

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections



1. Name

historic Feraud General Merchandise Store

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AUG 19 1985

and/or common 1903 Building

OHP

2. Location

street & number 2 & 12 West Main Street N/A not for publication

city, town Ventura N/A vicinity of congressional district nineteenth

state California code 06 county Ventura code 111

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Robert A. and Janet G. Addison Trust

street & number P.O. Box 776

city, town Ventura N/A vicinity of state CA 93002

5. Location of Legal Description

courthouse, registry of deeds, etc. Ventura County Government Center, County Recorder's Office

street & number 800 S. Victoria Avenue

city, town Ventura state CA 93009

6. Representation in Existing Surveys

title Downtown San Buenaventura Redevelopment Study Area Has this property been determined eligible? yes no

date 1980 federal state county local

depository for survey records City of Ventura

city, town Ventura state CA 93001

7. Description

Condition		Check one	Check one	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	date <u> </u> N/A
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

Describe the present and original (if known) physical appearance

Built in an L-shape, this long unreinforced brick masonry building is one to one-and-a-half stories tall with a flat roof and decorative cornice along the facade and east side of the building. The commercial building is designed in a turn-of-the-century classical style with arched openings and symmetrically placed doors and windows. The integrity of the structure has been maintained except for the minor alteration of two facade openings, the enclosure of a side entry, and a small stuccoed addition on the rear west side.

The facade exhibits a finely detailed metal cornice complete with elaborate brackets, recessed panels, leaf moulding, and dentils. Centered above the cornice is a raised parapet and below that are raised numbers "1903." Below the cornice is a frieze divided into three sections with raised brick dividers once containing the original painted signs and name of the building, "J. Feraud, groceries, cigars and tobacco, bakery, hay and wood." Below the frieze, the facade was originally divided symmetrically with four double wood doors with multipaned windows on the upper portion and recessed panels below. Above the doors were eight-light windows. The doors are separated by brick segmented arched windows with four lights, except for the center which is brick. Two entrances were altered at a later period, possibly in 1939. One door was changed into a window. The entry on the west side of the facade enclosed the transom window and enlarged the opening to include both a door and window. The owner intends to restore these features back to their original appearances.

The unusually long east side of the building contains an elaborate corbelled brick cornice. Below the cornice is a frieze similar to that on the facade of the building for advertising purposes. A round arched entrance contains a fanlight window above the double wood doors. Another large arched opening, originally used as a drive-through for wagons to pick up hay and grain, has been bricked in on the east side. Rehabilitation plans call for its restoration. Additional windows and doors have segmented arches. The building has been painted white except for the natural brick rear west side.

The rear of the small L-portion of the building has some alterations. The small portion of the L contains the original brick bakery oven covered by a metal shed roof. The brick oven is partially exposed with the removal of some of the bricks on the west wall. A small stuccoed shed roof addition has been attached to the west side of the building sometime after 1929.

The west side of the building has several segmented arched and round arched entries and segmented arched windows. From this side the interior brick walls extend through the flat roof about four feet in height. Remains of an old brick incinerator are located behind the oven. The original drive-through portion has been enclosed and a window added.

Special interior features include a fireplace in the front part of the store with a wooden mantel and brick chimney. There is also a second interior oven. Both oven doors exist on the interior. The rooms have maintained their integrity with wood floors in place in the front portion of the building. Portions of the floor still contain the metal tracks once used for the delivery of flour to the bakery room. The only major interior change is the addition about 1939 of a wall to separate the store on the west side of the building.

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National Park Service**

**National Register of Historic Places
Inventory—Nomination Form**

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Continuation sheet

Item number 6

Page 1

Representation in Existing Surveys (Continued)

Cultural Heritage Survey

Phase I

July 1983

 x Local

Records are kept with Cultural Heritage Commission,

City of San Buenaventura, P. O. Box 99, Ventura, CA 93001.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET

ITEM NUMBER 7 PAGE 2

The building, located on a busy corner lot, is the last vestige of a group of commercial buildings dating from the early 20th century -- auto showrooms from the 1920s and some small commercial brick buildings. Directly across the street is the new redevelopment project -- a shopping center which replaced older commercial buildings. The Feraud building is the oldest remaining building on the block and the second oldest left in the downtown that maintains its integrity as a commercial structure from the turn-of-the-century.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input checked="" type="checkbox"/> other (specify): ethnic history
Specific dates	1903	Builder/Architect	H.A. Giddings	

Statement of Significance (In one paragraph)

The Feraud building is architecturally significant as one of Ventura's only two remaining virtually unaltered commercial brick buildings dating from the turn-of-the century. It is also significant as an example of an early Ventura business representing the European wave of immigration to Ventura in the 1870s with the arrival and subsequent establishment of businesses along Main Street by many French, Italians, and Germans. Jules Feraud, a native of France, established his business on Main Street in the late 1870s. It grew by 1903 to become one of the largest general merchandise stores and bakeries known for its sourdough French bread in Ventura.

Jules Feraud, a native of Saclès in Southern France, came to Ventura in 1875. He soon bought into the Ventura Bakery on Main Street and eventually bought out his partner. The bakery became known as Ferauds and was "celebrated up and down the coast for its sourdough French bread," according to the Ventura Free Press for March 21, 1929. Mr. Feraud married Frances Yanez, a member of one of the early Spanish families, in 1879. The Ferauds owned a ranch in the Santa Ana area of Ventura County, and Mr. Feraud served on the board of directors of the First National Bank.

The exact location of the Ventura Bakery is uncertain as is the date Mr. Feraud acquired the store. By 1890, however, Feraud was in his own bakery at the present location. The 1890 Sanborn Map shows a woodframe building on the site and lists it as a bakery, grocery, and saloon. What appears to be the present brick oven is located on the 1890 map. The building and site expanded by 1892 to include two brick ovens plus a billiard hall and saloon on the west side and a grocery on the east side. At the rear of the property was a wood yard, hay barn, and wagon shed.

Mr. Feraud's successful business led him in 1903 to replace the woodframe building with a larger more impressive brick structure. Ventura was a rapidly growing community based in part on the completion of the Southern Pacific coast railroad in 1903-1904. Growth was reflected in the construction of many important buildings during this period. Among these were the new city hall, the Bard Memorial Hospital, the Peirano-Righetti block, and the opera house. H.A. Giddings was one of the major builders responsible for many of these structures. In September 1903 the Ventura Free Press listed Giddings' largest job as the almost completed Feraud store, designed in a classical commercial brick style.

The Feraud store was a general store and included a grocery, bakery, feed warehouse and hay warehouse. Jules Feraud operated the store assisted by his five sons, Anselmo, Frank, Charles, Ernest, and Anthony. In 1928 the store was listed as Feraud Brothers (Anselmo, Anthony, and Frank - general merchandise and Charles - billiards.) Jules Feraud retired in 1927, just two years before his death. Frank Feraud operated the grocery store as late as 1941. By 1946 the building was used

9. Major Bibliographical References

Ritter, Elizabeth. History of Ventura County, Los Angeles: Meier, 1940
Sanborn Maps, 1886 to 1960
Ventura Free Press, 8/7/03; 3/21/29
Ventura City Building Permits

10. Geographical Data

Acreeage of nominated property .42 acres

Quadrangle name Ventura

Quadrangle scale 1:24000

UMT References

A

1	1	2	8	8	2	8	0	3	7	9	5	5	0	0
Zone			Easting				Northing							

B

Zone			Easting				Northing							

C

Zone			Easting				Northing							

D

Zone			Easting				Northing							

E

Zone			Easting				Northing							

F

Zone			Easting				Northing							

G

Zone			Easting				Northing							

H

Zone			Easting				Northing							

Verbal boundary description and justification The property nominated is a rectangular shaped parcel 123' wide by 147' deep. The property is bounded by West Main Street on the north, Ventura Avenue on the east, a residence on the south, and a parking lot on the west. Parcel # 073-021-060. Boundaries encompass the building and its historic lot.

List all states and counties for properties overlapping state or county boundaries

state	N/A	code	county	N/A	code

state	N/A	code	county	N/A	code

11. Form Prepared By

name/title Judy Triem/ San Buenaventura Research Associates

organization N/A

date August 1985

street & number 627 E. Pleasant Street

telephone (805) 525-1909

city or town Santa Paula

state CA 93060

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

Kathryn Guattieri

title State Historic Preservation Officer

date 12/9/85

For HCERS use only

I hereby certify that this property is included in the National Register

[Signature]
Keeper of the National Register

Attest:

Chief of [unclear]

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

as an automotive center in response to the many auto showrooms built on lower Main Street. It continued this use until it was purchased by Robert Addison in 1970. Its present use is commercial and houses a furniture store and barbershop. Plans are to rehabilitate the structure retaining the important historic character of the building.

The property was identified as significant in the Cultural Heritage Survey of the City of San Buenaventura, funded by the State Office of Historic Preservation, and was evaluated by the local review board as eligible for listing in the National Register of Historic Places.

