



Campaign for
San Francisco Heritage / Haas-Lilienthal House

JODY STUART



The dining room richly combines brass fixtures, Italian marble, winged griffins, golden-oak coffered ceiling, and redwood wainscoting “grained” to match.

San Francisco Heritage and The Haas-Lilienthal House

Since 1973 the Haas-Lilienthal House has been San Francisco Heritage’s headquarters and an icon of San Francisco’s historic-preservation movement. **Today more than ever, the Haas-Lilienthal House stands as a site of national cultural and architectural significance.** Its status was formalized in 2012 when the National Trust for Historic Preservation, the largest private, nonprofit preservation organization in the country, identified the Haas-Lilienthal House as **one of thirty-four National Treasures in America.**

Since 1982, thousands of third-grade schoolchildren have explored Victorian life and architecture through the Heritage Hikes program.



HERITAGE

The National Treasure designation marks a watershed moment in the life of the Haas-Lilienthal House. By conferring this status, the National Trust not only recognizes this San Francisco landmark, built in 1886, as a site of national prominence but also as a national asset in peril.

The Haas-Lilienthal House is a rare survivor, a structure that emerged from earthquakes and economic cataclysm mostly unscathed. **Today, however, the House is threatened by the ravages of time: mounting preservation, maintenance, and operational costs jeopardize its future.**

If the Haas-Lilienthal House is to continue as a public resource, it requires maintenance that far exceeds a new coat of paint. In the words of one restoration expert, **“Immediate repairs are needed to rescue the House from accelerating rot and deterioration, and to ensure its long-term survival.”** The Campaign for San Francisco Heritage/Haas-Lilienthal House will raise funds to restore the House as well as bolster Heritage’s ongoing efforts to promote historic preservation throughout San Francisco.



Finely detailed door hardware is emblematic of the high level of craftsmanship found throughout the House.

Campaign for San Francisco Heritage / Haas-Lilienthal House

The \$4.3 million Campaign for San Francisco Heritage/ Haas-Lilienthal House will secure and transform these landmark headquarters, establish an annual reserve fund for cyclical maintenance needs, and safeguard the future of the historic-preservation movement in San Francisco.

- **RESTORATION** \$3 million will be used for immediate stabilization and rehabilitation of the Haas-Lilienthal House, including necessary upgrades to accessibility, life safety, technology, and structural features. Today, its extraordinary grandeur is significantly diminished by extensive dry-rot, peeling paint, rust blooms, scuffed interior woodwork, and weather-damaged ornamentation.

- **INTERPRETATION & EDUCATION** \$650,000 will establish the Haas-Lilienthal House as a leader in house-museum interpretation while reinforcing Heritage's core pillars of citywide preservation advocacy and education. The success of the campaign has national import: the restoration of the Haas-Lilienthal House through the collaboration of Heritage and the National Trust will become an example of re-inventing urban historic house-museums.

- **ENDOWMENT FOR OPERATIONS** \$350,000 will double Heritage's existing endowment to \$700,000, providing permanent, ongoing support for the House's cyclical maintenance needs and Heritage's continuing efforts to promote preservation awareness across San Francisco through educational initiatives, tours, research, and public testimony.

JODY STUART



**"The bay window in this room is brightened by stained glass panels and nugget-like pieces of glass that add sparkle to the windows."
— Frances Bransten Rothmann, *The Haas Sisters of Franklin Street***

"Beautiful residences have been erected along Franklin Street, but none finer than this one."

— SAN FRANCISCO NEWS LETTER AND CALIFORNIA ADVERTISER, NOVEMBER 19, 1887

Campaign Budget

A. PRESERVATION – HAAS-LILIENTHAL HOUSE		
1.	Disabled access	229,000
2.	Fire/Life safety	163,000
3.	Structural upgrades (e.g., reinforced foundation)	511,000
4.	Mechanical, kitchen, electrical upgrades	288,000
5.	Exterior facade	564,000
6.	Interior finish touch up, repair of furniture, fixtures, etc.	131,000
7.	Data and wireless-network upgrades	26,000
SUBTOTAL		1,912,000
8.	General construction	292,000
9.	Building permit	22,000
10.	Contractor's fee	170,000
11.	Insurance	24,000
12.	Construction contingency	123,000
13.	Design contingency	129,000
14.	Design fees	135,000
15.	Cost escalation for items 8-14 from February 2012 (date of original estimate)	57,000
SUBTOTAL		952,000
16.	Contractor's risk insurance	1,000
17.	Hazardous-materials report	10,000
18.	Hazardous-materials abatement	125,000
SUBTOTAL		136,000
TOTAL		3,000,000
B. INTERPRETATION AND EDUCATION		
1.	Preservation project manager (2 years)	120,000
2.	Communications and programs manager (2 years)	120,000
3.	House director position (new; 3 years)	240,000
4.	Interpretive plan and tour script	80,000
5.	Visitor-orientation video and content delivery media	80,000
6.	Marketing, printing, production	10,000
TOTAL		650,000
C. ENDOWMENT FOR OPERATIONS		350,000
D. CAMPAIGN PLANNING AND IMPLEMENTATION*		300,000
TOTAL CAMPAIGN GOAL		\$4,300,000

JODY STUART



Deterioration of front fence

CHRIS YERKE



Dry rot, second floor

CHRIS YERKE



Rust blooms and peeling paint

*A grant was awarded by Columbia Foundation toward the cost of the campaign.

Haas-Lilienthal House: From San Francisco Icon to National Treasure

The Haas-Lilienthal House embodies San Francisco's progressive spirit and the Victorian grandeur of its built environment. Erected in 1886 by Jewish merchants, this Queen Anne gem was spared destruction in the 1906 Earthquake and Fire, surviving intact today.

The House is the only Victorian-era residence with original furnishings open to the public in San Francisco. It is also the face and foundation of Heritage's educational platform. "Though the House has been open for tours for over 40 years and draws visitors from around the world," writes the *Chronicle's* "native son" Carl Nolte, "this [130]-year-old beauty is something San Franciscans seem to take for granted" ("A Treasure Awaits Discovery," October 14, 2012). Heritage aims to rectify that neglect (see page 2).

The Haas-Lilienthal House is an important piece of cultural history, a monument to the special role Jewish immigrants played in the early development of San Francisco and the American West. Its roots extend to the founders of Wells Fargo Bank, MJB Coffee, and Levi Strauss & Co. San Francisco's Jewish pioneers transcended traditional social and political boundaries, shaping the very creation of the city's infrastructure and institutions in an unusually diverse and integrated urban center. Unlike many American cities of the period where Jews struggled to adapt to existing power structures, San Francisco enabled Jewish residents to become central players in public life.



William Haas (who built the House) with wife, children, and brother-in-law, circa 1889.

“The Haas-Lilienthal House has tremendous potential to tell the story of the significant contributions of the Jewish American community in San Francisco to a national audience.”

— STEPHANIE MEEKS, PRESIDENT,
NATIONAL TRUST FOR HISTORIC PRESERVATION



San Francisco Heritage

For over forty years, San Francisco Heritage has been instrumental in ensuring the continued vitality of San Francisco's architectural and cultural identity. Amid rapid and inexorable change, Heritage has led the civic dialogue on historic preservation to establish protections that allow our city to evolve and flourish while retaining its unique character.

In an increasingly complex and fragmented society, preservation connects us to our past, and unites people from disparate backgrounds in pursuit of common values and goals. Heritage has been proactive about adapting to change, while maintaining its commitment to preserving our collective cultural inheritance.

By securing and restoring this landmark building, the Campaign for San Francisco Heritage/Haas-Lilienthal House will ensure the continued vigor and utility of the historic-preservation movement in San Francisco and present a freshened, enhanced historic property for the enjoyment and edification of all.



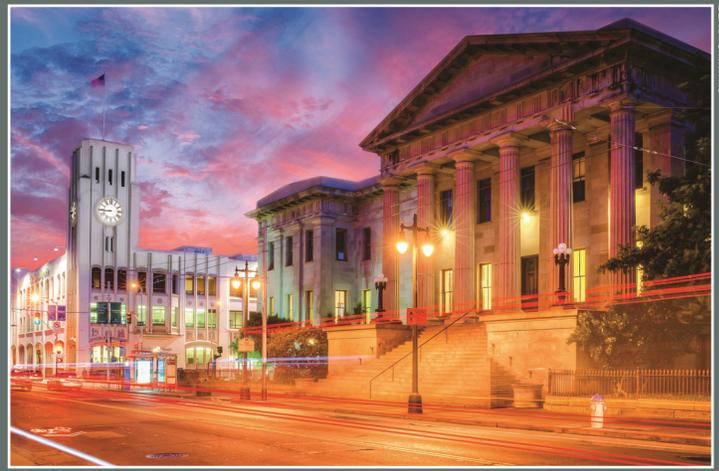
HERITAGE

In 2015, the Discover SF! Summer Youth Program received the Chairman's Award for Achievement from the Federal Advisory Council on Historic Preservation.



PAUL CHINN

In 2013, Heritage led the advocacy campaign to return Maxfield Parrish's "Pied Piper of Hamelin" painting to the Palace Hotel.



SHAWN CLOVER

Heritage successfully nominated the Old U.S. Mint to the National Trust's 2015 list of America's 11 Most Endangered Historic Places.



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