SAN FRANCISCO INTERNATIONAL AIRPORT T1 CONCESSION GUIDELINES 2017

AUGUST 30, 2017

Terminal 0

Airline Name Here



Airline Name Here

TABLE OF CONTENTS

	21	73
	22	76
6	24	78
7	25	
8	31	
9		
	33	
11	36	
12	49	
13		
14	56	
15	57	
16	58	
17	60	
19	67	



WELCOME TO THE SAN FRANCISCO INTERNATIONAL AIRPORT.

The San Francisco International Airport (SFO), along with their partners and tenants, strive to provide the highest quality user experience. The aim is to recapture the joy of travel by providing opportunities for memorable customer experiences that combine user comfort, art, clear way-finding and delight -- all with a hospitalityinspired aesthetic and attitude.

The design of tenants spaces shall support these goals through imaginative design and quality implementation standards as outlined in the body of this document. All tenant designs will be reviewed by SFO's Design Review Committee (DRC) to ensure that proposed scope and designs are compatible with the aesthetic intent of Airport facilities and wayfinding systems. SFO aims to provide and maintain facilities in which passengers and visitors feel safe, secure and serene; where people are able to get from where they are to where they want to go with minimum fuss and maximum ease. For passengers, the transition from curbside to gate or gate to baggage claim should be intuitive. For visitors, the airport experience should be convenient. Physical modifications should support an overall sense of equanimity and not detract from it.

The Guidelines provide information for SFO partners, airlines, service providers, utilities, tenants, departments and staff who are considering making any physical modifications with in public areas of Terminal 1. The Guidelines offer background, rules and recommendations as reference and preparation for meeting with the DRC.





INTENT OF REVIEW

The intent of the design review is to *ensure that* the proposed scope and designs are compatible with, and do not distract from the aesthetic intent of the Airport facilities and way-finding systems. The Airport's primary objective is to facilitate the passenger's journey as safely and calmly as possible from ground transportation through ticketing and security to the gate and back again through baggage claim.

The Design Review Committee (DRC) is responsible for design approval of projects within public areas, including but not limited to the following:

- New construction
- Renovation or modification of existing spaces, structures and facilities
- Installation or modification of equipment/infrastructure in public view
- Interior and exterior signage (excluding traffic)
- Advertising

The Design Review Committee is comprised of architects, designers and artists from the local community and SFO, a department of the City and County of San Francisco. The current members are:

Nupur Sinha

Design and

Amir Koleini

Chair. **Design Review** Committee

Robin Chiang

Katy Mercer

Interior Designer

Architect

Construction, SFO **Blake Summers** Museum, SFO



Early communication between the tenant's architect and the SFO property manager is encouraged in preparation for Design Review Committee (DRC) presentations. The tenant coordinator is available to aid in providing access to resources in advance of DRC meetings.

The DRC Coordinator is responsible for setting the committee's schedule and meeting agendas, communications on behalf of the DRC, record keeping, and on-site review of completed projects to ensure compliance with DRC's approval comments.

The DRC is available to meet with all involved parties before the design process begins. As such, we require that the tenant's architect visit the physical lease space and review the guidelines before creating any design for DRC presentation.

Liz Iriart DRC Coordinator



SCHEDULING & PROTOCOLS **

**Prior to applying, teams are to confirm application process with the DRC

SCHEDULING A REVIEW DESIGN REVIEW MTG

HOW

SFO staff shall make appointments with the DRC through the DRC Coordinator. For tenant design approvals, the Property Manager will attend meetings with the tenants and shepherd the tenant through the design review process.

Submit coordination drawing package to RDM and property manager two weeks prior to DRC review meeting.

REFERENCE FILES:

Tenants should utilize these guidelines in addition to the documents below:

RFP + Lease

Leasable Space Plans Tenant Work Letter Tenant POC Locations

WHEN

Meetings are held every Wednesday of the month.

- REVISION PROCESS

Appointments are generally scheduled for 30 minutes or more depending on the nature and complexity of the project being presented. *Presenters MUST advise the DRC Coordinator if their presentation requires a projector or laptop.*

WHERE

Jason Yuen Architecture & Engineering (A/E) Building at 676 McDonnell Road, San Francisco, CA 94128 *Visitors must obtain a*

parking permit from the building's receptionist upon arrival.

(The architect is required to attend all DRC meetings regarding the space. It is preferred that the architect/designer be present in person. However, a conference call for the architect can be made available.)

POST APPLICATION APPLICATION ACCEPTED*

When the DRC approves the design, the architect or designer moves forward with the completion of construction documents for submission to the Airport's Building Inspection and Code Enforcement (BICE) agency.

In some cases, the DRC will approve a design subject to specific modifications which will be given to tenants within one week of the presentation.

Modifications requested by the DRC may require additional reviews by the committee.

A formal memorandum of the results of the meeting will be forwarded to SFO staff and to BICE within one week of the meeting, and will be shared with the design team.

COMPLIANCE REVIEW POST CONSTRUCTION

Once construction is complete, the DRC Coordinator performs a design-compliance review of the premises with SFO staff. In the event that the Airport finds elements that do not conform to the final DRC-approved design, the applicant will be contacted to rectify the compliance issue.

POST OCCUPANCY

DRC will make periodic site visits to ensure continued compliance with approved design.

SFO STAFF RESPONSIBILITY

Staff should be prepared to give a brief overview of the project, including the purpose and intent of the project and the location. This should be followed by a presentation of the design intent and plans/ drawings by the designer. The DRC may, on behalf of the Airport Director, suspend implementation or propose changes in scope and/or design intent of a proposed project, if the stated intent is inconsistent with Airport policies and goals.

APPLICANTS RESPONSIBILITY

Applicants should be prepared to present a wide range of exhibits including context of adjacent surroundings at a DRC meeting. Supplying the DRC with complete information helps avoid unanswered questions and the need for further meetings that might postpone approval. (Refer to Required Documents).

*The DRC reserves the right to reject any proposed designs which, in the DRC's opinion, are considered to be in aesthetic conflict with the base-building design, and/ or adjacent approved tenant designs.



REQUIRED DOCUMENTS

Four sets of the following documents must be submitted for the DRC review.

□ Location plan – Indicating where the project will be located to show not only where the project will be located but also its relationship to surrounding areas.	☐ Interior elevations – show the arrangement of all furnishings, equipment, shelving, decorative elements, finish materials, lighting fixtures, doors, menu boards, and graphics. If applicable, show how the space will be secured when closed.
Photos – showing the conditions at the project site, including the neighboring facilities and adjacent tenant and airport context.	■ Reflected ceiling plan – showing the elevation(s) or height(s) and layout of the entire finished ceiling and, if applicable, show ceiling materials, lighting layout, types of lighting fixtures, A/C registers and grilles, and signs. Indicate the elevation or distance of each element above the floor. All lighting must be recessed or indirect.
☐ Floor plan of conditions – showing base architecture and immediate adjacent spaces. Include adjacent public areas, legal boundaries of the project, and dimensions. The DRC will identify any potential issues or conflicts with other activities in the immediate area.	☐ Materials board/box/tray- showing small samples of all finish materials to be used in the project and photos or catalog cuts showing examples of lighting fixtures, seating, casework or other manufacture products to be used in the project. One material board is sufficient for the DRC review; however, a color, reduced-size photocopy must be provided for the DRC records.
Colored exterior elevation & perspective – these should accurately illustrate the proposed design complete with signage and fixtures from the point of view of a patron in the adjacent public area.	Equipment list – If equipment will be visible to the public, submit color images with clear indications of materials to illustrate an accurate appearance of the final project. A more detailed equipment list may be requested later in the project to show how these equipment selections are integrated into the design and surrounding context.
☐ Floor plan and wayfinding of proposed – showing in detail the arrangement of the project's essential boundaries, immediate neighbors, spaces, wayfinding, and components. Include all furnishings such as counters, seating layout, display cases, and equipment as well as illustrate the intended circulation and passenger experience of the space.	Signage details – showing elevations and section views, letter style and size, all colors, materials and proposed lighting. This shall include all storefront signage and typical interior display graphics/signage and menu displays. Tenant graphics layout on the primary identification, secondary branding plane, and blade signage must be reviewed by the DRC. For signage modifications, show locations before and after. Refer to chapter 6 for additional details.
Furniture images – Submit color images and selected finishes for each item specified.	Note: For the preliminary meeting, DRC will accept freehand sketches that explain the design intent.

Subsequent to the final approval, no additional furniture, merchandising fixtures, accessories, signage, equipment, etc. will be allowed unless approved by the DRC. If any changes are made subsequent to the DRC-approved design, these modifications must be brought to the DRC.



TIPS FOR SUCCESS

- Hire an experienced design/architecture firm to ensure a high quality finished product, and a smooth design and construction process.
- Hire a lighting designer to maximize the use of innovative and integrated light in your space and on your products and eliminate issues with glare.
- Hire a graphic designer for signage, particularly storefront and blade signs and menu displays.
- Be mindful and thorough when documenting the context in and around your space including but not limited to lighting, art, and finish details.
- Particular attention must be paid to current ADA laws as well as all state regulatory building and health codes.

- Use Airport design, construction and sustainability guidelines as reference, as noted on pages 17-19.
- Be aware of International passengers, varying language and brand awareness.
- Validate the impact a project may have on wayfinding and other operational elements. If needed, produce sight line studies in context with other visual elements.
- Presentation materials need not be elaborate, but accuracy is important. Quality of design is more important than quality of presentation material.





O3 GENERAL GUIDELINES

INTERIOR VISUAL QUALITY

MATERIAL FINISHES

GENERAL

Interiors must project a high standard of design commensurate with the quality of interiors found in leading upscale retail centers.

ITEMS TO BE CONSIDERED

- Designs must consider high-quality materials and finishes that can withstand high-volume traffic, luggage carts, commercial maintenance equipment and resist wear.
- Finish materials up to 12" above the finish floor are susceptible to damage, thus plastic laminate and other low impact materials will not be permitted in this zone.
- Counter tops must be fabricated from a solid surface or otherwise seamless materials: eg., metals, natural or artificial stone.

TRANSITIONS

GENERAL

Transitions between tenant and adjacent base building finishes must be well considered, and design teams should be familiar with existing conditions.

ITEMS TO BE CONSIDERED

- Provide durable surfaces at outside corners. Incorporate corner guards into design detailing of outside corners that receive heavy traffic use.
- Visual screens are required for all passthroughs at locations between front public area and back of house zone to prevent direct view into back of house area.
- Doors are required between front of house and back kitchens and stock rooms.
- Provide details to describe floor, wall, and ceiling transitions at locations where tenant finishes are located adjacent to neighboring tenant and airport finishes.

VIEWS & VISTAS

GENERAL

SFO encourages all tenants to pay attention to views and vistas of their space from surrounding areas. Food and beverage locations in particular should consider open views into and from dining areas.

ITEMS TO BE CONSIDERED

- Designers should consider the permeability of their facade. Access to views and wayfinding are of paramount importance for a pleasant passenger experience.
- Any soffit and ceiling features projecting past the lease line are subject to approval.
- The front face of food and beverage counters and all adjacent refrigerated cases must be located so that no portion projects beyond the lease line.
- If any loose tables and chairs are proposed, they are to be located in clearly defined seating zones separated from the main circulation path with partial height walls and/or partial height railings.

DRC TIPS

The DRC recommends that any kitchen equipment intended for back of house that is publicly visible requires a decorative material enclosure or appearance. If stainless steel is consistent with the desired look and feel, the finish must be treated so that fingerprints are not visible.

DRC TIPS

The DRC encourages early communicating between base building and tenant architects to coordinate ceiling, wall & floor material finish transitions.

DRC TIPS

Everything that may be visible to the public, including doorways to back of house areas and spaces behind counters and cash wraps must be free of visual clutter.

O3 **GENERAL** GUIDELINES

RETAIL

INTERIOR VISUAL QUALITY

GENERAL

Often, an inviting, attractive, interesting, restful or useful feature that is not a display or merchandising fixture, properly showcased, can entice passengers to look and linger

ITEMS TO BE CONSIDERED

- Features should not be blatantly commercial but ought to enhance the passenger experience to the best extent possible.
- Features can guide or even inspire the design of the facility.
- An unexpected or unique use of fixturing elements is encouraged. These elements can elevate the look and feel of a retail environment.

MERCHANDISING & EQUIPMENT

GENERAL

Display of all merchandise must be integrated into the design concept. All glass storefronts must be frame-less to convey a light and open presence at the airport regardless of hour of day.

ITEMS TO BE CONSIDERED

Fixtures

- The following items are prohibited if in public view; advertising, sponsorship text, branding, adhesive labels of any size and manufacturers promotional fixturing.
- Recessed standards for shelving is encouraged.
- Tenants are prohibited from using slat-wall.
- All fixtures are subject to the approval of the DRC.

Storage

- Adequate storage space for merchandise and refuse associated with the facility's operation must be integrated into the design.
- Tenants cannot overstock merchandise.
- Drawings shall indicate quantity of fixtures and locations
- Temporary storage of merchandise or refuse outside of the lease line is not allowed.

Retail Windows

• Windows organized and appealing from the inside and outside.

FOOD & BEVERAGE

INTERIOR VISUAL QUALITY

GENERAL

A fine dining approach, drawing elements from high-end cafes and restaurants, is a recommended way to create inviting dining experiences throughout SFO. The intention is to create spaces that capture an experience comparable to strolling through one of San Francisco's many vibrant neighborhoods.

ITEMS TO BE CONSIDERED

- Architectural Elements, Material Finishes, Lighting, Signage, Merchandising, Queue Management
- Wall Enclosures
- Counter Surfaces
- Ceilings & Soffits
- Materials (innovative, sustainable, etc.)

STANCHION AND QUEUING

- *Step 1*: Metal wire stanchion to be used by tenant to monitor que until approved by the DRC.
- *Step 2*: Once approved, dependent on location, a glass guardrail is to be installed. Stanchion products are to follow airport specifications or approved alternate.

Merchandising & Equipment: Summary of Requirements

- Deli and bakery cases that showcase food must be considered as part of the visual presentation with materials consistent with overall design.
- Sneeze guards shall be frame-less vertical glass with minimal hardware and no horizontal top.
- All visible food preparation must be thought of as part of the overall merchandising concept, consistent with a demonstration-kitchen approach.
- All display kitchens are subject to DRC approval and must not distract from overall look and feel.

- Equipment must be recessed in architectural cabinetry or millwork to the extent possible.
- Casters on in line equipment (i.e. refrigerator cases) to be concealed with a decorative kick. Exceptions to be reviewed by the DRC.
- Food preparation, Food storage, and Merchandise/Food/Beverage displays on horizontal surfaces should be allowed in a tasteful well thought out manner.
- All condiment counters are to be located within lease hold and integral with the architecture.
- Placement design of kitchen hoods is to be carefully considered. Refer to Tenant's Work Letter • for more information.

MERCHANDISING & EQUIPMENT

GENERAL

Tenants are required to showcase their food offering in a fresh, imaginative manner consistent with an overall branding approach. In addition to fresh foods, food photography may be used to reinforce the presentation. Provide adequate venting for built-in grab-n-go units so that excess heat does not build up and deteriorate adjacent materials.

ITEMS TO BE CONSIDERED

- · Creative use of product display is encouraged.
- All merchandise to be visually integrated into design.
- High quality grab-n-go cases.

- No drink dispensers or other free standing equipment shall be allowed on front counters.
- Free standing trash bins shall not be allowed. All integrated trash bins shall have openings sized to conceal trash within.
- All live and artificial plants are subject to the DRC review.
- No signs on top of refrigerated cases, i.e. "cold drinks"
- The top of all ledges and half-height walls must be slanted so that drinks and other items cannot be placed on top.
- All knives are tethered and subject to SFO Aviation Security review.



STOREFRONT & DESIGN CONTROL ZONE

The Storefront Design Criteria is comprised of 3 distinct elements:

- 1. Design Control Zone
- 2. Storefront Glazing/Closure Systems
- 3. Tenant Signage and Graphics

Design Control Zone

The Design Control Zone is a transitional zone to create a visual break between SFO public circulation zone and the display of merchandise, as well as an unobstructed entryway into the tenant's space. Typically found in the Inline Category, it is set just inside the storefront glazing and varies in dimension based on location comprised of a terrazzo flooring provided by SFO. Variations to this are allowed with DRC approval. This transition between public and tenant space compliments both interior tenant finishes and adjacent airport finishes. No display merchandise or advertising will be allowed in the public circulation zone. To maintain an enticing storefront, all merchandise and fixtures for display in the design control zone must be approved by the DRC.

Storefront Glazing Closure System

An operable, glazed storefront system must be integrated into the design and concealable. It is to be frame-less glass with no track on the floor. Latches, hinges and any other hardware should be concealed as much as possible. Door enclosures must be clad with tenant finishes.

There must not be any service or back of house doors located in the control zone area. Temporary items cannot be placed in this zone, unless it is integral with tenant design and has received DRC approval.

Prohibited Enclosure Types:

- Opaque Grills
- Rolling Grills
- Aluminum Framed Doors



Tenant Signage and Graphics

Refer to Chapter 6, the Signage sections of this document, as well as Chapter 5 for tenant serving locations.

O3 **GENERAL** GUIDELINES

LIGHTING

Lighting is a crucial design feature in creating a pleasant experience and should be designed to illuminate the facility and its products, without shining into the eyes of passengers or causing glares or distractions. In addition to architectural lighting, tenants must consider accent lighting to enhance visual merchandising and display of food.

Lighting: Summary of Requirements

- Lighting should be recessed or indirect.
- The use of decorative-type lighting of any kind is permitted only if approved by the DRC.
- In unusual circumstances, surfacemounted fixtures may be approved at the DRC's discretion.
- Pendant lighting is allowed as a design feature.
- Light bulbs cannot be visible to passersby in its entirety.
- All tenant lighting shall be controlled separately and illuminated only during time periods specified by SFO.
- Track type lighting must be recessed in a pocket within the tenant's lease line.
- All display cases must integrate shielded lighting and be vented appropriately.
- Brightness levels of all light fixtures will be subject to the DRC's approval.

- Tenants must select energy efficient lamping types, with color rendition subject to the DRC's approval.
- All lamping to have a considered and consistent light quality color temperature.
- All retail tenant's areas general ambient brightness levesl shall be in-line with the portal brightness at an average of 30 footcandles at the working plane (30" -36").
 - All displays withing the tenant's area shall not be more than 3:1 average ratio brighter than the tenant's general ambient lighting.
 - All retail tenant's areas shall not have lighting with color temperatures warmer than 3000K at 85 CRI. 4000K at 90+ CRI is also acceptable.
 - All retail tenants' areas must utilize 100% LED technology.



• No bare bulb lighting shall be installed.

Conceal architectural lighting to prevent

ITEMS TO BE CONSIDERED







MEDIA & TECHNOLOGY

Tenants using speakers for the purpose of providing quiet background music for their patrons' enjoyment must take precautions to ensure that any sound or vibration is not transmitted to adjoining tenancies or public spaces. Sound systems are not permitted at kiosk locations.

The DRC understands that technology is constantly evolving and deviations from this page are subject to the DRC approval.

ITEMS TO BE CONSIDERED

- Tenants are prohibited from incorporating monitors with broadcast television content in their space, with special exceptions to be reviewed by the DRC.
- Freestanding tenant security devices or security systems, if any, shall not be installed or placed in operation unless the tenant has specifically received the DRC's prior written consent as to the size, location, and design of such devices.
- TV displays to be placed uniformly and in line with each other. Tenants are encouraged to integrate TVs within millwork or adjacent wall finishes.
- Monitors within tenant spaces require an additional DRC step approval.





SUSTAINABILITY GOALS & DIRECTIVES

Tenant Requirements

Environmental stewardship is one of the key pillars in SFO's mission to provide excellence in service. Greenhouse gas emissions reduction, energy conservation, renewable energy, water efficiency, air quality, preservation of natural resources, waste reduction, employee wellness and green building facilities are sustainable attributes SFO values.

Tenants are required to support the Airport in its sustainability goals, described in SFO's Delivering Exceptional Projects: Guiding Principles of Sustainability. SFO, in accordance with the Chapter 7 of the San Francisco Environment Code (Green Building Requirements) requires LEED Gold Certification for all projects 10,000 sf and over. Tenants of leaseholds less than 10,000 square feet are required to prepare and submit a conceptual design phase LEED scorecard demonstrating the maximum LEED credits that are practicable for the project. At project completion, a final as-built LEED scorecard is also required, indicating all the LEED credits that would be achieved if the project had been certified..

All projects, regardless of size, are required to comply with all applicable local ordinances and requirements, including Construction and Demolition Debris Management and Recycling by Occupants, as well as the requirements of the California Building Standards Code (California Code of Regulations (CCR) Title 24) Part 6 (Energy) and Part 11 (CALGreen).

https://media.flysfo.com/media/sfo/community-environment/sf-dc-sustainability-guidelines.pdf

Water Performance

Water Efficiency – Tenants are required to select fixtures, faucets and equipment that complies with the applicable CalGreen water efficiency requirements. Projects subject to a LEED certification requirement shall also demonstrate a minimum 30% reduction in the use of indoor potable water, as calculated to meet and achieve LEED Indoor Water Use Reduction credit. All tenants are encouraged to select WaterSense labeled products including sink fixtures and commercial pre-rinse spray valves.

http://www.energystar.gov/index.cfm?c=commercial_food_service.commercial_food_service

Energy Performance

Energy Efficiency– Tenants are required to specify lighting and mechanical equipment that results in energy efficiency performance required in CalGreen. Projects subject to a LEED certification requirement shall also demonstrate that the project meets LEED Minimum Energy Performance EA 1 Energy Performance prerequisite. To further reduce energy costs and improve performance, tenants shall select kitchen equipment, computers, and general miscellaneous equipment that is energy efficient or has the Energy Star label.

http://www.energystar.gov/index.cfm?c=commercial_food_ service.commercial_food_service



SUSTAINABILITY GOALS & DIRECTIVES

Resource Use

Collection and Storage of Recyclable and

Compostable Materials– Tenants are required to provide adequate area for collection and storage of recyclable, compostable and trash materials. If material sorting bins are provided for patron use, tenant must work with SFO's Green Business Team to determine sorting and signage. Work with the SFO Property Manager for requirements.

Low Emitting Materials – Tenants are

required to specify and install low emitting materials in accordance with the CalGreen requirements, including Adhesives & Sealants, Paints & Coatings, Flooring (carpet and resilient) and Composite Wood & Agrifiber Products (including laminating adhesives). Projects subject to a LEED certification requirement shall also demonstrate that the project achieves all the LEED Low Emitting Materials credits (3 points).

Indoor Air Quality and Ongoing Operations

Furniture –Tenants are required to specify and install furniture that complies with the Toxic Reduction and Pollution Prevention requirements in the SF Environment Code regarding the following attributes:

(A) Added flame retardant chemicals;

- (B) Emissions of volatile organic compounds (VOCs);
 - (C) Use of certified wood;
- (D) Polyvinyl chloride (PVC) content;
- (E) Antimicrobial chemicals;
- (F) Fluorinated chemicals;
- (G) Required ecolabels; and
- (H) Other environmental attributes,
 - consistent with the Chapter.

- **Interior Surfaces** –Tenants are required to specify and install interior surfaces, including but not limited to countertops, doorknobs, handles, wall paints, and carpet that complies with the Toxic Reduction and Pollution Prevention requirements in the SF Environment Code regarding the following attributes:
 - (A) Emissions of volatile organic compounds (VOCs);
- (B) Fluorinated chemicals;
 - (C) Recycled content and recyclability;
- (D) Antimicrobial chemicals;
- (E) Required ecolabels; and
 - (F) Other environmental attributes, consistent with this Chapter.

Green Cleaning – Tenants are required to use green cleaning methods in conformance with
the product manufacturers' recommendations and in compliance with SFO's Green Cleaning
Program. Tenants are required to develop a Green Cleaning Plan in compliance with the San
Francisco International Airport's Green Cleaning Program and shall provide regular staff
training to implement this program.project ac
Quality St
Indoor Ai
point), an
Option 2:

Indoor Air Quality - - Projects subject to LEED certification requirement shall also verify that the project achieves LEED credit Enhanced Indoor Air Quality Strategies (1 point), LEED Construction Indoor Air Quality Management Plan credit (1 point), and LEED Indoor Air Quality Assessment Option 2: Air Testing credit (2 points).

Education

As SFO works toward Net Zero goals and messaging, tenants are encouraged to communicate their service, product, packaging and/or facility's green benefits to the customer. This should be done through graphic signage and messaging that tells the story of the tenant's unique approach to the environment and social responsibility, beyond standard practices.



SIGNAGE

Signage and associated environmental graphics should complement the architectural design of each Tenant's space and be integrated into the overall storefront design concept. Most Tenants are allowed an overhead primary identification sign and a projecting blade sign. For the primary identification signage, the addition of any extraneous decorations and color beyond the approved Tenant's wordmark is prohibited. Freestanding tenants are permitted to have a secondary branding plane, which may contain a multi-colored logo and/or wordmark, by DRC approval. Unique tenants have broad ability to propose unique forms of brand expression and signage which adhere to the guidelines, by DRC approval.

Refer to Chapter 6, Signage for more information.

ITEMS TO BE CONSIDERED

- Certain logo types are allowed on the Primary Identification sign. The tenant's typographic wordmark (and inline graphic, per DRC review) with a full use of color is acceptable.
- Full color logos are permitted on blade signs.
- Menu boards must be produced by a professional graphic designer, retained by the tenant. Location to be coordinated with DRC.
- Any food photography must be produced by a professional food stylist.
- Traditional internally illuminated menu boards are prohibited. Tenants may choose to use digital screen (LCD, LED, etc.) technology for their menu boards.

PROHIBITED SIGN TYPES/TECHNIQUES

- Construction and materials outside of those specified in Chapter 6, signage.
- Vinyl signs such as the stick-on or decal type graphics
- Plastic box signs, or vacuum formed signs
- Noise-making signs or signs with moving parts or animated lighting effects
- Exposed neon or other exposed light sources
- Temporary signs, banners, etc. are not allowed
- All health department signs to be displayed in a neat and orderly manner. Do not tape up paper on walls.
- Typically, no signage may be applied to tenant's storefront glazing.







Lighting: Summary of Requirements

- Three illuminated signage types are allowed. These consist of a faceilluminated Primary ID sign located above the storefront, an internallyilluminated Blade ID sign, and an illuminated Secondary Branding Plane.
- Secondary Branding Planes may include face-illumination to match Primary Identification, halo-illumination, or down-lighting.
- All sign illumination must be hidden from view.





TERMINAL 1

Terminal 1 first opened in 1963 and was renovated in the 1980's, and includes B/AB and B/AC. In 2015 the terminal began an extensive phased expansion and renovation program with the aim of servicing 34 Domestic and International Gates, improving operational efficiencies and creating a premium passenger experience.



TERMINAL 1 DESIGN OVERVIEW

DESIGN CONCEPT



BAY AREA NATURALISM

Celebrating the environment of Northern California: a VARIETY of curated ENVIRONMENTS that foster EXPLORATION and DISCOVERY.

Some of these experiences are based on SPEED and EFFICIENCY, others encourage QUIETUDE and RELAXATION. LIGHT is a prime mover in the journey, as is CRAFT, expressed through NATURAL MATERIALS like WOOD and STONE.

HARD LINES co-exist with SOFT EDGES: a DUALITY that captures the SOCIAL ETHOS of the BAY AREA community.







TERMINAL 1 DESIGN OVERVIEW

The tenants are encouraged to keep these ideas in mind while developing their design. These values are listed in further detail in the following sections.

GUIDING PRINCIPLES



DESIGN POINTS OF VIEW



QUIET

A "quiet" Terminal 1 creates an unexpected passenger experience.

2 CRAFT

A "crafted" Terminal 1 puts passengers -- and their locality -- first.

COMMUNITY

A "communal" Terminal 1 will encourage passengers to share thoughts, ideas, and experiences.

4 CURATED

A "curated" Terminal 1 will connect passengers with necessities, amenities, exhibits, and events in a manner that underscores the responsibility of an important piece of civic architecture.

04 **T1 DESIGN** OVERVIEW

CONCESSION PLAN MARKET PLACE 29 28 12 3031 38 36 37 33 <u>24 25</u> 23 19 BOARDING AREA C 26 11 <u>15</u> 1 1 <u>22</u> 20 3 н 18 16 32 35 34 **MID PIER END OF PIER** 8 **RETAIL STREET TICKET LOBBY** 2 ARRIVALS Retail Food & Beverage



ARRIVALS

A grand stair, wood ceilings, comfortable seating areas and commissioned art make the T1 arrivals experience a warm welcome to the Bay Area. Expansive openings through Departures and Arrivals provide a visual connection between floors and bring daylight and views to the cafe space. All passengers will pass through this zone as they go to collect any checked baggage.







LOBBY

Comfort, convenience and hospitality are hallmarks of the lobby. Seating areas with luggage re-pack stations are interspersed throughout the space, while "Inglenook" seating areas provide a more intimate space to gather and view airside concessions. Commissioned art and warm wood finishes create a rich hospitality experience, and a large Meet and Greet space with an adjacent cafe provides a warm welcome to all guests.

The lobby will contain ticketing and bag drop zones servicing multiple airlines, and all passengers will pass through a central checkpoint. Likewise, all passengers exiting the terminal will pass through the Meet and Greet area as they continue their journey.









RETAIL STREET

Just beyond the Security Checkpoint and the Recompose area, the Retail Street is a double height, day lit filled space with wide storefronts and unique anchor tenant offerings. Views from the mezzanine Checkpoint and grand stair entice travelers along their journey. Boarding Area C and Boarding Area B passengers will pass through this dynamic Retail Street.









MARKETPLACE

The Marketplace is an engaging street of shops, a blending of specialty retail offerings and restaurants. The planning and design encourage passengers to linger before finding their gates. The concepts of craft, community, and curation guide the look and feel of this vibrant part of the journey. Arriving and departing Boarding Area B passengers will experience this unique zone.



Marketplace









MID-PIER

If the airport is a city then the boarding areas are a village, featuring several neighborhoods along the way. This "village" is interspersed with seating and dining areas that provide a sense of community, each with a distinct personality. Concessions located before and after the moving walkway capture passengers as they arrive to their gates.







END OF PIER

The End of Pier is the final destination for many passengers. The ceiling height, natural daylight and commissioned art create an uplifting experience. A children's play area encourages parents to linger while enjoying offerings from the specialty food and beverage concessions. This area services ten gates with a mix of narrow and wide body aircraft.



End Of Pier







CONCESSION CATEGORIES

To help break down the uniformity of standard airport concessions, and provide a more curated experience to travelers, Terminal 1 concession spaces are divided into three categories, In-line, Freestanding, and Unique. The categories take into consideration the surrounding architectural context, and provide a framework in which a tenant's brand expression can be expressed while simultaneously ensuring visual cohesion is maintained so that passenger's needs and revenue development are in harmony.

Serving Suggestions are provided for Freestanding and Unique tenant to show design intent only. Color is shown to distinguish tenant finish versus SFO provided architectural features shown in white. Keynotes are provided to further articulate and define your space which should guide the design. Take note the Inline tenant shows architectural finish provided by SFO in color.



INLINE CONCESSIONS

- Part of a continuous concession frontage
- Neutral piers by SFO act as visual separation between tenants
- High percent of finish controlled by SFO
- Example: NAPA farms market, T2 https://www.flysfo.com/content/napafarms-market-terminal2

Tenants: **2,** 4, 6, 8, 9, 10, 12, 14, 15, 18, 20, 21, 22, 30, 32, 33, 34, 38

FREESTANDING CONCESSIONS

- Open or free-floating "stand alone volumes"
- Exposure to public spaces on 2 sides
 or more
- Can be entirely independent or part of a 'peninsula'
- Extent of tenant finish varies by space
- Shape and form of spaces varies by location
- Example: Andalé, T2 https://www.flysfo.com/content/ andal%C3%A9-mexican-restaurant-0
- *Tenants:* 1, 3, 7, 16, 19, 23, 24, 25, 26, 27, 28, 31, 35, 36, 37

UNIQUE CONCESSIONS

- Requires an extra level of design and contextual attention
- Design is differentiated from adjacent tenant
- Double height volumes provide impactful branding opportunities
- Example: American Express Centurion Lounge, T3 West https://www.flysfo.com/content/ american-express-centurion-lounge

Tenants: 5, 11, 13, 17, 29





<u>12</u> <u>30</u> 33 <u>15</u> 1 **L** 0 <u>14</u> 副 0 22 21 20 18 32 38 34 10 9 8 6 0 2 0 0 с Tenant Location \$ ATM Shoe Shining Vending Machine

INLINE 2, 4, 6, 8, 9, 10, 12, 14, 15, 18, 20, 21, 22, 30, 32, 33, 34, 38

DEPARTURES

1-

 $\overline{}$







INLINE: TYPICAL 3D





- 4 Not Applicable

SPECIAL CONSIDERATION:

Tenants 4, 6, 15, 30 to provide an open or glass enclosure at corner.

Tenants 6, 8, 9, 10 to build out back of house and ceiling equipment (ducts) in mezzanine plenum space.



F



FREESTANDING 1, 3, 7, 16, 19, 23, 24, 25, 26, 27, 28, 31, 35, 36, 37



36




PLAN

6

SFO | **T1 Concession Guidelines**





PLAN

▲ ELEVATION

F









Locate condiment station on opposite corner to the diffusers







∕⊗D VIEW

By SFO

A Mezzanine Bulkhead (do not attach signage) Air Diffuser (maintain clear space; do not block; can be B refaced so long as airflow requirement is maintained) С Not Applicable

By Tenant

- Signage (see Ch. 6 for signage details) 0
- 2 Element to carry signage; maintain B.O. sign at datum
- 8 Column cover finish (can be refaced)
- 4 Opportunity for serving zone
- 6 Opportunity for seating zone
- 6 Opportunity for back of house
- 0 Glass guardrail to match base-building spec
- 8 Not Applicable

9 Not Applicable

SPECIAL CONSIDERATION:

Opportunity for lighting and suspended ceiling feature below base building ceiling. Maintain views to boarding area.





FREESTANDING: TENANT 16





☆D VIEW



Build out back of house and ceiling equipment (ducts) in mezzanine plenum space.







☆D VIEW



By SFO A Bulkhead (do not attach signage) Air Diffuser (maintain clear space; do not block; can be B refaced so long as airflow requirement is maintained) **C** Trellis By Tenant Signage (see Ch. 6 for signage details) 0 2 Maintain sign at datum 3 Not Applicable 4 Opportunity for serving zone 6 Opportunity for seating zone 6 Opportunity for back of house 0 Glass guardrail to match base-building spec Opportunity for queuing zone; maintain path of arrow 8 (see Page 13 for stanchion requirements) Floor finish by SFO (shown with dashed orange outline);

further coordination required

SPECIAL CONSIDERATION:

Build out back of house and ceiling equipment (ducts) in mezzanine plenum space.







? 707 7

FREESTANDING: TENANT 24, 25, 26, 27



10'-0" -

Signage Datum

10

5.4.=

B

 \triangle ELEVATION





☆D VIEW







☆D VIEW



By SFO



- Opportunity for seating zone
- Opportunity for back of house
- **7** Provide barrier; see special consideration
- 8 Opportunity for queuing zone; maintain path of arrow (see Page 13 for stanchion requirements)

9 Not Applicable

SPECIAL CONSIDERATION:

Provide barrier (optional standing height counter), must maintain open (not glass guardrail) for airflow between tenant and hold room



45





∕⊗D VIEW



By SFO

A Bulkhead (do not attach signage)

plenum space. Provide architectural feature between hold room and tenant se

Provide architectural feature between hold room and tenant seating area.







∕⊗D VIEW











☆D VIEW



By SFO Bulkhead (do not attach signage) B Air Diffuser (maintain clear space; do not block) Not Applicable By Tenant Signage (see Ch. 6 for signage details)

- 2 Element to carry signage; maintain B.O. sign at datum
- 3 Column cover finish
- Opportunity for serving zone
- **5** Opportunity for seating zone
- 6 Opportunity for back of house
- **7** Glass guardrail to match base-building spec
- 8 Not Applicable
- 9 Finish Floor Extent; Coordinate with adjacent tenant

SPECIAL CONSIDERATION:

Build out back of house and ceiling equipment (ducts) in mezzanine plenum space.



PLAN











☆D VIEW



By SFO

- A Mezzanine Bulkhead (do not attach signage)
- B Air Diffuser (maintain clear space, do not block)
- **C** Full height glass to Meet and Greet
- **D** Not Applicable
- Not Applicable

By Tenant

- **1** Signage (see ch. 6 for signage details)
- 2 Column cover finish
- 3 Opportunity for serving zone
- **4** Opportunity for seating zone (to remain low and open)
- **Opportunity for back of house**
- 6 Not Applicable
- Dashed line to match floor pattern of SFO; Hatched
- area floor to be provided by tenant
- 8 Glass guardrail to match base-building spec
- **9** Floor finish by SFO (shown with dashed orange outline)
- • Extent of Tenant build out

SPECIAL CONSIDERATION:

Opportunity for Two-Story architectural expression. Build out back of house and ceiling equipment (ducts) in mezzanine plenum space.







☆D VIEW



By SFO

- A Not Applicable
- B Air Diffuser (maintain clear space, do not block, can be refaced so long as airflow requirement is maintained)
- C Not Applicable
- D Not Applicable
- Not Applicable

By Tenant

- **1** Signage (see ch. 6 for signage details)
- 2 Column cover finish
- 3 Not Applicable
- 4 Not Applicable
- 5 Not Applicable
- CJ Line Expansion Joint shown on floor, walls, and ceiling.
 Provide cover plate and finish extent
- Dashed line to match floor pattern of SFO; Hatched area
- floor to be provided by tenant
- 8 Not Applicable
- **9** Floor finish by SFO (shown with dashed orange outline)
- • Extent of Tenant build out

SPECIAL CONSIDERATION:

Opportunity for Two-Story architectural expression







∕*∕∂D VIEW*



By SFO

- A Not Applicable
- B Air Diffuser (maintain clear space, do not block, can be refaced so long as airflow requirement is maintained)
- C Not Applicable
- D Maintain column finish on exposed portion
- B Maintain visibility to exterior windows

By Tenant

- **1** Signage (see ch. 6 for signage details)
- 2 Column cover finish
- **3** Not Applicable
- 4 Not Applicable
- 5 Not Applicable
- CJ Line Expansion Joint shown on floor, walls, and ceiling. Provide cover plate and finish extent
- 7 Not Applicable
- 8 Not Applicable
- • Extent of Tenant build out

SPECIAL CONSIDERATION:







≫D VIEW





By SFO

A Mezzanine Bulkhead (*do not attach signage*) B Air Diffuser (maintain clear space, do not block) С Not Applicable D Not Applicable Not Applicable B By Tenant Signage (see ch. 6 for signage details) 0 Column cover finish 2 3 Not Applicable 4 Not Applicable 6 Not Applicable 6 Not Applicable Not Applicable 7 Not Applicable 8 • • Extent of Tenant build out **SPECIAL CONSIDERATION:** Required two-Story architectural glass-box expression



PLAN





∕⊗D VIEW



By SFO

- Bulkhead (do not attach signage)
 Air Diffuser (raised floor, maintain clear space, do not
- **B** block, can be refaced so long as airflow requirement is maintained)
- C Not Applicable
- D Not Applicable
- Maintain visibility to exterior windows

By Tenant

- **1** Signage (see ch. 6 for signage details)
- 2 Not Applicable
- **3** Opportunity for serving zone
- Opportunity for seating zone
- **S** Opportunity for back of house
- 6 Not Applicable
- **7** Not Applicable
- 8 Glass guardrail to match base-building spec
- • Extent of Tenant build out

SPECIAL CONSIDERATION:

Build out back of house and ceiling equipment (ducts) in mezzanine plenum space.



🖄 DVIEW

PLAN



INTRODUCTION

Signage is an important part of all tenant storefront design and expression. SFO's signage guidelines provide the framework for a consistent, elegant, and well-integrated tenant identification program.

SFO's signage requirements vary between concession categories. The following pages describe sign requirements and restrictions for each of the concessions types. Specific quantities and suggested locations of each sign type are included in Chapter 05, Categories, on each store's individual key plan.

Signage: Summary of Requirements

Tenants shall prepare Design Intent drawings for SFO review. Drawings must include:

- A drawn store elevation (shown to scale)
- Vector logo and wordmark artwork
- Specific colors
- Detailed sign drawings (shown to scale) with full material, color, and construction detail for all secondary branding planes (freestanding tenant locations only)

Design intent documentation containing sign drawing details, specifications, and requirements is available for further tenant review by request.

A comprehensive family of signs exist outside of concessions signage (directional, informational, regulatory, etc.). Established signage datums, locations, and adjacencies need to be considered when designing concessions signage.

- Detailed sign drawings (shown to scale) with full material, color, and construction detail for all storefront signage (unique tenant locations only)
- Full color artwork for all storefronts and interiors visible through the store facade (unique tenant locations only)
- All tenant signage requires SFO Design Review Committee (DRC) approval prior to fabrication/installation.

SFO DRC will provide guidance to maintain harmony and clarity across all signage elements.

SIGN TYPE LIST

- Inline Primary Identification
- Inline Blade Identification
- Freestanding Primary Identification
- Freestanding Secondary Branding Plane
- Freestanding Blade Identification
- Business Hours of Operation
- Materials Sorting Bins
- Unique Tenant Signage
- The SFO DRC has full discretion in the interpretation of subjective definitions (including "decorative wordmark").
- Tenants shall comply with standards and datums set forth in this document and the SFO Terminal 1 sign program Design Intent documents, available by request.

○ 6 SIGNAGE

GRAPHIC STANDARDS: BRAND APPLICATION AND PLACEMENT

LOGO

A logomark is an identifying graphic mark or symbol that represents the business. It may or may not carry the business name. Tenant logos are permitted for use:

- Inline Blade Identification
- Freestanding Blade Identification
- Freestanding Secondary Branding Planes
- Unique Tenant signage

Examples



WORDMARK

A distinct, text-only or mostly typographic (non-decorative) treatment of the name of a company, institution, or product name used for purposes of identification and branding. **Wordmarks acceptable for Inline and Freestanding Primary Identification signage must live on a single architectural baseline.** The SFO DRC has full discretion in the interpretation of subjective definitions (including "decorative wordmark"). Tenant wordmarks are permitted for use:

- Inline Primary Identification
- Inline Blade Identification
- Freestanding Primary Identification
- Freestanding Secondary Branding Planes
- Freestanding Blade Identification
- Unique Tenant signage

Examples Acceptable for all uses

TOPSHOP



Examples Acceptable for all uses, except Primary Identification (should live on a single architectural baseline)

COLOR

Full color is permitted for all signage

Multi-colored logo and/or wordmark application is subject to DRC review and approval.

BLUE BOTTLE









Tenants: 2, 4, 6, 8, 9, 10, 12, 14, 15, 20, 21, 22, 30, 32, 33, 34, 38 15'-0" Maximum Sign Lengt 1-.3" Maximum Cap Height 1 Name Name (The second sec 2 Tenant Name & Steel Canopy

MOUNTING ELEVATION: INLINE



Primary Identification displays a tenant's wordmark, may use full color, and is an Inline tenant's largest form of brand expression.

2 BLADE IDENTIFICATION

Blade Identification is a **full color**, double-sided sign that displays a tenant's logo or wordmark. Tenants are encouraged to use full-bleed color on blade sign identification. It is located perpendicular to the path of travel, on the side of the storefront entrance corresponding with the angled canopy above.



Tenants: 1, 3, 7, 16, 19, 23, 24, 25, 26, 27, 28, 31, 35, 36, 37 Atypical Locations: 3 (no blade provided)

MOUNTING ELEVATION: FREESTANDING (TYPICAL)



Primary Identification displays a tenant's **wordmark**, may use **full color**, and is an inline tenant's largest form of brand expression.

2 SECONDARY BRANDING PLANE

The Secondary Branding Plane displays a tenant's **logo or wordmark**, has the option of being **full color**, and is a freestanding tenant's most flexible form of brand expression.

3 BLADE IDENTIFICATION

Blade Identification is a **full color**, double-sided sign that displays a tenant's **logo or wordmark**. Tenants are encouraged to use full-bleed color on blade sign identification. It is located perpendicular to the path of travel, on the side of the storefront entrance corresponding with the angled canopy above.



SIGN DETAILS: INLINE PRIMARY IDENTIFICATION

Tenants: 2, 4, 6, 8, 9, 10, 12, 14, 15, 20, 21, 22, 30, 32, 33, 34, 38

Primary Identification displays a tenant's wordmark, and is an Inline tenant's largest form of brand expression. SFO permits the **full use of color** on Primary Identification signs. Certain logo types are allowed on the Primary Identification sign (per review and approval by DRC). It is located on the edge of the canopy structure above the storefront entrance.





Face-lit 2.5" thick LED channel letters with A painted returns to match the architectural finish of the canopy or trellis mounting surface.

Face material is 0.177 in. thick Acrylite® LED

- (SignFlex) sheet. Brand color should be executed B as digitally printed color or artwork onto 3M[™] Scotchcal[™] Translucent Graphic Film 8628 ES.
- Letters are mounted to a painted raceway and sit just proud of the canopy edge.

Notes:

Area = 18.75 sq. ft. Design must be approved by the DRC. Artwork resolution = output at a minimum of 300dpi or native vector graphics.



Reference

G

SFO | T1 Concession Guidelines

SIGN DETAILS: INLINE BLADE IDENTIFICATION

Tenants: 2, 4, 6, 8, 9, 10, 12, 14, 15, 20, 21, 22, 30, 32, 33, 34, 38

Blade Identification is a **full color translucent graphic**, double-sided sign that displays a tenant's logo or wordmark. It is located perpendicular to the path of travel, on the side of the storefront entrance corresponding with the angled canopy above. Tenants are encouraged to use full-bleed color on blade sign identification.



Painted metal sign frame to match the A architectural finish of the canopy or trellis and allow for mounting of removable "B" panel.

Face material is 0.177 in. thick Acrylite® LED

(SignFlex) sheet. Brand color should be executed ß as digitally printed color or artwork onto 3M™ Scotchcal[™] Translucent Graphic Film 8628 ES.

Fabricated sign cabinet, provided by SFO,

with monochromatic LEDs (temp: 5000k) and C channels on both sides to accept "B" and cap with countersunk screws to enclose sign faces.

Notes:

Sign is double-sided; tenant is responsible for providing both "B" panel faces. Design must be approved by the DRC.

Artwork resolution = output at a minimum of 300dpi or native vector graphics.



Reference

SIGN DETAILS: FREESTANDING PRIMARY IDENTIFICATION

Tenants: 1, 3, 7, 16, 19, 23, 24, 25, 26, 27, 28, 31, 35, 36, 37

Primary Identification displays a tenant's **wordmark**, and is a freestanding tenant's largest form of brand expression. SFO permits the **full use of color** on Primary Identification signs. **Certain logo types are allowed** on the Primary Identification sign (per review and approval by DRC). It is located on the edge of the canopy structure above the storefront entrance.



 Face-lit 2.5" thick LED channel letters with painted returns to match the architectural finish of the canopy, with appropriate contrast (70%).

Face material is 0.177 in. thick Acrylite® LED

B (SignFlex) sheet. Brand color should be executed as digitally printed color or artwork onto 3M[™] Scotchcal[™] Translucent Graphic Film 8628 ES.

C Letters are mounted to a painted raceway and sit just proud of the canopy edge.

Notes:

Area = 18.75 sq. ft.

Design must be approved by the DRC. Sign not permitted on Mezzanine. Tenant responsible for element to carry signage / branding / etc.

Artwork resolution = output at a minimum of 300dpi or native vector graphics.



Reference

Full Sign

SIGN DETAILS: FREESTANDING SECONDARY BRANDING PLANE

Tenants: 1, 3, 7, 16, 19, 23, 24, 25, 26, 27, 28, 31, 35, 36, 37

The Secondary Branding Plane is a tenant's most flexible form of brand expression. It displays a tenant's **logo or wordmark** and has the option of being **full color**. It is located on the public-facing side or sides of the storefront alternate to the side containing the Primary Identification; exact mounting locations and conditions will vary depending on tenant floor plan and architecture.



Flexible branding plane for logo or type mark.
 Sign type may be illuminated or non-illuminated.
 Fabrication methods include face-illumination to match Primary Identification, halo-illumination, down-lighting, painting, applied panels, and other SFO-approved fabrication methods.

Notes:

Area = 14 sq. ft. maximum per location.

Refer to Chapter 05, Categories for specific quantities and suggested locations on each store's individual key plan. Design must be approved by the DRC.

Sample sizes and layouts based on square footage allotment

SIGN DETAILS: FREESTANDING BLADE IDENTIFICATION

Tenants: 3, 7, 16, 19, 23, 24, 25, 26, 27, 28, 31, 36, 37

Blade Identification is a **full color translucent graphic**, double-sided sign that displays a tenant's **logo or wordmark**. It is located perpendicular to the path of travel, on the side of the storefront entrance. Exact mounting locations and conditions will vary depending on tenant floor plan and architecture. Tenants are encouraged to use full-bleed color on blade sign identification.



 Painted metal sign frame to match the adjacent architectural finishes and allow for mounting of removable "B" panel.

Face material is 0.177 in. thick Acrylite® LED

B (SignFlex) sheet. Brand color should be executed as digitally printed color or artwork onto 3M[™] Scotchcal[™] Translucent Graphic Film 8628 ES.

Fabricated sign cabinet, provided by SFO,

• with monochromatic LEDs (temp: 5000k) and channels on both sides to accept "B" and cap with countersunk screws to enclose sign faces.

Notes:

Sign is double-sided; tenant is responsible for providing both "B" panel faces. Design must be approved by the DRC.

Artwork resolution = output at a minimum of 300dpi or native vector graphics.



Reference

SIGN DETAILS: BUSINESS HOURS OF OPERATION

Tenants: ALL

Business hours of operation signage is **a digitally-printed static cling applied to glass, millwork, or pillars** near concession entrances or customer service points. Exact mounting locations and conditions will vary depending on tenant floor plan and architecture.



 Digitally-printed static clings in 3 sizes, size used depends on mounting location. Typography and layout to match SFO Graphic Standards.

The signage colors are black field with white text and white field with black text. Locations are glass doors where available, counter fronts and pillars.

Approved Sizes:

3" x	6"
4.5"	x 9"
6" x	12"

Notes:

Tenant is responsible for providing Business Hours of Operation signage. Exact mounting locations to be reviewed and approved by DRC.

Artwork resolution = output at a minimum of 300dpi or native vector graphics.



Reference

Materials Sorting Bins and Signage

SFO's Strategic Plan tasks the Airport with getting to zero waste by 2021. To achieve this bold goal, the Airport is not just implementing policies and programs that reduce, reuse and recapture materials used across our campus, but redefining the way it talks about "trash". In this Concessions Design Guideline you won't find any references to "waste" or "trash". All materials used on campus are considered a resource that our Airport is actively working to divert from the landfill, and you serve an active role making sure materials can be reincorporated here at SFO.

Proper onsite sorting of materials is a key component to meeting the airports Zero Waste goals and is required at SFO. The airport has developed standards for sorting materials into the following streams, which match those consistent across the Bay Area: compost, recycling, and landfill. Material sorting bins and signage in the patron areas are to follow the standard for sorting and signage (see below). Bins, signage and material placement approved by DRC. Work with the SFO Property Manager for requirements.



Lid Face Graphic- Compost Waste Stream



Lid Face Graphic- Recycling Waste Stream



Vertical Panel Sorting Graphics- Compost Waste Stream



Vertical Panel Sorting Graphics- Recycling Waste Stream



Lid Face Graphic- Landfill Waste Stream



Vertical Panel Sorting Graphics- Landfill Waste Stream

UNIQUE TENANT SIGNAGE

Tenants: 5, 11, 13, 17, 29

Unique concession Tenants have the most flexibility for brand expression of all SFO Terminal 1 tenants. Just as the Tenant has an opportunity to create a individually expressive statement through storefront design and architecture, there is an equal opportunity for unique brand expression elements. These Tenants are encouraged to find creative solutions to their brand identification elements so as to reinforce their status as a specialty retailer, as well as contribute to SFO's larger effort to create engaging passenger experiences.

While traditional identification signage is welcome, and in some cases essential, Tenants will want to explore opportunities for visual statements not covered by the previous topics.

The following pages outline the design and approvals process for potential unique Tenant signage and graphic solutions.

ITEMS TO BE CONSIDERED

- General Guidelines
- Design Criteria Traditional Signage
- Design Criteria Brand Expression Elements
- Prohibited Design Elements





UNIQUE TENANT SIGNAGE: GENERAL GUIDELINES

Tenants: 5, 11, 13, 17, 29

CONSIDERATION OF SURROUNDINGS

Although a unique Tenant has greater freedom in pursuing signage and brand expression elements, any and all solutions should consider the design, look and feel of the airport's general surroundings. Concession graphics should not distract from or otherwise impede a passenger's ability to navigate through the surrounding areas or dramatically deter from or conflict with SFO's interior design program in a given area. Unique Tenant graphic solutions may be subject to review by select SFO design committees to ensure that the surrounding airport environment is not adversely impacted by the Tenant's proposals.

CONSIDERATION OF STOREFRONT DESIGN (IF APPLICABLE)

Some unique Tenants may choose to develop signage or brand expression elements that occupy space on or otherwise engage with the physical storefront structure. It is recommended that all signage or brand expression elements coordinate with the design of the storefront and contribute to the overall character of SFO. Graphic contrast and legibility should be considered when specifying typography, colors, illumination, finishes and choosing materials and design methods. All methods of attachment should be concealed from view or designed so they appear to be design details of the sign / brand element. The signs / design elements are to be supported through the Tenant storefront both electrically and structurally. Signs and graphics shall not penetrate the building core, including bulkhead and neutral piers. Signs and graphic elements shall be limited to Tenant's designated lease area, unless otherwise approved by SFO.

REVIEW PROCESS

Because unique Tenants have greater flexibility in providing for brand expression and identification, any and all design proposals shall be subject to review by select design committees and stakeholder groups, the number of which and frequency to be determined by SFO. The review groups may include, but not be limited to, the Design Review Committee, Revenue Development Management, Building Inspection and Code Enforcement, and any other review body as determined necessary by SFO. Approvals by all designated bodies will be required before a Tenant can proceed with the installation of any proposed design elements.





UNIQUE TENANT SIGNAGE: DESIGN CRITERIA – TRADITIONAL SIGNAGE

Tenants: 5, 11, 13, 17, 29

SUMMARY

When developing a unique storefront solution, Tenants may wish to employ traditional sign solutions in their design. For the purposes of this type of concession space, "Traditional Signage" shall be defined as a fabricated, dimensional graphic or brand element that is permanently fixed to the concession storefront and may or may not be illuminated. Traditional signage shall be subject to certain design restrictions, as defined herein.

All proposed sign elements, including their colors, size, placements, illumination, materials and quantities are subject to SFO review and approval.

GRAPHIC CONTENT

Unlike Inline or Freestanding Tenants, Unique Tenants may display either wordmarks or logos through their traditional signage solutions. It is not recommended that Tenants use a combination of both.

PLACEMENT

Tenants are free to locate the signage on the storefront location of their choosing, provided it maintains the basic concepts of legibility, does not conflict with any of the airport or storefront surroundings and has sufficient "breathing space" separating it from any adjacent surfaces that may obscure it's graphic impact. Tenants are encouraged to locate traditional signs so they are consistent with other concession space type sign heights, to facilitate the passenger experience.

Tenants may propose multiple traditional sign placements, provided that they are not located on the same storefront elevation. It is not recommended that multiple signs exceed three (3) in number nor exceed a combined total of 50 sq. ft. in graphic area.







UNIQUE TENANT SIGNAGE: DESIGN CRITERIA – TRADITIONAL SIGNAGE

Tenants: 5, 11, 13, 17, 29

SQUARE FOOTAGE ALLOWANCES

When proposing a single traditional sign instance, it is recommended that a given sign not exceed 20 sq. ft. in graphic area. When proposing multiple instances (see *PLACEMENT*), it is recommended that the combined total of all signs not exceed 50 sq. ft. of graphic area.

STOREFRONT PLACEMENT LOCATIONS WITH KEY PLAN

Sign placement locations shall be represented on the Tenant's proposed project design drawings for SFO review and approval.

COLOR & ILLUMINATION GUIDELINES

Unique Tenants are allowed a full range of color expression, provided it takes the surrounding storefront and airport interiors into consideration.

Unique Tenants are allowed flexibility in sign illumination solutions, provided they do not conflict with storefront or airport interior surroundings and are not included on the list of prohibited sign illumination types. Illuminated signs must be controlled by Tenant's time clock and illuminated during general operating hours.

INSTALLATION STANDARDS

Installation of any and all traditional signage elements shall only be permitted during hours approved by SFO, usually outside of peak passenger travel hours. All attachments, structural implements, electrical connections and corresponding hardware shall be detailed and included in design drawing submittal to SFO. Finished work should match the approved drawing submittal and will be subject to inspection by SFO upon completion.

MAINTENANCE & UPKEEP

Tenants are responsible for maintaining and cleaning any installed signage elements so as to preserve their optimal appearance and functionality. Failure to maintain signs sufficiently so that any parts fall into disrepair may be subject to corrective action by SFO.



UNIQUE TENANT SIGNAGE: DESIGN CRITERIA – BRAND EXPRESSION

Tenants: 5, 11, 13, 17, 29

SUMMARY

Just as unique Tenants are not strictly confined to a particular storefront design program, they are likewise not strictly confined to a set program of signage and graphics. Although there are SFO recommendations with regards to traditional sign elements, unique Tenants are encouraged to enhance their brand expression through whatever visual means they see fit. Brand elements do not necessarily need to be fixed to the storefront elevation and may be visible from the space's interior volumes. Combinations of color, static imagery, illumination, dynamic elements, 3-dimensional forms and integrated architectural features are all available for a Tenant's consideration.

Tenants should remember to take the surrounding airport environment into consideration and understand that all proposed design elements are subject to review by all relevant SFO stakeholder teams.

SPACE LOCATIONS WITH KEY PLAN

Brand element locations shall be represented on the Tenant's proposed project design drawings for SFO review and approval.

GENERAL PARAMETERS AND STANDARDS

Just as unique Tenants are expected to provide retail spaces that are first class and demonstrate a high level of design sophistication and building craftsmanship, brand elements are likewise expected to meet high standards of fabrication, color and graphic fidelity, trade-work, installation and should generally match the quality of the overall Tenant space.

MAINTENANCE & UPKEEP

Tenants are responsible for maintaining and cleaning any installed signage elements so as to preserve their optimal appearance and functionality. Failure to maintain signs sufficiently so that any parts fall into disrepair may be subject to corrective action by SFO.







UNIQUE TENANT SIGNAGE: PROHIBITED ELEMENTS

Tenants: 5, 11, 13, 17, 29

SUMMARY

The following items are descriptions of signage or brand expression elements that are prohibited unless otherwise allowed by the expressed written permission of SFO.

ANIMATED ELEMENTS

No signs or brand expression elements shall involve or simulate motion or rotation, including but not limited to pennants, propellers, disks, streamers, and flags. This prohibition shall not apply to dynamic or digital display content.

FLASHING ELEMENTS

No signs or brand expression elements shall strobe, flash, pulse or burst that could potentially cause unhealthy reactions, disorientation or general discomfort in passengers.

GLARING ELEMENTS

No signs or brand expression elements with light sources of such brightness as to constitute a hazardous glare, reflection or nuisance as determined by SFO.

HAZARDS

Signs or brand expression elements that obstruct passenger visibility at intersections or block any windows, door, fire escape, stairway, restroom amenity or any opening intended for light, air or access to the building.

MATERIALITY

Tenants should ensure that no components of a proposed design contain any materials prohibited by SFO or the City and County of San Francisco. Examples of prohibited materials include polyvinyl chloride (PVC) or flame retardant chemicals.

ELEMENTS ERECTED OVER A PASSENGER RIGHT OF WAY

No signs or brand expression elements shall be erected in or over the passenger right of way unless otherwise allowed by the expressed written permission of SFO.

APPENDIX

INTERIOR VISUAL QUALITY: MATERIAL FINISHES





INTERIOR VISUAL QUALITY: TRANSITIONS







INTERIOR VISUAL QUALITY: MEWS & MSTAS



RETAIL: INTERIOR VISUAL QUALITY



7166

RETAIL: MERCHANDISING & EQUIPMENT



FOOD & BEVERAGE: INTERIOR VISUAL QUALITY



FOOD & BEVERAGE: MERCHANDISING & EQUIPMENT





NOTES

NOTES