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. Nam	<u>)e </u>			RECEIVED	
historic Fe	eraud General Mercha	andise Store		/ AUG 1 9 198!	
and/or common	1903 Building	•		OHP.	
2. Loca	ation				
street & number	2 & 12 West Ma	ain Street	N/A	A not for publication	
city, town	Ventura	N/A_vicinity of	congressional district	nineteenth	
state Calif	fornia cod	e 06 county	Ventura	code 111	
3. Clas	sification	TO STORE OF THE STATE	garan baran karangan barangan baran ba Baran baran ba		
Category districtX_ building(s) structure site object	Ownership public both Public Acquisition in process being considered N/A	Status _X_ occupied unoccupied work in progress Accessible _X_ yes: restricted yes: unrestricted no	Present Use agriculture commercial educational entertainment government industrial military	museum park private residence religious scientific transportation other:	
street & number	P.O. Box 776	Addison Trust	· · · · · · · · · · · · · · · · · · ·		
city, town	Ventura	N/A vicinity of	state o	IA 93002	
5. Loca	ation of Leg	al Description	on		
courthouse, regi	stry of deeds, etc. Ventu	ura County Governmen	t Center, County Rec	corder's Office	
street & number	800 S. Victoria A	venue			
city, town	Ventura		state CA 93009		
6. Rep	resentation	in Existing	Surveys		
		edevelopmenhas this pro tudy Area	perty been determined elec	••	
date 1980			recerai state	county X local	
depository for su	urvey records City of	Ventura	·		
city, town Ve	ntura		state	CA 93001	

11 0030	on paron				
Condition excellent good fair	deteriorated ruins unexposed	Check one unaitered altered	Check one original site moved date	N/A	

Describe the present and original (if knewn) physical appearance

Description

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.

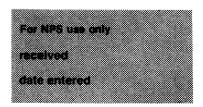
The rear of the small L-portion of the building has some alterations. The small portion of the L contains the original brick bakery oven covered by a metal shed roof. The brick oven is partially exposed with the removal of some of the bricks on the west wall. A small stuccoed shed roof addition has been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

United States Department of the Interior National Park Service

National Register of Historic Places Inventory—Nomination Form



Continuation sheet

Item number

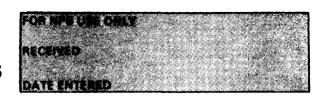
Page

Representation in Existing Surveys (Continued)

Cultural Heritage Survey Phase I x Local July 1983 Records are kept with Cultural Heritage Commission, City of San Buenaventura, P. O. Box 99, Ventura, CA 93001. Form No. 10-300a .Hev. 10-74)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



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

1400-1499 1500-1599 1600-1699 1700-1799	Areas of Significance—C — archeology-prehistoric — agriculture — x architecture — art _ x commerce — communications	community planning conservation economics education engineering exploration/settlement	landscape architecture law literature military music philosophy politics/government	religion science aculpture social/ humenitarian theater transportation x other (specify):
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 Salemes 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 <u>Ventura Free Press</u> 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 Gidding's largest job as the almost completed Feraud store, designed in a classical commercial brick style.

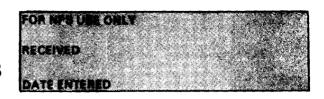
The Feraud store was a general store and included a grocery, bakery, feed warehouse and hay warehouse. Jules Feraud operated the store assisted by his five sons, Anselmo, Frank, Charles, Ernest, and Anthony. In 1928 the store was listed as Feraud Brothers (Anselmo, Anthony, and Frank - general merchandise 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. Ma	jor Bib	liogra	phica	Refere	ences			
Ritter, Sanborn Ventura	<u> </u>	History to 1960	of Ventur 3/21/29	ra County, Lo			r, 1940	
10. G	eograp	hical	Data					
Acreage of no Quadrangle n UMT Reference	ominated prope name <u>Ventur</u> nes	rty <u>.42</u> a	acres			Quadranç	gle scale1:2	4000
A 1 1 2 Zone Ea	8 8 2 8 0 sting	3 7 9 5 Northing	5,0,0	B Zone	Easting		Northing	
C			L	D F H	J	<u> </u>		
parcel 123 Ventura Av Parcel # List all state	wide by 1 enue on the 073-021-06 es and counti	47' deep. east, a	The propression of the property of the propert	erty is bour on the south	nded by hand a wilding county bo	Vest Mai parking and its	rectangular n Street on to lot on the historic lo	the north
state N/	'A		code	county	N/A		code	
state N/			code	county	N/A		code	p
11. FC	orm Pre	pare	аву				· · · · · · · · · · · · · · · · · · ·	s
	Iudy Triem/	San Buen	aventura Re	esearch Asso	۸.,	gust 19	85	· · ·
organization	_N/A				date	-1		
street & number	OL/ He	Pleasant	Street		telephone		525-1909	A
12. St	Santa :		Prese	rvation		a 93060 er C	ertifica	tion
The evaluated		this propert	y within the st					
665), I hereby r	nominate this p	roperty for it	nclusion in the		er and certi	fv that it h	et of 1966 (Public as been evaluate n Service.	
State Historic F	Preservation O	ficer signatu	ire	athryn	_ Sy	callu	èci	
title S	tate Histor	ic Prese	rvation Off	ficer		date	12/9/8	5
For HCRS us	e only certify that this						421-	
Keeper of the	(Audienti)							**************************************
Affect:								10 E

Form No. 10-300a (Hev. 10-74)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



CONTINUATION SHEET

ITEM NUMBER

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.

Sanborn Map - Ventura - 1906

Drawing of Feraud Store three years after it was built showing layout of building and ovens on lot - southeast corner of Main Street and Ventura Avenue

