



February 9th, 2021

# MTA Retail Design Guidelines



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# 1 Overview

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## 1.1 Guideline Intent

The goal of the Design Guidelines is to enhance the customer shopping experience, improve visual quality of the transit environment and provide a consistent and identifiable brand for customers shopping within the MTA system.

These Guidelines provide design assistance for existing tenants looking to upgrade their space and guidance for prospective tenants interested in a new buildout. It is intended that the use of the guidelines will aid in concept planning and design approvals by identifying retail types, signage requirements, plans, elevations and overall intent and hierarchies. By developing schemes within this framework, retailers and MTA share a common evaluation tool that will help to clarify and expedite the fit-out approvals process.

By highlighting design strategies that are recommended, they establish a coherent visual look that makes shopping opportunities within transit space more obvious and accessible throughout the system; thereby highlighting the items for sale and improving the customer experience, creating an immersive and stimulating environment for a variety of shops.

Finally, the Design Guidelines encourage the establishment of flexible spaces, easily modified to create a framework that allows for change in an existing space or for a “pop-up” in an underutilized but highly visible space. The Design Guidelines recognize the need to incorporate product brands throughout the tenant space and allow ample locations for the display of tenant identity.



*(Top) Shops at Turnstyle Underground Market*

## 1.2 History

MTA retail exists throughout the regional transit system from the mezzanines and platforms of New York City Transit to the vast Commuter rail network of the Long Island Rail Road and Metro-North Railroad. Each day 8 million riders access the more than 300 retail units throughout the 472 transit stations. Other shops are located within the network of commuter rail stations, many of which are historic structures and in the terminal icons at Grand Central, Atlantic Avenue/Barclays Center and the Stillwell Terminal in Coney Island.

There has always been a synergy between retail vending and transit. In 1904 when the subway opened retail locations were placed throughout the system. Customers, reluctant to stop above ground and possibly miss their train would delay their purchase until on the platform. This “compulsory leisure” time was spent purchasing a variety of items offered primarily in vending machines. Over time these machines were removed, and retail activity occurred in kiosk shops in station buildings, mezzanines and on platforms. Until recent times the sale items in these concessions focused on transit friendly items, mainly newspapers and candy. Over the past several years, however, there has been significant change in merchandising typology. This has influenced the change-over of existing retail space and the addition of more destination flagship brands at both commuter rail stations and within the subway system.

Now, the changing interests of transit customers requires spaces that are both long term and pop-up. The retail space needs to be flexible and adaptable to meet the requirements of brand retailers and innovative startups. MTA Shops have evolved from a vending machine dispensing gum to a kiosk selling modern conveniences or a destination for food and drink.



*(Top) Board of Transportation, Delaney Street Trolley Terminal, June 15, 1943, 2004.20.15.19, Lundin; Collection; New York Transit Museum (Bottom) New York City Transit Authority, Shops in the 42nd St. Port Authority Bus Terminal, ca. 1960s; R102SR\_z038, Subway Construction Photograph Collection; New York Transit Museum*

## 1.3 Guideline Structure

The Retail Guidelines are comprised of six sections, with the main sections being: Retail Design Guiding Principles, which establish the overarching ideals and considerations of the guidelines, and Retail Design Implementation, which describe the specific design decisions available to current or prospective retailers. This document is the primary reference for the planning and design of retail fit-outs within MTA properties.

Due to the variety and unique nature of retail offerings within the MTA system, the guidelines utilize a 10' × 10' × 9' box as an idealized volume to illustrate both principles and implementation options for the exterior and interior of in-line and freestanding structures, within and outside of station environments. The adaptation of the guidelines to station-specific spaces may require interpretation from the retailer and their agents.

These guidelines should be read in conjunction with ADA, State Historic Preservation materials and Building Code as applicable. Further, the adaptation of the guidelines in historic and Enhanced Station Initiative (ESI) stations may require further coordination between the Agency and State Historic Preservation Office (SHPO). MTA Real Estate (MTA RE) will provide counsel and retain oversight to ensure the spirit if not the letter of the guidelines are being met, but it remains the sole responsibility of the concessionaire to initiate and conclude the required design submittals.

### **How to use the guidelines**

This guideline will prescribe a series of conditions and configurations that can be adapted into various retail fit-out scenarios. In order to understand the guiding principles behind these prescriptions, Section 2 identifies retail typologies and further interpolates them into plan and elevation types. This allows for a consistent language across all retail typologies and becomes the baseline in which the rest of the guideline is organized.

Section 3, begins with a roadmap to determine the design parameters for implementation of SHPO (State Historic Preservation Office) requirements, ESI (Enhanced Station Initiative) station standards, and/or this guideline. The overview in Section 3.3 will highlight the zone hierarchies that exist in both the plan and elevation types identified in section 2.3. The matrix of design options illustrated in Section 3.4 will guide the

retailer to begin to select their plan and elevational scenarios relevant to their fit-out intent.

Lastly, the guideline will provide design parameters for lighting, material, and security.

### **Preferred approach**

Throughout the guidelines document, examples are presented that demonstrate a preferred approach to a variety of space planning and design opportunities, including but not limited to signage, advertising and product display. Due to the sheer variety of spaces and existing conditions that demand tailored designs, the preferred approaches outlined herein seek to illustrate the spirit of the guidelines to ensure that the appearance, planning logic and design execution are consistent system-wide, thereby enhancing the customer experience and perceived value of the retail offer.

### **Limitations and exclusions**

The guidelines as conceived are intended as an aid to existing and potential retailers to improve customer experience and add coherence to a fragmented and often confusing retail landscape. Nevertheless, the guidelines do not address specific issues of building code, weather protection, fire safety and suppression, utilities such as mechanical, electrical and plumbing (MEP) supply and routing, and accessibility. The context of each retail location will require a specific response. These items must be resolved during the planning and design phase with MTA, and as such may trigger adaptations to how the guidelines are applied. There are a range of regulatory and code requirements that must be considered and addressed during the planning process. These include, but are not limited to:

- NYS Uniform Fire Prevention and Building Code
- New York City Fire Code
- Americans with Disabilities Act (ADA) Accessibility Guidelines
- National Electrical Code (NEC)
- Occupational Safety and Health Regulations (OSHA)
- Other applicable codes and guidelines

These guidelines should be read in conjunction with these requirements, but in no way supersede these requirements. It remains the sole responsibility of the retailer and their agents to address and conform to code requirements and other applicable regulations during the design and execution of their retail fit out.

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# 2 Retail Design Guiding Principles

2.1  
2.2  
2.3

## Customer Experience Retail Typologies Plan & Elevation Types

The fit-out of the unit areas should be clean, uncluttered, coherent and considered. An equal level of attention to the planning, layout, detailing, material selection and fixture placement is expected. In addition to the specific design criteria set forth within the guidelines, there are a few guiding principles that will inform the design of all retail units:

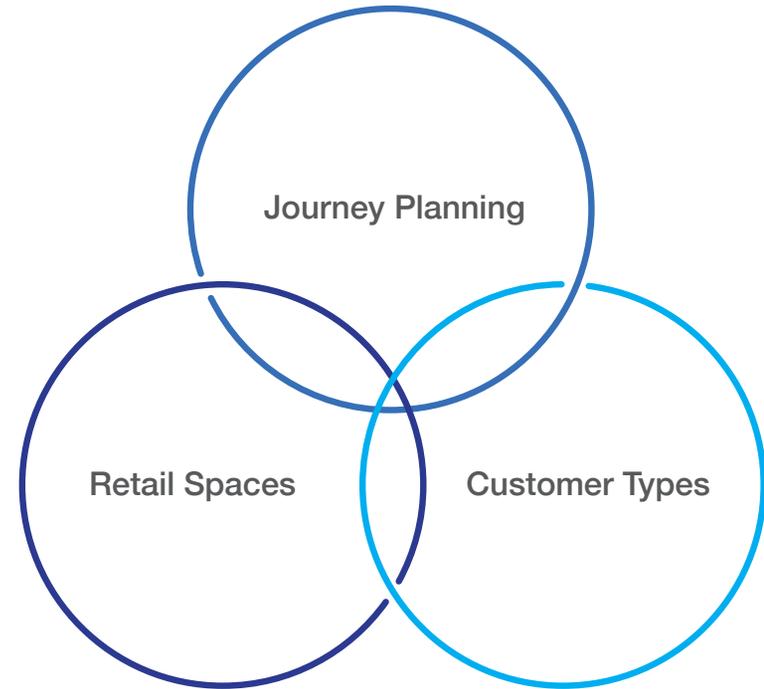
- Visibility into and across the spaces.
  - Careful attention to the organization and appearance of displays, merchandise and the associated casework and furnishings.
  - Invisibility of work zones, storage, back-of-house or preparation areas to the public.
  - Clear distinction between station building components and fit-out components.
  - Containment of fit-out, including product displays and stock, within retail unit spaces.
  - No interference with the base building architecture, structure, signage or systems.
-

## 2.1 Customer Experience

A keystone within the guidelines is improving customer experience, and this starts with providing the right information at the right time and place within a passenger's journey. This allows those moving through the system to gain confidence, which reduces stress, encourages longer visits and increases spending.

As described in Section 3.4, the guidelines establish a series of "zones" that help the retailer organize the appearance of their fit-out, all while ensuring a consistent image across the station environment and the system generally. The ability for a customer to easily identify the location and type of retail builds trust and anticipation, and confers the retail operation with visibility and credibility as being under MTA sponsorship.

The guidelines aim to help prospective retailers create recognizable and repeatable concession typologies, thereby improving the overall experience within and around station environments and further encouraging longer dwell times and increased value per transaction.



*(Top) Diagrams at key points of consideration for an enhanced customer experience*

## 2.2 Retail Typologies

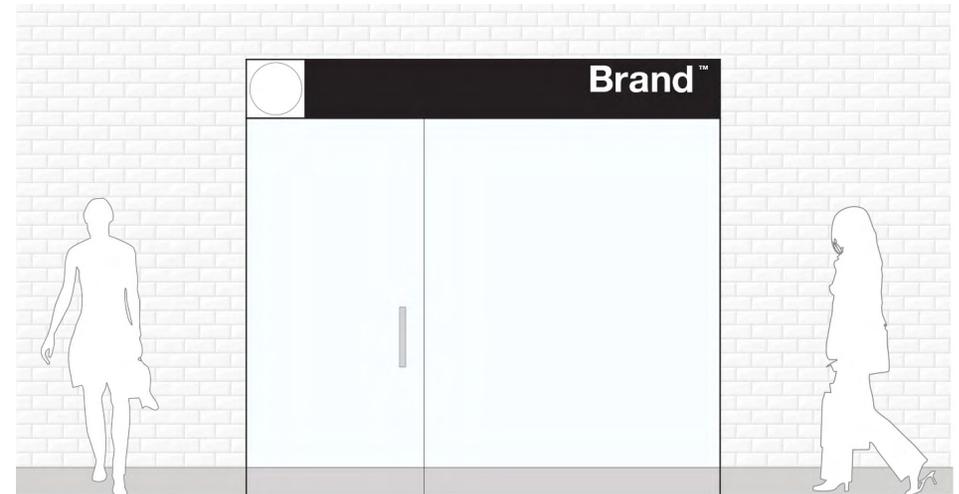
### In-line Unit

There are basic retail typologies across the MTA system. They are defined in the following text. These locations are throughout the New York City Transit system, adjacent to the commuter rail stations or within the station buildings. Some of these retail spaces are located in historic structures throughout the MTA system. When retail locations are in historic structures the design will require review by the SHPO, the State Historic Preservation Office.

The Retail Design Guidelines specifically address the design of the different plan types and the exterior and interior vertical surfaces for the In-line Unit and the Kiosk Unit; never-the-less the guidelines, particularly in regards to Zone 1 signage, materials and lighting design should be incorporated into the various other types as appropriate. After identifying the typology a lessee may then view the Plan and Elevation matrices for guidance on layout, signage and design requirements.

#### In-line Unit

Set within a continuous storefront-type system or within an existing alcove, this typology is most common in mezzanines, larger concourses and terminals within NYCT properties, and is also common on bridges and station houses of the commuter rail lines. They may be walk-in or counter service and generally have a service entrance that is distinct from the main entrance or transaction area. When counter style, the display of items sits either just behind or flush with the adjacent walls of the station.



*Illustration of Inline Unit*

## 2.2 Retail Typologies

### Kiosk Unit, Freestanding Kiosk Unit

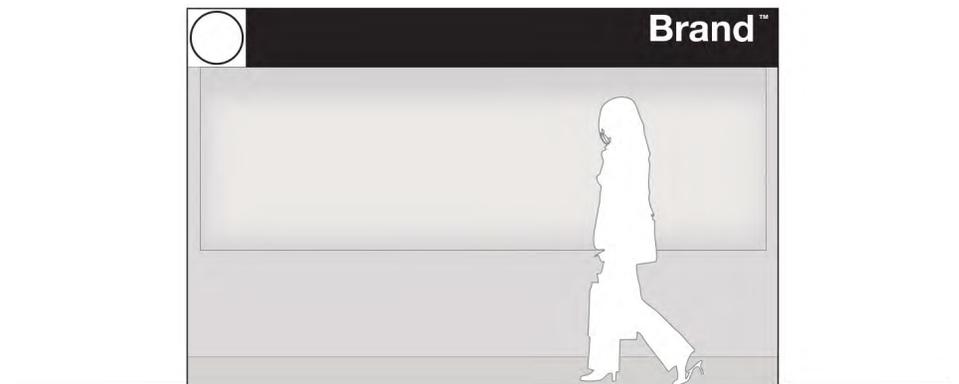
#### Kiosk Unit

An enclosed unit that can be viewed from all sides by the customer, or with one side against a wall. The freestanding unit may be interior or exterior, and are commonly positioned on platforms, or under rail guideways of the commuter rail lines. They may be walk-in or counter service and generally have a service entrance that is distinct from the main entrance or transaction area. When counter style, the display of items sits either just behind or flush with the exterior walls of the unit.

Other typologies not specifically addressed within the guidelines follow below. As stated previously, the hierarchies, signage zone set out, materials and lighting among other items specified within the guidelines should be applied as appropriate to the following retail unit types.

#### Freestanding Kiosk Unit

Staffed kiosk units include a unit that can be viewed from all sides by the customer and is staffed by a person that either sits or stands next to their unit. A staffed unit could also back onto a wall. This type of unit is most commonly found in concourse areas or in a hallway of a station.



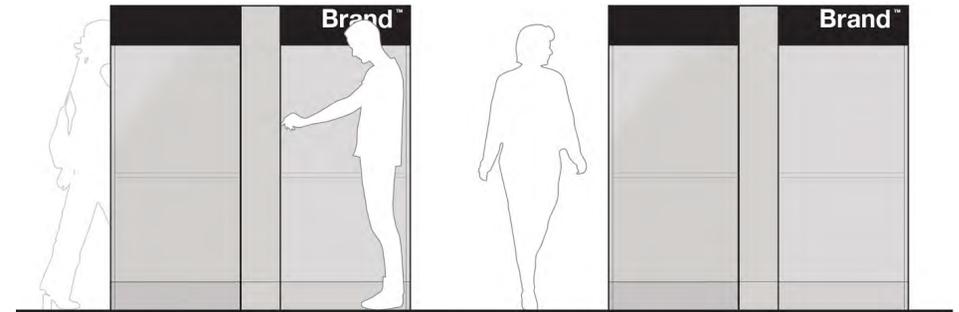
*(Top) Illustration of Kiosk Unit (Bottom) Illustration of Freestanding Kiosk Unit*

## 2.2 Retail Typologies

### Pop-ups, Vending Machines/ Self-Service Kiosks

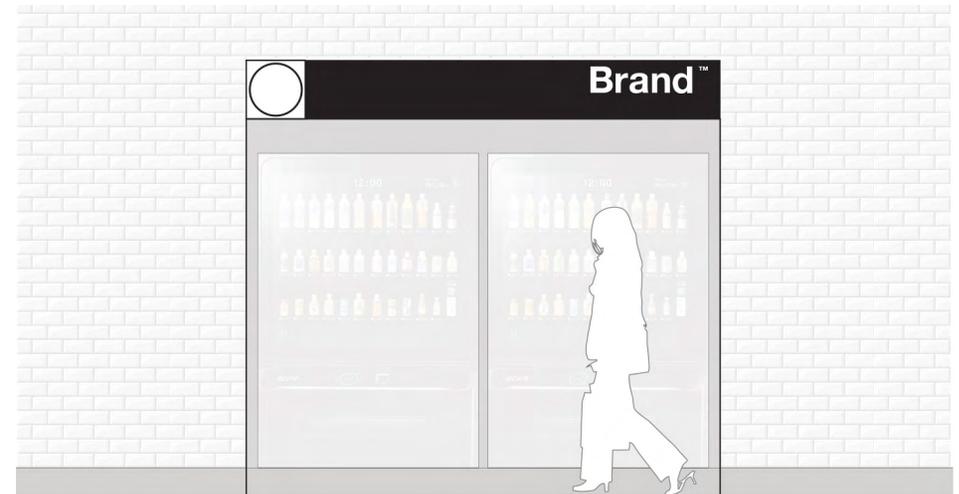
#### Pop-ups

Temporary units where ease of transportation and installation are key. Pop-up units should only require power through a temporary link to station power, such as a three phase outlet. Pop-up units should be able to be secured easily when closed and potentially be relocated when not in operation. This type of pop-up installation would best serve situations in which there is a limited amount of space available for a retail unit, or in larger mezzanine, hallway or concourse spaces where passenger circulation will not be adversely affected. A key advantage of this type of unit is that they can dramatically change the character of a station on a temporary basis and have a revolving retail offer for regular station customers.



#### Vending Machines / Self-Service Kiosks

An alternative to staffed retail kiosks is the self-serve electronic kiosk. The self-serve kiosk provides a range of goods and services to customers by dispensing health and beauty items, packaged goods, refreshments, and other small items, to ATMs, photo booths, gaming and perhaps even digital shopping. The self-serve kiosk would best serve situations in which there is a limited amount of space available for a retail unit. A key advantage of this type of unit is that they can operate 24 hours a day.



(Top) Illustration of Pop-up Unit (Bottom) Illustration of Vending Machines

## 2.3 Plan & Elevation Types

### Plan Types: Walk-in Walk-up

In order to develop a consistent language across retail typologies, this section of the guideline identifies two plan and four elevation types that may be applied to most retail spaces. For example, a freestanding kiosk unit can have a walk-up plan type with 3 opaque and 1 counter elevation type. It is important to note that some scenarios may require some degree of interpretation in order to identify the appropriate plan and elevation type relevant to the retailer's space.

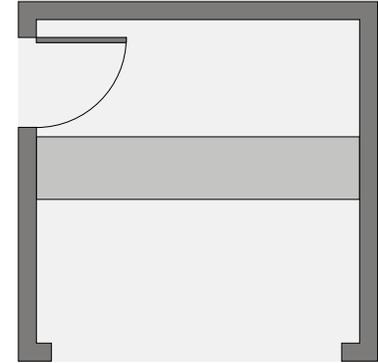
#### Plan Types

Designers should keep in mind that customers within the MTA system often carry bags and backpacks and other luggage pieces. Customers will also have limited amounts of time available to conduct the purchases they desire. The interior layout should naturally guide the customer through the space without confusing or overwhelming them. Therefore, a well-designed concession will provide plenty of room for passengers to circulate around store fixtures or furniture, maintain visual sight-lines for merchandising and wayfinding, and clearly identify point-of-sale locations.

This guideline identifies two plan types:

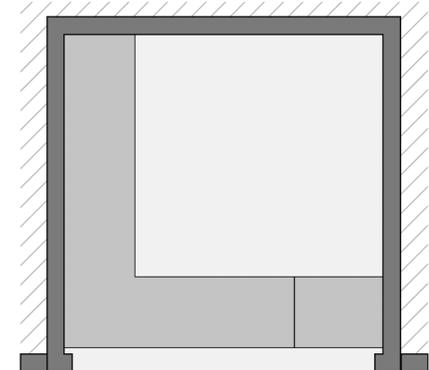
#### Walk-in

This plan type is where customers walk within a defined retail space and the concessionaires are typically accessible from the inside.



#### Walk-up

This plan type is where the retail space is unoccupiable by the customer and the concessionaires face outward of the shop. This is typical when available square footage is limited.



## 2.3 Plan & Elevation Types

### Elevation Types

The retail facade elevation is the most visible and prominent element of each concession. Its design delineates the separation between the MTA property and that of the concession. The exterior façade, where applicable, should reflect design criteria and clearly identify the concessionaire.

Its design will significantly contribute to the overall aesthetic of the station environment and as such must adhere to the display hierarchies, signage design directives, and high-quality materials and finishes.

**Elevations should comply with the following general design criteria:**

- The Concession’s façade will comply with the guidelines in terms of transparency, materials and overall set outs.
- Facade treatments for in-line units should extend across the full width of the storefront or to the inside edge of the neutral piers depending on the existing design.
- Closure door tracks must be supported by a structural steel framework which will be attached and braced to the building structure. Structural framework must be engineered in conformance with applicable code requirements and submitted to the MTA for approval.
- The façade shall include a finished soffit which will display the concessionaires signage, which will conform to Section 3.4.
- Security devices must be physically integrated into the storefront design.

The level of quality and design established in the facade of the concession shall be continued throughout the interior of the Concession’s space. The same principles apply relative to the quality and durability of materials.

This guideline identifies four elevation types:

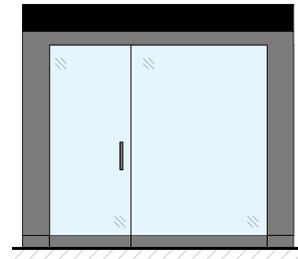
**Opaque**

A solid wall, sometimes used to display information, ads, or vending machines.



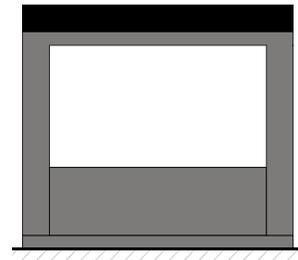
**Transparent**

Glass facade, may have varying levels of translucency. Customer interface is only visual.



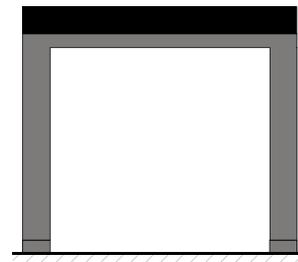
**Counter**

The counter type allows for a direct transactional interface with the customer.



**Open**

Allows the free flow of customers into and through the retail space.



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# 3 Retail Design Implementation

- 3.1 Design Implementation Process
- 3.2 Design Considerations
- 3.3 Zone Hierarchy Overview
- 3.4 Matrix

The unit types, situations and configurations available for prospective retail tenants within the system are varied and, at times, idiosyncratic. These idiosyncrasies demand a flexible approach and adaptation of the guideline principles. The following section contains illustrations, diagrams and descriptions of acceptable configurations and combination options. Each tenant is responsible for adapting the guidelines to suit their specific unit. Depending on whether the retail unit resides within a historic station, a recently redeveloped station under the Enhanced Station Initiative (ESI), a terminal station, or an unimproved station, the road map for implementation will vary somewhat. The diagrams here seek to illustrate how this process is influenced by the individual circumstance of a given retail unit. MTA RE will assist prospective tenants in navigating the various approvals processes.

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### 3.1 Design Implementation Process

Retail fit-outs and improvements are subject to MTA approval and shall conform to all Design Guideline Criteria as applicable. The prospective lessee must use an Architect registered in the State of New York for preparation of all submittals. Submittals must bear the Architect's title block with name and address and be signed and sealed, depending on the scope of renovation. The lessee must notify MTA of the name, address and phone number of the Architect.

All tenant submittals as outlined in this section must be submitted to MTA RE as a complete package. Partial submittals will not be accepted and will be rejected without review.

Each tenant is responsible for plan compliance with all governmental codes and regulations. MTA is the authority having jurisdiction on code compliance. MTA RE will provide application forms. Drawings and applications submitted to MTA RE will be subject to code compliance review. Building Permits and Certificate of Occupancies will be issued to the tenant from MTA RE. The City of New York Department of Health has jurisdiction over food uses in the five boroughs. The State Department of Agriculture and Markets has jurisdiction over food uses in suburban locations within the state. An application for approval must be made directly to the respective agencies. MTA RE will assist with which agency has jurisdiction.

MTA is not responsible for any delay or costs that result from a tenant's failure to submit complete information, failure to follow the criteria and procedures or failure to submit information to the appropriate government agencies for review.

#### **Summary:**

All tenant Submittals must be reviewed and approved for compliance with applicable codes and the provisions of these guidelines. The primary steps in this process are noted below:

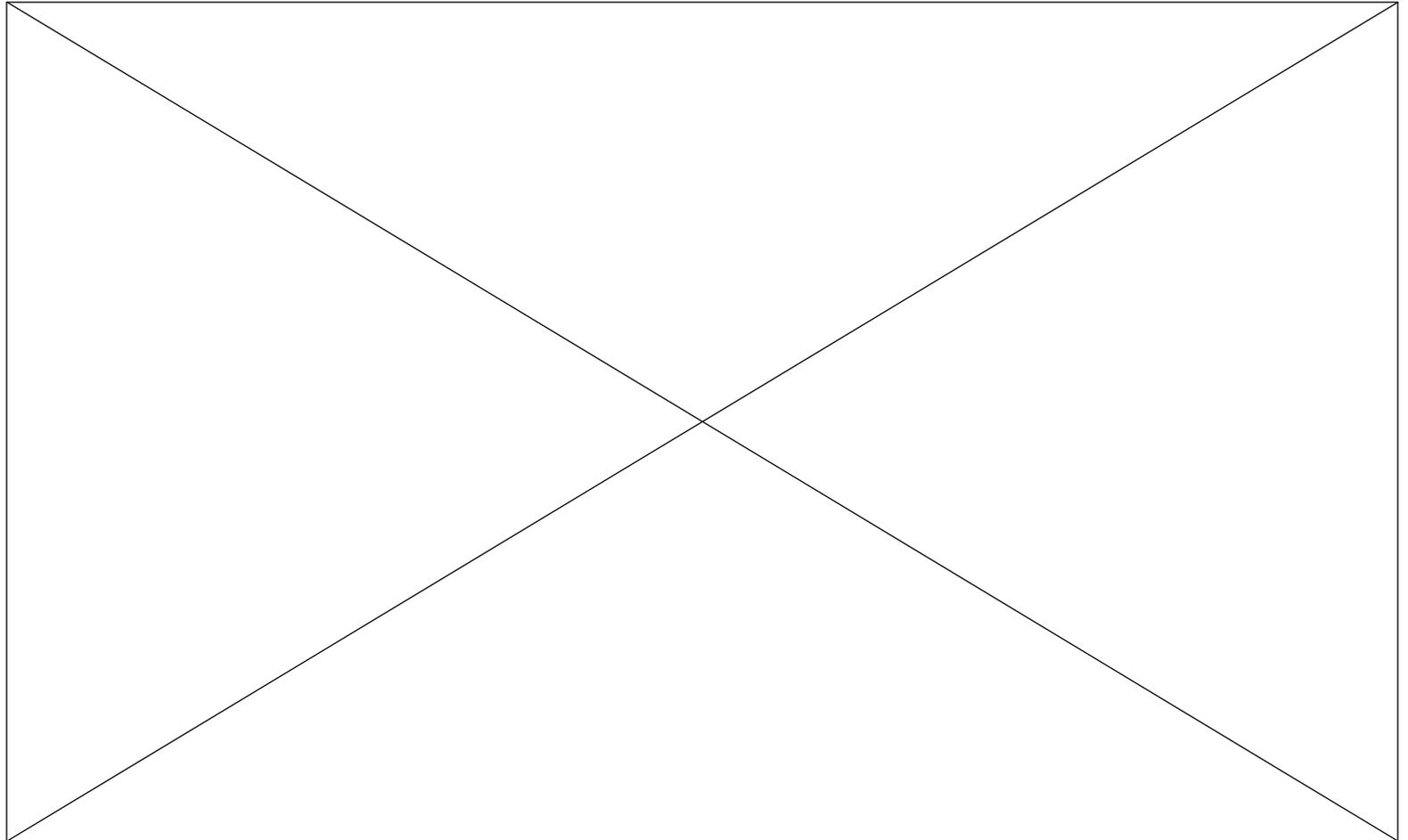
- All work to be performed in a tenant space must be illustrated on documents prepared by an Architect licensed in the State of New York. The tenant must submit the name of the Architect to the MTA prior to submission.
- Plans and other documentation to illustrate the design intent and the scope of work must be submitted to the MTA.
- The plans and other supporting documents such as elevations, sections and details shall illustrate the design intent and materials to be used in compliance with the Retail Design Guidelines.
- The plans should indicate how compliance with codes and accessibility has been achieved in accordance with the Building Code of the State of New York and applicable ADA standards.
- The MTA is responsible for the issuance of a Building Permit and Certificate of Occupancy. MTA RE will provide forms for completion by the tenant.
- When a tenant space is within a designated historic property, a presentation shall be submitted indicating the design intent and conformance with the Secretary of the Interior Standards. This includes properties designated by the New York State Office of Historic Preservation.
- The tenant shall obtain all approvals required to meet health standards when required by the intended use. The tenant shall make application directly to the agency having jurisdiction. In New York City the requirements are established by the Department of Health. Beyond the City of New York the standards are set by the State Department of Agriculture.
- The tenant shall obtain all permits required to meet city or local Fire Department standards when required by intended use.

**3.1  
Design  
Implementation  
Process**



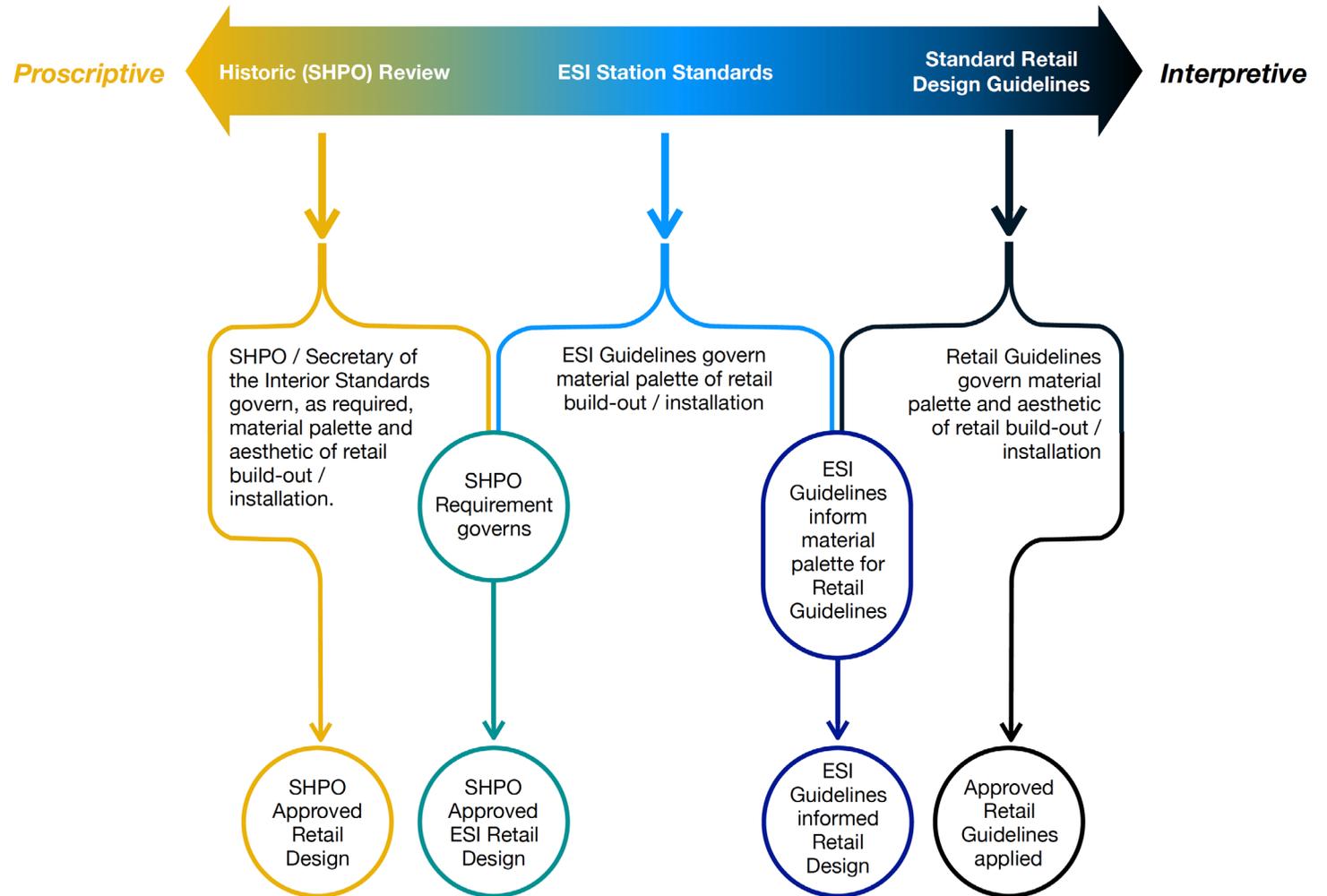
*(Right)  
Overall path*

**Design Implementation**  
Flow chart to be provided  
by MTA at a later date.



### 3.1 Design Implementation Process

*(Right)*  
*Interface with other guidelines*



## 3.2 Design Considerations

The intent of the Design Considerations is to provide the minimally acceptable requirements when submitting a proposal for any retail fit-out. The proposals shall be inclusive of and address all the design considerations below. This shall be applicable to all unit types, situations and configurations with an understanding that site specific conditions may require minor modifications. The design considerations requirements are further elaborated and prescribed in the Design Guideline Criteria - a summary of considerations are listed below:

### **Form:**

- The Design Guideline Criteria makes reference to an idealized configuration. However, it is the intent of this document to standardize the look, feel and requirements of all retail fit-out environments.
- Extension beyond the footprint of the retail fit-out space is not permitted. There shall be no interruption to pedestrian flow while maintaining high visibility.
- Refer to the matrix for the configurations permitted.

### **Materials and Finishes:**

- Materials allowed for retail fit-outs shall be as described in the Design Guideline Criteria.
- Prescribed materials shall be durable, high quality and consistent throughout the MTA system.
- Materials shall require minimal maintenance.

### **Lighting:**

- The intent of lighting in the retail environment is to differentiate it from a typical station building, mezzanine or platform space.
- Lighting shall act as a beacon to identify the retail environment.
- Proposed lighting, including fixture type, temperature and color, shall meet the requirements of the Design Guideline Criteria.

### **Signage and Branding:**

- All signage shall strictly adhere to the requirements in the Design Guidelines Criteria including, but not limited to allowable terminology, font, color and icons.
- All retail fit-out requiring specific corporate branding shall be considered and must comply with the requirements of the Design Guidelines Criteria.
- Allowable signage and branding locations are strictly prescribed in the Design Guidelines Criteria.

- The intent of signage and branding in all retail fit-out environments is to have a recognizable identity and be consistent throughout the MTA system.
- Advertising signage, posters and decals are strictly prohibited.

### **Security:**

- The intent of security is to promote a perception of safety beyond hours of operation of retail activities.
- Security includes roll-down gates and grilles prescribed in the Design Guidelines Criteria.
- There shall be a minimum level of lighting required on the interior and exterior of the retail space when retail activities are not open.

### **Building Code and Regulatory Compliance:**

- All retail fit-outs shall comply with applicable building codes, including but not limited to the New York State Building Code and MTA rules and regulations.
- Code compliance and applicability must be described in all retail fit-out proposals.

### **Americans with Disabilities Act (ADA) Compliance:**

- All retail fit-out shall comply with applicable accessibility guidelines, including but not limited to clearances, turnarounds, height and reach requirements.
- Accessibility and applicability must be described in all retail fit-out proposals.

### **SHPO**

- Newly retail fit-outs or changes to existing retail fit-outs that are within structures that are S/NR-Listed or eligible shall provide documentation of the proposed design to all applicable agencies for review (NY SHPO).
- Submittals shall include the proposed design of the retail fit-out, including finishes, description of existing conditions, finishes at the location where the retail fit-out will be located or is located, and photographs of the proposed location or of the existing retail fit-out and the adjacent station finishes. This submittal package will be provided to MTA, who will review the package.
- Once the package is ready for submission, MTA will upload it into CRIS for SHPO review and approval.

### **Other**

- Use of gas for cooking or any other purpose for underground stations and facilities is prohibited.
- Use of portable space heaters are not allowed under any circumstances for underground stations and facilities.

### 3.3 Zone Hierarchy Overview

#### Zone Hierarchy, Plan Hierarchy Zones

Each plan and elevation type can be further broken down into zones. These zones will lay out a set of criteria to implement into the fit-out of the desired retail space. This following section will provide a general overview of each of these zones and will also serve as a directory to the applicable prescriptions for each plan and elevation type.

#### Plan Hierarchy Zones

##### Shopkeeper Zone

The area is typically located behind the counter accessible only to the shopkeeper. This zone may include product display behind the counter. This may be on the wall with a slatwall system or displayed shelving. Items intended for storage shall not be openly displayed and shall be concealed within millwork and/or storage room.

##### Counter Zone

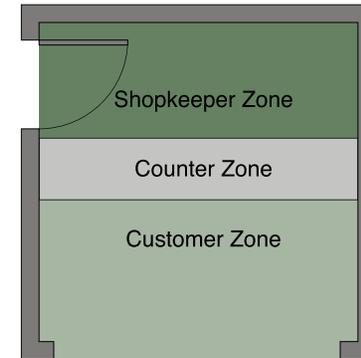
Counter geometry will largely depend on the space available and the type of products intended for sale. On the counter, there is a customer interaction zone which pertains to where the shopkeeper and the customer makes their transaction - no products can be placed in this area and must comply with ADA accessibility. Secondary counter space is permitted if additional space for appliances or working space is required. Product display on the customer side of the counter shall provide shelves or other bins or subdivisions to organize and display merchandise.

##### Customer Zone

The customer zone is the area where the customer can browse the concessionaire for purchase. In a walk-in plan type, this would be within the retail space, whereas the walk-up plan type, this would be outside of the retail space. Prescriptions for product display and storage will vary depending on plan and elevation types. In general, the goal is for products on display to be organized and maintained while products in back storage remain concealed. Appliances in this zone, such as refrigerators, shall be placed such that their sides are concealed and only the front visible and accessible to customers.

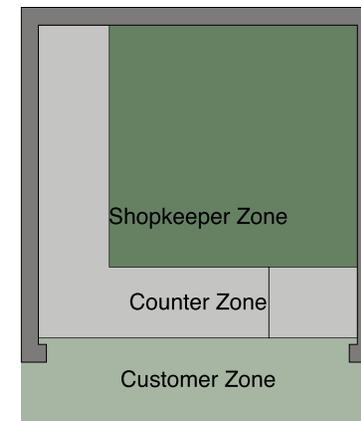
#### Walk-in

See page 23



#### Walk-up

See page 24



### 3.3 Zone Hierarchy Overview

#### Elevation Hierarchy Zones

#### Zone 1

##### Zone 1

Zone 1 is the primary signage zone for the retail unit. This section is focused on the requirements for any retail related signage. The concessionaire may provide signage under this category only.

In order to promote individuality along the storefront, the retail operators are encouraged to provide storefront signs in the areas designated within Zone 1 on their facades, or behind glazed storefront as specified within zones 2 and 3. These signs may use simple branded elements and colors, but will still conform to standardized sizing.

Operators without a branded storefront (ie. a generic concessions stand), will use the standard MTA design language (Helvetica typeface) and layout as specified in this section.

All signage is subject to MTA’s review and approval prior to installation, per the Design Review procedures. These guidelines for signage have been carefully considered to complement the existing MTA signage and wayfinding design language. Please refer to the diagrams in this section for detailed design specifications. Approval of the design of the primary signage will be based, in part, on the following general principles:

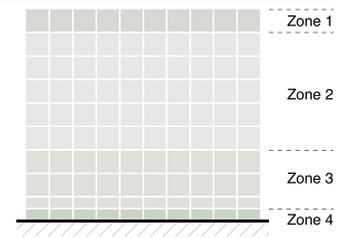
- Signage shall be designed by a trained graphic designer, in a coherent and consistent manner as set out in this document. See the diagrams in this section for detailed specifications.
- Designers should be familiar with NYCT / Commuter Rail signage and wayfinding design guidelines, and the general graphic design principles employed in the system.
- MTA provides standard retail signage for certain non-branded retail types, refer to this section for information.
- Signage designs and the associated graphics and text shall be simple and clear, as set forth in this document.
- For NYCT properties, the signage shall be white letters, word marks and logos on a black field. See the diagrams in this section for detailed specifications. This is intended to complement existing NYCT signage and wayfinding design languages.
- For Commuter Rail properties the signage shall be black letters, word marks and logos on a white field. See the diagrams in this section for detailed specifications.

This is intended to complement existing Commuter Rail signage and wayfinding design languages.

- Certain retail types will have an accompanying icon to better identify retail category. Addition or removal of icon to be agreed with MTA RE prior to installation. Only MTA approved icons from the same family can be used.
- Retail signs are limited to trading names and logos. Listing of merchandise, sale, taglines, URSSs, advertisements or descriptions of category are not permitted, except as noted within Zones 2 and 3.
- Retail signs shall not interfere with station or regulatory signage.
- Retail signs shall not be attached to or covering the station building components, finishes or surfaces.

**In addition, the retail signage shall conform to the following criteria:**

- All tenants must have one primary storefront sign for the purpose of store identification only. This sign must be limited to the trade name and logo. Information, directory or sub branding/web address is not permitted.
- Storefront signage is restricted to Zone 1, i.e. signage zone, identified within these guidelines.
- Signage shall be 18” in height.
- Projecting signs, blades, flags or ‘bus-stop’ type signs are prohibited.
- Formed plastic and dimensional letters are prohibited.
- Neon signage is prohibited.
- Surface mounted box signs are prohibited.
- No flashing, blinking, animated or audible signs will be permitted.
- Visible or exposed light sources will not be permitted.
- Signage is not to have exposed fixings, screws or rivets.
- All signage materials and supports shall be coated and/or self-finished and non-corroding.
- All conduits, transformers or other related equipment must be completely concealed from view. Manufacturers' or government labels must be concealed from view.



*Elevation Zone Hierarchy*

**3.3  
Zone Hierarchy  
Overview**

**Elevation Hierarchy  
Zones**

**Zone 1  
Diagrams**

**Typical**

- May incorporate brand logos in modular system
- May incorporate brand type in modular system
- Non-branded stores can use Helvetica as signifier

*Non branded  
(Helvetica type)*



**Convenience**

*Branded, no icon*



**WARBY PARKER**

*Branded, black and  
white icon*



**STARBUCKS™**

*Branded, color icon*



**McDonald's**

**Long Island Rail Road &  
Metro-North Railroad**

- May incorporate brand logos in modular system
- May incorporate brand type in modular system
- Non-branded stores can use Helvetica as signifier

*Non branded  
(Helvetica type)*



**Convenience**

*Branded, no icon*



**WARBY PARKER**

*Branded, black and  
white icon*



**STARBUCKS™**

*Branded, color icon*



**McDonald's**

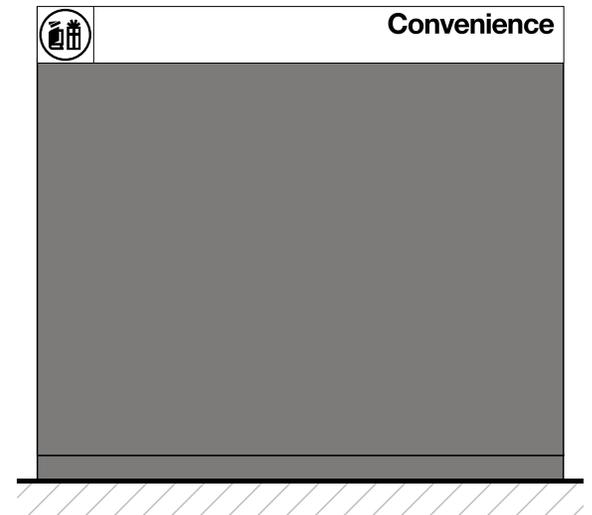
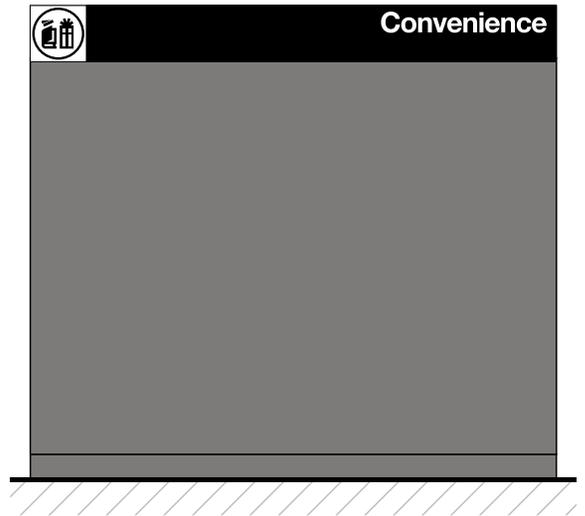
**3.3  
Zone Hierarchy  
Overview**

**Elevation Hierarchy  
Zones**

**Zone 1  
Diagrams**

**Typical**  
Zone 1 Shop signage application

**Long Island Rail Road &  
Metro-North Railroad**  
Zone 1 Shop signage application



### 3.3 Zone Hierarchy Overview

**Typical**  
Zone 1 Signage Specifications

- 1. Non-branded signage components
- 2. Width and height overview

### Elevation Hierarchy Zones

### Zone 1 Specifications

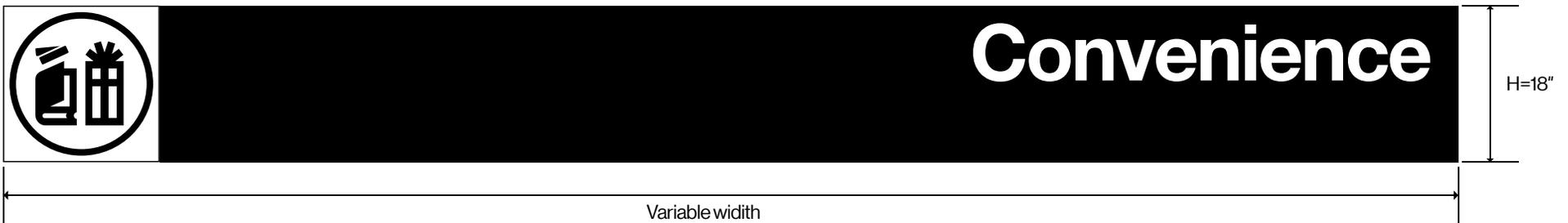
#### Examples of MTA Retail Signage

- 1. Non-branded signage components



Icon module      signplate with name set in Helvetica

- 2. Width and height overview



### 3.3 Zone Hierarchy Overview

Typical  
Zone 1 Signage Specifications

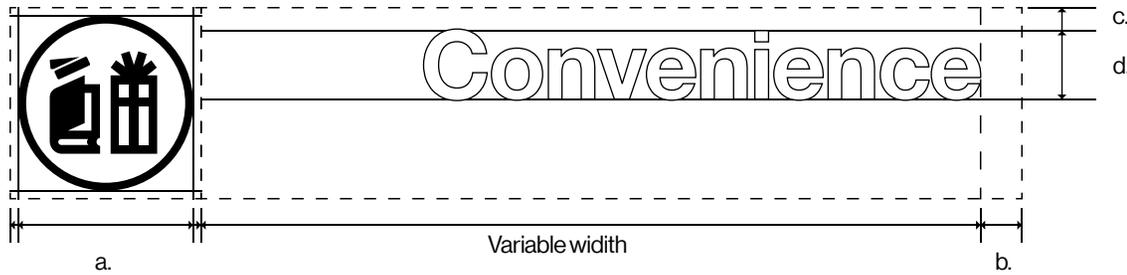
3. Detailed signplate specifications (non-branded)

### Elevation Hierarchy Zones

### Zone 1 Specifications

#### Examples of MTA Retail Signage

3. Detailed signplate specifications (non-branded)



- a. width of icon module:  $W=18''$   
contains margin:  $1''$
- b. right margin:  $W=2.5''$
- c. top margin:  $H=1.75''$
- d. see pg. 29 for Type specifications

### 3.3 Zone Hierarchy Overview

**Typical**  
Zone 1 Signage Specifications

- 4. NYCT signplate color  
(applies to all MTA Retail sign types, see pg. 21)
- 5. LIRR + MNR signplate color  
(applies to all MTA Retail sign types, see pg. 21)

### Elevation Hierarchy Zones

### Zone 1 Specifications

#### Examples of MTA Retail Signage

4. Typical signplate color



icon module: white background, black symbol

signplate: for Typical use black background

5. LIRR + MNR signplate color



icon module: white background, black symbol

signplate: for LIRR + MNR use white background

### 3.3 Zone Hierarchy Overview

Typical  
Zone 1 Signage Specifications

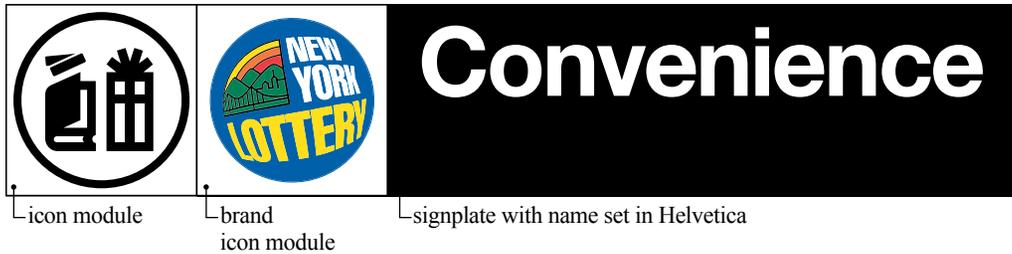
6. Signage components with multiple icon modules  
(see pg. 21)  
7. Width and height overview  
(see pg. 21)

### Elevation Hierarchy Zones

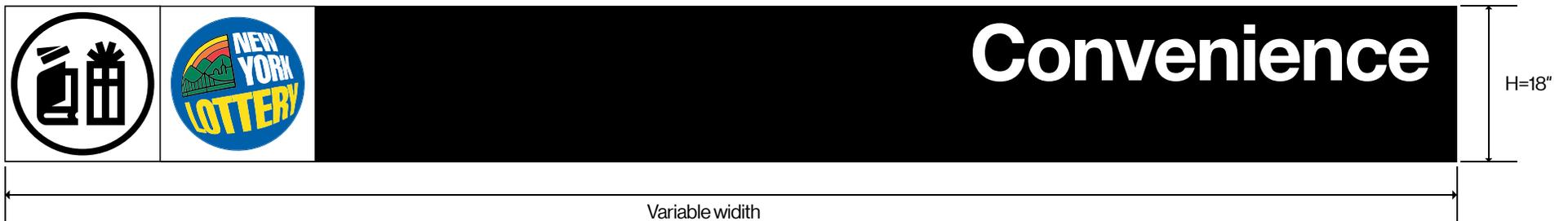
### Zone 1 Specifications

#### Examples of MTA Retail Signage

6. Signage components with multiple icon modules



7. Width and height overview



**3.3  
Zone Hierarchy  
Overview**

**Typical**  
Zone 1 Signage Specifications

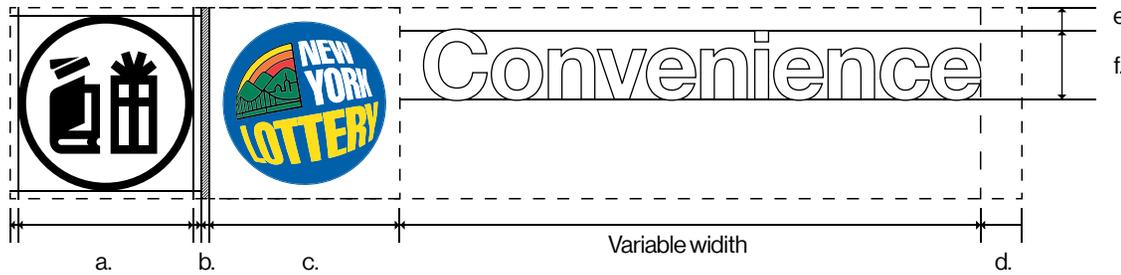
8. Detailed signplate specifications (multiple icon modules)

**Elevation Hierarchy  
Zones**

**Zone 1  
Specifications**

**Examples of MTA Retail Signage**

8. Detailed signplate specifications (multiple icon modules)



- a. width of icon module: W=18"  
contains margin: 1"
- b. width of margin between modules  
a and c: 0.25"
- c. width of brand icon module: W=18"  
contains margin: 1"
- d. right margin: W=2.5"
- e. top margin: H=1.75"
- f. see pg. 29 for Type Specifications

### 3.3 Zone Hierarchy Overview

**Typical**  
Zone 1 Signage Specifications

9. Typical signplate color, with multiple icon modules (see pg. 21)  
10. LIRR + MNR signplate color, with multiple icon modules (see pg. 21)

### Elevation Hierarchy Zones

### Zone 1 Specifications

#### Examples of MTA Retail Signage

9. Typical signplate color, with multiple icon modules



icon module:  
white background,  
black symbol

brand icon module:  
white background,  
black symbol

signplate: for Typical  
use black background

10. LIRR + MNR signplate color, with multiple icon modules



**3.3  
Zone Hierarchy  
Overview**

**Typical**  
Zone 1 Signage Specifications

11. Typography specifications  
(applies to all MTA Retail sign types)

**Elevation Hierarchy  
Zones**

**Zone 1  
Specifications**

**Examples of MTA Retail Signage**

11. Typography specifications



**Type Cap Height**  
inches: 9"

**Tracking**  
set to: -37pts

**Type Color:**  
Typical: use white type on black signplate  
LIRR + MNR: use black type on white signplate

**3.3  
Zone Hierarchy  
Overview**

**Typical**  
Zone 1 Signage Specifications

12. MTA Retail Icon System

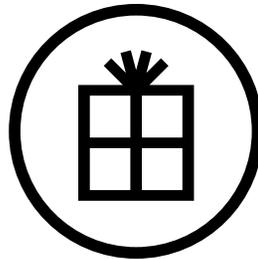
**Elevation Hierarchy  
Zones**

**Zone 1  
Specifications**

**MTA Retail Icon System**



1. Convenience



2. Giftshop



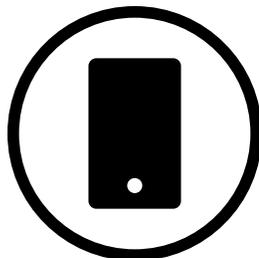
3. Clothing



4. Bar



5. Coffee



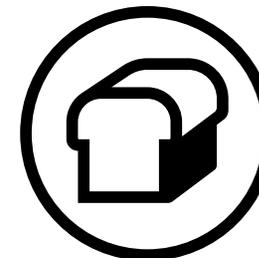
6. Electronics store



7. Food



8. Bookstore



9. Bakery



10. Cobbler

### 3.3 Zone Hierarchy Overview

### Elevation Hierarchy Zones

### Zone 2

#### Zone 2

Zone 2 begins at the lowest extent of Zone 1 and runs to 36" AFF. Zone 2 comprises several functions, depending on the configuration of the retail unit, the types of products and services offered, and the preferred customer interaction mode. These functions are as Primary Product Display, the Customer Interaction, and Advertisement and Secondary Signage.

It is intended that the Primary Display Zone is a fully viewable area and will be organized and consistent with the general fit-out design of the space.

#### Primary Product Display

Transparency should be maximized through a glazed storefront system or glazed infill into wall framing. The product display with or without secondary signage / advertisement can not exceed 40%, with more transparency preferred. An elevation showing the set out of window displays and signage with dimensions is required for MTA RE approval prior to installation.

#### Advertisement and Secondary Signage

When advertisements or secondary signage is applied to Zone 2, it shall maintain the minimum ratio of 80% transparent to 20% opaque, with more transparency preferred. If advertisements or secondary signage is combined with product display, the two can not exceed 40% opacity. This use of Zone 2 allows for store name signage, as described in Zone 1, affixed to the back side of glass via high quality vinyl, decal, transfer or other applications. Any promotional materials or advertisements shall be held independently behind glass via stanchions or ceiling anchors. An elevation showing the set out of window displays and signage with dimensions, as well as any associated hardware, is required for MTA RE approval prior to installation.

#### Customer Interaction

For units without direct customer access, counters shall conform to the Zone 2 requirements. The minimum ratio of 60% transparent to 40% opaque shall be maintained, with more transparency preferred. Counters must have an ADA accessible height portion of no higher than 36" AFF. It is the tenant's sole responsibility to ensure conformance to ADA accessibility guidelines.

Display cases or other counter displays are permitted, as long as they do not comprise more than 40% of the open space. Loose objects must be contained within an organizing unit such as bins or shelves. Decals for credit cards and hours of operation are permitted if integrated into the retail area counters and cabinets, provided the area occupied by the decals does not exceed a single location of 12" x 12".

Menu boards and other information displays shall also be subject to review. These items shall be kept back from the storefront and not be affixed to the facade material. Each individual board or display shall be no greater than 4'-0" in width. The boards and displays may include the tenant logo or graphic, once on each sign. However, no garish or back-lit graphics may be visible on the boards and displays.

### 3.3 Zone Hierarchy Overview

### Elevation Hierarchy Zones

### Zone 3, Zone 2 + 3 combined

#### Zone 3

Zone 3 begins at the lowest extent of Zone 2, generally 36" AFF, and runs to 6" AFF. Zone 3 comprises several functions, depending on the configuration of the retail unit, the types of products and services offered, and the preferred customer interaction mode. These functions are Secondary Product Display, Secondary Advertisement, Concealed Storage, and Seating.

Zone 3 shall have visual continuity with Zone 2, maintaining the organization and placement logic of merchandise. The aim is to minimize clutter, and as such Zone 3 may be used in part, depending on retail unit configuration as either organized display or concealed storage. In any such case, items intended as storage or back stock shall not be openly displayed. This is especially critical if Zone 3 is fully glazed and continuous with Zone 2.

#### Secondary Product Display/Counter & Storage

When used for product display the lower portion of millwork or a counter shall provide shelves or other bins or subdivisions to organize and display merchandise. If Zone 3 is sold along the facade, inward facing product display or storage is permitted. If used for storage, merchandise must be concealed if customers can enter the retail unit.

#### Secondary Advertisement

While not preferred, there may be a desire to supplement the messaging in Zone 2 with additional messaging in Zone 3. Depending on the configuration of the facade, this messaging may be affixed to the opaque portion below the counter, or behind the glazed storefront. In either situation, the messaging shall be placed between 24" and 36" AFF and up to 40% opacity. The messaging shall be consistent with the graphic design of other approved signs and logos. Any messaging in this zone shall not be back-lit, dimensional lettering or sign box, or deviate from the established hierarchies of the horizontal zones.

#### Zone 2+3 Combined

In certain situations where a storefront system is in place, the facade of a retail unit may present an opportunity to utilize the extent of Zones 2 and 3 as one continuous area for product display, branding and vending. This combined zone starts between 6" and 18" AFF and continues vertically to the underside of the signage band, shown as 7'-6" AFF. This height extent is not absolute and should be determined based on tenant's retail unit dimensions.

Where both zones may logically be combined, tenant's may utilize a larger extent of the facade, provided the material and its organization conforms to the established criteria for Zone 2 and Zone 3, respectively. If utilizing combined Zone 2+3, tenants the minimum ratio of 65% transparent to 35% opaque shall be maintained, with more transparency preferred.

When Zones 2+3 are combined into a solid facade for vending machines, digital advertising panels, wayfinding or virtual shopping interfaces, the openness ratio does not apply. The extent, amount and configuration of these accessory devices shall be evaluated on a per installation basis.

### 3.3 Zone Hierarchy Overview

### Elevation Hierarchy Zones

### Zone 4

#### Zone 4

Zone 4 comprises the toe board, kick plate or base of a facade, counter or kiosk. As such, it must be impact resistant, hard wearing, low maintenance, easy to repair and replace, and allow for leveling and adjusting at slopes or uneven grades.

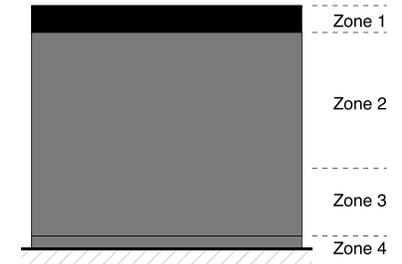
It must run from the floor surface to 6" AFF minimum, however Zone 4 can extend up to 18" AFF. The appropriate height of Zone 4 shall be determined by the tenant through an evaluation of station context and should, where possible, align with base conditions, such as cove tiles, of adjacent wall finishes. If a deviation to Zone 4 is desired for alignment purposes, this is to be proposed with site photos and an elevation produced by tenant's architect for approval by MTA RE. In certain cases, MTA RE may indicate the extent of Zone 4 to match existing conditions, which shall govern the full extent of Zone 4 and, by extension, the extent of Zone 3 as well.

#### Vertical Zones

The vertical zones will largely be specific to its elevation type and will vary depending on the situation. Its primary purpose is to establish a sense of order amongst retail spaces. Some examples of this are delinations to ad display locations, entrances, and product display.

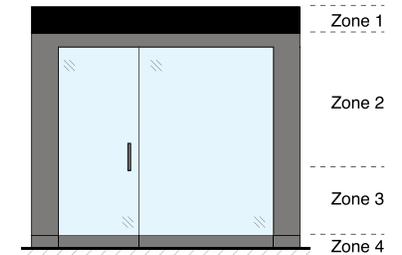
#### Opaque

See page 38



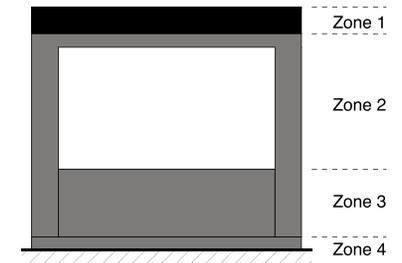
#### Transparent

See page 39



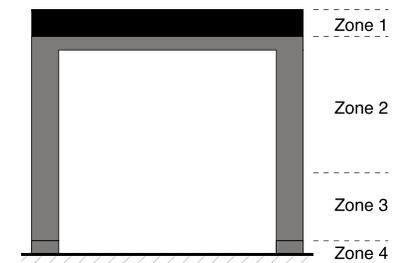
#### Counter

See page 40



#### Open

See page 41



### 3.4 Matrix

## How to Use Matrix

#### How to Use Matrix

A matrix of possible Plan and Elevation types illustrates design options. A lessee can review the matrix options and determine what plan type best serves their retail space (walk in, walk up). Then a review of the Elevation matrix will identify options for the perimeter elevations.

This page illustrates how a tenant can navigate the design guidelines to develop their design needs. The steps are as follows:

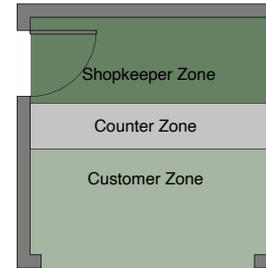
1. Determine plan type of retail space (Walk-in; Walk-up)
2. Refer to plan zones directory to identify the appropriate matrix to select fit-out options
3. Determine elevation type classifications for all facades facing the public (Opaque; Transparent; Counter; Open)
4. Refer to elevation zones to direct you to the appropriate matrix to select fit-out options



86th St station and 2nd Ave station (Before)

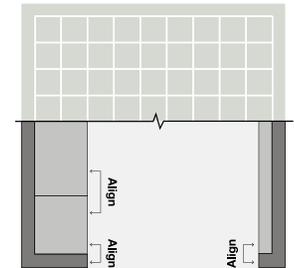


86th St station and 2nd Ave station (After)



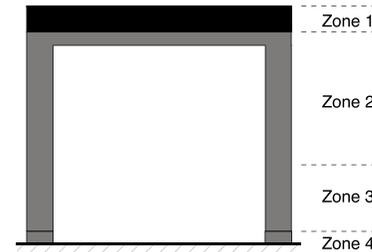
#### 1. Plan Type: Walk-in

Determine plan type of retail space (Walk-in; Walk-up)



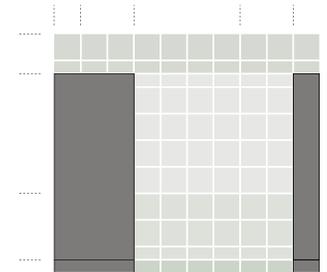
#### 2. Customer Zone

Refer to plan zones directory to identify the appropriate matrix to select fit-out options



#### 3. Elevation Type: Open

Refer to plan zones directory to identify the appropriate matrix to select fit-out options



#### 4. Zone 2 + 3

Refer to elevation zones to direct you to the appropriate matrix to select fit-out options

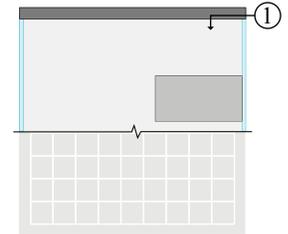
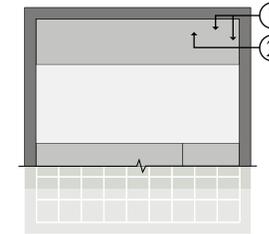
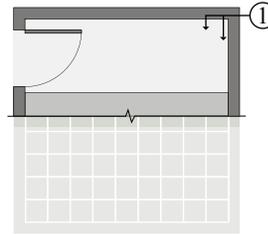
### 3.4 Matrix

#### Plan Zones

#### Plan Type: Walk-in

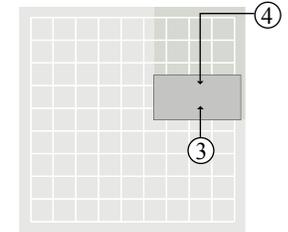
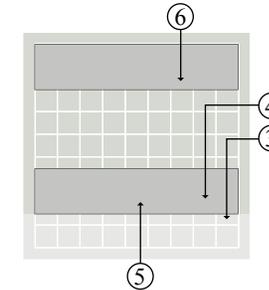
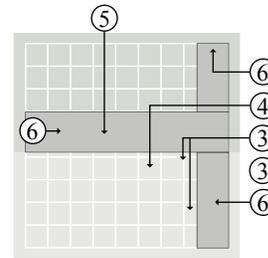
##### Shopkeeper Zone

- ① Product display on wall behind counter
  - Slatwall system and/or shelving
- ② Product storage
  - Products shall be concealed and stored in shelving and/or storage room if available



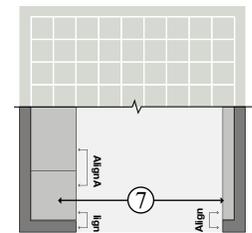
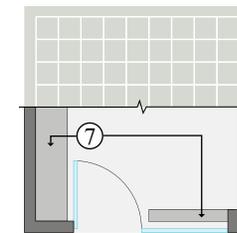
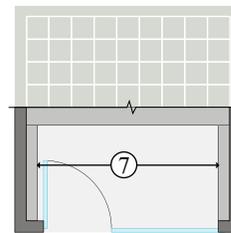
##### Counter Zone

- ③ Product display on counter
  - Counter or millwork should have bins or shelves to organize and display merchandise
  - Products to be neatly displayed
- ④ Product Storage
  - Products should be stored and concealed underneath counter, and/or millwork if available
- ⑤ Customer interaction
  - No products to be displayed on customer interaction zone
  - Shall conform to ADA regulations
- ⑥ Counter
  - Secondary counter space may be used for refrigerator, baker's case, shelving for product display, general appliances
  - Movable podium if exit door isn't available
  - Self serve counter



##### Customer Zone

- ⑦ Product display
  - Preference to shelving to display products
  - Deep shelving, product display, and/or storage against opaque wall
  - Conceal side of refrigerator
  - If front elevation type is transparent, low product display shelving may be placed 6" from glass



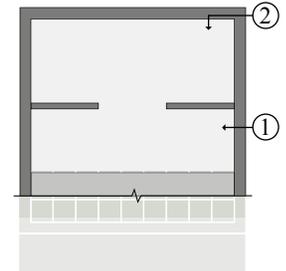
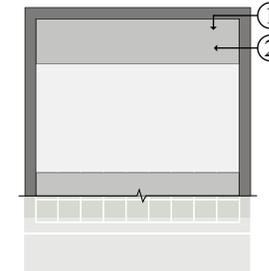
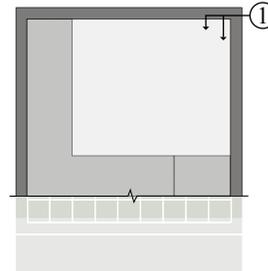
### 3.4 Matrix

#### Plan Zones

#### Plan Type: Walk-up

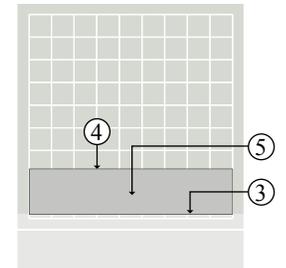
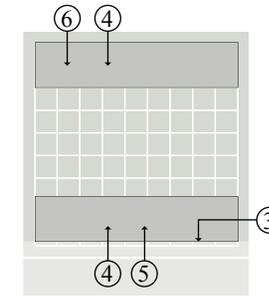
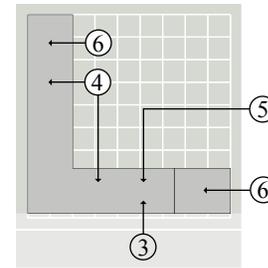
##### Shopkeeper Zone

- ① Product display on wall behind counter
  - Slatwall system and/or shelving
- ② Product storage
  - Products shall be concealed and stored in shelving and/or storage room if available



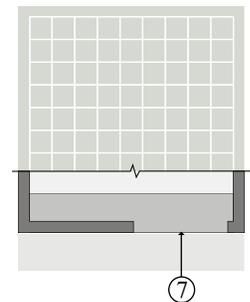
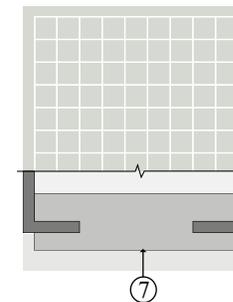
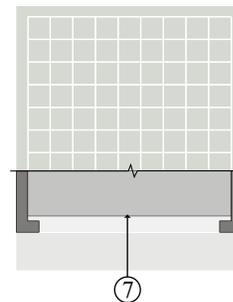
##### Counter Zone

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  - Counter or millwork should have bins or shelves to organize and display merchandise
  - Products to be neatly displayed
- ④ Product Storage
  - Products should be stored and concealed underneath counter, and/or millwork if available
- ⑤ Customer interaction
  - No products to be displayed on customer interaction zone
  - Shall conform to ADA regulations
- ⑥ Counter
  - Secondary counter space may be used for refrigerator, baker's case, shelving for product display, general appliances
  - Movable podium if exit door isn't available
  - Self serve counter



##### Customer Zone

- ⑦ Product display
  - Display case
  - Standalone appliances
  - Newspaper stands



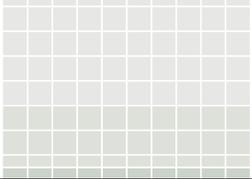
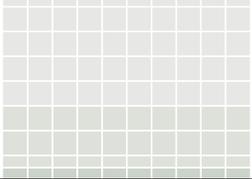
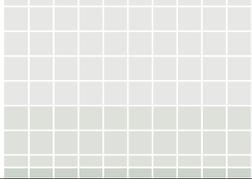
### 3.4 Matrix

### Elevation Zones

Elevation Type:  
All

**Zone 1**

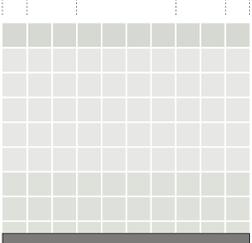
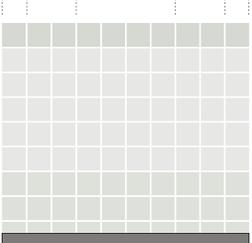
- ① Generic Brand
- ② Branded Retailer
- ③ Branded Retailer

Zone 1	 <b>Convenience</b> 	 <b>STARBUCKS™</b> 	 <b>McDonald's</b> 
	<i>1. Generic Brand (NYCT)</i>	<i>2. Branded Retailer (NYCT)</i>	<i>3. Branded Retailer (NYCT)</i>

Zone 1	 <b>Convenience</b> 	 <b>STARBUCKS™</b> 	 <b>McDonald's</b> 
	<i>1. Generic Brand (MNR + LIRR)</i>	<i>2. Branded Retailer (MNR + LIRR)</i>	<i>3. Branded Retailer (MNR + LIRR)</i>

**Zone 4**

- ④ Base
  - Impact resistant, hard wearing, and low maintenance
  - Easy to repair and replace
  - Allow for leveling and adjusting at slopes or uneven grades
  - 6" AFF min. from floor to surface, can extend up to 18" AFF

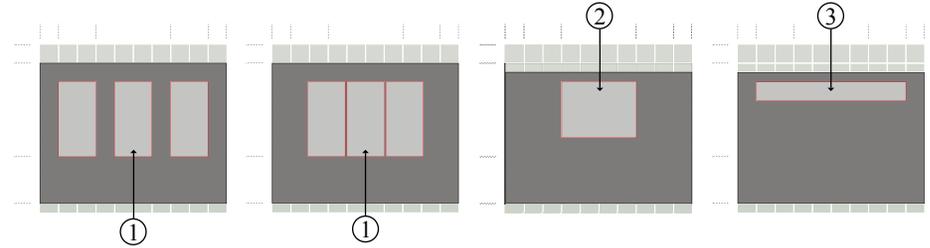
Zone 4		
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### 3.4 Matrix

#### Elevation Zones Elevation Type: Opaque

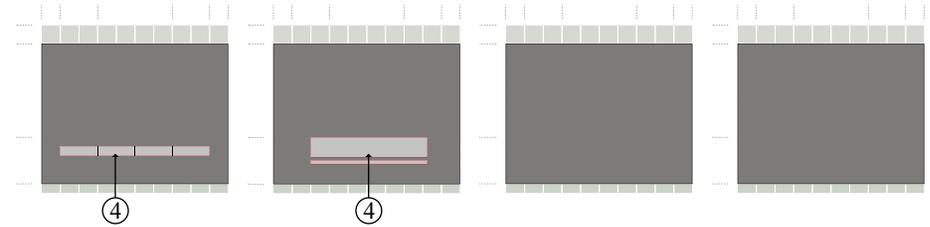
**Zone 2**

- ① Primary advertisement
  - Digital display
  - Advertisement shall not exceed 70% coverage of zone 2
- ② Secondary signage
- ③ Wayfinding



**Zone 3**

- ④ Seating Area
  - Lean Bar
  - Bench

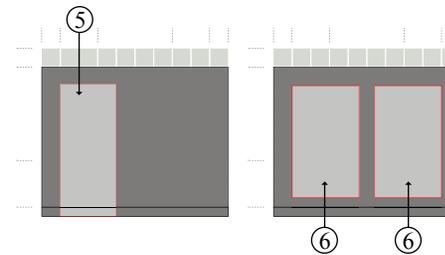


**Zone 2+3**

- ⑤ Door
- ⑥ Digital vendors / virtual shopping

**Vertical Zones**

- ⑦ Even distribution when displaying multiple elements such as digital displays or vending machines
- ⑧ May be blank (continuity of facade material)
- ⑨ Centered bench or lean bar



### 3.4 Matrix

#### Elevation Zones Elevation Type: Transparent

##### Zone 2

- ① Primary product display
  - Up to 40% opaque
  - Combination of secondary signage and/or primary advertisement with primary product display can not exceed 40% opaque
- ② Secondary signage
  - Only decals on glass
  - Up to 20% of Zone
  - Combination of secondary signage and/or primary advertisement with primary product display can not exceed 40% opaque
- ③ Primary advertisement
  - Promotional material held independently behind glass
  - Only decals permitted on glass
  - Combination of secondary signage and/or primary advertisement with primary product display can not exceed 40% opaque

- ④ Digital display

##### Zone 3

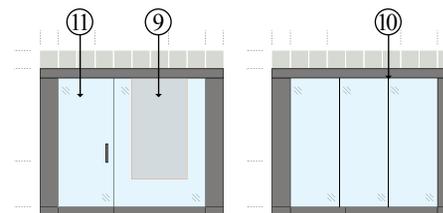
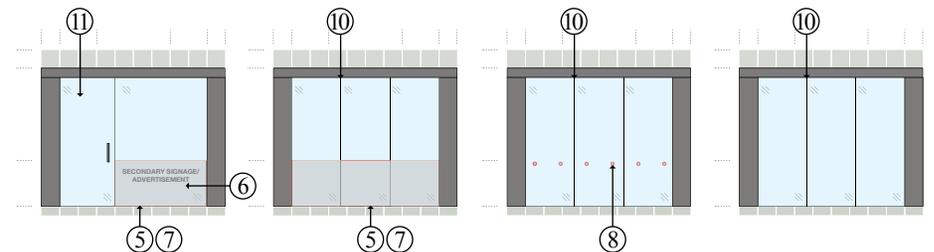
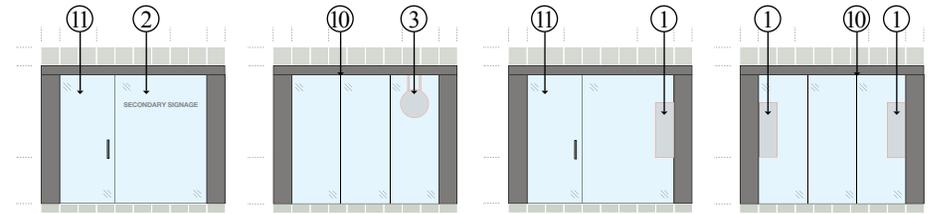
- ⑤ Secondary product display
  - Bins, shelves, or subdivisions to organize and display merchandise
- ⑥ Secondary advertisement
  - Placed on opaque portion below counter or glazed storefront
  - Between 24"-36" AFF
  - Up to 40% opaque
- ⑦ Counter/storage

##### Zone 2+3

- ⑧ Manifestations on glass
- ⑨ Primary advertisement
  - Promotional material held independently behind glass can start from zone 2 and extend into zone 3

##### Vertical Zones

- ⑩ Fully glazed (equal divisions)
- ⑪ Entry doorway

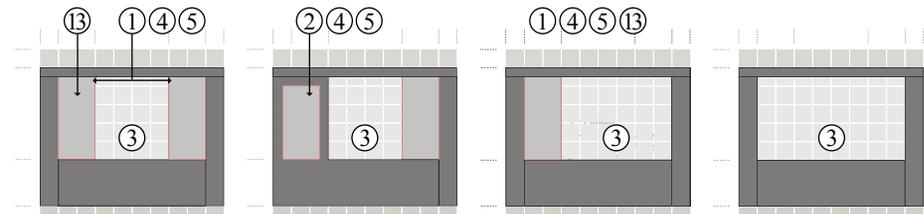


### 3.4 Matrix

### Elevation Zones Elevation Type: Counter

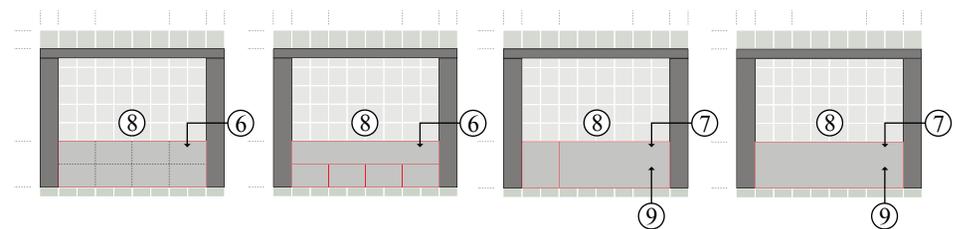
#### Zone 2

- ① Primary product display
  - Permitted are: Baker’s shelf, refrigerator, menu display, digital display, general appliances that serve or display products, and/or bins or shelves to organize and display merchandise
- ② Secondary signage
  - If portions of zone 2 are opaque, secondary signage is permitted
- ③ Customer interaction
  - At least 36” in width anywhere along the counter and clear view to the shopkeeper
  - Area above customer interaction zone must remain open and unobstructed
- ④ Primary advertisement
- ⑤ Digital display



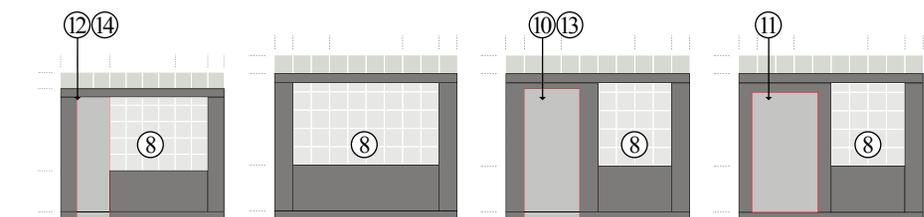
#### Zone 3

- ⑥ Product display on counter
  - Counter or millwork should have bins or shelves to organize and display merchandise
  - Products to be neatly displayed
- ⑦ Product Storage
  - Products should be stored and concealed underneath counter, and/or millwork if available
- ⑧ Customer interaction zone
  - Shall conform to ADA regulations
- ⑨ Secondary advertisement
  - Secondary advertisement is permitted in zone if no products are displayed within that zone
  - Up to 30% of zone



#### Zone 2 + 3

- ⑩ Door
- ⑪ If portions of the facade are fully opaque at zones 2 and 3, see prescriptions listed for Zone 2+3 for opaque elevation types
- ⑫ Appliances/Digital Vendors



#### Vertical Zones

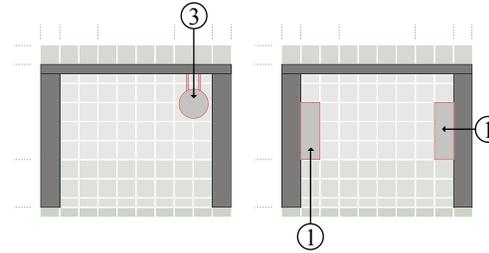
- ⑬ Access
- ⑭ Product display
  - Preferred refrigerator
  - Display case

### 3.4 Matrix

#### Elevation Zones Elevation Type: Open

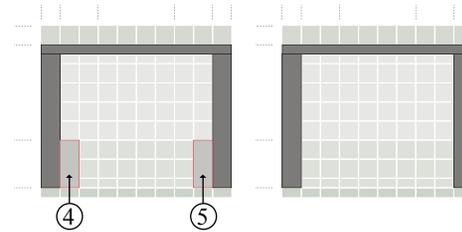
##### Zone 2

- ① Primary product display
  - Counter or millwork should have bins or shelves to organize and display merchandise
  - Products to be neatly displayed
- ② Secondary signage zone
  - If portions of zone 2 are opaque, secondary signage is permitted
- ③ Primary advertisement
  - Promotional material held independently



##### Zone 3

- ④ Secondary product display zone
  - Bins, shelves, or subdivisions to organize and display merchandise
- ⑤ Counter/storage

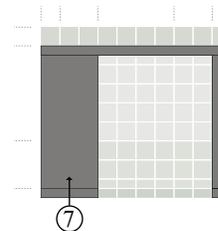


##### Zone 2+3

- ⑥ If portions of the facade are fully opaque at zones 2 and 3, see prescriptions listed for Zone 2+3 for opaque elevation types

##### Vertical Zones

- ⑦ Extent exterior to conceal side of storage / refrigerator behind



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# 4 Lighting

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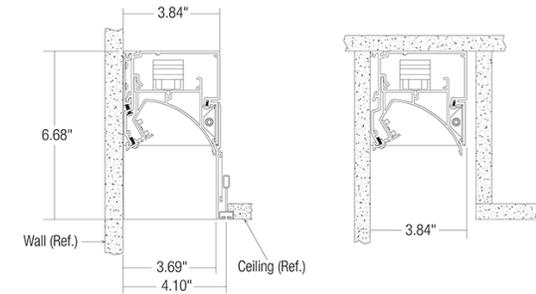
## 4 Lighting

Lighting plays a pivotal role in defining the character and identity of retail shops. Well illuminated areas create a sense of safety and confidence and encourage customers to discover spaces within the station environments. By utilizing a combination of threshold, directional and feature illumination the prospective retailer creates a beacon for potential customers, differentiates itself from standard station spaces, and satisfies retail and security requirements to produce and provide ambient illumination outside of operational hours to help discourage anti-social behavior.

All lighting systems should utilize LED-based solutions on account of their energy efficiency, long life and their ability to easily output various light colors / temperatures. Depending on the surrounding station lighting scheme, and whether exterior ambient lighting is present, the retailer may choose to modulate lighting levels.

A successful lighting design will create visual interest and encourage passengers to patronize the retail business. Façade lighting must not create glare or interfere with the existing station area lighting and information displays. Interior lighting can be achieved by using an open grid or baffle type drop ceiling, with the ability to integrate cabling and luminaires into the ceiling plane, thereby eliminating customers ability to directly see the light source.

- LED linear fixtures, backlighting and cove lighting are encouraged.
- Lighting should be of a consistent color temperature throughout the unit. 3000 Kelvin is the recommended color temperature, and tenants may not exceed 4000 Kelvin.
- Strobe lights, flashing or revolving lights, and neon or cold cathode lighting and signage are prohibited.
- Linear and exposed fluorescent and sodium lamps and fixtures and tubes are prohibited.
- Industrial lighting fixtures are prohibited.
- Bright lighting, spot lighting, monitors, projectors or lighting that interferes with the station lighting, signage or wayfinding are prohibited.
- Exposed heat lamps are prohibited.
- Lamps, light sources and track lighting should not be visible from outside the retail unit.
- Track lighting used in display windows should be recessed in coves or pockets.
- Spot lighting may be achieved using recessed, adjustable angle fixtures or track-mounted adjustable spotlights.



*(Top) LED linear recessed wall grazer suitable for all ceiling types allows for indirect lighting of entire wall surfaces. (Middle) Edge illuminated LED panels are flexible in their arrangement and mounting providing for low-glare and low heat options for flat ceilings and walls. (Bottom) Trimless recessed track lighting systems with articulated spot lights allow for general or directed light and integrate seamlessly into the ceiling finish.*

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# 5 Materials

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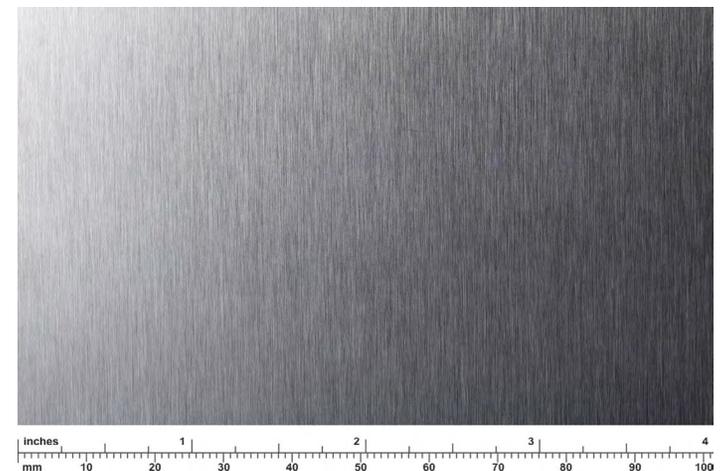
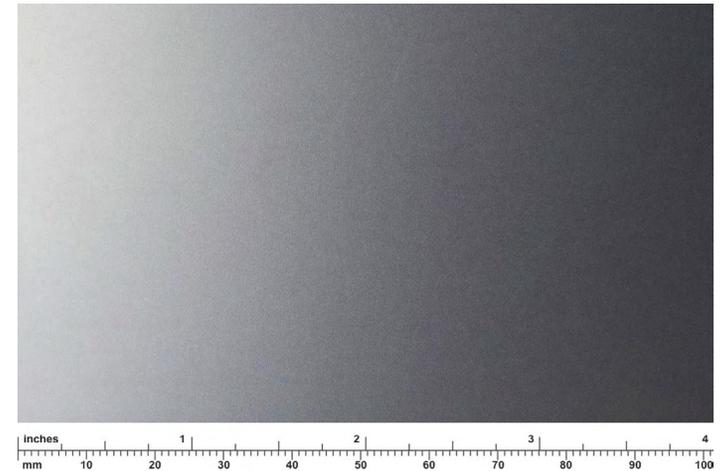
## 5 Materials

The heavily trafficked areas within and around the station environments require extremely durable materials that are self finished to reduce maintenance requirements. In order to maximize available product display space while maintaining security and lines of sight throughout the station, glass and glazed partitions are recommended. The associated framing and materials depends on retail typology, as described in Section 2.2. For in-line typologies, black painted storefront systems are appropriate, unless the material palette is subject to SHPO approval. For freestanding kiosks, stainless steel cladding and paneling modulated and arranged as described in Section 3.4 is preferred. In every case, materials and finishes shall:

- Be durable and high quality
- Facilitate the maintenance of cleanliness
- Consider life cycle costs and replacement regimens
- Meet regulatory and code requirements
- Be suitable for application

The façade's materials define the physical environment and are one of the primary factors affecting a customer's first impression. High quality, durable and self-finishing materials and finishes should be selected for the public facing elevations. These materials must be able to withstand heavy traffic and abuse. In order to help ensure the long-term integrity and approval of the design, the following principles should be adhered to:

- Excluding doors, the façade must have a durable base at least 6-inches (6") above the finished floor and up to 18-inches (18") maximum above finished floor. Proven materials include granite, natural stone, tile, and steel. Alternative materials and materials not listed may be presented to MTA for approval. All convenience and emergency doors must comply with Building Codes.
- Designs employing multi-pane clear, etched or sandblasted glass in metal frames or butt jointed are encouraged. All glass must be laminated or tempered.
- Metals should be anodized aluminum, powder coated, stainless steel, zinc or similar durable finish.



*(Both) Stainless steel is an appropriate material for high-contact surfaces within Zones 2/3/4. Show here are two examples of finishes. A non-directional finish (bead blasted, DA or angelhair finish) is preferred over a directional finish, such as the No. 4 finish, shown at bottom.*

## 5 Materials

The following façade materials tend to perform unsatisfactorily and detract from the façade's and station's overall aesthetic. Therefore, the use of these materials and finishes should be limited or eliminated from the design.

- Pegboard walls.
- Large areas of plain, smooth painted drywall.
- Sharp or rough surfaces.
- Stucco or plaster treated with an exaggerated texture.
- Plywood or other composite boards without a hardwood veneer.
- Wire glass and tinted glass.
- Wallpaper (allowed on interior walls only).
- Lay-in, exposed tee ceiling in public areas or areas that are visible by the public.
- Exposed fluorescent fixtures and tubes.
- Industrial lighting fixtures.
- Fluorescent paint.
- Curtains and other shielding devices behind the storefront.
- Artificial versions of stone, brick, wood, metal, etc.
- Plastic laminates within display areas.
- Slat-wall (allowed on interior walls of "Convenience" type stores only).
- Vinyl and linoleum.
- Brass, bronze or other yellow metals.
- Exposed masonry.
- Exposed piping, sprinklers, cabling or conduits.
- Exposed ductwork or mechanical equipment; air grilles or louvered diffusers.
- Materials that, in the MTA's opinion, are of low quality, non-durable, and/or difficult to maintain.
- Any material that would constitute a fire, smoke and/or public hazard.
- Any floor materials that do not meet MTA criteria for slip resistance.
- Any finishes, materials, fixtures, devices or fittings attached to or covering base building.
- Storefront glass shall be a minimum of ½" safety glass.



*(Top) Wall cladding systems, such as those offered by Forms+Surfaces shown here, offer finish flexibility and customizable options for clean, modern and maintainable fit outs that integrate electrical and other utilities. (Bottom) Glass and glass mounting hardware should be utilized where possible to maximize visibility and light. All glass sizes, finishes and hardware should be specified to ensure it meets MTA safety requirements.*

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# 6 Security

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## 6 Security

Each retail storefront shall provide a means of securing the unit when not in operation. Depending on unit type, a lockable door and/or security grille may be the most appropriate security measure.

For units that are not fitted with a lockable door, or in locations where off-hours surveillance is minimal, a security grille is required, unless a prevailing guideline for a terminal building such as Grand Central Terminal or Fulton Street Transit Center expressly prohibits the use of a security grille. The security grille must be integrated within the soffit, header or pocket at the top or side of the accessible doorways. The security grille shall have a 60% openness factor minimum, unless agreed with MTA beforehand. The grille must allow light to pass through and not provide a solid surface to attract bills or graffiti while the retail operation is closed.

**Hinged:** Fully recessed, out-swinging, multi-pane, fully glazed, and frameless glass doors on pivots are encouraged.

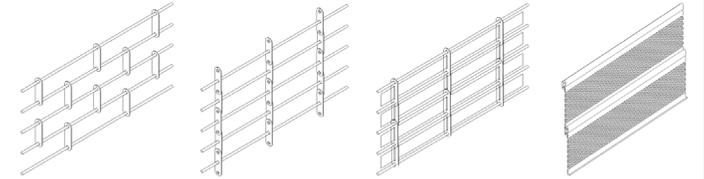
**Sliding:** Single track, narrow-style steel grilles. Sliding grilles and panels shall be enclosed in a pocket or otherwise concealed when the unit is open. All sliding door tracks are to be recessed with the top track mounted flush with the storefront head and the bottom track flush with the finished floor.

**Rolling:** Overhead or horizontal rolling doors or grilles must be integrated into header/soffit within Zone 1 and be concealed when retracted. All portions of the frame or track must be recessed within the ceiling or wall. Grilles must be independently supported and fully concealed when open. Sliding chain “pawn broker” type closures are not permitted.

Where a concession is located in an island-type freestanding configuration within a terminal, the height of the concession enclosure and/or ornamental entrance will be subject to approval. As a general rule, design features shall not exceed 10-12 feet in height. All freestanding vertical elements shall be engineered to withstand seismic forces.

Approval from MTA for any deviation from the guidelines on a case by case basis may be requested.

Vendors are responsible for any surveillance equipment they wish to utilize. Any such system may only be placed within the demised unit and record activity within their unit exclusively.



*(Top) Grille material and configuration should maximize transparency and allow light to pass through when retail unit is closed. Various options are available to achieve the 60% minimum openness factor while considering the location and the off-hours security of each unit's location.*



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