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NPS Form 10-900

OMB No. 1024-0018

(Rev. 8-86)

United States Department of the Interior

NATIONAL REGISTER

National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1. Name of Property Oakville Grocery
historic name: Oakville Mercantile
other name/site number: N/A

2. Location
street & number: 7856 St. Helena Hwy. Not for Publication: N/A
city/town: Oakville vicinity: N/A
state: CA county: Napa code: 055 zip code: 94562

3. Classification
Ownership of Property: private
Category of Property: building
Number of Resources within Property:
Contributing Noncontributing
1 0 buildings
0 0 sites
0 0 structures
0 0 objects
1 0 Total

FEB 24 1993

Number of contributing resources previously listed in the National Register: 0
Name of related multiple property listing: N/A

4. State/Federal Agency Certification
As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register Criteria. See continuation sheet.

Stade P. Cranga June 16, 1993
Signature of certifying official Date
California Office of Historic Preservation

State or Federal agency and bureau
In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official Date
State or Federal agency and bureau

5. National Park Service Certification

I, hereby certify that this property is:

~~entered in the~~
National Register

entered in the National Register

Delora Byer 7/22/93

See continuation sheet.

determined eligible for the National Register

See continuation sheet.

determined not eligible for the National Register

removed from the National Register

other (explain):

Signature of Keeper Date of Action

6. Function or Use

Historic: Commerce/Trade
Government

Sub: Department Store
Sub: Post Office

Current : Commerce/Trade
Government

Sub: Department Store
Sub: Post Office

7. Description

Architectural Classification:
Other:

Other Description: false-front commercial

Materials: foundation - Stone
roof - Metal
walls - Stucco, wood
other

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7

Oakville Grocery Page 1

Describe present and historic physical appearance. X See continuation sheet.

The Oakville Grocery is positioned near the southwest corner of the one-acre parcel historically associated with the building. The property is bounded to the west by Highway 29, the old toll road, as in the 1880's. Three other buildings, residences to the north and east, are also located on the property but are excluded from this nomination. The Oakville Grocery is a detached, rectangular, one-story, brick false-front commercial building with a full facade porch. The hipped roof of the porch is supported by four, square columns on high concrete bases. The building has a front gabled roof covered with corrugated metal, wooden sash fixed and awning windows and a recessed entrance with a glazed frieze. The exterior walls are primarily stuccoed with the exception of V-Rustic siding on the north facade, an attached stone building to the rear and a 2'6"x6' metal Coca-Cola billboard on the southwest corner. The false-front parapet is reminiscent of Mission Revival; its central section has a heavy cornice and decorative motifs as a frieze. The flanking lower sections feature a projecting cornice with decorative rafters reminiscent of Craftsman. The interior maintains a high degree of integrity for a 1920's general store with its original floor plan, the wood and glass refrigerator, fixtures and hardware. The tongue and groove paneling of the walls and ceiling plus the fir flooring are remnants of the original 1880's detailing. Over the past 100 years, or so, the building has been altered twice. The Oakville Grocery still conveys the feeling of a 1920's general store.

The west facade consists of a stuccoed two-stepped false front, reminiscent of a Mission Revival parapet with six (6) false exposed wooden rafters similar to Craftsman styling. Three small square panels resembling the rafter ends and one small fixed square window are positioned below the top step. Directly below these panels is one long narrow decorative panel. Four square, stuccoed columns, twelve (12) inches wide, with molded capitals and resting on square, sixteen (16) inches wide, wooden bases support the porch roof. The full-facade hip roof of the porch is finished with asphalt shingles.

NPS Form 10-900-A
(8-86)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET
Section number 7

Oakville Grocery Page 2

Fenestration consists of a door flanked by side lights on the northern end of the facade and a classic storefront on the southern end which includes a pair of glazed 6 (lites) and panelled doors with matching screen doors flanked by single-pane, fixed lite display windows. The double doors are within an angled recess of the storefront fenestration. Above this fenestration is a bank of 15 square lites, two of which are the casement type, opening inward, and screened. The porch soffit is constructed of tongue and groove ceiling paneling.

The southern elevation is sheathed in galvanized metal sheeting approximately 2'6"x 6' scored to resemble small bricks which was installed in the 1920's. The rear corner is angled and contains an awning window; three other awning windows span the width of the elevation. These windows were added during the 1921 remodeling. Based on the recollections of former Oakville residents, the southern elevation historically functioned as a large billboard which originally had no windows. In keeping with this tradition, a hallmark of the Oakville Grocery is a large painted Coca-Cola advertisement which was repainted in 1986.

The northern elevation includes the 1921 remodeling of an attic behind the false front, a 1970's modern door leading from the Post Office, and two 1921 awning windows matching those of the south side. This elevation is sheathed in V-Rustic siding, about 7 inches wide, beveled on the top and the bottom. A dry masonry foundation has a narrow cut-out indicating the location of a door. This foundation was probably part of the original building damaged by fire in 1893.

A stone building, built in the 1880's, with a gabled roof is at the rear corner of the north side, partially separated from the main building but with interior access as originally designed. It features a shingled gable with a large, louvered vent. The stone building is roofed with corrugated galvanized metal, as is the main building. The stone building originally served as a cold storage area for perishable goods. After the 1921 modernization of Oakville Grocery and the installation of the refrigerator, the building continued to serve as a storage facility for foodstuffs.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7

Oakville Grocery Page 3

The interior retains a high degree of integrity for a 1920's store, an image which seems to be cultivated by the current occupants and valued by their customers. The interior wall and ceiling treatment is "V" joint tongue and groove siding; the floor is made of narrow, tongue and groove fir boards. According to the recollections of longtime Oakville residents, these features were in place before the 1921 remodeling. There are also five original (1921) light fixtures and one fan suspended from the ceiling. There is also a circa 1920 wood and glass refrigerator case which has its original hardware. Most of the doors and windows also retain their original working hardware. The floor plan and interior configuration has also been maintained.

The 1921 remodeling effort produced the current facade which included stuccoing the exterior walls, altering the design of the stepped parapet, adding the decorative details and replacing or altering the post design. The tongue and groove soffit is a likely remnant of the earlier porch. With the exception of the 1970's addition of the northerly Post Office entrance, the 1921 facade appears intact even to the hardware.

Prior to the 1921 remodeling, the west facade had a false front with molded cornice and frieze panels. Four slender square posts with molded banding approximately eighteen (18) inches from the top supported the hip roof of the full-facade porch. The fenestration was entirely different. There was a six (6)-light, two(2)-panel door with transom and what appeared to be screen doors. Next to this was a large sixteen (16)-light display window enframed by a wide, panelled surround. A six (6)-light window was located where the Post Office door is now. The walls of the facade were V-Rustic double beveled siding.

On July 4, 1893, a fire damaged a small portion of the building. Prior to the fire, the west facade had a different false front. The parapet was Italianate in nature, although the steeply pitched center step was reminiscent of the Gothic Revival style. Elaborate sawn or turned brackets joined the posts to the porch roof.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7

Oakville Grocery Page 4

At one time, a number of outbuildings, such as chicken coops and a barn were located to the east of the Grocery. To the north was the original merchant's residence, the Durant House, a circa 1885 two-story Italianate. This building still exists today. The other two buildings, residences to the east, date from the mid-1940's and are noncontributing resources.

The Oakville Grocery demonstrates the architectural evolution of a building. Even though the store's exterior maintains only a moderate degree of integrity, the interior possesses a high degree of integrity. The Oakville Grocery still conveys a strong sense of feeling, time, and place.

8. Statement of Significance

Certifying official has considered the significance of this property in
relation to other properties: Locally

Applicable National Register Criteria: A

Criteria Considerations (Exceptions) : N/A

Areas of Significance: Commerce

Period(s) of Significance: circa 1921-1940

Significant Dates : 1921

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder: McCarthy, John E.

State significance of property, and justify criteria, criteria
considerations, and areas and periods of significance noted above.
X See continuation sheet.

The Oakville Grocery is eligible to the National Register under Criterion A
due to its association with events that have made a significant contribution
to the broad patterns of our history in the area of commerce. The Grocery
provided goods and services to meet the community needs. Locally, the
Oakville Grocery is the only surviving example of an early-Twentieth Century,
1920's, mercantile.

Oakville's geographic location placed this community in the heart of Napa
Valley's agricultural and viticultural centers. Oakville is located ten
miles to the north of Napa, four miles to the north of Yountville, two miles
to the south of Rutherford, six miles to the south of St. Helena, and 16
miles to the south of Calistoga.

During Oakville's early days, the mid-1870's to the late 1880's, the
unincorporated town of Oakville experienced a modest residential and
commercial growth. The retail business development crowded around the depot
and were situated along the main street which ran north and south on the way
to and from Napa and St. Helena. This county road would eventually become
State Route 29.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8

Oakville Grocery Page 1

Between the 1890's and 1920, there was little in the way of expansion and at no time did the commercial development take on an accelerated proportion. Oakville was still primarily known as a small wine producing center. After the turn of the twentieth century, especially between the 1920's and 40's, Oakville's commercial and economic growth stagnated to the point of decline due to a number of external forces.

The 1920-1933 Prohibition, for the first few years an economic boom for the larger Napa Valley wineries, such as Christian Brothers and Beringer Brothers located in St. Helena, was due to the enormous public demand for grape juice. But the smaller wineries, such as Oakville's Bruin and Chaix, suffered considerable economic losses from the onset of the Prohibition. Oakville's economy, being dependent on the wine industry, not only stagnated but declined. The commercial growth of Oakville also stagnated. The effects of the Prohibition lasted for several years after the Act was rescinded due to the loss of viticulture/enology knowledge and productive vines.

Another economic hardship experienced by Oakville and the entire country was the Depression, 1929-1941. The wineries and businesses were weakened by the Prohibition shutdown. The Depression curtailed any commercial development and growth in Oakville. From the late 1920's to the mid 30's automobiles replaced not only horses and wagons but also the electric railway. Yountville, a few miles to the south and Rutherford, two miles to the north of Oakville, took on greater importance in the development of central Napa Valley. Oakville's growth more or less ended, although there were slight changes as a gas station would replace the blacksmith shop and the local saloon would become the cafe. Oakville's Southern Pacific Railroad Depot had long fallen out of use by the time of its ultimate demise, following a fire in 1964. Through the decades the Oakville Grocery has remained a familiar institution to those who made Oakville their home.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8

Oakville Grocery Page 2

Between 1921-1940, the store was the center for the Oakville community in many respects. Local farmers sold their surplus eggs and chickens to the Oakville Grocery which in turn shipped them to other Napa County or Bay Area communities. It was here that locals gathered to pick up their mail, wire telegrams, make telephone calls or procure those necessary items needed for daily living. The Oakville Grocery was typical for its time, stocked with goods from across the country.

The Oakville Grocery reflects the lifestyle and philosophy of the community, modest and functional. Originally there were no windows along the sides of the building in order to maximize the display and storage space. The store also designated a small section of the building to contain a post office. In 1893 the building suffered minor damage from a fire. The 1880's store was repaired and received its first alteration to the front facade. The steeply pitched center step of the parapet wall was leveled off. A second remodeling, done by contractor John E. McCarthy, occurred in 1921. The store front was converted to its present style. The side windows were also added at that time and the interior received a modern, 1920's refrigerator case. With these changes, the Oakville Grocery no longer represents the earlier 1880's structure but it still conveys the feeling and association of a 1920's mercantile.

In comparison to the community's depressed economy and commercial activities, the thriving Oakville Grocery was a unique contrast. The Oakville Grocery, between 1915 and 1940, was the only mercantile in Oakville. This provided an opportunity for the Grocery to be the sole provider of essential goods and services, such as telegraph, telephone, and postal services plus stocking necessary items for daily living. Since Oakville Grocery monopolized these services, the business was quite lucrative.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8

Oakville Grocery Page 3

This fact, coupled with the personal desires and visions of the owner, Frederick Durant, brought about the physical changes of the store in 1921. Durant returned to Oakville and the Grocery after a nine year absence, 1912-21, in San Francisco, California. During this time, Durant ran another grocery store in San Francisco while he leased the Oakville Grocery to Benjamin Hooks and Arthur James. Durant brought back to Oakville the new and modern concepts and architectural trends popular in urban areas like San Francisco. Durant envisioned the Oakville Grocery as a modern facility providing the most current and best quality products and services, second to no other mercantile in the Napa Valley, which in turn would increase profits.

In the 1940's, the Oakville Grocery gave way to the new American lifestyle of automobiles and supermarkets. The Grocery could not compete with the large variety of goods and services provided by the modern supermarket. The automobile provided the Oakville area residents easy and convenient transportation to the new shopping centers located ten miles south in the City of Napa and six miles to the north in St. Helena. With the advent of these new, modern conveniences, the Oakville Grocery no longer significantly contributed to the community's commerce. The year 1940 has been selected as the end of the period of significance to reflect this changing lifestyle and its impact on the declining importance of the Oakville Grocery within the community.

Regardless of the changes in appearance or ownership, the Oakville Grocery has operated continuously since the mid-1880's as a general store. Since its doors were opened on the first day of business, the community has been provided with goods and services essential for daily living. The store was the center of Oakville commerce and became a landmark and institution of Oakville.

9. Major Bibliographical References

PUBLISHED

Smith, Clarence and Elliott, Wallace. Illustrations of Napa County. Oakland: Smith and Elliott, 1878 p. 15.

Menefee, C.A. Historical and Descriptive Sketchbook of Nap, Sonoma, Lake, and Mendocino Counties. Napa City, California: Reporter Publishing House, 1873 p. 101

Jackson, F.L. Napa County and Its Many and Great Resources. Napa City, California, 1886 p. 24.

Gregory, T.L. History of Solano and Napa Counties. Los Angeles: Historic Records Co., 1912 pp. 148-149.

Darms, H.A. Napa City County Portfolio and Directory, Napa: H.A. Darms, 1908 p. 107.

Swett, Ira and Aitken, H.D., Jr. Napa Valley Routes: Electric Trains and Steamers. Glendale, California: Interurbans, 1975 p. 526.

King, Norton L. Napa County - a Historical Overview. Napa, California: Office of Napa County Superintendent of Schools - Piercy C. Holliday, 1967 pp 48-53.

St. Helena Star, December 24, 1943.

UNPUBLISHED

Ketteringham, William. Settlement Geography of the Napa Valley. Master's thesis Stanford University, 1961.

O'Connor, Denise and King, Gregory. Caltrans Historical Assessment Report. San Francisco: Caltrans, 1987

INTERVIEWS

Conversation with Bill Lincoln, March, 1992 and January, 1993
Conversation with Arthur Schmidt, March, 1992 and January, 1993

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data:

- State historic preservation office
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: Rebecca A. Yerger, Consultant; 1705 Rainier Ave., Napa, CA 94558

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10. Geographical Data

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Acreage of Property: less than one acre

UTM References:	Zone	Easting	Northing	Zone	Easting	Northing
	A 10	552230	4254320	B		
	C			D		

Verbal Boundary Description: Southwest quarter of the Napa County Assessor's Parcel Number 031-002-06.

Boundary Justification: The boundary includes the southwest quarter of the city lot which has historically been associated with the building, excluding noncontributing resources.

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11. Form Prepared By

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Name/Title: Rebecca A. Yerger, Historic Preservation Consultant

Organization: N/A

Date: March 13, 1992
Revised February 20, 1993

Street & Number: 1705 Rainier Avenue Telephone:(707) 226-6843

City or Town: Napa State: CA ZIP:94558

USDI/NPS NRHP Registration Form

Oakville Grocery Page 12

NPS Form 10-900-A
(8-86)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Property Owners

Oakville Grocery Page 1

Property Owner:

Elsie F. Giugni
7856 St. Helena Hwy.
Oakville, CA 94562

Business Owners:

Steve Carlin, Tom and Martha Mays, and Joseph Phelps
c/o 200 Taplin Road
St. Helena, CA 94574
Attention: Steve Carlin

OKAVILLE GROCERY
7856 St. Helena Hwy.
Oakville, CA. 94562

- LEGEND
- 1 - The Oakville Grocery
 - 2 - -- Nomination Boundary
 - 3 - The Durant House
 - 4 - Mid 1940's Residence
 - 5 - Mid 1940's Residence

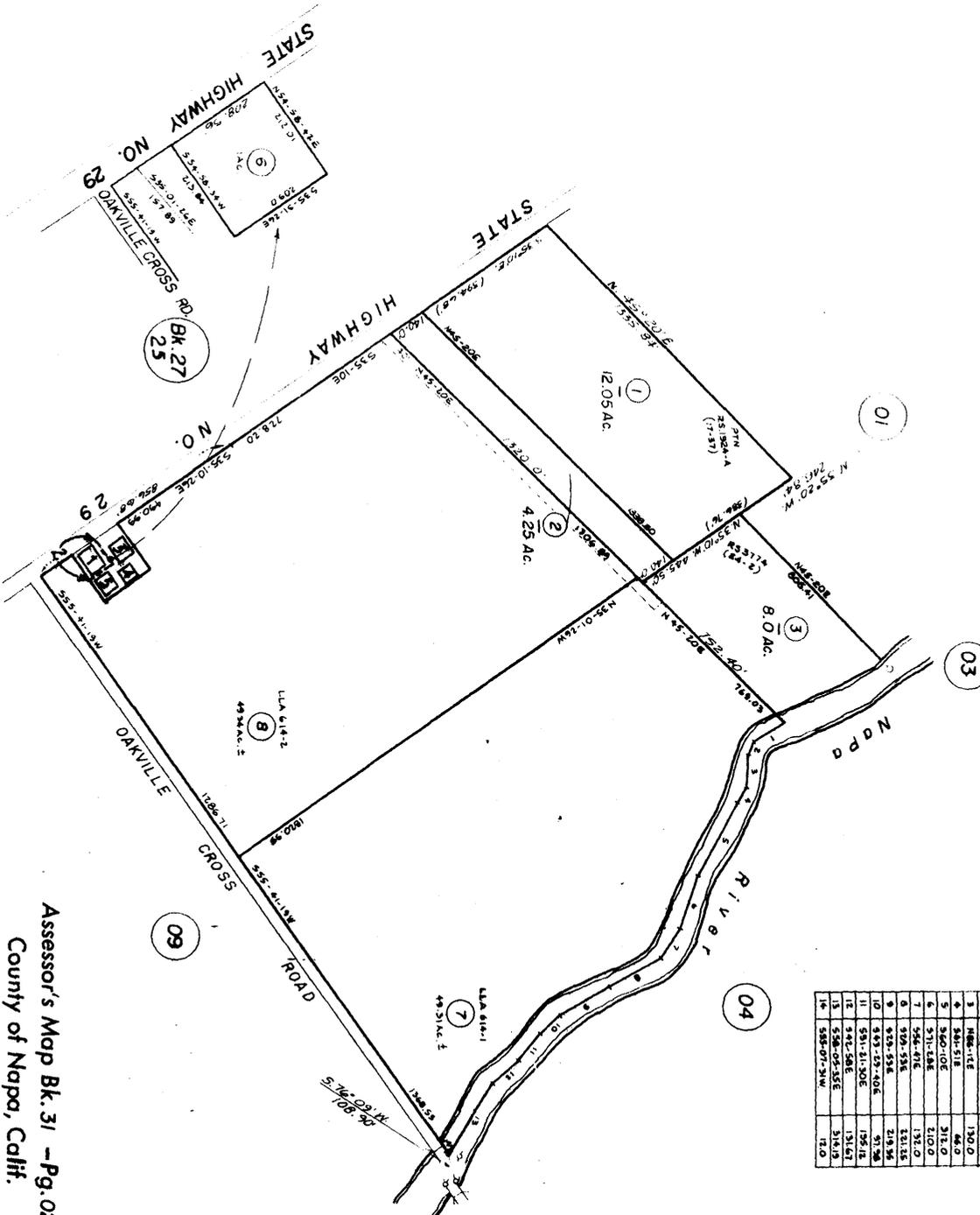
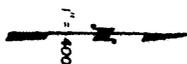
POR. CAYMUS RANCHO

R.M. Bk. 1, Pat. Pg. 75

Tax Area Code
85001

31-02

1	532-05E	193.09
2	548-17E	91.0
3	588-17E	192.0
4	581-51E	48.0
5	580-10E	312.0
6	571-04E	112.0
7	578-05E	121.0
8	529-05E	218.88
9	543-05E	97.88
10	543-12-14E	195.8
11	581-11-10E	151.07
12	541-04E	131.07
13	538-05-15E	314.8
14	588-07-3W	17.0



NOTE: This Map Was Prepared For Assessment Purposes Only. No Liability Is Assumed For The Accuracy Of The Data Devised Hereon.

NOTE - Assessor's Block Numbers Shown in Ellipses.
Assessor's Parcel Numbers Shown in Circles.

Assessor's Map Bk. 31 -Pg. 02
County of Napa, Calif.
1956-62

2	3
7	6
1	1