

# Kosa'aay.Org

## Interpretation Proposal

Kosa'aay the Kumejaay Town that Grew to Become the State of California  
2737 San Diego Avenue ~ San Diego California 92110  
Webb Page and eMail : Cosoy.Org

With this letter we wish to communicate that: 1) Kosa'aay (Cosoy)<sup>1</sup> was the 1769 Birthplace of California and lies within the Old Town Community; 2) At this site in August, 1769 was the first instance of organized First-Nations resistance against European Colonization on the U.S. Pacific Coast; 3) The Old Town Community Plan identifies history and historic sites as the primary economic resource of their community, 4) Heritage tourist sites, developed in San Diego have great economic success; and, 5) The Mission Valley Community Plan covets this Old Town historic site for their circulation element. 6) The foremost potential for growth for Old Town's future is the interpretation of 1769 Kosa'aay-California's Birthplace; therefore, 7) The Public Lands North of Taylor Street and East of Morena Boulevard should be culturally protected and historically interpreted for the benefit of the Old Town Community, San Diego, California and the USA.

**KOSA'AAY WAS THE 1769 BIRTHPLACE OF CALIFORNIA AND LIES WITHIN THE OLD TOWN COMMUNITY.** <sup>2</sup>

"The first thing to be done, now that the coming of Rivera's men renders it possible, is to prepare for permanent settlement. The old camp, or pest-house on the bay shore, is probably within the limits of what is now the city of San Diego, locally known as New Town; but the day after his arrival Rivera--so say the chroniclers, although according to the instructions of Galvez, Fages was chief in command--selects a new site some miles north, at what is now Old, or North, San Diego, **at the foot of a hill on which are still to be seen the remains of the old presidio.** (emphasis added) Here camp is pitched and fortified, a corral for the animals and a few rude huts are built, and hither on the seventeenth are transported the sick and their tents. The immediate purpose is that the camp may be near the river which at this point flows into the north end of the Bay. For six weeks officers, priests, and soldiers are occupied in attending to the wants of the sick and in unloading the *San Antonio*. Then they await the arrival of Portolá."

**AT THIS SITE ON AUGUST 12th - 15th, 1769 WAS THE FIRST INSTANCE OF FIRST-NATIONS ORGANIZED RESISTANCE AGAINST EUROPEAN COLONIZATION ON WHAT IS NOW THE U.S. PACIFIC COAST..** <sup>3</sup>

One of the great romances of the Frontier West is the clash between the First Nations and colonization, "manifest destiny" of European Culture. The Federal Government says that visiting historic sites is the number one reason for overnight destination tourism. Therefore, this historic site of the first clash, developed would be a popular attraction for the First Nation tourists and American tourists.

**THE OLD TOWN COMMUNITY PLAN IDENTIFIES ITS HISTORY AND HISTORIC SITES IN THE COMMUNITY AS ITS PRIMARY ECONOMIC RESOURCE.**

"The Old Town San Diego community of The City of San Diego has outstanding historical importance. It is the site of initial settlement in the City and the birthplace of the State of California. The rich heritage of this community is of incalculable value to present and future generations."<sup>4</sup>

<sup>1</sup> See [www.cosoy.org](http://www.cosoy.org) for a more detailed history

<sup>2</sup> THE WORKS OF HUBERT HOWE BANCROFT, HISTORY OF CALIFORNIA, The History Company, 1886, volume I, p. 133

<sup>3</sup> THE WORKS OF HUBERT HOWE BANCROFT, HISTORY OF CALIFORNIA, The History Company, 1886, volume I, p. 138

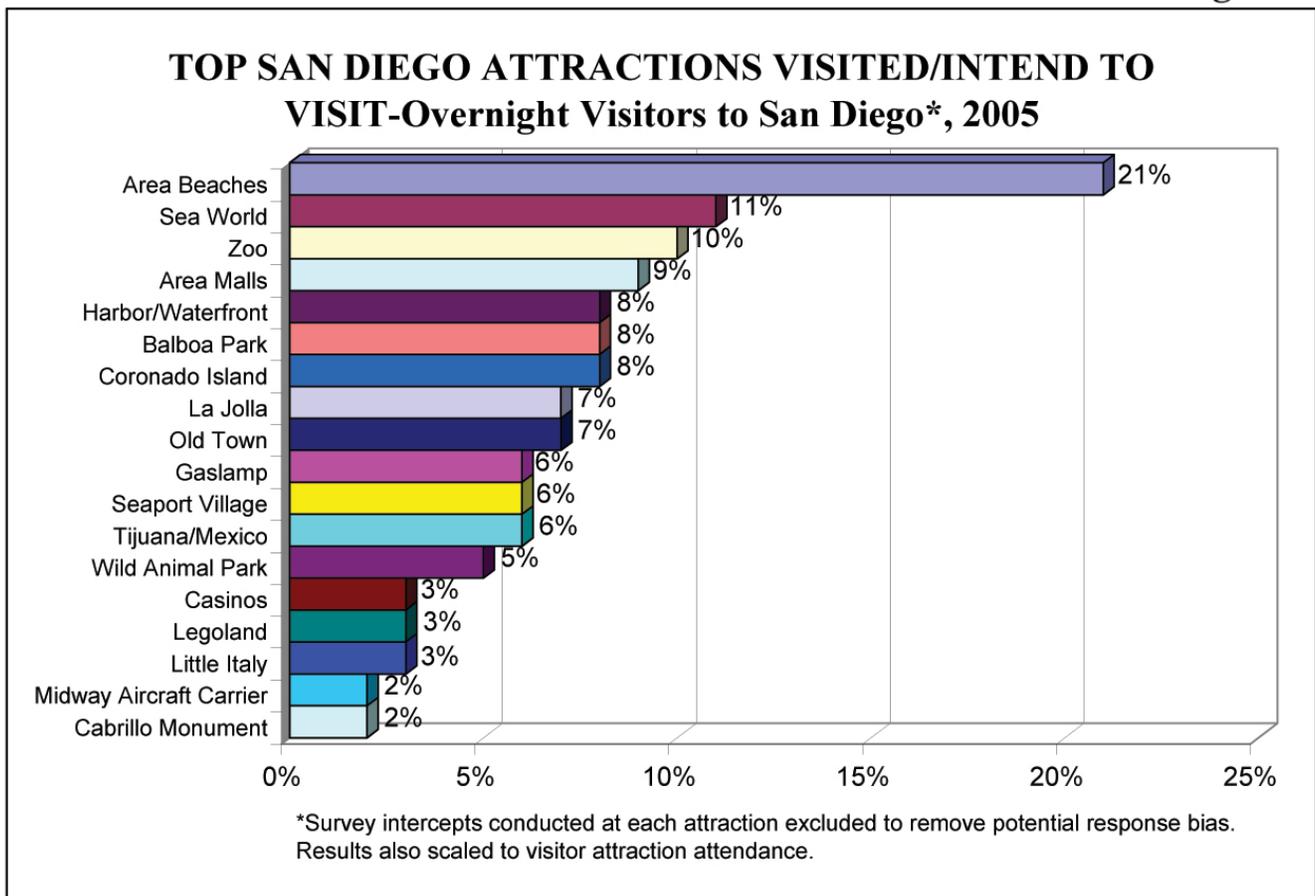
<sup>4</sup> OLD TOWN SAN DIEGO COMMUNITY PLAN, City Council Resolution No. R268785, 1987, Introduction p.3

**DEVELOPED HERITAGE TOURISM SITES IN SAN DIEGO HAVE GREAT ECONOMIC SUCCESS AND IMPORTANCE.**

The V & C Policy Report <sup>5</sup> states, “The economic impact of travel and tourism for San Diego County is just as prominent. An estimated 32.2 million visitors poured \$7.7 billion into the local economy during 2006. One in every nine civilian jobs in the region is associated to this industry. An average 88,200 visitors were in San Diego on any given day during 2006, spending \$21.1 million every day. Spending by visitors annually averaged \$2,502 for every San Diego resident.”

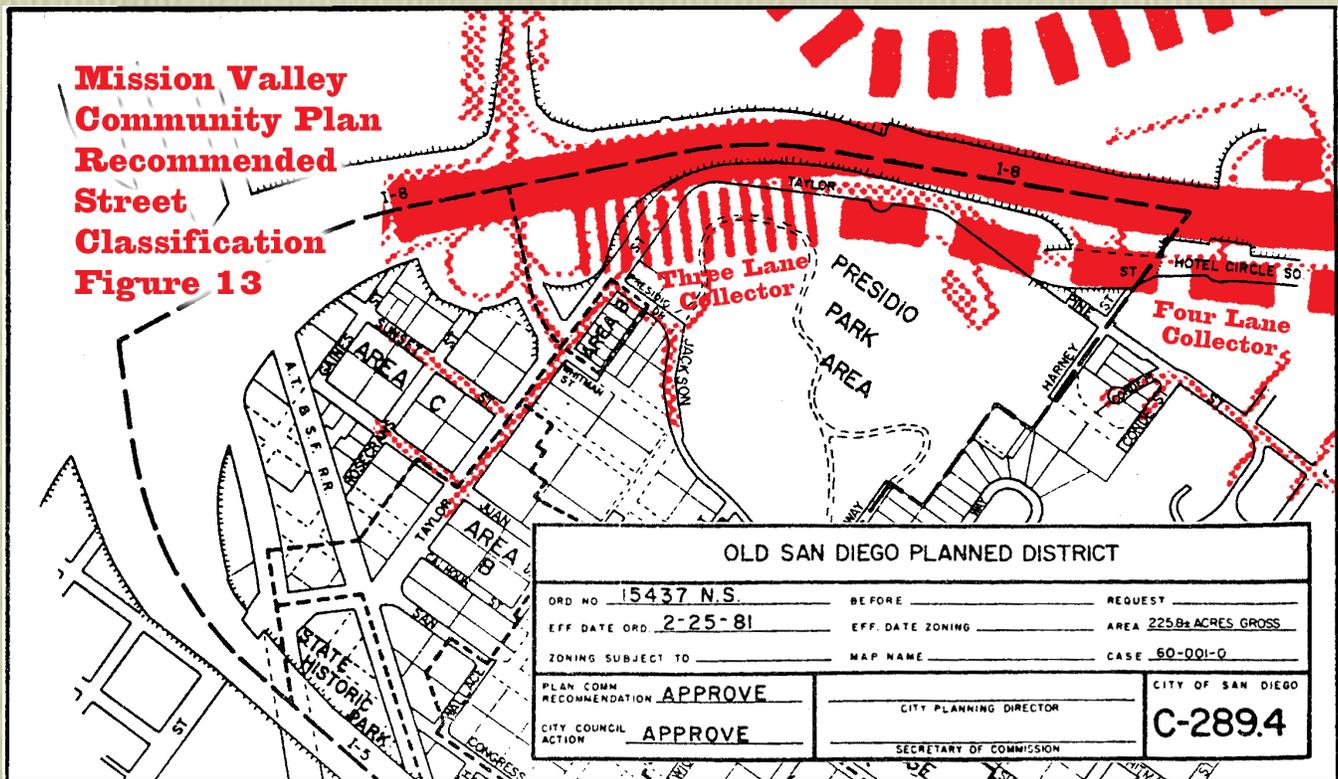
We wish to point out that on this chart the Cabrillo Monument attracts 2% of overnight visitors. Cabrillo Monument is on the tip of Point Loma and difficult to access. If Cabrillo Monument can attract 2% then Kosa'aay-California's Birthplace, near San Diego's largest transit center can also attract 2%. This 2% of \$21.1 million is an additional \$422,000 per day some of which would be spent in Old Town. This is important money.

**Figure 7**



<sup>5</sup> VALUE AND CONTRIBUTIONS OF SAN DIEGO'S VISITOR INDUSTRY, San Diego Institute for Policy Research, K. Cuningham, 2007

THE OLD TOWN SAN DIEGO COMMUNITY PLAN AND MAP WAS ADOPTED IN 1968.<sup>6</sup> BUT, SINCE 1985 THE MISSION VALLEY COMMUNITY PLAN HAS COVETED THIS OLD TOWN HISTORIC SITE FOR THEIR CIRCULATION ELEMENT<sup>7</sup>



THE FOREMOST POTENTIAL FOR ECONOMIC GROWTH IN THE OLD TOWN COMMUNITY IS THE INTERPRETATION OF 1769 KOSA' AAY-CALIFORNIA'S BIRTHPLACE.

When 1769 Kosa'aay is interpreted it will be a new type of attraction, not duplicating the activities of any other destination in San Diego. It will be a natural gateway to both the San Diego Presidio N.H.L. and the Old Town Community. Tourism is the number one industry in San Diego. Historic Site destinations such as 1769 Kosa'aay attract the overnight tourists from which the restaurants, hotels, and retail industry will prosper.

For these reasons, we ask you to support the preservation and interpretation of these important public lands in the Old Town Community Planning Area, North of Taylor Street and East of Morena Boulevard. They should be culturally protected and historically interpreted to realize the great cultural and economic benefits for everyone inherent in this site.

Yours truly,

Geoffrey Mogilner, Founder

<sup>6</sup> S.D. City Planning Commission Resolution No. 59, 58 (10/23/68)

<sup>7</sup> MISSION VALLEY COMMUNITY PLAN, The City of San Diego Planning Department, 1985, p. 69, overlain on the Old Town Community Plan map.