



# CHOCHENYO PARK

**INTERPRETIVE SIGNAGE PRESENTATION**

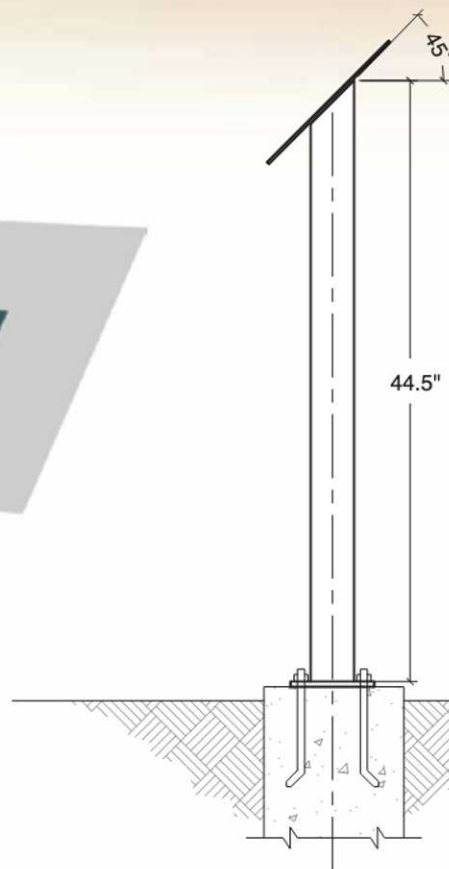


## THE VALUE OF INTERPRETIVE SIGNAGE

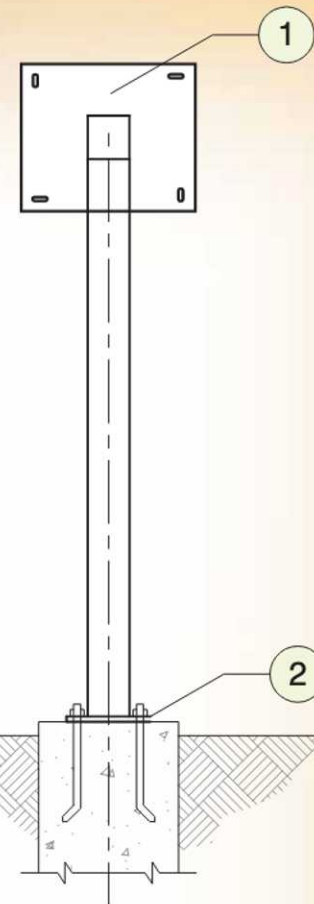
1. **Interpretive signs illuminate the power of place.** Clear educational messages and content inform the public of each site's historic significance.
2. Interpretive panels do more than provide just dates and facts. **They also inspire a feeling of stewardship in site visitors, strengthening awareness of cultural and natural resources.**
3. Thoughtful and well designed signage programs **demonstrate community pride in local heritage.**
4. **Interpretive signage is self-sufficient:** it provides a high-quality interpretive experience without the requirements of staff or facilities to maintain.
5. **They are a consistent message available to many visitors at one time,** can be viewed at the visitors' convenience, and are available 24 hours a day.

- Powder Coated Aluminum
- Custom Sizes and Colors Available

Part #: TP1212



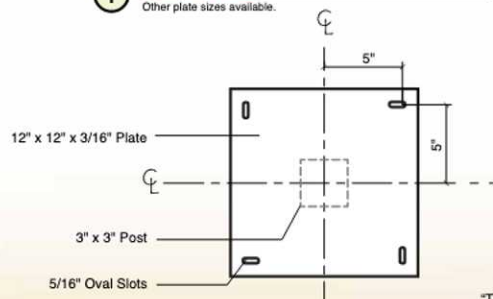
**SIDE**



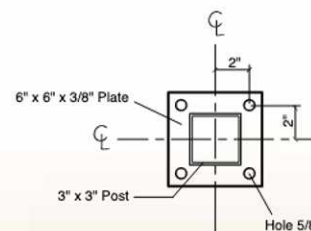
**FRONT**

### 1 Mounting Plate

Other plate sizes available.

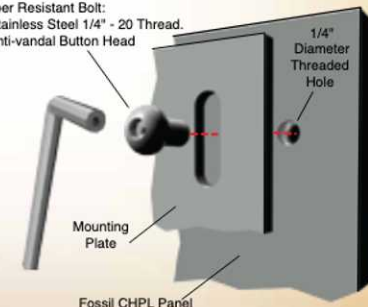


### 2 Base Plate



### 3 Attaching Panel to Hardware

- Tamper Resistant Bolt:
- Stainless Steel 1/4" - 20 Thread.
- Anti-vandal Button Head



"Tamper Resistant Bolts" to attach graphics are available with our graphic panels. Fasteners to attach this item to concrete are available at hardware stores.




**PLACEMENT**



# ALAMEDA'S FIRST/OLDEST PARK

## Signage showcases art, history and educational opportunities




LEARN MORE ABOUT  
**CHOCHENYO PARK**


**WHAT DOES CHOCHENYO MEAN?**

**CHOCHENYO** is the language of the Lijian and East Bay Ohlone people who are native to what is now Alameda.


For thousands of years, the Ohlone people have lived across the San Francisco Bay Area. Prior to the invasion of Spanish colonizers, the Indigenous peoples thrived in this area by living off of the land. The 8 different Ohlone Nations all speak different languages and are in different territories.

Now, the Lijian Ohlone are reviving cultural practices and the Chochenyo language. The naming of Chochenyo Park truly represents a new partnership with the Lijian Ohlone and honors their history of being the first people and caretakers of this land.






**1851**  
1851: W.W. Chapman & Gordon Auchincloss purchased the Exciénal de San Antonio (present day Alameda) excluding Bay Farm from Antonio Maria Parafita, for \$14,000.



**1890**  
Electric lights were installed by the city trustees. And a bandstand designed by Joseph A. Levent was built to host summer concerts for the public.



**1920**  
Animal welfare advocate Isabelle Derby Clark donated a concrete bench to the park. It was designed by architect Myrtle Mallot. Isabelle Clark was a proponent of animal welfare. The inscription is actually a reference to horses. In 1920, "dumb" was a common association with the inability of animals to speak.

**2018**  
At an Alameda Recreation & Parks meeting, community member Rachael Shabazz proposed to change the park's name, acknowledging the truth of Jackson's legacy. Jackson enslaved Africans and helped expand plantation slavery by selling land from Native Americans. Many Native Americans were displaced or killed in the process, known as the "Trail of Tears".

**What's *your* part in our community's story?**


Think about a point on this timeline - what do you want to learn more about? What will you do to find out more about all parts of Alameda's history?

What does our community value? What about your family? And you?

What do inclusivity and diversity look like in a public park?

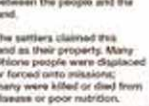
**Pre 1700s**  
The Ohlone people have lived in the territory of Huchun for thousands of years. They didn't own the land, they belonged to it.

This area of their Huchun territory was rich in willow trees, fresh water and oysters. Over the centuries, the Lijian Ohlone developed beautiful and powerful cultural practices inspired by and for the land. At no time did the Ohlone people leave their traditional territories.




**Late 1700s**  
When Spanish colonizers first arrived to this place, they took violent and brutal actions to try to break the connection between the people and the land.

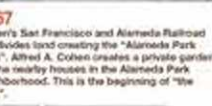
The settlers claimed this land as their property. Many Ohlone people were displaced or forced onto missions; many were killed or died from disease or poor nutrition.



**1820**  
Governor Pablo de Sola, last Spanish governor of California, recognized the forty years' service of Don Luis Maria Parafita by awarding him the 43,000-acre San Antonio Grant on it. It was called the San Antonio Rancho. Soon after, this area was given to Parafita's son Antonio Maria Parafita.





**1858**  
Alfred A. Cohen, an English immigrant and banker, buys the land in the East End of Alameda. Cohen builds the San Francisco & Alameda Railroad.



**1895**  
Became Alameda's first public park, landscaped by John Beacom. People sometimes called it "The City Park" and other times called it "Alameda Park".

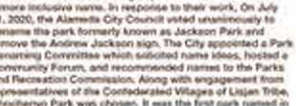
**1909**  
Four new city parks opened in Alameda: The Parks and Playground Commission and City Council adopted the names of Lincoln Park, Washington Park, McKinley Park, and Jackson Park to honor U.S. Presidents.

**1909-2020**  
In Jackson Park - over the years - the civic engagement of park neighbors was responsible for preserving the green space much as it was. Jackson Park was a site for many picnics and gatherings, and sometimes also a meeting point for social justice demonstrations. In the 1960s, AFPO sponsored a youth cultural show and then in the early 1970s, the park was home to an annual youth fair where area youth demonstrated making jewelry, baskets and sold handmade goods.





**2020-2021**  
Spurred by the death of George Floyd in Minneapolis, renewed calls across the Nation pushed to change laws and forms of representation in public spaces, including names of parks.

The Reclaim Jackson Park group formed to advocate for a more inclusive name. In response to their work, On July 21, 2020, the Alameda City Council voted unanimously to rename the park formerly known as Jackson Park and remove the Andrew Jackson sign. The City appointed a Park Renaming Committee which solicited name ideas, hosted a Community Forum, and recommended names to the Parks and Recreation Commission. Along with engagement from representatives of the Confederated Villages of Lijian Tribe, Chochenyo Park was chosen. It was the first park named in collaboration with the tribe.



Scan this code to learn more about the History of Chochenyo Park and Confederated Villages of Lijian Tribe.





LEARN MORE ABOUT

# CHOCHENYO PARK

## WHAT DOES CHOCHENYO MEAN?

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For thousands of years, the Ohlone people have lived across the San Francisco Bay Area. Prior to the invasion of Spanish colonizers, the Indigenous peoples thrived in this area by living off of the land. The 8 different Ohlone Nations all speak different languages and are in different territories.

Now, the Lisjan Ohlone are reviving cultural practices and the Chochenyo language. The naming of Chochenyo Park truly represents a new partnership with the Lisjan Ohlone and honors their history of being the first people and caretakers of this land.



THE OHLONE PEOPLES AND THEIR NEIGHBORS  
COURTESY: NATHAN COOPER

## PARK HISTORY TIMELINE

### Pre 1700s

The Ohlone people have lived in the territory of Huchiu for thousands of years. They didn't own the land, they belonged to it.

This area of their Huchiu territory was rich in willow trees, fresh water and oysters. Over the centuries, the Lisjan Ohlone developed beautiful and powerful cultural practices inspired by and for the land. At no time did the Ohlone people leave their traditional territories.



Image: Native Americans of the State of California by Louis Choris, 1805. UC Berkeley, Search Library

### Late 1700s

When Spanish colonizers first arrived to this place, they took violent and brutal actions to try to break the connection between the people and the land.

The settlers claimed this land as their property. Many Ohlone people were displaced or forced onto missions; many were killed or died from disease or poor nutrition.



Image: Native Americans of the State of California by Louis Choris, 1805. UC Berkeley, Search Library

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Governor Pablo de Sola, last Spanish governor of California, recognized the forty years' service of Don Luis Maria Peralta by awarding him the 43,000-acre San Antonio Grant on. It was called the San Antonio Rancho. Soon after, this area was given to Peralta's son Antonio Maria Peralta.



### 1848

California ceded to the United States by Mexico

Image: Native Americans of the State of California by Louis Choris, 1805. UC Berkeley, Search Library

### 1851

1851: W.W. Chipman & Gideon Aughinbaugh purchased the Encinal de San Antonio (present day Alameda excluding Bay Farm) from Antonio Maria Peralta, for \$14,000.

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Electric lights were installed by trustees. And a bandstand by Joseph A. Leonard was built for summer concerts for



### 1858

Alfred A. Cohen, an English banker buys the land in the Encinal de San Antonio. Cohen builds the San Antonio Alameda Railroad.



### 1867

Cohen's San Francisco and Alameda Railroad subdivides land creating the "tract". Alfred A. Cohen creates the nearby houses in the neighborhood. This is the birth of Chochenyo Park.

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1920

Animal welfare advocate Isabella Derby Clark donated a concrete bench to the park. It was designed by architect Myrtle Maillot. Isabella Clark was a proponent of animal welfare. The inscription is actually a reference to horses. In 1920, "dumb" was a common association with the inability to of animals to speak.

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2018

At an Alameda Recreation & Parks meeting, community member Rasheed Shabazz proposed to change the park's name, acknowledging the truth of Jackson's legacy. Jackson enslaved Africans and helped expand plantation slavery by seizing land from Native Americans. Many Native Americans were displaced or killed in the process, known as the "Trail of Tears".

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1867

Cohen's San Francisco and Alameda Railroad subdivides land creating the "Alameda Park tract". Alfred A. Cohen creates a private garden for the nearby houses in the Alameda Park neighborhood. This is the beginning of "the park".

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1909-2020

In Jackson Park – over the years – the civic engagement of park neighbors was responsible for preserving the green space much as it was. Jackson Park was a site for many picnics and gatherings, and sometimes also a meeting point for social justice demonstrations. In the 1960's, ARPD sponsored a youth cultural show and then in the early 1970's, the park was home to an annual youth fair where area youth demonstrated making jewelry, baskets and sold handmade goods.



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Alameda youth stage annual fair

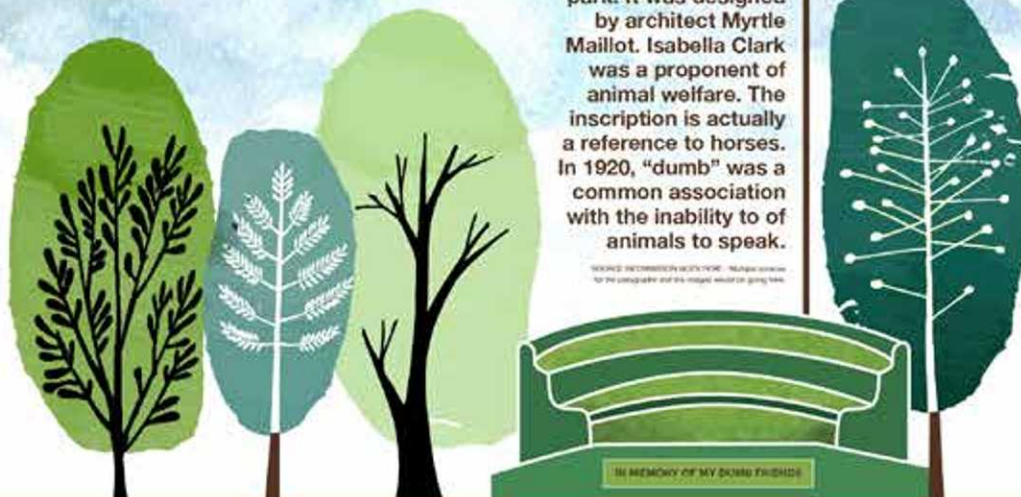


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## **REVIEWERS:**

Tribal Leadership:

**Corrina Gould, Tribal Chair**  
**Confederated Villages of Lisjan Tribe**

Renaming Committee Members:

**Jessica Santone**  
**Raquel Williams**

Community Historians:

**Rasheed Shabazz**  
**Woody Minor** (asked)  
**Dennis Evanovsky** (asked)

# **NEXT STEPS:**

**APPROVAL OF THE DESIGN**

**INCORPORATE FEEDBACK FROM  
REMAINING REVIEWERS**

**FINISH FINAL SOURCES & IMAGE  
PERMISSIONS & ACKNOWLEDGEMENTS**

**WORK WITH FOSSIL ON PRODUCTION**

**BUILD WEBSITE/RESOURCES FOR QR CODE**

**FABRICATE**

**INSTALL**



**QUESTIONS?**