

		CMX-4/5	
		Permitted Sign Types:	
		Wall, Projecting, and Marquee	Freestanding
Standards	Maximum Number	N/A	1 per frontage
	Maximum Area	2 sq. ft. per lin. ft. of ground floor frontage; 100 sq. ft. per sign ⁷⁴⁴	50 sq. ft./face; up to 4 faces
	Maximum Height	The lower of the roof line or second floor window sill	10 ft.
	Additional Requirements	Notwithstanding § 14-904(1)(d), projecting signs shall not extend more than 24 in. over any public right-of-way	N/A
Permitted Sign Characteristics	Static Illumination	Yes	Yes
	Animated Illumination: Digital Sign	Wall: Yes Others: No	Yes
	Animated Illumination: Electronic Message Sign	Wall: Yes Others: No	Yes
	Animated Illumination: Accessory Digital News Ticker	As provided in § 14-906(6)	As provided in § 14-906(6)
	Mechanical Motion	Yes	Yes

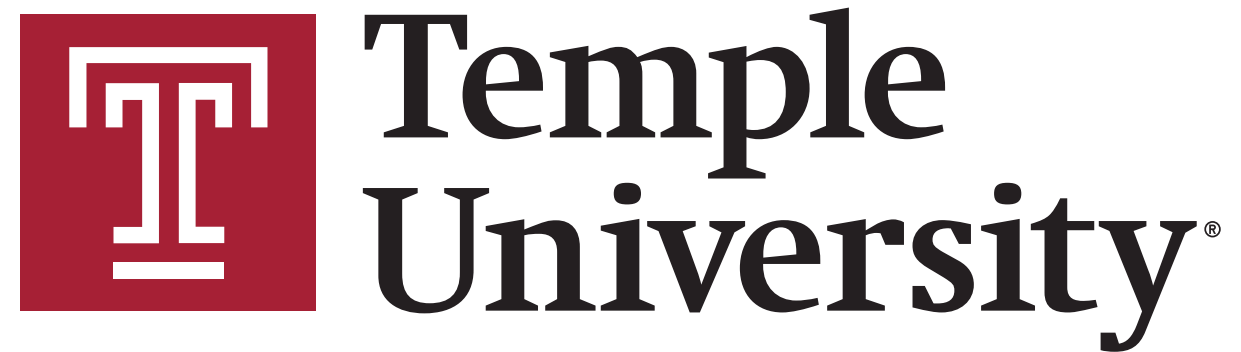
[illegible]



Cloud Gehshan
Design

400 Market Street, Suite 300
Philadelphia, PA 19106

215 829 9414
cloudgehshan.com



1515 Market Street, Philadelphia, PA 19102
Exterior Signage

Art Commission Submission
November 3, 2022



1 Looking Down Market Street
scale: n.t.s.



2 Looking Up Market Street
scale: n.t.s.



3 Looking Down 15th Street
scale: n.t.s.



4 Looking Up 15th Street
scale: n.t.s.



5 Looking Up Plaza Walkway
scale: n.t.s.



6 Adjacent Building to the North of Project Building
scale: n.t.s.



7 Adjacent Building to the South of Project Building
scale: n.t.s.



8 Adjacent Building to the South – Full Coverage Window Graphics
scale: n.t.s.

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.2	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

Existing Context Image – Project Building Facades and Views Across Entrances



1 East Façade of the Project Building (15th Street Entrance)
scale: n.t.s.



2 North Façade of the Project Building (North Entrance in Plaza)
scale: n.t.s.



3 East Façade of the Project Building (Skyline)
scale: n.t.s.



4 View Across from Project Building Entrance on 15th Street
scale: n.t.s.



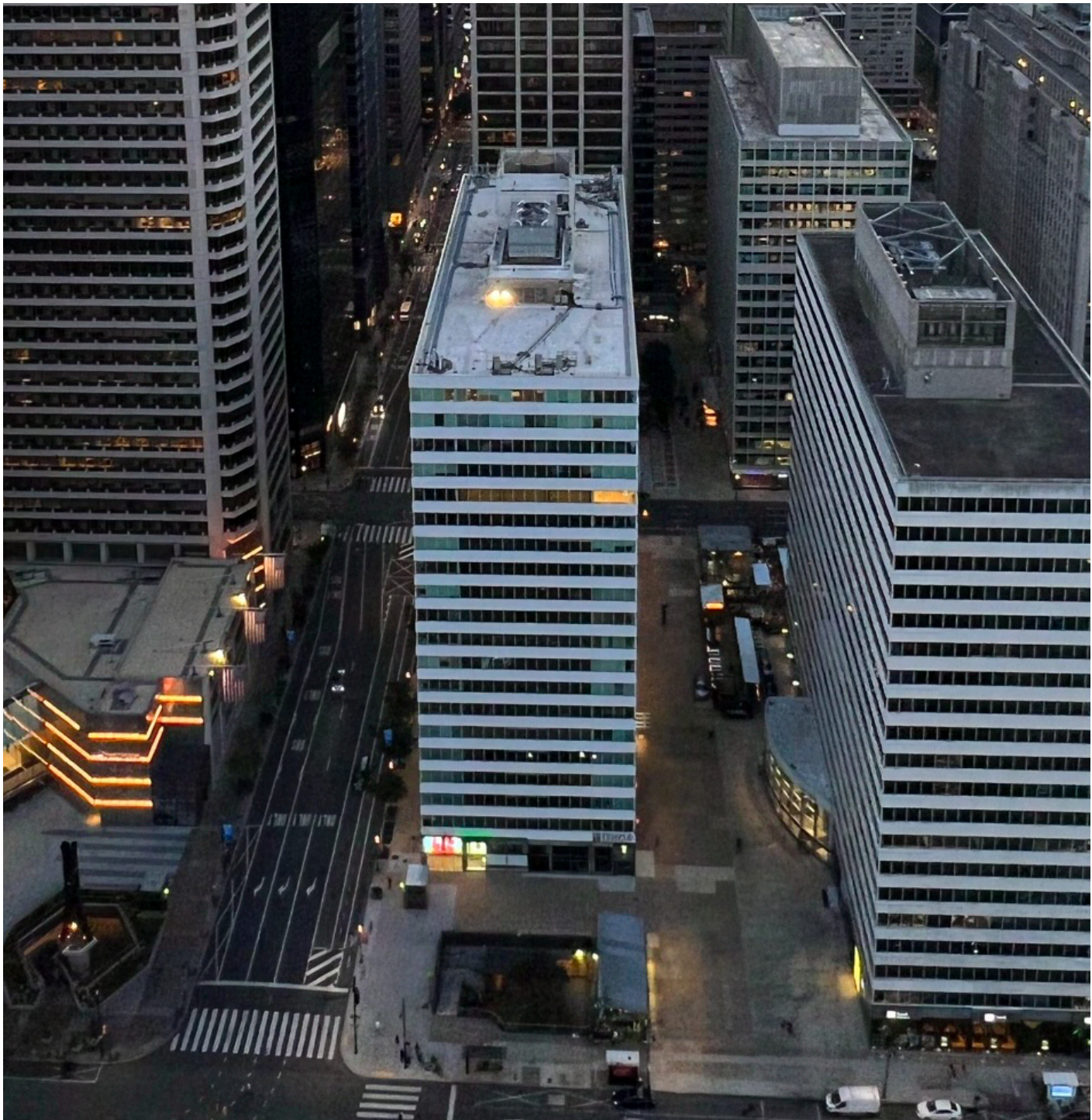
5 View Across from Project Building Entrance on North Façade
scale: n.t.s.



6 Precedent Image – “W” Logo to the South of City Hall
scale: n.t.s.



1 Skyline – Day
scale: n.t.s.



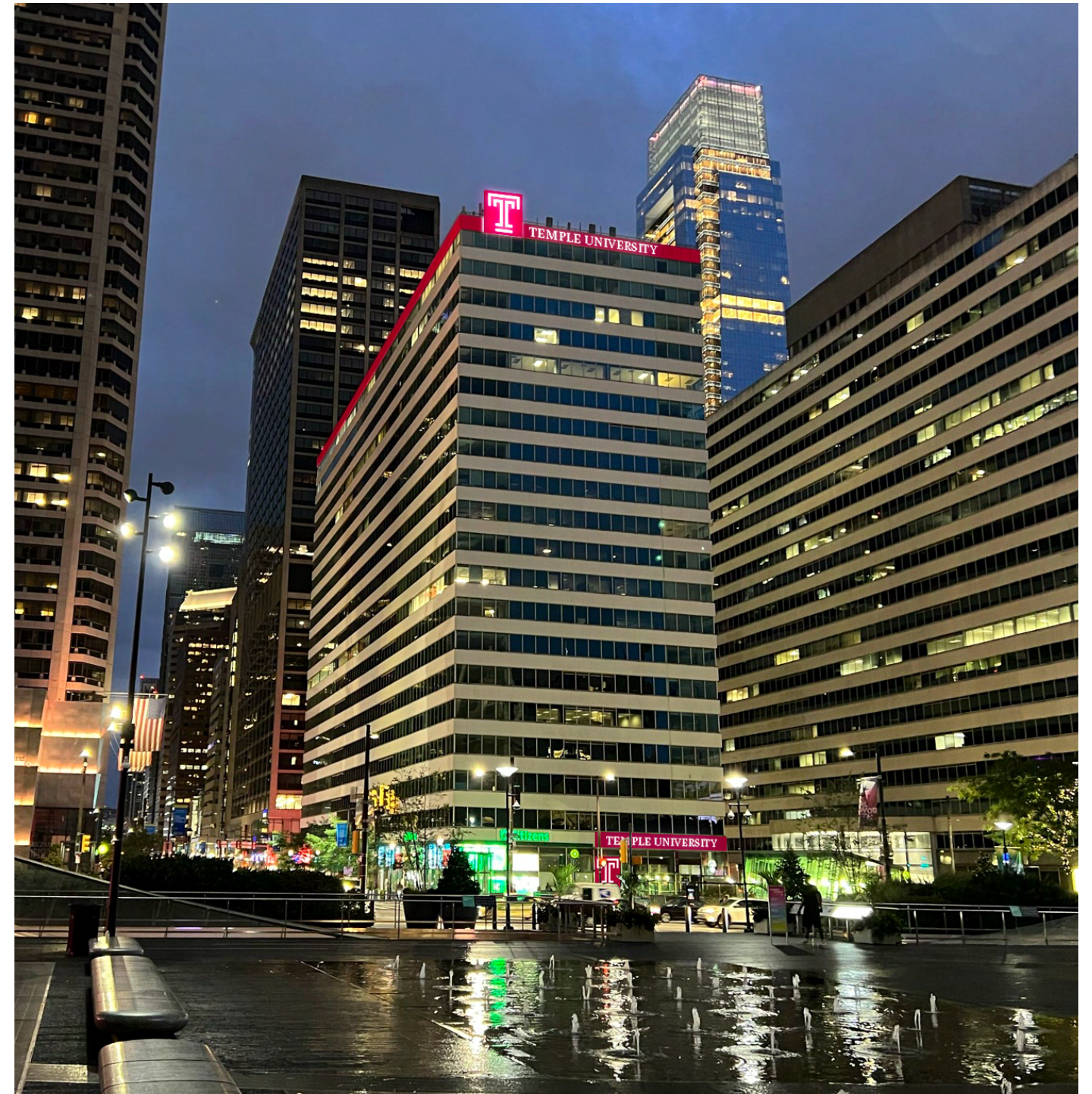
2 Skyline – Night
scale: n.t.s.

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.4	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

Proposed Rendering (East Façade on 15th Street)



1 Skyline – Day
scale: n.t.s.



2 Skyline – Night
scale: n.t.s.

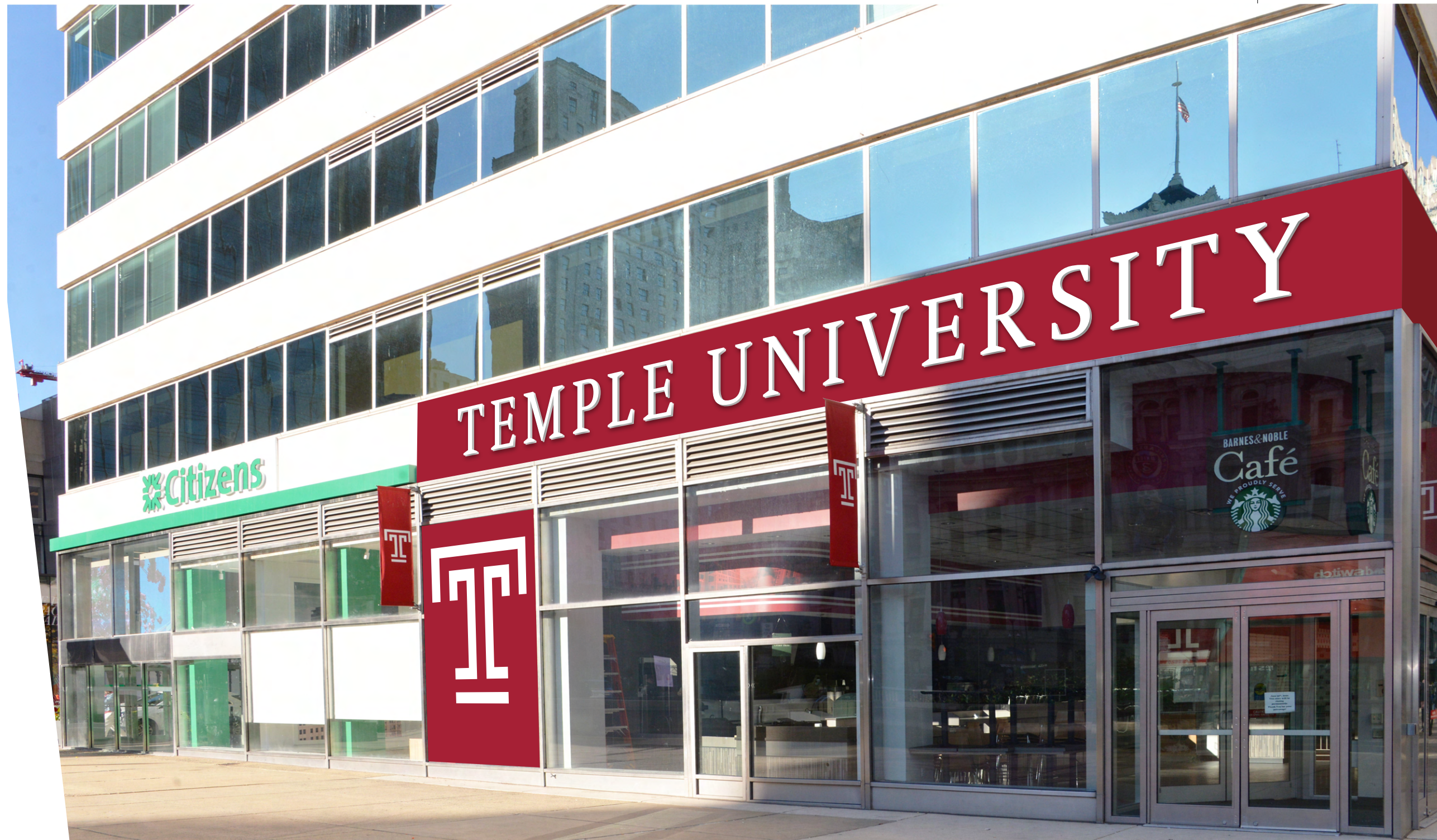
Client/Project Temple University Center City Campus 1515 Market Street	Project No. 22TU164025	Date 11.03.22	Revisions	Scale As Noted	Notes	Page Number 0.5
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1 15th Street Entrance
scale: n.t.s.

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.6	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

Proposed Rendering (East Entrance on 15th Street)



1 15th Street Entrance
scale: n.t.s.

Client/Project Temple University Center City Campus 1515 Market Street	Project No. 22TU164025	Date 11.03.22	Revisions	Scale As Noted	Notes	Page Number 0.7
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Existing Storefront Conditions (North Entrance Facing Plaza Walkway)



1 North Entrance
scale: n.t.s.

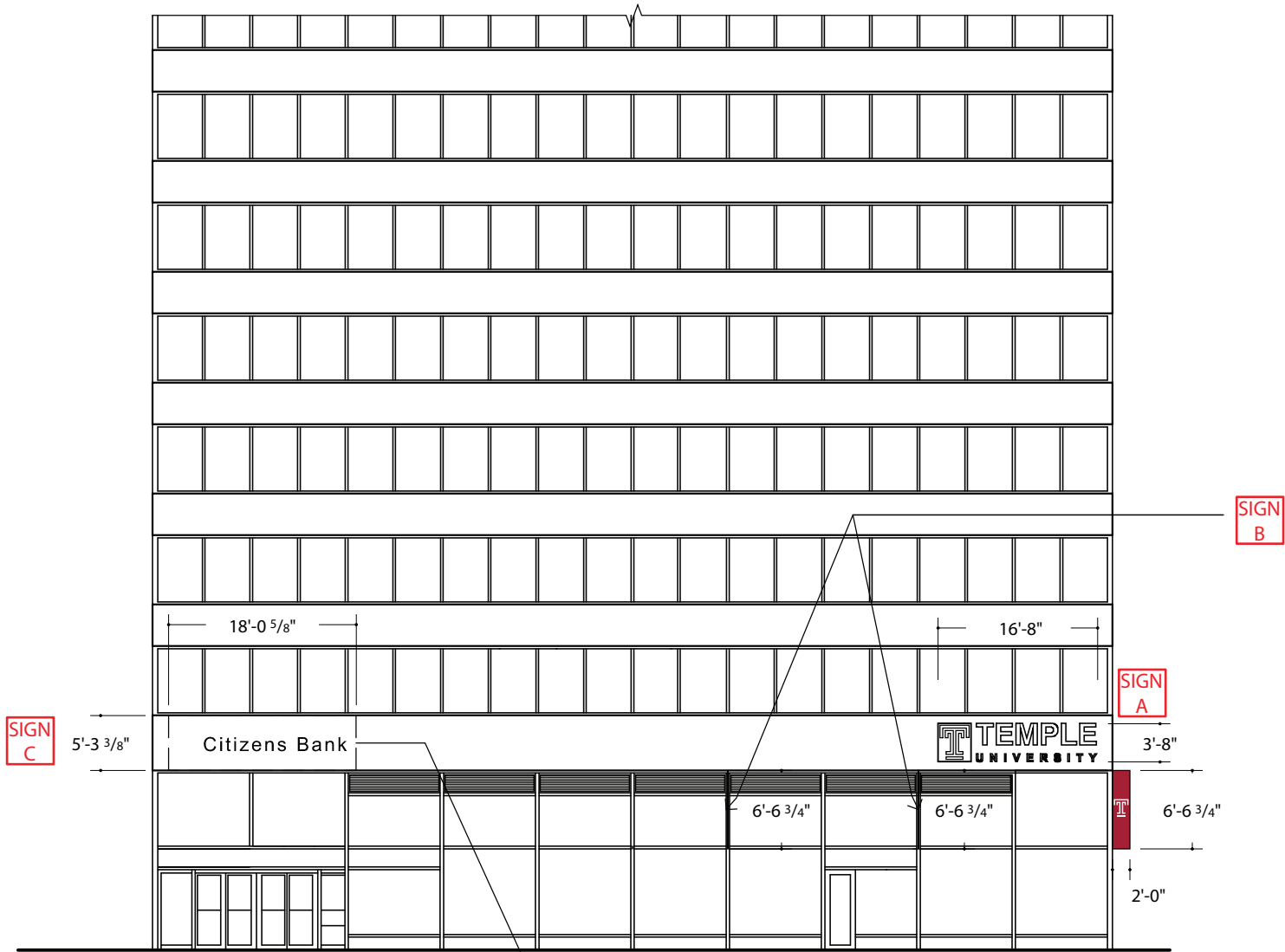
Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.8	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

Proposed Rendering (North Entrance Facing Plaza Walkway)



1 North Entrance
scale: n.t.s.

Existing Building Elevation – East Elevation, 15th Street Frontage



1 East Elevation
scale: 1/16"=1'-0"

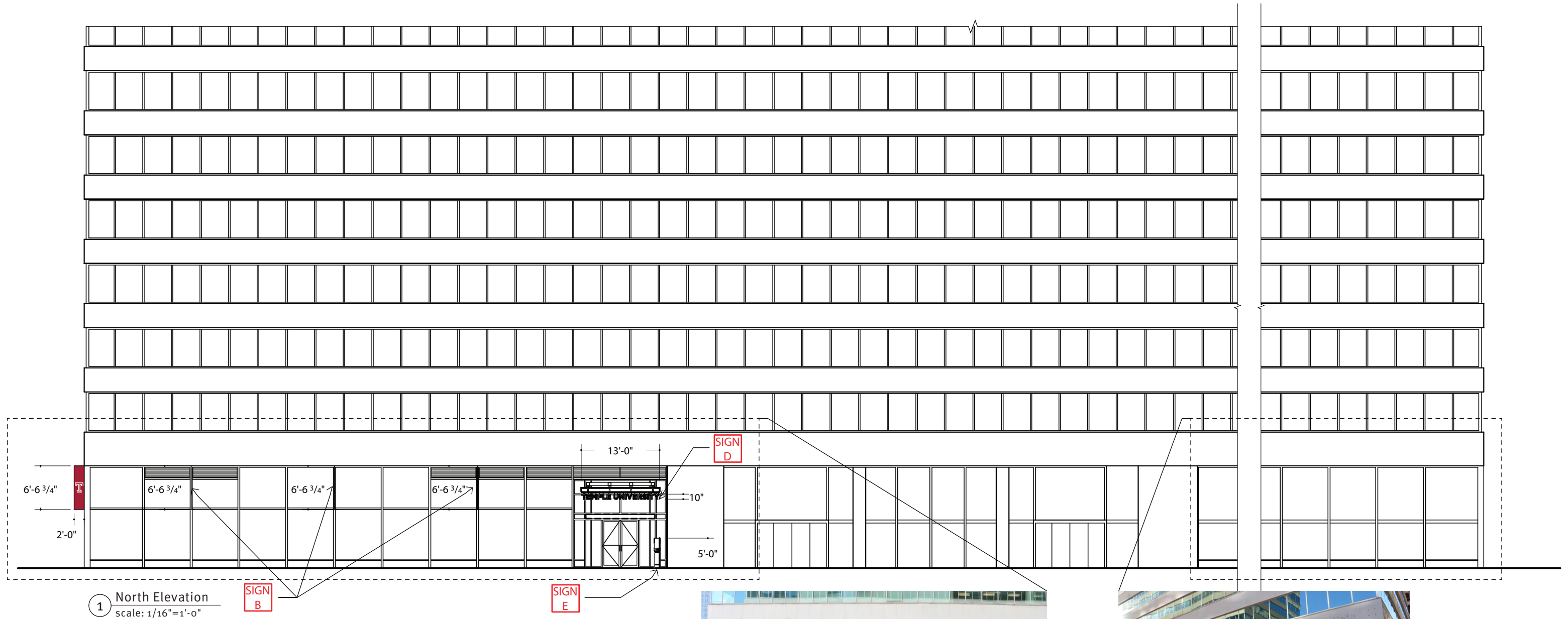


Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.10	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

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- notifying appropriate parties of any potential issues that will affect the design intent.
- obtaining any necessary engineering seals.
- verifying compliance with ADA and local sign codes.

Existing Building Elevation – North Elevation, North Frontage



EXISTING
CONDITIONS
PHOTO

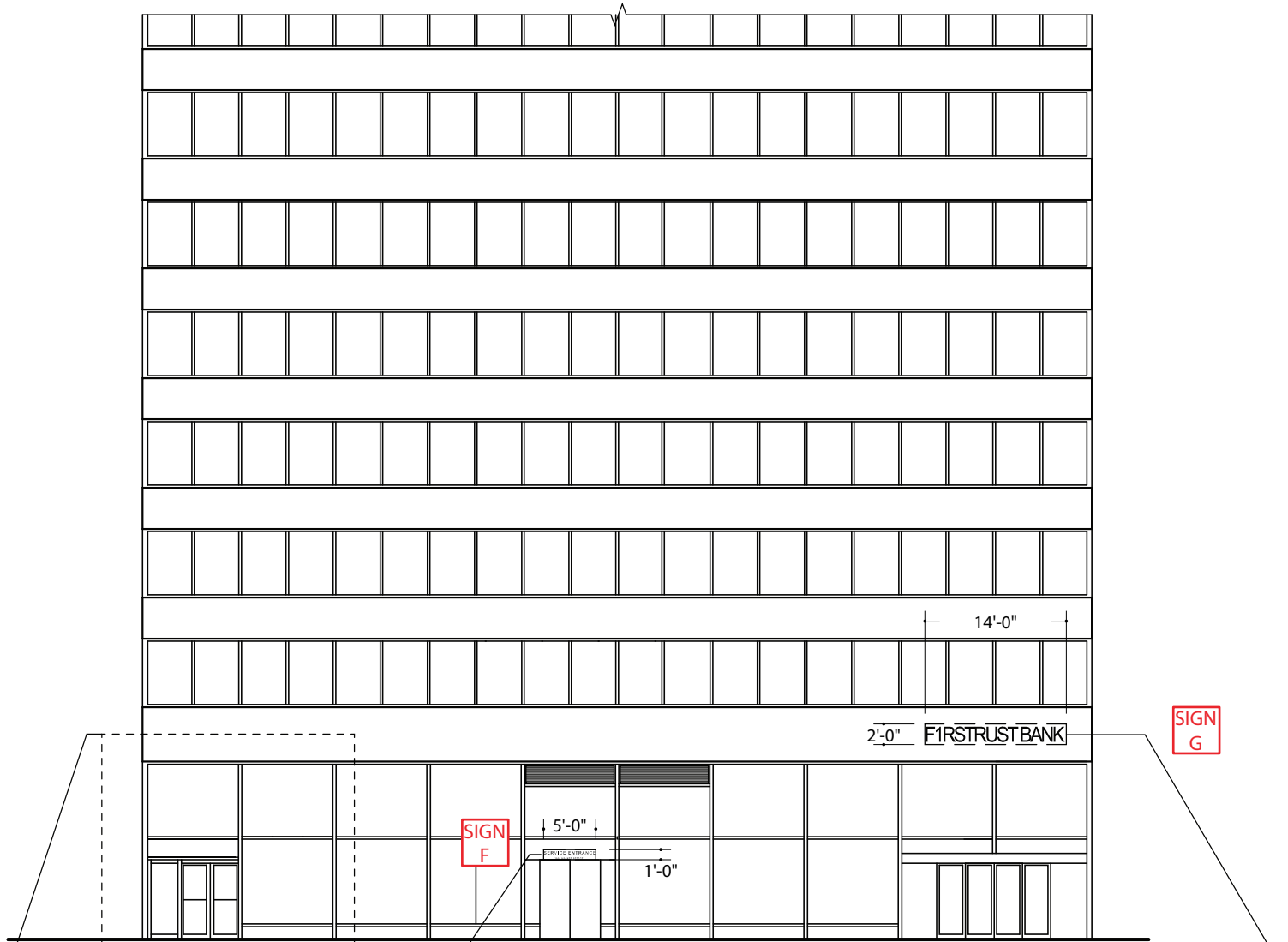


EXISTING
CONDITIONS
PHOTO

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1 West Elevation
scale: 1/16"=1'-0"



EXISTING
CONDITIONS
PHOTO



EXISTING
CONDITIONS
PHOTO



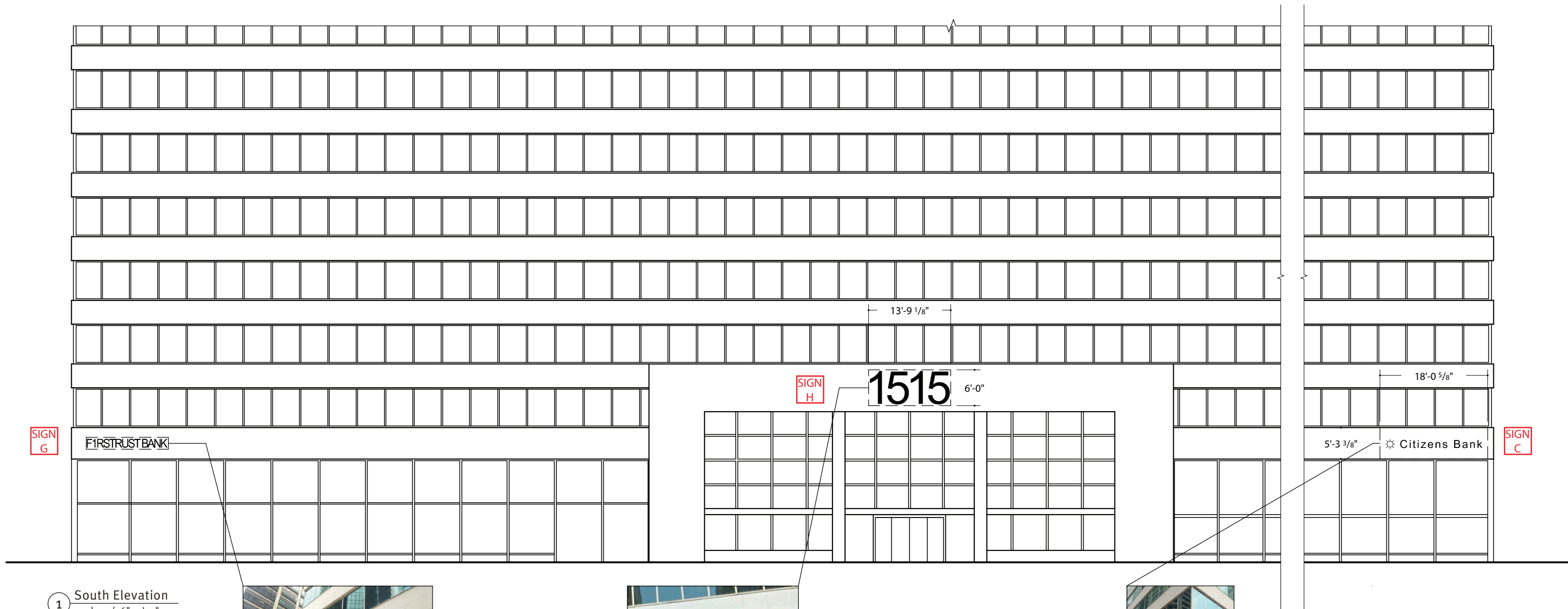
EXISTING
CONDITIONS
PHOTO

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.12	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

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Existing Building Elevation – South Elevation, Market Street Frontage



1 South Elevation
scale: $1/16"=1'-0"$



EXISTING
CONDITIONS
PHOTO



EXISTING
CONDITIONS
PHOTO

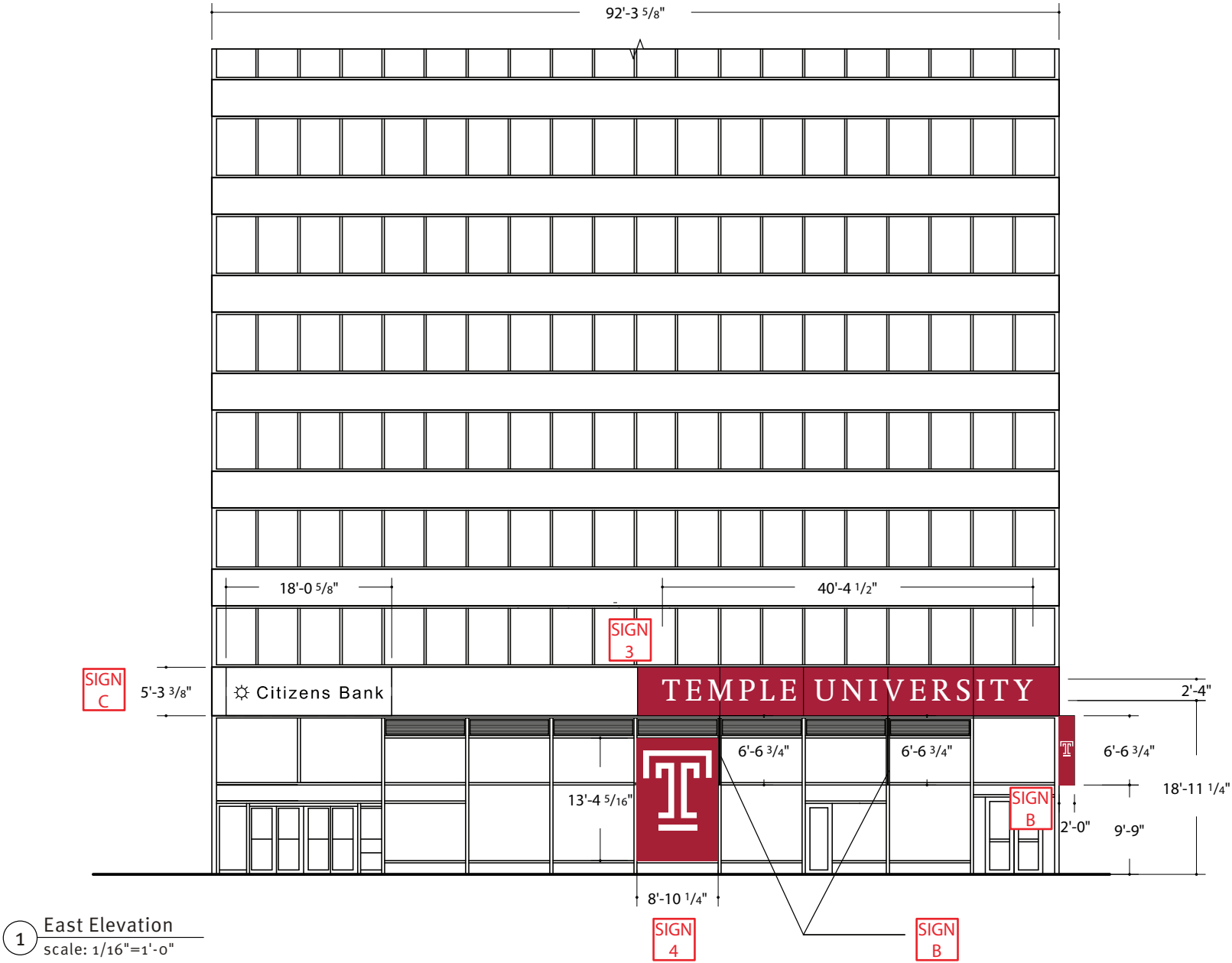


EXISTING
CONDITIONS
PHOTO

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Client/Project	Project No.	Date	Revisions	Scale	Notes	Page Number
Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted		0.13
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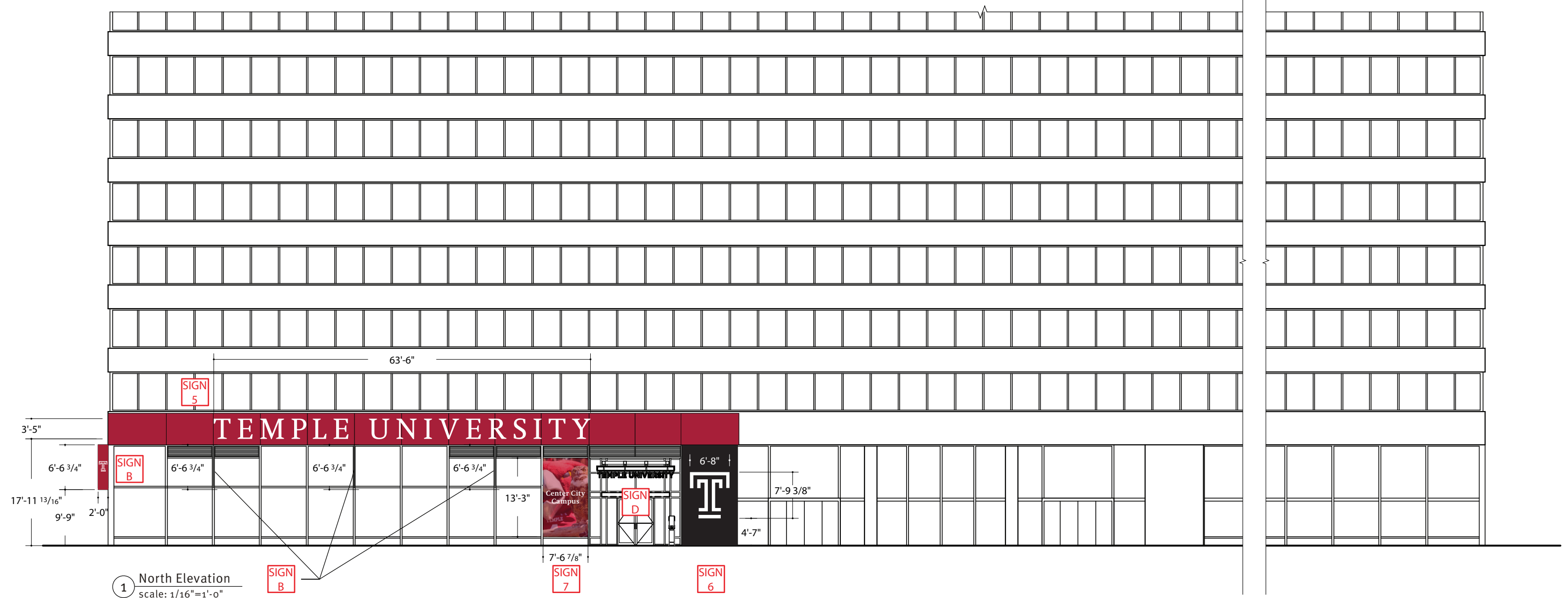


Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.14	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

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Proposed Building Elevation – North Elevation, North Frontage

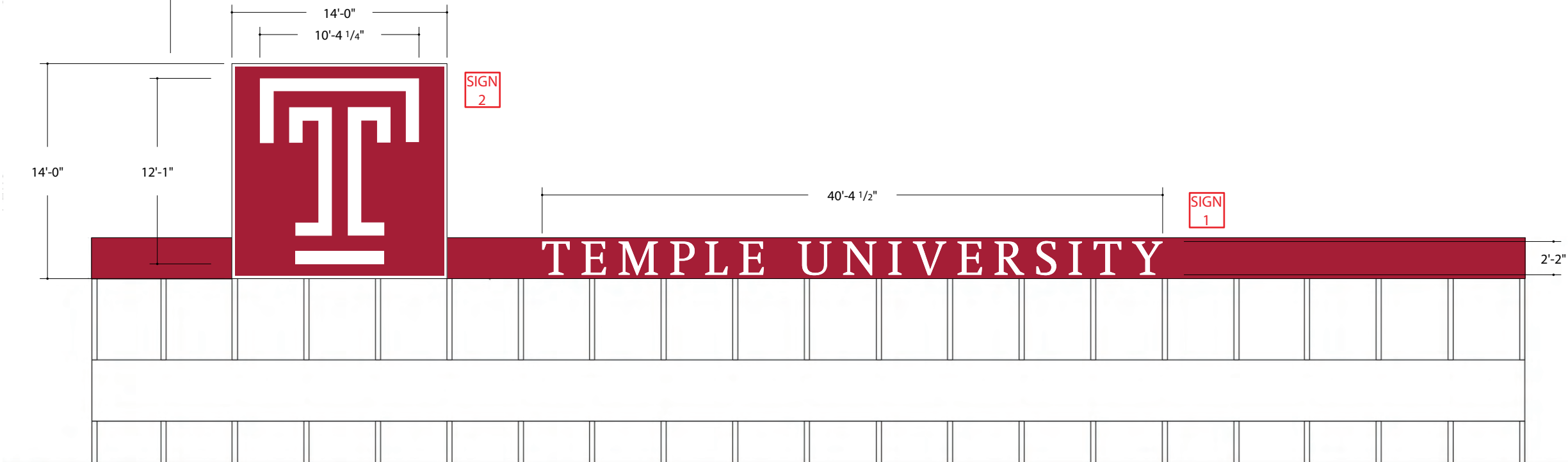


This drawing represents design intent only. Fabricator will be responsible for:

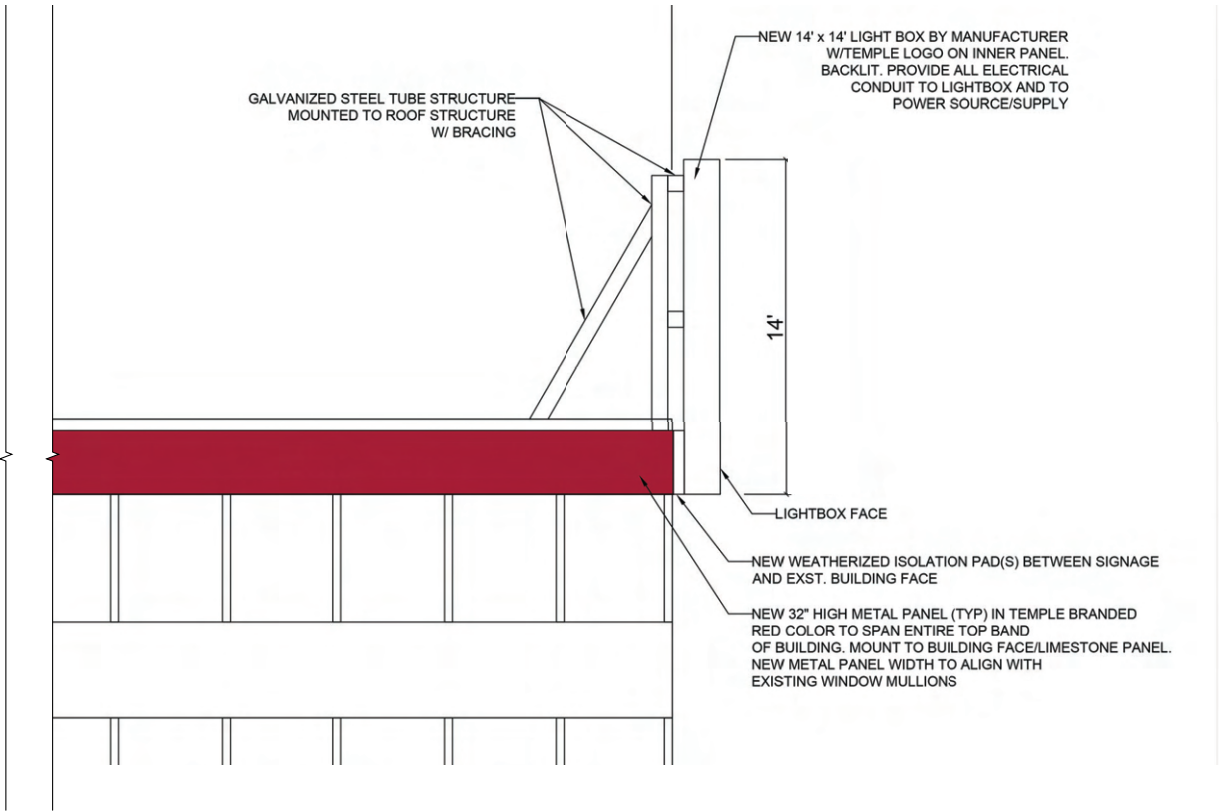
- verifying all dimensions and conditions in the field prior to preparation of shop drawings
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Client/Project Temple University Center City Campus 1515 Market Street	Project No. 22TU164025	Date 11.03.22	Revisions	Scale As Noted	Notes	Page Number 0.15
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Design Development



1 East Elevation (roof line)
scale: 1/8"=1'-0"



2 South Elevation (roof line)
scale: 1/8"=1'-0"

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.16	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

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Sign Layouts – New Proposed Signs

SIGN
5




Diagram illustrating the dimensions of the Temple University logo text:

- Overall width: 63'-6"
- Overall height: 3'-5"

1 Dimensional Letters – Layout
scale: $1/4'' = 1'-0''$

SIGN
3

The logo for Temple University is displayed. It features the words "TEMPLE UNIVERSITY" in a large, bold, serif typeface. Above the text, a horizontal dimension line indicates a width of 40'-4 1/2". To the left of the text, a vertical dimension line indicates a height of 2'-4".

40'-4 1/2"

2'-4"

TEMPLE UNIVERSITY

2 Dimensional Letters – Layout

SIGN
4

Technical drawing of a stylized 'T' logo. The logo is composed of thick black lines on a white background. It features a horizontal top bar, a vertical stem, and a horizontal base bar. The drawing includes dimension lines and labels: a horizontal dimension of 8'-10 1/4" at the top and a vertical dimension of 13'-4 5/16" on the left side.

3 Vinyl Artwork – Layout
scale: 1/4"=1'-0"

SIGN
6

Technical drawing of the 'T' logo. The logo is a solid black 'T' shape. Above the logo, a horizontal dimension line indicates a width of 6'-8". To the right of the logo, a vertical dimension line indicates a height of 7'-9".

4 Dimensional Artwork – Layout
scale: $1/4" = 1'-0"$

SIGN
7

Center City
Campus

7'-6 7/8"

13'-3"

9 5/8"

9 5/8"

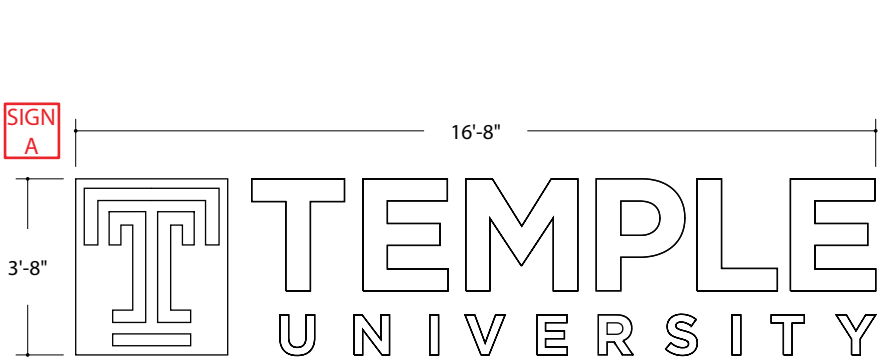
TEMPLE

5 Vinyl Artwork – Layout
scale: 1/4"=1'-0"

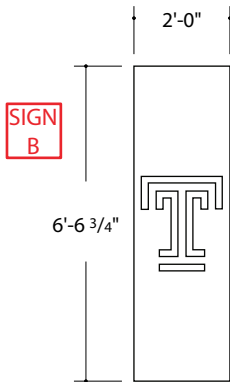
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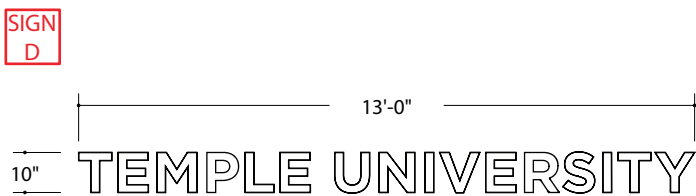
Client/Project Temple University Center City Campus 1515 Market Street	Project No. 22TU164025	Date 11.03.22	Revisions	Scale As Noted	Notes	Page Number 0.17
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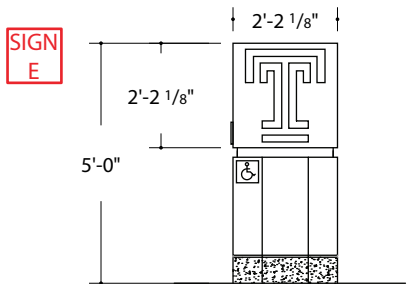
1 Dimensional Letters – Layout
scale: 1/4"=1'-0"



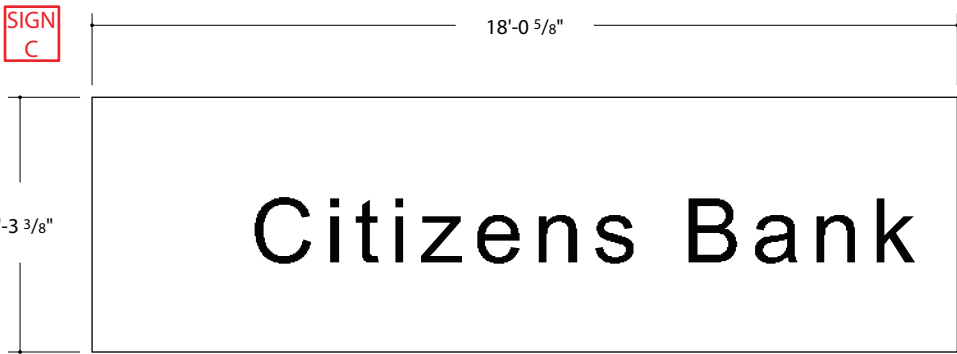
2 Flag-mounted Banner – Layout
scale: 1/4"=1'-0"



3 Canopy Mounted Dimensional Letters – Layout
scale: 1/4"=1'-0"



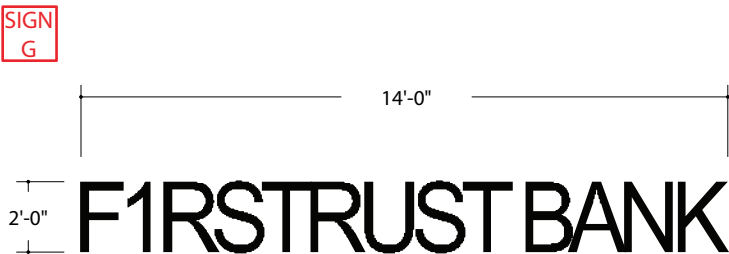
4 Freestanding Sign – Layout
scale: 1/4"=1'-0"



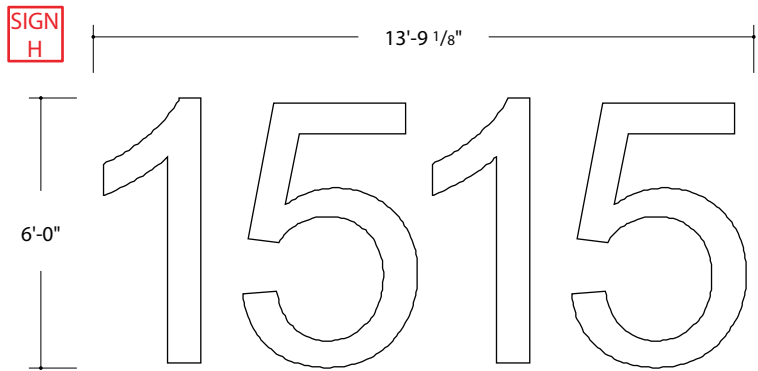
5 Dimensional Letters – Layout
scale: 1/4"=1'-0"



6 Dimensional Letters – Layout
scale: 1/4"=1'-0"



7 Dimensional Letters – Layout
scale: 1/4"=1'-0"



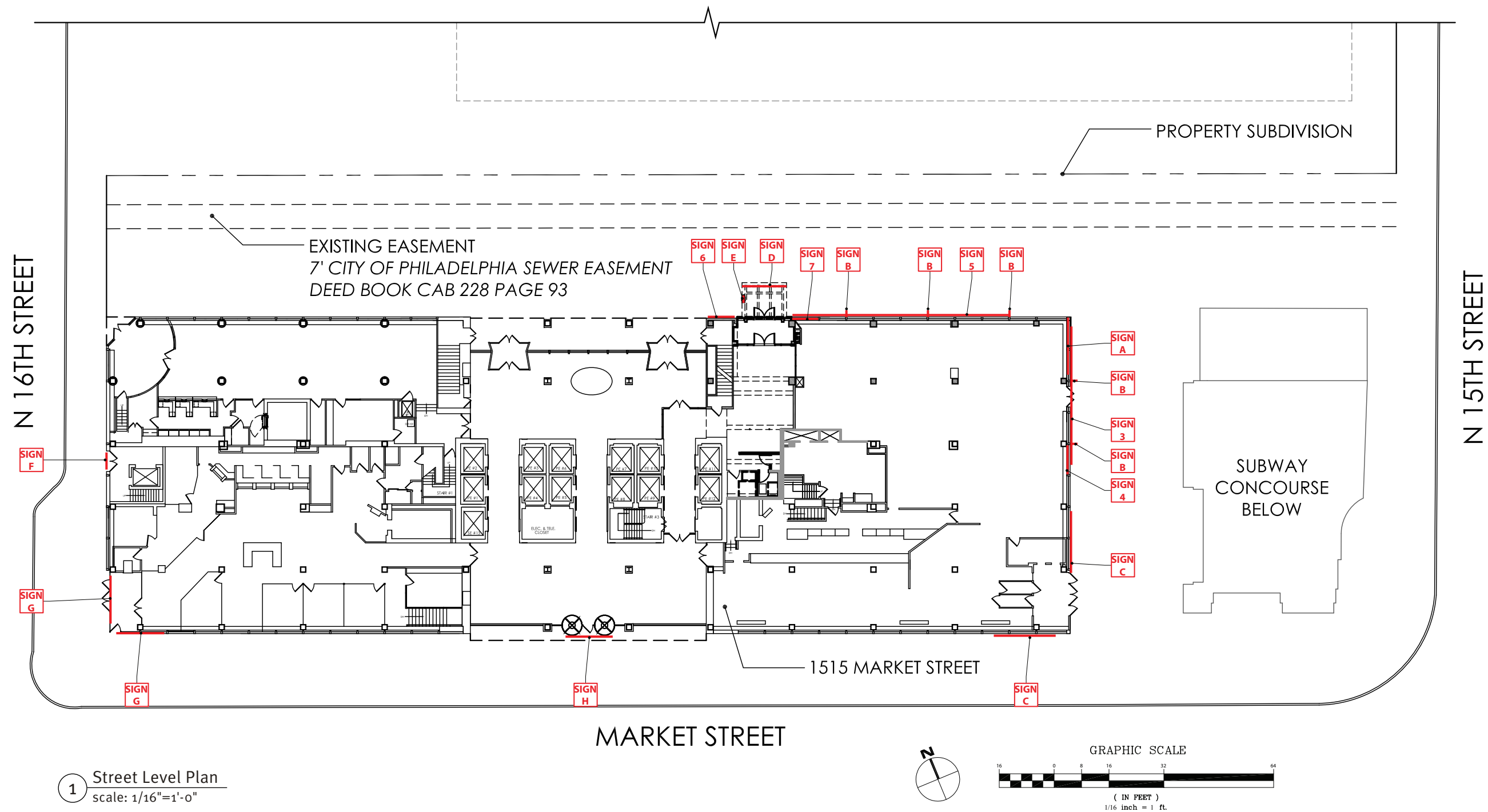
8 Dimensional Numbers – Layout
scale: 1/4"=1'-0"

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.18	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

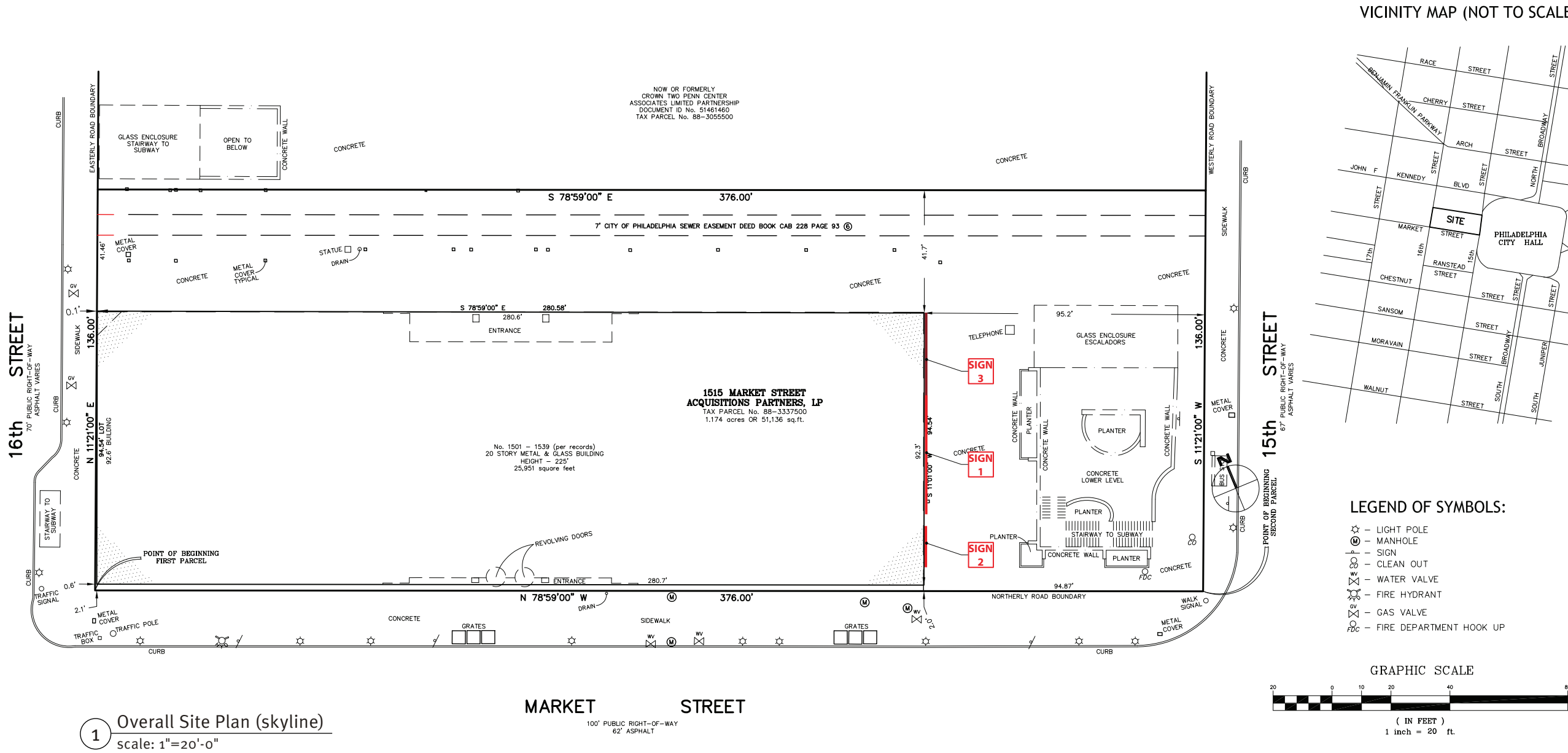
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Location Plan – Street Level



1 Street Level Plan
scale: 1/16"=1'-0"



Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
0.20	Temple University Center City Campus 1515 Market Street	22TU164025	11.03.22		As Noted	

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