



Legacy Business Registry Staff Report

Hearing Date: October 11, 2022

HOTEL BOHÈME

Application No.: LBR-2022-23-007
Business Name: Hotel Bohème
Business Address: 444 Columbus Ave.
District: District 3
Applicant: Joel Morgenstern, President
Nomination Letter Date: August 18, 2022
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Hotel Bohème is a boutique hotel located in the heart of the North Beach neighborhood. Prominently situated on Columbus Avenue, the hotel offers a welcoming respite for travelers with thoughtfully designed suites that pay homage to San Francisco's Beat Movement.

Hotel Bohème is steeped in San Francisco history. The original structure was built in the 1880s by an Italian immigrant family, the Capurros. The building offered lodgings and rooms on the upper floors and retail on the ground level. The 1906 earthquake and subsequent fires unfortunately destroyed most of North Beach including the Capurro's property. That same year, the Capurro family was able to rebuild with the assistance of Mooser and Milwain, Architects. The exterior of the hotel was reconstructed to align with the Italianate architectural style. After construction was complete, the building continued to operate as lodgings. The Capurro heirs own the building to this day and lease the property to the owner of Hotel Bohème, Joel Morgenstern.

Hotel Bohème was established by Joel Morgenstern in 1991. Inspired by the writers and artists of the Beat Generation, Mr. Morgenstern envisioned the interior of Hotel Bohème as a stylized recreation of the late 1950s. He hired a local design firm, Candra Scott & Anderson Interior Design, to craft the interior of the hotel.

The rooms in Hotel Bohème are thoughtfully arranged with cast iron beds, large mirrored armoires and memorabilia recalling the Beat Generation. The hotel highlights this unique San Francisco epoch through design details including the display of 35 museum quality photographs taken in North Beach by Jerry Stoll. These photographs beautifully and poetically depict the Beat era in North Beach during the 1950s and 1960s. Members of the public are welcome to come into the hotel to see the magnificent collection of Jerry Stoll photographs documenting life in North Beach.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, Hotel Bohème has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

444 Columbus Ave. from 1991 to Present (31 Years)

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





CRITERION 2

Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Hotel Bohème has contributed to the history and identity of the North Beach neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The interior design of the hotel is stylized from the Beat Generation. Elements that reflect this culturally significant period include: color scheme, furniture and décor.
- The business's location, 444 Columbus Avenue, is a Category A (Historic Resource Present) building constructed in 1906. The building is an example of the Italianate architectural style that is observed throughout the North Beach Neighborhood. The property is not formally listed on a historic registry; however, the structure is eligible for both the California and National Registries.
- Over the years, Hotel Bohème has been mentioned in travel articles and city guides, such as: Travel & Leisure, Condé Nast, Bon Appétit, Elle Décor, The Washington Post, Fodor's Guide, The Los Angeles Times and more.

CRITERION 3

Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Hotel Bohème is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Hotel Bohème qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Tradition of offering a welcoming atmosphere of hospitality for domestic and international travelers.
- Visually impactful green and white exterior color scheme.
- Stylized "Hotel Bohème" wall sign.
- Italianate façade with bay windows.
- Interior design reflective of the Beat Era.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Hotel.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Hotel Bohème currently located at 444 Columbus Ave. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

October 11, 2022

HOTEL BOHÈME

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Adopting findings approving the Legacy Business Registry application for Hotel Bohème, currently located at 444 Columbus Ave.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 11, 2022, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Hotel Bohème in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Hotel Bohème.

Physical Features or Traditions that Define the Business:

- Tradition of offering a welcoming atmosphere of hospitality for domestic and international travelers.
- Visually impactful green and white exterior color scheme.
- Stylized “Hotel Bohème” wall sign.
- Italianate façade with bay windows.
- Interior design reflective of the Beat Era.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Hotel Bohème on the Legacy Business Registry:

- Hotel.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 11, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-007
Business Name: Hotel Bohème
Business Address: 444 Columbus Ave.
District: District 3
Applicant: Joel Morgenstern, President
Nomination Letter Date: August 18, 2022
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

444 Columbus Ave. from 1991 to Present (31 Years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

NOTES: n/a

DELIVERY DATE TO HPC: August 24, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

August 18, 2022

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6134

Dear Director Tang,

I am pleased to hereby nominate Hotel Boheme at 444 Columbus Avenue for inclusion on the Legacy Business Registry.

Established in 1991 by Joel Morgenstern, the owner from its inception to date, Hotel Boheme is one of the few tourist serving hotels in the historic North Beach neighborhood. The building itself is a historic resource with unique interior and exterior architectural elements. Originally built in the 1880s by Italian immigrants, the building was carefully restored after the 1906 earthquake and fire. Hotel La Boheme features North Beach's famous literary history mark with a permanent display of legendary photographer Jerry Stoll's photographs documenting the Beat era.

Hotel Boheme would benefit from being added to the Legacy Business Registry, and it is my pleasure to nominate it for inclusion.

Sincerely,

A handwritten signature in black ink that reads "Aaron Peskin". The signature is stylized with a large, flowing "A" and a cursive "P".

Aaron Peskin

Section One:

Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:	
Columbus Mgmt Co. dba Hotel Boheme	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Joel Morgenstern	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
444 Columbus Ave. San Francisco, CA 94133	415-433-9111
	EMAIL ADDRESS:
	info@hotelboheme.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input type="checkbox"/> Same as Business Address	2575 Sir Francis Drake Blvd. #2
	MAILING ADDRESS – ZIP CODE:
	Fairfax, CA 94930
WEBSITE ADDRESS:	
www.hotelboheme.com	
FACEBOOK PAGE:	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Joel Morgenstern	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
President	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
C1834770	

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
444 Columbus Ave.	94133	June 14, 1991
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	June 14, 1991 to the present	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
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OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Joel Morgenstern

May 2, 2022

Name (Print):

Date:

Signature:

HOTEL BOHÈME

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Hotel Bohème is a unique, boutique hotel at 444 Columbus Avenue in the heart of the North Beach neighborhood. The theme of the hotel is an homage to the Beat Generation/era which shaped American culture in the post-war era peaking in the 1950s. It was in San Francisco, and more particularly North Beach, where most of its most influential writers and poets lived. The Hotel Bohème, from its beautifully appointed rooms, its vibrant neighborhood, and its gracious staff, is the perfect place to stay in San Francisco to experience the city and this memorable time in history. Hotel Bohème is the heartbeat of North Beach.

The hotel has 15 specially appointed rooms, each with an en suite bathroom. There are rooms with a view of Columbus Avenue, and others that are set in the interior of the hotel for added quiet. The hotel features an eclectic mix of literary and visual motifs reflective of the Beat era, with a majestic staircase and strong, inviting colors and patterns. Sherry is served every afternoon in the hotel lobby, and the hallways are lined with photographer Jerry Stoll's renowned street photographs of life in North Beach in the 1950s and early '60s.

b. Describe who the business serves.

The hotel serves a world-wide cross section of guests. Roughly 35% of the guests are from outside the United States, with a majority of that group coming from Europe. Most of the guests are tourists, but there is also a fair share of business travelers who are looking for a more intimate experience in one of San Francisco's best neighborhoods.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

A wonderful homage to the Beat era in San Francisco.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Hotel Bohème is a unique hotel in a special neighborhood. It opened at 444 Columbus Avenue in North Beach on June 14, 1991, and has operated at that location uninterrupted to the present time.

Located at the foot of Telegraph Hill in the heart of San Francisco's North Beach, the building was constructed in the 1880s by an Italian immigrant family, Capurro. The original hotel was a typical three-story building with lodging on the upper floors and retail stores on the ground floor. The 1906 earthquake and fires unfortunately destroyed most of North Beach, but the Capurro family was able to rebuild the building. The Capurro heirs own the building to this day and lease the property to the owner of Hotel Bohème.

From the time after the building was rebuilt following the earthquake until the present, there has been a hotel there.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1991 to Present: Joel Morgenstern

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Hotel Bohème has operated continuously from 1991 until the present time except for a roughly 6-month period in 2020 when it temporarily closed due to the COVID pandemic.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Hotel Bohème is a unique historical marker of the Beat generation and era in San Francisco. Often, the first stop of hotel guests is to City Lights Books, founded by the famous Beat poet and publisher Lawrence Ferlinghetti.

b. Is the business associated with significant people or events, either now or in the past?

The theme of Hotel Bohème is an homage to the Beat era in North Beach in the 1950s. The hotel highlights this unique San Francisco epoch through its design details including the display of 35 museum quality street photographs taken in North Beach at that time by Jerry Stoll, which beautifully and poetically capture this unique period of North Beach history. The hotel's room styles are named after three of the most famous Beat authors and poets: Jack Kerouac, Allen Ginsberg, and William Burroughs.

c. How does the business demonstrate its commitment to the community?

People are welcome to come into the hotel to see the magnificent collection of Jerry Stoll photographs documenting life in North Beach in the Beat era.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Through the years, Hotel Bohème has been written up in uncountable newspapers and magazines such as Travel & Leisure, Elle Décor, Washington Post, Fodor's Guide, Metropolitan Home, and more.

e. Has the business ever received any awards, recognition, or political commendations?

No, other than extensive press coverage reviewing the hotel.

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Hotel Bohème were to close, North Beach would lose one of its most iconic businesses that is located in the neighborhood precisely because it reflects the history of that very neighborhood. Seven people would lose their jobs.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Hotel Bohème's interiors were designed by renowned historic hotel designers Candra Scott & Anderson, who are also located in San Francisco. The hotel is a colorful reincarnation of the San Francisco of the late 1950s North Beach Beat Generation. The display of 35 street photographs by Jerry Stoll are a special feature that defines the hotel.

Another one of Hotel Bohème's most notable features is its congenial and knowledgeable staff, many of whom live in the city and have been with the property for years. Visitors return for the warmth, hospitality, intimate experience, and personal attention they receive.

b. In a few words, describe the main business activity you commit to maintaining.

Operating a unique and neighborhood specific boutique hotel.

c. What challenges is the business facing today?

Many of Hotel Bohème's guests say that they were not so sure about coming to San Francisco due to the seemingly never-ending depressing articles in the press and news about the social

decline of the city, highlighting extensive coverage of the serious homeless issue, drug use, and crime. There is no doubt that if the city showed real progress in these areas that more people would visit.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

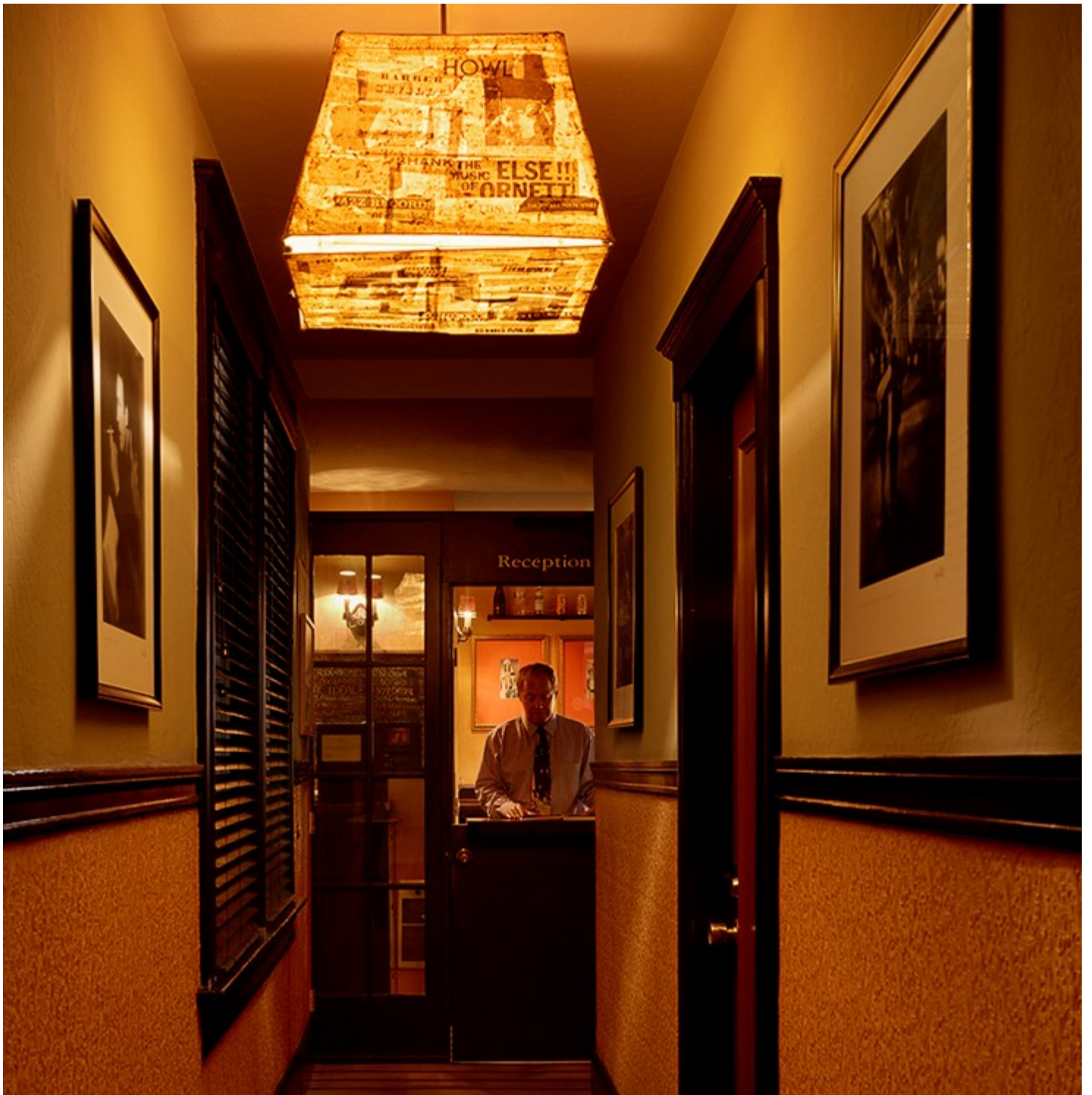
Hotel.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The building at 444-454 Columbus Avenue, constructed in 1906, has a Planning Department Historic Resource Status of “A – Historic Resource Present.”











"In the heart of North Beach,
San Francisco, Hotel Bohème
is elaborately decorated as a
shrine to the neighborhood
in the 50s and 60s.
(Allen Ginsberg stayed here.)"

- The Washington Post

"The best place to crash
in North Beach, San Francisco
is Beat inspired through and
through. Hotel Bohème is a
high style 90s homage to
the On the Road generation.
The hotel lives up to its name."

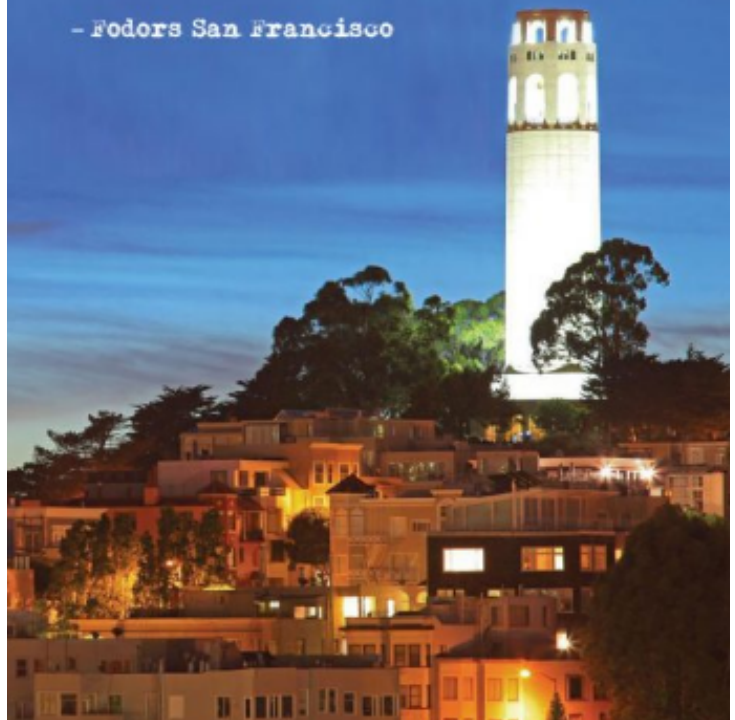
- Condé Nast Traveler

"The pop style in this small hotel
doesn't mean casual service:
The manager prides himself on his
helpful and courteous staff who
make a visit to Hotel Bohème
such a pleasant one."

- Bon Appetit

"This cozy hotel, near
many Italian restaurants
and cafes in historic
North Beach, takes you back
in time with cast iron beds,
large mirrored armoires,
and memorabilia recalling
the Beat generation."

- Fodors San Francisco



...one of North Beach's Old World
hideaways...actually more Europe
an in feel, borrowing from Anais
Nin (sensuous mood, powdery sky
light-illuminated vestibule) as it
does from Kerouac...an elegant
tribute..."

- Lynell George, Los Angeles Times



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: September 21, 2022

Filing Date: August 24, 2022
Case No.: 2022-008545LBR
Business Name: Hotel Bohème
Business Address: 444 Columbus Ave
Zoning: NCD (North Beach Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0131/017
Applicant: Joel Morgenstern
444 Columbus Avenue
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Emily Lane - (628) 652-7582
emily.lane@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Hotel Bohème is a boutique hotel located in the heart of the North Beach neighborhood. Prominently situated on Columbus Avenue, the hotel offers a welcoming respite for travelers with thoughtfully designed suites that pay homage to San Francisco's Beat Movement.

Hotel Bohème is steeped in San Francisco history. The original structure was built in the 1880s by an Italian immigrant family, the Capurros. The building offered lodgings and rooms on the upper floors and retail on the ground level. The 1906 earthquake and subsequent fires unfortunately destroyed most of North Beach including the Capurro's property. That same year, the Capurro family was able to rebuild with the assistance of Mooser and Milwain, Architects. The exterior of the hotel was reconstructed to align with the Italianate architectural style. After construction was complete, the building continued to operate as lodgings. The Capurro heirs own the building to this day and lease the property to the owner of Hotel Bohème, Joel Morgenstern.

Hotel Bohème was established by Joel Morgenstern in 1991. Inspired by the writers and artists of the Beat Generation, Mr. Morgenstern envisioned the interior of Hotel Bohème as a stylized recreation of the late 1950's. Mr. Morgenstern hired a local design firm, Candra Scott & Anderson Interior Design, to craft the interior of the hotel. The rooms in Hotel Bohème are thoughtfully arranged with cast iron beds, large mirrored armoires and memorabilia recalling the Beat Generation. The hotel highlights this unique San Francisco epoch through design details including the display of 35 museum quality photographs taken in North Beach by Jerry Stoll. These photographs beautifully and poetically depict the Beat era in North Beach during the 1950's and 1960's. Members of the public are welcome to come into the hotel to see the magnificent collection of Jerry Stoll photographs documenting life in North Beach.

The business's primary location at 444 Columbus Avenue is a Category A (Historic Resource Present) building on the east side of Columbus Avenue between Vallejo and Green Streets in the North Beach neighborhood. The business is within the North Beach NCD (Neighborhood Commercial District), a 40-X Height and Bulk District and within the North Beach Special Use District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1991.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Hotel Bohème qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Hotel Bohème has operated continuously in San Francisco for 31 years.
- b. Hotel Bohème has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- c. Hotel Bohème is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The interior design of the hotel is stylized from the Beat Generation. Elements that reflect this culturally significant period include: color scheme, furniture and décor.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. The business's location, 444 Columbus Avenue, is a Category A (Historic Resource Present) building constructed in 1906. The building is an example of the Italianate architectural style that is observed throughout the North Beach Neighborhood.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No, the property is not formally listed; however, 444 Columbus Avenue has a Planning Department Historic Resource status code of “A” (Historic Resource Present). This classification was assigned during the 1984 North Beach Historic Survey, which identified the structure as eligible for both the California and National Registries.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspaper, journals, etc.?*

Yes. Over the years, Hotel Bohème has been mentioned in travel articles and city guides, such as: Travel & Leisure, Condé Nast, Bon Appétit, Elle Décor, The Washington Post, Fodor’s Guide, The Los Angeles Times and more.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 444 Columbus Ave (1991 – Present)

Recommended by Applicant

- Hotel.

Additional Recommended by Staff

- Tradition of offering a welcoming atmosphere of hospitality for domestic and international travelers.
- Visually impactful green and white exterior color scheme.
- Stylized “Hotel Bohème” Wall Sign.
- Italianate Façade with Bay Windows.
- Interior Design reflective of the Beat Era.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1270

HEARING DATE: SEPTEMBER 21, 2022

Case No.: **2022-008545LBR**
Business Name: Hotel Bohème
Business Address: 444 Columbus Avenue
Zoning: North Beach NCD (North Beach Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0131/017
Applicant: Joel Morgenstern
444 Columbus Avenue
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Emily Lane - (628) 652-7582
emily.lane@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HOTEL BOHÈME CURRENTLY LOCATED AT 444 COLUMBUS AVE, BLOCK/LOT 0131/017.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 21, 2022, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Hotel Bohème qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Hotel Bohème.

Location(s):

Current Location:

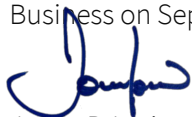
- 444 Columbus Ave (1991 – Present)

Physical Features or Traditions that Define the Business:

- Tradition of offering a welcoming atmosphere of hospitality for domestic and international travelers.
- Visually impactful green and white exterior color scheme.
- Stylized “Hotel Bohème” Wall Sign.
- Italianate Façade with Bay Windows.
- Interior Design reflective of the Beat Era.

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business’s eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2022-008545LBR to the Office of Small Business on September 21, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Foley, Johns, So, Nageswaran, Matsuda

NOES: None

ABSENT: Black

ADOPTED: September 21, 2022