



University of South Alabama Stadium Feasibility

Mobile, Alabama

HSP worked with the University of South Alabama to perform a feasibility study for an on-campus football stadium. The University's football team, the Jaguars, have played at Ladd-Peebles Stadium in Mobile, AL since their inception in 2009. The University has made efforts to determine the size, scope, quality, impact, establish the best site and functionality, and examine funding for developing a new football stadium. HSP provided the University with a full analysis for the optimal football stadium, as well as analysis and recommendations on other uses to include inside and outside the stadium in order to make the stadium a center of campus activity and not a single-use facility.

The Ladd-Peebles Stadium, located approximately eight miles from the University of South Alabama in the City of Mobile, is a 40,000-seat facility, which hosts football games, concerts, conferences, banquets and special events. It is located in a less desirable part of town compared with an on-campus facility and is also too large for the program's current and future attendance. It is also physically obsolete. HSP profiled this facility, as well as all local and regional competitive facilities, to determine the current and future opportunity.

HSP toured other similar facilities across the U.S. to understand the best practices in facility design and programming. HSP also assessed the alumni, student and corporate support for funding options for the recommended facility so as to match the physical program with the football program and financial capability of the stakeholders.

Client: University of South Alabama

Time Period: 2015 - 2016