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## San Francisco Hotel Roundup

Submitted by [Eric Rosen](#) on September 22, 2010

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Like all major cities, [San Francisco](#) has no shortage of chain hotels, especially given its popularity as a convention destination. However, the city also has a host of boutique hotels that make for comfortable, distinct and memorable stays in the city by the Bay.

### [Crescent San Francisco](#)

Just two blocks from [San Francisco's](#) main landmark Union Square, one block from the famous Chinatown gate on Grant Street, and another few blocks from the Italian restaurants of North Beach, the Crescent is located close to many [San Francisco attractions](#), which makes getting around town a snap. This quirky little hotel dates back to 1910, when it was constructed after the Great Earthquake and fire that had razed most of the city a few years earlier. While its early past was...let's just say, a little checkered, these days it's looking good after a recent takeover by the Crescent Hotel Group and a renovation that is almost complete, with 63 of the 79 guest rooms totally refurbished.

The rooms look slick and new, with design pieces like white leather and wood sleigh beds dressed in Sateen linens, antiqued French mirror arrangements, all-marble bathrooms, huge flat-screen televisions, iPod docking stations, and free Wi-Fi. While accommodations can be a bit small, with standards starting at a mere 185 square feet and single double bed, the larger rooms have queen or king beds and more space to move around. Suites feature separate living areas, as well as sleeper sofas and work desks. Room rates starting at \$79 make the space limitations easier to bear.

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The hotel's other exciting new feature is a lounge bar called the [Burritt Room](#) that opened this summer on the second floor. The Burritt Room is riding high on the speakeasy trend, and dapper barmen offer the well-heeled after-work crowd a tasty array of classic cocktails and new inventions that have been spiced up with market fresh ingredients like lavender, homemade bitters and fresh fruit juices. The setting resonates with the vibe thanks to exposed brick walls from the original building, crown moldings, classic crystal chandeliers, and cozy sitting nooks, as well as the casual mention that the bar gets its name from the alley just off Bush Street that was the setting for the murder scene in *The Maltese Falcon*.

417 Stockton St.  
San Francisco, CA 94108  
(415) 400-0500  
[www.crescentsf.com](http://www.crescentsf.com)

#### [Hotel Frank](#)

Oregon-based Provenance Hotels group recently took over this hotel in mid-renovation as one of three boutique properties. Luckily, the renovations were just about complete, so you won't be suckered into an unfinished room. On the contrary, the polished veneer of the guest rooms here belie the turmoil that led to the hotel's sale, and speak to the smooth transition that Provenance has achieved.

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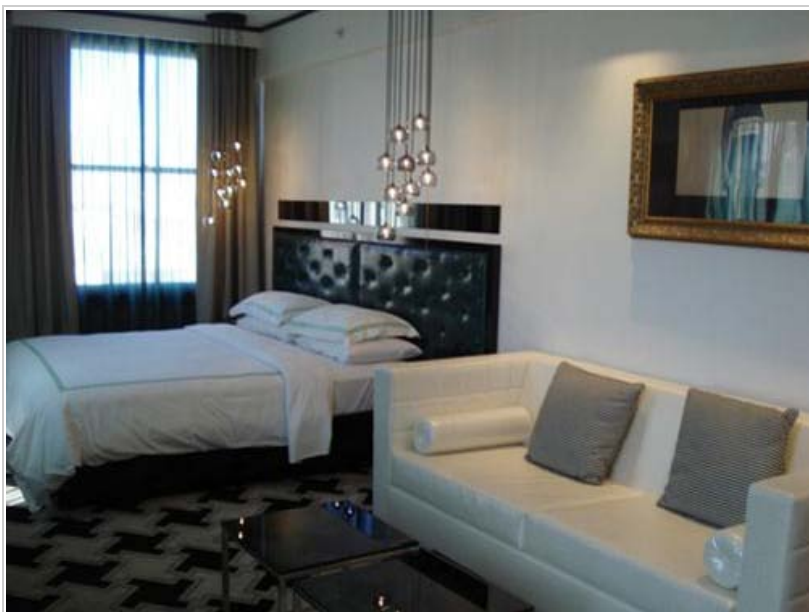
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Los Angeles-based designer Thomas Schoos had been brought in to redesign this hotel as well as the Hotel Vertigo we mention below. At Hotel Frank, which is just a block away from [the bright lights of Union Square and down the street from the Clift Hotel](#), Schoos envisioned a coolly severe, geometric, black-and-white color scheme that is accented with whimsical touches of teal and green.

The linens, chairs and sofas, as well as the marble bathrooms, are all blindingly white, while the desks, nightstands, and dramatic hanging light fixtures are black as can be. The carpeting is an Escher-esque mix of the two. The eye strains for a bit of color, and is greeted with the cooling tones of teal leather bed headboards, and the odd ottoman here or there. The décor takes mid-century modern to hip, new extremes. Still, the overall effect is welcoming rather than aloof.

Technophiles will appreciate the wall-mounted flat-screen televisions, iPod docking stations and free Wi-Fi. Though the hotel only has about 150 rooms, including two penthouses that are popular as event venues, each floor only has a handful of them, so staying here feels like a personal experience, albeit a really stylish one, all for rates starting at around \$134.



Hotel Frank also has the added benefit of a restaurant called Max's adjacent to the lobby, so if you don't feel like heading out into the streets for a meal, you can just stay in and dine there, morning, noon or night.

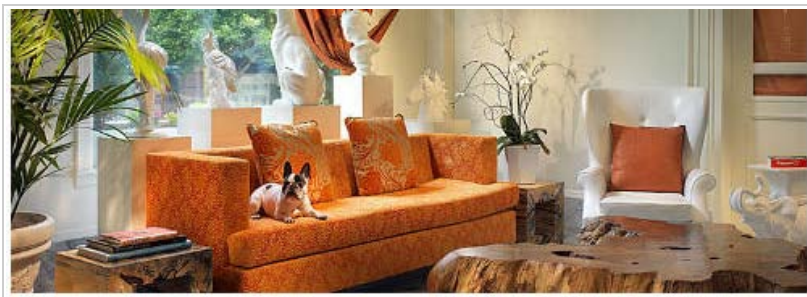
386 Geary St.  
San Francisco, CA 94102

(415) 986-2000

[www.hotelfranksf.com](http://www.hotelfranksf.com)

## Hotel Vertigo

The Hotel Vertigo is one of the other properties that Provenance took over, and is just a few blocks northeast of the Frank on Sutter Street, so [it's a little removed from the bustle of Union Square towards Nob Hill](#), but still within walking distance.



Smaller than its sister hotel, the Vertigo was renamed that because it was the hotel where Alfred Hitchcock shot his film of the same name, and you can even see the spiraling staircase that made for one of the movie's most iconic shots.

The hotel itself is anything but a throwback, though. Like the Frank, the Vertigo was in the process of renovation when Provenance took it over, and there are still un-refurbished rooms available on the bottom two guest floors for discounted rates (as low as \$55!), though Provenance plans to restart the renovations in the next few months.

The new rooms were also redesigned by Thomas Schoos, though here his sophisticated white-on-white color scheme is accented with playful flashes of bright orange here and there—from the window drapes to armchairs to lampshades...which are on lamp bases shaped like horses' heads. Don't ask us why, but it works.

As seems de rigueur these days, the rooms come with flat-screen televisions and iPod docking stations, as well as free Wi-Fi which you can use at the work desk in your room. If you forgot your computer, there is a terminal available for guest use in the lobby. Don't look for any goodies in the minibar just yet, but we're told snacks will come as soon as the renovations are complete.



The rooms here are a little tight as well, since space is at a premium in the city, but everything is organized with military efficiency so guests don't feel cramped. They can even bring pets along for a bargain \$25 non-refundable cleaning fee, so don't feel like you have to leave Fido at home. Otherwise,



rates start at a low \$79 a night and average around \$139 at busier times of year.

940 Sutter St.  
San Francisco, CA 94109  
(410) 885-6800  
www.hotelvertigosf.com

Images Via Eric Rosen, Hotel Frank, and Hotel Vertigo

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