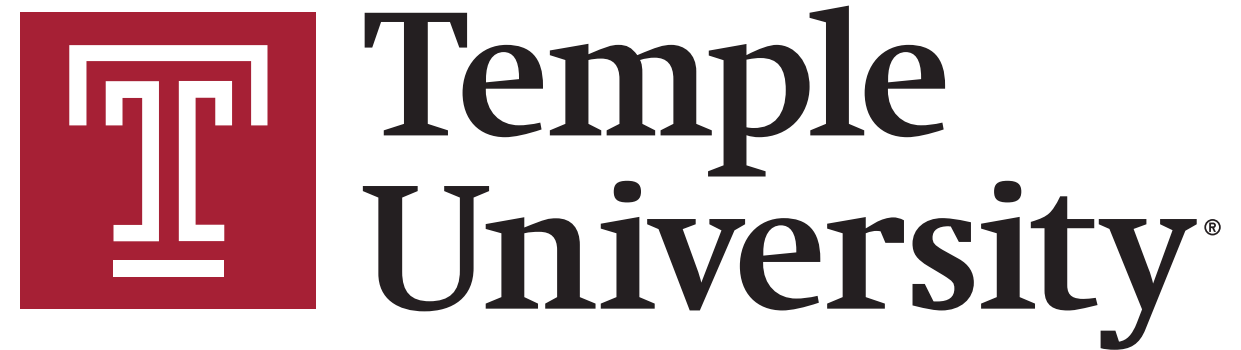




Cloud Gehshan
Design

400 Market Street, Suite 300
Philadelphia, PA 19106

215 829 9414
cloudgehshan.com



1515 Market Street, Philadelphia, PA 19102
Exterior Signage

Regulatory Submission
February 20, 2023



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 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.

Additional Precedent Images – Existing Signage Near City Hall/Center City



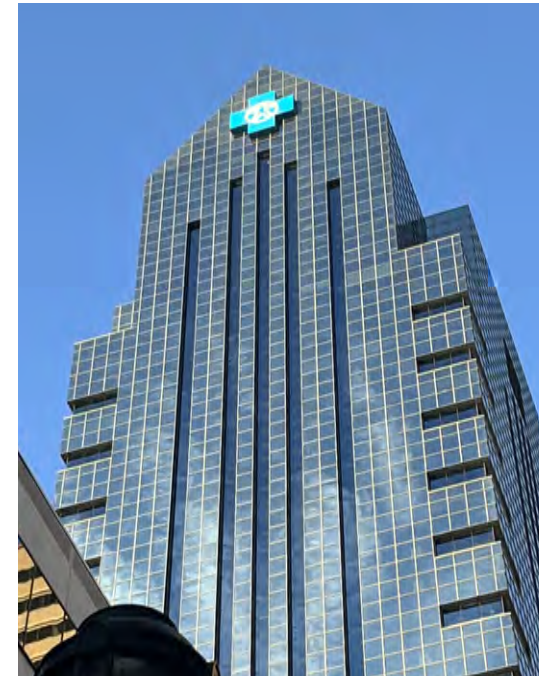
1 W Hotel
scale: n.t.s.



2 One City
scale: n.t.s.



3 Independence Blue Cross (street level)
scale: n.t.s.



4 Independence Blue Cross (skyline)
scale: n.t.s.



5 PNC Bank
scale: n.t.s.



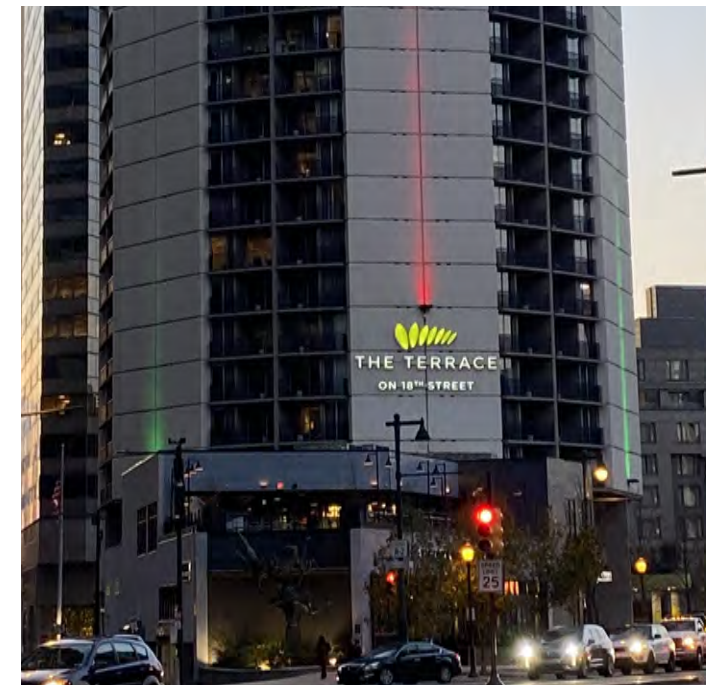
6 Jefferson University Hospital
scale: n.t.s.



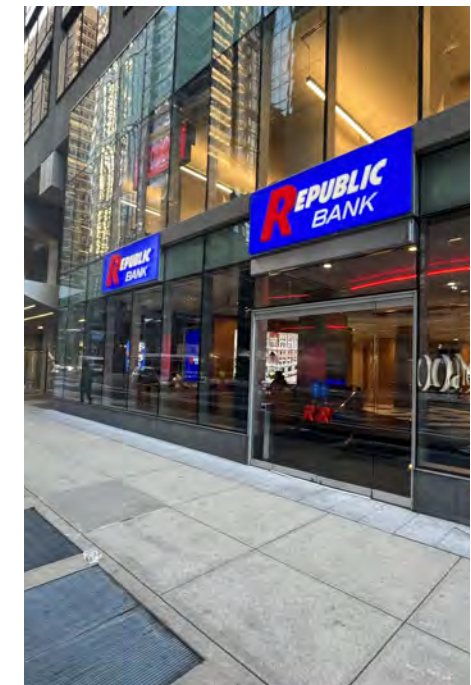
7 Drexel University
scale: n.t.s.



8 WSFS Bank
scale: n.t.s.



9 The Terrace
scale: n.t.s.



10 Republic Bank
scale: n.t.s.

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1

Skyline – Day
scale: n.t.s.



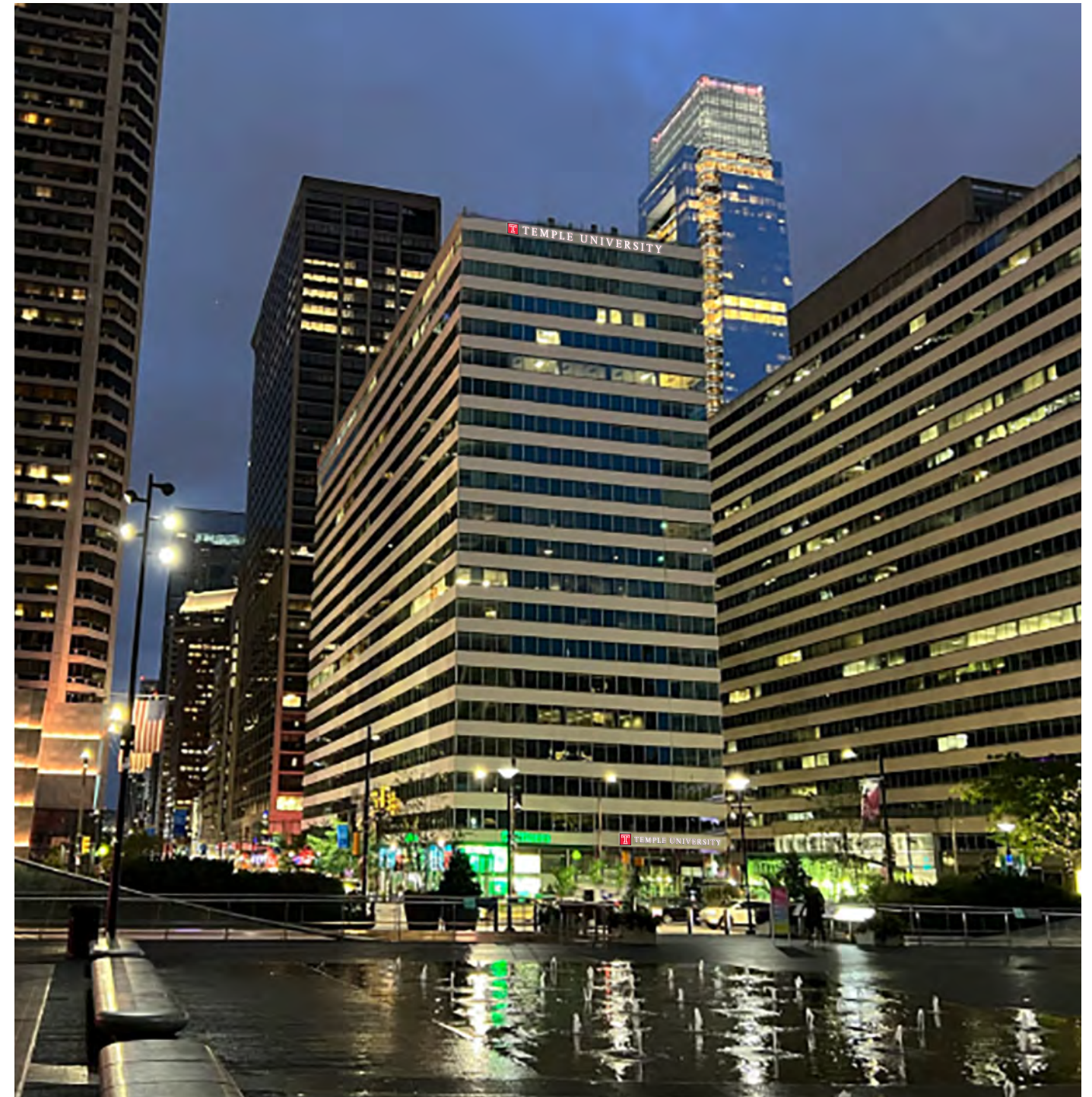
2

Skyline – Night
scale: n.t.s.

Proposed Rendering (East Façade on 15th Street)



1 Skyline – Day
scale: n.t.s.



2 Skyline – Night
scale: n.t.s.

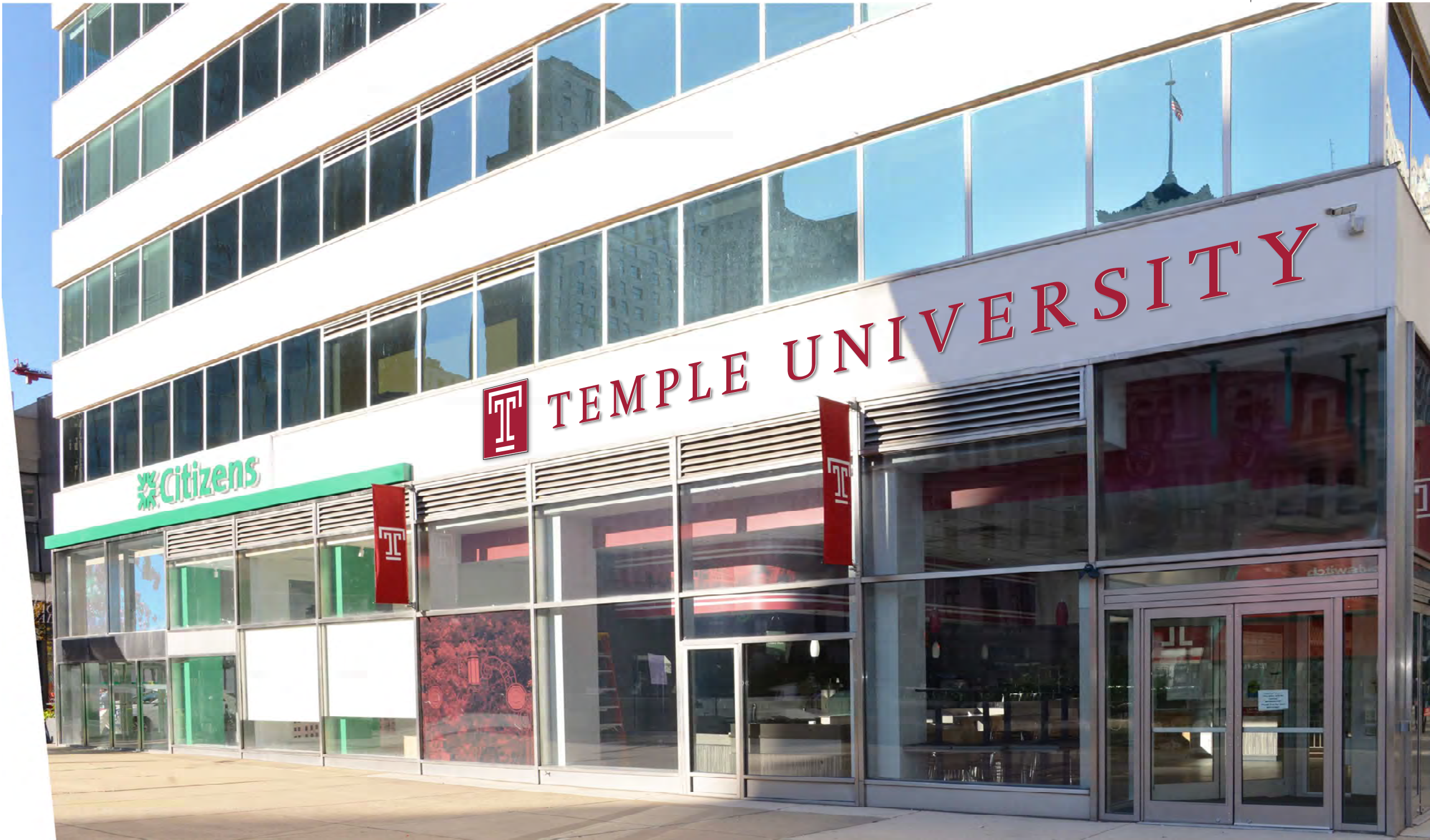
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1 15th Street Entrance
scale: n.t.s.

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6	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted	

Proposed Rendering (East Entrance on 15th Street)



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

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
8	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted	

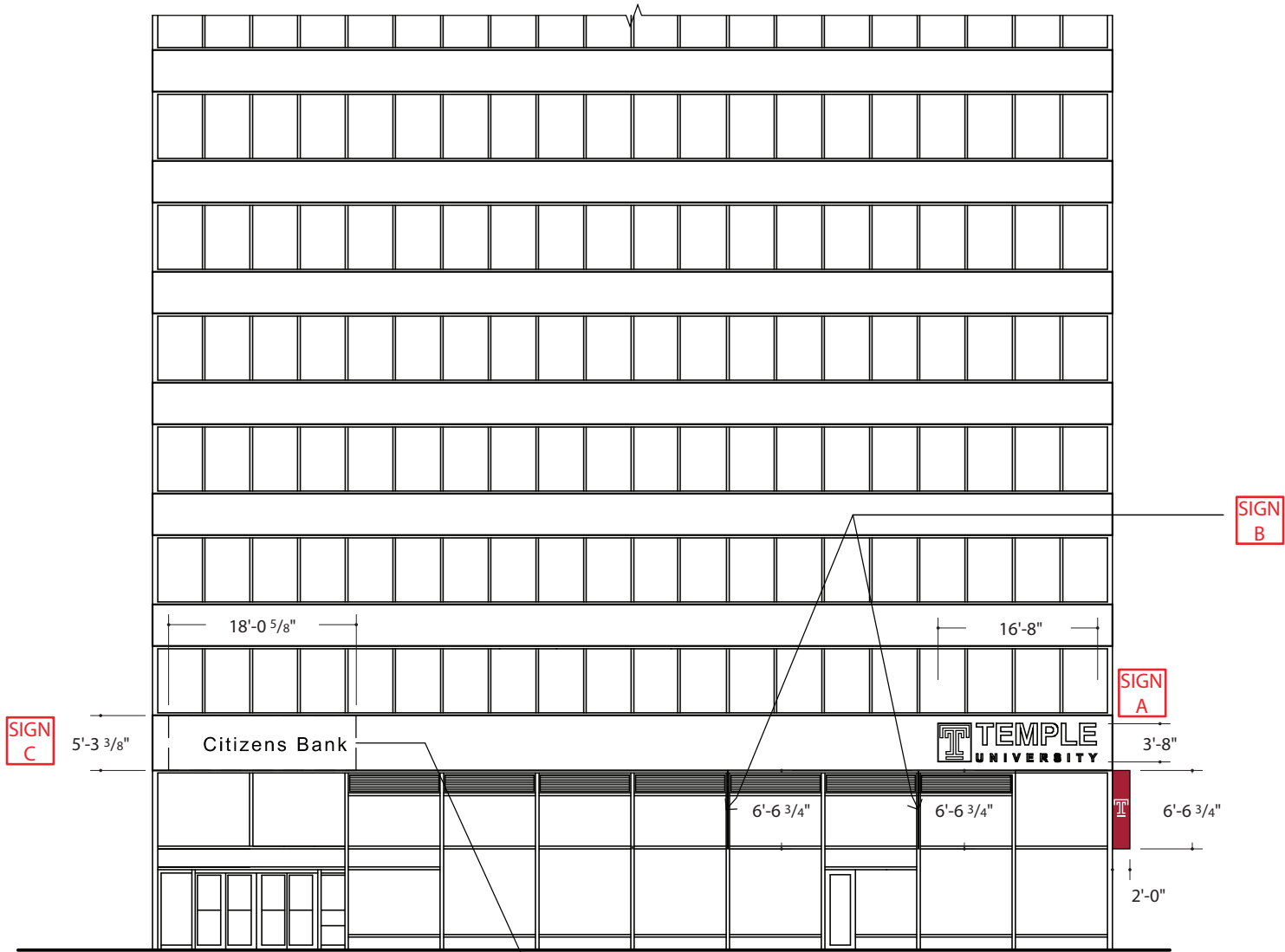
Proposed Rendering (North Entrance Facing Plaza Walkway)



1 North Entrance
scale: n.t.s.

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Existing Building Elevation – East Elevation, 15th Street Frontage



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



EXISTING
CONDITIONS
PHOTO



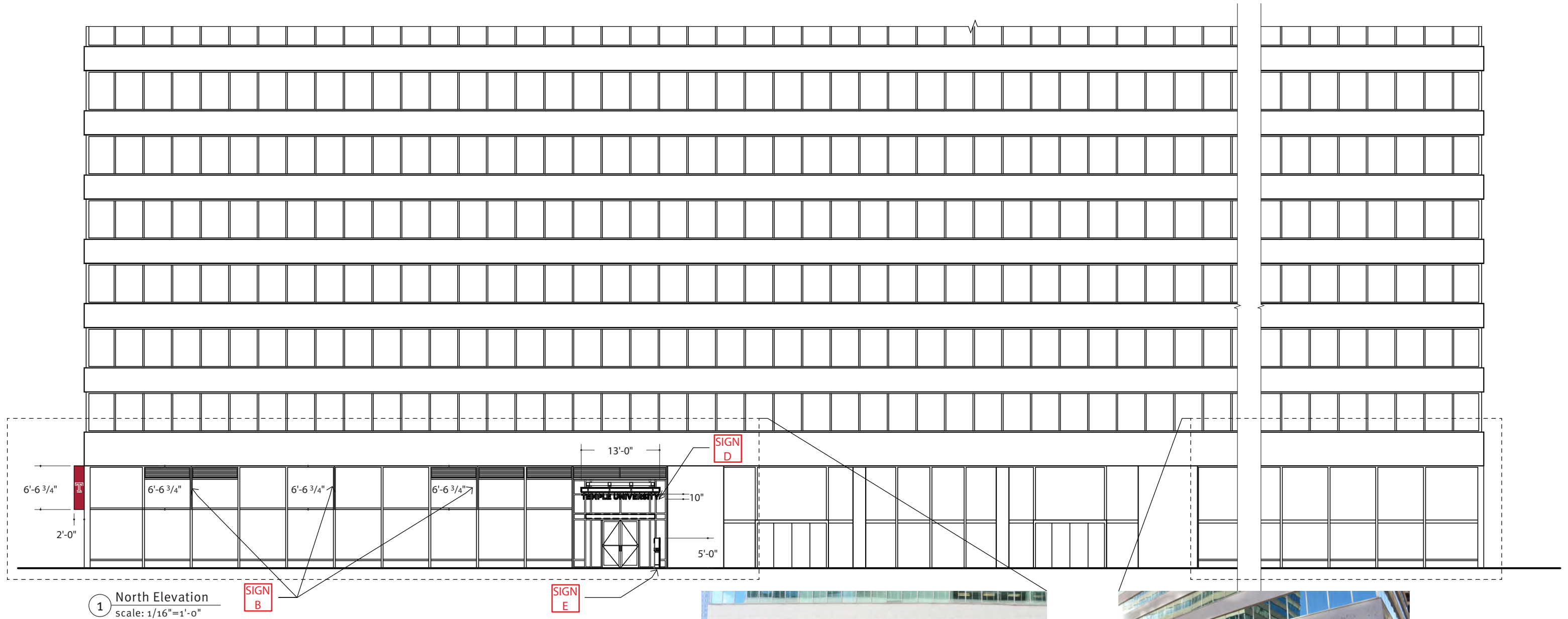
EXISTING
CONDITIONS
PHOTO

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
10	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted	

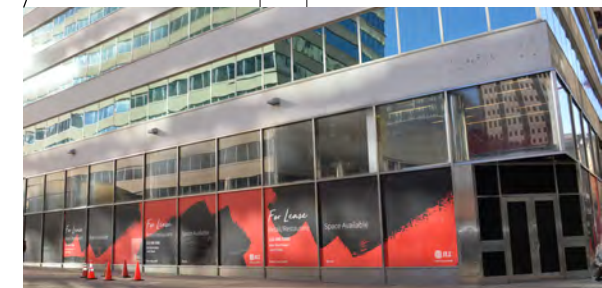
This drawing represents design intent only. Fabricator will be responsible for:

- verifying all dimensions and conditions in the field prior to preparation of shop drawings
- 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



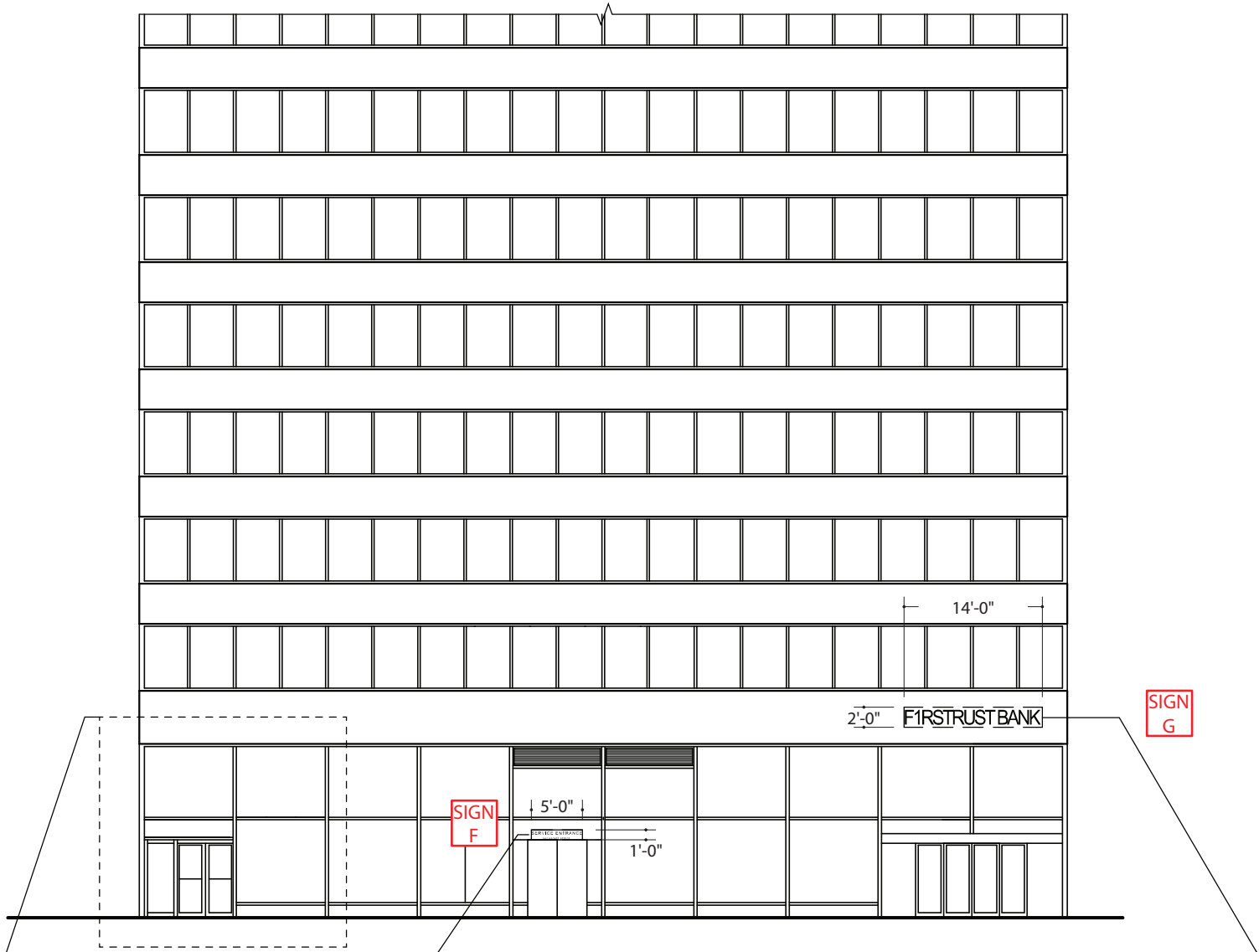
EXISTING
CONDITIONS
PHOTO

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Existing Building Elevation – West Elevation, 16th Street Frontage



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



EXISTING
CONDITIONS
PHOTO



EXISTING
CONDITIONS
PHOTO



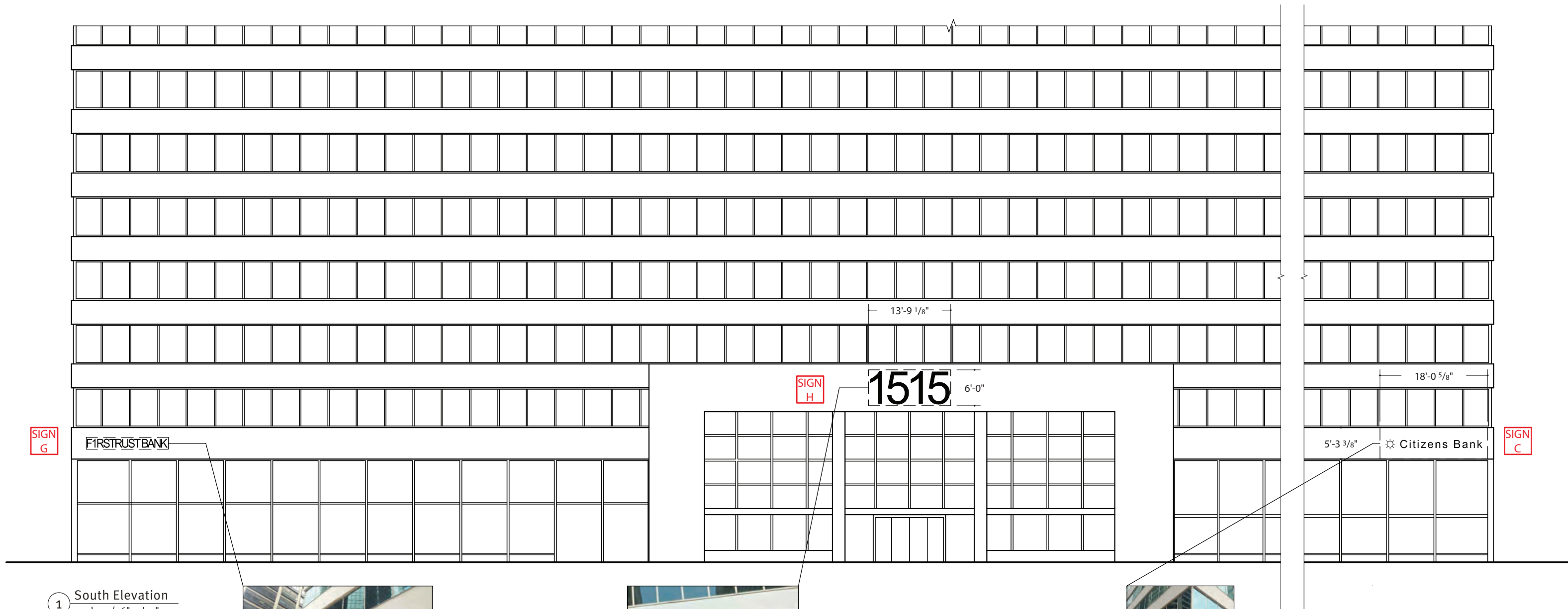
EXISTING
CONDITIONS
PHOTO

Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
12	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		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

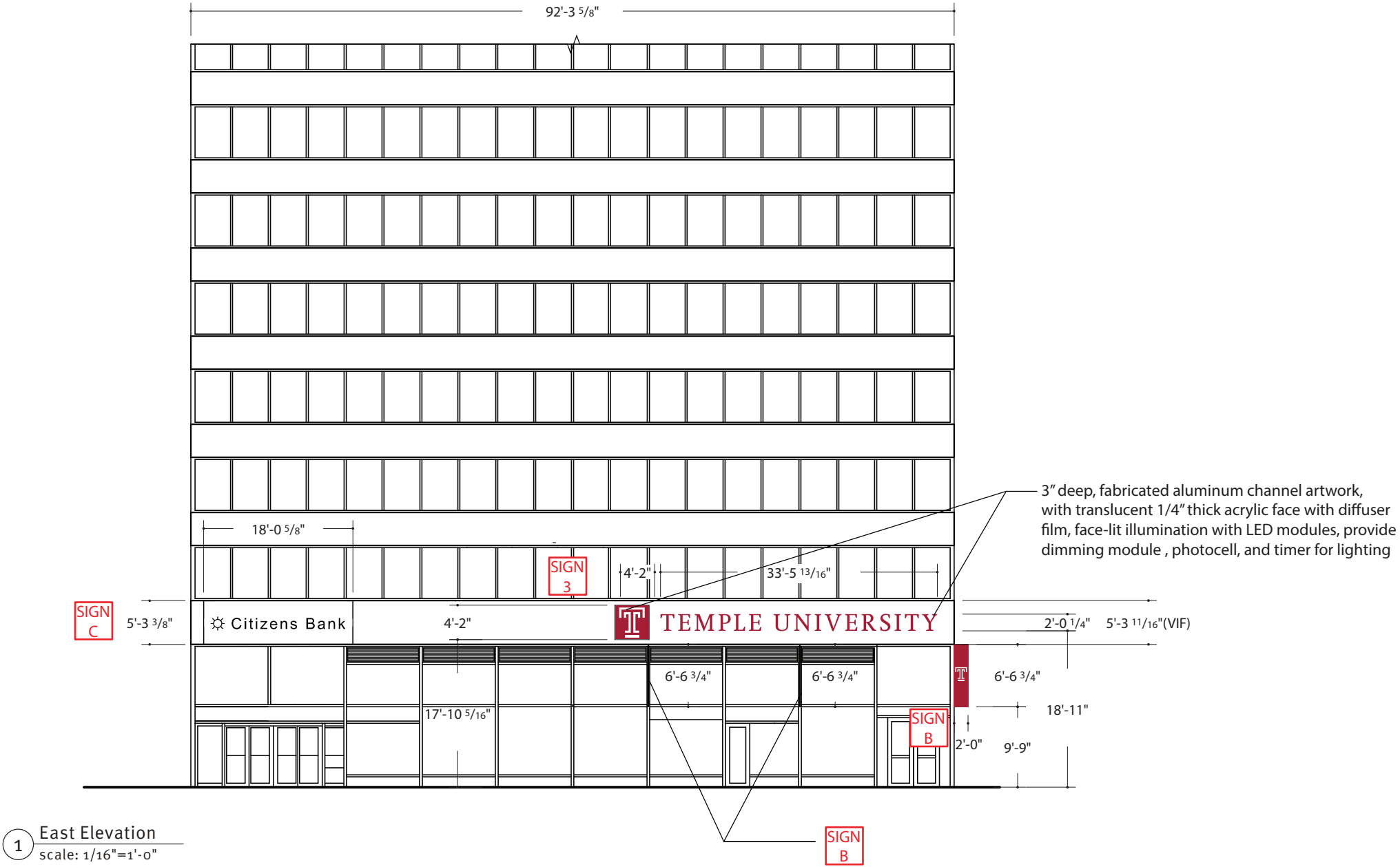


EXISTING
CONDITIONS
PHOTO

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- verifying compliance with ADA and local sign codes.

Client/Project Temple University Center City Campus 1515 Market Street	Project No. 22TU164025	Date 02.20.23	Revisions	Scale As Noted	Notes	Page Number 13
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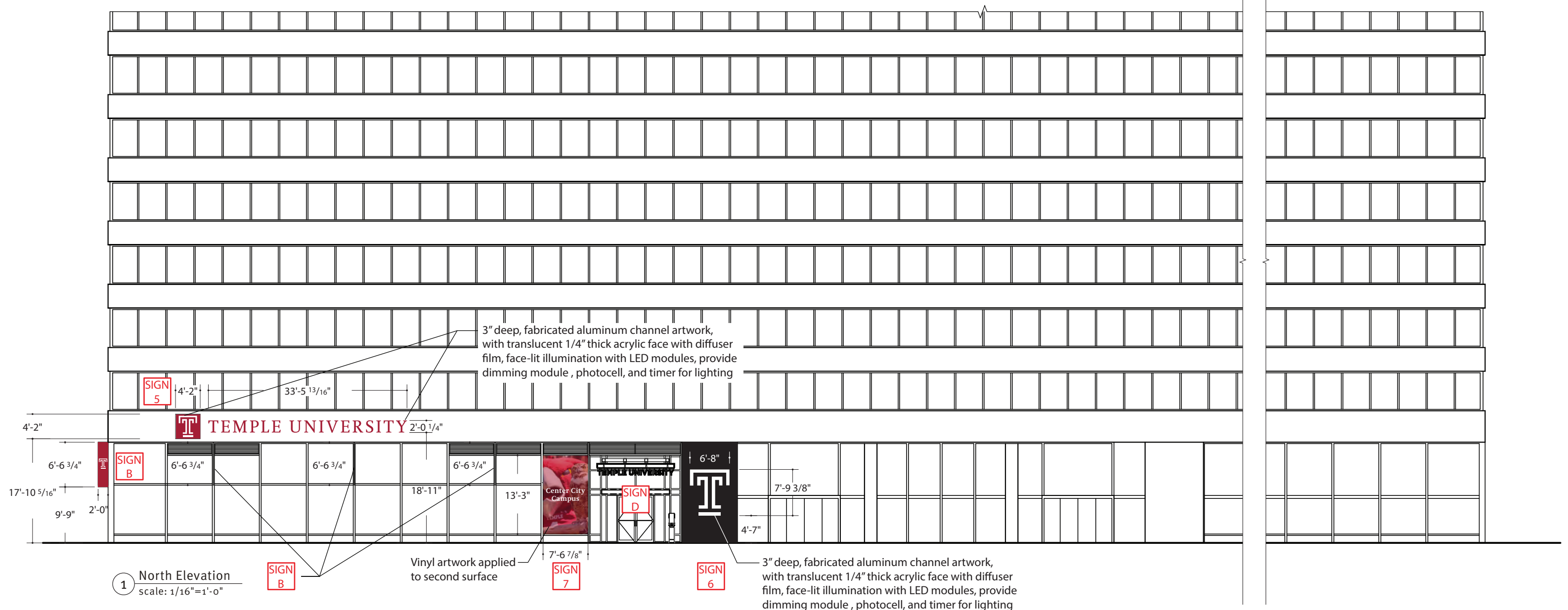


Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
14	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted	

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- obtaining any necessary engineering seals.
- verifying compliance with ADA and local sign codes.

Proposed Building Elevation – North Elevation, North Frontage

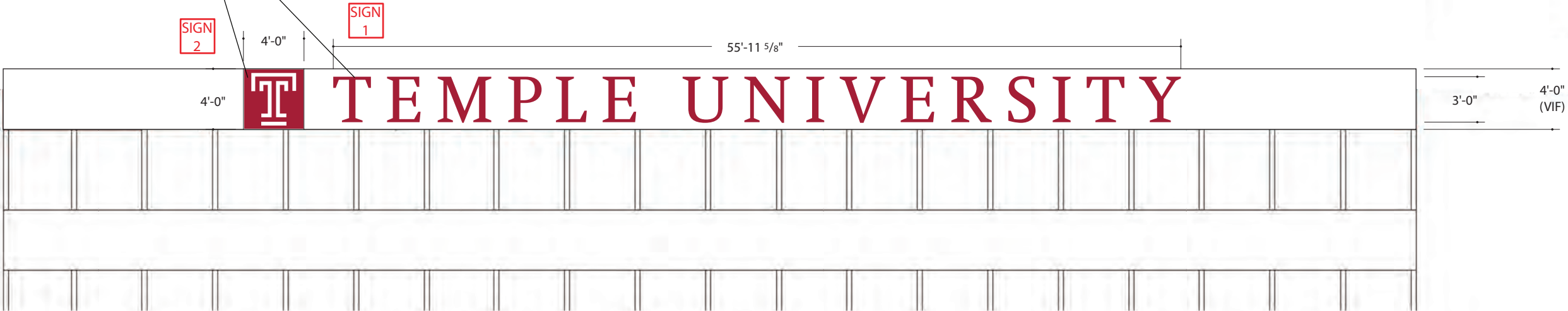


This drawing represents design intent only. Fabricator will be responsible for:

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4" deep, fabricated aluminum channel artwork, with translucent 1/4" thick acrylic face with diffuser film, face-lit illumination with LED modules, provide dimming module , photocell, and timer for lighting

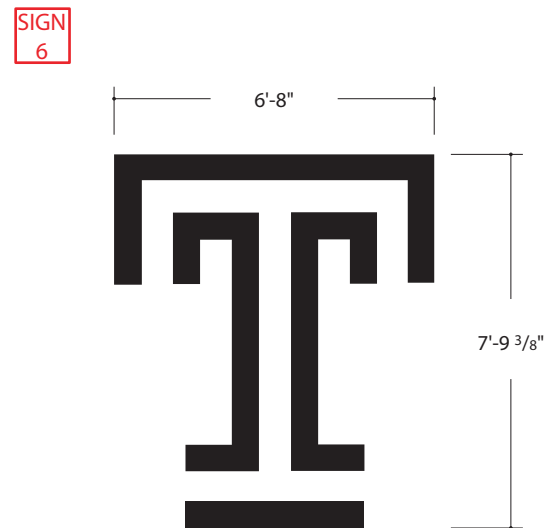


1 East Elevation (roof line)
scale: 1/8"=1'-0"

Sign Layouts – New Proposed Signs



1 Dimensional Letters – Layout



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

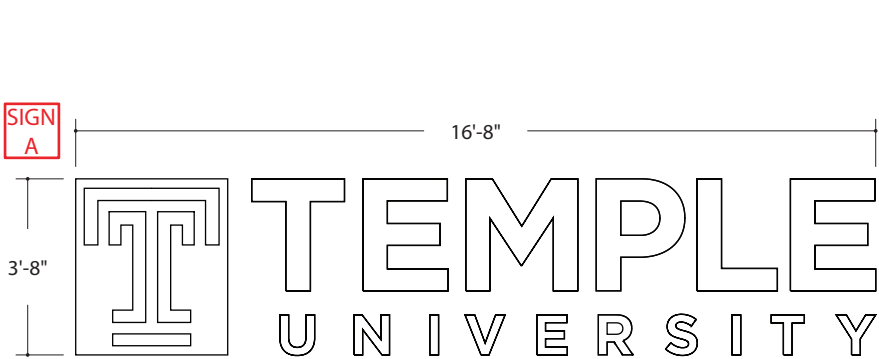


3 Vinyl Artwork – Layout
scale: 1/4"=1'-0"

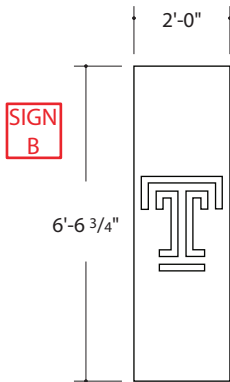
This drawing represents design intent only. Fabricator will be responsible for:

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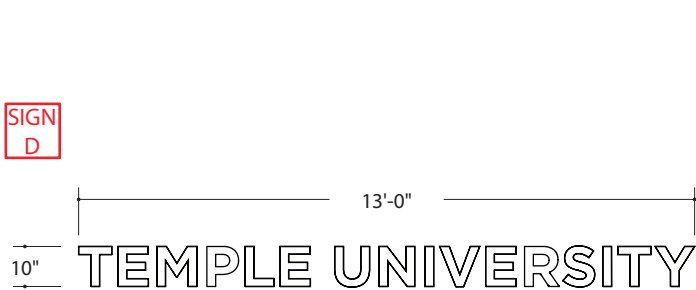
Client/Project	Project No.	Date	Revisions	Scale	Notes	Page Number
Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted		17
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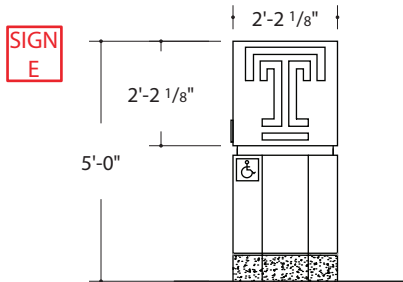
1 Dimensional Letters – Layout
scale: 1/4"=1'-0"



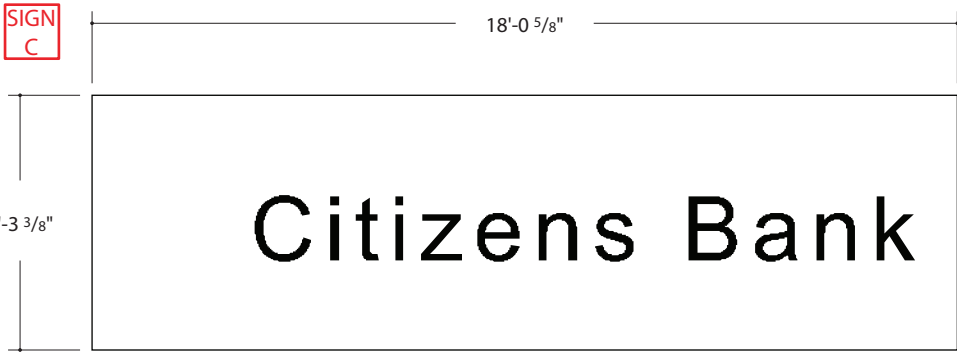
2 Flag-mounted Banner – Layout
scale: 1/4"=1'-0"



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



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



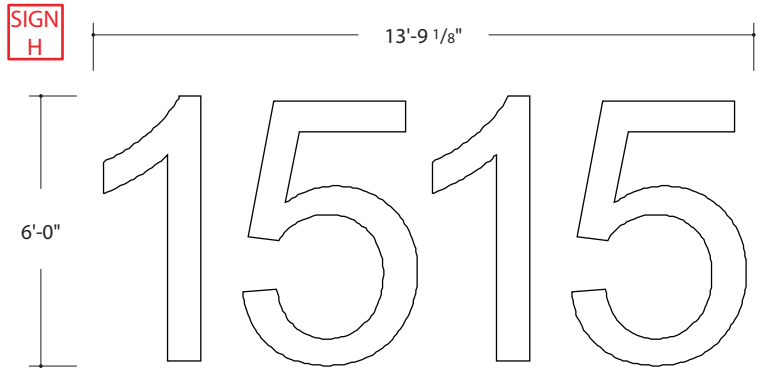
5 Dimensional Letters – Layout
scale: 1/4"=1'-0"



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



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



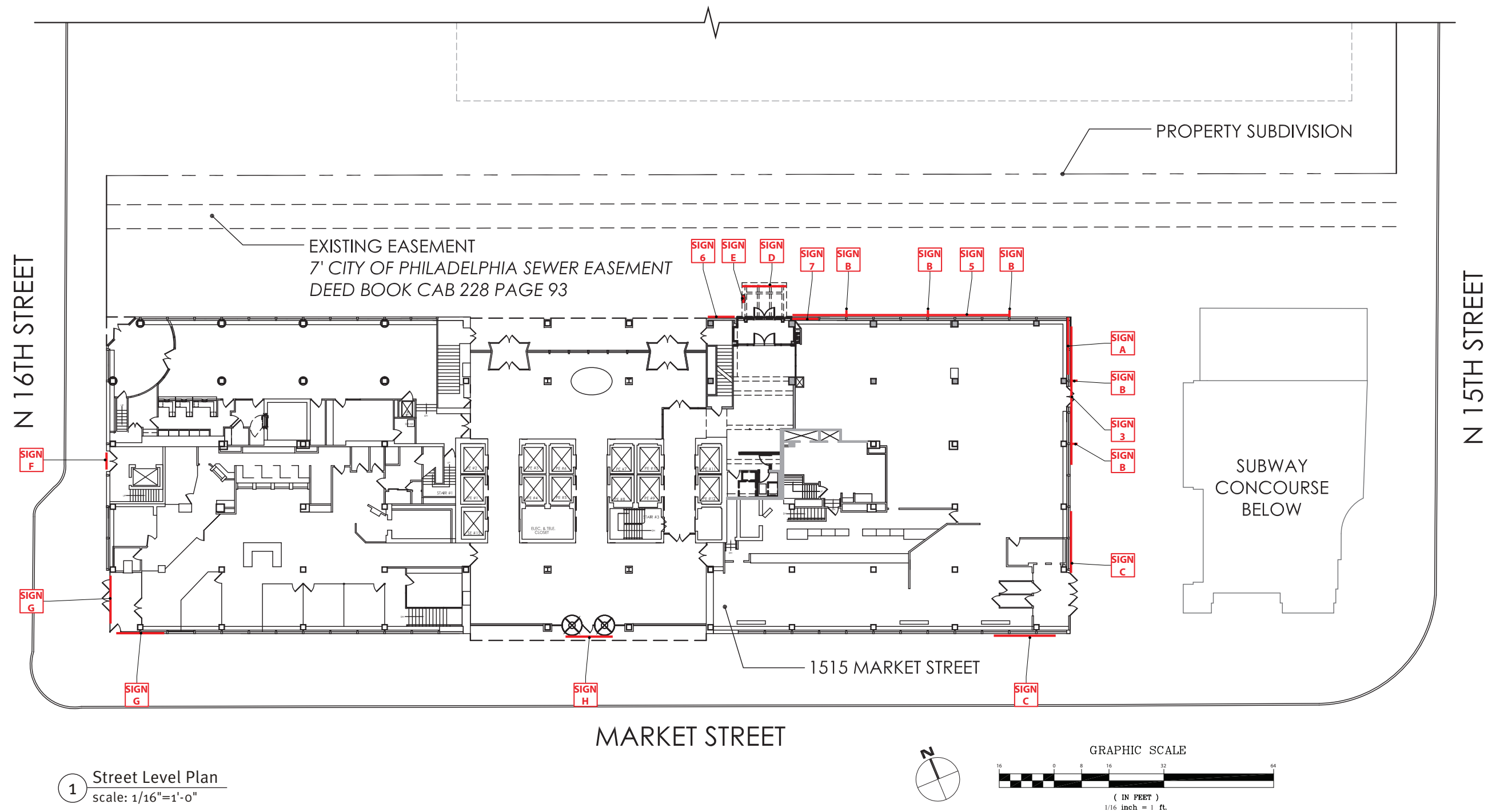
8 Dimensional Numbers – Layout
scale: 1/4"=1'-0"

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18	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted	

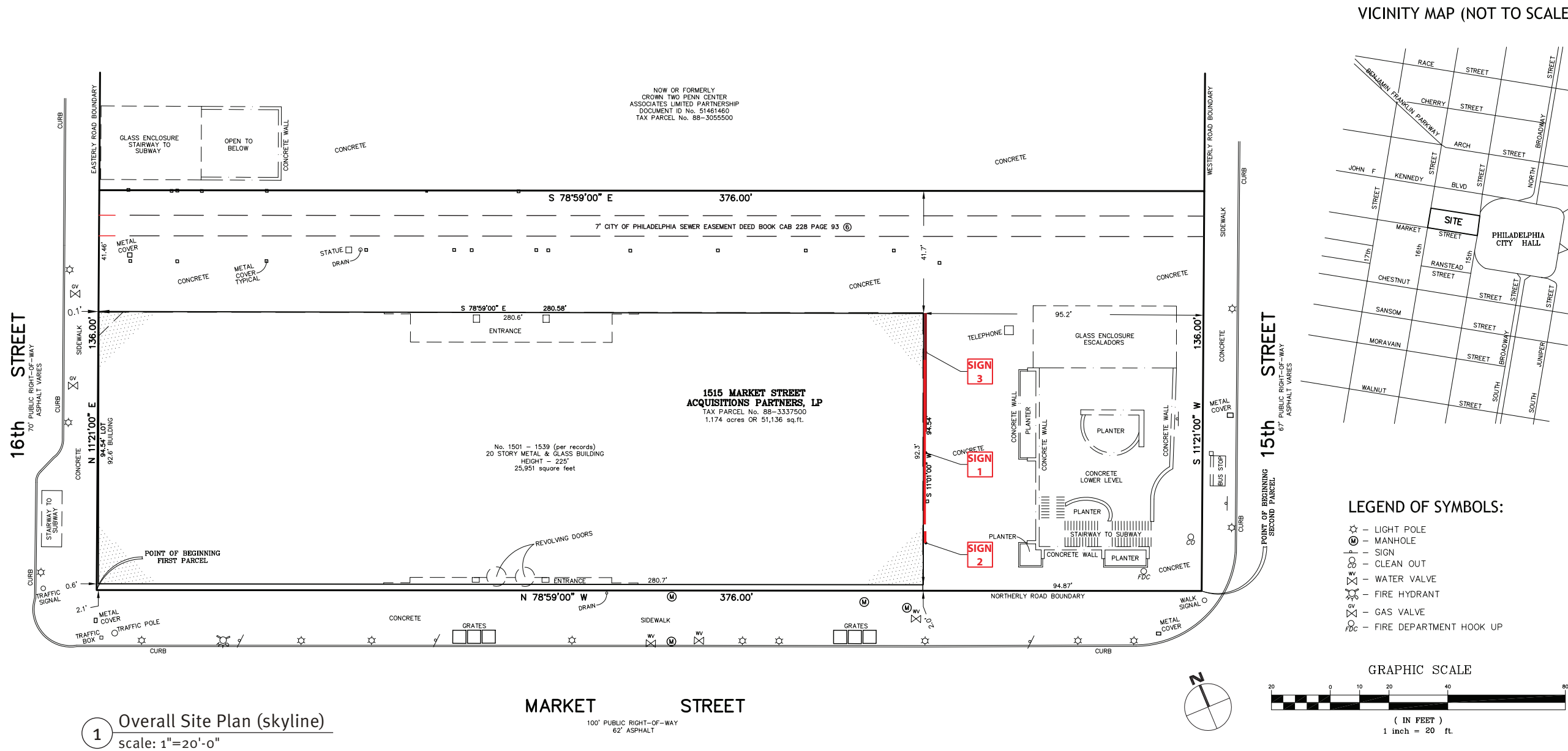
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- verifying compliance with ADA and local sign codes.

Location Plan – Street Level



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

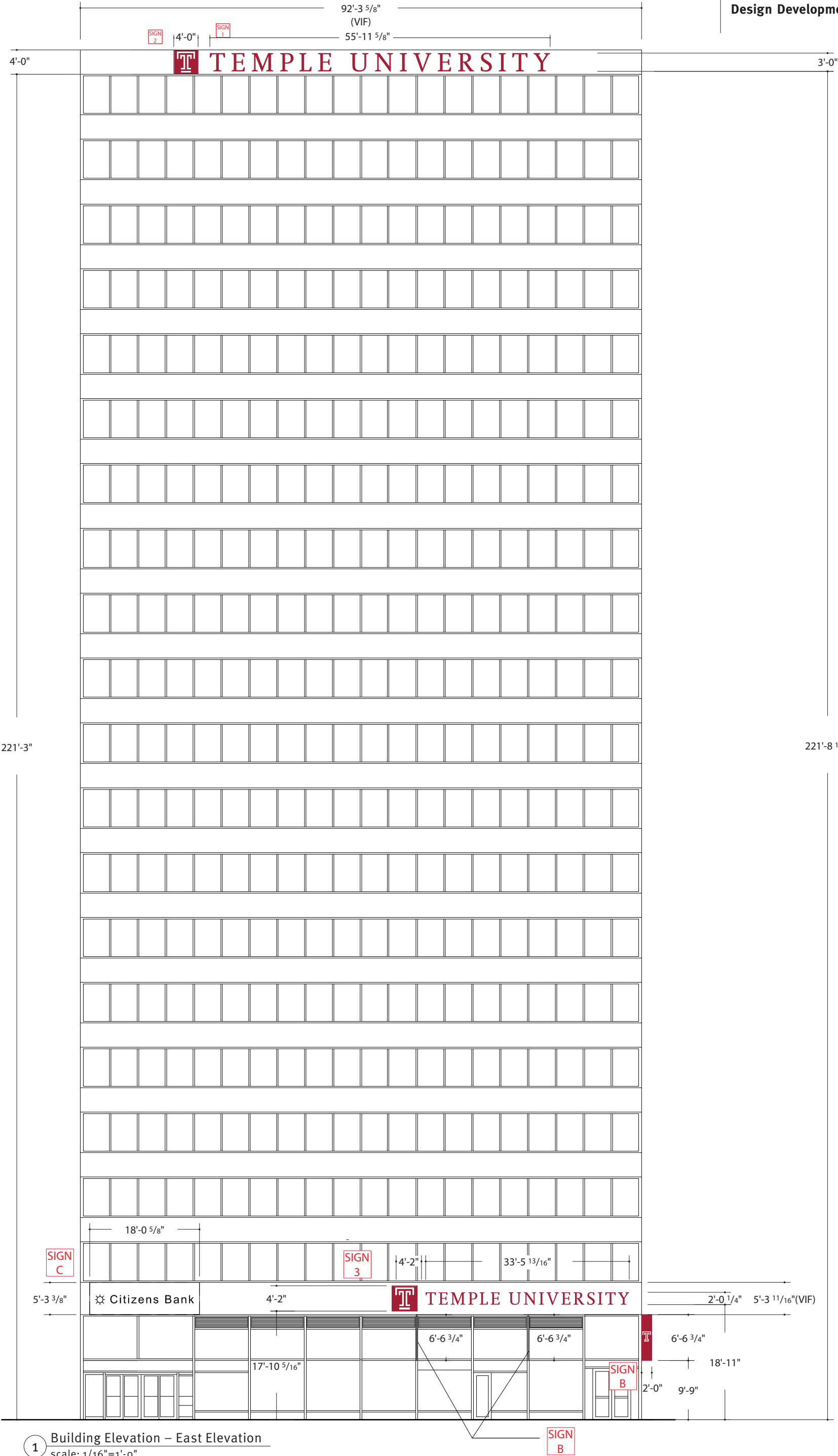


Page Number	Client/Project	Project No.	Date	Revisions	Scale	Notes
20	Temple University Center City Campus 1515 Market Street	22TU164025	02.20.23		As Noted	

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Building Elevation – East Elevation



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