

MAYNARD
COMMONS

Retail & Residential Graphics: Branding & Wayfinding

Final Concept Design 4

11 July 2016



BRANDING/WAYFINDING

Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
☎ 603.427.1300

ARCHITECTURE

Ci Design
250 Summer Street
Boston MA 02210
☎ 617.848.9511

LANDSCAPE ARCHITECTURE

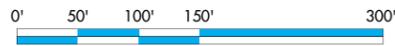
Waterman Design Associates
31 East Main Street
Westborough MA 01581
☎ 508.366.6552

CLIENT/OWNER

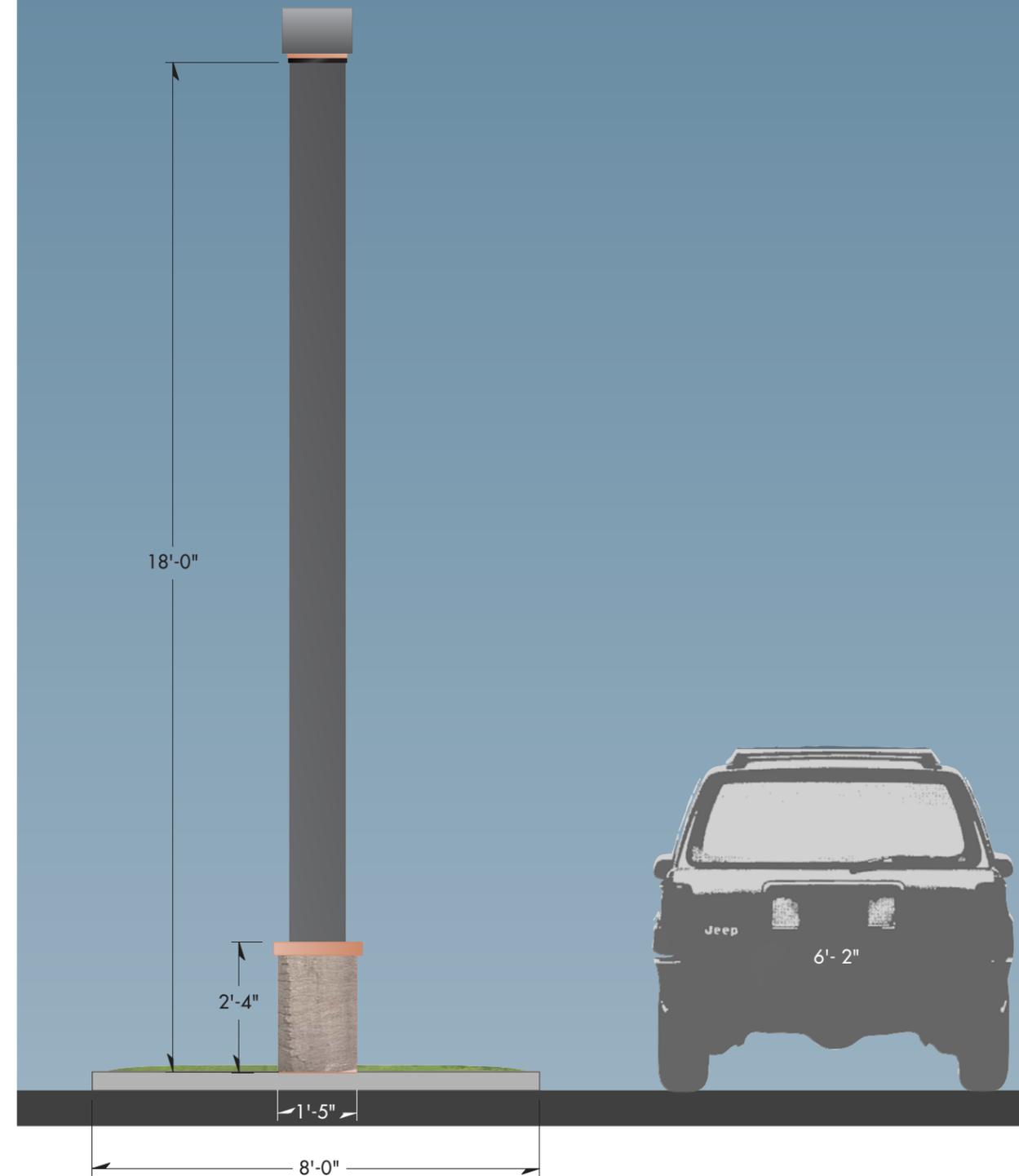
Capital Group Properties
259 Turnpike Road Suite 100
Southborough MA 01772
☎ 508.366.6552

KEY

-  Primary Site/Tenant ID
-  Secondary Tenant ID
-  Retail ID tier one
-  Retail Storefront ID tier two
-  Retail Storefront ID tier three
-  Residential ID combined
-  Grandville ID
-  Hawthorn ID
-  Directional Vehicular
-  Directional Pedestrian
-  Parking ID
-  Traffic Control/Safety



NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY



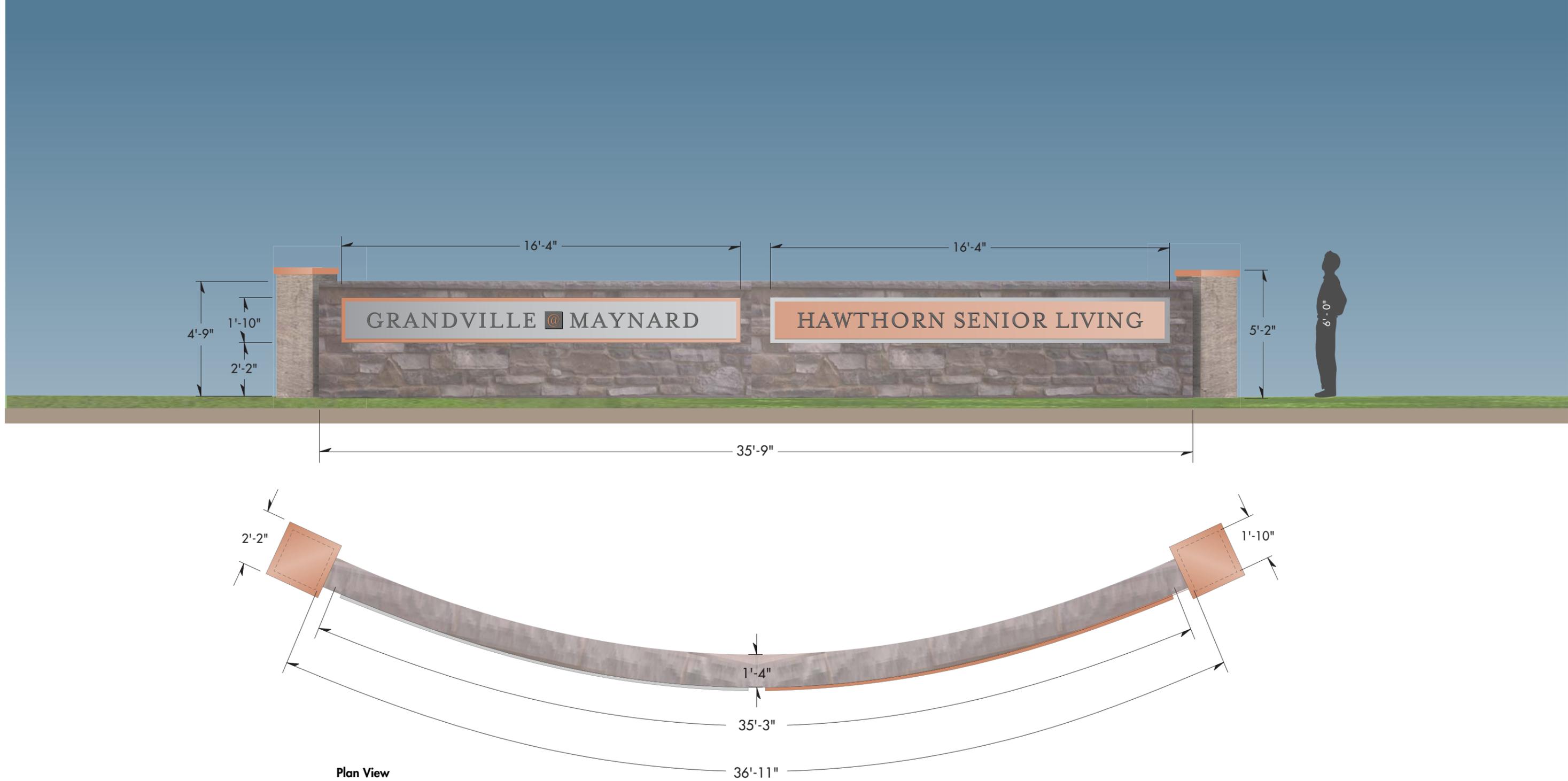
PID 1 Primary Site/Tenant ID Freestanding/LED internal illumination
Scale: 3/8" = 1'-0"

Note: minimum setback 25'-0" from crosswalk

End View at site entry drive
Scale: 3/8" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.





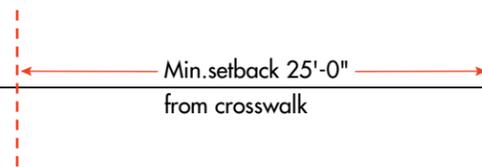
RID
1 Residential ID Elevation & Plan at Parker Street site entry
Scale: 1/4" = 1'-0"



MC
1

3D Perspective DAY VIEW looking northwest from Parker Street intersection

Scale: relative to image



NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

MAYNARD
COMMONS

Retail Graphics
Branding & Wayfinding



RETAIL GRAPHICS
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
508.366.6552

DRAWING TITLE
Site Entry Perspective Day View
3D scaled rendering
Scale: as shown
11 July 2016

DRAWING N°

MC.1



PID 2 Primary Site/Tenant ID LED internal illumination: Day View
 Scale: 3/4" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

MAYNARD
COMMONS

Retail Graphics
Branding & Wayfinding



RETAIL GRAPHICS
Gamble Design LLC
 154 Maplewood Avenue
 Portsmouth NH 03801
 ☎ 603.427.1300

ARCHITECTURE
Ci Design
 250 Summer Street
 Boston MA 02210
 ☎ 617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
 31 East Main Street
 Westborough MA 01581
 ☎ 508.366.6552

DRAWING TITLE
Primary Site/Tenant ID Day View
 Freestanding/LED internal illumination
 Scale: as shown
 11 July 2016

DRAWING N°

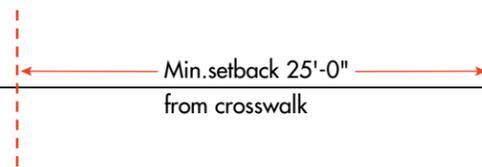
PID.2D



MC
2

3D Perspective NIGHT VIEW looking northwest from Parker Street intersection

Scale: relative to image



NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

MAYNARD
COMMONS

Retail Graphics
Branding & Wayfinding



RETAIL GRAPHICS
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
© 603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
© 617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
© 508.366.6552

DRAWING TITLE
Site Entry Perspective Night View
3D scaled rendering
Scale: as shown
11 July 2016

DRAWING N°

MC.2



1ID
3 Primary Site/Tenant ID LED internal illumination: Night View
Scale: 3/4" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

MAYNARD
COMMONS

Retail Graphics
Branding & Wayfinding



RETAIL GRAPHICS
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
603.427.1300

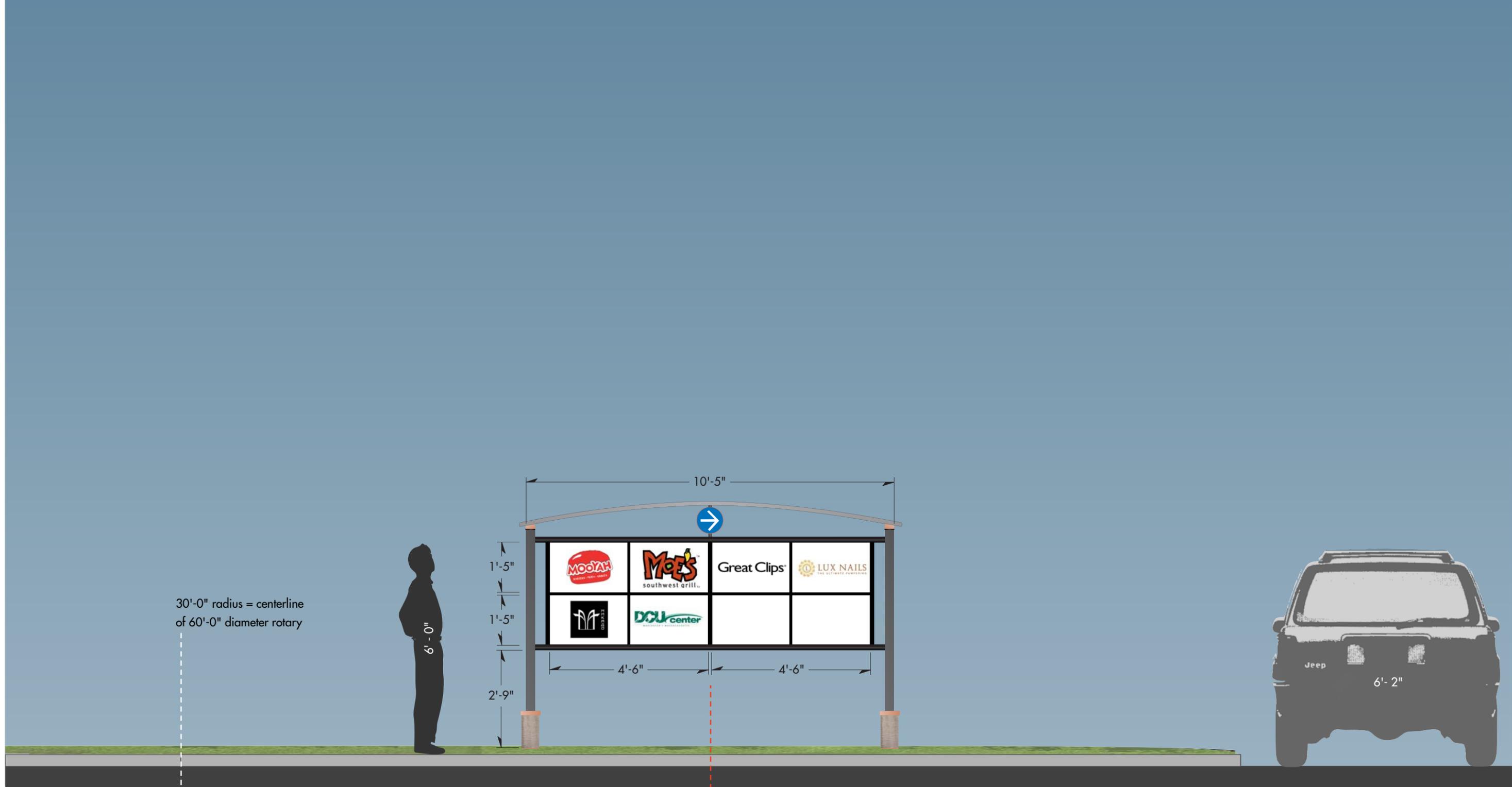
ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
508.366.6552

DRAWING TITLE
Primary Site/Tenant ID Night View
Freestanding/LED internal illumination
Scale: as shown
11 July 2016

DRAWING N°

PID.3N

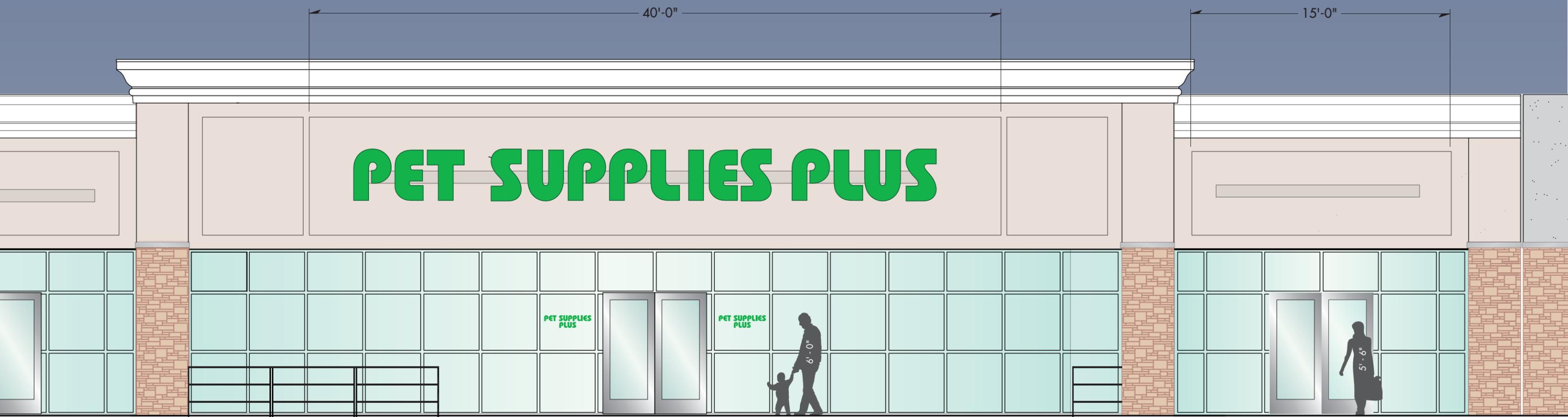


SID 1 Secondary Tenant ID Freestanding/LED internal illumination
Scale: 3/8" = 1'-0"

Note: center line of sign on 30'-0" radius

View at rotary
Scale: 3/8" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.



2ID
1 Retail Storefront 1 typical
Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

**MAYNARD
COMMONS**

*Retail Graphics
Branding & Wayfinding*



BRANDING/WAYFINDING
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
© 603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
© 617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
© 508.366.6552

DRAWING TITLE
Retail Storefront 1 typical
Location 3
Scale: as shown
11 July 2016

DRAWING N°
2ID.1



2ID
2 Retail Storefront 2 typical
Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

MAYNARD
COMMONS

Retail Graphics
Branding & Wayfinding



BRANDING/WAYFINDING
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
508.366.6552

DRAWING TITLE
Retail Storefront 2 typical
Location 2ID-2
Scale: as shown
11 July 2016

DRAWING N°
2ID.2



2ID
3 Retail Storefront 3 typical
Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

**MAYNARD
COMMONS**

*Retail Graphics
Branding & Wayfinding*



BRANDING/WAYFINDING
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
© 603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
© 617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
© 508.366.6552

DRAWING TITLE
Retail Storefront 3 typical
Location 2ID-3
Scale: as shown
11 July 2016

DRAWING N°
2ID.3



2ID
4 Retail Storefront 4 & Primary Site ID comparative scale
Scale: 3/16" = 1'-0"

Primary Site ID
Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

**MAYNARD
COMMONS**

*Retail Graphics
Branding & Wayfinding*



BRANDING/WAYFINDING
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
617.848.9511

LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
508.366.6552

DRAWING TITLE
Retail Storefront & Primary Site ID
Comparative scale
Scale: as shown
11 July 2016

DRAWING N°
2ID.4



3ID
1 "Pad" Retail Storefront 1 typical
Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.

**MAYNARD
COMMONS**

*Retail Graphics
Branding & Wayfinding*



BRANDING/WAYFINDING
Gamble Design LLC
154 Maplewood Avenue
Portsmouth NH 03801
603.427.1300

ARCHITECTURE
Ci Design
250 Summer Street
Boston MA 02210
617.848.9511

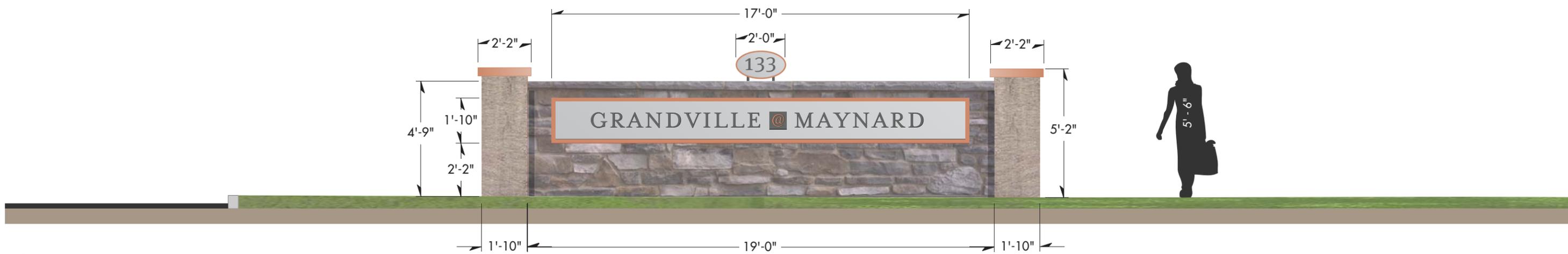
LANDSCAPE ARCHITECTURE
Waterman Design Associates
31 East Main Street
Westborough MA 01581
508.366.6552

DRAWING TITLE
Retail "Pad" Storefront 1 typical
Location 10
Scale: as shown
11 July 2016

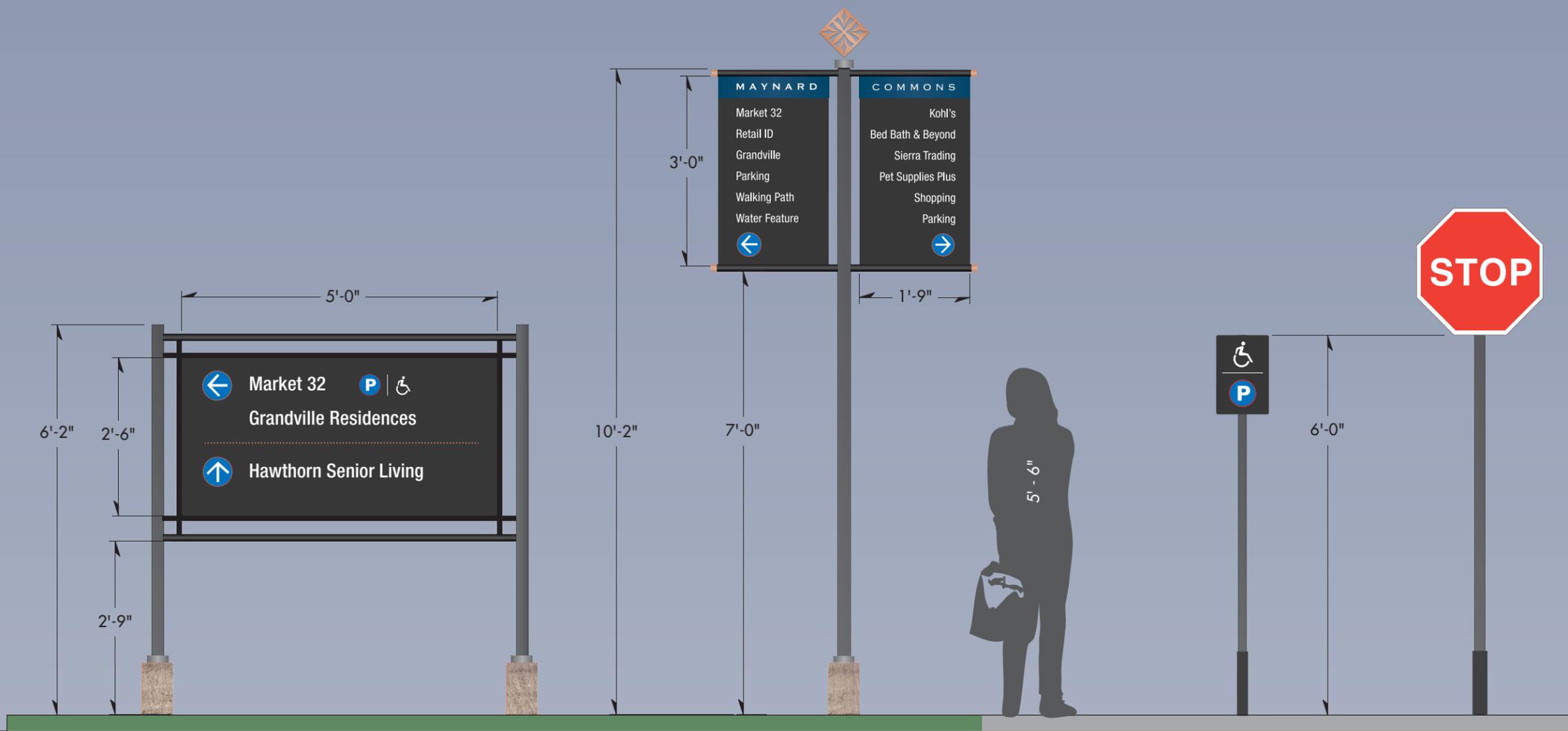
DRAWING N°
3ID.1



RID 3 Hawthorne ID Elevation & Plan at building
Scale: 1/4" = 1'-0"



RID 2 Grandville ID Elevation at building
Scale: 1/4" = 1'-0"



D1
1 Directional Vehicular

D2
1 Directional Pedestrian

P
ID Parking ID

TC
TS Traffic Control/Safety

4ID
1 Site Sign System Typology
Scale: 1/2" = 1'-0"