

SIGN STANDARDS FOR TENANT RETAIL & AIRLINES

1.0. OVERVIEW

1.0.1. PURPOSE

The purpose of this document is to identify standardized language and graphics to be used in signing in the public areas of McCarran International Airport. Consistency among signage and other wayfinding elements is essential in conveying airport roadway and terminal information to the public. These Standards have been developed from policies in place and from enacting specific standards as a result of actual application trial and error. Recognizing the need to address Airport Rules and Regulations as related to Signage, language in this area will also be addressed. The Clark County Department of Aviation (DOA) will strictly enforce compliance.

Designing a signage system that is clear and consistent for an airport is in itself a challenging process. Moreover, the standards provided within will make the task of designing and implementing signs at the Airport much easier. While this document will provide details and standards for most situations, it cannot resolve every signing situation at the Airport. Some signing problems may require a unique solution or design.

1.0.2. PHILOSOPHY

The philosophy behind Airport signage and wayfinding is to assist the traveling public with locating facilities and services available throughout the Airport in a clear and consistent fashion. Consistency is achieved through the uniform application of graphics, lettering, materials, size, shape, and sign location.

1.0.3. COMPLIANCE

All graphics, symbols and lettering on identification signs and wayfinding signs should conform to this document. The first section of this document pertains to Tenant Signage in the Terminal Building. The second section of this document pertains to Wayfinding Signage in the Terminal Building and the Parking Decks. The third section of this document refers to the Roadway Signage. All tenant requests for signage must be forwarded to the Department of Aviation Business Office.

1.0.4. ADA SUMMARY

The Americans with Disabilities Act and the Architectural Barriers Act

The Americans with Disabilities Act (ADA) and the Architectural Barriers Act (ABA) are encouraged and strictly complied with for all construction and signage at McCarran International Airport. For accurate and complete ADA - ABA requirements refer to the most current Accessibility Guidelines as adopted by the Department of Justice and enforced by the authorities having jurisdiction.

For general information regarding compliance with ADA refer to ADA's Accessibility Guidelines, Section 4.1.

1.1. ALL TENANT SIGNAGE

1.1.1. CONCEPT AND DEVELOPMENT

Although a Tenant may be conducting extensive construction work with signs being a relatively small component, signs are treated as separate projects as they require separate permitting.

Tenants shall submit Conceptual Approval Drawings to the Department of Aviation Business Office for preliminary review and approval. The Business Office will then, as necessary, forward Conceptual Approval Drawings to appropriate DOA personnel for review, prior to final review and approval.

Conceptual Approval Drawings shall include, at a minimum:

- project location
- quantity of signs
- sign locations
- dimensions of signs (height, width and depth)
- font / type style and character height
- all colors used on sign and mounting surface color.
- height of sign above finished floor
- sign materials
- illumination (internally / externally)
- type of sign; i.e., blade, storefront, façade, back-wall, etc.

If colors indicated in Conceptual Approval Drawing are not anticipated to be the exact colors to be installed, Tenant shall submit samples of actual color as well as the drawings for review. DOA reserves the right to reject any materials and/or colors not meeting those as specified in drawings at no cost to DOA.

No Tenant signs, temporary displays or crowd control stanchions, shall be permitted in any area defined by DOA as a traffic control corridor without prior written approval of the Business Office.

The Business Office shall approve all temporary signs prior to installation.

Sign designer and fabricator shall comply with International Building Code (IBC) latest adopted edition.

Tenant installed signs shall meet all Clark County Building Codes and ADA requirements for that particular sign type.

Design Drawings/Submittals shall include but not be limited to:

- Site location with vicinity maps / project location

- Sign Location Plan(s)

- Show in scale (1/8" = 1'-0" or larger) plan view of all sign locations.

- Numerically key Sign Location Plan(s) to the Sign Message Schedule by using a numbered tag or marker to show sign location.

- Sign Location Plan shall be illustrated as a mechanically drawn scaled plan view of the Tenant space, showing walls, furniture, lighting and all other items that are in proximity to the proposed signage.

- Sign Message Schedule

- Describe the following in a text format, on 8-1/2"x11" white bond paper, using four vertical columns:

- Sign number (keyed to Sign Location Plan).

- Sign type (e.g. Primary Identification Blade Sign).

- Sign message (what each individual sign says).

- Location of each sign (e.g. back wall, ceiling mount, etc.).

- Sign Location Elevation(s)

- Show in scale (1/4" = 1" or larger).

- Show each individual sign in elevation relative to Tenant space.

- Dimension signs to finished floor, finished ceiling, pedestrian and vehicular traffic, adjacent architectural features, etc. as appropriate.

- Sign Design Intent Drawings

- quantity of signs

- dimensions of signs (height, width and depth)

- font / type style and character height

- all colors used on sign and mounting surface color.

- height of sign above finished floor

- sign materials & fabrication processes

- illumination (internally / externally)

- type of sign; i.e., blade, storefront, façade, back-wall, etc.

mounting details
electrical details
structural calculations (if necessary)
maintenance access
proper wet-stamp for structural calculations
contractor license number

At the completion of the project, the tenant is responsible for submitting sign mounting & electrical/communications representing the As-Built conditions. This will be coordinated through the Tenant's Fabricator. The submittal will be made to DOA as detailed in section 3.4.1 of the Department of Aviation's Tenant Improvement Manual.

1.1.2. GENERAL REQUIREMENTS

It is the DOA's objective to ensure appropriate signage that is not garish and does not compete with directional wayfinding signage by providing guidelines to the existing and potential retail developers.

All tenants will retain and, as needed, use a professional sign contractor.

The Business Office must approve both signage inside as well as outside the leased space or lease line including freestanding signs. Freestanding signs are generally discouraged but will be reviewed on a case-by-case basis.

Use of the following materials is prohibited as tenant signage:

Imitation brick
Cardboard
Gator Board
Pegboard
Copy paper
Cork
Vinyl wall covering or wallpaper
Tape of any kind
Carpet or fabric
Wood

Laminated materials must be installed and mounted with adhesives recommended by the manufacturer and appropriate for the installation conditions.

Non-permanent advertising placards, banners, pennants, insignias, trademarks or other descriptive promotional materials may not be affixed to any exterior surface, wall, glass, door, storefront, directional sign or airport building structure. (See Section 1.1.3 *ADVERTISING*.)

The name, logo stamp or decal of the sign manufacturer, contractor or installer shall not be displayed on any portion of the sign.

All mechanical fasteners and/or methods of attachment must meet the Tenant Improvement requirements and should be completely concealed whenever possible. Tape and/or glue are not considered adequate means of attachment.

All potentially exposed sign support-mechanisms, transformers, ballasts, conduit or other non-illuminated features of a sign should be concealed from view.

All illumination will be constant. No flashing, animated or blinking signs will be permitted. Sound-generating signs are prohibited.

Signs or graphic material of a temporary nature (hand written or non-professionally produced) cannot

be hung from any wall, ceiling, door or freestanding structure, including crowd control stanchions.

All directional signage shall be designed and installed by the DOA in conformity with the standards set forth in Section 1.4 *PEDESTRIAN WAYFINDING SIGNAGE*. Signs directing to a concession shall be of a generic nature and style and may be accompanied by the applicable international logo. Directories may display corporate names in a conforming or matching color to the directory.

Hours of operation and accepted-credit-card signage in concession tenant space should be visible to all customers at all times. No hand written or non-professional signage will be accepted.

Entry and Exit signs will not be used for any purpose other than depicting an Entry or Exit lane, passageway or door.

Holiday decorations are permitted in the public area with prior written approval from the DOA Business Office. Tenants will need to submit a request per Section 1.1.1 *CONCEPT AND DEVELOPMENT*.

1.1.3. ADVERTISING

All advertising on airport premises, including signs containing advertisements, shall be approved and administered through the DOA Business Office. To the extent that they may be characterized as commercial in nature, tenant directional signs in and around tenants' leased space are subject to these provisions as well. Care should be taken to present a generic message and to avoid commercialization of such sign messaging. Corporate identification on wayfinding signage is prohibited.

The Department of Aviation recognizes that advertising, if it is to be effective, is usually placed in locations that serve as pedestrian flow areas. The Department notes, however, that this advertising sometimes conflicts or competes with passenger directional signage. It is the DOA Business Office's responsibility, in situations where these conflicts occur, to maintain an environment where advertising does not interfere with essential information provided in airport directional signage. Tenants, their designers, contractors and other representatives, are advised to consider this principle as they create and install appropriate signs for their leased facilities.

The DOA Business Office will strive to maintain proper balance in this environment, including working together to find workable resolutions where conflicts between wayfinding and commercial interests arise.

1.2. AIRLINE SPECIFIC TENANT SIGNAGE

1.2.1. TERMINAL BUILDING

The DOA will provide, install and relocate all Curbside signs referenced in this section. At terminals where adequate space is not available to hang pendant airline signs, the DOA will provide suitable, alternative signs to direct customers to airline tenants' locations. Special requests regarding such alternative signs may be directed to the DOA Business Office, who will work with airline tenant(s), their designers, contractors, or architects, or other interested parties in an attempt to arrive at a mutually acceptable solution.

This section will address the areas of:

Curbside
Airline Pendant Signs
Curbside Check-In Podium
Curbside Check-In Queuing

Ticketing

Ticket Counter Back-wall
Common Use Ticket Counter Area
Leased Ticket Counter Area
Ticket Counter Queuing Area
Bag Sizer
First Class Carpets
Interior Pendant Signs

Departure Gates

Baggage Claim

1.2.1.1. CURBSIDE

The DOA will provide, install, and relocate all Curbside signs referenced in this section. At those terminals where adequate space is not available to hang pendant airline signs, the airline tenant(s), designer, contractor, architect or other interested party may request to work with DOA Business Office to arrive at a mutually acceptable solution.

Airline Pendant Signs

At Terminals where frontages, canopies or overhangs are sufficient to adequately display pendant or hanging airline signage, the following standard will apply:

Sign color will be consistent with the terminal architecture and corresponding signage scheme allowing for new signage schemes to be deployed at new terminals.

The airline name alone will be shown on each sign face.

No airline logos will be permitted on signs.

The text will be:

Helvetica Bold

Centered

4 ½ " tall

No more than 2 lines of text

Curbside Check-In Podium

The DOA will provide, install, and relocate the podium signs. Signs will only have the airline name and no logo and will be affixed to the front of the podium. No other signage is permitted in the curbside check-in podium area.

Curbside Check-In Queuing

The Airlines will work with the DOA to establish a stanchion plan for their curbside check-in queuing area. The stanchion plan should include any stanchion signage that the airlines will require. Once the stanchion plan has been developed and approved, airlines shall not make changes to the plan. The DOA will provide stanchions and signs for use. Stanchions or stanchion belts that have an airline name printed on them may not be used.

The DOA will provide all stanchion signs indicated on the approved stanchion plan. If an airline wishes to provide their own stanchion signs, all signs must comply with Section 1.1.2 **GENERAL REQUIREMENTS**. Airline logo and logotype format or names are prohibited. All stanchion signs supplied by airlines must match color, size, and font of DOA provided signs.

If an airline wishes to add additional stanchion signage to the queuing area, DOA approval is required. If existing signs are damaged and need replacement, the airline should submit a work order to the DOA. Only professionally fabricated signs conforming to Section 1.1.2 **GENERAL REQUIREMENTS** and DOA provided bag seizers are permitted within the curbside check-in queuing area. Advertisement of any kind is strictly prohibited.

1.2.1.2. TICKETING

The purpose of the standard is to provide airlines with guidelines as to the appearance of the ticketing area. Each area is defined in detail below with Airline and DOA responsibilities.

Ticket Counter and Back Wall

The ticket counter back wall shall be defined as, for the purpose of this standard, the area behind an airline ticket counter.

As part of the concept approval for the back wall the airline will submit the display text and colors to be used on the signs above the ticket counter.

No banners may be displayed on back wall or counter front surface unless the DOA Business Office has given prior approval. Upon approval, banners shall only be displayed for the time frame indicated by Business Office.

Code sharing graphics will consist of corporate signatures centered in an 8" high x 3'-6" long display panel. Multiple panels will be displayed in one column below the primary tenant identification.

Ticket counter tops are to be free from advertisement, as defined in Section 1.1.3 *ADVERTISING*. Only signs mandated by the Transportation Security Administration (TSA) and or Federal Aviation Administration (FAA) are permitted.

The DOA will maintain the approved display text used on the video screen signs above the ticket counter. This display text is submitted by the Airline for approval.

The back wall area is separated into two classes: Common Use Ticket Counter Area, and Leased Ticket Counter Area.

Common Use Ticket Counter Area:

For common use ticket counter area, the airlines shall not place any advertisement and/or logos on the back wall. The DOA may provide video screens, when applicable, that will display the airline's logo when the airline is using the counter for check-in. When the counter is not in use, the DOA logo will be displayed. Airline must submit an electronic copy of their logo for approval and use by DOA Information Systems Division.

Leased Ticket Counter Area:

Airline signage element shall be applied to the existing back wall. Installation of all signage elements to the back wall is the responsibility of the airline tenant. Prior to installation, the airline tenant shall comply with Section 1.1.1 *CONCEPT AND DEVELOPMENT*.

Ticket Counter Queuing Area

The Airlines will work with the DOA to establish a stanchion plan for their ticket counter queuing area. The stanchion plan should include any stanchion signage that the airlines will require. Once the stanchion plan has been developed and approved, airlines shall not make changes to the plan. The DOA will provide stanchions for use. Stanchions or stanchion belts that have an airline name printed on them may not be used.

The DOA will provide all stanchion signs indicated on the approved stanchion plan. If an airline wishes to provide their own stanchion signs, all signs must comply with Section 1.1.2 *GENERAL REQUIREMENTS*. Airline logo and logotype format or names are prohibited. All stanchion signs supplied by airlines must match dimension, color, materials and font of DOA provided signs.

If an airline wishes to add additional stanchion signage to the queuing area, DOA approval is required. If existing signs are damaged and need to be replaced the airline should submit a work order to the DOA for replacement.

Only professionally fabricated signs conforming to Section 1.1.2 *GENERAL REQUIREMENTS* and DOA-provided bag seizers are permitted within the ticket counter queuing area. Advertisement of any kind is strictly prohibited.

Bag Sizer

The DOA will provide each airline with bag sizers for their ticket counter area. No other template devices will be permitted.

1.2.1.3. FIRST CLASS CARPETS

First Class carpets are permitted on the tile in front of the ticket counter only. Carpet may be printed with the airline name, logo, and "First Class Check-In" (or trademarked equivalent). Carpet may incorporate color scheme deemed appropriate for Airline.

1.2.1.4. INTERTIOR PENDANT SIGNS

The DOA will provide, install, and relocate the overhead interior pendant signs. Signs will have the airline name only using Helvetica Bold. No logo will be permitted.

1.2.1.5. DEPARTURE GATES

Airline names and logos will only appear on the video monitors incorporated into back wall of Gate Podium. DOA will supply and maintain the monitors in Gate areas. DOA Information Systems will maintain the information displayed on the monitors.

1.2.1.6. BAGGAGE CLAIM

Airline names will only appear on the video monitors incorporated above the baggage belts. DOA will supply and maintain the monitors in Gate areas. DOA Information Systems will maintain the information displayed on the monitors.

1.2.2. TERMINAL EXTERIOR SIGNAGE

The objective of this section is to provide guidelines so that the exterior of the airport building and its various related structures are signed in such a manner that they are easy to see, read and understand.

The DOA Business Office must review and approve all signage on the exterior of any airport building. Many existing sign types and styles are in use throughout the airport property. Any changes to these existing building signs will require review and approval by the DOA as well

No airline signage or logo will be allowed on the exterior of the terminal buildings. The one exception is that airline names will be suspended from the underside of the Terminal Departure Curb Canopy as specified in Section 1.2.1.1 *CURBSIDE*.

For cargo, hanger and other buildings, each tenant will be allowed one (1) sign facing the primary entrance roadway, with a maximum letter/logo height of 2 feet. For buildings operated by third parties that have independent, negotiated contracts and approved signage plans, this standard does not apply.

1.3. CONCESSION SPECIFIC TENANT SIGNAGE

1.3.1. TERMINAL BUILDING

1.3.1.1. D- GATES GREAT HALL (RETAIL)

The Tenant Sign Standards typically do not permit chase lights or animated lights on storefront signage. However, the D-Gates Galleria adjacent to Great Hall is so spacious that the light movements do not prove to be a distraction. In fact, animated signs further activate the high space. Blade signs

are discouraged in the D-Gates Wing areas.

Therefore, review of flashing, animated or blinking lights for Tenant signage located in the D-Gates Galleria (and future buildings with a "Great Hall" concept) will be reviewed on a case-by-case basis by the Business Office and Airport Director's Office.

1.3.2. CONSOLIDATED RENTAL CAR FACILITY (TBD)

[Space provided for future policy development.]

1.3.3. TERMINAL 3 (TBD)

[Space provided for future policy development.]

1.4. PEDESTRIAN WAYFINDING SIGNAGE

The Airport's passenger wayfinding signage system is under the sole authority and purview of McCarran Airport Department of Aviation. Corporate identification on wayfinding signage is prohibited.

1.4.1. TERMINAL BUILDING

[Space provided for future policy development.]

1.4.2. PARKING FACILITIES

[Space provided for future policy development.]

1.5. ROADWAY WAYFINDING SIGNAGE

The Airport's roadway wayfinding signage system is under the sole authority and purview of McCarran Airport Department of Aviation. Corporate identification on wayfinding signage is prohibited.

1.5.1. NEVADA DEPARTMENT OF TRANSPORTATION (PUBLIC ROADWAYS)

[Space provided for future addition of relevant NDOT material.]

1.5.2. DEPARTMENT OF AVIATION (McCarran Airport Roadways)

[Space provided for future policy development.]

Note: This policy is also included as Section 7 of McCarran International Airport's Tenant Improvement Manual. Sections 1.x.y.z. of this document correspond with Tenant Improvement Manual sections 7.x.y.z.