

Stanford Court Hotel Plans 2014 Transformation

SAN FRANCISCO—Stanford Court, formerly the Renaissance San Francisco Stanford Court Hotel, which has recently come under new, independent management, plans to undergo a cultural transformation in 2014.

The 393-room hotel, located atop Nob Hill, launched a locally sourced beverage program earlier this month. Other property enhancements will include a new aesthetic for the hotel lobby, high-tech amenities to enhance guests' stays and partnerships that provide access to the city's cultural attractions.

The new technology-minded, contemporary design concept is already evident in the Stanford Court lobby, where a live-feed video installation relays real-time views from the hotel's rooftop camera. An 80-in., flat-screen TV depicts scenes of the bay and the Nob Hill neighborhood, as well as the Financial District and Telegraph Hill. Stanford Court will also feature a curated display of artwork by up-and-coming Bay Area artists.

Complimentary WiFi is available propertywide and can be accessed via the lobby's courtesy iMac and iPad kiosks. Zipcars are accessible in the front courtyard, and electric car charging stations are soon to be installed. Also arriving in early 2014 will be a state-of-the-art Tech Bar.

A new beverage program, which launched in early December, enables guests to sample a variety of local beers, wines and spirits on tap at Stanford Court's Aurea Lounge within the lobby. Craft brews from San Francisco-based Speakeasy Ales & Lagers and regionally sourced wines will rotate often. The hotel also offers Hangar 1 Vodka and St. George Spirits on tap, in addition to hand-crafted specialty cocktails. Gourmet snacks available include local eats such as 479° Popcorn, KRAVE Jerky, TCHO chocolate and Equator Coffees & Teas.

Stanford Court will remain open during its transformation with ongoing enhancements unveiled throughout 2014. A revamped website, reflecting the new branding of the hotel, will launch this winter.