

TRAVEL+ LEISURE

March 15, 2018

These Are the Coolest New Hotels in San Francisco

These welcome additions to the local hotel scene are as diverse as the city itself — which means there's a place tailor-made for every type of traveler.

ANNA FURMAN

From posh rooftop bars to campfire-boasting courtyards, new and updated hotels are cropping up in San Francisco's most celebrated, storied neighborhoods. Ahead, you'll find a cozy Kelly Wearstler-designed property that's revitalized a century-old Mid-Market building, a quirky, atomic-inspired Pacific Heights boutique with fresh-baked cookies on offer, and five other new and soon-to-open stays that are giving the City by the Bay fresh appeal for travelers.

San Francisco Proper Hotel, Mid-Market

Reimagined by L.A.-based interior designer Kelly Wearstler, this 114-year-old flatiron building now has remodeled interiors, two restaurants serving globally inflected American cuisine, and a fitness center. The lobby is outfitted with citrus-hued velvet settees and mismatched wallpaper patterns punctuated with Cubist-style paintings, while each of the 131 guest rooms has retro gilded accents and bathrooms stocked with Aesop products. The rooftop bar (whose quirky cocktail menu was conjured up by the Trick Dog team, with drinks like a negroni-topped piña colada) has become a sceney gathering spot on this still-scruffy stretch of Market Street, a few blocks from high-profile tech companies Twitter and Uber. *Doubles from \$350.*

