Becker Group

broker Alert

Contact | Call for a Tour: Jeff Becker 805.653.6794 ext. 201 | jbecker@beckergrp.com
or HuttonBecker 805.653.6794 ext. 212 | hbecker@beckergrp.com

Historic Peirano's Building

Main Street Retail Storefront

208-A East Main Street Ventura • California

Real Estate Investments | Property Management
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Retail Storefront in Historic PEIRANO's Building For LEASE

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208-A East Main Street
Ventura • California

$ 2.75 NNN [est $0.51]

208-A East Main Street

- 1,200 sq. ft. Retail Storefront
- Recent Upgrades include Plumbing, Electrical and HVAC
- City Parking Lot in rear of Building + Main Street Parking

Across from the Santa Buenaventura Mission on the corner of Main Street and Figueroa Plaza in the Heart of Historic Downtown Ventura, with Retail, City Hall, Beaches, Museum of Ventura County, Metrolink, State Fairgrounds + More!

Ventura Historic Landmark #32

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204 –208 East Main Street

floor plan

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204 East Main Street

Historic Peirano's Grocery – City of Ventura Historical Landmark #32

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204 – 208 East Main Street

City of Ventura Historical Landmark #32

Gandolfo's-Peirano's – *San Buenaventura Conservancy Archives*

In 1877, Ventura was in the middle of it's first land boom, owing in part to the establishment of stage line in 1868, and the Wharf (Pier) being built in 1872. That same year Alex Gandolfo opened a general merchandise store. William Dewey Hobson – who is credited with many of San Buenaventura's early brick buildings – was the builder and contractor. The sidewalks were still wooden decks, and Main Street was still a rutted dirt street that became a quagmire in heavy rains.

In 1887, the Southern Pacific came to San Buenaventura and brought a second land boom, this was when Nicola Peirano, Gandolfo's nephew bought the store in 1888. It was a good time to own a business in the "center of town" as Ventura's population rose from 1,000 in 1875 to 3,869 in 1890. Peirano was soon able to move from his humble living space in the rear-mezzanine portion of the store. In 1897, the same year he was married, he had a 1.5 story Queen Anne cottage built on Figueroa Street one block away. The house still stands - landmark #33, at 107 S. Figueroa St.

The local City Beautiful League was formed in 1903 and set out to improve and renovate the dusty town. They pushed for paving of the streets in 1908, installing a new light system on every corner of main Street and ordering the installation of concrete sidewalks in 1912. It was during this time that the shopfront was "modernized" using prismatic glass tiles above swing-away doors.

The Peirano family operated the store until 1986 when it was acquired by the San Buenaventura Redevelopment Agency. The building was seriously threatened with demolition and in 1994 the city approved plans to tear down the store. The idea faced vocal opposition and was not carried out. In 1998, visionary developers stepped up and Peirano's (and Wilson Photo Studios next door) was fully restored utilizing preservation tax credits. Today, it thrives as a restaurant and is an outstanding example of adaptive reuse.

- *Part of Mission San Buenaventura and Mission Compound Site added 1975 - District – #75000496*
- *City of Ventura Local Landmark #32*

Peirano's – *Cynthia Thompson, local historian*

Commonly considered to be one of Ventura's oldest brick buildings, Peirano's date of construction is given as 1877. William Dewey Hobson is credited as the builder and contractor. In addition to this distinction, the building represents San Buenaventura's First Land Boom period of significance (1869-1885) for very early commercial Main Street development. Additionally, it is a physical representation of the large European immigration of Italians into the community. Names like Peirano, Gandolfo, Fazio, Ferro, Righett, and Lagomarsino developed storefronts along Main Street and established homes within the direct surroundings of this particular block. Many of their homes still exist today and are city landmarks.

Alex Gandolfo operated a grocery store on the premises in the very earliest days. His nephew, Nicola Peirano, worked for him after arriving from Genoa, Italy in 1882. By 1890, Nicola has become the business owner and changed the name to Peirano's. His son, Nick, continued the family business until his death in the 1980s. After his passing, the building was seriously threatened with demolition in favor of new business development. However, visionary developers stepped in and by using preservation rehabilitation tax credits, the building was placed on the *National Register of Historic Places* and fully restored.

1987 Advertising murals painted by city – *Cherie Brant, local historian*

A mission era lavanderia, used by the Native Americans to wash clothes was discovered under the floor in the rear of the building in 1991. The stone trough was about 20 feet long when plans to display the lavanderia as part of a commercial development fell through, it was covered with protective steel beams and sand and left under the flooring.

The city in 1994 approved a plan to tear down Peirano's and showcase the lavanderia. The idea faced local opposition and was not carried out. In 1998, the brick building and Wilson Studios next door was renovated by KL Associates of Oxnard and opened as Johnathan's at Peirano's Restaurant.

The modern mall with it's Spanish style fountains is the result of a 1971 redevelopment project.

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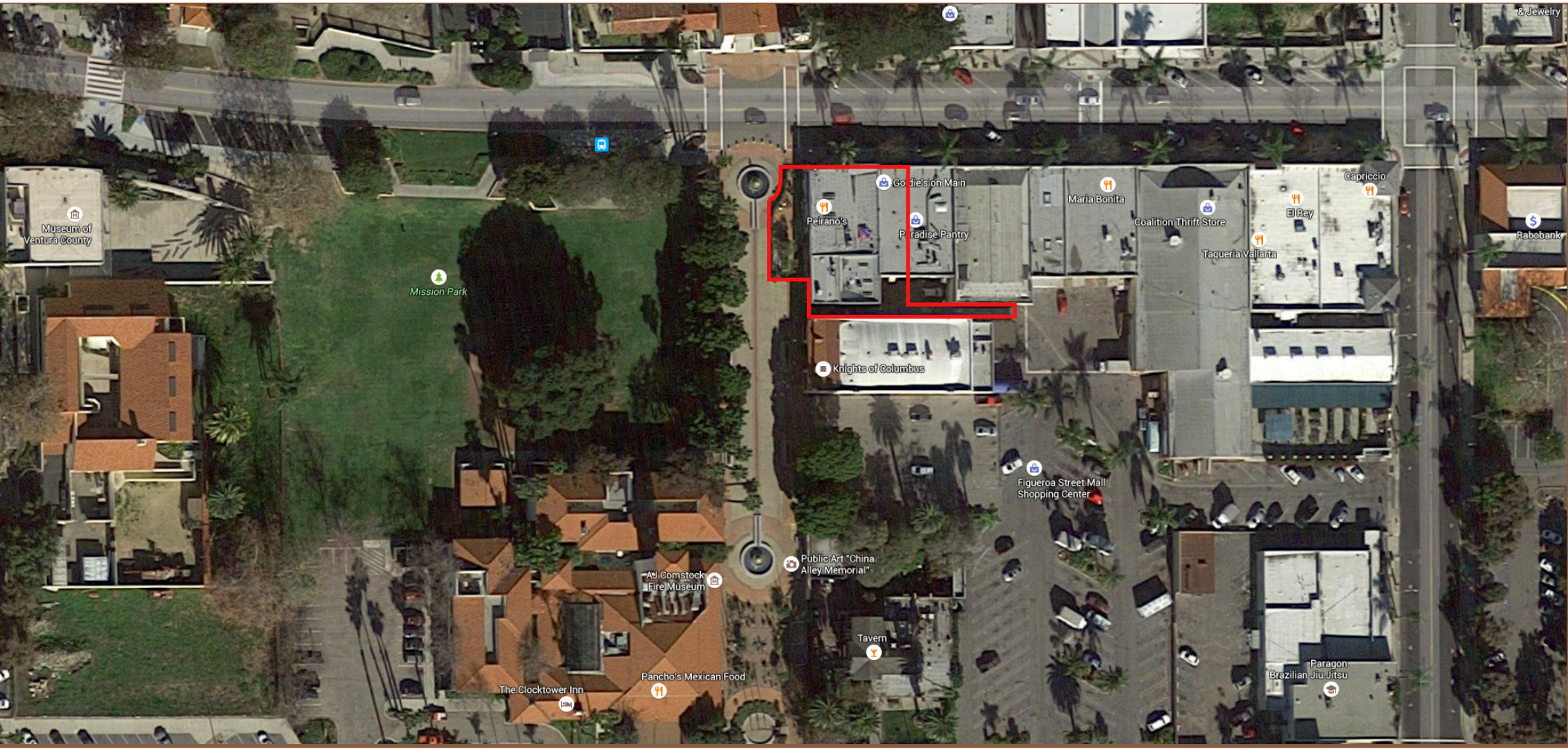
204 – 208 East Main Street

aerial close-up



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