

OPERATING DIRECTIVE

Hillsborough County
Aviation Authority

Number: D342.01.01

Effective: 04/15/71

Revised: 02/24/05

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Subject: Display or Placement of Tenant
Related Signs, Materials, Decorations
and Equipment in Public Areas at
Tampa International Airport

PURPOSE: To maintain the aesthetics of the airport by establishing procedures to be followed by tenants, concessionaires, and air carriers concerning approval of and placement of tenant related displays, signs, materials, decorations, and equipment in public areas at Tampa International Airport pursuant to accepted standards and the rules and regulations.

GENERAL: Signs and equipment are intended to effectively direct patrons to various airport services by providing information and assistance or meet regulatory requirements. Signs in public areas by tenants for the sole purpose of advertising, marketing or promotion, are not permitted except for special events as noted in the procedures section. The Authority will provide the signs and equipment as indicated in this directive. Any additional signs or equipment provided by the tenant or agency must be approved by the Authority. Hand written or computer generated signs are prohibited.

A. Landside Terminal Standards:

1. Baggage Claim Level

Tenant signage in the baggage claim area is confined to necessary signage in the baggage service offices and rental car counters. Only an Authority-approved company sign is allowed on the back wall of the airline service offices.

a. Signage

i. Airline Baggage Service - The Authority will provide the following signs:

- (1) Check your claim tag - sign on baggage belts.
- (2) Please wait for next available agent - sign
- (3) Luggage disclaimers for airline bag service offices
- (4) Ceiling mounted generic company name

Areas to store overflow baggage, especially during peak times, are allowed near each baggage service office, if this baggage is

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controlled by airline personnel and does not interfere with access to baggage belts and airline offices. Baggage carts used by skycaps will be provided by the Authority and must be stored next to an escalator wall. These carts must not interfere with exits, baggage belts, escalators, elevators or access control doors.

ii. Car Rental Counters

- (1) Preferred customer-type signs for rental car queue lines
- (2) Ceiling mounted company name
- (3) Please wait here for next available agent

b. Stanchions

The Authority will provide sufficient stanchions to queue patrons for the rental car counters and airline baggage service offices. The stanchions utilized to queue patrons for the rental car counters (red side) should contain four-5 feet wide lines and should not reach beyond the first column from the counter. Stanchions leading to the baggage service office should not interfere with other airline offices nor extend beyond the baggage service door by six feet.

2. Ticket Counter Level

a. Signage

i. Back wall

The counter back wall may display the logo and colors of the airline and their subsidiaries. Code share or company alliance signs can be co-located on the back wall. All logo signage will be provided by the airline and approved by the Authority. Either a FIDS display or flight schedule display board will be allowed. A

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sign approved by the Authority and indicating ticket counter hours of operation may be mounted on the back wall or placed on the ticket counter.

ii. Stanchion-mounted

The Authority will provide the following signs in a stanchion-mounted frame at each ticket counter:

Wait here for next available agent sign
Queue entry identifiers with class of service
Exit (from ticket counter processing)

iii. Visiontron

(1) The Authority will provide two Visiontron bands above the ticket counter. The top band will provide inserts compliant with federally mandated specifications for posting notices such as:

- (a) Notice-overbooking of flights
- (b) Transportation of currency
- (c) Public inspection of tariffs
- (d) Limitations of liability
- (e) Transportation of hazardous materials
- (f) Transportation of firearms and inspection of checked baggage
- (g) TSA-required firearm
- (h) TSA-required film
- (i) TSA-required baggage locks

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(2) A lower Visiontron panel will provide for the following service related signs:

- (a) Premium class service signs specific to each airline indicating the premium class nature of the position.
- (b) Sign indicating that flights close 30 minutes prior to departure or similar
- (c) Self-service check in position
- (d) Other services available
- (e) Position open/closed

iv. Ceiling-mounted generic airline ID sign

The airline name will be placed in the ceiling-mounted generic airline ID sign, with approximately one name per 25 feet of linear counter space. This also applies to the ceiling-mounted sign above the curbside counter.

v. Curbside counter

(1) Counter face insert signs with airline logo and colors will be provided by the Authority.

(2) Federally required signage at curbside will be attached to the front of the curbside counters.

b. Stanchions

The Authority will provide sufficient stanchions to queue passengers. Each airline ticket counter will utilize the stanchions provided by the Authority to efficiently queue passengers. These stanchions are arranged utilizing a grid pattern. With the exception of self service check in locations, there will be no stanchions placed within eight feet from the

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front of the ticket counter. Each line of the queue should not exceed five feet wide from stanchion post to post. The stanchions should not extend more than 26 feet beyond each ticket counter. The placement and arrangement of stanchions is the responsibility of the airlines, but must be approved by the Authority. Stanchions may temporarily be used in overflow situations outside the primary queue area (i.e., in front of elevator cores), but must be coordinated and minimized at the direction of the Authority. Marketing equipment or materials are not allowed within the ticket counter queue.

c. Class of service check-in

The Authority will provide each airline signage to differentiate between up to three classes of service placed on the lowest Visiontron band. Tenant level of service distinctions established by use of carpets, banners, non-standard colored stanchions/tapes must be submitted to the Authority for approval.

d. Self Service Check in Positions

Self-service check-in terminals, when provided by the airline and approved by the Authority, will be placed in ticket counters including curbside. Self-service phone kiosks, provided by the airline must be approved by the Authority.

e. Wheelchairs

All wheelchairs must be stored in provided storage locations. These storage locations are adjacent to each ticket counter area and should be maintained in an orderly fashion by the airline.

f. Weight scales for checked luggage within the queue space must be approved by the Authority. Signage requested by the tenant for this area

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will be provided by the Authority in standard color and size for all comparable locations.

3. Transfer level

a. Signage

The Authority will provide sufficient signage in the public areas to direct passengers and patrons to the appropriate airside and concessionaires. The Authority will also provide any TSA required signage, as well as informational signage instructing passengers to show IDs and carry only one carry-on plus one personal item. All signage on the transfer level will either be displayed on storefronts, on the overhead panels above escalators or shuttle entrances or on LED signs

b. Stanchions

The Authority will provide, as necessary, stanchions at the entrance to each shuttle lobby for the purpose of efficiently queuing passengers. These stanchions may be arranged in a pattern with 4-5' wide lines. At no time will these stanchions interfere with the flow of passengers exiting the shuttle cars.

c. Podiums

The Authority will provide one podium and two stools at the entrance to each airside shuttle lobby to provide a physical checkpoint for passengers to show IDs and boarding passes.

d. Self Service Check in Positions

In addition, computerized check-in kiosks or self-service check-in terminals, provided by the airline and approved by the Authority, will be

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placed within seating areas. These locations provide adjacent access to each shuttle lobby.

e. Equipment and materials

At the entrance to each shuttle lobby, the Authority will provide a baggage sizing template.

f. Concessions

Food and beverage or merchandise concessionaire may not have any equipment or display outside of their leased space without Authority approval.

B. Airsides

1. Passenger Screening queue

a. Signage

Each airside screening queue will have flat screen monitors provided by the TSA to educate passengers about the screening process. In addition, the Authority or TSA will provide stanchion-mounted frames to display TSA-required signage about regulations and responsibilities while in the screening queue.

b. Stanchions

Stanchions, provided by the Authority or TSA, will be installed prior to each screening checkpoint to efficiently queue passengers. These stanchions will allow a 4-5 foot wide queue without hindering the flow of passengers exiting the airside. The placement and arrangement of stanchions is the responsibility of the airlines, but must be approved by the

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Authority. Stanchions may temporarily be used in overflow situations outside the primary queue area (i.e., shuttle lobbies), but must be coordinated and minimized at the direction of the Authority and removed daily after the peak times. Queue overflow procedures are outlined in Authority procedures and include stanchion grid layouts.

c. Equipment and materials

The storage of any equipment at an airside must be out of public view and approved by the Authority.

2. Boarding level

a. Signage

The Authority will provide signage at each gate, which will be limited to the signage necessary for informing passengers about airline policies and procedures and federal requirements. Signs will be located on back walls or in counters.

b. Gate back wall appearance

The gate back wall for each airline gate must be maintained in a professional manner.

PROCEDURES: In order to maintain a uniform high standard appearance in keeping with the general décor of the airport and other structures of the airport, the following standards will govern placement of displays, decorations, signs, materials and equipment visible from public circulation areas of the building:

- A. Requests for signage, stanchions, equipment and materials either provided by the Authority or the requesting tenant must be forwarded to the Senior Director of Operations and Public Safety for approval. Cuts, sketches, illustrations, copies or detailed

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descriptions of the material to be placed or displayed must accompany the request for review. Promotional requests, if approved, will be authorized for a period not to exceed 30 days duration. Seasonal requests in keeping with the general décor or aesthetics of the airport will be considered for approval and will again be for short duration periods. Each request will be evaluated based on tenant need, aesthetics and cost.

Airlines or tenants considering special promotions (for example service to new destinations) or holiday decorations must submit a detailed written request to the Senior Director of Operations and Public Safety at least five business days prior to planned installation.

B. Seasonal decorations may not detract from or in any way obscure airport directional and regulatory signs posted throughout the terminal complex and are subject to Authority approval. Seasonal decorations must be complimentary to the seasonal decorations provided by the Authority. Seasonal decorations will be approved for the periods listed below:

1. Winter holiday - weekend before Thanksgiving to January 3
2. Easter - one week prior to one week after the holiday
3. Independence Day - one week prior to one week after the holiday
4. Halloween - October 25 to November 2

The Authority will conduct periodic inspections to monitor compliance with this directive. Any unauthorized items found will be brought to the attention of the tenant manager on duty providing the opportunity for immediate removal. Any items that remain after first notice will be removed by the Authority and the tenant will be notified.

APPROVED: /s/ John Wheat

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- Attachment A -

Authority Sign Standards and Technical Specifications:

A. Visiontron panels

The message panel is a Visiontron, Model No. 562 (old designation) as manufactured by Visiontron Corp., 720 Old Willets Path, Hauppauge, New York 11788. Inserts will conform to the following specifications:

1. Insert dimensions: 5-7/16 inches x 39 inches
2. Lettering varies between 3/8 inches and 2 inches Helvetica medium on standard Visiontron brown plastic.
3. White letters printed in upper and lower case.

B. Stanchion

1. Visiontron Model 300PC (chrome-plated with black and silver pull tape)
2. Lavi Industries Model Wrinkle Black Contempo Utility (black with black pull tape).

C. Stanchion sign - Visiontron Model 711

D. Baggage Cart - Aluminum platform truck 30 x 60 inch diamond plate. Vendor – Modern Material Handling Co. Inc. model no. 3060T-160-160-850-310.