

# Kenya Airports Authority

## Retail Layout/ Fit-outs Standards Manual



## SUMMARY

The Retail Design Standards Manual provides a framework for illustrated principles geared towards steering retailers into a unique and dynamic designs. The designs are consistent with the unified aesthetic and functional vision of the airport. This is in line with KAA's commitment to providing pleasant ambience to passengers.

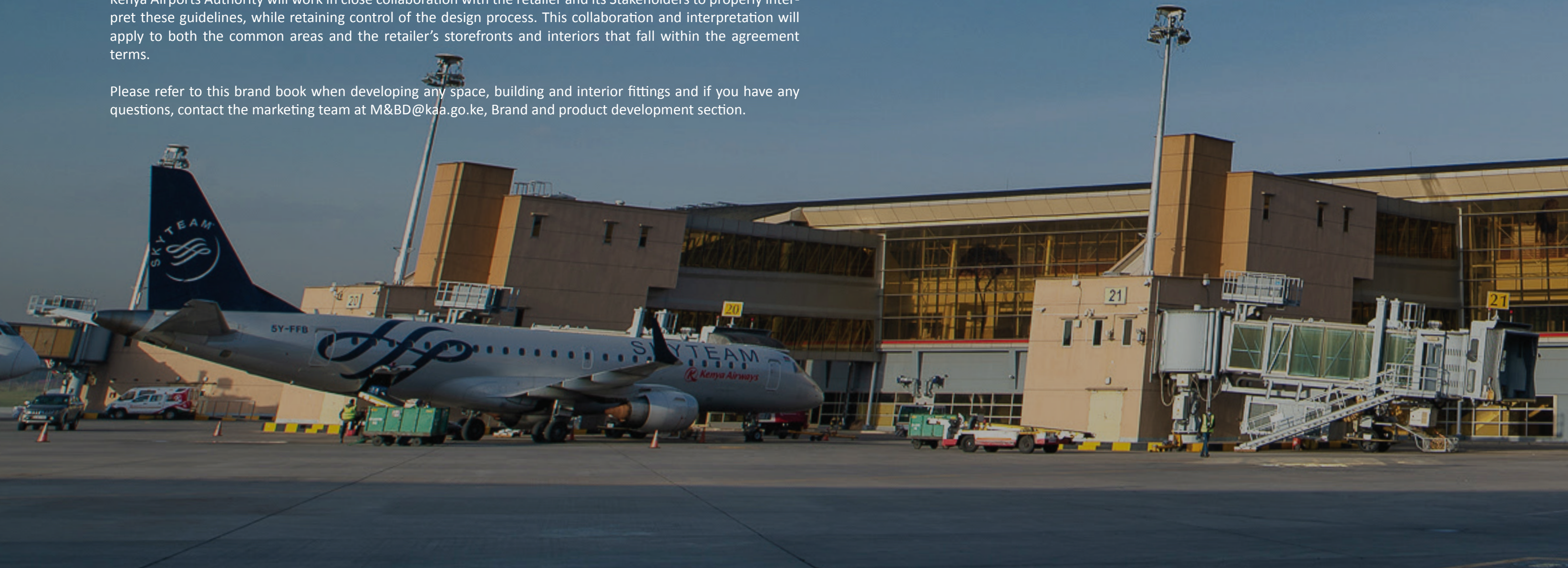
We developed the Manual through elaborate discussions with stakeholders, staff and benchmarks with top airports. The document outlines the elements which make the KAA retail brand while illustrating how the brand should be applied throughout the customer journey.

Specifically, the manual is generally intended to accomplish the following;

- Inform the Retailer of the Authority project management controls and guidelines
- Define Retailer design team responsibilities
- Identify critical milestones/coordination points to facilitate project success
- Provide a design and construction work plan
- Establish minimum design criteria

Kenya Airports Authority will work in close collaboration with the retailer and its Stakeholders to properly interpret these guidelines, while retaining control of the design process. This collaboration and interpretation will apply to both the common areas and the retailer's storefronts and interiors that fall within the agreement terms.

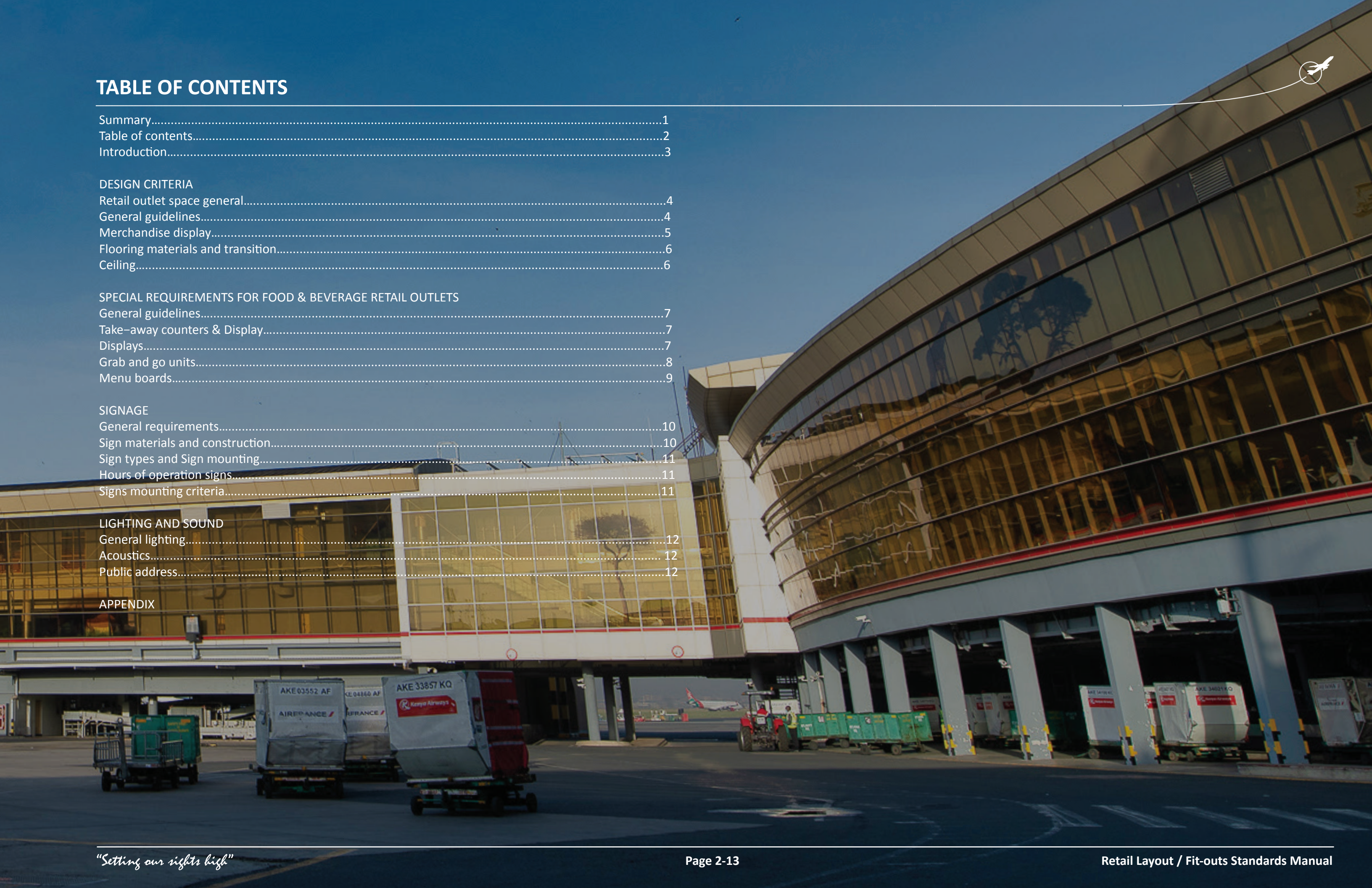
Please refer to this brand book when developing any space, building and interior fittings and if you have any questions, contact the marketing team at [M&BD@kaa.go.ke](mailto:M&BD@kaa.go.ke), Brand and product development section.





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# 1. INTRODUCTION

These Retail design principles provide visual analogies and examples of stated principles. It allows the retailers ability to incorporate its unique design and operating philosophy on the completed project. The recommendations and requirements herein are to steer retailers into the future with the highest quality retailers while maintaining a unique and special character.

KAA is committed to providing an attractive, pleasant ambiance for passengers, terminal users, and retailers at its airports via innovation and process involvement.

KAA encourages dynamic retail store and restaurant designs that are consistent with the unified aesthetic and functional visions of the airport, and also add physical expression of the Authority's goals for the retail program. In particular, the Authority expects retailer to create a sense of place through unique, inviting, and original designs that capture the spirit of the Kenya.

This Retail Design Criteria Manual will familiarize Retailers with the various special conditions of its airports and offer their design and construction teams guidelines for preparing and submitting designs for review and approval.

Dimensions and details of existing building conditions shown in the Retail Design Criteria Manual are intended for reference only. It is the responsibility of the Retailer to confirm existing conditions and to document any deviation in the existing condition with actual details for the Authority's review and approval.

Retailers should become familiar with these documents and be responsible for remaining current on revisions to these documents. The documents are considered to be dynamic in nature and may change from time to time.





## 2. GENERAL GUIDELINES FOR THE RETAIL OUTLETS

### 2.1. Storefront

- All interior fit outs should reflect modern technology in relation to airport theme.
- Where a concourse is applicable. The projection into the concourse must not negatively impact way-finding or passenger circulation.
- The neutral frame is recommended for demarcation between retailer and base building finishes to give the storefront a seamless design look. (Applicable to shops adjacent to walls)
- For openness and transparency, retailers are required to maintain a minimum 60% transparency on all sides (Subject to approval by KAA)
- Materials used shall be extremely durable, high quality, easily maintained and fire rated

#### 2.1.1 Features

- False middle column
- 15 column power/data cable
- 15 floor power/ data cable
- Storage
- Gypsum bulkhead for branding
- Anchorage for sliding grill shutters

NB: All finishes are subject to the Authority's approval.





## 2.2 Merchandise Displays

Merchandise display designs are critical in expressing the theme of the concessionaire as well as maintain the modern technology in relation to airport theme.

Material of display case must be: -

Clear acrylic

- Glass
- Stainless steel
- Wood
- Wire rack

- All displays visible to the public are restricted to durable, non-porous, easily cleanable materials, Light fixtures illuminating the case shall not cause glare into the public view.
- The fixture layout should allow for ease of access for passengers with baby strollers, luggage carts, hand-held luggage, bag carts, and baby strollers, as well as persons with reduced mobility (PRM)
- All take-away counters must have a section that meets PWD accessibility requirements at the point of sale
- All pieces be arranged in accordance to height.
- Displays providing direct service must be set back (Subject to approval by KAA) from the lease line to provide adequate circulation and queue space.
- Shelving units can only be installed to a height of choosing shelving units with a maximum depth of 600mm .
- All displays must have proper reinforced backing.
- All goods shall be placed only on the inner perimeter of the shop and not on the exterior/ hooked to columns
- Display shelves should be lockable for security purposes to maintain the open plan design throughout the terminal.
- Retailers may choose to apply letters or logos on the inside surface of the display case glass. Letters and/or logos shall be sized appropriately to maintain clear views. (Subject to approval by KAA)

### 2.2.1 Features

- False middle column
- 4 column power/data cable
- 4 floor power/ data cable
- Gypsum bulkhead for branding
- Anchorage for sliding



### 2.3 Flooring Materials and Transition

KAA has provided a design floor for the terminal for all retailers;

- The floor finish is Marmoleum, porcelain or ceramic tiles (subject to approval) and should the retailer desire to change the floor finish within their perimeter it must be approved, be of 2.5mm thickness and be of similar ground level to the existing surrounding finish.
- If damage has occurred during construction, the retailer is required to repair and replace adjacent Airport flooring within the entry zone at the front of the storefront enclosure to provide a continuous floor material, to the extent of the damage.
- If the retailer's space requires floor penetrations, the retailer should consult the authority's representative.
- The retailer is to control water from drilling or cutting operations. Surfaces below such operations must be protected. The retailer is responsible for the cost of any damages sustained during such procedures.
- Retailers are not permitted to construct mezzanines or raised platforms in their spaces without the written approval of the Authority.
- If an expansion joint occurs within the retailer space, it shall be the retailer's responsibility to maintain the integrity of this joint. The retailer must install the finish material to the joint in a professional manner that is consistent with the architectural approach throughout the Airport Terminal.

### 2.4 Ceilings, Interior Walls and Doors

- All interior fit outs should reflect modern technology in relation to airport theme.
- Branding of the shop will be done on the gypsum bulk head
- All suspended gypsum ceiling to remain intact as per the design
- Only the ceiling section with the 600x600mm perforated aluminum ceiling can be changed .
- Ceiling materials used shall be extremely durable, high quality, , easily maintained and fire rated
- All damage to existing ceilings will be repaired by the retailer at the retailer's expense. All repaired ceilings must match the existing construction exactly.
- Ceilings in food and beverage spaces are to comply with all governing Health Department requirements.
- For base building columns adjacent or within retailer space, the retailer shall be left as it is.
- All finishes on interior walls and doors are subject to the Authority's approval.





### 3. SPECIAL REQUIREMENTS FOR FOOD AND BEVERAGE RETAIL OUTLETS



#### Features

- False middle column
- 4 column power/data cable
- 4 floor power/ data cable
- Storage
- 4 wall power/data cable
- Gypsum bulkhead for branding
- Anchorage for sliding grill shutters

#### 3.1 General Design Guidelines

- Food and beverage retailers are required to meet all Health Department requirements.
- Food and beverage retailers are required to use nonporous, cleanable materials for ceilings above the preparation and serving areas.
- If the food retailer preparation area is an integral part of the visible service area, it must meet all storefront criteria for finishes and lighting.
- If the food retailer preparation area is not intended to be part of the visible service area, a separation wall is required, and all doors must have automatic closers. Any food pass-through openings are to be minimal in size and are subject to the Authority's approval.
- Any clutter or unsightly equipment such as boxes, shelves, sinks, etc. are to be fully concealed from public view.
- Major cooking not allowed and the kitchen must have extract system for smoke and fumes.
- Gas is not allowed within the terminal and most of the airsides use electricity for their cooking equipment.
- All Airsides use a combination of voltage panels (Subject to approval by KAA) to feed all cooking loads. All the furniture shall be as per the approval of the authority's representative.

#### 3.2 Take-Away Counters

- Particular attention shall be given to the visual organization of the product display areas. Equipment layout, graphics and materials shall be submitted to the Authority for approval.
- All counters and back walls visible to the public are to be restricted to durable, non-porous, easily cleanable materials
- Approved countertop and counter-front materials include -:
  - Clear acrylic,
  - Glass,
  - Stainless steel Wood
  - Wire rack
- Customer queuing must occur within the Retailer lease line or well outside of primary passenger circulation areas.
- Queuing plans shall be included in Retailer's design submittal to the Airport for review and approval;
- All counters must conform to the Kenya Persons with Disabilities Act requirements and all applicable laws.
- Trash receptacles for customer use must be concealed in furniture or built into the countertop millwork.
- Napkins, condiments, utensils, straws, and trays must be set back from the front of the counter and dispensed from permanent holders recessed into the front countertop or adjacent area.

#### 3.3 Display

- Specific requirements for display of food and beverages include the following: Approved countertop and counter-front materials include;
  - Clear acrylic,
  - Glass,
  - Stainless steel
  - Wood and
  - Wire rack
- All display cases must be lighted and vented. Light sources must not be visible. The sides and back of the inside of the case may be mirrored.
- No displays or signs are permitted in the public concourse beyond the identity control zone





### 3. SPECIAL REQUIREMENTS FOR FOOD AND BEVERAGE RETAIL OUTLETS

#### 3.4 Grab & Go Units

- All interior fit outs should reflect modern technology in relation to airport theme.
- Branding of the shop will be done on the gypsum bulk head
- Display case must not exceed 50 cm in height from counter top.
- Shelving units can only be installed on the inner side of the shop where need be to suit storage products involved and shall not hang from the ceiling area nor be placed on the existing columns.
- Shelving units should start at 200mm off the ground level and end 200mm off the counter level.
- Shelving units have a maximum depth of 600mm and serving points be free of obstructions to avoid accidents.
- All goods shall be placed only on the inner perimeter of the shop and not on the exterior / hooked to columns.
- Customer queuing must occur within the retailer's lease line or well outside of primary passenger circulation areas.
- Queuing plans shall be included in retailer's design submittal to the KAA for review and approval.
- All counters must conform to the Kenya Persons with Disabilities Act requirements and all applicable laws.
- All walls and surfaces visible to the public are restricted to durable, non-porous, easily cleanable materials.
- Materials are limited to the following;
  - Clear acrylic,
  - Glass,
  - Stainless steel Wood
  - Wire rack
- If provided, trash receptacles for customer use must be concealed or built into countertop millwork or enclosed in furniture that blends with the design of the space and meets the design requirements for counters.

#### Features

- False middle column
- 4 column power/data cable
- 4 floor power/ data cable
- Storage
- 4 wall power/data cable
- Gypsum bulkhead for branding
- Anchorage for sliding grill shutters





### 3.5 Menu Boards

Menu boards shall be professionally designed and produced to be an integral part of the restaurant/ grab and go units' general design concept. The menu board layout, letter style and quality of color illustration or photography, plus fabrication technique shall be submitted to Airport for review and approval prior to fabrication.

- Menu boards must be permanent in nature and shall be mounted behind the primary service counter, to an available wall surface, most likely on the wall behind the cash wrap.
- Customized menu boards with an artisan quality and illumination by surface light fixtures are most desired. Internally illuminated menu boards are not acceptable.
- Construction may be of smooth finished or painted wood, metal, glass or resin panel.
- Individual, dimensional words attached directly to an opaque wall or surface most likely on the opaque kitchen / refrigerator / storage enclosure or canopy is acceptable.
- The surface of the menu board must be of a non-glare material to ensure comfortable visibility and maximum legibility.
- The placement of the menu boards, their height above the floor, and the size of the text used in listing the menu items and prices shall be designed so as to be legible prior to the "order here" point in the queue.
- Photographs of food or beverage are not encouraged but are acceptable on the menu board provided they are designed as an integral part of the menu board. Photographs shall be professionally produced and must accurately represent the products being sold.
- Additional signage on the menu board is limited to one designated retailer's trade name or logo.
- Nationally and/or internationally recognized branded logos of menu items being offered are acceptable as additional signage subject to Airport approval.
- Movable, portable, temporary, and hand-written signs are not acceptable.





## 4. SIGNAGE

Signage is a major visual element to be provided by the Retailer. Imaginative, progressive, and creative signage is essential to the success of the concessionaire's store. Signage shall be designed, fabricated, installed and maintained by Retailer at Retailer's sole expense. Retailer signage must not interfere with the Airport Wayfinding Signage.

All retailer sign designs, locations, and placement are subject to approval by the Authority, which may be withheld at the Authority's sole discretion.

Retailers are required to coordinate mandatory and supplemental signage into a complementary design.

### 4.1. General Requirements

Regardless of location, all retailer's signage will be subject to the Authority's review and approval.

The signage should be visible and no retailer signage shall interfere with passenger way finding, or block air diffusers, lighting, speakers, or cameras and passenger movement areas.. Retailers must coordinate their signage to avoid potential conflicts.

- Brand names, product names, or phrases may not appear on the storefront or store enclosure unless approved by the Authority.
- Decals or other signage indicating product lines or credit card acceptability is not permitted on the storefront.
- Temporary signs, banners, sales notices, etc., are not permitted on the storefront.
- All attachment devices, wiring, clips, transformers, lamps, tubes, and other mechanisms required for signs must be concealed.
- Electrical service to retailer's signs is to be supplied from the retailer's electrical panel.
- Conduit, transformers, and other related equipment should be completely concealed from view.
- The location of all openings for conduits and sleeves in sign panels should be indicated by the retailer's sign contractor on signage shop drawings submitted to the Authority for review and approval. The sign contractor shall install the product(s) in accordance with the approved drawings.
- Any damage to any other work caused by the retailer's sign contractor will be repaired at the retailer's expense.
- The retailer will be fully responsible for the workmanship and installation of retailer's sign and coordination of the sign contractor and their sub-contractors.
- No sign fabricator labels or other identification will be permitted on the exposed surface of the signs, except those required by local codes and ordinance. If required by local ordinance, such labels or other identification should be in an inconspicuous location.

### 4.2. Sign Materials and Construction

Retailer signs should be visually distinctive from wayfinding signage.

should reinforce the character and quality of the store design.

Size, character, typography, composition, illumination, and height are important factors that make every storefront sign unique.

The following sign types are appropriate, and their use is permitted with the Authority's approval:

- Dimensional, non-illuminated wood, metal, plastic, glass, or other material with a permanent appearance.
- Dimensional, illuminated, halo, or back-lit individually mounted letters.

- Dimensional letters of not less than 1" or more than 3" in depth, which must project from the storefront with 1" spacers
- Etched, beveled, sandblasted, or stained glass.
- Internally illuminated channel letters with opaque metal sides and plastic face. Internally illuminated letters must not be less than 1" nor more than 4" in depth. Raceways are not allowed.
- Moving, rotating, or animated signs in the Identity Control Zone with the Authority's approval. Such signs must not interfere with the way-finding signage and terminal operations.

The following sign types, sign components, and devices will not be permitted;

- Boxed or cabinet type, Formed plastic, Cloth, paper, cardboard, or similar stickers or decals, Noise making, Odor producing, Flashing, Exposed labels of manufacturers, underwriters, etc., Veneer or plywood products, Pre-molded plastic letters with reflective coatings, Hand lettered non-professional signs, Free-standing pedestal/stanchion signs

The following sign materials are appropriate, and their use is permitted with the Authority's approval;

- Wood, Metal, Plastic, Glass (etched, beveled, sandblasted, or stained), Other material with a permanent appearance that fits within the prescribed mounting system

### Illuminated Signs:

Where illuminated signs are required or considered, the following restrictions apply:

- All illuminated signs must be turned on during the terminal's retail operating hours. The use of an automatic timing mechanism for signage, Identity Control Zone lighting, and cabinet window lighting is mandatory.
- The Authority must approve any use of neon.
- Signs must be constructed so lamps or other illumination components are easy to replace. Ballasts should be accessible from within the retailers space and must be concealed.
- Video equipment used for illustrating products or for promotions may be restricted if located within the Identity Control Zone. All video equipment is subject to the Authority's approval.

### Non-Illuminated Signs:

Non-illuminated signs are viewed as decorative as well as informative and are subject to the Authority's approval. Note the following:

- Letters or logos applied or painted directly on the inside face of glass storefronts are not generally not permitted unless they are used as a safety band.
- Height for safety band name or logo should not exceed 4" unless required by code.
- Hand lettered, non-professional signs and newspaper advertisements are not permitted in the Identity Control Zone.
- Additional signs or promotional for brand names (e.g., soft drinks) are not permitted without the Authority's approval. All graphics must have a non-glare, matte finish. The type must be large enough and its style simple enough to make the text clearly legible.



#### 4.4. Sign Types and Mounting

Each retailer is required to design, fabricate, install, and maintain its own signage.

The following are the primary signage categories for retailers:

- Storefront signs
- Seating area signs
- Kiosk signs

#### 4.4 Hours of Operation signs

All Concessionaires are required to furnish and install one sign indicating the store's hours of operations that adheres to the following criteria.

- This item shall serve to unify all concessionaire locations regardless of Airside and provide a consistent branding message for the airport.
- Hours of operations signs are to be (Subject to approval by KAA).
- Font size for the store name or store logo and the hours and days of operation must be legible from 3 feet away from the mounted sign.
- The board should be double sided to enable flipping on either side
- The hours of operation signs are to be used if and when applicable

#### 4.5 Sign Mounting Criteria

The permissible area for retailer's signage varies by building location and design conditions.

Screw-on mounting for surfaces where pressure-sensitive installation is not applicable. Refer to the following figures for possible retailer sign sizes and locations.





## 5. LIGHTING AND SOUND

### 5.1. General Lighting

General lighting is provided by the authority unless on instances of temporary light use. The retailer's space has six twin sockets and four data points. All power within the tenet space will be metered.

#### Retailer Lighting Standards

Lighting within the retailer's space will be provided by the retailer, including but not limited to:

- General illumination lighting including dimmable systems.
- Task, decorative, display, and advertising lighting, which will be the sole responsibility of the retailer.
- All circuits required from the retailer's sub-panel.

Fixture types and lamps shall be selected on the basis of fixture efficiency and economic adaptation to the particular lighting task. All light fixtures shall be efficiency and commercial grade. Subject to approval by the Authority.

Lighting of offices shall be recessed lensed troffers or volumetric (fluorescent or LED) luminaries.

Standard lighting sources by order of preference include the following:

- Light Emitting Diodes (LED)

Lighting density allowances are ( Subject to approval by KAA) 400 Lux AND below

### 5.2. Acoustics and Public Address

The terminal Public address system takes precedence at all times and should always be audible in all areas in the terminal.

#### 5.2.1. Acoustics

Retailers are required to minimize the transmission of sound from its space to the concourse and adjacent retailers. The retailer must provide the following as a minimum:

- Minimum partition for critical noise adjacencies such as beverage retailers, food preparation, cleaning areas, and dish washing adjacent to sensitive retailer shall be ( Subject to approval by KAA) with consideration for plumbing noise vibration isolation. Higher values may be required based on space planning.

Music and background paging systems are permitted with the Authority's approval. The volume of sound must be controlled to limit the levels to the retailer space and not intrude into adjacent spaces or public circulation.

The Terminal Background Paging System and Emergency Messaging System must be clearly heard without interference from retailer sound systems. Music in retailer spaces must be "cut-off" during life safety announcements.

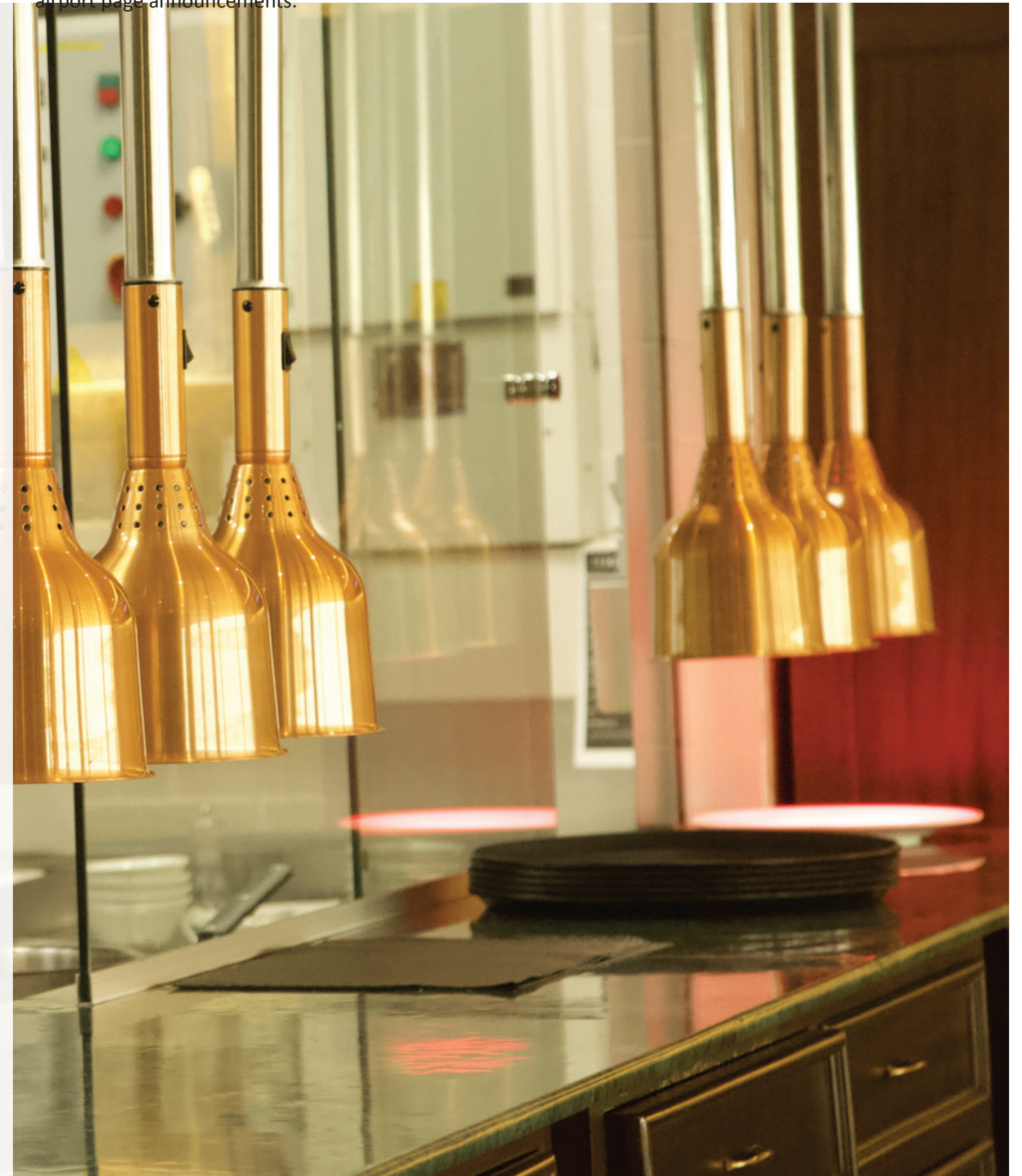
#### 5.2.2. Public Address System

Retailers may have speakers for a background music system inside their spaces under the following conditions:

- No music should be contained inside the retailer's space, except the airline lounges.
- Sound pressure levels outside of the retailer's space due to music shall be ( Subject to approval by KAA) .
- Small kiosk or grab & go are not allowed any type of music.
- TVs allowed with minimum restrictions but sound must be controlled

Please contact the Authority if the retailer desires to have a background music system with cut-off during

airport page announcements.





## 6. APPENDIX



You will note here examples of retail venues from other airport facilities with small textures or bold colors, which work where there are expansive ceiling heights and perhaps relate back to sand on the bay.

Each relate to Quintessential Tampa.



Image 6.1 : Toronto T1: Speciality food, closure and openness coexist



Image 6.2: Restaurant Sitting Area



Image 6.3: Zurich: Food Bar



Image 6.4: Gatwick: Bold color & Clean lines for inline stores

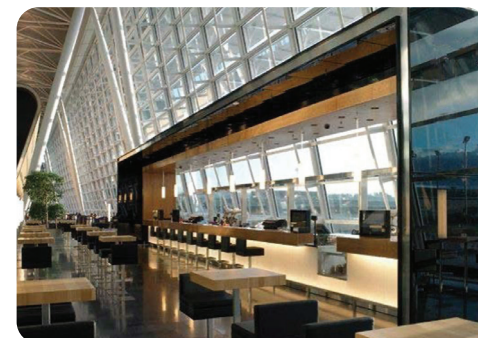


Image 6.6: Zurich: Airside bar with open views, inviting, and beautiful



Image 6.7: JFK: Steak house



Image 6.8: Branded Coffee House

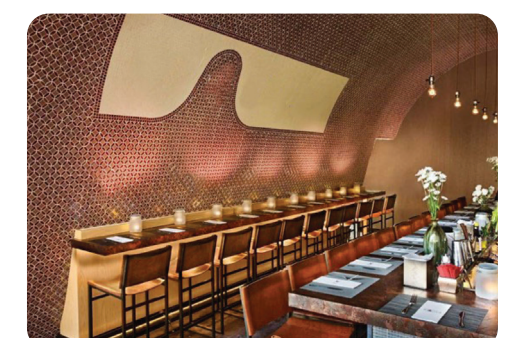


Image 6.9: JFK: Restaurant



Image 6.10: Heathrow T5: Lifestyle store with maximum circulation



Image 6.11: Restaurant and Bar with detail and texture

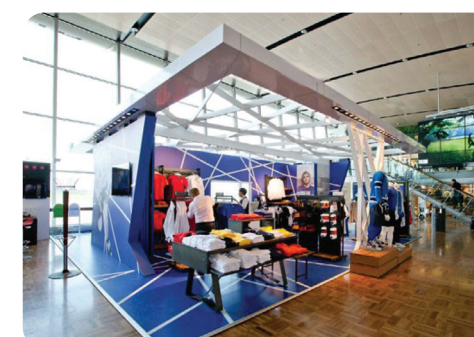


Image 6.12: Helsinki: Open and light venues or the center zones

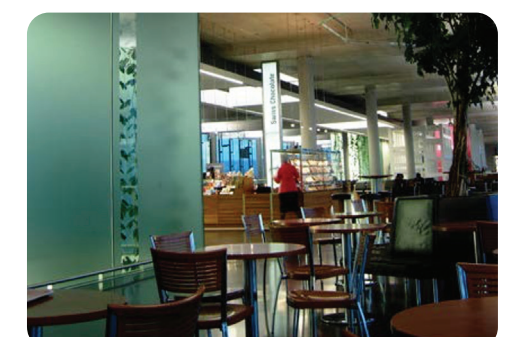


Image 6.13 Zurich: Food venue and green insertion to build on the terrazzo.