



WINEMAN HOTEL, AT THE SOUTHEAST CORNER OF HIGUERA AND CHORRO STREETS, c. 1930s. When the Wineman Hotel opened on May 26, 1931, the *Telegram-Tribune* hailed the "bright, stucco, modified-Spanish design" as "ultra-modern, a monument to commerce and culture." The 50-room hotel had been built by the family of the late Central Coast rancher George Wineman. Riley's department store occupied the ground floor of the building from 1955 to 1993.

Source: Janet Penn Franks, *San Luis Obispo: A History in Architecture* (2004)

HISTORIC RESOURCES INVENTORY

Ser. No. _____
HABS _____ HAER _____ NR 5 SHL _____ Loc _____
UTM: A 10/712700 06390 B _____
C _____ D _____

IDENTIFICATION

1. Common name: Pileys
2. Historic name: Hotel Wineman
3. Street or rural address: 849 - 853 Higuera
City San Luis Obispo Zip 93401 County San Luis Obispo
4. Parcel number: 02-427-01, 12
5. Present Owner: Marie Wineman, et al. Address: P.O. Box 424
City Santa Maria Zip 93454 Ownership is: Public _____ Private X
6. Present Use: Commercial/Residential Original use: Hotel

DESCRIPTION

- 7a. Architectural style: Mediterranean
- 7b. Briefly describe the present *physical description* of the site or structure and describe any major alterations from its original condition:

Riley's, a large, three story building at the corner of Chorro and Higuera Streets is rectangular in plan and is covered by a low pitched, red tiled roof. The walls are plaster. The neon sign on the corner of the building indicates construction in the late 1920's or early 1930's. The first floor has been extensively altered in the 1960's. The second and third floors still retain their original character.



8. Construction date: Estimated _____ Factual 1955
9. Architect Unknown
10. Builder Unknown
11. Approx. property size (in feet)
Frontage 330' Depth 135'
or approx. acreage _____
12. Date(s) of enclosed photograph(s)
October 1982

13. Condition: Excellent _____ Good X Fair _____ Deteriorated _____ No longer in existence _____
14. Alterations: The first floor has been extensively modernized in the 1960's
15. Surroundings: (Check more than one if necessary) Open land _____ Scattered buildings _____ Densely built-up _____
Residential _____ Industrial _____ Commercial X Other: _____
16. Threats to site: None known X Private development _____ Zoning _____ Vandalism _____
Public Works project _____ Other: _____
17. Is the structure: On its original site? Yes Moved? _____ Unknown? _____
18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

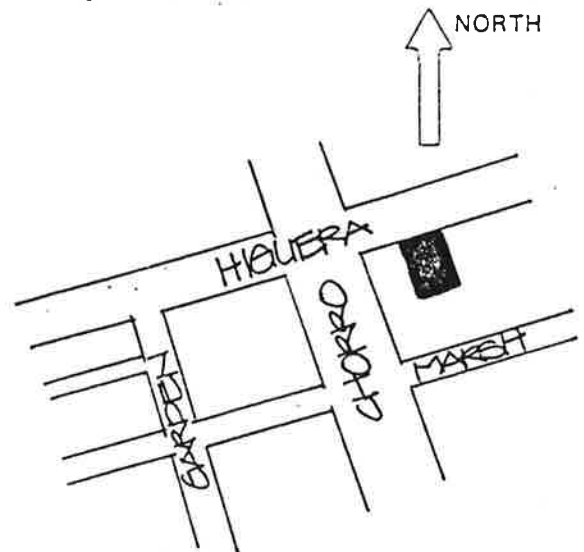
Riley's was founded in 1887 by three brothers who were among the pioneer merchants in the old west; Aaron, Jacob and Adolph Crocker. Shortly after the turn of the century, Jacob Crocker bought the interests of his brothers and the name of the store was changed to "J. Crocker & Company." At this time, D.J. Riley was learning the "tricks of the trade" from the Crocker brothers at their Eureka store. In 1914, he came to San Luis Obispo and became associated with Jacob Crocker. In 1920, he acquired sole interest in the firm. It remained in his hands until 1945, when it was bought by Landeck & Humphrey. Riley's moved to their present location about 1955-1960.

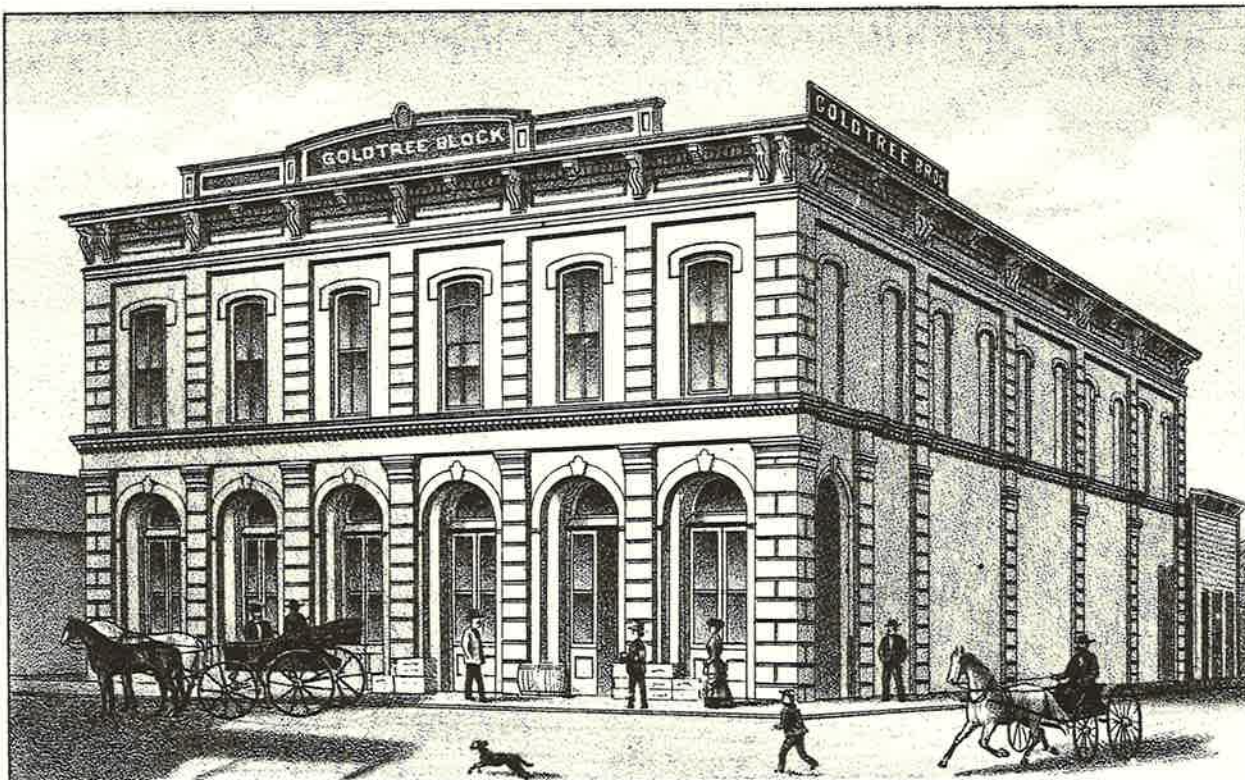
20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
Architecture 1 Arts & Leisure _____
Economic/Industrial 2 Exploration/Settlement _____
Government _____ Military _____
Religion _____ Social/Education _____
21. Sources (List books, documents, surveys, personal interviews and their dates).

Telegram-Tribune, 1-26-1927

22. Date form prepared June 15, 1983
By (name) Historic Res. Survey Staff
Organization City of San Luis Obispo
Address: P.O. Box 321
City San Luis Obispo Zip 93401
Phone: (805) 541-1000

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):





"GOLDTREE BLOCK"
GOLDTREE BROTHERS PROPRIETORS
GENERAL MERCHANDISE
SAN LUIS OBISPO
CAL. ♀



Goldtree Family, circa 1910. (L to R), Front row: Hanna Mendel, Isaac Goldtree, Bruno Mendel. Back row: Elsa Goldtree Mendel, Flora Goldtree, Felix Mendel.