

**From:** [Anna Guzman-Pellow](#)  
**To:** [City Clerk](#)  
**Cc:** [svenderella510@gmail.com](mailto:svenderella510@gmail.com)  
**Subject:** [EXTERNAL] Alameda City Council Mtg. 05.21.24 - Item 7a  
**Date:** Tuesday, May 21, 2024 9:21:14 PM

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To the Alameda City Council,

I wanted to share with you my comments with respects to the REGULAR CITY COUNCIL MEETING agenda item 7 under Regular Agenda Items, sub 7a 2024-4039 as follows:

- Recommendation to Provide Direction on Naming the Park at Alameda Marina as Svendsen Maritime Park Based on the Background Investigation Report. (Recreation 10051400)

Here are my comments:

I was a resident of the city of Alameda for over 20 years. I first met Svend Svendsen in 2002 when I was hired at Svendsen's Boat Works in Alameda. Over time, I quickly came to recognize the positive impact Svend had on the community, especially within the maritime sector. He often shared his journey as a young immigrant from Denmark who came to the United States in pursuit of the American dream, working tirelessly to make his dreams a reality. His contributions made him a beloved figure, particularly throughout the Bay Area. As a Latina, I witnessed firsthand the positive influence he had on the Hispanic population of his employees which was quite a large percentage. He valued hard work and dedication from his employees and was especially impressed by those who applied his guidance and teachings to their work in the yard and his metal fabrication shop. I learned a great deal of knowledge about the boating industry, about what it meant to raise a family in our modern age, and was terribly heartbroken by his passing in 2013. He was a father figure to me and many others in the community, supported countless individuals, schools businesses, and non-profit organizations throughout the Bay Area. In this day and age of Diversity, Equity and Inclusion, we should set aside the gender and race of the individual we consider connecting our communities with when we determine the naming of a park here in the city of Alameda. A city to which Svend spent countless decades devoting himself to. The name Svendsen is a name that resonates throughout the maritime community and the Bay Area. Renaming this park to Svendsen Maritime Park would be a fitting tribute to Svend's honor and memory.

Thank you!

Anna Guzman-Pellow  
510.424.7694

**From:** [Sabrina Svendsen](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Svendsen Maritime Park  
**Date:** Tuesday, May 21, 2024 4:35:30 PM  
**Attachments:** [svend.pdf](#)

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Please see the attached abbreviated history of Svend Svendsen.

Thank you,  
Sabrina Svendsen

Svend Karl Svendsen (known by all as “Svend”) was born in 1932 in Espejere Denmark, a small fishing village outside of Copenhagen. He was one of six siblings in a family with very limited means. Svend was an enterprising kid who always looked for ways to help his family make ends meet. During his teens his various ventures included building and operating a mini-golf course, delivering bread for the local bakery on his bicycle and chopping down trees in Norway.

Svend grew up in Nazi occupied Denmark and understood firsthand the meaning of oppression. As a young teen, he helped combat the Nazi’s by delivering messages for the Danish underground in loaves of bread. After the war he entered an apprenticeship boat building school where he learned to design and build boats. Upon completing his apprenticeship he volunteered for the Danish military for a tour.

In 1956 Svend was offered a job at the Director’s shipyard in Mamaroneck New York. Reading and speaking no English, he traveled to the United States aboard one of the last immigrant ships. After building ships for a year and being granted only a 5-cent raise in his hourly pay, Svend felt it was time to make his way West to the “land of opportunity”. So, he packed up his tools and drove to California, where he landed in Sausalito in need of a job.

Svend had a knack for innovation and was renowned throughout his professional life for advancing maritime technology. He worked for Freddy Coleman in Sausalito where he helped build the world’s first fiberglass sailboats. This was revolutionary for the time. Next, he worked for a speed boat racing syndicate and hand-built the world’s fastest boat; he traveled around the country with the boat maintaining it for competitions. He then worked for William Cryers & Sons on the Oakland Estuary where he built the first flat bottom sailboat with a retractable keel. This enabled the boat to go into the shallow waters of

the San Joaquin Delta without running aground. Again, nothing of the sort had been attempted in the boating world.

In 1963 Svend started his own boatyard in Alameda called “Svendsen’s Boat Works”. It was initially located in the Pacific Marina, which is now Marina Village. There, he had only one employee – an Italian immigrant (also an Alameda legend) named Tito Rivera. Svend quickly earned a reputation in the boating community as an honest and extremely talented boatwright.

In 1966 Svend relocated Svendsen’s Boat Works to The Alameda Marina. It became the largest tenant there, occupying the central portion from 1966 to 2019. At 5-plus decades Svendsen’s was the longest occupant of Alameda Marina in the modern era, employing many hundreds of people from all walks of life. As an immigrant himself, Svend enjoyed giving “first opportunities” to vast numbers of people who came looking for a job. Svend sponsored numerous immigrants looking for work visas, from Scandinavia, Australia, Mexico, Vietnam and Japan, giving them their first American work opportunities, with fair wages and benefits. Svend even renounced his own Danish citizenship to become a naturalized American citizen. Many of Svend’s talented employees went on to form their own maritime businesses with his blessings and encouragement; most of them located here in Alameda where Svendsen’s attracted boaters from near and far.

Svend was a proponent of family values and regardless of ethnicity or age helped employees get a solid footing and career. He treated his employees like kin, some worked at Svendsen’s their entire careers – even second generations showed up for work. Svend fostered youth development in Alameda by sponsoring junior sailing programs at Encinal Yacht Club, Island Yacht Club and the Sea Scouts. He also donated to youth sports teams in Alameda (Little league baseball and

golf) as well as the Alameda Boys and Girls Club. Svend was an avid (completely self-taught) Alameda golfer and served as the Treasurer of the Alameda Commuter's for 30 years. For decades, he volunteered as a course marshal for its tournament. Almost as many Alamedans related to Svend as a "golfer" as they did a boatbuilder.

Over its many decades of its operations at Alameda Marina, Svendsen's expanded into boat manufacturing, rigging fabrication, metal fabrication, and the largest marine chandlery on the entire West Coast. Svend was a longstanding board member of the Northern California Marine Dealers Association and spear headed numerous regional boat shows in Alameda, Jack London Square and the Cow Palace. Along with his son Sean, he was the instrumental force in luring the America's Cup to base all of its operations at Alameda Marina in 2013.

The entire Svendsen family (including the second generation) was active in managing the maritime business during its tenure at Alameda Marina. The Svendsen's moved to their Alameda residence in 1970 and Suzanne (Svend's wife) and Sabrina Svendsen (their daughter) still reside in the City. Svend was beloved by the entire boating community for his leadership, innovation, and boater-friendly culture. In his latter years he was named by St. Francis Yacht Club as its "Yachtsman of Year" based upon his lifetime of achievement.

Svendsen's Boat Works was the epicenter of recreational boating for the entire Bay Area. The business repaired tens of thousands of vessels in Alameda Marina; manufacturing production sailboats (the first ever Fiberglass Nordic Folkboat), custom designed racing sailboats and even the largest boat built in the Bay Area since World War II – an 80-foot Fiberglass and Mahogany houseboat (currently in Hawaii). That same houseboat was launched into the water at the "graving dock", which happens to be the very location of the new maritime park.

Svend was also an environmental steward. He developed the first state of the art system for capturing and treating storm water runoff from the boat yard, receiving honors from the state for it. Svendsen's received an official proclamation from the Governor for this innovation.

We hope this provides ample information to you on Svend Svendsen's character and numerous contributions to Alameda and its maritime community.

**From:** [dwr101](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Please name Alameda Marina park "Svendsen Maritime Park"  
**Date:** Tuesday, May 21, 2024 3:57:36 PM

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Dear Alameda City Council members,

Please name the park at Alameda Marina after Svend Svendsen. He was a longtime resident of Alameda, built a business and employed over 65 at the site of the Alameda Marina. A gentleman, supporter of the local community for decades and provided jobs at his boatyard. An immigrant from Denmark, he began very small, building 26' wooden sailboats (folkboats) by hand, mainly by himself, in the early 1960s in Alameda. He built a business and raised his family In Alameda. Now that he is gone, please name the park at the Marina, the site of his boat business, after him. It is really an ideal way to honor him, and I encourage you to please name the park for him in his honor.

Sincerely, Doug Robbins, a friend and crewmember of Svend's for 2+ decades

**From:** [NEIL PINCUS](#)  
**To:** [City Clerk](#)  
**Cc:** [Sean Svendsen](#)  
**Subject:** [EXTERNAL] Svendsen Maritime Park  
**Date:** Tuesday, May 21, 2024 2:22:03 PM

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To: Alameda City Council Members

Subject: Svendsen Maritime Park

I recently learned that the City Council will be discussing the “naming” of the new park at the Alameda Marina.

I began keeping my a boat in Alameda and using Svendsen’s Boat Works in 2006. I had the pleasure of getting to know Svend and many other employees that worked there. Like many other boat owners, learned quickly through personal experience that Svend took great care in overseeing that work was done professionally and as important - correctly. Even after his retirement from "day to day” management, the high bar of standards was set and that tradition of quality and care continued.

Could not think of a better honor then for him to be remembered by the City of Alameda in naming the new park after him.

Respectively submitted,  
Neil Pincus

**From:** [Trent Depel](#)  
**To:** [City Clerk](#)  
**Cc:** [svenderella510@gmail.com](mailto:svenderella510@gmail.com)  
**Subject:** [EXTERNAL] SVEN SVENDSEN Maritime Park-IMPORTANT  
**Date:** Tuesday, May 21, 2024 2:12:07 PM  
**Importance:** High

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Dear Distinguished Alameda Councilwomen & Councilmen,

Thank you for allowing me a moment of your time to express how whole-heartedly I feel about the late Svend Svendsen both as a father-figure, family man, businessman and community member / leader. I was quickly introduced to Sven via a new friendship with his son, Sean, when I moved from the Midwest to the San Francisco Bay in 1992. Being younger and out of my comfort zone, Sven immediately noticed and made me a part of their loving family by including me into their home for events, having me sail on their boat, and offering me part time work at the boatyard between my job searches in the Bay Area. I was always welcomed during times of Holidays to join them wherever they gathered including and often at the St. Francis Yacht Club, or various neighboring clubs in the bay.

Seemingly, I was touched by Sven's love and passion for all things 'family' and 'boating'. I assumed this love was from his strong Nordic heritage. However, I realized Sven was more than just a Nordic man but a proud, industrious American living out his dream. He was an honest, decent soul who simply cared about people. The kind of person we don't see too often today.

Additionally, Sven was a phenomenal teacher exhibiting patience and insights and never made me feel 'stupid' as I was learning nautical skills and numerous life skills under his watchful eye. He always had a calm demeanor and kind words for the crew on our many successes and failures on the racecourse. And 'WOW!' was he ever a fierce competitor on the racecourse in 'Little Svendle", his Nordic Folk boat. Even to this day, when I mention the Svendsen family and Svendsen Boatworks amongst my boating/sailing circle friends in other parts of the country such as Chicago, Florida, and the greater NYC area most of them fondly know of Sven as a Bay Area legend and a true gentleman.

It would be wonderful for the Alameda City Council to honor such a man of integrity, ingenuity, hard work, and his steadfast commitment to community and family. 'Love of Life' is the best way I can describe Sven and his life well lived.

Sincerely,

Trent Depel  
Director of Sales  
312.292.1310  
[www.protexproducts.com](http://www.protexproducts.com)

**From:** [Sabrina Svendsen](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Fwd: Svend Svendsen Park  
**Date:** Tuesday, May 21, 2024 1:11:37 PM  
**Attachments:** [Svend.docx](#)

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Begin forwarded message:

**From:** "Nancy Elbeck" <[purpleelvis@juno.com](mailto:purpleelvis@juno.com)>  
**Subject:** Svend Svendsen Park  
**Date:** April 1, 2024 at 9:55:21 PM PDT  
**To:** [jlong@alamedaca.gov](mailto:jlong@alamedaca.gov)  
**Cc:** [svenderella510@gmail.com](mailto:svenderella510@gmail.com)

See attached.

**Nancy and Einer Elbeck**  
**359 Capetown Dr**  
**Alameda, CA 94502**  
**510-410-3767 Nancy cell**  
**510-846-0848**

April 1, 2024

Dear Mayor and City Council of Alameda, CA,

We knew Svend Svendsen for over 50 years and consider him a leader and pillar of our unique town of Alameda. As an immigrant from Denmark, Svend came to the United States at age 22, in 1956, with many boat building skills. He married Suzanne in 1960 and they began to develop Svendsen's Boat Works, in Alameda shortly after and moved to Alameda, on Gibbons Dr. in 1969 .

He supported Junior racers with sponsorships and trophies, along with sponsorships at Encinal Yacht Club for events. He built the only marina that was full service, on the island, with haulout services, best chandlery anywhere, allowed do it yourselfers space, engine repairs, etc. All the employees were knowledgeable in marine supplies, rigging, etc. and they also had a sailmaker available to help with any issue.

Svend commissioned many boats at his yard over the years, including our Norwest 33'. He was involved in many clubs on the island as a member, founded many and sponsored many events for clubs. He was a very personable guy and many times delivered each boat himself, after work had been done. The Folkboat was designed and built by him at Svendsen's Boat Works and is still racing in the San Francisco Bay, in it's own class of boat.

Svend was a founder of the Alameda Bank, which later became Bank of Marin.

Since we have lived in Alameda for 40 years, and known his wife Suzanne, children Sean and Sabrina, and grandchildren, we have witnessed many of his accomplishments and highly recommend that the park should be named after him.

Sincerely,

Einer and Nancy Elbeck  
359 Capetown Dr.  
Alameda, CA 94502  
510-846-0848 Einer cell  
510-410-3767 Nancy cell

**From:** [Amanda Pangelina](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Fw: Svendsen Maritime Park  
**Date:** Tuesday, May 21, 2024 10:07:29 AM

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**From:** John Hansen <[john@pacificrigging.us](mailto:john@pacificrigging.us)>  
**Sent:** Tuesday, May 21, 2024 8:49 AM  
**To:** [jlong@alamedaca.gov](mailto:jlong@alamedaca.gov)  
**Subject:** Svendsen Maritime Park

Dear Mr. Long,

I'm writing to you to note my support for the naming of Svendsen Maritime Park.

Having worked in the marine industry in Alameda for over 30 years, it would be hard for me to overstate the importance of both Svend Svendsen and of the company he built.

Growing up with sailing and boating being my families primary recreation, I knew from a young age that Svendsen's in Alameda was always the hub of the bay area's marine industry. It's where you could find all the supplies and people who could advise you on any repair. It's also where the best tradesman in the business gravitated to work. They did that because of the culture that Svend built and maintained. When you worked for Svend (which I did for 10 years), you always knew that doing your best work, and doing right by the customer was your only job. A lot of companies say things like that on their websites, but at Svendsen's that was never an advertising slogan. It's just what the daily expectation was. What you got in return for showing up everyday and holding up your end was a family. Svend probably never uttered the oft-used phrase "team building" once in his life. But every day he did just that. He did it by spending break time in the shop telling stories. By encouraging all of us to bring our kids by the yard and by truly taking an interest in his employees lives. My son got to write his name in freshly poured cement at the yard. Svend was always my daughter's first customer for Girl Scout cookies. He brought a joy to his work. It translated to employees that stayed working there for years and generations of kids that connected at company parties like cousins at a family reunion.

The loss of Svend in 2013, and the loss of the yard a few years later were truly devastating blows to the community of employees, the boaters and to the local maritime industry as a whole. When you drive down Clement Avenue now, it's so strange to see our community touchstone wiped off the map. While I understand the inherent political risk involved with naming anything these days in honor of a person, I'm here to tell you that naming this park after Svend and the whole community of Svendsen's Boat Works is something very much worth doing. It would truly be a wasted opportunity if this important pillar of the community wasn't so honored. I say to the city council, please do this. Something to commemorate the the community and industry that once thrived on that property, along with the leader that created it would mean a lot to so many people. Let's not erase that history. Let's celebrate it!

Thank you,

John Hansen  
Pacific Rigging  
510-815-4420  
[john@pacificrigging.us](mailto:john@pacificrigging.us)  
[www.pacificrigging.us](http://www.pacificrigging.us)

**From:** [Jesper Lundbaek](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Fwd: Svendsen Maritime Park  
**Date:** Tuesday, May 21, 2024 9:54:26 AM

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----- Forwarded message -----

From: **Jesper Lundbaek** <[drlundbaek@gmail.com](mailto:drlundbaek@gmail.com)>  
Date: Tue, May 21, 2024 at 9:37 AM  
Subject: Svendsen Maritime Park  
To: <[clerk@alamedaaca.gov](mailto:clerk@alamedaaca.gov)>, Sabrina Svendsen <[svenderella@comcast.net](mailto:svenderella@comcast.net)>

Alameda Council,

I am writing in support of naming the park after Svend Svendsen- I think this would be appropriate since Svend and his family have called Alameda home since arriving from Denmark. My father and Svend immigrated from Denmark together. While my father went back to finish his degree as an engineer and ultimately returned to work for Bechtel, Svend remained, met his wife and made his reputation and business a stand out in Alameda and throughout the bay area.

I can say that his name in our bay area maritime community is legend. People of all ages have known him or of his name. He was a fierce competitor in the sailing community and has such respect there to this day. No one deserves this honor better than Svend Svendsen.

Sincerely,

Dr. Jesper Lundbaek

**From:** [John Arndt](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Svendsen's Maritime Park  
**Date:** Tuesday, May 21, 2024 8:07:31 AM

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To Whom it May Concern,

We enthusiastically support the naming of the new park after Sven Svendsen.

Latitude 38 sailing magazine has been covering sailing and sailors on the Bay Area waterfront since 1977. The island of Alameda has always been a standout within the sailing community for both the sailing activity that surrounds it and the maritime trades that were practiced on its shores.

Sven Svendsen was an outstanding leader within that community. Svendsen's Marine was at the foundation of the local industry and is the place where many got their start in lifelong careers in the marine trades. He was an outstanding sailor respected by all who sailed with and against him in competition. He was a huge supporter of youth sailing and the next generation of sailors who were discovering the beauty and life-skills learned from sailing off of the Alameda shoreline. He was universally respected by sailors, employees, competitors and customers.

Naming a park after Sven Svendsen, on the former site of Svendsen's Marine, would be an ideal way to honor both the legacy and contributions of Sven Svendsen to the storied history of Alameda but also to honor the island's maritime heritage for the benefit of future generations.

We look forward to the dedication of Svendsen's Maritime Park.

John

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Download the current issue for free at:  
<https://www.latitude38.com/magazine/>

John Arndt  
Latitude 38  
15 Locust Ave  
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415-383-8201, 415-412-6961cell  
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<http://www.latitude38.com>

Events:

<http://www.baja-haha.com>

<http://www.pacificpuddlejump.com>

<http://www.deltadoodah.com>

<http://www.summersailstice.com>

"Thanks for the excellent article on the Channel Islands by Mike Pyzel in the August issue. He is a well-respected cruising educator in the Santa Barbara area and has a wealth of knowledge."

Dan Baron, Beyond Reason, Ericson 38, Ventura, CA

**From:** [Kevin Kennedy](#)  
**To:** [City Clerk](#)  
**Subject:** support for Svendsen Maritime Park  
**Date:** Monday, May 20, 2024 3:37:53 PM

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I'm writing in support of the proposed Svendsen Maritime Park. Having known Svend Svendsen for decades, and knowing the positive impact he had on our community, this is a wonderful way to honor his legacy. Svend was known and respected for his work with the sailing community, but also contributed time and energy to causes throughout town (like the Alameda Commuters Golf Tournament). A park at the Alameda Marina is the perfect way to recognize a person whose life was spent in that portion of our town, and whose quality work and stellar reputation enhanced the perception of Alameda throughout the Bay Area.

Sincerely,  
Kevin Kennedy

Kevin Kennedy, CFP®  
Kevin Kennedy, LLC  
1516 Oak Street Suite 101  
Alameda, CA 94501  
ph. 510-748-1898  
fax 510-748-1896

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**From:** [Sabrina Svendsen](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Fwd: 'Svendsen Maritime Park'  
**Date:** Sunday, May 19, 2024 4:47:37 PM  
**Attachments:** [image.png](#)

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Begin forwarded message:

**From:** Jes Thomsen <[jesthomsen100@gmail.com](mailto:jesthomsen100@gmail.com)>  
**Subject:** 'Svendsen Maritime Park'  
**Date:** May 19, 2024 at 3:19:19 PM PDT  
**To:** [jlong@alamedaca.gov](mailto:jlong@alamedaca.gov)  
**Cc:** [svenderella510@gmail.com](mailto:svenderella510@gmail.com), [sfbayknarrsecretary@gmail.com](mailto:sfbayknarrsecretary@gmail.com), John Buestad <[John@buestad.com](mailto:John@buestad.com)>

Dear All

Through the San Francisco Knarr Association, I just learned about naming the new park at Alameda Marina 'Svendsen Maritime Park'.

I have not had any time to do further research, but I would nonetheless wish to share a small piece of history with you.

Svend Svendsen was, as you know, a Danish immigrant, and doubtless, he maintained a connection to the boatbuilder community in our country. In any event a young Danish boatbuilder, Claus Poulsen went to the Bay Area in the mid-1960s and worked at Svendsen's for some time, maybe a couple or more years.

Having returned to Denmark Claus founded his own yeard at Skovhoved and gave it the same logo as Svendsen's, which it still carries even after Claus sold the yard in 2016. Unfortunately, I have not had an opportunity to talk to Claus for quite some years now, and the information is from my memory.

I'm sure that Claus had the highest appreciation for Svend Svendsen.



Yours sincerely  
Jes Thomsen

Owner of Knarr OD 100 of Skovshoved  
Denmark

**From:** [svenderella@comcast.net](mailto:svenderella@comcast.net)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Fwd: Svendsen Maritime Park  
**Date:** Saturday, May 18, 2024 11:14:10 PM

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Sent from my iPhone

Begin forwarded message:

**From:** Michael Gorman <mrmike1230@gmail.com>  
**Date:** May 17, 2024 at 4:14:29 PM PDT  
**To:** [jlong@alamedaca.gov](mailto:jlong@alamedaca.gov)  
**Cc:** Barb Grove <[sgrove01@pacbell.net](mailto:sgrove01@pacbell.net)>, Sabrina Svendsen <[svenderella@comcast.net](mailto:svenderella@comcast.net)>  
**Subject: Svendsen Maritime Park**

Dear Alameda city officials.

I strongly recommend you choose the name Svendsen Maritime Park for the new northern waterfront park.

Svend was a major business leader and provided jobs and related marine employment for other businesses in this location for decades, he was also a pillar of support to the community for youth organizations. Svend served on the city golf commission championed support for young golfers through his love of the game and his many contributions to the youth golf program.

Most significantly, Svend was a huge supporter of sailing in the youth community. He sponsored many regattas for our junior sailors at the Encinal Yacht Club and in the area high school sailing communities. Svendsen Maritime Park is the most appropriate name for this new waterfront park and if I were still a city councilman I'd make it official.

Sincerely,  
Michael Gorman  
President  
Encinal Sailing Foundation  
Past City Council member.

**From:** [Paul Marbury](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Svendsen Maritime Park  
**Date:** Friday, May 17, 2024 5:20:37 PM

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Please add my name with those encouraging the Alameda City Council to name the Alameda Marina's new park after Sven Svendsen. Sven was so instrumental in development of the marine infrastructure in Alameda and supportive of all the mariner's, both recreational and industrial who worked or sailed there.

Thank you

Paul Marbury

-----  
Paul Marbury  
1554 Sonoma Ave.  
Albany, CA 94706

510-526-2346 Home  
510-414-2796 Cell  
[psmarbury@gmail.com](mailto:psmarbury@gmail.com)

From: [Amanda Pangelina](#)  
To: [Justin](#)  
Subject: INTERNAL, Publ. Svendsen's Maritime Park  
Date: Fri, May 17, 2024 8:24:59 PM

Sent from my iPhone

Begin forwarded message:

From: Amanda Pangelina <amanda@svendsens.com>  
Date: May 17, 2024 at 3:34:03 PM PDT  
To: [jingill@alameda.ca.gov](mailto:jingill@alameda.ca.gov)  
Cc: [svenderella510@gmail.com](mailto:svenderella510@gmail.com)  
Subject: Svendsen's Maritime Park

Hi Justin,

I am writing in support of the naming of Svendsen's Maritime Park.

I started working at what was once Svendsen's Boat Works in 1998, as a freshman in high school. What was supposed to be a summer job, turned into a 20+ yr career, as I am still working for what is now Svendsen's Marine & Industrial Supply as their Purchasing Manager. I am a 2<sup>nd</sup> generation employee, as my mom was also once employed there as well.

Svendsen's was/is my 2<sup>nd</sup> home. Svend's leadership created a community with his employees. There are many of us that have/had 20+ years in and we all have become family. Carol Becker, who has since retired and moved out of state taught me in the Alameda Marina how to drive a car. Her husband taught me how to fly airplanes with their Cessna. Jean Pollard, retired Office Manager, used to sit down with me and show me the ins and out of accounting, telling me "one day when you own your own business, you'll need to know this". Bill Nichols taught me operations and purchasing, which lead me into my current position I hold today.

Memories with Svend are cherished. He would host the best Christmas events. I, for a long time, was in charge of purchasing the presents. Every year he would dress up as Santa Claus and hand out the presents himself to every employee's child. And he always made sure every child was taken care of. I became a young mother at 18 years old, a senior in high school. It was because of my job at Svendsen's, I was able to graduate high school and still have the financial means to take care of my son. I remember once when my vehicle broke down and needed \$3,000 in repairs. I sheepishly went to his office and explained my situation. He took out his personal check book and wrote me a check for the repairs. He told me he would deduct \$25/week out of my check to cover the loan. A year goes by and he asks me, "how much money do you owe still on the loan?". At the time it was down to about \$300. He tells me to not to worry about the balance and instead, keep it for my son. That small gesture meant the world to me, and only strengthened my loyalty to him. I am one of many with personal stories of Svend. He will always be cherished as a father figure in my life.

His impact didn't just affect his employees, but also in the industry we worked in. As generous as he was with us, he was just as generous in the local sailing community. Svend sponsored many events and Jr Sailing Programs, one being at Encinal Yacht Club. To this day, even 10 years after his passing, they hold a regatta and award ceremony in his name. He was a staple to the industry and the glue of the Alameda sailing community. Losing the space at the Alameda Marina changed the local sailing community. Our one-stop shop, maritime hub was gone. I strongly believe it is only fitting, to preserve the history of the land, a Svendsen's Maritime Park be present. I personally volunteer my time to connect the city with artist, who would be more than happy to help install art pieces and structures, creating a true maritime historic park.

Best Regards,



*Amanda Pangelina*  
RODRIGUEZ

Manager | Purchasing & Inventory Control  
Book [510-592-2888](tel:510-592-2888) | [amanda@svendsens.com](mailto:amanda@svendsens.com)  
Main [510-592-2888](tel:510-592-2888) | Direct [510-295-5184](tel:510-295-5184)  
Website [www.svendsens.com](http://www.svendsens.com) | Email [amanda@svendsens.com](mailto:amanda@svendsens.com)  
Address [2500 Main St #1100 Alameda, CA 94501](https://www.google.com/maps/place/2500+Main+St,+Alameda,+CA+94501)

**From:** [Vikas Kapur](#)  
**To:** [City Clerk](#)  
**Cc:** [svenderella510@gmail.com](mailto:svenderella510@gmail.com)  
**Subject:** [EXTERNAL] Please support naming Alameda Marina's new park to "Svendsen Maritime Park" !  
**Date:** Friday, May 17, 2024 1:37:11 PM

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Thank you !

[Alameda Marina's 'Svendsen Maritime Park' Is One Step Closer](#)



**Alameda Marina's 'Svendsen Maritime Park' Is One Step Closer**

The proposal to name the new park at Alameda Marina 'Svendsen Maritime Park' is coming before council at next Tu...

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In March we wrote about the community's effort to name Alameda Marina's new park "Svendsen Maritime Park" in Svend's honor and memory. At that time Svend's daughter Sabrina had reached out to us to share the story, with the hope of reaching more people and garnering more support for the proposal when it goes before the Alameda City Council. Well, we now have a date for the proposal to be heard before the council — Tuesday, May 21, at 7:00 p.m.

The item is listed as [number 7a](#) on the City of Alameda's meeting agenda. Sabrina is asking anyone who would like to support the naming to please attend the meeting, either in person or via Zoom, or send an email to the council at [clerk@alamedaca.gov](mailto:clerk@alamedaca.gov). You could also include Sabrina in your email: [svenderella510@gmail.com](mailto:svenderella510@gmail.com).

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c: 408 373 3499

with wings: pp-asel-g

in freefall: uspa a-16895

in water: nauti adv. diver

on water: asa bbc

through ether: ke6qlk

<http://www.facebook.com/vikas.kapur>

<https://www.linkedin.com/in/vkapur>

( if vkapur@yahoo.com bounces - the backup email is vikas.kapur@gmail.com )

## Justin Long

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**From:** William Bryan <william33bryan2020@gmail.com>  
**Sent:** Monday, May 6, 2024 1:32 PM  
**To:** Justin Long  
**Cc:** svenderella510@gmail.com  
**Subject:** [EXTERNAL] Naming Alameda Marina Park

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Director Long,

I'm writing in support of naming the new Alameda Marina park after Svend Svendsen to be named "Svendsen Maritime Park".

My introduction to Svend started in the 1970's when sailing on Alameda's estuary and SF Bay with my father's Folkboat. We raced many Wednesday & Friday night races plus weekend races. I remember Svend as a competitive sailor yet always willing to help others learn about sailing, racing and boat maintenance. I even crewed for Svend several times and he was a great skipper to be with.

As a young lad, I learned about Svend's boatyard on the estuary as he started building his business which grew to a significant boat yard and marine industrial supply enterprise. His life story is really an "American story" of immigrating from Denmark, starting his own business, raising his family, and supporting Alameda's maritime industry over many decades.

Although my parents have now passed, they knew Svend very well, his wife and children and I know my parents (Jim & Edie Bryan) would enthusiastically support naming the new park after Svend.

I can't speak to all of Svend's contributions to the city of Alameda but I'm sure there is a long list. Besides building a substantial marine business that provided many jobs over the years and a significant leader in the sailing community, Svend was a delightful person to be around. He had a wonderful ability to tell a story, always delightful and easy to talk with.

I wish Alameda every success in creating the new park and naming it after Svend.

Sincerely,  
Bill Bryan

April 1, 2024

Dear Mayor and City Council of Alameda, CA,

We knew Svend Svendsen for over 50 years and consider him a leader and pillar of our unique town of Alameda. As an immigrant from Denmark, Svend came to the United States at age 22, in 1956, with many boat building skills. He married Suzanne in 1960 and they began to develop Svendsen's Boat Works, in Alameda shortly after and moved to Alameda, on Gibbons Dr. in 1969 .

He supported Junior racers with sponsorships and trophies, along with sponsorships at Encinal Yacht Club for events. He built the only marina that was full service, on the island, with haulout services, best chandlery anywhere, allowed do it yourselfers space, engine repairs, etc. All the employees were knowledgeable in marine supplies, rigging, etc. and they also had a sailmaker available to help with any issue.

Svend commissioned many boats at his yard over the years, including our Norwest 33'. He was involved in many clubs on the island as a member, founded many and sponsored many events for clubs. He was a very personable guy and many times delivered each boat himself, after work had been done. The Folkboat was designed and built by him at Svendsen's Boat Works and is still racing in the San Francisco Bay, in it's own class of boat.

Svend was a founder of the Alameda Bank, which later became Bank of Marin.

Since we have lived in Alameda for 40 years, and known his wife Suzanne, children Sean and Sabrina, and grandchildren, we have witnessed many of his accomplishments and highly recommend that the park should be named after him.

Sincerely,

Einer and Nancy Elbeck  
359 Capetown Dr.  
Alameda, CA 94502  
510-846-0848 Einer cell  
510-410-3767 Nancy cell

## Justin Long

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**From:** odaveme@gmail.com  
**Sent:** Monday, March 25, 2024 1:39 PM  
**To:** Justin Long  
**Subject:** [EXTERNAL] Svend Svendsen

# Svend Svendsen's

My name is David R. Shaw

I worked for Svend for 30 years and knew him longer than that .

I worked at Stone Boat yard in alameda over 10 years and went through a 4 year apprenticeship when I started the trade of being a shipwright, I saw Svendsen many times during those years at Stone boat yard, He knew my father before that when my dad was operations manger at alameda boat works so I saw him a lot during my youth.

When the business at stones started to go downhill I left Stones and went to work for Svend being I had a wife and two children at the time and needed a steady job .

I went for an interview at Svendsen's while Svend was on vacation . On the day when he came back to work all the guys where talking to him in the front of the shop , I walked up from a yacht I was working on in the water and put my hand out to shake his and I said "Mr Svendsen I don't know if you remember me ", he then shook my hand and smiled at

Me and patted me on the back and said " Dave , I thought you would have come to work for me awhile ago , smiled and said welcome to the family "

I felt honored .

As the years went by we had many projects at the yard in every aspect doing incredible work and developing many more customers and friends .

I watch Svendsen give some customers a break on their bills and helped a lot of others ( to many to mention ) I saw customers cry being taken care so well by Svend !

His help with the youth of alameda with the sailing programs he supported was Incredible.

We had xmas parties at Christmas where he feed half of alameda with the yards BBQs

He helped many of his employees over the years by listening to them when they needed advise .

As the years went by and I started having a lot more responsibility at the yard I decided one day that I needed a raise , went in to his office and he agreed, I got a very nice raise that day , long story short , it was because of that raise that my Wife and I decided to have another child .

We had another daughter and she's now a PhD in educational science and a university professor at WPI in Massachusetts, and a member of the national science foundation , my other two children have college degrees and are extremely successful . ( Thank You Svend ) He knew my entire family and was so good to them over all the years . Svend was an exceptional person, boss and friend. His exceptional business

skills kept the business going strong all years that I work there, which helped my wife and I to put my children through college.

The many customers also brought a lot of money to Alameda .

Svend was like a second Dad to me . We golfed many times together over the years and had a lot of fun !

It is without hesitation, that I would highly recommend the city of Alameda to name the park after Mr. Svenson he deserves it !

Svendsen was a huge asset to the people and city of Alameda and a good Man ! I miss him !

David R. Shaw

Sent from my iPhone

## Justin Long

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**From:** Marilyn Oliveira <seabeadm@yahoo.com>  
**Sent:** Friday, March 22, 2024 6:54 AM  
**To:** svendrella510@gmail.com; Justin Long  
**Subject:** [EXTERNAL] Svendesn Maritime Park

What a lovely idea to name a park after a man that did so much for the boating community in Alameda for so many years.

I went to work in the chandlery at Svendsens in 1992 and was welcomed into the family of employees . I had a serious brain surgery in October 1993 and was welcomed back to work in December of 1993. My fellow employees kept track of my recovery and the knowledge that my job was waiting kept me pushing in my recovery.

I ended up being employed until 1998 when I left to sail South on my sailboat for the Winters in Mexico. I then was welcomed back into the Svendsens employee family from 1999 to 2012 during the Summers when my husband and I would return from Mexico to Alameda for the Summer. I loved being welcomed back and looked forward to seeing who still there and catch up with what was going on with peoples lives. It was like having a great family reunion every Summer. I volunteered to work the worst shifts in the store for that several months each Summer so others could have weekends off and vacation time during the busy times of the year.

Fond memories of fellow employees and the wonderful customers that we helped in the store for many years. Not many businesses have that kind of track record.

I am proud to have been a part of the Svendsen employee family for so many years. I hope the City of Alameda does decide to honor him with a Maritime park.

Marilyn Oliveira  
now boatless and living in Arizona

## Justin Long

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**From:** Natalie Page <page\_natalie@hotmail.com>  
**Sent:** Thursday, March 21, 2024 11:04 AM  
**To:** Justin Long  
**Cc:** svenderella510@gmail.com  
**Subject:** [EXTERNAL] Svendsen Maritime Park  
**Attachments:** Svend.pdf

Dear Justin Long and the City of Alameda,

Naming the Alameda Marina's new park Svendsen Maritime Park, would honor not only Svend Svendsen, but the hundreds of Svendsen's Boat Works employees who worked in the boatyard, metal shop, wholesale and chandlery located in the Alameda Marina between 1966 and 2017. Further it would memorialize the business that served thousands of Alameda and Bay Area boat owners for more than 50 years.

I'm sure you've heard about Svend's success as an immigrant businessman, the positive impact he made on sailing in the Bay Area and on the golf course in Alameda. He also had a positive impact on his hundreds of employees and subcontractors that he employed over the years. He provided many with training and opportunities to grow in addition to a weekly pay check. There wasn't much turnover in the 20+ years I worked at SBW and I think that can be attributed to Svend's leadership. He was a father figure to many, giving advice whether they wanted it or not. The attached photo of Svend in front of the shop hangs at my desk today.

Svendsen's Boat Works was and continues to be our extended family. Working with people for long periods of time, you can't help but develop friendships that continue beyond work hours and years. Many of us cherish our time at SBW in the Alameda Marina. In fact, a few of us missed it so much that during COVID we had socially distanced happy hour each week before SBW was demolished. We've watched the transformation and the fact isn't lost on any of us that if it weren't for the redevelopment project we might still be working together in the Alameda Marina.

Svendsen's Boat Works customers were loyal. In the boatyard office, I would see the same customers every year for their annual haul out. Customers were allowed to work on their boats in the yard and could be seen working alongside SBW employees. They all knew Svend and looked forward to seeing him when their boat was in the yard. I hear from customers today who miss the old yard.

Please honor this Alameda businessman and the Svendsen's Boat Works community of employees and customers he created by naming the park Svendsen Maritime Park.

Sincerely,

Natalie Page  
Svendsen's Boat Works employee 1995-2017  
Svendsen's Marine & Industrial Supply employee 2017-present

## Justin Long

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**From:** Sean Svendsen <svendle140@gmail.com>  
**Sent:** Wednesday, March 13, 2024 2:18 PM  
**To:** Justin Long  
**Subject:** [EXTERNAL] Svendsen Park

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello Justin:

My name is Sean Svendsen, and I am the son of Svend Svendsen. I have been coordinating with my sister Sabrina behind on helping provide you with information about my father and his legacy. But, I thought I would take this opportunity to share my own personal perspective on naming the park after him.

I grew up in Alameda and worked in the boatyard from a very young age; first sweeping sawdust off the floors and then pumping fuel for boats during high school. After college, circa 1984, I helped the company transition to its first computer system. And then in 1996, I worked for the organization as a full time executive until its inevitable relocation and eventual sale to Bay Ship & Yacht in 2017.

I can say unequivocally that my father treated all of his employees like family. No request from any of them was unreasonable, and he would do anything within his means to help them succeed both professionally and personally. He sponsored talent-laden immigrants to obtain their greencards and mentored a diverse multicultural workforce to develop state of the art skills, often challenging them to try a new work process they were unfamiliar with, despite the economic risks of an imperfect outcome. Quite a few of our former employees took their acquired knowledge base to form their own small businesses, and they are sprinkled about Alameda and the surrounding Bay (e.g. Hansen Rigging, Pacific Rigging, LTD Marine, Argo Yacht Rigging, Fred Anderson Boat and Woodworking, Hansen, Soren Hansen's Woodcraft). Even the very large maritime entity Bay Ship & Yacht might admittedly credit Svend for its existence, as he carried a substantial trade debt for them during a perilous time in the 1990's when they had a financial crisis. Svend cared about helping people and the local maritime industry to any extent, and was an industry leader of incredible magnitude.

It also makes me proud to know that the physical location of the park is the precise point where Svend launched the last of many boats he built -- a 90-foot boat destined for a home port in Hawaii. At the time it was the largest boat built in the San Francisco Bay Area since World War II. I suspect it might still be. I have a photo of the massive crane holding it high up in the air on its way into the water if you want it. For that matter, if you want *any* additional context or history on my father or the organization, please do not hesitate to ask. I look forward to helping you through this process.

Warmest regards,  
Sean Svendsen  
415-999-0509

## Justin Long

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**From:** John Sweeney <john@spinnerisland.com>  
**Sent:** Saturday, March 9, 2024 2:48 PM  
**To:** Justin Long  
**Subject:** [EXTERNAL] Svendsens maritime Park Support

Alameda Board of Supervisors  
Re: Svendsens Maritime Park

Dear Members of the Alameda Board of Supervisors,

I am writing to express my wholehearted support for naming the new park at Alameda Marina "Svendson Maritime Park" in honor of Svend Svendsen and the enduring legacy of Svendsen's Boat Works.

Svend Svendsen's remarkable contributions to the Alameda community and the maritime industry at large deserve to be commemorated and celebrated. His visionary leadership, commitment to innovation, and unwavering dedication to community service have left an indelible mark on countless lives including mine.

Svendsen's Boat Works was not just a business; it was a hub of creativity, learning, and camaraderie. Through his mentorship and support, Svend fostered a love for sailing and the sea in many of us, inspiring entrepreneurship and a passion for craftsmanship. His emphasis on eco-friendly boatyard practices set a precedent for sustainable operations within the maritime industry, demonstrating his deep commitment to environmental stewardship.

Moreover, Svend's inclusive approach to business and community service exemplified the values of diversity, unity, and cultural integration. He welcomed employees from diverse backgrounds, providing them with opportunities for growth and advancement while actively engaging in community initiatives that enriched the lives of Alameda residents.

I urge the Board of Supervisors to consider the countless stories and memories shared by members of our community in support of naming the park after Svend Svendsen. By doing so, we can ensure that the park carries a name that truly reflects the rich maritime heritage of Alameda and honors the legacy of a visionary leader who touched the lives of so many.

Thank you for your attention to this matter, and I look forward to seeing Svendsen Maritime Park become a cherished landmark that celebrates Svend's enduring legacy for generations to come.

Sincerely,  
John Sweeney  
Former America's Cup Sailor and Svendsen Customer

## Justin Long

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**From:** George Hughes <challengesea@yahoo.com>  
**Sent:** Friday, March 8, 2024 3:28 PM  
**To:** Justin Long  
**Cc:** svenderella510@gmail.com  
**Subject:** [EXTERNAL] The new park at Alameda Marina

Please name the new park at Alameda Marina 'Svendsen Maritime Park,' in honor of Svend Svendsen and the legacy of Svendsen's Boat Works.

The history of Alameda needs to be preserved at every opportunity available. The Alameda working waterfront has lost so much to development. This was a critical component of the Bay area Marine industry and this is a no-brainer. I would love to be more loquacious, but struggling with one of these brutal head colds. But, I am taking the time to send this letter and cut and paste all these addresses and what not because this is important.

I'm sure you'll be well aware if not made well aware of his contributions to Alameda and the Bay area in whole.

Please don't drop the ball on this one.

Sincerely,

George Hughes

## Justin Long

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**From:** Rod Baker <rodbaker898@comcast.net>  
**Sent:** Friday, March 8, 2024 9:53 AM  
**To:** Justin Long  
**Subject:** [EXTERNAL] Alameda Marina Park Name

Dear Mr. Long,

I recently became aware of a campaign to name the new park at Alameda Marina after Svend Svendsen. While I have a great deal of respect for Mr. Svendsen and the business he built at the Marina, I wanted to point out that though one of the largest, Svendsens was only one of many businesses that grew and prospered at the Marina due to the hard work and foresight of John Bentzen.

Mr. Bentzen was also Danish, having come to this country by himself as a young man. As a young entrepreneur he started Mrs. Bentzen's Danish Cookies in San Francisco to get his start and prior to coming to Alameda, owned a shipyard in the City. Mr. Bentzen purchased the property in Alameda in the early 1960s. Under his ownership, the property was developed into a Marina and the buildings refurbished. Prior to his sale of the property to the Svendsens just prior to his death in 2006, many other marine related businesses grew and flourished at the Marina including:

- LTD Marine (Marine Electrical)
- Soren Hansen Woodcraft
- Waypoint (Marine charts and nautical books)
- Hogin Sails
- Carl Schumacher (Marine architect)
- Deep Ocean Exploration
- Bay & Delta Yachtsman
- Chris Benedict (Fireball sailboats)
- Sailnetics (El Toros)

In addition to the above mentioned, there were generally about 100 businesses at the Marina at any given time that rented office space, retail space, or storage space. Most of those tenants also lived here in Alameda. While much of the day-to-day operation was handled by his manager, Wayne Milani, Mr. Bentzen was always keenly aware of what was going on at the Marina and it was his policy to keep the rents as reasonable as possible so the businesses could thrive and, in many cases, remain at the property for many years. Mr. Bentzen would even give a tenant a rent break to get them through a rough patch.

I would, therefore, request that his many years of being part of the waterfront scene in Alameda be remembered and not forgotten.

Thank you for your consideration.

Cris Baker  
898 Laurel Street  
Alameda, CA 94501  
510-846-2758