

OPERATING DIRECTIVE

Aviation Authority

Number: D342.01.01

Effective: 04/15/71

Revised: 08/19/20

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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 standards and procedures to be followed by tenants 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 Authority's Rules and Regulations.

GENERAL: Signs and equipment are intended to effectively serve and 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 below. The Authority will provide the signs and equipment as indicated in this Operating 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. Main Terminal Standards:

1. Baggage Claim Level

Tenant signage in the baggage claim area is confined to necessary signage in the baggage service offices. Only an Authority-approved company sign is allowed on the back wall of the airline baggage 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) Company name identifying baggage service office

Areas to store overflow baggage, especially during peak times, are allowed near each baggage service office, if this baggage is controlled by airline personnel and does not interfere with access

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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.

b. Stanchions

The Authority will provide sufficient stanchions to assist the functions of airline baggage service offices. 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

If ticket counter is leased from Authority under a Signatory or Space Rental Agreement, 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. Monitors displaying flight schedules and airline information approved by the Authority may be mounted on the back wall. A sign approved by the Authority and indicating ticket counter hours of operation may be placed on the ticket counter. If ticket counters are common use and are utilized on a "per-use" basis then airline logo and colors should be provided to the Authority and will be displayed on the backwall monitors during hours of airline operation.

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ii. Stanchion-mounted

The Authority will provide stanchion-mounted frames at each ticket counter for Authority-approved signage.

iii. Curbside counter

- (1) Airline logo and colors will be provided by the Authority with signage being mounted over the curbside podiums.
- (2) Federally required signage at curbside will be attached to the side of the curbside podium.

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 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 21 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. Whenever possible, queue extensions warranted by special conditions should extend parallel to any adjacent counters.

Marketing equipment or materials are not allowed within the ticket counter queue.

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c. Class of service check-in

Tenant level of service distinctions established by use of carpets, banners, and 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 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 their boarding passes. All signage on the transfer level will either be displayed on

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storefronts, on the overhead panels above escalators or shuttle entrances, or on LED signs.

b. Concessions

Food and beverage or merchandise concessionaires 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 can include TSA provided, stanchion-mounted frames to display TSA-required signage about regulations and responsibilities while in the screening queue.

b. Stanchions

Stanchions, provided by the Authority, 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 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.

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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 on the side of gate podiums.

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 Executive Vice President of Operations and Customer Service for approval. Cuts, sketches, illustrations, copies or detailed 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. 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.

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Airlines or tenants considering special promotions (for example, airline service to new destinations) or holiday decorations must submit a detailed written request to the Executive Vice President of Operations and Customer Service 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 Operating 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.

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- Attachment A -

Authority Sign Standards and Technical Specifications:

- A. Stanchion - Lavi Industries Model Wrinkle Black Contempo Utility (black with black pull tape).
- B. Stanchion sign - Lavi Industries 11" x 14" Vertical Swivel Mount Sign Frame.
- C. Baggage Cart - Aluminum platform truck 30 x 60 inch diamond plate. Vendor – Modern Material Handling Co., Inc. model no. 3060T-160-160-850-310.

APPROVED: _____

DATE: 8/19/20