



VIEW
AERIAL OF THE NEW KYLE FIELD

TEXAS A&M UNIVERSITY KYLE FIELD RENOVATION

KYLE FIELD - A POWERFUL FUTURE FOR TEXAS A&M.

Kyle Field will unify a campus experience around the power, traditions and majesty of one of the nation's most beloved brands.

Kyle Field will represent the most extensive redevelopment of a collegiate athletic facility in history and will serve as a benchmark for future redevelopment projects at colleges across the nation.

Centered around "The Home of the 12th Man," this project embodies the belief that at Texas A&M, fans don't just watch the game, they affect the game. The market driven design embraces tradition, unifies the campus experience and communicates a powerful brand story; creating the best college football experience in America through architecture that conveys the prominence, strength and grandeur that has come to be associated with Texas A&M.

EMBRACES TRADITION

Dating back to 1904, Kyle Field and Texas A&M are full of tradition and history. Through material choices, graphics and a clear vision, Kyle Field tells the story of Aggie football - the program's powerful history - and communicates the energy behind the iconic brands' future.

UNIFIES CAMPUS

The renovation is a monumental opportunity to unify campus, creating synergies between existing structures and the stadium itself. By incorporating public plazas, patios, a theater, broadcast studios, Hall of Champions and an Aggie Sports Museum, the renovation ensures 365-day use by students, alumni and the community.

BRAND STORY

Capturing the brand started with the words that define Texas A&M: excellence, tradition, power and loyalty. Our brand strategy created high value for sponsors - with untraditional opportunities to align their brand with A&M's. Through materials and technology, the design blends the past and future, telling a compelling story about the university's brand.

MARKET DRIVEN DESIGN

Kyle Field is the first stadium in history to be designed in response to demographic and market research. We engaged CSL and the Innovations Group to conduct extensive market research of 24,000 fans, providing candid input that directly shaped the design and premium amenities.

LOCATION
COLLEGE STATION, TEXAS

PROJECT TEAM
POPULOUS
MANHATTAN - VAUGHN CONSTRUCTION
PC SPORTS - RABA KISTNER (PCRK)

OPENING
SEPTEMBER 2015



QUICK FACTS

MEDIA CONTACTS:

Terry McDevitt, Texas A&M University
Tmcdevitt@tamu.edu

Gary Hall, PC Sports
ghall@projectcontrol.com

Annie Hellweg, Populous
annie.hellweg@populous.com

OPENING:

September 2015

GROUND BREAKING:

November 9th, 2013

TOTAL GROSS SQUARE FOOTAGE:

1,325,150 SF

PROJECT COST:

\$485M

STADIUM CAPACITY:

102,733

STUDENT SEATING:

31,000 total reserved spots for students

SITE:

The impactful 36-acre site was designed around the traditions Texas A&M uniquely claim, including the corps march that starts on campus and passes down Houston Street before each game

CONNECTIVITY TO CAMPUS:

Located in the heart of campus, Kyle Field connects to the Memorial Student Center and is just a short walk away from the Quad making use of pedestrian pathways and landscaping to further that connection

PARKING/ TAILGATING:

The existing surface parking lot on the west side of Kyle Field has been reconfigured to accommodate more than 350 parking spaces for premium customers and fans. Included in the west side parking lot is a vehicular drop-off designed to accommodate limousines and shuttles, also acting as a foreground to the ceremonial entry at the west side of the stadium

PLAZAS:

The plazas and open spaces around Kyle Field contain sculptures, monuments and other exhibits themed around the rich history of Texas A&M Football. They also serve as an extension of the campus open space framework for use by students, faculty and visitors on non- game days.

ACTIVATION TOWERS:

Four activation towers on each corner of the building become destinations for sponsors to create immersive brand experiences

HALL OF CHAMPIONS:

The 29,405 SF, three-story space will be the largest public space on campus including a continuous ribbon board, 20 custom graphic displays including an interactive timeline and a custom maroon ceiling featuring a halo- lit A&M logo

SUITES:

12 Founders Suites, 24 Legacy Suites, 38 Prime Suites, 20 East Side Suites, 1 President's Suite, 1 Chancellor's Suite, 1 Board of Regents Suite

FOUNDERS CLUB:

A three-story, 8,000 SF Founders Club has exquisite views to the Hall of Champions and includes two glowing front onyx bars, two double-sided fireplaces and mahogany wood paneling

ALL AMERICAN CLUB:

All American Club ticket holders, Legacy Club ticket holders, Prime Suite and Legacy Suite ticket holders have access to the 25,600 SF All American Club including a 4,600 SF club feature bar, outdoor balcony, 25' high stone feature walls with custom graphic and 3,415 All American Club seats

LEGACY CLUB:

Legacy Suite holders and club seat holders have exclusive access to the Legacy Club including a 11,250 SF lounge and 1,481 Legacy seats

HERITAGE LOUNGE:

The Heritage Lounge is a 3,000 SF, suite lounge on the south end of Kyle Field offering views to the Hall of Champions

PRESIDENTIAL LOUNGE:

The President's Lounge is a 3,000 SF, suite lounge on the north end of Kyle Field with views to the Hall of Champions

LOGE BOXES:

Three types of loge boxes, each including an exclusive lounge providing a total of 750 seats

VIDEO BOARD:

Three high-definition video boards in stadium as well as three video boards in Hall of Champions create an immersive, advanced experience, with a total viewing area of 12, 300 SF

MEDIA ACCOMMODATIONS:

Three media booths located on the West Side including space for camera, visiting team and national TV, four radio booths located in the East Press Box for home, visiting, national and spanish radio

PRESS ACCOMMODATIONS:

Space for 134 writing press on the east side canopy press box

BUILDING HEIGHT:

182' at highest point

RETAIL:

There are two retail spaces at Kyle Field located in the Northwest and Northeast Activation Towers consisting of 10,000 SF combined

ART:

12 original oil paintings commissioned for the 12 founders suites, eight original oil paintings commissioned for the Founders Club. Prime and Legacy Suite holders had the option to integrate reproductions in their own suites

TICKETING:

There are three ticket locations on the north, east and west sides with more than 25 ticket windows and two satellite ticketing windows on the east portal

TECHNOLOGY:

Equipped with the latest technology, the stadium and seating bowl will have full WiFi capabilities and a DAS system to accommodate 102,500 people in attendance. In addition all TVs are IPTV with digital menu boards

RESTROOMS:

Kyle Field has 12 family restrooms and 48 men's and women's restrooms located throughout the concourse

365 - DAY USE:

Public plazas, patios, a theater, broadcast studios, the Hall of Champions, the Heritage Lounge and Presidents Lounge ensure 365 day use by not only students but the entire community of College Station

CANOPY:

36,000 SF canopy on the east side, covering the press box, and a 44,000 SF canopy on the west provides relief from the sun along with cool zones - air conditioned spaces in the stadium - to provide additional comfort to fans

MATERIALS:

Steel, brick, cast stone, burnished block, glazed block, terrazzo, maroon glass and walnut hardwood make up the primary material palette, tying into the existing architecture on campus