

Bridgeway, Bridge Way or Bridgeway Boulevard

By Robert L. Harrison

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It is a scenic and interesting drive along Bridgeway through Sausalito's downtown and waterfront. But the street was not always known as Bridgeway. For most of the history of the town the street was known as Water Street.



In July 1936, the Sausalito Council decided the street needed an upgrade from Water Street, a name usually associated with a seamy waterfront, to a more elegant tag and renamed the street Bridgeway Boulevard. As reported in the *Sausalito News*, “Water Street – typical of waterfront, symbolic of a lower stratum in Sausalito’s social life, quite uncouth for such an aesthetic community—is no more”.

The town had offered a \$5 prize for the new name but it was withdrawn as no one had proposed an entry that satisfied the council. Finally, Postmaster Robert H. Frost proposed the

name Bridgeway Boulevard that met with general approval. It was explained that one of the reasons for picking this name was it sounded like a way to the new Golden Gate Bridge. In 1936, Sausalito was enthusiastically backing the route through town as a major bridge access route.



With the upgrading of the name, some improvements on the street were noted. In particular, the Northwestern Building and Loan Association was



Gate Theatre
CinemaTreasures.org

remodeled, the building known for twenty years as the Princess theatre had a face-lift and was renamed the Gate, and Marin Hardware moved into the former Bridge Café.

By 1938, it was recognized that with the “way” in Bridgeway, the “boulevard” portion of the name was superfluous. The October, the revised street map (produced in conjunction with the renumbering of the city) officially identified the street Bridgeway or Bridge Way. So the term boulevard was discarded.

But would it be Bridgeway or Bridge Way? It appears common usage over the years has resulted in the most economical version—Bridgeway.