



# TENANT DIRECTIVE

BWI: 007.2A  
DATE: April 21, 1999  
DISTRIBUTION: D

TITLE: TERMINAL APPEARANCE

I. REFERENCES:

BWI Tenant Directive 007.2, Installation of Signs, Displays, Passenger Stanchions, Fixtures, Equipment, Furniture and Other Physical Property dated September 14, 1998.

II. DIRECTIVE STATEMENT:

This Directive outlines procedures to be followed at BWI to attain and preserve aesthetic standards and uniformity throughout the terminal. It serves to identify specific procedures for the maintenance of ticket counters, and installation of, and modifications to, signs, displays, fixtures, equipment, furniture, other physical property, utility systems, etc. in any facility owned by, or under the control of, the MAA.

III. MAA STANDARDS AND REQUIREMENTS:

A. Signage

All signs displayed in public-use areas, particularly the main terminal, require prior written approval by the MAA. All such signs must display the corporate airline logo, be professionally made of lasting, permanent material, with computer generated or screen-printed graphics. All copies shall be of Helvetica or compatible font.

1. Sign design concepts must be approved by the MAA prior to fabrication and installation. (*Refer to Tenant Directive 007.1, Building Permits-BWI Airport and Installation Permit form MAA-179-R-11/98*). Any signs fabricated and installed without MAA prior approval may be removed at the owner's expense.
2. Signs shall not occupy more than 25 percent of viewable ticket counter backwall space, and must be in proportion to the tenant's leasable area. All ticket counter backwalls must display the corporate airline logo. Ticket counter backwall defacement, of any kind, is prohibited.

3. Individual banners shall not exceed 30 square feet in length and four feet in height and must be in proportion to the tenant's leasable space. The display of temporary banners shall not interfere with Federal Aviation Administration (FAA) regulatory signs nor existing corporate airline logos. Banners, of any kind, shall not be displayed in the terminal for a period longer than two weeks, and must be attached, with Velcro or other hidden means, to ticket counter backwalls, without damaging Airport property.
4. The MAA recognizes that unforeseen situations occur that may require an advisory notice to airline/Airport customers. However, handwritten signs are prohibited and will be removed, without further notice, if displayed. In the event of an emergency situation, signs may be computer generated and promptly removed after the emergency situation has been resolved. Computer generated signs displayed longer than three days may require fabrication/ installation and approval by the MAA. (*Refer to Tenant Directive 007.1, Building Permits-BWI Airport and Installation Permit form MAA-179-R-11/98*)
5. Tenants are required to display and maintain at all ticket counters in full public view FAA regulatory signs. **NO OTHER SIGNS SHALL BE POSTED OR AFFIXED TO THE FRONT OF TICKET COUNTERS OR ON THE OVERHEAD FASCIA.**

B. Stanchions

The standard BWI stanchion is the Lavi Industries' <sup>1</sup> model #60-50-3000CL with plastisol coating on the base and a nylon webbed belt that will extend six-feet; belt color to be of tenant's choice. Logo/wording of tenant's choice to be silk-screened on the belt. Stanchion bottom platers without a base coating can leave stains on the carpet, and may be removed by the MAA.

1. Queuing areas cannot extend beyond 22 feet from the face of a ticket counter on the upper terminal level, or beyond 10 feet from the face of ticket counters on the lower terminal level. On the upper terminal level, a minimum 20 feet of clear corridor space must be maintained at all times to allow for ample passenger ingress/egress between the outer edge stanchions and the line created by nearest edge of the adjacent benches.

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<sup>1</sup> Lavi Industries', 27810 Avenue Hopkins, Valencia, California 91355

2. Stanchion boundary markers have been strategically placed in the carpet to guide the correct placement of stanchions.
3. Stanchions not in use must be stored out of public view in the tenants' leased space. Inoperable stanchions, or those leaning because of a loose base, shall not be placed in public view.

C. *Ticket Counters*

Brochures, informational pamphlets, endorsements and advertisements displayed at ticket counter positions shall be in direct relationship to a tenants' specific activities. The display of publications for any other organization not directly associated with an airline (e.g. independent credit card applications) is strictly prohibited.

1. Displays on top of ticket counters are limited to two acrylic brochure holders or two 8 1/2x11 inch acrylic frames. Displays at ticket counters of newspapers and items other than those described above is strictly prohibited, and items are subject to removal.
2. Seasonal and holiday decorations are permissible but shall be aesthetically pleasing and are subject to approval by the MAA.
3. Ticket counters and adjacent space must be kept in a neat and orderly condition at all times.

D. *Baggage Belt Tubs/Cardboard Valet Boxes*

Baggage belt tubs and cardboard valet boxes must be stored in tenants' leased space. Noncompliance may result in removal and disposal by the MAA at the owner's expense.

E. *Luggage Sizing Units*

Installation of luggage sizing units are subject to approval by the MAA. Generally, only one unit is permitted for each ticketing queue, and the unit must be maintained in a clean, attractive condition.

F. *Holdrooms*

All passenger holdrooms shall be maintained in a neat and orderly condition at all times. Boxes, broken furniture and pieces of furniture, etc. are to be removed by tenants leasing the space. Corporate airline logos and flight information shall be displayed in a professional manner, visible to the public and on the ticket lift counter backwall, in all passenger holdrooms. Handwritten signs are prohibited.

1. Tenants may display their own promotional materials in passenger holdrooms, however these materials must be tasteful in nature and in direct relationship to a tenants' specific activities.
2. Storage areas/closets in passenger holdrooms must be neat and orderly at all times.
3. Seating in passenger holdrooms must be maintained in operable condition to ensure passenger safety and be aesthetically pleasing. Seating must be uniform in design and free of tears, tape repairs, and other damages.

G. Wheelchairs

Wheelchairs must be equipped with bumpers or some form of padding to prevent damage to terminal walls, fascia, etc. No more than 12 wheelchairs will be stored at one time, by each carrier, against the interior walls of the terminal light wells.

H. Baggage Carts

Baggage carts and all other carts shall not be used in the terminal unless equipped with bumpers or some form of padding on the sides, ends, and handles, that will prevent damage to the terminal walls, counters, etc. Noncompliance may result in removal and disposal by the MAA of non-compliant carts at the owner's expense. (Refer to Tenant Directive 700.5, Use of Handcarts and Other Wheeled Vehicles in the BWI Terminal Building)

I. Curbside Appearance

Prior written approval by the MAA is required for the design and installation of all curbside electronic check-in kiosks, skycap podiums, etc. including any enhancements thereof. (Refer to Tenant Directive 007.1, Building Permits-BWI Airport and Installation Permit form MAA-179-R-11/98)

**Curbside Check-In Kiosks and Skycap Podiums**


1. Curbside check-in kiosks and skycap podiums shall not have any exposed electrical wiring, chipped or unglued laminate or, any other exposed materials that may be unsightly or prevent an unsafe environment.
2. All such check-in kiosks and skycap podiums shall be free of clutter, litter and be fully operational at all times. Tenants shall maintain the cleanliness of the space on and around the check-in kiosks and skycap podiums, and shall place all debris and waste matter, that is, items generated in the conduct of business, in the MAA trash receptacles located adjacent to the terminal entrance doors. Corporate airline logos and FAA regulatory signs that are professionally made

and mounted must be present on all check-in kiosks and skycap podiums. The signs shall be clearly visible to the public. No other signs shall be posted at or on check-in kiosks or skycap podiums. Handwritten signs are prohibited.

3. Tenants shall not display/store skycap personal items or supplies (e.g. luggage tags, etc.) along the window ledges, behind the skycap podiums. All supplies shall be maintained at or inside the skycap podiums.
4. Responsibility for electronic check-in kiosks and skycap podium equipment, installation, repair and maintenance shall rest solely with the tenant.

IV. **PROCEDURES:**

Specific prior written approval of the MAA is required for placement or installation, either temporarily or permanently, of signs, displays, fixtures, equipment, or furniture in public-use areas. All such signs, displays, fixtures, stanchions, and equipment must comply with MAA guidelines and requirements, as set forth in Tenant Directive 007.2 (Installation Permits), and be related directly to the specific activity of the tenant in whose areas such installations are requested. Installation Permit forms (MAA-179-R-11/98) are available from the MAA Engineering and Construction Services Section, Office of Planning and Engineering, P.O. Box 8766, BWI Airport, Maryland 21240.



Jay D. Huber  
Director of Operations  
BWI Airport

# MARYLAND AVIATION ADMINISTRATION APPLICATION FOR BUILDING PERMIT

Submit To: Office of Facilities Development  
Baltimore/Washington International Airport  
Attention: Mary Lou Spake (410-859-7091)

Mailing Address:  
P.O. Box 8766  
BWI Airport, MD 21240

Overnight Delivery:  
991 Corporate Blvd.  
Linthicum, MD 21090

1. Date of Application \_\_\_\_\_
2. Project location \_\_\_\_\_ BWI  MTN
3. Description of Project \_\_\_\_\_  
\_\_\_\_\_

### ATTACH FIFTEEN (15) SETS OF DETAILED PLANS AND SPECIFICATIONS

PLEASE MAKE SURE YOUR INSTALLATION PERMIT APPLICATION COMPLIES WITH  
THE BWI AIRPORT TENANT DIRECTIVE BWI 007.1, DATED NOVEMBER 19, 2001.  
THE APPLICANT'S SIGNATURE BELOW ACKNOWLEDGES RECEIPT OF AND  
COMPLIANCE WITH THIS DIRECTIVE.

4. Name of Applicant/Tenant \_\_\_\_\_  
Address \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_  
Signature (Required) \_\_\_\_\_ Fax No. \_\_\_\_\_
5. Name of Contractor/Tenant Agent \_\_\_\_\_  
Address \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_  
Maryland Contractor License No. \* \_\_\_\_\_ Expiration Date \_\_\_\_\_
6. Emergency Point of Contact-24 hours a day availability  
Name \_\_\_\_\_  
Phone Number \_\_\_\_\_

**\* Attach Photocopy of Current MD Contractors License and Insurance Certificate.**

PROJECT START DATE \_\_\_\_\_ COMPLETION DATE \_\_\_\_\_

7. Architect/Engineer \_\_\_\_\_  
Address \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_

PERMIT NO. \_\_\_\_\_

# MARYLAND AVIATION ADMINISTRATION APPLICATION FOR INSTALLATION PERMIT

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PERMIT NO. \_\_\_\_\_