

SAN FRANCISCO
PROPER
HOTEL



#1 HOTEL IN SAN FRANCISCO

TRAVEL + LEISURE'S WORLD'S BEST AWARDS 2023

San Francisco Proper is housed in a landmarked Beaux Arts-era, flatiron building in the bustling Mid-Market District, featuring captivating interiors by Kelly Wearstler, three award-winning dining destinations, impeccable service & amenities, and one of SF's best rooftop restaurant-bars in town, offering stunning panoramic views of the city. Centrally located and within walking distance to destinations like the Theatre District, City Hall, and Union Square shopping, museums, and dining, SF Proper is our inspiration-filled, design-driven homage to the heart of San Francisco.

BUILDING

Our flagship hotel, opened in 2017, is designed in a 1904 landmark building at 6th and Market — a completely restored space originally conceived by Albert Pissis, the celebrated San Francisco architect credited with bringing Beaux Arts architecture to the city. Today, it is a study in blending old and new, retaining the majestic facade of the historic building and key period details (including the reverently restored lobby, brought back to life by local artisans using centuries-old techniques) while modernizing it for today’s traveler.

INTERIOR DESIGN

Proper’s stunning, KKelly Wearstler-designed interiors are a study in intentional juxtaposition, inspired pairings of SF past, present, and future. Here, vintage European furnishings are layered alongside geometric shapes and organic floral forms; lush living room vignettes pair the modern with the Victorian, the Cubist with French classical. Brick, marble, and terra-cotta add rich texture, while hundreds of original artworks, deep colors, and one-of-a-kind fixtures add maximalist dimension. Collectively, the space evokes bygone creative salons, a kaleidoscopic tableau of influences as diverse as San Francisco.

ROOMS & SUITES

No two rooms alike, our 131 guestrooms and suites are each uniquely designed, filled with special touches like era-blending furniture; artfully textured wall paneling; and richly textured patterns, color, and print while emphasizing natural light and stunning city views. Each room is outfitted with handmade-in-California mattresses dressed in Bellino Fine Linens, walk-in showers with Aesop bath amenities, La Bottega custom bathrobes, Vifa bluetooth speakers, and mini bars stocked with locally sourced snacks and bottled cocktails.



EAT & DRINK

Three distinct indoor-outdoor venues offer thoughtful dining experiences at every pace, whether you’re grabbing Counter Culture coffee and lunch to-go, gathering at Eater SF’s “Restaurant of the Year,” or enjoying cocktails with sweeping city views. On the rooftop, Charmaine’s delivers bold, seasonal dishes and a signature cocktail menu by the James Beard-nominated Bon Vivant Hospitality. Fire pits, skyline views, and a lively atmosphere make it one of San Francisco’s most iconic rooftop lounges. On the ground floor, Villon offers refined, seed oil-free California cuisine served in a richly textured dining room designed by Kelly Wearstler.

AMENITIES & SERVICES

It’s in the Proper DNA to cultivate spaces that blend the detail, quality, and top-notch service of a luxury hotel while offering all the amenities a modern traveler needs. Our state-of-the-art gymnasium includes Peloton Bikes, Life Fitness cardio machines, and all the equipment you need for keeping up a fitness routine on the road. Whether you’re working or socializing, SF Proper abounds with places to cozy up, work remotely, or mingle — both from our indoor-outdoor rooftop deck and inspired lobby, a living room for locals and guests alike.

MEETINGS & EVENTS

Our freshly designed events spaces are aesthetically minded to fit creative-casual and black-tie moods alike, from executive breakfasts in Radium Hall II to rooftop corporate cocktail receptions with near 360 views of San Francisco’s neighborhoods. Our seasoned planners offer clients a refined approach to service with personalized menus for business meetings, conferences and summits, lectures and roundtables, galas, weddings, winery launches, and even junkets and fashion presentations.

NEIGHBORHOOD

Proper SF is centrally located in the heart of the city’s Mid-Market District, in the triangle of McAllister, Market and Sixth Streets. We’re walking distance from the Civic Center, Davies Symphony Hall, War Memorial Opera House, Moscone Convention Center, SoMa, the Theatre District, Hayes Valley, and Union Square shopping, and just steps from the BART, MUNI Metro light rail, trolley, and bus.

KEY FACTS

ABOUT

- Historic 1904 flatiron landmark building, re-imagined by Kelly Wearstler
- 131 Guest Rooms and Suites
- Indoor-Outdoor Rooftop Deck-Lounge-Bar
- Lobby-Restaurant-Bar
- Ground floor tapas bar and European market
- State of the Art Fitness Center
- 7,500 SF of Meeting & Event Spaces

ROOMS

- Bellino Fine Linens
- Kelly Wearstler Custom Throws
- La Bottega Custom Bathrobes
- Aireloom Mattresses, Handmade in California
- Hypoallergenic Pillows
- Aesop Bathroom Amenities
- Hairdryer
- Make-Up Mirror upon request
- Premium Wi-Fi
- Vifa Bluetooth Speaker
- HDTV with Google Chromecast
- In-Room Safe
- In-Room Nespresso Machine (Upon Request)
- Curated Minibar
- Accessible Rooms Available
- Connecting Rooms Available

EAT & DRINK

- 100% Seed Oil-Free Dining
- Charmaine's, Indoor-Outdoor Rooftop Deck-Lounge-Bar
- Villon, Ground-floor Restaurant-Bar
- All menus are thoughtfully crafted without industrial seed oils, highlighting clean, seasonal ingredients that support vibrant, satisfying dining

AMENITIES

- 24/7 Fitness Center complete with Peloton Bikes, Tonal, Life
- Fitness - treadmills, elliptical cross trainers, GX row machines
- and free weights, kettlebells and cable motion weight machines.
- Art Filled Lobby & Library Ideal Lounging or Dining and
- Entertaining
- Daily Coffee Service
- Smoke-Free Environment
- Pet Friendly

SERVICES

- 24/7 Front Desk, Concierge and Bell Staff
- In-Room Dining
- Housekeeping Service
- Turndown Service (Available Upon Request)
- Laundry & Dry Cleaning Available
- Business Services, Including Conference Room, Printing
- Capabilities and Power Adaptors Available
- Valet Parking
- Cribs Available

EVENTS

- 7,500 SF of Meeting & Event Spaces Include:
- Conference Room: 880 SF
- Boardroom: 280 SF
- Pre-Function Space: 300 SF
- Gilda's Private Dining Room: 300 SF
- La Bande Ground Floor Cafe: 700 SF + Patio
- Charmaine's Rooftop Indoor-Outdoor Lounge: 3500 SF

