

San Francisco, California

Owner / Client: Disney Regional Entertainment**Area:** 19,000 square feet**Cost:** \$ 6.0 million

The ESPN Zone restaurant, bar, and game arena was designed to be a gateway to the waterfront tourist attractions at Pier 39 in San Francisco. The construction on an open ocean pier presented unique challenges in terms of underfloor infrastructure and elevator installation. Located directly on the Embarcadero, the 19,000 square foot San Francisco Zone features a restaurant seating 250 people with 3 widescreen televisions over 14 feet wide. The panoramic video presentation, augmented by over 100 monitors of varying size, provide patrons with an incomparable experience of the sporting event of their choice.

Richly appointed with cherry wood paneling, polished granite flooring, and sound absorbing wall coverings, the dining areas and bar provide a relaxed family atmosphere. The second floor game arena opens directly onto the upper boardwalk that connects to other pier attractions. A second tier bar on this level incorporates similar features to the dining area, as well as a mirrored backbar featuring multiple plasma screens, continuing the ESPN sports theme while providing a place to relax between games.

The San Francisco Zone is made of three central components:

- The Studio Grill features American grill food in a sports-themed atmosphere representing San Francisco's rich sports history.
- The Screening Room offers state-of-the-art technology including multi-game viewing, direct audio control for all televised games centered around a 16-foot screen and a dozen 36-inch video monitors with tiered seating.
- The Sports Arena features several proprietary games developed exclusively for ESPN Zone.



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