

## Art Commission Review – Submittal Form

*(Applicant complete below section)*

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**Project Name:** Rocky Statue Relocation

**Project Address:** 2600 Benjamin Franklin Pkwy **On Public Property?**  Yes  No

**Total Budget:** \$150,000 **Utilizing City Funds?**  Yes (specify amount): \_\_\_\_\_  No

**Project Type** (check all that apply):

<input type="checkbox"/> Building – New Construction or Addition	<input type="checkbox"/> Encroachment in/over ROW
<input type="checkbox"/> Building – Renovation or Repair	<input type="checkbox"/> Signage (Reconsideration)
<input type="checkbox"/> Plaza/Park/Playground	<input type="checkbox"/> Streetery (Reconsideration)
<input checked="" type="checkbox"/> Public Art	<input type="checkbox"/> Other: _____

**Project Team:**

Agency/Org.: Creative Philadelphia Design Lead (firm): \_\_\_\_\_

Other: \_\_\_\_\_

**Primary Contact for Project Communications:**

Name: Marguerite Anglin

Affiliation: Public Art Director

Email: [REDACTED]

*(Art Commission staff complete below section)*

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**Art Commission Meeting Date of Project Review:** 1/14/26

**Level of Review:**

Concept Review  Final Review If Final, specify date of preceding Concept Review: 12/10/25

Administrative Review (for projects with minimal visual impact on public realm)

**Staff Notes (Optional):**

Permanent relocation



## CITY OF PHILADELPHIA

Creative Philadelphia  
116 City Hall  
Philadelphia, PA 19107  
(215) 686-8446

December 31, 2025

Katherine Liss  
Director  
Philadelphia Art Commission  
One Parkway, 1515 Arch Street, 18th Floor  
Philadelphia, PA 19102

RE: January 14 Art Commission Meeting – Rocky Statue Relocation

Dear Katherine,

Creative Philadelphia is requesting placement on the January 14, 2026 Art Commission meeting agenda for Final review of the City's proposal to permanently install the Rocky statue at the top of the Art Museum steps. This proposal was previously presented to the Art Commission at the December 10, 2025 meeting. As requested by Commissioners during that discussion, we will be providing additional materials in partnership with Parks and Recreation to further support our relocation proposal. These materials will address the points raised by the Commission and offer further clarification to assist in the final review process.

As discussed, this request is made with the full support of Mayor Cherelle L. Parker, Philadelphia Parks and Recreation, the Philadelphia Museum of Art, and the Philadelphia Visitor Center. We also reiterate, as clarified during the December 10 presentation, that the Rocky statue currently located at the base of the steps is the same statue proposed for permanent installation at the top of the steps.

Permanently placing the Rocky statue at the top of the steps restores it to its original and most widely recognized setting. For many residents and visitors, the statue and this location are inseparable. The image of Rocky at the top of the steps is one of Philadelphia's most enduring cultural symbols, representing resilience, determination, and aspiration. Formalizing its placement acknowledges the significance the statue has acquired through decades of public engagement and affirms its place within the city's civic and cultural landscape.

Philadelphia Art Commission  
Creative Philadelphia  
December 31, 2025  
Page 2

We appreciate the opportunity to return to the Commission and look forward to presenting the additional materials and continuing the discussion at the January 14 meeting. Thank you for your time and consideration.

Sincerely,



Valerie V. Gay, CFP®  
Chief Cultural Officer  
Executive Director



Marguerite Anglin, RA  
Public Art Director

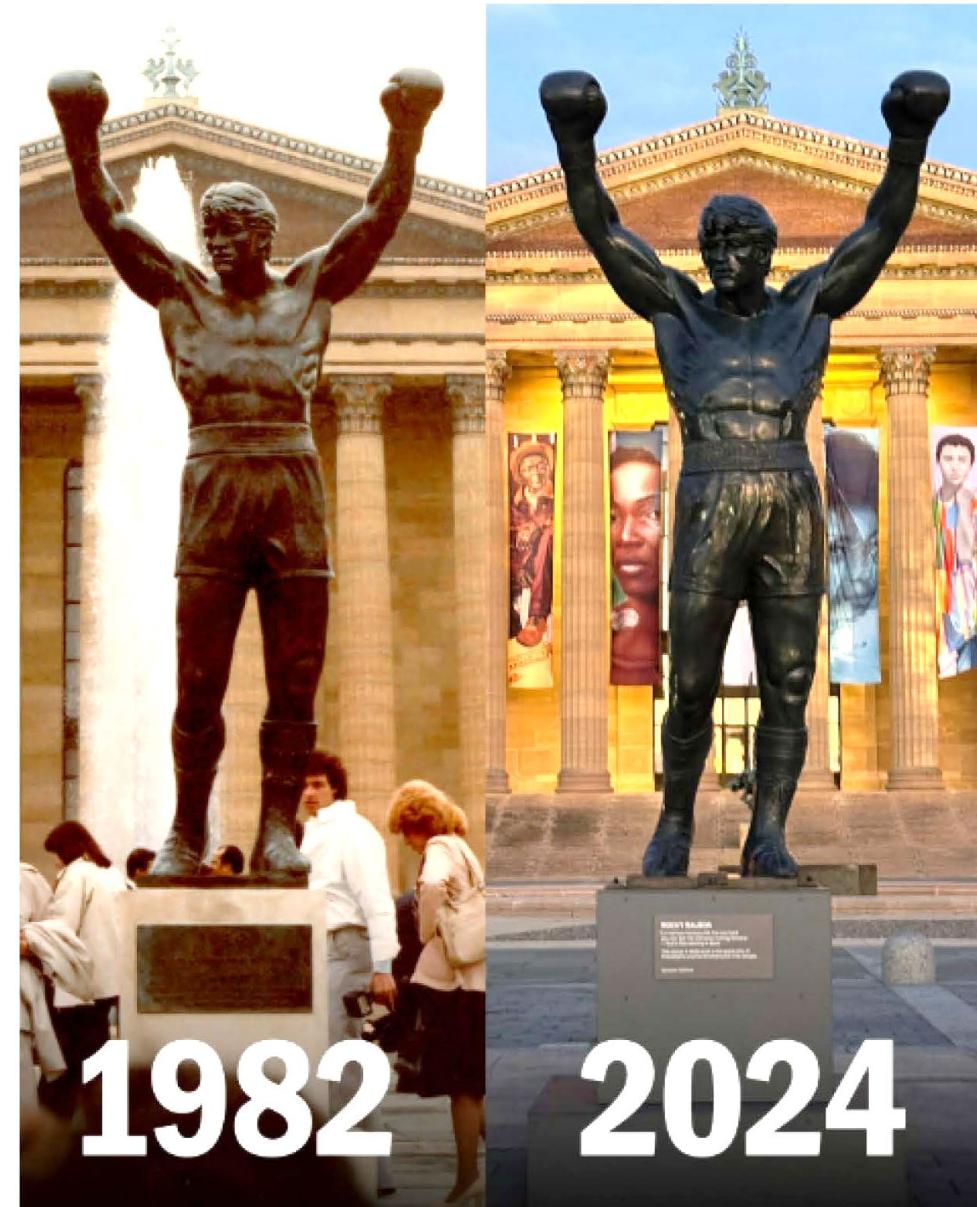
# Rocky Statue Relocation Proposal Philadelphia Art Commission January 14, 2026



# Rocky Statue Background

- Created by artist, A. Thomas Schomberg in 1980;
- Gifted to the City of Philadelphia in 1982;
- Receives 4 million visitors annually from all over the world.
- A cultural phenomenon, reflecting the grit, determination and resilience of Philadelphians and everyday people.





## Rocky Through the Years

- **1982:** Originally unveiled at top of Museum steps during *Rocky III* movie.
- **1982:** Relocated to Spectrum Stadium;
- **1987:** Brought back to top of Museum steps for filming *Mannequin*;
- **1990:** Back to the top of steps for filming of *Rocky V*;
- **1993:** Once again to the top of steps for filming of *Philadelphia*;
- **2006:** Relocated to base of Art Museum steps;
- **2024:** 2nd Cast of statue temporarily at top of steps for *Rocky Fest*;

# Installing Rocky at the Top

- **Rocky 'A'** at bottom of steps is City owned;
- **Rocky 'B'** at top of steps is on loan to Art Museum for temporary display;
- The City has requested to relocate Rocky 'A' permanently at the top of steps.
- Prior to relocation, Rocky 'A' will be featured in an exhibit inside the museum April - August 2026.
- Rocky 'B' will remain at the top temporarily through the end of the exhibit, and be returned to original donor once Rocky 'A' is relocated to the top.

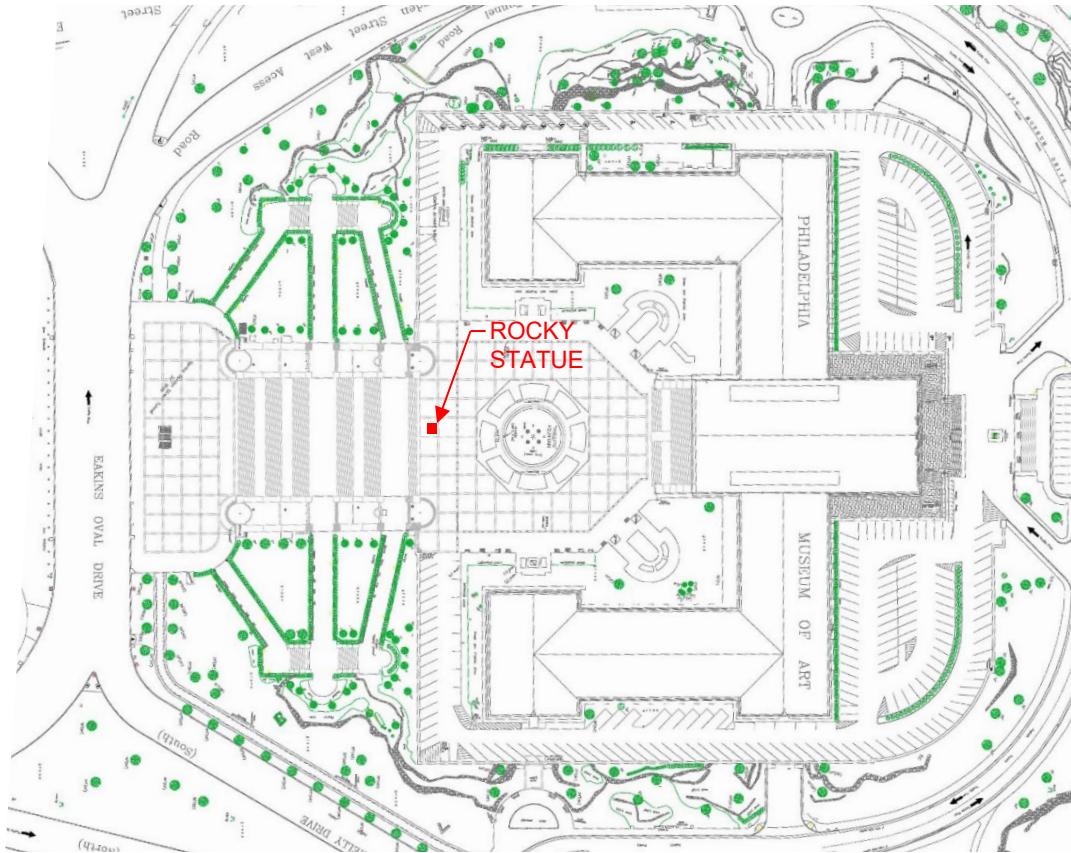


# Why the Top?

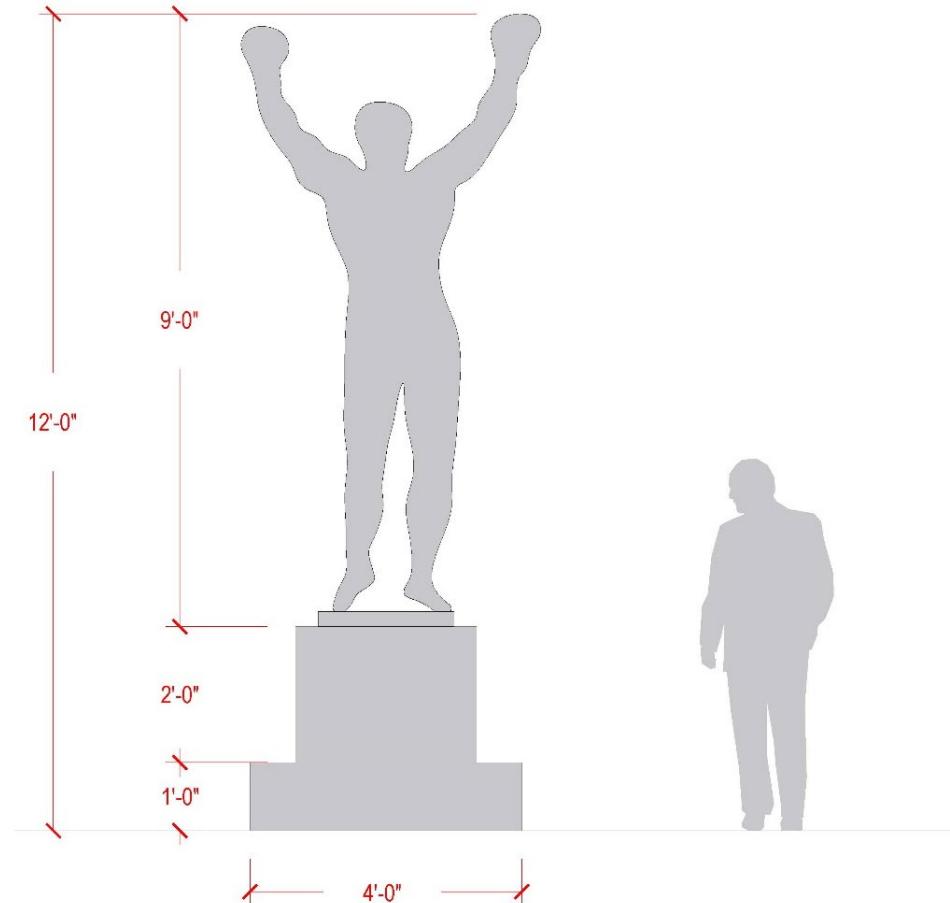
- Returning Rocky to the place it was originally unveiled;
- Perception has shifted on what is “art” and what is worthy of being on public view;
- The City has embraced this internationally celebrated symbol of our cultural identity;
- Representing and honoring the resilience and perseverance of everyday people;
- Acknowledging the deep emotional connection with residents and visitors around the world (not just Philly’s statue);
- Alignment with Mayor, City departments and Institutional partners who agree that Rocky should be at the top.



# Proposed Permanent Installation

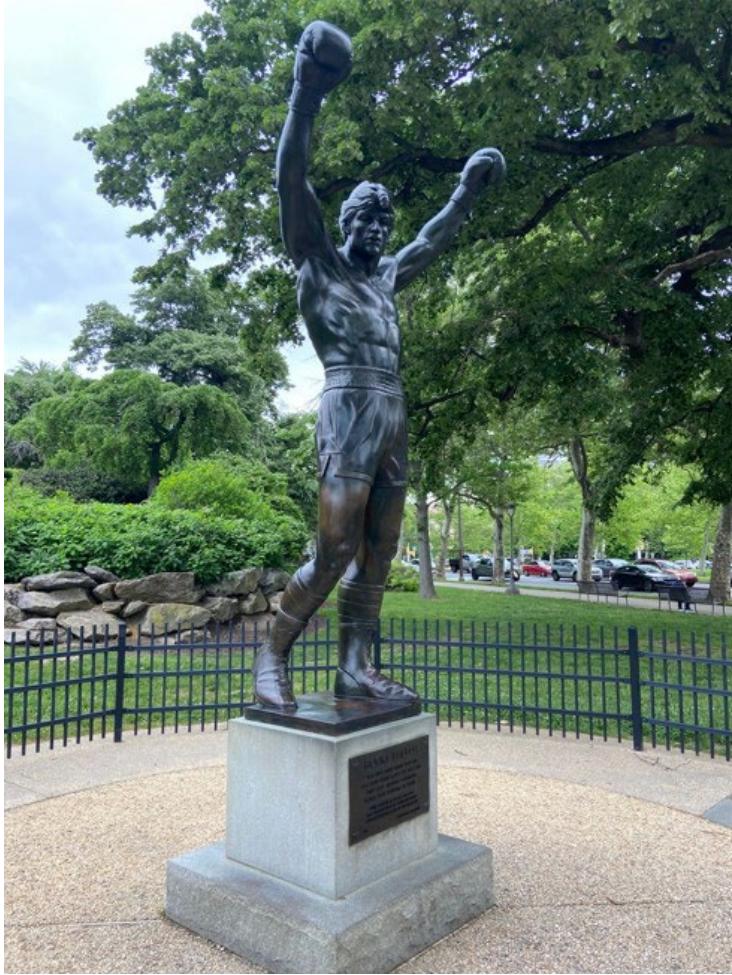


STATUE LOCATION SITE PLAN

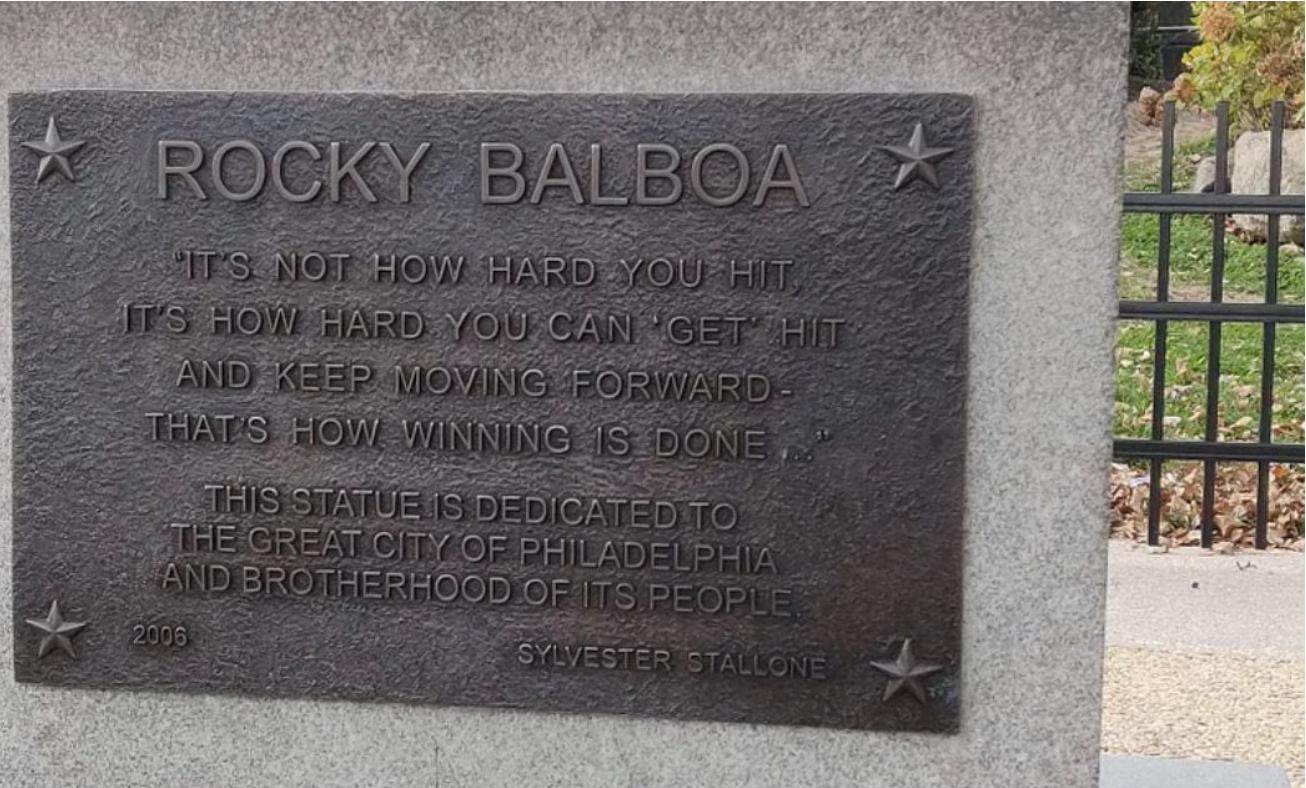


STATUE ELEVATION

# Statue Base and Plaque



STATUE BASE



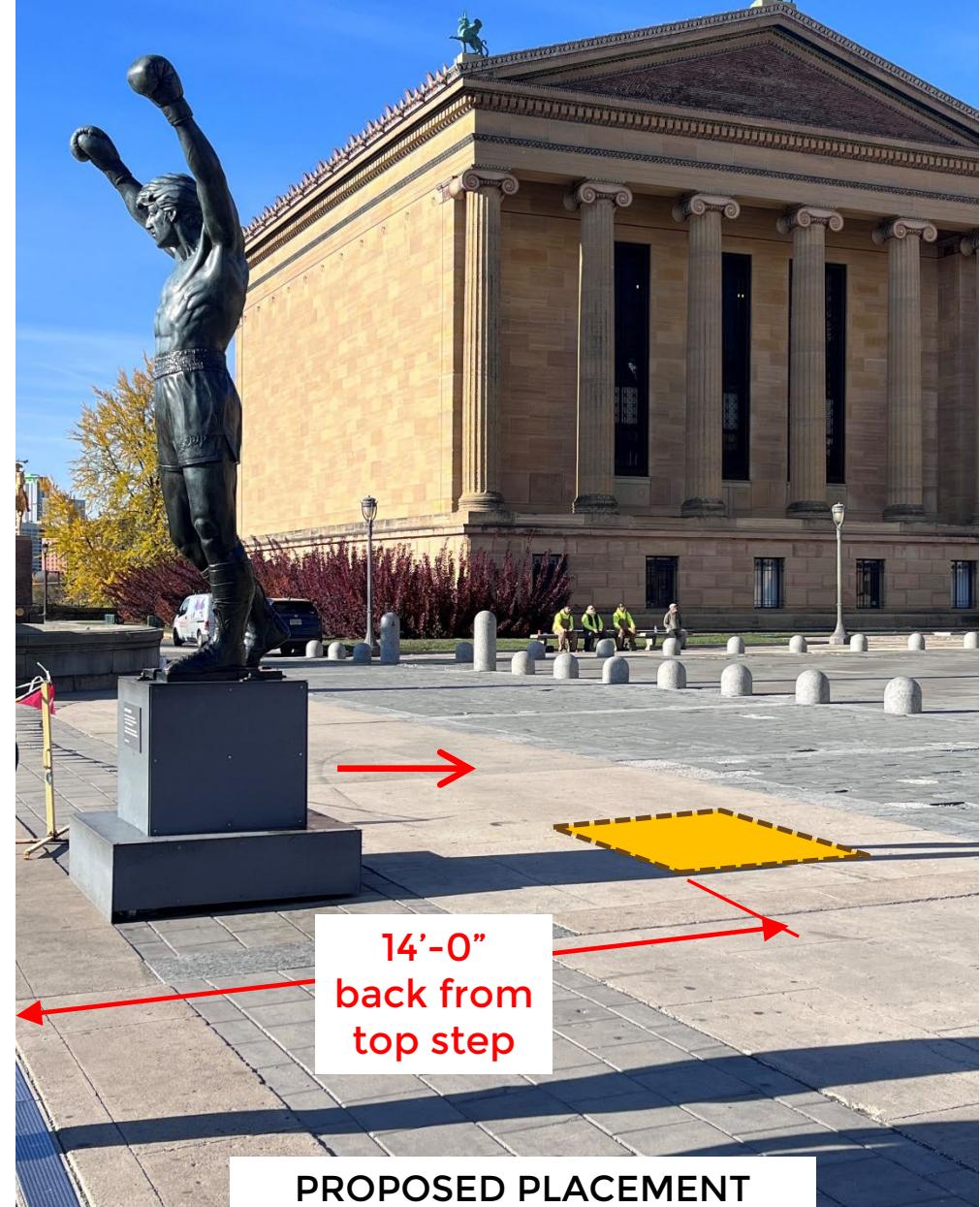
STATUE PLAQUE

# Art Museum at Night

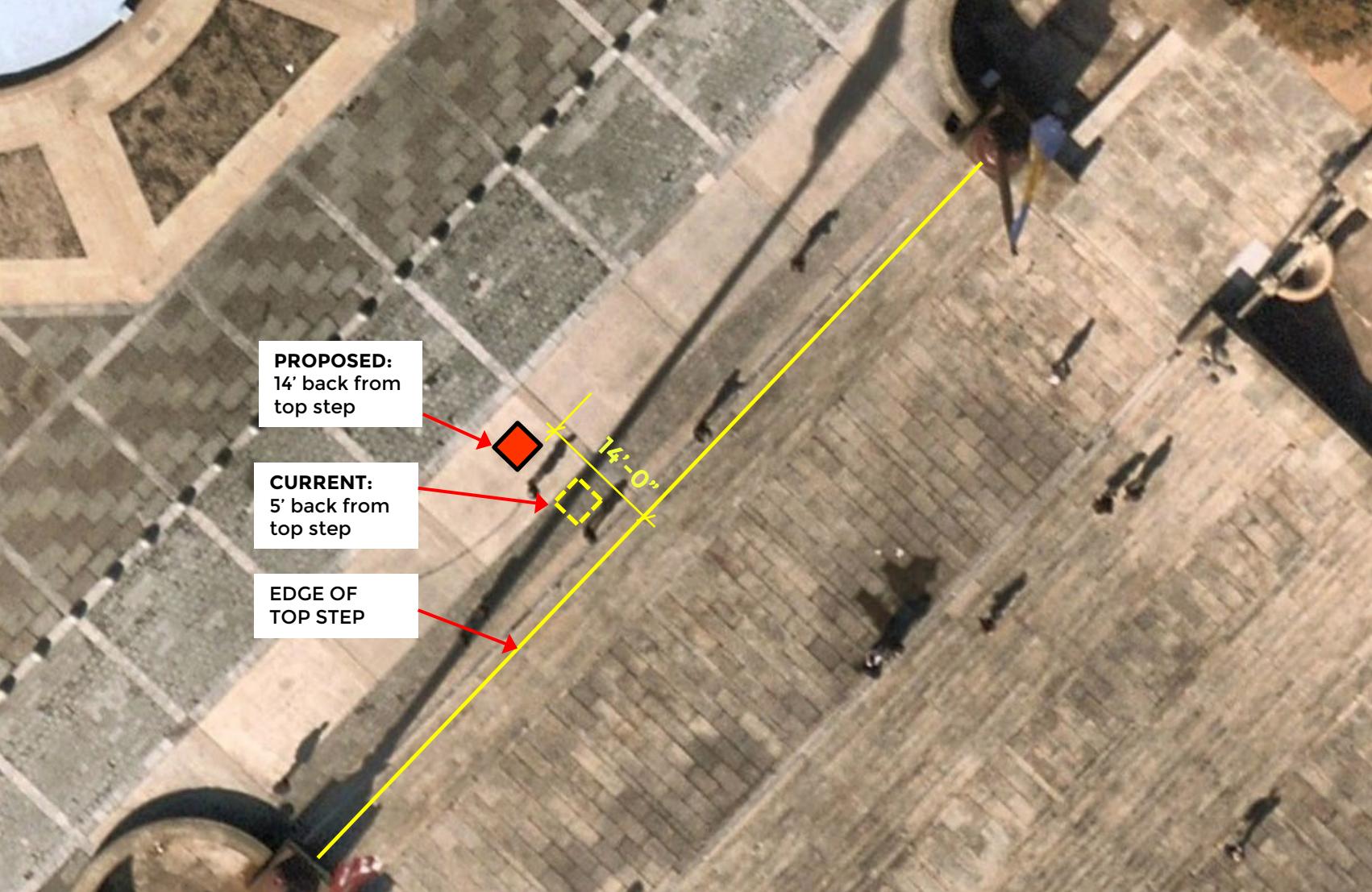


*Photo credits: istock, CollectibleArtShop*

# Proposed Statue Placement



# Aerial Site Plan

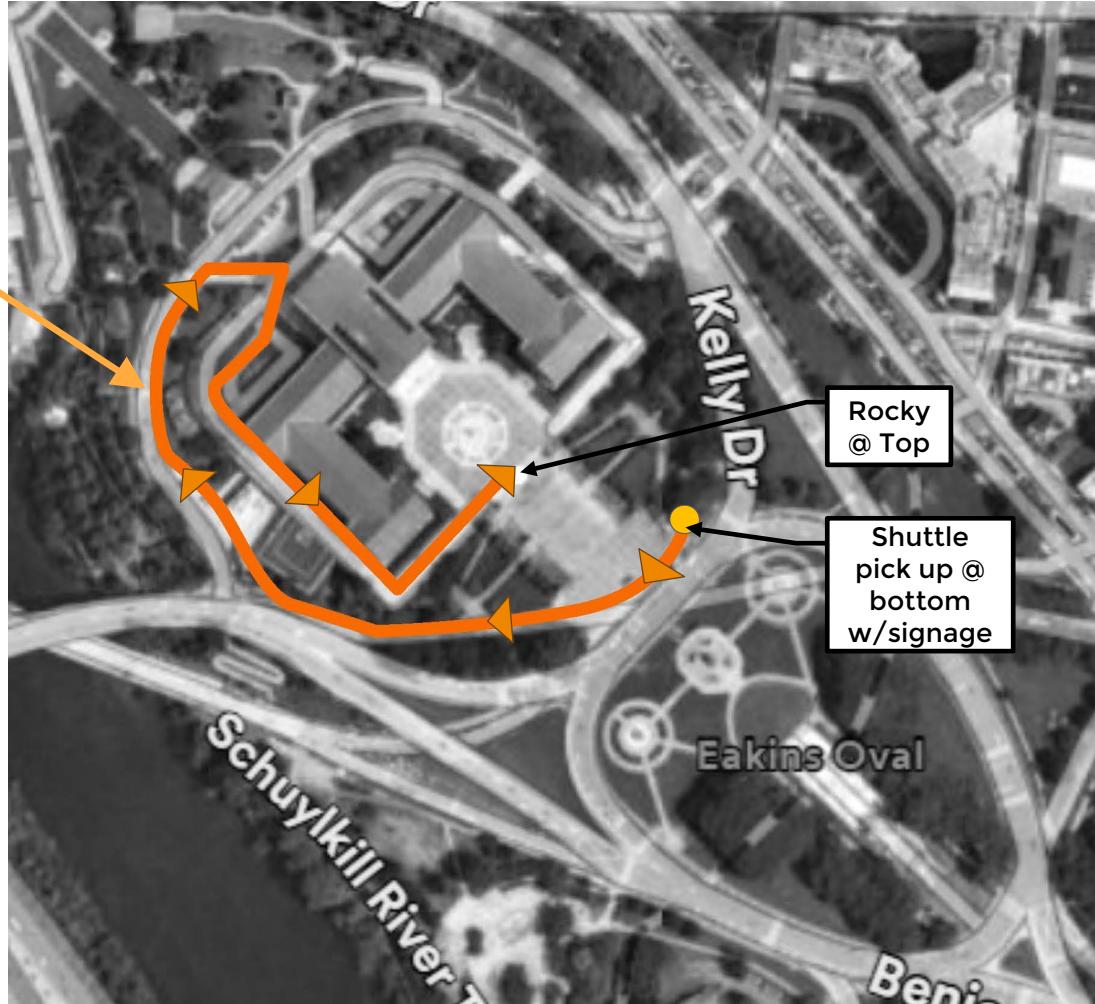


# Statue/Museum Views



# Accessible “Rocky” Shuttle

SHUTTLE ROUTE  
FROM BASE OF  
STEPS TO TOP



PROPOSED SHUTTLE ROUTE PLAN

- A wheelchair accessible shuttle will be provided for visitors with mobility limitations.
- The Rocky Shuttle will be managed by Philadelphia Visitor Center (PVC).
- Shuttle pick up and returns will take place at the Visitor Center Parkway Outpost at the base of the steps.
- Shuttle will run on a similar schedule as the Philly Phlash, also managed by PVC.

# Accessible Parking @ Existing Rocky Location

BLUE LINES INDICATE DISTANCES FROM ADA PARKING TO ROCKY AT BOTTOM OF STEPS:

- 1900 FT TO STREET ADA PARKING
- 1650 FT TO MUSEUM ADA PARKING
- 600' TO EAKINS OVAL PARKING (SEASONAL ONLY)



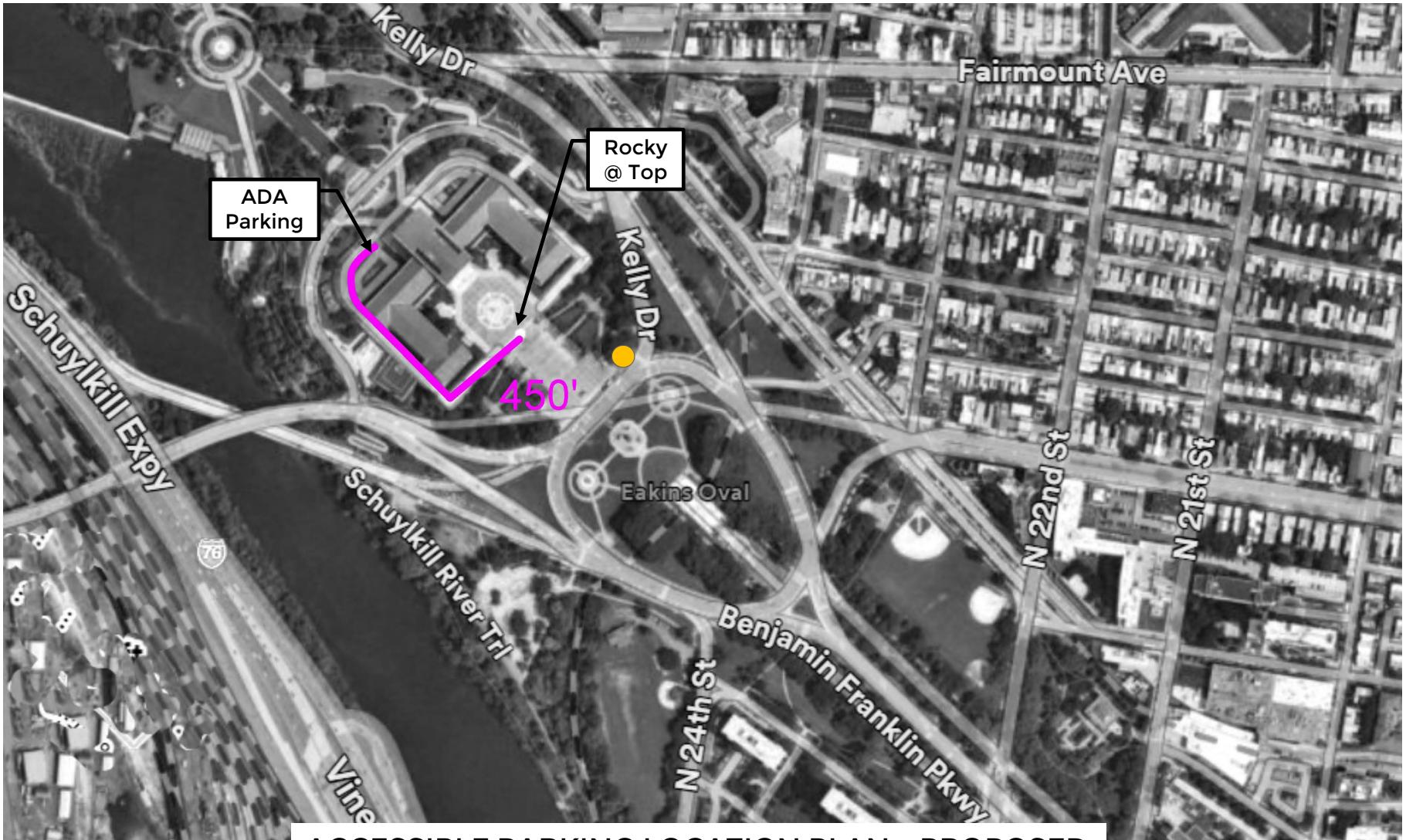
# Accessible Parking @ Proposed Rocky Location

**PURPLE LINE  
INDICATES DISTANCE  
FROM ADA PARKING  
TO ROCKY AT TOP OF  
STEPS:**

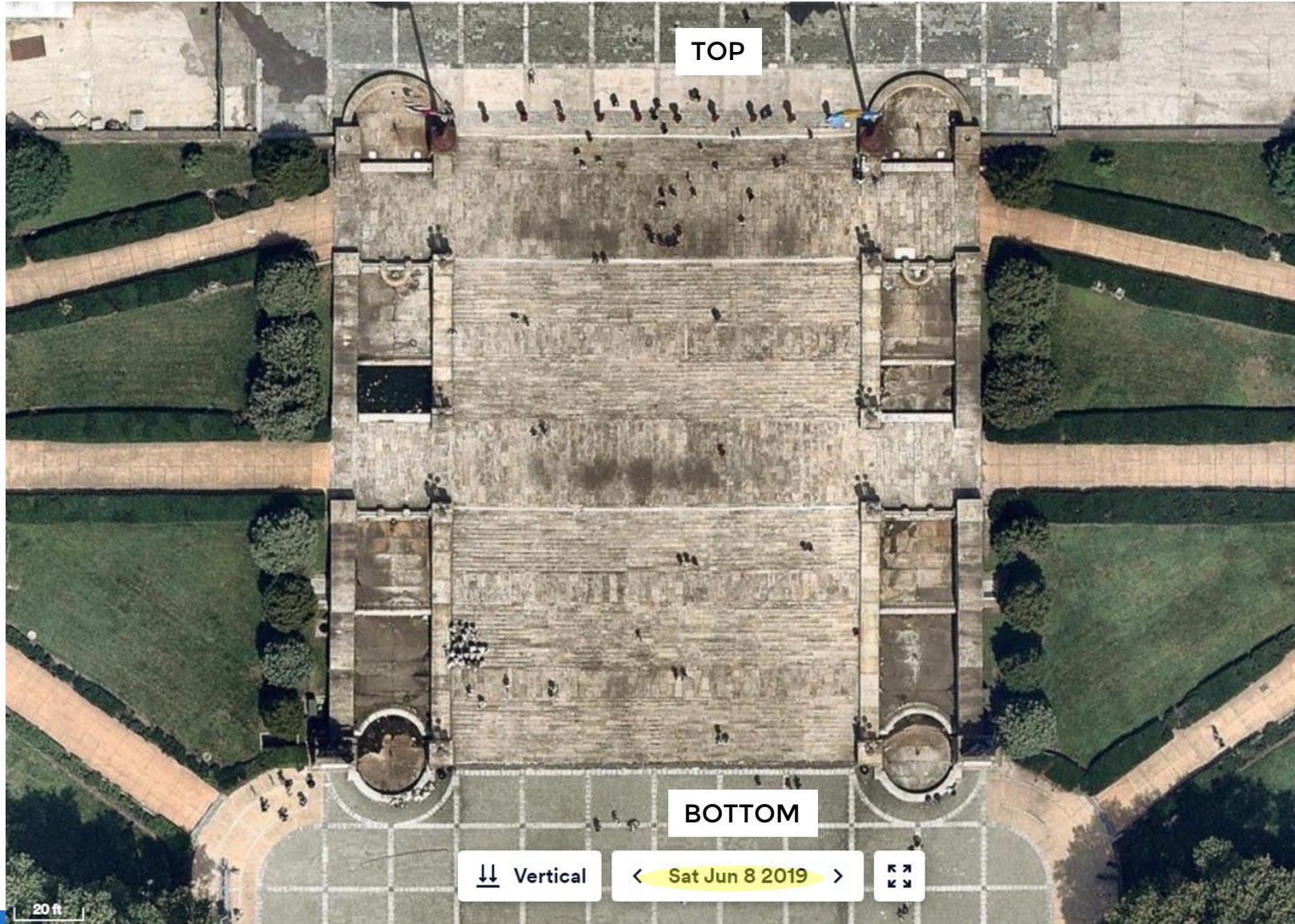
- **450 FT TO MUSEUM  
ADA PARKING (AN  
IMPROVEMENT FROM  
THE EXISTING  
CONDITION)**

**KEY**

ADA  
WAYFINDING  
SIGNAGE

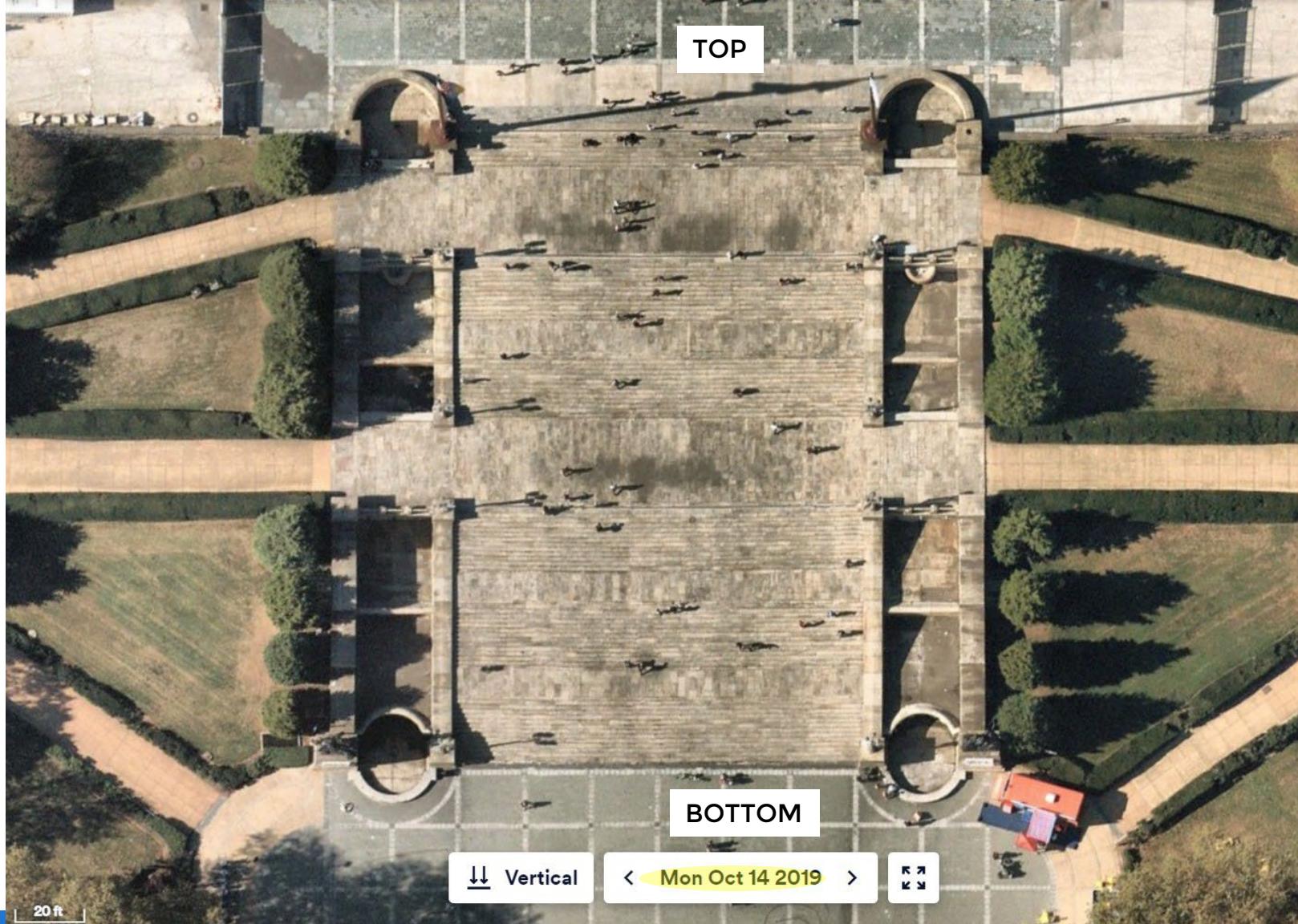


# Circulation Patterns @ Art Museum Steps



- 120 ft Stair width is extremely generous for pedestrian traffic. (comparable to 8 lane I-95 highway)
- Circulation patterns for runners, walkers, photo takers are typically organic and spread out along the width of the stair.
- Major conflicts between runners and photo takers is not likely due to sheer size of the steps.

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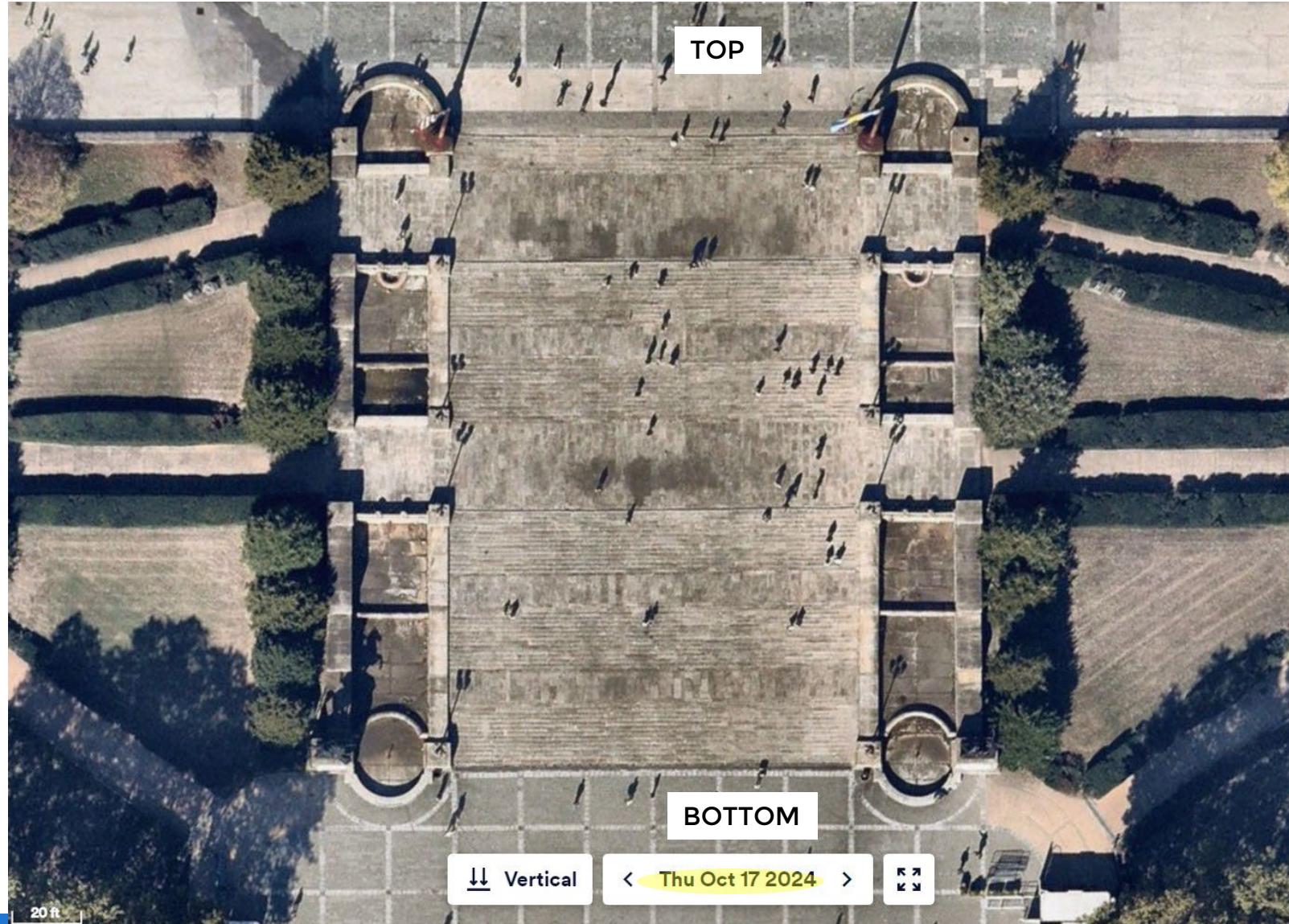
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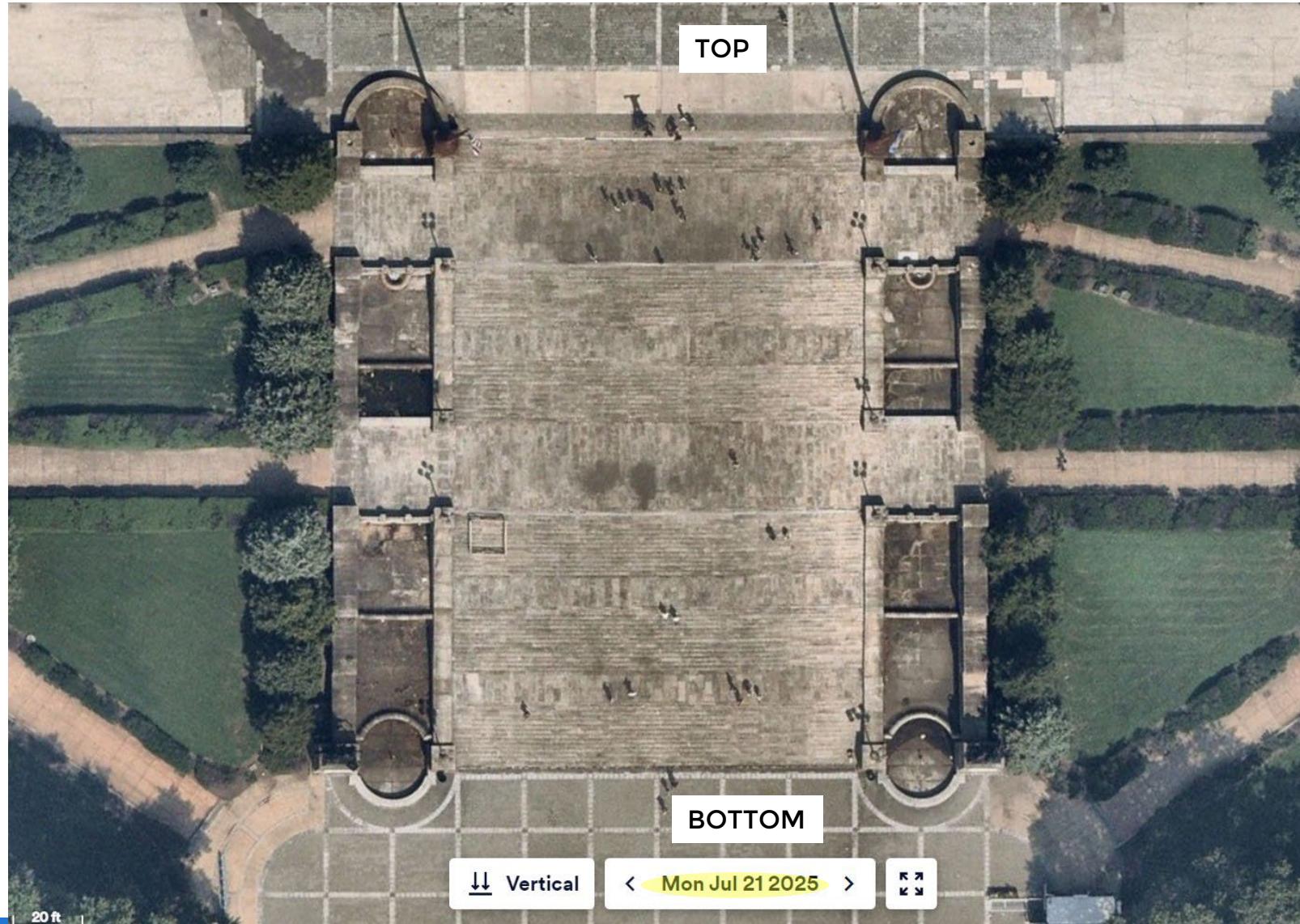
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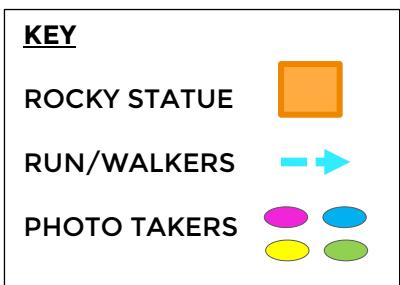
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# Circulation Patterns – Rocky @ Top of Steps

- Generous stair width accommodates movement of runners, museum visitors and statue visitors.
- Organic circulation patterns naturally distribute users, reducing congestion and conflict points.
- Multiple activities co-exist around the statue without disrupting up/down flow.



# Timing and Future Plans

## Timeline

- Spring 2026: Rocky A is temporarily installed inside Art Musuem exhibition.
- Fall 2026: Rocky A is relocated permanently to top of steps.
- Fall 2026: Rocky B returns to donor.

## Future Plans

- The City intends to install another City-owned statue at the bottom of the Art Museum steps;
- This proposal will be presented by Creative PHL at a future Art Commission meeting once details are developed.

# Thank You!

