



**McCORMICK  
BARSTOW LLP**  
ATTORNEYS AT LAW

Todd Wynkoop  
(Admitted in California, Maryland  
and District of Columbia)  
559-433-2140  
todd.wynkoop@mccormickbarstow.com

**FRESNO, CA OFFICE**  
7647 North Fresno Street  
Fresno, California 93720  
P.O. Box 28912  
Fresno, CA 93729-8912  
Telephone (559) 433-1300  
Fax (559) 433-2300

Other offices of  
McCORMICK, BARSTOW, SHEPPARD,  
WAYTE & CARRUTH LLP

www.mccormickbarstow.com

**BAKERSFIELD, CA OFFICE**  
5060 California Ave., Suite 1090  
Bakersfield, California 93309  
Telephone (661) 616-1594  
Fax (661) 616-1595

**CINCINNATI, OH OFFICE**  
Scripps Center, Suite 1050  
312 Walnut Street  
Cincinnati, Ohio 45202  
Telephone (513) 762-7520  
Fax (513) 762-7521

**LAS VEGAS, NV OFFICE**  
8337 West Sunset Road, Suite 350  
Las Vegas, Nevada 89113  
Telephone (702) 949-1100  
Fax (702) 949-1101

**MODESTO, CA OFFICE**  
1125 I Street, Suite 1  
Modesto, California 95354  
Telephone (209) 524-1100  
Fax (209) 524-1188

**RENO, NV OFFICE**  
201 W. Liberty Street, Suite 320  
Reno, Nevada 89501  
Telephone (775) 333-0400  
Fax (775) 333-0412

**SAN LUIS OBISPO, CA OFFICE**  
1041 Mill Street, Suite 105  
San Luis Obispo, California 93401  
Telephone (805) 541-2800  
Fax (805) 541-2802

September 6, 2023

**VIA ELECTRONIC MAIL ONLY**  
Jennifer.Clark@fresno.gov

Jennifer Clark  
Director of Development  
Chairman  
Historical Preservation Committee  
Historic Preservation  
Planning and Development Department  
City of Fresno  
2600 Fresno Street, Room 3065  
Fresno, California 93721

Re: Historical Landmark Designation of Dale Coffee Can  
Our File No.: 054648-000004

Dear Ms. Clark:

This firm represents J.P. Maroot regarding various matters including his real property holdings in the City of Fresno ("City"). I am writing you in your capacity as Chairman of the Historic Preservation Committee.

Mr. Maroot owns a building at 1420 H Street in Fresno. The building is listed on the Local Register of Historic Resources ("Register") as is the "Dale Brothers Coffee Can Sign" (H.P. #247) ("Sign"), which is located on the roof. Per the Register, the "Fabricated metal sign" in the form of a coffee can reflected:

The Dale Brothers operated their coffery (sic) roastery at this location from about 1937 to 1973. At one time, the sign revolved and was lit with green and white neon.

I am writing regarding the Sign.

Mr. Maroot, has consistent with his obligations related to a structure on the Register, attempted to preserve the Sign without altering its appearance. Those efforts have been unsuccessful and the Sign has become riddled with holes, a home for pigeons, increasingly difficult to read, and potentially unstable due to rusting steel infrastructure. It also is fast becoming an eyesore.

Mr. Maroot has evaluated the Sign and determined that, given its poor condition, only two alternatives exist with regard to the Sign. The first would require Mr. Maroot to repair and repaint the Sign. This work would fundamentally alter the Sign. The second alternative is to demolish the Sign. The latter is the more cost-effective. Mr. Maroot recognizes that he needs City approval to undertake either alternative.



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I am writing you to open a dialogue with the City regarding the Sign and how best for Mr. Maroot to work with the City to secure approval to address the Sign's poor condition. I am hopeful that we can find an expeditious manner to resolve the matter because Mr. Maroot believes the condition of the Sign will deteriorate further during what is projected to be another wet winter, creating a potential safety hazard.

I look forward to your response and to working with you on this matter.

Very truly yours,

Todd Wynkoop  
McCormick Barstow LLP

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Telephone (775) 333-0400  
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**SAN LUIS OBISPO, CA OFFICE**  
1041 Mill Street, Suite 105  
San Luis Obispo, California 93401  
Telephone (805) 541-2800  
Fax (805) 541-2802

October 27, 2023

**VIA ELECTRONIC MAIL ONLY**  
Jennifer.Clark@fresno.gov

Jennifer Clark  
Director of Development  
Chairman  
Historical Preservation Committee  
Historic Preservation  
Planning and Development Department  
City of Fresno  
2600 Fresno Street, Room 3065  
Fresno, California 93721

Re: Historical Landmark Designation of Dale Brothers Coffee Can  
Our File No.: 54648-000004

Dear Ms. Clark:

As you know this firm represents J.P. Maroot with regard to his request for Historic Preservation Committee ("HPC") input with regard to addressing significant problems related to the above-referenced "Dale Brothers Coffee Can Sign" (H.P. #247) ("Sign"), which is located on the roof of his property at 1420 H Street in Fresno. First, I would like to thank you and the HPC for their response to Mr. Maroot's request. Mr. Maroot appreciates the cooperative approach of the HPC to date.

I am providing this letter to update the HPC on new developments in advance of the meeting in which the HPC will address the sign. In our prior correspondence and meetings, we discussed two alternatives to address concerns related to the deteriorating condition of the Sign. The first was for Mr. Maroot to attempt to restore the Sign. The second alternative was to demolish the sign. Unfortunately, for the reasons set forth below, Mr. Maroot no longer believes the first alternative – restoring the sign – is viable.

Unfortunately, this issue arose while Mr. Maroot was seeking renewal on his commercial liability insurance. I believe as a result of recent press coverage of Mr. Maroot's request to the HPC regarding the sign, Mr. Maroot received correspondence from his insurance broker informing him that the broker could not secure coverage that would include hazards associated with the Sign. Consequently, Mr. Maroot has significant exposure related to known dangers posed by the Sign. Equally problematic, the broker apparently identified prior reports from staff at the City of Fresno ("City") identifying hazards associated with the Sign. Together, these factors create an unacceptable level of risk that cannot be corrected if the Sign remains in place. In short, it is an unfortunate result of the press coverage that restoring the Sign in place is no longer a viable alternative.





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With restoration not viable, Mr. Maroot believes a third alternative provides a solution that protects Mr. Maroot, ensures public safety and preserves the historic value of the Sign. Mr. Maroot proposes to donate the Sign to the Fresno County Historical Museum ("Museum"). Mr. Maroot believes installation in the Museum's Iconic Sign Collection, alongside the Mar's Drive-in, Fresno Motel and Eddie's Speed Shop sign would enhance the Museum's collection, protect the historic significance of the Sign, better protect the Sign from the elements, and, most-critically, provide the Sign greater exposure to a broader audience in the Fresno community.

Mr. Maroot has asked me to forward this proposal to you so the HPC can consider this alternative as it prepares to review Mr. Maroot's original request. He looks forward to continue working cooperatively with the HPC to find a solution the meets his safety concerns while best serving all Fresno stakeholders.

Once again, Mr. Maroot and I appreciate the HPC's approach to this matter and we look forward to working with you and the HPC to find the best resolution.

Please contact me at any time if you wish to discuss this letter, Mr. Maroot's proposal, or the matter generally.

Very truly yours,

Todd Wynkoop  
McCormick Barstow LLP

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