

Nevada County Historical Landmarks Commission
P. O. Box 1014
Nevada City, California 95959
info@nevadacountylandmarks.com
530-274-7118

15 April 2022

Nevada County Board of Supervisors
950 Maidu Avenue
Nevada City, CA 95959

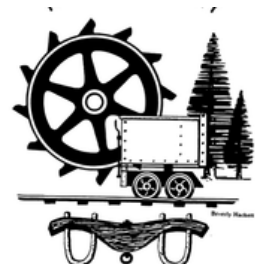
Honorable Chair and Board Members:

At today's meeting, the Nevada County Historical Landmarks Commission voted unanimously to recommend for Board approval, the application for landmark designation of 305 Broad Street in Nevada City as the site of the County's first commercial winery.

The applicant is the Celio Family, which owns the property. The landmark is to be designated as Nevada County Historical Landmark NEV 22-03. The landmark will commemorate the Gold Rush beginnings of what is now a major industry in Nevada County.

The research and documentation which accompanies the application has been reviewed by the Commission for historical accuracy. The application and supporting documentation is enclosed.

If you approve the application, please forward the resolution and accompanying documents to the County Recorder.

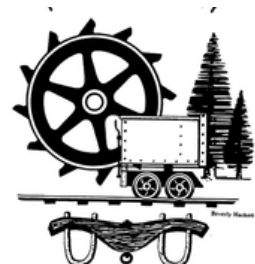


If you have any further questions, do not hesitate to contact me. Thank you in advance for your consideration of this request.

Yours truly,


Bernard Zimmerman, Chair

cc: Rich Celio, w/o enc.



County of Nevada
State of California

Nevada County Historical Landmarks Commission
Application for Registration of Historical Landmark

Name of proposed landmark FIRST COMMERCIAL WINERY

Location 305 Broad Street, Nevada City, CA 95959

Name of applicant Richard Celio

Address [REDACTED]

Home or work phone _____ cell phone [REDACTED]

Name and address of owner upon whose property proposed landmark
is located, if owner is not applicant _____

I authorize the placing of a plaque or marker on site.



Owner's signature

4/2/2022

Date

Brief history and description of proposed landmark

(attach additional sheets as necessary)

305 Broad St. in Nevada City is believed to be the site of the first commercial winery in Nevada County. The building is owned by the Celio family and now houses Novak's Menswear store.

Historically significant aspects or properties of proposed landmark

In the 1850s, over 100,000 grapevines were planted in Nevada County, often by French settlers on the western part of the San Juan Ridge. For some years, Augustine Isoard operated a wine and liquor store at what is now 305 Broad Street. On June 1, 1860, he advertised in the Nevada Journal that "I have on hand a few gallons of Wine manufactured from the Grape by myself, in this city." This is believed to be the first commercial winery operation in Nevada County.

That advertisement ran for quite awhile. He was successful enough that on October 12, 1862, the Morning Transcript reported that "Mons. Isoard, on Broad street, has a wine press put up in his establishment, and is extracting the juice of the grape with it at a great rate. Isoard knows exactly how to do it, having been raised under the shade of the vine *in la belle France*." The next year, the Transcript reported that Isoard "has a large lot of superior California wine, which was manufactured by himself last season, and which he offers in lots to suit purchasers. Judges of wine who have tested Mr. Isoard's manufacture, pronounce it superior to any imported article brought to this market."

The wine industry continued to thrive in Nevada County. Thompson & West state that 50,000 gallons of wine were made in Nevada County in 1870. Around 1880, the original Nevada City Winery was established.

After a lull in the middle of the 20th century, commercial grape growing and winemaking came roaring back. Nevada County became part of the Sierra Foothills American Viticultural Area in 1987 and home to many wineries and hundreds of acres of grapes.

While grape growing and wine making are integral to modern Nevada County, this would be the first landmark commemorating this important industry.

How will the landmark be protected and maintained?

The building's owners and occupants will look after it.

Bibliography. Cite or attach available books, records, articles or other materials pertaining to the proposed landmark.

Books and articles:

Bean, Edwin F., (1867) History and Directory of Nevada County, (hereafter Bean), pp. 43-47.

Thompson, Thomas H. and West, Albert A., (1970 ed.) History of Nevada County-1880, (hereafter Thompson and West), p. 170.

Byers, Rod, Wine by the numbers, published in The Union August 30,2004.

Byers, Rod, Gold Dust, Red Dirt - Nevada County's wine industry has a storied past, series of articles published in The Union Jan. 31, Feb. 15 and March 1, 2005.

Attachment 1- Advertisement in the Nevada Journal


Attachment 2 - Excerpts from the Transcript

Historical or civil records: (e.g., ownership, assessments etc.)

Attachment 3 - Detail from 1869 Nevada City map showing Isoard's store

Other: (e.g. photographs, prints or drawings. Please list and attach separately)

Attachment 4 - Circa 1880 photograph of original Nevada City Winery



4/2/2022

Applicant's signature

Date

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This completed form and all related documents shall be sent to the:

Nevada County Historical Landmarks Commission
Attention: Chairman
P. O. Box 1014, Nevada City, Cal. 95959

Attachments and related documents may be submitted in electronic format.

An application must be considered solely on its historic or architectural merits and not for commercial gain, political benefits, or other non historical reasons.

An individual Commissioner can advise and counsel an applicant, but all applications must be considered by the full Commission, meeting in regular session.

Attach. 1 GREAT EXCITEMENT!!

LIQUORS! LIQUORS!

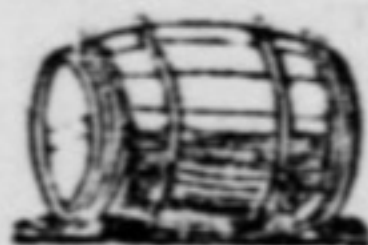
On Broad Street,

Two doors above Wall & Newman's Store.

I WOULD state to my friends that I have on hand a large assortment of fine liquors of the best quality.

BRANDY,

GIN,



WHISKY,

WINE,

CORDIALS, &c. &c.

I have on hand a few gallons of Wine manufactured from the Grape, by myself, in this city.

Persons in want of GOOD LIQUORS will do well to give me a call.

June 1st.—3m.

AUGUSTINE ISOARD.

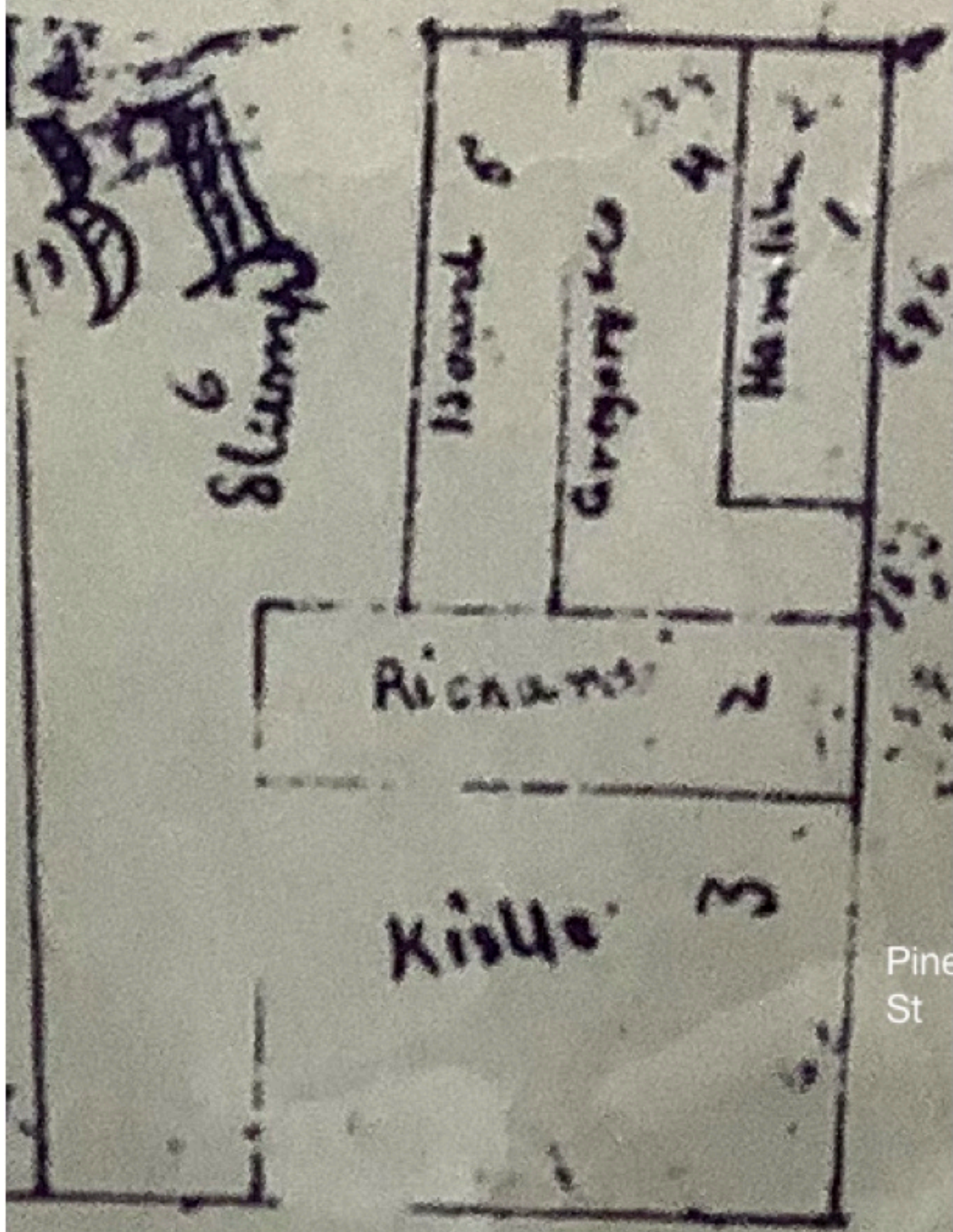
Attachment 2

WINE PRESS.—Mons. Isoard, on Broad street, has a wine press put up in his establishment, and is extracting the juice of the grape with it at a great rate. Isoard knows exactly how to do it, having been raised under the shade of the vine in *la belle France*.

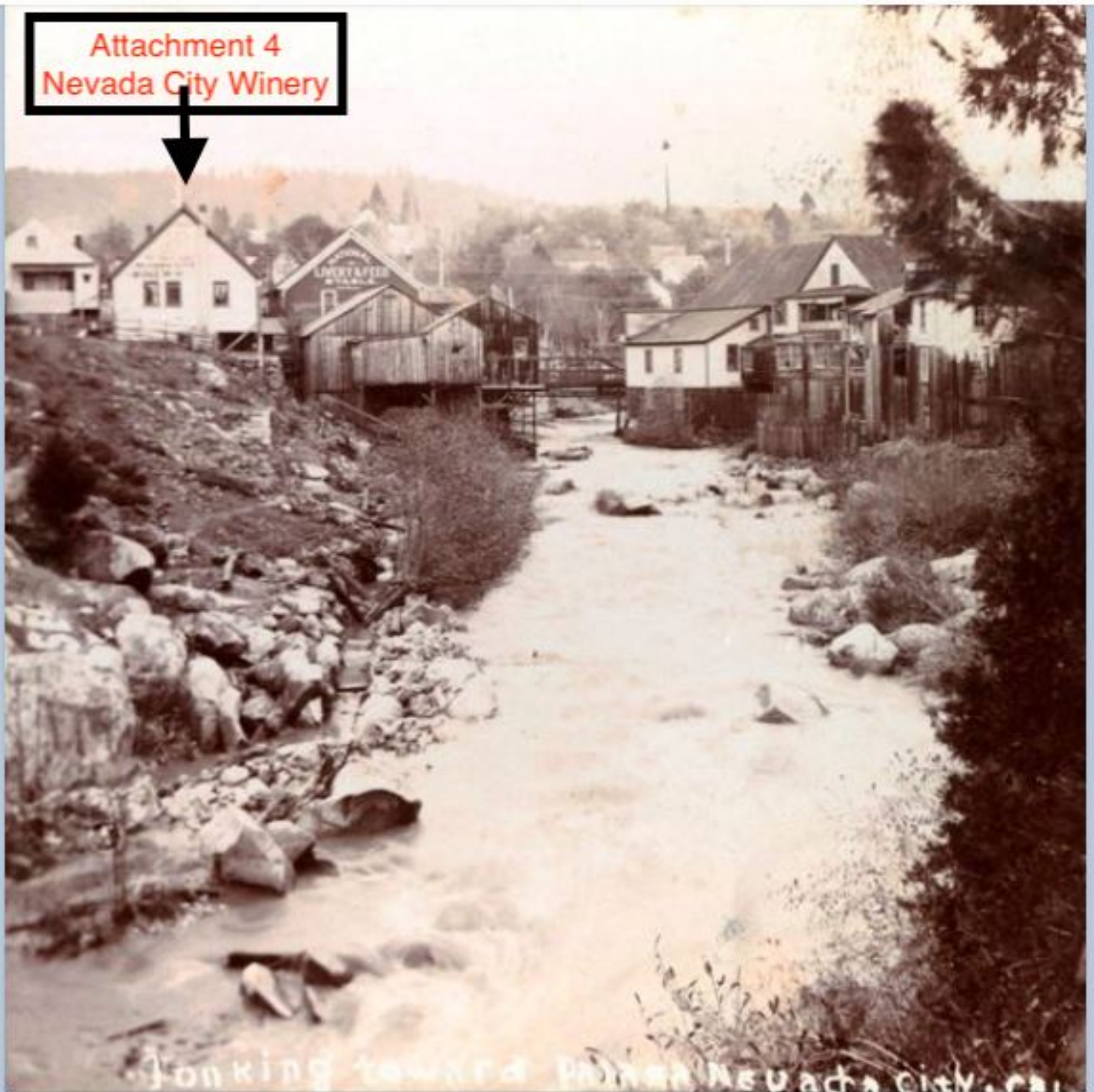
From the MORNING TRANSCRIPT OCTOBER 12, 1862

MOUNTAIN WINE.—Mr. A. Isoard, on Broad street, has a large lot of superior California wine, which was manufactured by himself last season, and which he offers in lots to suit purchasers. Judges of wine who have tested Mr. Isoard's manufacture, pronounce it superior to any imported article brought to this market.

From the NEVADA TRANSCRIPT JUNE 27, 1863



Attachment 4
Nevada City Winery



Looking towards Prison Nevada City, Cal.