

Airport Improvement

BOS Security Measures Feed Concessions Success

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By Nicole Nelson

The post-9/11 mandate for 100% inline baggage screening is lifting Boston Logan International Airport's (BOS) concessions program to new heights.

As the first U.S. airport to claim a working 100% inline baggage screening system, Massport ingeniously built the infrastructure to sustain second level add-ons.

BOS has taken advantage of newfound usable space and added 17,000 square feet to its Terminal B concessions program over and above the security system components. The build-out has more than doubled the retail and food/beverage space used in the American Airlines terminal to more than 30,000 square feet.

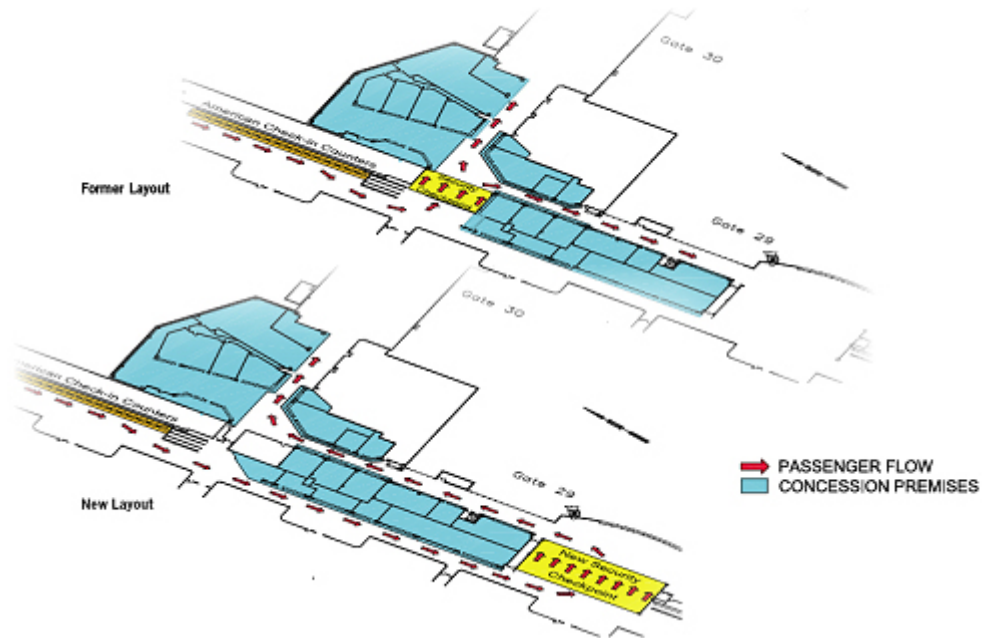


Bigger & Better

Not only is there more space, there is also more awareness of the Terminal B concessions with the debut of Duty Free Americas. Beyond new concept selections and storefront facelifts, an additional boost of vitality is being delivered with the reconfiguration of the Terminal B, Pier A security checkpoint.

Massport partnered with Terminal B master developer BAA to increase passenger comfort at the security checkpoint and create a checkpoint flow to maximize visibility of the concessions units. The winning design combined Terminal B's two smaller checkpoints into one centrally located checkpoint.

"With the old configuration, passengers would pass through the checkpoint without being exposed to a good chunk of the concessions program," explains Sal Amico, Massport manager of airport concessions. "What we were able to do is relocate the checkpoint; now the majority of passengers go through almost 100% of the program. That was key for us."



Mike Caro, vice president of BAA Boston, says Terminal B's old design had the security checkpoint, exit lane and airline check-in counters in close proximity to one another, creating quite a congested area.

"We suggested a design that would move the security checkpoint further down the hallway, giving the customer separation from these functions," Caro says. Upon approval, BAA contracted Boston-based Bergmeyer Associates as the architectural firm, and Skanska to provide construction management on the \$33 million project.

"It also gave both our landside and airside projects a lot more visibility with the customer," notes Caro. "Once they have checked in, the majority of the traffic goes through security and turns left toward their gate, where the majority of our Airmall is with 24 units. So we were able to get the customer to walk past almost every single one of our units to go to their gates, which is a perfect storm."

Project Completion

The September opening of Duty Free Americas in Terminal B marks the completion of the phased redevelopment of both Terminal B and the rest of Boston Logan's concessions program.

Facts and Figures

Project: Redevelopment of Concessions Program

Location: Boston Logan International Airport (BOS) Terminal B

Size: 30,000 sq. ft. of functional space

Cost: \$33 million

Master Developer: BAA USA

Architectural Firm: Bergmeyer Associates

Construction Manager: Skanska

Much like its Terminal B neighbors, Duty Free Americas shares the trademark L-shaped storefront design that overlaps from unit to unit, as well as a number of other contiguous elements.

Caro says Bergmeyer Associates fulfilled Massport's goal to increase comfort by replacing the terminal's low ceilings and low lighting levels with a new hallway with raised ceilings and well-lit wayfinding walkways.

"A whole new floor-to-ceiling structure flows with the stores and pulls the customer from security," Caro explains. "We have sweeping terrazzo floor patterns that weave passengers toward the center food court area to give a feeling of motion. And the ceiling structure has unique lighting levels

that provide a crescendo effect – heavier in the middle and lighter toward the edges of the Airmall. So everything from the floor to the ceiling is leading the passenger through the stores."

New Offerings

Amico says bringing local flavor to the food side was a major focus in concessions redevelopment.

"We wanted to raise the level of food quality and bring the perception of the food program here to the next level," Amico notes. Tenants including Boston-based UFood Grill and Nantucket-based Cisco Brew Pub fit the bill, flanked by a food court hosting a variety of local, national and international concepts including Ryo Asian Fusion, Villa Pizza, Cosi and McDonald's. Award-winning chef Todd English's Bonfire Restaurant has also been well received.



Market research was conducted to determine the food and retail choices offered in Terminal B, and a number of new concepts have been warmly welcomed. Recent additions include Hudson News, Virgin Books, Sunglass Hut and Local Charm, a jewelry store featuring the work of local artisans.

"We were looking for international brands, local brands and as much local ownership as possible," Caro reports. "And we have stepped that up across the board. So far, it has proven to work quite well."

Sales per enplaned passenger in Terminal B have increased from \$7.42 to \$10.80, this July vs. last.

