



A Beautiful Era



Scenes on the Ave



Fenton's Now

Piedmont Avenue. . . . A Great Place to Live

4143 Howe Street was built right around 1906, in a time of prosperity and innovation. In Europe this period was called the Belle Epoque, or “beautiful era”, and it spilled over into the art and architecture of the time.

Back then Oakland, California was a thriving waterfront city with much civic pride. Its oak-studded, parklike landscape made it a very desirable place to live and the population grew steadily in the 20th century, supporting businesses such as Fenton’s Creamery, still a popular stop on Piedmont Avenue. The original Fenton’s Dairy was located nearby at 40th and Howe. It later moved to 41st and Howe (now a US Post Office), and when the dairy operation was sold, the ice cream parlor settled in at 4226 Piedmont Avenue in 1961.

Piedmont Avenue was once the terminus of the Key System’s C line. It is still an excellent commute location with the MacArthur BART station, casual carpool, freeways, and AC transit lines nearby.

The center of the Piedmont Avenue commercial strip is a Julia Morgan designed 1916 brick building between 40th and 41st. The very lively Cesar tapas bar opened recently next door. At the north end of Piedmont Avenue is Mountain View Cemetery, designed by Frederick Law Olmsted, a peaceful haven for thoughtful walks in the middle of the city. Kaiser Permanente’s flagship medical center is at the south end of the street.

Residents love the neighborhood---because it feels like a village. Walk up and down the street some morning and watch the shopkeepers sweeping the sidewalk and getting ready for another day. You can get just about anything you want on Piedmont Ave: there’s a post office, a public library, a drug store, video stores, stationary, books and comic books, flowers, 2 day spas, gift stores, antique stores, a movie theater, at least 4 cafes including Gaylord’s and Rooz (the independents), Peet’s and Starbucks, a tea shop, the impressive Piedmont Grocery in the same block as the well-stocked independent Monte Vista Market, and restaurants galore.

Piedmont Avenue has a proud past and continues to be ***a great place to shop, eat, people watch, live.***



It’s all happening here.