

GETTING IN BED WITH A DAIRY GIANT • THE BLASPHEMIES OF A COFFEE PUNK

# San Francisco

The Food Issue



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2017 BEST  
CHEF AWARDS  
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kitchen, the bar,  
the farmyard.

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ON THE BAY'S 30 BEST  
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AN MMGYGLOBAL COMPANY



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, several others get significant remodels, and there are more in the works, including a Waldorf Astoria in SoMa and a rumored Standard in Mid-Market. 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.



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 rooms along with 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. Yotel has taken over the Grant Building, one of the few downtown structures to survive the 1906 earthquake. Architectural nerds, unclench: Original details—like a wrought iron staircase—survived the futuristic face-lift. 1095 MARKET ST. (AT 7TH ST.), [YOTEL.COM](http://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)

THE NEW

FOR DESIGN SNOBS

### Proper Hotel SF

**MID-MARKET, FROM \$400**  
**OPENING: AUGUST**

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, feature 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 MCGALLISTER ST. (AT MARKET ST.), [PROPERHOTEL.COM/SAN-FRANCISCO](http://PROPERHOTEL.COM/SAN-FRANCISCO)

COUNTERCLOCKWISE FROM TOP: COURTESY OF HOTELS (2); SYNAPSE DEVELOPMENT GROUP/YOTEL