



SAT

DESIGN GUIDELINES

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01

INTRODUCTION

DESIGN GUIDELINES | PRINCIPLES DEFINED



San Antonio International Airport (SAT) has an unprecedented opportunity to re-envision itself by connecting its users to the cultural and historical character of its city and region. In addition to world famous landmarks, it is the multicultural vibrancy, connectivity to nature, and positive community spirit that make San Antonio an extraordinary destination.

Design Visioning provides a singular lens for design professionals to view prospective development projects at SAT. Deliberately crafted over the course of numerous and inclusive charettes, it captures the aspirations of the City of San Antonio's leadership. Rather than setting down rigid directives, Design Visioning offers a timeless and contextually relevant architectural vocabulary. In this way, it should be seen as a flexible framework, independent of style. By looking through this custom lens, separate design teams, at different points of time, will see and approach building opportunities on the same conceptual basis. In so doing, Design Visioning will unify a rapidly growing airport into a single, comprehensive, modernized whole. The ultimate objective of this effort is to deliver a unified passenger and employee experience, across the entire SAT campus, now and into the future.

This book is structured linearly, each chapter leading to the next. Designers should utilize each chapter as foundational to understanding the intended brand or identity of SAT for all future designs. It is essential that designers approach prospective projects at SAT in the following way:

1. Understand the **Users**. These are general typologies that apply to virtually all commercial airports. That stated, it is critical to acknowledge and include all groups when considering possible solutions. They are the patrons the airport is serving.
2. Acknowledge the **Principles**. The **Principles** are the foundational aspects that describe the essence of the San Antonio Identity. Therefore, any proposed design solution needs to integrate each **Principle** in a meaningful way.
3. Apply the **Principles** to the **Elements**. For the purposes of Design Guidelines, **Elements** are simply a list of qualitative attributes that can be used to describe space. Nine of the most critical **Elements** have been listed here. Use the **Elements** to describe and facilitate the transition from the abstract **Principles** into realizable ideas. Designs that respect these **Elements** as reflected by the core **Principles** will tend to be more viable and consistent for the SAT campus.
4. Consider the **Spaces**. In order to simplify the experiential complexity of the airport, this section breaks the airport down into its constituent parts. The spatial objective is to create a unified experience as one moves through the SAT campus. This will best be achieved by considering the **Principles** and **Elements** in each key **Space**, linking each together in a strong, singular journey. In other words, **Users** should leave SAT understanding the brand.

The goals of Design Guidelines encourage designs that:

- Craft a cohesive experience that conveys San Antonio's signature characteristics and creates a **unique sense of place**.
- **Improve the passenger and user experience** with contemporary amenities and efficient flow from space to space.
- **Incorporate SAT's vision** for its future as a welcoming and efficient airport that authentically reflect the character of its community, while providing an essential service for the local economy.
- **Provide a unified look and feel** throughout the entire airport, with an understanding that the composition will continue to evolve as the campus grows. One should leave SAT with a distinct and lasting memory of the place.



San Antonio International Airport provides commercial airline service for the Central and South Texas region. We are an empowered, professional team providing optimal air service and a phenomenal customer experience. Each year, the airport's twenty-four gates serve twelve major passenger airlines and their more than ten million travelers. San Antonio is a diverse, progressive and globally competitive city with a solid vision for national and international economic development. We look to be an exceptional airport system generating prosperity into the 22nd century.

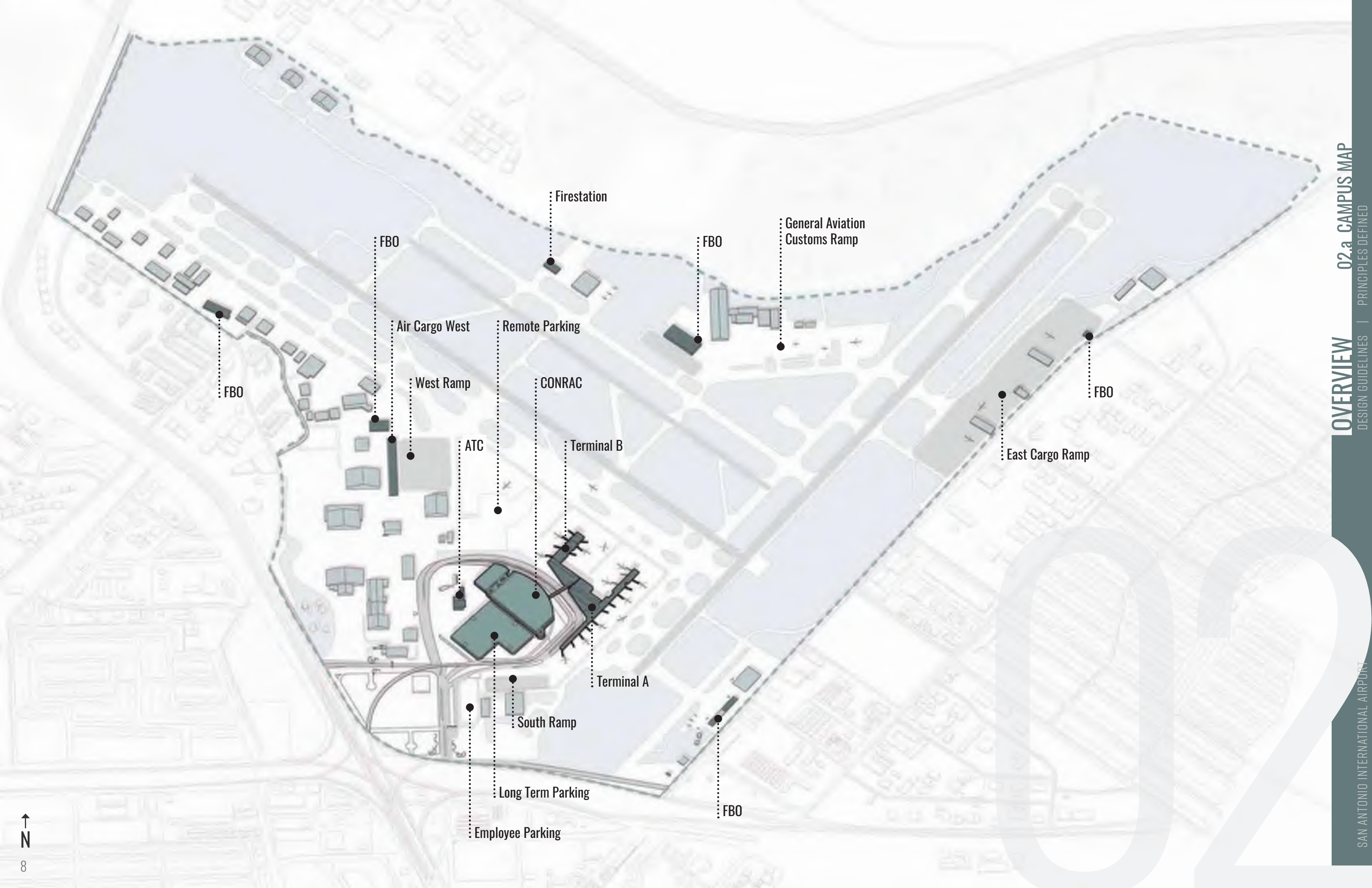
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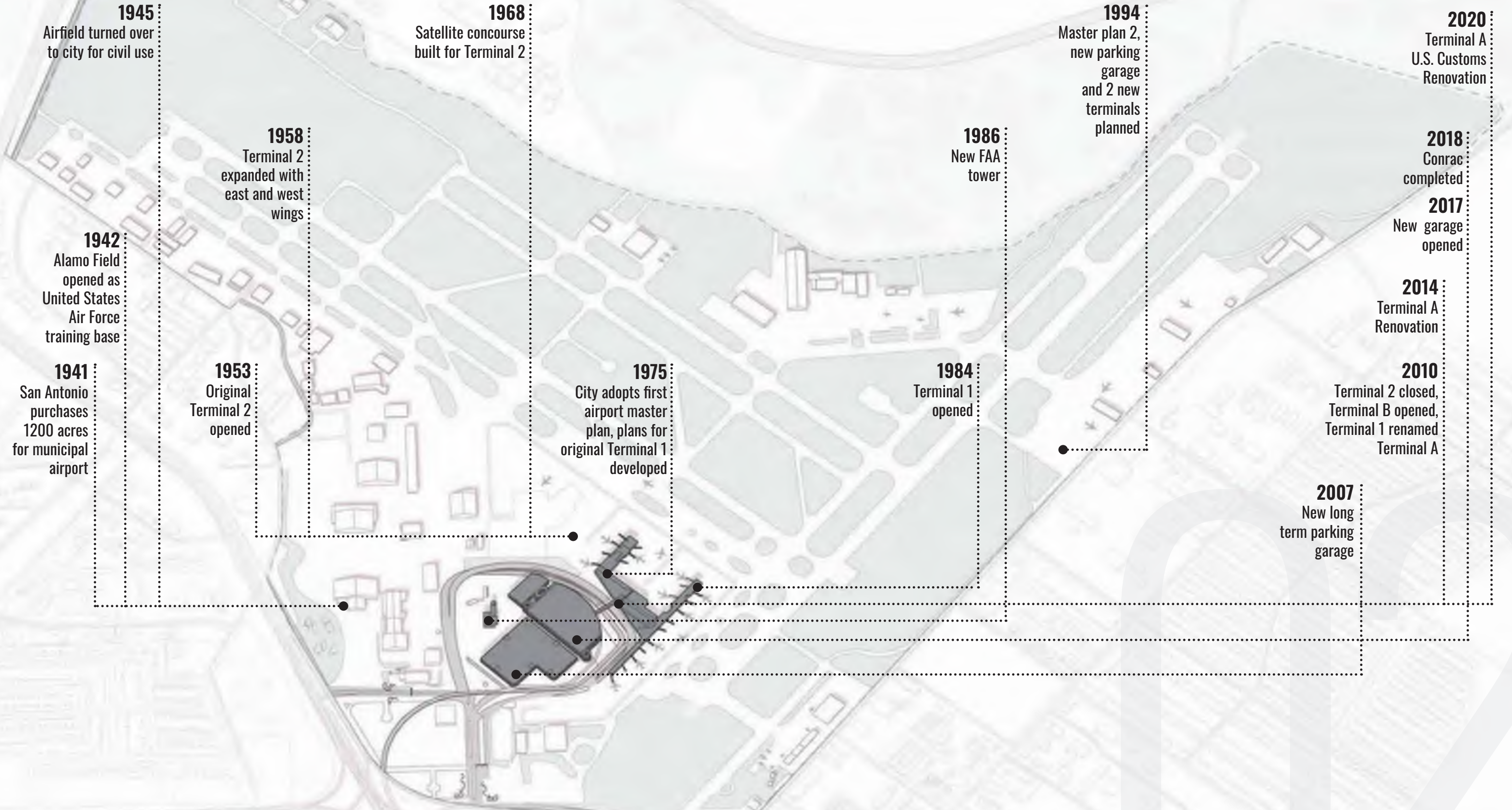
02

OVERVIEW

DESIGN GUIDELINES | PRINCIPLES DEFINED

SAN ANTONIO INTERNATIONAL AIRPORT



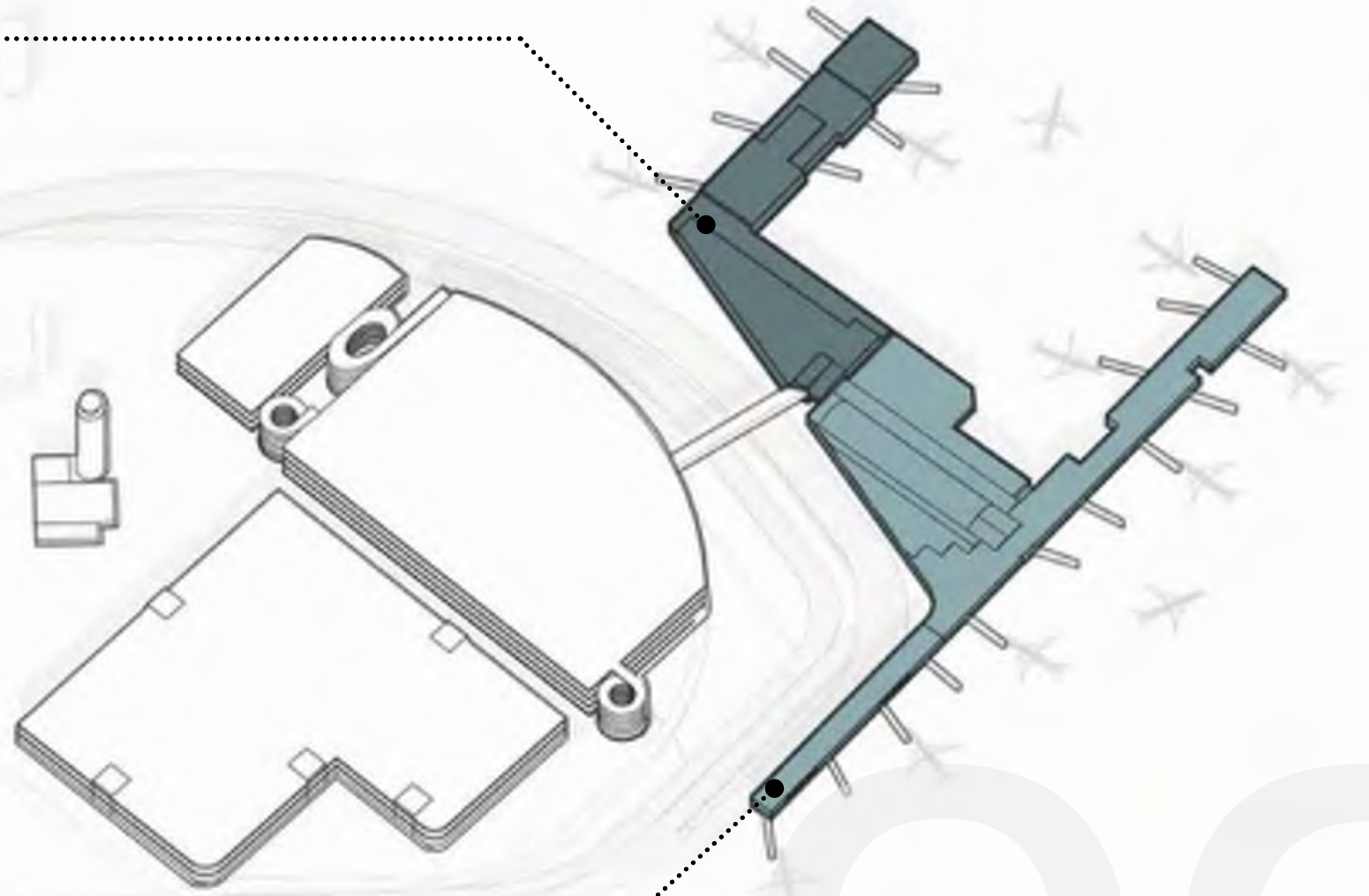


Terminal B

Opened: 2010
Gates: 8
Feature Program: United Club / USO on lower level landside
Airlines: American
United

Terminal A

Opened: 1984 - renovation in 2014
Gates: 17
Feature Program: International flights / U.S. Customs
Airlines: AeroMexico JetBlue
Alaska Southwest
Allegiant Sun Country
Breeze Airways Viva Aerobus
Delta Volaris
Frontier

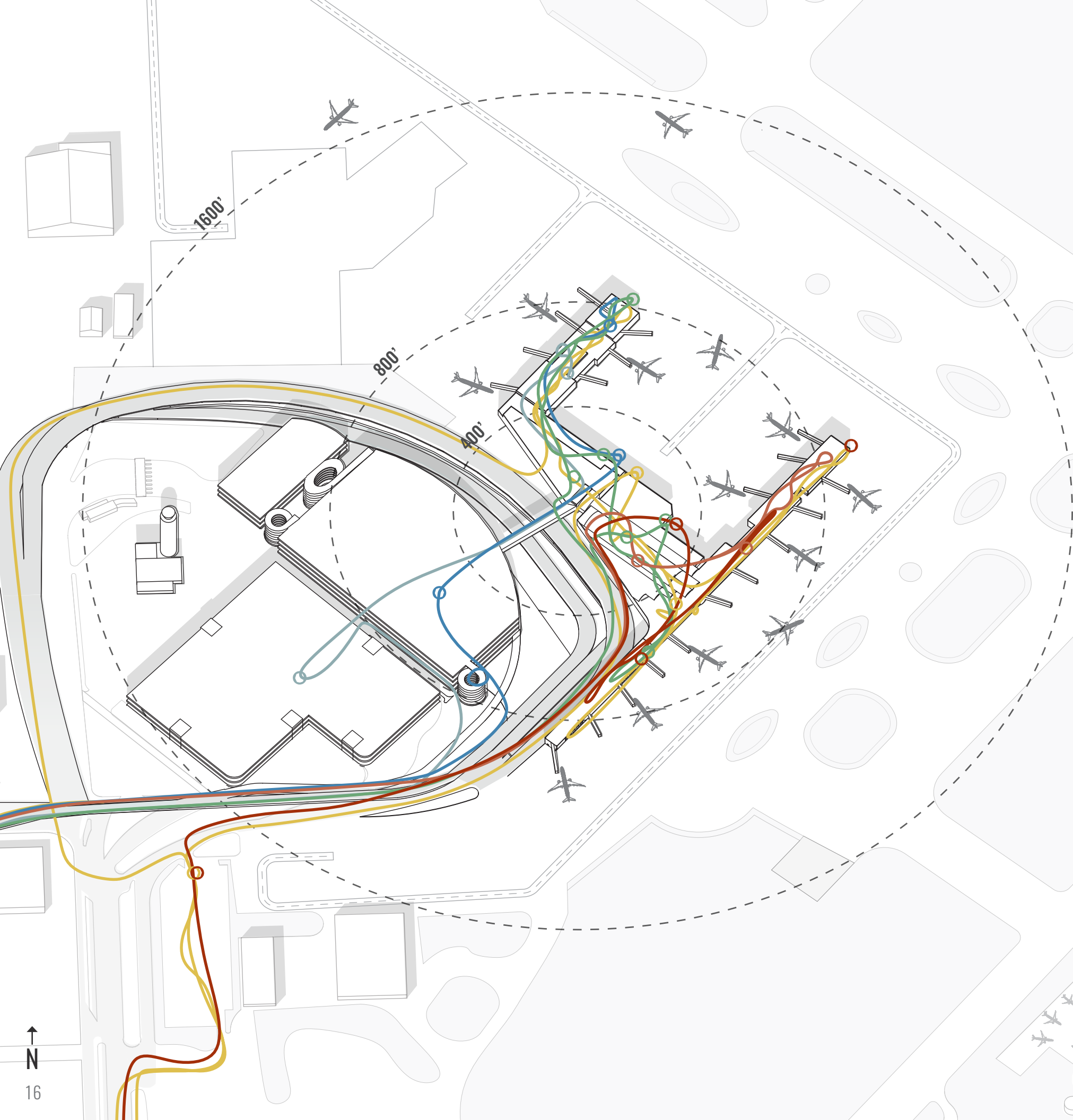


03

USERS


DESIGN GUIDELINES | PRINCIPLES DEFINED


SAN ANTONIO INTERNATIONAL AIRPORT





To design the best experience possible, it is essential to understand the people who use SAT. Each has distinct priorities, needs, and wants. SAT users include not only passengers but also the employees that work at the airport.


SAT has identified six primary user types:


- 

LEISURE
- 

BUSINESS
- 

FAMILY
- 

ASSISTED
- 

MILITARY
- 

EMPLOYEE

This section provides an overview of different airport users and their needs as they move around the airport campus.

For more information on the SAT users, please see the Passenger Journey document, found on flysanantonio.com.



LEISURE

- Definition** Leisure travelers are vacationers who are looking to have a good time
- Desires** Prefer ride-hailing companies such as Uber or Lyft, want curbside process to be fast and easy, self-check for ticketing and baggage, comfortable lounge/waiting area, convenient concessions, prefers low-cost flights
- Concerns** Missing connecting flights, especially international to domestic transfers



FAMILY

- Definition** Families are usually larger groups, where keeping track of individuals and belongings is a priority
- Desires** Economy parking, ticket counter for checked luggage/stroller/pets, focus on clean restrooms, family-friendly food and beverage options, concessions close to gate, look for kid-v furnishings at waiting area, fast and efficient baggage retrieval, dedicated send-off / greeting space
- Concerns** Multi-tasking, having to address needs of multiple family members, managing family/bags/security



MILITARY

- Definition** Military passengers are an honored passenger type at SAT. They typically travel in large numbers based on training schedules and time off
- Desires** Short-term parking, USO airport lounge, TSA PreCheck at security, convenient concessions
- Concerns** Not enough space to relax with deployment bags during long-term and sometimes overnight stays



BUSINESS

- Definition** The business traveler is focused on getting to their destination on time and having the ability to work on the way
- Desires** Park close to terminal, know where to go and what to do when, only carry-on bag for business trips, ability to work while waiting, convenient concessions
- Concerns** Lack of outlets for charging, cramped and noisy seating, frustration with anything that impedes process of getting to destination



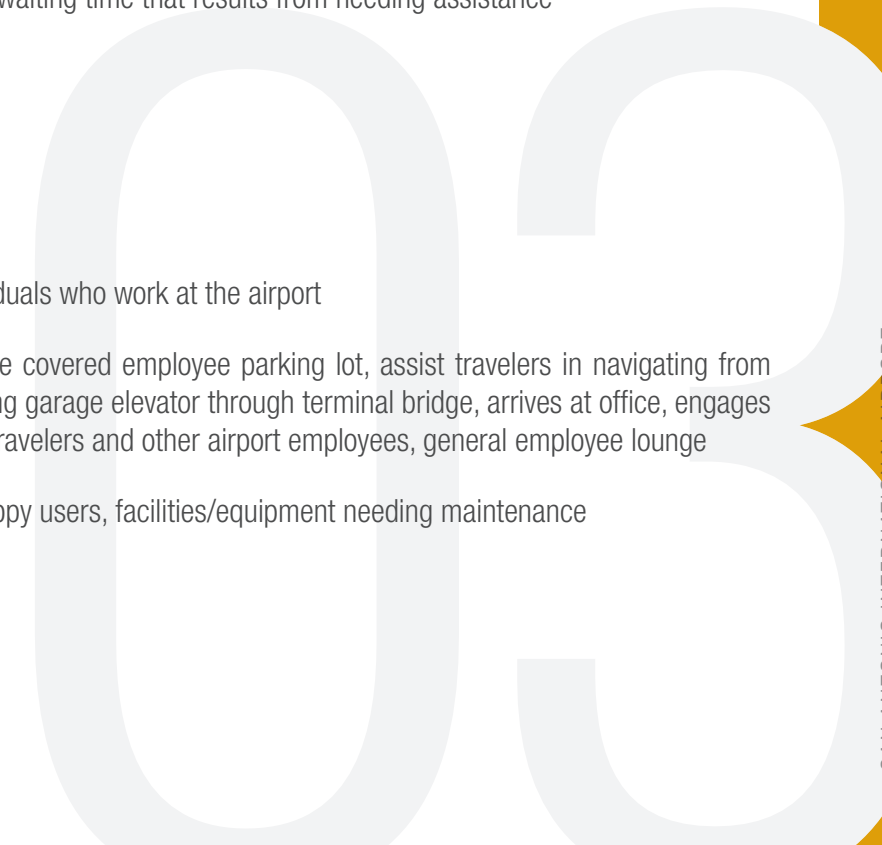
ASSISTED

- Definition** Individuals who need assistance in getting to and from the boarding area, navigating through security and baggage claim, and accessing certain amenities
- Desires** Curbside drop off, ticket counter for checked luggage, group seating/wheelchair assistance, accessible seating and restrooms, assistance during boarding and deplaning, curbside pickup, multi-modal transportation options especially between parking and terminal
- Concerns** Lack of ADA facilities, causing frustration and feelings of being singled out, extra waiting time that results from needing assistance



EMPLOYEE

- Definition** Individuals who work at the airport
- Desires** Secure covered employee parking lot, assist travelers in navigating from parking garage elevator through terminal bridge, arrives at office, engages with travelers and other airport employees, general employee lounge
- Concerns** Unhappy users, facilities/equipment needing maintenance



04



A twenty-first century gateway, an airport forms the first and last impressions for many visitors as they arrive and depart the city. This gateway also welcomes returning residents, letting them know they have arrived home. To help establish and reinforce positive memories, city leadership has selected the following four Principles that they feel best represent the essence of San Antonio. This section will introduce the design **Principles**. By providing both written descriptions and graphic vignettes of each Principle, the intent is to give designers a lens through which to see the city. This lens intentionally filters out a multitude of other possible vis. Instead, it forces each design team to view design challenges in the same way.

The following four design Principles are founded upon and inspired by the characteristics that define San Antonio:

- COMMUNITY
- MILITARY
- NATURE
- HISTORY

04



COMMUNITY

Although it is the second largest city in Texas, the community of San Antonio has the feel of a close-knit “big small town.” Its community spirit is about coming together and celebrating diversity. This spirit is visibly present when attending the many **Hispanic and Multicultural** celebrations across the city and emphasized by the routine military events. From the dynamic Fiesta and Oktoberfest, to the camaraderie of the armed forces, the idea of gathering is ever present in San Antonio.

Food and the culinary arts are intrinsic to life in San Antonio, so much so that it became only the second city in the U.S. to earn the coveted designation as a Creative City of Gastronomy by UNESCO. It is also home to a campus of the famed Culinary Institute of America. The food-oriented culture is expressed in wide array of offerings, from Michelin-starred restaurants to cozy mom-and-pop cafes. The influence of Mexican cuisine is widespread and much adored, but the city’s food scene is also becoming more widely known for its fusion and creativity.

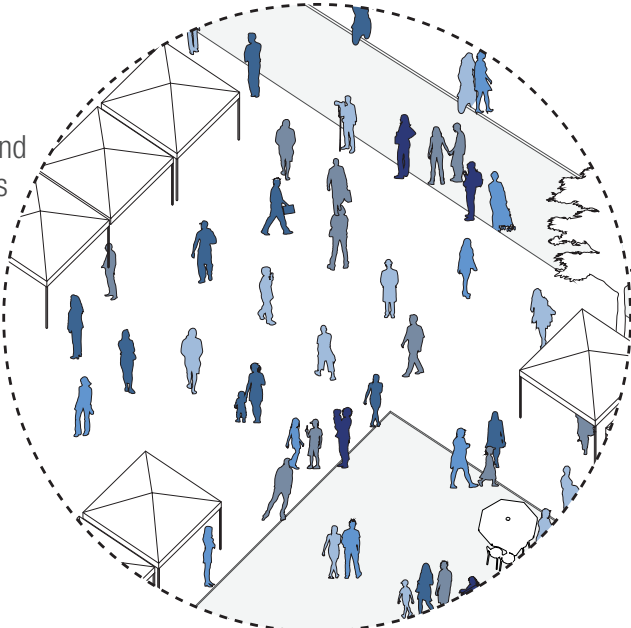
Vibrant colors are abundant in this temperate climate. The people of San Antonio utilize **color as celebration**, both in the many art works throughout the city, but also in their buildings and architecture. San Antonio’s profusion of color stems largely from the historical Hispanic influences on the city. But it also reflects the region’s pre-Colombian textile skills. Fully one-fourth of the country’s plant species are found in Texas. They provided hundreds of unique colors to the indigenous groups living in the area over five centuries ago. Extracting dyes from these plants, exquisite blankets were created, sometimes surpassing the value of gold. Of these, red prevails as the dominant hue in their colorscape. It can be found virtually everywhere, from the city seal--symbolizing the blood of its local heroes--to the red chili pepper that remains a staple.

There is a unique character to the city during both **day and night**. During the day, the city is a bustling, working urban environment. The lush nature of the city in places like the River Walk serve as a focal point for different activities during the day. At night, the community comes together to celebrate through cuisine, music, and light. Both environments, the city during the day and the city at night, give San Antonio a unique identity.

PEARL, SAN ANTONIO

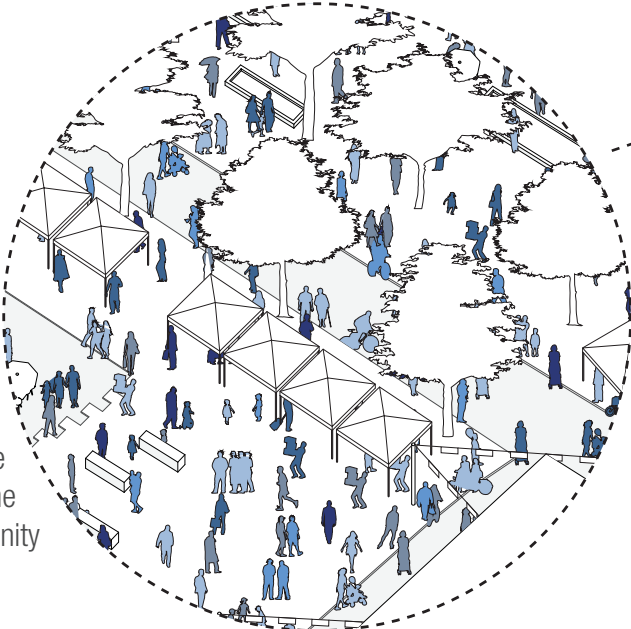
HISPANIC AND MULTICULTURAL

The Pearl is a focal point for celebrations centered around culture and community. Whether it's the weekend farmers market, or a large fiesta, the Pearl is a strong representation of community for San Antonio.



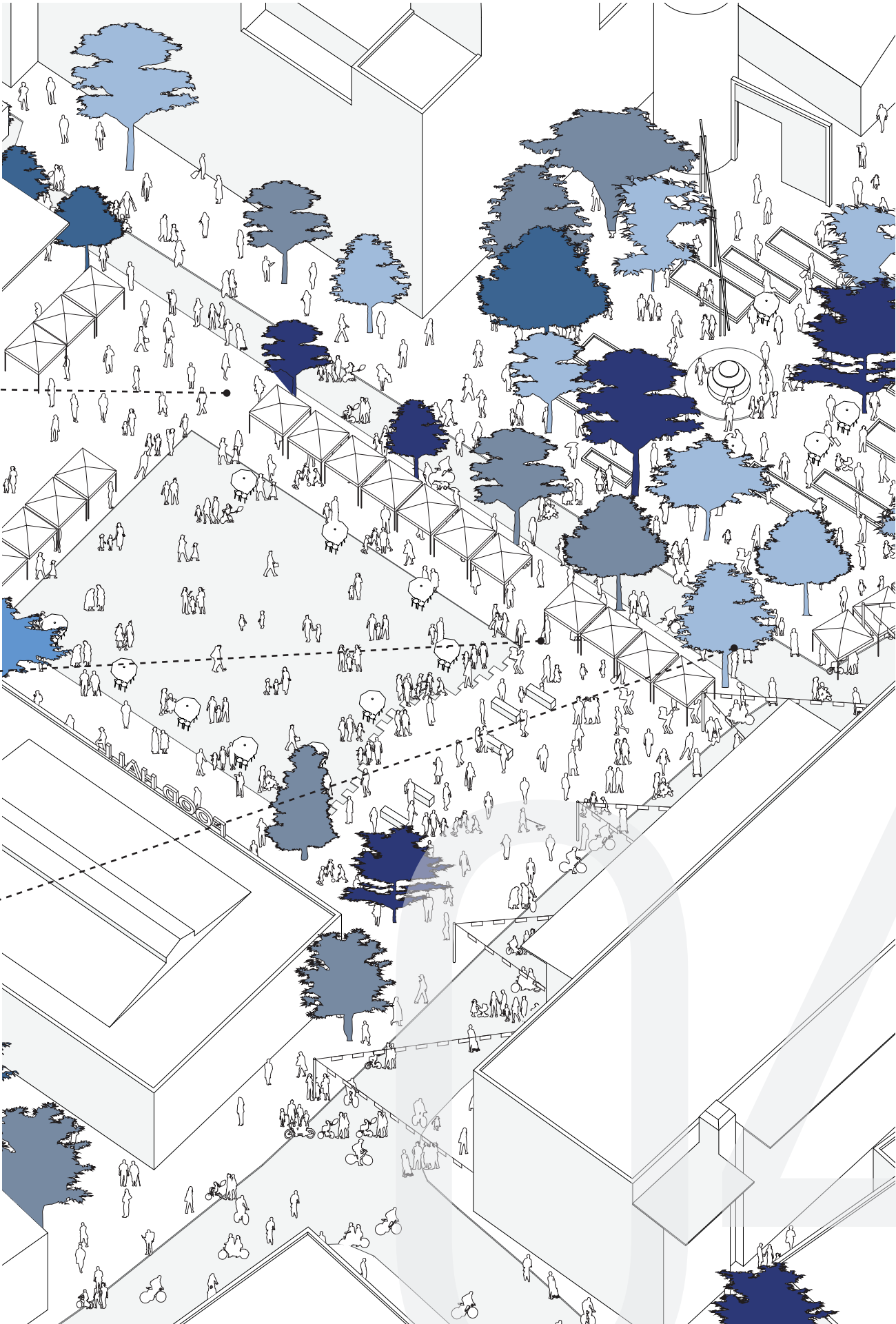
COLOR AS CELEBRATION

The material of historic and new buildings, natural greenery and landscaping, and bright and colorful decorations for events help one feel the celebration of color typical of San Antonio.



DAY AND NIGHT

During the day, the Pearl is about interacting with the textures of the built and natural environment. At night, the Pearl becomes a place for light and gathering as the community comes together to celebrate.





HISTORIC MARKET SQUARE, SAN ANTONIO



ALAMO, SAN ANTONIO



JAPANESE TEA GARDEN, SAN ANTONIO



RIVERWALK, SAN ANTONIO



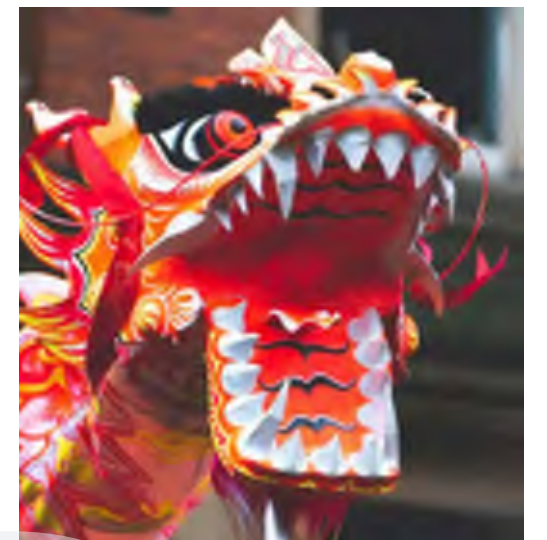
CASA RIO, SAN ANTONIO

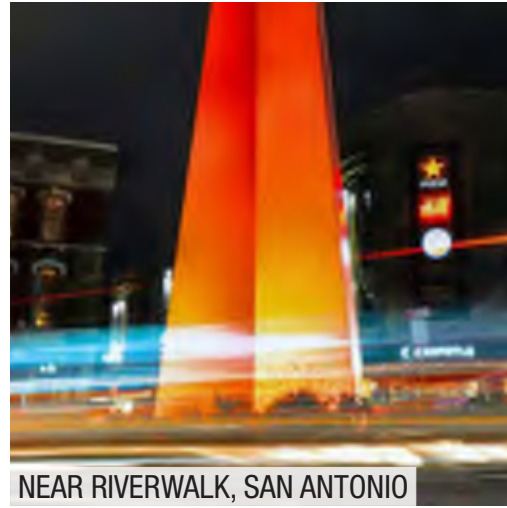


HISPANIC AND MULTICULTURAL



SPURS MURAL, SAN ANTONIO





NEAR RIVERWALK, SAN ANTONIO



COLOR AS CELEBRATION

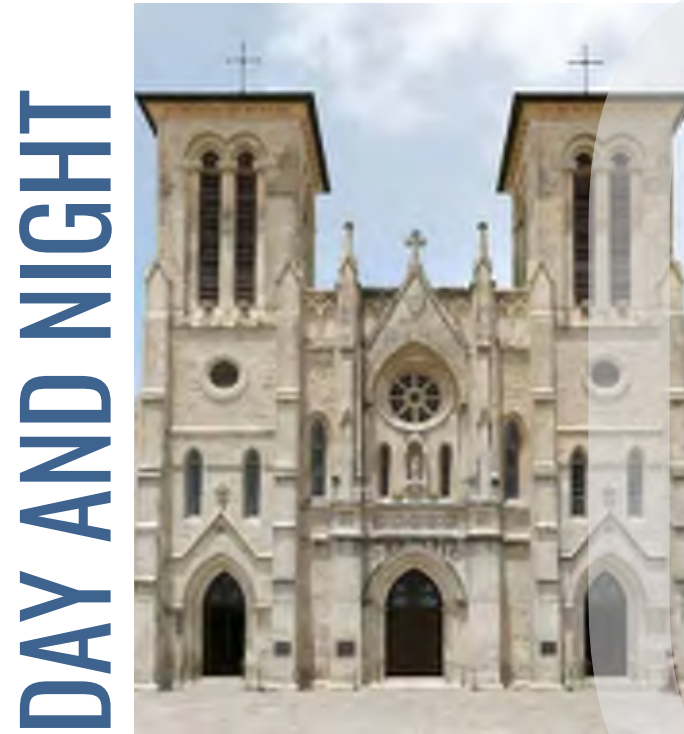
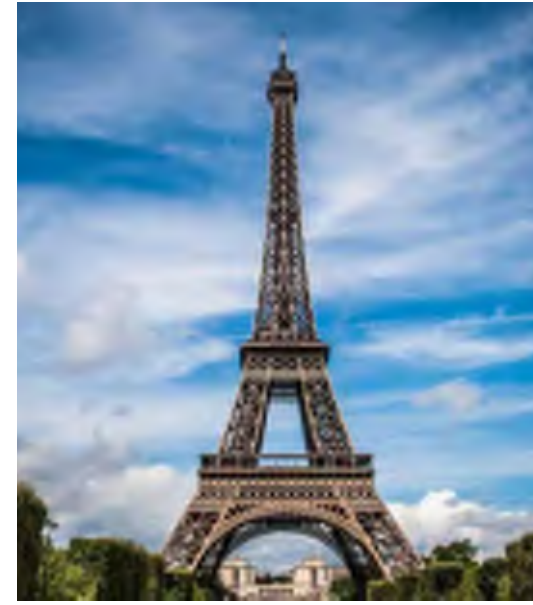


MURAL, SAN ANTONIO



CENTRAL LIBRARY, SAN ANTONIO





DAY AND NIGHT



MILITARY

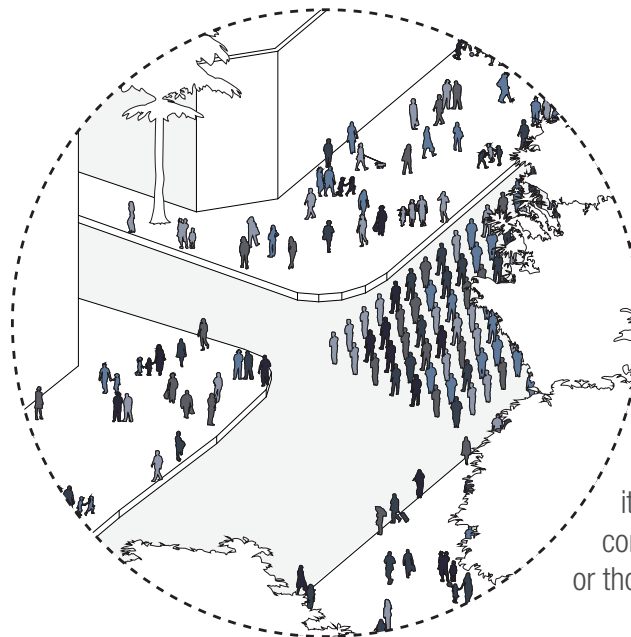
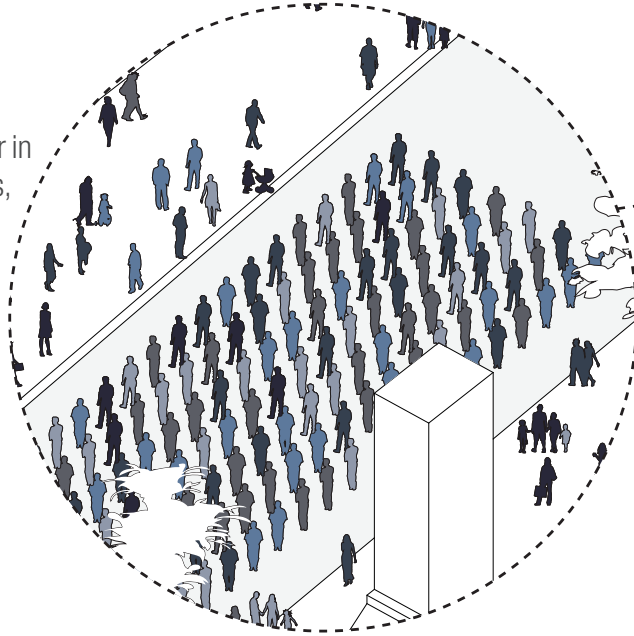
Military culture is deeply woven into the fabric of San Antonio. In 1718, the first Spanish settlement was initially protected by an adjacent presidio, or fort. Ant, of course, there is the Alamo. Routinely attracting over two and a half million visitors annually, it was granted United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Heritage Site status in 2015. With six military bases in the region, the city boasts the largest concentration of armed forces personnel in the United States. Understandably, San Antonio proudly calls itself Military City USA. Many of the families in San Antonio have loved ones serving in the military. Because of this, the feeling that **military is family** pervades the community.

This large military presence has a vast, positive, and profound impact on the city. A catalyst for growth in virtually all fields, it adds tens of billions of dollars to the local economy and employs hundreds of thousands of people. Its remaining historical structures resonate the importance of symmetry, durability, and strength. While its modern architecture, such as recent buildings at the San Antonio Military Medical Center (SAMMC) exemplify the latest in sustainability practices. The **order**, structure and tradition of the military not only influence existing buildings but should also be a major driver for new building design.

ALAMO PLAZA, SAN ANTONIO

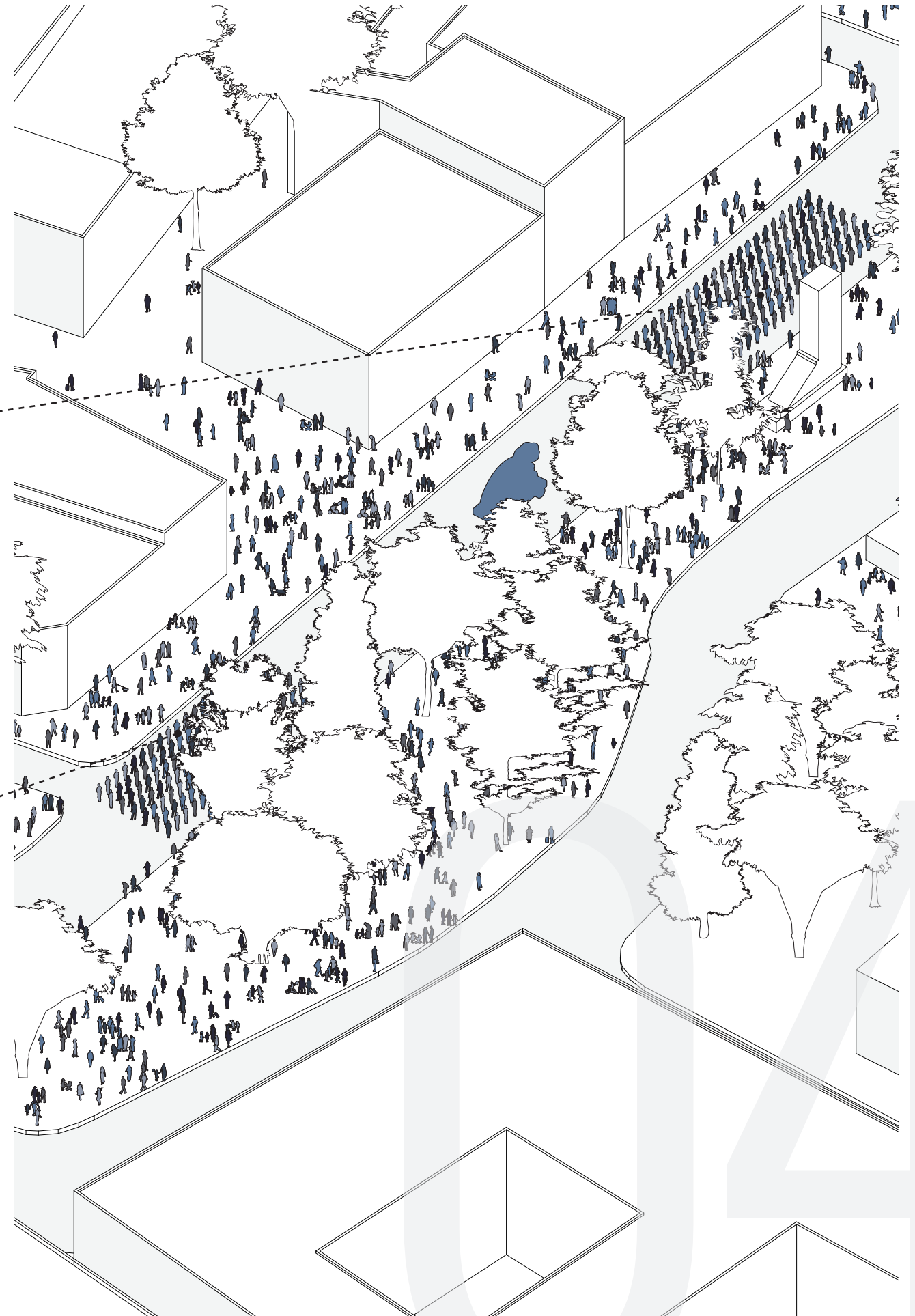
ORDER

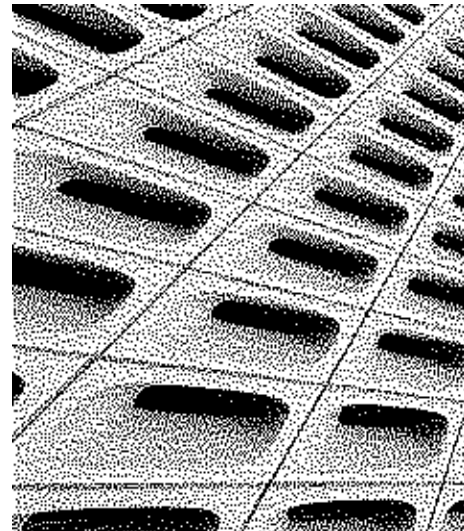
Marching together in parades is a formal expression of order in the military. Order and structure permeate the armed forces, giving a sense of professionalism and honor to those who serve. Order should be thought of as a guiding principle, an underlying framework that holds everything together. Sometimes it has a strong and very visible presence. Other times, it is a behind-the-scenes element that quietly structures all.



MILITARY IS FAMILY

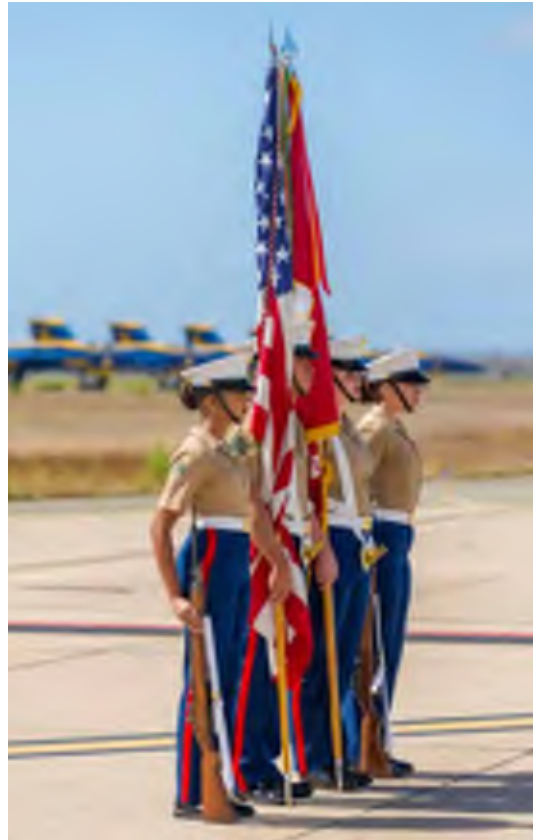
Not only do many of the families in San Antonio have loved ones serving in one of the branches of military, but the military is an extension of the city family of San Antonio itself. There is a powerful sense of comradery between the community and those who have served, those who will serve, or those who are currently serving their country.





ORDER





RIVERWALK, SAN ANTONIO



MILITARY IS FAMILY



ALAMO, SAN ANTONIO



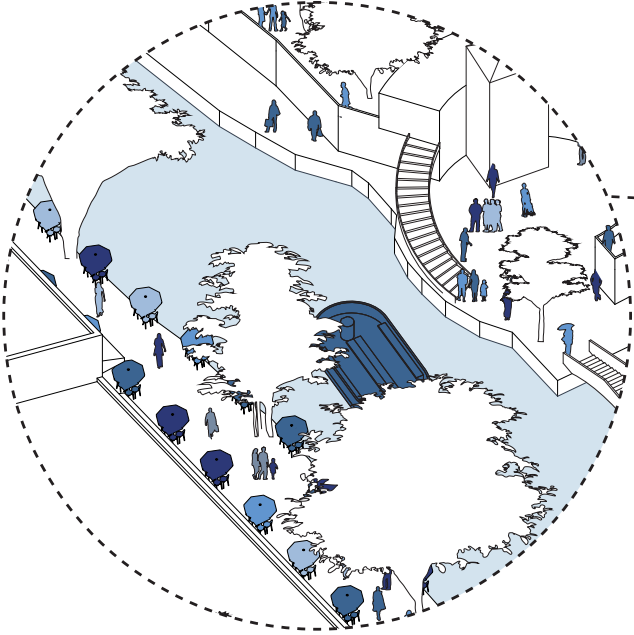
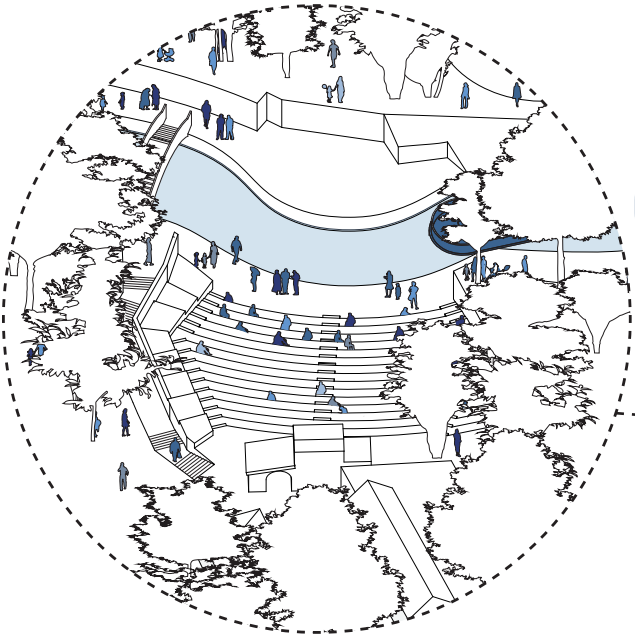
NATURE

Due to the size of Texas, and its relative location in North America, the state has three major climatic types. These are classified as Continental, Mountain, and Modified Marine. San Antonio lies in the heart of the Modified Marine, or humid subtropical zone. Onshore flow of tropical maritime air, blown westward from the Gulf of Mexico, drops thirty inches of rainfall annually in Bexar County. In this way, and in sharp contrast to topography of the west, lush plants flourish in the region.

It was this routine and abundant rainfall that created the San Antonio River, which eventually led to the creation of the River Walk. Also called the Paseo del Rio, this popular waterway was originally created in 1939 as a flood control measure. Over time, the River Walk has become a place for San Antonians to **celebrate the river**. As it winds its way through the heart of the city, it brings beauty, flow, and reflection to both local citizens and their visitors. It is an easily accessible feature, offering a unique way to experience the city. The River Walk has become the prime example in the city of utilizing **nature as a connector**, linking many diverse neighborhoods along a singular, natural path.

In addition, an abundance of hiking and nature trails are found in and around the city. The nearby Texas Hill Country is known for its karst topography, which is formed by soluble rocks, creating a chain of sinkholes, drainage systems, caves and caverns. What remains is a series of granite hills that rise 400 to 500 feet above the surrounding plains. The limestone landscapes and granite hills create a neutral backdrop that compliments the exuberant, subtropical plants. This profusion of lush greenery and deep colors makes San Antonio appear as a verdant oasis, sharply contrasting with the drier, more rugged expanse of the Balcones Escarpment to the west.

RIVERWALK, SAN ANTONIO

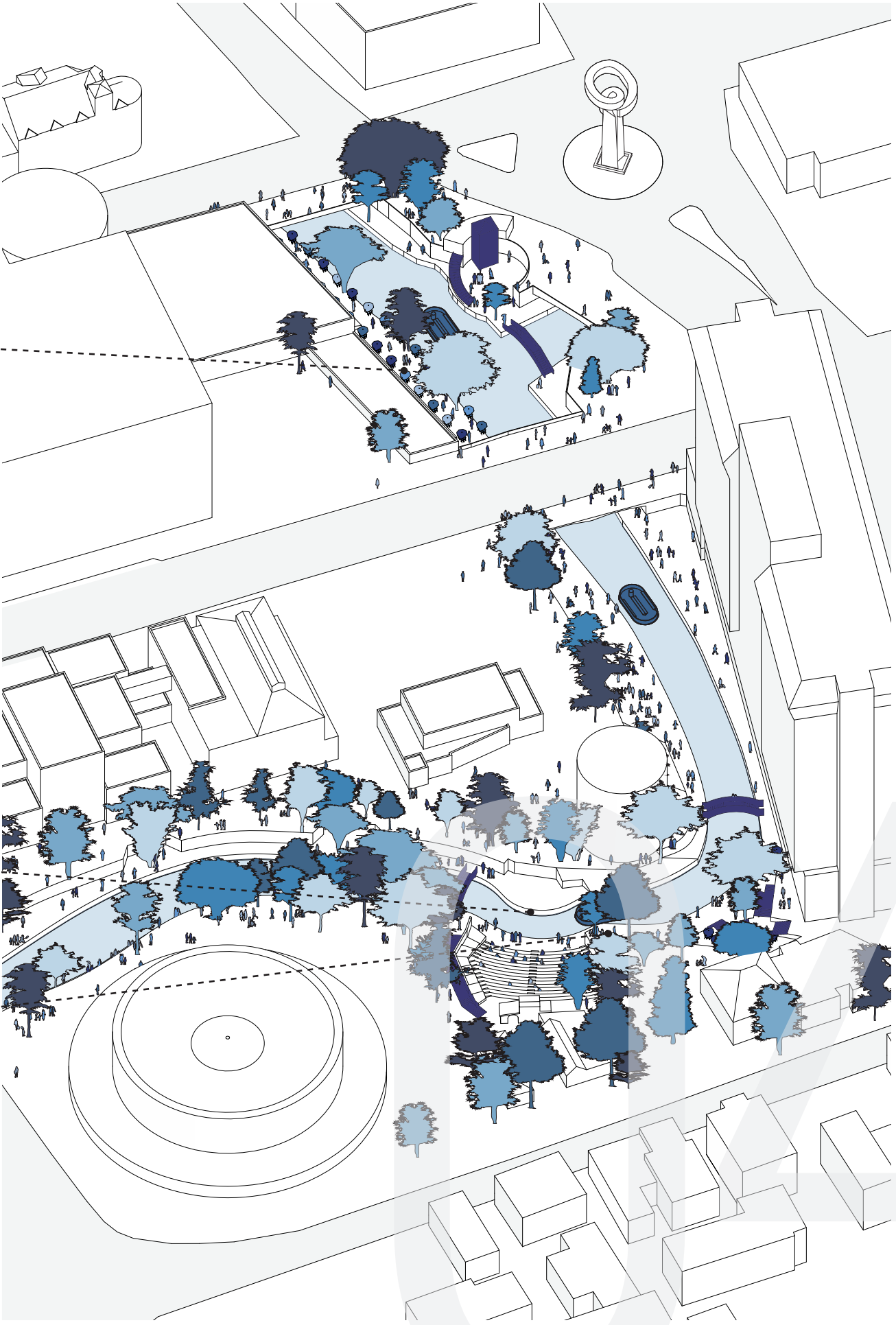
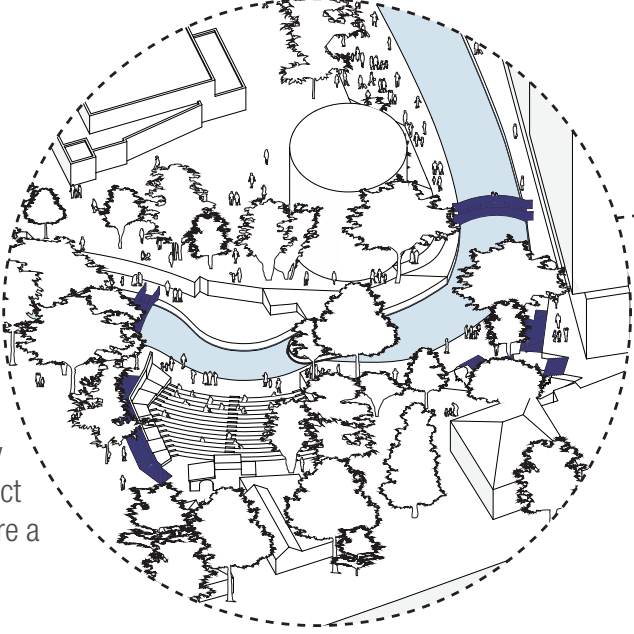


CELEBRATE THE RIVER

The Riverwalk is a popular destination, offering dining, river boat tours, and walking paths. It is a good example of how nature can work to bring people together and connect different elements and aspects of a city

RIVER AS CONNECTOR

Many restaurants, hotels, and other businesses have direct access points to the Riverwalk. Public stairs and ramps lead from the street down to the Riverwalk, making the river a connector between many points in the city and illustrating how a natural element can work to connect different elements along a path and make them feel they are a part of the same experience

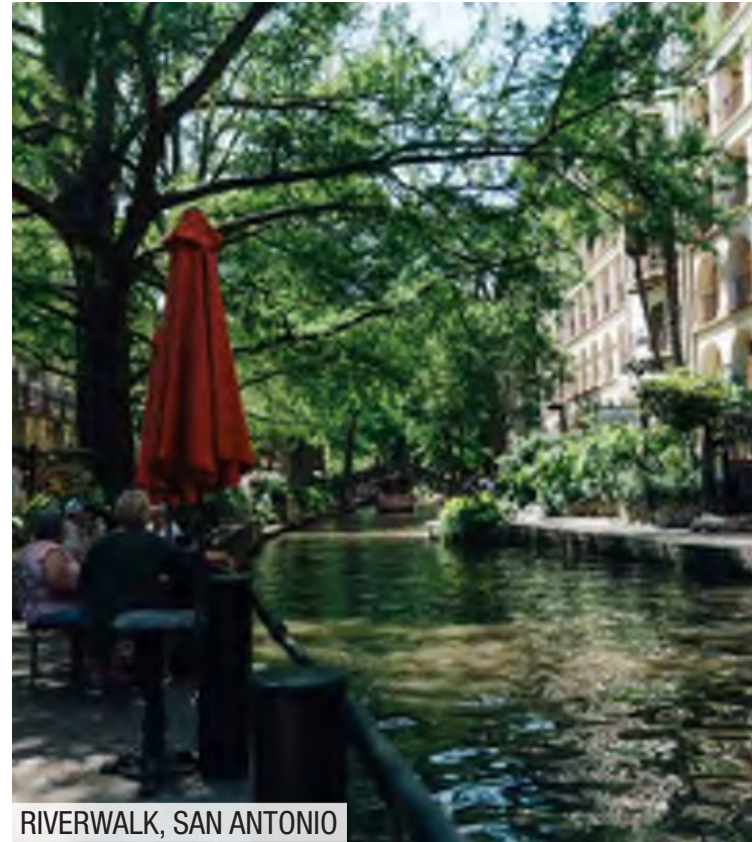




RIVERWALK, SAN ANTONIO



BOTANIC GARDENS, SAN ANTONIO



RIVERWALK, SAN ANTONIO



RIVERWALK, SAN ANTONIO



RIVERWALK, SAN ANTONIO



CELEBRATE THE RIVER



RIVERWALK, SAN ANTONIO



RIVERWALK, SAN ANTONIO

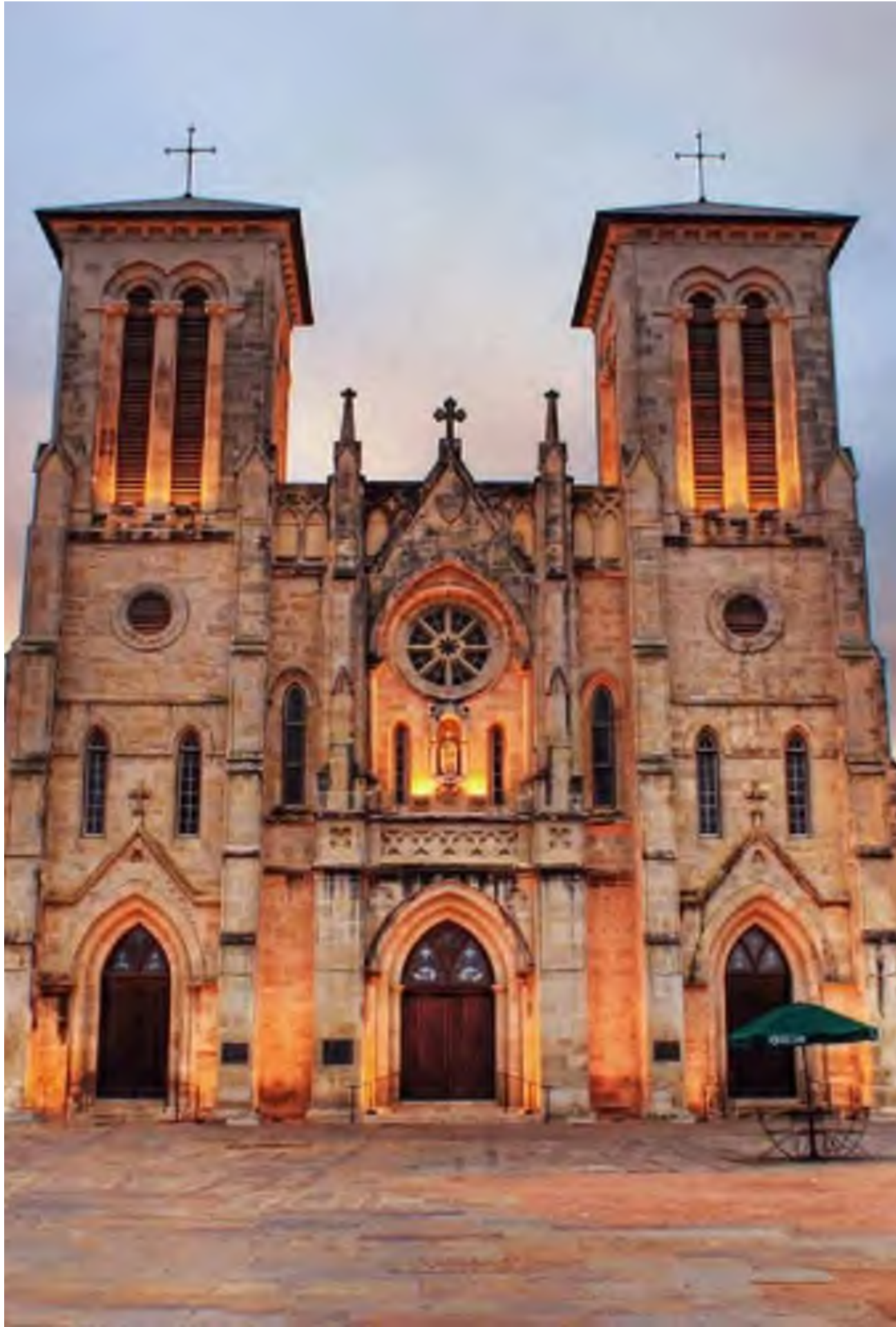


RIVERWALK, SAN ANTONIO



NATURE AS CONNECTOR





HISTORY

Eleven thousand years ago, indigenous groups gradually moved into the lands of central Texas. They were attracted by the region's abundant wildlife. In the late 1500s, the first Europeans arrived in the area. It was the Spanish explorers who named the river and adjacent settlement San Antonio, in honor of Saint Anthony of Padua. And in 1718, they established a mission that would a century later become known as the Alamo. Shortly thereafter, a military garrison called San Antonio de Bexar was constructed to protect the settlement. San Antonio's colonial and military origins are reflected in its many historical sites and landmarks. Named the first World Heritage Site in Texas by UNESCO, the designation includes the city's Spanish colonial missions: Concepción, San José, San Juan, Espada, and the Alamo.

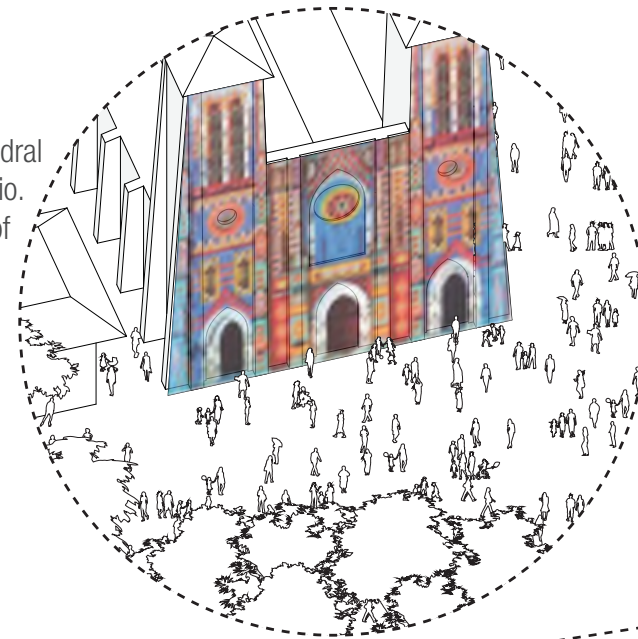
The rich history of this place is **an attractor** for many around the world. Many tourists come to San Antonio to see places like the Alamo or Spanish-era missions, and they are inspired by the stories that these places tell. These historical sites also attract many city events, such as the annual city fiesta and many yearly parades. Rather than literal buildings, references to historical icons in new designs should portray the quality of space and the atmosphere of historical icons.

Historical icons like the Alamo or Spanish-era missions serve as a major influencer for San Antonio's modern architecture. The use of limestone, rustic wood, and arches are typical of many buildings throughout the city. This allows the city to serve as a **neutral backdrop** for the celebration of color that is typical of the community. San Antonio has become a modern, progressive city that values its history and celebrates the juxtaposition of **old and new**. As SAT looks to modernize it also needs to acknowledge and honor the region's deep past.

SAN FERNANDO PLAZA, SAN ANTONIO

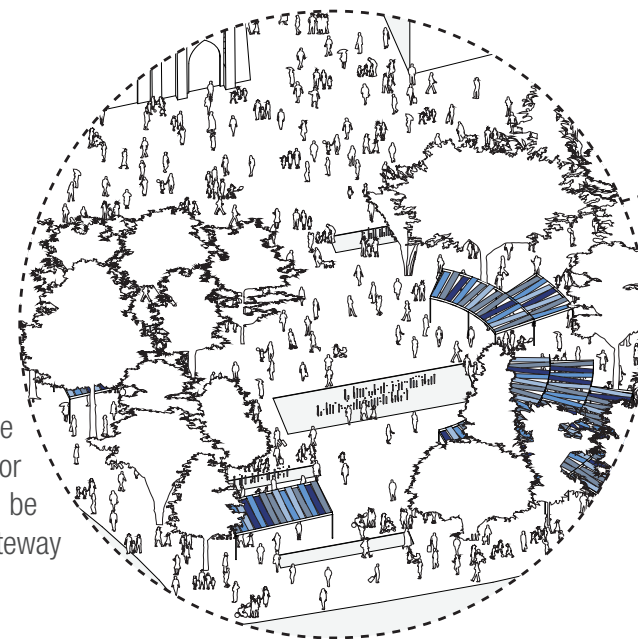
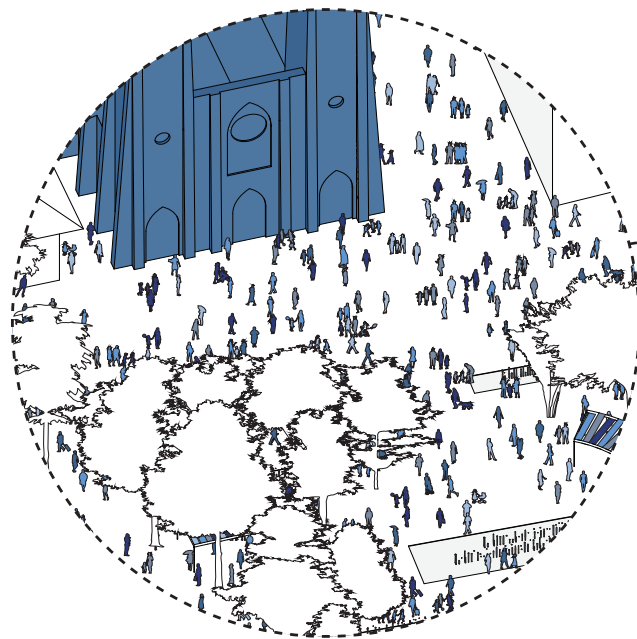
OLD AND NEW

The light shows on the facade of San Fernando Cathedral is a great example of mixing old and new in San Antonio. The projection mapping events illustrate the celebration of history in the community



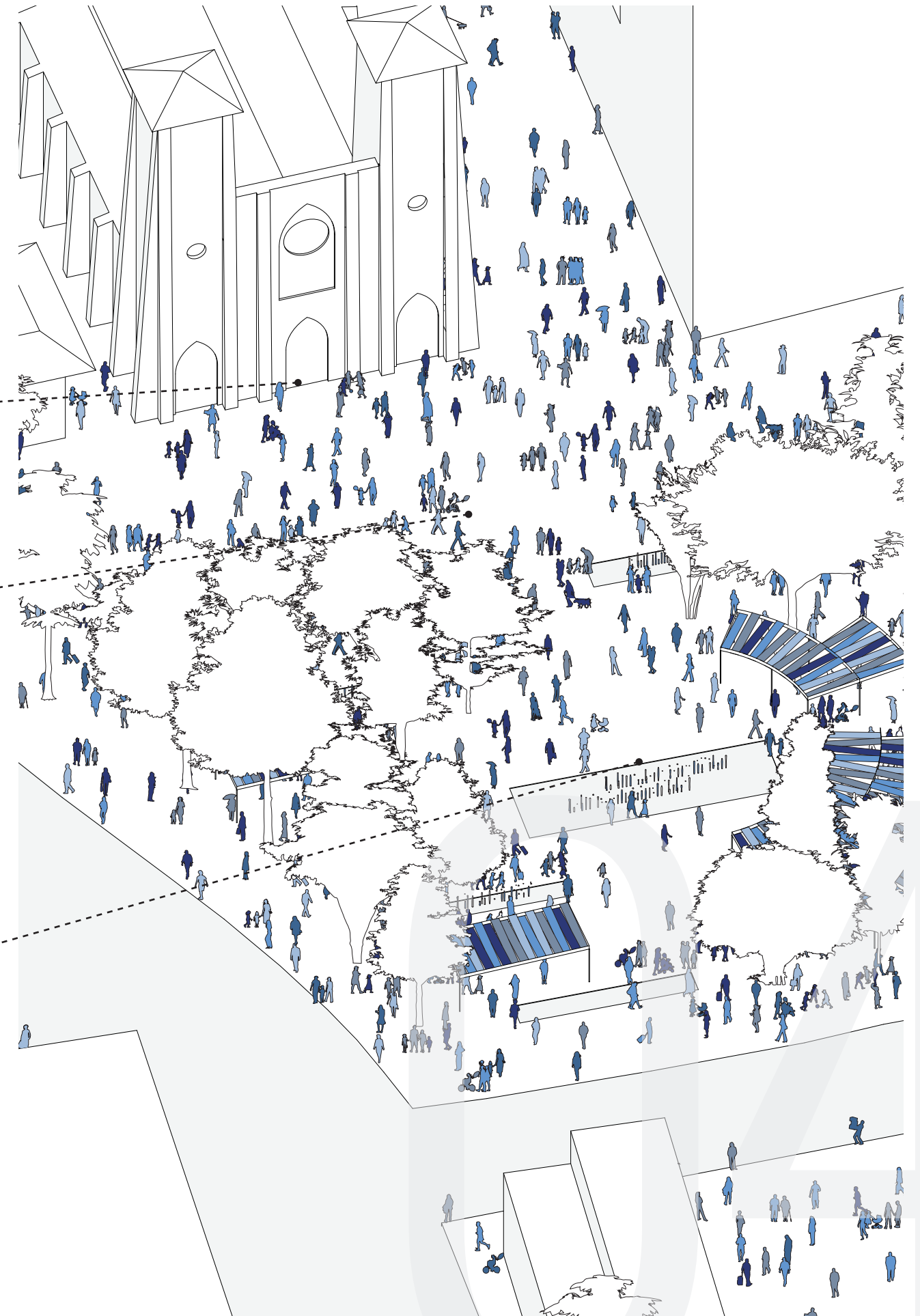
HISTORY AS ATTRACTOR

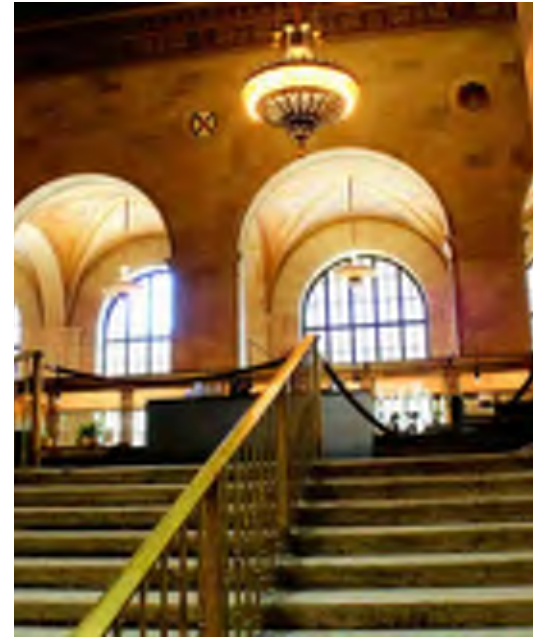
Historic buildings and sites often serve as focal points for community activity in San Antonio; the history of the region can be expressed in a way that adds to the story at SAT while still looking toward the future



NEUTRAL BACKDROP

The natural environment and natural landscape that are typical of San Antonio help to serve as the backdrop for spontaneous pops of color and life; this concept can be incorporated into the airport to unify the city with the gateway that is SAT





OLD AND NEW

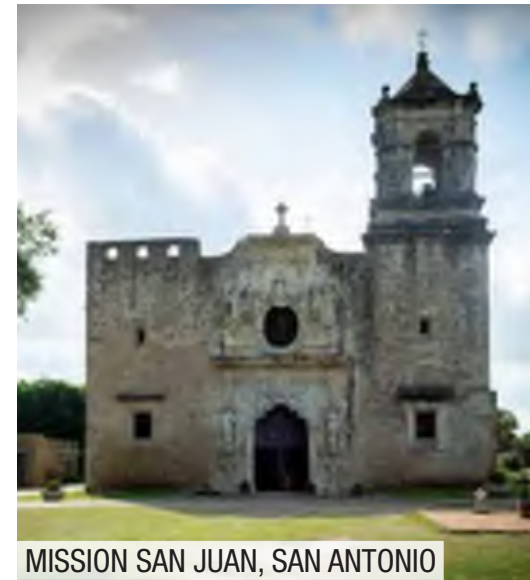




TOBIN CENTER, SAN ANTONIO



KING WILLIAM, SAN ANTONIO



MISSION SAN JUAN, SAN ANTONIO



MISSION SAN JUAN, SAN ANTONIO



MISSION SAN JUAN, SAN ANTONIO



MISSION SAN JUAN, SAN ANTONIO



PEARL, SAN ANTONIO



MISSION SAN JUAN, SAN ANTONIO



PEARL, SAN ANTONIO



KING WILLIAM, SAN ANTONIO

HISTORY AS AN ATTRACTOR



ALAMO, SAN ANTONIO



NEUTRAL BACKDROP



05

ELEMENTS

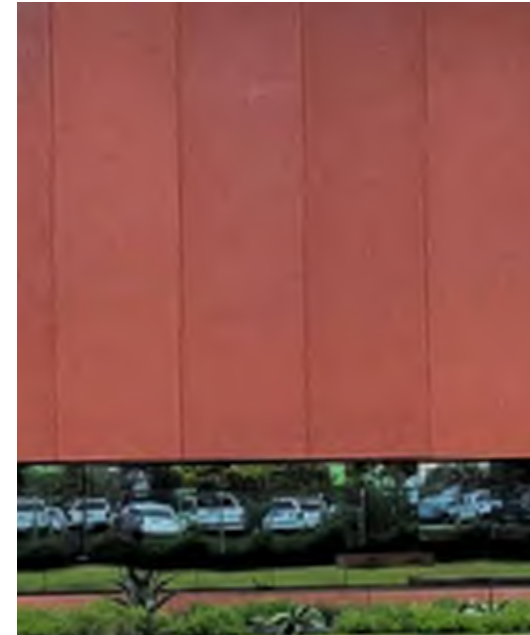
DESIGN GUIDELINES |

PRINCIPLES DEFINED



This list of nine design **Elements** represent SAT's qualitative priorities when considering development at the airport. Seemingly general, they should gain specificity when seen through the lens of the four Principles: community, history, military, and nature.

Successful design will incorporate the **Elements** in a subtle, non-intrusive manner. The **Elements** described here should not only reflect the character of San Antonio, they should function well together to enhance the user experience by fostering communication, reducing distractions and inconveniences--clutter, noise, glare, congestion--and facilitating user comfort.



Material selections should represent native San Antonio—capturing the sense of walking under a live oak tree or strolling along the River Walk. They should incorporate the colors and palettes of the local landscape, both built and natural, as well as reflect the local culture.

Examples of this might include use of limestone or materials that emulate native stone. The color of the city should be reflected in bright, upbeat colors. Reflection can be used to evoke a feeling of the river slowly moving through the city. Natural wood colors, such as pecan or mesquite, can be used to inspire tones and textures.

Echoing the historical stone missions, materials should give a sense of being built to last: Thought should be given to quality and durability. Local resources should be utilized whenever possible.

Material finish should be balanced and subtle, rather than heavy handed. In choosing materials, consider user comfort, touch, and sustainability.

MATERIALITY





TONES AND TEXTURES



LIGHT AND SHADOW



CULTURE



FROM THE LAND



PRECISION



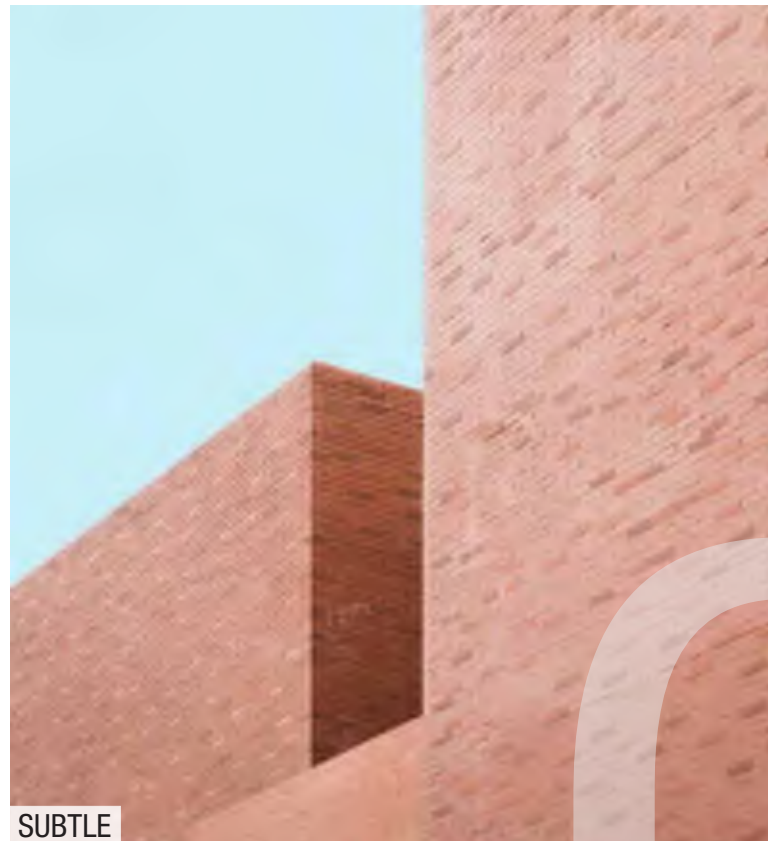
GROUNDING



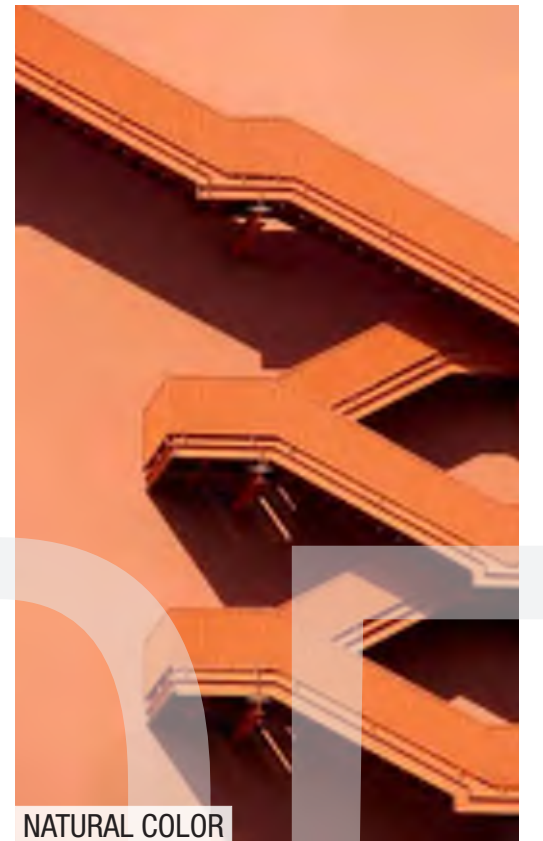
DURABILITY



BALANCE



SUBTLE



NATURAL COLOR



CELEBRATE



TEXTURE AND MOVEMENT



Special attention should be paid to lighting. Natural light should be abundant throughout, with purpose-driven lighting complemented by anti-glare, artificial illumination.

Light could recall specific memories as one walks around San Antonio. For instance, designers could be inspired by the glint of the Riverwalk or the dappled effect found under the many large live oak trees. Conversely, urban examples could also be used to support a concept. Note how many structures light up at sunset around the city, instantly and profoundly changing the street scape.

Inspiration can be gleaned from many aspects of the city, including its infrastructure. Consider the effect of a colorful mural on a darkened underpass. Or, note the stark contrast created by Texas sunlight passing through masonry block walls.

LIGHT





REFINED COLOR



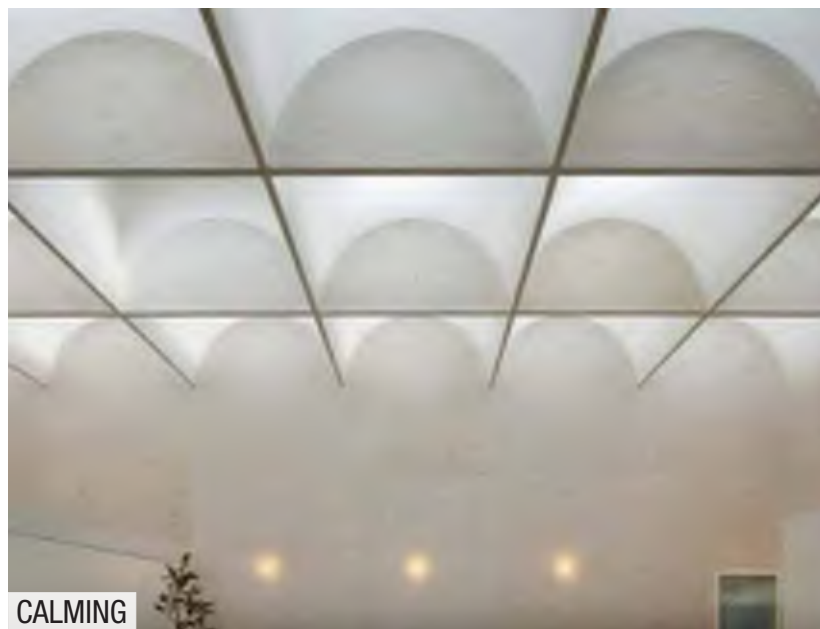
FILTERED LIGHT



PATTERN



FILTER



CALMING



NATURAL



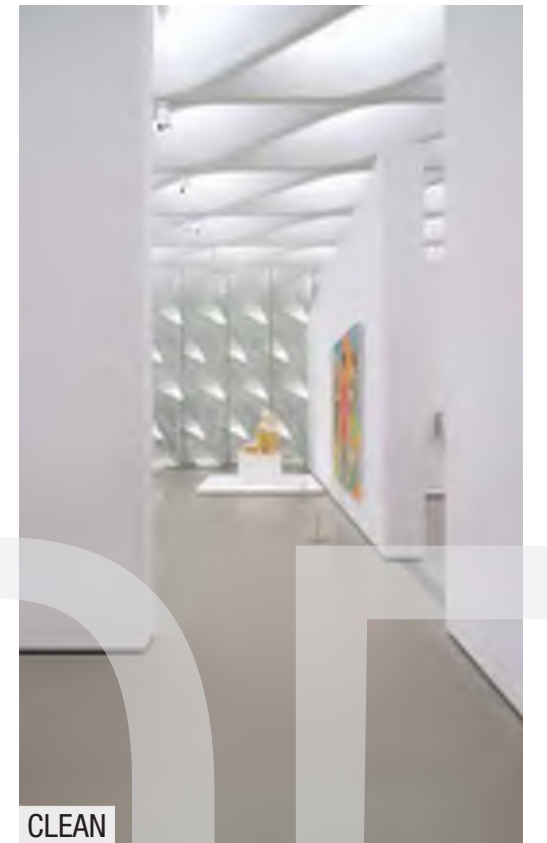
FILTERED



REFLECTION



UPLIFTING



CLEAN



CLARITY



DIRECTIONAL



As discussed in the Principles section, San Antonio embodies and embraces color. This provides an opportunity to incorporate the city's bold palette into design, without being overbearing or trendy.

Color is ever present in every aspect of the community, from food to dress to celebrations. The architecture of San Antonio remains boldly on civic display. For example, the Central Library is enchilada red. The contrast between neutrals and colors is balanced: often, neutral colors serve as the backdrop to hidden, brightly colored elements.

Rather than feeling transitory or ephemeral, color feels integral to daily life in San Antonio.

COLOR





FILTERED



INTEGRAL



MOVEMENT



INTENTIONAL



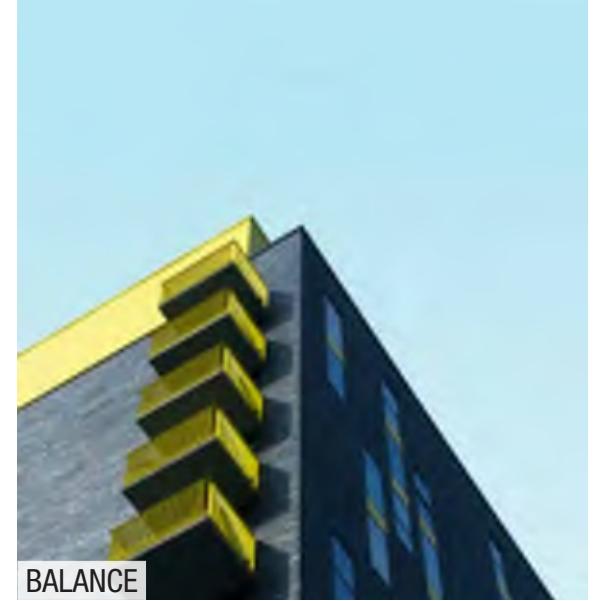
CONTRAST



SUBTLE



REFINED



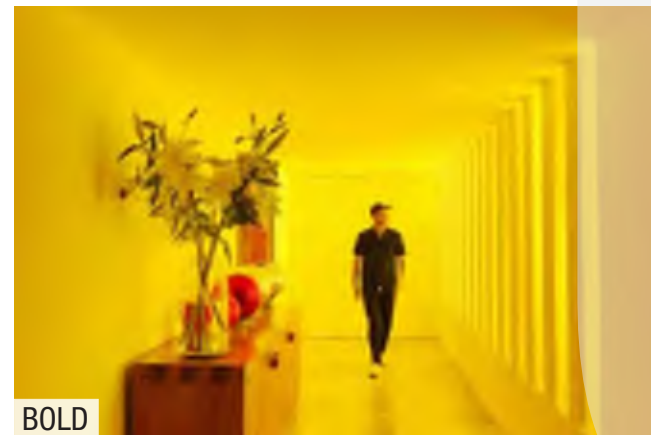
BALANCE



NEUTRAL



DIRECTIONAL



BOLD



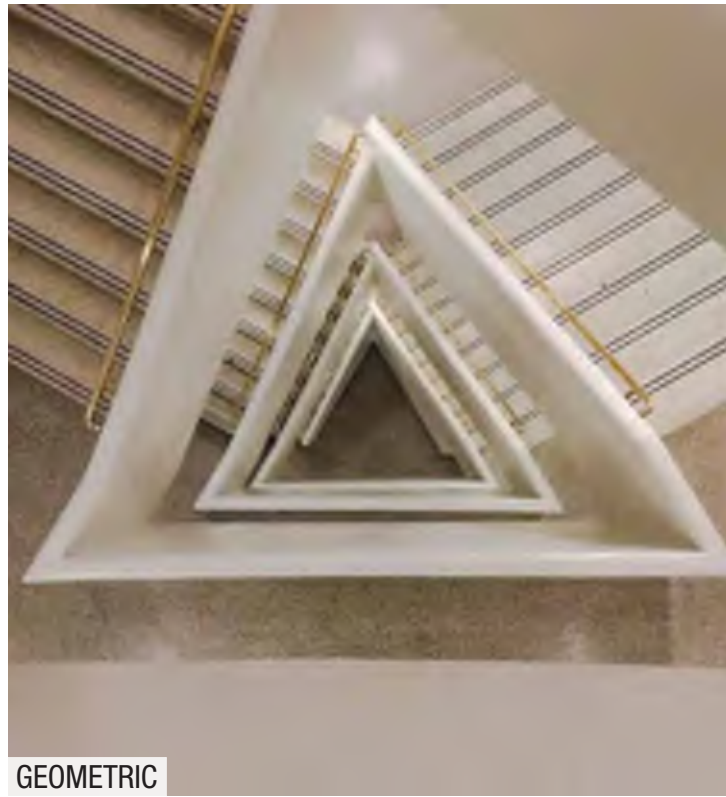
SUPPORTIVE



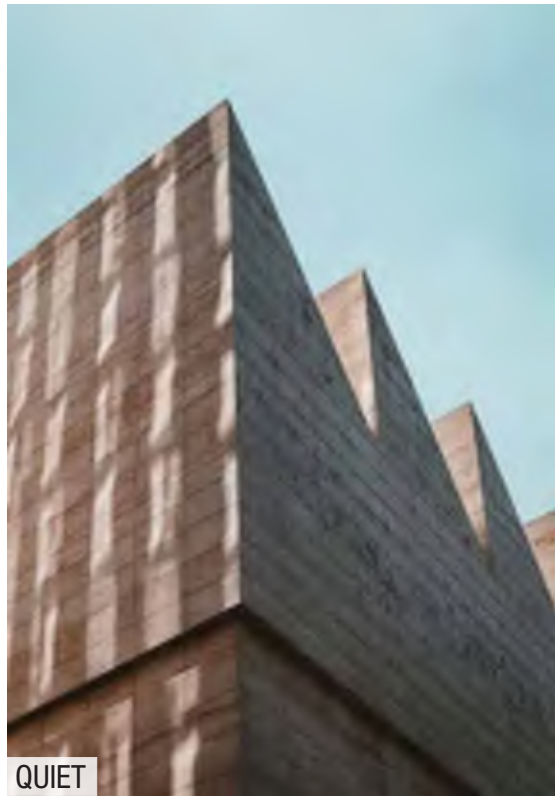
Consistent with the other Elements, form should be derived while looking through the lens of the Principles. Created in direct response to the subtropical climate, the region's buildings have adapted to mitigate direct sunlight. Heavy masonry walls keep interiors cool. Openings are limited and set deeply into facades. This balance allows natural light in, while simultaneously blocking out unwanted heat. Now, innovative glazing and high performance exterior envelopes provide designers much more flexibility towards resolving this challenge. The region's vernacular style, derived over centuries of Spanish occupation, offer a rich architectural vocabulary.

FORM





GEOMETRIC



QUIET



SCULPTURAL



CONTEXTUAL



INSPIRING



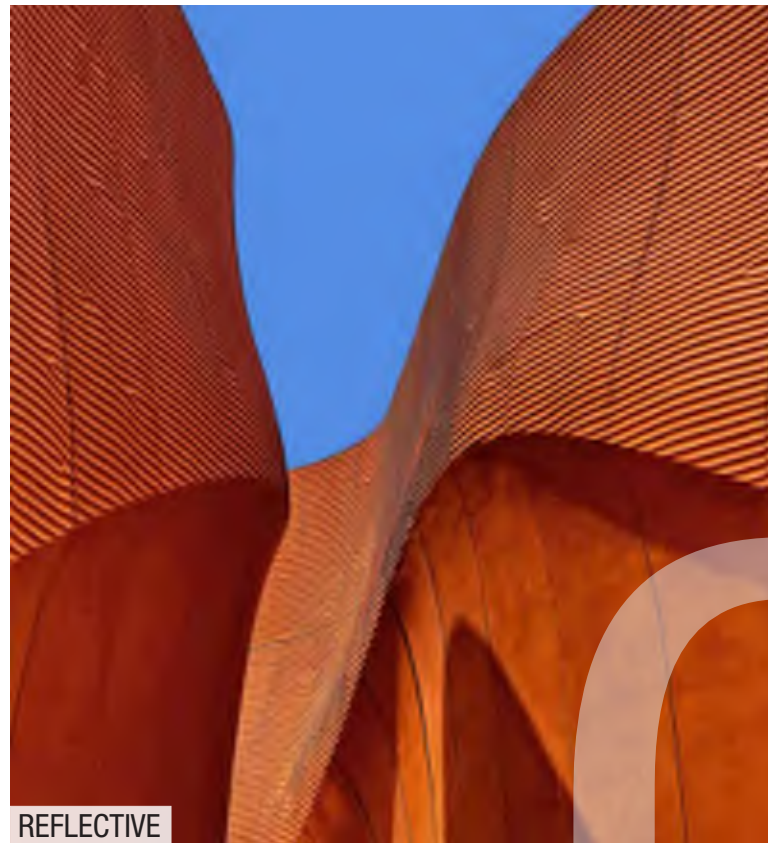
PERFORMATIVE



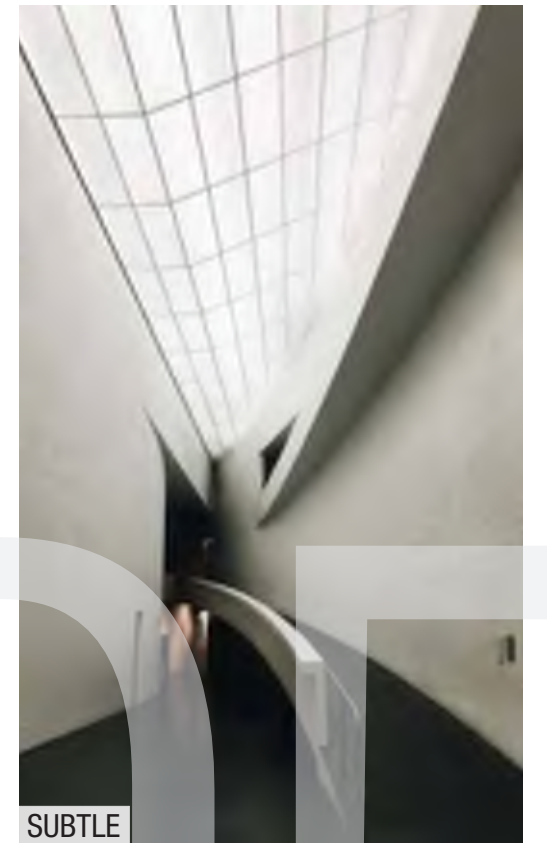
SIMPLICITY



INTENTIONAL



REFLECTIVE



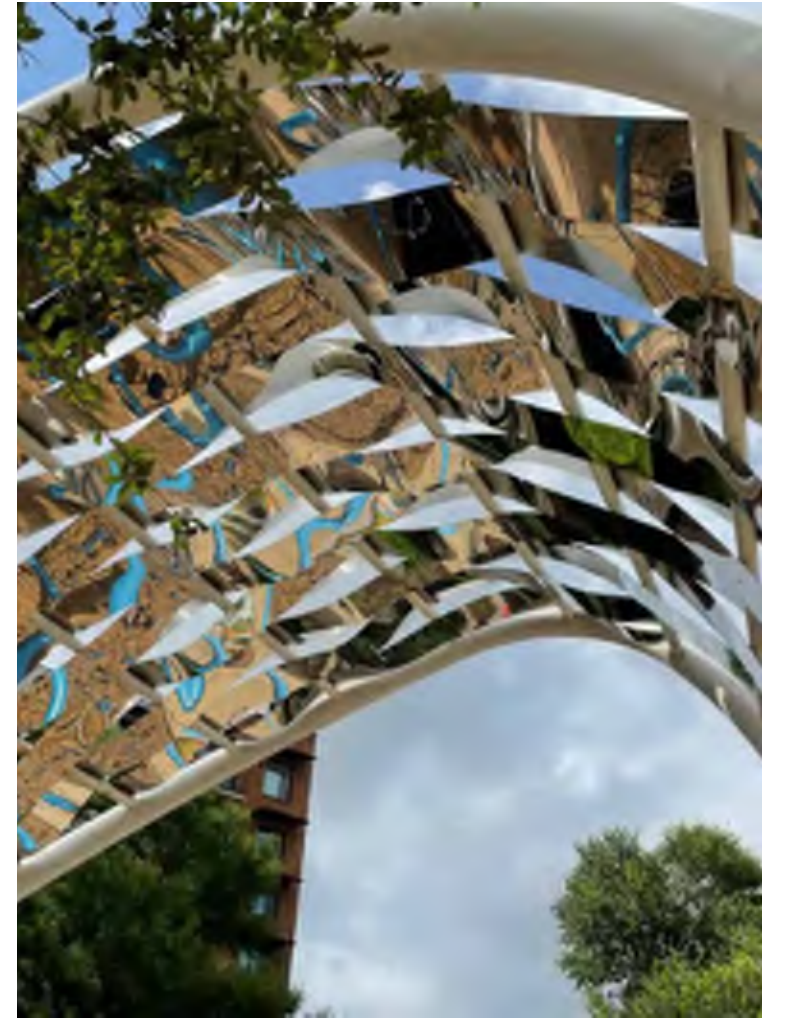
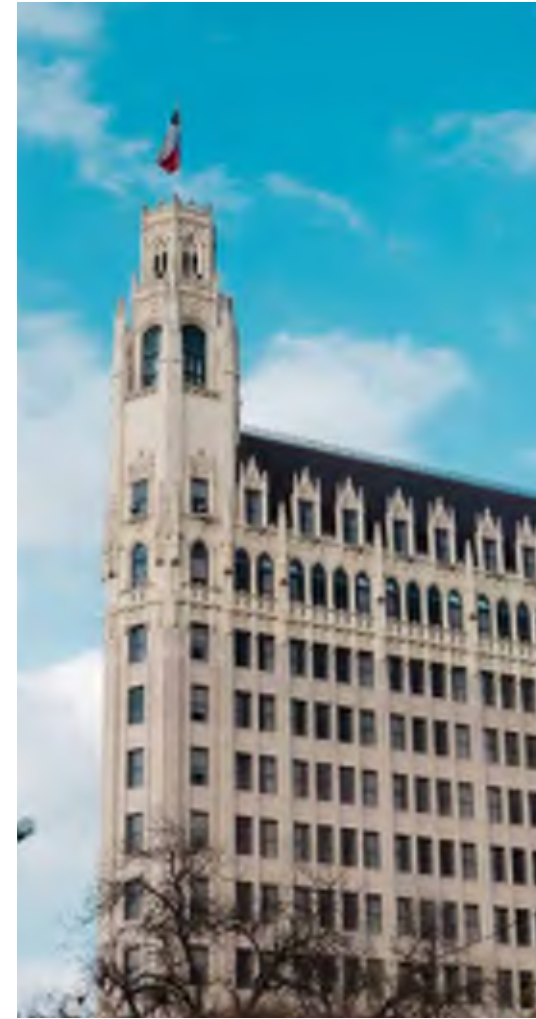
SUBTLE



PLAYFUL



THOUGHTFUL



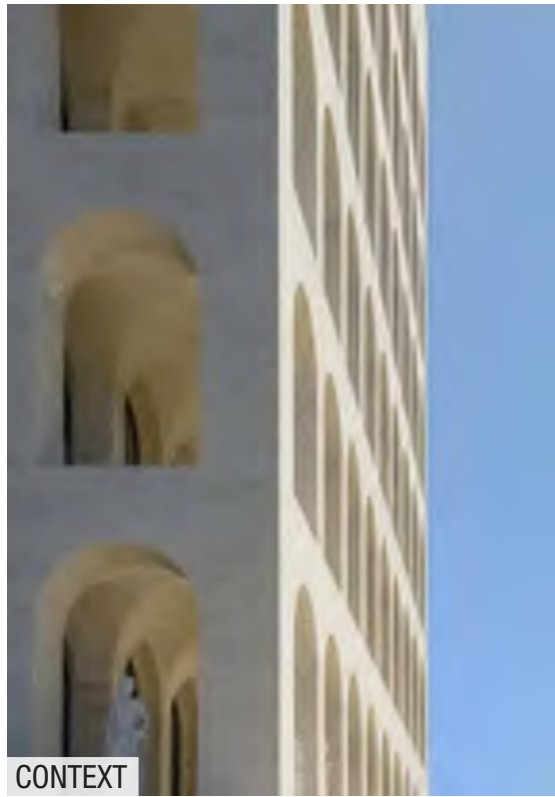
Consider the ways in which rhythm can be used to layer in references to history—reflecting patterns inspired by native American textiles or iconography from colonial roots. Light and music can be used as inspiration to create patterns and rhythms, as well.

RHYTHM





PATTERN



CONTEXT



PRECISION



CLEAN



INSPIRING



VARIATION



IMPACTFUL



INTEGRAL



Until the 1870's, most Texans bought their furniture from local cabinet makers. The majority were Southerners, but a significant minority were German immigrants. In the mid 19th century, a third of cabinet makers were German. The primary woods were pine, cedar, and walnut. The rapid expansion of the railroad ultimately replaced traditional furniture making in the region. The rustic style, however, persevered.

Furniture should be selected on the basis of comfort first. However, it is important to understand and honor the established craft of the region.

Function is vital, taking into account the variety of users and their needs. Seating should be available for waiting areas, for those who want to work, and for those who want to lounge. Kid- and family-friendly furnishings are important, as are areas that can accommodate large groups. Durability, sustainability, versatility and comfort are all important considerations.

FURNITURE





NATURAL



FOCUSED



RELAXED



AUTHENTIC



CONTEMPORARY



PLAYFUL



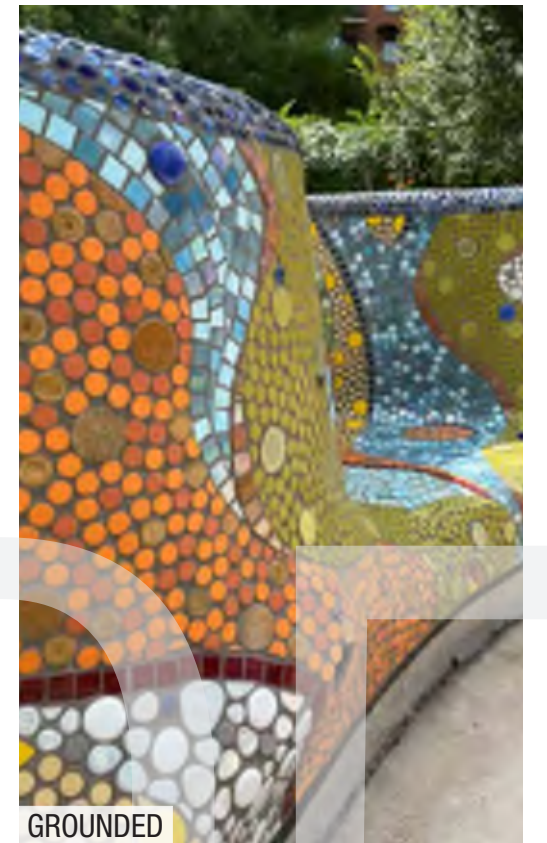
THEMATIC



CLEAN



CONTEXTUAL



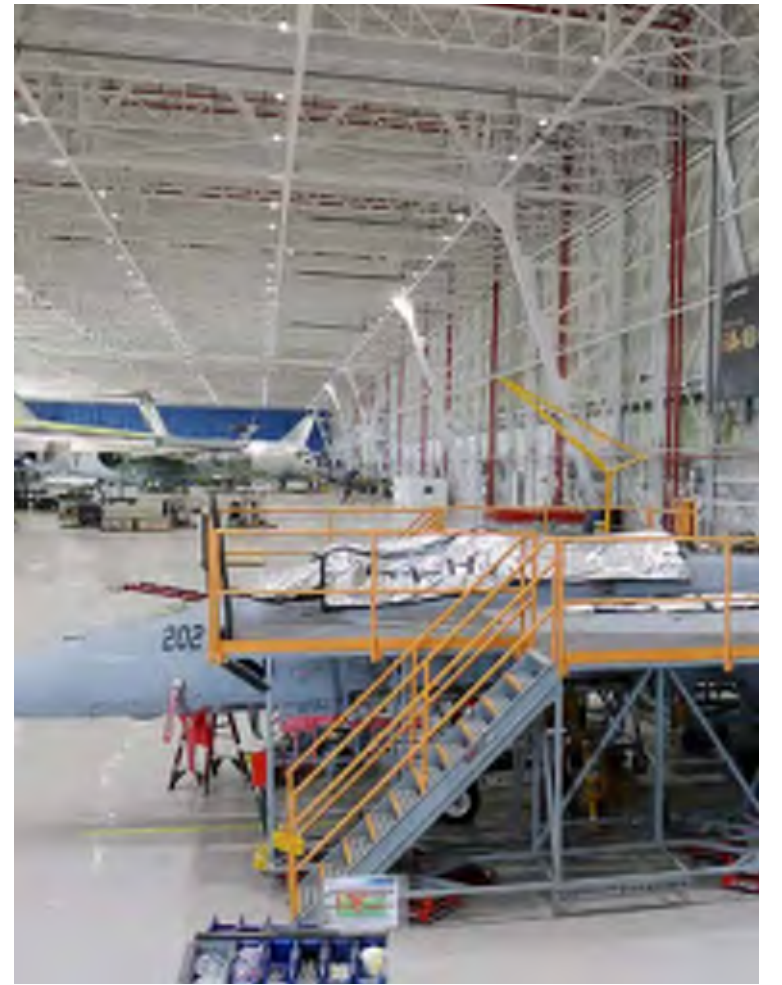
GROUNDING



TEXTURE



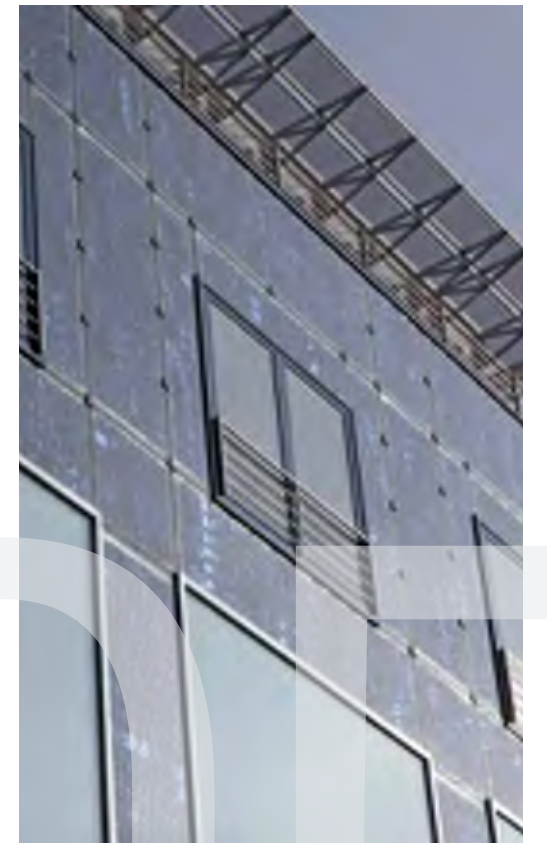
COMFORT



Technology is constantly evolving, and SAT will keep pace. Consider how current and future technology can be used to improve the user experience, from self check-in kiosks, to charging stations, and including discrete visual wayfinding displays. It is critical that SAT is urgent in adopting newer technologies that enable safer and more convenient travel for all users at the airport, allowing the airport to serve more people and continue to grow.

TECHNOLOGY







Landscaping is a vital part of the airport's sense of place and can have a soothing effect on stressed travelers. It needs to reflect San Antonio's natural environment and that of the surrounding region. It will serve as a familiar welcome to residents and will help form an inimitable first impression for visitors. Inspiration can be taken from the karst landscapes, the nearby Hill Country, and the local canopied, tree-lined River Walk. Priority should be given to native species, which offer sustainability and drought resistant cost-savings.

Any landscape design should reinforce sight lines, in order to promote intuitive way finding, helping users navigate the airport campus. Non glare illumination should highlight specific features, creating memorable markers. Consider the potential of shaded, outdoor rooms that naturally mitigate the stress inherent in travel.

LANDSCAPE





COLOR



REMINDER



DEPTH



PATTERN



BLEND



CALMING



COLOR



THICKNESS



COMPOSITION



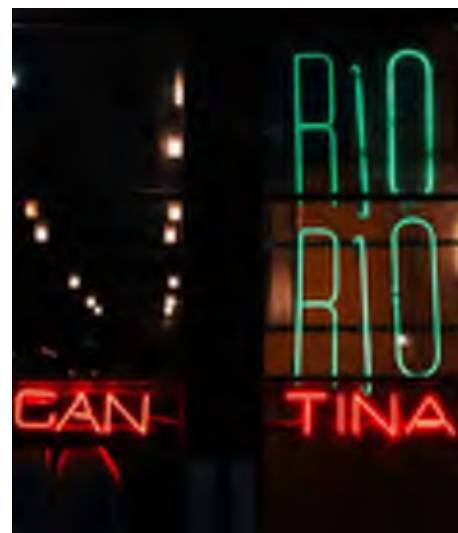
DETAIL



TEXTURE



MOVEMENT



Art is integral to the San Antonio experience, and its inclusion is a requirement at the airport. Fortunately, spectacular examples can be found throughout the city, as well as its world class museums. Emphasis should be given to local artists who are adept at mixing traditional media with modern meaning.

Art can be used to enhance wayfinding, demarcate spaces, and serve as meeting points. It can be playful and made to be seen, or demure and contribute to the overall airport experience more subtly.

ART





WHOLISTIC



WAYFINDING



COMPLIMENTARY



EXPRESSION



REMINDER



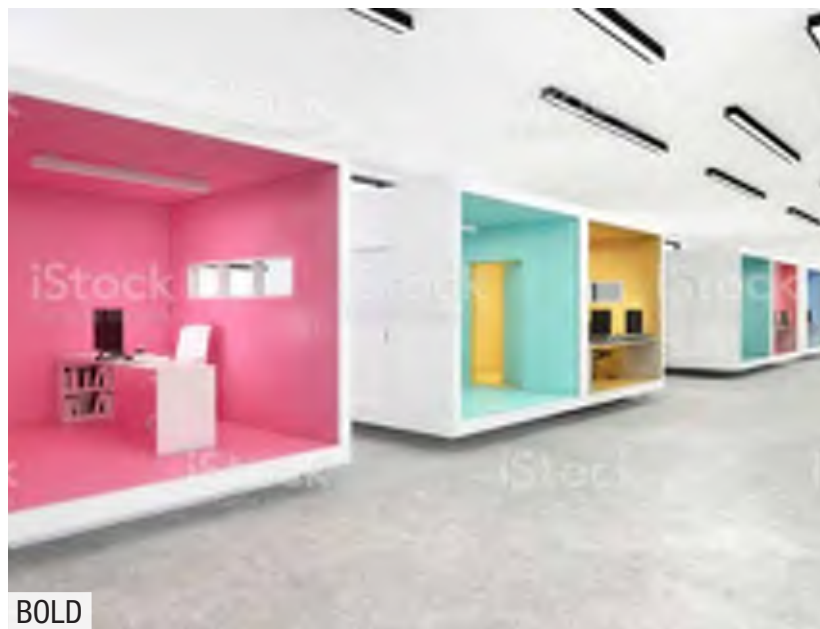
CELEBRATION



ENVIRONMENTAL



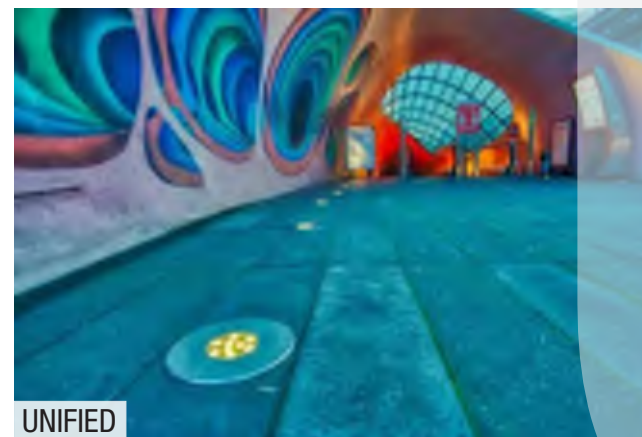
DIRECTIONAL



BOLD



ACCOMMODATING

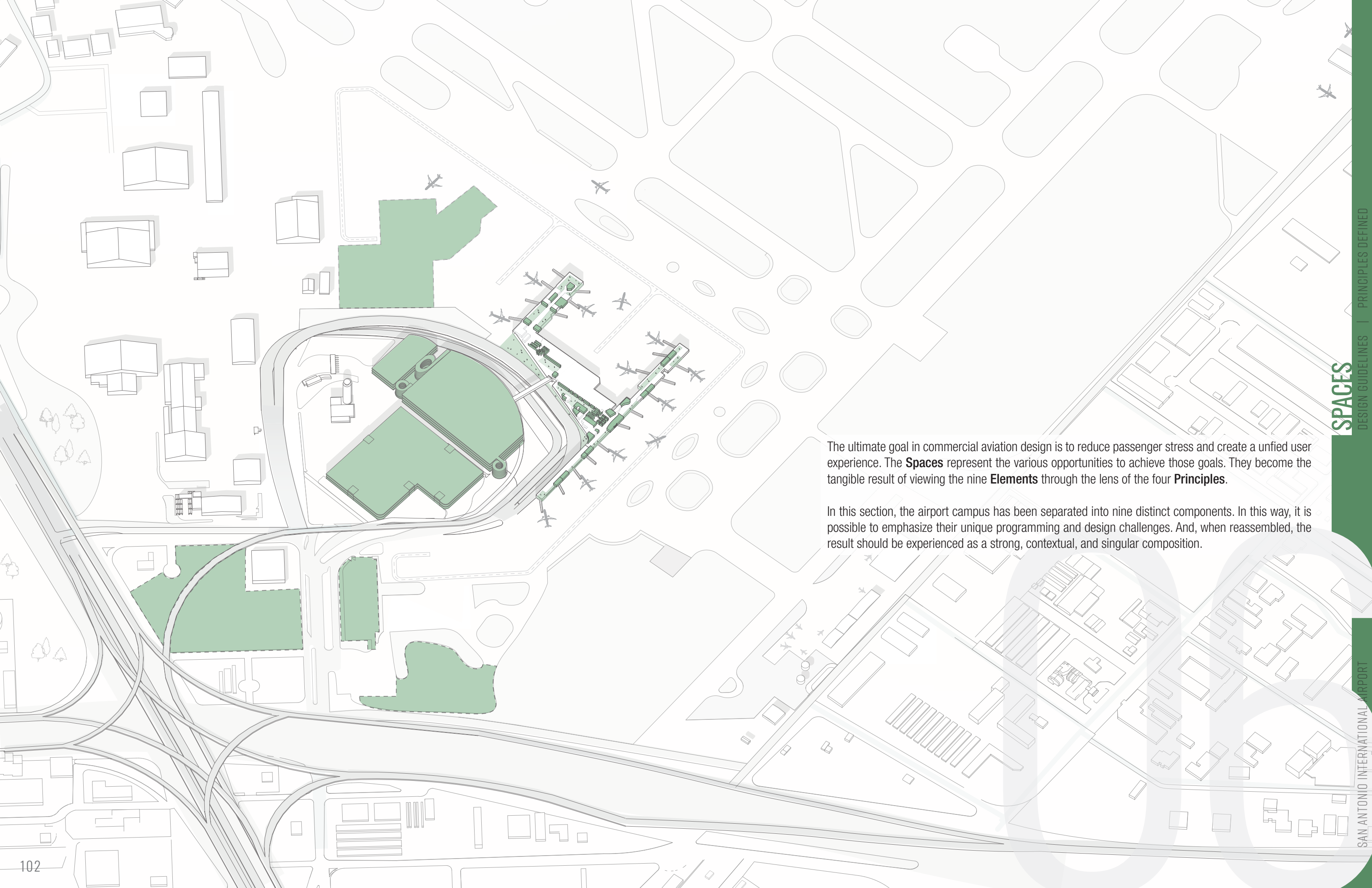


UNIFIED



TEXTURE AND MOVEMENT

06



The ultimate goal in commercial aviation design is to reduce passenger stress and create a unified user experience. The **Spaces** represent the various opportunities to achieve those goals. They become the tangible result of viewing the nine **Elements** through the lens of the four **Principles**.

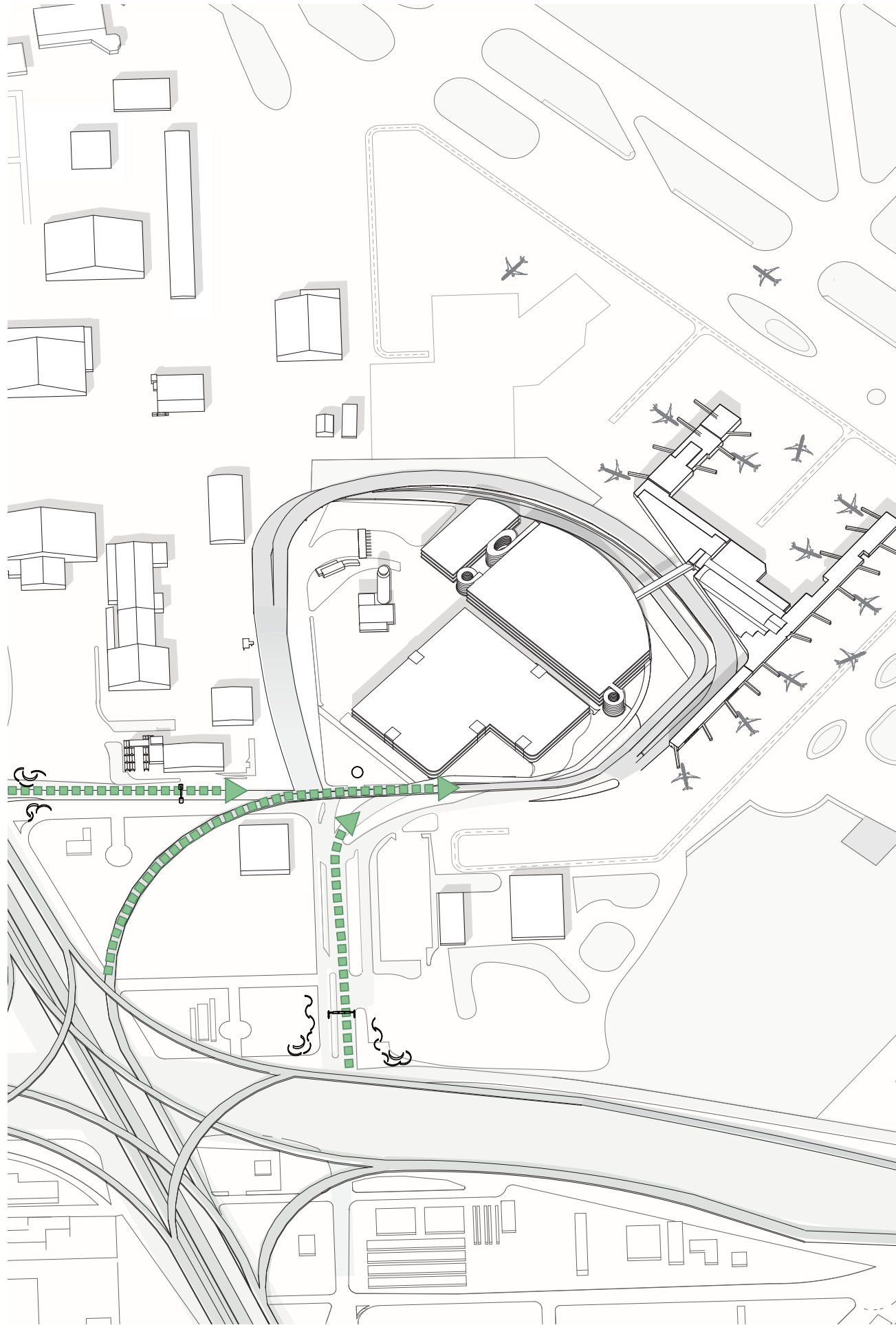
In this section, the airport campus has been separated into nine distinct components. In this way, it is possible to emphasize their unique programming and design challenges. And, when reassembled, the result should be experienced as a strong, contextual, and singular composition.



ENTRY DRIVE

An airport represents the gateway to the city it is serving. As such, it is in a unique and powerful position to establish a positive first impression to visitors as well as reinforce 'home' to its returning residents. Therefore, Airport Boulevard, the looping drive leading to and from the Terminals, should be considered the first, or last, stage of the SAT experience. It should project the essence of San Antonio and resonate its brand. It should be evenly illuminated, beautifully landscaped, and easily navigated. Acknowledge the relatively fast rate of travel and design way finding elements accordingly.





OPPORTUNITIES

Key Entrances

Consistency between entrances is important to establish the start of the airport experience.

Technology

Are there ways to integrate technology to better facilitate users moving to their destination, either curbside or parking in order to maintain San Antonio as a future forward city?

Monumental Signage

Is there an opportunity to be playful with entry signage and overlay principles, such as day to night, to reinforce the San Antonio influence?

Landscaping

Does the entry utilize regional landscaping and is there a way utilize it as a neutral backdrop for wayfinding or signage?

USERS



Business: Is familiar with the airport and knows where to go. Will use the same route and entrance when traveling to the airport.



Family: Travels less frequently, wayfinding becomes important to help guide the family traveler to their destination.

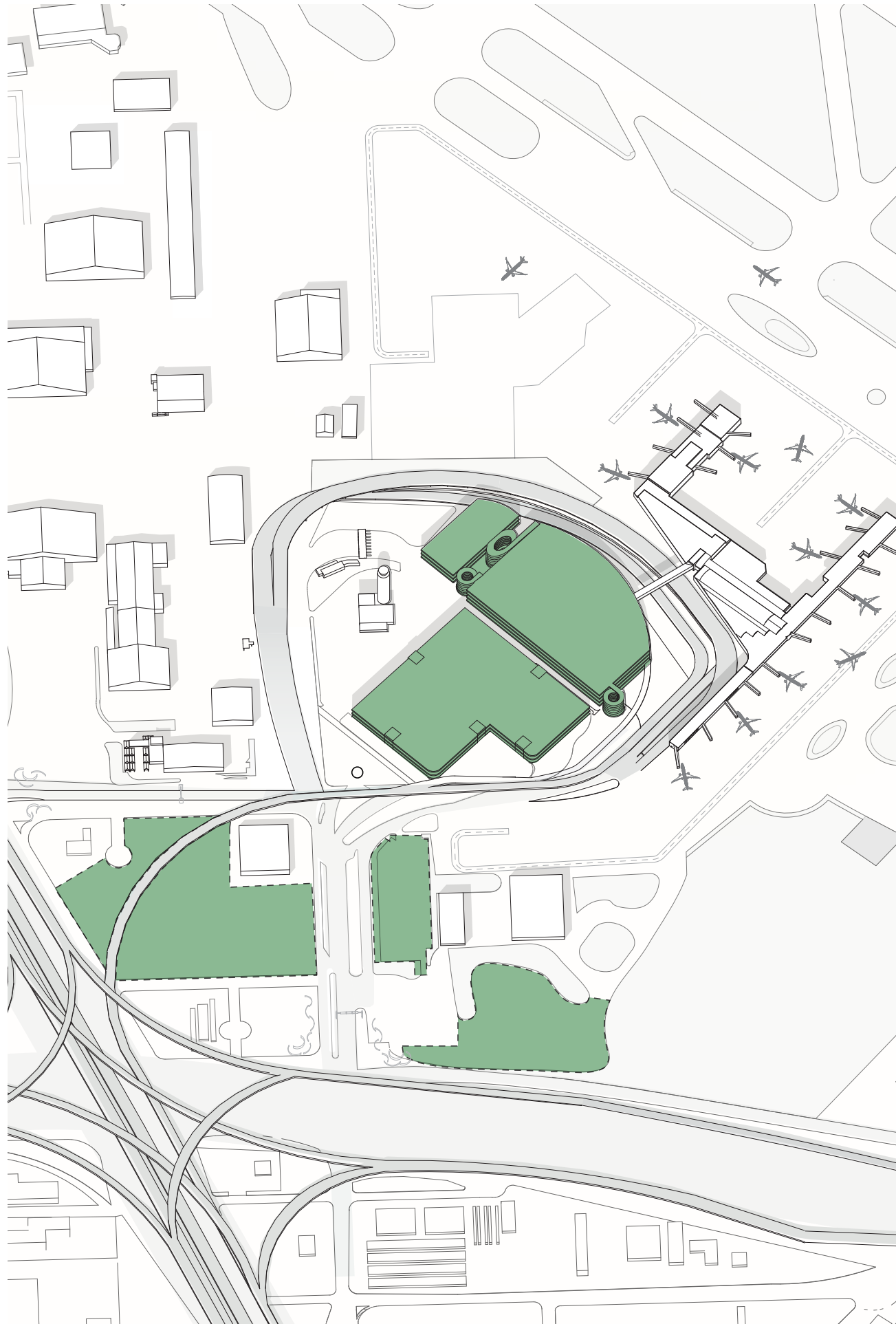


Military: Will frequently travel to the airport on a bus as part of a group either around holidays or when being deployed.



PARKING

Traveling should be fun and smooth. That is one of the reasons why parking is so crucial at an airport. Due to their relatively colossal scale, parking lots and structures could profoundly jeopardize any user's experience. To help mitigate unnecessary stress, focus on clarity. Limit conventional signage to reduce visual clutter. Instead, naturally create memories using intuitive way finding elements. These could include art, colored lighting, daylight courtyards, and landscape features. Recognize the long walking distance times and expedite by providing straight, safe pedestrian pathways. Note the Guaranteed Parking Corrals, designed for military veterans, people with disabilities, and business travelers. This is an existing and good example of SAT addressing its user's specific needs. Look forward and consider flexible solutions, as ride-hailing services and autonomous vehicles are bound to reduce groundside capacity requirements. Instead, parking structures could one day be re-purposed



OPPORTUNITIES

Color

Consider integrating color as a way to help users find their way through this space. While color is important to the design principles, it is also a useful tool used to aid in wayfinding

Art

Art distracts and attracts at the same time. Consider art in this space as a way to sooth the passenger

Transportation

Consider multi-modal means of transportation to and from parking areas. Redundancy can alleviate stressed passages, easing user frustration

Lighting

Lighting is crucial to a sense of safety in parking garages. However, lighting can also be explored as a way to make a drab space feel animated, interesting, and warm

Landscaping

Parking garages are cold and hard spaces. Introducing natural elements along the path can help to calm the passenger, as well as be used as a wayfinding element

USERS



Business: Knows where they are going and prefers to park close to the terminal for speed and convenience.



Family: More budget conscious, so will park in the economy parking lot and take the parking shuttle to the terminal.



Military: Either travels to the airport in a group and bypasses parking, or will utilize parking garages if needed.



CURBSIDE

Safety is paramount at curbside. Therefore, it is essential to understand the purpose and correct zones for all the various vehicles servicing this inherently busy space. Non direct illumination should ensure user security at night. Paving, exterior structures and all urban grade furniture should be virtually maintenance free. Trash and recycling containers should be provided. Users should intuitively and quickly understand how to navigate to parking.

Use of color, lighting, shade, and landscape will create a positive impression of the curbside area. Ample space should be provided for picking up and dropping off passengers, including large groups, whether it is families dropping off or picking up a loved one, or large groups of military members arriving or departing.

Visitors will need a variety of amenities here: luggage carts, check-in kiosks, pet relief areas, and accommodations for ADA requirements.



OPPORTUNITIES

Daylight

Consider how daylight impacts the space at curbside, and how to mitigate and control it to provide passenger comfort.

Form and Materiality

Can the form and materiality of the architecture help define the entrances and provide direction for passengers unfamiliar with the airport?

Space

How can the variety of vehicles and types of vehicles be accommodated to ensure a fast and safe passenger arrival process?

Color

Can color be introduced as a wayfinding element, to guide users while tying into the design principles?

USERS



Leisure: Dropped off by ride share, knows where to go, and expects the curbside process to be fast and easy.



Assisted: Require curbside assistance, so ease of use and safety of the curbside space is of paramount concern.



Military: If arriving as a group, space at curbside to accommodate a large amount of people and gear is important



TICKETING

The ticketing area should be designed for flexibility. Travelers are increasingly using technology to help them check in and navigate the airport. Technology is also changing the space requirements for the ticketing area. Space is needed for self-check-in kiosks, baggage wrap, boarding pass printing, and information counters.

Presentation of information in this area is key. It should be free of visual clutter and designed to reduce stress. Information should be easy to access: Amenities should include monitors conveying gate information and security wait times.

Each airline's ticketing area should be well-marked. Airline branding should be clear but should not detract from the sense of place and the expression of the overall SAT aesthetic.

As will all airport spaces, design will need to ensure ADA compliance, making sure all spaces and uses are thoughtfully developed to accommodate all people of varying abilities. For example, provide dedicated space for the inevitable luggage carts and keep queuing clearly accessible.

Flexibility should also account for changing requirements in the future to allow for security innovations, such as RFID systems, changing TSA requirements, and reduced need for ticket counters.



OPPORTUNITIES

Airline Signage

Ensure airlines check-in areas are readily apparent so passengers can easily find where they need to go.

Passenger Methods

Account for the different methods of check-in and various levels of interaction depending on services required.

Sound

Consider how sound can be used to create a calming atmosphere. Can sound be used as a directional aid to guide users through the space?

Information Displays

Ensure flight information displays are appropriately located so they don't impact circulation, but are apparent for passengers to locate where to go.

Space Organization

Provide ample space for users to orient themselves and make decisions about their journey. Consider large groups; families, military, refugees, and how to accommodate these groups in a way that feels natural and inviting

USERS



Leisure: Frequently travels with more than a carry-on, and will utilize the check-in counter to check bags, but prefers self-service option.



Family: Travels with a large amount of baggage but arrives at the airport early enough to get help with process.



Assisted: Will check-in at ticket counter to get help with checking bags, receive assistance for group seating, and coordinate assistance through airport.



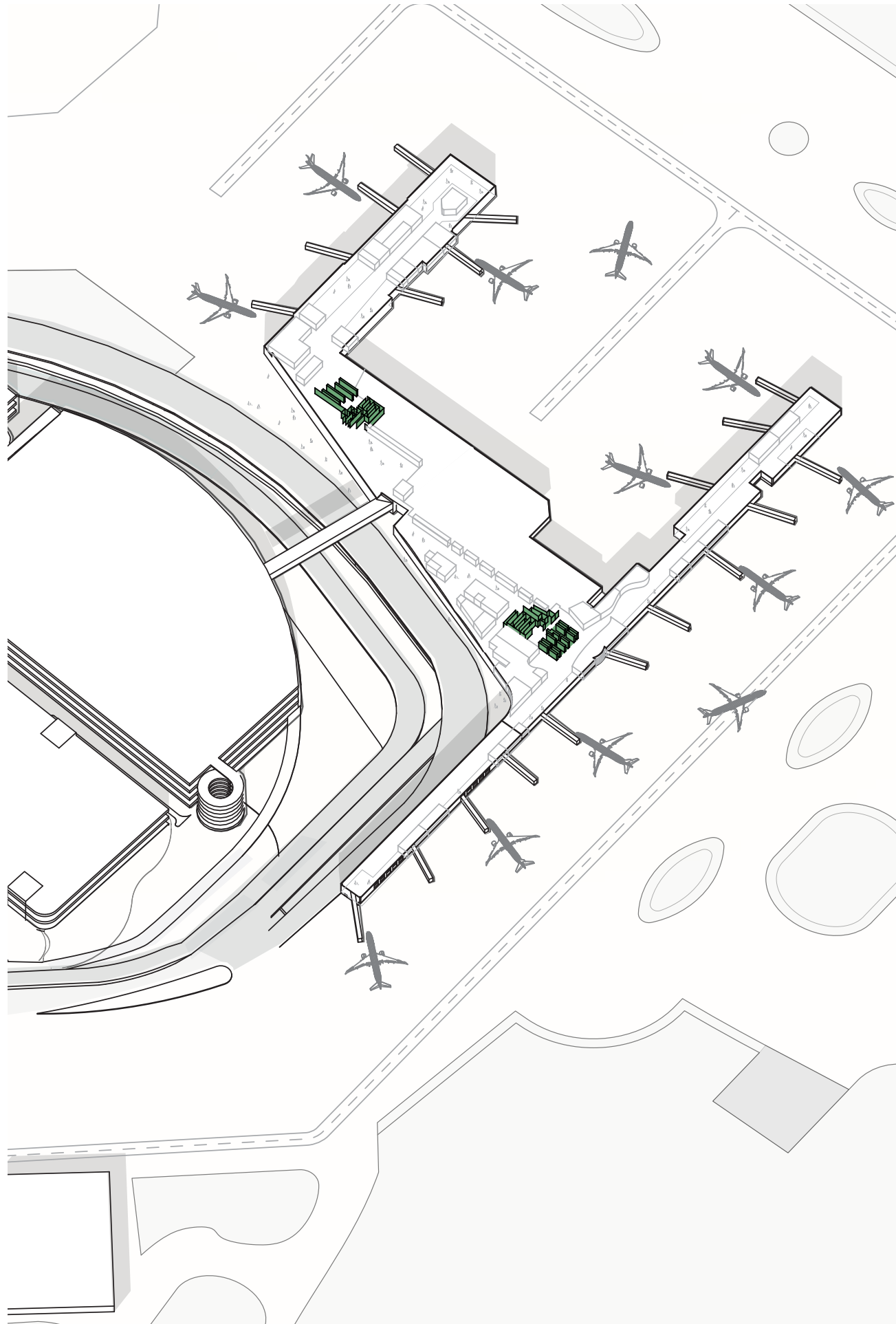
SECURITY

Security is arguably the most stressful part of the airport experience for most users. Therefore, Designers should be mindful of seamlessly integrating TSA requirements while concurrently striving to mitigate confusion. This is a challenging proposition given existing space constraints. However, understanding and implementing state of the art security practices are paramount. Virtual queuing, biometrics, credential authentication technology, and automated screening lanes will gradually replace the current process.

It will be important to delineate the TSA zone and SAT zone so that travelers understand the separation of responsibility, and to provide positive “before” and “after” settings that feel enjoyable and functional, while achieving the goal of security.

The area must be able to expand and contract to account for peak periods and reduce stress. It also must have flexibility over time to adapt to changing security technologies and requirements.

Post security is another opportunity to reassert SAT’s sense of place. Space should be provided to allow for seating and room for people to gather their belongings and recombobulate. It’s an opportunity to bring in warmth and calm using color, lighting, and comfortable furniture.



OPPORTUNITIES

Lighting

Is there an opportunity to introduce a different lighting type or color to alleviate passenger stress?

Greenery

Can greenery be introduced to provide a unique experience along the passenger journey that also helps de-stress passengers?

Space

Ensure enough space is provided for passengers to prepare for screening, but it is also important to have enough recombination space.

Post Security

What can happen immediately following security to build excitement and anticipation for making it through security? Is there some art, or a mural to pull people through security?

USERS



Business: An efficient traveler that will most likely utilize TSA pre-check to expedite the screening process.



Family: Moves slower through security, but arrived at the airport early enough to ensure they have plenty of time.



Assisted: May be escorted through security screening to facilitate assisted passengers moving through security in a timely manner.



CONCESSIONS

The Concession area should emphasize the local culture. This area provides a unique opportunity to provide a lasting impression of San Antonio through the presentation of local foods and other local vendors, such as souvenir shops.

More practically, the concessions should be oriented to allow good visibility to the gates, should allow ample space for seating, and should offer Flight Information Display Systems (FIDS). Readily accessible FIDS will help minimize “gate lock” and reduce travelers’ anxiety about needing to remain close to their gates.

It is critical to understand how various commercial branding will be accommodated by the overall airport design in order to avoid visual clutter. Any branding should be respectfully incorporated in such a way that it does not disrupt the overall airport aesthetic and feel out of place or jarring. Establish and enforce horizontal datums that clearly separate airport wayfinding from commercial advertising.

Art, lighting, color and other elements should be considered in making the area distinctly reminiscent of San Antonio, while contributing to a sense of relaxation and enjoyment. Seating areas should provide mixed and powered seating options for both families and solo travelers. Amenities such as charging stations, newsstands, and nursing areas should always be within reach.



OPPORTUNITIES

Look and Feel

Is there a way to use history as an attractor to influence the design of some of the concessions spaces?

Culture

Concessions are a good opportunity to celebrate the Hispanic and multicultural roots of San Antonio through selection of some of the vendors.

Landscape / Greenery

Explore local landscaping elements that could connect all of the concessions together to establish a relationship or concessions zone?

Circulation

Rhythm, and the idea of celebrating the river could influence circulation around concessions. This is the area you want passengers to linger and spend more money. It is similar to the river walk in San Antonio as a place to go and spend money.

USERS



Leisure: Will visit retail concessions occasionally, but frequently visits food and beverage concessions.



Family: Look for reasonably priced food and beverage choices that are easy for all age groups. Retail is important for last minute travel items left at home.



Employee: Occasionally uses airport restaurants when time is a constraint limiting other options.



RESTROOM

Based on social media reporting, restrooms typically receive the most user comments—both good and not so good. They are often the first and last places people go before enplaning and after deplaning. Therefore, restrooms need to be inviting and clean. They should be designed to be spacious enough for passengers with luggage, families, groups and people with disabilities. Restrooms must withstand the heavy foot traffic. Use sustainable elements, such as recyclable paper towels instead of electric hand dryers. Introduce natural light if possible. Queuing space should be provided to prevent congestion that could affect circulation in the adjacent concourse. Restrooms should be located at logical intervals, so passengers are comfortably close to their gates or concession areas.



OPPORTUNITIES

Circulation

Consider allowing for ample circulation space, to account for passengers with bags, and provide one way passenger flow through restrooms to alleviate congestion.

Materiality

Pull inspiration from hospitality spaces to elevate the passenger experience in the restrooms.

Views

Can views be extended into the restrooms? Is there a way to turn what is normally an uncomfortable experience into something extraordinary?

Technology

What kind of technology can be implemented in the restrooms to elevate the experience? Is it sound masking? Is it an occupancy display showing what stalls are available? Is it the imitation of natural light?

USERS



Business: Travels through a lot of airports, so cleanliness and ease of access, and proximity to holdroom is especially important.



Family: Keeps an eye out for family restrooms to better facilitate moving their family through the airport.



Assisted: Prefers a restroom where both entrances to mens and womens is visible from a central location. Will also use family restrooms as needed.



HOLDROOMS

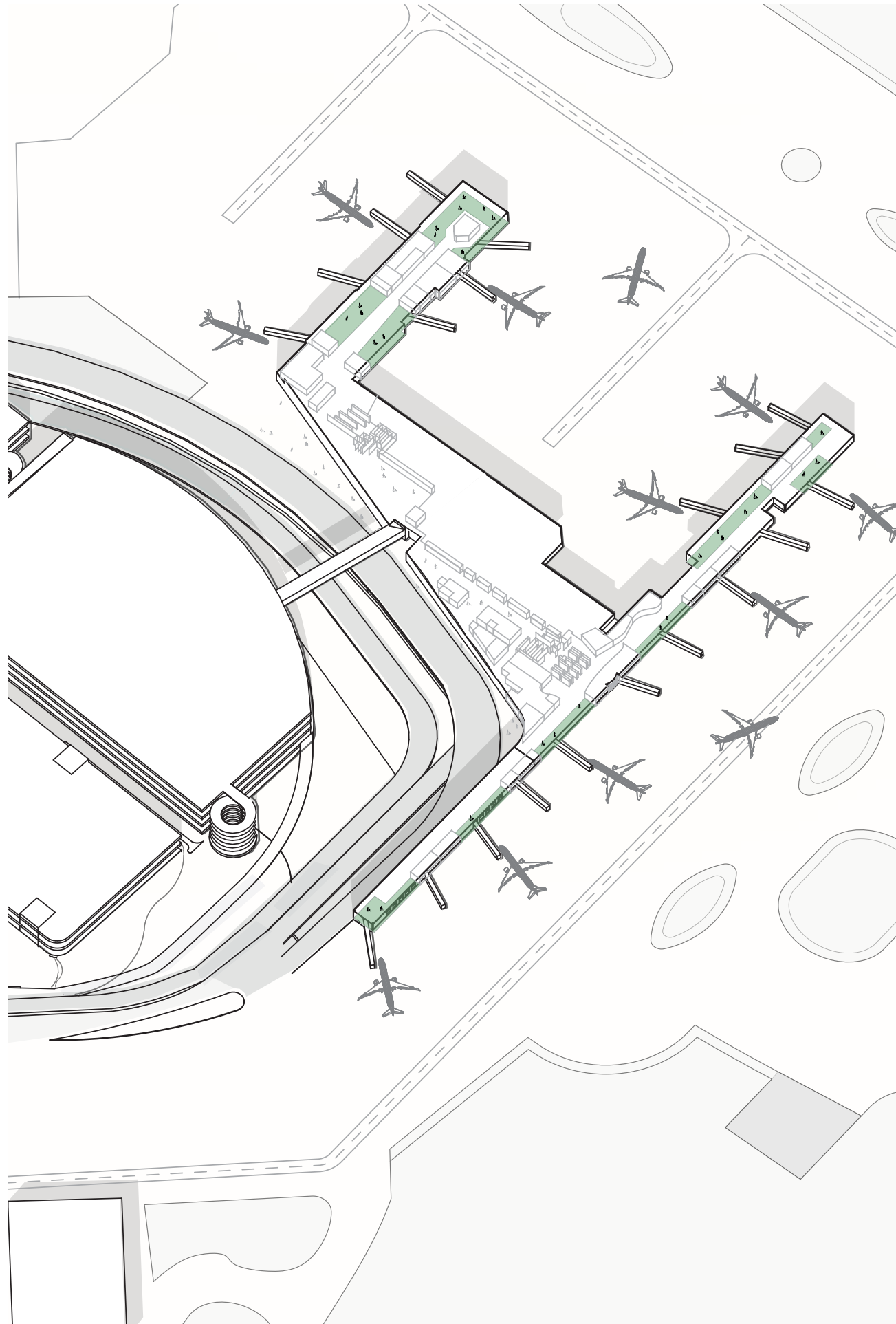
Holdrooms should be sized according to the aircraft they serve. Gate podiums and boarding gate reader locations should be in clear view. Enplaning queuing lines should be separated from deplaning aisles. Seating areas should be powered and circulation widths established to account for baggage. Sufficiently sized storage should be provided for wheelchairs, portable stanchions, and miscellaneous supplies.

As with the ticketing area, airline millwork should be designed so it fits within the overall design and aesthetic of the airport, while discreetly accommodating branding.

Design should incorporate natural light and sight lines; passengers feel more comfortable if they can see the aircraft they are about to board or the airfield where the action is taking place.

Mixed seating types need to be provided including tandem, individual and group friendly. Materiality should be considered in terms of durability and maintenance. Comfortable seating is key, but it should not encourage opportunities for people to sleep in the holdrooms.

Aisle widths need to be adequate for people to move around with their luggage and to keep it close to them when they are seated. Gate Information Display Systems (GIDS) and charging stations should be readily available.



OPPORTUNITIES

Furniture

Think about furniture and how it plays an important role in the holdroom. Can order, or color as celebration influence furniture selection when designing a holdroom?

Rhythm

Is it appropriate to set up a rhythm to the holdroom layouts to provide different seating zones to offer a variety of amenities?

Technology

How can technology help communication with users knowing the trend is towards smaller, personal devices?

Form

Can old and new be used to design the architecture of the holdrooms, with a juxtaposition of traditional architectural forms and glass to open up views to the exterior?

USERS



Business: Prefers to work while waiting for flight, so access to power for charging and wifi is important.



Leisure: Likes holdrooms to have some sort of entertainment, art, ads, free and fast wifi as well as multiple charging stations.



Family: Given the multi-generational group, a variety of entertainment is a critical need to ensure everyone is occupied in the holdrooms.



BAGGAGE CLAIM

Since one arrives at baggage claim after one's flight, people tend to be either excited or tired at this point of the trip. Regardless, both deserve space to stretch out, locate nearby restrooms, wrangle luggage carts, and patiently wait. Therefore, sufficient seating, under indirect lighting, is warranted. For deplaning passengers with checked luggage, this is the final stage of their internal user experience. Therefore, directing their views outside and into the landscape beyond are encouraged.

Functionally, the baggage claim area needs clear signage and wayfinding to exits and pickup areas. Amenities such as restrooms and luggage carts should be conveniently located. Seating must accommodate large groups waiting to be picked up. Elements such as natural light, art, and greenery should be included.



OPPORTUNITIES

Art

Can art in the baggage claim serve as a cultural bridge between the airport and the city of San Antonio?

Lighting

Consider how lighting can change from day to night and use the baggage claim as an opportunity to really celebrate the design principles.

Circulation

Can main circulation be defined as a river to allow for users to flow unobstructed through spaces?

Seating

How to creatively accommodate the trainees that typically sit down here while allowing the space to function in it's normal capacity?

USERS



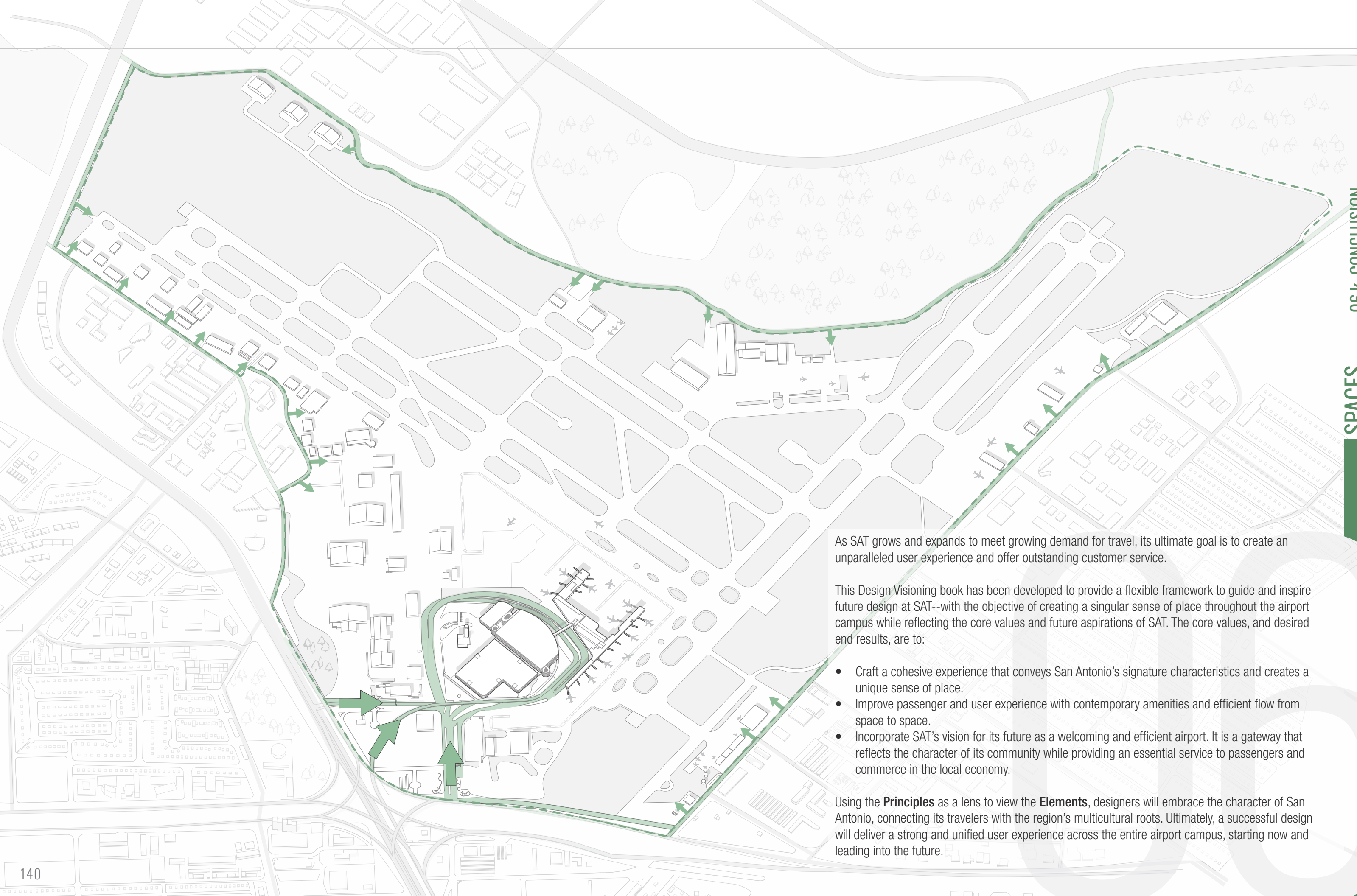
Leisure: If they checked any bags, it is important for them to have a smooth and efficient process in retrieving them.



Family: Will have multiple bags to pick up from bag claim. Fast and efficient bag retrieval is important.



Assisted: Important for them to have assistance available in baggage claim to help with carry bags.



As SAT grows and expands to meet growing demand for travel, its ultimate goal is to create an unparalleled user experience and offer outstanding customer service.

This Design Visioning book has been developed to provide a flexible framework to guide and inspire future design at SAT--with the objective of creating a singular sense of place throughout the airport campus while reflecting the core values and future aspirations of SAT. The core values, and desired end results, are to:

- Craft a cohesive experience that conveys San Antonio's signature characteristics and creates a unique sense of place.
- Improve passenger and user experience with contemporary amenities and efficient flow from space to space.
- Incorporate SAT's vision for its future as a welcoming and efficient airport. It is a gateway that reflects the character of its community while providing an essential service to passengers and commerce in the local economy.

Using the **Principles** as a lens to view the **Elements**, designers will embrace the character of San Antonio, connecting its travelers with the region's multicultural roots. Ultimately, a successful design will deliver a strong and unified user experience across the entire airport campus, starting now and leading into the future.

07

APPENDIX

DESIGN GUIDELINES

| PRINCIPLES DEFINED

01 INTRODUCTION

- p. 2 Photo by WestEast
- p. 4 Photo from sanantonio.gov

04 PRINCIPLES

- p. 24 Photo by Luisa Brimble
- p. 28 Photo by Christy Ash
- p. 28 Photo by Alex Amaro
- p. 28 Photo by Jared Lisack
- p. 28 Photo by VisitSanAntonio
- p. 28 Photo by SeanPavonePhoto
- p. 28 Photo by La Gloria
- p. 29 Photo by Mitchell Luo
- p. 29 Photo by Tichr
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- p. 32 Photo by Nghia Khanh
- p. 32 Photo by Travel Take Photos
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- p. 33 Photo by Carlos Ayala
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