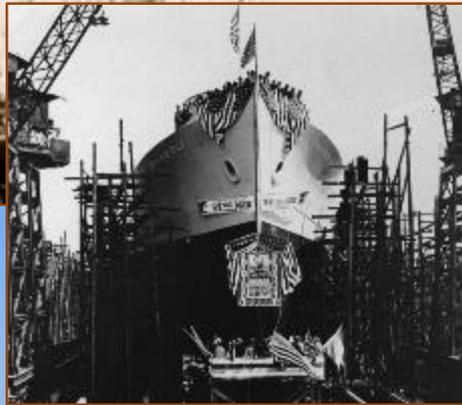
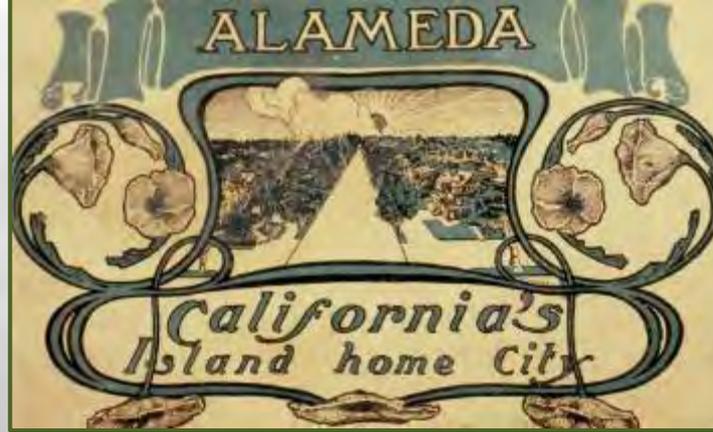
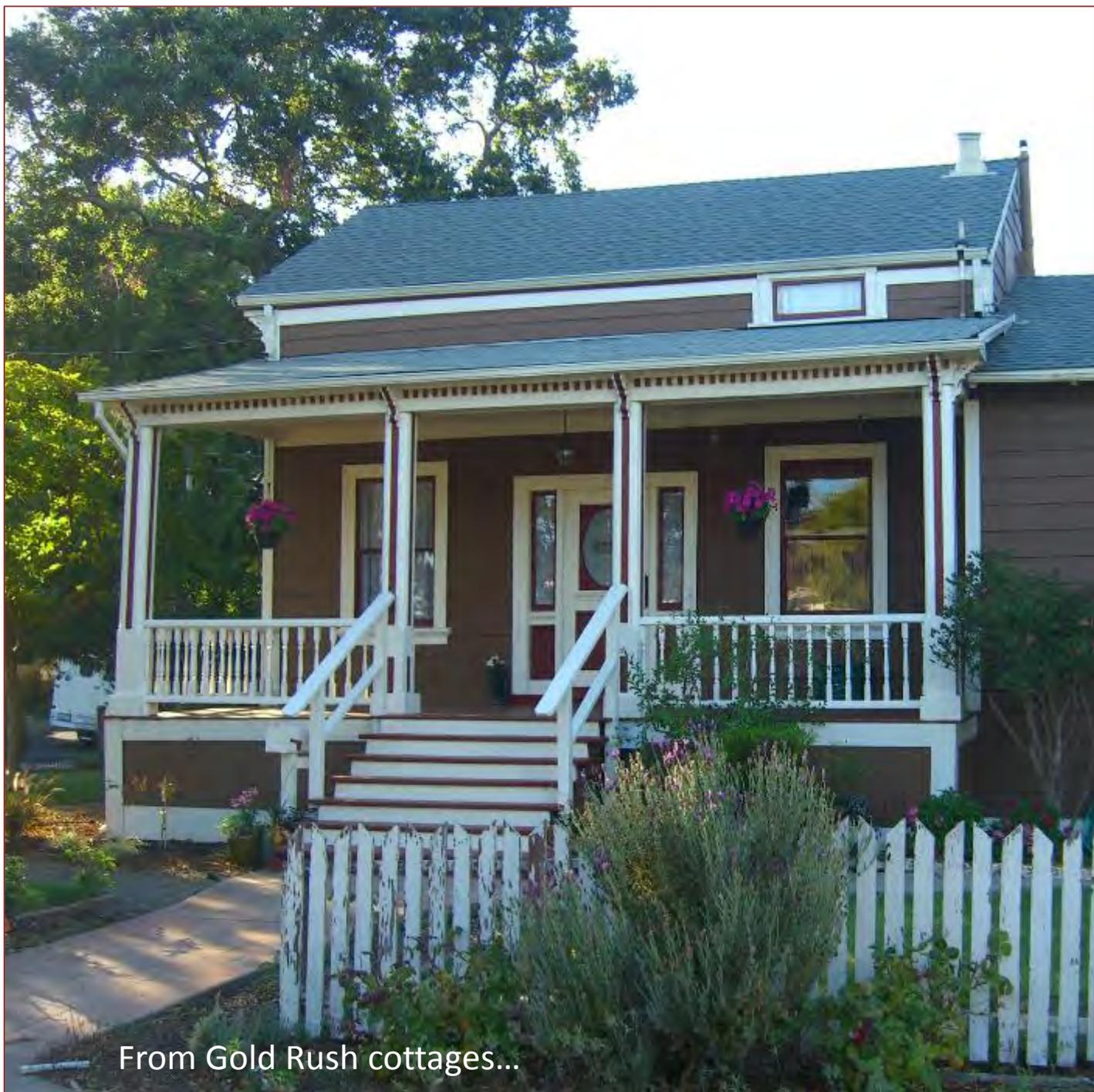


# A Legacy of Enterprise and Innovation





Alameda has long been known as a residential community. In this view looking west from City Hall at the turn of the 20<sup>th</sup> century, houses fill the frame, and a 1908 promotional booklet (inset) proclaims Alameda a “City of Homes.”



From Gold Rush cottages...



...to Gold Coast mansions...



...Victorian neighborhoods...



...streets lined with World War I-era Bungalows...



...and post-World War II Ranch Houses...



...to the homes of today.



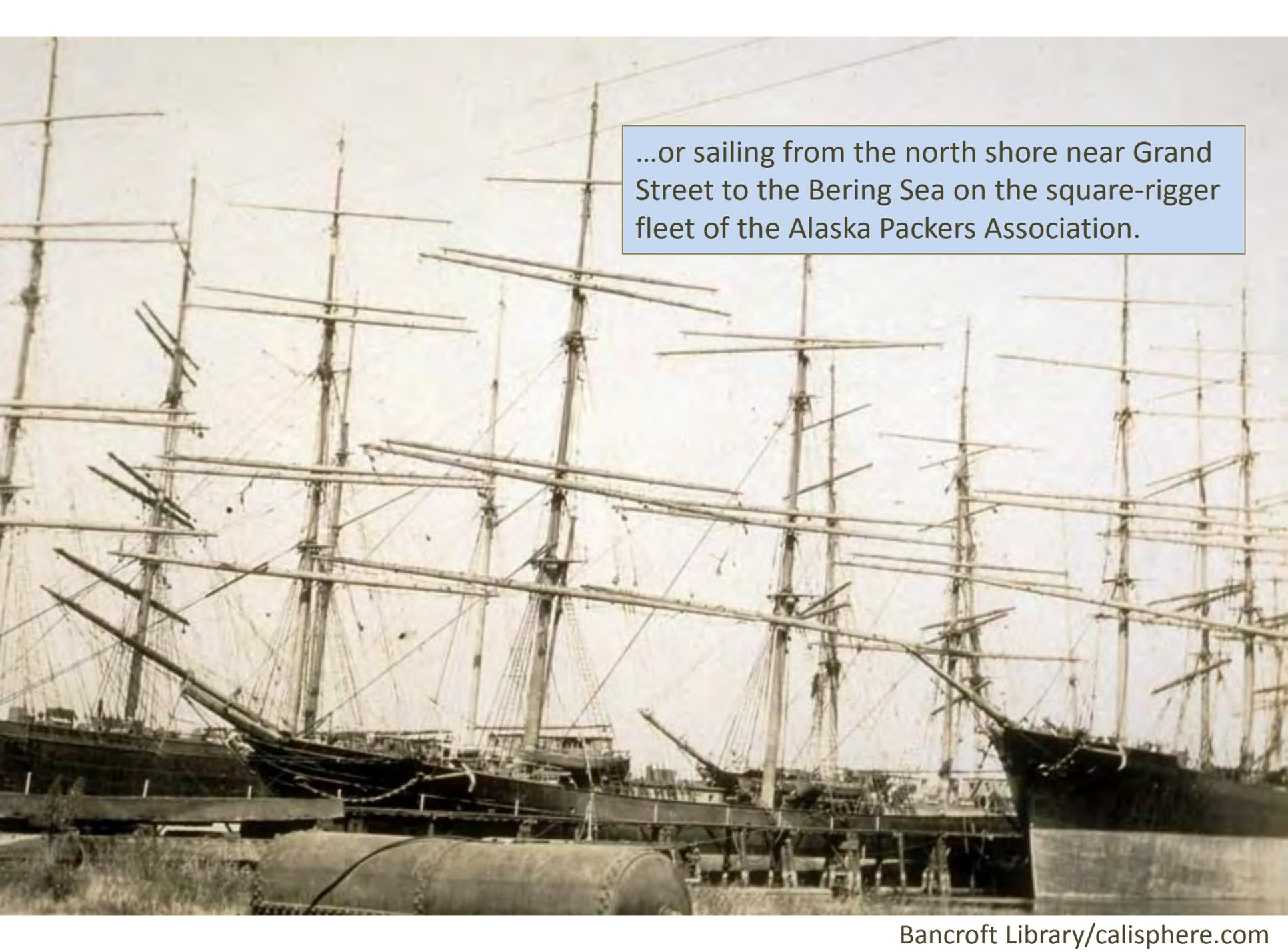
Alameda Museum

Residents of the Island City have always felt a connection to the bay lapping their shores...

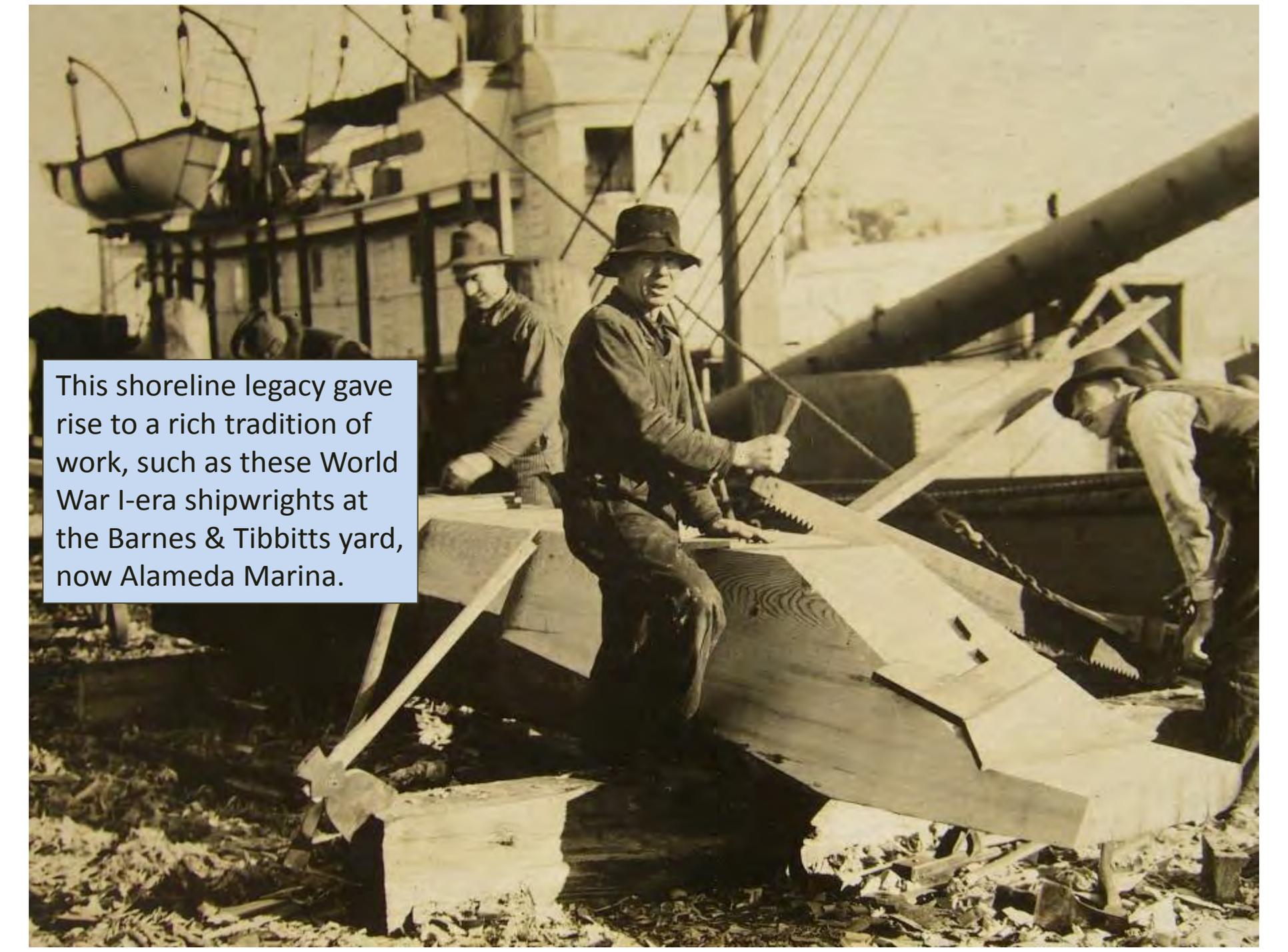


Alameda Museum

...whether sailing off the south shore at Grand Street's Encinal Yacht Club...

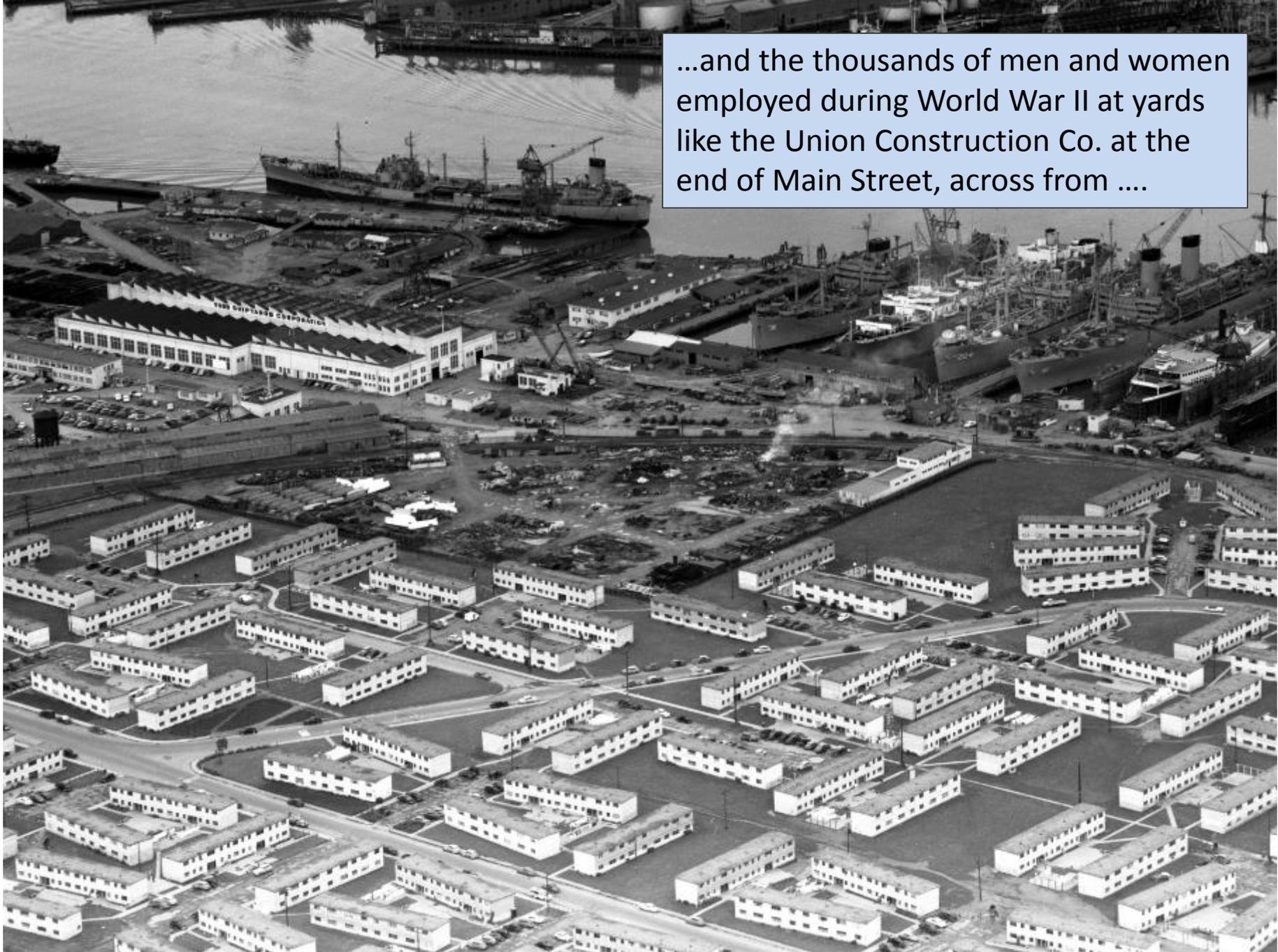


...or sailing from the north shore near Grand Street to the Bering Sea on the square-rigger fleet of the Alaska Packers Association.



This shoreline legacy gave rise to a rich tradition of work, such as these World War I-era shipwrights at the Barnes & Tibbitts yard, now Alameda Marina.

...and the thousands of men and women employed during World War II at yards like the Union Construction Co. at the end of Main Street, across from ....



... Naval Air Station, where men and women, military and civilian, served over the years.



Entrance, U. S. Naval Air Station, Alameda, California

Alameda Museum

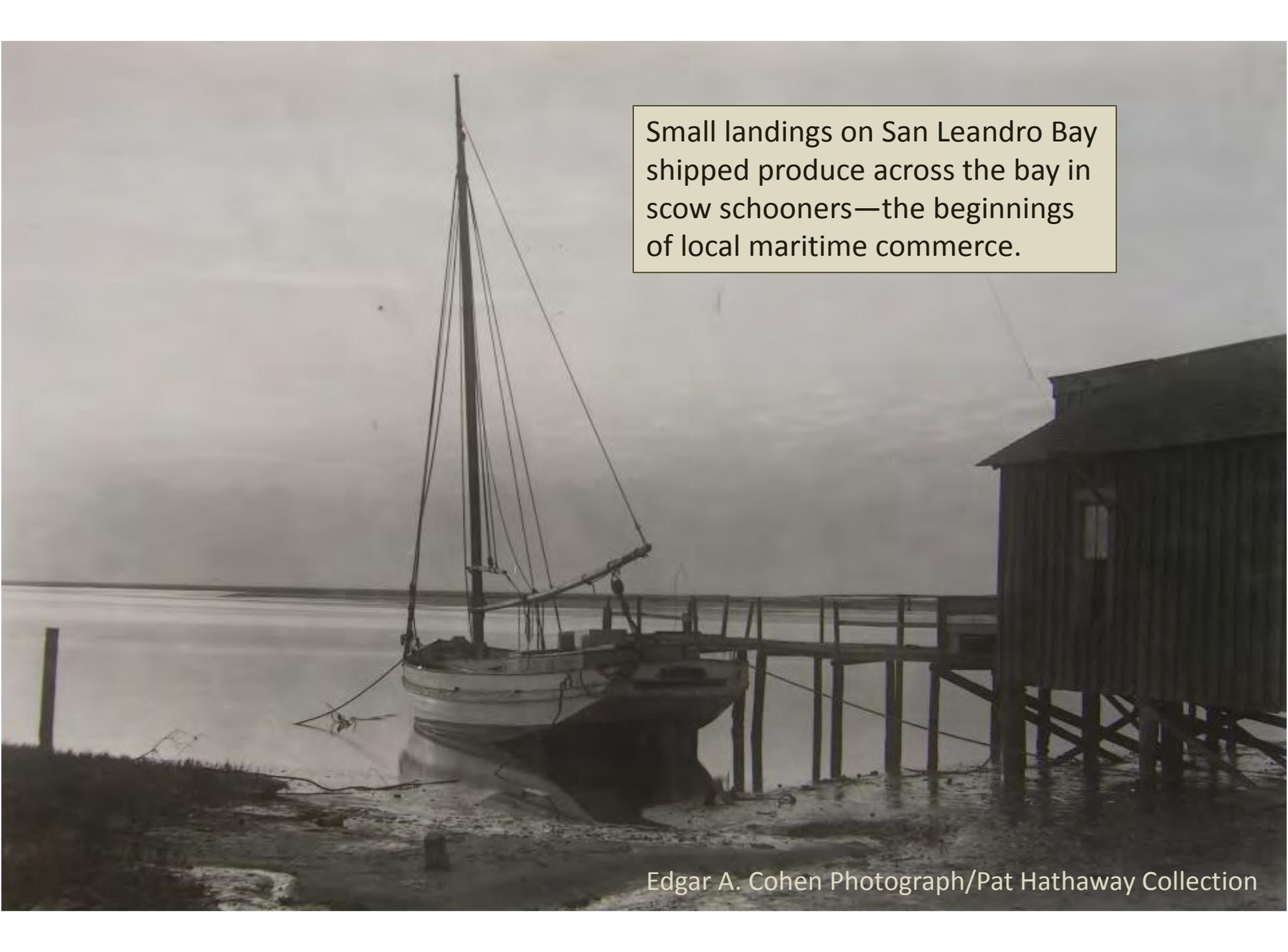
# Beginnings



Oakland Public Library, Oakland History Room

Courtesy Oakland Public Library, Oakland History Room

The first house in Alameda...Built in 1850 near present-day St. Joseph Church, this was a dormitory for woodcutters who chopped down oaks for firewood and charcoal for the San Francisco market. The land was later used for farming—most of Alameda's pioneer residents were working farmers who grew fruits and vegetables to sell in San Francisco.



Small landings on San Leandro Bay shipped produce across the bay in scow schooners—the beginnings of local maritime commerce.

Edgar A. Cohen Photograph/Pat Hathaway Collection

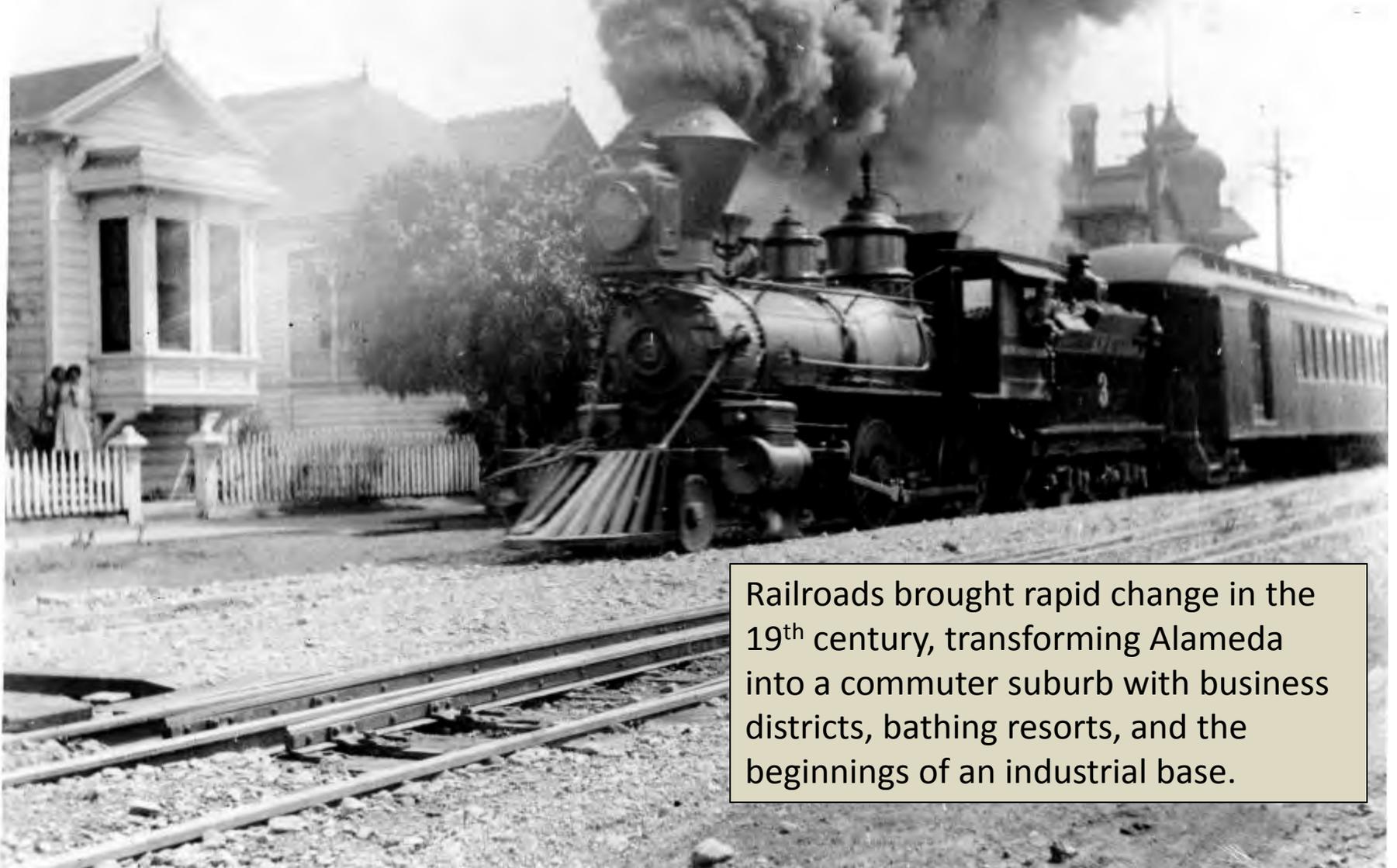


Agriculture remained a significant part of the local economy well into the 20<sup>th</sup> century, providing jobs for hundreds of laborers on Bay Farm Island and in Alameda's West End.

Farming persisted on Bay Farm Island into the 1970s, a remnant of Alameda's agricultural origins.



# The Railroad Era



Railroads brought rapid change in the 19<sup>th</sup> century, transforming Alameda into a commuter suburb with business districts, bathing resorts, and the beginnings of an industrial base.



Alameda Museum

Commuters rode trains to a depot perched out on the bay at Alameda's West End, where they boarded ferries.





Oakland Public Library, Oakland History Room

Alameda's growing population created employment for many in the building trades, from carpenters and masons to plumbers, plasterers, and painters. MacRae Bros. was located near Park Street.

Local businesses served residents in every section of town, while offering a wide variety of jobs...



Alameda Museum

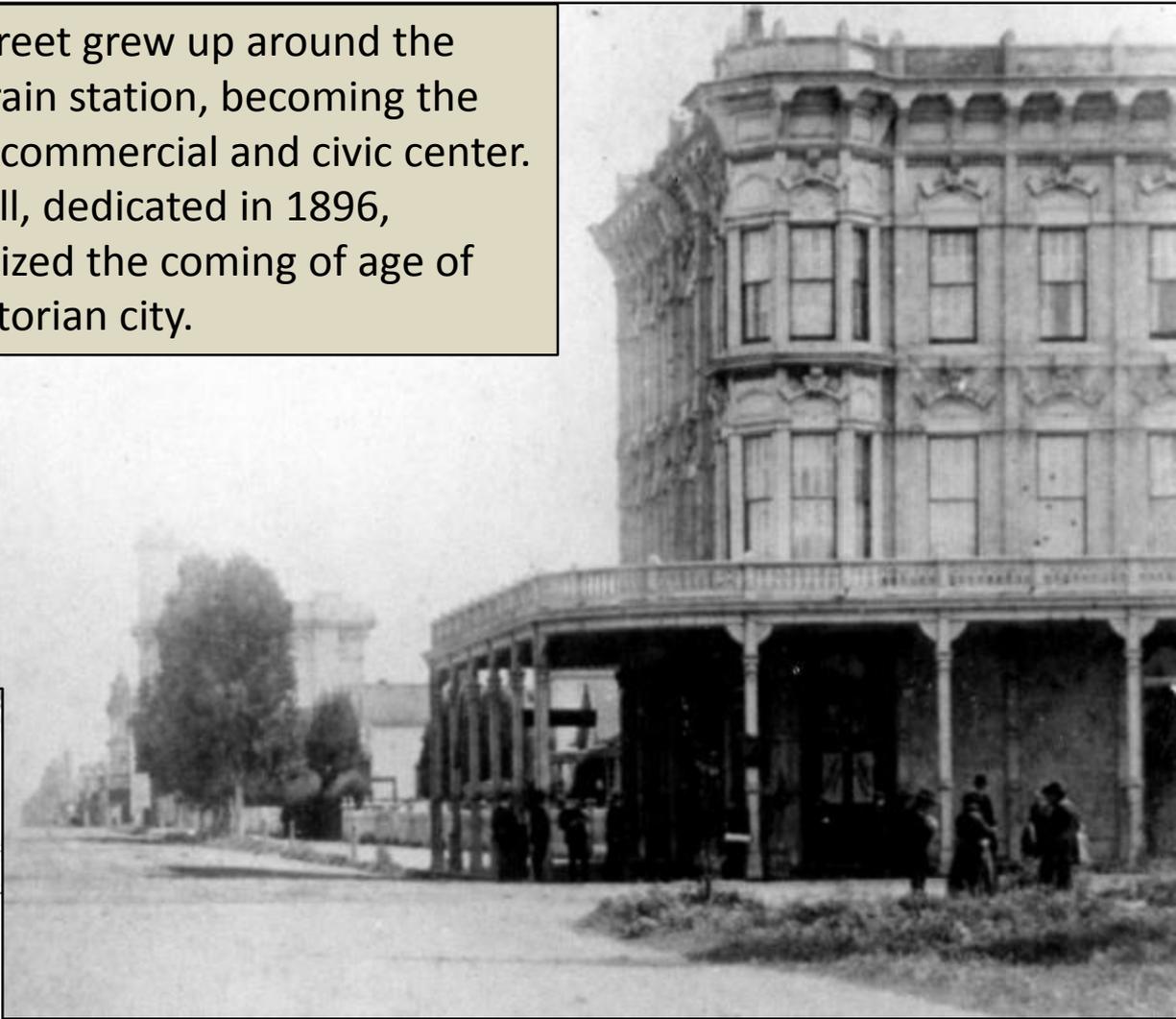
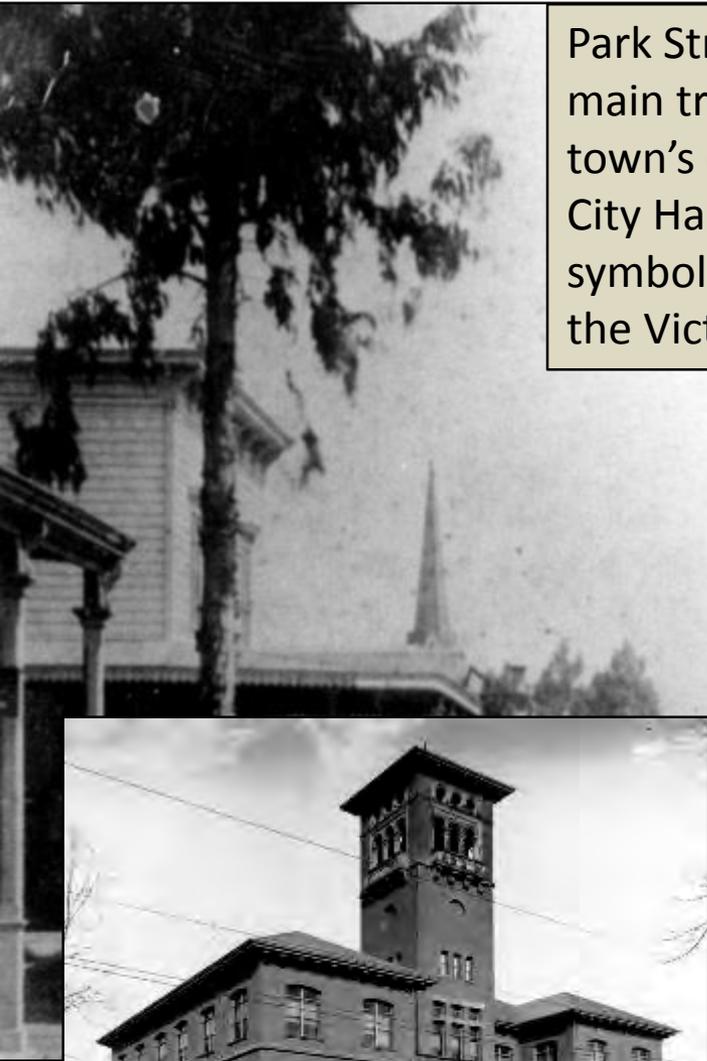




...from grocers and butchers to paperboys.

Alameda Museum

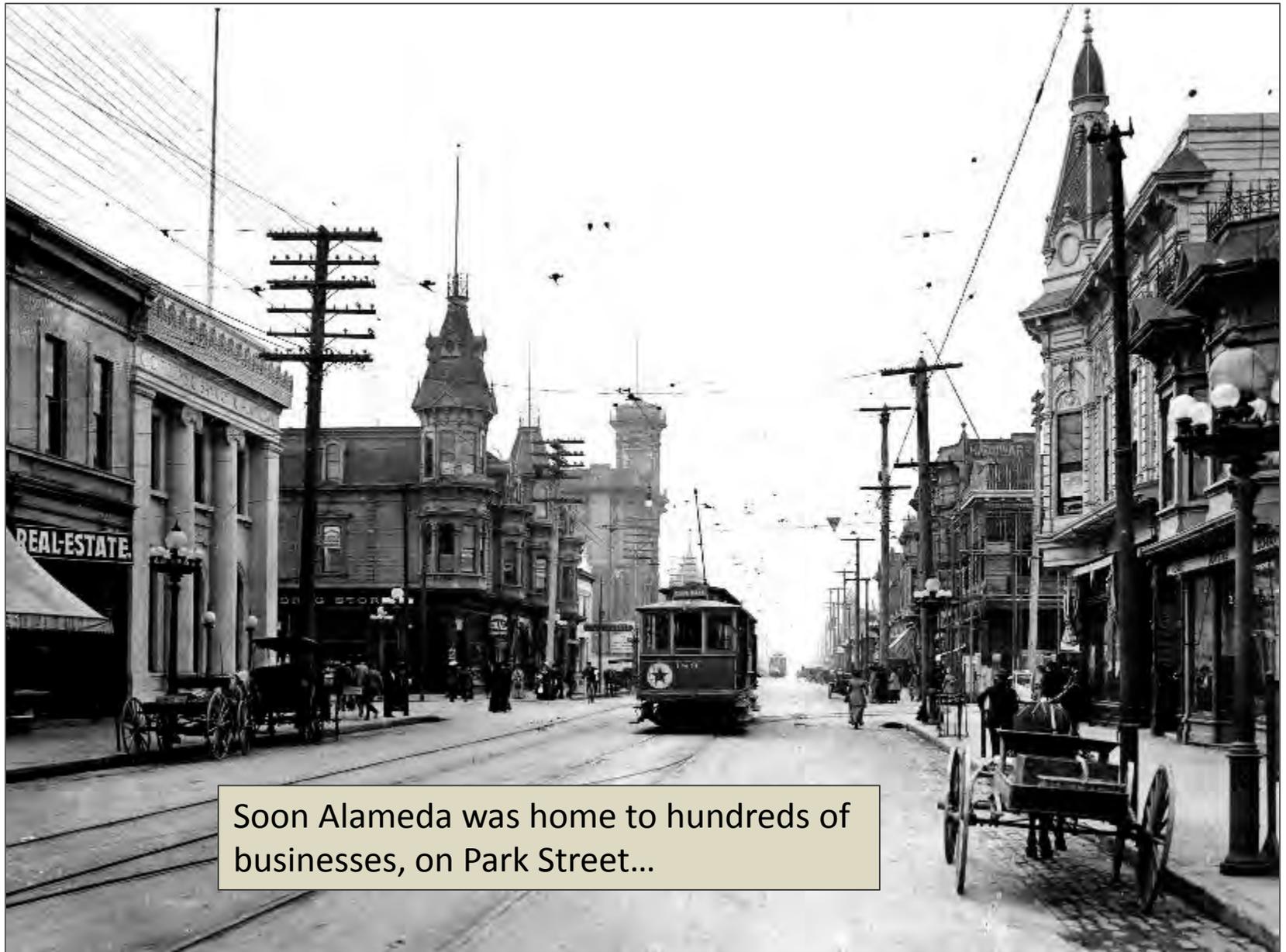
Park Street grew up around the main train station, becoming the town's commercial and civic center. City Hall, dedicated in 1896, symbolized the coming of age of the Victorian city.



Alameda Museum



Bancroft Library



Soon Alameda was home to hundreds of businesses, on Park Street...



...Webster Street...

Alameda Museum



Alameda Museum

...and neighborhood districts around commuter trains stops.



Alameda Museum

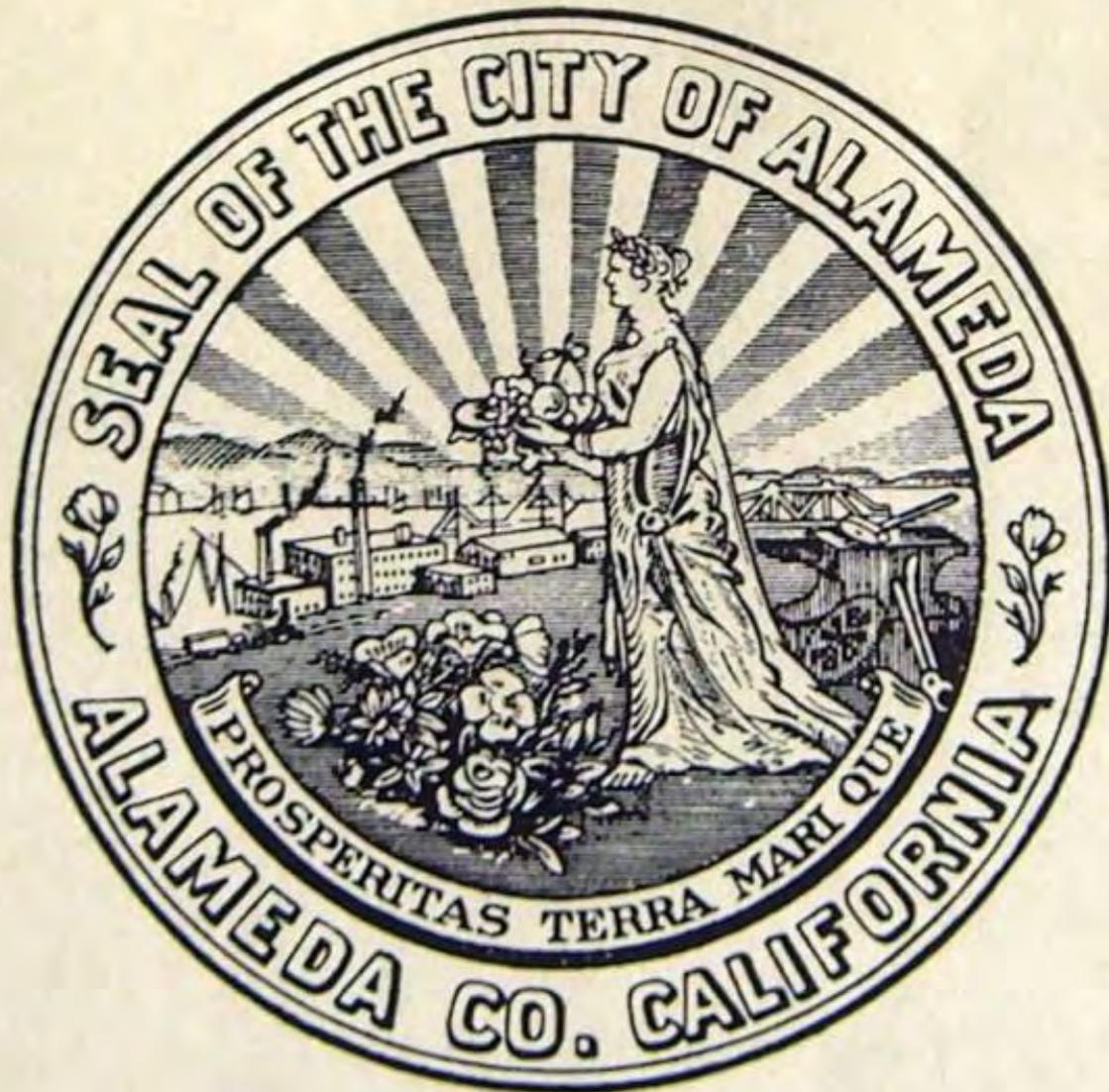
The railroads also gave rise to bathing resorts and hotels along the south shore—commercial establishments catering to out-of-town visitors and residents alike. Terrace Baths, west of Webster Street, and Kohlmoos Hotel (the site of Longfellow Park) opened in the West End in the 1870s.



## Alameda Municipal Power



By the late 19<sup>th</sup> century, the rapidly growing city had dozens of residential tracts spread across an expanding grid served by water and gas lines, sewers, and electric light towers. The *Alameda Argus* newspaper produced this bird's-eye view in 1887, when the population neared 10,000.



Yet the newly adopted city seal emphasized the town's industrial potential, depicting trains, ships, and factories bringing "prosperity from land and sea."

# Industry



Alameda Museum

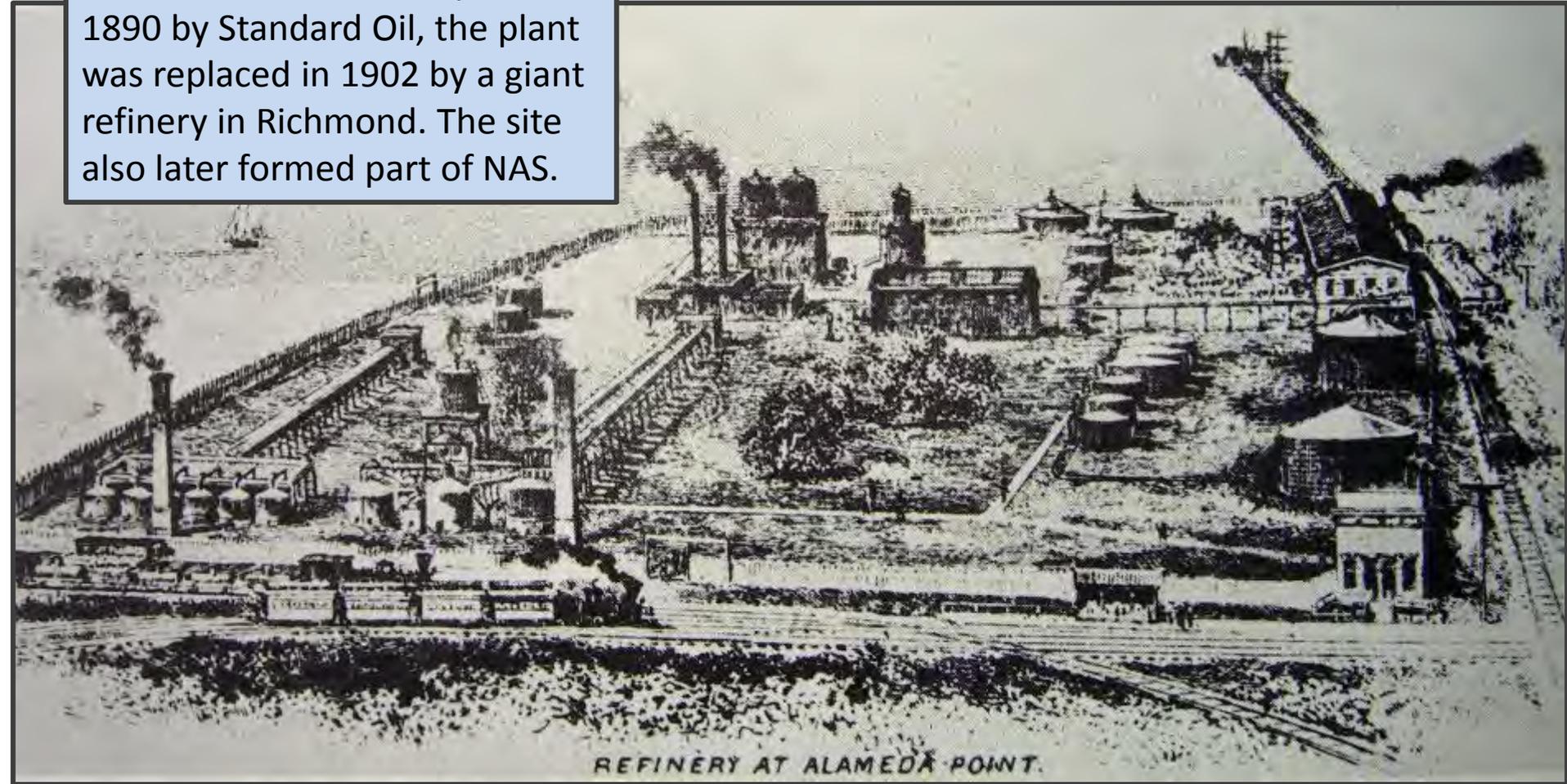
Opened in 1887, the terra-cotta factory of N. Clark & Sons was one of Alameda's pioneer industries. The West End works remained in business until 1952. Its site was redeveloped in the 1960s for Chipman Middle School.



Served by rail and ship, industry first took hold in the West End. This west-shore factory, built in 1879 as the Royal Soap Works, was Alameda's first big plant. Francis Marion "20-Mule-Team" Smith expanded it into the world's largest borax refinery in the 1890s. The site was later incorporated into the NAS.

Bay Area Electric Railroad Association Archives [#35551]

The Pacific Coast Oil Company established one of California's first oil refineries on Alameda's west shore in 1880. Acquired in 1890 by Standard Oil, the plant was replaced in 1902 by a giant refinery in Richmond. The site also later formed part of NAS.



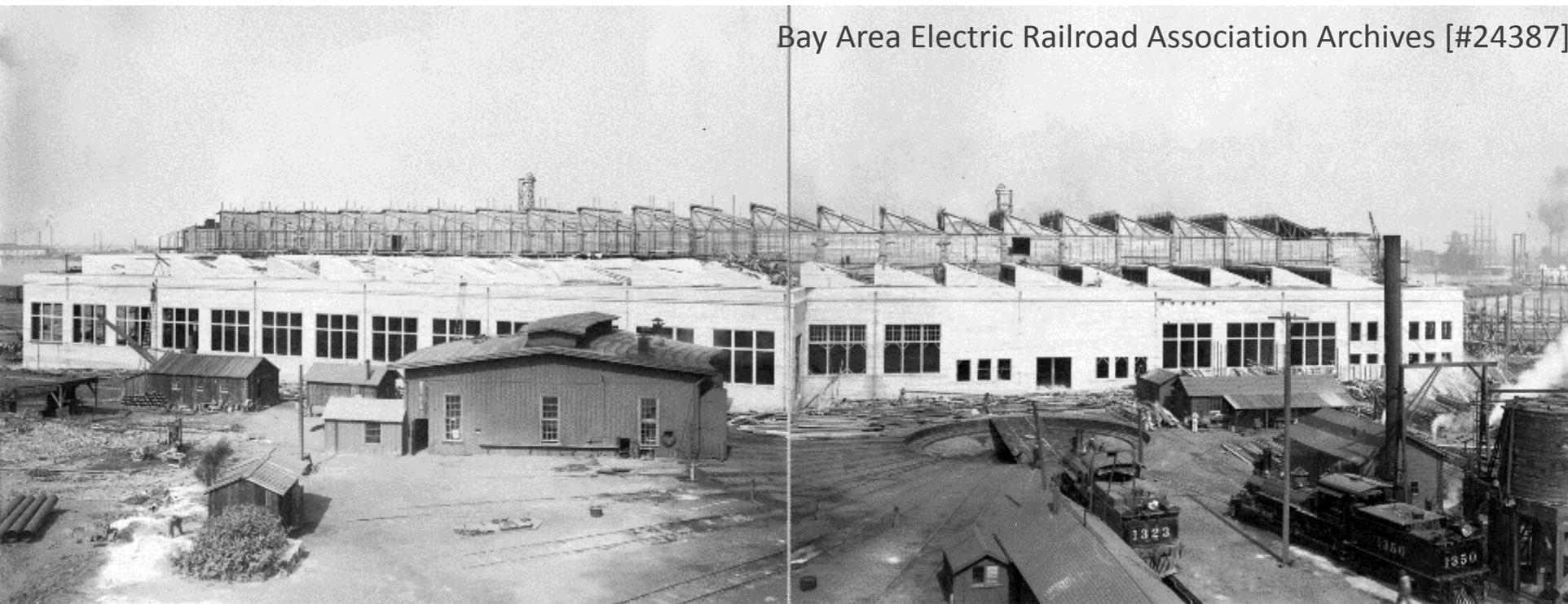
Mel Scott, *The San Francisco Bay Area: A Metropolis in Perspective*, 1959



Bay Area Electric Railroad Association Archives [#30763]

Transportation also created jobs. The 1892 car barn and power house of the Alameda, Oakland, and Piedmont Electric Railroad Company, on Webster Street at Atlantic Avenue, served the streetcar system.

Bay Area Electric Railroad Association Archives [#24387]



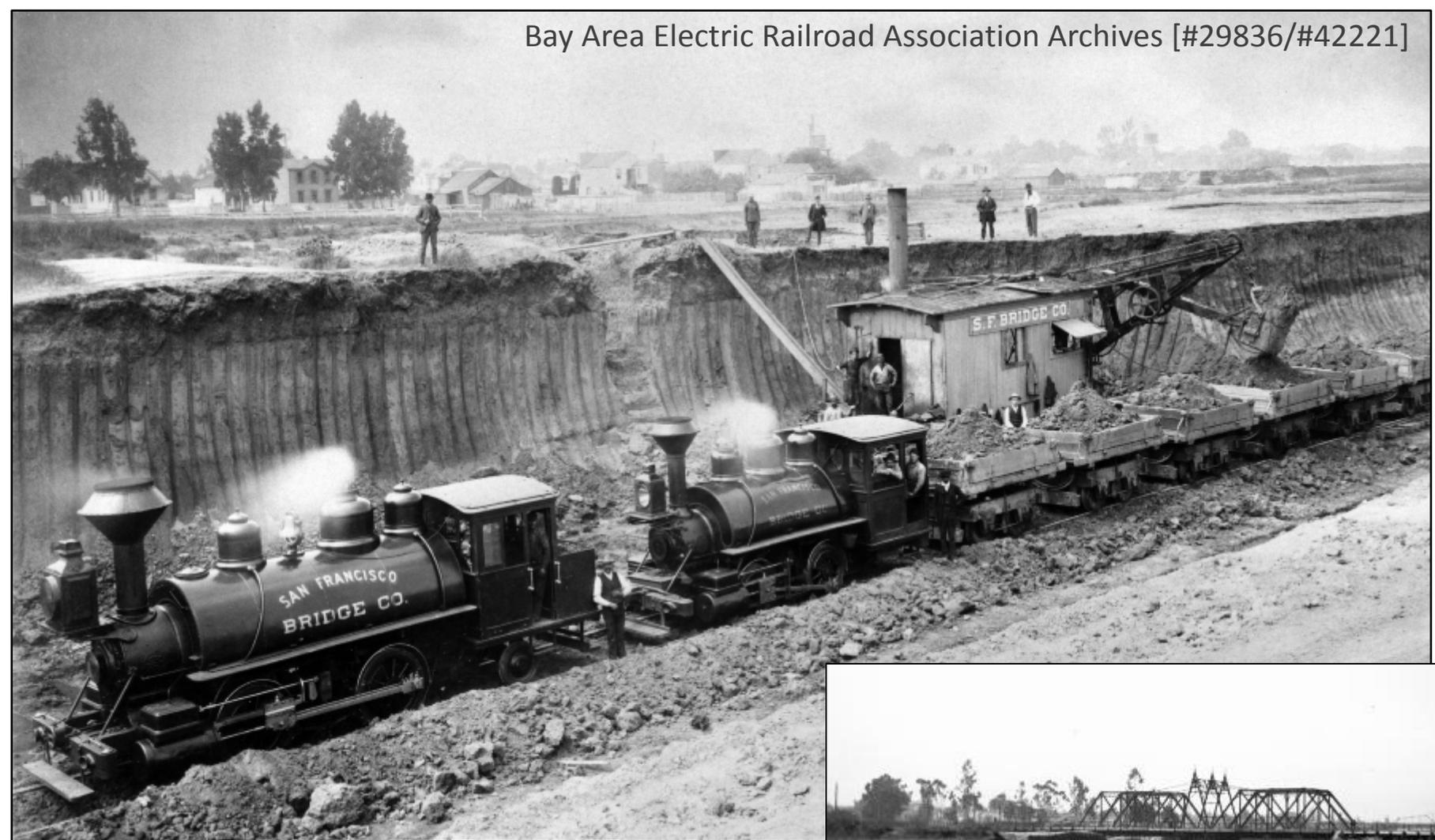
The Southern Pacific's West Alameda Shops, later part of the Todd shipyard, were in operation from 1911 to 1941, employing dozens of men in the maintenance of SP's famous "Red Trains." The shops became part of a shipyard during World War II; the big sawtooth building remains a landmark at the north end of Main Street, next to Alameda Point.



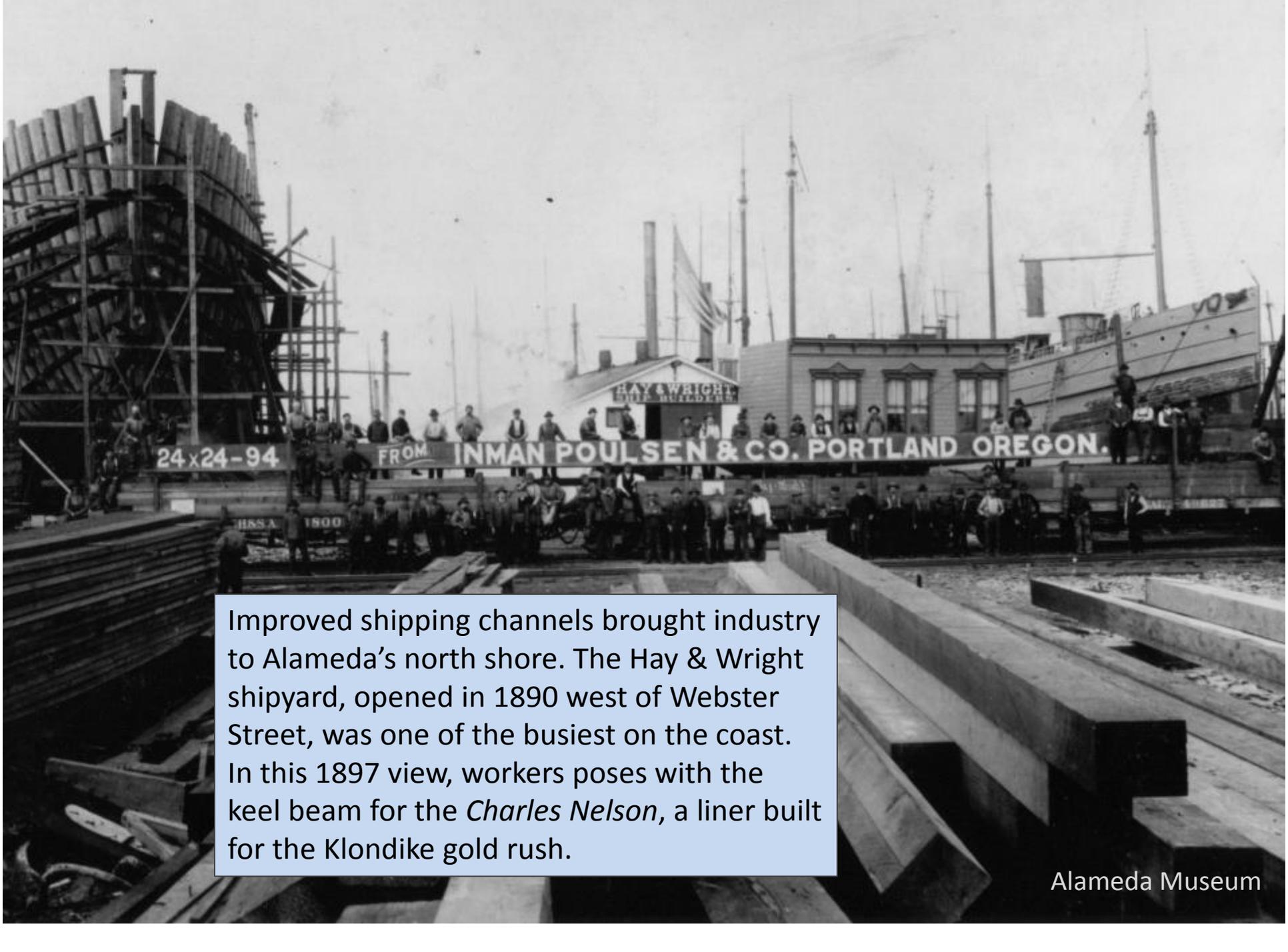
Red Trains parked in one of the bays of the SP shop building.



SP workers at the West Alameda Shops.

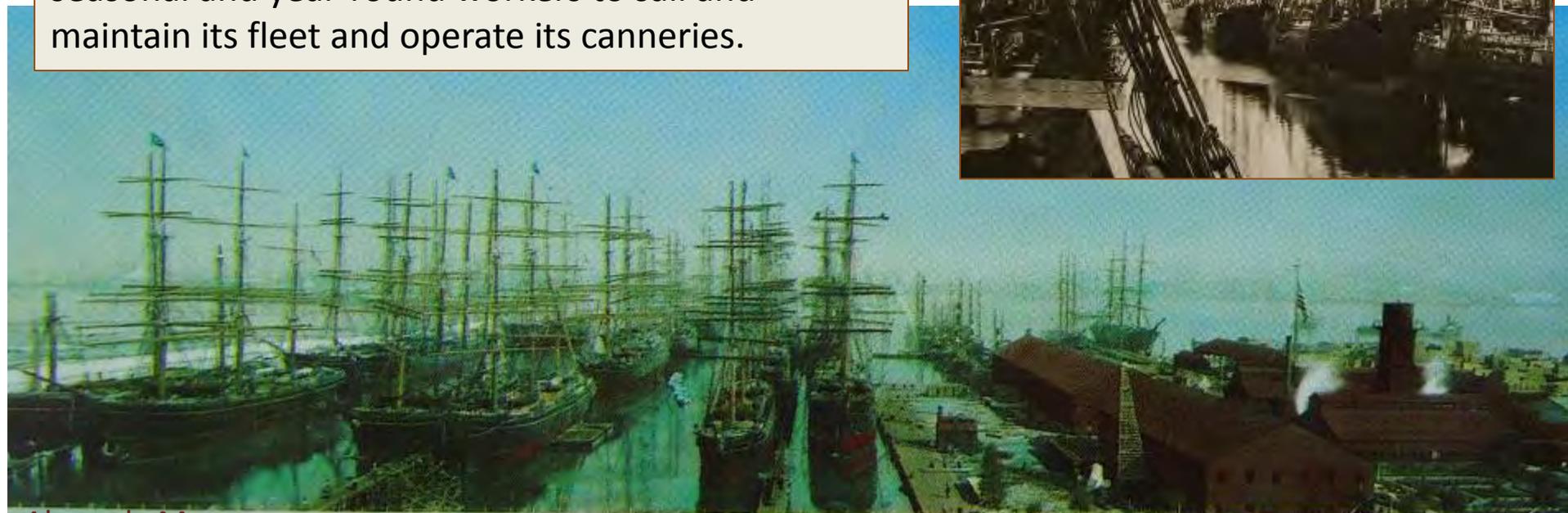


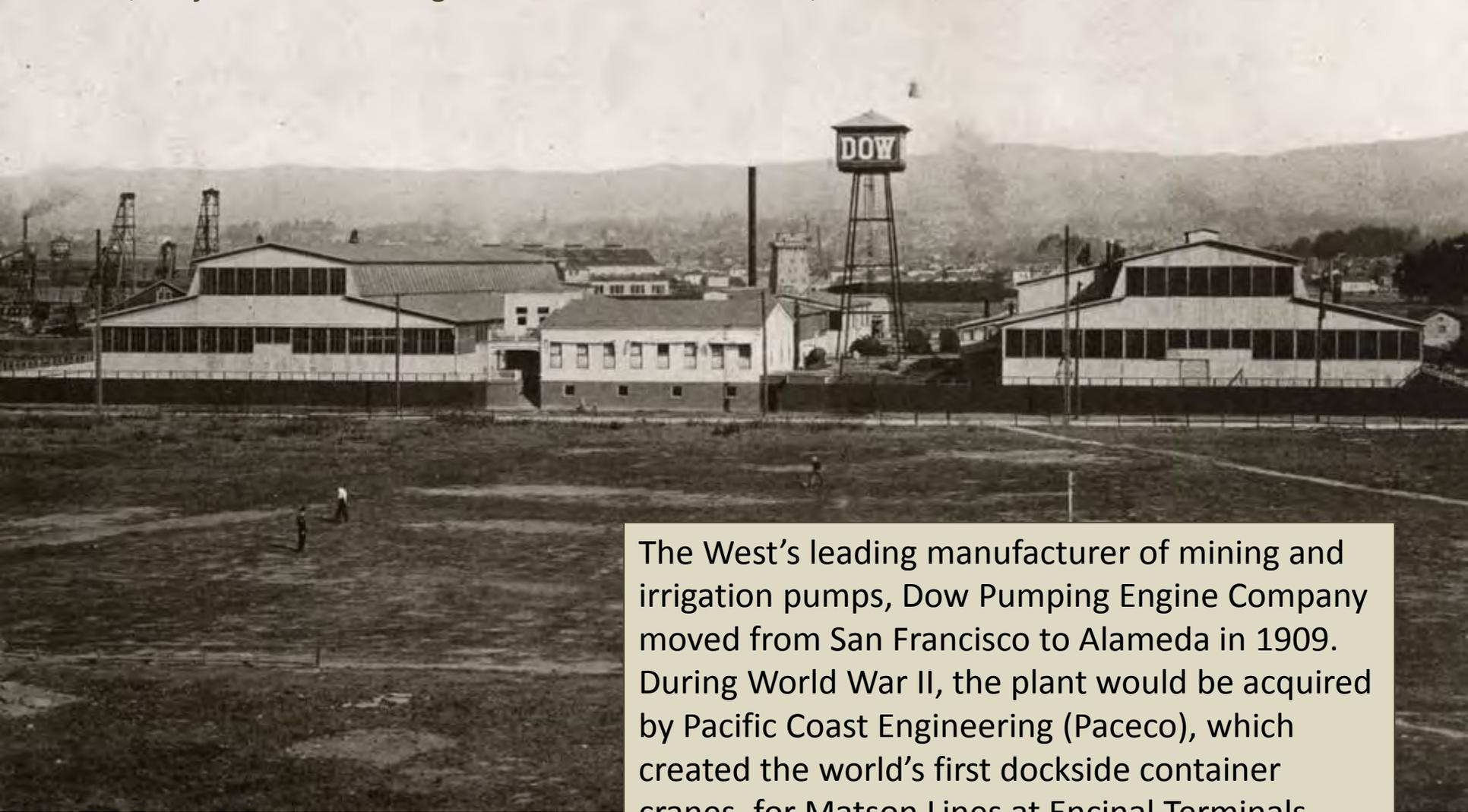
Federal harbor improvements began in the 1870s, transforming the shallow Estuary into a deep-water port. These views from 1889 (above) and 1901 (right) depict the digging of the tidal canal, which turned Alameda into an island in 1902.



Improved shipping channels brought industry to Alameda's north shore. The Hay & Wright shipyard, opened in 1890 west of Webster Street, was one of the busiest on the coast. In this 1897 view, workers poses with the keel beam for the *Charles Nelson*, a liner built for the Klondike gold rush.

The San Francisco-based Alaska Packers Association, the world's premier purveyor of salmon, moored its winter fleet on the north shore near Grand Street from 1905 to World War II. Square-riggers and steamers marked the seasons with stately ritual, heading north to the canneries in the spring and returning late summer or early fall laden with salmon. The company employed thousands of seasonal and year-round workers to sail and maintain its fleet and operate its canneries.



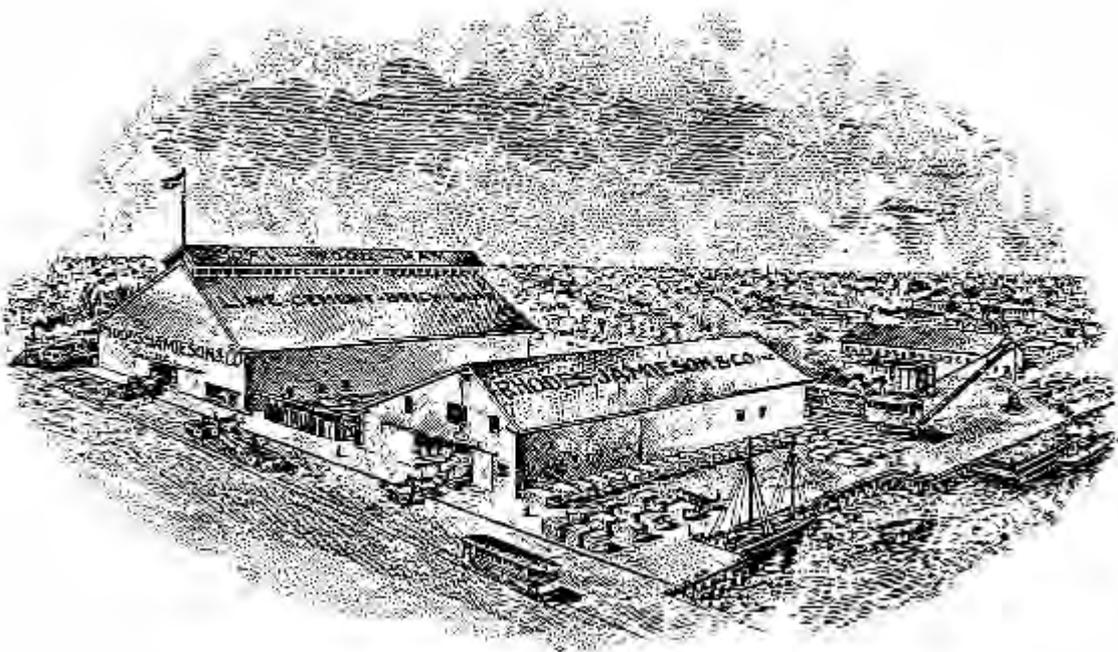
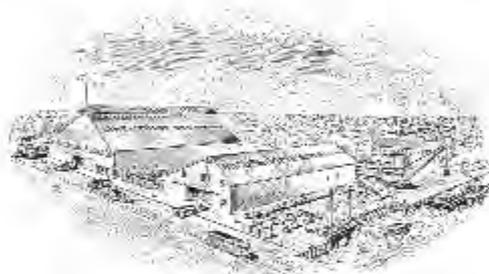


The West's leading manufacturer of mining and irrigation pumps, Dow Pumping Engine Company moved from San Francisco to Alameda in 1909. During World War II, the plant would be acquired by Pacific Coast Engineering (Paceco), which created the world's first dockside container cranes, for Matson Lines at Encinal Terminals. The long-vacated complex at Oak Street and Clement Avenue was recently razed for residential development.

# Rhodes, Jamieson & Co.

INCORPORATED

Coal and Material Dealers



LINE, BRICK, SAND, ROCK, CEMENT  
HAY & GRAIN SEWER PIPE  
WOOD AND COAL

Main Office: 1520 Park Street, Phone Alameda 112

Warehouse and Yard: Cor. Park St. & Blanding Ave., Phone Ald. 440

ALAMEDA, CALIFORNIA

Many businesses flourished on the Estuary. Rhodes, Jamieson & Co. established the tidal canal's first bulk distribution facility for building materials, fuel, and feed. Opened in 1908 next to the Park Street Bridge, the business moved to Oakland in the 1930s.

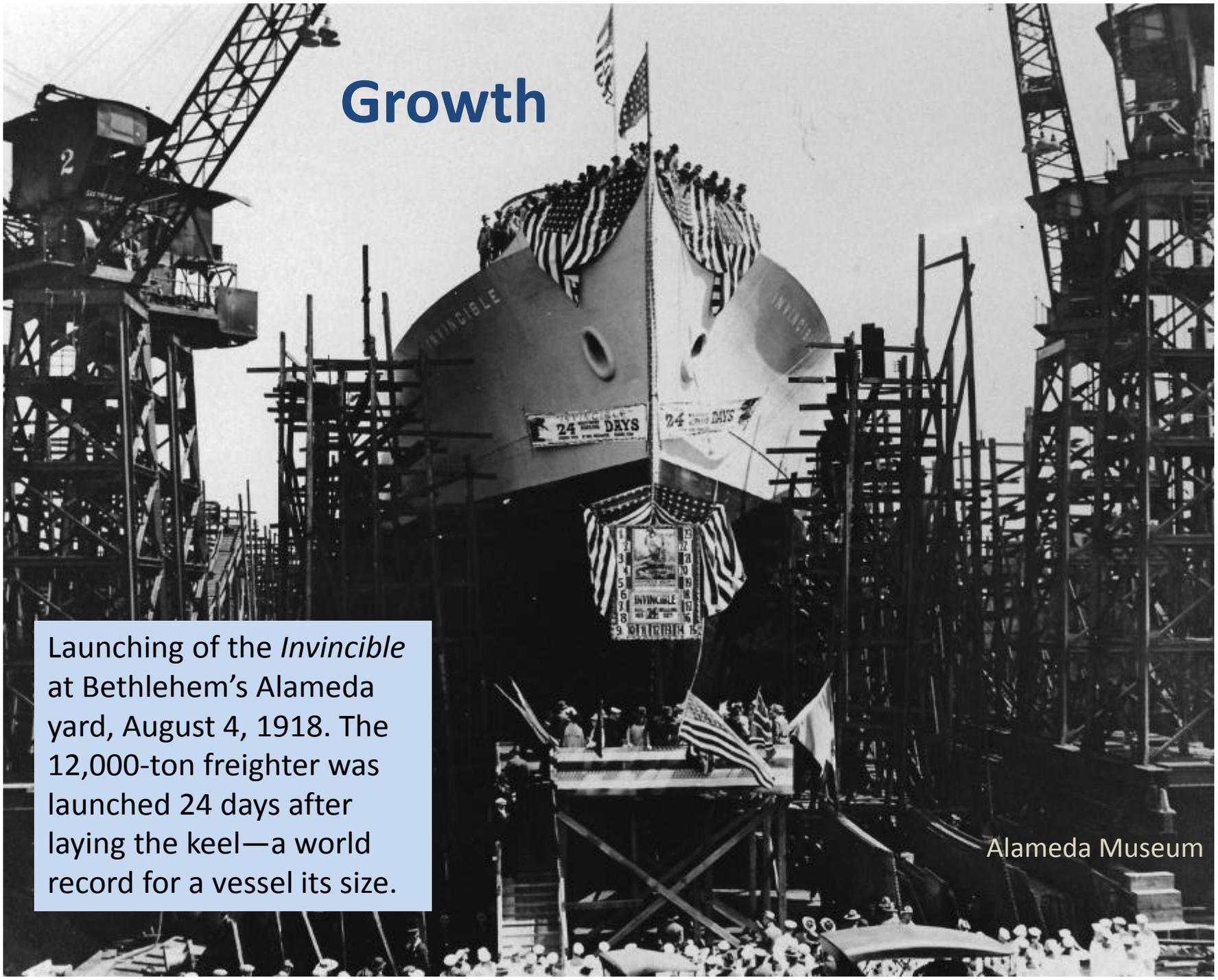


Lumberyards and mills were an important part of the industrial waterfront since the beginning of the railroad era, providing materials for Alameda's residential growth. The yard of the Panama Lumber & Mill Company opened in 1911 just west of the Webster Street Bridge.

# Growth

Launching of the *Invincible* at Bethlehem's Alameda yard, August 4, 1918. The 12,000-ton freighter was launched 24 days after laying the keel—a world record for a vessel its size.

Alameda Museum



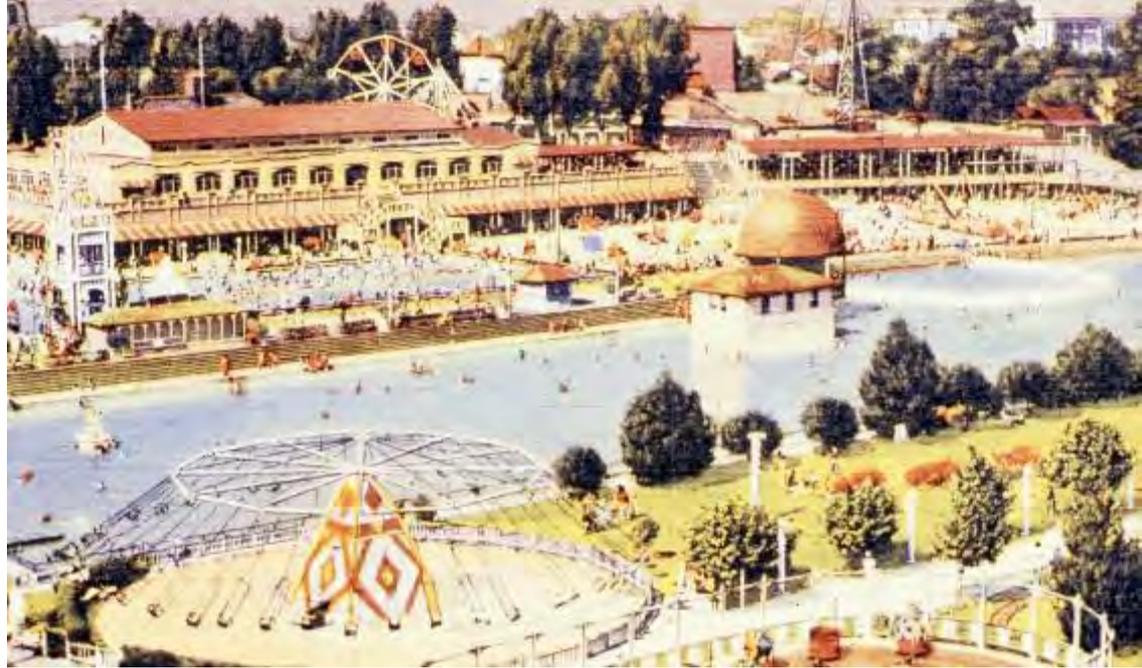


Bethlehem employed thousands of workers during World War I at its 80-acre plant east of the Webster Street Bridge, equipped with the largest machine shop on the coast (top). The yard launched nearly 60 steel freighters and tankers between 1916 and 1923.

Alameda Museum



Opened in 1917 at the foot of Webster, Neptune Beach provided respite for wartime workers at the booming shipyard up the street.



*Neptune Beach  
Alameda - Cal.  
Alameda Museum*

# ALAMEDA

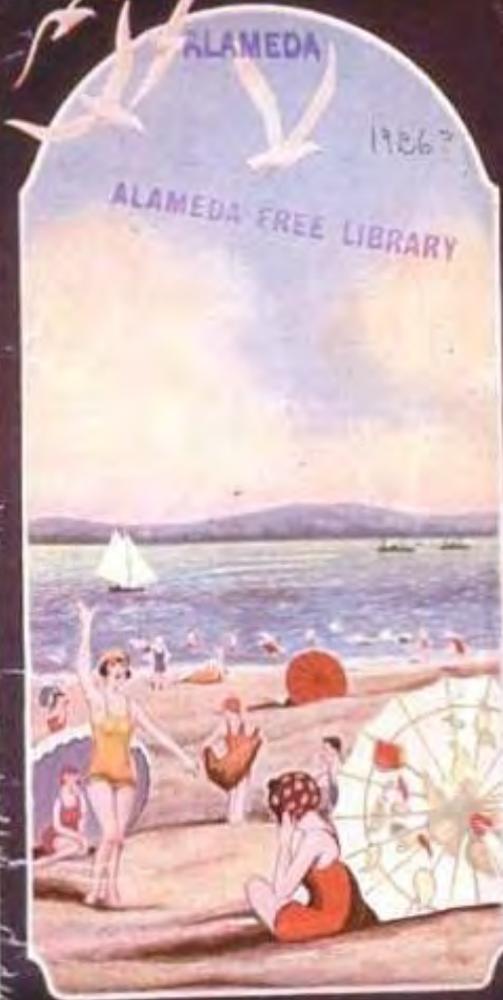
Industry~Shipping



CALIFORNIA

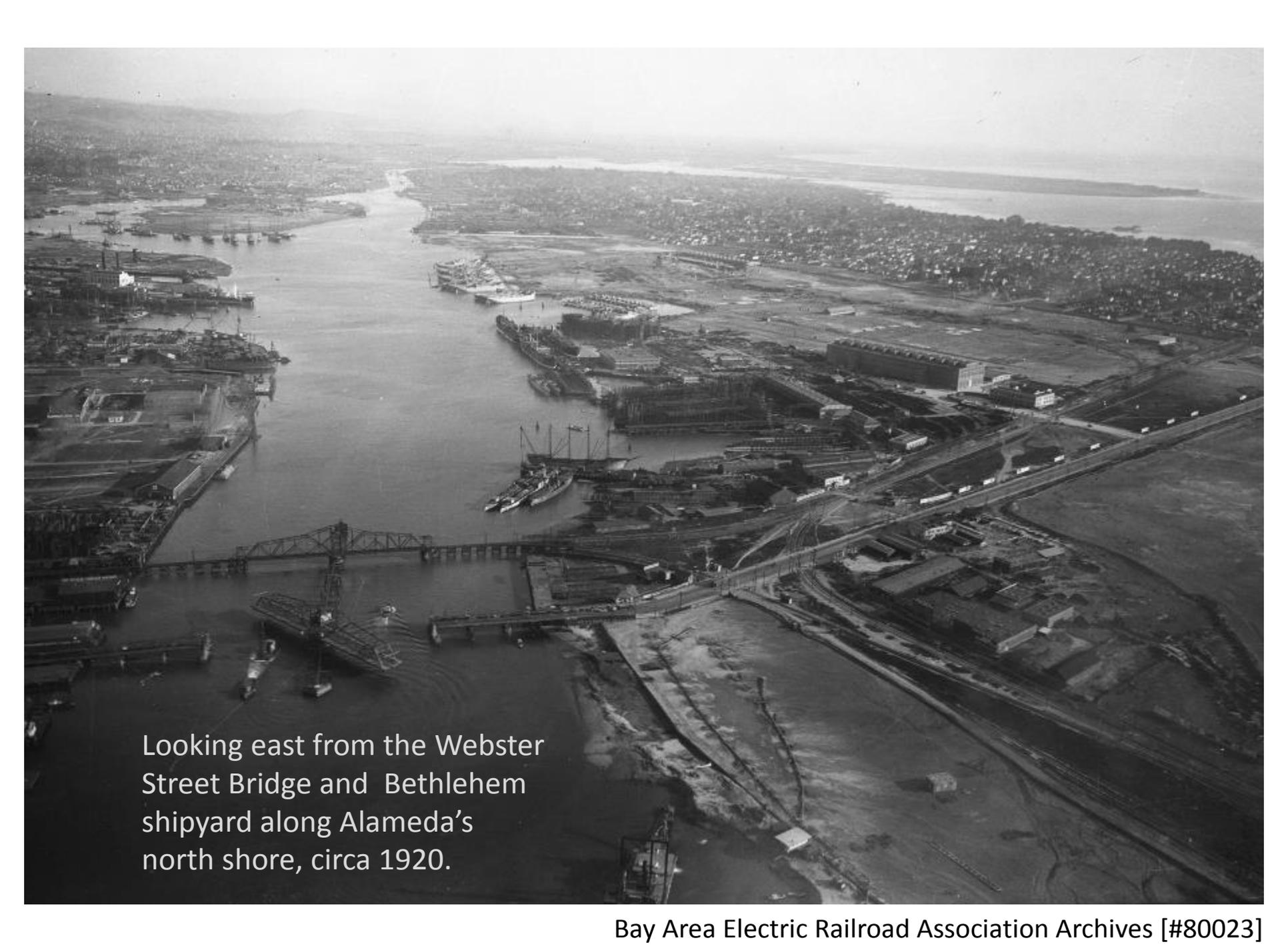
# ALAMEDA

City of Beaches



CALIFORNIA

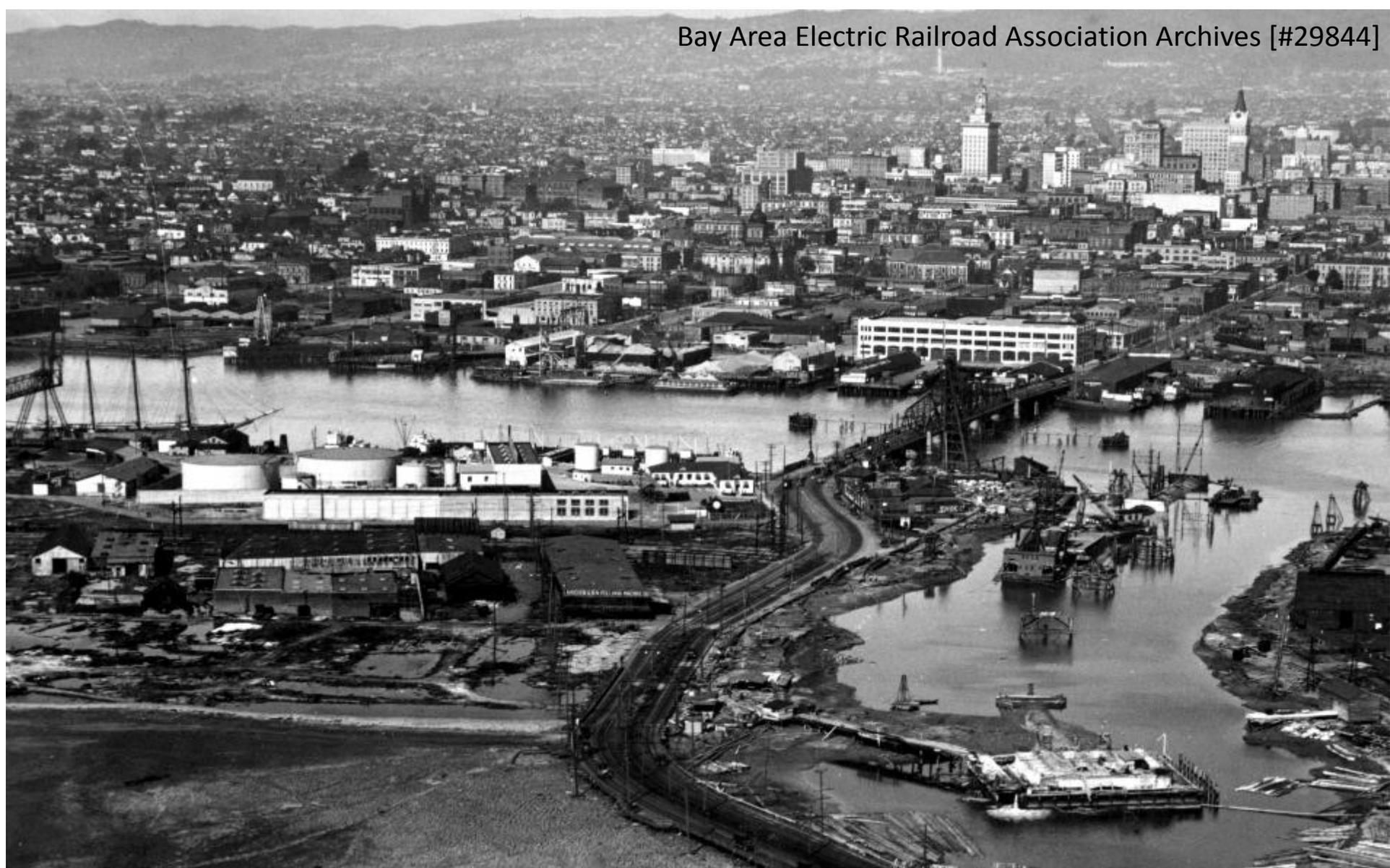
After the war, Alameda embraced its dual identity as a “City of Homes” and a “City of Industry,” as seen in the contrasting shores on this 1920s brochure.

An aerial black and white photograph of Alameda, California, in 1920. The view is from the Webster Street Bridge, looking east along the north shore of the Alameda Canal. The canal is filled with numerous ships, including large cargo vessels and smaller boats. On the right side of the canal, the Bethlehem shipyard is visible, featuring several large industrial buildings and extensive construction work. The surrounding area is densely packed with residential and commercial buildings, and a network of streets and utility lines is visible. In the background, the city of Alameda extends to the waterfront, with hills visible in the distance.

Looking east from the Webster Street Bridge and Bethlehem shipyard along Alameda's north shore, circa 1920.



Looking west down the Estuary past the Bethlehem shipyard to the Alameda Mole, circa 1925. The tidelands south of the Mole would be filled in the 1930s and 1940s for NAS Alameda.

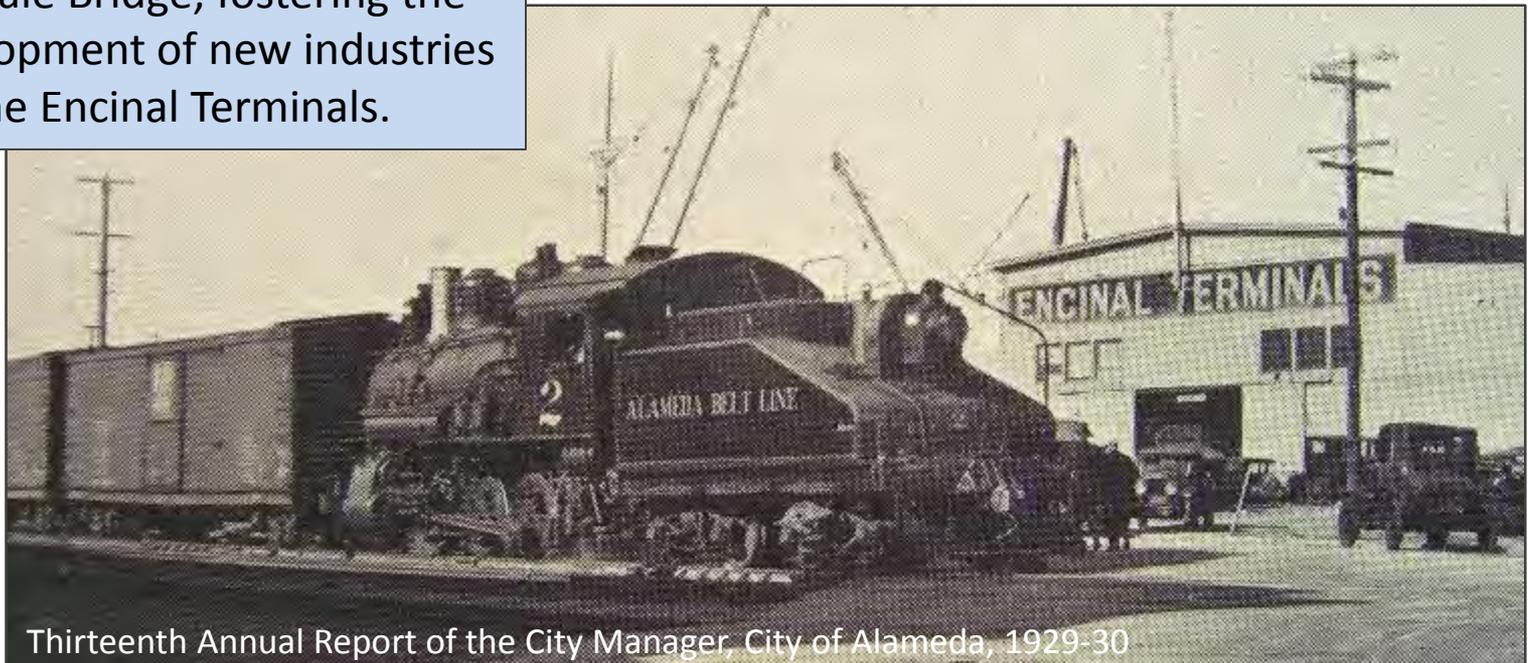


Storage and distribution facilities were operated by several oil companies. The Associated Oil Company established its yard by the Webster Street Bridge in 1921, supplying ships with refined oil, motor lubricants, and fuel oils. The site was redeveloped in the 1970s as Mariner Square.

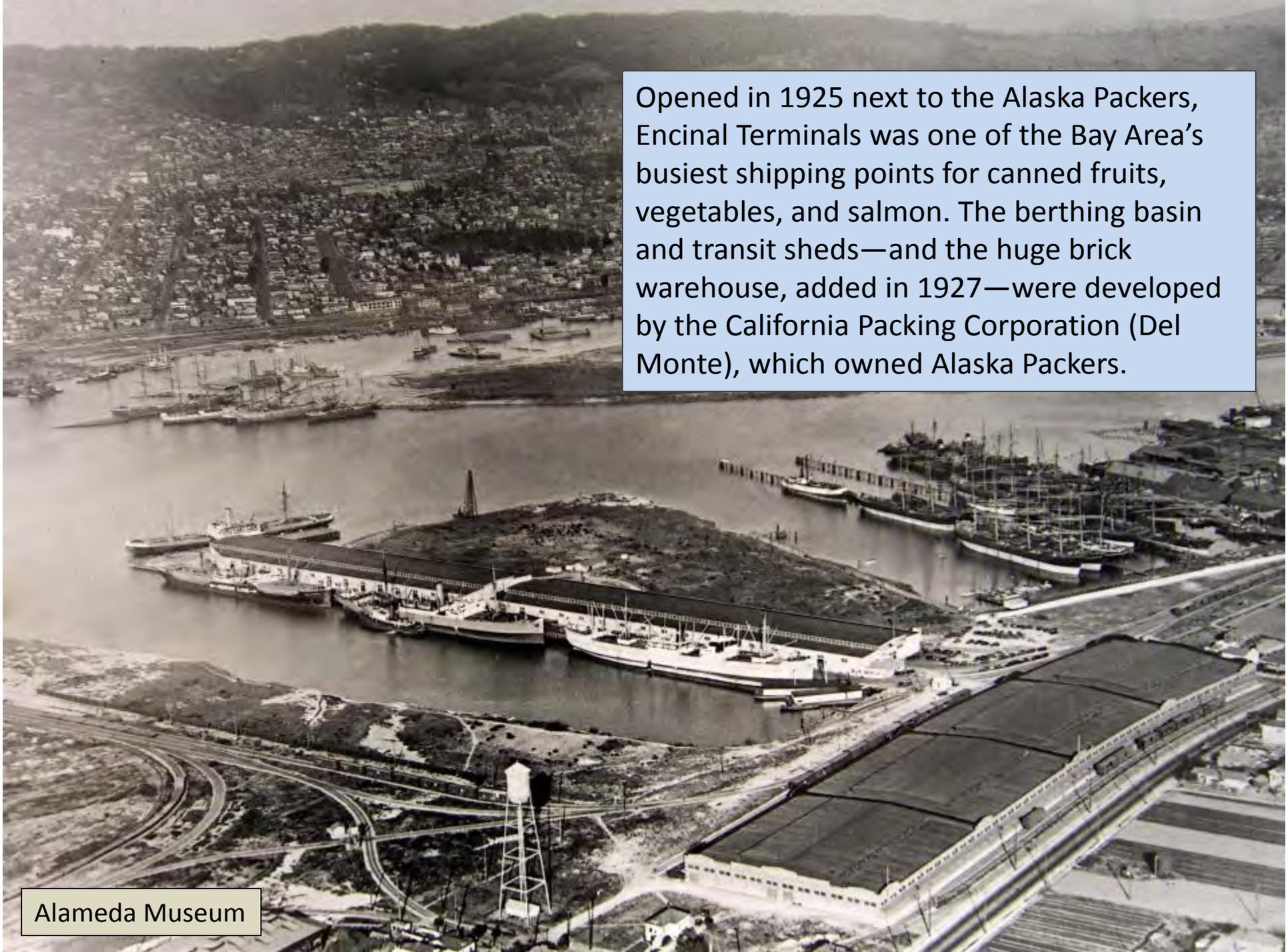
Critical to the city's postwar growth was the Alameda Belt Line, a municipal railway opened in 1918 along the waterfront. The Belt Line linked industries to transcontinental lines via freight ferries and the Fruitvale Bridge, fostering the development of new industries like the Encinal Terminals.



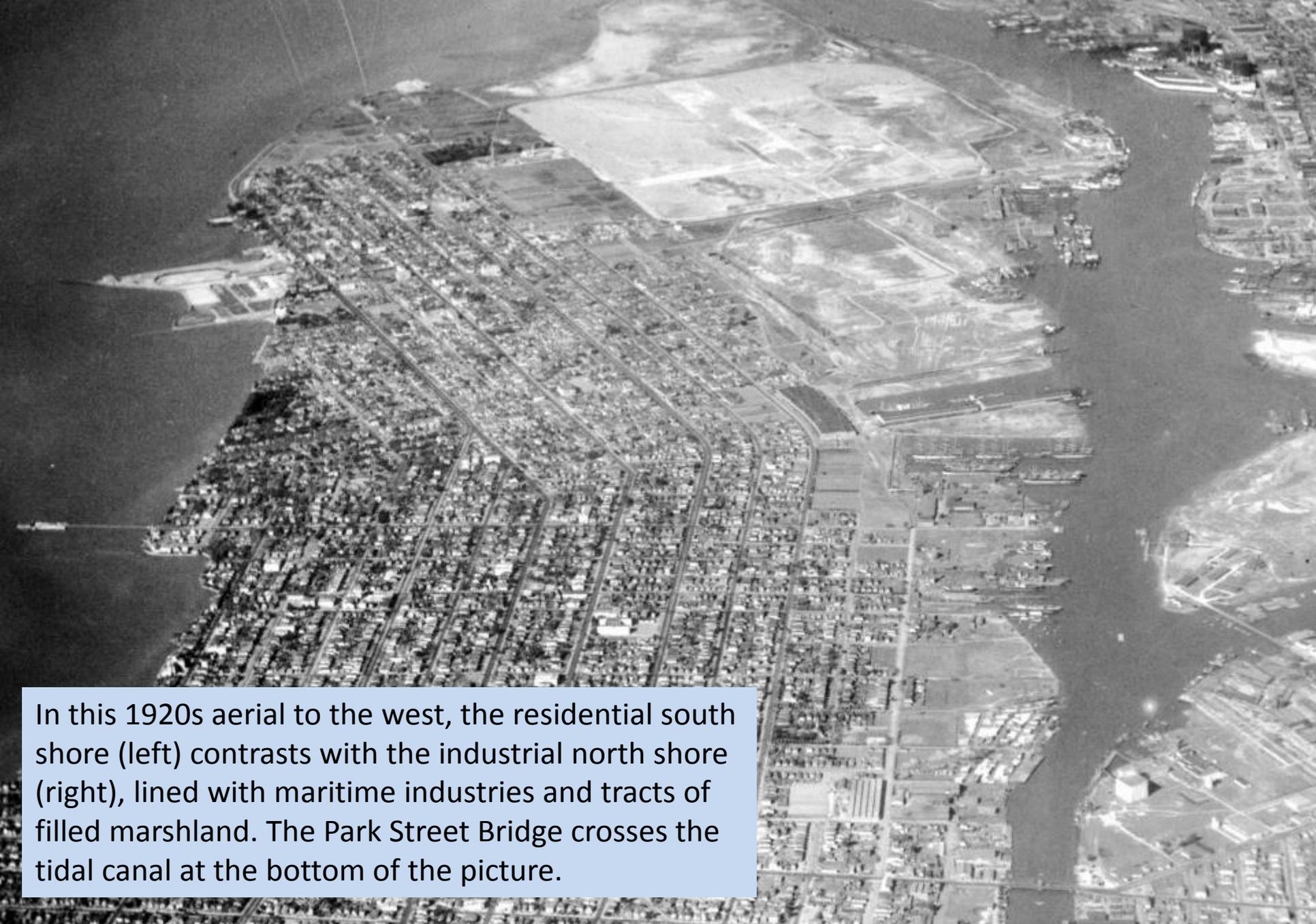
Alameda Museum



Thirteenth Annual Report of the City Manager, City of Alameda, 1929-30

An aerial black and white photograph of the Encinal Terminals in San Francisco. The image shows a large industrial complex with several long, low-profile buildings along the waterfront. Numerous ships are docked at the piers. In the foreground, there are railroad tracks, a water tower, and a large, dark-roofed warehouse. The background shows a densely populated hillside with many houses.

Opened in 1925 next to the Alaska Packers, Encinal Terminals was one of the Bay Area's busiest shipping points for canned fruits, vegetables, and salmon. The berthing basin and transit sheds—and the huge brick warehouse, added in 1927—were developed by the California Packing Corporation (Del Monte), which owned Alaska Packers.



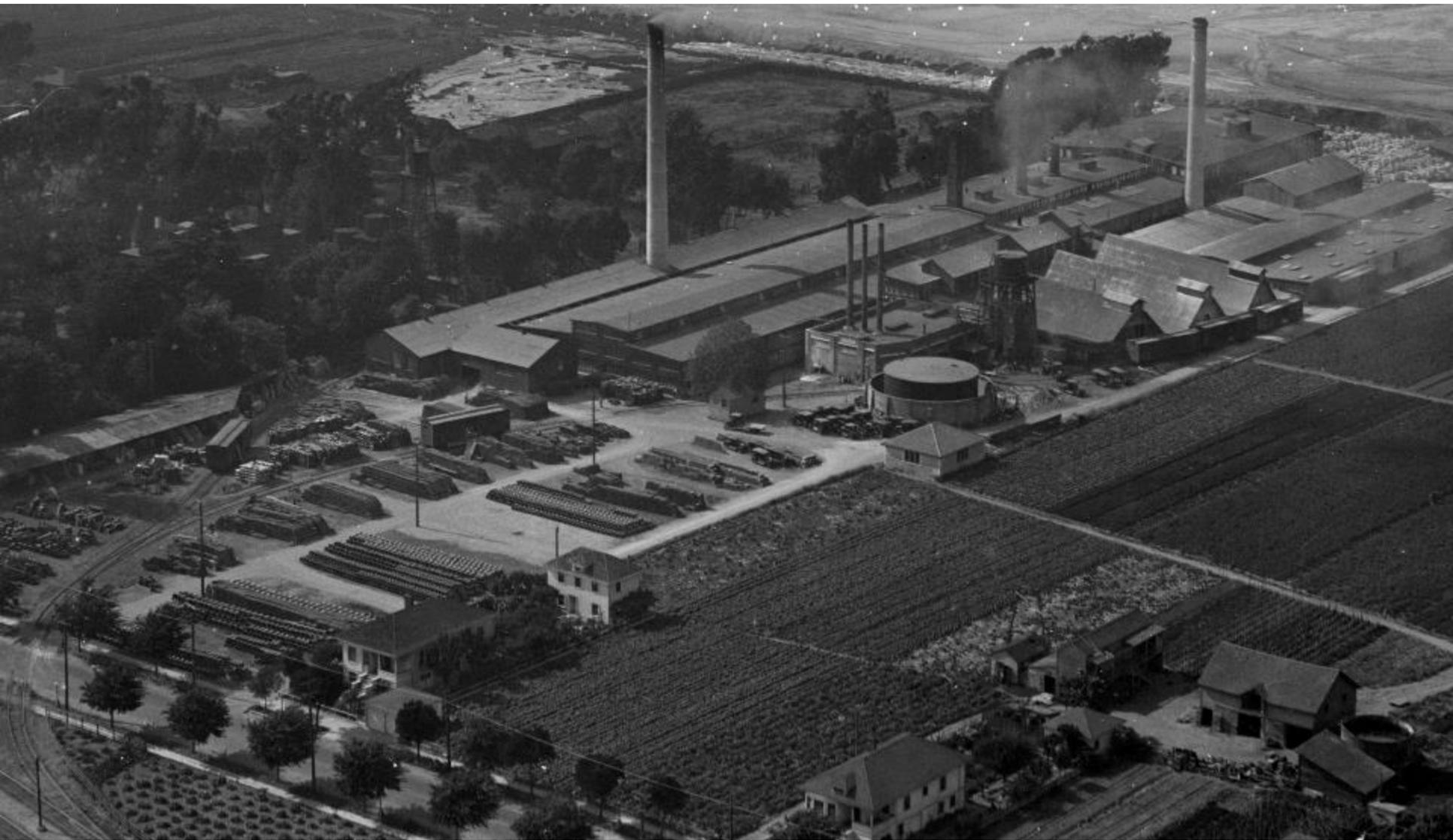
In this 1920s aerial to the west, the residential south shore (left) contrasts with the industrial north shore (right), lined with maritime industries and tracts of filled marshland. The Park Street Bridge crosses the tidal canal at the bottom of the picture.



Vegetable fields spread across Alameda's West End north of Pacific Avenue and west of Third Street in this 1929 aerial. The partially demolished ruins of the borax refinery perch on the shoreline as smoke spews from the stacks of the Clark pottery. The tract of filled marshland (upper center) would be developed the following year as San Francisco Bay Airdrome.



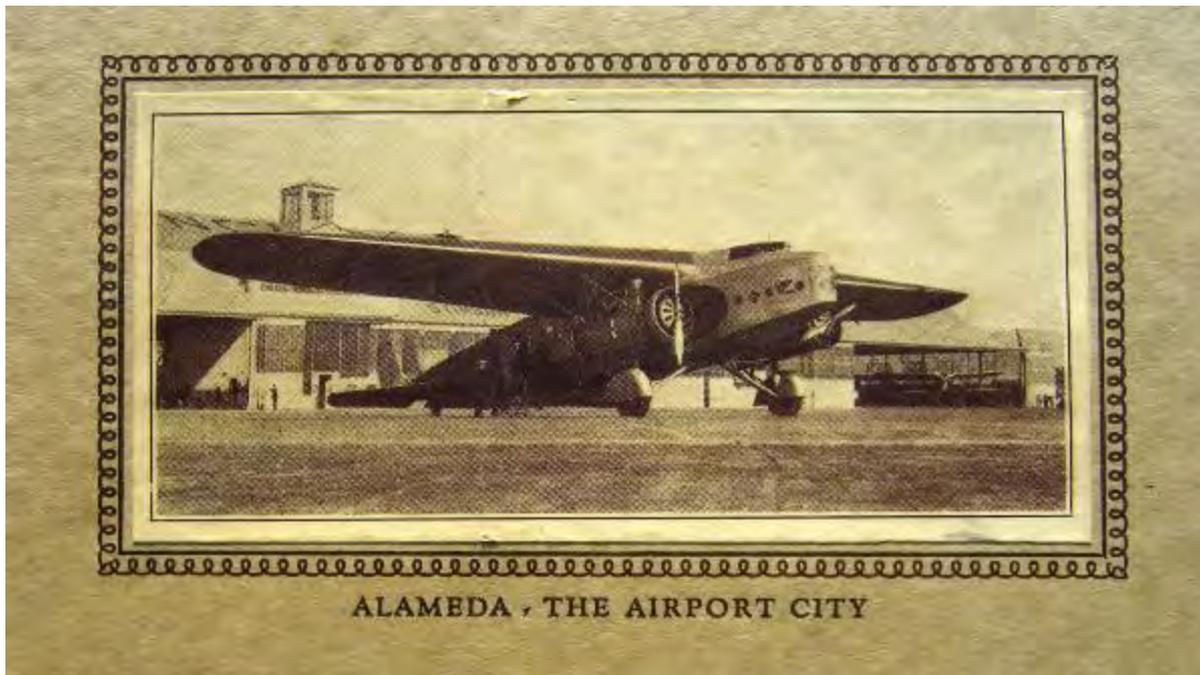
West End fieldworker in the 1930s...Houses face crops across Third Street, with the tall stack of N. Clark & Sons in the distance. The last of the West End farms would give way to furious development during World War II.



N. Clark & Sons in the late 1920s; the factory was rebuilt twice following major fires.

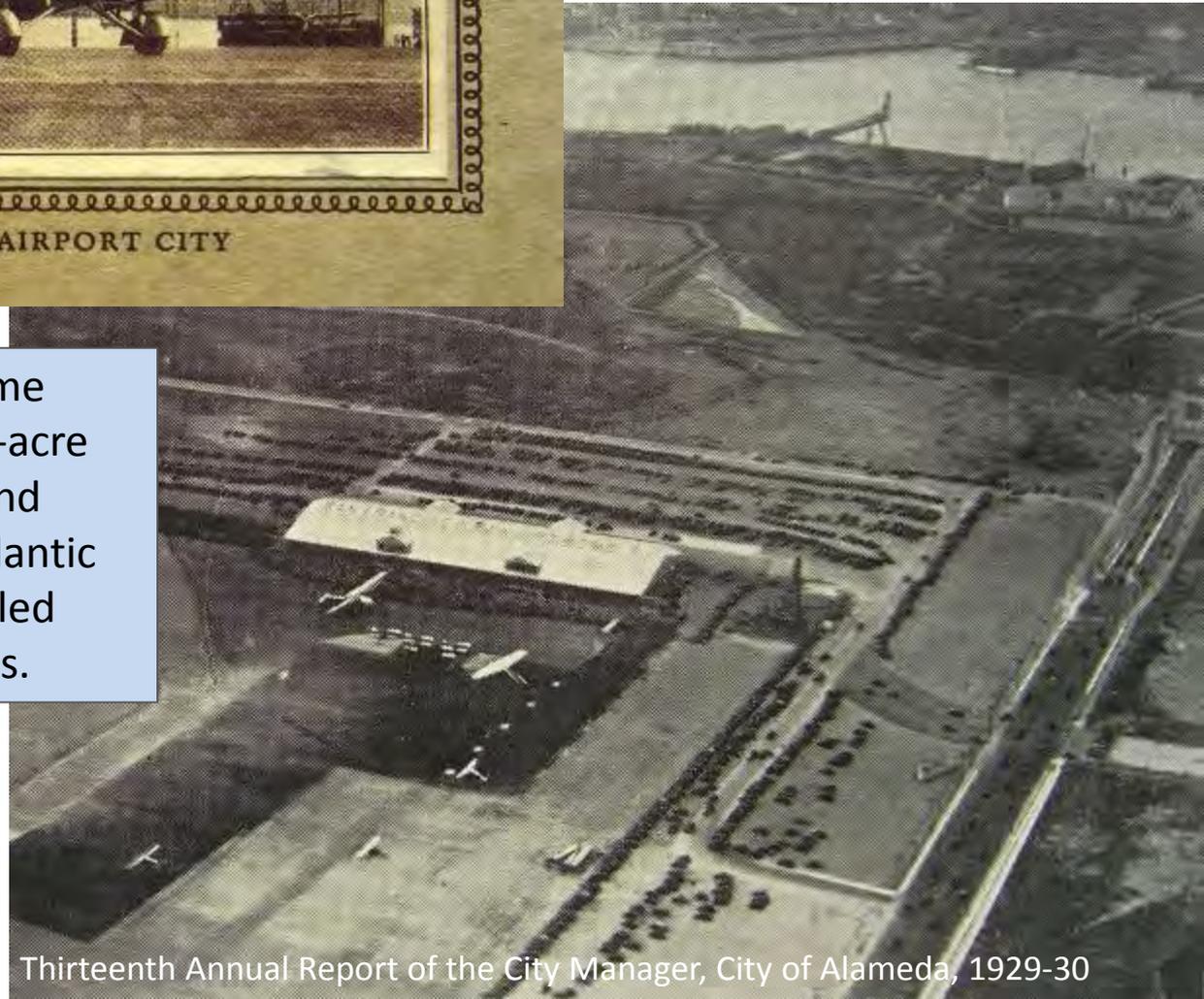


Aviation was a major new activity. By 1930, the city boasted two airports—Alameda Airport and San Francisco Bay Airdrome—and a planned Army airfield. By 1941 the airports were gone, evicted by the Naval Air Station which succeeded the short-lived Army base.



ALAMEDA , THE AIRPORT CITY

San Francisco Bay Airdrome opened in 1930 on a 231-acre tract between Webster and Main Streets, north of Atlantic Avenue, handling scheduled airlines and private planes.





The dormant Bethlehem shipyard in the summer of 1941, looking across fields and Webster Street to the huge machine shop. The yard would be rebuilt and reactivated in 1942 for wartime production.

# WAR!

## OAHU BOMBED BY JAPANESE PLANES

**SAN FRANCISCO, Dec. 7.** - President Roosevelt announced this morning that Japanese planes had attacked Manila and Pearl Harbor.



wikipedia commons



The bombing of Pearl Harbor, on December 7, 1941, brought America into World War II. Four months later the *USS Hornet* steamed out of the Alameda Naval Air Station, heading toward Japan with a squadron of Army bombers under the command of Jimmy Doolittle. This heroic mission highlighted the start of six-plus decades of naval aviation in Alameda.



Port of Oakland Archives

During World War II, military bases spread across the Oakland and Alameda waterfronts to support American forces in Asia and the Pacific. In this 1960s aerial, the Estuary winds between Oakland's Naval Supply Depot (left) and Alameda's Naval Air Station (right).



Commissioned November 1, 1940, NAS Alameda played a vital role supporting naval aviation in the war in the Pacific. Along with military personnel, the base employed thousands of civilian workers.



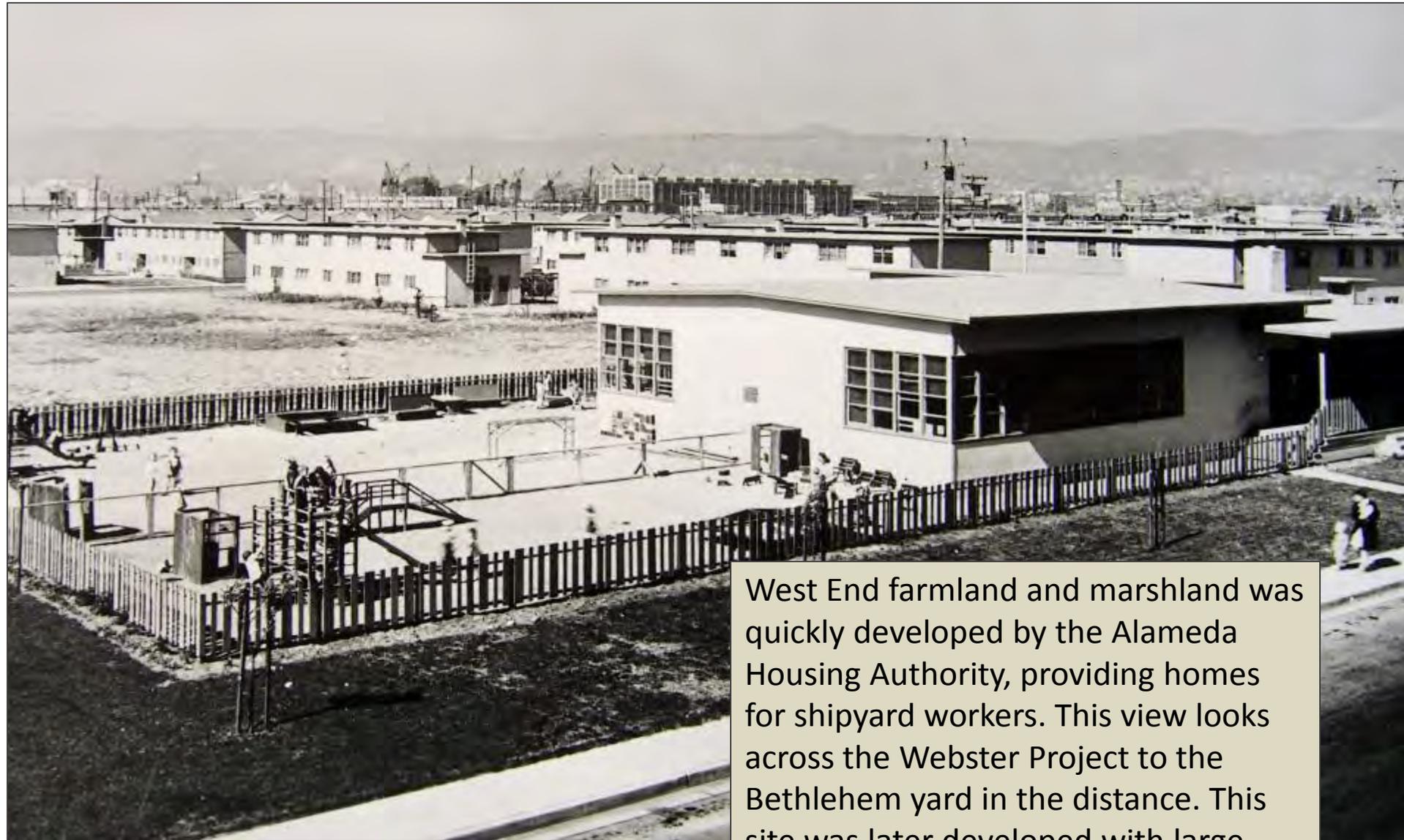
Bay Area Electric Railroad Association Archives [#35793]

During the war, six Alameda shipyards worked without letup building and repairing vessels. The yard of the United Engineering Co. adjoined the Naval Air Station on the site of the SP's West Alameda Shops on Main Street, dominated by the big sawtooth shop building.



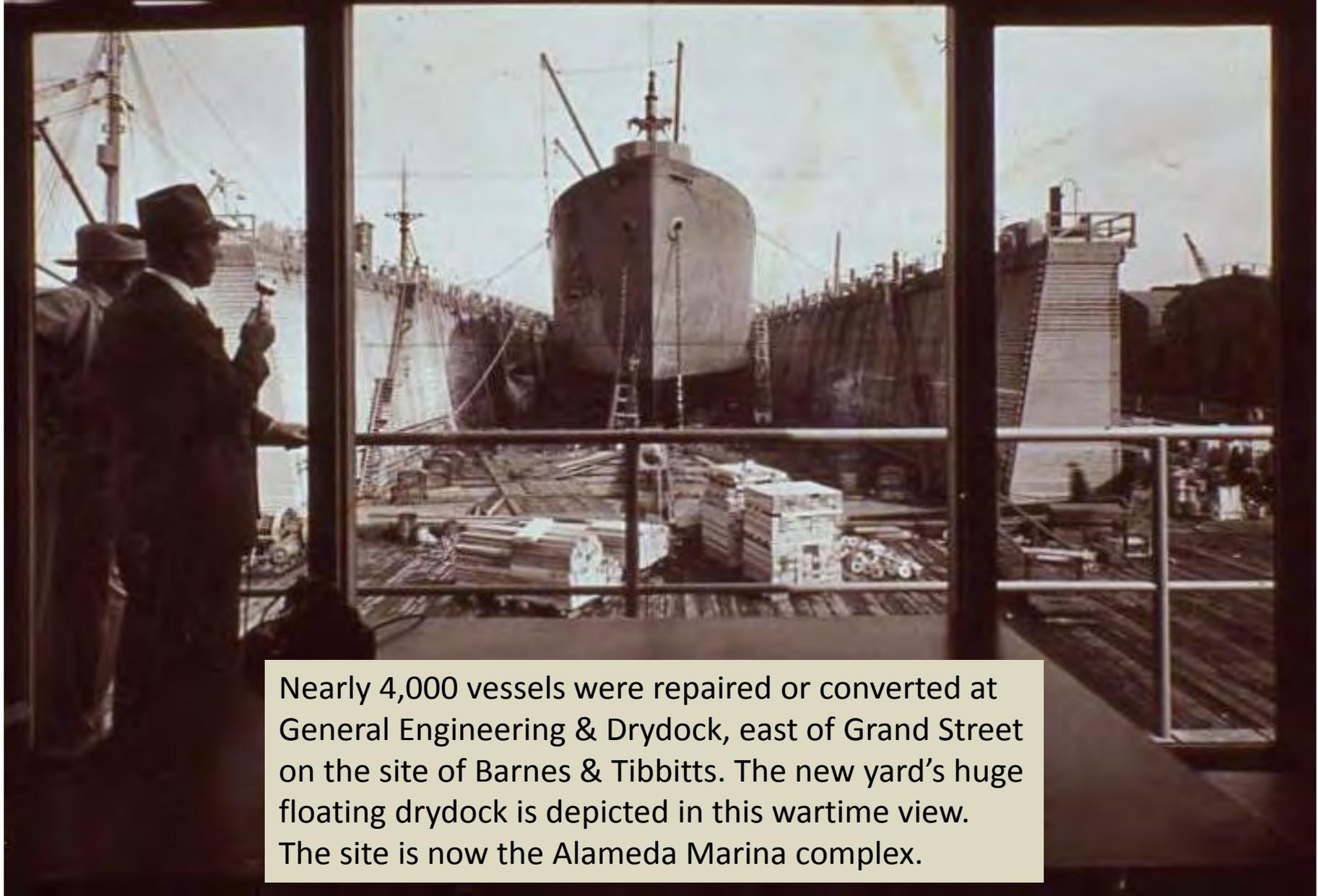
United Engineering employed 2,000 workers who repaired hundreds of vessels and built armored tugs for the Navy.

**WORK**  
IN  
**ALAMEDA**  
For An Old Established Shipyard  
STEADY EMPLOYMENT  
**United Engineering**  
**Company, Ltd.**  
*Needs*  
SKILLED WORKERS  
and  
HELPERS FOR ALL CRAFTS

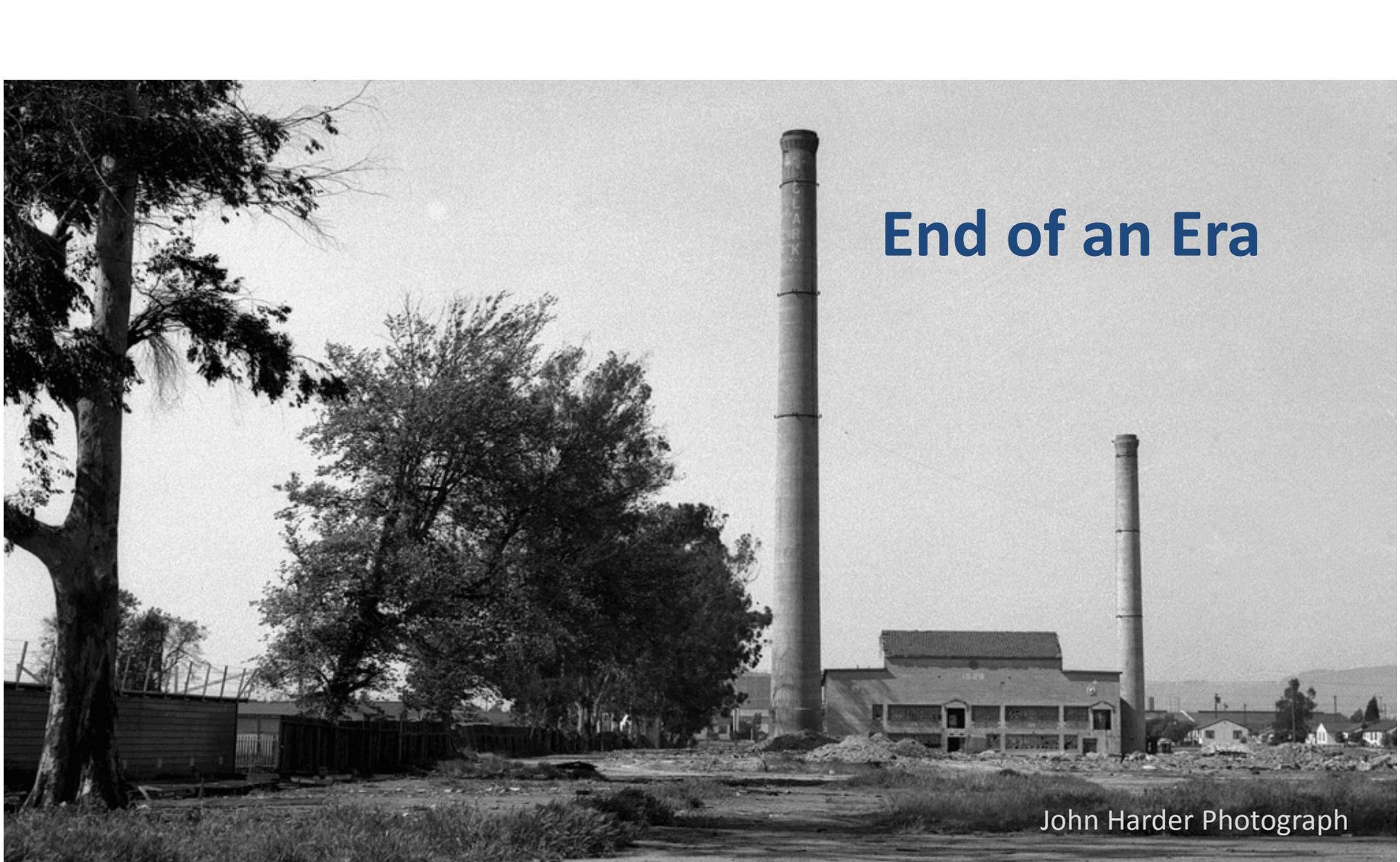


West End farmland and marshland was quickly developed by the Alameda Housing Authority, providing homes for shipyard workers. This view looks across the Webster Project to the Bethlehem yard in the distance. This site was later developed with large apartments near Atlantic Avenue.

Alameda Housing Authority



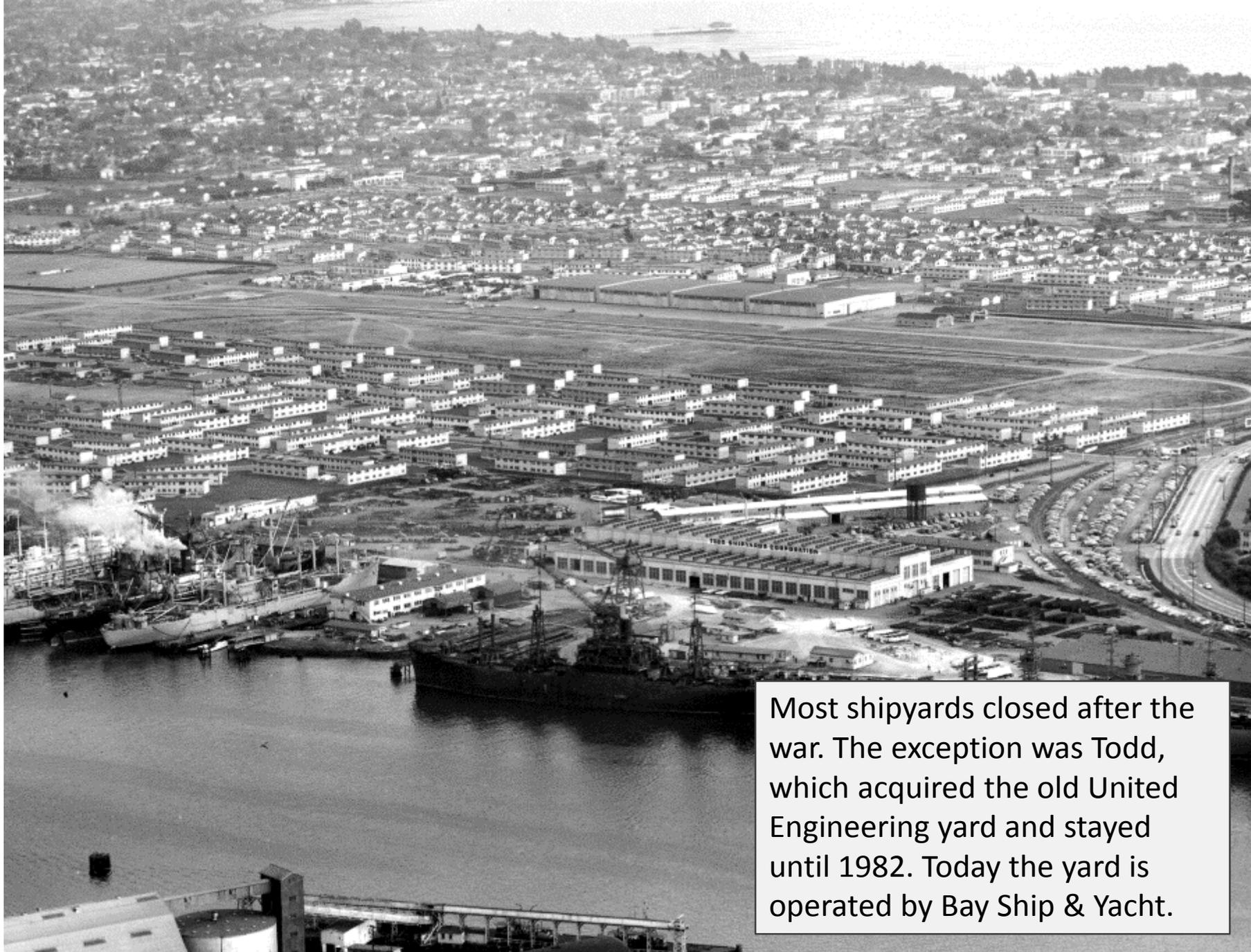
Nearly 4,000 vessels were repaired or converted at General Engineering & Drydock, east of Grand Street on the site of Barnes & Tibbitts. The new yard's huge floating drydock is depicted in this wartime view. The site is now the Alameda Marina complex.



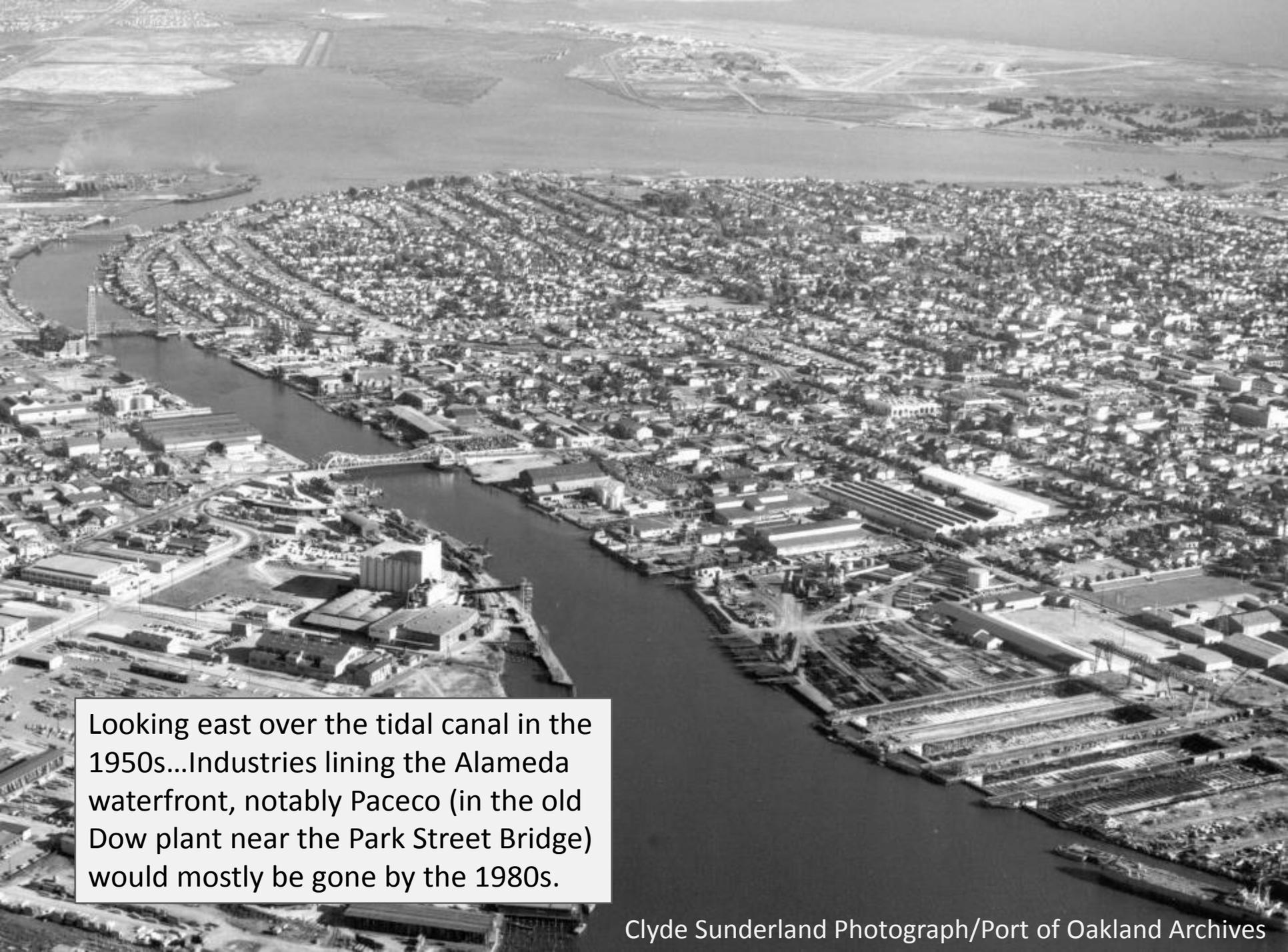
## End of an Era

John Harder Photograph

N. Clark & Sons terra-cotta works, during demolition in the 1950s. The passing of this West End landmark presaged the decline of industrial activity in Alameda in the following decades.



Most shipyards closed after the war. The exception was Todd, which acquired the old United Engineering yard and stayed until 1982. Today the yard is operated by Bay Ship & Yacht.



Looking east over the tidal canal in the 1950s...Industries lining the Alameda waterfront, notably Paceco (in the old Dow plant near the Park Street Bridge) would mostly be gone by the 1980s.

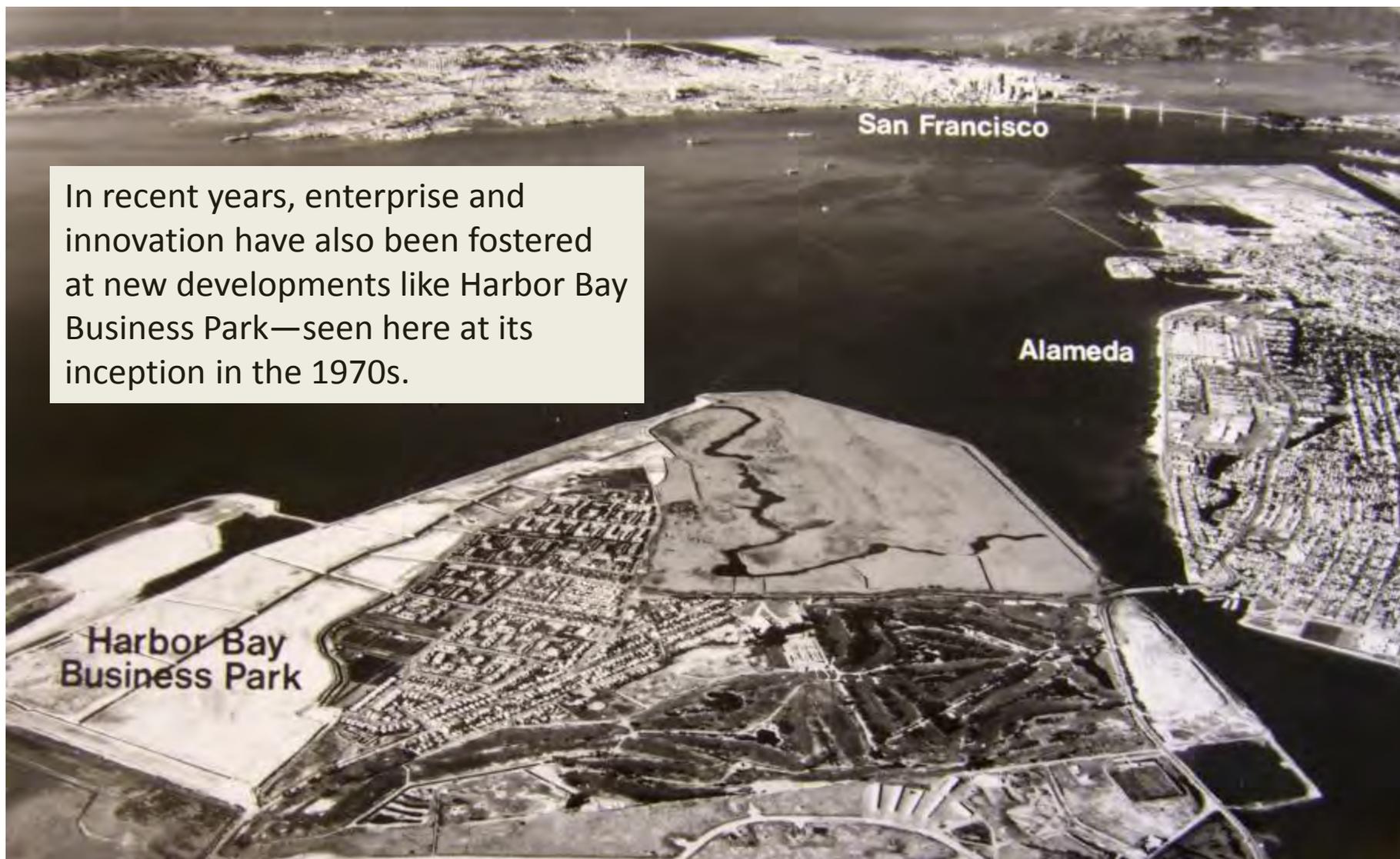
# Encinal Terminals



Encinal Terminals and Paceco were the most dynamic of the postwar industries. Paceco built the world's first high-speed container crane for Matson Lines, installed at Encinal Terminals in 1959.



Many companies opened plants near Encinal Terminals in the 1940s and 1950s, including Kieckhefer Container Co., Stokely-Van Camp, Fore Terminals, and Pennzoil's blending and distribution facility, still in operation.



In recent years, enterprise and innovation have also been fostered at new developments like Harbor Bay Business Park—seen here at its inception in the 1970s.



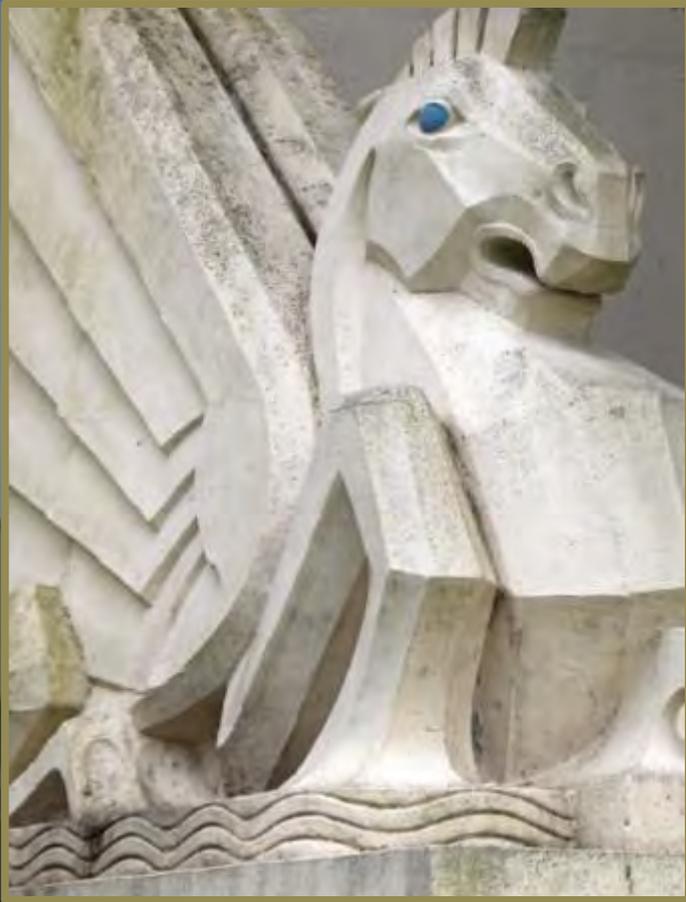
City of Alameda

Activity at the Alameda Naval Air Station reached new heights during the wars in Korea and Vietnam, tapering off in the 1970s and finally ceasing with the base's closure in the 1990s.



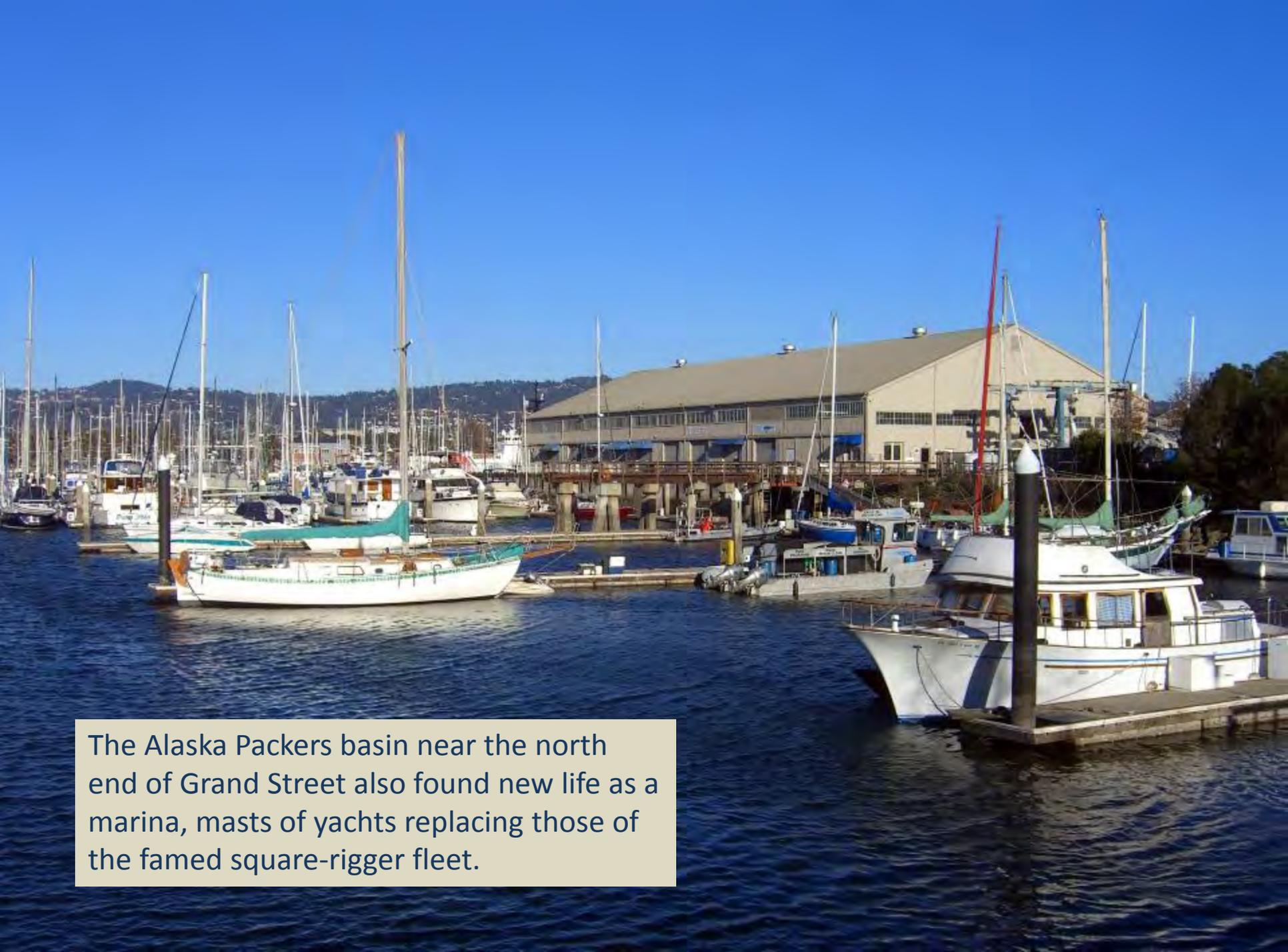
Alameda's military heritage lives on at Coast Guard Island, headquarters of the Twelfth Coast Guard District. Created by harbor dredging during World War I, the 57-acre island lies within Alameda city limits though access is by bridge from Oakland. The U.S. Coast Guard has had a presence here since 1926, with a major base on the island since World War II.

# Prospects





Some industrial sites have been adapted to new uses, such as the old General Engineering & Drydock yard on Clement Avenue east of Grand Street. A number of shipyard buildings were retained, including the former machine shop, now used for building and repairing yachts. A 500-berth marina was added along the waterfront.



The Alaska Packers basin near the north end of Grand Street also found new life as a marina, masts of yachts replacing those of the famed square-rigger fleet.



ALAMEDA RUG WORKS  
CARPET CLEANING CO.  
Rugs Made from Used Carpets      Carpets Cleaned & Laid

The 1931 factory of the Alameda Rug Works, 2513 Blanding Avenue, is now an arts center.





Listo Pencil Company, founded in 1921 by Alameda inventor Charles E. Wehn, moved into a new plant at Union Street and Clement Avenue in 1951. After the business closed, the building was adapted to various uses.

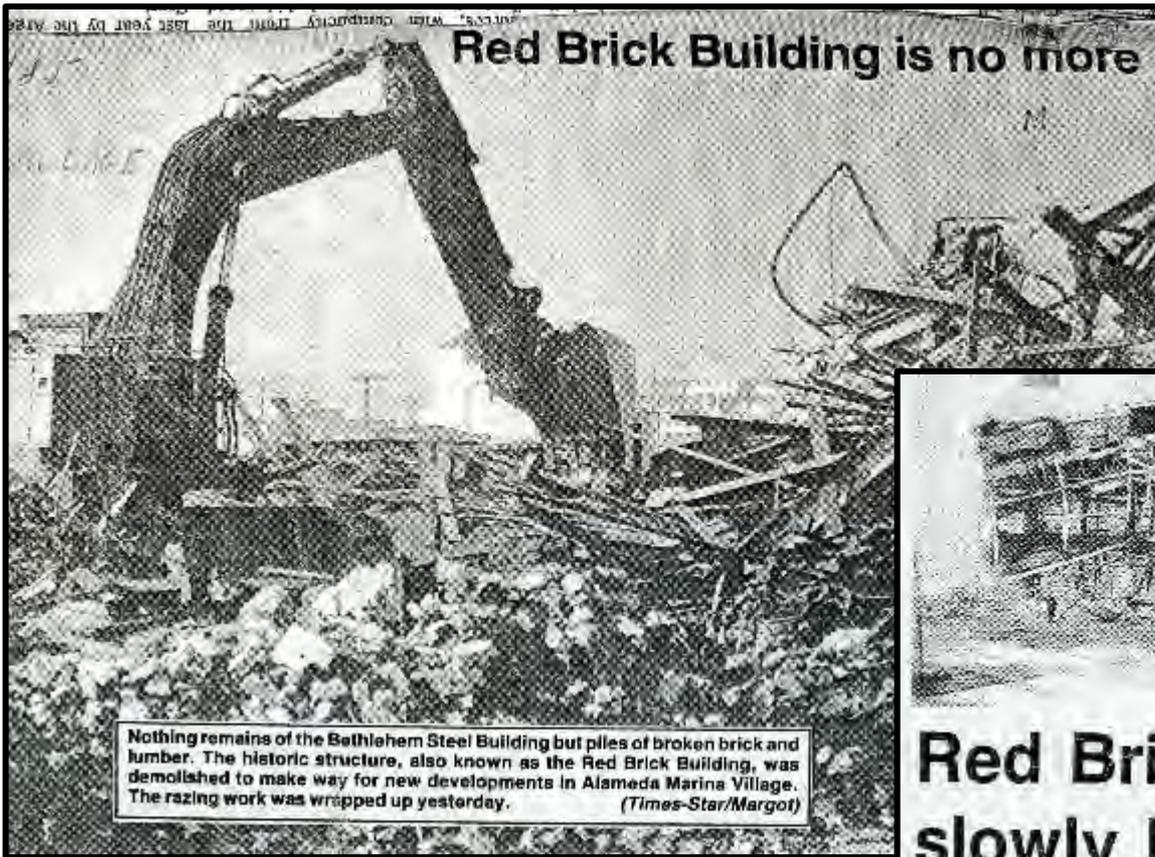


Other sites were largely redeveloped...The old Bethlehem yard was replaced by the mixed-use Marina Village project, including a business park, shopping center, homes and marina. Some of the shipyard structures were adapted to new uses. The old substation is now an office building...

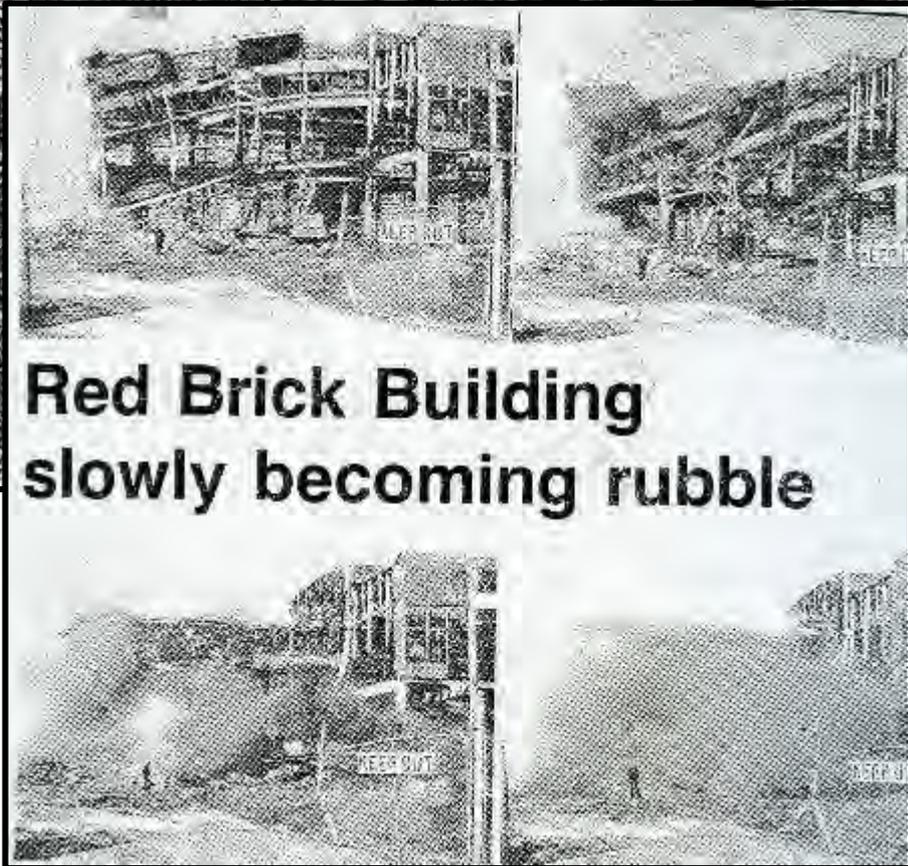
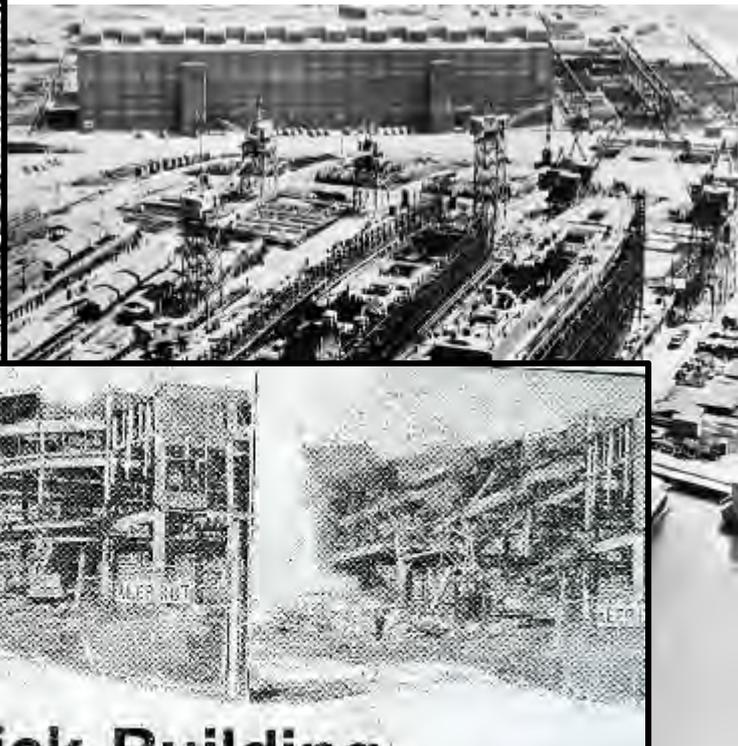




...as are the shipways where ships were assembled and launched.



## Red Brick Building is no more



## Red Brick Building slowly becoming rubble

But the majestic turbine machine shop could not escape demolition in 1985.



One recent loss was the former Dow/Paceco plant, Oak Street and Clement Avenue, razed for housing. The scale of the heavy timber construction was unmatched locally.





Other properties await reuse or redevelopment, such as the 1927 factory of the Boyle Manufacturing Company, where steel buckets and barrels were made across from Dow and Paceco...

Available 

Sean Sabarese  
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...and the magnificent Del Monte warehouse of the same year. Alameda's industrial sites are being given new life, reviving our legacy of enterprise and innovation.

# A Legacy of Enterprise and Innovation

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