

# Factoria TownSquare Design Guidelines

City of Bellevue  
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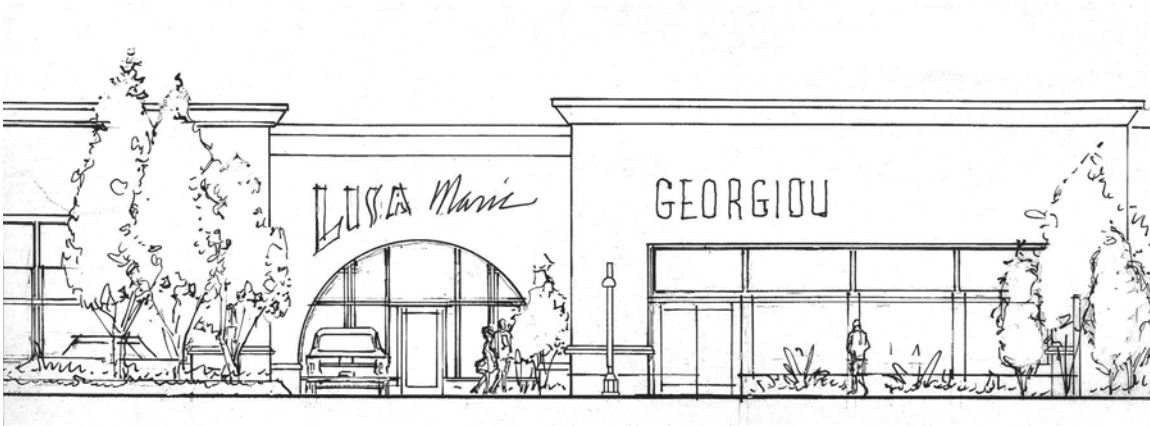
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## EXTERIOR SIGNAGE

The intent of the overall signage program is to provide adequate identification to all the businesses in the Factoria TownSquare. Designed to work in the surrounding context, the elements are intended to enhance the environment, while giving the best possible identification to tenants. The project signage is comprised of four major types:

Illustration 11:



- Identification of major tenants at the site perimeter.
- Identification of the project at the site perimeter.
- Store front signage.
- Wayfinding signage.

All four are designed to bring unity and clarity to the Factoria TownSquare, while still supporting individual store identity, to define the project edges, and to set Factoria TownSquare apart from competitors by setting a new and higher standard.

Illustration 12:



## Project Signage

**Major Project monument signage:** will occur at two main vehicular entrances on Factoria Blvd. SE and two main vehicular entrances on 124<sup>th</sup> Avenue SE.

**Smaller Project monument signs:** will be located at vehicular entrances on SE 38th Street and SE 41st Place.

## Tenant Signage at Site Entries

Up to ten (10) medium and large tenants will be permitted one vertical identification monument sign at Factoria Blvd. SE or 124th Avenue SE. These signs are to be a consistent height, color and method of illumination. 5' high by 25 sq. ft. per side.

## Store Front Signage

- In general, all signage in the Factoria TownSquare shall be for identification only and not be treated as an advertising device. Signage is limited to tenant trade name and/or logo only. All signs must comply with these general criteria, to insure a cohesive look to the Factoria TownSquare, and to work within the architectural framework as well.
- Company “slogans” will be reviewed on a case-by-case basis and only considered if part of the logo or nationally copyrighted DBA.

## General Store Front Signage Criteria:

- Signage is limited to store name and/or logo only
- Sign location on the building must be integral to the architectural design of the building.
- Boxed panel signs or cabinet signs are not permitted.
- No moving signs or flashing signs, banners, or advertising posters shall be permitted externally on the buildings. Exception: standard grocery store banners.
- All dimensional letters shall have a return or depth in proportion to their size. In general, however, all signs above 24” in height shall have an 8” deep return.
- No exposed junction boxes, raceways, or conduit shall be permitted. Transformers must be located within the body of the letter where letters are large enough to do so.

The above guidelines are shown in illustrations 11 and 12.

## Exterior Size:

- Major Anchor Stores: Building over 50,000 sq. ft.: Letter Height is restricted to 5'-6". Overall signage area no larger than 250 sq. ft. maximum copy area.

- Tenants 25,000 to 50,000 sq. ft.: 48” letter height, 160 sq. ft. copy area.
- Tenants 10,000 to 25,000 sq. ft.: 36” letter height, 90 sq. ft. copy area.
- Tenants below 10,000 sq. ft.: 24” letter height, 50 sq. ft. copy area.
- In general, the scale of the building, number of letters, and the particular location shall determine the permitted letter and logo size.

## **Wayfinding**

Beginning at the site perimeter, a system of wayfinding graphics will direct customers to convenient parking.

Graphics will identify parking location and levels, with number, color, and symbol for ease in return to parking.

As a continuation of the Bellevue street grid system, the site will have a complete street signage system made of traditional elements. The existing Factoria Mall will also have a street signage system as a continuation of the street grid system (the mall is 126th Avenue SE).

New site features, Gathering Places, restroom and other conveniences will appear as blades on street signs.

## **Prohibited Signs:**

- No sign may be erected without necessary City of Bellevue approvals.
- No cabinet signs.
- No exposed neon or other exposed light source without landlord approval.
- No signs using vacuum molded plastic.
- Roof signs.
- No sign shall be placed on the back of a building. (The back of a building is defined as a facade that does not contain a major public entrance.)

## **Additional Graphic elements:**

The pylon sign in the northwest corner of the property may be rebuilt in its current location. Sign height shall not exceed 75 feet.

