

the  
Design  
Solution

# JAMAICA

**SANGSTER INTERNATIONAL AIRPORT/ MONTEGO BAY**

Concessionaires Design Guidelines/ 18<sup>th</sup> December 2019





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# section 1

## introduction to the guidelines

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# 1.01/ INTRODUCTION TO THE GUIDELINES

## Introduction to the airport

Sangster International Airport in Montego Bay, St. James, originally named 'Montego Bay Airport', became operational on 18 February 1947. At the time of its completion, the town of Montego Bay was a playground for the rich and famous, and still today is one of the premier vacation spots within the Caribbean.

Jamaica's Sangster International airport is within the premier league of world leaders in passenger experience, winning the World Travel Awards "Caribbean Leading Airport" for the years 2005, and 2009 to 2019

The Montego Bay located gateway, handled a record 4.6 million passengers in 2018 and is now investing on a new creative design that will appeal to passengers and boost its commercial revenues.

Sangster operator, MBJ Ltd, is committed to creating an amazing experience for their passengers and is looking forward to working with retailers to deliver exceptional tenancies that not only drives commercial imperatives but will deliver a unique and authentic expression for the terminal.

The new 6,500sqm Sangster International's development is a two-level layout with check-in on the ground floor, leading to security on the upper floor bringing passengers to the duty free shop, retail, food service hub and finally the gates at each end of the building.

The walk through route and the clear sight lines created in the openness of the new retail design ensure that all passengers pass through the main duty free store but see the broader retail offer in both the northern and southern areas of the terminal."

## Introduction to the guidelines

The highest quality design, creativity and boldness are encouraged and expected from all of the licensees within the Terminal. Our aspiration is to build a retail offer of the highest international standard.

There are various technical aspects of the airport retail design that need to be recognized and addressed by the licensee design team; these are also identified here and must be adhered to.



# 1.02/ SAMPLE VISUALS - AIR-SIDE DEPARTURES



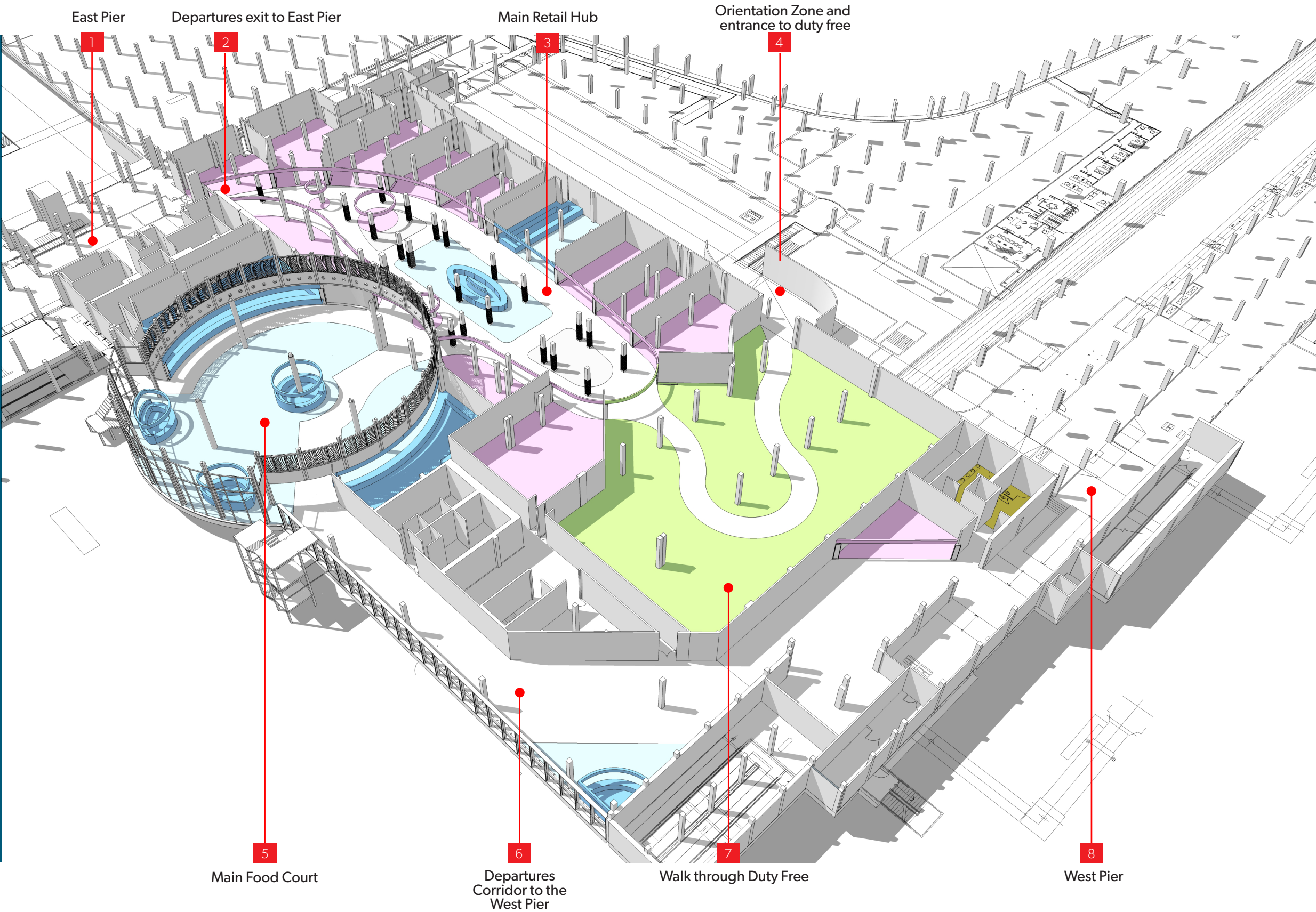


# 1.03/ AIR-SIDE DEPARTURES - CONTEXT

Having checked in and passed through security, passengers rise up to the level above by lift, escalators and stair lobby to arrive at the orientation zone at the entrance of the walk through Duty free Store.

On leaving the Duty free Store, the passengers enter the main retail hub where there is clear visibility of all the key retail units along with accompanying food & drinks offers. Following the retail zone passengers will enter the main food court area with one large restaurant outlet, that will offer more substantial meals, a number of fast food offers and a cluster of three Island style food and drink offers.

There are two exits from the retail and f&B are a. Exiting the food court along the corridor to the West Pier, where the main toilet facilities, additional food offers and top-up retail offers are located. The second exit is from the main retail hub to the East Pier, where there are also toilet facilities, additional food offer and top-up retail offers.

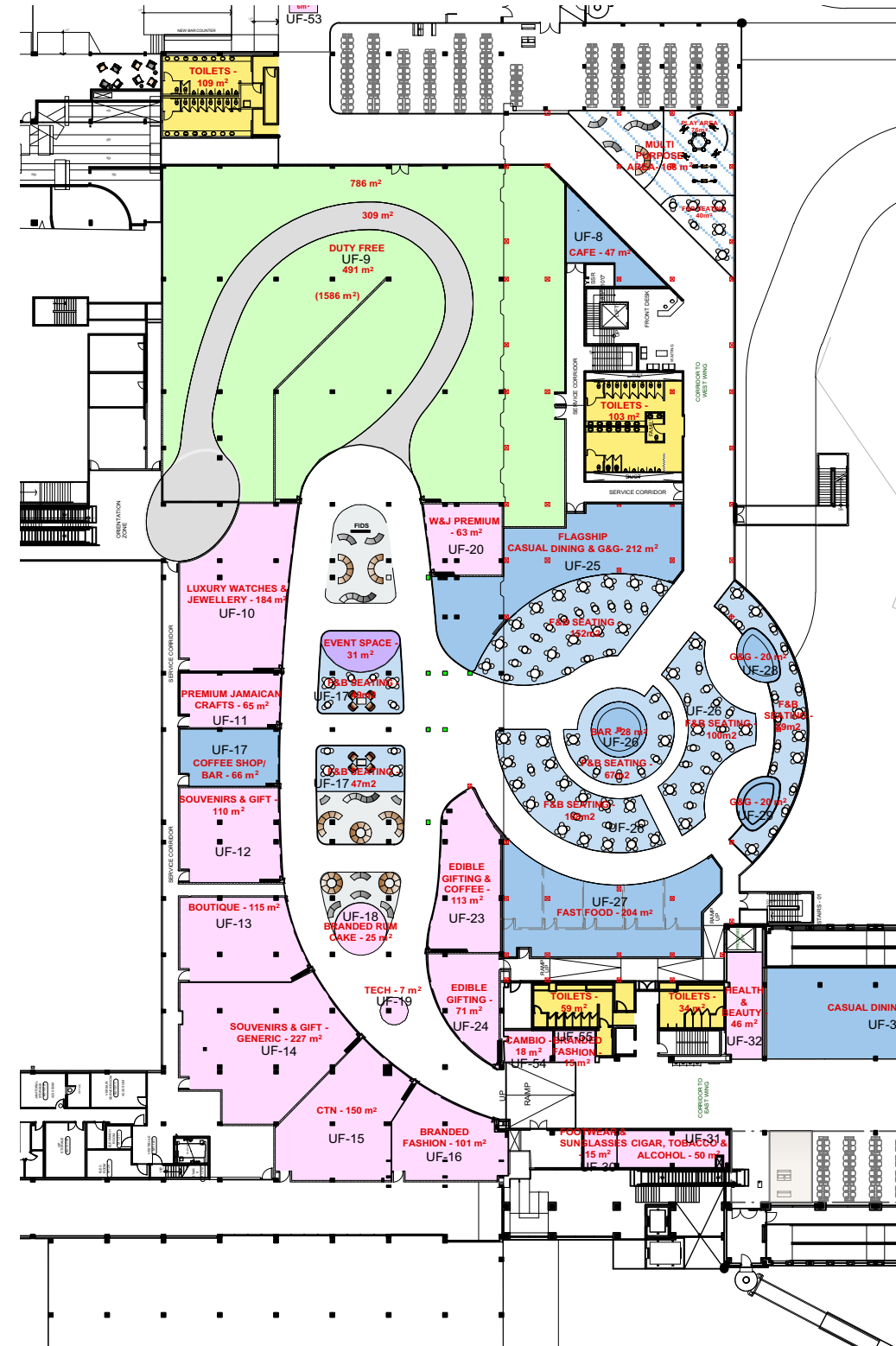




# 1.03/ AIR-SIDE DEPARTURES - CONTEXT

The layout for the central Duty Free, retail and F&B offer have been developed to meet the following criteria:

- Maximize passenger exposure to as much of the offer as possible, whilst maintaining operational efficiency
- Maximize the linear frontage
- Encouraging and increasing dwell time in the central commercial zone





# 1.04/ TERMINAL MATERIALS



WHITE PORCELAIN TILES (Quartz)



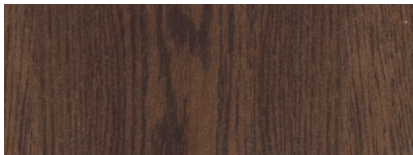
CREAM PORCELAIN TILES (Flow 2.0)



TIMBER EFFECT PORCELAIN TILES



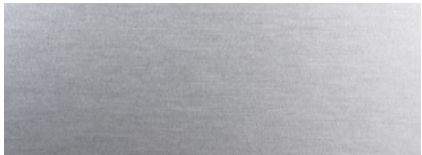
TIMBER EFFECT PORCELAIN TILES



TIMBER EFFECT PORCELAIN TILES



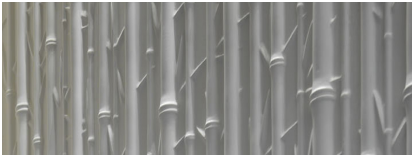
POLISHED CHROME TRIMS



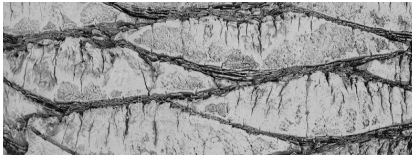
BRUSHED STAINLESS STEEL



MODULAR TIMBER SLAT WALL PANELING



3D DIMENSIONAL BAMBOO SURFACE



TEXTURED PALM BARK PATTERN PANEL



WHITE PAINTED CEILINGS



RIBBED TIMBER EFFECT METAL CEILING SYSTEM



PRINTED PATTERNED FILM



# 2

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# 2.01/ RETAIL DESIGN ASPIRATIONS

It is our objective for all of the individual units, whether a retailer, a catering outlet, or the duty free, to have a dynamic and innovative approach to the opportunity within the airport.

Clearly in an operating airport retail environment, there are constraints that go beyond those normally prevalent in a shopping centre. Issues such as way-finding, circulation and media promotion impose their own individual requirements and restrictions. However, the intention in Sangster International Airport is to create an environment that achieves a harmonious balance between all these elements.

A framework has therefore been defined for each retailer that, if adhered to, will create this balanced whole. Within this framework, there is an opportunity for all the operators to promote their own individual personality. These unique designs will then sit together as a family to assist in creating an overall dynamic commercial space.

## Key aspects of the design to consider

There are a number of key aspects of the design that should be considered in building up the design vocabulary of the stores.

Some of these key criteria have been selected for particular attention and illustrated to demonstrate how these issues have been addressed in other successful airport retail and food & beverage situations.

- shopfront design
- display
- signage
- materials
- lighting
- canopies
- interaction with terminal finishes





## 2.02/ DESIGN GUIDELINES

The Design Guidelines that have been developed aim to allow sufficient opportunity for creativity whilst ensuring that there is an overall synergy to the terminal space. It should be noted that these are guidelines, and concessionaires are encouraged to challenge these if there is a good strong design reason why an alternative should be considered.

Care should be taken in your design response to the particular location of your unit within the air-side area. Passengers will view each specific unit in a slightly different manner. This will affect the orientation of the unit signage, which should be aligned to the primary flow routes. The lines of sight and zones of impact should be carefully considered if the opportunity is to be maximized.





# 2.03/ AUTHENTIC AND LOCAL

We want to make the Montego Bay retail and catering experience as unique as possible. One way to achieve this is to ensure that along side the international brands we also have local brands that are highly relevant and re-enforce the sense of place.

Edible gifting is one great example where careful design can really bring the category to life through store design merchandising , communication and packaging.





## 2.03/ AUTHENTIC AND LOCAL

Authentic food store and market values should be used where ever possible to give a real sense of authenticity. Local ways of displaying and merchandising food should be used and where necessary adapted to suit the airport environment.





## 2.04/ SHOPFRONT DESIGN

It is recognized that in an airport environment, predominantly open shopfronts perform better than a more enclosed approach. That is not to say that a totally open shopfront is necessarily the only solution.

The use of sculptural elements, fixed display and graphic panels can all help to create a more dynamic approach to the enhance to the retail offer. This can help to create a more three-dimensional interface with the terminal concourse and common areas. It differentiates retailers and encourages passengers to explore the retail offer.

There are specific guidelines pertaining to your unit, which will have been handed over to you as part of the Licensee Package. These have been developed in order to create a balanced retail offer across the airport.



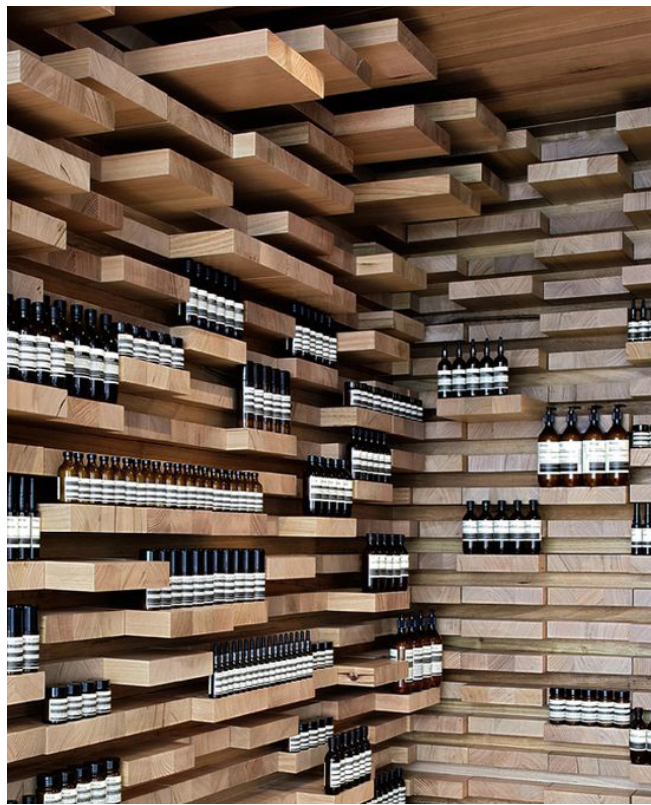
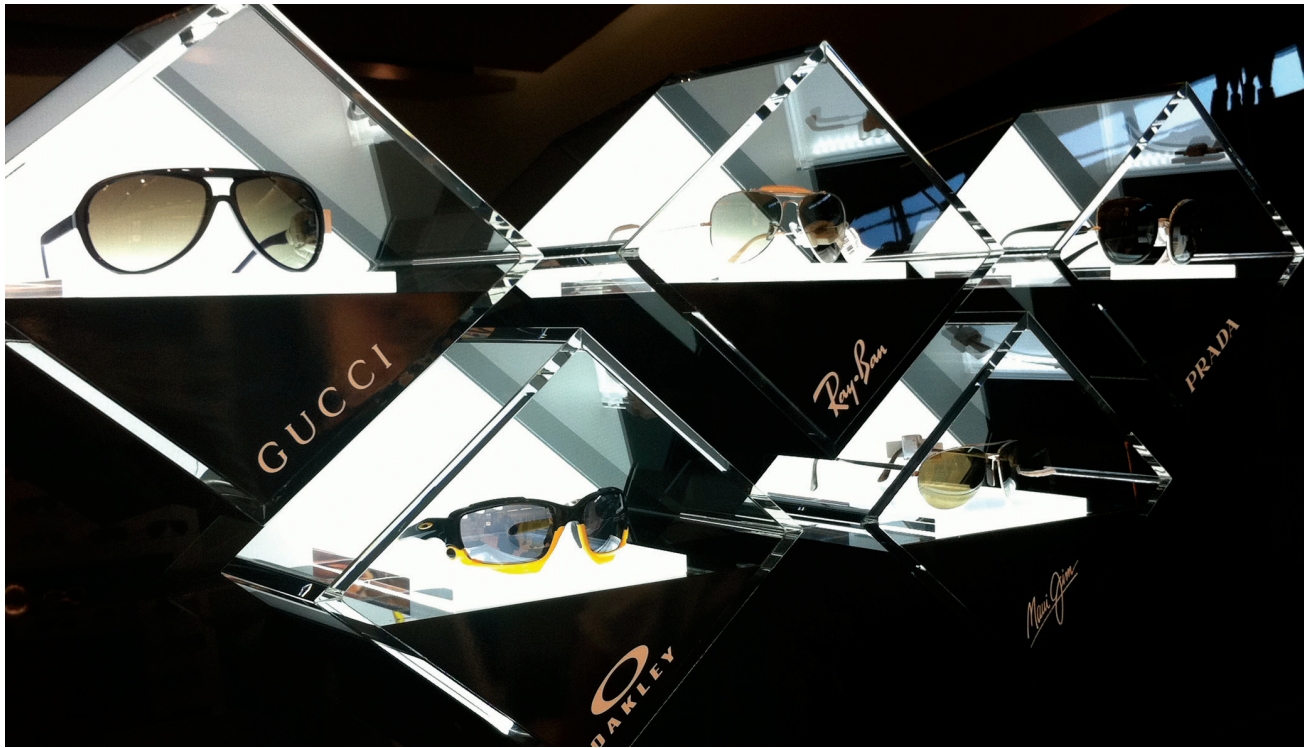


# 2.05/ DISPLAY

To keep the unit dynamic and fresh, displays should be a seasonally changing feature.

To facilitate this, it is necessary to build a flexible infrastructure into the store so that changes in the display can be made to reflect the ever-changing retail environment.

A lighting scheme should be designed to specifically enhance the display. We require a positive response to display opportunities in the design submissions, rather than the issue being left to the unit manager at a later date.

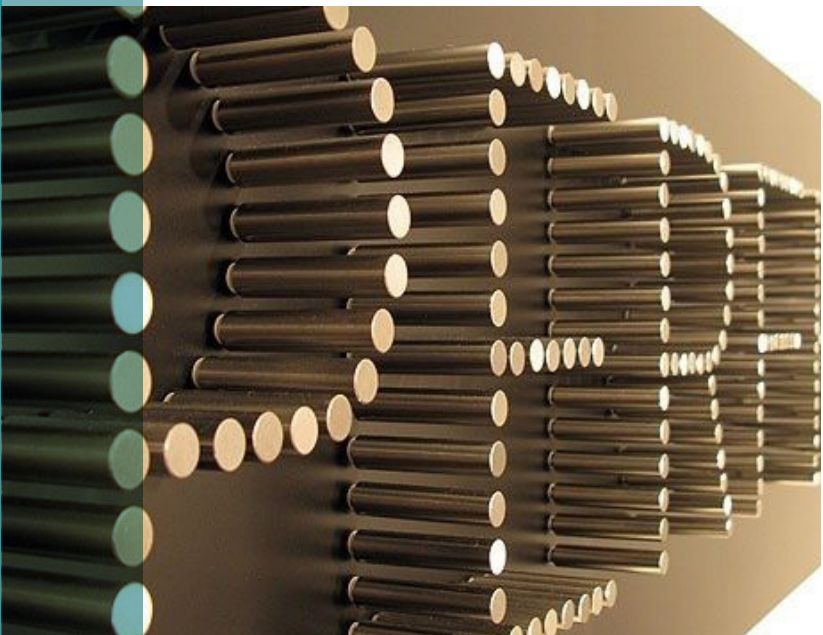




# 2.06/ SIGNAGE

It is our intention to encourage a variety of signage that will be judged on quality rather than on any standard approach. The signage should be considered as an integral part of the shop design, individual letters, sculptural signage, back illuminated letters cut out of the shopfront and other innovative lighting techniques will be encouraged. Standard back illuminated box signs will not be permitted.

One primary brand sign will be permitted per unit, unless specific site conditions require otherwise. Primary branding should be backed up with secondary branding that supports and explains the retail/catering offer to full range of diverse passengers.



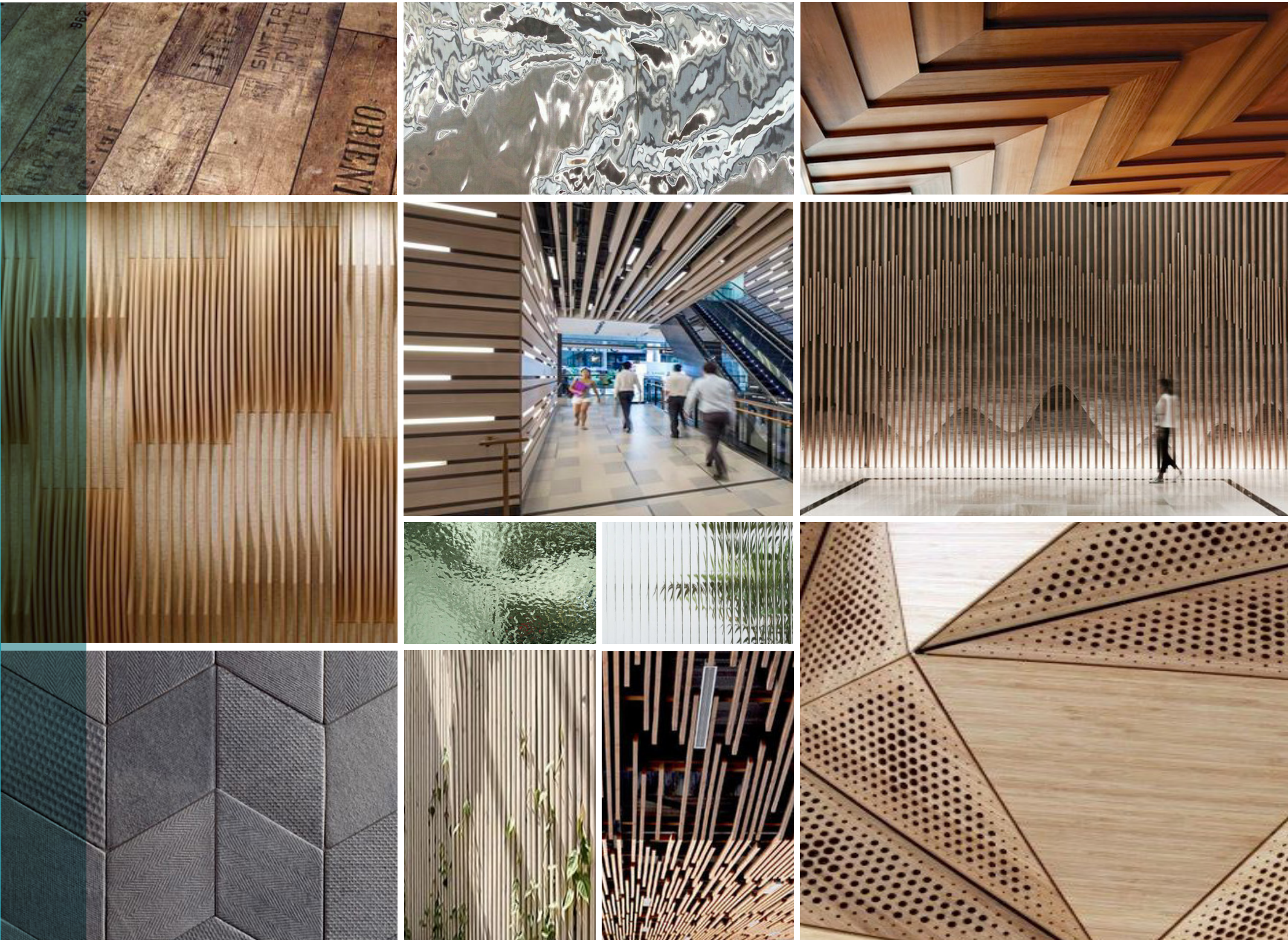


# 2.07/ MATERIALS

Materials selected should have the feel of an up-market department store and not a regular high-street store.

Materials should be carefully selected to maintain the level expected of an international airport and reflect the quality of materials that have been used throughout the airport.

They can, and should, be innovative but must be hard wearing and well detailed.



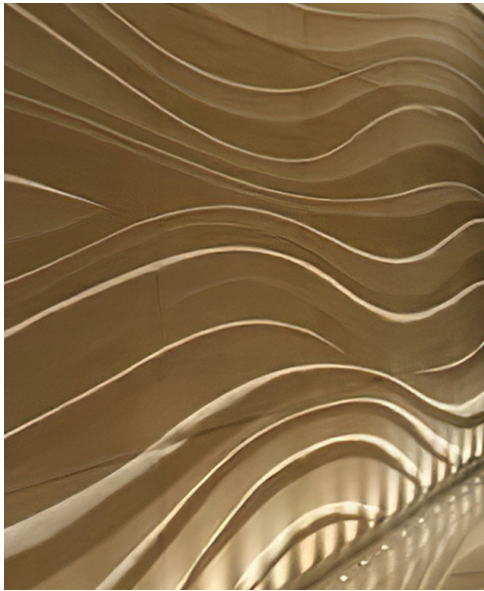
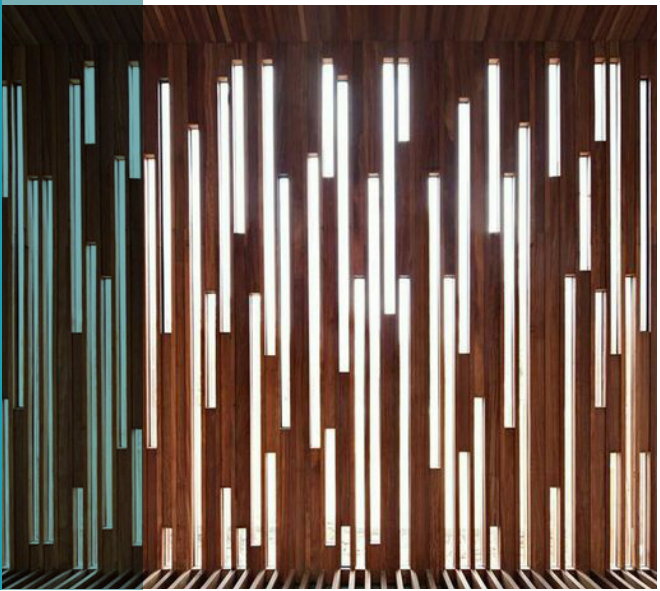
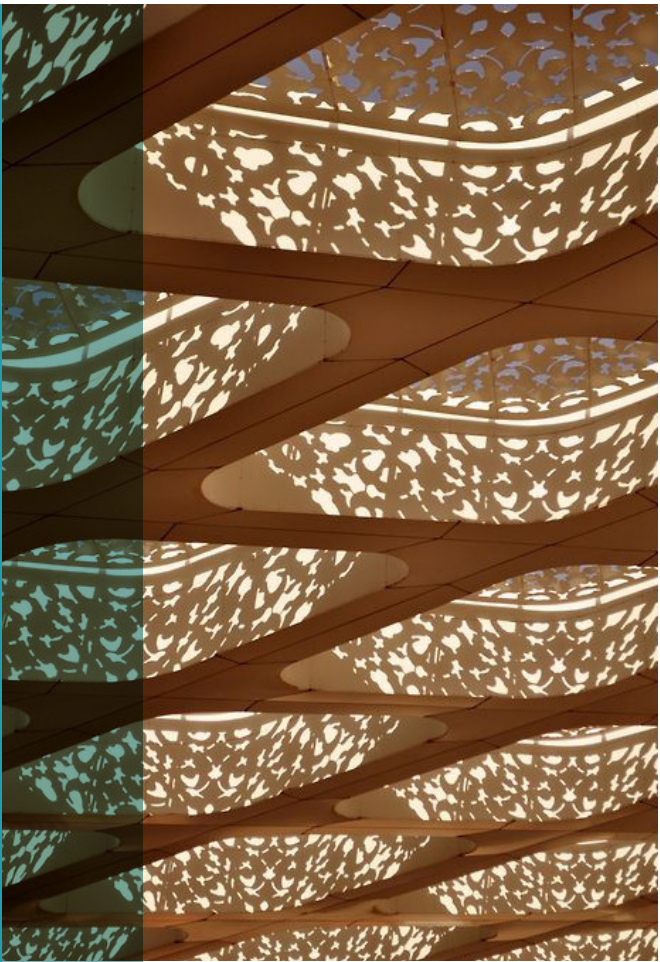


# 2.08/ LIGHTING

The airport design team has made a special effort to put together a lighting scheme that enhances the architecture.

It is our aim for the licensees to take an equally innovative approach to the lighting of their unit and the vistas within it. A multi-paced approach to lighting will be encouraged. The design of the lighting scheme within each unit needs to be developed so that it has variations in its intensity and colour and is not uniform.

Licensee should seek to create a varied atmosphere within their unit, where lighting of different intensities and colours is used to highlight different areas of merchandise. The use of light to draw the passenger's eye to the rear of the unit or highlight key areas of display will be encouraged. The bland use of even light will not create the quality and variety of character that the terminal aspires to.





## 2.09/ CANOPIES

There is an opportunity for some of the catering units to incorporate a canopy into their design. These canopies should be eye-catching and dynamic, providing a visual focus for the units. They should enhance the presence of the unit as well as helping to create an intimate atmosphere.

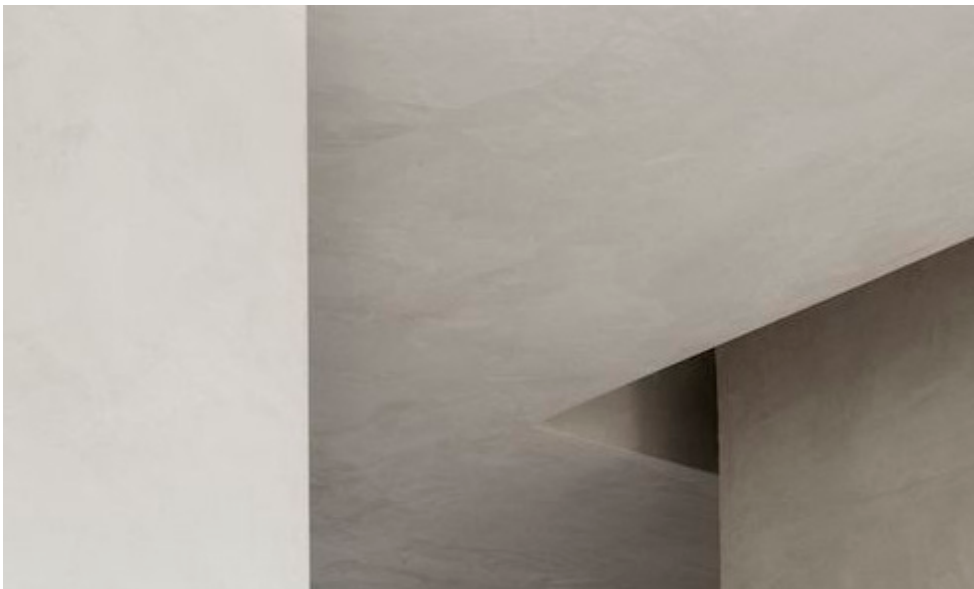
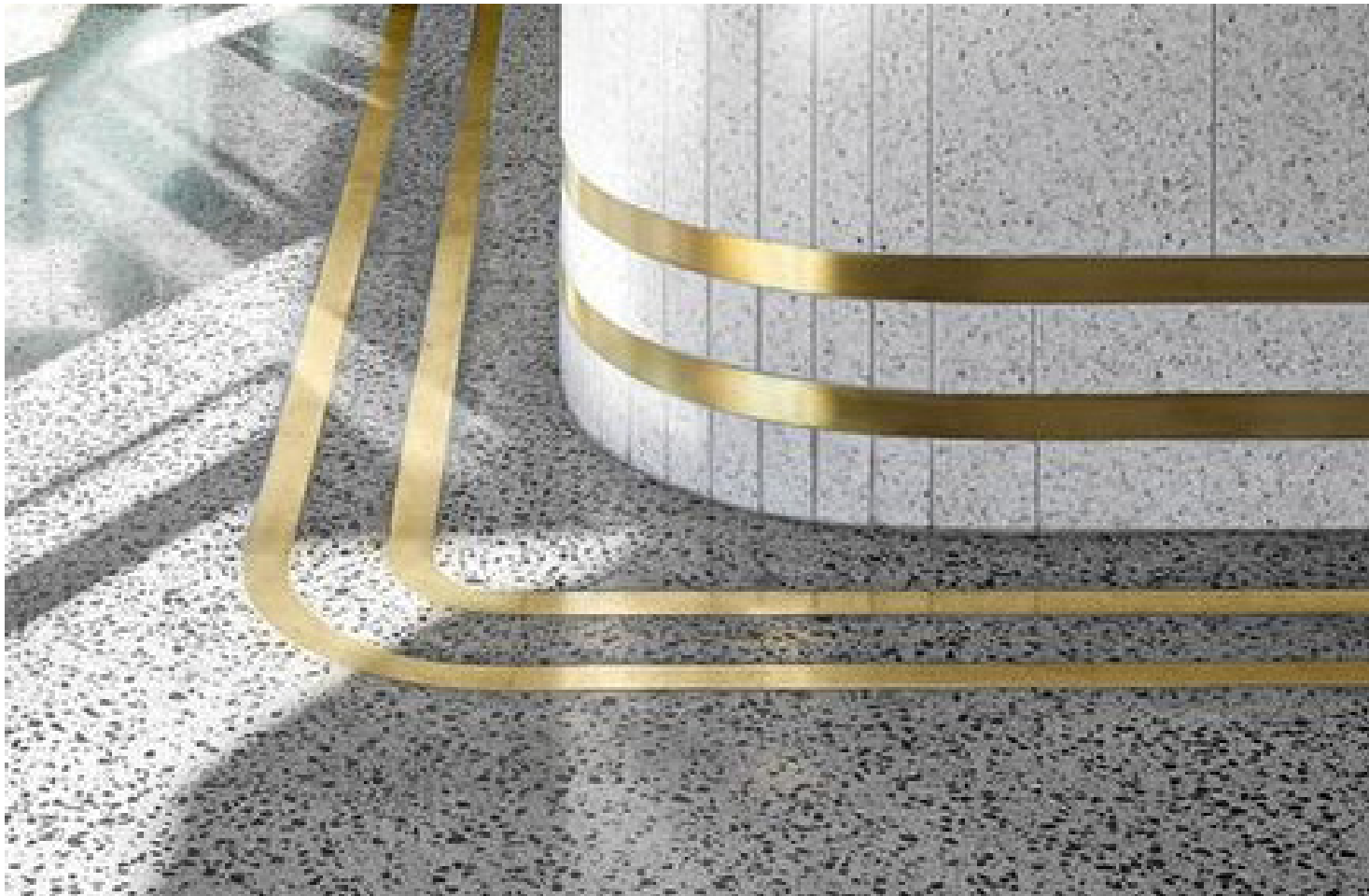




# 2.10/ INTERACTION WITH THE TERMINAL FINISHES

The detailing of the unit should be reviewed at concept stage. Interfaces with terminal flooring, pilasters and terminal bulkhead should be resolved at an early stage to enable a fully considered unit to be constructed.

Some units will benefit from dramatic views through the terminal glassing and these should be respected and exploited in a positive manner.





# section 3

## design management process

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shell & core information	3.02
contacts	3.03

# 3





# 3.01/ DESIGN MANAGEMENT PROCESS

The overall process of designing and submitting necessary documentation to the terminal is described in this document. The information you will be provided with is as follows:

1. Technical Criteria
2. Concessionaires Design Guidelines (this document)
3. Premises plan, section and shopfront elevation (LOD)

## Concessionaire Design Submittal Process

There is a three stage approvals process:

### Stage 1 Initial Design Concept

Tenders will be returned with an initial design concept, which will be evaluated prior to the operator being selected. As a minimum this will include the following:

General arrangement plan of the shop or food&beverage unit  
Visual of shopfront  
Internal visuals  
Internal elevations  
Reflected ceiling plan  
Sample board

Prior to contracts being signed, the designs will be commented on and this will form part of the agreement between the concessionaire and MBJ Airports Limited

### Stage 2 Final Design Concept

The full package of design concept drawings will be submitted for design sign-off taking into account comments on the Stage 1 submission. These will be commented on by MBJ Airports Limited

### Stage 3 Construction Drawings

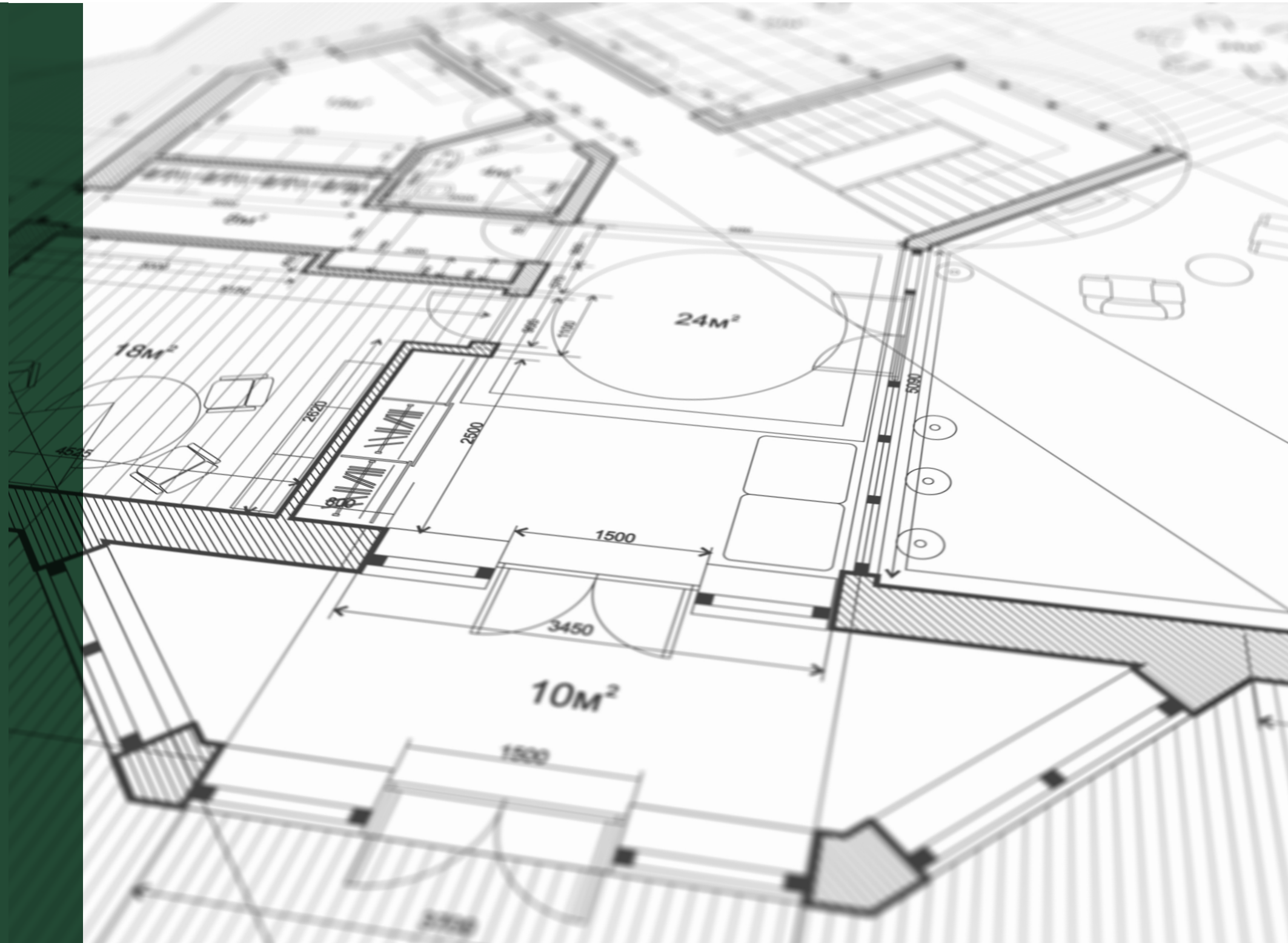
A full set of construction drawings will be submitted and will be evaluated and commented on at both a design and technical level.





## 3.02/ SHELL & CORE INFORMATION

Each Licensee unit will be supplied with demising walls. The main commercial areas have an installed floor finishes installed by Sangster International Airport. This can either be hacked up and replaced or a thin floor finish may be applied which, will necessitate appropriate threshold details. Utility services will be terminated along the perimeter of the premises. All FF&E (Furniture, Fixture and Equipment) as well as shopfront, signage, lighting and all interior finishes are to be supplied and installed by the concessionaires at the concessionaires's cost in accordance with the airport commenting on and ultimately approving detailed drawings approved by the MBJ Airports Limited.





# 3.03/ CONTACTS

1

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Business Development  
& Marketing  
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2

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Project Manager  
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# 4

## section 4 unit specific design guidelines

in-line retail units UF10 UF11 UF12 UF13 UF14 UF15 UF16 UF20 UF23 UF24	4.01
in-line catering unit UF17	4.02
in-line catering units UF25 UF27	4.03
island catering unit UF26 UF28 UF29	4.04
island retail unit UF18 UF19	4.05
travel retail walkthrough UF9	4.06





# 4.01/ CONCEPT BRIEFING IN-LINE RETAIL UNITS (lower area)

Units covered in this section are;

UF10 UF11 UF12 UF13 UF14  
UF15 UF16 UF20 UF23 UF24

## General

Each unit should express its own unique creative design and project a strong brand image.

## Shopfront design

A combination of open and partially open shopfronts to suit the retail offer and provide the visual variety along the length of the airport departures retail area.

## Primary branding

To maximise the potential of the retail presence the primary signage needs to be carefully considered. As is standard throughout the airport, all signage is to be detailed in a 3 dimensional manner and illuminated. No repetition of primary branding at the shopfront will be permitted. Signage should have a maximum height of 300mm.

## Secondary branding

This is encouraged and should be layered within the unit demise.

## Product display

Incorporate an element of display into the design of the shopfront taking advantage of the unique site requirements of your unit within the terminal. Product display should be kept within demise.





# 4.01/ DETAILED BRIEFING IN-LINE RETAIL UNITS (lower area)

## Objective

For each retail designer to consider detailed requirements, at concept, to ensure smooth delivery on site.

## Shopfront

All wall finishes to be captured by terminal pilasters - All wall and floor finishes within 1200mm of demise line to be durable - joints to panels to be marked on drawings and detailed - corner details to have integral metal trim. Any glazing should have film or wash lighting to obscure close up unsightly items to rear. Bump rails are to be stainless steel, well detailed and integrated into walls not fixed into the floor.

## Signage

Avoid using large expanses of powder-coated metal ‘biscuit tin’ construction detailing, think top end international department store and not high street. Decals at low level should be avoided.

## Ceiling

Plaster board rafts or open ceilings are expected (no lay in grid ceiling tiles). Air conditioning units to be integrated into the ceiling design. All exposed AC equipment is subject to approval, including ductwork. Where there is no ceiling exposing retail services and terminal soffit all are to be painted out matt black and side walls decorated up to straight datum at high level. Access hatches need to be detailed and fully considered.

A shadow gap is required to bulkhead and soffit interfaces.

## Floor

Natural stone, ceramic and timber floors are preferred, where vinyl flooring is used, quality is paramount. Where licensee tiles are the same size as the terminal tiles they should be aligned. Floor tile layout to be submitted for approval.

## Lighting

Multi-paced lighting scheme that reinforces the overall design concept of the store and adds drama - lighting to be product display specific. Shopfront signage to be internally illuminated. The location of any fireman’s switches to be considered in detail and switches to be sprayed silver. Elegant emergency light fittings should be specified. Pulsating/strobe lighting will not be allowed.

## Cash desk

Locate and design cash desk to avoid ill-considered side views particularly when viewed from the shopfront.

## Junctions with terminal finishes

Detailed consideration is required with pilaster, soffit and floors to create a visually acceptable transition.

## Materials

Innovative use of materials will be encouraged. Durability and quality are expected, avoid large expanse of powder coated metal or laminates. 200mm stainless steel skirting to all shopfronts is required unless a hard material (i.e. stone) is used.

## General

No fire extinguishers to be visible from shopfront.

Any variations to the above guidelines must be highlighted by the concessionaire and approved in writing by Sangster International Airport.



# 4.01/ DETAILED BRIEFING IN-LINE RETAIL UNITS (lower area)

## Key considerations

This typical schematic drawing shows some of the key considerations. For specific unit details please refer to the applicable LOD.

### 1. Licensor's fascia

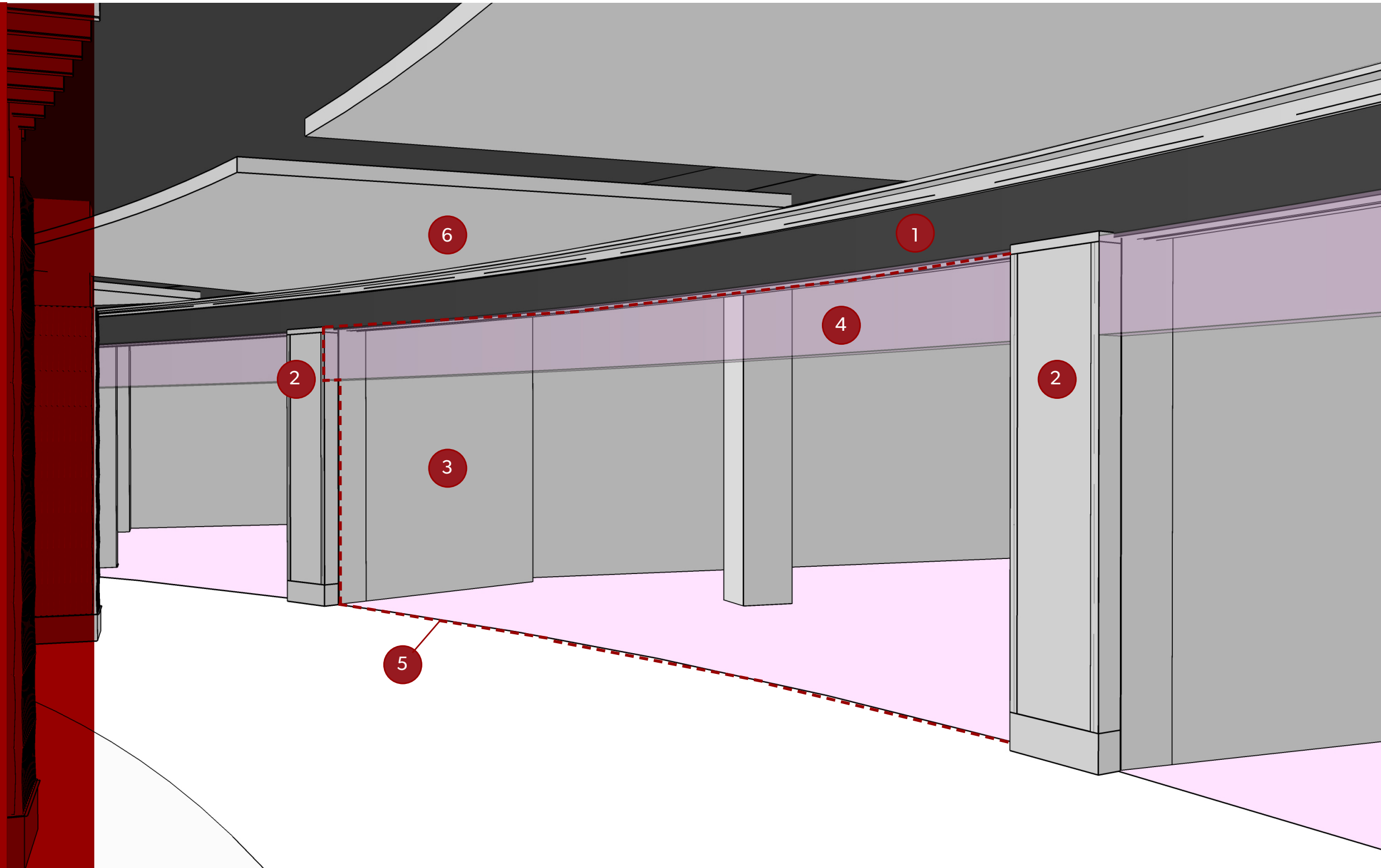
### 2. Licensor's pilaster

**3. Shutter housing** - Position of shutter housing. Shutter pocket door must be left clear. Fixtures on the shutter housing generally should be demountable

**4. Vendor signage zone** - The vendor signage zone is indicative and available for the vendors use. Solid fascias should not be used. The zone indicated does not need to be used in full. Transparent fascias and or signage without fascias will be encouraged.

**5. Vendor demise line** - The vendor demise line runs along the floor line and the back edge of the pilaster. The only exception is where the signage zone may line up with the face of the pilaster.

### 6. Licensor's ceiling





# 4.02/ CONCEPT BRIEFING IN-LINE CATERING UNIT (lower area)

Units covered in this section are;

UF17

## General

Each unit should express its own unique creative design and project a strong brand image.

## Shopfront design

A combination of open and partially open shopfronts to suit the retail offer and provide the visual variety along the length of the airport departures retail area.

## Primary branding

To maximise the potential of the retail presence the primary signage needs to be carefully considered. As is standard throughout the airport, all signage is to be detailed in a 3 dimensional manner and illuminated. No repetition of primary branding at the shopfront will be permitted. Signage should have a maximum height of 300mm.

## Secondary branding

This is encouraged and should be layered within the unit demise.

## Product display

Incorporate an element of display into the design of the shopfront taking advantage of the unique site requirements of your unit within the terminal. Product display should be kept within demise.





# 4.02/ DETAILED BRIEFING IN-LINE CATERING UNIT (lower area)

## Objective

For each catering designer to consider detailing requirements, at concept, to ensure smooth delivery on site.

## Shopfront

All wall finishes to be captured by terminal pilasters - All wall and floor finishes within 1200mm of demise line to be durable - joints to panels to be marked on drawings and detailed - corner details to have integral metal trim. Any glazing should have film or wash lighting to obscure close up unsightly items to rear. Bump rails are to be stainless steel, well detailed and integrated into walls not fixed into the floor.

## Signage

Avoid using large expanses of powder-coated metal ‘biscuit tin’ construction detailing, think top end international department store and not high street. Decals at low level should be avoided.

## Ceiling

Plaster board rafts or open ceilings are expected (no lay in grid ceiling tiles). Air conditioning units to be integrated into the ceiling design. All exposed AC equipment is subject to approval, including ductwork. Where there is no ceiling exposing retail services and terminal soffit all are to be painted out matt black and side walls decorated up to straight datum at high level. Access hatches need to be detailed and fully considered. A shadow gap is required to bulkhead and soffit interfaces.

## Floor

Natural stone, ceramic and timber floors are preferred, where vinyl flooring is used, quality is paramount. Where licensee tiles are the same size as the terminal tiles they should be aligned. Floor tile layout to be submitted for approval. All materials and finishes used in catering units should be hygienic with minimal possibility for dirt and germ built-up.

## Lighting

Multi-paced lighting scheme that reinforces the overall design concept of the store and adds drama - lighting to be product display specific. Shopfront signage to be internally illuminated. The location of any fireman’s switches to be considered in detail and switches to be sprayed silver. Elegant emergency light fittings should be specified. Pulsating/strobe lighting will not be allowed.

## Cash desk

Locate and design cash desk to avoid ill-considered side views particularly when viewed from the shopfront.

## Junctions with terminal finishes

Detailed consideration is required with pilaster, soffit and floors to create a visually acceptable transition.

## Materials

Innovative use of materials will be encouraged. Durability and quality are expected, avoid large expanse of powder coated metal or laminates. 200mm stainless steel skirting to all shopfronts is required unless a hard material (i.e. stone) is used. All materials and finishes to be hygienic with minimal possibility for dirt and germ built-up. All surfaces are to be easily cleanable. All joints with fixed furniture, flooring, wall cladding etc. should to be sealed.

## General

No fire extinguishers to be visible from shopfront.

Any variations to the above guidelines must be highlighted by the concessionaire and approved in writing by Sangster International Airport.



## 4.02/ DETAILED BRIEFING IN-LINE CATERING UNIT (lower area)

### Key considerations

This typical schematic drawing shows some of the key considerations. For specific unit details please refer to the applicable LOD.

#### 1. Licensor's fascia

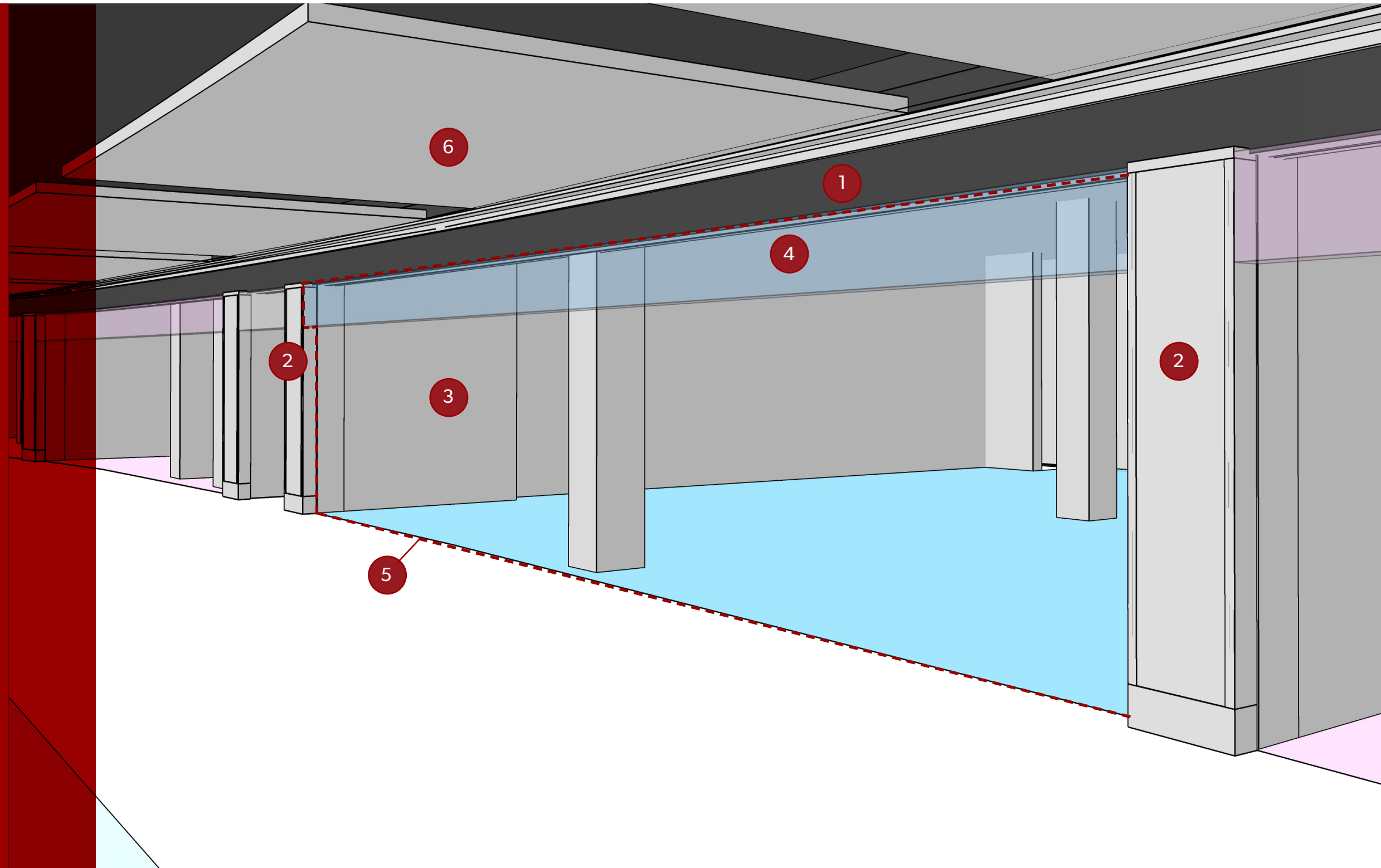
#### 2. Licensor's pilaster

**3. Shutter housing** - Position of shutter housing. Shutter pocket door must be left clear. Fixtures on the shutter housing generally should be demountable

**4. Vendor signage zone** - The vendor signage zone is indicative and available for the vendors use. Solid fascias should not be used. The zone indicated does not need to be used in full. Transparent fascias and or signage without fascias will be encouraged.

**5. Vendor demise line** - The vendor demise runs along the floor line and the back edge of the pilaster. The only exception is where the signage zone may line up with the face of the pilaster.

#### 6. Licensor's ceiling





# 4.03/ CONCEPT BRIEFING IN-LINE CATERING UNIT (central area)

Units covered in this section are;

UF25 UF27

## General

Each unit should express its own unique creative design and project a strong brand image.

## Shopfront design

A combination of open and partially open shopfronts to suit the retail offer and provide the visual variety along the length of the airport departures retail area.

## Primary branding

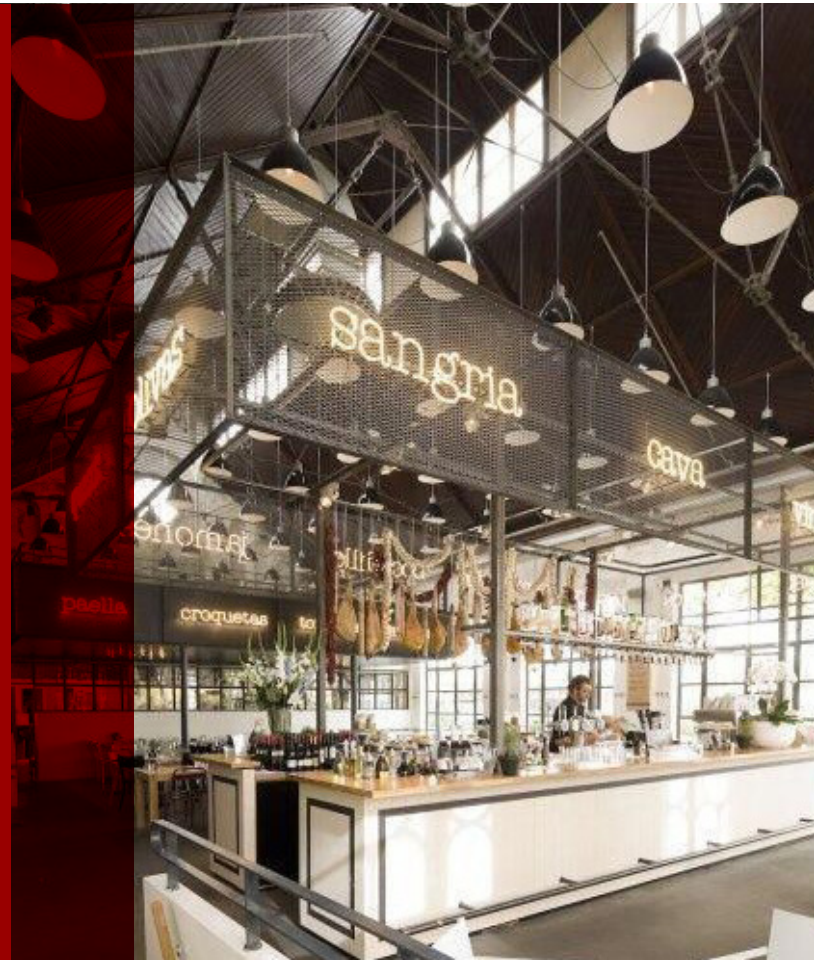
To maximise the potential of the retail presence the primary signage needs to be carefully considered. As is standard throughout the airport, all signage is to be detailed in a 3 dimensional manner and illuminated. No repetition of primary branding at the shopfront will be permitted. Signage should have a maximum height of 300mm.

## Secondary branding

This is encouraged and should be layered within the unit demise.

## Product display

Incorporate an element of display into the design of the shopfront taking advantage of the unique site requirements of your unit within the terminal. Product display should be kept within demise.





# 4.03/ DETAILED BRIEFING IN-LINE CATERING UNIT (central area)

## Objective

For each catering designer to consider detailing requirements, at concept, to ensure smooth delivery on site.

## Shopfront

All wall finishes to be captured by terminal pilasters - All wall and floor finishes within 1200mm of demise line to be durable - joints to panels to be marked on drawings and detailed - corner details to have integral metal trim. Any glazing should have film or wash lighting to obscure close up unsightly items to rear. Bump rails are to be stainless steel, well detailed and integrated into walls not fixed into the floor.

## Signage

Avoid using large expanses of powder-coated metal ‘biscuit tin’ construction detailing, think top end international department store and not high street. Decals at low level should be avoided.

## Ceiling

Plaster board rafts or open ceilings are expected (no lay in grid ceiling tiles). Air conditioning units to be integrated into the ceiling design. All exposed AC equipment is subject to approval, including ductwork. Where there is no ceiling exposing retail services and terminal soffit all are to be painted out matt black and side walls decorated up to straight datum at high level. Access hatches need to be detailed and fully considered. A shadow gap is required to bulkhead and soffit interfaces.

## Floor

Natural stone, ceramic and timber floors are preferred, where vinyl flooring is used, quality is paramount. Where licensee tiles are the same size as the terminal tiles they should be aligned. Floor tile layout to be submitted for approval. All materials and finishes used in catering units should be hygienic with minimal possibility for dirt and germ built-up.

## Lighting

Multi-paced lighting scheme that reinforces the overall design concept of the store and adds drama - lighting to be product display specific. Shopfront signage to be internally illuminated. The location of any fireman’s switches to be considered in detail and switches to be sprayed silver. Elegant emergency light fittings should be specified. Pulsating/strobe lighting will not be allowed.

## Cash desk

Locate and design cash desk to avoid ill-considered side views particularly when viewed from the shopfront.

## Junctions with terminal finishes

Detailed consideration is required with pilaster, soffit and floors to create a visually acceptable transition.

## Materials

Innovative use of materials will be encouraged. Durability and quality are expected, avoid large expanse of powder coated metal or laminates. 200mm stainless steel skirting to all shopfronts is required unless a hard material (i.e. stone) is used. All materials and finishes to be hygienic with minimal possibility for dirt and germ built-up. All surfaces are to be easily cleanable. All joints with fixed furniture, flooring, wall cladding etc. should to be sealed.

## General

No fire extinguishers to be visible from shopfront.

Any variations to the above guidelines must be highlighted by the concessionaire and approved in writing by Sangster International Airport.



# 4.03/ DETAILED BRIEFING IN-LINE CATERING UNIT (central area)

## Key considerations

This typical schematic drawing shows some of the key considerations. For specific unit details please refer to the applicable LOD.

### 1. Licensor's fascia

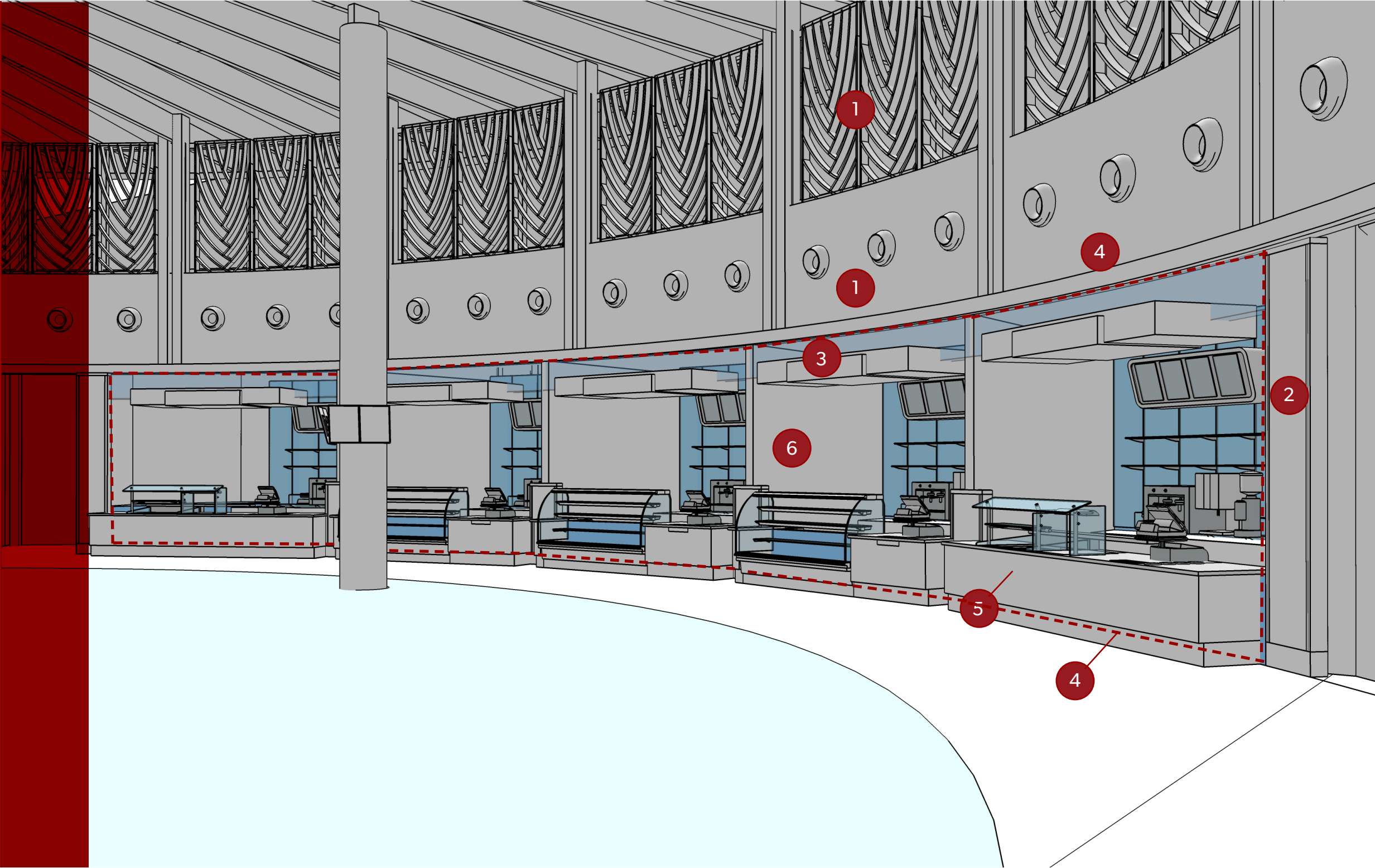
### 2. Licensor's pilaster

**3. Vendor signage zone** - The vendor signage zone is indicative and available for the vendors use. Solid fascias should not be used. The zone indicated does not need to be used in full. Individual and unique approaches will be encouraged to create variety.

**4. Vendor demise line** - The vendor demise runs along the floor line and the back edge of the licensor pilaster. The only exception is where the signage zone may line up with the face of the pilaster. See LOD for details.

**5. Servery counters** - Servery counter may extend beyond the demise line to create interest by up to 500mm. This will only be allowed if it increases the sense of variety using distinctive designs for each offer. One continuous or counter will not be allowed.

**6. Vendor deviations**- Vendor wall divisions between brands should be set back from the demise by 700mm.





# 4.04/ CONCEPT BRIEFING ISLAND CATERING UNIT (central area)

Units covered in this section are;

UF26 UF28 UF29

## General

Each unit should express its own unique creative design and project a strong brand image.

## Unit design

Island units should be designed with a 3 dimensional sensibility and with a consideration of the 360-degree presentation. They should be of a quality commensurate with a terminal and be sensitive to maintaining critical way-finding views. It is important that visibility of at least 70% between the heights of 1450mm and 3000mm is maintained. Incorporation of minimal elements within this zone will be approved on a site-by-site basis.

## Primary branding

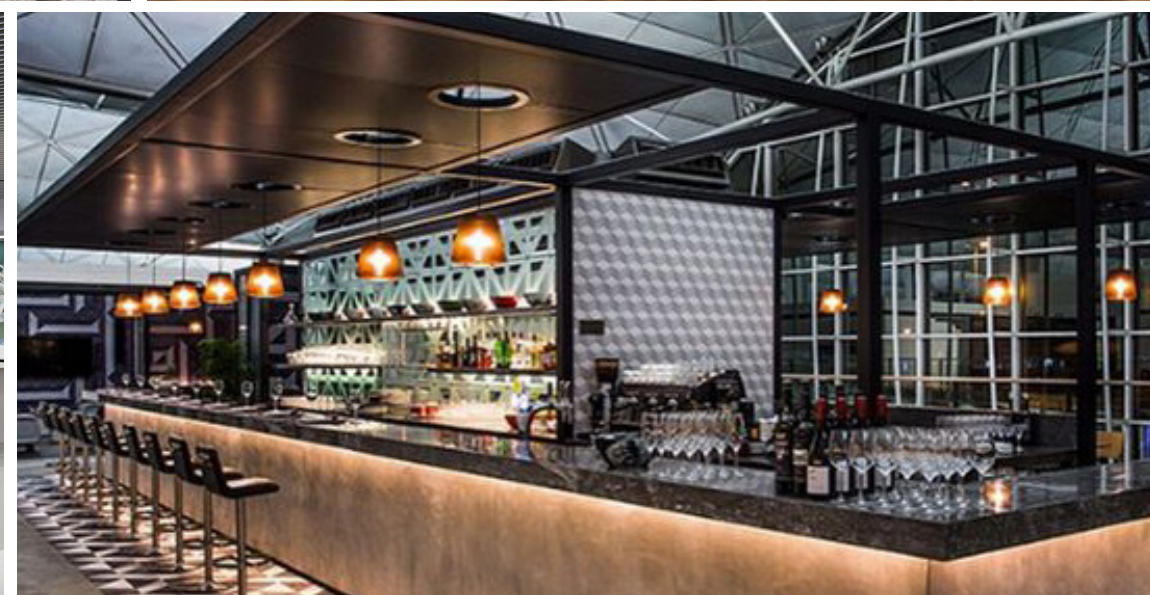
Maximise the potential of your presence with your primary signage. As is standard throughout the airport, all signage is to be detailed in a 3 dimensional manner and illuminated. No repetition of primary brand on any one approach to the unit will be permitted. Signage should have a maximum height of 300mm.

## Secondary branding

This should be located on any vertical element, or incorporated into overall design of the unit. Avoid visual clutter and avoid stand-alone secondary messaging.

## Product display

Your catering offer should be clearly visible from the approaches to your unit. The theatre of customer seating areas and changeable displays of product and product graphics should be incorporated into your concept design. The maximum height for solid structure and product display is 1450mm.





# 4.04/ DETAILED BRIEFING ISLAND CATERING UNIT (central area)

## Objective

For each catering designer to consider detailing requirements, at concept, to ensure a smooth delivery on site.

## Unit design

All finishes throughout the unit are to be durable. Customer flows and queuing are to be carefully considered and contained within unit demise. Storage is to be incorporated as part of overall concept design. Joints to panels are to be marked on drawings and detailed by the designer. Corner details should have integral metal trims. All skirting should be a minimum of 200mm deep stainless steel with wrapped corner details, laminate is to be avoided. Any screen glazing should have film or wash lighting to obscure close up unsightly items to rear of the glass. Bump rails are to be stainless steel, well detailed and integrated into vertical surfaces, and not fixed into the floor.

## Signage

Avoid using large expanses of powder-coated metal, ‘biscuit tin’ construction detailing, think top end department store and not high street. Decals at low level and should be avoided, consider views from all directions including from above.

## Floor

All island units will sit on top of the terminal floor with their demise marked out by stainless steel studs incorporated into the floor. A 200mm stainless steel skirting should be fitted to all vertical surfaces unless a hard material (i.e. stone) is used.

## Lighting

Create a multi-paced lighting scheme that reinforces the overall design concept and adds drama. Lighting to be product display specific. Primary signage to be internally illuminated. Location of any fireman’s switches to be considered, switches to be sprayed silver.

## Service counter

Design counter with as much consideration given to visible rear counters as to the customer-facing front. Pay particular attention to the design and detailing of the customer counter.

## Canopy

A canopy can be used to support lighting and carefully considered signage. It should be designed in such a way that it enhances the overall design of the unit. The design of the canopy will be judged on its individual merits in its particular location, paying attention to critical terminal views.

## Materials

All materials and finishes to be hygienic with minimal possibility for dirt and germ built-up. All surfaces to be easily cleanable, all joints at furniture, flooring, wall cladding etc. to be sealed. Innovative use of materials will be encouraged, durability and quality are expected. Avoid large expanse of powder coated metal or laminates.

## General

No fire extinguishers to be visible to the customer. Any variations to the above guidelines must be highlighted by the concessionaires and approved in writing by Sangster International Airport.



# 4.04/ DETAILED BRIEFING ISLAND CATERING UNIT (central area)

## Key considerations

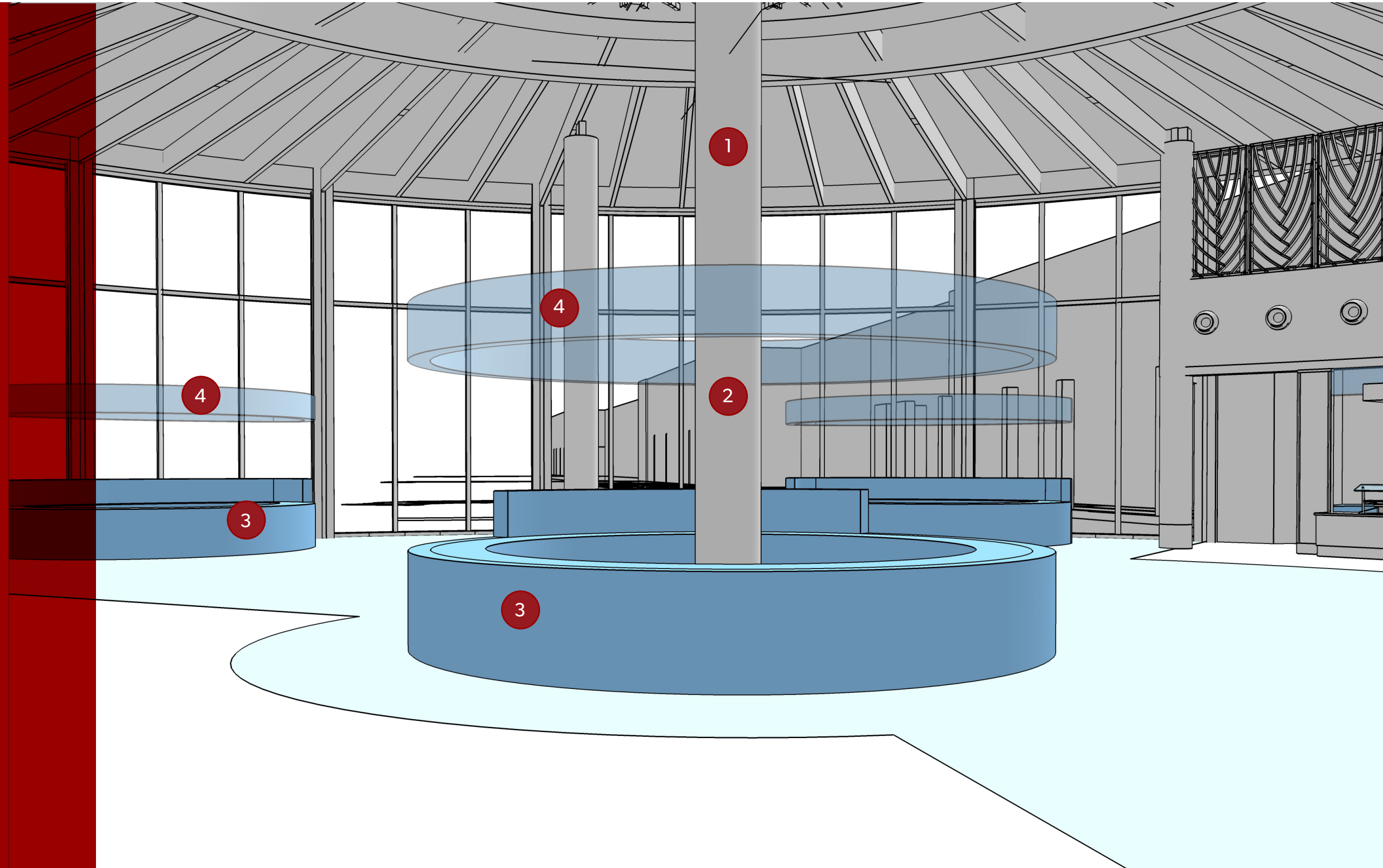
This typical schematic drawing shows some of the key considerations. For specific unit details please refer to the applicable LOD.

**1. Licensor's column (above 3M)** - Where there is a column within the kiosk the column and column finishes belong to the licensor.

**2. Vendors column (below 3M)** - Where there is a column within the kiosk the column and column finishes are by the vendor.

**3. Kiosk furniture** - Kiosk furniture by vendor. In general all kiosk furniture should not exceed 1450mm to provide a clear zone of visibility. It is recognised that a percentage of back or central wall may be required. Between 1450mm and 3000mm in height visibility of 70% must be maintained. Detailed approval of kiosk designs will be on a site by site basis.

**4. Vendor's canopy/signage zone** - The vendor canopy/signage zone is indicative and available for the vendors to use. The zone indicated does not need to be used in full. Vendors may also extend above this zone if their proposed designs are expressive and sculptural. To create a common datum the underside of canopy features should be 3.4M above the finished floor level. The overall height of any given structure should not exceed 6M above finished floor level.





# 4.05/ CONCEPT BRIEFING ISLAND RETAIL UNITS (lower area)

Units covered in this section are;

UF18 UF19

## General

Each unit should express its own unique creative design and project a strong brand image.

## Unit design

Island units should be designed with a 3 dimensional sensibility and with a consideration of the 360-degree presentation. They should be of a quality commensurate with a terminal and be sensitive to maintaining critical way-finding views. It is important that visibility of at least 70% between the heights of 1450mm and 2150mm is maintained. Incorporation of minimal elements within this zone will be approved on a site-by-site basis.

## Primary branding

Maximize the potential of your presence with your primary signage. As is standard throughout the airport, all signage is to be detailed in a 3 dimensional manner and illuminated. No repetition of primary brand on any one approach to the unit will be permitted. Signage should have a maximum height of 300mm.

## Secondary branding

This should be located on the vertical element, or incorporated into overall design of the unit. Avoid visual clutter and avoid stand-alone secondary messaging.

## Product display

Your catering offer should be clearly visible from the approaches to your unit. The theatre of customer seating areas and changeable displays of product and product graphics should be incorporated into your concept design. The maximum height for solid structure and product is 1450mm.





# 4.05/ DETAILED BRIEFING ISLAND RETAIL UNITS (lower area)

## Objective

For each retail designer to consider detailing requirements, at concept, to ensure a smooth delivery on site.

## Unit design

All finishes throughout the unit are to be durable. Customer flows and queuing are to be carefully considered and contained within unit demise. Storage is to be incorporated as part of overall concept design. Joints to panels are to be marked on drawings and detailed by the designer. Corner details should have integral metal trims. All skirting should be a minimum of 200mm deep stainless steel with wrapped corner details, laminate is to be avoided. Any screen glazing should have film or wash lighting to obscure close up unsightly items to rear of the glass. Bump rails are to be stainless steel, well detailed and integrated into vertical surfaces, and not fixed into the floor.

## Signage

Avoid using large expanses of powder-coated metal, 'biscuit tin' construction detailing, think top end department store and not high street. Decals at low level and should be avoided, consider views from all directions including from above.

## Floor

All island units will sit on top of the terminal floor with their demise marked out by stainless steel studs incorporated into the floor. A 200mm stainless steel skirting should be fitted to all vertical surfaces unless a hard material (i.e. stone) is used.

## Lighting

Create a multi-paced lighting scheme that reinforces the overall design concept and adds drama. Lighting to be product display specific. Primary signage to be internally illuminated. Location of any fireman's switches to be considered, switches to be sprayed silver.

## Service counter

Design counter with as much consideration given to visible rear counters as to the customer-facing front. Pay particular attention to the design and detailing of the customer counter.

## Canopy

A canopy can be used to support lighting and carefully considered signage. It should be designed in such a way that it enhances the overall design of the unit. The design of the canopy will be judged on its individual merits in its particular location, paying attention to critical terminal views.

## Materials

All materials and finishes to be hygienic with minimal possibility for dirt and germ built-up. All surfaces to be easily cleanable, all joints at furniture, flooring, wall cladding etc. to be sealed. Innovative use of materials will be encouraged, durability and quality are expected. Avoid large expanse of powder coated metal or laminates.

## General

No fire extinguishers to be visible to the customer. Any variations to the above guidelines must be highlighted by the concessionaires and approved in writing by Sangster International Airport.



# 4.05/ DETAILED BRIEFING ISLAND RETAIL UNITS (lower area)

## Key considerations U15 U16 U17

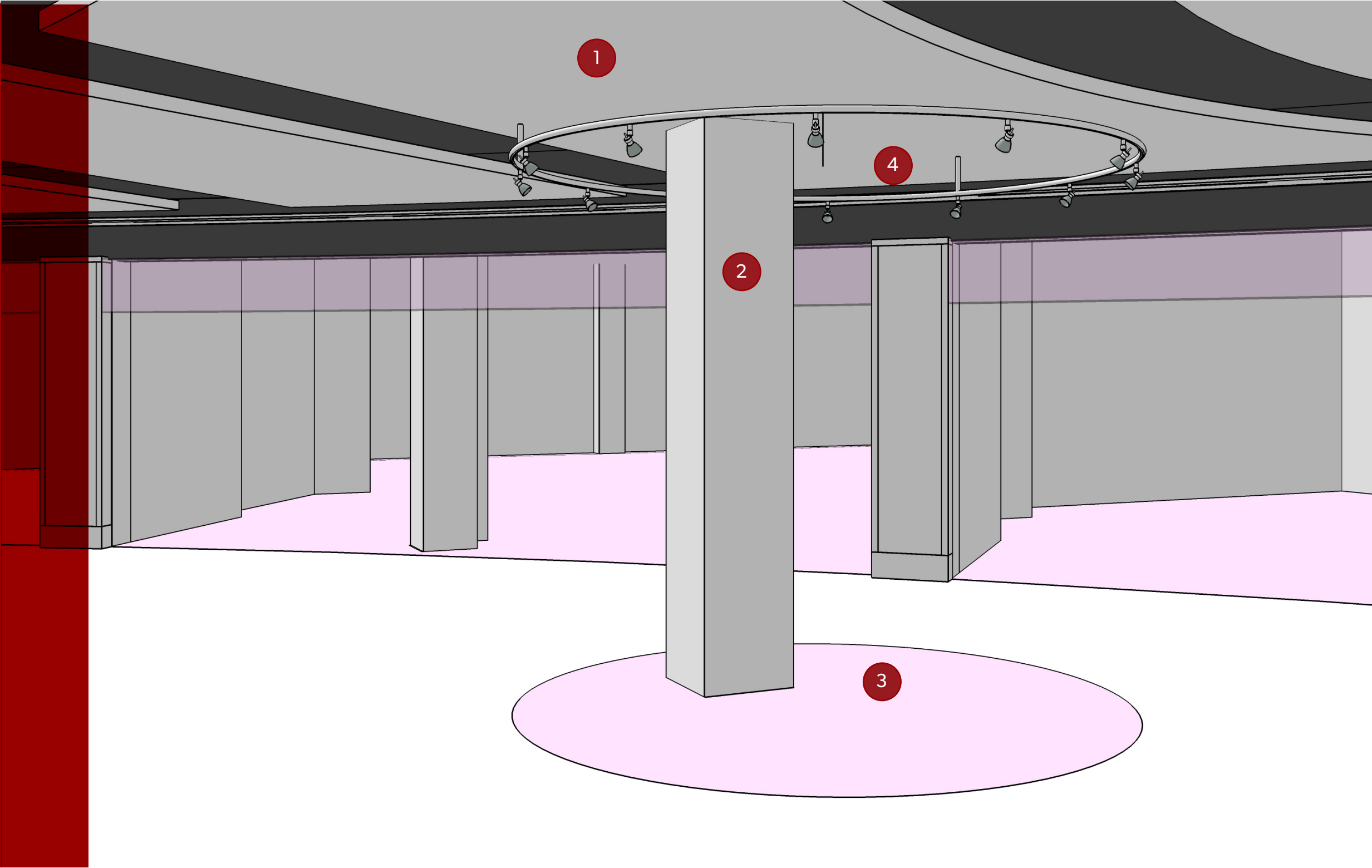
This typical schematic drawing shows some of the key considerations. For specific unit details please refer to the applicable LOD.

### 1. Licensor's ceiling

**2. Vendor columns** - Columns within the vendor demise will be finished by the vendor and incorporated into their design proposals.

**3. Kiosk furniture** - Kiosk furniture by vendor. In general all kiosk furniture should not exceed 1450mm to provide a clear zone of visibility. It is recognized that a percentage of back or central wall may be required. Between 1450mm and 2150mm in height visibility of 70% must be maintained. Detailed approval of kiosk designs will be on a site by site basis.

**4. Vendor's canopy/signage zone** - The finished ceiling height in this area will be 2950 mm. To maintain visibility across the zone No solid canopies and fascias will be allowed. Vendors will be able to suspend open signage designs from the ceiling. The signage zone will be between 2550 and 2850 above the finished floor level.





# 4.06/ CONCEPT BRIEFING TRAVEL RETAIL WALK THROUGH

Units covered in this section are;

UF9

## General

The travel retail store should be a unique creative design and project a strong brand image.

## Entrance and exit design

The entrance from security needs to provide a carefully considered transition from security to the retail shopping experience. An area of decompression should be considered included in the desing proposals.

The air-side exit from the travel retail store must be also treated as a secondary entrance encouraging re-entry.

## Primary branding

To maximise the potential of the retail presence the primary signage needs to be carefully considered. As is standard throughout the airport, all signage is to be detailed in a 3 dimensional manner and illuminated. No repetition of primary branding at the shopfront will be permitted.

## Secondary branding

This is encouraged and should be layered within the unit demise.

## Product display

Incorporate an element of promotional display into the design of the store taking advantage of the unique site requirements.





# 4.06/ DETAILED BRIEFING TRAVEL RETAIL WALKTHROUGH

## Objective

For each retail designer to consider detailing requirements, at concept, to ensure a smooth delivery on site.

## Unit design

All finishes throughout the unit are to be durable. Customer flows and queuing are to be carefully considered and contained within unit demise. Storage is to be incorporated as part of overall concept design. Joints to panels are to be marked on drawings and detailed by the designer. Corner details should have integral metal trims. All skirting should be a minimum of 200mm deep stainless steel with wrapped corner details, laminate is to be avoided. Bump rails are to be stainless steel, well detailed and integrated into vertical surfaces, and not fixed into the floor.

## Signage

Avoid using large expanses of powder-coated metal, ‘biscuit tin’ construction detailing, think top end department store and not high street. The ceiling in this area is low and careful consideration should be given to the guidelines for brand signage.

## Floor

All floors will be by the vendor within the duty free walk through demise except for the main walkway.

## Lighting

Create a multi-paced lighting scheme that reinforces the overall design concept and adds drama. Lighting to be product display specific. Primary signage to be internally illuminated. Location of any fireman’s switches to be considered, switches to be sprayed silver.

## Service counter

Design counter with as much consideration given to visible rear counters as to the customer-facing front. Pay particular attention to the design and detailing of the customer counter.

## Canopy

A canopy can be used to support lighting and carefully considered signage. It should be designed in such a way that it enhances the overall design of the unit. The design of the canopy will be judged on its individual merits in its particular location, paying attention to critical terminal views.

## Materials

All materials and finishes to be hygienic with minimal possibility for dirt and germ built-up. All surfaces to be easily cleanable, all joints at furniture, flooring, wall cladding etc. to be sealed. Innovative use of materials will be encouraged, durability and quality are expected. Avoid large expanse of powder coated metal or laminates.

## General

No fire extinguishers to be visible to the customer. Any variations to the above guidelines must be highlighted by the concessionaires and approved in writing by Sangster International Airport.



# THANK YOU

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