

**MICHAEL
FRIEDLAND
DESIGN**

Signage Concepts
Sketches, Models,
Thinking



Commerce Business Park

Trammell Crow Company

Commerce **Business
Park**
Trammell Crow Company

Transcon

Speed Limit
10 MPH

3750 Stauson Ave.
R.G. Shannon Inc.



Royal Computer Graphics
Longway Shipping Co.
Simon & Simon
Color Productions Inc.









Trammell Crow Company

Commerce Business
Park



WORLD TRADE CENTER



LOBBY DIRECTORY:
GLOBE COMPUTERIZED DIRECTORY



SPECIFICATIONS:

- MATERIALS:** Etched glass globe inside clear acrylic cylinder, lit and slowly rotates. Polished granite base, brushed aluminum flush mounted letters. 3 CRT screens and keyboards inside cabinet.
- ILLUMINATION:** Internally illuminated directory cabinet and globe
- SIZE:** 8'H x 3' DIA.
- LOCATION:** See Lobby Floor Plan

WORLD MAP COMPUTERIZED DIRECTORY



SPECIFICATIONS:

- MATERIALS:** Bronzed acrylic cabinet, World map screened on inside cylinder, lit from inside, slowly rotates. Polished granite base and cap, brushed aluminum flush mounted letters.
- 3 CRT screens and keyboards inside cabinet.
- ILLUMINATION:** Internally illuminated directory cabinet and map
- SIZE:** 8'H x 3'DIA.
- LOCATION:** See Lobby Floor Plan

PROJECT MONUMENT IDENTIFICATION



SPECIFICATIONS:

MATERIALS/ ILLUMINATION:	OPTION A: Polished black granite obelisk with pin-mounted brushed aluminum graphics exterior ground illumination
	OPTION B: Anodized aluminum obelisk with dimensioned aluminum graphics internal illumination
SIZE:	42'H x 4'SQ. 45° truncated top
LOCATION:	See Master Site Plan
QUANTITY:	1

BUILDING IDENTIFICATION



SPECIFICATIONS:

MATERIALS/ ILLUMINATION:	See Plaza Monument Specifications
SIZE:	SUPPLEMENTARY MONUMENT: 28'H x 3½'SQ. 45° truncated top TOWER MONUMENT: 14'H x 3½'SQ. 45° truncated top
LOCATION:	See Master Site Plan
QUANTITY:	1 of each size, 2 per building entrance Total for complex: 10

RETAIL TENANT IDENTIFICATION:
HORIZONTAL TENANT SIGN TREATMENT



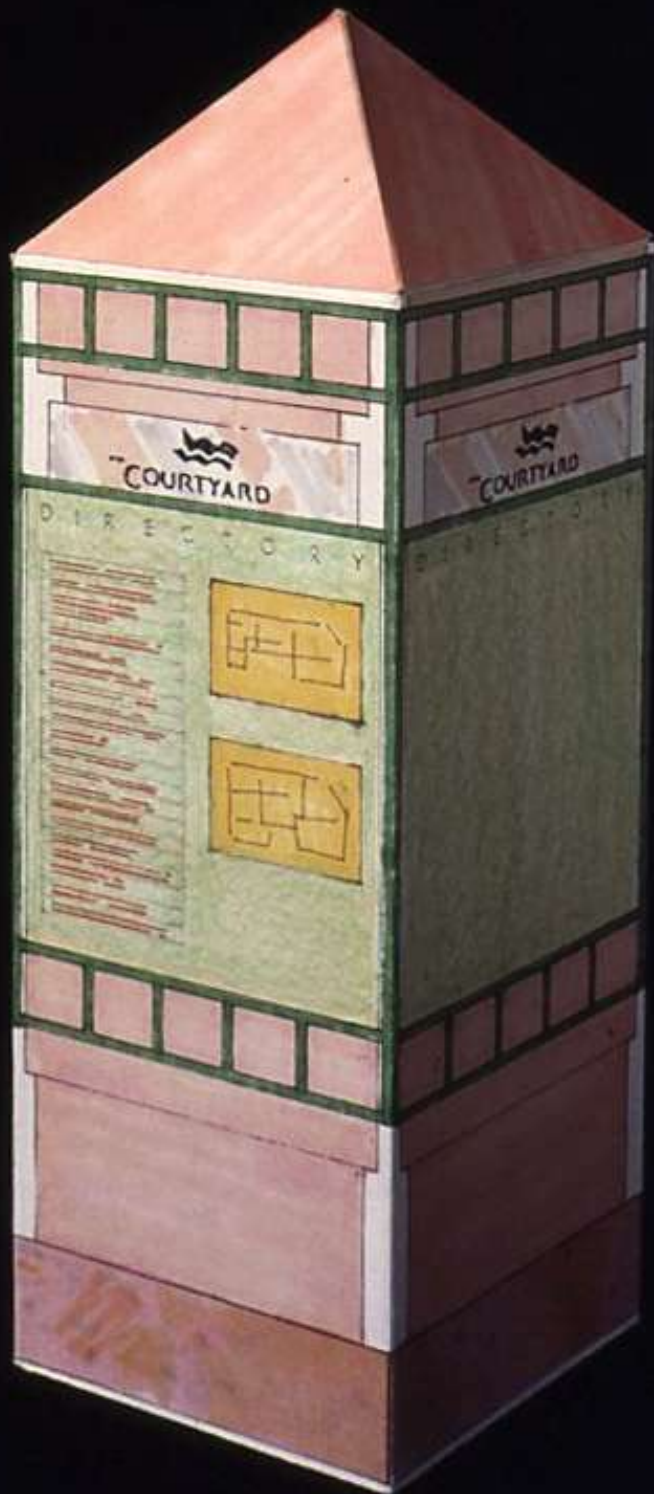
SPECIFICATIONS:

MATERIALS: Interchangeable fiberglass sign panel fastened to extruded anodized aluminum case.

ILLUMINATION: Internally illuminated panel,

SIZE: 1½'H x 12'W x 3"D

LOCATION: Plaza





COURTYARD



Clay Street



- Five City Center
- Oakland City Hall

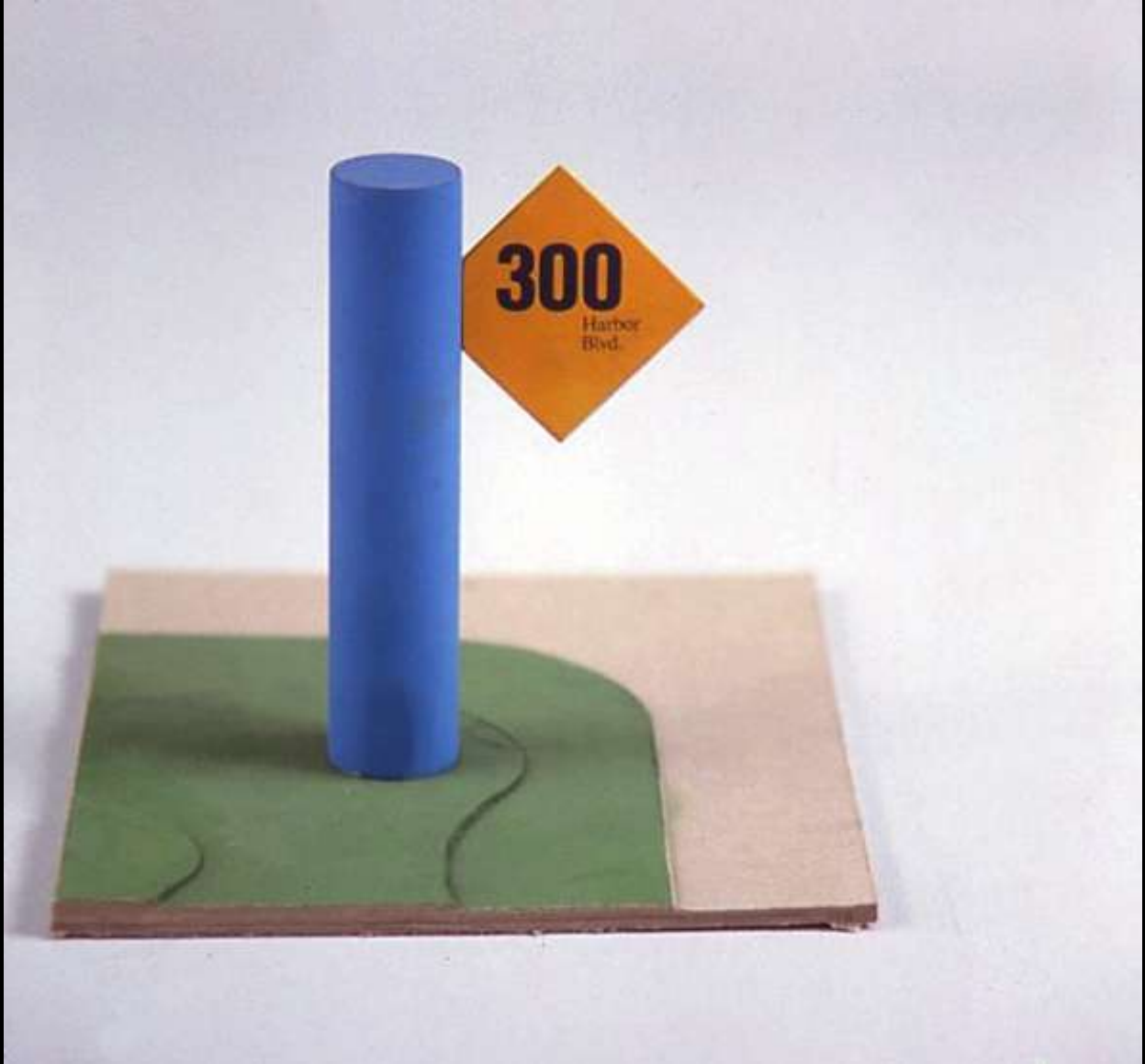


Williams Plaza
Square
& Restaurants

- 1221 Broadway
(Clorox Building)
- 1333 Broadway
(Wells Fargo Building)
- All 14th St. Addresses



Broadway



300

Harbor
Blvd.