

# PRIMARY RECORD

Primary #

HRI #

Trinomial

NRHP Status Code

3771-3805-0000

3CS/553

Other Listings 1994 Powell Survey: 1420= Category "2" & 1432= Category "4"

Review Code

Reviewer

Date

Page 1 of 6

Resource Name or #: (Assigned by recorder)

1420-1432 H Street

P1. Other Identifier: Benham Ice Cream Company Building/Dale Brothers Coffee Company Building

P2. Location: ☐ Not for Publication ☒ Unrestricted

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

a. County Fresno

b. USGS 7.5' Quad Fresno South

Date 1978

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1/4 of

1/4 of Sec

B.M.

c. Address 1420

H Street

City Fresno

Zip 93271

d. UTM: (Give more than one for large and/or linear resources)

Zone 11

mE

mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

Fresno Town Site, Block 65

1420=portion of Lot 20, All Lot 21, portion of Lot 22, 1432=portion of Lot 22 All Lots 23-27

Parcel No. 466-205-11 & 12

P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)  
Constructed in phases between 192-1913 and 1937, the 1420-1432 H Street structure is comprised of two distinct volumes; a three-story reinforced concrete building with a rectangular plan and a flat roof identified as 1420 H Street; and a single-story volume appended to the north side of the 1420 H Street building identified as 1432 H Street. The 1420 H Street building is shown in the photograph below along with a portion of the 1432 H Street building adjacent to the left (north).

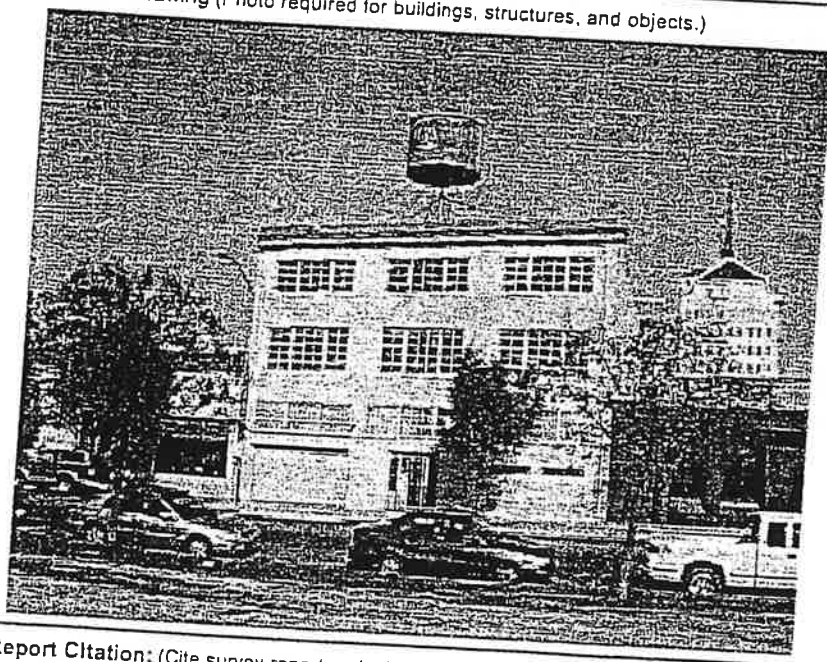
The 1420-1432 H Street property appears to have been constructed in three phases over an approximate eleven-year period between 1912-1913 and 1923, and later in 1937, the building underwent major modifications that culminated in the current appearance and configuration of the structure. The current 1420 and 1432 H Street buildings were originally constructed during separate building campaigns and are physically connected through historic interior passageways. The buildings represent distinct phases of construction/modification to the original Benham Ice Cream Company plant and later the Dale Brothers Coffee Company plant, and are for the purposes considered to be one structure rather than two independent and distinct buildings.

See the Continuation Sheet for a current description of the 1420 and 1432 H Street buildings.

P3b. Resource Attributes: HP6 - 1-3 Story Commercial Building

P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (isolates, etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo:

(View, date, accession #)

View East of West Elevation  
February 2004

P6. Date Constructed/Age and Sources:

☒ Historic ☐ Prehistoric ☐ Both

1912-1913

Commercial Building Record

P7. Owner and Address:

Matthew Maroot

1420 H Street

Fresno, CA 93721

P8. Recorded by:

Wendy L. Tinsley

Architectural Resources Group

Pier 9, The Embarcadero

San Francisco, CA 94111

P9. Date Recorded: February 2004

P10. Survey Type (Describe)

Intensive

P11. Report Citation: (Cite survey report and other sources, or enter "none.")

ARG, Broadway Row Historical Resource Survey, City of Fresno, California, April 2004.

Attachments:

☐ None

☐ Location Map

☐ Sketch Map

☒ Continuation Sheet

☒ Building, Structure, and Object Record

☐ Archaeological Record

☐ District Record

☐ Linear Feature Record

☐ Milling Station Record

☐ Rock Art Record

☐ Artifact Record

☐ Photograph Record

☐ Other (List)

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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NRHP Status Code 3CS/5S3

Resource Name or #: (Assigned by recorder)

1420-1432 H Street

B1. Historic Name: Benham Ice Cream Company Building

B2. Common Name: Dale Brothers Coffee Company Building

B3. Original Use: Ice Cream Warehouse

B4. Present Use: General Warehouse/Storage

B5. Architectural Style Utilitarian

B6. Construction History: (Construction date, alterations, and date of alterations)

See the Continuation Sheet for the construction history of the 1420-1432 H Street property.

B7. Moved? ☒ No ☐ Yes ☐ Unknown

Date: \_\_\_\_\_

Original Location: \_\_\_\_\_

B8. Related Features:

None Identified

B9a. Architect: R.F. Felchlin Company/Trewhitt & Shields/ & Fisher

b. Builder Trewhitt & Shields/ & Fisher

B10. Significance: Theme Commerce & Industry/Architecture

Area Fresno/California

Period of Significance c.1913-c.1950

Property Type Warehouse

Applicable Criteria CR-1,2,3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The 1420-1432 H Street property appears eligible for inclusion on the California Register of Historical Resources under Criterion 1, Criterion 2, and Criterion 3 for:

-Its association with the Benham Ice Cream Company which was once recognized as the largest ice cream manufacturer in California (Criterion 1: Event);

-Its association with the Dale Brothers Coffee Company, which is also considered to be important in Fresno economic history (Criterion 1: Event);

-Benham Ice Cream Company founders J.A. Benham and L.W. Wilson, both important persons in the history of commerce and industry in Fresno (Criterion 2: Persons);

-The R.F. Felchlin Company the noted Fresno architecture and engineering firm that originally designed the 1420 H Street building (Criterion 3: Work of a Master); and

-As an example of Utilitarian warehouse construction (Criterion 3: Design/Construction).

See the Continuation Sheet for a determination of significance for the 1420-1432 H Street property.

B11. Additional Resource Attributes:

HP6 - 1-3 Story Commercial Building

B12. References:

(1) *Commercial Building Record - 1420 H Street*, Fresno County Assessors Office. (2) City of Fresno Planning & Development Dept. Property & Building Records.

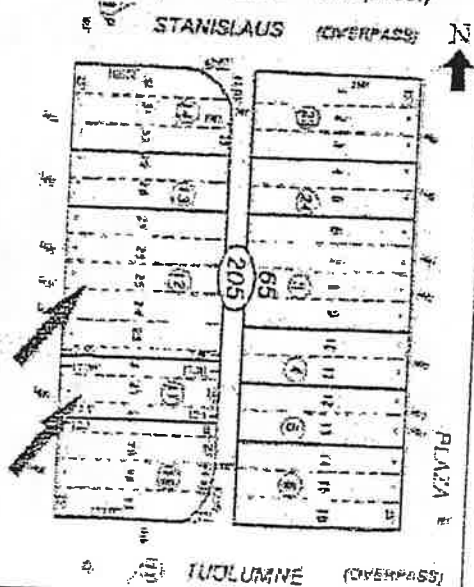
B13. Remarks:

B14. Evaluator: Wendy L. Tinsley  
Architectural Resources Group

Date of Evaluation: February 2004

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



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Resource Name or #: (Assigned by recorder)

1420-1432 H Street

Recorded by Wendy L. Tinsley

Arch. Resources Group

Date

February 2004

☒ Continuation ☐ Update

**P3.a. Description (Continued from page 1):**

The 1420 H Street building is three-bays wide and symmetrical in design on the two-upper floors with an asymmetrical ground floor fenestration pattern. Exterior building materials consist of painted concrete and stucco, and composition roll roofing, with a metal cornice. Fenestration consists of a recessed ground floor entrance, a roll-up metal bay on the north side, and two narrow rectangular fixed metal-framed windows set horizontally into the façade on the south side of the ground floor. Three aligned steel sash windows are on the ground floor; one above the entrance, one above the roll-up metal bay, and the other above the fixed horizontally hung windows. The ground floor windows and bays were filled in sometime after 1994 however, the original shapes are still visible because of cracking in the stucco. Each of the building's two upper floors feature three horizontally aligned tri-partite steel sash windows. An oversized metal coffee can painted with the Dale Brothers Coffee Company logo is mounted to the roof of the 1420 H Street building, and represents the building's use as the Dale Brothers Coffee Company headquarters from the late 1930s through the early 1970s. A two-story brick building with a flat roof and a rectangular plan is appended to the rear of the 1420 H Street building, and is visible from the property's rear alley. Overall the exterior of the 1420 H Street building, including the roof mounted coffee can signage, appears to be in fair to good condition.

The 1432 H Street building is single-story with a low gabled, extant wood trusses, and a low parapet along the front facade. The front street-facing elevation is marked by a series of infilled bays containing metal roll-up doors, wood and metal entry doors, and storefront windows shaded by green cloth awnings. Many of the infill treatments appear to be reversible/removable. Exterior building materials consist of peach colored stucco siding for the exterior walls and composition roll roofing. Overall, the exterior of the building appears to be in good condition, although, the infill fenestration changes have diminished the building's integrity.

**Historical Overview of the 1420-1432 H Street Property**

A review of Sanborn Fire Insurance Maps for the 1420-1432 H Street property reveals that prior to the construction of the Benham Ice Cream Company building in 1913, the property contained two detached single-family dwellings set on wide lots, with several ancillary structures set at the rear of each lot. The dwellings and their respective parcels originally appeared to be separate and distinct with regards to ownership and development. The 1420 H Street property is first depicted on the 1898 Sanborn Map as containing a single-story dwelling with a basement identified as 1316 H Street, and two rear buildings identified as 1316 1/2 and 1316 1/3. The 1432 H Street property is depicted on the 1898 Sanborn Map as containing a single-story dwelling identified as 1320 H Street, with an unidentified out-building at the rear of the lot. By 1906, when the next Sanborn was published for Fresno, the street numbering changed from 1300 to 1400, which is consistent with the addresses found on the block today. The 1906 map indicates that the 1316 H Street property was renamed 1420 H Street, and the 1320 H Street property was renamed 1436 H Street.

By 1918 both dwellings were replaced with new construction. The 1436 H Street residence was demolished or removed from the lot and replaced with another single-story, single-family dwelling identified as 1430 H Street. The 1420 H Street property had been developed with the Benham Ice Cream Company building, a three-story commercial/low-industrial building with a rectangular plan, identified as 1420-1424 H Street. The 1918 Sanborn Map depicted the ice cream building as containing a ground-floor auto and wagon house/garage at the north side, with office space in the center section of the ground floor.

Historical research indicates the 1420 H Street building was originally designed and constructed in 1913 by the R.F. Felchin Company, a Fresno based architectural and engineering firm. The three-story warehouse was constructed for use as the offices, and production and storage plant for the Benham Ice Cream Company, which eventually became recognized as the largest manufacturer of ice cream products in California. The Benham Ice Cream Company occupied the 1420 H Street warehouse upon completion of construction in 1913 through approximately 1927 when J.A. Benham sold his part of the company interests to Standard Creameries, Inc. Standard Creameries operated its Fresno branch at 1420 H Street from 1927-1928 through 1937, when the building was purchased by the Dale Brothers Coffee Company for use as the company's coffee production and storage warehouse. The Dale Brothers Coffee Company occupied the building until approximately 1972, when the coffee roasting business sold the property back to Dale family descendants, Jeff and Jerry Dale.

Between approximately 1972 and 1982 Jeff and Jerry Dale operated their own coffee roasting business at the 1420-1432 H Street buildings, which eventually expanded to include the sale and/or rental of other restaurant supplies. During this period the Dale's also used the buildings for miscellaneous storage purposes. Today Jeff and Jerry Dale operate Coffee Break Service Inc., a coffee and restaurant supply company based out of the adjacent 1408 H Street building.

In approximately 1982 Jon Maroot purchased the 1420-1432 H Street property from Jeff and Jerry Dale, and Maroot's son Matthew Maroot presently owns the property jointly with his parents. Since 1985, the 1420 H Street building has been utilized as a photography studio and for general storage purposes by the Maroot's, and the 1432 H Street building has served as a banquet and reception hall run by Matthew Maroot and known as Jon Jon's Grand Central Station.

**Construction History**

The 1420-1432 H Street property appears to have been constructed in three phases over an approximate eleven-year period between 1912 and 1923, and later in 1937, the building underwent major modifications that culminated in the current appearance and configuration of the structure. The current 1420 and 1432 H Street buildings were originally constructed as separate buildings that were physically connected through interior passageways. The buildings represent distinct phases of construction/modification to the original Benham Ice Cream Company plant and later the Dale Brothers Coffee Company plant, and are for the purposes of this evaluation considered to be one structure rather than two independent and distinct buildings.

The original three-story building that today is identified as 1420 H Street was constructed for use as the Benham Ice Cream Company building in 1912-1913, and a historic photograph of the building from approximately 1915 (shown on the photo continuation sheet). In approximately



## CONTINUATION SHEET

Trinomial

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Resource Name or #: (Assigned by recorder)

1420-1432 H StreetRecorded by Wendy L. TinsleyArch. Resources Group

Date

February 2004☒ Continuation ☐ Update

The 1420 H Street building appears to be individually eligible for the California Register of Historical Resources at the local level under Criterion 3: Design/Construction as an intact example of commercial warehouse construction. Additionally, the original 1420 H Street building was designed by the noted Fresno design and engineering firm the R.F. Felchlin Company, headed by architect Richard Ferdinand Felchlin and engineer Charles Franklin. The building is a very early example of the company's work, and later the firm went on to design several major buildings in Fresno including the impressive San Joaquin Light & Power Company building at the corner of Fulton and Tuolumne Streets. The 1432 H Street building does not appear to be significant under Criterion 3: Design/Construction due to modifications.

In its current configuration, the 1420-1432 H Street property does not appear to be eligible under Criterion 3 as an outstanding example of the work of contractors Trehwhitt & Shields. The original 1420 H Street building was not designed or constructed by the contracting firm. Trehwhitt & Shields served as the contractors for the 1937 remodel to the 1420-1432 H Street property, which resulted in the removal of two upper stories of the 1432 H Street volume. Today the building configuration resembles the 1937 remodel effort, however, the work does not rise to a level of significance for its association with or representation of Trehwhitt & Shields work.

The 1420 H Street building was categorized as a "2" in the 1994 Powell Survey, which means that the building was determined to be eligible for the City of Fresno Local Register of Historic Resources. The 1432 H Street building was categorized as a "4" in the 1994 Powell Survey, which means that the building was considered to be non-contributing, or not individually eligible.