

Art Commission Review – Submittal Form

(Applicant complete below section)

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):

☐ Building – New Construction or Addition

☐ Encroachment in/over ROW

☐ Building – Renovation or Repair

☐ Signage (Reconsideration)

☐ Plaza/Park/Playground

☐ Streetery (Reconsideration)

☒ Public Art

☐ 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)

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.

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



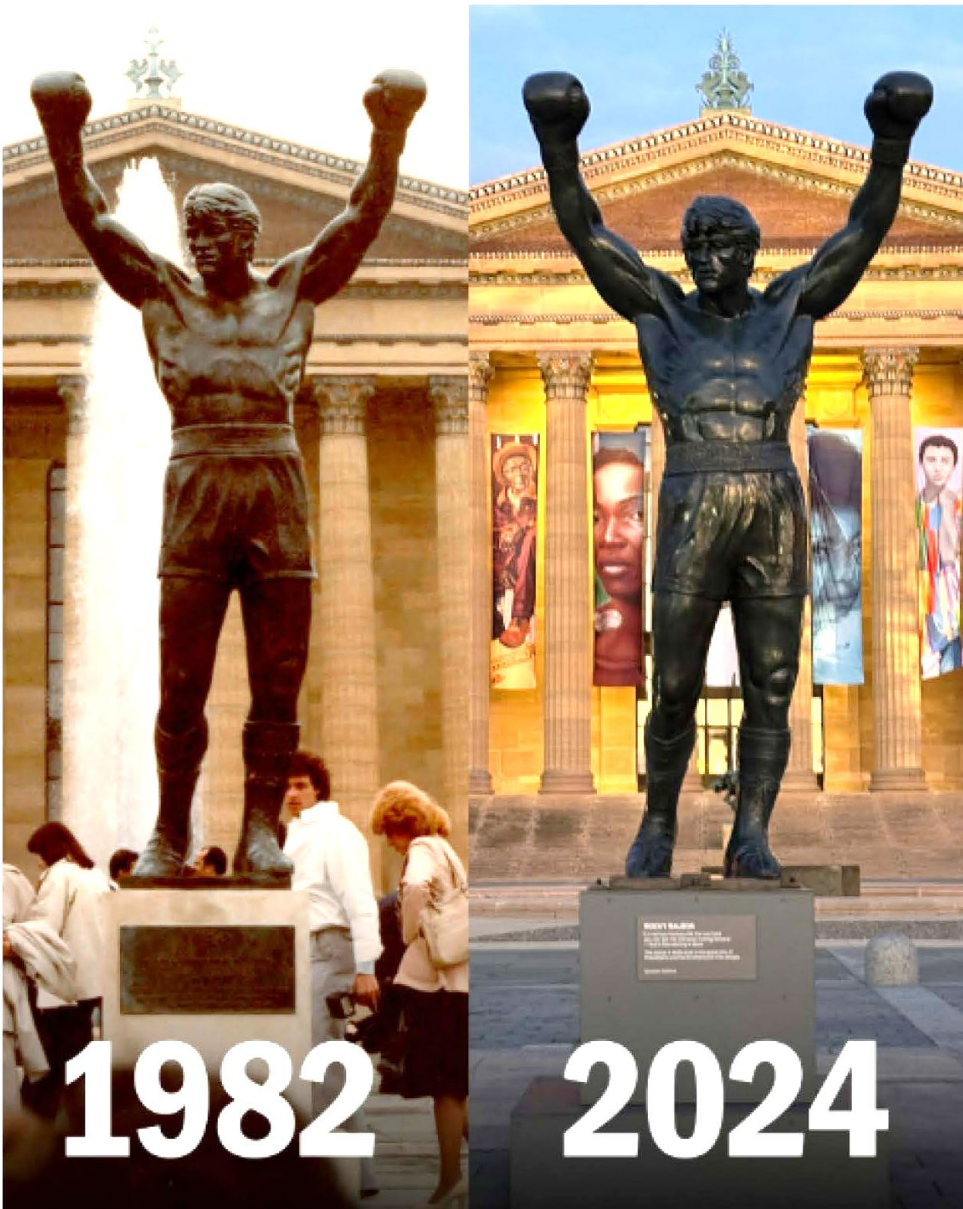
Rocky Statue Background

- 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.

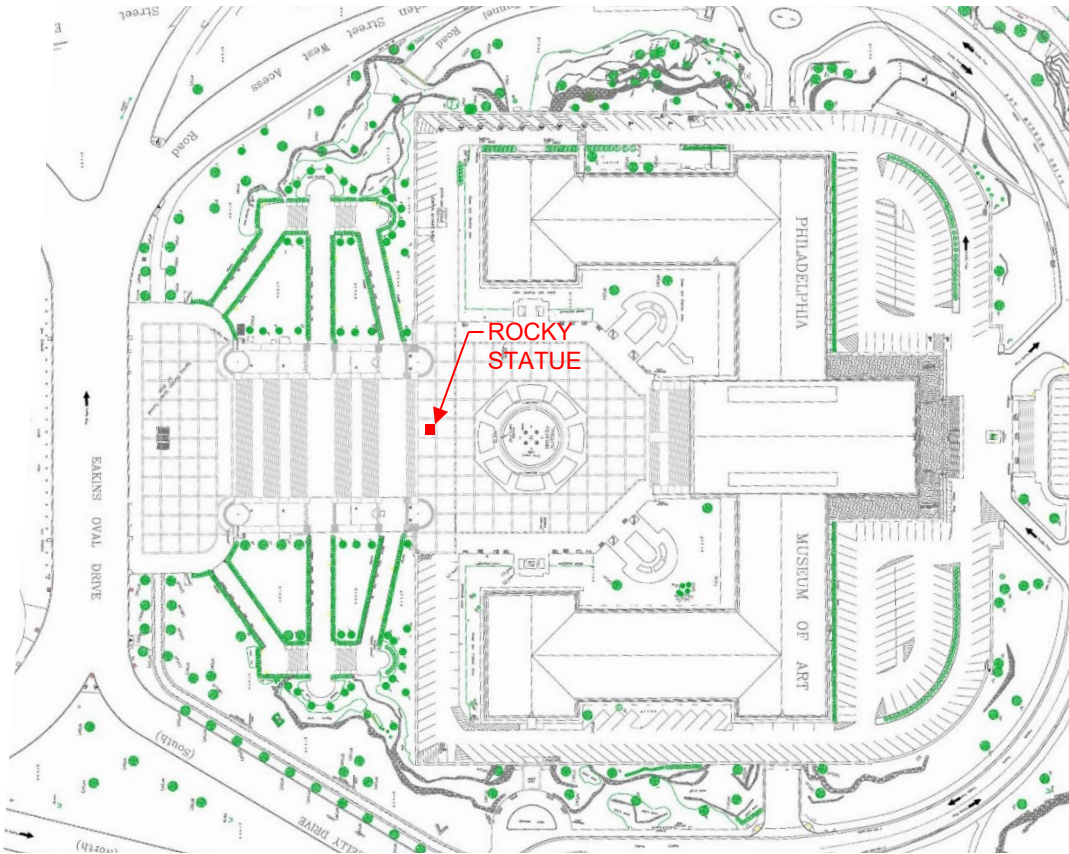


Why the Top?

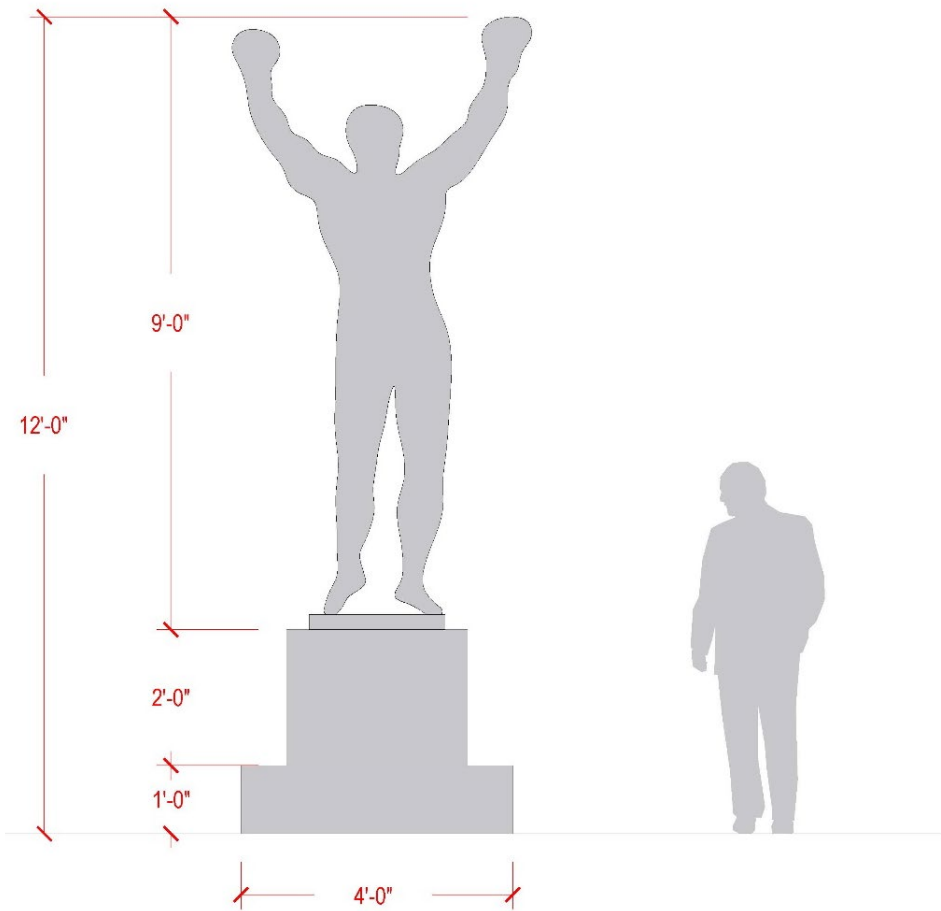
- Returning Rocky to the **place it was originally unveiled;**
- **Perception has shifted** on what is “art” and what is worthy of being on public view;
- The City has **embraced this internationally celebrated symbol** of our cultural identity;
- Representing and **honoring the resilience and perseverance** 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

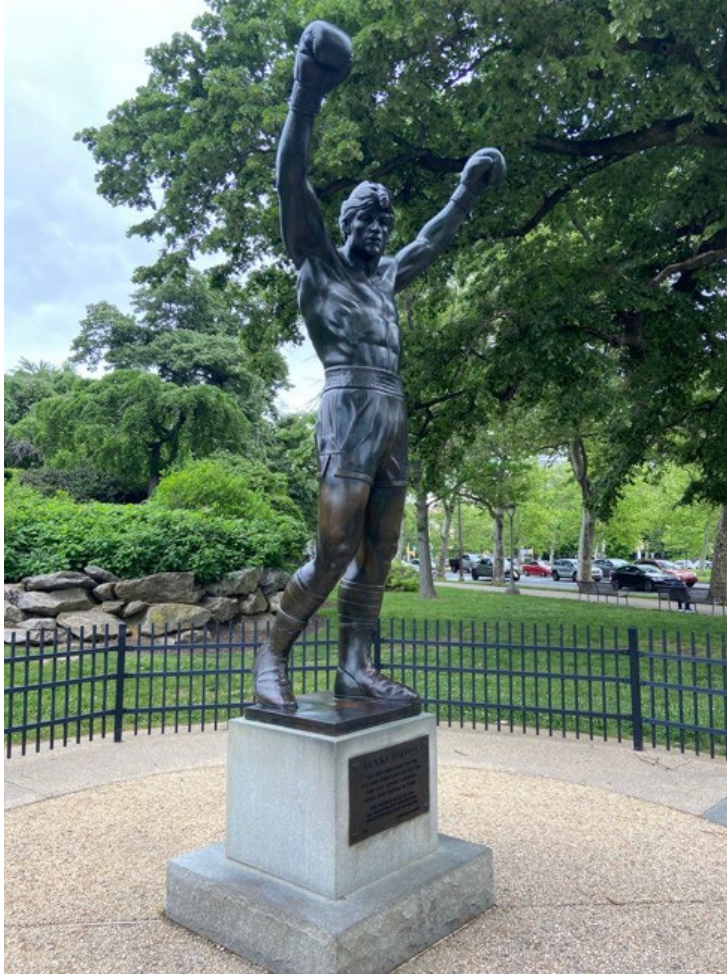


STATUE LOCATION SITE PLAN

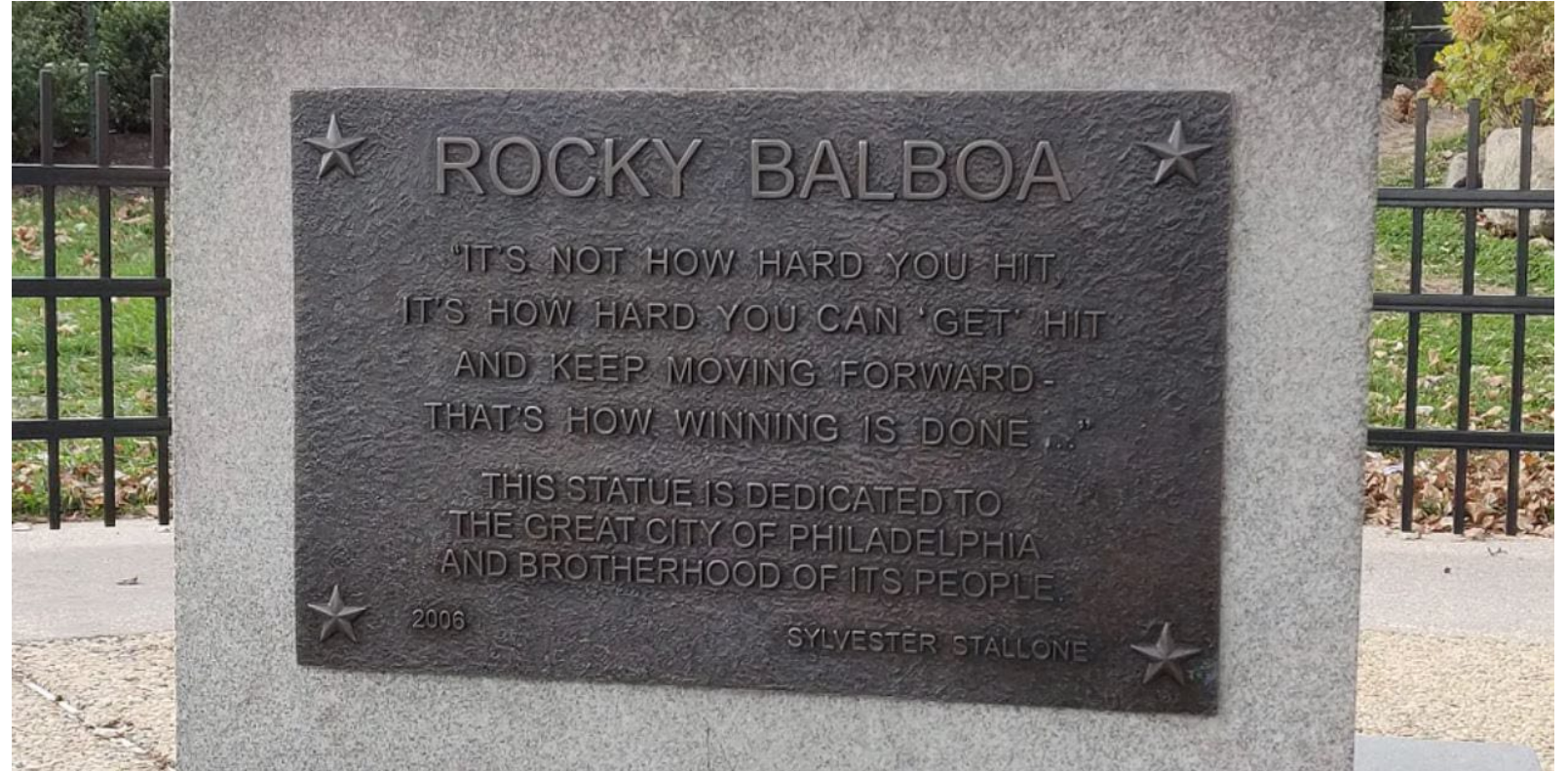


STATUE ELEVATION

Statue Base and Plaque



STATUE BASE



STATUE PLAQUE

Art Museum at Night

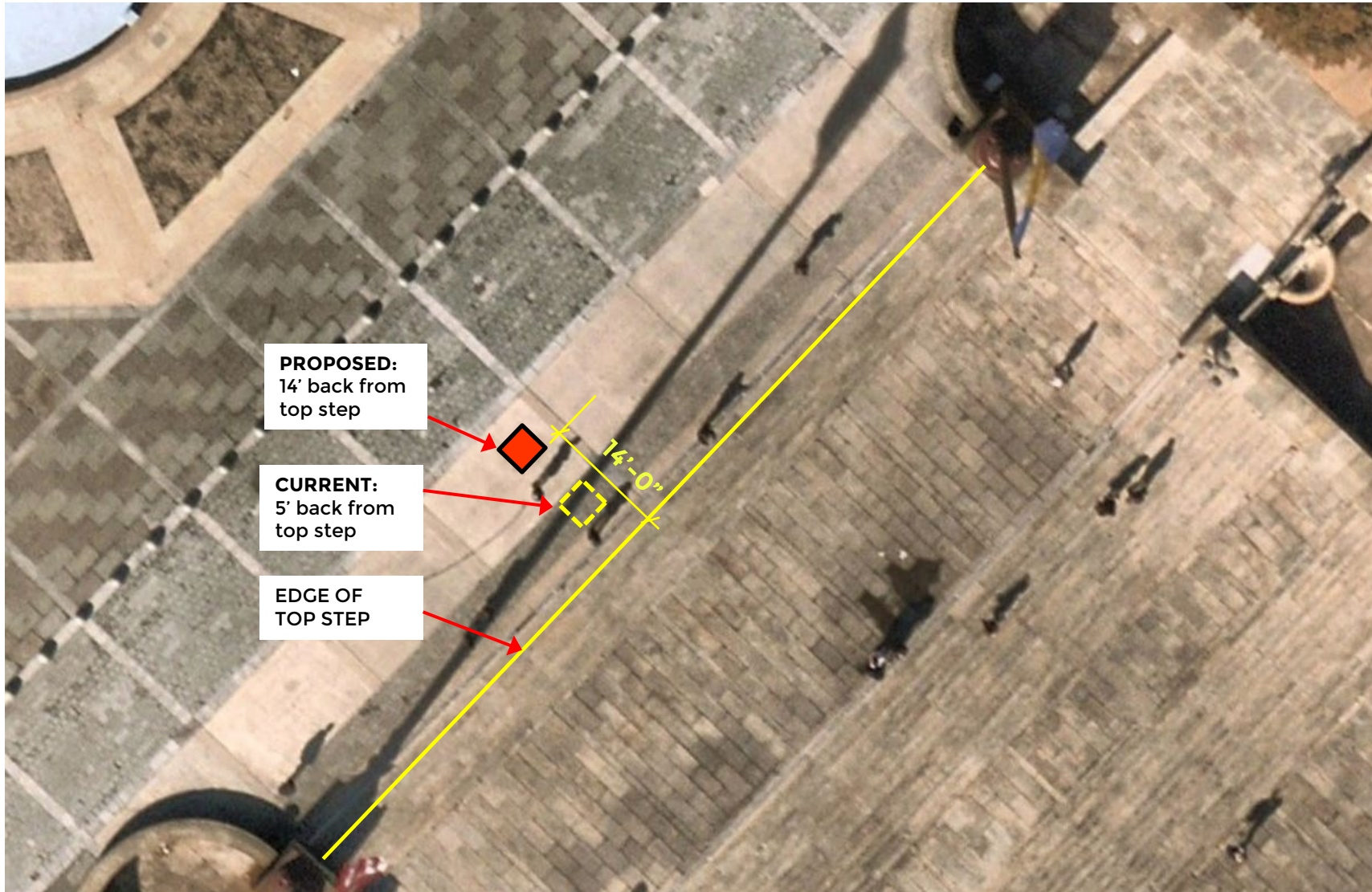


Photo credits: istock, CollectibleArtShop

Proposed Statue Placement



Aerial Site Plan

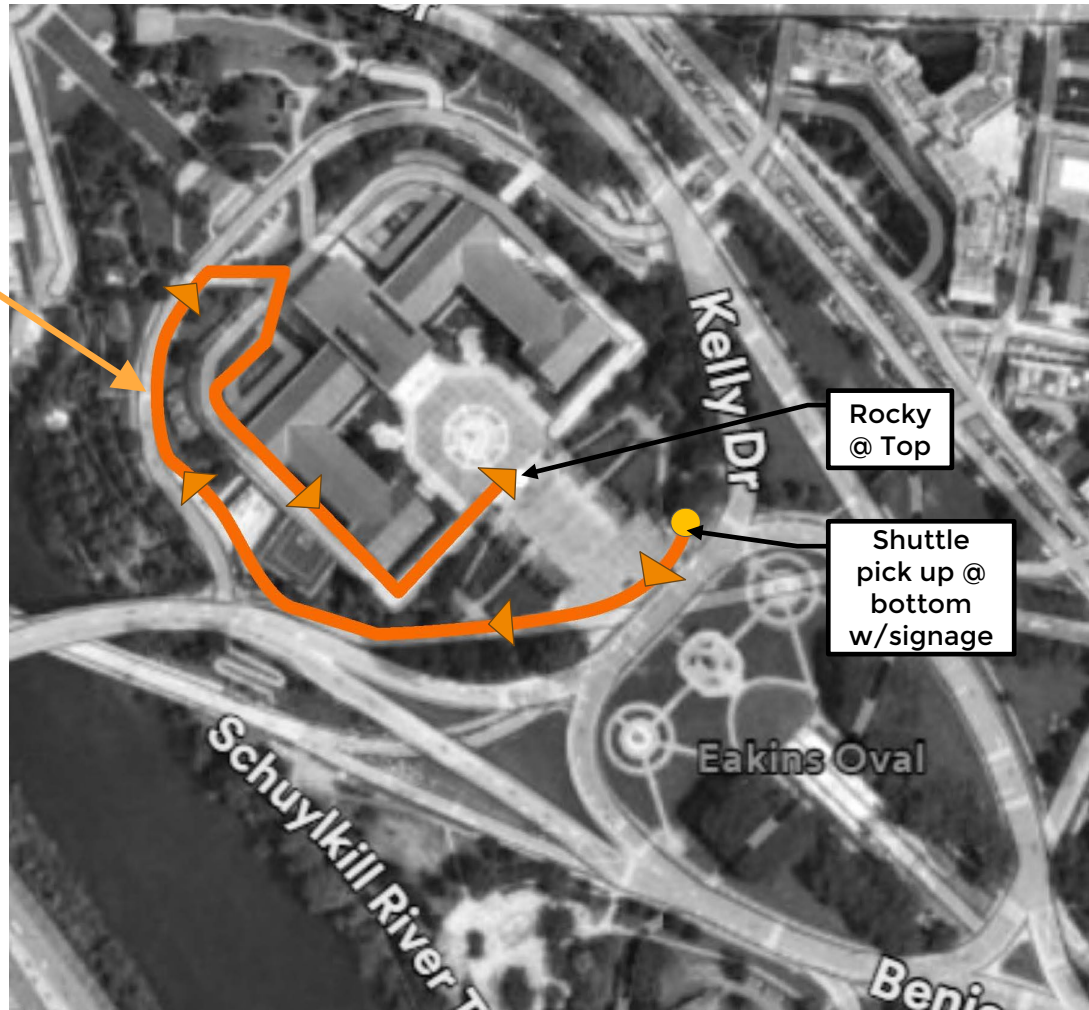


Statue/Museum Views



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)



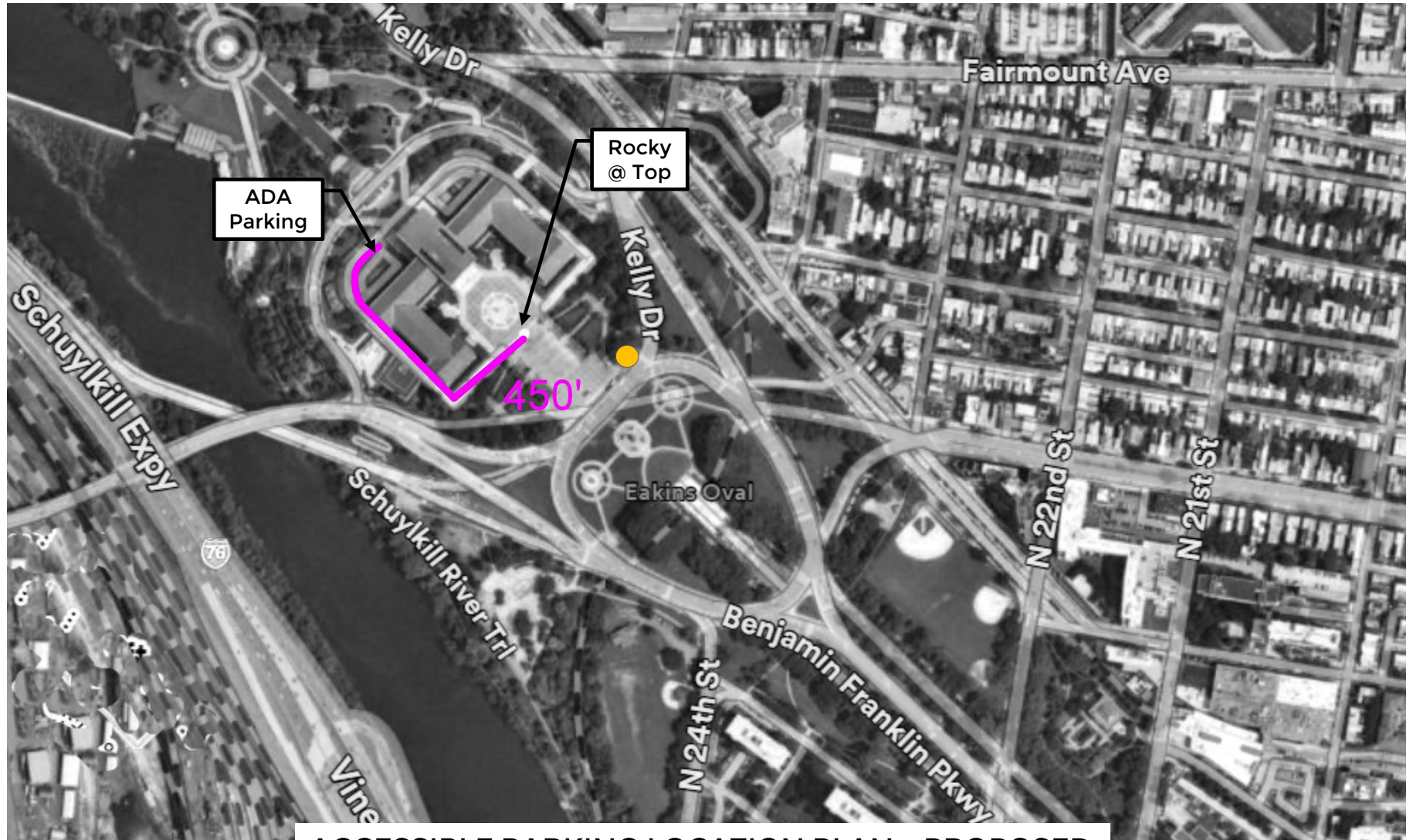
Accessible Parking @ Proposed Rocky Location

**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)**

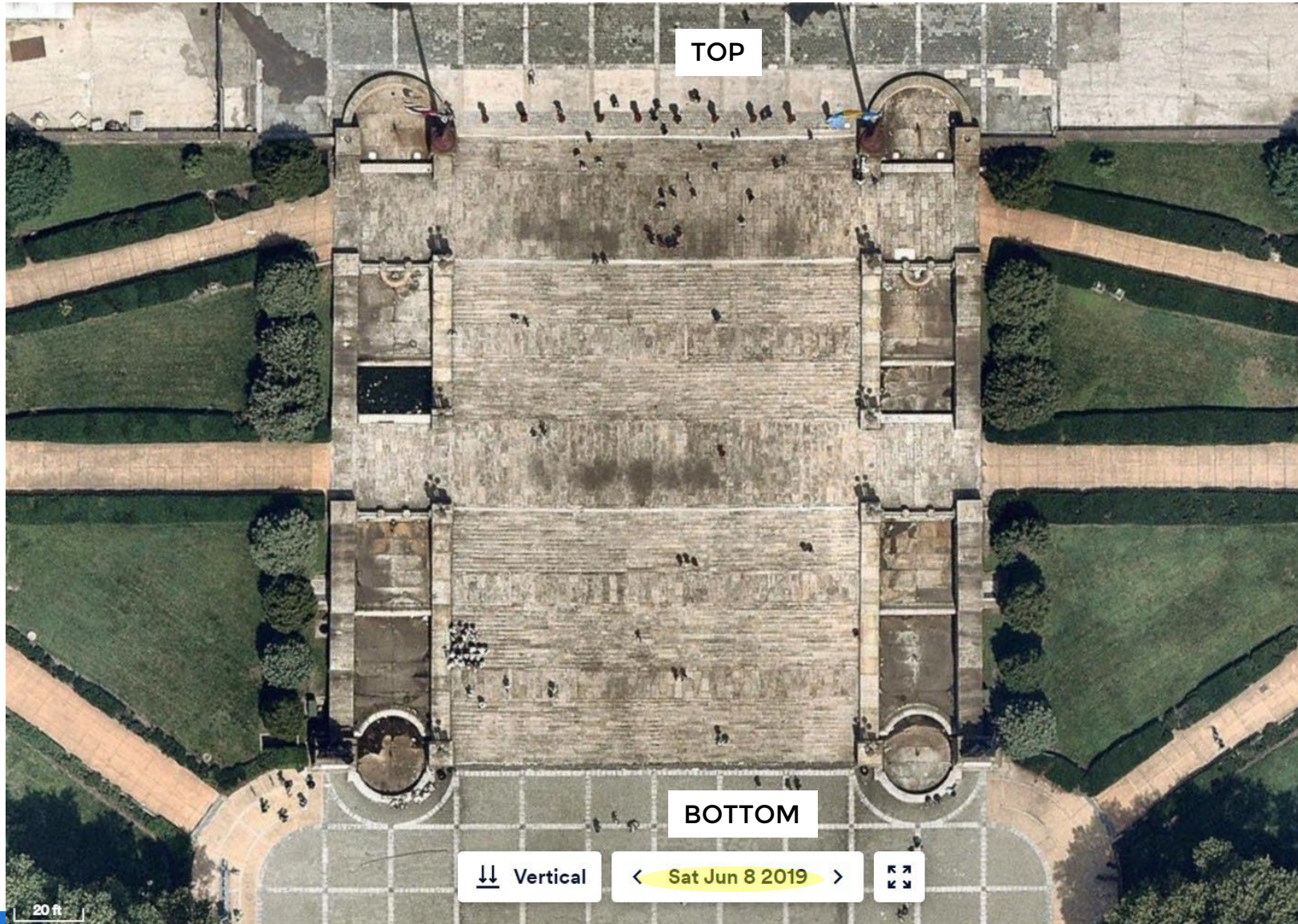
KEY

ADA
WAYFINDING
SIGNAGE ●



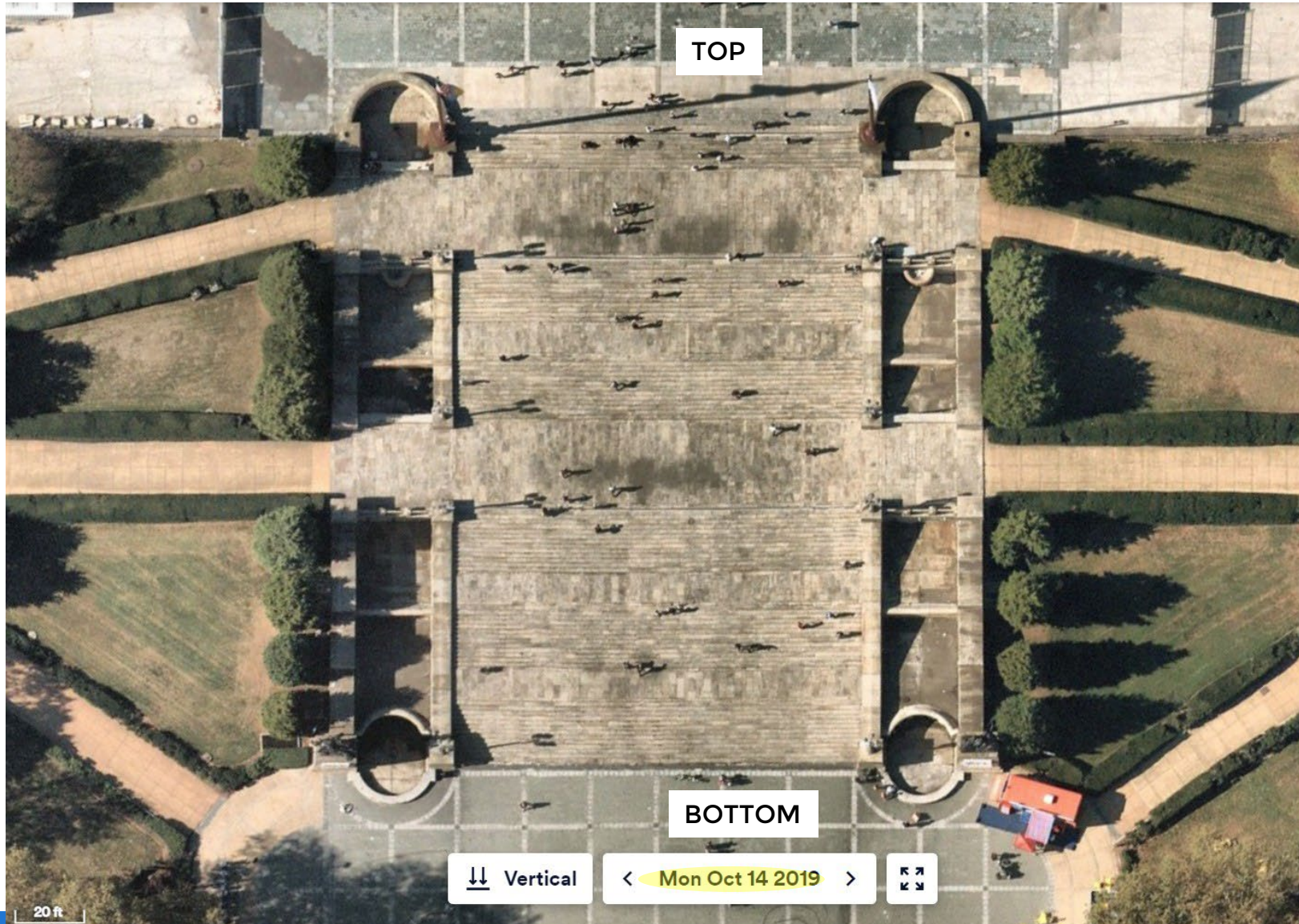
ACCESSIBLE PARKING LOCATION PLAN - PROPOSED

Circulation Patterns @ Art Museum Steps



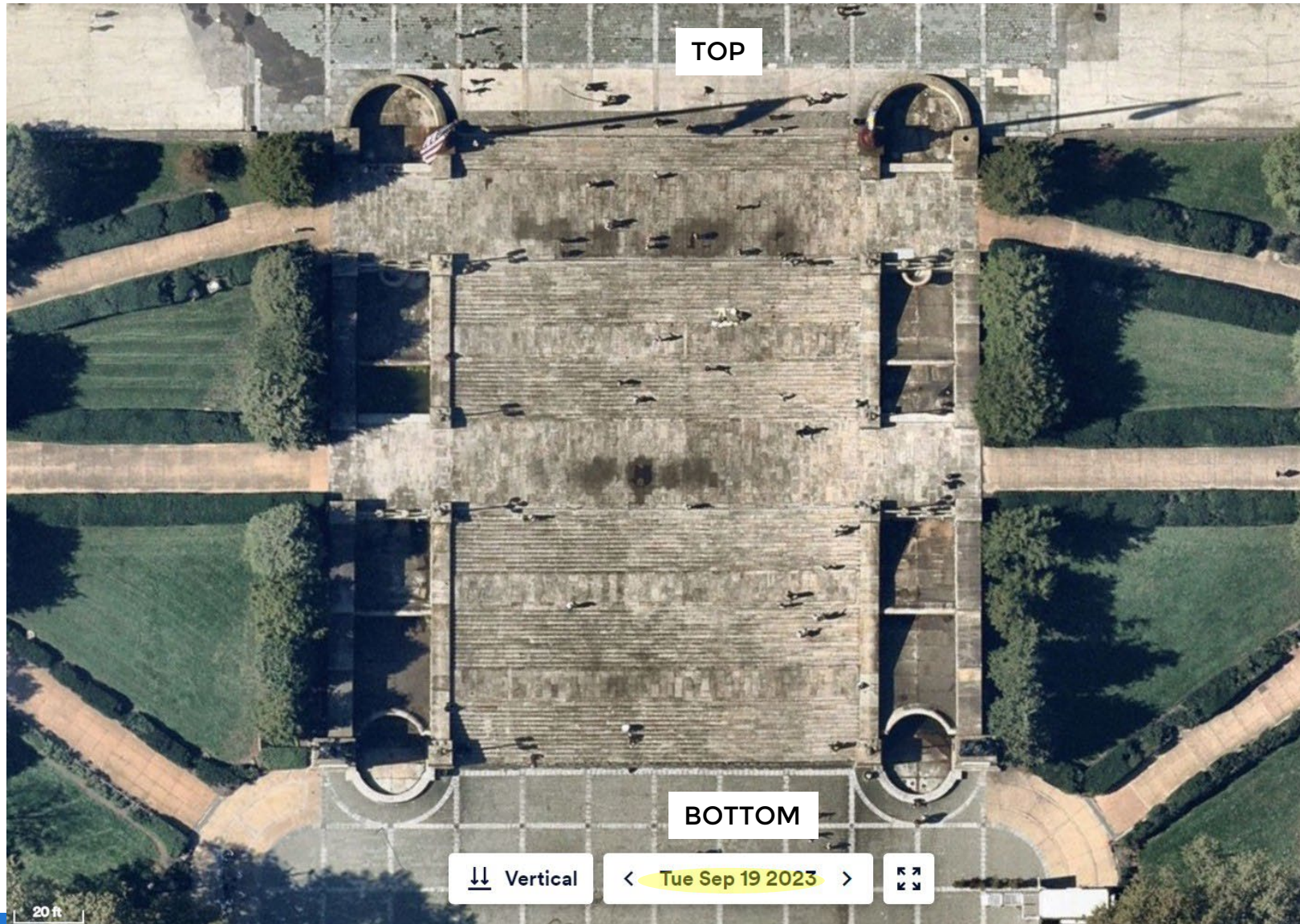
- 120 ft Stair width is extremely generous for pedestrian traffic. (comparable to 8 lane I-95 highway)
- Circulation patterns for runners, walkers, photo takers are typically organic and spread out along the width of the stair.
- Major conflicts between runners and photo takers is not likely due to sheer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

Circulation Patterns @ Art Museum Steps



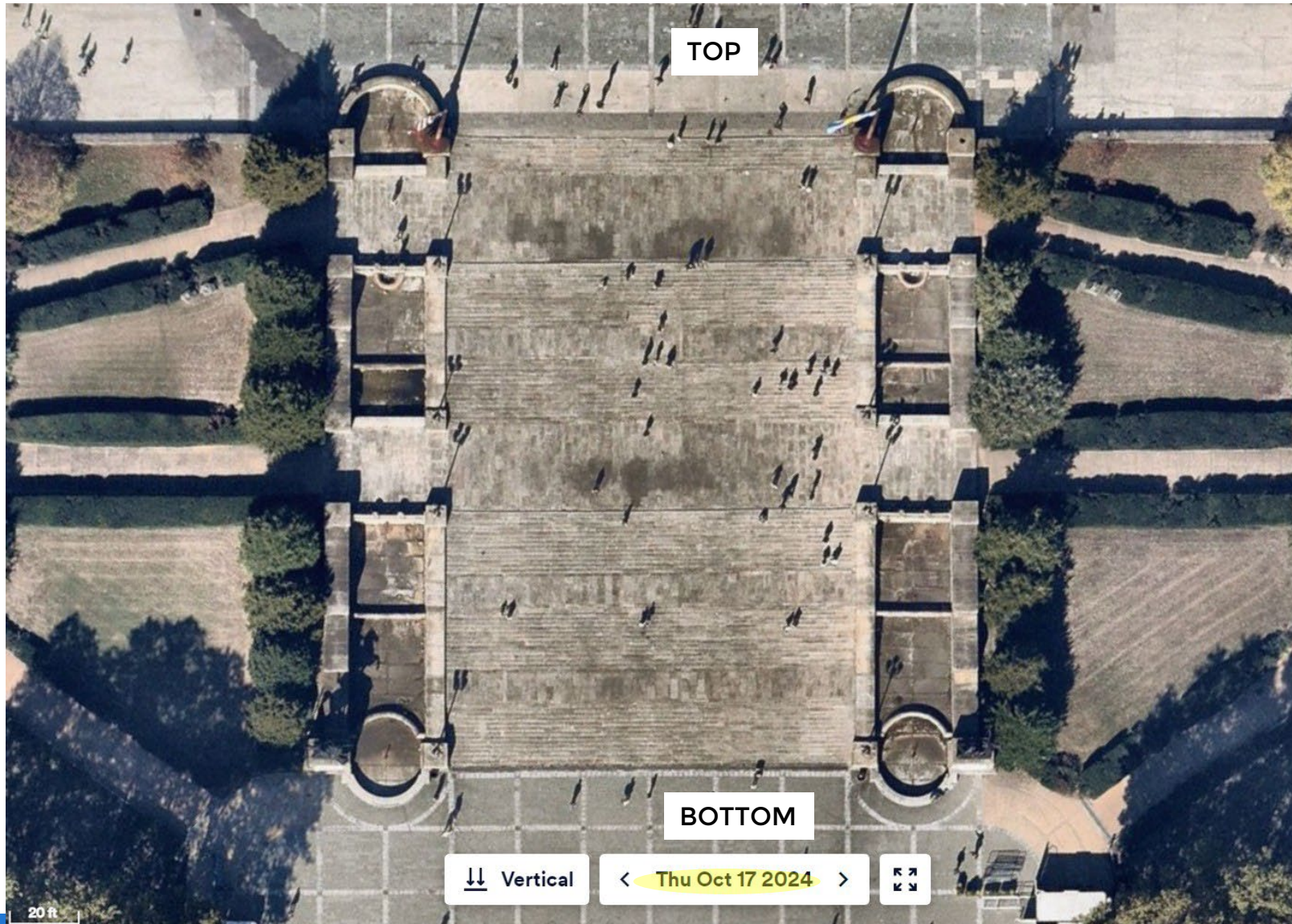
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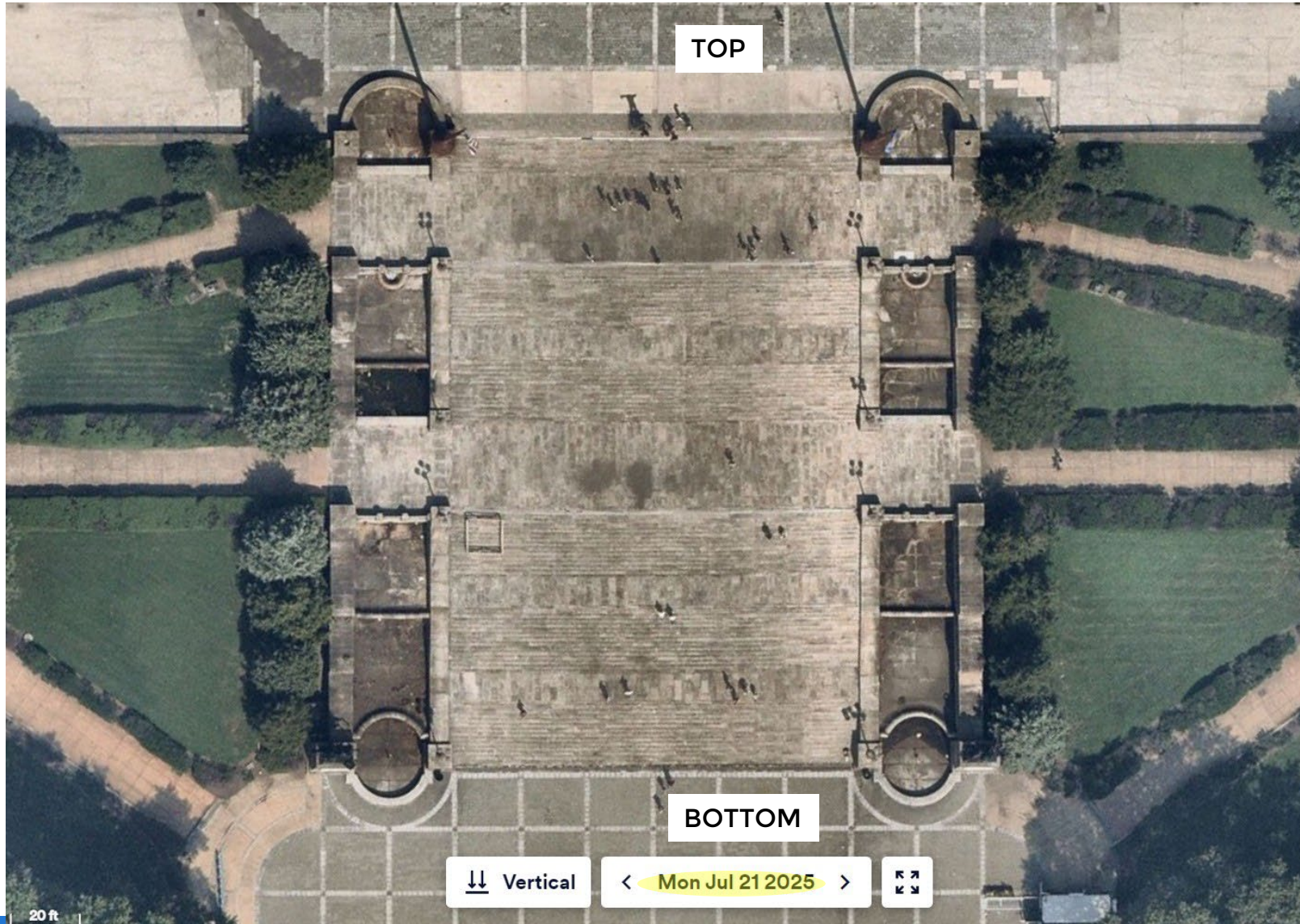
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Circulation Patterns – Rocky @ Top of Steps

- 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.



KEY

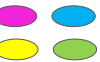
ROCKY STATUE



RUN/WALKERS



PHOTO TAKERS



Timing and Future Plans

Timeline

- Spring 2026: Rocky A is temporarily installed inside Art Museum 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!

