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**SAN FRANCISCO HERITAGE ANNOUNCES PLANS FOR MUSIC AND CULTURAL CENTER WITH KEXP AT HAIGHT AND ASHBURY**

*The citywide advocacy group is exploring a new partnership with nonprofit radio station KEXP and Blue Bear School of Music to reuse the historic property at the corner of Haight and Ashbury.*

**September 17, 2026 [SAN FRANCISCO]**—Today, SF Heritage announces exploring a partnership with public broadcaster KEXP and their project partner Blue Bear School of Music to create a new cultural center at the historic Doolan-Larson House and Storefronts on the corner of Haight and Ashbury streets.

“Art and music have been part of what makes San Francisco special for generations. Today, we celebrate not only that legacy, but also the creativity that is still driving our economic recovery,” said **Mayor Daniel Lurie**. “Innovative partnerships like this one help us reimagine what’s possible and find new ways to activate our neighborhoods. Our artists and cultural spaces make our city stronger, and this new home for music and culture at Haight and Ashbury will inspire generations to come.”

The plans for the partnership between SF Heritage, KEXP, and Blue Bear School of Music call for creating a welcoming third space for year-round daily activation, a rooftop venue for live music and community celebrations, radio broadcast facilities, and a full floor dedicated to individual and group music lessons. SF Heritage will finalize the adaptive reuse plan with KEXP and Blue Bear over the coming months, soliciting community input and determining feasibility for construction and project financing.

“San Francisco’s music and arts community has always been one of our greatest strengths, and Haight-Ashbury is at the heart of that legacy,” said **District 5 Supervisor Bilal Mahmood**. “Bringing KEXP and Blue Bear together at the Doolan-Larson House creates an opportunity to preserve an iconic piece of our history while investing in the artists, musicians, students, and communities who will shape our cultural future. We also plan to work with local merchants to make sure this investment brings more foot traffic, supports small businesses, and strengthens the surrounding neighborhood.”

The historic [Doolan-Larson House](#) is a landmark of the counterculture and a symbol of San Francisco’s ongoing role as a nexus of cultural and political change. San Francisco Heritage has stewarded the property since 2017 after it was donated by longtime resident and owner Norm Larson. This gift marked the beginning of a years-long, inclusive public process to identify

partners for the adaptive reuse and activation of the property. Three teams submitted their full proposals in June, with a final selection made by the SF Heritage board in August.

“SF Heritage is the steward of a historic property at the most famous intersection in the world,” said **Woody LaBounty, San Francisco Heritage President and CEO**. “With KEXP and Blue Bear School of Music, we see an exciting future of preserving the integrity of the Doolan-Larson building, honoring the spirit of the counterculture, and ensuring the Haight Ashbury community thrives both economically and culturally.”

As part of planning, the KEXP team has drawn on the specialized knowledge of Page & Turnbull, a San Francisco-based architecture firm dedicated to historic preservation and adaptive reuse, and Gensler, a global architecture and design firm founded in San Francisco.

“KEXP is honored to move forward with the next steps to realize our proposal for the adaptive reuse of the Doolan-Larson House and Storefronts,” said **Ethan Raup, KEXP CEO**. “We are deeply inspired by the prospect of establishing a lasting partnership with SF Heritage and Blue Bear School of Music, built on our shared commitment to culture, legacy, and the unique identity of this iconic intersection. We approach this opportunity with profound respect for the stewardship required to preserve and uphold both the tangible structure of the Doolan-Larson buildings, and the living counterculture of Haight-Ashbury.”

“Working together, KEXP and Blue Bear will build one of the country's most unique, innovative, and highly integrated civic music hubs,” said **Steve Savage, Blue Bear School of Music Executive Director**. “By selecting this project, SF Heritage is opening a space for us to create a complete music ecosystem: one that combines broadcasting, performance, discovery, education, and community under one roof.”

“This new art and cultural space presents an opportunity to preserve the legacy of the Haight-Ashbury neighborhood, while providing artists, musicians, students, and the public a new artistic hub to gather, create, connect and experience music,” said **Matthew Goudeau, Executive Director of Arts and Culture**. “This partnership is a powerful example of how we can all work together to preserve the city’s iconic cultural heritage and help build San Francisco’s creative future.”

“This is exactly the kind of dynamic, forward-thinking partnership we love to see. Through the inventive adaptive reuse of a historic building, this effort will strengthen the legacy of live music in the Haight and help fuel our creative economy,” said **Anne Taupier, Office of Economic and Workforce Development Executive Director**. “Over the past year, we’ve seen a real resurgence of nightlife and culture in the neighborhood, from the recent Train concert to the return of The Deluxe, and now live music at The Mellow. This new arts center will help anchor that momentum and keep it growing.”

“The Doolan-Larson building represents a major chapter in San Francisco's and the nation's cultural history,” said **Brent Glass, former Director of the Smithsonian National Museum of American History** who helped advise SF Heritage during the selection process. “KEXP is the perfect partner to secure its future, the legacy of Norm Larson, and the mission of San Francisco Heritage. I can't wait to see their plan unfold in the next few years.”

KEXP and Blue Bear School of Music will be at the Haight Ashbury Street Fair on Sunday, September 20, to share more about the project and support participating artists, local merchants, and organizations.

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### About SF Heritage

Founded in 1971, San Francisco Heritage is a 501(c)(3) membership organization that preserves and enhances San Francisco's unique architectural and cultural identity. Their programs and partnerships interpret, share, and celebrate the shared histories, landscapes, and communities of the city to instill optimism, belonging, and purpose.

### About KEXP

KEXP is an international community of music lovers and music makers, and a nonprofit organization fostering relationship and community building through broadcast, online, and in-person music programming. KEXP operates one of the most influential music radio stations in the world, championing music spanning eras, styles, and traditions. KEXP Radio broadcasts at 92.7 FM in the Bay Area and 90.3 FM in Seattle, with live and on-demand listening on their website and mobile apps. On YouTube, *Live on KEXP* sessions featuring exclusive in-studio performances and interviews from emerging and established artists are recognized globally, reaching 7 million viewers each month. From a public facility at Seattle Center, KEXP produces hundreds of live performances and music events each year, many of which are open to public audiences at no charge. KEXP's mission is to enrich your life by championing music and discovery.

### About Blue Bear School of Music

Blue Bear School of Music is San Francisco's preeminent school for rock, blues, folk, pop, songwriting, DJ, and electronic music. For 55+ years, Blue Bear has helped over 50,000 aspiring musicians of all ages and skill levels discover the joy of making music. At the heart of Blue Bear's nonprofit mission is a simple philosophy: *play the music you love*. In this vibrant and welcoming community, each student's individual talents and goals are recognized and supported. Beyond its classrooms, Blue Bear partners with leading San Francisco social service organizations to bring the transformational power of music to underserved communities throughout the Bay Area. Last year, Blue Bear provided more than 1,000 free music programs for children, delivered 215 free programs in San Francisco schools, and employed 69 professional teaching artists.