

Program Summary:

This project preserved the iconic character of the Caesars Superdome while significantly improving the fan experience, upgrading finishes, increasing accessibility and sustainably extending its lifespan.

Program Statement:

The Superdome is a 68,000-seat venue that serves as the home of the NFL's New Orleans Saints. The design team was responsible for all design efforts required to meet the Louisiana Stadium and Exposition District's expectations for a Master Plan Implementation Project addressing Capital Improvements that focus on the following primary objectives: 1. Facility and team-related revenue enhancement opportunities (or operating cost savings); 2. Additional sponsorship and branding opportunities; 3. Fan experience and amenities—including application of new technology; 4. New Vertical Circulation and Vertical Transportation Systems; 5. Enhanced Food and Beverage infrastructure and amenities; 6. Improved ADA and Universal Accessibility; 7. New Life Safety Systems; and 8. Evaluation of various existing building systems to determine useful life and replacement. Fan experience, accessibility, technology and safety were the criteria at the forefront of all design conversations with the Client which helped shape the design team's approach and concepts. Parallel to the design conversations, and equally important to the project goals, was the coordination and logistics of a phasing plan which would allow the building to remain fully operational during construction. Following the project's completion in July of 2025, the Client has seen an immediate increase on ROI with a steady increase of attendance, concessions purchases, and flexibility.

RR210.01

Building Area: (sf)
1,614,090

Cost per Square Foot:
\$286

Construction Cost
\$ 461,000,000

Date of Completion:
07/22/2024

RR210.02

The Caesars Superdome has been a New Orleans and Louisiana icon since opening in 1975. The 2,000,000 square foot stadium boasts the largest fixed dome structure in the world and holds 68,000 seats as the home of the New Orleans Saints NFL team, and host to numerous other events and concerts.

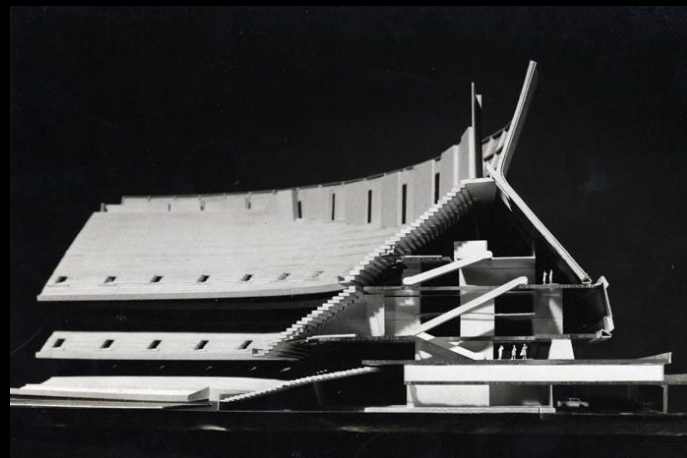
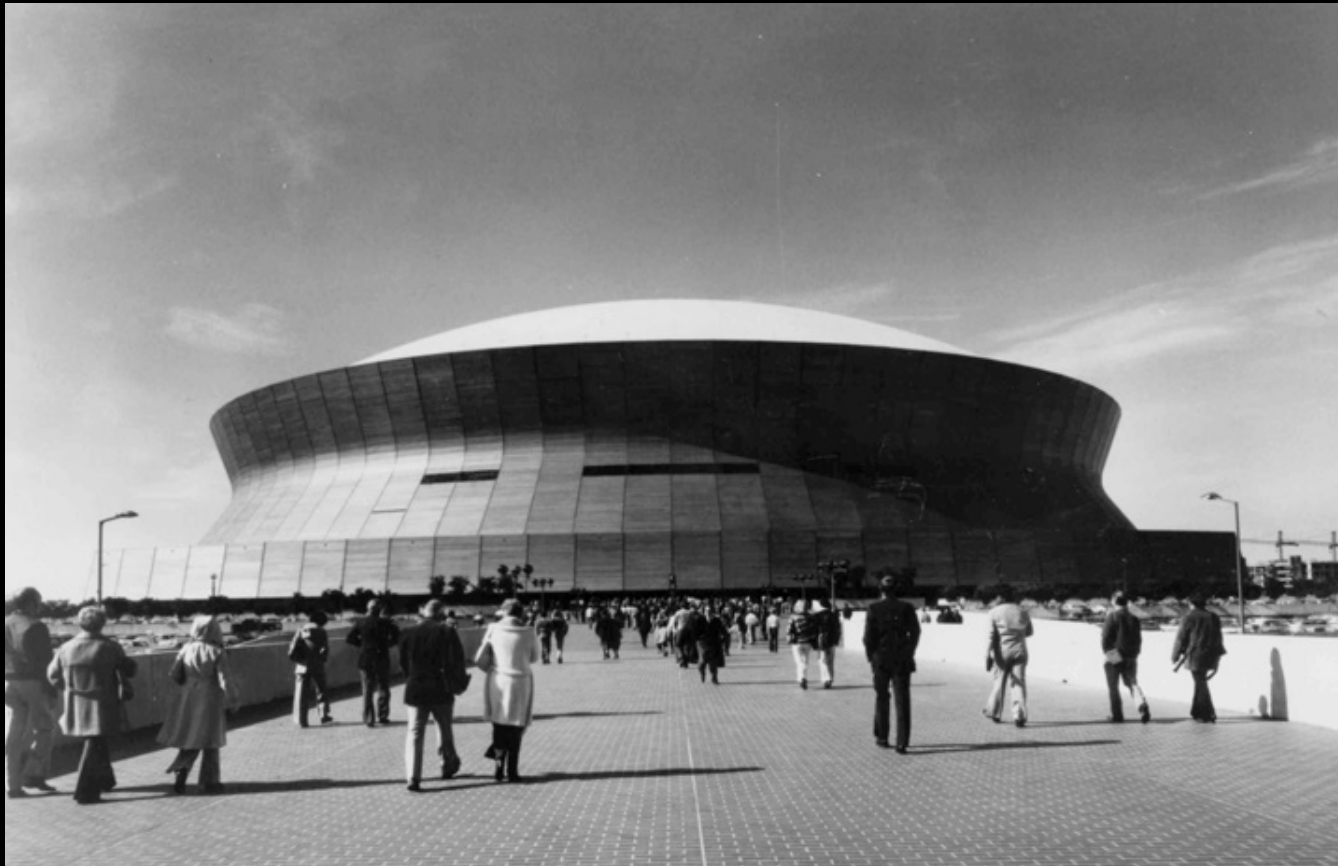
The design team has been an ongoing steward of the building since 2005, when we were first appointed to be the lead architect and managing partner of its renovations after the devastation of Hurricane Katrina. Since then, the firm has been continually consulted to perform work to renovate, refresh, and improve the building through today.

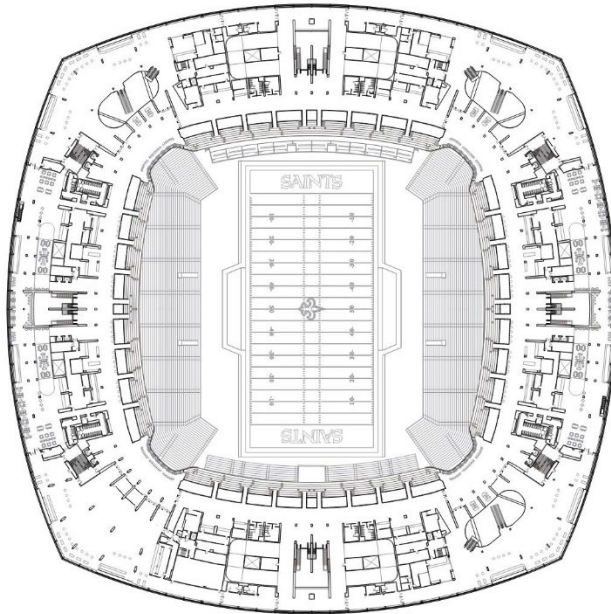


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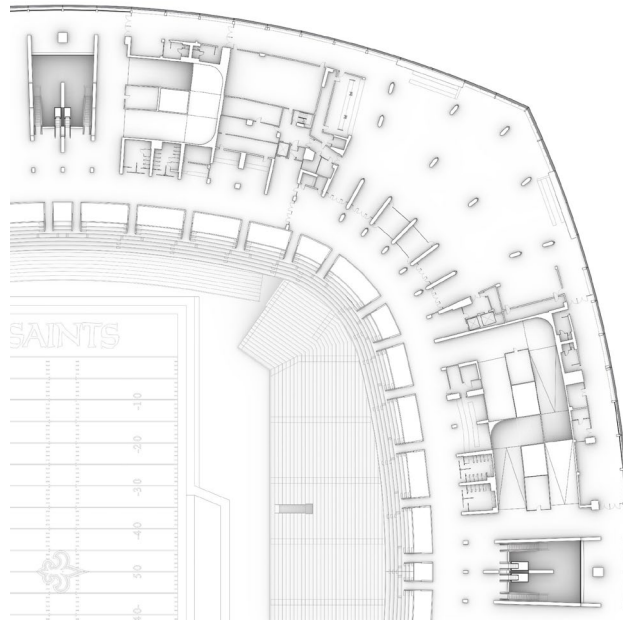
The Louisiana Superdome (now the Caesars Superdome) was originally designed by famed modernist architects Curtis & Davis, opening in 1975. The overall size of the structure earned it the title of largest dome structure in the world from 1975-1984, and continues to be the largest fixed dome structure in the world to this day. It's iconic form was composed by 20,000 tons of steel structure sheathed in 400,000 SF of anodized aluminum paneling.

Since its opening, the building has been host to more Superbowls than any other stadium in the NFL and has been a venue for countless events including conventions, concerts, the Final Four, Mardis Gras celebrations and more. In 2016, the building was listed on the National Register of Historic Places.

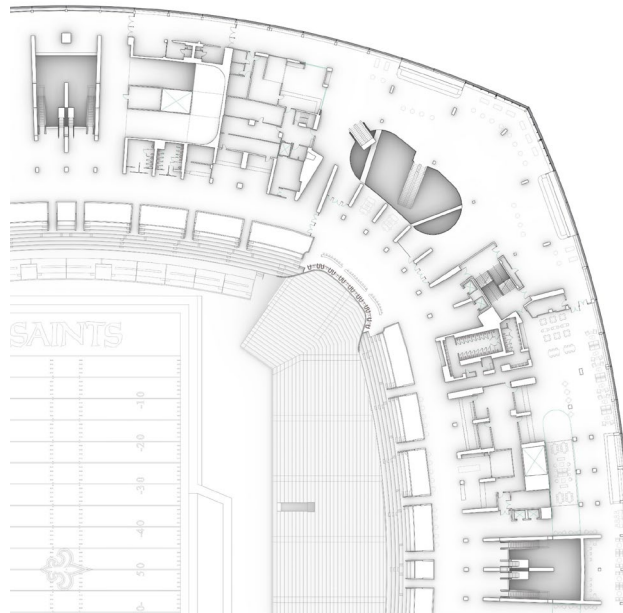




L200 OVERALL FLOOR PLAN



L200 EXISTING FLOOR PLAN, NE CORNER

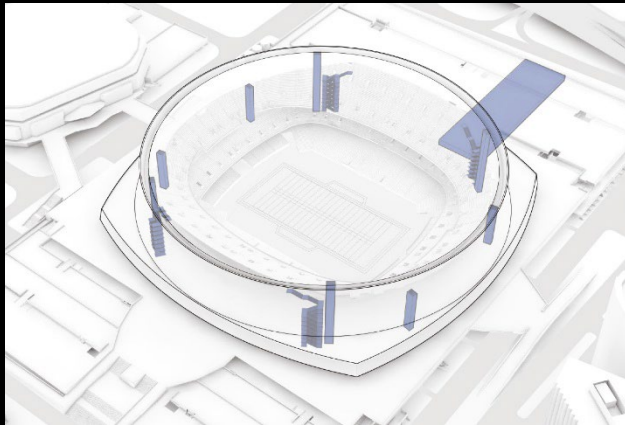


L200 FLOOR PLAN, NE CORNER

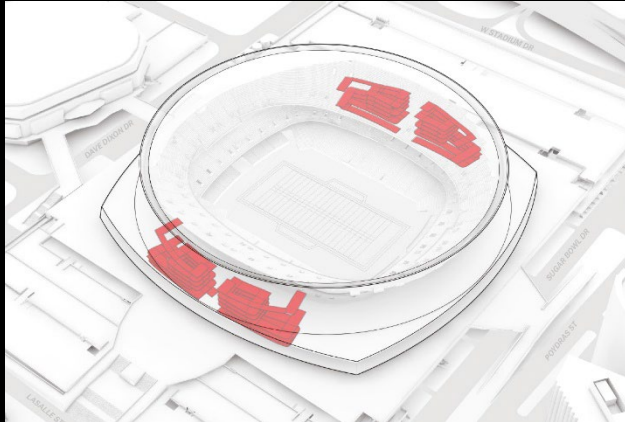
RR210.04

Our team worked within the existing envelope to improve the overall experience of patrons by ease of access to amenities, increased concessions, kitchens on all levels, a 75% increase of accessible seating, vertical circulation for faster circulation, upgraded bathrooms and fixtures, access to the outdoor plaza and newly introduced natural light along the periphery.

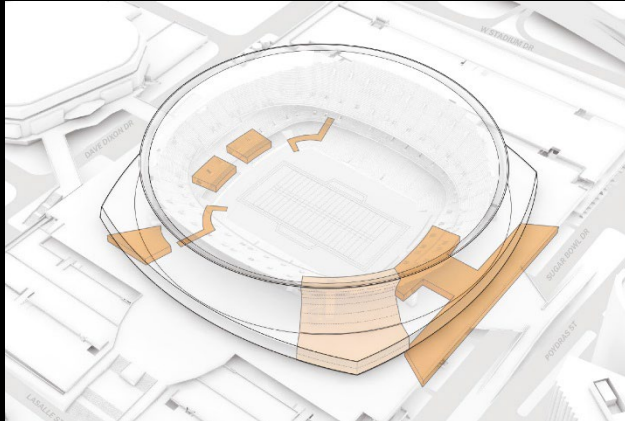
The plans to the left demonstrate selective demolition and reconstruction to allow for accessible features, concessions, sideline lounges and three new corner atriums for vertical circulation to all levels. Throughout the design and construction, the project was phased to allow for continuous use of the building and enabled five uninterrupted NFL seasons among other hosted events.



P1: new egress stairs towers to replace existing ramp egress



P1 – P2: on-going demolition of existing ramps



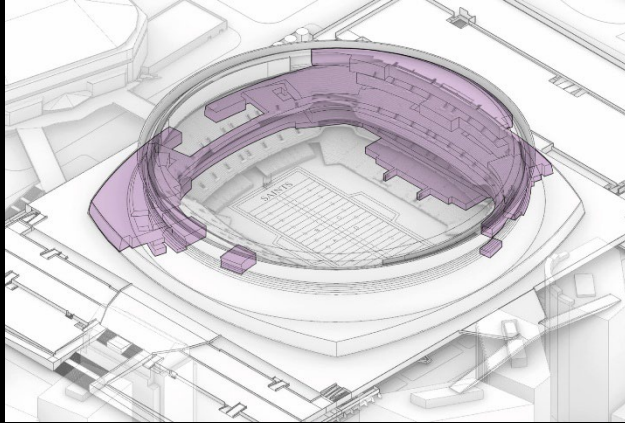
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PHASING: 1 - 3A

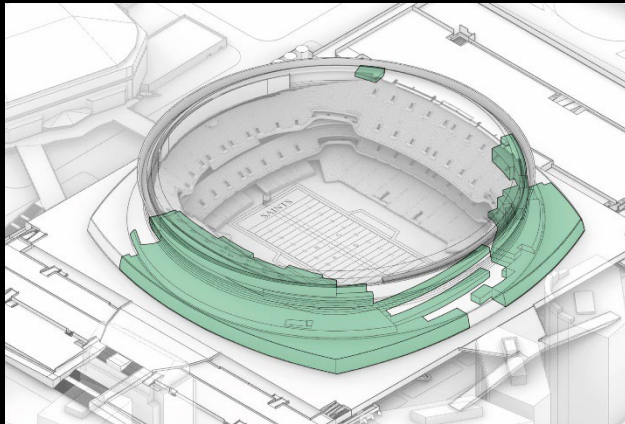
Phase 1 (2019) scope of work was primarily focused on an 'enabling' phase initiating vertical circulation improvements, building operations facilities and critical life safety systems and the demolition of existing interior, non-ADA compliant sideline ramps.

Phase 2 (2020) scope of work was primarily focused on ADA seating distribution through all levels of the stadium, along with event level team facilities and a new endzone club with field boxes.

Phase 3A (2021) scope of work was focused on a new food service commissary. A major goal of the project was to organize and consolidate the existing food service area into a leaner and more effective cluster of production areas, conditioned storage areas, and staff offices.



P3B – 2023: Northeast, Northwest and East sideline scope areas



P3B – 2024: Southeast, Southwest and West sideline scope areas



RR210.06

PHASING: 3B

Phase 3B (2022-23) - NE, NW and East sideline from levels 100-650.

Phase 3B (2023-24) - SE, SW and West sideline from levels 100-650.

Phase 3B completed the expansive interior overhaul to enhance the quality of game spectatorship, food service and hospitality services. With the removal of the sideline ramps, expansive volumes of space became available for new amenities such as sideline atriums with clubs, expanded suites, and expanded concourses at every level. Three new corner atriums were created to organize the new system of patron arrival and circulation with new stairs, elevators and escalators to move through the facility. Speed of service improved and amenities organize around these atriums throughout all levels.



RR210.07

RECLAIMING SPACE

After 3D scanning the entire building, opportunities to reclaim space for public and operational use were analyzed.

Through removal of the building's antiquated ramped circulation system, which was not ADA compliant or effectively located, over 100,000 SF of public space and 50,000 SF of back of house space was reclaimed within the existing envelope. This approach took advantage of what exists rather than succumbing to the environmentally damaging impact of demolishing and building new.

Through this, a more equitable experience to the patrons and public concourses was achieved. This also enabled space for modernized means of vertical transportation that were previously underserving the existing stadium's needs.

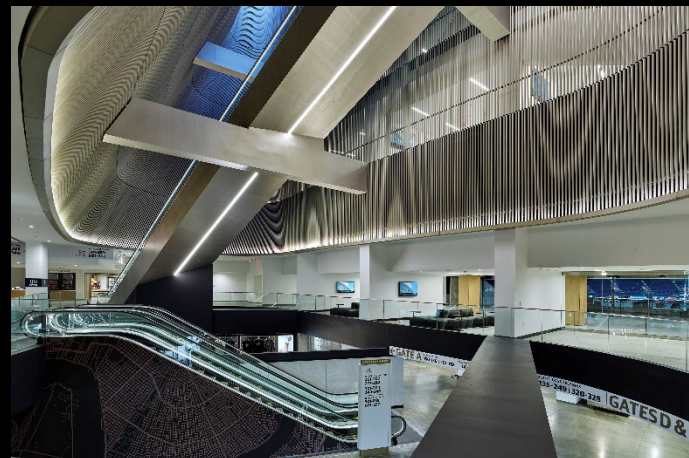


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VERTICAL TRANSPORTATION

Three new atriums were created in the corners to organize the new system of patron arrival and circulation with new stairs, elevators and escalators to move through the facility. The atriums which host a series of new escalators, lead patrons to primary levels for streamlined access to the seating bowl and are strategically adjacent to new egress stairs and elevators which assist in providing a variety of circulation options.

Previously, a patron traveling from the L100 plaza gate to their seat in the upper bowl via existing ramps took nearly 15min. A patron can now get to that same seat in approximately 3 minutes on the new escalators. VT scope includes (12) new escalators, (16) new elevators, (4) new egress stairwells and (5) new ADA wheelchair lifts.

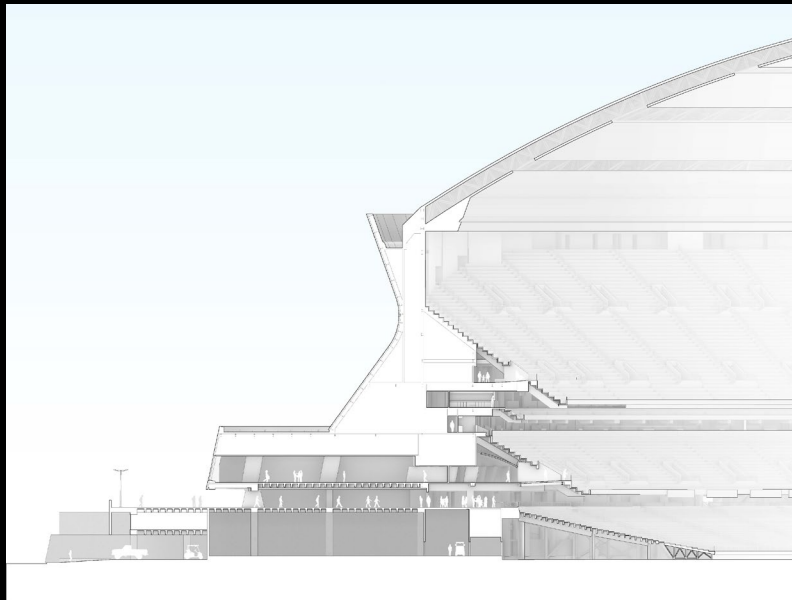


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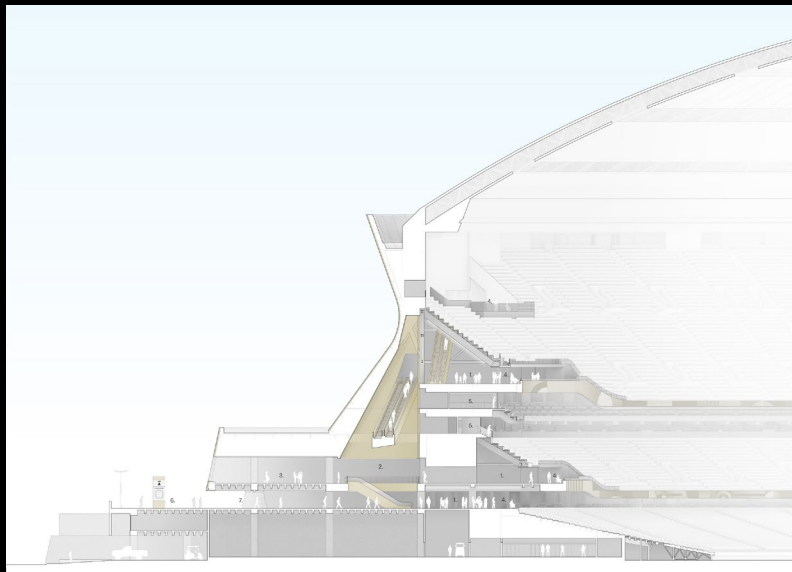
ATRIUM DESIGN

After analyzing the existing space available to create the multi-level opening for new escalators, the design team worked closely with the 3D scan data to weave the escalators between the constraints of both the interior structure and exterior geometry. The final locations strategically utilize points of the existing structure to support the escalator and allow the user to experience the building's original structure as a sculptural element.

The large atrium void required an enclosure that could clad the interior side of the building skin, provide acoustic separation and provide enough open-air percentages to meet the smoke exhaust system requirements located behind the panelized atria screen system.



NE CORNER SECTION BEFORE



1. CONCOURSE 2. ATRIUM 3. LOUNGE 4. ADA DECK 5. SUITE 6. PLAZA 7. ENTRANCE

NE CORNER SECTION AFTER



RR210.10

ATRIUM

As patrons enter through the L100 plaza gates, they are quickly introduced to the vast atrium opening above them with a series of escalators guiding them to the upper levels. The atriums anchor the beginning of this procession where the overall form is up lit by a series of lights from below while custom lighting panels at the top reflect light down to create a cathedral like procession.

When proceeding onto the L200-500 escalator, the patron passes through the base of the atria and is surrounded by a series of anodized aluminum tubes mimicking the same material and color used on the exterior skin. The overall shape of the atriums reflect the iconic exterior shape of the Caesars Superdome, taking cues from the waist of the building and seating bowl extents on the opposite side.

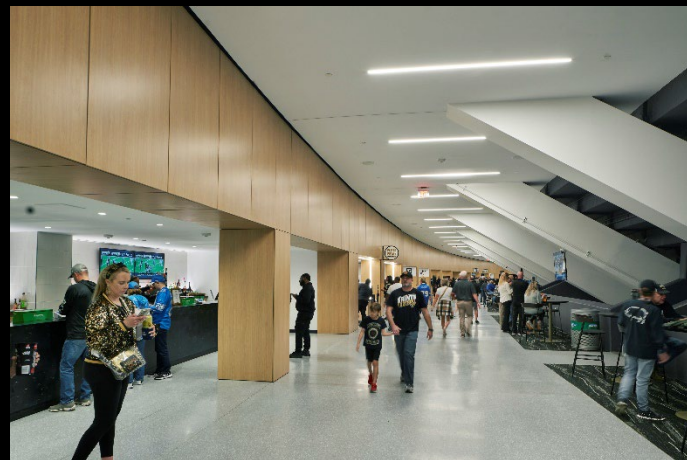


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CONCOURSES

With the additional square footage being reclaimed along the sidelines in place of the existing ramps, the concourses were able to be significantly enlarged which provided much needed relief for the circulation and queuing of patrons waiting for concessions and restrooms. Wider concourses allowed for better quality of experience, faster distribution to amenities and fresher concession services on all levels.

A simple material palette was developed to bring a sense of consistency and clarity for the patrons supported by new wayfinding and lighting to ensure patrons could easily navigate to certain exit points or amenities. These materials were also selected for their durability and longevity over time in a spaces that experience to ensure these spaces maintain their quality





RR210.12

MARKETS / CONCESSIONS

Of the many priorities from the onset of this project, concession ROI was a primary focus of the client. Modernized concessions were implemented across all levels and area types to capitalize on newer grab and go style markets with higher quality product.

The strategic locations of these markets significantly increased the overall volume of point of sales for both food and beverage which helped reduce wait times and improve fan experience.





RR210.13

EQUITABLE DESIGN

The Caesars Superdome is an economic driver for the entirety of New Orleans, as well as an icon representing Louisiana's identity and resilience. The majority of the project's key focus areas were for the general admission and public spaces of the building. The design injects a 75% increase of ADA seating dispersed throughout all levels that were non-existent during its initial construction. In addition to ADA seating, a wide range of seating types were included such as field level suites, seated drink rails and standing only decks which all offer improved sight lines of the field and enhanced experiences. All patrons are also offered access to breakout lounge areas with TV's streaming the event. Beyond seating, our team also incorporated family rooms, mother's rooms and a sensory room to ensure specialty spaces were accessible to those who would need them. This is a building for collective celebration with equity.