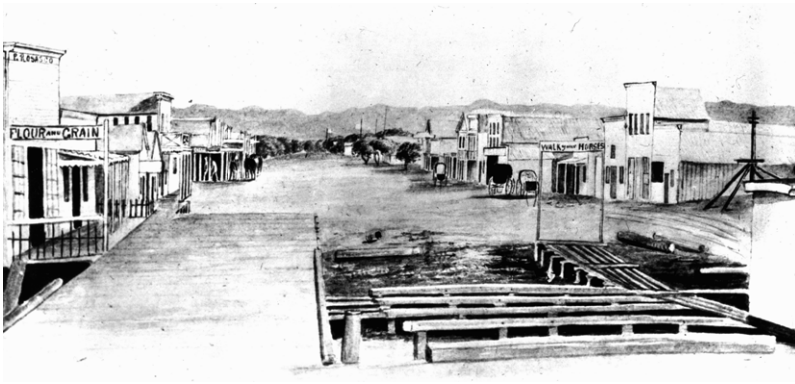


BIRTHPLACE OF OAKLAND



Looking up Broadway from the wharf, 1854

The waterfront at the foot of Broadway was the site of the first tents and small wooden buildings that became the city of Oakland. Settlers began arriving in 1850, during the Gold Rush. When Oakland was established in 1852, Broadway served as the main thoroughfare--the town's widest street and commercial center. Cargo vessels and ferryboats called at the Broadway Wharf, originally one block south of here, and rail lines served an industrial district later redeveloped as Jack London Square.