



**KLEHR HARRISON
HARVEY BRANZBURG^{LLP}**

Brett D. Feldman
Direct Dial: (215) 569-3697
Email: bfeldman@klehr.com

April 16, 2025

VIA ELECTRONIC MAIL

Alex M. Smith
Philadelphia Art Commission
1515 Arch Street, 13th Floor
Philadelphia, PA 19102
Alex.Smith@Phila.gov
artcommission@phila.gov

**Re: Request for April 30, 2025 Sign Committee Review and Approval of Proposed
Signage for 170 S Independence Mall W (the “Property”).**

Dear Alex:

This firm represents the property owner and P.J. Clarke’s at the Curtis Restaurant, (“Applicant”) with regards to ongoing zoning approvals at 170 S Independence Mall W (the “Property”). As detailed more fully in the sign package to follow, the Applicant proposes to install two (2) new, internally illuminated marquee signs along Walnut Street (perpendicular to the Property’s frontage) on the existing overhang:

- Two (2) internally illuminated, 20.5” x 84.5” channel letters with a 7”x 60.5” pillbox (total sign area: 14.97 square feet) signs installed to the existing canopy

The proposed signs received CONCEPT APPROVAL from the Art Commission on April 9, 2025. Applicant now submits the final detailed design for consideration.

The proposed signs will be on one of the two existing marquees on Walnut Street. The two Walnut Street marquees were added in 1985 along with both doors beneath the eastern marquee (the area for the proposed signage) and an additional doorway below the western marquee. The signage plans have been shared with the Historic Commission, and they have confirmed they will approve at a staff level.

By way of further background, the existing restaurant will be split into two (2) spaces with a second restaurant concept while P.J. Clarke’s remains in a smaller footprint. The existing restaurant, P.J. Clarke’s, will have all of its space and main ingress and egress on 6th Street. The new proposed restaurant, Rockwell and Rose, will introduce a sophisticated steakhouse that offers premium steaks, elevated dining, and creative cocktails and will have all of its frontage, and main ingress and egress on Walnut Street. Thus, the proposed signage on Walnut is an absolutely critical part of the overall plan for this restaurant concept.

In addition to this letter, the applicant will provide current photographs of the Property and the surrounding environment, detailed drawings, and renderings of the proposed signs demonstrating the signage is consistent with the harmony, style, and architectural/historical character of the Independence Hall Area, and the prior letter receiving Concept Approval from the Art Commission.

Please contact me if you have any questions, or if you need any additional information. In advance, thanks for your time and attention to this application and we hope that this application for the final design can be placed on the Sign Committee agenda for April 30, 2025 and receive approval from the Art Commission on May 14, 2025.

Respectfully submitted,

/s/ Brett Feldman
Brett D. Feldman

BDF:asg

CC: Henry Felsman - henry.felsman@phila.gov
Mina Monavarian - mina.monavarian@phila.gov
Katherine Liss - katherine.liss@phila.gov
Sydney Conaway - sydney.conaway@phila.gov
Elizabeth Fuselier - elizabeth.fuselier@phila.gov

ROCKWELL & ROSE
WALNUT STREET SIGNAGE



Brand Development

Rockwell at The Curtis



HOPEWELL
DESIGN
SHOP



ROCKWELL

AT THE CURTIS

STARTERS

Candied Bacon Popcorn

Appetizer: Candied Bacon Seared Popcorn
served with Candied Bacon Strips \$8 & 10

Seared Chicken Wing

Full Wing Seared BBQ Dry Rub Lemon
Tartar Sauce \$17 & 18

Beef Tartare

Filet Mignon (served with 2 eggs)
Garden of Eatin' \$28 & 32

Filet Kona Tips

Kona Crusted Filet Tips, Horseradish Sauce
Mustard, Grilled Onion \$28 & 32

Big Red's Croquettes

Cornflake Crusted Mashed Potatoes & Peas
Croquettes \$16 & 18

Flatbread Du Jour

Chef's Seasonal Flatbread \$10 & 12

Bread Service

\$10 & 12

SOUPS/SALADS

Chicken & Corn Noodle

Slow Simmered Chicken, Creamed Corn,
Hot Sauce & Noodles \$16 & 18

Broccoli & Cheddar

Cream Sauced, Slow Roasted Broccoli &
Cheddar \$16 & 18

Lobster Bique

Fresh Lobster, New York City Steak Pot, Bar
Bisque & Classic Sauce \$17 & 20

BLT Wedge

Bacon, Tomato, Cucumber, Lettuce, Cream
Sauce, Tomato, Bacon, Blue Cheese Dressing &
Croutons, Croutons \$16 & 18

Roasted Beet

Red and Gold Beets, Horseradish, Potatoes,
Asparagus, Honey Lemon \$16 & 18

Ahi Tuna Nicoise

Egg, Olive, Tomato, Horseradish, Veggies \$16 & 18

Dijon Salmon Asparagus

Salmon, Dijon, Asparagus, Potatoes,
Lettuce, Tomato, Bacon, Tomato
Cream Sauce, Croquettes \$17 & 18

SANDWICHES

Steak Sandwich

Beef, Egg, Feta, Mignon, Pickled Red
Onion, Kala Namak, Roasted Garlic Sauce,
New York City & Bacon Croquettes \$19 & 21

Jamon Baguette

Beef, Baguette, Mignon, de Biber,
Tomato, Bacon, Horseradish, Potatoes,
Cream and Onion Croquettes \$16 & 18

Tuna Melt

2000 Roasted Ahi Tuna, Gouda, Capers,
Tomato, Bacon, Horseradish, Potatoes,
Cream and Onion Croquettes \$17 & 18

STEAKS

NY Strip

100% Grass Fed, Thin Strip Steak, Bone
In, Cream, Tomato, Onion, Horseradish,
Potatoes, Cream and Onion Croquettes \$40 & 42

Center-Cut Filet

100% Grass Fed, Thin Strip Steak, Bone
In, Cream, Tomato, Onion, Horseradish,
Potatoes, Cream and Onion Croquettes \$40 & 42

Bone In Kansas City

100% Grass Fed, Thin Strip Steak, Bone
In, Cream, Tomato, Onion, Horseradish,
Potatoes, Cream and Onion Croquettes \$40 & 42

Prime Rib

100% Grass Fed, Thin Strip Steak, Bone
In, Cream, Tomato, Onion, Horseradish,
Potatoes, Cream and Onion Croquettes \$40 & 42

Prime Rib

100% Grass Fed, Thin Strip Steak, Bone
In, Cream, Tomato, Onion, Horseradish,
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In, Cream, Tomato, Onion, Horseradish,
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ROCKWELL 2025



Concept

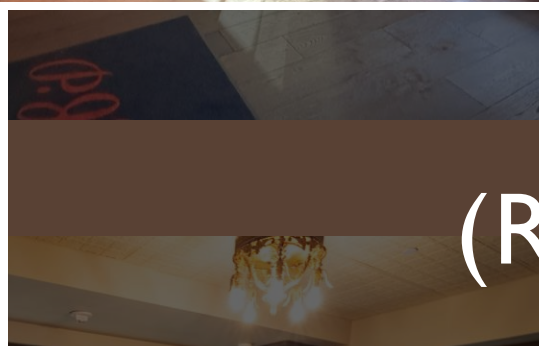
A sophisticated, yet inviting **steakhouse** that blends heritage and modernity, catering to the business professionals, affluent residents, and cultural patrons frequenting The Curtis.

The concept offers premium steaks, an elevated dining experience, and a strong bar program, all with a contemporary Philadelphia touch.

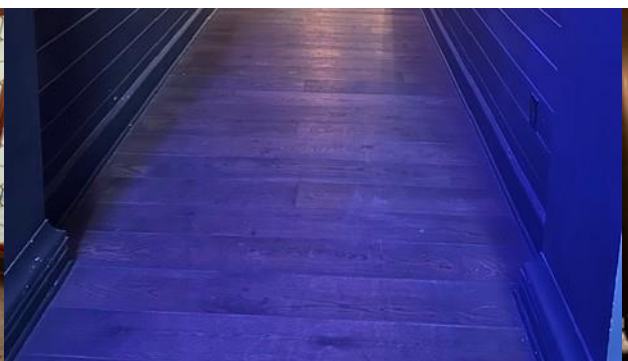
www.hopewelldesignshop.com

P.J. Clarke's
1884

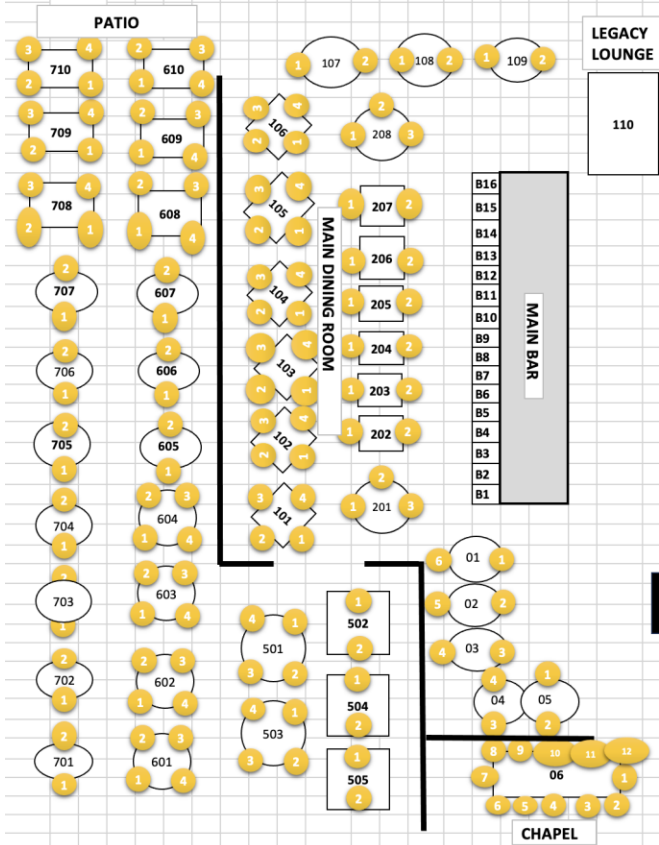




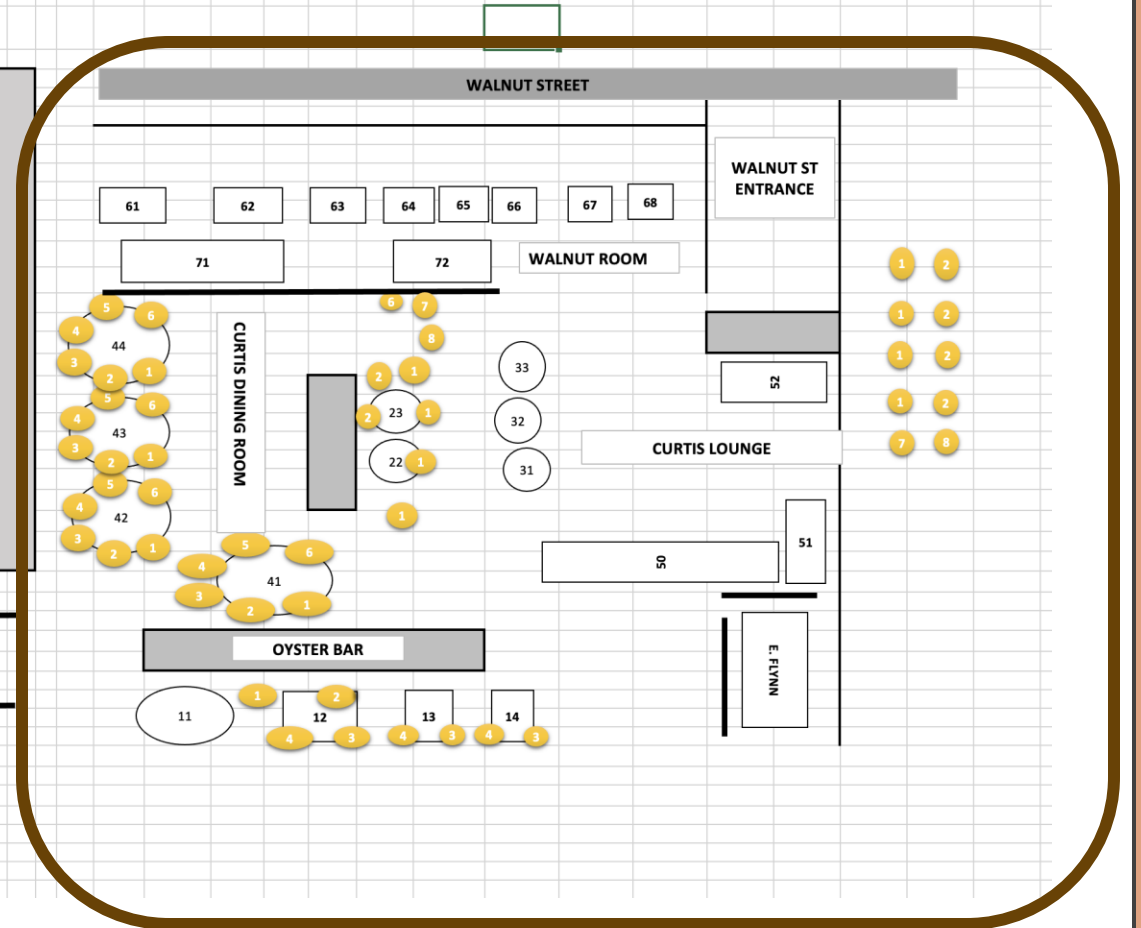
NEW CONCEPT (ROCKWELL) SPACE



P.J. Clarke's
1884

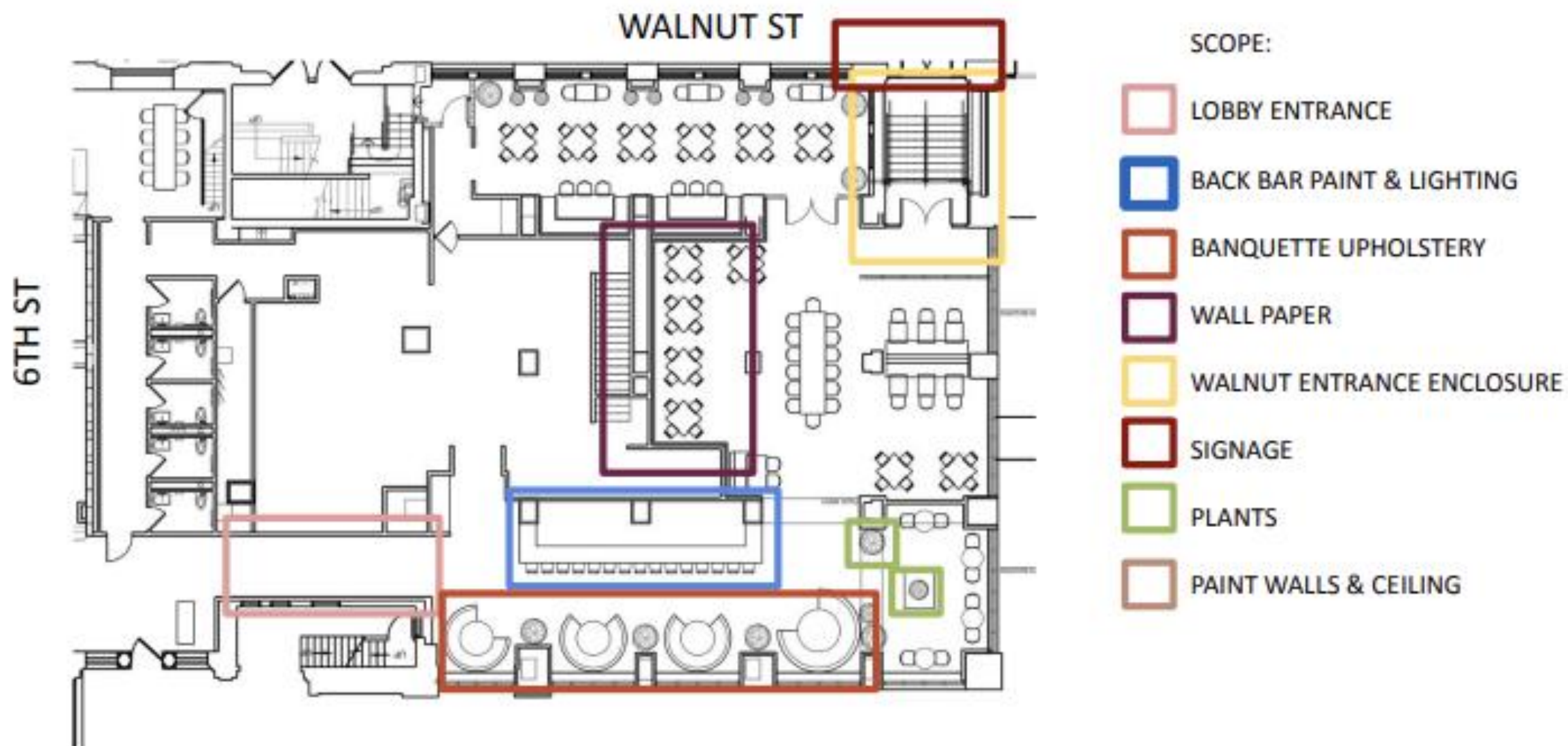


WASHINGTON SQUARE PARK



FLOORPLAN

HDS







WALNUT ENTRANCE

HDS



VIEWS FROM 7TH & WALNUT

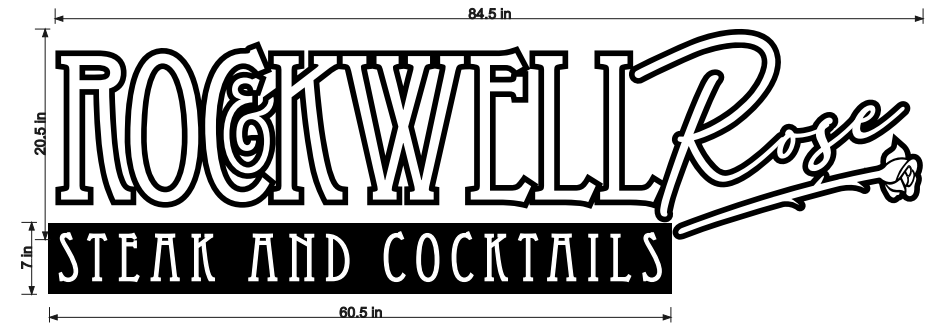


VIEW OF WALNUT FROM 6TH & WALNUT





VIEW FROM
WASHINGTON SQUARE PARK



20.5" x 84.5"

3" Deep Channel Letter, Painted Black
Internally Illuminated, White LED
White Acrylic Faces with Black Vinyl

7" X 60.5" Pillbox, Painted Black
Letters Routed out to Face,
Backed with White Push-Thru Acrylic
Internally Illuminated, White LED
Installed to Canopy on 2 Sides, Connected to Electric

**more simplification of shape may be needed*

Customer Tim Killeen		
Company: PJ Clarke's		
Address: 601 Walnut St.		
City: Philadelphia	State/ZIP: PA	19107
Phone: 484-832-3393		
Email: tkilleen@pjclarkes.com		



Date: 4/15/2025	Designer: Dan Clark
Sign Dimensions: see above	Estimate: \$see above
Comments:	
<h1>PAGE 1</h1>	
COSTARS Vendor #546385	

In order for us to begin production, you must e-mail back your approval to proceed. With this approval you will assume responsibility for correctness and any additional expense for subsequent changes that may arise. In addition, prices do not include tax. A 50% deposit is required at time of order with balance due upon completion. Prices are in effect for 30 days.

Please note that VISA, MasterCard, & Discover credit card payments will be subject to a 4% processing fee and American Express will be subject to a 7% processing fee.

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Any violations of this will result in a \$2,000 fine as justified under code.



ROCKWELL *Rose*
STEAK AND COCKTAILS

Customer Tim Killeen		
Company: PJ Clarke's		
Address: 601 Walnut St.		
City: Philadelphia	State/ZIP: PA	19107
Phone: 484-832-3393		
Email: tkilleen@pjclarkes.com		



Date: 4/15/2025	Designer: Dan Clark
Sign Dimensions: see above	Estimate: \$see above
Comments: RENDERING	
PAGE 2	
COSTARS Vendor #546385	

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Any violations of this will result in a \$2,000 fine as justified under code.

A close-up photograph of a building's facade featuring a large, illuminated sign for "DEL FRISCO'S GRILLE". The sign is white with blue lettering and is set against a dark, textured background. The building's architecture includes brickwork and large windows.

DEL FRISCO'S GRILLE

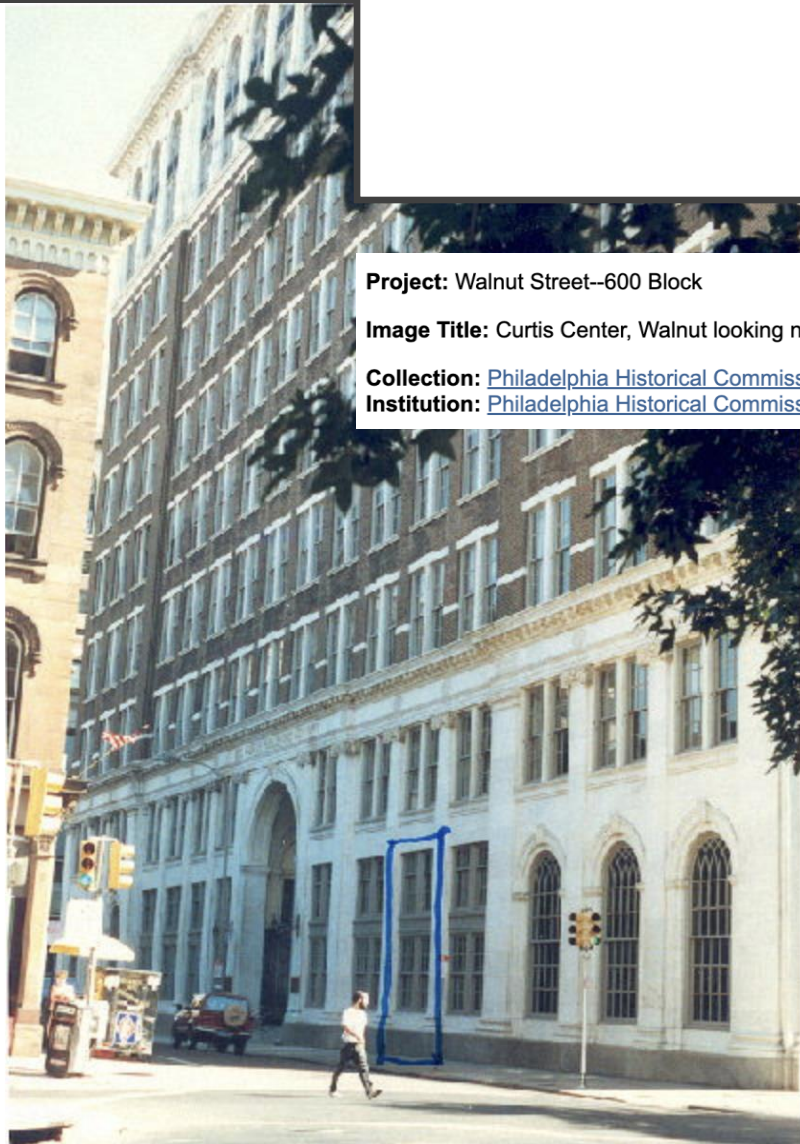
EXISTING EXAMPLES







HISTORY



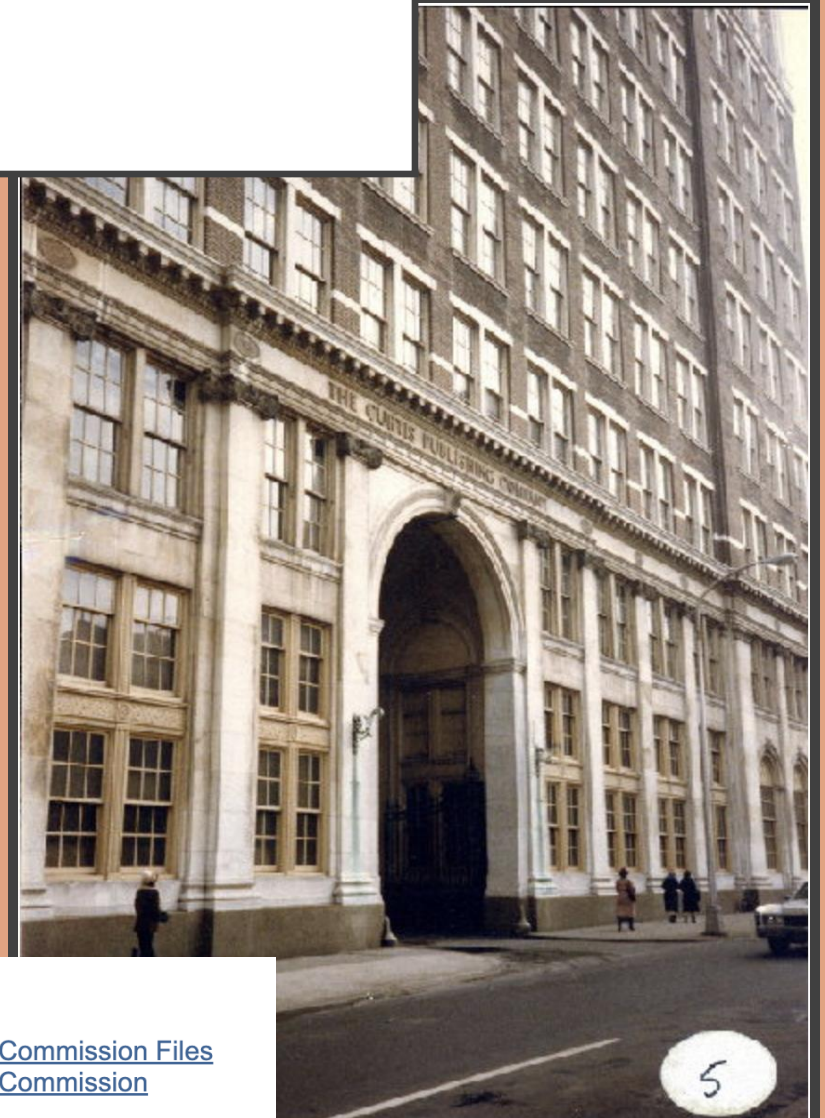
Project: Walnut Street--600 Block

Image Title: Curtis Center, Walnut looking north at 7th Street facade

Collection: [Philadelphia Historical Commission Files](#)

Institution: [Philadelphia Historical Commission](#)

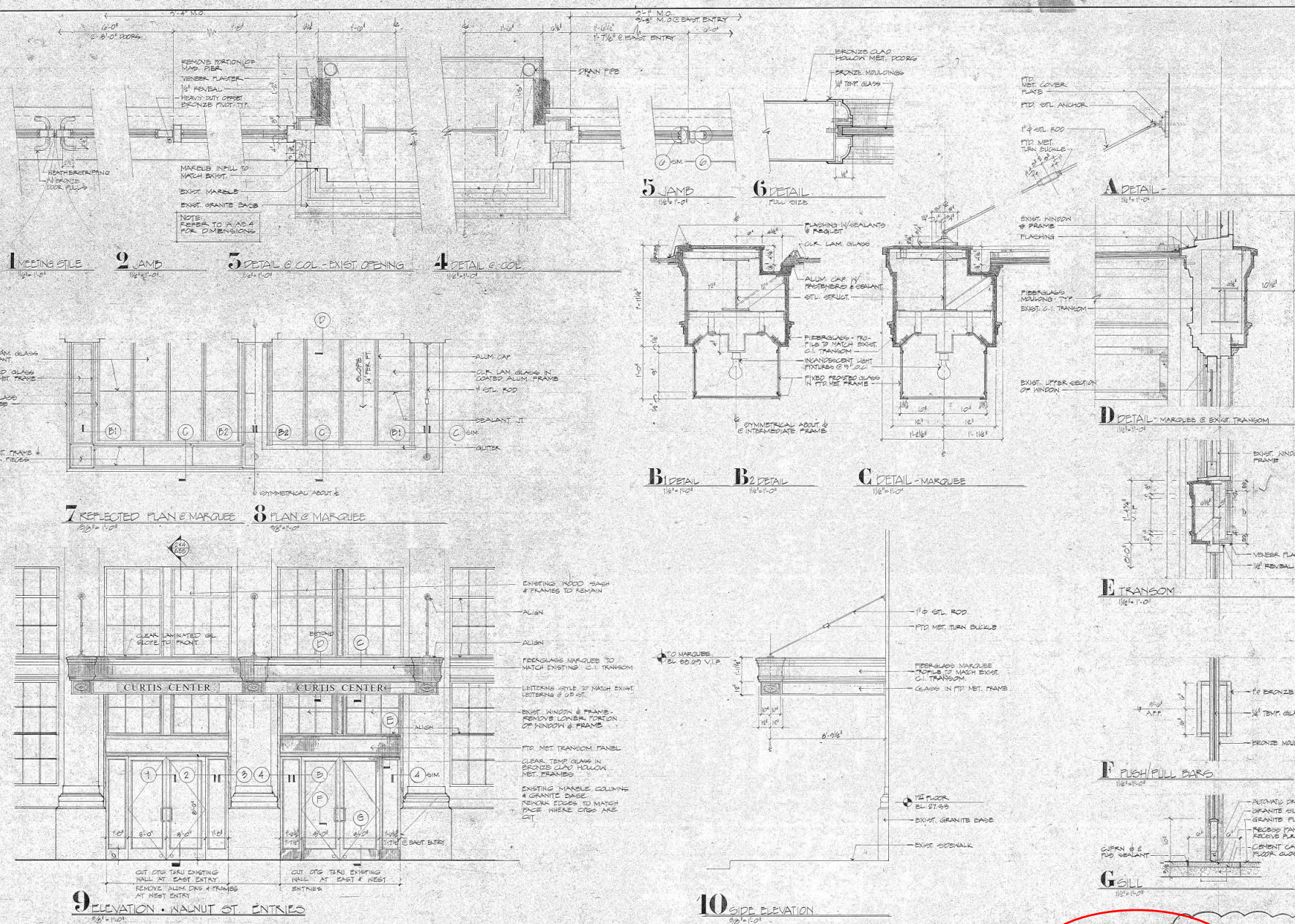
https://www.philadelphiabuildings.org/pab/app/ho_display.cfm/450852



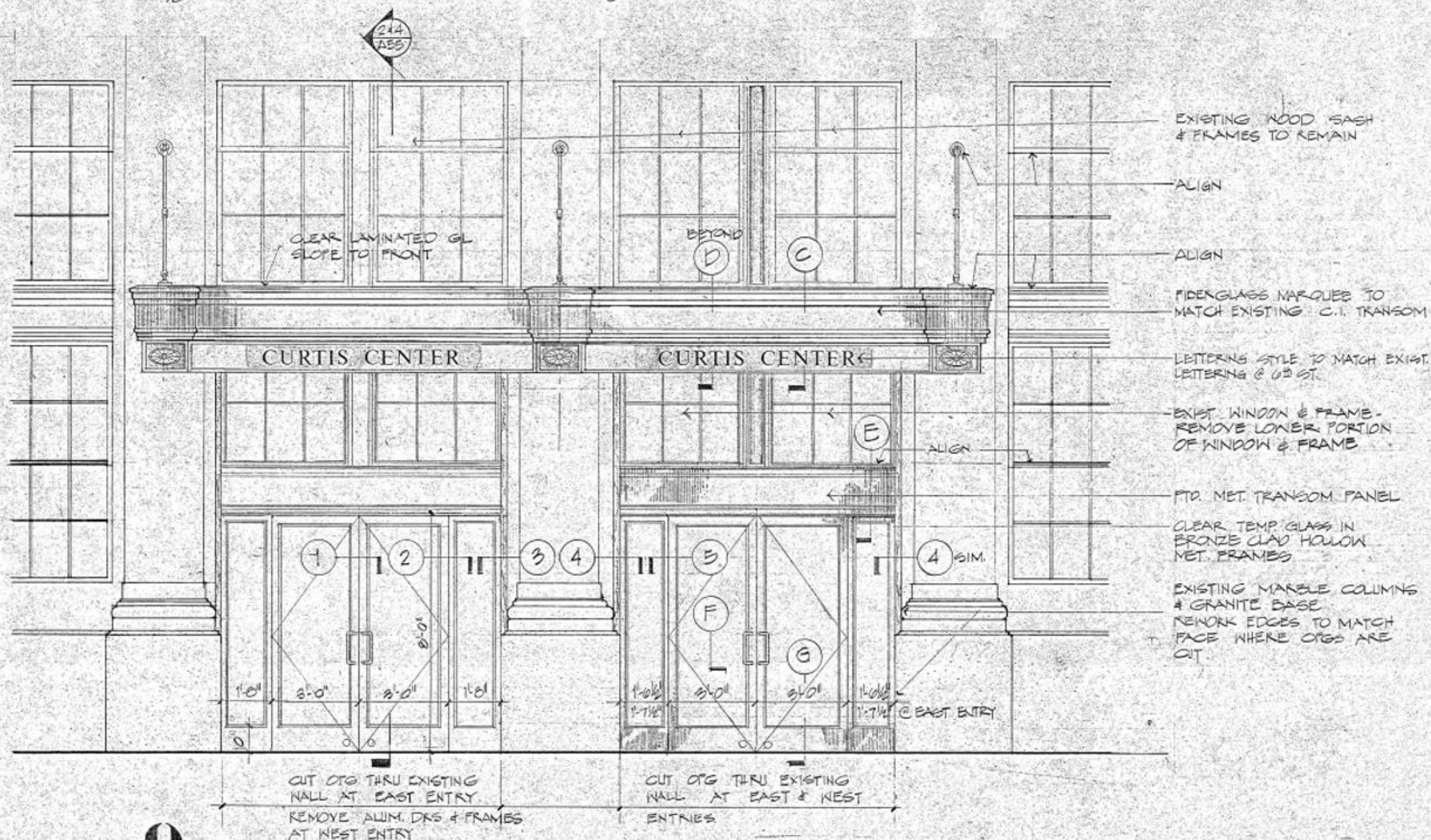
Project: Walnut Street--600 Block

Collection: [Philadelphia Historical Commission Files](#)

Institution: [Philadelphia Historical Commission](#)



Revised:	
GNP SET	11.15.01
PROGRESS SET	01.02.01
PROGRAM SET	11.02.01
FOR CONSTRUCTION	01.02.01



9 ELEVATION • WALNUT ST. ENTRIES
3/6" = 1'-0"

INTER

vania

WALNUT ST. ENTRIES
ELEVATIONS
DETAILS

Developer

Drawn

Scale

Drawing No. 1022

AS NOTED

Owner

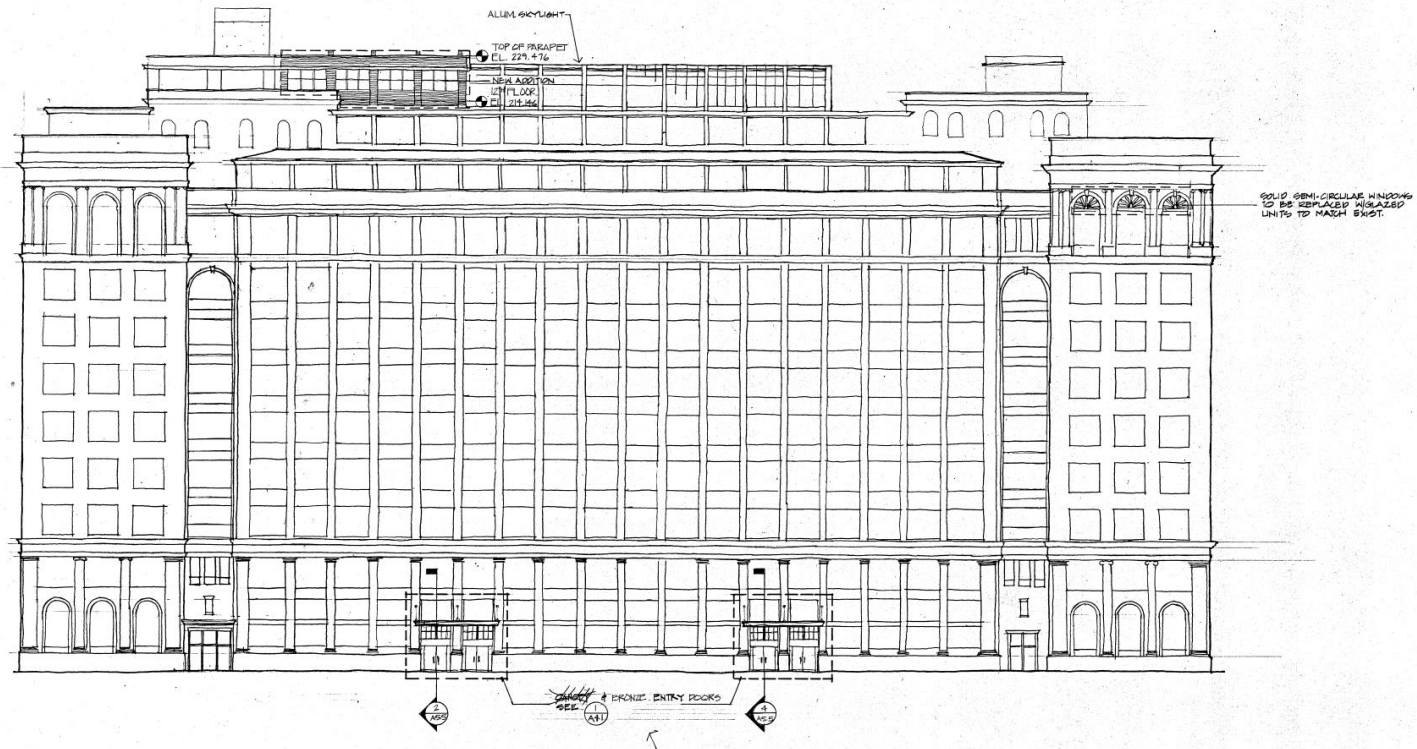
Approved

Date

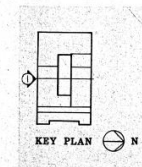
A4.1

BH

12-3-84



1 SOUTH ELEVATION
WALNUT STREET



DATE	1-2-04
BY	9-16-04



Oldham & Seltz
21 Dupont Circle, N.W., Washington, D.C. 20036
(202) 822-9797

THE CURTIS CENTER
Philadelphia, Pennsylvania
KEVIN F. DONOHUE CO. — Developer
WASHINGTON SQUARE
LIMITED PARTNERSHIP — Owner

SOUTH ELEVATION

Drawn By: [Signature] Scale: 1"=10'-0" Drawing No. 1022
Approved Date: **A2.2**

Revisions		
	OMP SET	7-2-84
		9-12-84



Oldham & Seltz
 21 Dupont Circle, N.W., Washington, D.C. 20036
 (202) 822-9797

THE CURTIS CENTER
 Philadelphia, Pennsylvania

KEVIN F. DONOHUE CO. **Developer**
 WASHINGTON SQUARE
 LIMITED PARTNERSHIP **Owner**

SOUTH ELEVATION

Drawn	Scale 1/16" = 1'-0"	Drawing No. 1022
Approved	Date	A2.2