

Legacy Business Registry Staff Report

HEARING DATE DECEMBER 11, 2017

BECK'S MOTOR LODGE

Application No.: LBR-2017-18-017
Business Name: Beck's Motor Lodge
Business Address: 2222 Market Street
District: District 8
Applicant: Brittney Beck, Owner
Nomination Date: October 2, 2017
Nominated By: Supervisor Jeff Sheehy
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Beck's Motor Lodge is a local, family-owned motel located in the Castro neighborhood. Constructed in 1958 from the ground up by original owner and founder Will ("Bill") Beck, Beck's Motor Lodge was a small motel offering stays for 5 dollars per night in the quiet, working-class Irish neighborhood at the time. Beck saw an opportunity to create a car-centered motel along the Market Street. As the neighborhood progressed and underwent changes, the motel grew with it and eventually became embedded in the heart of the LGBT community in the Castro as a safe place for LGBT individuals who wanted to escape the confines of homes that were holding them back and did not understand them. Apart from hosting tourists and out-of-towners, the motel also opened its doors to patients at nearby hospitals visiting for special procedures and people visiting loved ones who are patients at nearby hospitals.

In May 2010, Brittney Beck, granddaughter of Will Beck, officially took over operations and management of the hotel, and she officially purchased it from her parents in 2011. Since then, Beck's Motor Lodge has undergone a tremendous amount of renovations and improvements. Over the stretch of four years, each room was gutted down to the studs and completed upgraded. The rooms now have a midcentury modern design, leaning towards modern. The original elevator from 1958 was replaced and moved. The exterior of the building was updated with new railings and fresh, vibrant paint. The final touch involved redesigning the logo, which is displayed on the building's giant sign.

Beck's Motor Lodge has 58 guest rooms and free parking, and it is an affordable, friendly, welcoming place for out-of-towners to stay and experience the Castro neighborhood. The motel remains a community-centered business through its dedication to its employees and guests. As the only major hotel in the Castro, Beck's Motor Lodge provides a space in the City that is unique to the Castro in its décor, in its friendly and welcoming environment, and in the place it holds in the history and development of the Castro neighborhood.

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





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EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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

2222 Market Street from 1958 to Present.

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

Yes, the applicant has contributed to the Castro neighborhood's history and identity.

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:

- Beck's Motor Lodge is associated with providing comforting hospitality to locals, tourists, and those visiting from out of town to receive medical treatments and to visit those who are receiving treatments for various ailments.
- Beck's Motor Lodge has contributed to the Castro community's history and identity by continuously offering a welcoming and comforting place for people to stay. The motel has opened its doors to all, including those who need it the most such as those visiting the City to undergo medical treatments for ailments and those who are visiting beloved friends and family undergoing treatments. Beck's Motor Lodge continues to be a place for guests to gather to talk about and share experiences
- The 1958 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" as it is located within the identified-eligible Upper Market Street Commercial Historic District and was previously surveyed as part of the Market Octavia survey and rated as a property eligible for listing in the California Register individually and as a contributor to the identified-eligible historic district.
- The business has been cited in the following publications:
 - The Bay Area Reporter, 5/24/2012, "Beck heir upgrades family's motor lodge," by Matthew S. Bajko.
 - The Bay Area Reporter, 2/11/2016, "Business Briefs: No love lost between Castro merchants and Super Bowl," by Matthew S. Bajko.
 - Castro Courier, July-August 2010, "Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood," by J. Dean Woodbury.
 - San Francisco Chronicle, 10/12/2017, "List of hotels with discounted rooms for fire evacuees," by Maxine Marshall.
 - Hoodline, 3/20/2015, "After 57 Years In The Castro, Beck's Motor Lodge Still Going Strong," by Sari Staver.

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

Yes, Beck's Motor Lodge is committed to maintaining the physical features and traditions that define its hospitality presence in the Castro and in the greater San Francisco area.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Beck's Motor Lodge 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.





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Physical Features or Traditions that Define the Business:

- Googie-style that pays tribute to mid-century design.
- U-shaped plan with a central courtyard area for parking.
- Room arrangement along exterior circulation paths.
- Prominent office near roadway with a large porte-cochere.
- Towering sign along Market Street that says "Beck's Motor Lodge" with a base consisting of a cement sun deck with various seating configurations.
- Bold bright orange and dark blue color scheme.
- Tradition of offering a welcoming and affordable atmosphere of hospitality to all who need a temporary place to stay.
- Tradition of offering free parking.
- Location in the Castro neighborhood along Market Street.

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 Beck's Motor Lodge currently located at 2222 Market Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE DECEMBER 11, 2017

BECK'S MOTOR LODGE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-017
Business Name: Beck's Motor Lodge
Business Address: 2222 Market Street
District: District 8
Applicant: Brittney Beck, Owner
Nomination Date: October 2, 2017
Nominated By: Supervisor Jeff Sheehy
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BECK'S MOTOR LODGE, CURRENTLY LOCATED AT 2222 MARKET STREET.

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 in 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 December 11, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Beck's Motor Lodge in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Beck's Motor Lodge:

Physical Features or Traditions that Define the Business:

- Google-style that pays tribute to mid-century design.
• U-shaped plan with a central courtyard area for parking.
• Room arrangement along exterior circulation paths.
• Prominent office near roadway with a large porte-cochere.
• Towering sign along Market Street that says "Beck's Motor Lodge" with a base consisting of a cement sun deck with various seating configurations.
• Bold bright orange and dark blue color scheme.
• Tradition of offering a welcoming and affordable atmosphere of hospitality to all who need a temporary place to stay.
• Tradition of offering free parking.
• Location in the Castro neighborhood along Market Street.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Beck's Motor Lodge on the Legacy Business Registry:

- Hotel.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 11, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-017
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Nominated By: Supervisor Jeff Sheehy

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? X Yes No

2222 Market Street from 1958 to Present.

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X 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? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: November 8, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

JEFF SHEEHY

October 2, 2017

Dear Director Regina Dick Endrizzi:

I'm writing to nominate Beck's Motor Lodge for the Legacy Business Registry. A San Francisco landmark in the Castro District, Beck's Motor Lodge has been a mainstay of the neighborhood since opening in the late 1950's.

Beck's Motor Lodge has been a place for the neighborhood to come together, and has provided a sense of community for nearly 60 years. I strongly believe the business would benefit greatly from being a part of San Francisco's Legacy Business Registry, and thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. 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:		
Beck's Motor Lodge		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Brittney Beck		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2222 Market St., SF CA 94114		((415))621-8212
		EMAIL:
		bbeck@becksmotorlodge.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.becksmotorlodge.com	https://www.facebook.com/becksmotorlodge/	https://www.yelp.com/biz/becksmotorlodge-san-francisco

APPLICANT'S NAME	
Brittney Beck	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	
2222 Market St., SF CA 94114	
TELEPHONE:	
(415) 621-8212	
EMAIL:	
bbeck@becksmotorlodge.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0447760-02-001	27-2183269

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

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
2222 Market St., SF CA	94114	July 1958
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	July 1958-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:
		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 and a business deemed not current in 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 the Business Assistance Grant.

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.

Brittney Beck

10/30/17

BB Beck

Name (Print):

Date:

Signature:

BECK'S MOTOR LODGE

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

After months of construction from the ground up, Will ("Bill") Beck, opened the doors of Beck's Motor Lodge for visitors starting in July of 1958. At the time, the Castro was known as Eureka Valley, an Irish, working-class neighborhood. Bill and his wife Frances rented rooms at Beck's Motor Lodge to visitors for \$5 a night.

Beck's Motor Lodge currently has 58 rooms. The property is located on the north side of Market Street, between Noe and Sanchez streets, and is also a through lot with frontage along 15th Street. The polygonal lot measures 18,457-square feet, and the three-story hotel is 20,456-square feet. The property has 125 feet of primary frontage along Market Street and 95 feet of secondary frontage along 15th Street, with two driveways on each frontage.

The motel was run with a live-in manager for many years. Bill's son, Edward ("Eddie") Beck was often seen sweeping the parking lot and helping maintain the family motel. Eddie recalled that when the onsite manager would go on vacation, he and his parent would move into the motel to cover the manager's absence. He loved staying in his own room, with his own TV!

From 1980-2010, the property was leased out to a small management company with the Beck family having almost nothing to do with the day-to-day operations; however, ownership stayed within the Beck family, with Eddie and his wife, Rebecca Beck, as owners. In 2009, thinking it would be better to place the property under family management to have more control, Eddie decided the Becks should get back into the hospitality business. So he approached his daughter Brittney Beck with the idea of purchasing and managing the motel. In May 2010, Brittney officially took over operations and management, and in 2011, Brittney bought the property from her parents.

Since Brittney purchase the property, Beck's Motor Lodge has undergone a tremendous amount of renovations and improvements. Over the stretch of four years from November to May (summers excluded), each room was gutted down to the studs (and sometime beyond) and completed upgraded. The rooms now have a midcentury modern design, leaning towards modern. The original elevator from 1958 was replaced and moved. The exterior of the building was updated with new railings and fresh, vibrant paint. The final touch involved redesigning the logo, which is displayed on the building's giant sign. The present day guests are loving all the

changes. In fact, since the renovation, Beck's Motor Lodge's rank of San Francisco hotels has moved from beyond 200 to number 18 on TripAdvisor.

Although rooms today cost more than \$5 a night, Brittney still offers affordable accommodations and friendly service like her grandparents used to. Her wonderful team creates an inviting atmosphere for long-standing and first-time guests.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Beck's Motor Lodge has not ceased operations in San Francisco since it opened in 1958. After the Loma Prieta Earthquake in 1989, it was once of the few buildings in the area to continue to have water, so the owners let neighbors use it to shower.

c. Is the business a family-owned business? If so, give the generational history of the business.

Beck's Motor Lodge has been family owned since it was built in 1958. The property ownership history is as follows:

Will and Frances Beck – 1958 to 1980

Edward and Rebecca Beck – 1980 to 2011

Brittney Beck – 2011 to Present

To quote Brittney Beck, "It's a family business... but I'm the only one in the family who does it."

Note that there is not 100% certainty as to exactly when the sale of the property occurred between Bill/Frances and Eddie/Rebecca or the exact ownership status of the wives, Frances and Rebecca.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

See question 1c above.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business prior to current ownership is included in this application.

f. Note any 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.

Beck's Motor Lodge is classified by the Planning Department as a Category A property for the purposes of the California Environmental Quality Act. Beck's Motor Lodge was one of several automobile-oriented businesses constructed on Upper Market Street in the 1950s, including the former Burke's Drive-In at 2100 Market Street (ca. 1955), and the former Arnest's Drive-In at 2200 Market Street (ca. 1950). It is eligible for listing on the California Register as a well-preserved example of a Googie-style courtyard motel. The property is also associated with the historic commercial development along Upper Market Street and has been identified as a contributing property to the Upper Market Street Commercial Historic District.

CRITERION 2

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

Beck's Motor Lodge has seen the Castro transform several times. In 1958, it was a quiet, working-class Irish neighborhood called Eureka Valley. Bill Beck saw the opportunity to create a car focused accommodations on San Francisco's world-famous Market Street.

As the city's manufacturing and retail economies declined between the end of World War II and the late 1970s, loss of blue collar jobs and urban decentralization changed the demographics and character of many of San Francisco's older neighborhoods, including Eureka Valley. Out-migration was fueled by attraction to the suburbs and western neighborhoods, as well as fear of hippies and the problems associated with them spreading over the hill from the Haight-Ashbury district. The first gay bar to open in the neighborhood in 1963 - the Missouri Mule at 2348 Market Street - was one more factor. Fear of dropping housing values prompted quick sales and relatively inexpensive sale prices. The result was that by the early 1960s, Eureka Valley property values did in fact drop and many local businesses closed as long-time patrons relocated.¹

Eureka Valley underwent a cycle of disinvestment, change and reinvestment, resulting in the transformation of the neighborhood into one of the most significant and widely-recognized concentrations of LGBTQ persons in the nation. What began with small numbers of people, businesses, and social congregation sites grew over the 1960s and into the early 1970s into the largest concentration of LGBTQ persons in the city. The "gay bohemian influx" into Eureka Valley in the late 1960s and early 1970s began to draw new energy away from Polk Street and Haight-Ashbury. Even more bars, restaurants, and shops tailored to and run by gay men had

¹ Elaine B. Stiles, Eureka Valley Neighborhood Association, "Eureka Valley Historic Context Statement," May 2017, 111-112, 124.

opened on and around Castro Street. By the mid-1970s, the Castro was the cultural, economic, and political center for gay San Francisco.²

Eddie Beck use to say to his daughter Brittney that having the gay population choose the Castro as its hub was the best thing that ever happened to the neighborhood. Once more people wanted to start coming to the neighborhood, things became better for the hotel. Beck's Motor Lodge was able to provide accommodations for those who had never experienced a "gay lifestyle" before. Men (mostly) could come to the Castro, stay at Beck's and let their true selves shine though. Judgement at Beck's Motor Lodge was non-existent. The hotel hosted those who wanted to be freed from homes that were holding them back.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Beck's Motor Lodge has hosted visitors for many LGBT Pride Parades, Folsom Street Fairs, Dore Alley Street Fair weekends, Halloween celebrations, Dyke marches, Bear weekends, gay bowling tournaments and more. The hotel also hosted some of the writers and producers of the 2008 film Milk while they developed the movie.

Beck's Motor Lodge was one of the few buildings in the area to have water after the Loma Prieta Earthquake in 1989, so neighbors were invited to shower there.

The hotel saw the candlelight vigil and march for Harvey Milk pass by, and was witness to the AIDS epidemic of the 1980s and 1990s. Beck's Motor Lodge was, and continues to be, involved in everything neighborhood-related. Guests stood on the sundeck and watched the Harvey Milk vigil go by as they mourned. They stayed at the property during this time to be with other like-minded individuals. This is what makes Beck's Motor Lodge so special – the hotel is a place where guests can gather to talk about and share experiences. The front desk staff was a shoulder to cry on when guests learned their friends in the neighborhood had contracted AIDS or came to the local hospitals to be treated. Many long time guests over the years have lost so many people they loved. There have also been many guests lost to AIDS. Being a small hotel, the relationship with guests is profoundly personal.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

The opening of Beck's Motor Lodge was referenced in the Bay Region Business (Chamber of Commerce publication) on July 4th, 1958

(<https://archive.org/stream/bayregionbusines15sanf#page/n91/mode/2up>):

² Stiles, 112, 124.

SAN FRANCISCO'S NEWEST DOWNTOWN MOTEL Is Beck's Motor Lodge at 15th & Market Streets, second and largest of the firm, with 46 rooms of modern styling for the tourist and businessman. Bill Beck, a native San Franciscan, foresees many more motels to keep pace with the mounting national interest in the city as a tourist and business center ...

Beck's Motor Lodge has also been featured in Hoodline, Castro Courier, Bay Area Reporter and Lonely Planet.

d. Is the business associated with a significant or historical person?

Beck's Motor Lodge hosted some of the writers and producers of the 2008 film Milk while they developed the movie. Activist, lecturer and author Cleve Jones also stayed at Beck's while he helped create the Milk movie.

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

Beck's Motor Lodge is an active participant in the neighborhood. Brittney loves the Castro and wants every guest who stays at Beck's to feel the same way.

Beck's Motor Lodge is a member of, and donor to, Castro Merchants. Brittney volunteered on the Castro Merchants board of directors for several years from about 2011-2013.

Beck's Motor Lodge also a member and participant of the Castro/Upper Market Community Benefit District (CDB), which keeps the sidewalks and neighborhood as clean as possible. Beck's also supports Castro Cares, administered by the CBD, bringing additional, dedicated homeless outreach workers and additional dedicated police patrols to the Castro neighborhood.

Brittney serves on the board of directors of the Hotel Council of San Francisco, which serves as the voice of the hospitality industry in the city and the Bay Area. The Hotel Council has strong partnerships with local government, elected officials and community groups that help protect the interests of the hotel and hospitality industry. This is an important group of hoteliers that constantly thinks of ways to make San Francisco a better place so visitors will continue to come and visit us. Hotels make a significant impact on the city's economy – enabling tourism, creating jobs, paying wages and bringing in tax revenue.

Beck's Motor Lodge also demonstrates its commitment to the community through its employees, some who have been with the hotel for 20 years or more. They stay because of the loving community that's developed – the love for the guests and the love for fellow employees. Workers at Beck's receive generous wages and the full coverage of health benefits for full-time employees. Operating a 24-hour business 365 days a year is a concept that is not like many businesses. The employees at Beck's take pride in what they do. They are often the first point of contact for someone who is arriving in San Francisco. Be it for fun or a hospital stay, the staff makes the experience wonderful. Having a meaningful work life makes life worthwhile.

f. Provide a description of the community the business serves.

Beck's Motor Lodge serves a large community. Typical hotel patrons include: visitors who want to go out in the Castro; parents who are visiting their children who live in the area; oversees visitors (particular in summer) who are familiar with and love the motor lodge feel of Beck's; patients at nearby hospitals who are visiting for special procedures; and people visiting their loved ones who are patients in nearby hospitals.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

Beck's Motor Lodge is a Googie-style courtyard motel constructed in 1958. It features a U-shaped plan with a central courtyard area for parking, rooms arranged along exterior circulation paths and a prominent office near the roadway with a large porte-cochere. The central courtyard originally provided 38 parking spaces. A rear addition to Beck's Motor Lodge was constructed in 1972 and provided an additional 19 parking spaces.

"Beck's looks like the 1958 motel that it is. It was updated in 2016 in a style that pays tribute to mid-century design. The towering Beck's Motor Lodge sign remains, and the bold bright orange and dark blue color scheme feels modern and retro at the same time. Tucked under the stairs, the tiny lobby is bright and welcoming, with playful paper fans and a string of decorative flags hanging in the window and framed cartoons of the Becks -- who still own the place -- on the wall. There's just enough room to check in standing at the wood-finish counter, topped with a bowl of bubble gum and a cup of souvenir motel pens. Just under the giant Beck's sign, a large cement deck holds various seating configurations, including some hot pink and lime green Solair Chairs, for watching the street life below. The Castro is a lively, grown-up scene with few families, and the same is true of Beck's. The motel's two levels of rooms form a C around an area that anywhere else would hold a pool, but in San Francisco holds something even more precious: parking."³

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

Beck's Motor Lodge is the only major hotel in the Castro. In 2016, we hosted more than 30,000 guests. The hotel provides a space in San Francisco that is unique to only the Castro. There is nowhere else like it.

Beck's Motor Lodge is a Castro landmark – so much so that The Gay Men's Chorus wants to add an image of it in their holiday show. Also, there is a drag queen named Becky Motor Lodge who has appeared in many San Francisco performances.

³ Oyster.com, <https://www.oyster.com/san-francisco/hotels/beans-motor-lodge/>.

Beck's Motor Lodge is a meeting spot and hub for many events in the neighborhood. Our guests come together for Pride and Folsom Street Fair. T-shirts are handed out every year to unify the guests. They chat on the sundeck; they share drinks. The positive energy that is created at Beck's Motor Lodge before an event transcends throughout the weekend. It's a vibe unlike any other. Without Beck's Motor Lodge in the Castro, the neighborhood would lose the way that visitors experience our neighborhood and the positive energy.

CRITERION 3

a. Describe the business and the essential features that define its character.

Beck's Motor Lodge is a U-shaped, Googie-style courtyard motel that offers simple accommodations in a style that is mid-century modern, leaning towards modern, which lets the neighborhood features shine through. The large Beck's Motor Lodge sign is a neighborhood landmark. The sundeck overlooks Market Street allowing guests to see the historic streetcars pass by as they relax and watch the fog roll in. Bill Beck use to call the sundeck a fogdeck. It's good for soaking up both.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Beck's Motor Lodge is committed to maintaining the historical traditions that define the business. Guests loving staying in a building with 1950s charm and modern amenities. Beck's provides clean and comfortable accommodations and top-notch customer service. The value and location cannot be beat. And Beck's provides free parking, which is practically unheard of in San Francisco.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Beck's Motor Lodge is committed to keeping the giant sign that hangs over Market Street, which was there since the building was built. The shape is uniquely mid-century modern, and it is loved by the owners, hotel patrons and Castro neighbors.

Hitting the High Spots

With JIM WARNOCK

FAMILY DAYS, sponsored by a Citizens Committee appointed by Mayor George Christopher in conjunction with the San Francisco Chapter, National Safety Council, and designed to urge people to remain in the City and off the highways, is being held this weekend. Many events are scheduled, including First Fleet Open House, the Giants-Cards baseball series at Seals Stadium, many band concerts, tours of Crissy Army Field and the nuke site at Battery Caulfield, Coast Guard Open House, Family Fishing Parties at Lake Merced, Folk Dancing, Quarter Midget Auto Racing at the Kezar Stadium Parking Lot, and Little League Horse Show at Bercut Field, Golden Gate Park. Polo in the Old Stadium and Open House at the Josephine D. Randall Junior Museum, 16th Street and Roosevelt Way. . . .

PRESS AND UNION LEAGUE CLUB, 555 Post, after a remodeling program has six rooms with capacities of from 17 to 90 available for meetings with or without meals or cocktails. The main dining room is also available on Saturdays and Sundays for dinners, dances, receptions and large meetings, with a maximum capacity of 500. Minimum meal charges in all rooms are breakfast, \$1.50; lunch, \$2.75; and dinner, \$3.00, all plus tax. For reservations call Walter Ramage, Manager, PR 5-7800. . . .

WM. A. BURNS COMPANY, pioneer northern California physical inventory service, has moved into new and larger quarters at 1141 Market Street. . . .

SAN FRANCISCO BUSINESSMEN are reminded that "Youth Wants to Work" and can arrange for student summer help by calling the State Department of Employment, Student Division, PR 6-3850. The **SAN FRANCISCO EXAMINER** will also run four-line ad free for four days for any firm or individual wishing to employ student help, office or domestic. Contact Miss Eddy, SU 1-2424, Ext. 791. . . .

GREAT GOLDEN FLEET OF THE CHAMBER spearheaded the welcome of the U. S. First Fleet by yachts and small craft when it sailed into San Francisco Bay yesterday for a civic welcome and three-day liberty. . . .

"COASTAL DAYS" SET

(Continued from page 1)

velopment conference at the St. Francis or a "New Construction" tour of San Francisco including Jackson Square and the San Francisco Flower Terminal. These events will be followed by a luncheon courtesy of American President Lines, Ltd., Matson Navigation Company, Pacific Far East Line, Inc., and States Steamship Company, followed by a cruise of San Francisco Bay as guests of the captains of the Chamber's Great Golden Fleet. . . .

Committee chairmen are: Invitations, Horace Welcome, Vice President, Crocker-Anglo National Bank; Finance, John P. Walsh, Director of Sales, Glass and Building Products W. P. Fuller & Co.; Transportation, J. B. Haggerty, District Passenger and Public Relations Representative, Southern Pacific Company, and Host, Ivan Branson, Chamber Director and President, Moening Glory Catering Company. Program Chairman is Emmett Fitzpatrick, Assistant General Public Relations Manager of Southern Pacific Company and Chairman of the Inter-City Section which coordinates this annual event. . . .

San Francisco firms are asked to call Finance Chairman Walsh or Sidney Keil, Manager, Domestic Trade Department of the Chamber, to arrange sponsorship of one or more guests at \$25 each. . . .

NEW MEMBERS OF THE CHAMBER



R. A. Montgomery Ted G. Hays Fred H. Stelling Leonard Formosa C. P. Herr

New members added to the Chamber include the above (left to right): Robert A. Montgomery, General Manager, *Montybox Engineering Co.*; Ted G. Hays, Partner, *Sonic Distributors*; Fred H. Stelling, Managing Owner, *Head Gasket Company*; Leonard Formosa, Industrial Manager and District Manager, *Stockton Port District*; and C. P. Herr, President, *Oroweat Baking Company of San Francisco*.

ALVIN C. EICHHOLZ, U. S. Commercial Attaché at Ottawa, Canada, and former Manager of the World Trade Department of the Chamber, will examine current and long-range trends in U.S.-Canadian trade relations in a talk to members of the San Francisco Area World Trade Association at a luncheon meeting in the San Francisco Room of the Fairmont Hotel, Wednesday, July 9.



A. C. Eichholz

According to the U. S. Ambassador to Canada, Livingston T. Merchant, the unfavorable balance of trade for Canada is a source of resentment against the U. S., particularly when the U. S. proposes restrictions on imports of goods and commodities which Canada produces, such as oil, lead, zinc, and copper. On June 17 Canada stated it would do everything in its power to reduce purchases in the U.S., as a result of our recent restrictions on oil imports.

Americans have some \$8 billion directly invested in Canada. Canadians are generally not allowed to participate in U. S. wholly-owned subsidiaries in their country. . . .

UNITED AIR LINES, first U. S. domestic carrier to order commercial jet aircraft, is committed to the purchase of 51 jet airliners—40 DC-8's and eleven Boeing 720's—at a total expenditure of \$275 million, all to receive their major overhauls at UAL's San Francisco Maintenance Base. These facts were inadvertently omitted from an item in the last issue of **BAY REGION BUSINESS**. . . .

SAN FRANCISCO'S NEWEST DOWNTOWN MOTEL is Beck's Motor Lodge at 15th & Market Streets, second and largest of the firm, with 46 rooms of modern styling for the tourist and businessman. Bill Beck, a native San Franciscan, foresees many more motels to keep pace with the mounting national interest in the city as a tourist and business center. . . .

"**DESPITE RESTRICTIONS** on oil imports, recent tourist problems, and an unsettled political situation, Venezuela will continue to be the United States' best market in Latin America as well as our best friend in that area," Richard G. Lurie, Editor of *American Exporter*, told the San Francisco Area World Trade Association of the Chamber recently during a luncheon in the Cirque Room of the Fairmont Hotel. . . .

NINE HOLIDAY MAGAZINE RESTAURANT AWARDS have gone to Amelio's, The Blue Fox, Ernie's, The Garden Court of the Sheraton-Palace, India House, Jack's, Kan's, Trader Vic's, Yamato Sukiyaki House, largest number to any city other than New York, which received 15. New Orleans received 5. . . .



GIFT FROM THE GOLDEN GATE—"San Francisco—My Enchanted City," recently released by Seal Records, and endorsed by the Chamber, is now presented to all distinguished visitors along with keys to the city. Mayor George Christopher, center, accepts the first group of gift records from Ted G. Hays, Vice President, Seal Records (left), and Alan K. Browne, President of the Chamber. . . .

BETTER BUSINESS RELATIONS THROUGH PLANT TOURS, just off the press, is now available from the Business Relations Department, Chamber of Commerce of the U. S., 1615 H Street N.W., Washington 6, D. C., at \$4.00. Descriptive folders and order forms may be obtained from the San Francisco Chamber's Research Dept. . . . **SAN FRANCISCO'S PRESS**, radio and television corps, along with other special guests, has been invited to sail to Oakland aboard the Chamber's Great Golden Fleet on July 11 to join in ceremonies opening the new Jack London Square headquarters of KTVU, San Francisco-Oakland Television. The fleet arrival will be given live coverage by the new station. . . .

CALIFORNIA FRYER FESTIVAL in Modesto recently served broiled chicken to 12,000 to salute California's first rank in dollar income from production of eggs and poultry. Stanislaus County contributes nearly \$16 million of the State's \$195 million poultry and egg industry. . . .

E. W. LITTLEFIELD, 1956 President of the Chamber and Executive Vice President, Utah Construction, has been elected a Director of California Parking Corporation. . . .

San Francisco Quotes—

"There are just three cities in the United States that are 'story cities.' New York, of course, New Orleans and, best of the lot, San Francisco."

—Frank Norris, quoted in **MOTORLAND**

On World Famous Market St. in San Francisco

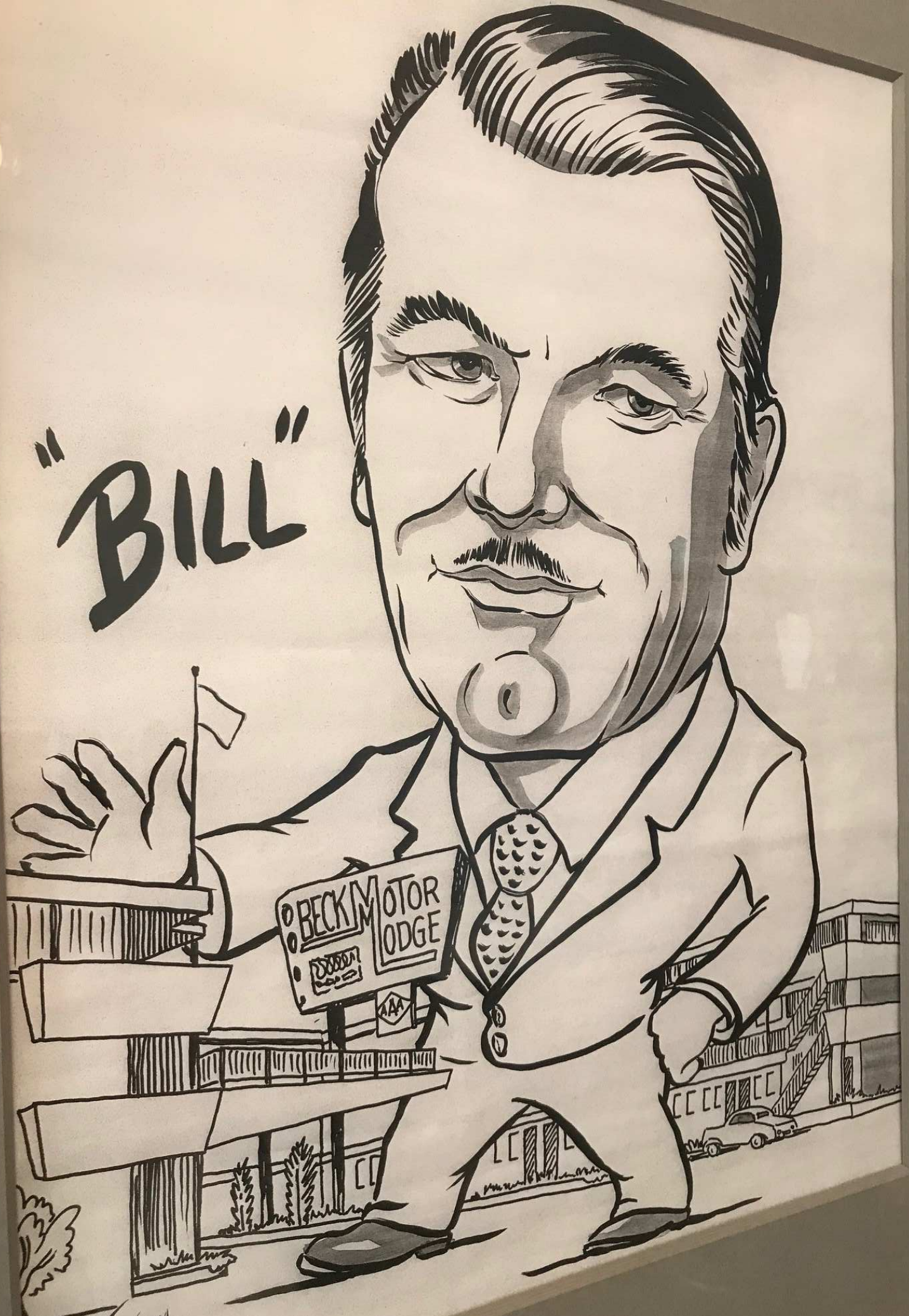


On SAN FRANCISCO'S
WORLD FAMOUS MARKET STREET



BECK'S MOTOR LODGE
2222 Market at 15th St.
San Francisco, California
Phone Ma. 1-8212

"BILL"







Beck's motor lodge



www.becksmotorlodge.com

2222 Market Street
San Francisco, CA
T: (415) 621-8212
Info@BecksMotorLodge.com



Located in the heart of the Castro, Beck's Motor Lodge is surrounded by charming streets, unique restaurants and lively nightlife.

General Amenities:

- Free Parking
- Free Wireless Internet Access
- Reasonable rates
- Public transportation picks up right in front of the hotel to bring guests to Fisherman's Wharf, Union Square and other areas of Interest.
- Many restaurants, bars and shops within steps from the door.
- We have a private sundeck where you will enjoy lovely views of the city.



Guest Rooms:

- All rooms include private bathroom, coffee maker, refrigerator, phone with voicemail, free wireless Internet and free parking.
- All rooms with King Beds have 32" Flat Screen LCD TVs.
- Our King Deluxe and King Fireplace rooms are equipped with air conditioning. All other rooms are equipped with tower fans.
- 100% Non-Smoking Rooms

HOTEL

Beck's
motor lodge

Beck's
motor lodge



About Us

Located in the heart of the Castro, Beck's Motor Lodge is surrounded by charming streets, unique restaurants and lively nightlife. We have a private sundeck where you will enjoy lovely views of the city.

Public transportation is conveniently located just steps away from our front door.

Contact Us



2222 Market Street,
San Francisco, CA



(415) 621-8212



www.becksmotorlodge.com



info@BecksMotorLodge.com



GREAT
LOCATION



Free
Wi-Fi
spot

FREE
WIRELESS

FREE
PARKING



www.becksmotorlodge.com





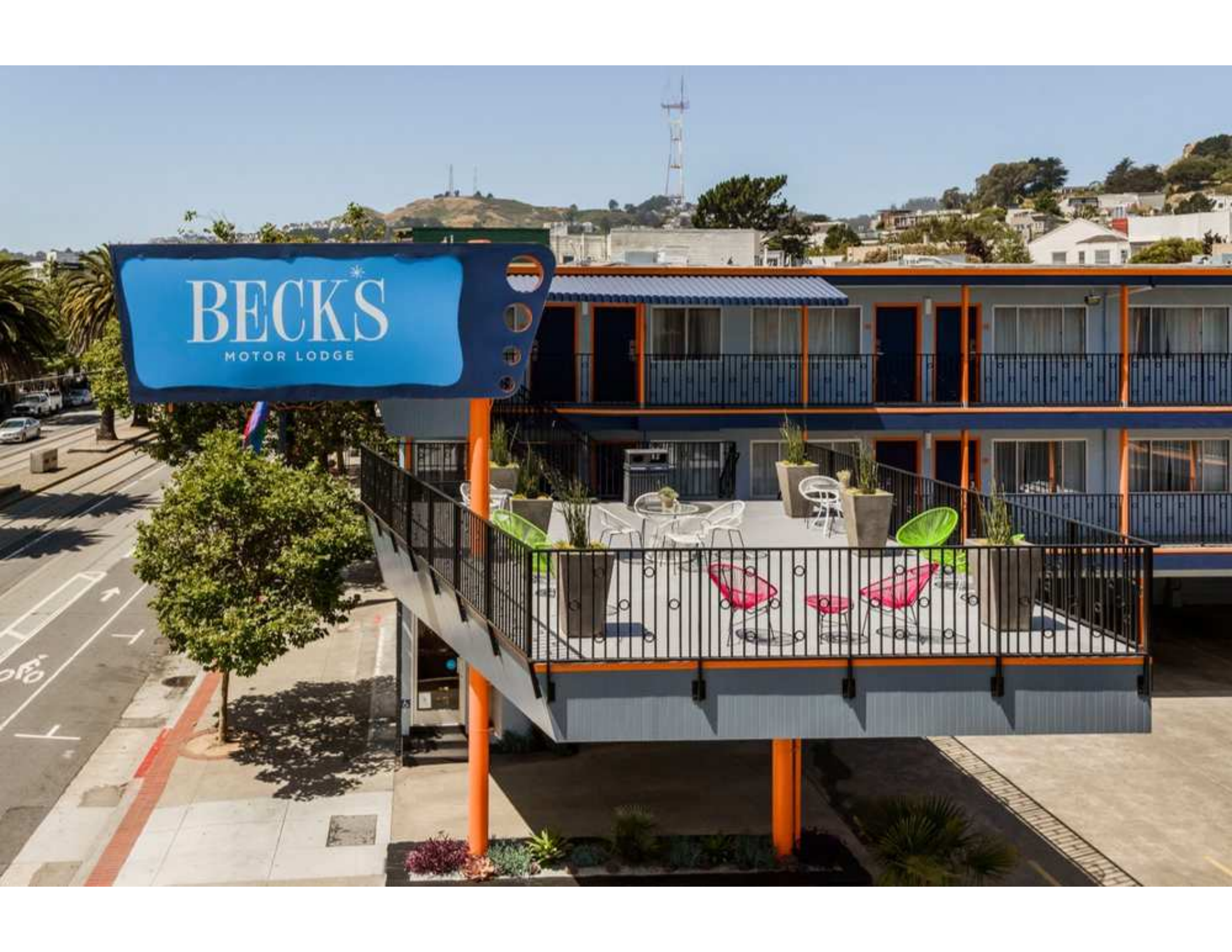




BECK'S
MOTOR LODGE



BECKS
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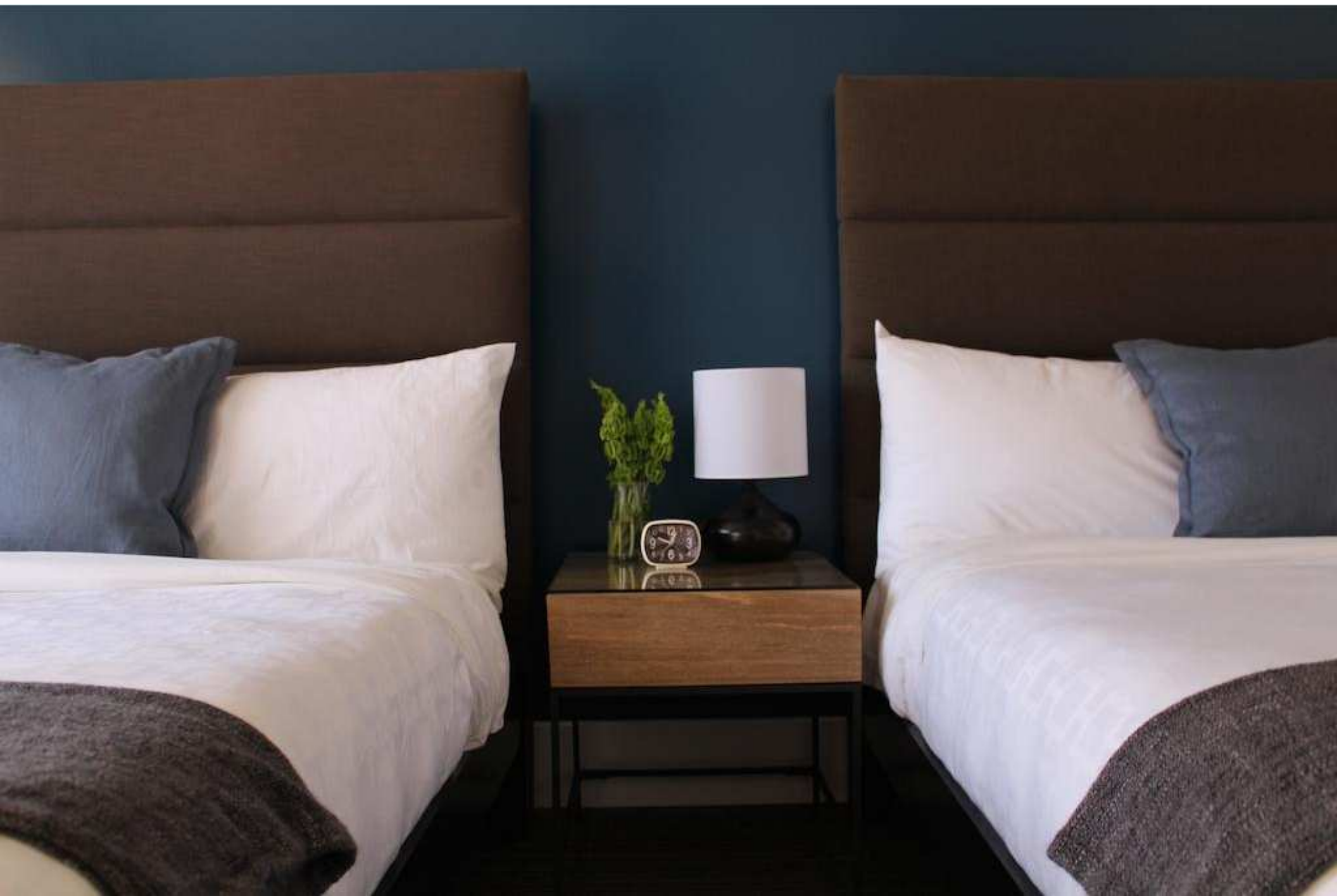












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Beck heir upgrades family's motor lodge, 5/24/12

<http://www.ebar.com/news/article.php?sec=news&article=67734>

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Sullivan brothers set to close iconic funeral home, 3/3/16

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MA students take part in queer SF travel class, 3/23/17

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Castro Courier

Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood,
July-August 2010

http://www.castrocourier.com/Web_Editorial/JulAug_10/becks.htm

Drag Official

Queen of the Week: Becky Motorlodge, 3/27/14

<http://www.dragofficial.com/archives/queen-of-the-week-becky-motorlodge>

Poem Hunter

Early Morning On Market Street - Poem by Randall Mann

<https://www.poemhunter.com/poem/early-morning-on-market-street/>

San Francisco Chronicle

List of hotels with discounted rooms for fire evacuees, 10/12/17

<http://www.sfgate.com/business/article/List-of-hotels-with-discounted-rooms-for-fire-12274047.php>

Trip Advisor

Beck's Motor Lodge

[https://www.tripadvisor.com/Hotel_Review-g60713-d112289-Reviews-Beck s Motor Lodge-San Francisco California.html](https://www.tripadvisor.com/Hotel_Review-g60713-d112289-Reviews-Beck_s_Motor_Lodge-San_Francisco_California.html)

<http://www.ebar.com/news/article.php?sec=news&article=67734>

The BAY AREA REPORTER

Serving the gay, lesbian, bisexual and transgender communities since 1971

Beck heir upgrades family's motor lodge

Published 05/24/2012

by Matthew S. Bajko



Brittney Beck, manager and granddaughter of the original owner, talks about her renovation plans on the sun deck at the Beck's Motor Lodge. (Photo: Rick Gerharter)

The granddaughter of the man responsible for the Castro's iconic Beck's Motor Lodge is preparing to give the motel a major overhaul next year.

Will Beck built the upper Market Street lodging in 1958. The original U-shaped structure features 48 rooms overlooking free off-street parking and a sundeck.

In 1973 an addition fronting 15th Street brought 10 larger rooms in a structure built at the rear of the property. Other than a gaudy salmon-colored repainting in 2001, the biggest change the motel has seen since opening to guests 54 years ago was an upgrade of the bathrooms in the 1980s.

"It is in need of a bigger facelift, which is why I am doing what I am doing," Brittney Beck told the *Bay Area Reporter* during a recent interview. "We are in the process of working all the details out now."

Beck, 30, bought the property two years ago for an undisclosed amount. The motel and 18,457 square foot lot at 2222 Market Street is valued by the city at nearly \$2.7 million.

The remodel could cost as much as \$5 million. If the necessary permits are secured this fall, construction would be done in phases starting in 2013. The bargain-priced motel, which caters to the gayborhood's visitors and patients of nearby hospitals, is not taking reservations past December 31.

Local interior designer Shelly Amoroso is helping Beck with the project. Plans call for all new linens, furniture, and a color scheme of grays, whites, and blues.

As for the room interiors, Beck envisions reconfiguring some of the older units to enlarge the bathrooms, which will once again be given complete makeovers with more modern, eco-friendly amenities. Air conditioners will be added to all 58 rooms.

"It will be more neutral, very clean. But we also have to be true to the fashion of our building," said Beck.

Since taking back control of her family's motel from the management company that had run it for 30 years, Beck has slowly been imprinting her sensibilities on the property.

"I stayed here to see what it was like," said Beck, who lives in Noe Valley with her husband. "A sense of pride I don't think was there."

The motel's large lighted sign, which should remain after the remodel, Beck had repaired so it works again. She added free Wi-Fi, a computerized reservation system and instituted a policy of requiring a credit card at check-in.

"That did make some people shy away from here," said Beck. "It did change the clientele, which I think was for the best. We have some of the best guests who have been staying here for 30 years."

Another significant change she made was installing locked gates on stairways leading to the second and third floors. The change has cut down on the late night cruising the hotel was known for among gay tourists and locals alike.

"Gated stairs has cut cruising traffic but Market Street is right out the front entrance," noted one online review of the hotel from January.

But the motor lodge has yet to completely shed its reputation as being a place to find casual gay sex hookups. In February the local blog SFist referred to it as "a skeezy cruising spot where men go to anonymously bone."

Cognizant of the issue, Beck said she believes the planned remodel will address it. The plan calls for nearly tripling the lobby space by extending it into the parking area along Market Street. A new seating area and fireplace would greet guests.

The current sundeck would be demolished and a new outdoor patio with fireplace would be built above the ground-level lobby extension. A gate would be installed adjacent to the new structure so that the motor lodge is fully enclosed from the street.

"That way anyone coming and going in to the parking lot are guests and guests have to walk in and out of the lobby where they can be greeted with a hello from the staff," said Beck.

<http://ebar.com/news/article.php?sec=news&article=71291>

The BAY AREA REPORTER

Serving the gay, lesbian, bisexual and transgender communities since 1971

Business Briefs: No love lost between Castro merchants and Super Bowl

Published 02/11/2016

by Matthew S. Bajko



Beyoncé, Chris Martin of Coldplay, and Bruno Mars rocked the Super Bowl halftime show at Levi's Stadium. Photo: Khaled Sayed

The Super Bowl 50 halftime show ended with the crowd at Levi's Stadium in Santa Clara turning over placards that spelled out "Believe in Love" in rainbow-colored hues. The surprise message, to many, signaled support by headlining band Coldplay for marriage equality.

Yet there was little for many merchants in San Francisco's gay Castro district to love about the city playing host to the annual football championship game. Because transit officials stopped running the historic trolley cars on the F-Line route's upper Market Street section due to Super Bowl City taking over the tracks near the Embarcadero, few tourists bothered to jump on the replacement buses headed to the gayborhood.

"I have spoken to more than a dozen businesses. They all said there was no spike in business from the Super Bowl," said **Daniel Bergerac**, president of the Castro Merchants. "Most said their business was down. It really took a bite out of this community."

The business association had hoped a special advertising campaign and a series of bar events and other promotions would offset the loss of the F-Line and score them some Super Bowl business. Banners at three downtown BART stations encouraged visitors to ditch the seals at Fisherman's Wharf and instead check out the Castro's "bears," i.e. hirsute men.

Placards in buses promoted the Castro as having "One-of-a-kind stores: We've got it in the bag" and "Where the Bay Area goes to get its party on."

Yet those efforts appear to have had little impact, with many merchants saying that daytime business was particularly dead due to the mothballing of the iconic trolley cars, which began on January 23.

"There was no love gained. *If we had the F-Line and tourists coming up here, we might have had love for the Super Bowl,*" said Bergerac, a co-owner of **Mudpuppy's Tub and Scrub** on Castro Street.

The pain continued through this week, as the San Francisco Municipal Transportation Agency did not expect to have the F-Line trolleys rolling again to the Castro until this Sunday, February 14, as the Super Bowl City structures were not expected to be cleared out until Friday.

"It has had serious negative impact on business. Our sales have been down since the F-Line went down," said **Terry Asten Bennett**, whose family owns **Cliff's Variety** on Castro Street, during the merchant group's meeting last week.

Monday Bennett told the *Bay Area Reporter* that shoppers remained sparse in the store.

"Business continued to be down the rest of the weekend," she said.

Even the owners of **Hi Tops**, the gay sports bar on upper Market Street that brought in gay football player **Michael Sam** for its Friday happy hour last week, doubted they saw any difference in sales due to the Super Bowl being in town.

"It felt like a usual Super Bowl, though we probably had a few more out-of-towners than usual," said co-owner **Jesse Woodward**. "Sunday we were packed all day and everybody loved the halftime show most of all. But it didn't bring any extra business."

One of the few businesses to say it did benefit from the Super Bowl was **Beck's Motor Lodge**. The Market Street motel, which was 98 percent booked last weekend, was able to raise its rates due to the increased demand as people unable to secure a room downtown looked to outlying neighborhoods.

"Friday and Sunday were extremely strong. Sunday in winter is pretty dead typically for us, so that was very nice to see. I have to attribute that to the Super Bowl festivities," said **Brittney Beck**, whose grandfather built the lodging in 1958. "Typically, November through mid-May is the slow period for us. It is why we do construction this time of year. It is a softer time of the year and there just aren't that many people because people travel in the summertime."

And in fact, the weekend prior to the Super Bowl, business was softer than normal, said Beck.

"I am not going to blame that on the F-Line being down because we have a parking lot," she said.

At the nearby **Willows Inn** on 14th Street near Church, innkeeper **JoJo DeRodrigo** said business over the Super Bowl weekend "was kind of a toss up," as they did see a few sports fans in town for the game but also people from around northern California, likely due to the unseasonably warm weather.

"Compared to last year it was one of our busiest weekends in February," said DeRodrigo.

The one lesson the Castro merchants learned is just how important the F-Line is for many of the neighborhood businesses. And should the Super Bowl return to the region, as organizers are already predicting, Bergerac promised there would be a full-court press to ensure the historic trolleys remain running next time.

"I think we have a new appreciation for the F-Line," he said. "We knew it had an effect on business. I don't think we realized how much we really appreciated it. There are certain things that make San Francisco very unique, and I think the F-Line is a huge one."

Those Castro merchants who lost money due to the Super Bowl may be able to recoup some of their losses should a proposal from District 3 Supervisor **Aaron Peskin** be adopted. On Tuesday he, and District 6 Supervisor **Jane Kim**, introduced a supplemental appropriation that would set aside an initial \$100,000 from the city's budget reserves to defray the financial losses incurred by small businesses as a result of Super Bowl 50.

Asked by the *B.A.R.* if Castro merchants could apply, Peskin's office said the criteria for applying for the fiscal relief would be fleshed out in the legislative process. Peskin's intent with the fund is to help small businesses, noted his office, "that can demonstratively prove their revenues were less during the three weeks in question than in previous years."

A hail mary pass for the homeless

Throughout the city there were various complaints about the Super Bowl, with businesses near the fan village also complaining about it negatively impacting their bottom line. And homeless advocates railed against city leaders for spending \$5 million to host the weeklong party.

The gay-owned **Virgil's Sea Room** in the Mission decided to turn the dispute into an advantage. It announced it would donate a portion of bar sales Sunday to the **Coalition on Homelessness** and was able to raise \$250.

"The Super Bowl left a sour taste in a lot of San Franciscans' mouths," said bar co-owner **Tom Temprano**, a gay man and local party promoter. "As a business, we felt if we were doing anything around the Super Bowl we should use it to help homeless people get access to services and help get a roof over their heads."

On Tuesday gay District 8 Supervisor **Scott Wiener** called for any revenues generated by Super Bowl 50, such as an increase in hotel taxes, to fund solutions to house those people living in tents on city streets as well as to clean the areas impacted by tent encampments.

"A city that truly cares about its residents won't allow them to live in tents on our streets," stated Wiener, who was heavily criticized by homeless advocates for a letter he sent to various city agencies asking what they were doing to house the people in the tents and not allow them to remain on the streets. "We can take a great step forward in transitioning people off of our streets by directing the revenues from the Super Bowl to help address this problem."

Beck's to change colors

Beck's recently completed a yearslong remodeling project of its 58 rooms to be more modern. In the meantime, Beck scrapped her plan to triple the motel's lobby space by demolishing the existing sundeck after city planners advised her the approval process would likely be lengthy.

Instead she decided to maintain the historic facade of the motel, spruce up the exterior walkways, and repaint the building in a new color scheme by early May.

"When we are done there will be the same sundeck for hotel guests," said Beck. "The tarping there now is because of the rain and some exposed roof. It is why we look like a sailboat sometimes."

While the final palette is not yet set, it will likely see the yellow paint swapped out for grey with new accent colors.

"We opted to stay true to the roots of the building," Beck said, adding that the color change will result in "something clean and modern but still have a little fun to it."

Honor Roll

Every Monday through the end of February, Hayes Valley restaurant **Straw** will donate 10 percent of all food sales to local nonprofit **Gay Asian Pacific Alliance Foundation**.

Over the past four years, the carnival-themed eatery has donated more than \$30,000 to community organizations. Each month it selects a different nonprofit as the Monday beneficiary.

Straw is located at 203 Octavia Boulevard, a few blocks from the **San Francisco LGBT Community Center**. It is open Mondays from 5 to 10 p.m.

To see its menu, and the list of agencies it has selected for the 2016 Nonprofit Monday Program, visit <http://www.strawsf.com>.

CASTRO COURIER

NEIGHBORHOOD NEWSPAPER

Serving the residents of the Castro, Upper Market, Eureka Valley, Duboce Triangle, Dolores and Corona Heights

Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood

San Francisco, California July-August 2010

By J. Dean Woodbury

Beck's Motor Lodge, long a Castro fixture, has come back into the family fold.

Designed and built by Will Beck in 1958, it was originally used mostly by folks visiting the predominantly working-class Irish neighborhood of the day. One of the only motels in the area, it has always been a convenient amenity in Upper Market for tourists and locals alike.

Beck and his family used several rooms at the lodge for personal use, and managers lived on site. When it came time for the business torch to be passed from one generation to the next, however, Beck's son already had his hands full with his own business. In his stead, a management team was hired, and for the next 20-odd years independent staff ran the place.

Now, at long last, the Lodge is back in family hands. Beck's granddaughter, Brittney Beck, is now at the helm, and under her stewardship the motel is undergoing myriad changes. An effervescent, creative entrepreneur, she has plans big and small for the establishment.

For one thing, all transactions have traditionally been done on paper, including reservations and checkouts, which can be time consuming. The Motor Lodge is getting a new computer system to make everything run more smoothly, enabling staff to provide higher quality service to guests. Also on deck is the eponymous sign, which used to be lit up but now stands dark; it will be getting its own makeover, including flashy bulbs to make it stand out like a welcoming beacon.

Other changes, including style updates to the rooms are in the making. Although the motel already offers a host of amenities, such as WiFi, fireplaces and a sundeck, Beck has a few ambitious ideas in the works. One such plan is the eventual installation of an outdoor pool, ensconced behind a hallway of glass that may one day house the expanded lobby, creating a semi-private space for guests and their friends to lounge around a possible bar feature.

Beck's Motor Lodge is located at 2222 Market St.

<http://www.dragofficial.com/archives/queen-of-the-week-becky-motorlodge>



QUEEN OF THE WEEK: BECKY MOTORLODGE

3/27/2014

BECKY MOTORLODGE

AGE: 39

HOMETOWN: VALLEJO, CA

CURRENT CITY: SAN FRANCISCO, CA



Rounding out Cycle 4 of our *Queen of the Week* series is the ultra-talented San Francisco beauty, Becky Motorlodge. She has made quite a name for herself in the beauty industry and in the West Coast drag scene, a powerful and dangerous combination. Becky was one of the most highly predicted queens for RuPaul's Drag Race season 6, landing a spot on nearly everyone's cast list, but shocked fans everywhere when she wasn't chosen.

Becky was born the youngest of 4 children, and despite her humble beginnings as part of a colorful, multiracial family, she always dreamed of making her own path to stardom! This California girl got her first taste of the spotlight at the legendary Trannyshack in San Francisco. She fully embraced her ability to serve up eye candy for the audience, and became a truly stunning visual diva.

As a visual chameleon, Becky has created a truly dynamic nightlife personality. While some might expect her to play up the campy aspect of her name, Becky actually serves a huge helping of glamour with a generous side of seduction in her performances. While on stage, her fierce, bone-chilling gazes breathe new life into the phrase 'resting bitch face', off-stage she's a Miss Congeniality that everyone needs to know!



Becky's talents in the beauty industry have spanned over two decades now, and she has used every moment of that time to mold her image into a flawless, larger than life personality.

Her abilities have earned her a reputation in styling that precedes her, as well as the honorary title of 'Wig Whisperer.' Not only has she created many fierce styled wigs for herself, but also for the models of the ever fabulous Jose A. Guzman and too many mega divas to count. With her crafty hand touching so many wigs over the past years, you might just find that your favorite flawless diva is rocking gorgeous hair with Ms. Motorlodge to thank for it!

Becky draws inspiration from beauty icons of both the past and present, and puts her own unique touch to each look she creates. But, fear not: she's not stingy with her knowledge. If you want to learn some of the tricks of Becky's trade, you can check out her instructional wig styling tips [here!](#)

Check out a couple of her marvelous looks in her phenomenal Halloween performance of Gaga's Monster below:

https://youtu.be/8f_NR0yikGO

<https://youtu.be/pmexHoDG1ac>



You say polished? We say Becky Motorlodge.

Despite having a long, successful career, Becky continues to grow and learn. She's driven by a thirst for knowledge, and she's lapped up enough beauty tips and tricks to write an encyclopedia on the subject! She hopes to inspire young, budding queens to reach for greatness and blossom into the beautiful stars they have the potential to be. Never settling for anything less than her best, Becky is a shining example in the drag world. This captivating, thought provoking performer continues to let her star burn brightly as she takes the stage each night, creating and sharing beauty the best way she knows how!

CONNECT WITH BECKY

FACEBOOK

TWITTER

PoemHunter.com

Early Morning On Market Street - Poem by Randall Mann

The moon, once full, is snow.
The line of transplanted trees,
thin and bloodless. The pink neon
bakery sign, Sweet Inspiration,

a mockery of loneliness—
but no one cares to eat, we souls
of this hour jacked up on what-
ever. And though desire

is a dirty word these days, what
else to call the idling car, its passenger door
pushed open; or the shirtless man—
he must be mad, tweaked out on speed—

outside his door
at Beck's Motor Lodge, staring
for hunger or mercy. Or me,
rubbing dirt from my eyes, wanting,

again, a man I do not want.

Randall Mann

<http://www.sfgate.com/business/article/List-of-hotels-with-discounted-rooms-for-fire-12274047.php>

San Francisco Chronicle

List of hotels with discounted rooms for fire evacuees

By Maxine Marshall

Updated 6:32 pm, Thursday, October 12, 2017



Photo: Mason Trinca, Special To The Chronicle

From the left, Luciano Tristan and Julia Harkins watch the Facebook Live morning updates from the Sonoma County Sheriff office on their phones in a meeting room where the family stayed at the Clift Hotel in San Francisco, Calif. Thursday, October 12, 2017. The family left their home in Sonoma on Tuesday when smoke from the fire became a concern for their one-year-old son, Luca Tristan. They found refuge at Clift Hotel, which managed to convert the meeting room into a bedroom for the family to stay.

Here is a partial list of Bay Area hotels that are offering discounted rates to evacuees. While many were booked up Thursday night, some still had availability for Friday night, as of Thursday afternoon. All hotels are in San Francisco except as noted.

Becks Motor Lodge

\$50; rate includes parking; no pets allowed. Tel (415) 621-8212

Berkeley City Club, Berkeley

30% off; no pets; parking fee not included; complimentary breakfast. Tel (510) 848-7800

Clift Hotel

\$99; complimentary parking and breakfast. Tel (415) 775-4700

Galleria Park Hotel

30% off; promo code firerelief; residential ID is required. Tel (415) 781-3060

HI USA Marin Headlands Hostel, Sausalito

50% off dorm beds; no private rooms available — dorm beds only. Tel (415) 331-2777

Hotel Fusion

\$99; must call hotel directly to book. Tel (415) 568-2524

Hotel Whitcomb

\$99; parking fee is not included; no pets; residential ID is required. Tel (415) 487-4460

King George Hotel

\$99; refer to rate code Sonoma Valley Fire Victims; pets up to 50 lbs. at no charge; residential ID required. Tel (415) 781-5050

San Francisco Marriott Marquis

\$89; rooms available for Saturday (10/14) and Sunday (10/15); no pets; valet parking only. Tel (415) 896-1600

San Francisco Proper Hotel

\$149-\$199; rate code NORCAL. Tel (415) 735.7777

Westin St. Francis

50% off best available rate; parking fee is separate; dogs under 40 lbs. allowed. Tel (415) 397-7000

Monterey Tides Hotel, Monterey

Rooms only for Sun-Thursday, \$119. Tel (831) 394-3321

Hotel Nikko

15 percent off; pets allowed at no extra fee; complimentary parking. Tel (415) 394-1111

Tilden Hotel

\$99; rate code SRF.2017 (bookable online). Tel (415) 673-2332

<http://hoodline.com/2015/03/after-57-years-beck-s-motor-lodge-still-going-strong>



After 57 Years In The Castro, Beck's Motor Lodge Still Going Strong



Photo: Beck's Motor Lodge/[Facebook](#)

Fri. March 20, 2015, 1:15pm
by Sari Staver

Location
2222 Market St, San Francisco, CA

With an increasing number of properties on Castro's Market Street being converted to multi-story residential buildings, local residents have been left to wonder what familiar businesses might be next to sell.

"Not us," says Brittney Beck, owner and operator of the long-running [Beck's Motor Lodge](#) just west of Sanchez Street on Market. "Not a chance."

"Why would I?" she asks. "I'm having too much fun." Brittney is the granddaughter of Bill and Francis Beck, who opened the motel in 1958. Back then, rooms were \$5 and the neighborhood was mostly Irish working class.



The original Beck's Motor Lodge, possibly from 1958 (via [Beck's Motor Lodge/Facebook](#))

While the exterior of the iconic mid-century motel hasn't changed much over the years, the interior rooms have all been totally refurbished with new furniture and bathrooms, 32" flat screen televisions, refrigerators and coffee makers. Parking is still free, as is access to wi-fi.

The renovation, still underway on public spaces, elevators, and landscaping, has created some extra noise and dust, she says. To make up for that, Beck's has been offering a construction discount, making the winter and spring rates \$90-\$130, with prices going up about 50 percent for summer holidays.

Beck's grandparents ran the business until 1973, when her father Eddie took the reins. But Eddie Beck enjoyed running his painting contractor business, Beck Brothers, so he located the office at the motel, and hired a management company to run the business.



Beck's in the 1970s (Photo: Eric Fischer/Flickr)

Some 30 years later, in 2009, Eddie Beck suggested that his youngest daughter take over management of the motel. With a background in marketing and advertising and work experience at the Park Stanyan Hotel, Brittney Beck decided she was ready to take over the family business.

Things have gone smoothly for the past five years, she said. With the economic boom in the neighborhood, she says, "We've been very lucky to have shared" in the success.

Finding and keeping good employees is typically a challenge for service businesses, but Brittney says that hasn't been a problem. Many have been there for decades, including Lulu Franco, who has been the manager for 35 years.

"It sounds like a cliché to say this is a 'people business', but it's really true," says Beck. "I really enjoy working with our employees and our customers ... they are fantastic." Repeat business is common, she said, with many visitors coming back each year and requesting the same room.

The customers are a mix of straight and gay, business travelers and vacationers, as well as people getting medical care at the nearby CPMC campus or at UCSF.

If you're thinking of booking a room for special events, such as Gay Pride or Folsom Street Fair, you'll need to make plans at least six months in advance. Gay Pride, for example, has been "booked solid" for months, says Beck.



Brittney Beck (Photo: Sari Staver/Hoodline)

Recently, Beck and her husband stayed at a downtown hotel for the weekend, “just to check out what the competition was doing,” she said. Not only was the room much more expensive, but parking was an additional \$55.

“We’re still a solid value,” she concluded.

<https://www.lonelyplanet.com/usa/san-francisco/hotels/beck-motor-lodge/a/lod/84923287-4395-4ce3-934a-b640601ed3bd/361858>



SAN FRANCISCO HOTELS

Beck's Motor Lodge

Motel in The Castro & Noe Valley

RATING

Very good 8.6 out of 10

CONVENIENCE

1.03 miles to city center

CONTACT

<http://www.becksmotorlodge.com>
415-621-8212

LOCATION

2222 Market Street
[San Francisco, USA](#)

This three-story motor-lodge motel got a makeover in 2016 and its rooms look colorful, sharp and clean. Though technically not gay oriented, its placement at the center of the Castro makes it a de facto gay favorite. Bringing kids isn't recommended, especially during big gay events, when rooms book out months ahead.

Book a rear-facing unit for quiet, a room in front to cruise with your blinds open.

PROPERTY DESCRIPTION

The colorful Castro District in San Francisco is home to this charming motel, nestled on a tree-lined street near local attractions. Free WiFi and free parking are included.

A small refrigerator and cable TV are provided in each guest room at Beck's Motor Lodge. An en suite bathroom is included.

While staying at the lodge, guests can enjoy a spacious sundeck. The motel also provides on-site laundry facilities.

Beck's Motor Lodge is ideally located only moments from the city's historic cable car lines, offering direct access to Fisherman's Wharf and Union Square. Dolores Park and San Francisco's Mission District are just 15 minutes' walk away from this motel. A number of antique shops, cafes and unique stores are located in the neighbourhood.

IMPORTANT INFORMATION

Please note:

- A security deposit of USD 100 is required upon arrival for incidental charges. This deposit is fully refundable upon check-out and subject to a damage inspection of the accommodation. Guests are required to show a photo identification and credit card upon check-in. Please note that all Special Requests are subject to availability and additional charges may apply.



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: DECEMBER 6, 2017

Filing Date: November 8, 2017
Case No.: 2017-014616LBR
Business Name: Beck's Motor Lodge
Business Address: 2222 Market Street
Zoning: NCT (Upper Market Neighborhood Commercial Transit)/
50-X/40-X Height and Bulk District
Block/Lot: 3560/031
Applicant: Brittney Beck, Owner
2222 Market Street
San Francisco, CA 94114
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

Beck's Motor Lodge is a local continuously family-owned motel located in the Castro neighborhood. Constructed from the ground up by original owner and founder Will ("Bill") Beck, Beck's Motor Lodge was a small motel offering stays for 5 dollars per night in the quiet, working-class Irish neighborhood at the time. Beck saw an opportunity to create a car-centered motel along the Market Street. As the neighborhood progressed and underwent changes, the motel grew with it and eventually became embedded in the heart of the LGBTQ community in the Castro as a safe place for LGBTQ individuals who wanted to escape the confines of homes that were holding them back and did not understand them. Apart from hosting tourists and out-of-towners, the motel also opened its doors to patients at nearby hospitals visiting for special procedures and people visiting loved ones who are patients at nearby hospitals.

Since its opening, the motel has grown to accommodate 58 guest rooms, free parking, and a still-affordable, friendly, welcoming place for out-of-towners to stay and experience the Castro neighborhood. The motel has become a treasured place for guests to gather to talk about and share experiences and remains a community-centered business through its dedication to its employees and guests, providing a stable and loving motel community. As the only major hotel in the Castro, Beck's Motor Lodge provides a space in the City that is unique to the Castro in its décor, in its friendly and welcoming environment, and in the place it holds in the history and development of the Castro neighborhood.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1958

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

Yes, Beck's Motor Lodge qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Beck's Motor Lodge has operated for 59 years.
- ii. Beck's Motor Lodge has contributed to the Castro community's history and identity by continuously offering a welcoming and comforting place for people to stay. The motel has opened its doors to all, including those who need it the most such as those visiting the City to undergo medical treatments for ailments and those who are visiting beloved friends and family undergoing treatments. Beck's Motor Lodge continues to be a place for guests to gather to talk about and share experiences.
- iii. Beck's Motor Lodge is committed to maintaining the physical features and traditions that define its hospitality presence in the Castro and in the greater San Francisco area.

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

The business is associated with providing comforting hospitality to locals, tourists, and those visiting from out of town to receive medical treatments and to visit those who are receiving treatments for various ailments.

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

Yes. The 1958 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" as it is located within the identified-eligible Upper Market Street Commercial Historic District and was previously surveyed as part of the Market Octavia survey and rated as a property eligible for listing in the California Register individually and as a contributor to the identified-eligible historic district.

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

The property is located in the identified Upper Market Street Commercial Historic District, eligible for listing in the California Register.

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

No.

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

Yes. The business has been cited in a number of publications including but not limited to: The Bay Area Reporter, 5/24/2012, "Beck heir upgrades family's motor lodge," by Matthew S. Bajko;

**Beck's Motor Lodge; Eddie's Café; Little Joe's Pizzeria;
One Twenty For Hair**

The Bay Area Reporter, 2/11/2016, "Business Briefs: No love lost between Castro merchants and Super Bowl," by Matthew S. Bajko; Castro Courier, July-August 2010, "Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood," by J. Dean Woodbury; San Francisco Chronicle, 10/12/2017, "List of hotels with discounted rooms for fire evacuees," by Maxine Marshall; Hoodline, 3/20/2015, "After 57 Years In The Castro, Beck's Motor Lodge Still Going Strong," by Sari Staver.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2222 Market Street

Recommended by Applicant

- Googie-style that pays tribute to mid-century design
- U-shaped plan with a central courtyard area for parking
- Room arrangement along exterior circulation paths
- Prominent office near roadway with a large porte-cochere
- Towering sign along Market Street that says "Beck's Motor Lodge" with a base consisting of a cement sun deck with various seating configurations
- Bold bright orange and dark blue color scheme
- Tradition of offering a welcoming and affordable atmosphere of hospitality to all who need a temporary place to stay
- Tradition of offering free parking

Additional Recommended by Staff

- Location in the Castro neighborhood along Market Street



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE DECEMBER 6, 2017

Case No.: 2017-014616LBR
Business Name: Beck's Motor Lodge
Business Address: 2222 Market Street
Zoning: NCT (Upper Market Neighborhood Commercial Transit)/
50-X/40-X Height and Bulk District
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BECK'S MOTOR LODGE, CURRENTLY LOCATED AT 2222 MARKET STREET (BLOCK/LOT 3560/031).

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 Castro 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 December 6, 2017, 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 Beck's Motor Lodge 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 Beck's Motor Lodge

Location (if applicable)

- 2222 Market Street

Physical Features or Traditions that Define the Business

- Googie-style that pays tribute to mid-century design
- U-shaped plan with a central courtyard area for parking
- Room arrangement along exterior circulation paths
- Prominent office near roadway with a large porte-cochere
- Towering sign along Market Street that says "Beck's Motor Lodge" with a base consisting of a cement sun deck with various seating configurations
- Bold bright orange and dark blue color scheme
- Tradition of offering a welcoming and affordable atmosphere of hospitality to all who need a temporary place to stay
- Tradition of offering free parking
- Location in the Castro neighborhood along Market Street

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 2017-014616LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: