

Program Summary:

This project is a renovation to an existing stadium for a university in South Louisiana to revitalize the west side of their historic football field.

Program Statement:

This football stadium renovation project includes the complete redevelopment of the west upper deck and lower bowl and introduces 34 luxury suites, 40 loge boxes, 524 club seats, an indoor premium club lounge, and enhanced amenities for all fans. Positioned as a reimagining of the University's football stadium, the west side transformation embraces Louisiana's vibrant Cajun heritage while delivering a modern and immersive game-day experience. The project enhances the stadium's infrastructure, comfort, and accessibility, ensuring fans and athletes alike experience a dynamic environment rooted in local culture and community pride. The stadium has been a staple of Cajun culture in the area for decades. The school's fans and Cajun culture were the driving influences for the design concept and at times the inspiration for the team to exceed expectations. Since the original construction of the stadium in 1971, the stadium has gone through several changes, but mostly to the seating areas. Understanding that the built spaces would likely last an equivalent 50+ years, the project team selected timeless finishes with a contemporary design language that reflects the current era while maintaining long-term relevance. The club will also serve as a multi-functional space for events such as galas, weddings, meetings, recruiting, and numerous other occasions that will support the community far beyond the football team.

A-120.01

Building Area: (sf)
68,100 sf
(55,350 sf enclosed)

Cost per Square Foot:
\$810 p/sf all inclusive
\$550 p/sf interior costs

Construction Cost
\$55,200,000

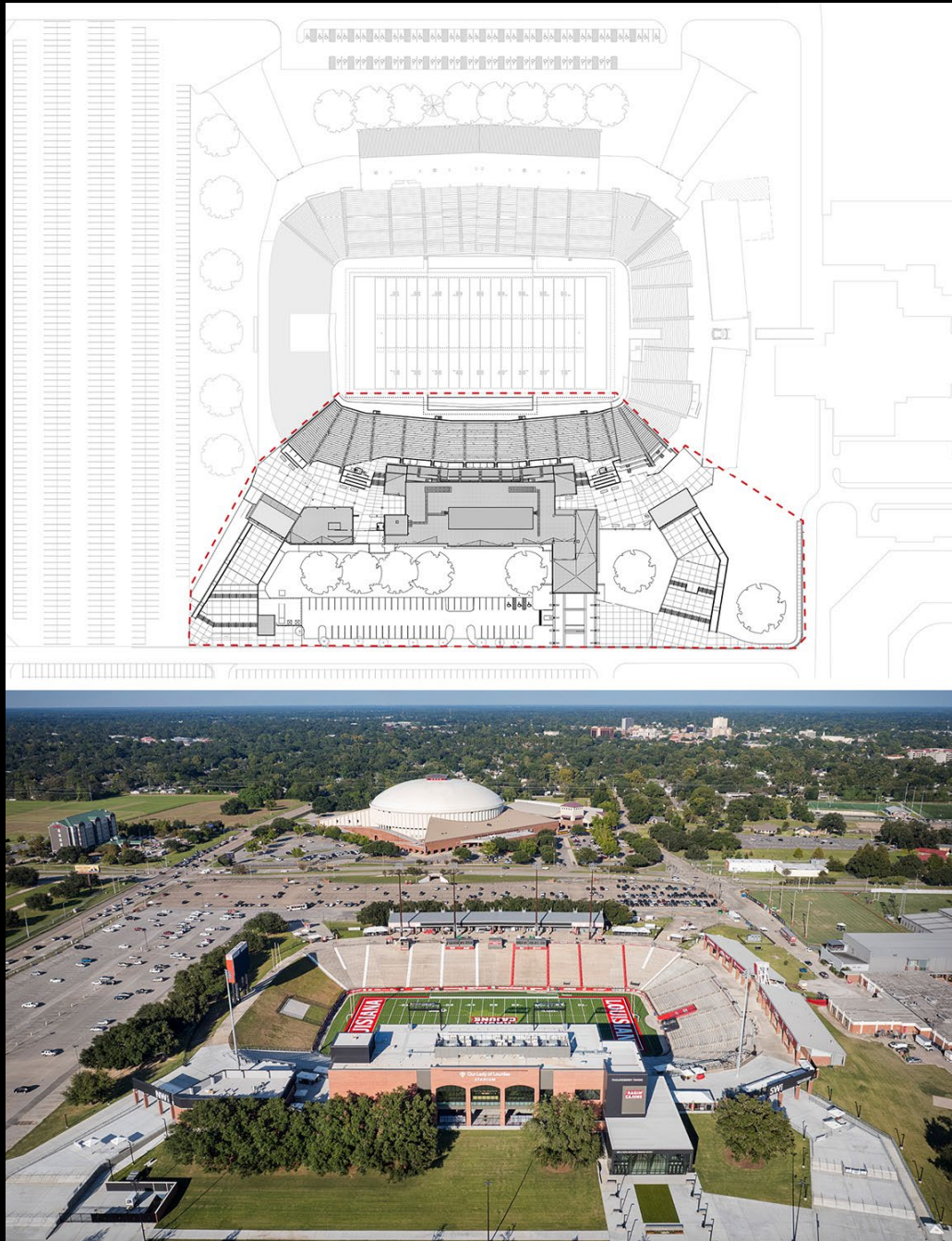
Date of Completion:
August 2025

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SITE: COMMUNITY CONNECTION

The site is defined by strong adjacencies and visibility, offering a prominent view from the street and a direct connection to a local Dome landmark. The heart of the University's football culture, this is a place of shared importance for both current students and alumni.

The site presents many design challenges, including the preservation of historic live oaks that are a cherished symbol of the University. Rather than viewing the trees as obstacles, the design embraces them as essential campus landmarks, carefully working around their root protection zones to preserve and feature them. Through strategic building placement, this façade provides shade for fans tailgating while also capturing daylight in the interior club spaces and concourse. The architecture also nods to both the legacy trees and arches prevalent on the main campus.





A-120.03

SIGNATURE TOWER

The Signature Entry Tower, named after the team's beloved Coach, sits proudly on the southwest side of the stadium where fans enter through the premium entry. This tower serves both as a wayfinding element and as a memorial to the previous Tower of the same name from the original stadium construction in 1971, dedicated in 2018.

Positioned closest to tailgating and pre-game events, the premium entry tower was designed to elevate the game-day experience for premium ticket holders by emphasizing exclusivity, visibility, and identity while maintaining connection. It also serves as a beacon, highlighting the stadium's main access point.

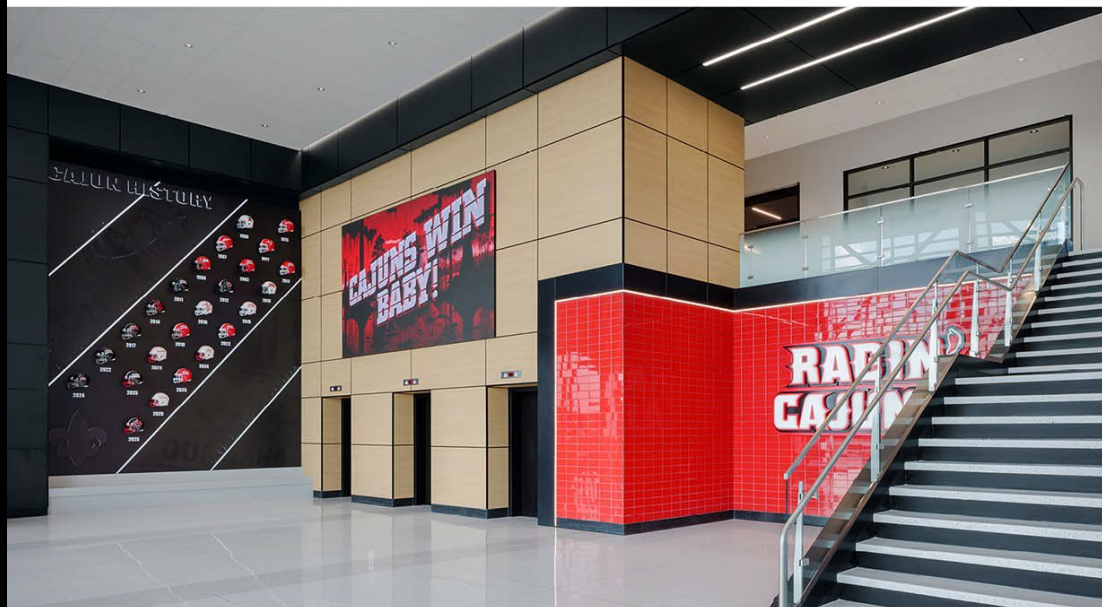


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PREMIUM ENTRY

The entry is designed as a memorable and symbolic threshold, anchored by a monumental stair that creates a strong sense of arrival and grandeur. Intentionally designed to celebrate the team's legacy, spirit, and pride, this space serves as a pre-function area for game days but will more frequently be used year-round for recruiting, team events, and publicity for athletics.

The grand stair leads to the second level where the team store is located. This area also doubles as a raised platform for speeches, adding flexibility for off-season events. These elements were designed to visually signify an elevation of the University's football program that remains rooted in tradition and past success while inspiring future achievement.



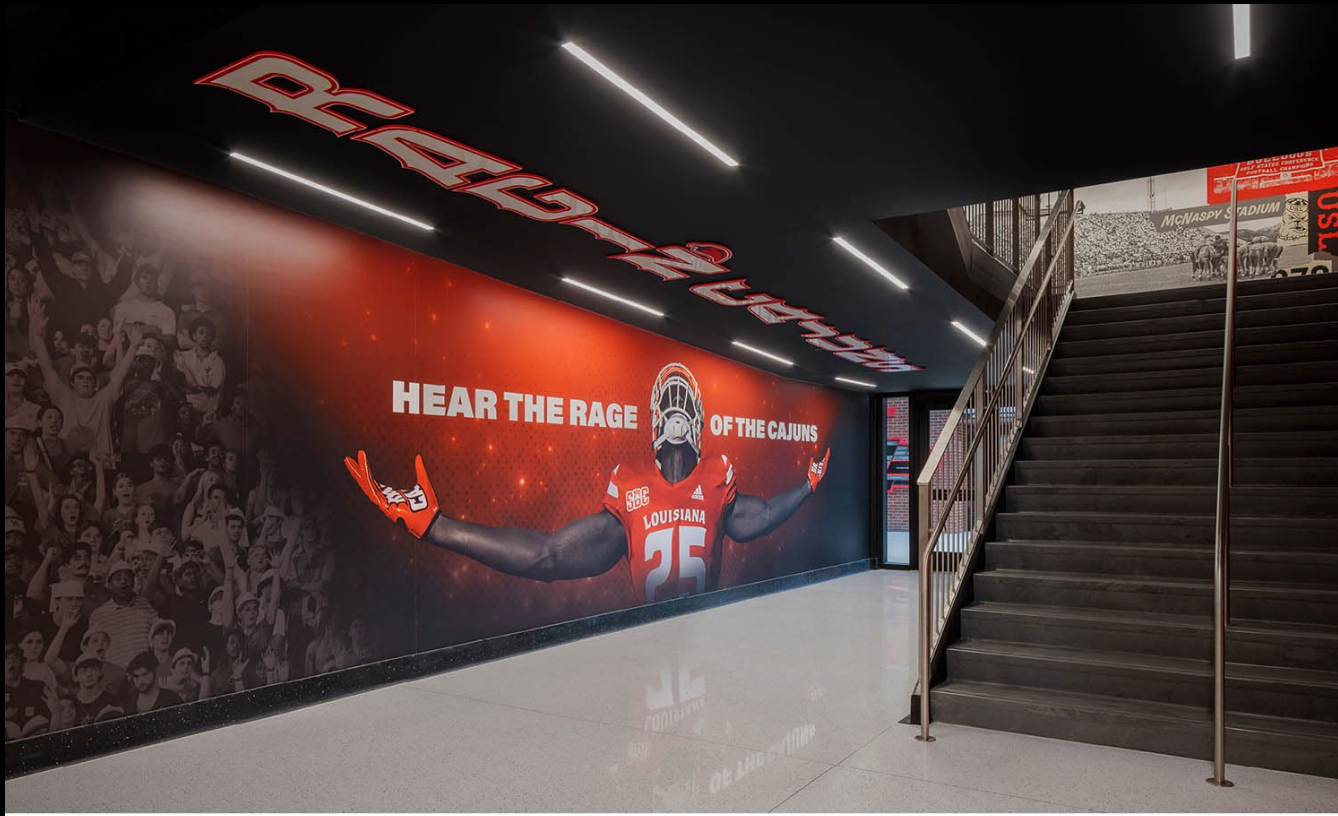
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BRANDED IDENTITY

From early stages of design, the focus on identity and branding was a core principle. This project represents more than a football team, but a community. The graphics were designed to not only heighten game-day excitement but also represent a level of pride and ownership of the fans and occupants of the spaces.

The top image illustrates this concept, giving fans the feeling of entering their stadium through a Fan's Tunnel, just as the players storm the field at the start of the games. That acknowledgment gives ownership to the fans that are a critical portion of Game Day.

The signage also allows naming opportunities for many distinguished fans within the community, giving yet another expression of legacy.





A-120.06

CONCOURSE DESIGN IMPROVEMENT

Moving through the tunnel, fans arrive on the concourse. This area embodies Cajun culture – a transition place for conversation, food, and drinks, without missing a moment of the game. The design focuses on connectivity through openness, proximity, and AV integration.

Branding and signage are integrated throughout the concourse to create a clear, immersive identity, with graphics placed at key corners to reinforce wayfinding and visual interest. Feature walls and large-scale murals provide strong branding moments and media opportunities, layering campus history and team culture into the game-day fan experience.



A-120.07

THE CLUB

At the heart of the stadium renovation is The Club, which is centered on the 50-yard line and positioned as the end point in the experiential journey of the building. Fans are met with a double-height space with glazing on both ends capturing natural light and creating an ideal viewing experience of both game day activities and tailgating. On this floor, both club level and third floor suites are connected by a catwalk, creating a feeling of togetherness.

The organizational intent of this space is to support dining experiences for premium ticket holders on game days as well as to provide ample flexibility of furniture and layout for out-of-season functions.



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PRIVATE SUITES & LOUNGES

Premium suites pre-renovation were located at the top of a tower, far away from the field. One of the concepts in this redesign was to deliberately lower the top floors and shift the fan experience closer to where the action occurs.

The premium suites are designed to deliver an elevated, donor-focused experience. All of these suites were at donor capacity as the stadium invited fans for the opening game, highlighting their strong demand.

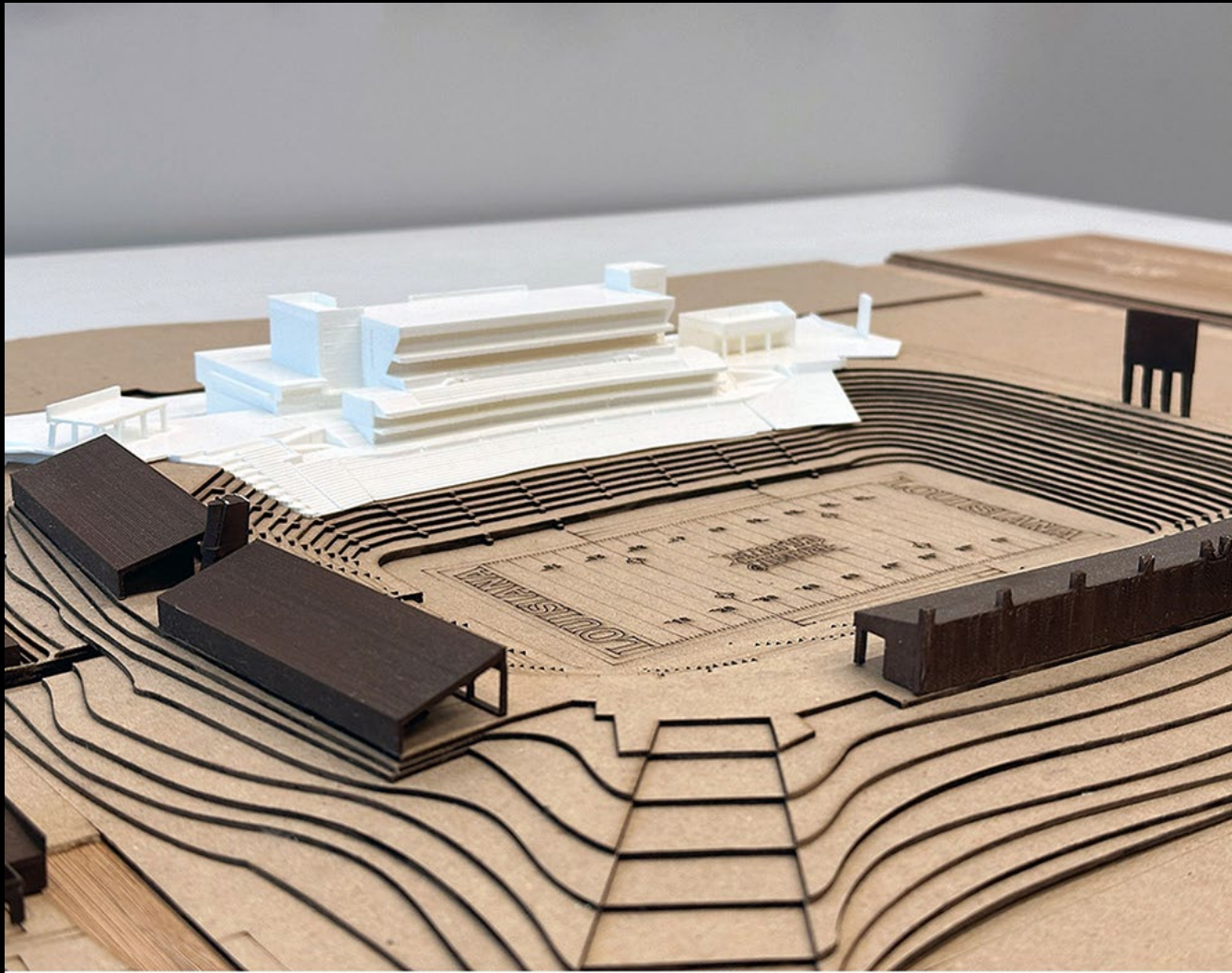
The Club Suites are positioned strategically to preserve sightlines from the club level. Each suite offers private balcony seating with unobstructed views of the field.



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SIGHTLINES & PROXIMITY

Study models were central to shaping the stadium's form and experience at multiple scales. A comprehensive site model tested overall massing, circulation, and the relationship of the new facility to its broader context. Detailed section models, including existing and proposed conditions, were used to evaluate sightlines and ensure clear, unobstructed views from every seat. These studies informed key design moves that bring seating and premium areas closer to the field, strengthening the connection between spectators and play. The result is a more intimate and cohesive environment that heightens crowd presence and energy, transforming the game-day atmosphere while maintaining clarity of view and spatial efficiency.



Existing



Proposed





A-120.10

A LAYERED PROGRAM

The stadium's layered program organizes seating and amenities through a hierarchy of suites, private balconies, club areas, concourses, and shared viewing spaces. This spatial layering enhances the game-day experience by offering varying levels of privacy and comfort while maintaining strong visual connections to the field throughout the stadium. From general concourses to premium clubs and suites, design strategies ensure spectators remain visually engaged with the action while moving through or occupying any space. Club areas are designed with full field visibility, while suites are strategically positioned and elevated to ensure unobstructed views. Even in amenity-rich environments, the stadium maintains constant awareness of the field, reinforcing the energy of live play and strengthening the connection between fans and the game.

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CAJUN PRIDE

The project successfully achieves its goal of creating a true game day stadium that embodies Cajun pride. The design provides students, alumni, athletes, and fans with a space that feels personal, authentic, and deeply connected to the University's identity. More than just a place to play, the stadium stands as a symbol of pride and a central gathering place that belongs to and represents the Cajun community.

The renovation repositions the stadium as a year-round destination for athletics, donor engagement, recruiting, and community events. By strengthening connections between spectators, athletes, and campus traditions, the project creates a more immersive and enduring game-day experience while expanding the facility's value beyond football.





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COMMUNITY DRIVEN DESIGN

The project has quickly become a community driver, with game days drawing crowds of up to 30,000 fans, filling the stadium and creating packed, high-energy nights in Lafayette. All premium clubs and suites sold out before the first game, signaling strong donor engagement and local support.

Beyond attendance, the University's football program generates a measurable economic impact, historically contributing over \$27 million annually to the Acadiana economy, or more than \$5 million per home game, supporting hundreds of local jobs and surrounding businesses.