

Williams-Brice Stadium Renovation Project



Williams-Brice Stadium Renovation
Design Review

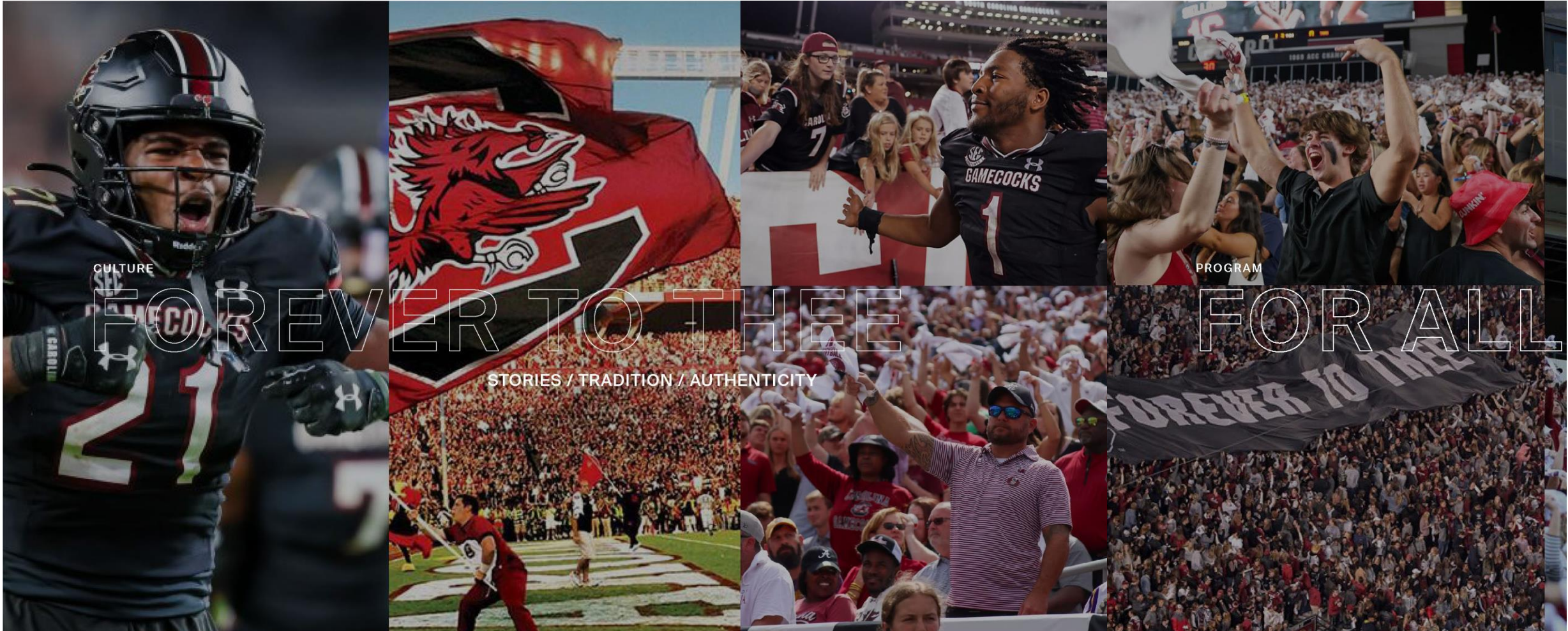
05.19.2025

POPULOUS

May 22, 2025

Williams-Brice Stadium Renovations

Core Design Drivers



For All

Legacy and Tradition

Home

Pride of the State

- Improvements with “stadium for all” in mind
- Diverse product offerings and experiences

- Multi-use revenue generating solutions beyond football
- Integration of technology

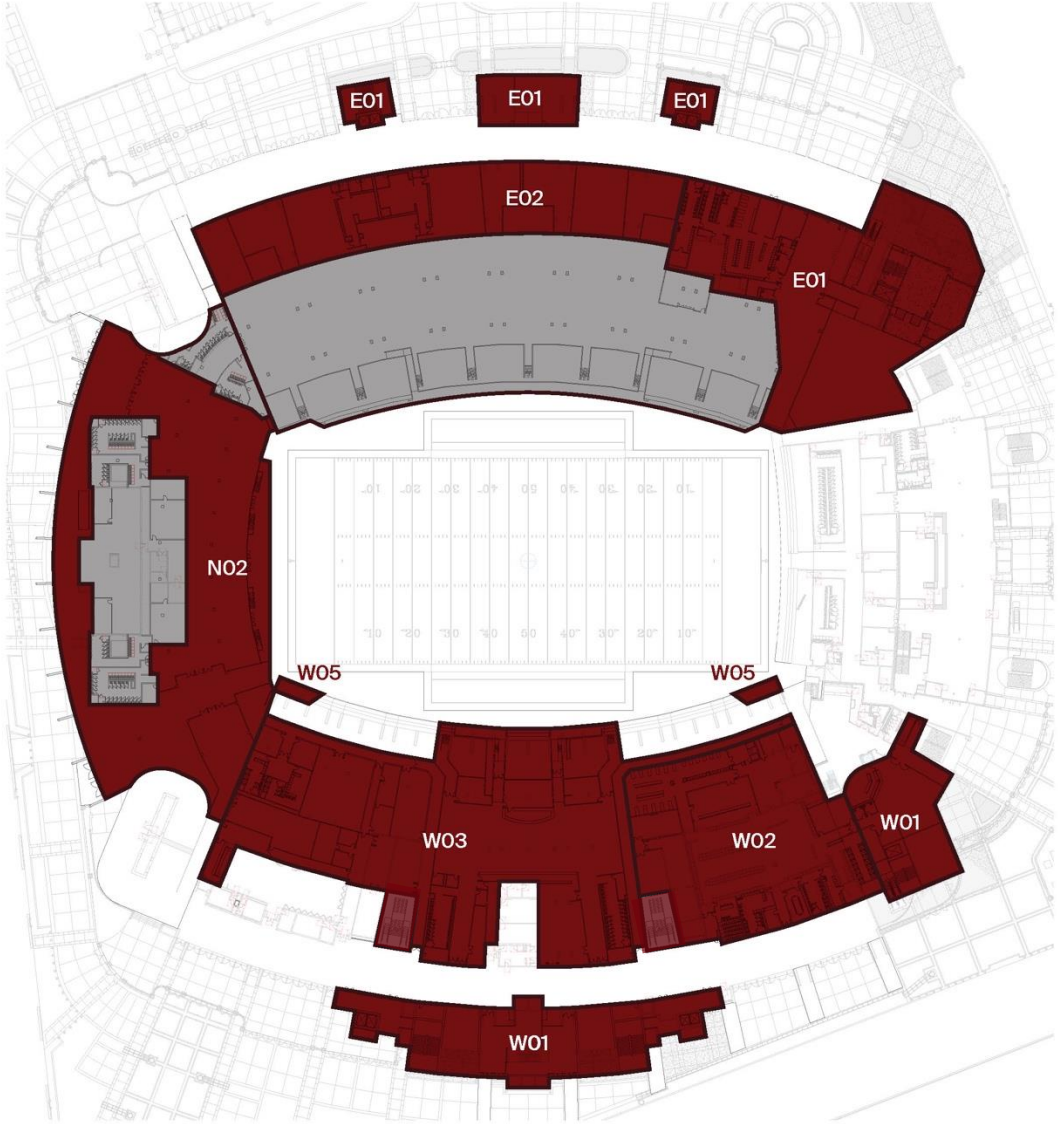


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Williams-Brice Stadium Renovation

Field Level

01 Project Elements
Field Level



Area to be renovated in current project



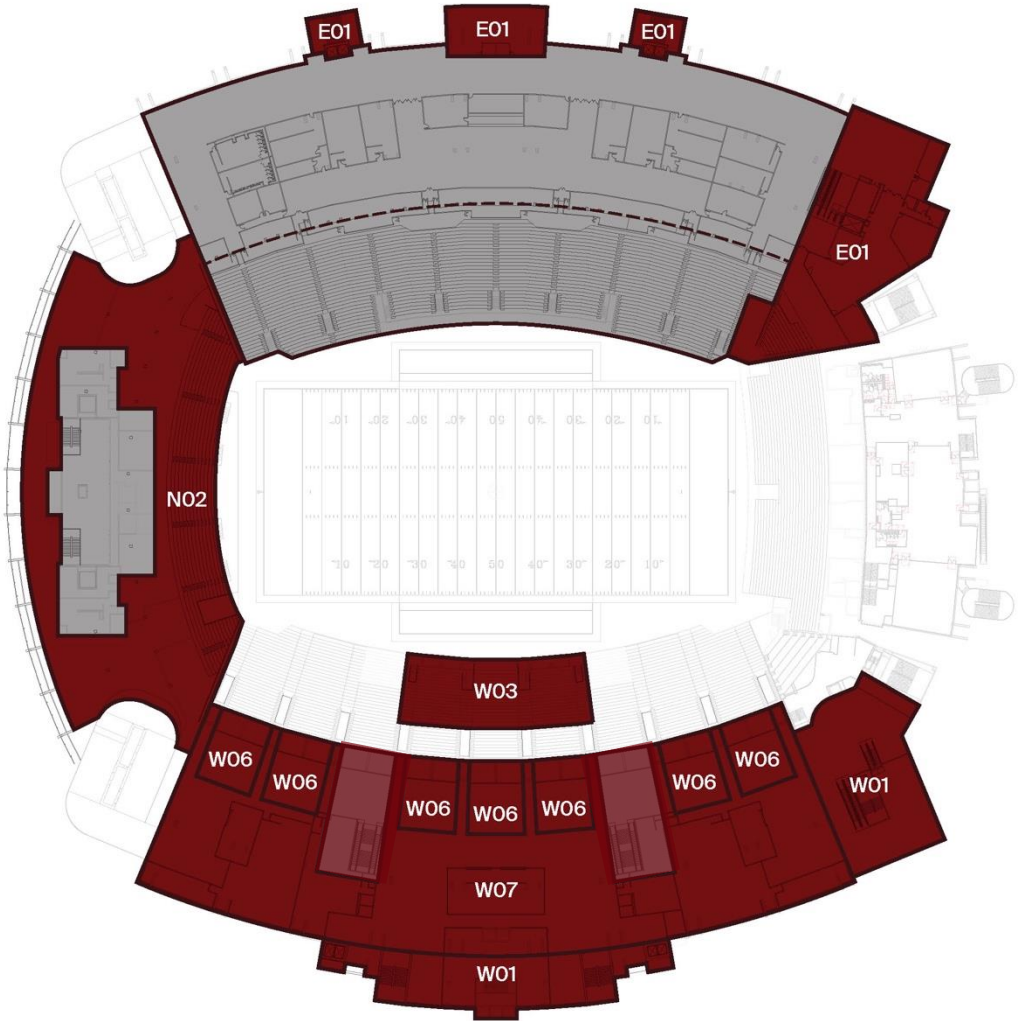
Area recommended to be renovated in the future





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Main Concourse Level

01 Project Elements
Main Concourse Level



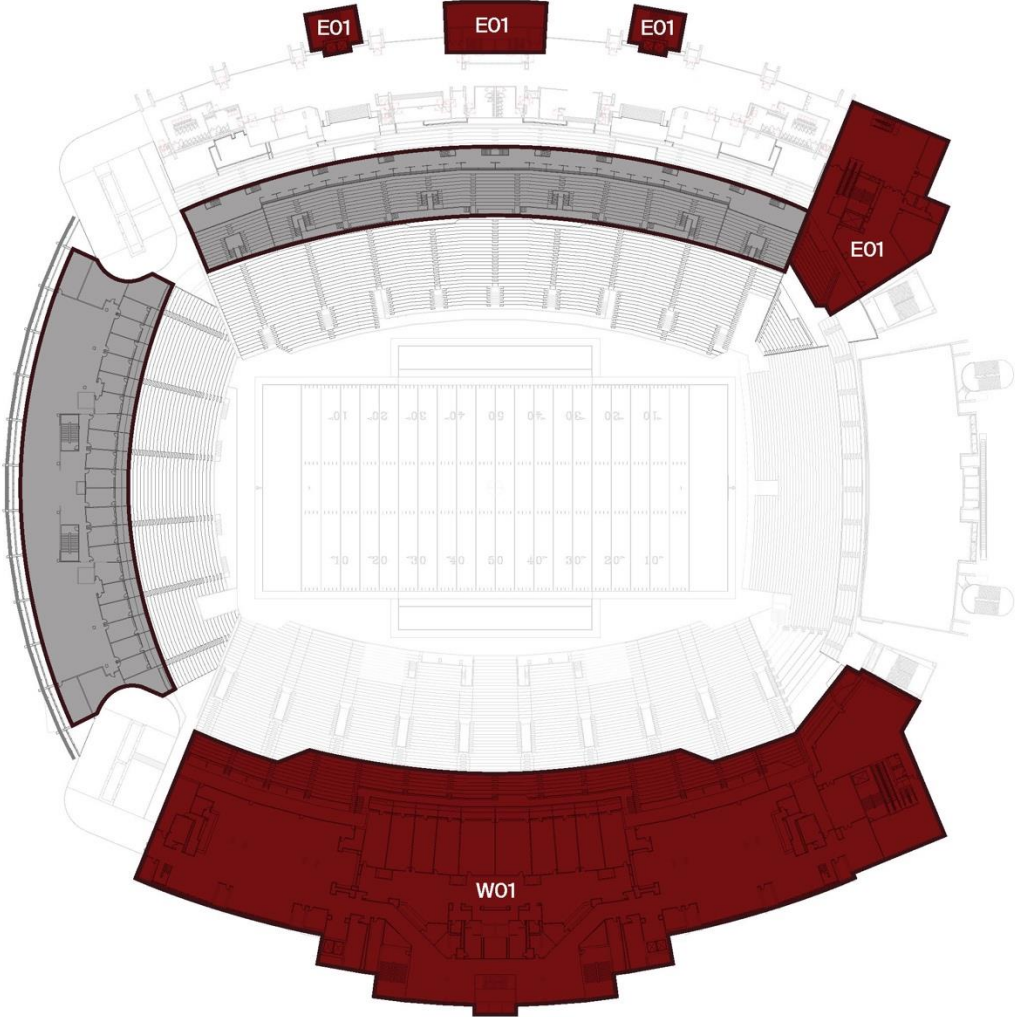
 Area to be renovated in current project


 Area recommended to be renovated in the future


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100-Level

01 Project Elements
100 Level



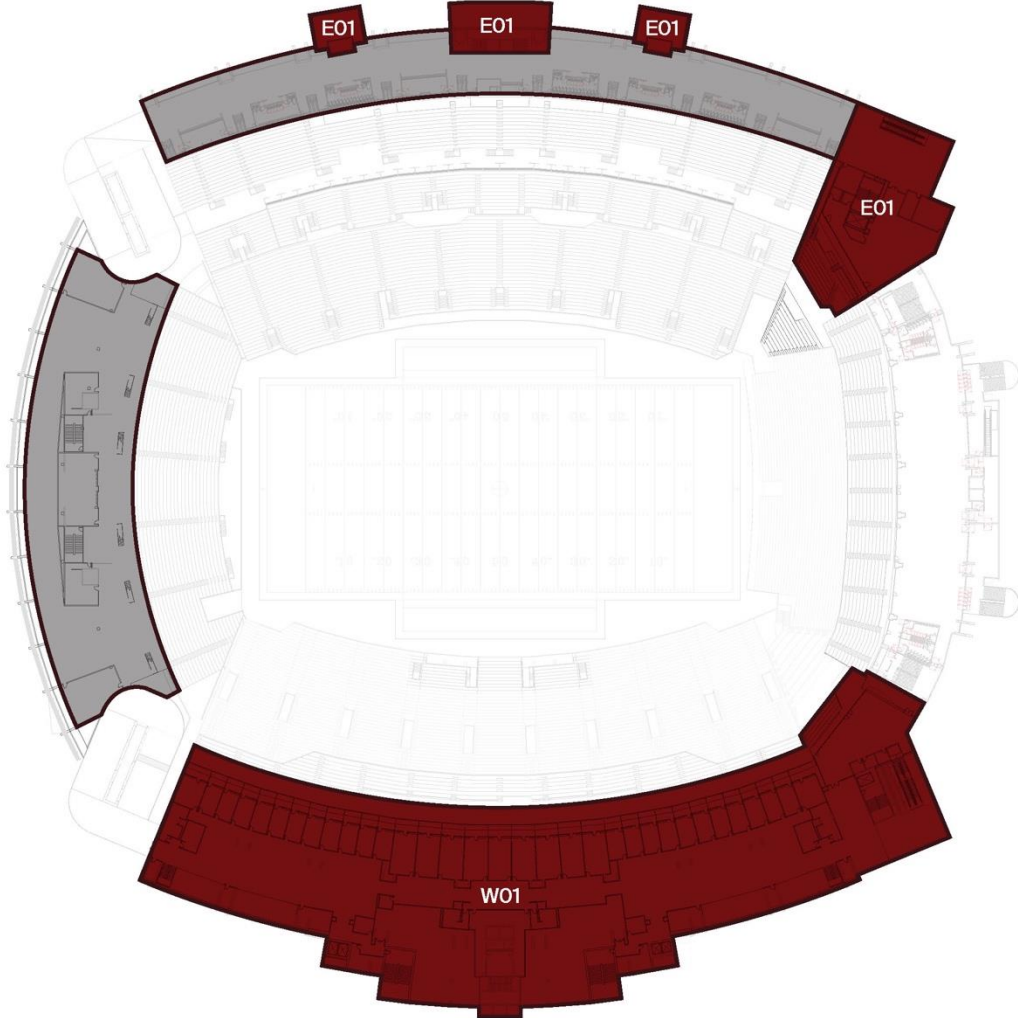
 Area to be renovated in current project


 Area recommended to be renovated in the future


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200-Level

01 Project Elements
200 / East Upper Concourse Level

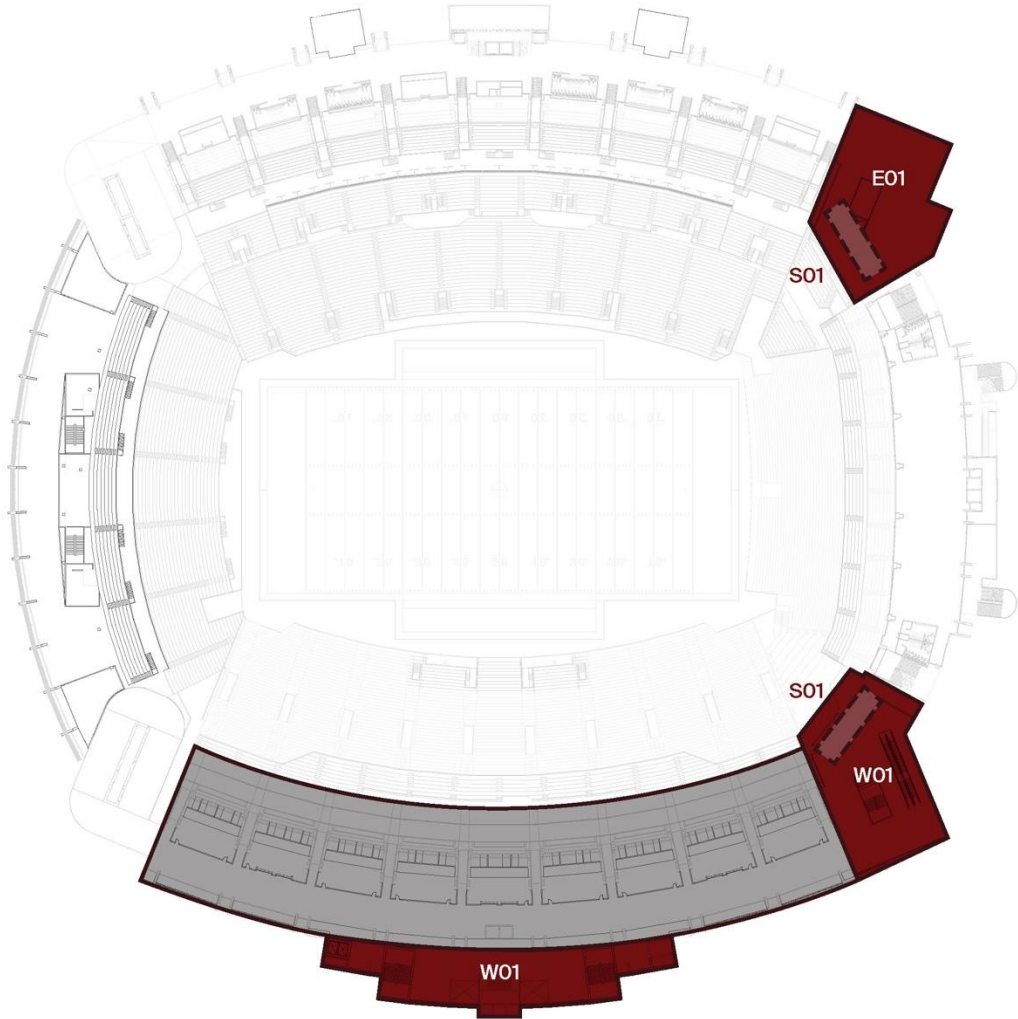




 Area to be renovated in current project

 Area recommended to be renovated in the future

Williams-Brice Stadium Renovation Upper Concourse Level

01 Project Elements
West Upper Concourse Level

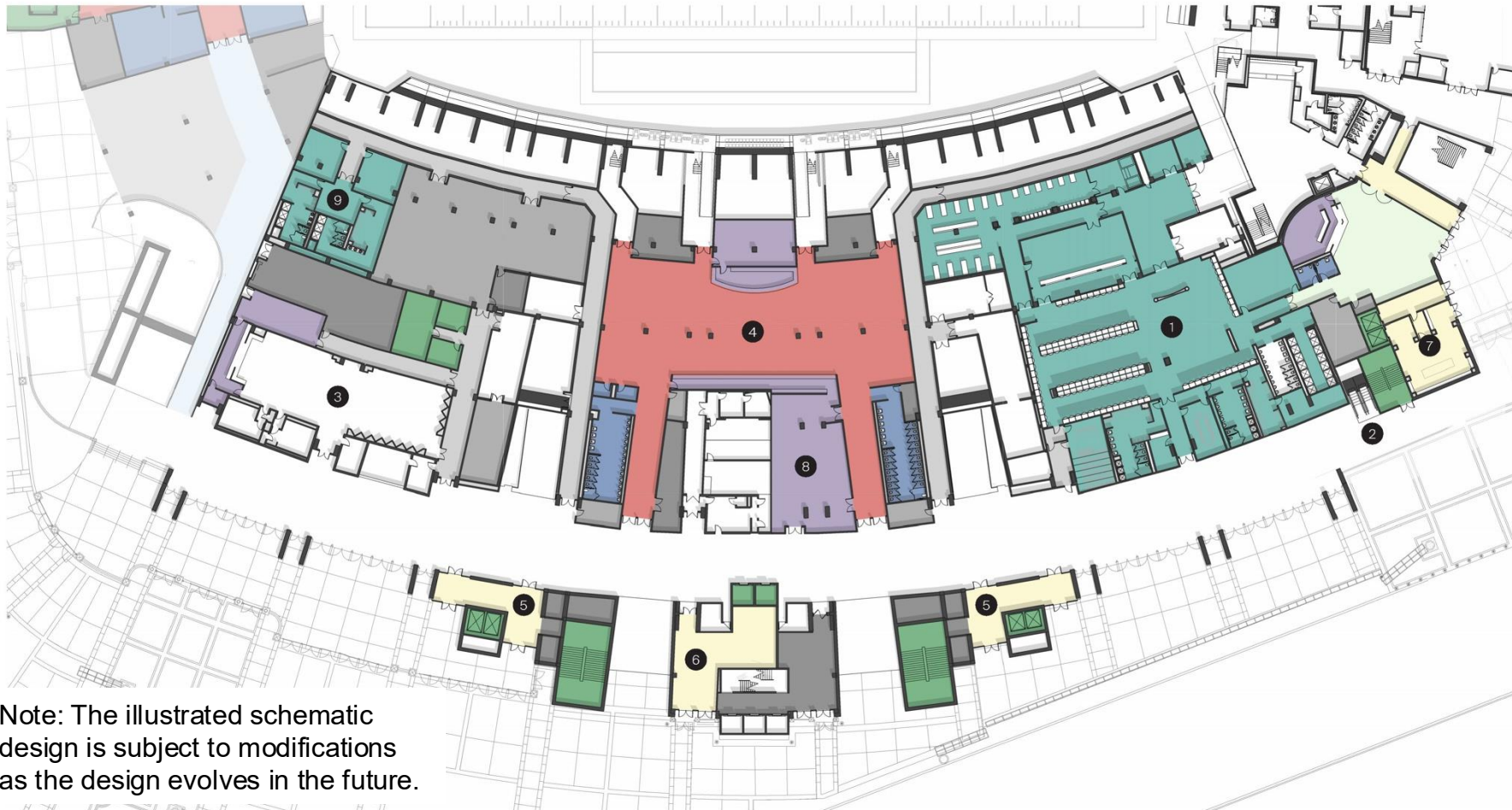


-  Area to be renovated in current project
-  Area recommended to be renovated in the future



West Side Stands

Field Level Plan



Legend

- Concourse
- Restrooms
- Food Service
- Premium Circulation
- Suites
- Founders
- Clubs
- Vertical Circulation
- Team and Event Facilities
- Operations and Support
- Support Circulation
- Existing

Key Spaces

- 1 Locker Room
- 2 Escalators
- 3 Lettermans
- 4 Field Club
- 5 Premium Lobby
- 6 Founders Entry Lobby
- 7 1892 Club Private Entry
- 8 Kitchen
- 9 Officials / Chain Crew

Note: The illustrated schematic design is subject to modifications as the design evolves in the future.

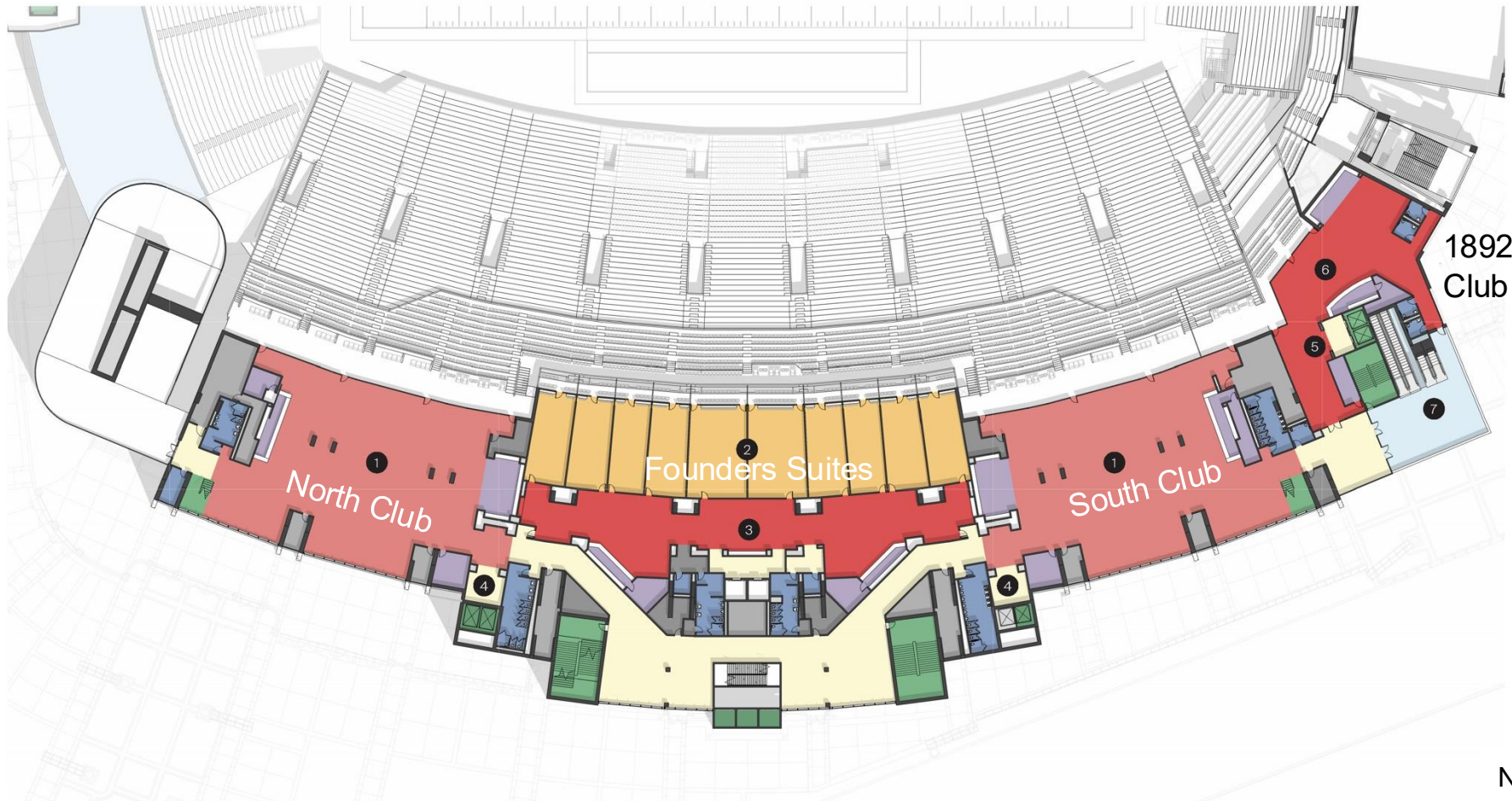
Project Description: Field Level renovations will improve the team locker room and create a new field level club. The southwest ramp will be removed, and a recruitment lounge will be created. New elevator lobbies and stair/escalator/elevator circulation cores will enhance vertical connectivity to all upper levels.



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West Side Stands

100-Level Plan

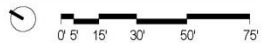


Legend

- Concourse
- Restrooms
- Food Service
- Premium Circulation
- Suites
- Founders
- Clubs
- Vertical Circulation
- Team and Event Facilities
- Operations and Support
- Support Circulation
- Existing

Key Spaces

- 1 Club
- 2 Founders Suites (10)
- 3 Founders Club
- 4 Premium Lobby
- 5 1892 Club Private Elevator / Lobby
- 6 1892 Club



Note: The illustrated schematic design is subject to modifications as the design evolves in the future.

Project Description: 100-Level renovations will create 10 Founders Suites and North and South Clubs. The 1892 Club will be recreated at the southwest corner of the stadium.



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West Side Stands 100-Level Plan Founders Suite Design

Note: The illustrated schematic design is subject to modifications as the design evolves in the future.



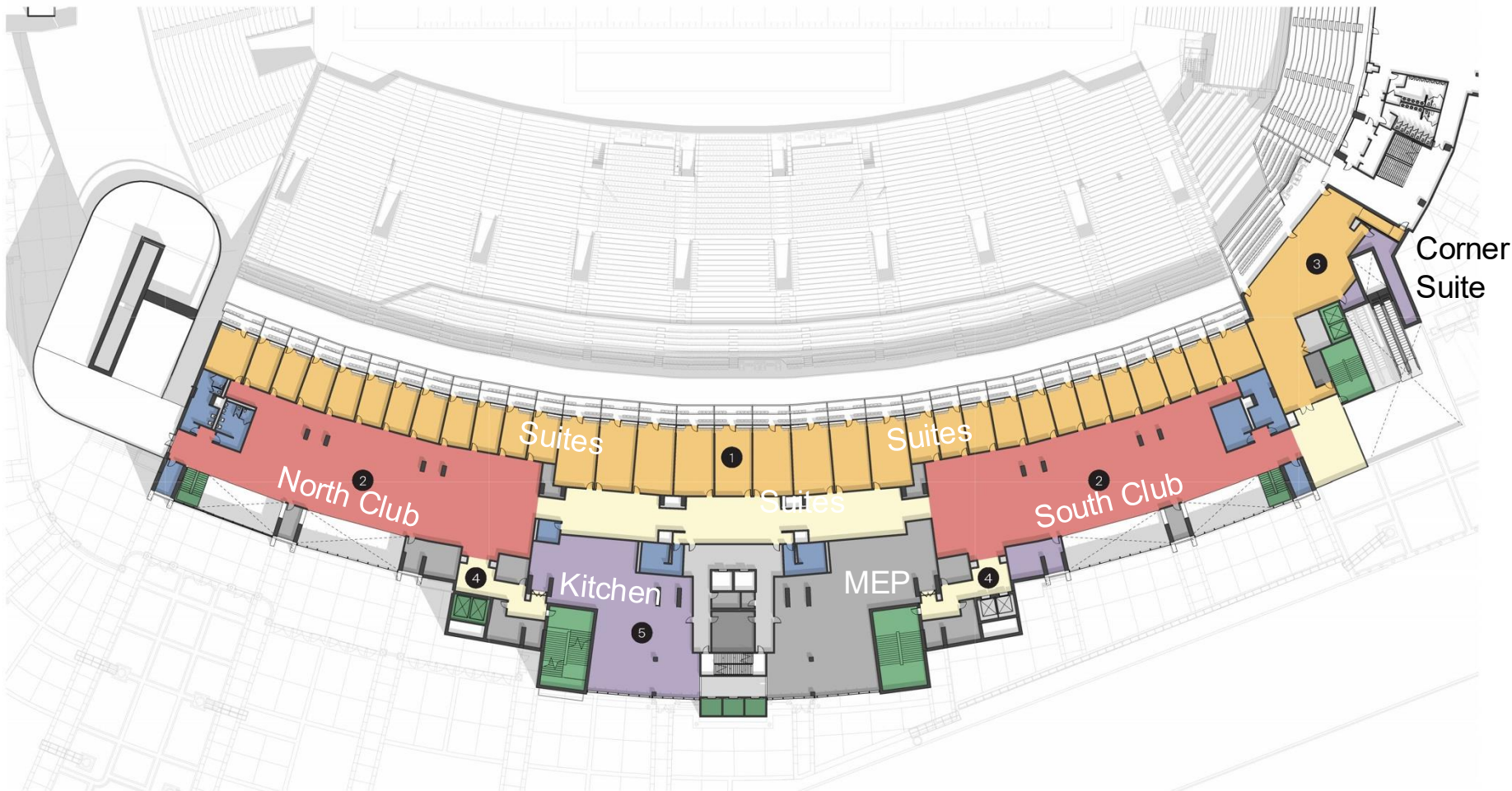
Project Description: Eight Founders Suites are planned. Each will accommodate up to 42 fans including 14 exterior seats. Amenities include millwork, lounge seating and tables, a buffet counter, a drink rail, and a wine/liquor display and bar with liquor display. An operable glass wall divides the interior from the bowl.



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West Side Stands

200-Level Plan



Legend

- Concourse
- Restrooms
- Food Service
- Premium Circulation
- Suites
- Founders
- Clubs
- Vertical Circulation
- Team and Event Facilities
- Operations and Support
- Support Circulation
- Existing

Key Spaces

- 1 Suites (33)
- 2 Suite Lounge
- 3 Corner / Terrace Suite
- 4 Premium Lobby
- 5 Kitchen

Note: The illustrated schematic design is subject to modifications as the design evolves in the future.

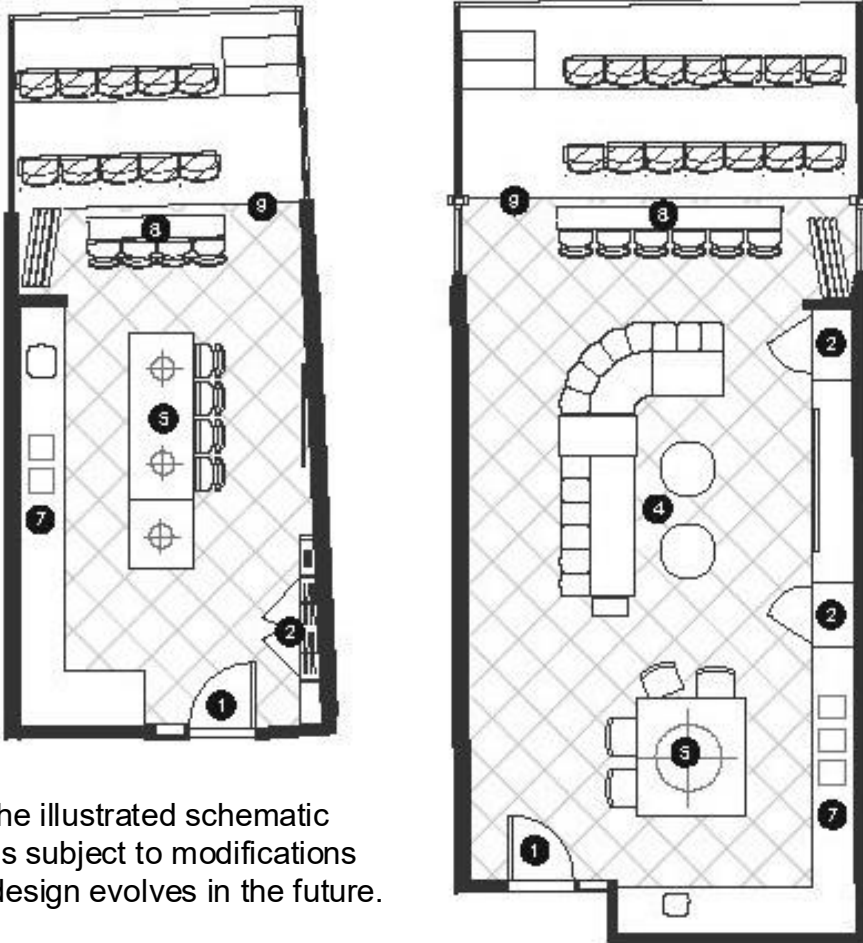
Project Description: 200-Level renovations will create 33 Suites and North and South Clubs with a premium lobby and food service kitchen support space. A Corner Suite will be created at the southwest corner.



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West Side Stands 200-Level Plan

Suite Design



Note: The illustrated schematic design is subject to modifications as the design evolves in the future.



Project Description: Nine large Suites and 24 regular Suites are planned accommodating up to 32 fans and 20 fans respectively. Amenities include millwork, lounge seating and tables, a buffet counter, a drink rail, and a wine/liquor display and bar with liquor display. An operable glass wall divides the interior from the bowl.



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West Side Stands

Perspective Looking South



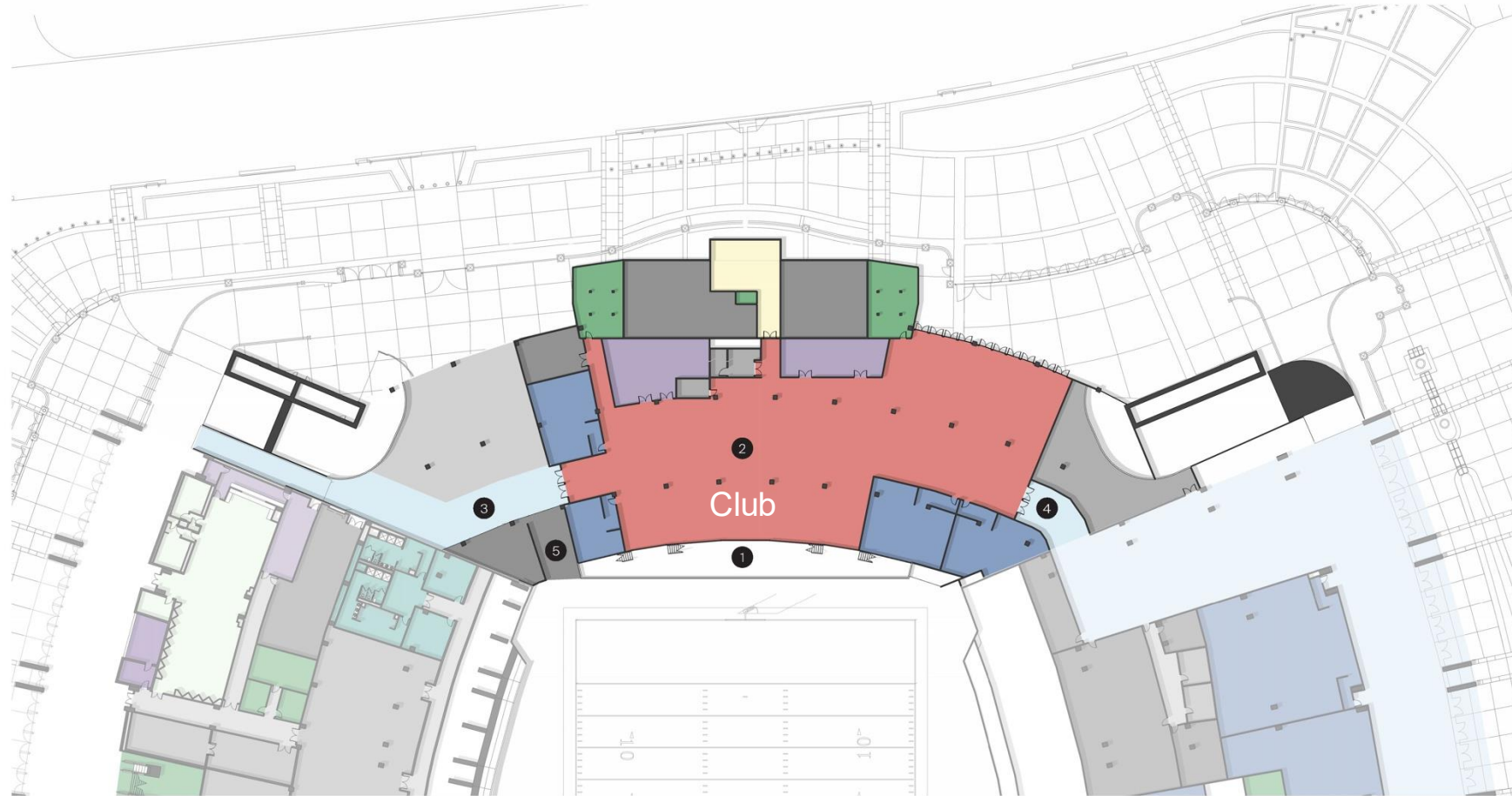
200 Level

100 Level

POPULOUS

North End Zone

Field Level Plan



Legend

- Concourse
- Restrooms
- Food Service
- Premium Circulation
- Suites
- Founders
- Clubs
- Vertical Circulation
- Team and Event Facilities
- Operations and Support
- Support Circulation
- Existing

Key Spaces

- 1 End Zone Patio / Drink Rail
- 2 Enhanced Club Concourse
- 3 West Concourse Connection
- 4 East Concourse Connection
- 5 Truck Access

Note: The illustrated schematic design is subject to modifications as the design evolves in the future.

Project Description: The North End Zone improvements will create conditioned Club space and restrooms for student fans. The final scope of work is still undergoing schematic design.



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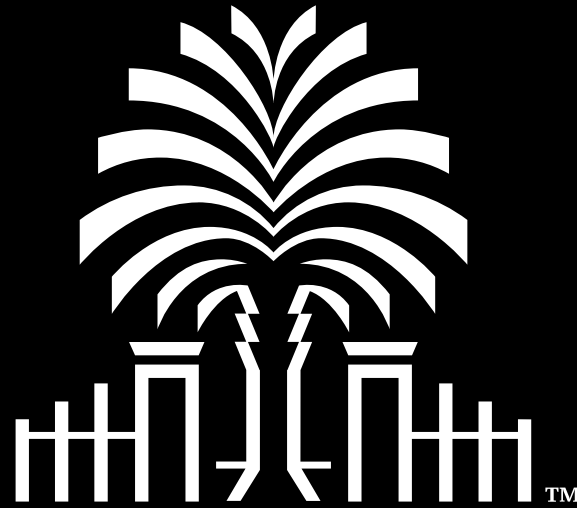
Williams-Brice Stadium Renovations



Action Requested: Approval is requested to fund Phase II design and construction for a total project budget of \$350,000,000 funded with Athletic Revenue Bonds.



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