



**Cloud Gehshan**  
Design

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# Jewelers' Row

Gateway & Secondary Gateways

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Art Commission Submission

Updated August 22, 2023



# Existing Context Images – Views Down Streets and Adjacent Buildings

## Design Development



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



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



3 Looking Down 7th Street  
scale: n.t.s.



4 Looking Up 7th Street  
scale: n.t.s.



5 Looking Down 8th Street  
scale: n.t.s.



6 Looking Up 8th Street  
scale: n.t.s.



7 Looking Down Chestnut Street  
scale: n.t.s.



8 Looking Up Chestnut Street  
scale: n.t.s.



# Existing Context Images – Views Down Streets and Adjacent Buildings (continued)



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



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

## Existing Conditions – Gateway (Middle of Sansom Street)

## Design Development



1 Existing Conditions  
scale: n.t.s.

Client/Project <b>Jewelers' Row Gateway &amp; Secondary Gateways</b>	Project No. 22CCD135017	Date 06.14.23	Revisions 07.03.23, 08.22.23	Scale As Noted	Notes	Page Number <b>4</b>
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Precedent Images

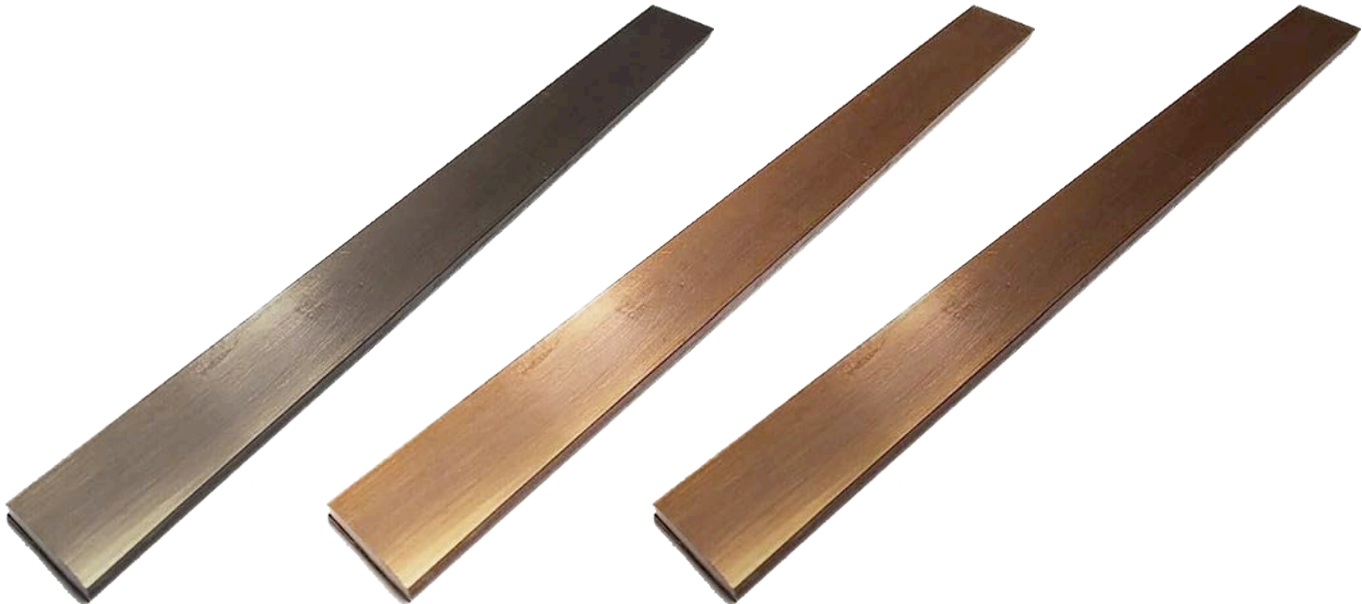




# Proposed Signage Material Images



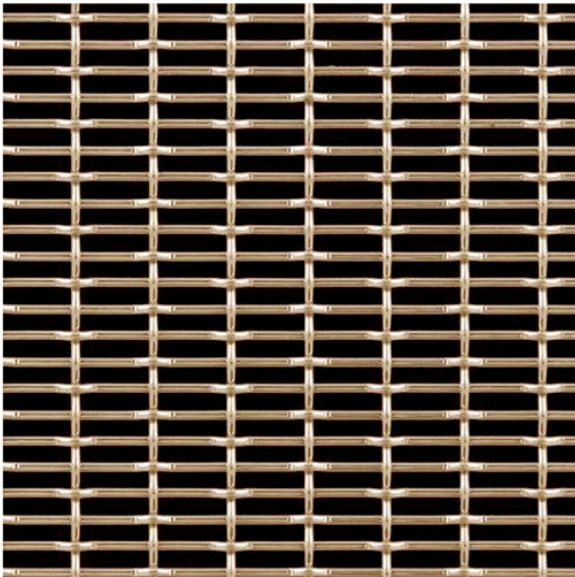
1 Frosted Acrylic Tube (Internally Illuminated)  
scale: n.t.s.



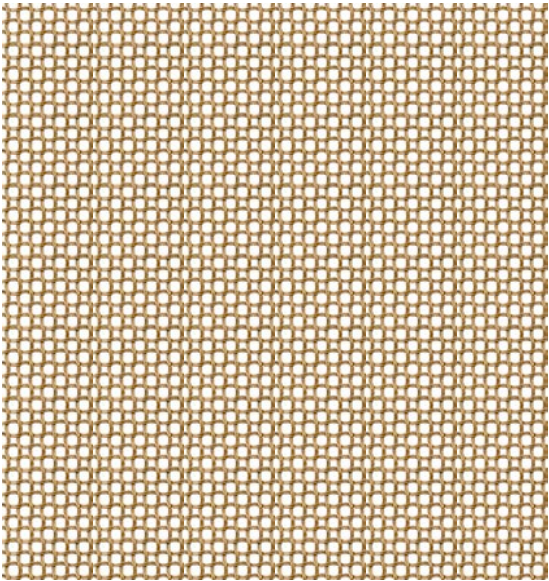
2 Brushed Aluminum Painted/Anodized to Match Bronze and Copper Finish  
scale: n.t.s.



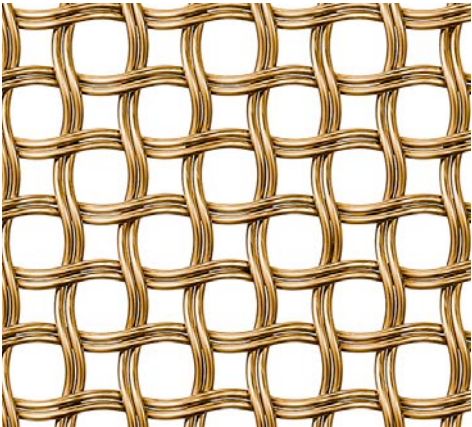
3 Hammered Aluminum Painted to Match Bronze Finish  
scale: n.t.s.



4a Wire Mesh Option 1 – Anodized Aluminum Wire Mesh (58% open area)  
scale: n.t.s.



4b Wire Mesh Option 2 – Copper Wire Mesh (42% open area)  
scale: n.t.s.



Zoomed-in View



Day



Night

5 Dimensional Channel Letters (back-lit)  
scale: n.t.s.



Proposed Rendering – Gateway (Day, Middle of Sansom Street)

Design Development



1 Primary Gateway – Day Rendering  
scale: n.t.s.

Client/Project	Project No.	Date	Revisions	Scale	Notes	Page Number
Jewelers' Row Gateway & Secondary Gateways	22CCD135017	06.14.23	07.03.23, 08.22.23	As Noted		7



Proposed Rendering – Gateway (Night, Middle of Sansom Street)

Design Development



1 Primary Gateway – Night Rendering  
scale: n.t.s.

Client/Project	Project No.	Date	Revisions	Scale	Notes	Page Number
Jewelers' Row Gateway & Secondary Gateways	22CCD135017	06.14.23	07.03.23, 08.22.23	As Noted		8



# Existing Conditions – Secondary Gateway (7th and Walnut Street)



1 Existing Condition – Located at 7th and Walnut Street  
scale: n.t.s.



# Proposed Rendering – Secondary Gateway (7th and Walnut Street)



1 Secondary Gateway – Located at 7th and Walnut Street  
scale: n.t.s.



# Existing Conditions – Secondary Gateway (8th and Walnut Street)

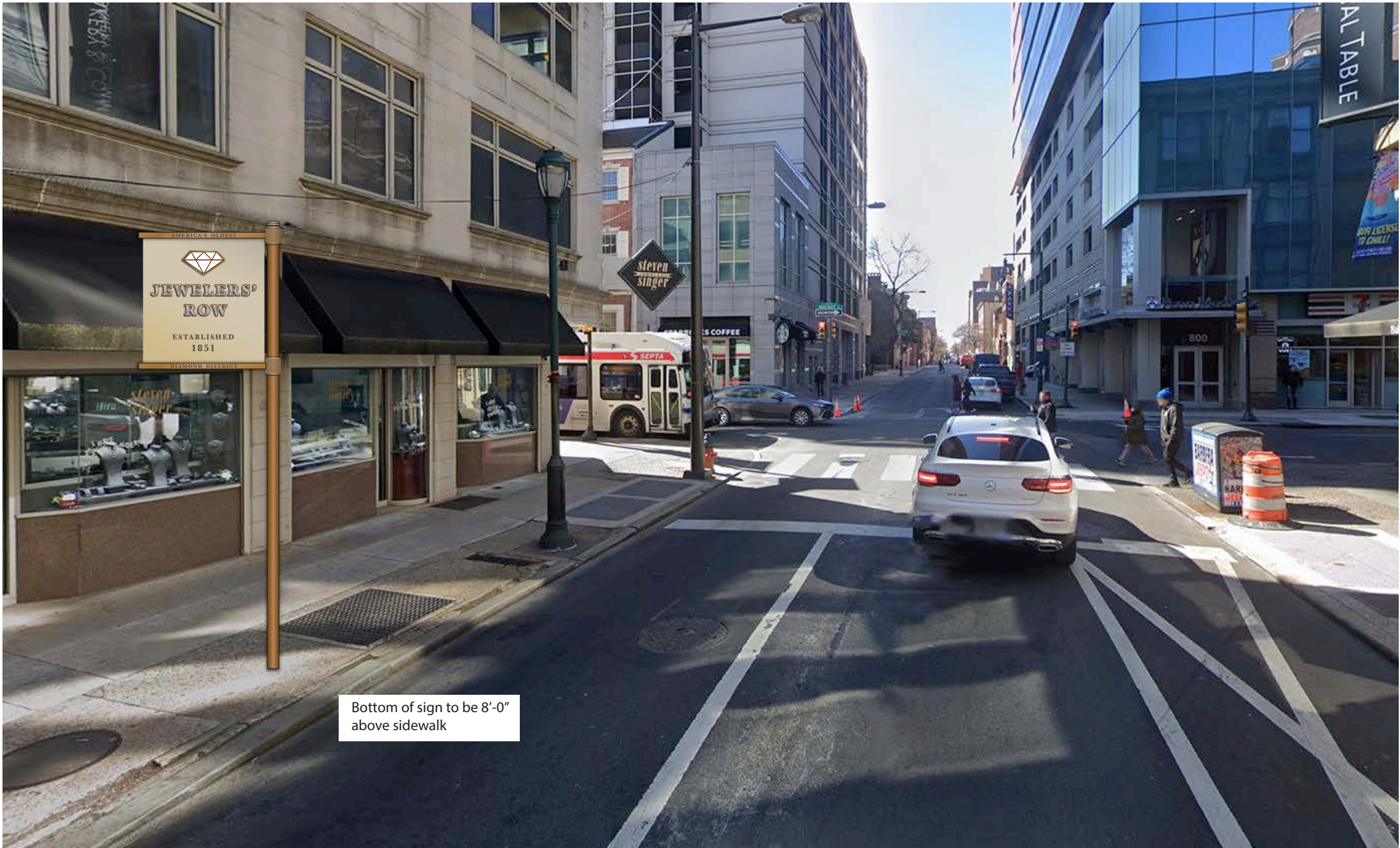


1 Existing Condition – Located at 8th and Walnut Street  
scale: n.t.s.



# Proposed Rendering – Secondary Gateway (8th and Walnut Street)

Design Development



1 Secondary Gateway – Located at 8th and Walnut Street  
scale: n.t.s.



Existing Conditions – Secondary Gateway 8th and Chestnut Street)

Design Development

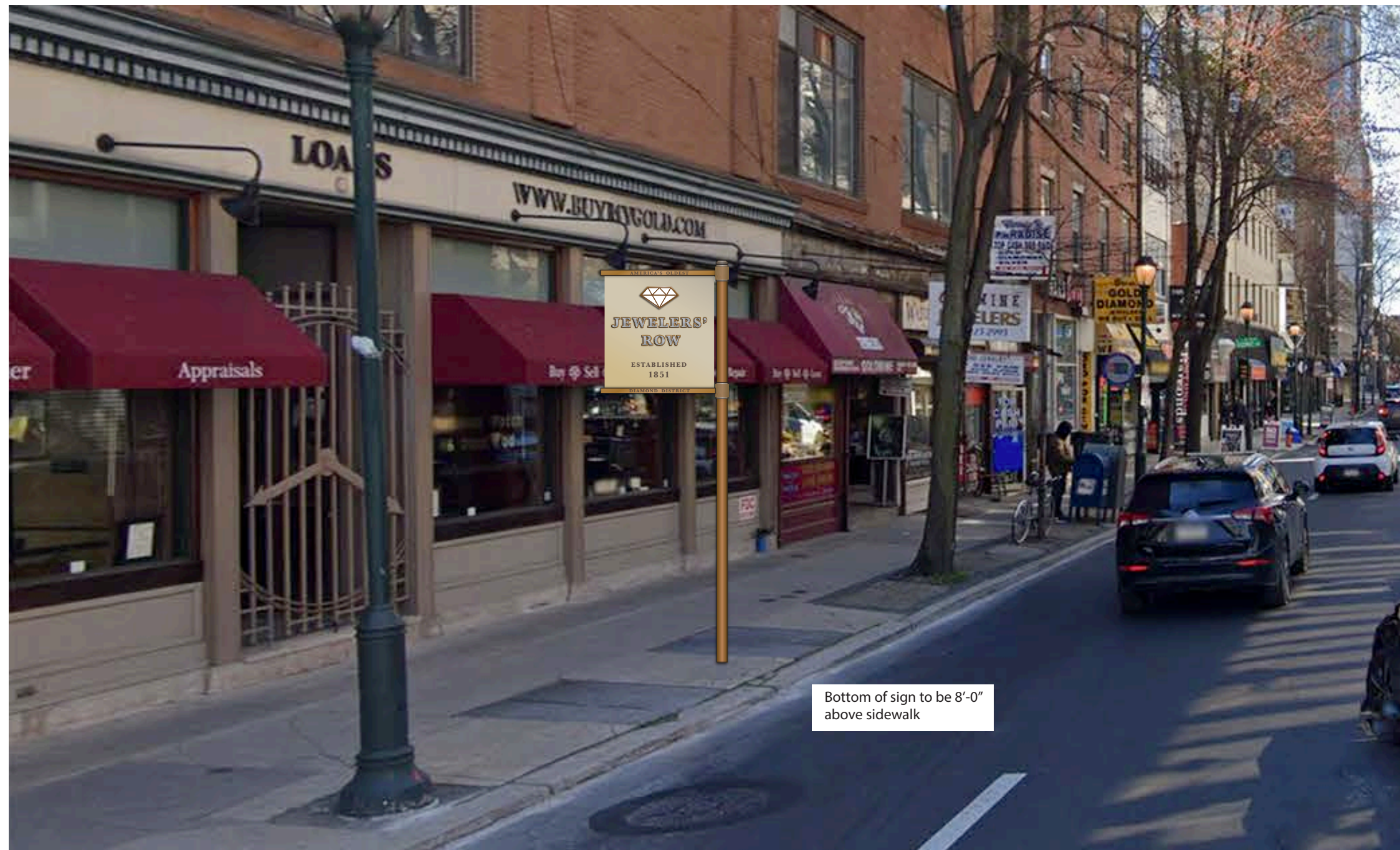


1 Existing Condition – Located at 8th and Chestnut Street  
scale: n.t.s.



## Proposed Rendering – Secondary Gateway (8th and Chestnut Street)

## Design Development



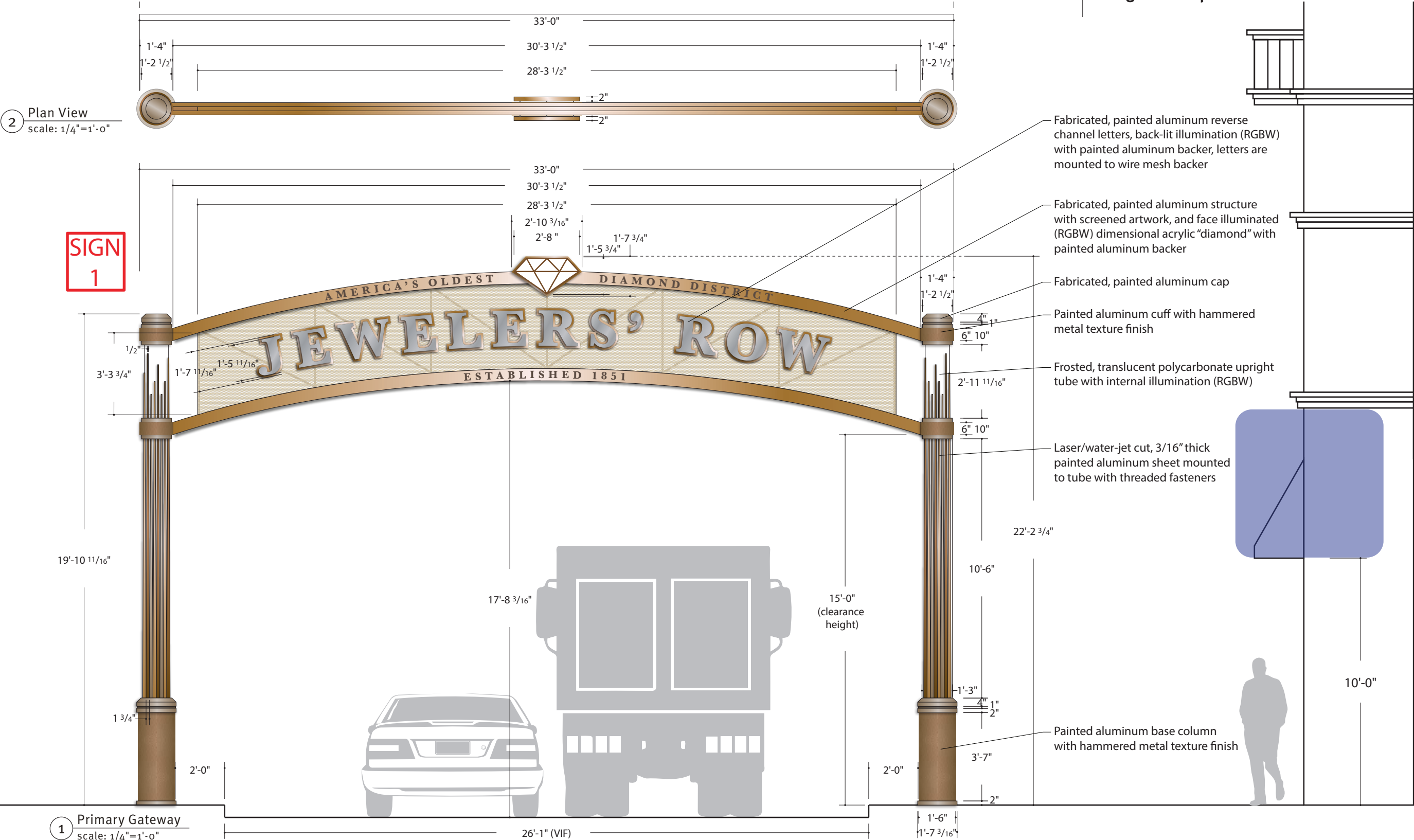
1 Secondary Gateway – Located at 8th and Chestnut Street  
scale: n.t.s.

Client/Project <b>Jewelers' Row Gateway &amp; Secondary Gateways</b>	Project No. 22CCD135017	Date 06.14.23	Revisions 07.03.23, 08.22.23	Scale As Noted	Notes	Page Number <b>14</b>
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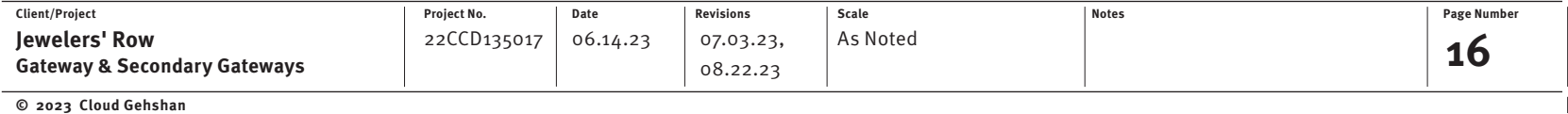


Proposed Gateway – Street Elevation

Design Development



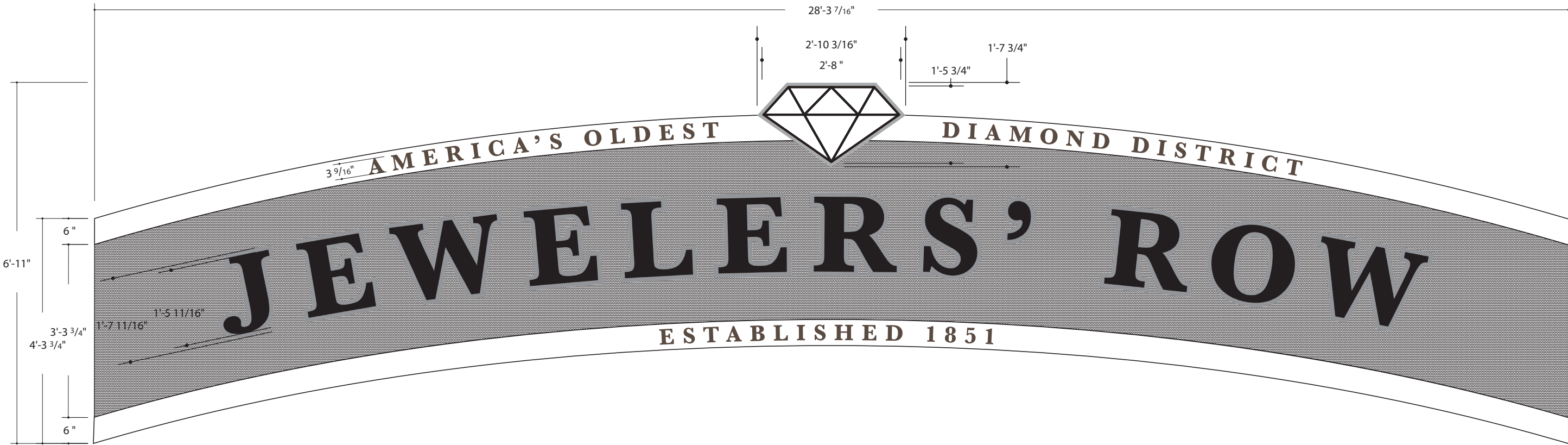




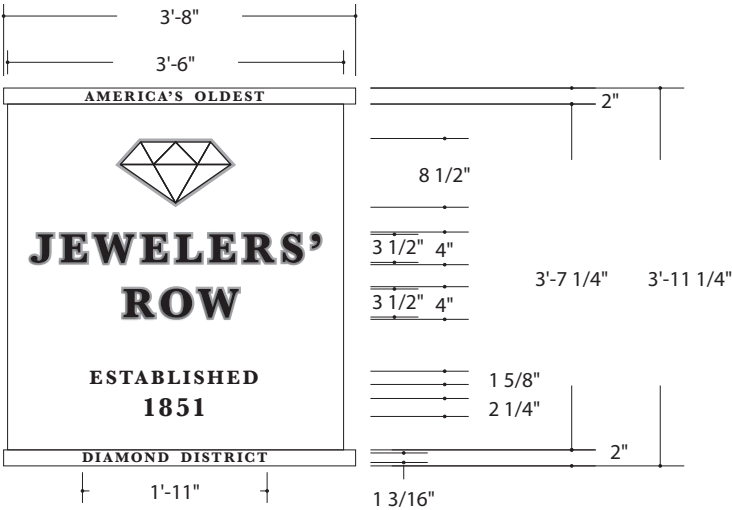


Gateway and Secondary Gateway – Sign Layouts

Design Development



1 Gateway – Layout  
scale: 1/2"=1'-0"



2 Secondary Gateway – Layout  
scale: 1/2"=1'-0"

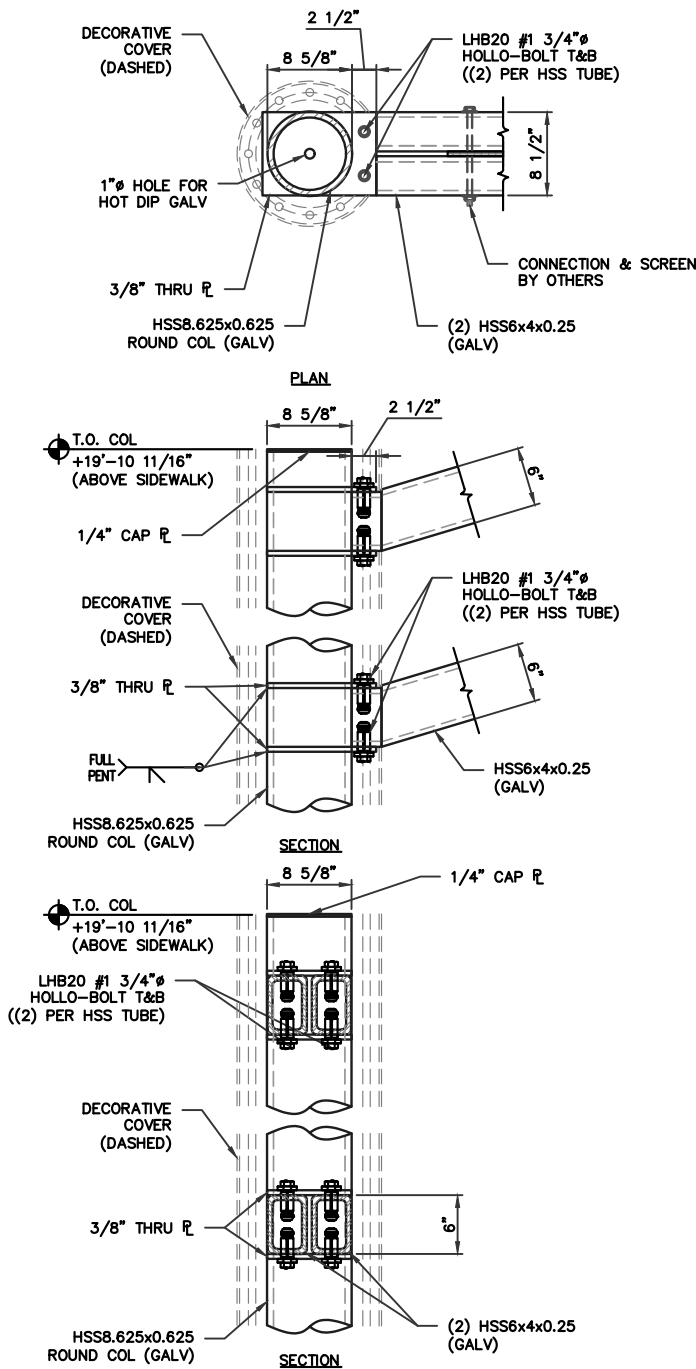
Client/Project	Project No.	Date	Revisions	Scale	Notes	Page Number
Jewelers' Row Gateway & Secondary Gateways	22CCD135017	06.14.23	07.03.23, 08.22.23	As Noted		17



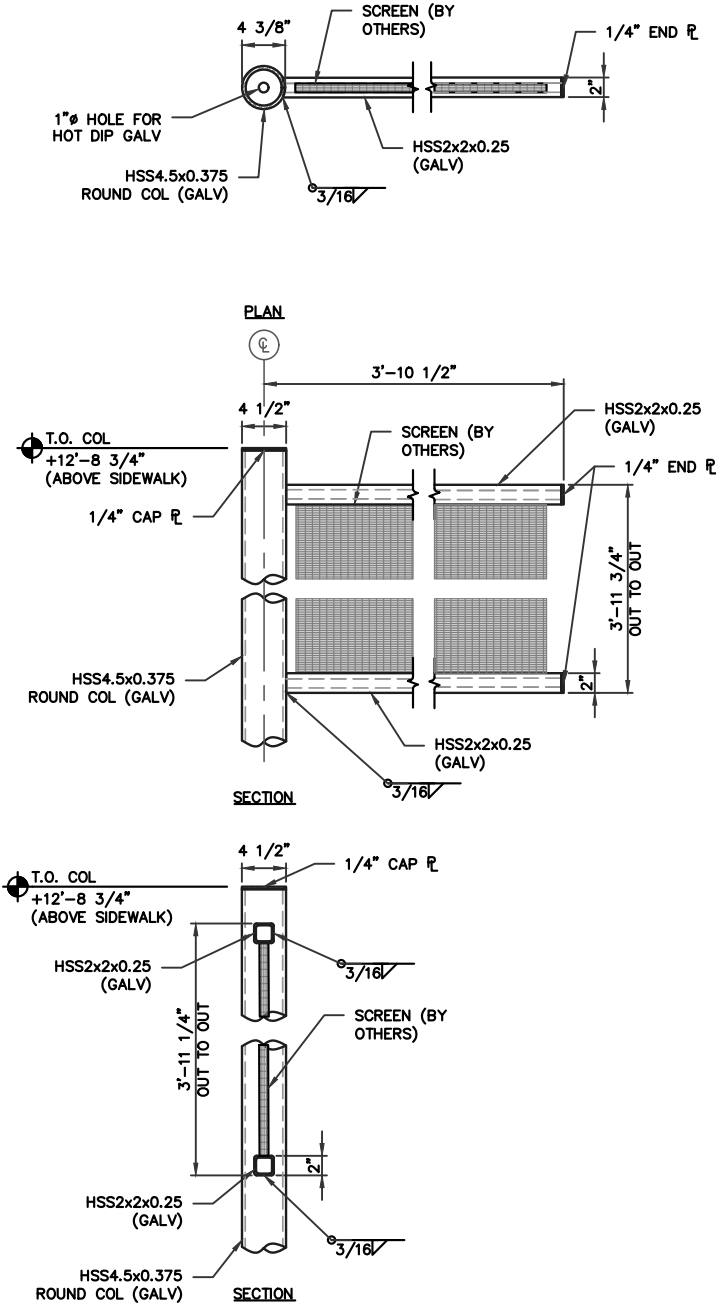




Secondary Gateway – Typical Details



**GATEWAY SIGN DETAILS**  
SCALE: 3/4"=1'-0"



**FLAG SIGN DETAILS**  
SCALE: 3/4"=1'-0"

- STRUCTURAL STEEL NOTES:**
- ALL STEEL SHALL BE DETAILED, FABRICATED, AND ERECTED IN ACCORDANCE WITH AISC "SPECIFICATION FOR THE DESIGN, FABRICATION AND ERECTION OF STRUCTURAL STEEL FOR BUILDINGS" (LATEST EDITION).
  - ALL STRUCTURAL STEEL SHALL BE ASTM A992 (Fy = 50 KSI). ALL STRUCTURAL STEEL HOLLOW SECTION RECTANGULAR SHALL BE ASTM A500, GRADE C (Fy=50 KSI). ALL STRUCTURAL STEEL HOLLOW SECTION ROUND SHALL BE ASTM A500, GRADE C (Fy=46 KSI).
  - ALL BOLTS SHALL BE ASTM A-325 HIGH STRENGTH BOLTS, BEARING TYPE. ALL BOLTS SHALL BE 3/4" Ø, MINIMUM.
  - ALL WELDING SHALL CONFORM TO AMERICAN WELDING SOCIETY CODE FOR ARC AND GAS WELDING IN BUILDING CONSTRUCTION. ALL WELDERS SHALL HAVE BEEN QUALIFIED BY TESTS AS PRESCRIBED IN THE A.W.S. STANDARD CODE. WELDING ELECTRODES SHALL CONFORM TO E70 SERIES, ASTM A-233. ALL STEEL TO BE PROVIDED BY THE STEEL FABRICATOR, UNLESS OTHERWISE NOTED ON THE DRAWINGS. STEEL FABRICATOR SHALL FURNISH ALL CLIPS, ANGLES, PLATES, ANCHORS, ETC. AS REQUIRED TO PRODUCE A COMPLETE CONNECTION.
  - ALL ERECTION TOLERANCES AS STATED IN THE AISC SPECIFICATION MUST BE STRICTLY ADHERED TO DURING ERECTION.
  - SHOP DRAWINGS OF ALL STRUCTURAL STEEL MUST BE SUBMITTED TO THE ENGINEER FOR REVIEW PRIOR TO FABRICATION. SHOP & ERECTION DRAWINGS MUST SHOW ALL SHOP FIELD WELDS. PROVIDE AND INDICATE CONNECTION CAPACITIES ON SHOP DRAWINGS FOR REVIEW BY THE ENGINEER. PROVIDE ALTERNATE CONNECTIONS IF STANDARD AISC CONNECTIONS DO NOT MEET OR EXCEED THE LOADS INDICATED.
  - ALL STEEL TO BE PROVIDED BY THE STEEL FABRICATOR, UNLESS OTHERWISE NOTED ON THE DRAWINGS. STEEL FABRICATOR SHALL FURNISH ALL CLIPS, ANGLES, PLATES, ANCHORS, ETC. AS REQUIRED TO PRODUCE A COMPLETE JOB, INCLUDING ALL MEMBERS SHOWN ON THE ARCHITECTURAL DRAWINGS. IF STEEL FABRICATOR SUBSTITUTES ANY STEEL BEAMS OR COLUMNS THAT ARE SHOWN ON THE DESIGN DRAWINGS DUE TO TIME OR AVAILABILITY, ALL SUBSTITUTIONS MUST BE SUBMITTED IN WRITING FOR APPROVAL TO STRUCTURAL ENGINEER BEFORE FABRICATION.
  - FOR ELEVATIONS NOT SHOWN, THE STEEL DETAILER SHALL CALCULATE ALL TOP OF STEEL ELEVATIONS AND BEAM SLOPES AT ALL LEVELS.

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E-mail: DESIGN@ETENGR.COM  
FRANK C. THOMPSON, PROFESSIONAL ENGINEER  
PA. LICENSE NUMBER PE-050346-E

TITLE: JEWELERS ROW SIGN CONNECTION DETAILS			
DWG. NO.	2 OF 2	PROJECT #	22-209
SCALE:	AS NOTED	DATE:	08-08-2023
DRAWN BY:	TJM	CHK. BY:	FCT

ISSUE FOR PERMIT: 8-8-23

DO NOT SCALE MANUALLY OR ELECTRONICALLY FROM THIS DWG.

DO NOT SCALE MANUALLY OR ELECTRONICALLY FROM THIS DWG.

THIS DRAWING MUST BE USED IN CONJUNCTION WITH ARCHITECTURAL DRAWINGS

CONTRACTOR NOTE:  
CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND CONDITIONS BEFORE PROCEEDING WITH ANY WORK, AND SHALL BE RESPONSIBLE FOR SAME.  
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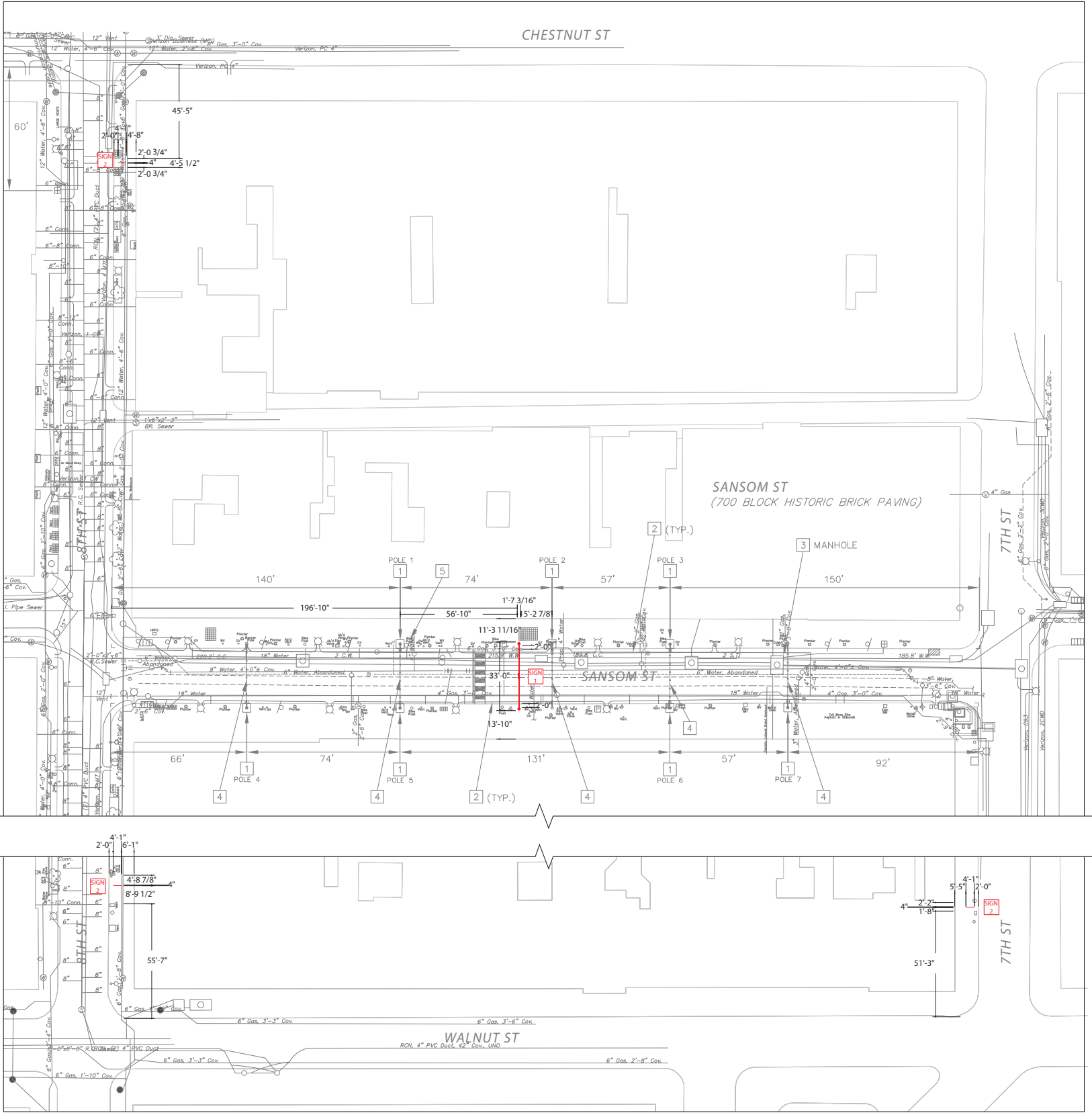
C:\DWG\Jewelers Row Gateway\22-209 Sketches (11x17)

SKS2



Sign Locations

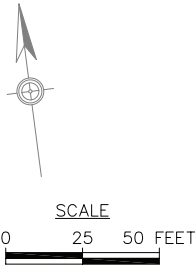
Design Development



		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 <sup>744</sup>	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		
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

New Proposed Signs (Zoning District: CMX-5)

Sign Type	Information	Dimensions	Sq. Ft.	Quantity	Total Sq. Ft.
1	Primary Gateway, Freestanding (illuminated post and artwork)	28.29' x 6.92'	195.77	1	195.77 Sq.Ft.
2	Secondary Gateway, Freestanding (non-illuminated)	3.5' x 3.94'	13.79	3	41.37 Sq.Ft.
				Total Area	237.14 Sq.Ft.





Sign Locations – Zoomed-in View

Design Development

