YES ON J: San Francisco’s Legacy Business Historic Preservation Fund

In March, the Board of Supervisors unanimously passed legislation to establish the country’s first official Legacy Business Registry. This November, voters will decide if the city should provide financial assistance to help stabilize San Francisco’s long-standing businesses.  

**FOR MEMBERS OF SAN FRANCISCO HERITAGE**

**VOLUME XLIII | NO. 3**

**FALL 2015**
How quickly things change sometimes! It was just a few months ago that the President’s Column was written by Chandler McCoy (Spring 2015 issue). Shortly thereafter he received an ‘opportunity of a lifetime’ to work at the Getty Conservation Institute, requiring relocation to Los Angeles. I am honored to serve as Heritage’s new president and to take on the challenges and opportunities that come with it.

I am happy to share with you news of a recent important accomplishment. As widely reported in local and national media, the National Trust selected San Francisco’s Old U.S. Mint as one of “America’s 11 Most Endangered Historic Places” in late June. This designation came about as a result of Heritage’s nomination. As described in this issue (p.4), the listing will “up the ante” for the city to seriously address the future of this neglected National Historic Landmark — simultaneous with review of major upzoning initiatives in the surrounding Central SoMa district.

We are also delighted to report that longtime board member (and early Heritage employee) Arnie Lerner was recently elevated by the American Institute of Architects (AIA) to its prestigious College of Fellows. The Fellowship recognizes significant contributions to society and the profession of architecture. In the case of Arnie, this honor reflects his lifelong commitment to historic preservation, including his valuable and much appreciated work with Heritage.

Moving on to current activity, Heritage is helping lead the campaign to pass Proposition J, which would create the Legacy Business Historic Preservation Fund. The inspiration for this first-of-its-kind legislation was provided by Heritage’s own Legacy Bars & Restaurants program that acknowledges unique establishments that contribute to the fabric of San Francisco’s inimitable character. However, the proposed Legacy Business Historic Preservation Fund would go further by providing modest financial incentives to help ensure the continuation of qualifying businesses. While the ballot measure will not guarantee protection of these “only in San Francisco” enterprises, it is an important recognition of legacy businesses and their role in sustaining the city’s diverse and distinct character as a place to live, work, and visit.

Heritage staff cannot do this work alone. The continued support of our members and donors — both individual and corporate — is vital. Thank you for doing your part to help us realize Heritage’s mission to preserve and enhance San Francisco’s unique architectural and cultural identity!
This October, Heyday Books and Heritage will co-publish *High Spirits: The Legacy Bars of San Francisco* (200 pages, $18). Authored by J.K. Dineen, with a foreword by Heritage executive director Mike Buhler, *High Spirits* includes extended profiles of 26 bars from the list of San Francisco Legacy Bars & Restaurants “certified” by Heritage.

Accompanied by over 100 atmospheric photographs commissioned for this project, *High Spirits* captures the stories and historic features that make each bar uniquely San Francisco, including chapters on North Beach’s Vesuvio Café, the Mission’s Homestead, and the Silver Crest Donut Shop in Bayview, among many others. The stories shared by the owners, staff, and longtime patrons of some of San Francisco’s favorite bars capture the very personal significance of these places, both timeless and ephemeral, to so many San Franciscans.

The Legacy Bars & Restaurants program began in January 2013 and has grown to include over 100 certified bars and restaurants. While only a few dozen are profiled in the book, the entire certified list will be included in the appendix.

Dineen is currently a “metro” reporter at the *San Francisco Chronicle*, focusing on real estate development, housing, neighborhood relations, the waterfront, and land-use planning. In 2013 he authored *Here Tomorrow: Preserving Architecture, Culture, and California’s Golden Dream* for Heyday and the California Preservation Foundation.

A native of Massachusetts, he currently resides in San Francisco with his family.

At the final installment of the 2015 Lecture Series, on November 19, J.K. Dineen will share his experiences in chronicling the legacy bars of San Francisco. Books will be available for purchase and signing at the lecture.

Tickets are available at sfheritage.org/upcoming_events/lecture_series.

---

**Pop’s Bar becomes newest Legacy inductee**

2800 24th Street (at York), Mission District

Like many valued bars in San Francisco, the history of Pop’s Bar spans generations, several owners, and a lifetime of storied tales. Carl Joseph Saxsenmeier – also known as “Pops” – owned and operated “Pop’s Clubhouse” (at 2830-32 24th Street) from 1935 to 1941. A reputed bootlegger during Prohibition, rumor has it that Pops was also running the Clubhouse prior to 1935. Over the next few years, the bar changed hands from family members to others. In 1971 the bar moved down the block to its current location and was re-named “Pop’s Bar.” Today Pop’s is owned and operated by Michael “Spike” Krouse & Tom Tierney, who have meticulously restored the original features of the bar, including its 1970s neon sign and the pink-and-black Marmoleum floor.

Stop by for a drink and welcome Pop’s Bar to the Legacy Bars & Restaurants program! For more information on Legacy Bars & Restaurants, visit sfheritage.org/legacy.
Mint Dereliction

"Granite Lady” Makes Dubious Return to 11 Most Endangered List

On June 24, the National Trust for Historic Preservation named San Francisco’s Old U.S. Mint to its 2015 list of “America’s 11 Most Endangered Historic Places,” becoming one of very few properties to make a repeat appearance. The annual list spotlights important examples of the nation’s architectural, cultural, and natural heritage that are at risk of destruction or irreparable damage. Heritage nominated the Old Mint for endangered listing because of its vacant and deteriorating condition, uncertain future, and the once-in-a-generation opportunity to create a financing mechanism for its restoration in conjunction with major increases in height and density limits proposed for the Central SoMa district.

“Amid all our pressing civic issues, the fate of a tattered icon may not seem important — but neglect at this scale should embarrass the leaders of a prosperous city that claims to value its past.”

- John King, SF Chronicle, June 28, 2015

Built in 1874, the Old U.S. Mint is a National Historic Landmark and one of the very few downtown buildings to survive the 1906 earthquake and fire. The city’s sole financial institution still standing in the wake of the disaster, the Mint not only safeguarded $200 million in gold reserves that backed the U.S. dollar but also served as the city’s depository for all emergency financial transactions as San Francisco embarked on a monumental recovery effort.

The Granite Lady remains a commanding presence at the corner of Fifth and Mission, an area that is being transformed by an unprecedented tech-fueled construction boom. “A survivor of the 1906 San Francisco earthquake and fire, the Old Mint serves as a symbol of resilience and permanence in a city marked by rapid transformations,” said Stephanie Meeks, president of the National Trust. “The Old Mint has the potential to serve as a cultural linchpin connecting San Francisco's rise as an economic powerhouse fueled by gold and silver to the city’s current role as global center of innovation.”

Perpetually Endangered

This is the Old U.S. Mint’s second stint on the National Trust’s 11 Most Endangered list. After the federal government declared
the Mint surplus property in 1994, its inclusion on the list helped rescue the building from an uncertain fate. Due to the persistent lack of government intervention and financial commitment to its rehabilitation, and limited private fund-raising success amid the economic downturn, the Mint’s deferred maintenance and major infrastructure needs have only intensified since 1994.

Ownership of the Mint was transferred from the federal government to the City of San Francisco in 2003, but the San Francisco Museum and Historical Society, which had hoped to develop a history museum in the Mint, was unable to bring its vision to reality in spite of 10 years of good-faith effort. The organization was forced to vacate the building in July 2015. Currently there is no public access to the building.

Heritage and the National Trust believe that the ultimate solution for the Mint will be to realize long-held aspirations to remake it into a vibrant cultural destination. The building is ideally situated and geographically close to public transit and a concentration of other cultural institutions and convention facilities. As recent experience shows, however, the city will need to demonstrate leadership and devote significant resources to the Mint for any future reuse scenario to succeed, working with a nonprofit partner to secure a combination of state, federal, and private funding.

“The Old Mint has been a civic black eye for far too long. How fitting it would be if the structure that enabled San Francisco’s gilded present and future could partake in it, too.”

- Gary Kamiya,
San Francisco Magazine, July 2015

If Not Now, When?

Major development and up-zoning projects proposed for Central SoMa provide an unprecedented opportunity to leverage the billions of dollars in anticipated investment, new tax revenues, and development impact fees for the benefit of the Mint and the city’s cultural heritage. The area surrounding the Mint is poised for major up-zoning under the Central SoMa Plan and the massive Fifth and Mission (“5M”) Project across the street is scheduled for approval this fall.

At a Planning Commission hearing on June 25, the Planning Department estimated that up to $2 billion will be generated for community benefits under the Central SoMa Plan, which could help fund reactivation of the Mint as a cultural facility. As the rezoning plan wends its way through the approval process, Heritage will be advocating for the city to make the Mint a top priority for allocation of community benefits proceeds.

At the time of the 11 Most Endangered announcement in June, the city had not identified the Mint as a beneficiary of development impact fees and increased property-tax revenue for community benefits in the neighborhood. There are, however, recent signs of modest progress. Since the 11 Most Endangered listing, developer Forest City has committed $1 million for the Mint as part of a $73 million community benefits package for the 5M Project. With projected rehabilitation costs of up to $100 million — much more will be needed to save the Mint.

As this issue of Heritage News goes to print in late August 2015, the city has not announced its plan for the future of the Mint, the process and timeline for selecting an anchor tenant, nor funding sources for its rehabilitation.

Sign the petition to “Save the Old Mint” at sfheritage.org.
This November, San Francisco voters will decide whether the City of San Francisco should offer financial assistance to help secure and sustain “legacy” businesses and nonprofit organizations. Proposition J is a ballot measure to establish the Legacy Business Historic Preservation Fund, which would offer annual grants to assist legacy business owners as well as to property owners willing to enter into leases of ten years or more.

In March 2015, the Board of Supervisors unanimously passed legislation requiring the Office of Small Business to develop and administer a citywide Legacy Business Registry for businesses in continuous operation for at least 30 years and that have demonstrated their importance to the surrounding community, neighborhood, or the city as a whole. These businesses include bars, restaurants, retail establishments, manufacturers, arts spaces, performance venues, and service-providers. Only 300 businesses can be nominated each year and all applicants must agree to maintain the physical features or traditions that define the business. The legislation was inspired by, and builds upon, Heritage’s Legacy Bars & Restaurants program.

Proposition J represents phase two in the effort to stabilize the city’s historic businesses and non-profits. Introduced by Supervisor David Campos, and cosponsored by Supervisors Avalos, Kim, and Mar, the legislation was informed by Heritage’s 2014 report “Sustaining San Francisco’s Living History: Strategies for Conserving Cultural Heritage Assets,” along with input from

YES ON J: San Francisco’s Legacy Business Historic Preservation Fund

Heritage and National Trust advocate for first-of-its-kind ballot measure
Earlier this summer, Carlos Navarro was given one-month notice to evict the space where he has operated his business -- Navarro’s Kenpo Karate Studio -- for over 40 years. Known for its role in fostering the development of local children and young adults, the studio is a community pillar in the Mission District. Grants available through the Legacy Business Historic Preservation Fund would encourage the new building owner to renew the lease.

Flax Art & Design has called its Market (at Valencia) Street location home for the past 37 years (its second location). The business does not own the building, however, and the property-owner recently announced plans to demolish the store to make way for a nine-story condominium development. Legacy businesses that have changed locations or closed (within the past two years) can still qualify for the Legacy Business Registry.

Inspired by similar programs in global cities such as Buenos Aires, Barcelona, and London, San Francisco’s Legacy Business program recognizes that our city’s unique character is equally defined by its historic neighborhoods and the people, businesses, and uses that enliven them. To Heritage and San Francisco’s preservation community, this ballot measure represents a culmination of over three years of inquiry, investigation, and dedication to creating solutions to stem the loss of our Legacy businesses and non-profit institutions.

For more information and updates about the Legacy Business Registry and Legacy Business Historic Preservation Fund, please visit: sfheritage.org/legacy/legacy-business-registry-preservation-fund/.

the National Trust for Historic Preservation and representatives of the business and real-estate communities. The ballot measure has received unanimous endorsement from all eleven members of the Board of Supervisors. If passed, the legislation would be the first in the nation to incentivize preservation of long-standing community businesses.

The Legacy Business Historic Preservation Fund would provide annual grants to registered Legacy Businesses equal to $500 per full-time worker (up to 100 employees). It would also enable property owners to qualify for grants equal to $4.50 per square foot (up to 5,000 square feet) in exchange for extending ten-year leases to Legacy Business tenants. Annual costs for the fund are projected at $3 million for the first year, with an estimated new appropriation required by the Board of Supervisors for each additional year.

A 2014 report by the city’s Budget and Legislative Analyst showed an alarming acceleration in small-business closures in San Francisco, with almost 4,000 small businesses closing in 2014 alone. In contrast, only 693 small businesses closed in 1994, the first year of the study. Nonprofit organizations are equally at risk. In 2013, the Mayor’s Office of Housing and Community Development convened a working group to develop recommendations to address the problem of nonprofit displacement. While the city’s Nonprofit Rent Stabilization Program was established soon after, its impact has been limited as the need far exceeds available funding.

Since the creation of Heritage’s Legacy Bars and Restaurants program in 2013, the city has seen the closure of multiple legacy establishments, such as: Joe’s Cable Car, Esta Noche, Empress of China, The Attic, Capp’s Corner, Fleur de Lys, All Star Donuts, and Villa Romana. Lombardi Sports and Shreve & Co. are examples of non-restaurants that have closed or relocated in the past year. Numerous others remain on the brink of closure, mostly due to rising rents.

For more information and updates about the Legacy Business Registry and Legacy Business Historic Preservation Fund, please visit: sfheritage.org/legacy/legacy-business-registry-preservation-fund/.
EVENTS

2015 Lecture Series Continues

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held in the evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public.

Erin Garcia, curator of the California Historical Society exhibition “City Rising: San Francisco and the 1915 World’s Fair,” will profile five women who shaped, or were shaped by, the PPIE. An optional dinner will be available immediately following the lecture. The fixed-price dinner is $65 per person. Make reservations at sfheritage.org.

Tickets are available at: sfheritage.org/upcoming_events/lecture-series/.

Special thanks to our 2015 Lecture Series sponsors: Cody Anderson Wasney, Holmes Culley, Martin Building Company, California Office of Historic Preservation, Gibson Dunn, and TEF.

Join us for a discussion on the evolution of Ingleside Presbyterian Church and neighborhood with Woody La Bounty and Al Williams. Stay to tour of The Great Cloud of Witnesses with Rev. Gordon.

Author J.K. Dineen will share his experiences chronicling some of the most legendary legacy bars in San Francisco for the forthcoming book High Spirits, co-published by Heritage and Heyday Books.

SEPTEMBER 17

Short Stories: Five Women of the PPIE
Alice Ross Carey Memorial Lecture

OCTOBER 15

Ingleside Presbyterian Church and the Evolution of the Western Neighborhoods

NOVEMBER 19

High Spirits: The Legacy Bars of San Francisco

2015 Lecture Series Continues

CaLIFornIa HIStoricaL SoCIety DanI Vernon

SEPTEMBER 17

Short Stories: Five Women of the PPIE
Alice Ross Carey Memorial Lecture

OCTOBER 15

Ingleside Presbyterian Church and the Evolution of the Western Neighborhoods

NOVEMBER 19

High Spirits: The Legacy Bars of San Francisco

A HALLOWEEN EXPERIENCE AT THE HAAS-LILIENTHAL HOUSE

OCTOBER 23RD, 24TH, 30TH & 31ST

PRESENTED BY SFHERITAGE FOR AGES 8 AND UP

ADVANCE TICKETS AVAILABLE STARTING OCTOBER 1ST ON WWW.EVENTBRITE.COM

FOR MORE INFO, VISIT WWW.SFHERITAGE.ORG

2015 Lecture Series Continues

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held in the evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public.

Erin Garcia, curator of the California Historical Society exhibition “City Rising: San Francisco and the 1915 World’s Fair,” will profile five women who shaped, or were shaped by, the PPIE. An optional dinner will be available immediately following the lecture. The fixed-price dinner is $65 per person. Make reservations at sfheritage.org.

Tickets are available at: sfheritage.org/upcoming_events/lecture-series/.

Special thanks to our 2015 Lecture Series sponsors: Cody Anderson Wasney, Holmes Culley, Martin Building Company, California Office of Historic Preservation, Gibson Dunn, and TEF.

Join us for a discussion on the evolution of Ingleside Presbyterian Church and neighborhood with Woody La Bounty and Al Williams. Stay to tour of The Great Cloud of Witnesses with Rev. Gordon.

Author J.K. Dineen will share his experiences chronicling some of the most legendary legacy bars in San Francisco for the forthcoming book High Spirits, co-published by Heritage and Heyday Books.

SEPTEMBER 17

Short Stories: Five Women of the PPIE
Alice Ross Carey Memorial Lecture

OCTOBER 15

Ingleside Presbyterian Church and the Evolution of the Western Neighborhoods

NOVEMBER 19

High Spirits: The Legacy Bars of San Francisco

A HALLOWEEN EXPERIENCE AT THE HAAS-LILIENTHAL HOUSE

OCTOBER 23RD, 24TH, 30TH & 31ST

PRESENTED BY SFHERITAGE FOR AGES 8 AND UP

ADVANCE TICKETS AVAILABLE STARTING OCTOBER 1ST ON WWW.EVENTBRITE.COM

FOR MORE INFO, VISIT WWW.SFHERITAGE.ORG

2015 Lecture Series Continues

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held in the evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public.

Erin Garcia, curator of the California Historical Society exhibition “City Rising: San Francisco and the 1915 World’s Fair,” will profile five women who shaped, or were shaped by, the PPIE. An optional dinner will be available immediately following the lecture. The fixed-price dinner is $65 per person. Make reservations at sfheritage.org.

Tickets are available at: sfheritage.org/upcoming_events/lecture-series/.

Special thanks to our 2015 Lecture Series sponsors: Cody Anderson Wasney, Holmes Culley, Martin Building Company, California Office of Historic Preservation, Gibson Dunn, and TEF.

Join us for a discussion on the evolution of Ingleside Presbyterian Church and neighborhood with Woody La Bounty and Al Williams. Stay to tour of The Great Cloud of Witnesses with Rev. Gordon.

Author J.K. Dineen will share his experiences chronicling some of the most legendary legacy bars in San Francisco for the forthcoming book High Spirits, co-published by Heritage and Heyday Books.

SEPTEMBER 17

Short Stories: Five Women of the PPIE
Alice Ross Carey Memorial Lecture

OCTOBER 15

Ingleside Presbyterian Church and the Evolution of the Western Neighborhoods

NOVEMBER 19

High Spirits: The Legacy Bars of San Francisco

A HALLOWEEN EXPERIENCE AT THE HAAS-LILIENTHAL HOUSE

OCTOBER 23RD, 24TH, 30TH & 31ST

PRESENTED BY SFHERITAGE FOR AGES 8 AND UP

ADVANCE TICKETS AVAILABLE STARTING OCTOBER 1ST ON WWW.EVENTBRITE.COM

FOR MORE INFO, VISIT WWW.SFHERITAGE.ORG

2015 Lecture Series Continues

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held in the evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public.

Erin Garcia, curator of the California Historical Society exhibition “City Rising: San Francisco and the 1915 World’s Fair,” will profile five women who shaped, or were shaped by, the PPIE. An optional dinner will be available immediately following the lecture. The fixed-price dinner is $65 per person. Make reservations at sfheritage.org.

Tickets are available at: sfheritage.org/upcoming_events/lecture-series/.

Special thanks to our 2015 Lecture Series sponsors: Cody Anderson Wasney, Holmes Culley, Martin Building Company, California Office of Historic Preservation, Gibson Dunn, and TEF.

Join us for a discussion on the evolution of Ingleside Presbyterian Church and neighborhood with Woody La Bounty and Al Williams. Stay to tour of The Great Cloud of Witnesses with Rev. Gordon.

Author J.K. Dineen will share his experiences chronicling some of the most legendary legacy bars in San Francisco for the forthcoming book High Spirits, co-published by Heritage and Heyday Books.

SEPTEMBER 17

Short Stories: Five Women of the PPIE
Alice Ross Carey Memorial Lecture

OCTOBER 15

Ingleside Presbyterian Church and the Evolution of the Western Neighborhoods

NOVEMBER 19

High Spirits: The Legacy Bars of San Francisco

A HALLOWEEN EXPERIENCE AT THE HAAS-LILIENTHAL HOUSE

OCTOBER 23RD, 24TH, 30TH & 31ST

PRESENTED BY SFHERITAGE FOR AGES 8 AND UP

ADVANCE TICKETS AVAILABLE STARTING OCTOBER 1ST ON WWW.EVENTBRITE.COM

FOR MORE INFO, VISIT WWW.SFHERITAGE.ORG

2015 Lecture Series Continues

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held in the evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public.

Erin Garcia, curator of the California Historical Society exhibition “City Rising: San Francisco and the 1915 World’s Fair,” will profile five women who shaped, or were shaped by, the PPIE. An optional dinner will be available immediately following the lecture. The fixed-price dinner is $65 per person. Make reservations at sfheritage.org.

Tickets are available at: sfheritage.org/upcoming_events/lecture-series/.

Special thanks to our 2015 Lecture Series sponsors: Cody Anderson Wasney, Holmes Culley, Martin Building Company, California Office of Historic Preservation, Gibson Dunn, and TEF.

Join us for a discussion on the evolution of Ingleside Presbyterian Church and neighborhood with Woody La Bounty and Al Williams. Stay to tour of The Great Cloud of Witnesses with Rev. Gordon.

Author J.K. Dineen will share his experiences chronicling some of the most legendary legacy bars in San Francisco for the forthcoming book High Spirits, co-published by Heritage and Heyday Books.

SEPTEMBER 17

Short Stories: Five Women of the PPIE
Alice Ross Carey Memorial Lecture

OCTOBER 15

Ingleside Presbyterian Church and the Evolution of the Western Neighborhoods

NOVEMBER 19

High Spirits: The Legacy Bars of San Francisco

A HALLOWEEN EXPERIENCE AT THE HAAS-LILIENTHAL HOUSE

OCTOBER 23RD, 24TH, 30TH & 31ST

PRESENTED BY SFHERITAGE FOR AGES 8 AND UP

ADVANCE TICKETS AVAILABLE STARTING OCTOBER 1ST ON WWW.EVENTBRITE.COM

FOR MORE INFO, VISIT WWW.SFHERITAGE.ORG

2015 Lecture Series Continues

Each year, Heritage’s Lecture Series explores the breadth of San Francisco’s cultural inheritance in historic settings throughout the city. Lectures are held in the evenings at 6:00 p.m. Individual lecture tickets are $10 for members and students and $15 for the public.

Erin Garcia, curator of the California Historical Society exhibition “City Rising: San Francisco and the 1915 World’s Fair,” will profile five women who shaped, or were shaped by, the PPIE. An optional dinner will be available immediately following the lecture. The fixed-price dinner is $65 per person. Make reservations at sfheritage.org.

Tickets are available at: sfheritage.org/upcoming_events/lecture-series/.

Special thanks to our 2015 Lecture Series sponsors: Cody Anderson Wasney, Holmes Culley, Martin Building Company, California Office of Historic Preservation, Gibson Dunn, and TEF.

Join us for a discussion on the evolution of Ingleside Presbyterian Church and neighborhood with Woody La Bounty and Al Williams. Stay to tour of The Great Cloud of Witnesses with Rev. Gordon.

Author J.K. Dineen will share his experiences chronicling some of the most legendary legacy bars in San Francisco for the forthcoming book High Spirits, co-published by Heritage and Heyday Books.
Docent Profile: Pamela Larson

Following the departure of John Adams in July from the Heritage Staff, Pamela Larson has stepped in to serve as interim docent-coordinator.

What brought you to San Francisco Heritage and the Haas-Lilienthal House?
I was looking for volunteer opportunities when I came across Heritage’s recruitment for new docents. I have a great interest in history so I thought I would sign up. I signed up for docent training in March 2012 and started giving tours in July 2012.

What is your favorite aspect of the Haas-Lilienthal House?
My favorite aspect of the house is the other docents. They are such great people, from a variety of different backgrounds, and I enjoy working with them. They not only continue to inspire me to learn more about the house, they also make my time at the house super-fun. In regard to the specific features of the house, I like it all. The style, the gorgeous woodworking, the art glass, the amazing fireplaces, it’s all very cool.

What is your educational background?
I have a Masters Degree in History from San Francisco State with an emphasis in gender history. I would love to give a tour that focuses more on the women of the Haas-Lilienthal families and the women who worked in the house. Their histories would no doubt be interesting and eye-opening to many people.

What do you do when you are not here at the House?
I work at B Street Books in San Mateo. It is a used-book store that specializes in rare and collectible books. We have a great collection of books on California history, art, photography, general history, architecture, and of course, fiction. It’s a good resource for out-of-print or hard-to-find books.

Congratulations, Desiree!

On Friday, July 10, Heritage’s senior project manager, Desiree Smith walked down the aisle to her now husband, Mike Northam. The ceremony was held in the picturesque Piedmont Community Center. Friends and family from all over the country contributed readings and well-wishes to the happy couple. Guests enjoyed an exquisite paella dinner al fresco, followed by a night of dancing and celebration.

Desiree and Mike met while studying urban planning at the University of Arizona, and fell in love over a mutual passion for civic good. They live together in Oakland with their dogs Sprite and Lilly.

Desiree joined Heritage staff in 2012. She is currently heading the effort to pass Proposition J in support of the Legacy Business Registry. All of us at Heritage wish Desiree and Mike a lifetime of love and happiness.
NEW Corporate Sponsorship Program
Heritage offers enhanced benefits and convenience to business members

Our friends in the local business community provide critical support to Heritage in various ways each year. This fall Heritage introduces a new Corporate Sponsorship program designed for maximum flexibility and convenience. The program enables your company to bundle its support for Heritage programs and events — and receive heightened, continuous recognition — for one annual sponsorship payment. You will also be spared receiving multiple solicitations throughout the year — a mutual benefit that enables Heritage to focus on advancing its preservation mission!

Whether you are looking to improve your company’s marketing and exposure, enjoy the social and networking aspects of Soirée, or benefit from expert guidance on preservation projects, there is a sponsorship level for you — with five options from $1,000 to $10,000. In addition to premier Soirée and Lecture Series benefits, corporate sponsors at the $10,000 level receive a feature-page profile in Heritage News and one weekday corporate rental at the 1886 Haas-Lilienthal House.

Heritage corporate sponsorship will:
• Enhance your company’s name recognition
• Provide unforgettable experiences for your clients, colleagues, and staff at Soirée — Heritage’s annual black-tie gala
• Help you make valuable contacts in the city’s architecture, development, construction, and design communities
• Provide access to Heritage’s advocacy and technical expertise
• Showcase your support of San Francisco Heritage and its vital mission.

Corporate and individual support of Soirée, the Lecture Series, and Annual Fund are always appreciated, but we hope our corporate supporters will consider this new “bundling” program and enjoy enhanced benefits.

If you share this commitment, become a Heritage sponsor today and begin receiving recognition for supporting our efforts. Please contact Carolyn Squeri at csqueri@sfheritage.org or 415/441-3000 x14. The new Corporate Sponsorship brochure can be downloaded at: sfheritage.org/CorporateSponsor.pdf.

“Heritage events, particularly Soirée, provide invaluable exposure and networking opportunities. The contacts we’ve made have led to many successful collaborations.”

— Patrick McNerney, Martin Building Company
Annual Fund Appeal
Heritage needs your support now, as ever

In 1971 “The Foundation for San Francisco’s Architectural Heritage” was founded in response to rapid changes sweeping the city. In its first decade, Heritage led the effort to document downtown historic buildings in San Francisco and develop protections that have enabled the city to grow and flourish while protecting its past.

Almost 45 years later, San Francisco is once again confronted by an era of rapid and dramatic change. The need for Heritage, with its mission to preserve and enhance the city’s architectural and cultural identity, has newfound urgency in the face of new threats — seemingly from every quarter. We need the help of those who are dedicated to San Francisco, past, present, and future. **We need your help now to continue our crucial work.**

Each year, the generous contributions of our extended community to the Annual Fund enable us to pursue proactive preservation initiatives, develop innovative educational programming, and respond to pressing advocacy issues. As San Francisco faces unprecedented growth and development, its unique places and institutions more than ever, need to be valued and preserved. **Your support is essential to our success.**

Your generous contribution to the Annual Fund bolsters Heritage’s efforts to advocate for San Francisco’s historic treasures and shape essential public policies, such as those to date in 2015:

- **The Legacy Business Registry** was unanimously passed by the Board of Supervisors and the **Legacy Business Historic Preservation Fund** is now on the November ballot
- A **City Landmark nomination** was submitted for **Ingleside Presbyterian Church and The Great Cloud of Witnesses** collage mural in the building, a powerful expression of the city’s African American community
- The **Old U.S. Mint** was successfully nominated to the National Trust’s 2015 list of “America’s 11 Most Endangered Historic Places”
- The **Alice Ross Carey Preservation Fund** was launched, with grants awarded to 500 Capp Street (home of artist David Ireland), Bayview Opera House, and San Francisco Art Institute, among other projects
- Exterior repair and repainting of the **1886 Haas-Lilienthal House** is starting this summer!

Through original programming, Heritage is constantly striving to reach new audiences across generations:

- Filipino American middle-school students are exposed to the city’s rich cultural diversity, and their own heritage, through the award-winning **Discover SF! Summer Youth Program.**
- Thousands of children and young adults are introduced to the Haas-Lilienthal House through **Heritage Hikes** and **Mayhem Mansion** Halloween fun.
- Heritage and Heyday Books will co-publish **High Spirits: The Legacy Bars of San Francisco**, by J.K. Dineen, in October.

Your fully tax-deductible contribution to Heritage through the Annual Fund Appeal is essential to the success of our work throughout the city. When you receive our appeal this fall, please respond favorably. Your generous support is deeply appreciated now, as ever. For more information, or to make a contribution, contact Carolyn Squeri at csqueri@sfheritage.org or 415-441-3000 x14.
Sunday, October 18, 1PM
The Victorian Alliance Fall House Tour: The Storied Houses of Alamo Square
More information at victorianalliance.org