Small Business Commission
Draft Resolution

HEARING DATE DECEMBER 11, 2017

BECK’S MOTOR LODGE

LEGACY BUSINESS REGISTRY RESOLUTION NO. 052-17-LBR

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
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:
- 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 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.

RESOLUTION NO. 052-17-LBR

Ayes – 6: Adams, Dwight, Dooley, Tour-Sarkissian, Yee Riley, Zouzounis
Nays – 0
Abstained – 0
Absent – 1: Ortiz-Cartagena