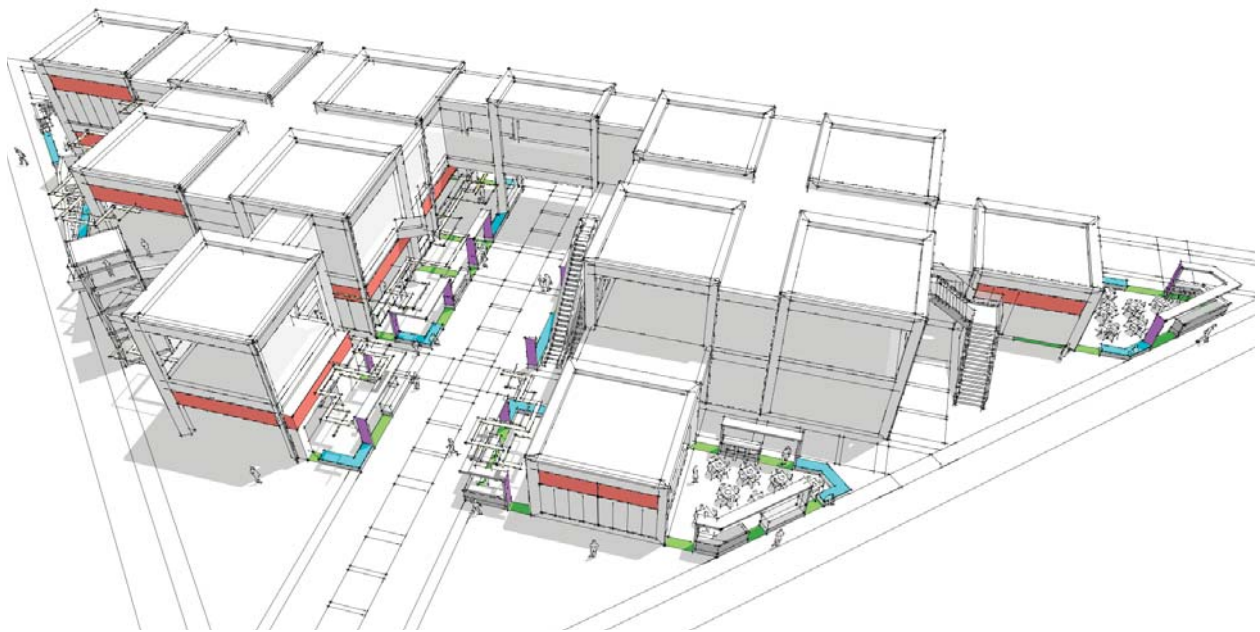




# CONCESSIONS

Tenant Design Manual Addendum  
Dallas/Fort Worth International Airport  
Terminal D - South Village Improvements

February 14, 2017  
Rev 1 February 22, 2017



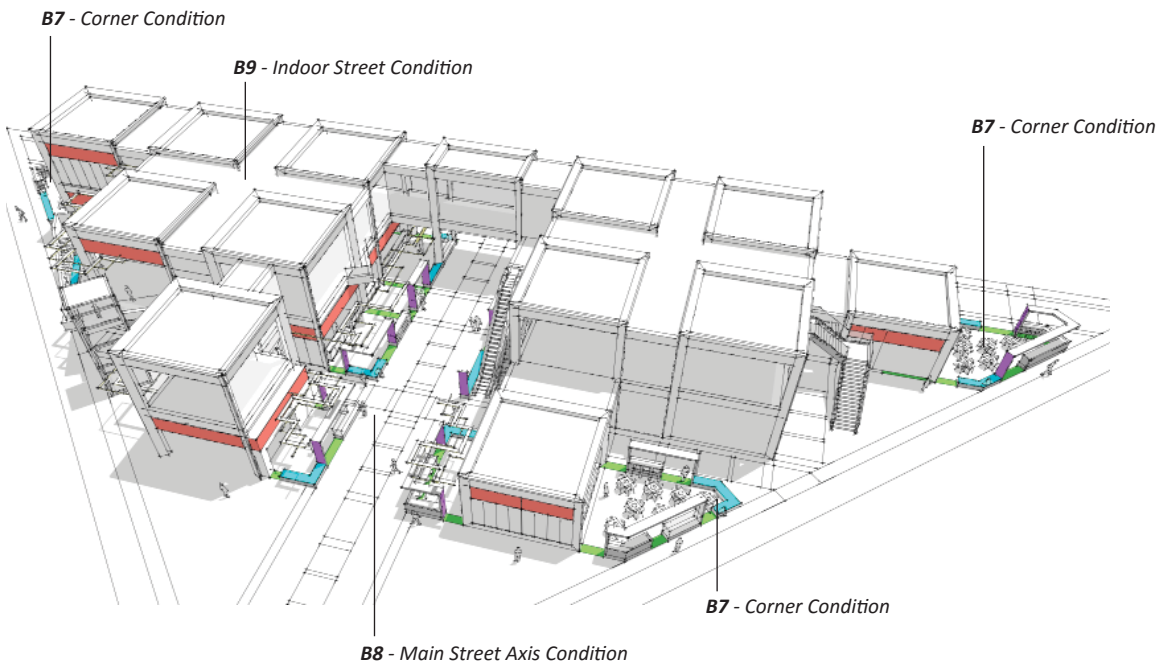
## Introduction

As stated in the Tenant Design Manual, the design image of the in-line Village Center concession tenant spaces is created through standard/fixed conditions related to the Neutral Frame, common storefront requirements and “regulated” storefront and signage zones. The existing Manual identifies and addresses how tenants must work within those conditions. This Addendum is developed to establish design guidance for new conditions that are not covered by the existing Manual – generally these new types share a condition of being both within the frame and extending outside of the frame. Within this Addendum these new types are identified as Type B7, B8 and B9.

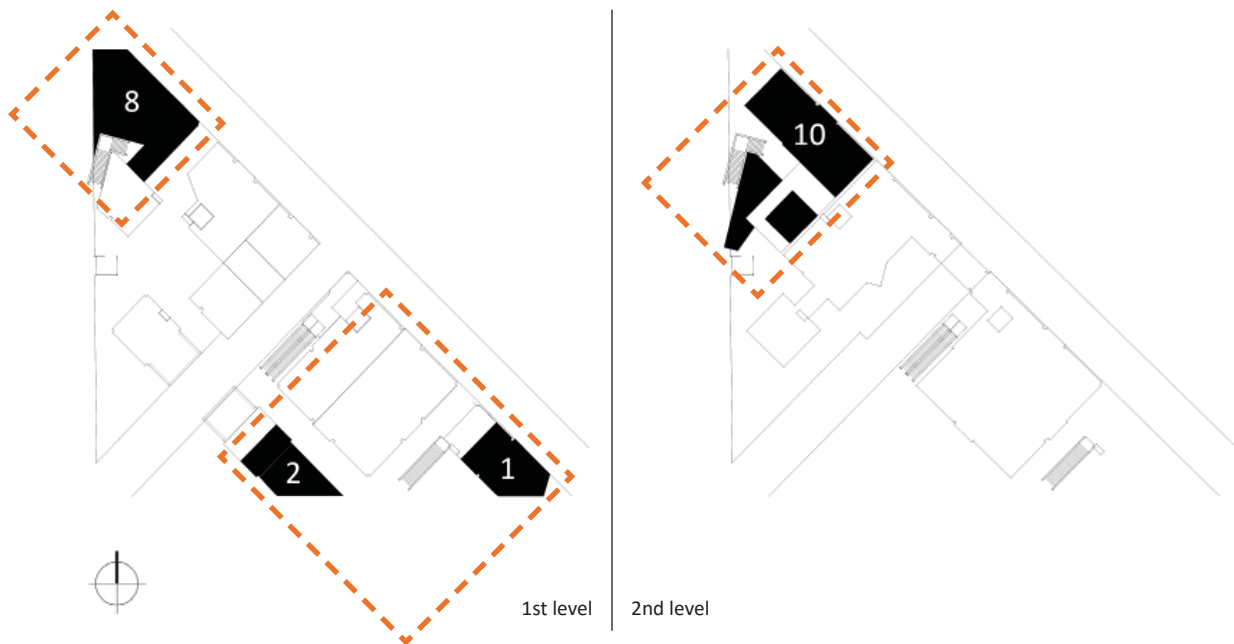
## Overriding Goal - Establish Image

Our goal is to create a consistent and cohesive image that honors the Terminal Architecture, while simultaneously allowing individual tenants maximum flexibility in implementing their unique brand.

From a Terminal Architecture standpoint, there must be consistency/compatibility in design that responds to the overall architecture of the Terminal AND unifies the entire Village thematically. Individually, each Type must respond to and support more localized “Urban Design” conditions, of which there are three. Type B7 must address what we refer to as the “Corner” condition. Type B8 must address the “Main Street Axis” condition. Type B9 must address the “Indoor Street” condition. These Terminal Urban Design responses are discussed within each Building Design Condition section of the document Manual.



## 2.3.2.7 Design Condition B7 - Corner Condition

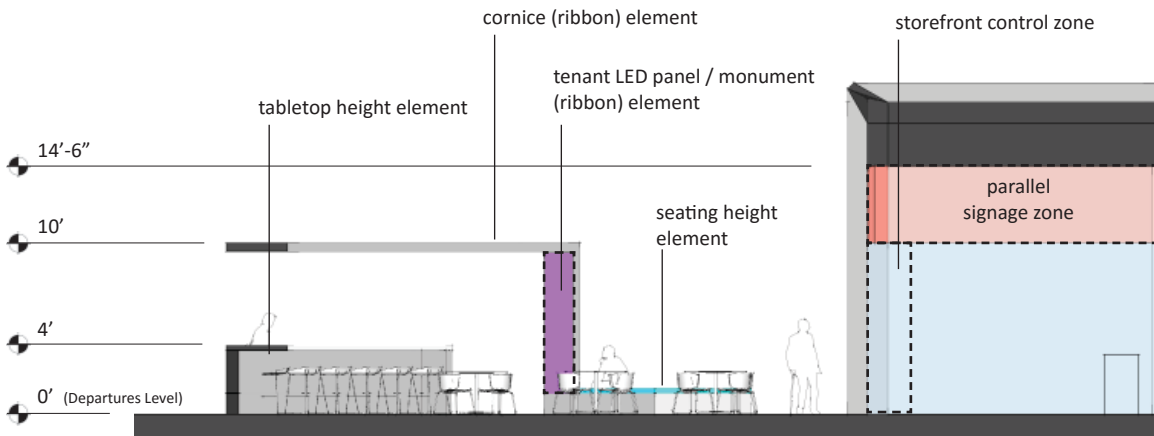
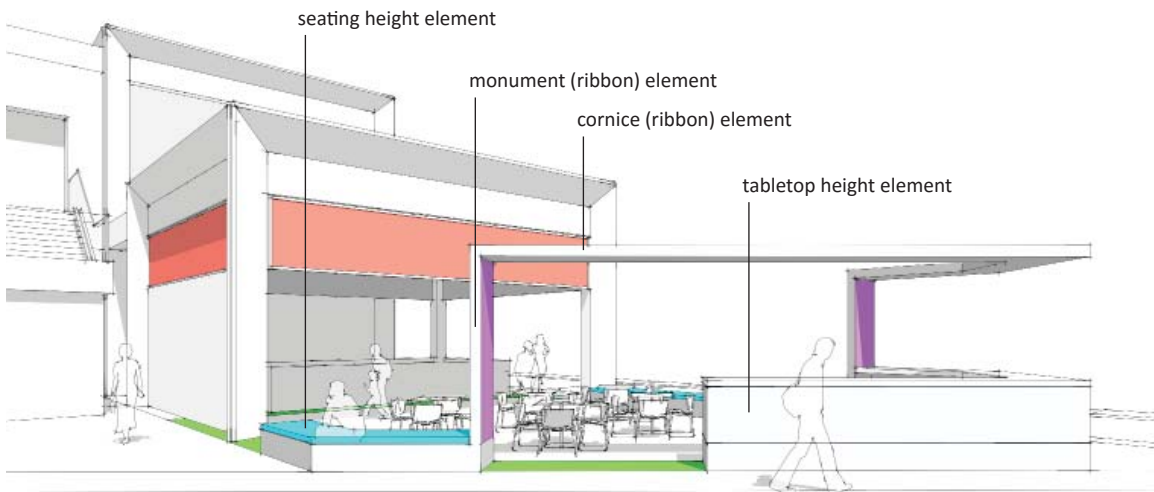


Design Condition B7 (Tenants 1, 2, 8, 10) is prominently located at the northeast and southwest corners of the Village and is considered to be an anchor and gateway to the South Village. They create a “first impression” by introducing the elements of the Village theme to travelers along the main east/west and north/south Terminal concourses. To establish this first impression, the the tenant will implement the following:

1. The tenant will introduce new LED Panels/Monuments at regular intervals that delineate the boundaries of the Concourse from the Concession space. The LED Panel/Monument serves as both a common Terminal Architecture element by incorporating lighting/wayfinding and Airport Identity graphics, AND an individual tenant element by incorporating digital graphics/signage/display and serving as an armature for utilities, lighting and millwork anchor. (See “Monument + Cornice (Ribbon) Elements” description page 14)

## Design Condition B7 - Corner Condition

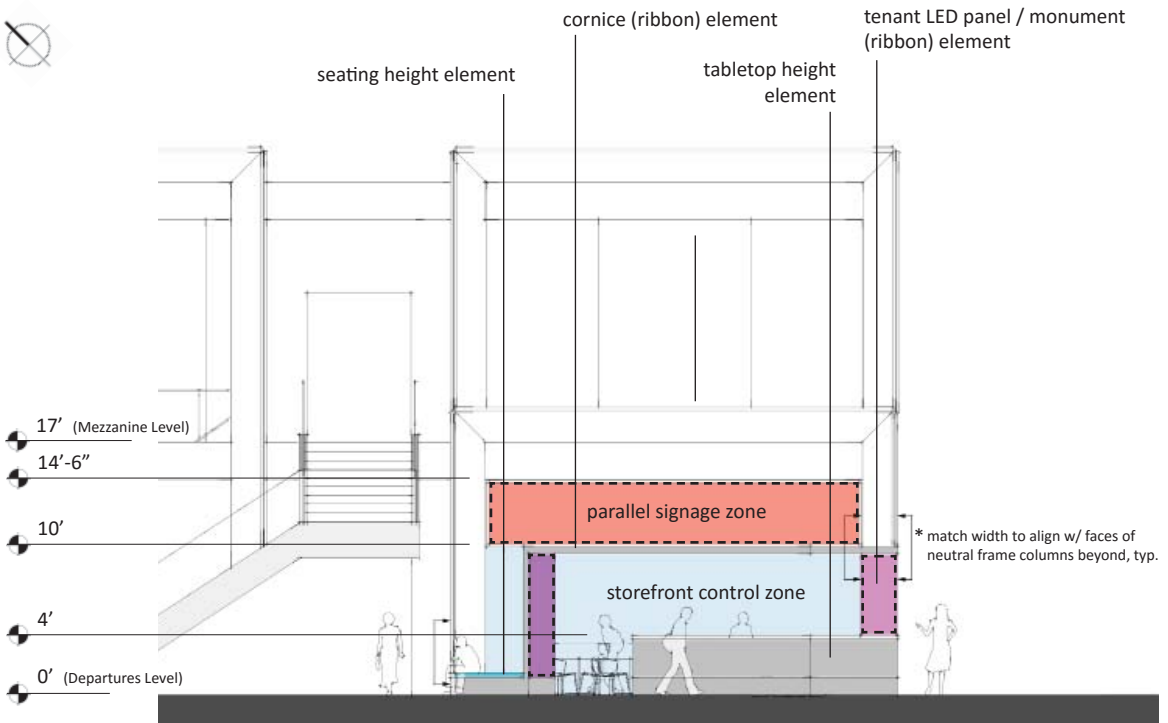
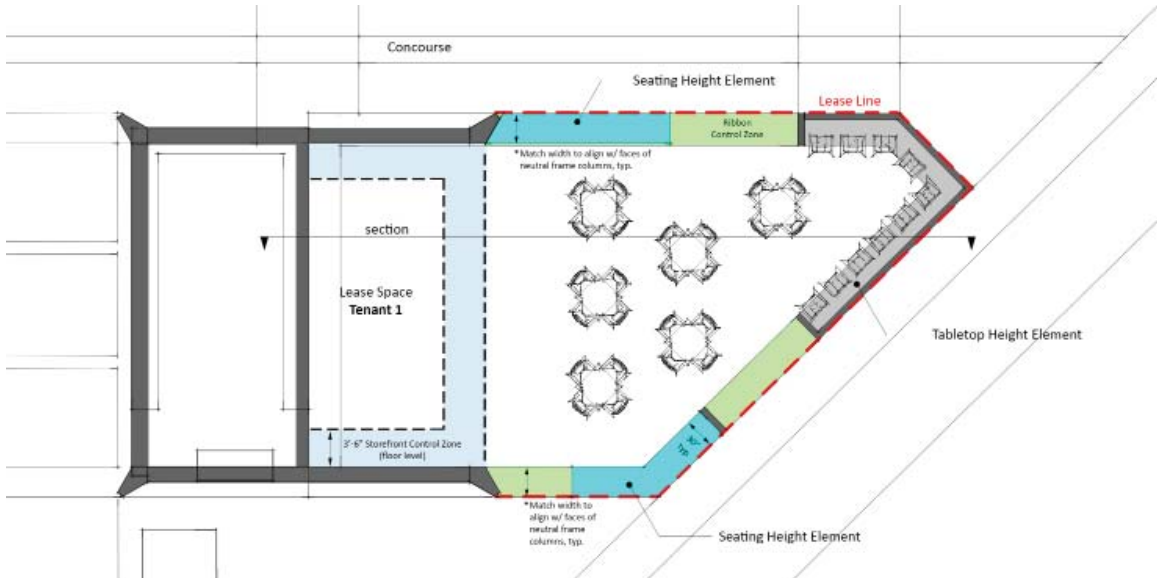
Design Condition B7 (Tenants 1, 2, 8, 10) exists at the southwest and northeast corners of the Village in high-volume space with 68' ceilings. As such they can be considered anchors and gateways to the rest of the Village. It is anticipated that future tenants will be Coffee (1), Entertainment Zone (2), Sit-Down Restaurant (8), and Entertainment Bar (10). This type consists of one or more unit frames, with (1, 2) being a single story, (8) being the first floor with a mezzanine level above (separate tenant) and 10 being located on the mezzanine level above (8). Type B7 (1, 2, 8) includes an adjacent "outdoor" seating area beyond the limits of the frame. Tenant 8 has exposure at the southeast along the main corridor, as well as exposure to the southwest along what will be a new "Indoor Street" passage through the middle of the Village block.



Perspective looking north (top) and Section looking southwest (bottom) illustrate possible location/configuration of various design elements within the Ribbon Control Zone.

- tenant parallel signage
- tenant LED panel signage
- ribbon control zone
- seating

## Design Condition B7 - Corner Condition



Plan (top) and Elevation looking northwest (bottom) illustrate possible location/ configuration of various design elements within the Ribbon Control Zone.

- tenant parallel signage
- tenant LED panel signage
- ribbon control zone
- seating

## 2.3.2.8 Design Condition B8 - Main Street Axis Condition



Design Condition B8 (Tenants 3, 4, 5, 6) is located along the Main Street Axis directly beyond the Security Checkpoint. The design must respond to the Terminal Architecture in a way that clearly defines this major circulation path connecting Security to the Gate Areas. To establish this Street, the tenant will implement the following:

1. The tenant will introduce at least one new “Tenant LED Panel/Monument” within the Ribbon Control Zone, along with various seating-height, counter-height or full-height seating/transaction/display elements at locations/intervals that delineate the boundaries of the Street from the Concession space. (See page 14 for Tenant LED Panel/Monument description and requirements. These elements shall be complimentary/compatible and not conflict with overhead canopy lighting element to be provided by the Airport.
2. DFW Airport will provide an overhead canopy element that creates a virtual ceiling plane within the high volume Terminal space, and visually links the Corner Conditions with the Main Street Axis and Indoor Street Conditions, in support of the overall visual theme of the Village. This canopy will be sculptural and will incorporate decorative lighting as a design element (See Canopy Lighting Element description page 13).

Note that the existing floor-mounted torch lights will be removed by the Airport prior to all new tenant buildout work.

## Design Condition B8 - Main Street Axis Condition

Design Condition B8 (Tenants 3, 4, 5, 6) is located in series along the “Main Street Axis” directly beyond the Security Checkpoint. It is anticipated that future tenants will be Snack (3), Open Retail (4), Sunglasses (5), and Electronics (6). It is a hybrid condition where the tenant space extends both into the frame and projects outside the frame. As such, it has elements of both the Type A “In-Line” and the Type C “Kiosk”, but neither set of established rules applies cleanly.

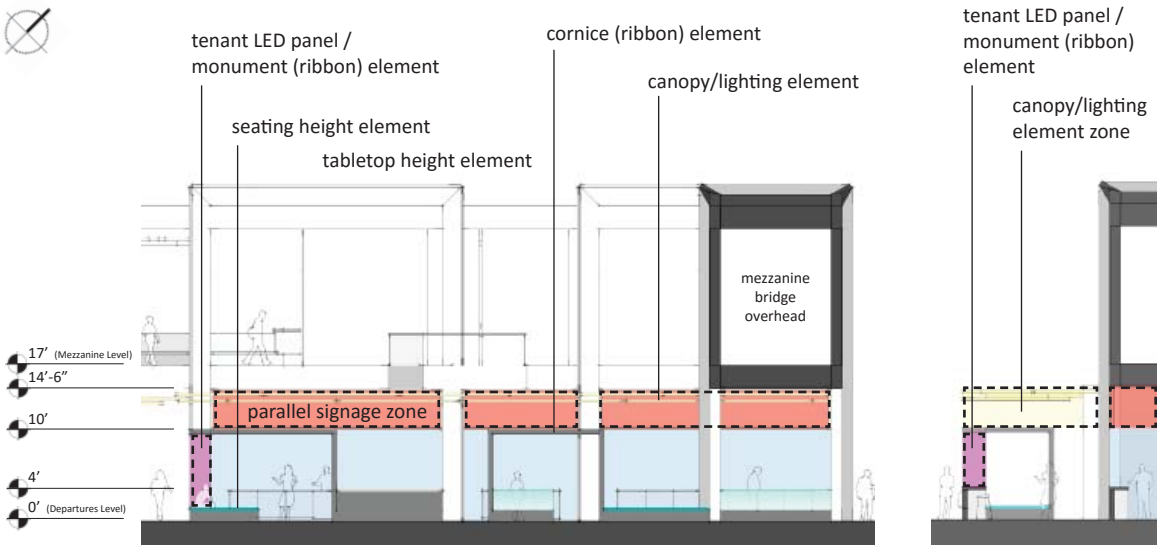
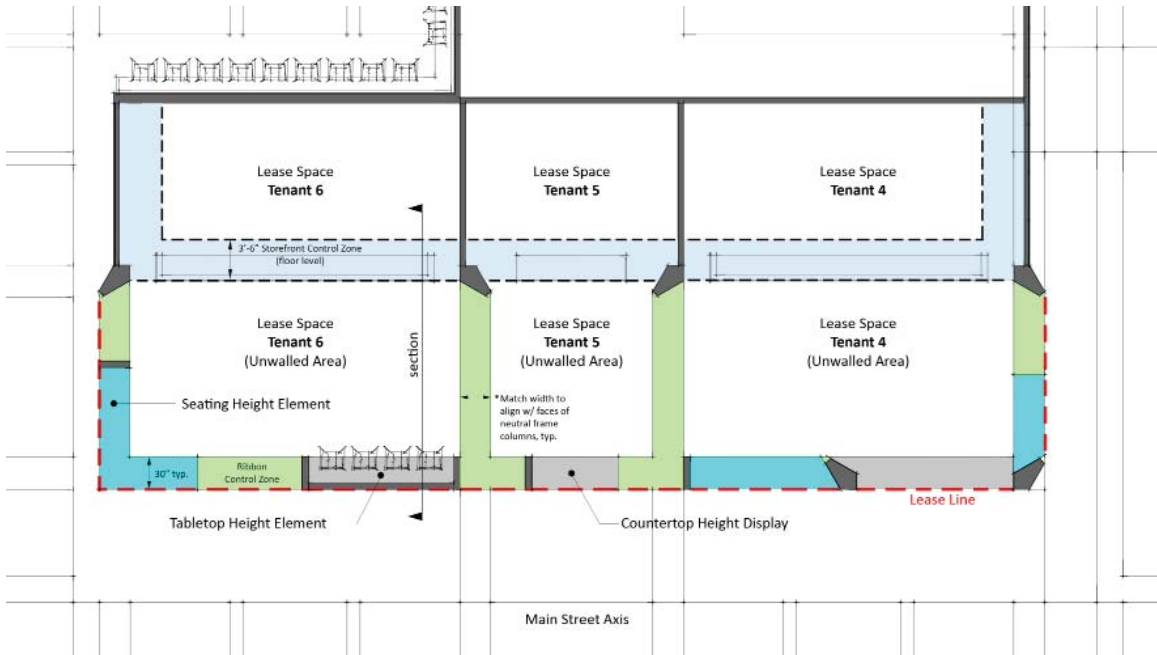
Each of the four Tenant units within Type B8 have notable distinguishing characteristics. Tenant 3 exists in a free-standing single-story unit frame with exposure on three sides. Tenant 4 is distinguished by a ceiling condition that varies with the low point under the bridge at 12’ to a high point of 68’ in the open “street”. Tenant 5 is distinguished by a smaller footprint, being the intermediate bay size between two larger bays, and it being sandwiched between two adjacent spaces. The ceiling height is 68’. Tenant 6, like Tenant 4, has a full bay footprint/width and 68’ ceiling. It is distinguished by its corner location, and therefore has two frontages.



*Perspective looking north illustrates possible location/configuration of various design elements within the Ribbon Control Zone.*

- tenant parallel signage
- tenant LED panel signage
- ribbon control zone
- canopy/lighting zone
- seating

## Design Condition B8 - Main Street Axis Condition

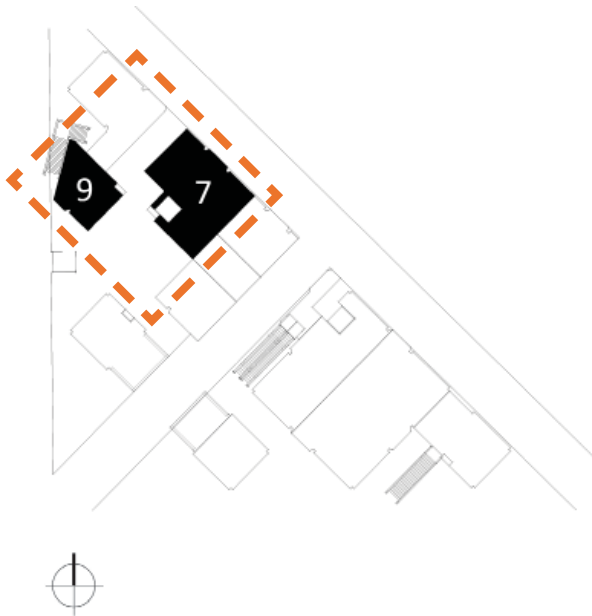


storefront control zone  
 Plan (top), Elevation looking northwest (bottom left) and Section looking southwest (bottom right) illustrate possible location/configuration of various design elements within the Ribbon Control Zone.

- tenant parallel signage
- tenant LED panel signage
- ribbon control zone
- canopy/lighting zone
- seating



## 2.3.2.9 Design Condition B9 - Indoor Street Condition



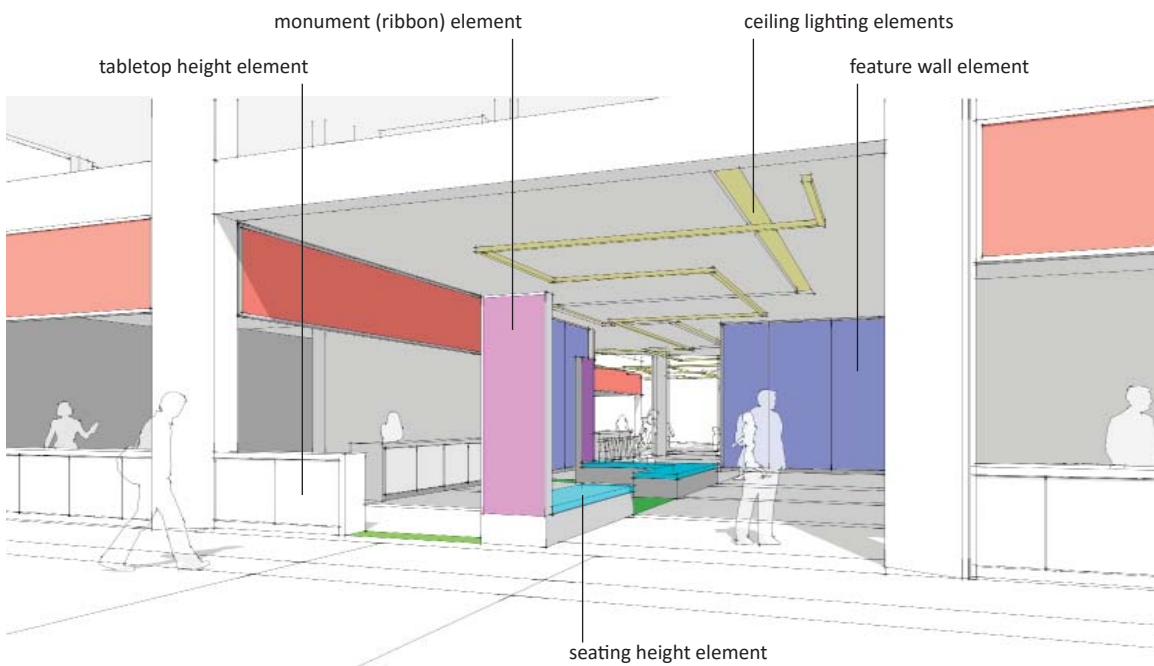
Design Condition B9 (Tenants 7, 9) is located in the north half of the Village along what will be a new “Indoor Street”. This street will bisect and weave through the center of the Village block to connect two existing corridors while creating additional concession frontage (Tenant 7, 9) along both sides. (It is worth noting that Tenant 8 will also have exposure along this street.) The design must carry through common elements of the Terminal architecture while simultaneously creating a unique environment that will draw travelers into the street. The street should be animated, interesting and inviting. To establish this Street, the tenant will implement the following:

1. The tenant will introduce new LED Panel/Monuments (at least one) within the Ribbon Control Zone, along with various seating-height, counter-height or full-height seating/transaction/display elements at locations/intervals that delineate the boundaries of the Street from the Concession space. See page 14 for Tenant LED Panel/Monument description and requirements. These elements shall be complimentary/compatible and not conflict with overhead canopy lighting element to be provided by the Airport.
2. DFW Airport will provide an overhead canopy element that creates a virtual ceiling plane within the high volume Terminal space, and visually links the Corner Conditions with the Main Street Axis and Indoor Street Conditions, in support of the overall visual theme of the Village. This canopy will be sculptural and should incorporate decorative lighting as a design. (See Canopy Lighting Element description page 13)
3. Introduce new terrazzo flooring that will match Terminal terrazzo.
4. Re-clad existing interior columns to match the stainless steel frame that will be exposed by the new corridor.

## Design Condition B9 - Indoor Street Condition

Type B9 (Tenants 7, 9) is located in the north half of the Village. It is anticipated that future tenants will be Fast Food Chicken (7) and Deli (9). Tenant 7 has exposure at the southwest existing main Corridor and along what will be a new “Indoor Street” passage through the middle of the Village block. It also has the potential for exposure to the northwest into the new shared seating area. Tenant 9 has three-sided exposure to the northeast, northwest and also along what will be a new “Indoor Street” passage through the middle of the Village block. Both are one-story conditions that occupy space inside and outside the frame.

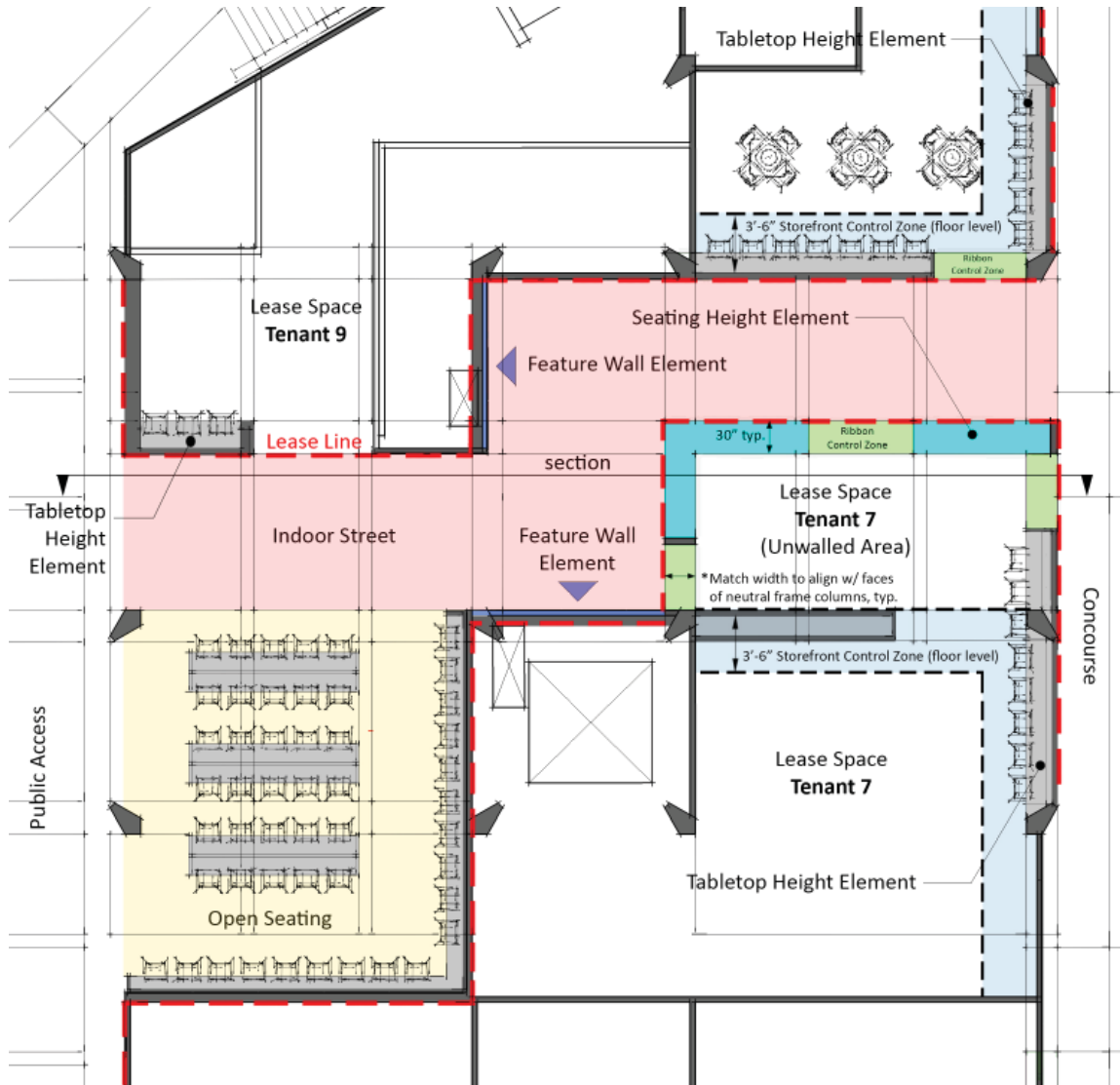
Feature Wall to enhance the overall image, ambiance and character of the Indoor Street. The feature wall may include elements such as: public art, graphics, interactive digital display, green wall, etc. as coordinated with and approved by DFW.



*Perspective looking southwest illustrates possible location/configuration of various design elements within the Ribbon Control Zone.*

- tenant parallel signage
- tenant LED panel signage
- ribbon control zone
- ceiling lighting zone
- seating
- feature wall

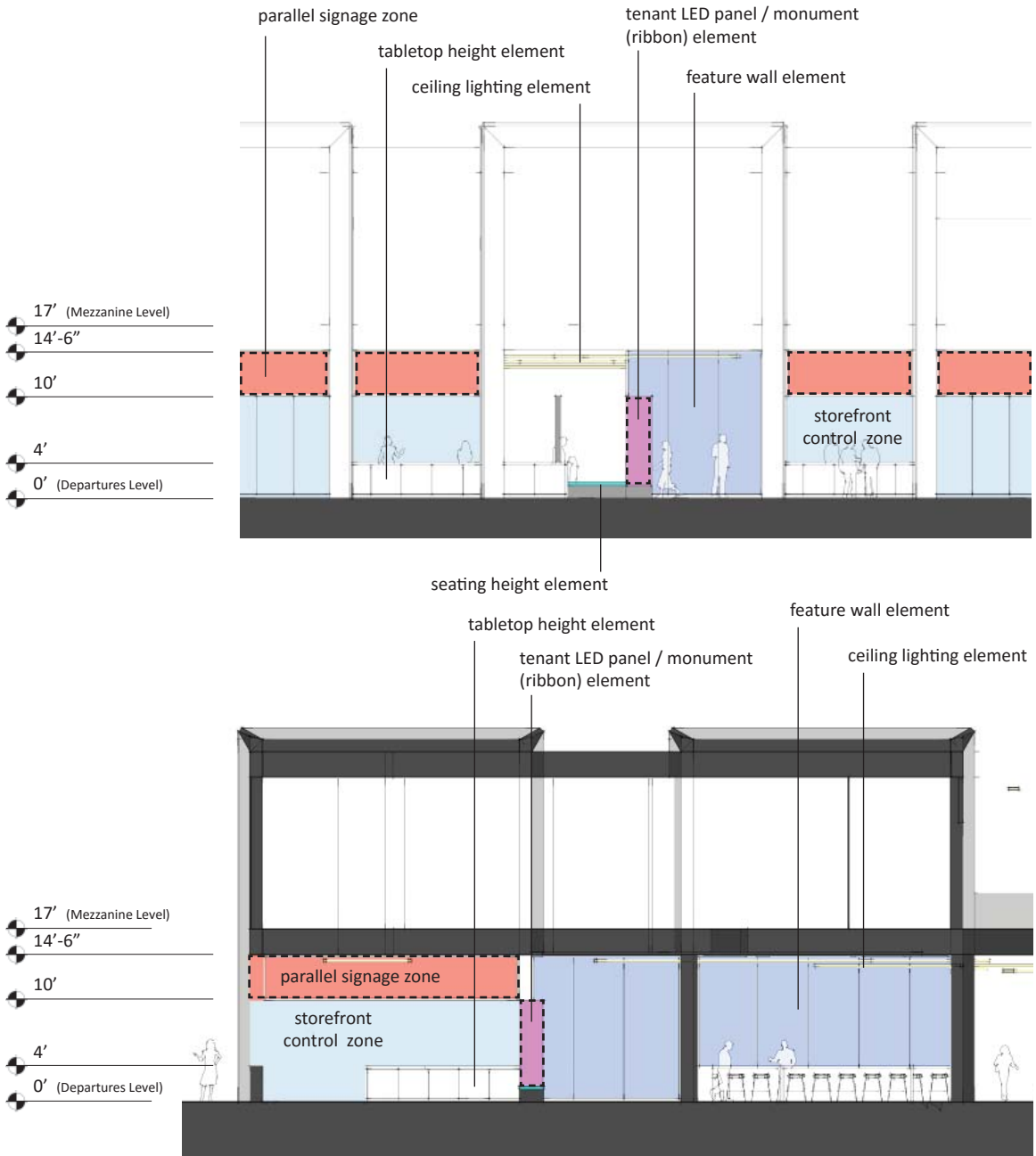
## Design Condition B9 - Indoor Street Condition



Plan illustrates possible location/configuration of various design elements within the Ribbon Control Zone.

- indoor street
- ribbon control zone
- open seating
- seating
- feature wall

## Design Condition B9 - Indoor Street Condition



Elevation looking southwest (top) and Section looking southeast (bottom) illustrate possible location/configuration of various design elements within the Ribbon Control Zone.

## Elements + Materials

1

The Theme and Design Guidelines for the new Types in the South Village will incorporate the following characteristics:

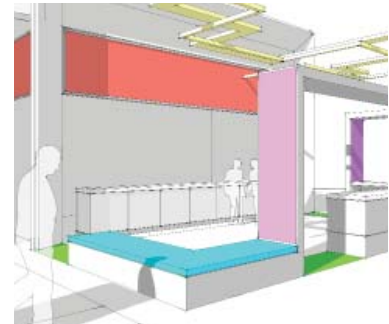
1. Dramatic sculptural lighting element (by the Airport);
2. Generally light and open feel with minimal perimeter enclosure defined by vertical pylons and varying height seating/transaction/display elements located at a few key points;
3. Materials and finishes of exceptional quality.

For the Type B spaces the material palette is limited to stainless steel, glass, solid surface and terrazzo, with flexibility for the tenant to petition the Airport for variances on a case-by-case basis.

The images (right) illustrate the various elements (tenant LED panel/monument, cornice, seating-height, counter-height or full-height seating/transaction/display elements) that can be employed to define the Lease Line within the Ribbon Control Zone.

Note:

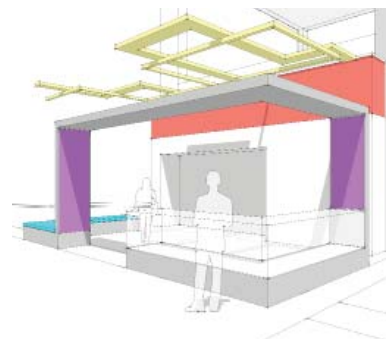
The tenant is responsible for securing all display elements and merchandise, as necessary. No full or partial height partitions will be allowed outside the Storefront Control Zone. Also refer to the revised Airport standard for folding glass panel system at Storefront Control Zone.



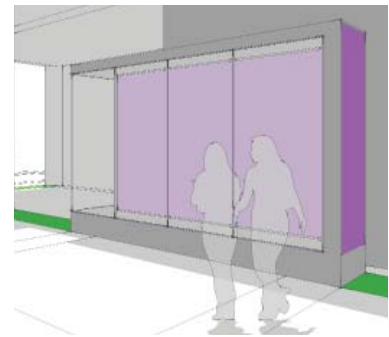
*Option 1 - seating height element*



*Option 2 - tabletop height element*



*Option 3 - counter height display element*



*Option 4 - full height display element*

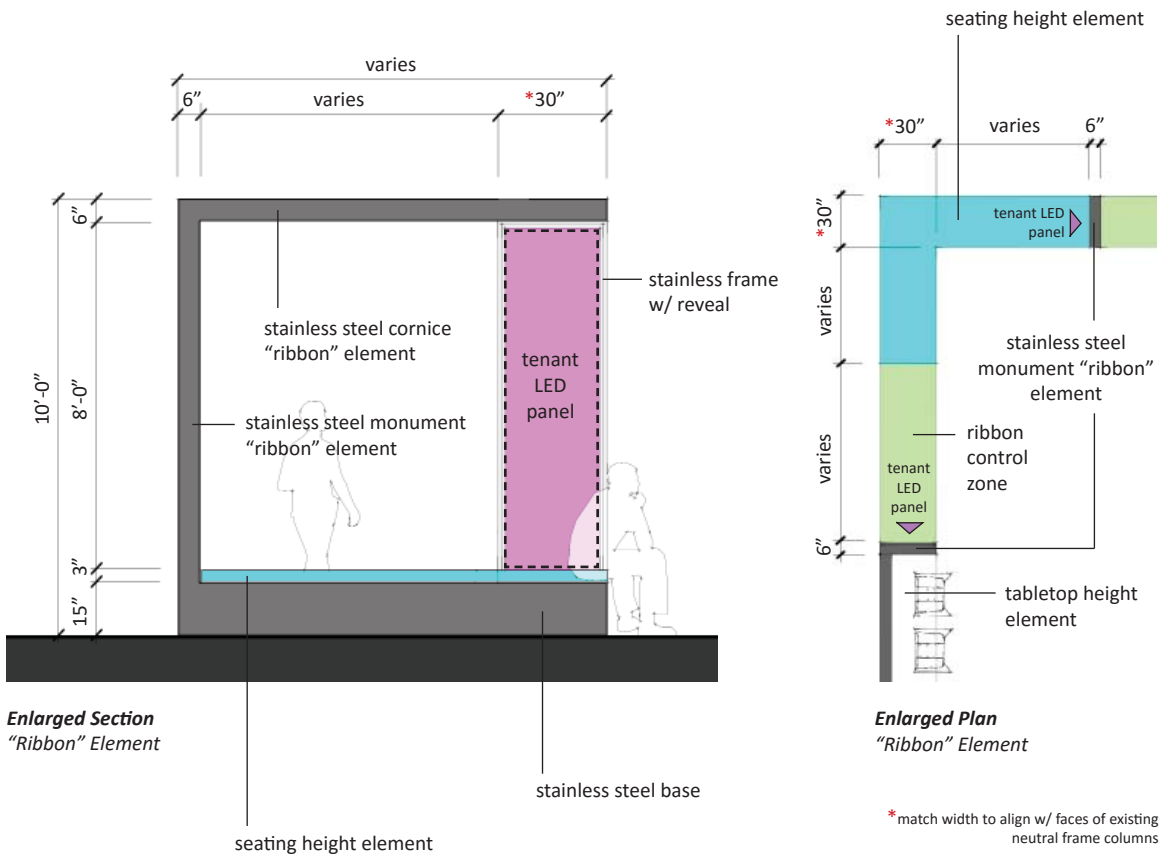
## Monument + Cornice (Ribbon) Elements

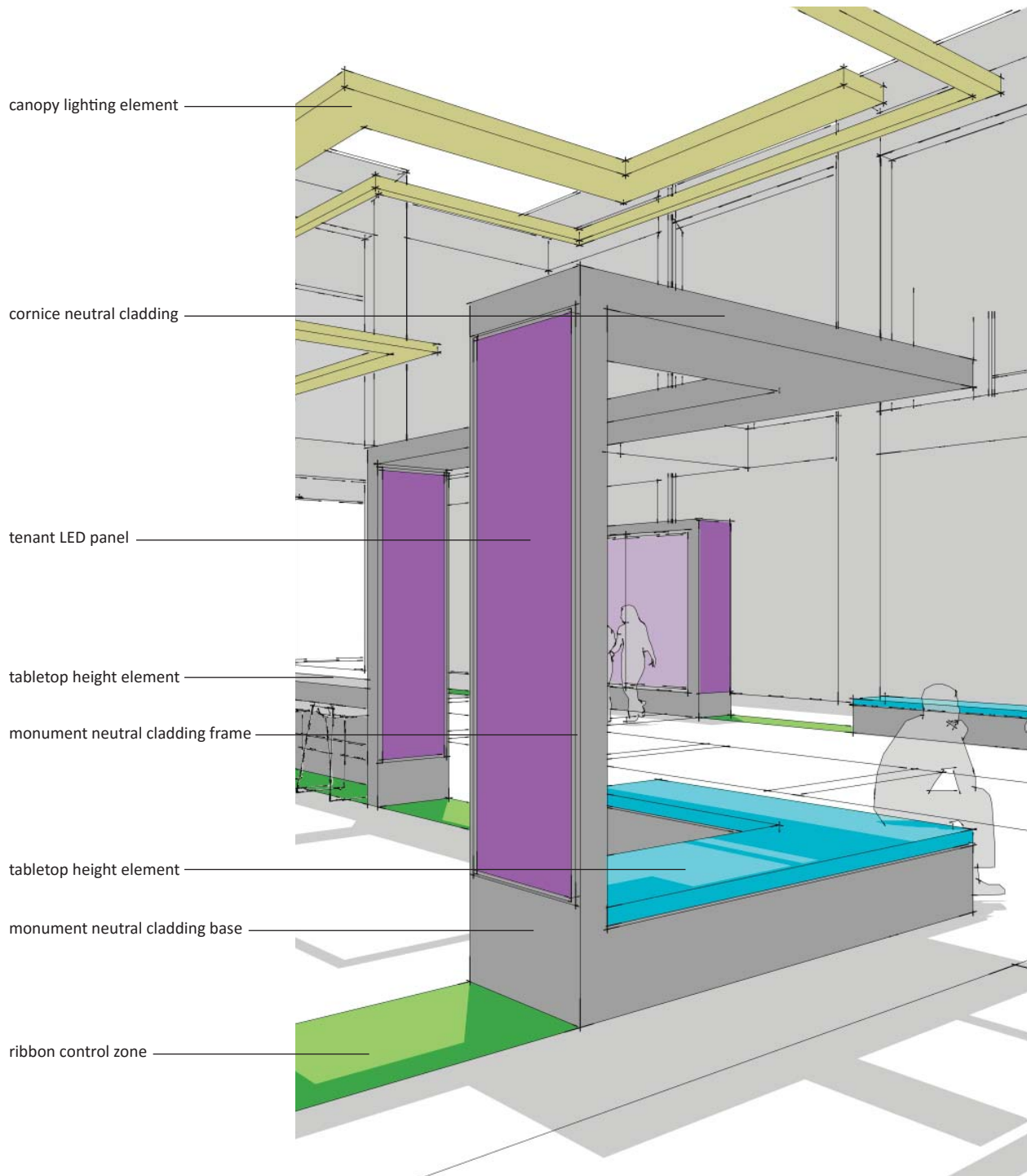
The Monument + Cornice combine to create the “Ribbon” Element and are conceived as an extension of the Village frame pushed outside the box to the external Lease Line. It will be located at the inside edge of the 3’-6” Setback Zone. The monument serves as both a common Terminal Architecture element AND an individual tenant element by integrating digital graphics/signage/display, while serving as an armature for utilities, lighting and casework.

The design/dimensions of the Monument + Cornice (Ribbon) Elements are defined in the accompanying illustrations (below).

## Materials

The Monument + Cornice shall consist of stainless steel cladding to match the existing Village frame. Alternatives may be considered on a case-by-case basis.





*Image illustrates possible location/configuration of various design elements within the Ribbon Control Zone.*