Retail & Residential Graphics: Branding & Wayfinding
Final Concept Design 4
11 July 2016
**Arc Cap**
Formed 1/8” painted aluminum “arc” pan 1.5” deep; mechanically fastened to square column/copper collar assembly; paint color: MP 56301 “Charon Grey Metallic”

**Address**
6” deep framed sign box w/opaque aluminum face; 1/2” clear acrylic “push-thru” numbers w/opaque aluminum faces halo-illuminated by internal LEDs.

**Center ID**
3” deep framed sign box w/painted opaque 1/8” aluminum face; 1/2” clear acrylic “push-thru” letterforms w/opaque aluminum faces halo-illuminated by internal LEDs; letterform paint color: MP 33333 “White Wonder”; panel paint color: MP 08426 “Ceylon Sapphire”; frame paint color: MP 52234 “Warm Copper Metallic”

**Horizontal Support Armature typical**
2” x 10” rounded aluminum channel, paint color: MP 26309 “Wells Fargo Black”

**Vertical Support Armature typical**
1 1/2” x 8” painted rectangular aluminum channel; paint color: MP 26309 “Wells Fargo Black”

**Retail Tenant ID typical**
1/4” white acrylic panel w/translucent vinyl logo and painted opaque sign face; translucent color vinyl logo/graphics per retail tenant standards; internally illuminated by LEDs.

**Column typical**
12” square aluminum column w/top arc cap mounted to granite faced bases supported by below grade concrete foundation; paint color: MP 20308 “Ancient Bronze Metallic”

**Column Base typical**
Granite split-face finish in color shown; base cap formed metal pan w/metallic copper finish; MP 52234 “Warm Copper Metallic”

**Notes**: all exterior paint finishes Matthews Paint (acrylic polyurethane) or equal in colors shown; pylon sign armature supported by sub-grade poured concrete foundation; sign fabricator to coordinate with GC re: site conditions; electrical supply by Owner.
3D Perspective DAY VIEW looking northwest from Parker Street intersection

Scale: relative to image

Min. setback 25'-0" from crosswalk

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY
3D Perspective NIGHT VIEW looking northwest from Parker Street intersection

Min setback 25'-0" from crosswalk

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY
Primary Site/Tenant ID: LED internal illumination: Night View

Scale: 3/4" = 1'-0"

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

30'-0" radius = centerline of 60'-0" diameter rotary

Scale: 3/8" = 1'-0"

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

View at rotary

Scale: 3/8" = 1'-0"
Retail Storefront 1 typical

Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY
Retail Storefront 2 typical

Scale: 3/16" = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY
NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY.
“Pad” Retail Storefront 1 typical
Scale: 3/16” = 1'-0"

NOTE: RETAIL LOGOS SHOWN AS POSSIBLE TENANTS FOR CONCEPT ONLY
Site Sign System Typology

Scale: 1/2" = 1'-0"

1. **Directional Vehicular**
   - Market 32
   - Grandville Residences
   - Hawthorn Senior Living

2. **Directional Pedestrian**
   - Market 32
   - Grandville
   - Parking

3. **Parking ID**
   - Market 32
   - Grandville
   - Hawthorn

4. **Traffic Control/Safety**
   - Market 32
   - Grandville
   - Hawthorn

---

**RETAIL GRAPHICS**
Gamble Design LLC
154 Maplewood Avenue
Portsmouth, NH 03801
Tel: 603.427.1300

**ARCHITECTURE**
Ci Design
250 Summer Street
Boston, MA 02210
Tel: 617.848.9511

**LANDSCAPE ARCHITECTURE**
Waterman Design Associates
31 East Main Street
Wellsboro, NY 15881
Tel: 508.366.6552

**DRAWING TITLE**
Site Sign Typology
System components
Scale: as shown
11 July 2016

**DRAWING NO.**
4ID.1