



November 15, 2017

RE: 540 Broadway – The Beat Museum

To whom it may concern:

The Telegraph Hill Dwellers (THD) are aware that The Beat Museum, a tenant of the Chinatown Community Development Center's (CCDC's) Swiss American Hotel property at 540 Broadway since 2006, is interested in expanding and improving the existing business space and developing a café in the front of the Museum. We understand that the Swiss American Hotel is slated to undergo a soft-story earthquake retrofit whose deadline for completion is September, 2020. Moreover, we understand how this will significantly impact the Beat Museum's physical space and business.

The Beat Museum's contribution to the community has been consistent with our organization's values—among them, curating our neighborhood's rich history, and preserving its unique character. They have also been a wonderful neighbor, widely participating in the community, and offering a lively and rare venue for art, music, and literature that keeps the spirit of our heritage alive. In concert with CCDC, then, we enthusiastically support The Beat Museum's proposal to redesign and possibly expand their existing space. We also are excited for the establishment of their 'Beat Café,' and are confident it will be a welcome improvement to the Broadway Corridor landscape.

Sincerely,


Romalyn Schmartz
Vice President, Telegraph Hill Dwellers

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Founded in 1954 to perpetuate the historic traditions of San Francisco's Telegraph Hill and to represent the community interests of its residents and property owners.