

United States Department of the Interior
National Park Service**National Register of Historic Places Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property**DRAFT**Historic name: Tognini and Ghezzi BuildingOther names/site number: Remember When Antique StoreName of related multiple property listing: N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. LocationStreet & number: 152 N Ocean AvenueCity or town: Cayucos State: California County: San Luis ObispoNot For Publication: ☐ Vicinity: ☐**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant at the following level(s) of significance:

___national ___statewide ___local

Applicable National Register Criteria:

___A ___B ___C ___D

Signature of certifying official/Title:_____
Date_____
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:_____
Date_____
Title :_____
State or Federal agency/bureau or Tribal Government

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private: ☒
- Public – Local ☐
- Public – State ☐
- Public – Federal ☐

Category of Property

(Check only **one** box.)

- Building(s) ☒
- District ☐
- Site ☐
- Structure ☐
- Object ☐

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

| Contributing | Noncontributing | |
|-------------------|-------------------|------------|
| <u>2</u> | <u>1</u> | buildings |
| <u> </u> | <u> </u> | sites |
| <u> </u> | <u> </u> | structures |
| <u> </u> | <u> </u> | objects |
| <u>2</u> | <u>1</u> | Total |

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: department store

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS

Commercial Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: FOUNDATION: concrete; WALLS: concrete;
ROOF: rolled EPDM

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Tognini and Ghezzi Building is a well preserved early twentieth century Commercial Style building on Cayucos' main street, N. Ocean Avenue. The two-story, flat roof, concrete and stucco building was constructed in 1907 under the direction of Achille B. Tognini and Carlo Ghezzi to replace a wood frame building that originally stood in this location. The building faces southwest with almost no setback from the street. A projecting cornice surrounds the roofline of the building with more ornate detailing on the southern façade. Based on aerial maps, one of the two outbuildings was present during the period of significance and the other postdates the period of significance. The main building is less than 500 feet from the Cayucos Pier, the primary structure that anchors the town of Cayucos. Surrounded by other commercial and retail businesses, the building is in the heart of Cayucos' downtown and retains all aspects of integrity.

Narrative Description

Setting/Overview

One of many commercial buildings on the busy main street of Cayucos, the Tognini and Ghezzi Building is set approximately halfway down the block and very near other historically important buildings and structures, including Cayucos Pier.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

**MAIN STORE (Building 1)
1907**

Contributing Building

Exterior¹

Photos 1-14

South Façade

The two-story south façade is the primary elevation. The first floor is divided into four bays, three of which are larger openings meant for the business within, and the fourth containing a door on the far western side that provides an entrance to a stairwell leading to the apartment on the second floor. Concrete columns divide the bays and frame the openings on the first floor. Each of the three main bays has a large transom above the opening with different layouts and configurations. Behind the two central bays is a vestibule that provides a covered entrance to the main portion of the building. The space behind the eastern most bay is enclosed and contains a door that faces west to the vestibule. On either side of the building are two copper downspouts, replaced in 2023, that extend just above the second-floor windows.

This description begins with the easternmost bay and moves west across the building. Unlike the other bays, the easternmost bay does not extend to the ground and contains a set of paired windows with transom above that provides light and views into the store. The paired windows are two large rectangular plate glass panes divided by a wide ornamental muntin with a simple design on the front. The large transom above contains four asymmetrically divided lights. The two central panes are of equal size and square in shape. These are flanked by two smaller rectangular panes of the same height, of significantly smaller width. A rectangular sign affixed to these windows states, “Antiques Vintage etc.”

The next bay is an opening in the wall the same height as the easternmost bay, which extends all the way to the ground to allow patrons to enter the store. The opening contains a metal fence with a central gate. Above the gated section is one large transom containing two symmetrically divided lights of equal height to the transoms on the easternmost bay.

The third bay contains similar features to the second one with its large metal fence and central gate denoting the open space. Above the metal gate is another large transom of similar layout and orientation to the easternmost bay containing four lights. The two symmetrical central panes are square in shape and flanked by two smaller rectangular panes of equal height, of much smaller width. A sign on this transom states “Remember When Antique Mall,” the name of the store at the time of nomination.

To the west of the third bay is the opening that contains the door leading up to the second-floor apartment and a large square transom above. The door is set back by approximately two feet with a small concrete step leading up to the door. The door is a simple four panel door with larger upper panels containing a simple ornamental design. The opening for the door and the transom

¹ The building sits on a southwest to northeast axis. For the purposes of this nomination, and for clarity, the southwest façade is referred to as the south elevation with the remaining elevations corresponding to the adjacent cardinal directions.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

above it is framed by a simple surround with a cornice containing a simple ornamental detail dividing the two spaces.

Above the first-floor openings is a cornice that runs the entire length of the building, stopping only at the far east side of the façade where it terminates before coming into contact with the copper downspout and adjoining building.

The second story of the south façade contains three pairs of vinyl windows that are evenly spaced and centered in the elevation. Each pair of windows is framed by a simple window surround of symmetrical design with the most notable feature being a projecting molding at the top of the windows that matches the cornice below. Each window is a one-over-two vinyl window. The upper light is a single fixed rectangular pane. The two lights below are vertically oriented rectangular panes with horizontal sliding operability.

Above the second-floor windows is a broad plane of unornamented stucco that leads to a simple cornice supported by modillions beneath.

Vestibule

Located behind the first-floor bays of the south façade is a vestibule used as display space for the antique store within. This space provides a more standard storefront assembly for the business within and further delineates the eastern bay of the façade by providing a separate entrance to the interior of the building.² The ceiling and western wall of the vestibule are the stucco covered concrete present on the exterior of the building.

The eastern portion of the vestibule is enclosed a right angle with a doorway facing to the west. The doorway contains a pair of doors with a large pane of glass in the center with a transom located directly above the doors. The transom contains a horizontally oriented rectangular lights flanked by two smaller square lights. Above that transom is a simple cornice that divides the door and transom from the larger transom above. This transom—that contains four vertically oriented rectangular panes of glass—is not centered above the doorway, but rather oriented further to the north in space. The transom does not extend to the ceiling.

The remainder of the vestibule is a storefront system with similar features throughout. The bulkhead of the storefront is stucco covered concrete like the exterior of the building. There are three large single pane display windows that flank the recessed entryway. Two of the large display windows are to the east of the entryway, with the third being to the west. The recessed entryway is flanked by two large single pane display windows at a 45-degree diagonal. The doorway consists of two doors that have a large single pane of glass in the center surmounted by a single pane transom.

Above the display windows and entryway is another large transom that mirrors the transom above the doorway to the eastern bay of the vestibule. Four sections of four vertically oriented

² Although it is believed that this entrance was used historically, it is not functional and operates as a wall for the interior space of the antique store.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

rectangular panes of glass are located in the transom. They are not symmetrically placed within the space. There is some additional spacing in between the easternmost set of panes and the set of panes directly located to the west.

West Elevation

The west elevation is largely blocked due to the adjoining property. The small gabled roof property to the west of the Tognini and Ghezzi building shares a party wall and does not allow for the western elevation to be seen very much. There is no fenestration on the west elevation.

To the north end of the west elevation is a small shed roof addition to the building that is used for storage. It is unknown when this small shed roof was added.

North Elevation

The main feature on the north elevation is a large fire escape staircase centered in the middle of the building. The platform of the fire escape is centered in the building at the second floor. At the eastern edge of the platform a set of stairs leads down to a platform at the mezzanine level of the building before leading to another set of stairs, which leads to the parking lot.

There are four openings on the first floor of the north elevation. Moving from west to east across this elevation there is a single smaller rectangular sliding window with two panes. To the east of that is a larger rectangular two over one window with the single larger pane located beneath it. Directly east of that is a door that leads to the rear of the antique store within with electrical panels and equipment located next to that. Finally, there is a small set of two doors with two bolts on it.

Moving up the building at the mezzanine level there are three windows of similar design and shape located near the western portion of the building. They are all one-over-one single hung wood windows with a small arrow detail at their four corners.

At the second story level there are two windows and two doors. Moving from west to east there is a large rectangular two-over-two single hung wood window. Located at the platform of the fire escape are two similar aluminum doors with a large square transom above the door. To the east of the set of doors is another window that mirrors the window at the western edge of the elevation.

East Elevation

Much like the west elevation of the building, the east elevation is largely blocked by the adjacent building and contains no fenestration.

Roof

The roof of the building is accessible from the second-floor apartment through an access panel. The most notable features on the roof are the six skylights that provide light to the second-floor apartment. These skylights are noted in the 1913 Sanborn map of the building. The roof slopes from north to south with a projecting gable near the northern portion of the roof. At the apex of

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

the gable are two vents. There is one chimney at the northeastern edge of the building that is no longer used.

Interior

Photos 15-29

First Floor

Upon entering the interior of the building through the main entrance the building opens up to its main volume. Surrounding the open volume of the interior space is a mezzanine floor that surrounds the space on three sides. Located to the rear of the space are two visible staircases. The first staircase to the northwest portion of the volume leads directly to the mezzanine. The second staircase, closer to the middle of the building, leads from the mezzanine to the second floor.

Upon traveling to the back of the open first floor volume, there is a passageway that leads to the eastern portion of the building. This eastern portion of the building is directly behind the enclosed eastern vestibule on the south façade. At the rear of this eastern portion is another staircase that leads to the mezzanine level of the building.

Mezzanine

The mezzanine level of the building spans the entire width of the building with space in both the main volume of the building and in the eastern portion of the building. The mezzanine level in the eastern portion of the building is enclosed and not open to the first-floor space like the mezzanine level in the main volume. The staircase that leads to the second floor of the building is located at the north end of the mezzanine in the main room.

Second Floor

The second floor of the building is one large open volume. The south end of the second floor contains the apartment and is closed off from the apartment section with some historic doors remaining.

Apartment

The apartment is accessed from the south elevation door. Upon entering the door there is a two-story staircase that turns at a right angle to the east before ending at a platform on the second floor. To the north of this platform is a historic door that leads to the second-floor open volume at the north end of the building. To the south of the platform is the entryway to the apartment. Upon entering the apartment, a hallway spans the majority of the width of the building. Directly to the east of the entryway is a small storage closet that also contains the roof access. Directly to the south of the entryway and across the hallway is a doorway to the main living room/kitchen area. The living room/kitchen area spans the entire width of the building and contains the set of three paired windows on the south façade that overlooks Ocean Avenue, the Cayucos Pier, and the Pacific Ocean.

Further down the hallway there is a small restroom, laundry room, and at the far south end, the bedroom. The bedroom contains another doorway to the second-floor volume at the north end of the building.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

OUTBUILDING (Building 2)
circa 1970³

Noncontributing Building
Photos 30-33

Located at the northwest corner of the property is a small storage outbuilding. The building is a simple one-story rectangular form shed roofed stucco building. The shed roof slopes from west to east. The west elevation of the building shares a wall with an adjoining building on the next property. The north elevation of the building contains a small door that is largely obscured by a bush. The east elevation is largely unornamented and contains a small door to the south end of the wall. The south elevation contains a small overhang that contains the same slope as the roof and is supported by two square columns that is located over a concrete pad. Access to the interior was not available. The building is noncontributing because its approximate date of construction post-dates the period of significance.

OUTBUILDING (Building 3)
Pre-1956⁴

Contributing Building
Photos 34-40

Located at the northeast corner of the property is another small storage building. The building is a simple one-story rectangular plan front gable painted brick building with slightly overhanging eaves and rafter tails. The north elevation contains an entry door to the building with a small square louvered vent at the apex of the gable. A small wood fence encloses the space of the east elevation of the building. The east and west elevation of the building contain no fenestration and are unornamented. The south elevation of the building contains the same louvered vent as the north elevation and otherwise contains no fenestration. Access to the interior was not available.

Alterations

There have been no major structural alterations to the Tognini and Ghezzi Building. At an unknown date, the parapet above the roofline was removed. Between 2012 and 2016, the three sets of paired windows on the second floor were replaced with vinyl windows. In 2020, the owner updated the electrical in the building and conducted some minor repairs. In 2022, a new roof was put on the building. In 2023, the façade of the building was scaffolded and the stucco was repaired. The downspouts for the gutters were added during this same rehabilitation and the brackets at the cornice were repaired, replaced, and re-attached where necessary. The façade of the building was repainted.

Historic Integrity

The Tognini and Ghezzi Building retains historic integrity and is able to convey its significance in the areas of both Commerce and Architecture. Alterations that have impacted historic materials and design are significantly outweighed by the overwhelming retention of the other aspects of integrity.

³ Historic aerials show that a building of a different shape was here as late as 1963. The next historic aerial available is in 1981 and the building shape is more consistent with this outbuilding. Owner could not provide any additional information on the date of construction on the building.

⁴ The earliest historic aerial is from 1956, and the building shape is consistent with this.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Location

The building is in the same location where it was originally constructed and, therefore, retains integrity of location.

Setting

The setting has changed somewhat with new businesses and more modern construction, as Cayucos developed. Despite that, North Ocean Avenue continues to be the main street and commercial hub of the town. The many businesses that flank the building and are located across the street illustrate this is still very much the place of business for Cayucos. Proximity to the Cayucos Pier, an important anchor for the town's commercial history, is retained and remains an important part of the building's setting. As such, the building retains integrity of setting.

Materials

Materials may be the most impacted aspect of integrity, due to the vinyl windows on the second floor, some of the modern materials used on the interior of the building, and the loss of some features on the exterior. However, the reinforced concrete that Tognini and Ghezzi built to replace the earlier frame building is a testament to the historic materials of the time. In addition, the materials of the storefront assembly, interior mezzanine, and ornamentation through the interior retain excellent integrity. Overall, the building retains integrity of materials.

Design

The building remains largely as originally designed. It still is an early twentieth century commercial building with the majority of its character defining features. The loss of the named parapet at the roofline is the largest impact. Interior spaces and exterior architecture continue to remain as they were during the period of significance. The building retains integrity of design.

Workmanship

The detailed workmanship of the storefront assembly, transoms, interior ornamentation, and exterior features remains from the period of significance. The building retains integrity of workmanship.

Association

The building continues to be used for a commercial purpose and the interior volumes and spaces function for the same purpose as they did historically. The building retains integrity of association.

Feeling

The building's use as an antique store may diminish one's ability to understand the historic functions. The continued commercial function does give the modern observer a sense of the building's historic nature. Retention of other aspects of historic integrity aids in the overall expression of the historic feeling associated with a commercially and architecturally significant building. The building retains integrity of feeling.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Areas of Significance

(Enter categories from instructions.)

COMMERCE

ARCHITECTURE

Period of Significance

1907-1967

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Tognini and Ghezzi Building is eligible for the National Register of Historic Places at the local level of significance under Criterion A in the area of Commerce as a longstanding location of business in the town of Cayucos. Originally a mercantile and general store established by Achille B. Tognini and Carlo Ghezzi, the building played an important role in the commercial history of Cayucos as the town developed into an important trading center on California's central coast with the development of the Cayucos Pier and the local dairy industry. As a location that provided goods and services to the people of Cayucos, the building was an important location of commerce for the town, including where telephone services were located for a long period of time. Furthermore, the building served the town of Cayucos as a general store and later a grocery store as the economy of Cayucos changed. The building is also eligible under Criterion C in the area of Architecture as a well-preserved reinforced concrete early twentieth century Commercial Style building that retains its character defining features, including large transoms, recessed storefront entryway, and large interior volume with original mezzanine. The period of significance begins in 1907, when construction was complete, and closes in 1967 when Carlo Ghezzi sold the building.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Criterion A: Commerce

The Tognini and Ghezzi Building is significant at the local level under Criterion A in the area of Commerce as a long-standing general store in the commercial history of the town of Cayucos. In 1907, Achille B. Tognini and Carlo Ghezzi constructed a reinforced concrete building to replace the original frame building for their store. The new two-story building was a fixture of the commercial hub of Cayucos' main street, housing a general store/mercantile from its construction in 1907 until the business was sold by descendants of Carlo Ghezzi in 1967.

The building represents the development of Cayucos commercial history from humble beginnings as a location of exchange for the goods of the surrounding local dairy industry, to a shipping point to the Central California region as developed by James Cass, to a thriving tourist destination supported by auto-tourism and the scenic countryside. The growth of Cayucos in the late 1880s and 1890s—as a result of the increased trade due to the construction of the warehouse and pier by James Cass and Co.—necessitated additional services and goods to support the increased population and exchange. In 1902, Tognini and Ghezzi, both immigrants from Switzerland, purchased a wood-frame building on Cayucos' main street for use as a general store. After occupying the building for a few years, they constructed a new two-story concrete building to house their business in response to increased insurance costs for a frame building. The new building, which housed their general store on the first floor and a large volume on the second floor that was used as a gathering place for the community, became a fixture for the

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

town. Historic photographs illustrate the impressive stature of the building and the pride with which it was constructed.

Although there were other general stores in Cayucos at the time, Tognini and Ghezzi's building was the only concrete building, speaking to its longevity and significance. Its prominent placement along the main street of Cayucos and close proximity to the Cayucos Pier and warehouse, as well as the numerous goods and services that it provided, including Cayucos' telephone service for a long period of time, demonstrates its significance in the commercial history of the town. Although Tognini sold his shares in the business in 1924, the store and building operated under the ownership of the Ghezzi family until 1967. Building use adapted from a general store to a grocery store as the economic industries of Cayucos changed around it.

Criterion C: Architecture

The Tognini and Ghezzi Building is significant at the local level under Criterion C in the area of Architecture as an early twentieth-century Commercial Style building constructed using reinforced concrete. This construction method, though not uncommon for the period in other locations, reflects broader trends in commercial architecture, particularly the increasing use of fire-resistant materials in urban settings. The building's design embodies key characteristics of the Commercial Style, which emphasized functionality, large display windows for retail visibility, and restrained ornamentation.

Despite some alterations, the Tognini and Ghezzi Building retains sufficient integrity to convey its historic design and reflect the period in which it was created. While the second-floor windows have been replaced with vinyl and the parapet bearing the building's name has been lost, its overall form, shape, and massing remain intact, ensuring that the essential proportions and scale are preserved. The first-floor façade, which historically functioned as a commercial storefront, retains several character-defining features, including the vestibule, ample transoms, original storefront system, and the recessed entryway leading to the second-floor apartment.

The interior of the building further supports its architectural significance. The historic volumes and spatial arrangements remain largely unaltered, allowing for a clear understanding of the building's original design and use. The continued presence of defining elements such as high ceilings, open commercial space on the ground floor, and a distinct separation between retail and residential functions enhances the property's ability to convey its significance.

Additionally, the use of reinforced concrete speaks to an evolving approach to commercial construction in the early 1900s. This material choice was particularly valued for its durability, fire resistance, and ability to support expansive open interior spaces, which were highly desirable for commercial enterprises. The structural integrity of the building remains intact, and its exterior materials continue to reflect its original construction techniques, reinforcing its association with early twentieth-century commercial development trends.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Although the loss of the parapet with the building's name and the replacement of second-floor windows represents some modifications, the building retains the essential aspects of integrity. The survival of key architectural elements, combined with its durable construction and recognizable Commercial Style characteristics, ensures that the Tognini and Ghezzi Building continues to convey its architectural significance within the local context.

Historic Development and Additional Context

Native Presence and Early Commercial History

Prior to European exploration of the central coast of California, numerous Native American tribes had a thriving regional network of trade and exchanges that illustrates the early commercial history of the region. The geographic area of Cayucos and the broader Central Coast of California was first home to Chumash and Salinan Native American Indian tribes for thousands of years before European explorations began in the area. Both tribes were active participants in larger trade networks along the central coast with a particular focus on maritime trade and activities. The Chumash in particular were noted for their marine harvest, trade with groups further inland, and craft specialization including the production of shell beads that they used for currency and were an important part of the overall economy.⁵ Similarly, the Salinan tribe traded with neighboring tribes and exchanged goods like dried game, seeds, nuts and tule products as part of their commercial enterprise.⁶ Early exploration by Europeans in the mid-1500s altered these commercial trading networks and impacted the way that commerce was conducted along the California Central Coast.

Spanish Exploration on the Central Coast

Early voyages by European explorers into the region changed the early commercial trading networks and impacted how commerce was conducted. The voyage of Juan Rodriguez Cabrillo in 1542-1543 is the first written account of the California coast. It was during this voyage that Cabrillo claimed Alta California for the King of Spain. Through his company's exploration he sailed northwest along the Southern California coast and encountered many Native Americans from seaside villages who paddled their canoes out to sea. These connections fostered the exchange of goods and culture between the two groups. Cabrillo's ships passed the future location of the town of Cayucos in November 1542.⁷ Later voyages of Manila galleons encountered the central coast, including the *San Pablo* in 1565, which noted a position about thirty-two miles north of Point Conception in Santa Barbara County.⁸

⁵ "Chumash on Santa Cruz Island (U.S. National Park Service)" <https://www.nps.gov/places/000/chumash-on-santa-cruz-island.htm> (accessed January 12, 2025).

⁶ Russell K. Skowronek, M. James Blackman, and Ronald L. Bishop, "Craft and Commodities of Early California" In *Ceramic Production in Early Hispanic California: Craft, Economy, and Trade on the Frontier of New Spain*, edited by Russell K. Skowronek, M. James Blackman, and Ronald L. Bishop, (Gainesville: University Press of Florida, 2014) <https://doi.org/10.5744/florida/9780813049816.003.0003> (accessed 3 December 2024).

⁷ Saint Joseph's Church, Cayucos, "Part I - History of Cayucos, CA," 2010 https://www.stjosephcayucos.org/history/Cayucos_History_for_Web.pdf (accessed 3 December 2024).

⁸ Ibid.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

The first recorded land party to explore the region was the Gaspar de Portola expedition of 1769-1770. Portola, De Anza, and others continued the Spanish settlement of California in the following years. Spanish exploration and settlement greatly disrupted the regional trading networks that had been established and maintained by the Native American tribes. Settlement of the state by the Spanish resulted in a more European style of commerce that was undergirded by the mission system that included forced labor. As Spanish settlement of California continued throughout this time period, ranching became a significant industry in the region with the mixture of land and access to sea ports providing a potent and profitable mix. The trade of cattle hides, also known as California banknotes, for goods that were not readily available on the California frontier became a central part of trade in the region.⁹

In 1848, at the end of the Mexican American war, the Treaty of Guadalupe-Hidalgo ceded the territory of Alta California, including the area of San Luis Obispo County and the future location of Cayucos to the United States of America. With the change in hands of the ownership of the land and the discovery of gold at Sutter's Fort near Sacramento in 1849, the commercial and demographic landscape of California was set to change again.

Gold in the Hills

The discovery of gold at Sutter's Fort near Sacramento resulted in a significant economic and demographic shift for California. As a large number of immigrants traveled to mine and prospect for gold, the population boom impacted other commercial enterprises. Cattle drives to gold country to feed the hordes of newcomers became a powerful way to profit off of those seeking gold. Unfortunately, trade in cattle and hides came to an abrupt end with the combination of gold discoveries in grazing pastures and the Great Drought of 1862-1864 which made the grazing of large herds of cattle untenable. The Great Drought ruined the cattle industry of California. In the 1860s, herds declined by about 46% as a result of the drought.¹⁰

Ranchers that remained in business planted feed crops to lessen their reliance on natural forage, herds of sheep became significantly more popular, and a more diversified agricultural economy developed.¹¹ In the collapse of the cattle industry, small dairy farms became an important agricultural pursuit in the late 1860s.¹² The town of Cayucos was established by James Cass in 1867 to provide an outlet for the many small dairy farms in the area. Many of the descendants of the dairy farmers, primarily Portuguese and Swiss-Italian immigrants, still live in Cayucos and the surrounding area.

James Cass and the Development of Cayucos

⁹ Ibid.

¹⁰ "The Great Drought: Fickle Weather in 1860s Led to Breakdown of Cattle Industry - Los Angeles Times" <https://www.latimes.com/archives/la-xpm-1991-06-13-nc-780-story.html> (accessed January 12, 2025).

¹¹ Ibid.

¹² Saint Joseph's Church, "Part I - History of Cayucos, CA."

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

The earliest documented histories of the beginning of Cayucos stems from thriving ranches in the area with families including Tognazzini, Donati, Righetti, and Muscio spread across the landscape. John Baines, a teacher, in 1855 realized the potential of the area later defined as Cayucos. Baines was joined by George Stone, the first Postmaster for the area, in locating the settlement. Together they founded the community of Old Creek at the crossroads of San Luis Obispo-San Simeon Road and Old Creek Road to Paso Robles. This later became the location of the Whale Rock Mobile Home Park in Cayucos.¹³ The early community included a saloon, general merchandise store, and stage stop, while also being the first polling place for the region.¹⁴

Increased settlement of the area began with James Cass. Born in England in 1824, Cass traveled to America at the age of 12. After a short time in New York, he struck out on his own. He learned the skills necessary to work on a ship, which allowed him to work the Hudson River trade. He eventually graduated to working seafaring ships in the West Indies eventually becoming a ship pilot on the Sacramento River after traveling to San Francisco. After a stint attempting to strike it rich in the gold fields, he made his way into farming near Sacramento County. In 1867, at the age of 43, Cass and his family, consisting of a wife and five children, relocated to San Luis Obispo County to farm. Within a few years, Cass established the village of Cayucos noting its natural features as particularly well suited for a port from which to ship and receive goods.¹⁵

Cass' early development of his shipping business consisted of using surf boats launched from the beach to meet ships off the coast to deliver the goods from local dairy farmers to larger markets in San Francisco and Los Angeles. In 1873, Cass built the first wharf, allowing the surf boats to more easily launch out beyond the surf line. In 1875, Cass constructed and extended the pier in Cayucos to allow incoming ships to dock.¹⁶ In September of that same year, William F. Babcock recorded the subdivision map founding the town of Cayucos. Aside from the construction of Cass' warehouse and his noted residence, the Cosmopolitan Hotel was constructed and a general merchandise store was run by Levy & Co. out of the lower floor of the old adobe building.¹⁷

The late 1880s and early 1890s were a time of substantial growth in shipping for the Cass Warehouse and pier, which in turn resulted in the increased growth of the surrounding town.¹⁸ As the town continued to grow, Cayucos began to prosper at the turn of the century. Fueled by the trade that could occur as a result of the pier and the economic prospects that came with that increased trade, additional businesses and services were developed in Cayucos. By the turn of the century, the town had two churches, four banks, seven saloons, five hotels, a school, and a

¹³ Arnold, Allyn, Lou Kluver, and Al Musso. *Cayucos By the Sea: A Pictorial History*, 2000, foreword.

¹⁴ "Early Cayucos," Cayucos Historical Society, n.d.

¹⁵ "James Cass," Cayucos Historical Society, n.d.

¹⁶ "Early Cayucos," Cayucos Historical Society, n.d.

¹⁷ Ibid.

¹⁸ Paula Juelke Carr, "Architectural Resource Evaluation Report: James Cass and Company Warehouse (Cayucos Veterans Memorial Hall)," San Luis Obispo, CA, December 5, 2016, 20.

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

significant number of businesses that supported the development of the community including blacksmiths, general merchandise stores, and other businesses.¹⁹

Tognini and Ghezzi Store

Achille B. Tognini was born in Switzerland on July 10, 1866. He immigrated to the United States as a teenager and lived in Cayucos from the age of 18 until his death at the age of 70. Known as “Beans” to the locals, he worked for different dairymen in the area for several years before getting into the contracting business. Many buildings in Cayucos bear his name.²⁰

Carlo Ghezzi was born in Switzerland on April 15, 1872 and immigrated to the United States sometime in his youth. The earliest documented instance of these two men working together comes from the San Luis Obispo *Morning Tribune* on October 9, 1902, that states, “Tognini and Ghezzi will occupy the DeGottardi & Righetti building with their general merchandise store after November 1st, having purchased a portion of the stock formerly owned by the latter firm but recently held by Donati and Righetti.”²¹

Sanborn maps from 1895 indicate that the building Tognini and Ghezzi occupied was a general merchandise and wholesale building with liquor room, office, and oil shed off at the rear of the building. Sanborn maps from 1903, once Tognini and Ghezzi occupied the building, show that the building continued to be a general store although the plan and layout of the building changed and a building at the rear of the lot was constructed at some point as well. Neither of the extant buildings at the rear of the lot match the shape of the rear building from the 1895 and 1903 Sanborn maps, so that building is believed to have been replaced.

An article from the *Morning Tribune* on June 27, 1906, proudly proclaimed that Tognini and Ghezzi had taken action to construct a new building for their Cayucos store. Cayucos had experienced a devastating fire in 1893 that destroyed every building in a block of Ocean Avenue near the Exchange Hotel, south of the Tognini and Ghezzi Building.²² Due to fire concerns and insurance rate increases for frame buildings, Tognini and Ghezzi decided to replace the old frame building with one constructed of concrete. The Sanborn map from 1913 confirms the construction of a reinforced concrete building at the location of the Tognini and Ghezzi store. The first-floor function is listed as general store and the second-floor function is listed as a Lodge Hall.

Although no research has yielded which groups or organizations may have met in the second-floor space, it can be reasonably assumed that fraternal and societal organizations used the space as both Tognini and Ghezzi belonged to several fraternal organizations of the day. Ghezzi was a member of the San Luis Obispo Lodge of Elks, Cayucos Grove, Order of the Druids, and the San

¹⁹ Allyn Arnold, Lou Kluver, and Al Musso, *Cayucos By the Sea: A Pictorial History* (Cayucos: Friends of the Cayucos Library, History Project, 2000), 1-10.

²⁰ *The Tribune* (San Luis Obispo), “Death Calls Pioneer,” May 15, 1937.

²¹ Untitled business announcement, *Morning Tribune* (San Luis Obispo), October 9, 1902.

²² Arnold, Kluver, and Musso, *Cayucos By the Sea*, 25.

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

Francisco Grand Court of the Foresters of America.²³ Tognini was a member of the Masonic Lodge of San Simeon, Order of the Druids Druid Grove of Cayucos, Druid Circle of San Luis Obispo, and the Foresters of America.²⁴ Local lore and memory also note that dances and other social events were held in the second-floor space.

Tognini and Ghezzi were successful entrepreneurs and their business was an essential part of the commerce of Cayucos during the early part of the twentieth century. Records from the San Luis Obispo City and County Directory in 1912 and 1914 list Tognini and Ghezzi's store as one of the few general merchandise stores in Cayucos. Other listed merchants of the time included James Cass and Co, Joseph Righetti, and Ellis Tomasini.

The 1916 San Luis Obispo County Telephone Directory states there was system operated by, "Tognini and Ghezzi, connecting with the Pacific Telephone and Telegraph Company's long-distance lines." They were the only location in Cayucos listed as providing that service. The 1919 Telephone Directory noted "Tognini and Ghezzi Telephone Company" at the top of the Cayucos section, indicating that they had improved their service, and the building was the main location for telephone services at the time.

Despite the success of the business, Tognini decided to sell his interest in the store to Charles Ghezzi, Carlo's son, in 1924. Aside from his economic prowess, Tognini was also known for attempting to discover the solution to generating energy from the motion of the ocean. On February 9, 1915, he was issued a patent for the gearing system to harness inexpensive power from the ocean. Although the attempt was ultimately unsuccessful and the wave power machine he built was destroyed twice by the ocean, Achille was ahead of his time. Others in the future, including President Franklin D. Roosevelt who expressed serious interest in harnessing the tides at Passamaquoddy Bay off the coast of Maine in the 1930s, devoted efforts to the matter.²⁵ Tognini most likely sold his interest in the business to focus on his pursuit of wave-generated power. He passed away on May 14, 1937, at the age of 70 following a long illness.²⁶

San Luis Obispo County Telephone Directories illustrate that after Tognini sold his interest in the business it continued to operate as Ghezzi and Son. The 1931-1932 City and County Directory lists Carlo Ghezzi as retired with Chas (Charles) and Leslie Ghezzi as merchants with the Ghezzi Bros General Merchandise and Insurance business listed prominently in the directory. Carlo Ghezzi passed away on January 4, 1936, at the age of 63.²⁷

City and County Directories show the business continued in one form or another under ownership of the Ghezzi family through 1967. In 1950, the building was listed as Ghezzi's Grocery and insurance, showing that the business adapted to the times as needed.²⁸ From 1952 to

²³ "Carlo Ghezzi Passes Away," *The Tribune*, January 4, 1936.

²⁴ "Death Calls Pioneer," *The Tribune*, May 15, 1937.

²⁵ Davind Middlecamp, "Cayucos Wave-Power Pioneer Achille B. Tognini," *The Tribune*, February 27, 2014.

²⁶ "Death Calls Pioneer," *The Tribune*, May 15, 1937.

²⁷ "Carlo Ghezzi Passes Away," *The Tribune*, January 4, 1936.

²⁸ *San Luis Obispo City Directory* (Los Angeles: R.L. Polk & Co, 1950).

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

1967, the store was listed simply as Ghezzi Store.²⁹ In the 1967 directories, the listing for the store was no longer present and there was no business listed for the building at 152 N. Ocean Ave. The building was not listed in any directory until the 1992 San Luis Obispo County Yellow Pages listed the Remember When Antique Store at the property's address. Remember When continues to occupy the building.

Conclusion

The Tognini and Ghezzi Building stands as a testament to the commercial evolution of Cayucos, reflecting its growth from a modest trading post for the local dairy industry to a vital hub of regional commerce and tourism. Constructed in 1907 as the town's only reinforced concrete commercial building at the time, it symbolized economic stability and ensured the longevity of the business within the heart of the community. Its prime location near the Cayucos Pier and warehouse, combined with its function as a location for essential services such as the town's telephone exchange, demonstrates its central role in the commercial history of the town. For six decades, the store adapted alongside Cayucos' shifting economy, evolving from a general mercantile to a grocery store, while consistently remaining an essential commercial institution. Its enduring architectural features and method of construction are emblematic of both the period in which it was created and the promise of its continued function. Its long-standing association and continued historic function as a general store located at the heart of Cayucos illustrates the property's significance in the commercial history of the town.

²⁹ *San Luis Obispo City Directory* (Los Angeles: R.L. Polk and Co., 1953).

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

9. Major Bibliographical References

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Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

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Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Untitled business announcement. *Morning Tribune*. October 9, 1902.

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 # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☒ Other

Name of repository: Cayucos Historical Society, San Luis Obispo County Libraries

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property less than one acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1. Latitude: 35.449448 Longitude: -120.904911

Verbal Boundary Description (Describe the boundaries of the property.)

The nominated area consists of TN CAY BL 11 LT 13 & PTN LT 14,
Assessment Number 064-113-016

Boundary Justification (Explain why the boundaries were selected.)

The boundary contains the building and land historically associated with it.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

11. Form Prepared By

name/title: Eric Newcombe
organization: _____
street & number: 1075 N. Sherman Street
city or town: Denver state: CO zip code: 80203
e-mail: eric.newcombe301@gmail.com
telephone: (909) 773-8665
date: January 2025; Revised February 2025, April 2025

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Tognini and Ghezzi Building
City or Vicinity: Cayucos
County: San Luis Obispo
State: California
Photographer: Eric Newcombe
Date Photographed: November 16, 2024

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 37 Streetscape, facing northwest on Ocean Avenue

2 of 37 Streetscape, facing southeast on Ocean Avenue

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

- 3 of 37 South façade, facing north
- 4 of 37 Vestibule, facing east
- 5 of 37 Vestibule, facing north
- 6 of 37 Vestibule, facing northeast
- 7 of 37 Vestibule, facing northwest
- 8 of 37 West elevation, facing east
- 9 of 37 North elevation, facing south
- 10 of 37 North elevation, closeup of middle third
- 11 of 37 East elevation, facing west
- 12 of 37 Roof, standing in northeast corner, facing southwest
- 13 of 37 Roof, standing in northwest corner, facing south
- 14 of 37 Roof, standing in southwest corner, facing northeast, closeups of skylights
- 15 of 37 Interior, main room, facing north
- 16 of 37 Interior, main room, facing south
- 17 of 37 Interior, main room, closeup of stairs
- 18 of 37 Interior, main room, eastern portion, facing south
- 19 of 37 Interior, main room, east stairwell
- 20 of 37 Interior, mezzanine level, facing west
- 21 of 37 Interior, mezzanine level, northwest corner, facing southeast
- 22 of 37 Interior, second floor, northwest corner, facing south
- 23 of 37 Interior, second floor, southwest corner, facing northeast
- 24 of 37 Apartment, close up of door

Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

- 25 of 37 Apartment, entryway, stairs
- 26 of 37 Apartment, entryway, top of landing
- 27 of 37 Apartment, entryway
- 28 of 37 Apartment, entryway, facing south
- 29 of 37 Apartment, living room, facing southeast
- 30 of 37 Building 2, north elevation
- 31 of 37 Building 2, northeast elevation
- 32 of 37 Building 2, southwest elevation
- 33 of 37 Building 2, west elevation
- 34 of 37 Building 3, east elevation
- 35 of 37 Building 3, north elevation
- 36 of 37 Building 3, west elevation
- 37 of 37 Building 3, south elevation

Paperwork Reduction Act Statement: This information is being collected for nominations to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.). We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

Estimated Burden Statement: Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

- Tier 1 – 60-100 hours
- Tier 2 – 120 hours
- Tier 3 – 230 hours
- Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.

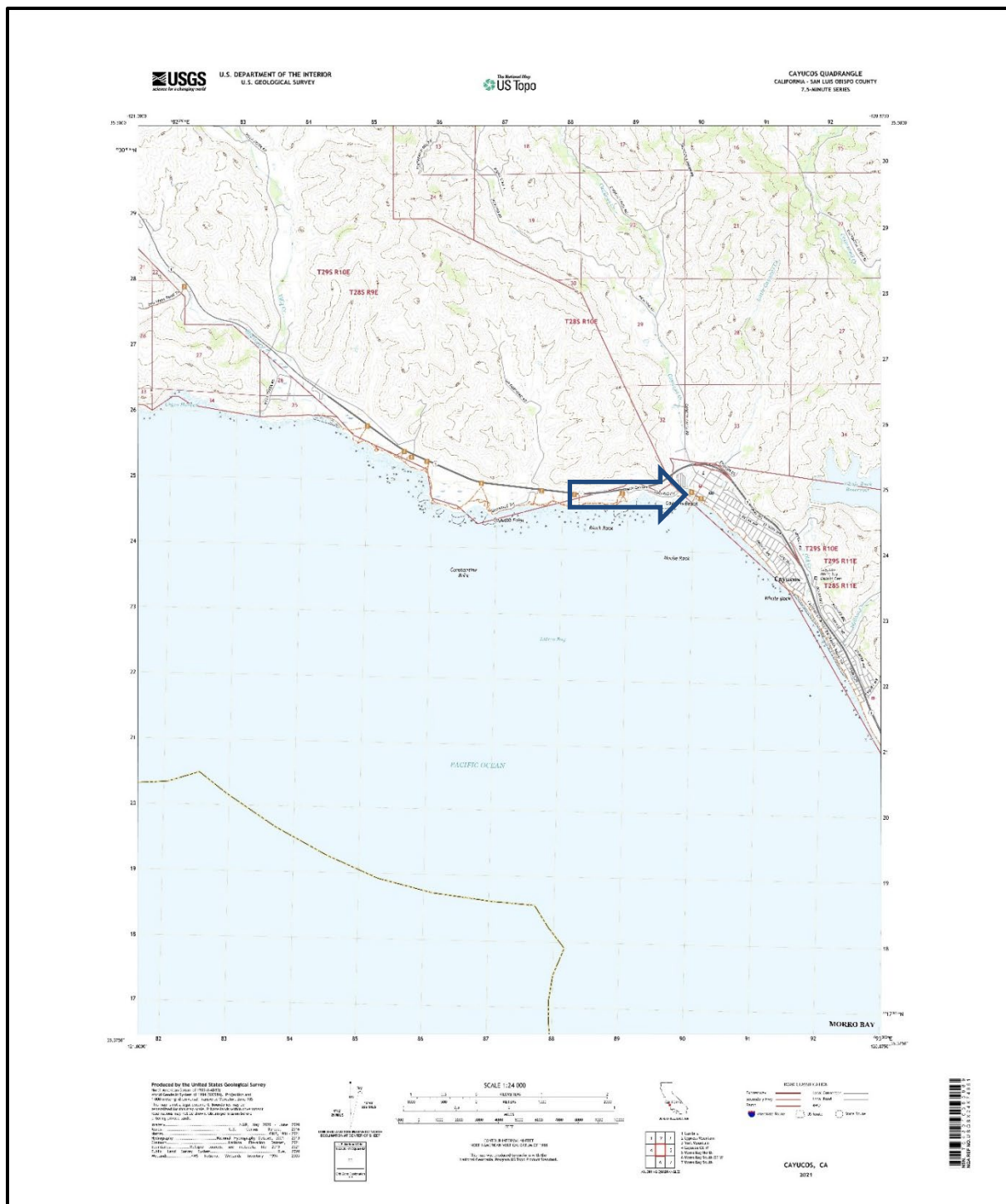
Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Location Map

Latitude: 35.449448

Longitude: -120.904911



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

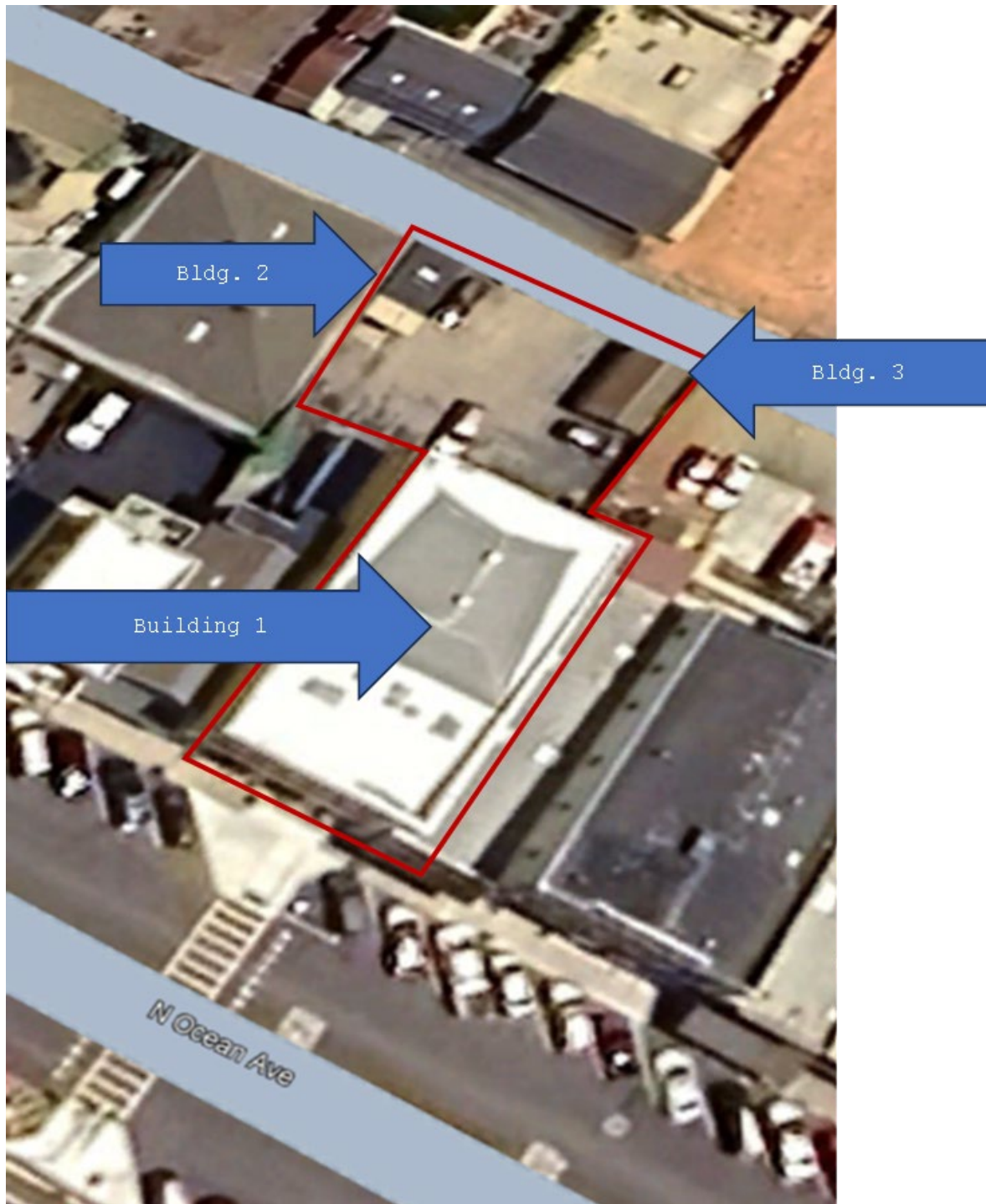
Vicinity Map



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Sketch Map



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

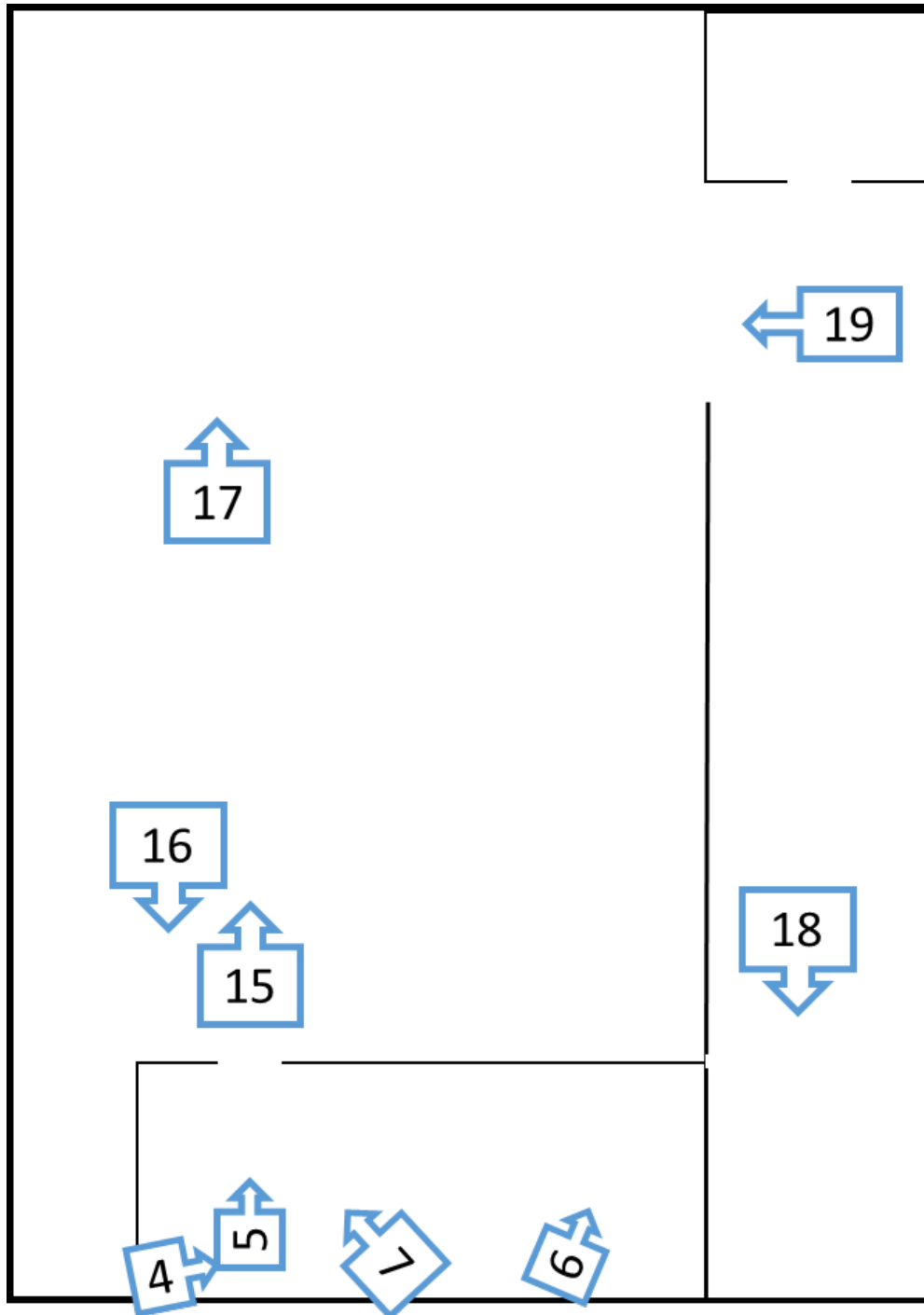
Photo Key 1 of 5: Exterior 1



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

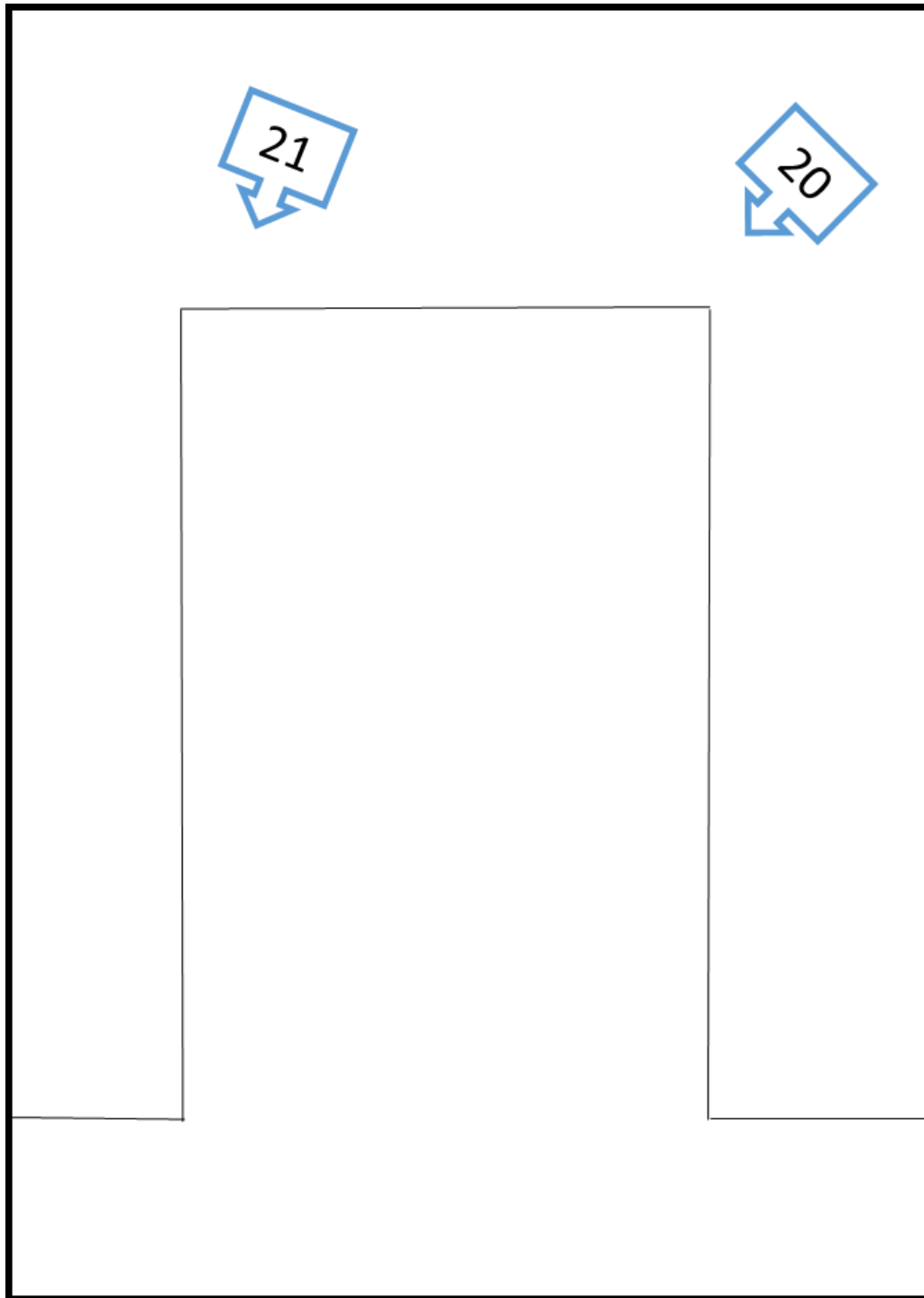
Photo Key 2 of 5: Interior First Floor



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

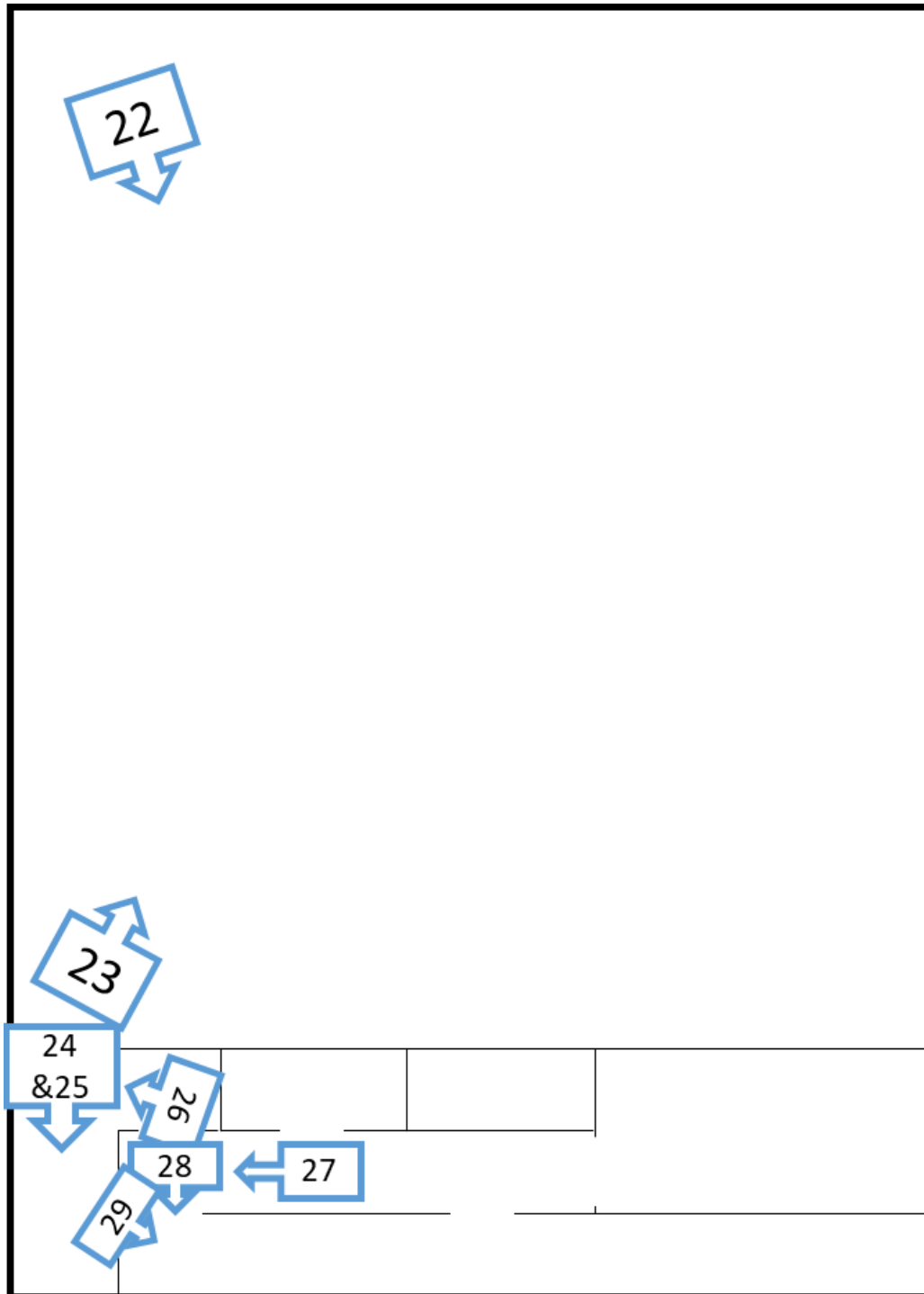
Photo Key 3 of 5: Interior Mezzanine Floor



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

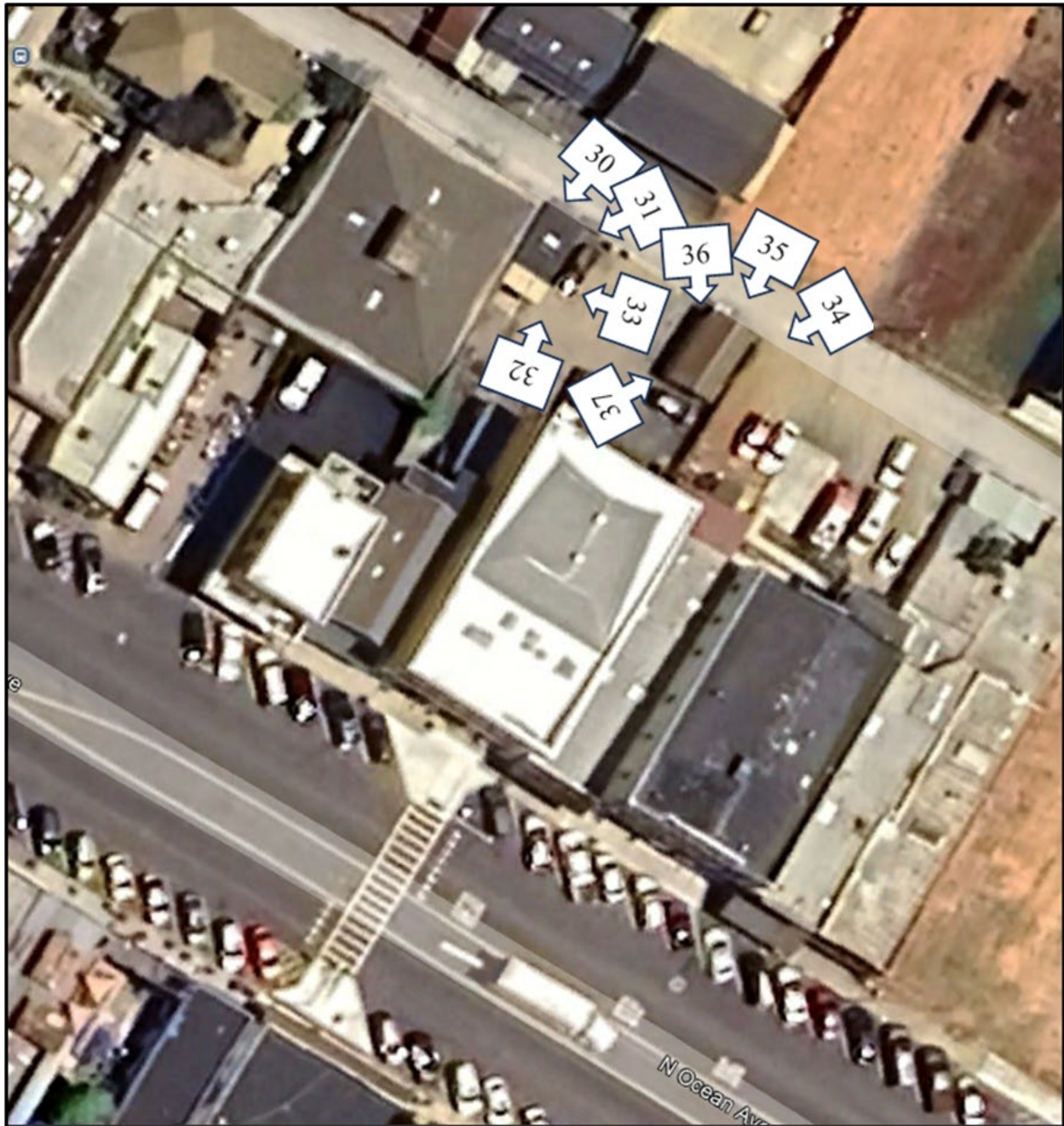
Photo Key 4 of 5: Interior Second Floor



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo Key 5 of 5: Exterior 2



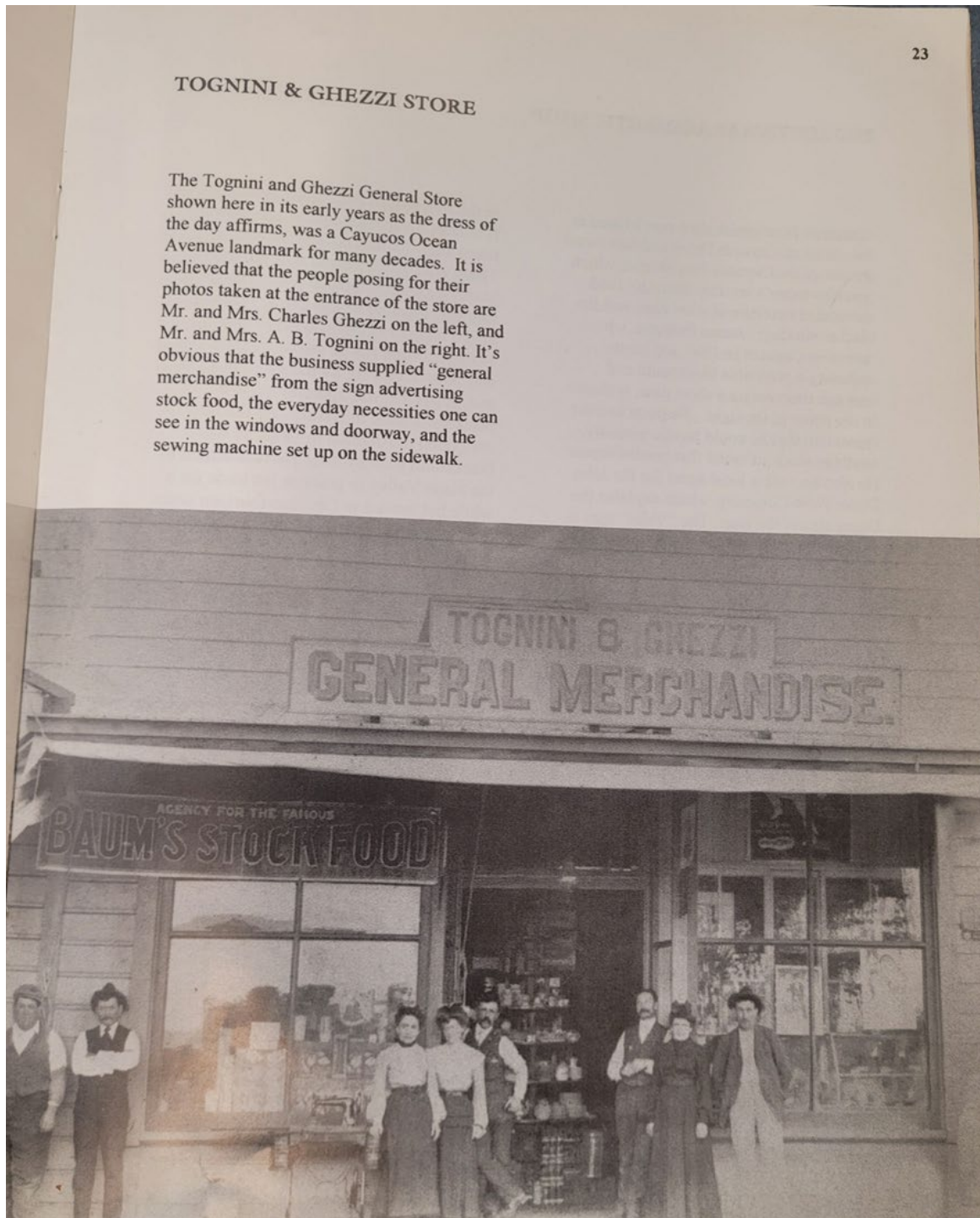
Tognini and Ghezzi Building

Name of Property

San Luis Obispo, CA

County and State

Figure 1 Original Tognini and Ghezzi wood-framed building, pre-1907, photographer unknown; Source: *Cayucos by the Sea: A Pictorial History*.



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Figure 2 Concrete building under construction, circa 1906³⁰



³⁰ Original photo no longer exists, so image retained in nomination despite distraction of reflection.

Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Figure 3 Concrete building, date and photographer unknown; Source: San Luis Obispo Historical Society



Figure 4 Concrete building, date and photographer unknown; Source: San Luis Obispo Historical Society



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Figure 5 Achille B. Tognini, date and photographer unknown; Source: San Luis Obispo Historical Society



Figure 6 Downtown Cayucos, date and photographer unknown; Source: Cayucos Historical Society



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Figure 7 Downtown Cayucos, Tognini and Ghezzi Building visible in the rear as the first second story building at the left, photo taken between 1958 and 1965, photographer unknown; Source: Cayucos Historical Society



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 1 Streetscape, facing northwest on Ocean Avenue



Photo 2 Streetscape, facing southeast on Ocean Avenue



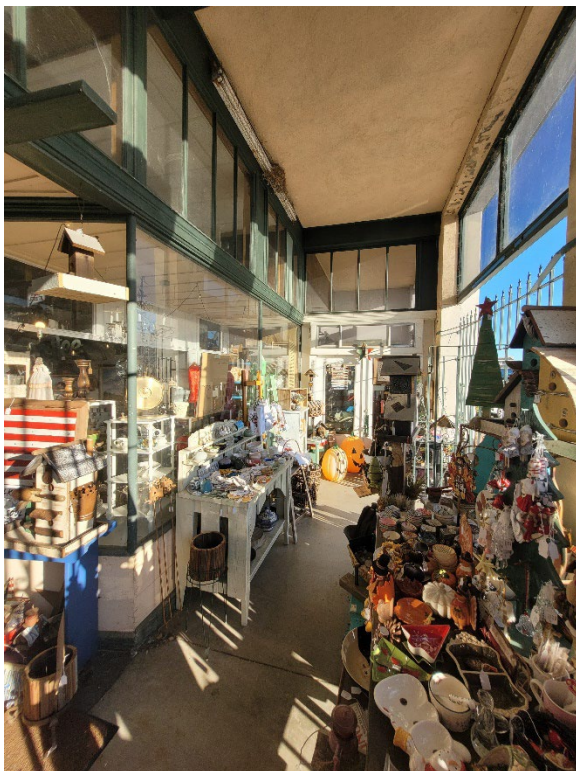
Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 3 South façade, facing north



Photo 4 Vestibule, facing east



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 5 Vestibule, facing north



Photo 6 Vestibule, facing northeast



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 7 Vestibule, facing northwest

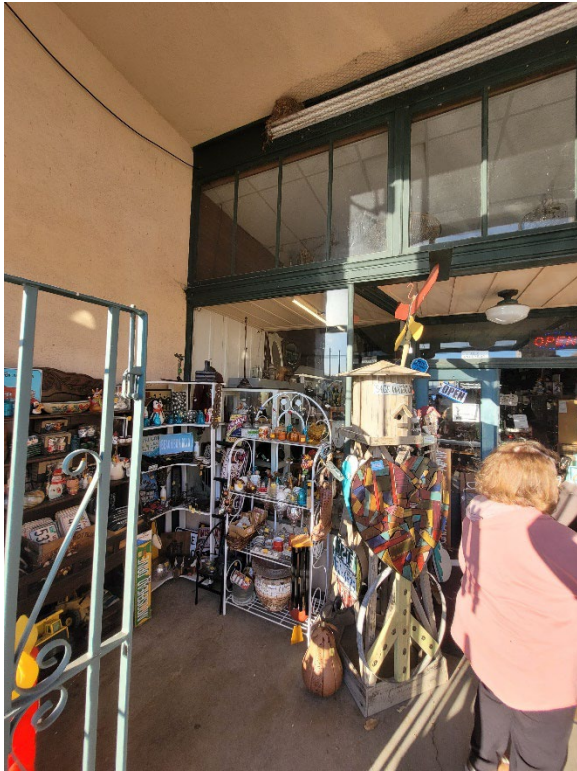


Photo 8 West elevation, facing east



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 9 North elevation, facing south



Photo 10 North elevation, closeup of middle third



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 11 East elevation, facing west



Photo 12 Roof, standing in northeast corner, facing southwest



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 13 Roof, standing in northwest corner, facing south



Photo 14 Roof, standing in southwest corner, facing northeast, closeups of skylights



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 15 Interior, main room, facing north



Photo 16 Interior, main room, facing south



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 17 Interior, main room, closeup of stairs



Photo 18 Interior, main room, eastern portion, facing south



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 19 Interior, main room, east stairwell



Photo 20 Interior, mezzanine level, facing west



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 21 Interior, mezzanine level, northwest corner, facing southeast



Photo 22 Interior, second floor, northwest corner, facing south



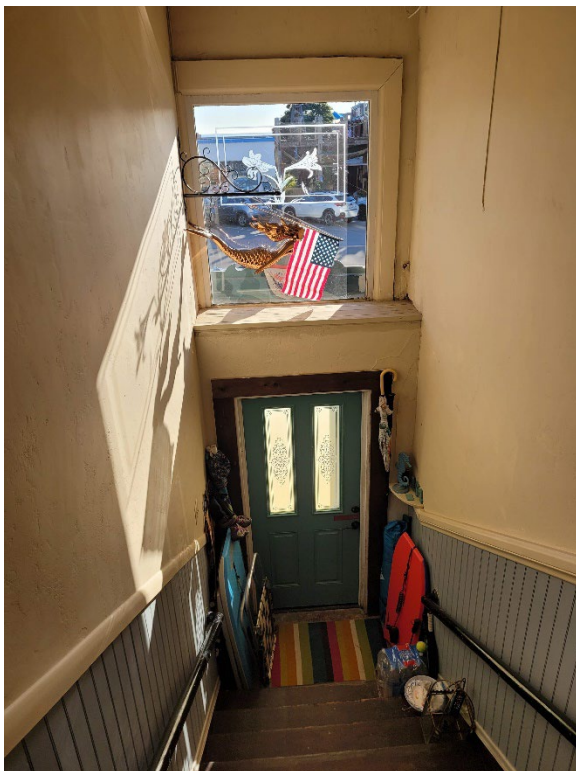
Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 23 Interior, second floor, southwest corner, facing northeast



Photo 24 Apartment, close up of door



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 25 Apartment, entryway, stairs

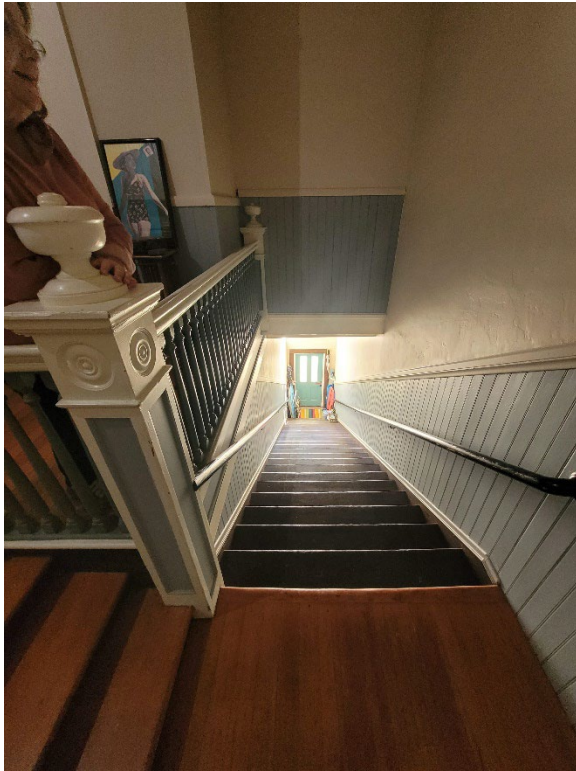


Photo 26 Apartment, entryway, top of landing



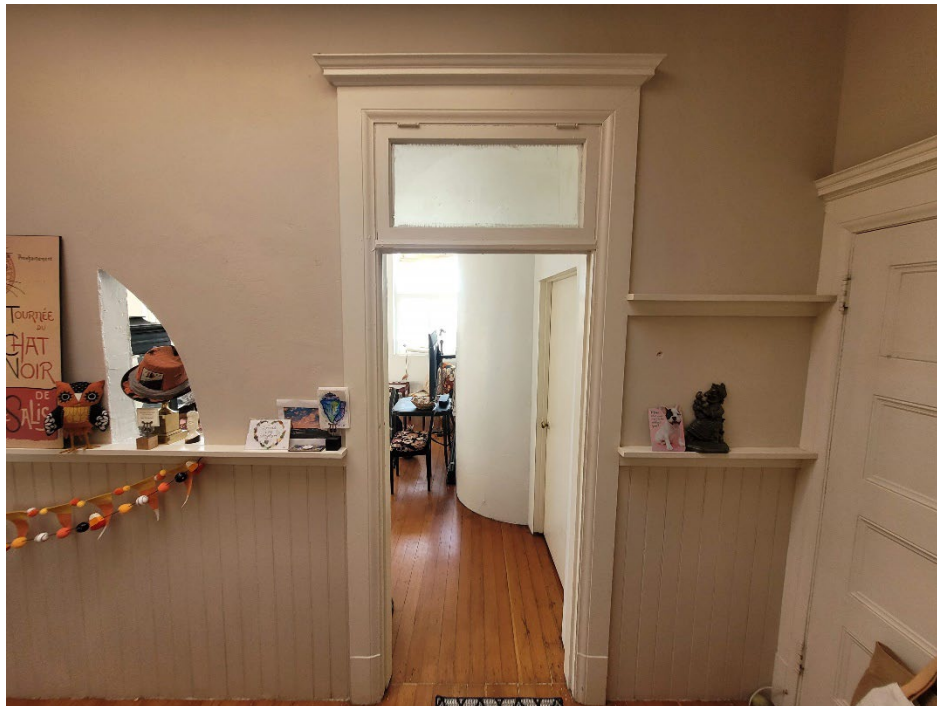
Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 27 Apartment, entryway



Photo 28 Apartment, entryway, facing south



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 29 Apartment, living room, facing southeast



Photo 30 Building 2, north elevation



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 31 Building 2, northeast elevation



Photo 32 Building 2, southwest elevation



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 33 Building 2, west elevation



Photo 34 Building 3, east elevation



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
County and State

Photo 35 Building 3, north elevation



Photo 36 Building 3, west elevation



Tognini and Ghezzi Building
Name of Property

San Luis Obispo, CA
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Photo 37 Building 3, south elevation

