



**JAA**

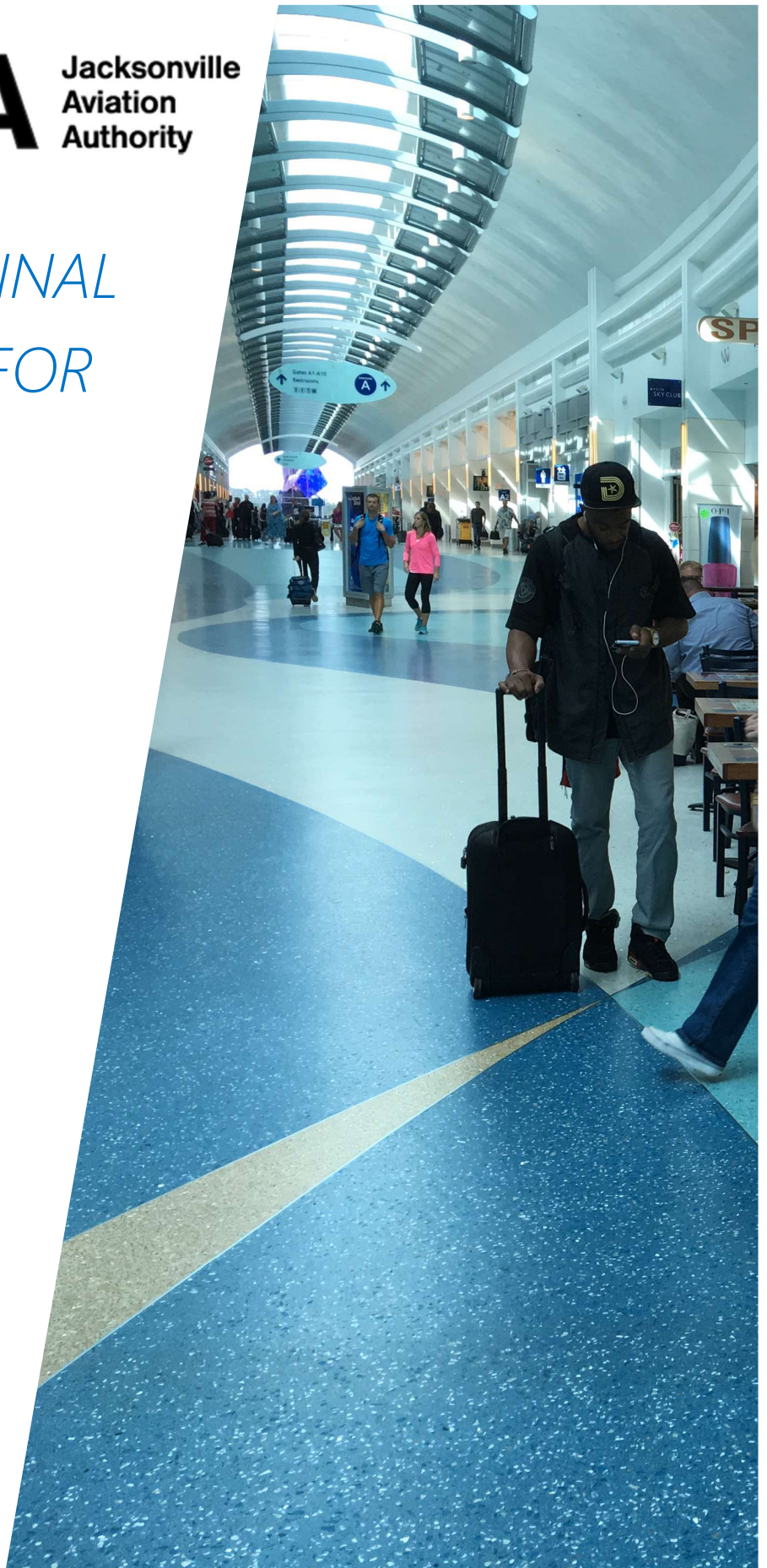
**Jacksonville  
Aviation  
Authority**

# *JAA JIA TERMINAL GUIDELINES FOR TENANTS*

*FEBRUARY 14, 2018*

*ADDENDUM 1*

**RS&H**





**JAA**

**Jacksonville  
Aviation  
Authority**

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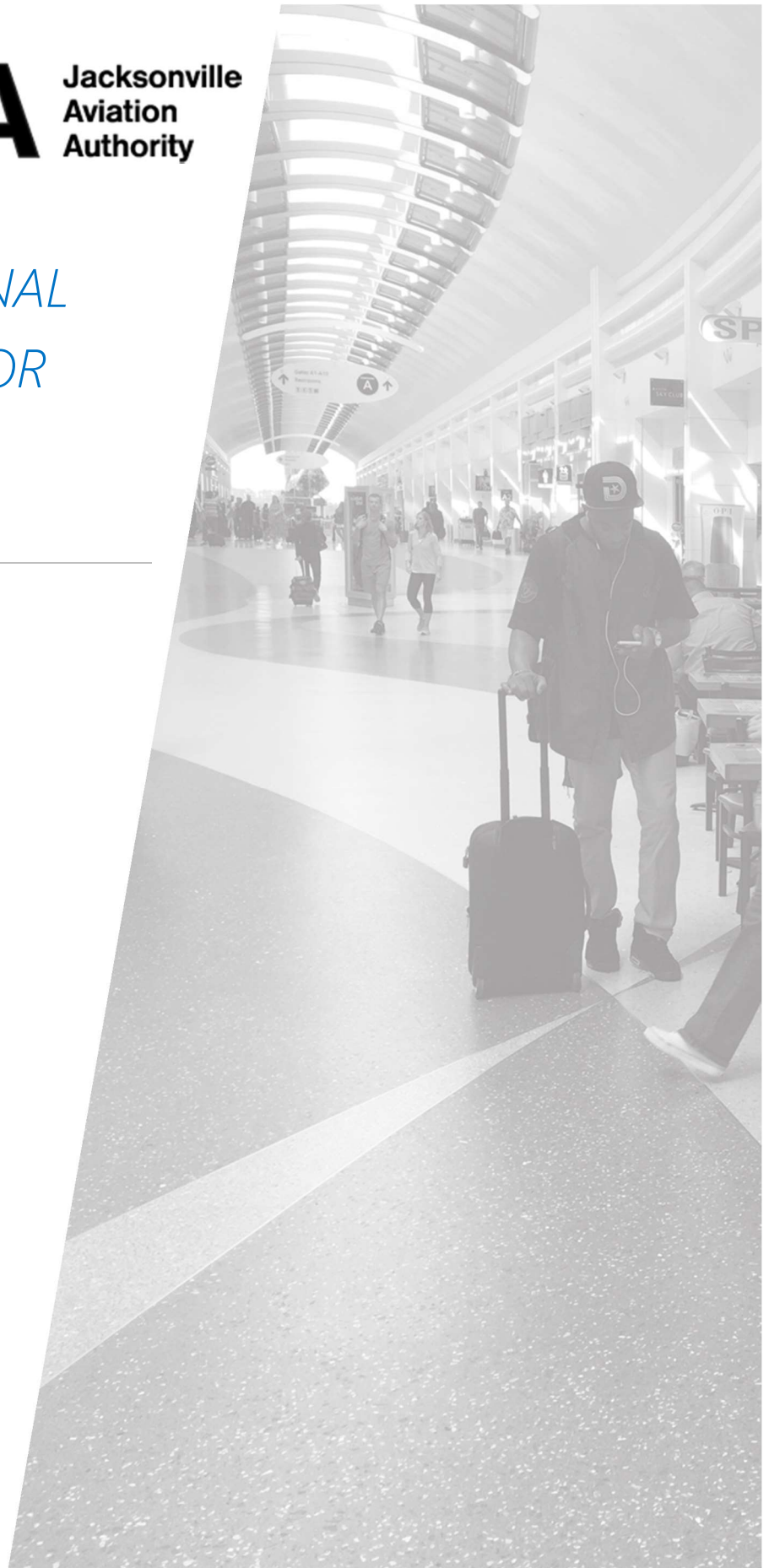
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**RS&H**



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## INTRODUCTION

The purpose of this Jacksonville International Airport (JIA) Terminal Guidelines for Tenants is to assist new tenants and tenants that may be rebranding with Jacksonville Aviation Authority (JAA) approved guidelines. This document is not intended to be an all-encompassing design guide but provides a record of approved guidelines for materials, colors, signage and usage of space by tenants adjacent to and outside of lease lines.

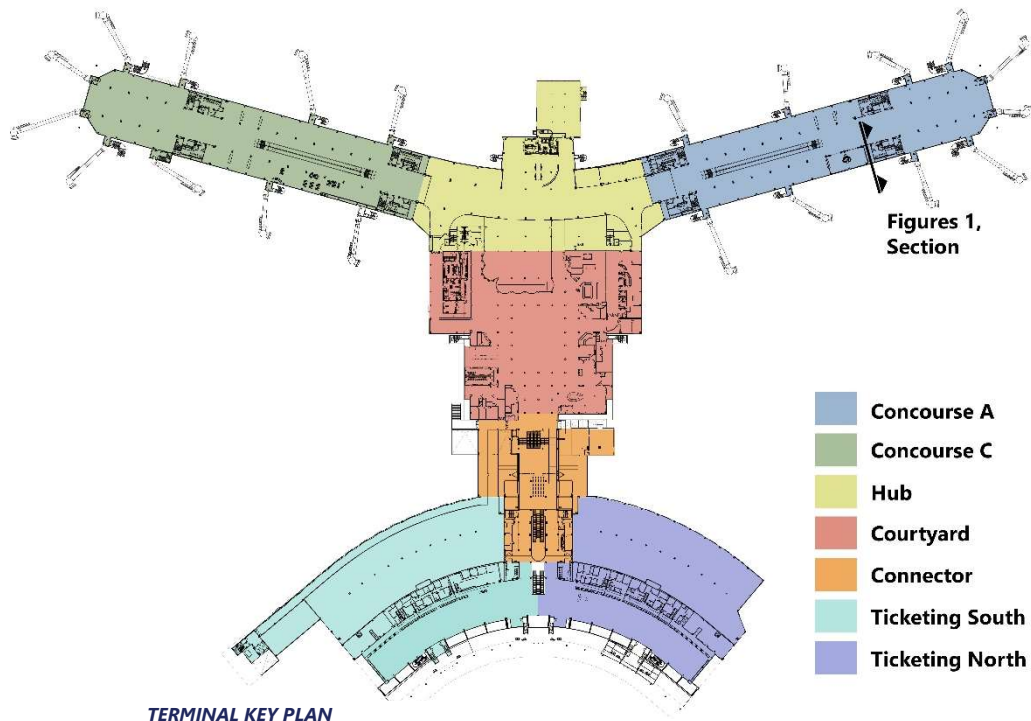
The intent of this guideline is to streamline the design and review process of tenant improved areas within the JIA terminal and to assist tenants with what is allowed directly adjacent to the lease lines. It is not meant to inhibit creativity but serves only to maintain consistency throughout the terminal by all tenants.

If at any time a tenant feels they are being forced into a situation which violates any Code or Ordinance, they should bring said Code or Ordinance requirement to the attention of JAA.

Dimensions and details shown in this manual of existing building conditions are for reference only. It is the responsibility of the tenant to confirm existing conditions and to document any deviation in the existing condition details for JAA review and approval.

Each section of this guide contains one or more existing examples of what is or is not allowed under this guide. Each example is not meant to single out that individual tenant for a violation but serves to illustrate individual guidelines.

This guide focuses on the interface at the lease line and the public space, and it is not intended to restrict design and displays within the lease area not adjacent to the front lease line.





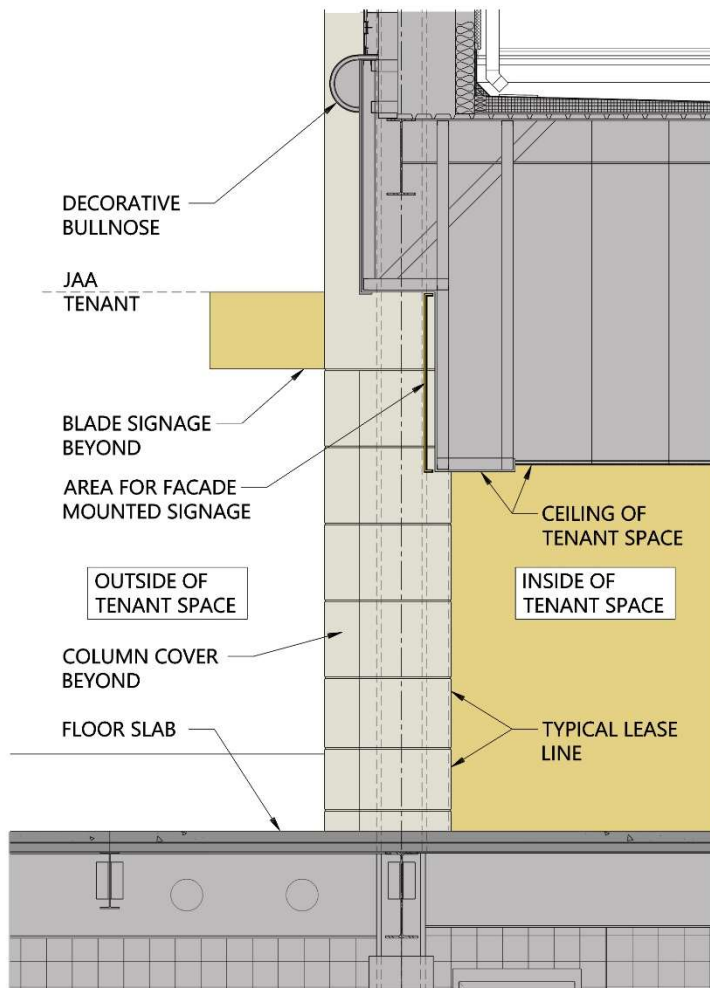
CHAPTER 1

*JIA TENANT GUIDELINES*

## 1.1 LEASE / PUBLIC INTERFACE

Although boundaries of a lease seem somewhat imaginary in the actual terminal space, they are necessary to define an area that is designated to one tenant and for that single tenant’s use only. No tenant has the right to infringe on another tenant’s lease area. Likewise, tenants do not have the right to cross the lease line for reasons of amelioration.

The actual size and geometry of a tenant lease area is determined by JAA and agreed upon in the lease agreement, and that area becomes the basis for tenant improvements. JAA understands the magnitude of the investment tenants make in the terminal and with this publication, it seeks to provide clear guidelines for tenant planning and build-out of the lease space.



### 1.1.1 Guidelines

Tenants shall respect lease line boundaries and maintain all built-in and freestanding items within said lines unless approved in advance and in writing by JAA. This includes but is not limited to; coolers, vending machines, floor mounted signs, book and magazine racks, merchandise display racks, canopies and other façade enhancements, and seating including tables.

FIGURE 1 - SECTION AT ENTRANCE TO TENANT SPACE – HUB AND CONCOURSE

## 1.2 FAÇADE MOUNTED SIGNAGE

Signage is an important part of brand recognition. Visibility is everything and the typical perception is “bigger is better.” Inside the passenger terminal there may not be as much opportunity for “bigger is better,” so while working with fixed interior/architecture features, this guide will address signage placement and dimensions.

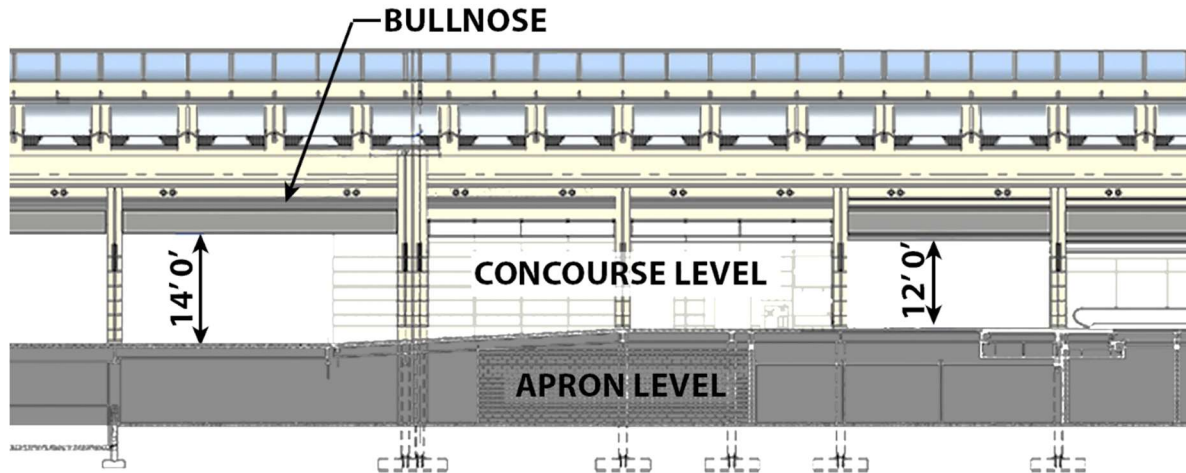


FIGURE 2 - TYPICAL FAÇADE AT CONCOURSES A AND C AT TRANSITION TO HUB AREA

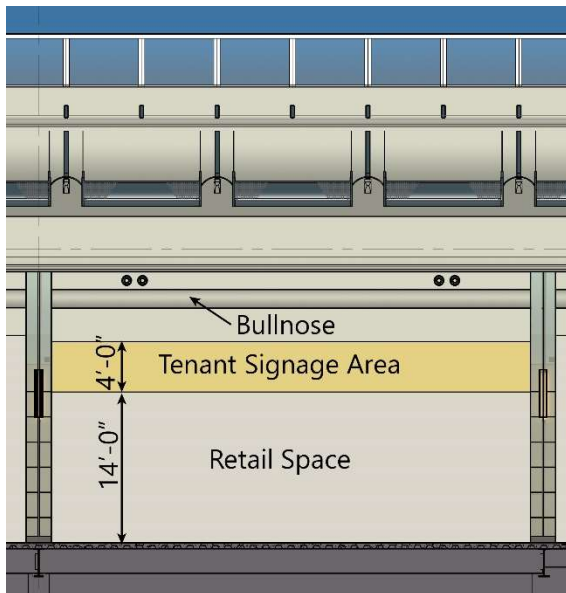


FIGURE 2A – ENLARGED RETAIL FAÇADE AT CONCOURSE A&C

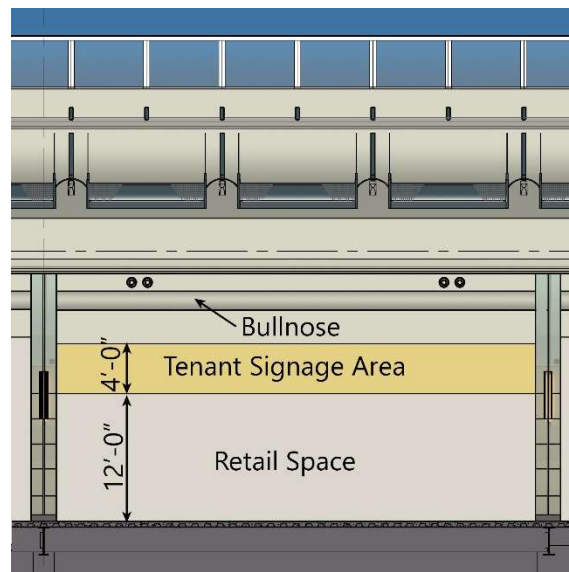


FIGURE 2B – ENLARGED RETAIL FAÇADE AT HUB

Throughout the concourse, the bullnose is at a constant elevation. The floor slopes toward the center of the building (Hub). The distance between the floor and the bullnose vary between the hub and concourse areas but the façade remains consistent and is typically four feet in height.

Guidelines

There are two typical types of signage allowable in the tenant space. Signage parallel to face of façade, Façade Mounted Signage, shall be located between 12' and 16' on Concourse A and C and between 14' and 18' above finished floor at the hub area. Size and geometry shall be considerate of size of lease and façade. Blade Signage shall be fixed just above Acrovyn column cover panels and shall be no larger than 2' high x 3' wide.

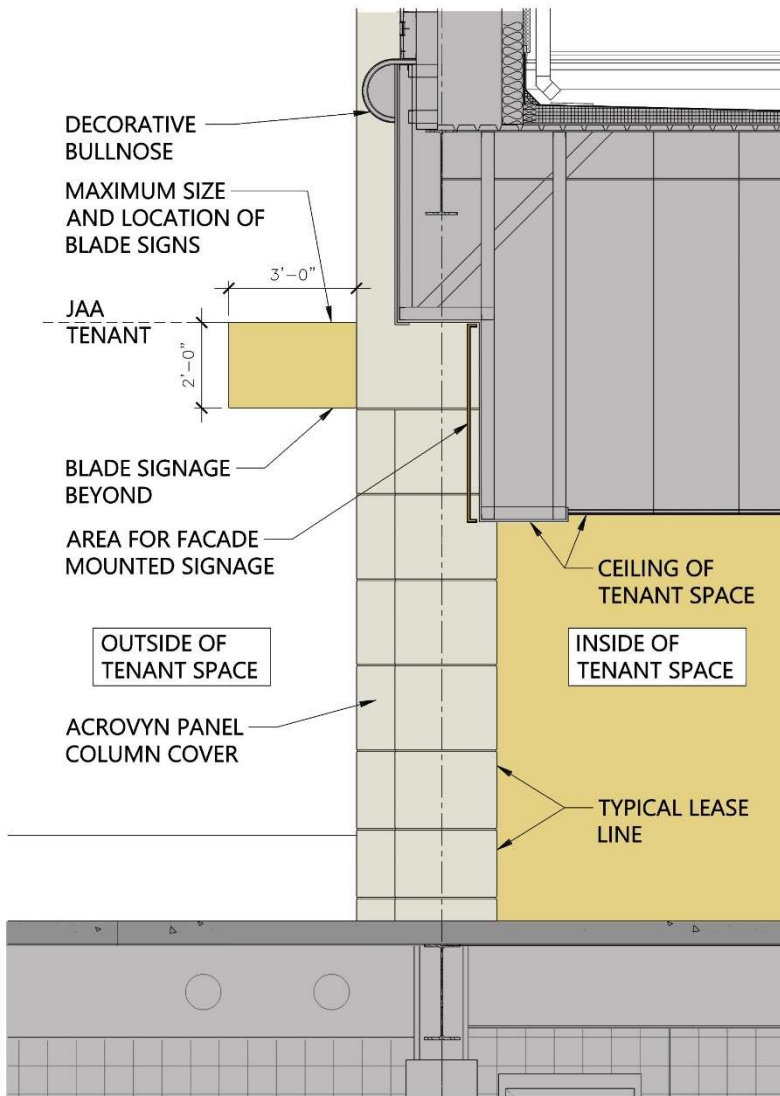


FIGURE 3- TYPICAL SECTION - BLADE SIGNAGE DIMENSION REQUIREMENTS – HUB AND CONCOURSE



### 1.3 SEATING IN CIRCULATION AREAS

Seating in circulation areas is not normally permitted in the lease agreement. Examples of exceptions have been provided below for reference. Seating within the circulation areas of an airport can cause problems with passengers walking and pulling luggage. Spills can happen on hard surfaces such as terrazzo and tile resulting in a slip and fall hazard. Table and chair legs can be a hazard to wheeled baggage and can result in damage or possible tripping.

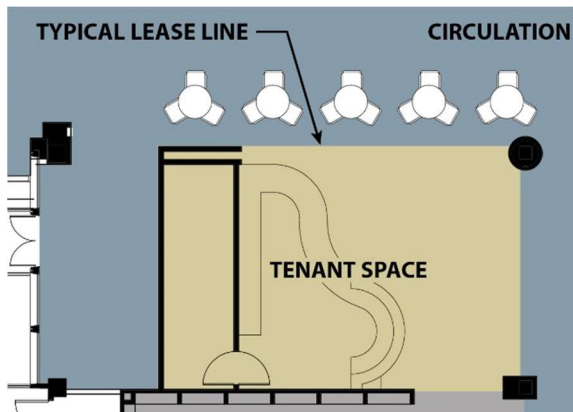


FIGURE 5 – TENANT SPACE - COURTYARD - PLAN

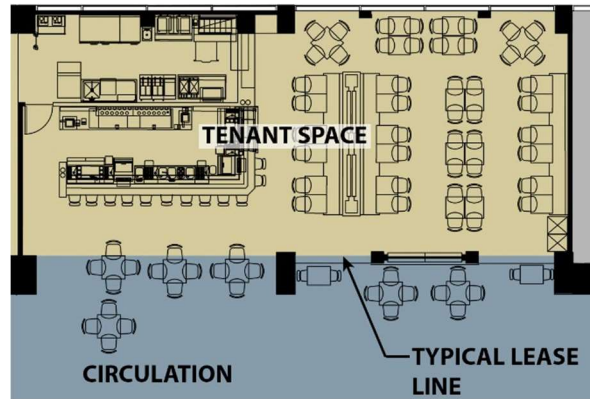


FIGURE 4 – TENANT SPACE - CONCOURSE C - PLAN



FIGURE 7 - TENANT SPACE - COURTYARD



FIGURE 6 - TENANT SPACE - CONCOURSE C

#### 1.3.1 Guidelines

Tables and chairs are not allowed outside of the tenant lease line unless approved in advance and in writing by JAA. If allowed by JAA all seating including tables and chairs shall be separated from the public circulation by a JAA approved barrier. Exceptions to this requirement may be granted by JAA on a temporary basis for a specified period of time. The barrier must not be anchored or attached to the terrazzo floor in any way that damages the terrazzo. The barrier must be structurally sound whereby it will withstand normal bumping and abuse due to passenger traffic without failing and will allow for normal cleaning and maintenance around barrier. JAA shall review and approve means and attachment of proposed barrier.

## 1.4 MERCHANDISE DISPLAY OUTSIDE OF LEASE AREAS

Although seemingly the best location for display, merchandising racks in public circulation paths can cause congestion and provide obstacles that interfere with passenger movement. Merchandising displays crowded together can also appear as cluttered thus losing their usefulness to attract attention.

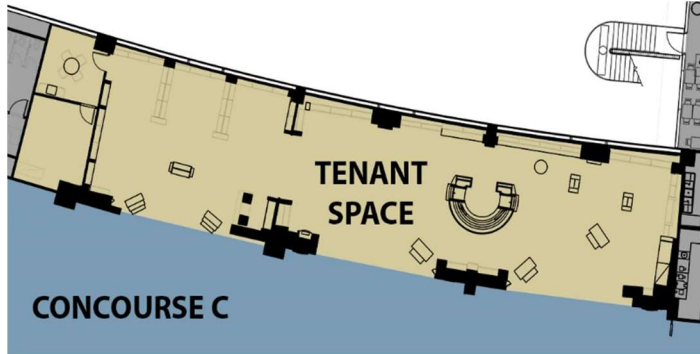


FIGURE 9 – TENANT SPACE - CONCOURSE C - PLAN

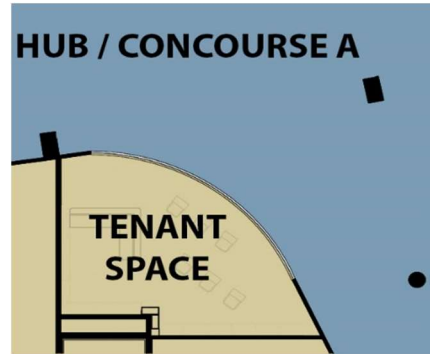


FIGURE 8 – TENANT SPACE – CONCOURSE A - PLAN



FIGURE 11 –TENANT SPACE



FIGURE 10 – TENANT SPACE - CONCOURSE

### 1.4.1 Guidelines

Merchandising racks are not allowed outside of the tenant lease line unless approved in advance and in writing by JAA. Merchandising racks shall be reviewed as part of the lease agreement. Tenant shall adhere to exact number and locations of merchandise displays outside of lease line as per tenant agreement. Merchandising racks that cause queue lines to form into circulation paths are not allowed at the perimeter of the lease line. Merchandise hanging from hooks applied to wall surfaces are not allowed at the perimeter of the lease area or on the building wall surface outside of the lease area. Merchandising displays permitted by JAA outside of the lease areas may not block the access or line of sight to other tenant areas or signage. JAA approval does not mean that the maximum number of displays must be used at all times. Tenant shall determine best use under the agreement.

## 1.5 FREE-STANDING SIGNAGE OUTSIDE OF LEASE AREA

Floor mounted signage can be a hindrance to passenger circulation and building cleaning crew.

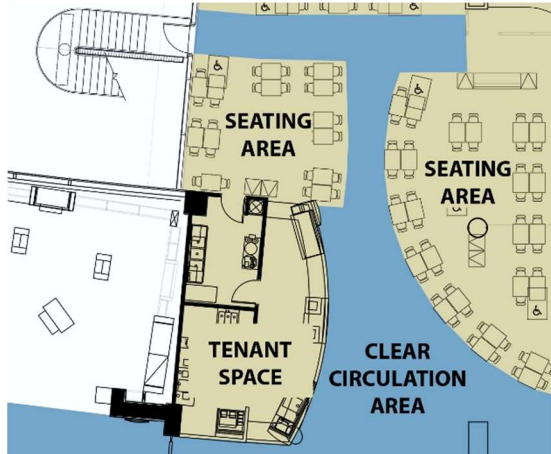


FIGURE 13 – TENANT SPACE- CONCOURSE C - PLAN

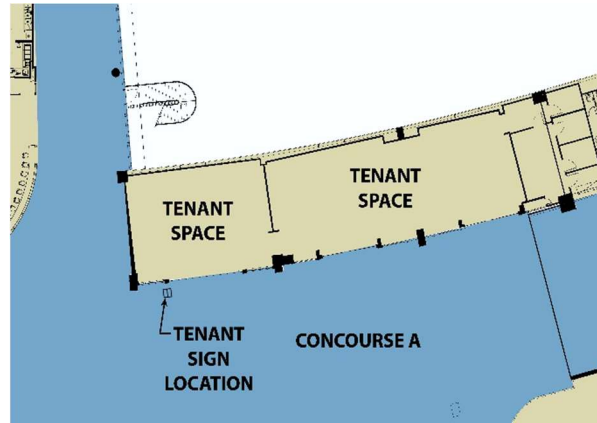


FIGURE 12 –TENANT SPACE - CONCOURSE A - PLAN



FIGURE 14 – TENANT SPACE - CONCOURSE C - PLAN



FIGURE 15 – TENANT SPACE - CONCOURSE A

### 1.5.1 Guidelines

Free-standing or floor-mounted signs are not allowed outside of the tenant lease line unless the location and number of such signs has been approved in advance and in writing by JAA. JAA shall approve the number of signs and proper location; approval does not mean that the maximum number of floor mounted signs must be used at all times. Tenant shall determine best use while complying with the agreement. All the floor-mounted signage shall comply with current Florida Building Code accessibility requirements as shown on figure 16.

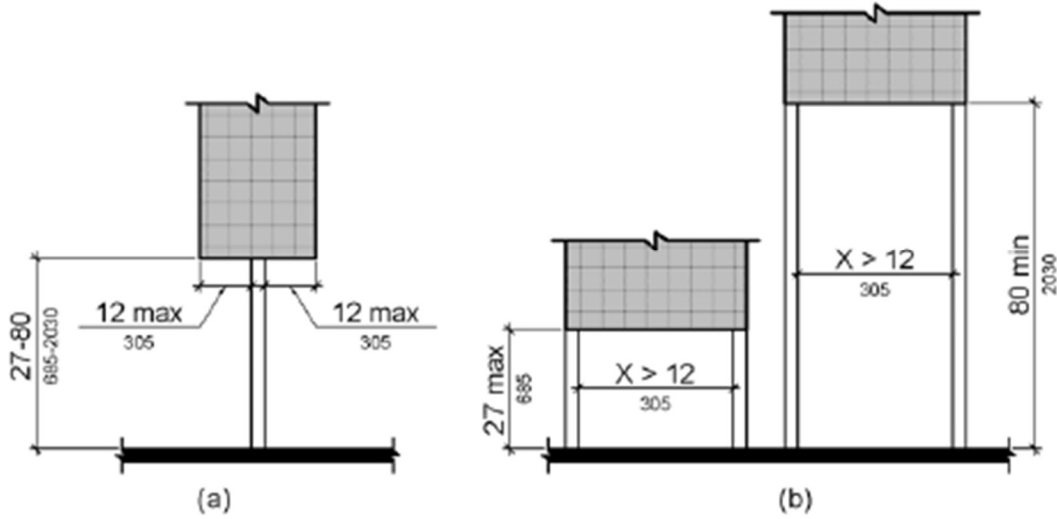


FIGURE 16 - POST-MOUNTED PROTRUDING OBJECTS

Free-standing objects mounted on posts or pylons may overhang circulation paths by no more than 12 inches maximum when standing 27 inches minimum and 80 inches maximum above the finish floor or ground. Where a sign or other obstruction is mounted between posts or pylons and the clear distance between the posts or pylons is greater than 12 inches, the lowest edge of such sign or obstruction shall be 27 inches maximum or 80 inches minimum above the finish floor or ground. Exception: the sloping portions of handrails serving stairs and ramps shall not be required to comply.



## 1.6 VENDING MACHINES IN PUBLIC SPACE

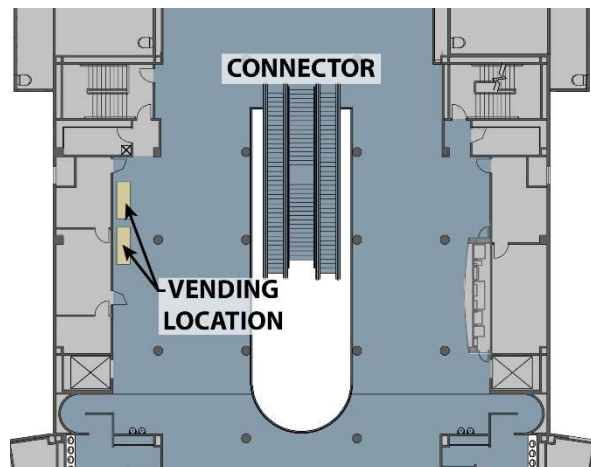
Vending machines, where allowed, shall be positioned such that queuing will not interfere with circulation space.



**FIGURE 17 - VENDING MACHINES IN PUBLIC SPACES**

### 1.6.1 Guidelines

Vending machines in public spaces are not allowed unless approved in advance and in writing by JAA. Vending machines shall back up to a wall or a vending machine of equal size so no exposed/unfinished surfaces will be in view.



**FIGURE 18 - VENDING MACHINES PLAN AT CONNECTOR**

## 1.7 FREESTANDING DISPLAYS: AUTOMOTIVE/MOTORCYCLE/OUTDOOR GEAR



FIGURE 19 – FREESTANDING DISPLAY

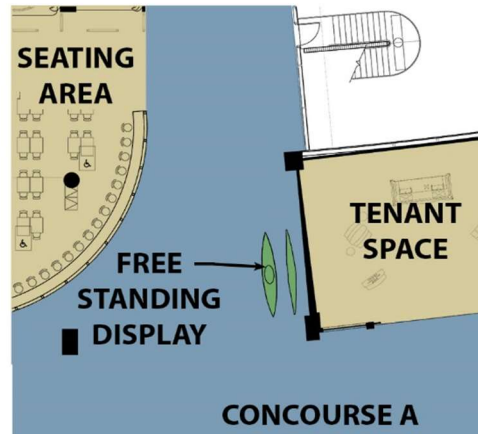


FIGURE 20 – FREE STANDING DISPLAY - PLAN

Freestanding displays pose a unique challenge as they are usually not accompanied by a person who might “police” the immediate area. Therefore, if required, a semi-permanent barrier may be used to prohibit the public from touching the exhibit.

### 1.7.1 Guidelines

Free standing displays: Automotive/ Motorcycle/ Outdoor Gear are not required to have temporary barriers surrounding them. Portable stanchions are acceptable as long as they appear in like new condition and are in working order. JAA has no requirements as to the distance from the stanchion to the display and advises tenants to determine best practices in keeping the public safe while complying with the lease area agreement. The barrier must be structurally sound whereby it will withstand normal bumping and abuse due to passenger traffic without failing and will allow for normal cleaning and maintenance around barrier. JAA shall review and approve means and attachment of proposed barrier.

## 1.8 QUEUING LINES AT AIRLINE TICKET COUNTERS

Passenger terminal ticket lobbies were traditionally designed to be a width to accommodate take-away bag belts, agent work space, ticket counters, passenger service and queues and passenger circulation within the same area. In recent years, check-in kiosks have been introduced into the mix thus requiring airports to rethink how the area around the ticket counters should be used. With each configuration comes challenges to passenger circulation and available floor area. Should check-in kiosks be located inside or outside of the queue area? Which direction should they face? Should there be stanchions or barriers surrounding the check-in kiosks?



**FIGURE 21 - TICKETING COUNTERS**

### 1.8.1 Guidelines

At JIA, the full depth of the ticketing lobby measures 45 feet from the face of the ticket counters to the base of the columns at the front of the building. A minimum of 25 feet must remain clear for passenger circulation. A maximum of 20 feet in front of each tenant's ticket counter then remains available for passenger queuing, see Figure 22/23.

If stanchions are utilized for queuing, they must be in acceptable and like new condition, organized in an orderly manner, and not confusing to passengers. The layout of the stanchions shall be approved in writing by JAA. When used solely for the purpose of queuing passengers to the ticket counter positions, the authority will provide stanchions in Ticketing and Rent-A-Car areas. All stanchions utilized for passenger queuing in ticketing and rent-a-car areas must be metal with a black finish and all ribbons are to be solid black. No colors or logos are permitted on stanchions or ribbons in the ticketing or rental car areas.

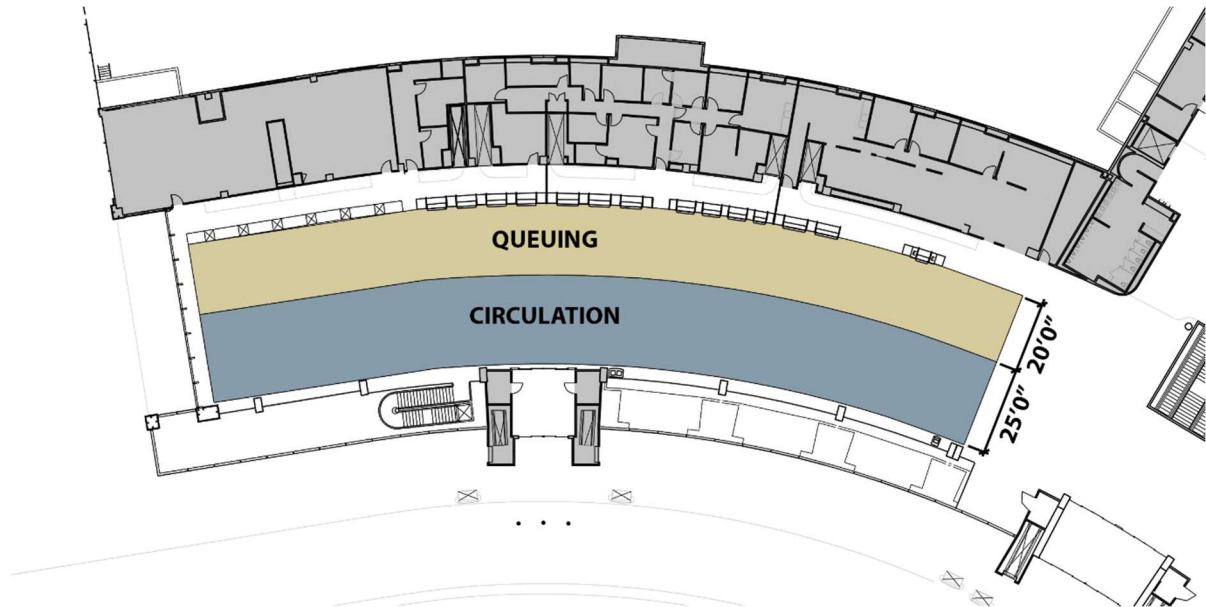


FIGURE 22 - TICKETING COUNTERS – PLAN AT SOUTH TICKET LOBBY

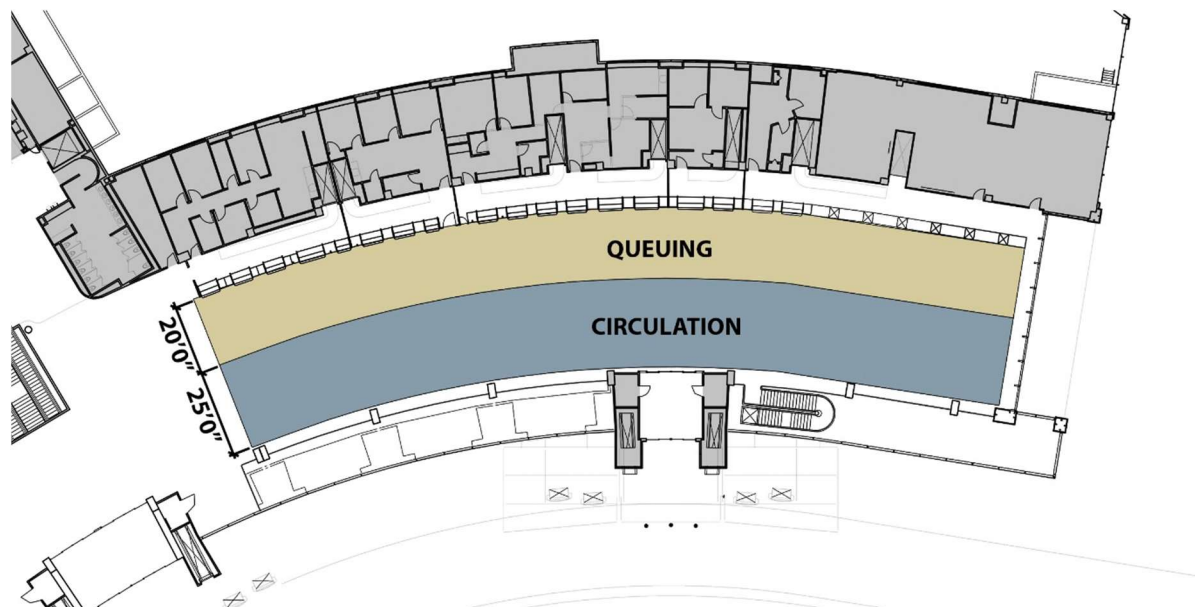


FIGURE 23 - TICKETING COUNTERS – PLAN AT NORTH TICKET LOBBY



### 1.8.2 Check-in Kiosks

Tenants wishing to utilize check-in kiosks shall first present to JAA a layout and installation plan for approval. Where check-in kiosks are used tenant shall provide adequate queuing so waiting passengers do not hinder the flow of passengers and shall comply with the figure below. Tenants will incur costs on a square foot basis for free standing check-in kiosks anywhere in the Ticket Lobby. Square footage will be assessed as outlined in figure 27. Other configurations will be treated similarly. Self-service kiosks are typically permitted only within each tenants queuing area.

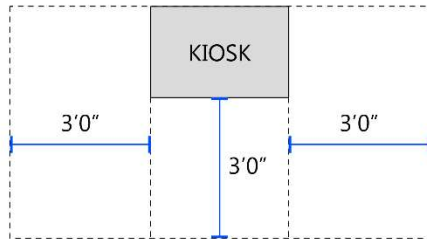


FIGURE 24 - CHECK-IN KIOSKS

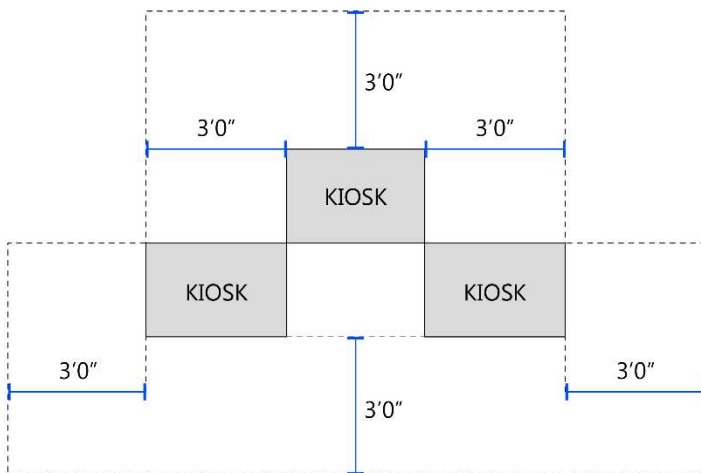


FIGURE 27 - AREA AROUND CHECK-IN KIOSKS



FIGURE 25 - CHECK-IN KIOSKS



FIGURE 26 - CHECK-IN KIOSKS

## 1.9 QUEUING LINES AT RENTAL CAR COUNTERS

Passenger terminal Baggage Claim lobbies typically contain baggage claim devices, baggage service offices and ground transportation tenants together with adequate circulation space for many passengers with baggage in tow. In recent years, check-in kiosks have been introduced into the mix thus requiring airports to rethink how the area in the baggage claim and rental car counters should be used. With each configuration comes challenges to passenger circulation and available floor area. Should check-in kiosks be located inside or outside of the queue area? Which direction should they face? Should there be stanchions or barriers surrounding the check-in kiosks?



FIGURE 28 - RENTAL CAR QUEUING

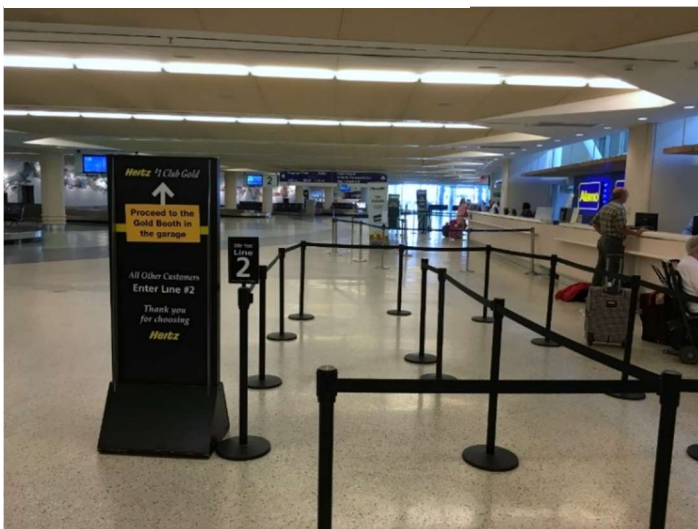


FIGURE 29 - RENTAL CAR QUEUING

### 1.9.1 Guidelines

At JIA, the full depth of the baggage claim lobby measures 45 feet from the face of the rental car counters to the nearest bag claim device. Up to 14 feet from the face of the counters has been designated as queuing area for the counters. A minimum of 14 feet is reserved as an active waiting area around the bag claim device, leaving 17 feet for passenger circulation. (Figure 30/32)

### 1.9.2 Check-In Kiosks

Tenants wishing to utilize check-in kiosks shall first present to JAA a layout and installation plan for approval. Where check-in kiosks are used tenant shall provide adequate queuing so waiting passengers do not hinder the flow of passengers. Tenants will incur costs on a square foot basis for free standing check-in kiosks anywhere in the Baggage Lobby. Square footage will be assessed based on figure 31. Other configurations will be treated similarly. Check-in Kiosks are normally permitted only within queuing area.

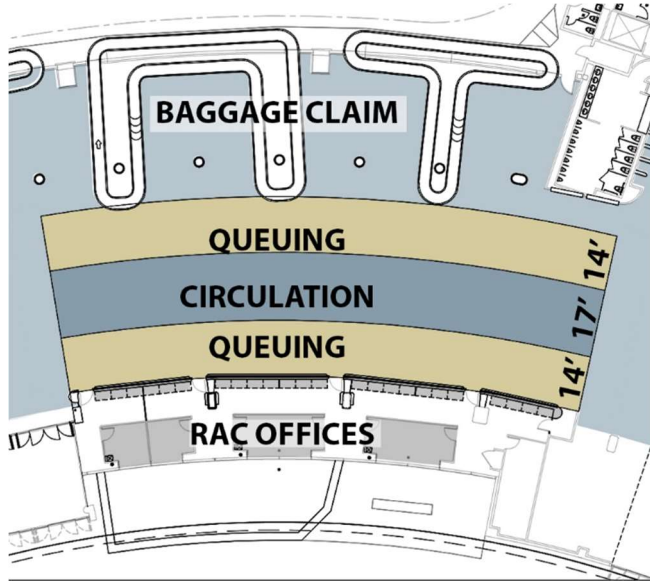
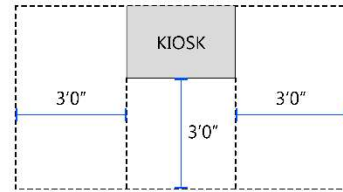


FIGURE 30 - RENTAL CAR QUEUING – PLAN – BAGGAGE CLAIM SOUTH



ASSESSED SQUARE FOOTAGE (TYP.)

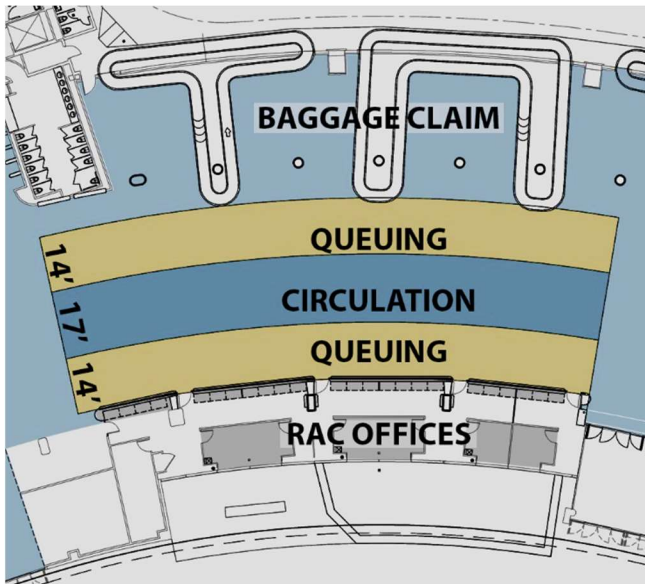


FIGURE 32 - RENTAL CAR QUEUING – PLAN – BAGGAGE CLAIM NORTH

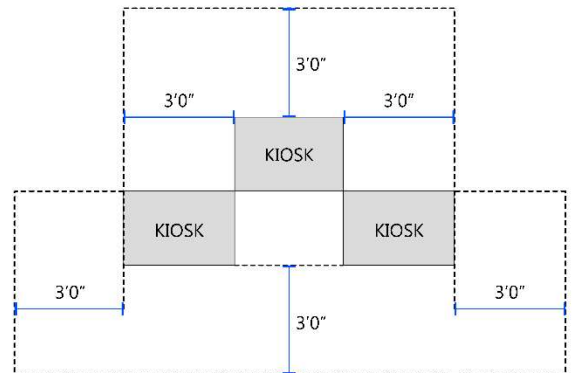


FIGURE 31 - AREA AROUND RENTAL CAR SELF-SERVICE KIOSKS



## 1.10 SIGNAGE RELATED TO QUEUE LINES

Wayfinding and signage in a passenger terminal can be helpful to passengers or can create clutter to the point where the signs are not noticeable. Design professionals realize that less is more when it comes to wayfinding - the same should apply to informational signage throughout terminal buildings. Regulatory signage is something that, by law must be displayed. Tenant specific informational signage, although important, may not have specific requirements as per size, shape or color. Informational signage imposed by different tenants may follow branding standards of individual tenants, and that alone can lead to confusion. Effective signage should stand out in a crowded space without either overpowering or becoming lost within that space.

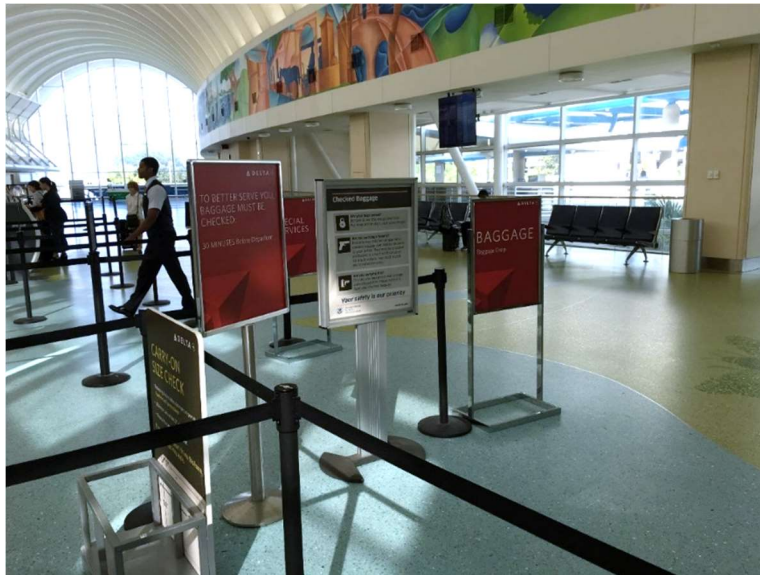


FIGURE 33 - QUEUEING SIGNAGE



FIGURE 34 - QUEUEING SIGNAGE

### 1.10.1 Guidelines

Each tenant at the Ticket and Baggage Claim Lobbies shall present to JAA their corporate standard sign package for passenger queuing areas for approval. Tenants shall strive to limit the quantity of and standardize the size of signs of a non-regulatory nature. Every effort should be made to mount all wayfinding signs on stanchion posts. All signs not mounted on stanchion posts shall be mounted on matching posts with baseplates that prohibit overturning. All signage must comply with ADA requirements. One carry on sizer will typically be permitted per tenant. No signage is permitted outside queuing area.

The following is a typical queuing line showing proper signage locations. The signage locations are the same for both airline ticketing and rental car areas.

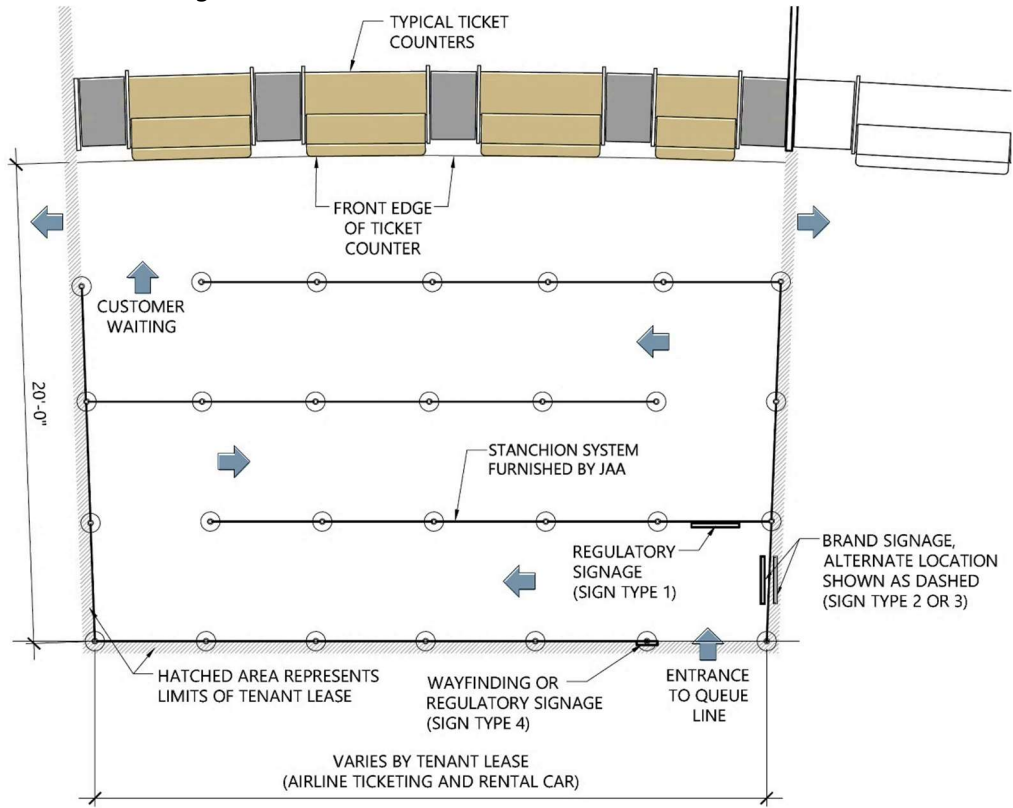


FIGURE 35 - QUEUING SIGNAGE - TICKETING

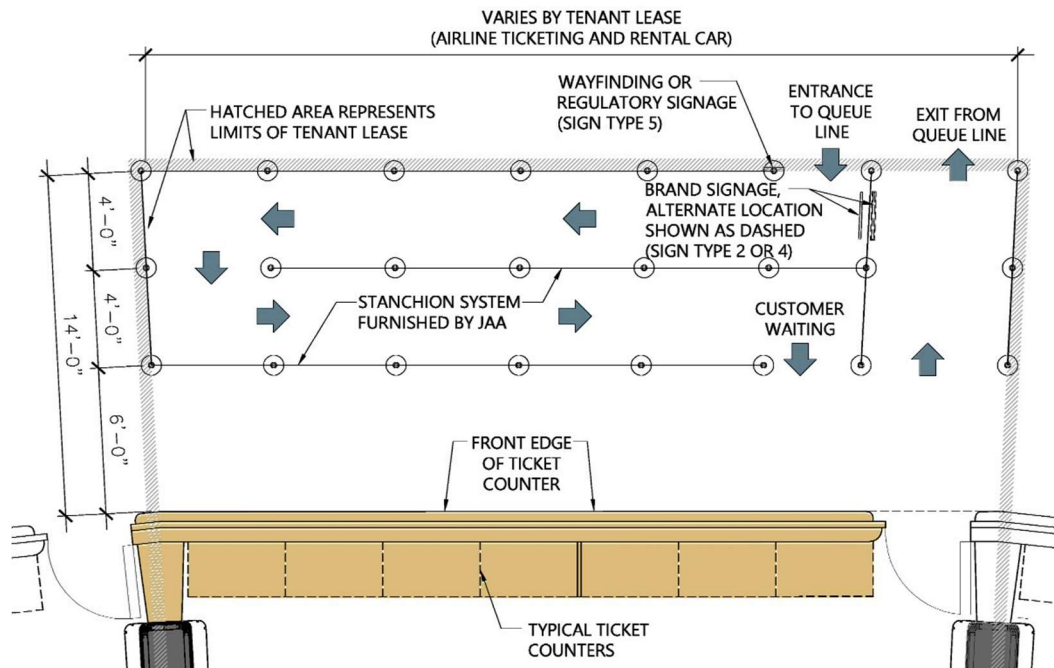


FIGURE 36 - QUEUING SIGNAGE - RENT-A-CAR



The following are existing signs in ticketing and rental car areas

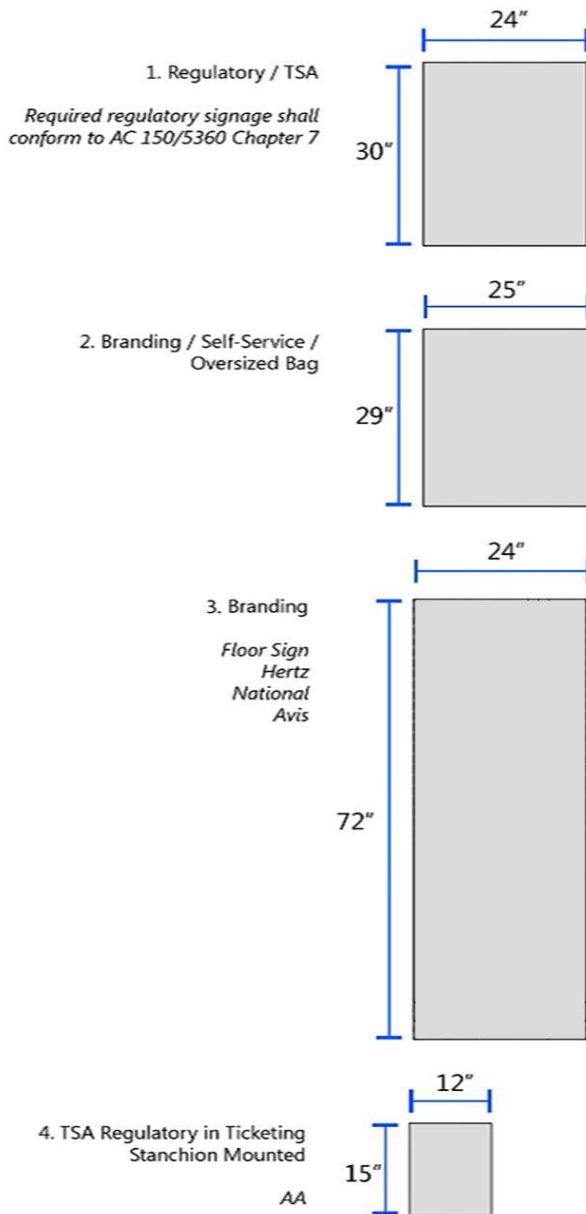


FIGURE 37 - SIGNAGE RELATED TO QUEUE LINES – DIMENSIONS

## 1.11 ELECTRONIC TICKET COUNTER POSITION DISPLAYS

Airlines are permitted to use electronic display(s) to identify ticket counter positions located in the main ticket lobby located on the second floor. One LED display is permitted per ticket counter position mounted in a horizontal orientation centered directly over the ticket counter position. The electronic display must fit within the dimensions outlined in the diagram below and must have a black bezel. All screens must be similar in size, mounting and installation location. All display mounts must be hung from the soffit located directly over the ticket counter position (see Figure 38) or airline designated self-ticketing bag drop areas. All mount(s) and mounting hardware including wiring must be black in color. All wires must be hidden from view when viewing from in front of the ticket counters (public side of counters). Wire management may be used as long as it is not visible.

### 1.11.1 Display Area Limitations

No displays shall be mounted below 7'-3", measured from top of finished floor directly in front of ticket counter. Monitors may vary in width but must be no greater than 1'-3" in the vertical dimension. The front face of the display must be parallel with the face of the counter but may be tilted to a maximum of 10 degrees toward the ticket queuing lines. If a wide format display is utilized it must be within 6" of the edge of the ticket counter position directly below, see Figure 38. Should the ticket counter be removed, the monitor shall be centered above the designated position (i.e. Bag drop location, etc.).

### 1.11.2 Electronic Display Content

The intention of the electronic displays is to provide critical information related to the ticketing process. All messages must be on a solid colored background with contrasting text meeting ADA Guidelines and must be consistent between all monitors utilized. When display is not in use it may have one static logo of the airline centered on the display or the display needs to be turned off. Display cannot be used for advertisements or airline promotional videos.

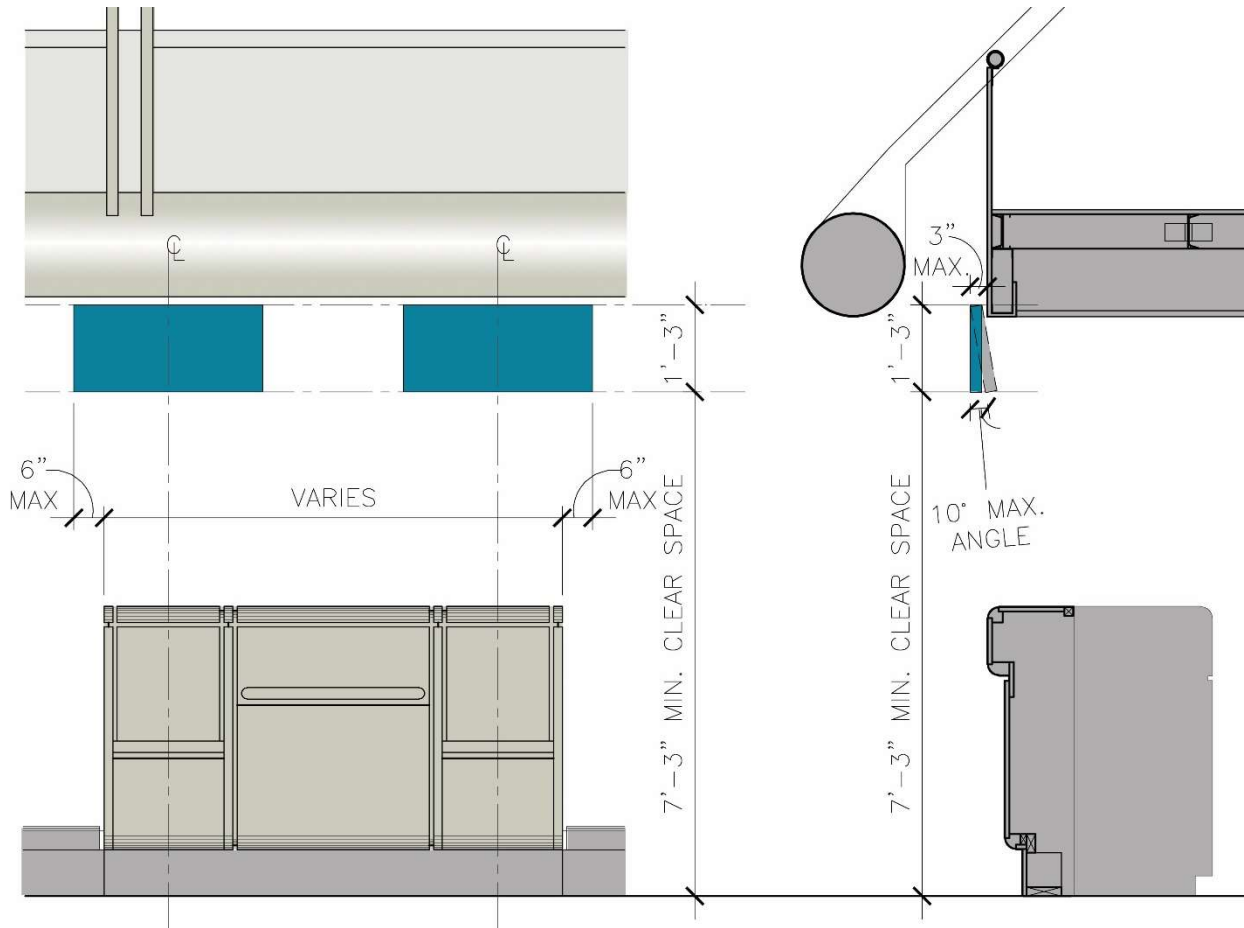


FIGURE 38 – ELECTRONIC TICKET COUNTER POSITION DISPLAYS, ELEVATION AND SECTION

## 1.12 ELECTRONIC DISPLAYS LOCATED AT PREFERENTIAL USE GATES

An Airline may elect to provide a Gate/Flight Information Display monitor at each of their Preferential Use/Leased Gates. One electronic display monitor per gate may be utilized by the leasing airline(s).

### 1.12.1 Display Area Limitations

Each display monitor shall be similar in size, bezel color, aspect ratio, mounting height and configuration to the existing JAA CNN monitors. It is important to maintain consistency throughout the Concourses and from gate to gate regardless of the Airline leasing the space. All display mounts to be black in color and all wiring is to be maintained in the area directly behind the display monitor. If power/electric needs to be provided to mounting location, it must be coordinated with JAA in writing prior to any work. It is not acceptable to have exposed wiring and or conduit in the terminal building. Airlines are responsible for installation of any required data or communication equipment required to push information to display monitors. The monitors shall be mounted in a landscape/horizontal position in one of two locations, an interior column or an exterior column.

Interior columns are located within the hold room space. The JAA CNN monitors are mounted on the interior columns throughout the concourses. Any new monitor mounted on an available interior column shall be mounted at the same height and utilize the same mounting bracket as the JAA CNN monitors. The exterior columns are located along the exterior windows of the terminal. Displays may also be mounted on the exterior columns at each gate, displays shall be flush with the top of the column and mounted parallel to the window wall.

### 1.12.2 Electronic Display Content

The content displayed on each monitor shall be specific to flight, gate and/or passenger information and the information displayed shall be limited to the next scheduled flight only. Display cannot be used for advertisements or airline promotional videos.



FIGURE 39 – INTERIOR COLUMN MOUNT LOCATION



FIGURE 40 – EXTERIOR COLUMN MOUNT LOCATION

### 1.13 COLOR AND MATERIAL PALETTES AVAILABLE



**FIGURE 41 - CONCOURSE MATERIAL PALETTE**

JIA allows tenants to design areas within their individual lease holds and an exterior façade (within JAA lease) per corporate standards or if no corporate standard exists they are allowed to design with freedom of material and color pallet.

*The following color and material palettes have been adopted by JIA:*

Color Pallette:  
 Paint – Benjamin Moore Paint  
 2129-30 Sharkskin  
 HC-44 Lennox Tan  
 OC-47 Ashwood  
 OC-65 Chantilly White  
 2129-40 Normandy  
 Power coated or Natural Finish  
 2129-50 Winter Lake

2129-60 Ranner Gray  
 OC-56 Snow White  
  
 Acrovyn High Impact Panel:  
 930 Blue Silk-Texture; Pebblette  
 360 Baltic Blue-Texture; Pebblette  
  
 Desert Sand-Texture; Sandstone

Solid Surface Material:  
 Corian Azure  
 Perforated Metal  
  
 Carpet: Interface Entropy