



Virgin

LODGING

Rooms to Spare

San Francisco's hotel renaissance means a freshly fluffed bed for every breed of traveler. **BY DANIEL SCHEFFLER**

HARDLY LACKING FOR GUESTS, San Francisco sometimes lacks places to store them: There are just 34,000 hotel rooms for an expected 25.6 million visitors this year. Despite such numbers, new hotels haven't risen as swiftly as, say, record-setting office towers. "Since the recession, business was tougher and we didn't see a lot of hotels—especially new-build hotels—opening up at all," says Kevin Carroll, executive director of the Hotel Council of San Francisco. But the still-booming tourist economy has finally tempted cautious developers. Four new hotels open this year on top of several significant remodels, and there are more in the works, including a Waldorf Astoria in SoMa and a rumored Standard in MidMarket. According to the San Francisco Travel Association, around 740 hotel rooms will be added over the next two years. The new entrants offer variety, which means it's more likely you'll find something to please your out-of-town guests and less likely they'll sleep on your couch.

THE NEW

FOR DESIGN SNOBS

Proper Hotel SF

MID-MARKET, FROM \$400

OPENING: AUGUST 2017

Queen of California cool Kelly Wearstler is responsible for the interior design of this hotel destined to launch a thousand well-liked Instagrams. "We looked to bring something new to the city by collaging a reimagining of past, present, and future," Wearstler says. The 131 rooms, located on the site of the fire-scarred former Renoir hotel, features conceptual art mixed with contemporary furniture pieces. There are also three ground-level



Proper Hotel SF

restaurants and an indoor/outdoor rooftop bar and lounge. 45 McALLISTER ST. (AT MARKET ST.), PROPERHOTEL.COM/SAN-FRANCISCO



Yotel

FOR CONVENTIONEERS

Yotel

MID-MARKET, FROM \$229

OPENING: FALL

Where to stick your cousin who's in town for Disrupt? How about a 150 square foot "cabin" with a "techno-wall"? This London-based chain borrows from the Japanese capsule concept, and its San Francisco outpost contains 203 modestly priced "cabins," plus some VIP accommodations. In addition to the "techno-walls", which feature flat-screen TVs, guests will find adjustable "SmartBeds," monsoon rain showers, free Wi-Fi, and coworking spaces. It's taken over the Grant Building, one of the only area structures to survive the 1906 earthquake. Architectural nerds unclench: Original details—like a wrought iron staircase—survived the futuristic facelift. 1095 MARKET ST. (AT 7TH ST.), YOTEL.COM

FOR BRAND LOYALISTS

Virgin

SOMA, FROM \$425

OPENING: FALL

What else would you expect from the company that brought us the flying nightclub? Following a Chicago debut, Virgin's second hotel project is decked with contemporary (red)

STAY



Via

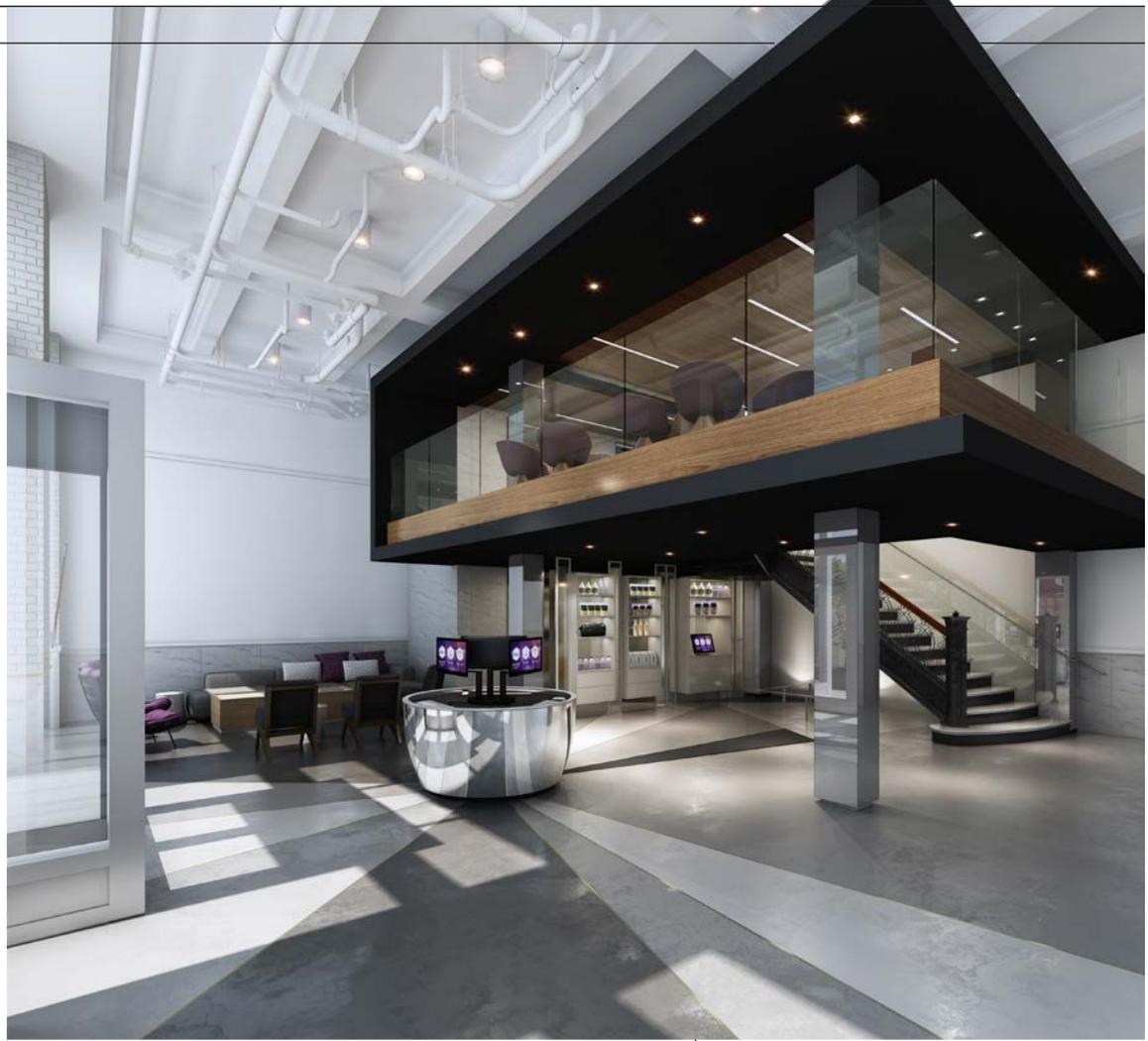
furniture, a heavily hyped rooftop bar, and 196 “chambers” and “grand chamber suites” with ergonomic headboards and movable footboards that double as a work surface. For those can’t-get-out-of-bed mornings, the company’s mobile app, Lucy, can be used to adjust the temperature and book room service. 250 4TH ST. (AT CLEMENTINA ST.), VIRGINHOTELS.COM

FOR ANTI-HOTEL CHAINERS

Via

SOUTH BEACH, FROM \$279

Not long ago South Beach was just for houseboaters, but the neighborhood has since sprouted condos and offices—and now a glossy hotel, which opened in June, whose aesthetic is a nod to the brick warehouses that once colonized the area. Inside you’ll find modern furnishings from Mandy Li and eco-friendly features like an energy management system that adjusts heat and air based on whether you’re in the room or not. The guest-only rooftop includes fire pits, sun loungers, and private cabanas. 138 KING ST. (NEAR 2ND ST.), HOTELVIAS.COM



The Yotel lobby

greenery and a babbling brook, is an ideal spot to read a slim book of verse. 345 TAYLOR ST. (NEAR O’FARRELL ST.), TILDENHOTEL.COM

FOR MID-CENTURY ADDICTS

Laurel Inn

PRESIDIO HEIGHTS, FROM \$249

Does anyone actually want to live in the 1950s? Besides Mike Pence? Maybe not, but we’ll sure take that era’s furniture. The Laurel Inn’s mid-century makeover debuted in April with retro furnishings and artwork curated by the Lost Art Salon. Accommodations are roomy for the city—many quarters come with kitchenettes. Bonus: The inn has partnered with local businesses like Books Inc. for a book-of-the-month club and Batter Bakery for complimentary cookies. 444 PRESIDIO AVE. (AT CALIFORNIA ST.), LAURELINN.COM

Laurel Inn



Kabuki

FOR EAST MEETS WESTERNERS

Kabuki

JAPANTOWN, FROM \$249

Have you arrived in San Francisco or Japan? Leaning heavily on emulating neighborhood character, this relaxation-focused spot is getting a makeover. Revamped guest rooms and public spaces debut in September; more updated accommodations arrive in November. The hotel combines bohemian whimsy with contemporary design, stitched together with Eastern influence: Artwork on guest room doors is modeled after vintage Japanese matchboxes. Stroll through a Japanese garden, take a yoga class, or gather your thoughts at outdoor fire pits and a reflecting pool. Guests can feast on bento boxes for breakfast and have complimentary access to the Ryokan-style communal baths next door at Kabuki Springs & Spa. 1625 POST ST. (NEAR LAGUNA ST.), 415-922-3200 ■

THE GOOD AS NEW

FOR TWAIN BUFFS

Galleria Park

FINANCIAL DISTRICT, FROM \$309

A 177-room hotel with historical bona fides, the Galleria Park resides on the site of the former Lick House, opened in 1863, and the Occidental Hotel, described as “heaven on a half-shell” in Mark Twain’s *Roughing It*. An overhaul of the guest rooms was completed in July, while a renovation of the public spaces—which include a garden, Franck LeClerc’s Gaspar Brasserie, and a bar with the largest selection of cognac in the city—concludes in early 2018. 191 SUTTER ST. (NEAR KEARNY ST.), GALLERIAPARK.COM

FOR POETRY LOVERS

Tilden

TENDERLOIN, FROM \$199

This modernist hotel, whose renovation wrapped in March, is decorated with local art and hosts a rotating roster of artists in residence. It’s even home to a poet in residence, Tenderloin-based Jesse Johnson, who can often be found at the hotel’s watering hole, the Douglas Room. There’s an expansive lobby and bar, where food is served until 1 a.m. The Hummingbird Garden, with lush