entrance. Circulation on State Highway 236 through the park and interrelationship with other land use guidelines will also be addressed. The Project team will also evaluate the concept of managing vehicle access as it relates to potential changes in land use and visitor use patterns.

## **7. Enhancement of the Highway 1 entrance to Rancho del Oso and the Nature and History Center**

Limited access into Big Basin is also provided through the Rancho del Oso (RDO) area from State Highway 1 at the mouth of Waddell Creek, which serves as a trailhead for hiking, horseback riding, mountain biking, windsurfing, tidepooling, and birdwatching. A separate access is provided to the Nature and History Center. A mix of recreational, interpretive, and administrative land uses and facilities occur in this overall area, and limited access and parking facilities are provided. This area is located within the Coastal Zone and decisions may be influenced by the approved Local Coastal Plan.

**Intended Actions:** The Project team will study Waddell Beach, the Nature and History Center, and the Rancho del Oso area generally to establish a primary purpose and vision for this area. This planning approach will evaluate the potential long-term uses, identify impacts on resources, and develop guidelines to enhance visitor experiences and integrate multiple land uses. Options to enhance this entrance will be studied to provide better visitor orientation, interpretation and resource protection. Goals and guidelines for public access and appropriate visitor facilities and use will be developed.

## **8. Connectivity and compatibility of state park lands with surrounding land uses.**

The California State Park and Recreation Commission, in July 1969, approved the proposed boundary lines of Big Basin Redwoods State Park as described on the Land and Boundary Plan Map No. 11397, dated July 10, 1969, signed by William Penn Mott, Jr., Director. This map, showing the Ultimate Park Boundary, has guided the Department and the Sempervirens Fund during the acquisition of lands for inclusion into the park. There are park properties outside this ultimate boundary that have been acquired or gifted to the Department for park purposes.

Intended Actions: The Project team will evaluate state park lands outside the 1969 boundary for potential linkages with surrounding state and county parks. These lands will be evaluated for their potential value as biodiversity corridors, for park land connectivity and management, and for public land use. The General Plan will provide goals and guidelines for management and/or future land additions. The team will also investigate potential natural, cultural, interpretive and recreational values on state park lands outside the Ultimate Park Boundary, and define how they contribute to the park as a whole.

## **9. Interpretation**

Current and future interpretation for Big Basin Redwoods State Park should be evaluated to guide the development of an overall and integrated interpretive plan for the unit. The major spheres of consideration are the Coast Redwood Forest and its ecosystem, the historic headquarters area, Rancho del Oso area, interpretive trails, a possible State Park Museum, environmental and historic interpretive programs. Such interpretive issues are important as they interact with most other aspects of the plan.

Intended Actions: The Project team will research and address interpretive issues, facilities, themes, periods and topics for the unit. An Interpretive Prospectus may be prepared for this unit following the completion of the General Plan.

## **Compliance with the California Environmental Quality Act (CEQA)**

A "tiered" approach will be used to meet the requirements of CEQA. A first tier EIR will be prepared for the General Plan. Subsequent management plans, area development plans, and specific project plans, implementing the General Plan may be subject to additional environmental review (second and third tiers, etc.). The degree of specificity will reflect the level of detail in the General Plan and subsequent plans.

### Potential adverse impacts in the first tier include:

- soil erosion and geological impacts
- vegetation/habitat changes or loss
- wildlife disturbance or loss
- traffic generation and reduction in level of service
- land use changes
- loss or destruction of historical and archaeological resources
- loss of recreational opportunities
- non-conformance with local planning

Under Article 9, Contents of Environmental Impact Reports, Section 15129, the CEQA Guidelines state that “the EIR shall identify all federal, state, or local agencies, other organizations, and private individuals consulted in preparing the draft EIR, and the persons, firm, or agency preparing the draft EIR, by contract or other authorization.”

**STAFFING & FUNDING PLAN FOR FUTURE GENERAL PLAN WORK**

PERSON DAYS STAFFING	RESOURCE INVENTORY		GENERAL PLAN			TOTALS
	00/01	001/02	00/01	001/02	002/03	
SENIOR LANDSCAPE ARCHITECT (49.20)	5 \$1,968	5 \$1,968	5 \$1,968	10 \$3,936	10 \$3,936	35 \$13,776
ASSOCIATE LANDSCAPE ARCHITECT (PM) (44.80)	20 \$7,168	15 \$5,376	5 \$1,792	70 \$25,088	30 \$10,752	140 \$50,176
ASSOCIATE LANDSCAPE ARCHITECT (3) (44.80)	35 \$12,544	30 \$10,752	0	120 \$43,008	80 \$28,672	265 \$94,976
HISTORIAN III (44.50)	0 0	2 \$712	0 0	8 \$2,848	10 \$3,560	20 \$7,120
HISTORIAN II (38.00)	40 \$12,160	10 \$3,040	0 0	80 \$24,320	40 \$12,160	170 \$51,680
SENIOR RESOURCE ECOLOGIST (42.30)	2 \$676	0 0	0 0	5 \$1,692	5 \$1,692	12 \$4,060
SENIOR RESOURCE ECOLOGIST II (37.70)	90 \$27,144	20 \$6,032	0 0	120 \$36,192	80 \$24,128	310 \$93,496
ASSOCIATE ARCHAEOLOGIST I (37.70)	190 \$57,304	12 \$3,619	0 0	90 \$27,144	60 \$18,096	352 \$106,163
INTERPRETER II (38.00)	30 \$9,120	10 \$3,040	0 0	30 \$9,120	15 \$4,560	85 \$25,840
ASSOCIATE PARK & RECREATION SPECIALIST (41.60)	10 \$3,328	15 \$4,992	0 0	34 \$11,315	26 \$8,653	85 \$28,288
TOTAL PERSONAL DAYS	232 \$131,412	119 \$39,531	10 \$3,760	567 \$184,663	356 \$116,209	\$475,575
<b>1. otal</b>		<b>\$170,943</b>		<b>\$304,632</b>		

	RESOURCE INVENTORY		GENERAL PLAN			TOTALS
	00/01	001/02	00/01	001/02	002/03	
GIS \$26.80	10 \$2,144	10 \$2,144	0 0	30 \$6,432	20 \$4,288	70 \$15,008
REPORT EDITOR \$41.60	0 0	5 \$1,664	0 0	50 \$1,664	20 \$6,656	75 \$9,984
ARCHITECT & ENGINEERING SERVICES \$44.80	0 0	5 \$1,792	0 0	30 \$10,752	25 \$8,960	60 \$21,504
TOTAL	10 \$2,144	20 \$5,600	0 0	110 \$18,898	65 \$19,904	205 \$46,490
<b>TOTAL</b>		<b>\$7,744</b>		<b>\$38,753</b>		

Resource Inventory	General Plan	TOTAL
<b>\$178,687</b>	<b>\$343,385</b>	<b>\$522,072</b>

Studies, Travel, Reprographics, and Equipment \$10,000 \$12,000 \$15,000 \$27,000

Total Estimated NCS Cost: \$549,072

<b>Santa Cruz District</b>	* <b>NOTE:</b> The district and unit staff will assist the NSC staff as necessary for general plan preparation, as indicated in the Responsibilities Section on page 7.
District Superintendent	
Mountains Sector Superintendent	
Chief Ranger	
District Resource Ecologist	
District Interpretive Specialist	
Land Agent	
Unit Rangers and Maintenance staff	

**\* For most General Plans, the District is asked to provide a cost estimate for staff time allocated to this project.**

## SCHEDULE

<u>Anticipated Scope of Work</u>	<u>Anticipated Completion Date</u>
Prepare New Project Agreement	April 2001
Public Meeting (Issues & Concerns) #1 Information gathering to assess existing conditions	June 2001
Analysis of issues, focused study and gathering of additional information	August 2001
Preparation of Alternatives	November 2001
Public meeting/planning workshop #2 Present & discuss Alternatives	November 2001
Preparation of Single Plan	March 2002
Public Meeting (Present Single Plan) #3 Public review and comments	April 2002
Produce Draft General Plan Document	July 2002
DPR Review of Draft GP & Revisions	August 2002
Prepare Preliminary GP for CEQA review	August 2002
CEQA Review and Response to Comments	October 2002
Director's Briefing	October 2002
Parks and Recreation Commission Hearing	October 2002
Final General Plan & EIR	December 2002

## SIGNATURES

California State Parks  
Planning, Policy and Programming Committee  
(PPPC)

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Dan Ray, Committee Chairman  
Chief, Planning Division

Date: \_\_\_\_\_

California State Parks  
Santa Cruz District

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Chet Bardo, Acting District Superintendent

Date: \_\_\_\_\_

California State Parks  
Northern Service Center

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Kathy Amann, Manager

Date: \_\_\_\_\_

California State Parks  
Big Basin Redwoods SP General Project team

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Dave Keck, Supervisor, General Planning  
Northern Service Center

Date: \_\_\_\_\_

## **Appendix B: Unit Data File (UDF) Matrix (Example)**

The following matrix provides staff with the opportunity to score the importance of the resource information and its availability. This scoring guide indicates what inventory work is needed prior to proceeding with the request for a General Plan.

An assessment team, established by the District Superintendent or regional Service Center, uses this UDF matrix to determine if sufficient information is available to schedule a General Plan. This form is also used as a tool by the General Plan team to identify gaps in the data prior to the actual beginning the General Plan process.





**Unit Data File - (Index/Evaluation)**

Scoring Guide\*

D1, D2, C1: Inventory work is needed prior to proceeding with the Plan.

All Others: No inventory work is needed prior to proceeding with the Plan.

**Park Name** Palomar Mountain SP

**Park Number** 812

File Name	Sub File Name	Importance of Information				Availability of Info	
		A Not needed	B Low	C Medium	D High	1 None	2 Some
<b>Plant Life</b>	Mapped				X		
	Communities				X		X
	Terrestrial Vegetation				X		X
	Rare and Endangered				X		
	Special Interest Flora				X		X
	Exotic Flora		X			X	
	Marine Flora		X				X
	Monitoring data			X		X	
<b>Animal Life</b>	Mapped						
	Terrestrial Animal Life						
	Threat. & Endangered						
	Aquatic/Marine Fauna						

File Name	Sub File Name	Importance of Information				Availability of Info	
		A Not needed	B Low	C Medium	D High	1 None	2 Some
	Special Interest Fauna						
	Monitoring data						
<b>Geology/Soils</b>	Mapped						
	Geologic History						
	Unique Features						
	Volcanic Hazard						

	Erosion						
	Mineral Resources						
	Soil Maps						
	Geomorphology						
<b>Hydrology</b>	Mapped						
	Watersheds						
	Water Quality						
	Water Quantity						
	Water Rights						
	Data and reports						
	Watershed Features						
	Flooding						

File Name	Sub File Name	Importance of Information				Availability of Info	
		A Not needed	B Low	C Medium	D High	1 None	2 Some
<b>Meteorology</b>	Climatic Records						
	Isohietal maps						
<b>Cultural Resources</b>	Mapped						
	Archaeological sites						
	Hist. Sites & Structures						
	Euroamerican History						
	Sensitivity zones						
<b>Aesthetic Resources</b>	Mapped						
	Congruent features						
	Incongruent features						
<b>Recreation Resources</b>	Mapped						
	Recreation Facilities						
	User Surveys						
	Attendance Data						

		<b>Importance of Information</b>				<b>Availability of Info</b>	
<b>File Name</b>	<i>Sub File Name</i>	A <i>Not needed</i>	B <i>Low</i>	C <i>Medium</i>	D <i>High</i>	1 <i>None</i>	2 <i>Some</i>
<b>Public Use Facilities</b>	Mapped						
	Water						
	Sewer						
	Telephone						
	Electrical						
<b>Land Use</b>	Mapped						
	Land Rec. Areas						
	Water Rec. Areas						
	Entrance Areas						
	Administrative Areas						
	Wilderness Areas						
	Preserve/Reserve						
<b>Interpretive</b>	Mapped						
	Interpretive Period						
	Unit History						
	Oral Histories						
	Natural History Info.						
	Statistics						
<b>Scope of Collections</b>	Museum Collections						
	Archeological						
	Archives						

		<b>Importance of Information</b>				<b>Availability of Info</b>	
<b>File Name</b>	<i>Sub File Name</i>	A <i>Not needed</i>	B <i>Low</i>	C <i>Medium</i>	D <i>High</i>	1 <i>None</i>	2 <i>Some</i>
<b>Mapping/photos</b>	Aerial Photos						
	GIS						
	Unit Base Maps						
	Video/photo records						
	APN Data base						
<b>Acquisition History</b>	Classified						





## Appendix C: Meta Data (Example)

The following example was taken from the Department's website at the following address:  
[http://intranet.inside.parks.ca.gov/offices/general\\_plans/about/about06.htm](http://intranet.inside.parks.ca.gov/offices/general_plans/about/about06.htm)

Central Division - Bay Area  
Candlestick Point State Recreation Area

<b>Identifier</b>	General Plan Document
<b>Citation Information</b>	
<b>Title</b>	Candlestick Point State Recreation Area Resource Management Plan, General Development Plan, and Environmental Impact Report
<b>Originator</b>	California State Park System
<b>Edition</b>	General Development Plan 1978 - 120-pages 10,757kb General Plan Amendment 1987 - 103-pages 6,385kb Approved 1978, Final Printed June 1979
<b>Publication Date</b>	This GDP was made functionally obsolete when the PRC approved a "General Plan Amendment" in May 1987. The Final Amendment report, printed in March 1988, revised or reprinted the entire original RMP - GDP -EIR.
<b>Information Resource Type</b>	Format: Hardcopy, Adobe Portable Document Format (PDF) Content: Documents; Maps; Reports
<b>Other Citation Details</b>	State Park and Recreation Commission Resolution 64-78
<b>Identification Information</b>	
<b>Abstract</b>	Provides resource management policies and development proposals for Candlestick Point SRA, the State Park System's first urban development. Provides general guidelines for all area development and management. Candlestick Point SRA, with its bay shoreline, is less than one hour away from millions of urban dwellers; with statewide significance of an acreage and shoreline on the biggest and most significant estuarine system in California.
<b>Purpose</b>	The SRA enables the State Park System to extend recreational and cultural facilities to urban areas, where opportunities for access to the system have traditionally been limited.
<b>Time Period</b>	1970's - 1980's
<b>Currentness</b>	As of Publication Date

<b>Progress</b>	Complete
<b>Update Frequency</b>	None
<b>Place</b>	California 170 acres, and about 3 1/2 miles of San Francisco Bay shoreline; Project boundary abuts the US Naval Shipyard at the furthest northern border and the San Mateo County line to the South. Project is directly across the street from the San Francisco Executive Park, Candlestick Stadium, and the Alice Griffith Housing project.
<b>Geographic Region</b>	Southeast part of San Francisco City and County. Northeast part of San Mateo County. Access is from Highway 101 (Bayshore Freeway) and city streets.
<b>Themes</b>	Park Districts; Parks; State Recreation Area
<b>User Keywords</b>	California State Parks; Department of Parks and Recreation
<b>Access Limitations</b>	Public
<b>Use Limitations</b>	Free Use - except in cases of copyright publications. Note however that the supplier is not responsible for inappropriate use of this dataset, nor is he responsible for any erroneous conclusions as a result of use of this dataset.
<b>Data Contact</b>	State of California, Park Services Division
<b>Distribution Information</b>	
<b>Online Linkage</b>	Departmental Intranet
<b>Distribution Format</b>	Adobe Acrobat Portable Document Format (PDF)
<b>Distribution Contact</b>	State of California, Central Records

## **Appendix D: Management Zone Matrix (Example)**

The example on the following pages was taken from the Chino Hills State Park General Plan, dated February 1999. This example describes four management zones, and for each zone addresses the primary goal, resource management, carrying capacity, typical visitor activities, public access, and the range of appropriate facilities. There is no set standard or single way to prepare a management zone matrix. Other General Plan examples can be found (Humboldt Redwoods SP, Castle Rock SP, and Mount San Jacinto SP), which should be reviewed for alternative methods in preparing a matrix for discussion of management zone or land use areas.

Please refer to the previous section in this handbook titled “The Long-range Goals and Guidelines section” for a more detailed discussion and guidelines on the preparation of Management Zones.

	<b><i>Core Habitat Zone</i></b>	<b><i>Natural Open Space Zone</i></b>
<b>PRIMARY GOAL</b>	<ul style="list-style-type: none"> <li>The primary goal of the Core Habitat Zone is to preserve and protect sensitive plant and animal species and their supporting habitats, as well as to protect the movement of plants and animals within the park and throughout the region. Resource protection will be the foremost consideration for all land use and management decisions.</li> </ul>	<p>The primary goal for the Natural Open Space Zone is to preserve and protect the resources and at the same time to provide for quality recreational opportunities.</p>
<b>RESOURCE MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Visitor and management activities within the zone will have no significant adverse impact on resources. Patrol and utility company vehicles and motorized equipment use is permitted on designated park roads and trails.</li> </ul>	<ul style="list-style-type: none"> <li>Visitor use and management activities will not have more than minimal impacts on resources. Patrol and utility company vehicles and motorized equipment use is permitted on designated park roads and trails.</li> </ul>
<b>CARRYING CAPACITY</b>	<ul style="list-style-type: none"> <li>Visitors will experience a sense of remoteness and calm. The sights and sounds of nature will be more prevalent than those of human use. The chance of encountering other people will be low, and there will be extensive opportunities to experience natural quiet and solitude. Encounters with</li> </ul>	<ul style="list-style-type: none"> <li>The social environment will be leisurely and uncrowded with occasional sights and sounds of people. During some seasons, days, and times of day, there will be a good chance of encountering other people or groups of people. Opportunities for natural quiet and solitude will be variable depending upon the park location and season, day, and time of day.</li> </ul>

	<p>others should be less than 2/hour during peak use periods. Human uses will not disrupt or compromise sensitive resources.</p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p>Encounters with others should be less than 6/hour during peak-use periods.</p> <ul style="list-style-type: none"> <li>•</li> </ul>
<b>TYPICAL VISITOR ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Acceptable uses of the Core Habitat Zone include approved scientific research that increases our knowledge of the resources and improves management strategies. Conducted and self-guided interpretive programs are acceptable in the Core Habitat Zone. Visitor activities will be confined to daylight hours only.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted and self-guided interpretive programs are acceptable in the Natural Open Space Zone. Visitor activities will be confined to daylight hours only.</li> </ul>
<b>PUBLIC ACCESS</b>	<ul style="list-style-type: none"> <li>• Public access through the zone includes hiking, biking, and horseback riding. Bikers and horseback riders are restricted to designated trails only.</li> </ul>	<ul style="list-style-type: none"> <li>• Public access through the zone includes hiking, biking, and horseback riding. Bikers and horseback riders are restricted to designated trails only.</li> </ul>
<b>RANGE OF APPROPRIATE FACILITIES</b>	<ul style="list-style-type: none"> <li>• Multiple-use trails, trailhead features, and trailside rest stops are appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple-use trails, trailhead features, trailside rest stops, and day-use parking along boundary (see <i>Park Access Points</i>, Page 70) are appropriate.</li> </ul>

	<b><i>Historic Zone</i></b>	<b><i>Recreation and Operations Zone</i></b>
<b>PRIMARY GOAL</b>	The primary goal of the Historic Zone is to protect the cultural resources and at the same time to provide for quality recreational and educational experiences.	The primary goal of the Recreation and Operations Zone is to provide for vehicle access, structured recreation, visitor service, and operational needs.
<b>RESOURCE MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Visitor use and management activities will not have more than minimal impacts to natural and aesthetic resources, and will include only those that do not detract from the historical setting and experiences. Vehicles and motorized equipment will be allowed on designated park roads and trails and will be managed to minimize impacts. Protection of cultural sites will include preservation of the surrounding cultural and natural landscapes by the elimination and exclusion of modern intrusions that adversely affect the cultural landscapes.</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor use and management activities will be mitigated to reduce significant impacts to resources. Activities may include the movement of vehicles, and intense visitor use. Vehicles and motorized equipment will be allowed on designated park roads and trails.</li> </ul>

<p><b>CARRYING CAPACITY</b></p>	<ul style="list-style-type: none"> <li>• The social environment will be active and communal. At times, the sights and sounds of human use and activities will be more prevalent than those of nature. There will be frequent encounters with vehicles, other people, and groups of people. The chance of interacting with others will be high.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• The social environment is active and communal. At times, the sights and sounds of human use and activities are more prevalent than those of nature. There are frequent encounters with vehicles, other people, and groups of people. The chance of interacting with others will be high.</li> <li>•</li> </ul>
<p><b>TYPICAL VISITOR ACTIVITIES</b></p>	<ul style="list-style-type: none"> <li>• Acceptable activities include interpretation and educational programs, exhibits, and historic structure museums. Opportunities for other interpretive programs and appropriate visitor services also exist. Overnight use is limited to educational and environmental living programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Acceptable activities include vehicle circulation, interpretation, camping, picnicking, and other forms of recreation suitable in the park. Overnight uses will be permitted only in specific areas designated for such use.</li> </ul>
<p><b>PUBLIC ACCESS</b></p>	<ul style="list-style-type: none"> <li>• Public access through the zone includes hiking, biking, horseback riding, and driving (highway legal vehicles). Bikers and horseback riders are restricted to roads and designated trails only.</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Public access through the zone includes hiking, biking, and horseback riding on designated trails and driving (highway legal vehicles). Bikers and horseback riders are restricted to roads and designated trails only.</li> </ul>

<b>RANGE OF APPROPRIATE FACILITIES</b>	<ul style="list-style-type: none"><li>• Only those facilities that support the visitor's use, understanding, and appreciation of the historical landscape and that are visually compatible with the historical scenery are appropriate.</li></ul>	<ul style="list-style-type: none"><li>• Any visitor service and support facilities that are consistent with Parkwide and Specific Area Goals and Guidelines are appropriate. These could include but are not limited to:<ul style="list-style-type: none"><li>• - Overnight Accommodations (camping, lodging)</li><li>• - Concession Facilities</li><li>• - Restrooms</li><li>• - Park Operations Buildings - Roads and Trails</li></ul></li></ul>
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## **Appendix E: Integration of Carrying Capacity Assessment in California State Park General Planning**

Draft note: Carrying Capacity Assessment methodology is being re-assessed. Contact the General Plan Section for information. This appendix has been removed from this draft, but is available from the General Plan Section.

**Appendix F:  
Interpretive Considerations—Additional Planning Documents and  
Contents**

*(See Workbook for Planning Interpretive Projects in California State Parks for additional information)*

<b>Planning Document</b>	<b>Analyses</b>	<b>Outcomes</b>
<p><b>Interpretive Prospectus:</b> A "free standing" document. It parallels (can it be done before, after, or during the GP process?) the General Plan Unit-wide Interpretation Section, offering more in depth analysis of the park's interpretive resources, including natural and cultural features and recreational activities</p>	<p>Provides: Historical narrative</p> <p>Examines: Environmental influences Visitor expectations</p>	<p>Defines: Overall interpretive - Themes facilities and Proposes: Interpretive Collective po Recommends: Interpretive Cooperat Interpre Addition Future a</p>
<p><b>Interpretive Plan:</b> Defines an interpretive project for development, taking its direction from the Unit-wide Interpretation Section within the General Plan.</p>	<p>Assesses: Existing conditions Current planning documents Interpretive objectives Areas of special concern Culturally sensitive subjects Accessibility Staffing Safety and security Anticipated audience</p> <p>Identifies: Goals and objectives for project Story line, using expanded themes</p>	<p>Recommends: Exhibits media Design c Possible project Provides: Support Gr objectives, specimens</p>
<b>Planning Document</b>	<b>Analyses</b>	<b>Outcomes</b>
<p><b>Interpretive Master Plan:</b> Combines the unit-wide Interpretive Prospectus with an Interpretive Plan. Outcome is two documents: Interpretive Prospectus and Interpretive Plan.</p>	<p>(see Interpretive Prospectus and Interpretive Plan)</p>	<p>(see Interpretive Prospectus and Interpretive Plan)</p>
<p><b>Exhibit Plan and/or Media Plan</b> Distills the materials and information within an Interpretive Master Plan or an Interpretive Plan for the production of exhibits or media</p>	<p>Examines: Interpretive Prospectus Interpretive Plan</p> <p>Identifies: Production capabilities Space</p>	<p>Recommends: Exhibits Possible project Provides: Final d</p>

		Interpre Budget(s)
<b>Furnishing Plan</b> Makes specific recommendations for the furnishings of a building, room, or historic vignette	Takes direction from: Interpretive Prospectus Interpretive Plan Historic Structures Report (if available) Assesses: Historic environment Interpretive focus to historic setting projects	Recommends: Exhibits Possible project Provides: Interpre historic projects Furnishi li
<b>Planning Document</b>	<b>Analyses</b>	<b>Outcomes</b>
<b>II. Interpretive Trail Plan</b> Utilizes the materials and information offered by an Interpretive Master Plan or Interpretive Plan for the development of trails and wayside exhibits	Takes direction from: Interpretive Plan Interpretive Master Plan Identifies: Route Visitor flow Natural or cultural resources to be protected	Recommends: Exhibits Possible project Provides: Final de Working Exhibit elevations Proposed Graphics Budget(s)

## **Appendix G: General Plan Unit-wide Interpretation Section Task Checklist**

- Reviewed past interpretation and its characteristics.
- Reviewed interpretation currently taking place in the unit.
- Reviewed demographic information on visitor and surrounding populations.
- Evaluated suitability of existing interpretive activities with the park's natural, cultural and recreational resources and local environmental conditions.
- Evaluated compatibility of the park's interpretation with current department philosophy, existing park and local planning documents and recent research.
- Identified the elements that affect interpretation in the park, including resource limitations, staffing, local support and available support.
- Assessed the park's interpretation on local, regional and statewide basis. Examined the relative significance (uniqueness) of the natural, cultural and recreational resources and how they are represented through interpretation.
- Evaluated the current trends that may affect interpretation in the park, including demographics, surrounding land use, technology, and educational curricula.
- Identified interpretive opportunities for interpreting the park's natural, cultural and recreational resources.
- Worked closely with cultural, natural and recreational specialists on team to identify when and how interpretation can assist in meeting the challenges facing them.
- The Unit-wide Interpretation Section contains all of the following:
  - Interpretive Goals
  - Unifying Theme
  - Primary Theme(s)
  - Secondary Theme(s)
  - Interpretive Programs
  - Interpretive Facilities
  - Future planning efforts needed

## **Appendix H: General Plan Cultural Resource Inventory Task Checklist**

### Preliminary Level 1 (Archival or Background Research)

- \_\_\_\_\_ Records Search at DPR Repositories (Cultural Resources Division, Archeology Lab, Service Center, District, Unit)
- \_\_\_\_\_ Records Search at Information Center
- \_\_\_\_\_ Records Search and Consultation with California Native American Heritage Commission (CNAHC)
- \_\_\_\_\_ Primary and Secondary Historical Research
- \_\_\_\_\_ Primary and Secondary Ethnographic Research

### Reconnaissance Level 2 (field oriented)

- \_\_\_\_\_ Assess known sites and adequacy of recordation
- \_\_\_\_\_ Initial Park Reconnaissance survey visit
- \_\_\_\_\_ Scoping of LEVEL 3 Work

### Intensive Level 3 (field oriented)

- \_\_\_\_\_ Field Survey Completed
- \_\_\_\_\_ Prehistoric Archaeological Resources Identified and Recorded
- \_\_\_\_\_ Historical Archaeological Resources Identified and Recorded
- \_\_\_\_\_ Historic Landscapes Identified and Recorded
- \_\_\_\_\_ Traditional Cultural Properties (TCPs)\* and Sacred Sites Identified and Recorded
- \_\_\_\_\_ Underwater Cultural Resources Identified and Recorded
- \_\_\_\_\_ All Cultural Resources Mapped

- Archaeological Site Condition Assessment Records (ASCARs)\*\*  
Completed
- Resource Inventory/Summary Report Completed
  - Ethnographic Background
  - Land Use History
  - Park History
  - Previous Work Summarized
  - Findings/Results
  - Future Work Required

Treatment Level 4 (management/maintenance/planning)

- Studies and Management Plans Identified
- Cultural Preserve Existing/Needed

\*Traditional Cultural Property (TCP) is a type of National Register District: go to Bulletin #38 for a full understanding.

\*\*ASCAR = Archaeological Site Condition Assessment Record – Developed by the DPR Archeology, History, and Museums Division to evaluate the condition of archaeological sites. Such an evaluation should be done at a minimum of every 5 years, but should also be done after damage occurs from any reason. These help to identify current conditions and chart change over time. These forms are also used statewide to gauge workloads for District Archaeologists and to initiate stabilization and other projects to address any impacts identified.

# Appendix I: Cultural Resources Protocols

## California State Parks' Cultural Resources Protocols for Land-Use Planning and Environmental Review

#	Level	Objective	Uses	
1	Preliminary - (Archival or background research)	<ul style="list-style-type: none"> <li>Determine potential historic themes, contexts, and land uses associated with the survey or project area;</li> <li>Determine potential historic and archaeological resource types present;</li> <li>Assess if project actions may affect known or potential cultural resources</li> <li>Native American Consultation</li> </ul>	<ul style="list-style-type: none"> <li>Acquisition planning;</li> <li>Preliminary project scoping for various projects, including Unit Classifications, Resource Inventories, and General and Management Planning;</li> <li>Project compliance reviews</li> </ul>	<ul style="list-style-type: none"> <li>Historical resource</li> <li>Research histories, works;</li> <li>Research resources of project</li> <li>Interview</li> <li>NAHC an</li> </ul>
2	Reconnaissance (field oriented)	<ul style="list-style-type: none"> <li>Get an understanding of resources present;</li> <li>Define specific cultural resource types;</li> <li>Estimate the distribution of cultural resource properties;</li> <li>Determine the scale of work needed for further identification work;</li> <li>Assess if project actions may affect known or potential cultural resources</li> </ul>	<ul style="list-style-type: none"> <li>Project scoping; including Unit Classifications, Resource Inventories, and General Plan Resource Studies</li> <li>Project compliance reviews</li> </ul>	<ul style="list-style-type: none"> <li>Conduct of the par</li> <li>data and</li> <li>Reconna include W</li> <li>over surv</li> <li>Examine recordatio</li> </ul>
3	Intensive (field oriented; evaluations of significance)	<ul style="list-style-type: none"> <li>Record precise locational information for each cultural resource property identified;</li> <li>Document physical appearance, significance, integrity and boundaries of each cultural resource property, including potential district contributors, landscape features;</li> <li>Evaluate property's significance/eligibility (National Register/California Register);</li> </ul>	<ul style="list-style-type: none"> <li>Prepare Resource Inventories;</li> <li>Prepare unit classification documents;</li> <li>Prepare General Plan; with associated resource sensitivities, constraints, and additional research and management needs</li> <li>Project development and implementation;</li> <li>Project compliance reviews; especially those with potential effects which might require treatment/ mitigations</li> </ul>	<ul style="list-style-type: none"> <li>Field reco</li> <li>Photograp</li> <li>Assess in</li> <li>National f</li> <li>criteria, in</li> <li>Develop e</li> <li>Complete (ARMR)</li> <li>Complete Managem</li> <li>Area/Zon</li> <li>Sections</li> </ul>
4	Treatment (management/maintenance)	<ul style="list-style-type: none"> <li>Develop a management approach and treatment plan for significant cultural resource properties;</li> <li>Provide for programmatic environmental review and compliance activities</li> </ul>	<ul style="list-style-type: none"> <li>Special or complex resource management and planning projects;</li> <li>Project compliance work requiring treatment/mitigations</li> </ul>	<ul style="list-style-type: none"> <li>Develop (HSRs);</li> <li>Develop (CLRs);</li> <li>Develop a managem</li> <li>Establish appropria</li> </ul>

**Appendix J:  
Departmental Notice 2007-02:  
Department Brand Image**

State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION		MANUAL
<b>DEPARTMENTAL NOTICE</b>		Administration
No. 2007-02		CHAPTER
SUBJECT		0100, Public Relations
Department Brand Image		REFERENCE
ISSUED	EXPIRES	PRC § 5001; CBPC §§ 14200, 14330, and 17200 et seq.; <i>CA State Parks Brand Standards Handbook</i>
January 8, 2007	When Incorporated	

DPR 375 (Rev. 10/2001)(Word 6/25/2002)

WHEN APPLICABLE, ENTER THE NUMBER AND DATE OF THIS DEPARTMENTAL NOTICE IN THE MARGIN OF THE MANUAL PAGE, ADJACENT TO THE SECTION(S) AFFECTED BY IT.

This Departmental Notice (DN) provides policy, guidance and clarification of issues regarding the Department’s brand image, including brand elements such as the Department name, logo and tagline. Correct usage of the Department’s brand elements will establish a clear and consistent image for California State Parks. The policies in this DN apply to the entire Department, including its formal relationships with concessionaires and cooperating associations.

This Notice supersedes Departmental Notices 99-17 (Department Logo) and 2001-09 (Department Logo). The policies and guidance in this DN are effective immediately.

**LEGAL AUTHORITY**

Public Resources Code, Section 5001; California Business and Professions Code, Sections 14200 et seq., 17200 et seq., and 14330; and Federal Trademark laws, Title 15 United States Code, Section 1051 et seq.

**BACKGROUND**

California’s State Park System is recognized as the most geographically diverse and resource rich state park system in the nation. Accordingly, the Department has determined that a clear and consistent image is needed to communicate a unified brand image to current and potential park visitors and to convey the diversity of our parks.

## **BRAND IMAGE**

A brand is a combination of names, words, symbols and/or designs that identifies a product and/or service and distinguishes it from competing products and/or services. A brand is the personification of an organization and its products and services. Brands are designed to build relationships and emotionally connect with customers. Brands also promise certain benefits to consumers.

One of the most important things an organization must do to be successful is communicate a strong, appealing brand image. Presenting a consistent brand image and message helps differentiate California State Parks from other parks and recreation providers, and helps promote park advocacy and consumer loyalty. When communicated consistently across all points of contact, the California State Parks brand will become familiar to consumers and motivate them to cherish, preserve and protect the parks.

With the help of consumer research, a unique California State Parks brand identity has been developed to communicate the breadth of California State Parks and the California State Park System in a friendly, exciting way.

## **BRAND POLICY**

It is the Department's Brand Policy to:

1. Communicate to current and potential park visitors a single strong, unified and consistent brand image across all communication lines.
2. Incorporate into park material, as space is available, the identified brand elements contained in the *California State Parks Brand Standards Handbook—Copy Content and Tone* (including Department Name), Logo, Headline and Tagline and Design Elements—following the guidelines put forth in the handbook.
3. Protect its brand image (elements and/or assets) against unauthorized use, whether intentional or unintentional, by individuals or organizations, to the extent practicable.

## **BRAND ELEMENTS**

Because the brand image must be communicated at every point of consumer contact, the brand elements should be used by all divisions, units, individuals, concessionaires and cooperating associations involved with designing and producing California State Parks consumer material, including, but not limited to: Advertising material; park signage (both permanent and temporary signage, including banners); websites; publications (brochures, posters, flyers, etc.); park

entrance tickets; event materials; public relations products; merchandise and product packaging; uniforms; Department business materials (e.g., letterhead, fax coversheets, business cards, envelopes and mailing labels, e-mail signature blocks). Incorporating the brand elements, or assets, correctly and consistently will create a strong, unified style and tone. See the *California State Parks Brand Standards Handbook* for specific usage guidelines.

## I. DEPARTMENT NAME

### Background

The Department's name is an important brand element. The *California State Parks* has been referred to by various other names, including "California Department of Parks and Recreation," "California State Parks" and "The California State Park Service." To enhance recognition efforts, it is essential that the Department consistently present a single unified image and name to the public.

### Department Name Policy

It is the policy of the Department that:

1. California State Parks is the approved name to use for the Department. For specific guidelines regarding the use of this name, see the *Brand Standards Handbook*. Previously created signs, publications, videos, etc., that feature other Department names are acceptable only until such time as they are replaced. All new material should use the current "California State Parks."
2. Depending on individual circumstances, the use of the term "the department" or "the Department" may be appropriate (such as in operational documents, plans and reports) and is allowed after the name California State Parks has been introduced in a document. The decision as to whether to use the lowercase "department" versus the capitalized "Department" is at the discretion of the office preparing the document in question, but whichever option is chosen, it must be used consistently throughout the document.
3. Alternative names should not be used except under the following specific circumstances:
  - a. *California Department of Parks and Recreation* - This is the legal name of the Department, and should be used in situations where the legal name is called for (for example, references in state codes and regulations, legal documents such as contracts, court filings, administrative filings, official documents, etc.).
  - b. *California State Park System* - This name collectively refers to all of the classified and unclassified park properties managed by the Department. It should only be used in circumstances when all parks are being referred to as a collective unit and the use of the name California State Parks is not appropriate (for example, "There are currently 278 units in the California State Park

System”). The term “California’s state parks” can be used as an alternative way to refer to the units that make up the California State Park System, and in such an instance, the words “state” and “parks” may not be capitalized.

## **II. DEPARTMENT LOGO**

### **Background**

The logo is a primary component of establishing a “brand” for the Department. In the past, there have been various logo images used to represent the Department. To enhance recognition efforts, it is essential the Department consistently present a single unified image and name to the public.

### **General Logo Use Policies**

It is the policy of the Department that:

1. The Department logo should be displayed on all products produced by or copyrighted to California State Parks wherever practical to build the strongest possible visibility and recognition for the Department and its resources, services, products and personnel. Where appropriate, this will be done in conjunction with approved individual unit marks/logos. The Department logo shall be used in/on publications, web pages, audio-visual programs, letterhead, envelopes, business cards, mailing labels, fax coversheets, press releases, vehicle and equipment decals, signs and panels, State Park passes, and other such products and property as might be appropriate. Previously created signs, publications, videos, etc., that feature old Department logos are acceptable only until such time as they can be replaced.
2. When Department offices, or individual employees, are having the logo embroidered or screened onto fabric, a sample must be sent to the Chief of the Interpretation and Education Division for review and approval before production unless the work is being done by a pre-approved vendor (vendor list available from the Interpretation and Education Division).
3. Use of the logo is restricted to Department publications and activities, unless the Department allows otherwise. Use of the logo by external entities must not be allowed unless any association created through use of the logo is consistent with promoting the goodwill of the Department and the Department’s goals. When the logo is used by an external entity, the following policies apply:
  - a. A written license agreement must be executed by the Department and the third party entity, confirming the terms and conditions of use. This may be incorporated into an existing

- agreement (e.g., concession and cooperating association contracts, donor agreements, memoranda of agreement or understanding) or may be crafted as a separate license agreement. Agreements that incorporate logo license language must be reviewed and approved by the Legal Office prior to approval. Copies of all such agreements must be sent to the Interpretation and Education Division for permanent retention.
- b. Once an entity has been licensed, advance approval must be obtained before each specific use of the logo. For entities using the logo under a stand-alone license agreement, that approval must come from the Chief of the Interpretation and Education Division, or his or her designee. For entities using the logo under language contained in a valid contract or other written agreement (such as a Memorandum of Understanding or Memorandum of Agreement), approval must come from the California State Parks employee responsible for administering that contract or agreement, or his or her designee.
  - c. The logo shall not be the most prominent design element (unless the license agreement states otherwise, such as when the logo is used on uniforms and merchandise).
  - d. The logo shall not be used in a manner that implies editorial content has been authored by or represents the views or opinions of the Department.
  - e. The logo shall not be used in any venue that displays adult content, promotes gambling, involves the sale of tobacco or alcohol, or otherwise violates applicable law.
  - f. The logo shall not be used in a manner that is determined by the Department in its sole discretion to be misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable.

### **Specific Logo Use Policies**

It is the policy of the Department that:

1. Because the logo is a trademark registered with the U.S. Patent and Trademark Office, the registration symbol ® must be used in connection with each use of the logo unless it is infeasible from a design or fabrication standpoint (such as for patches or decals). The ® registration symbol must now be used instead of the trademark symbol ™ that had previously accompanied the logo before it was registered. Versions of the logo with the ™ symbol may no longer be used.
2. Logo components may not be altered, and the components of the logo may not be used separately. For instance, the bear cannot be used alone or replaced with another element and/or the lettering cannot be used without the bear or replaced with different words.
3. The logo may not be used to create other, new logos.

4. The logo must always appear clear and crisp. In order to meet this requirement, it must be printed at a minimum of 300 DPI.
5. The logo may not be tilted, skewed, or distorted.
6. To maintain clarity, the logo must be a minimum of 5/8" in diameter.
7. The logo may be reproduced only from camera-ready proofs or electronic printing files. It may not be redrawn or traced.
8. Due to its low resolution, the logo may not be downloaded and printed from the Department's website.
9. The logo may not be cropped, overprinted, screened, superimposed, or printed behind art or copy.
10. To make sure the logo stands out clearly, it must be placed within an area of unobstructed space. This also applies to the placement of the logo relative to the edge of a page or screen. There are two ways to determine the clear zone around the logo:
  - a. The space must be the "I" height of the type in the word "CALIFORNIA" in the logo.
  - b. The space must be approximately 1/8 of the diameter of the logo. For example, if the logo is 2 inches in diameter, then the clear zone would measure 1/4 of an inch.
11. The four-color logo may not be converted to grayscale. Instead, the black-and-white version of the logo must be used.
12. The four-color logo may not be copied on a black ink photocopier (except in the case of providing printouts of presentations that use the color logo). Instead the black-and-white version of the logo should be used.
13. The logo, in both four-color and black-and-white, may be used on colored paper and fabrics.
14. When printing in one or two colors, only the black-and-white version of the logo may be used. When printing in two colors, the logo must be printed in the darker of the two colors.
15. When embroidering the logo or screening it onto fabric, the four-color version may be used, or the logo can be reproduced in any single color.
16. Except in the case of printing, screening, or embroidering the logo in one color as specified in the policies above, the logo colors may not be added to, changed or altered.
17. Exceptions to the policies above must be approved by the Chief of the Interpretation and Education Division.

## **DEPARTMENT HEADLINE AND TAGLINE**

### **Background**

The Department's official headline and tagline can be found in the *Brand Standards Handbook*. The headline contains the words in the leading position in an advertisement or visitor information—the words that will be read first and are situated to draw the most attention. Effective headlines

attract attention, engage the audience, and explain the visual that will lead the audience into the body of the ad or visual. A tagline, or slogan, reiterates a phrase identified with a product or service. Taglines have two basic purposes—to provide continuity to a series of ads in a campaign and to reduce an advertising message strategy to a brief, repeatable, and memorable statement.

#### Department Headline and Tagline Policy

10B9B21B12B2B11B8B1B0B7B6B5B20B19B18B17B16B15B14B13B4B3

It is the policy of the Department that:

1. The official headline and tagline shall be used in/on all marketing and/or consumer materials, as applicable, that promote California State Parks. Use of the headline and tagline shall follow the guidelines outlined in the *Brand Standards Handbook*.
2. Because the official Department headline and tagline are in the process of being registered with the Federal Patent and Trademark Office and the California Secretary of State, the symbol <sup>TM</sup> shall be used in connection with each use of the headline and/or tagline. However, when the headline and tagline become registered, <sup>TM</sup> will be replaced with ®.
3. When the headline and/or tagline are used, they shall be surrounded by unobstructed space in order to remain clearly legible and have the desired visibility. A space equal to the height of the upper case letter “D” must be maintained on all sides of the tagline. A space equal to the height of the upper case letter “W” must be maintained on all sides of the headline. These are minimum areas—a greater amount of space is always recommended.
4. Use of the headline and/or tagline is restricted to Departmental publications and materials, unless the Department allows otherwise. Use of the headline and/or tagline must not be allowed unless any association created through use of the headline and/or tagline is consistent with promoting the goodwill of the Department and the Department’s goals. For use of the headline and/or tagline, all external entities must obtain written permission from the Chief of the Interpretation and Education Division, documented by an appropriate license agreement, unless the license is being granted as part of a contract that includes the Department’s standard boilerplate language for headline/tagline use—copies of all such agreements must be sent to the Interpretation and Education Division for permanent retention.

## IV. BRAND DESIGN ELEMENTS

### Background

All of the brand design elements help create the Department’s overall brand image and were chosen to convey the warm, down-to-earth, adventurous and approachable nature of California State Parks.

### **Brand Design Elements Policy**

It is the policy of the Department to use the official brand design elements in/on all marketing and/or consumer materials produced by California State Parks, as applicable. The brand design elements shall be used together whenever practical. Use of the brand design elements shall follow the guidelines in the *California State Parks Brand Standards Handbook*. If you are unsure about whether to use the brand design elements on a product you are creating, contact the Partnerships and Consumer Strategies Division at (916) 653-5682.

## **V. BRAND POLICIES FOR SPECIFIC TYPES OF CONSUMER MATERIALS**

### **Background**

While the policies above related to brand elements apply to all consumer materials, some specific types of materials also require additional policies in order to ensure consistency of content and design and quality of brand element reproduction.

### **Policy**

It is the policy of the Department that:

1. All event banners shall include the official Department headline, tagline, and logo, name and date of the event, and park name. Colors and fonts used for event banners should follow the brand fonts and colors shown in the *Brand Standards Handbook*.
2. Samples in the *Brand Standards Handbook* shall be followed when creating new signs or replacing pre-existing signs, unless the park has been given permission to have a unique sign design by the Deputy Director of Park Operations.
3. E-mail to External Entities: It is permissible to use the Department's official tagline (but not headline) in e-mail signature blocks. All other phrases, sayings, quotes, etc., are not acceptable and shall not be used as part of e-mail signature blocks. The Department logo may not be inserted into e-mail messages as it may not reproduce accurately or at a high quality on all computers. (This policy does not apply to logo files that are attached to e-mail messages for purposes of sending the logo to someone who is authorized to use it.)
4. The standardized version of the Department's letterhead, which features the logo, is required for use throughout the Department.
5. The standardized format for envelopes and mailing labels is required for Departmental use, and no other versions are acceptable.
6. Business cards must use the four-color logo, blue lettering, and be printed on 80-lb. gloss cover paper—they must follow the design standards shown in the *Brand Standards Handbook* and contain the elements indicated.

7. All press releases regarding California State Park news, issues, programs, and activities must be distributed using the DPR 985, Press Release form.

### **IMPLEMENTATION OF BRAND POLICIES**

For each aspect of implementation, there will be appropriate phase-in periods to minimize Departmental expense and inconvenience. Each division, district, and unit will determine a schedule that meets Departmental expectations and allows for the accommodation of necessary changes using available resources.

### **QUESTIONS**

Questions regarding graphics or technical issues related to use of the logo should be directed to the Interpretation and Education Division at (916) 654-2249. Questions regarding the other brand elements and the *Brand Standards Handbook* should be directed to the Partnerships and Consumer Strategies Division at (916) 653-5682. Questions about the use of the logo by concessionaires should be directed to the Concessions, Reservations and Fees Division at (916) 653-7733. Electronic copies of the *Brand Standards Handbook* can be obtained from the Document Library on the Departmental Intranet.

Keith L. Demetrak  
Deputy Director for Administration



A goal without a plan is just a wish.

Antoine de Saint- Exupery (1900 - 1944)

Bite off more than you can chew, then chew it. Plan more than you can do, then do it

. Anonymous