



**KLEHR HARRISON  
HARVEY BRANZBURG LLP**

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

March 20, 2025

**VIA ELECTRONIC MAIL**

Alex M. Smith  
Philadelphia Art Commission  
1515 Arch Street, 13th Floor  
Philadelphia, PA 19102  
[Alex.Smith@Phila.gov](mailto:Alex.Smith@Phila.gov)  
[artcommission@phila.gov](mailto:artcommission@phila.gov)

**Re: Request for March 26, 2025 Sign Committee Review and Approval of Proposed Signage for 170 S Independence Mall W (the “Property”).**

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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, 29.12” x 72” (area: 14.56 square feet) signs installed to the existing canopy

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.

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 can be placed on the Sign Committee agenda for March 26, 2025 and receive approval from the Art Commission on April 9, 2025.

Respectfully submitted,

/s/ Brett Feldman  
Brett D. Feldman

BDF:asg

CC: Henry Felsman - [henry.felsman@phila.gov](mailto:henry.felsman@phila.gov)  
Mina Monavarian - [mina.monavarian@phila.gov](mailto:mina.monavarian@phila.gov)  
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Elizabeth Fuselier - [elizabeth.fuselier@phila.gov](mailto: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**  
Applesauce Dressed Bacon Smoked Popcorn  
served with Candied Bacon Drizzle \$8.95

**Seared Chicken Wing**  
Full Wing Seared BBQ Dry Rub Lemon  
Tartar Sauce \$11.95

**Beef Tartare**  
Filet Mignon Consommé Egg  
Yolk Egg Beurre \$16.95

**Filet Kona Tips**  
Kona Crusted Filet Tip, Bonnet Sauce  
Mushrooms, Grilled Onion \$24.95

**Big Red's Croquettes**  
Cornflake Crusted Mashed Potatoes & Peas  
Crispy \$14.95

**Flatbread Du Jour**  
Chef's Seasonal Flatbread \$10.95

**Bread Service** \$14.95

### SOUPS/SALADS

**Chicken & Corn Noodle**  
Slow Simmered Chicken, Charred Corn,  
Roast Herb & Broccoli \$14.95

**Broccoli & Cheddar**  
Cream Sauced Slow Roasted Broccoli &  
Tomato Cheddar \$14.95

**Lobster Bique**  
From The Sea Now To Our Steak Pot, Our  
Take On A Classic Bique \$17.95

**BLT Wedge**  
Sautéed Lobster, Smoked Lettuce, Grilled  
Tomato, Smoked Blue Cheese Dressing &  
Crispy Croutons \$21.95

**Roasted Beet**  
Red and Gold Beets, Berrano, Peas, Arugula, Honey Dressing \$14.95

**Ahi Tuna Niçoise**  
Egg Olive Tomato Haricots Vert \$14.95

**Dijon Salmon Asparagus**  
Pan Seared Charred Asparagus, Pan Seared  
Lettuce, Truffle Butter, Potato  
Crispy Skin Crostini \$17.95

### SANDWICHES

**Steak Sandwich**  
Sautéed Egg Filled Mignon, Pickled Red  
Onion, Kala Namak, Roasted Garlic Aioli,  
Swiss Chard & House Sauerkraut \$17.95

**Jabon Baguette**  
Steak Baguette Mignon de Bisteau,  
Tomato, House Aioli, Roasted Garlic Aioli,  
Cream and Onion Sauerkraut \$24.95

**Tuna Melt**  
EVOO Roasted Ahi Tuna, Goloso Capers,  
Tomato, Feta Herb Oil Aioli, Swiss  
Cream and Onion Sauerkraut \$17.95

### STEAKS

**NY Strip**  
100% Grass Fed York Strip Steak, Bone  
In, Dry Aged, Served Rare, Generously  
Seasoned, Prepared To Perfection \$47.95

**Center Cut Filet**  
100% Grass Fed Bone Filled Mignon, Wet  
Dry Center Cut 30 Minute, Generously  
Seasoned, Prepared To Perfection \$34.95

**Bone In Kansas City**  
100% Grass Fed Bone In Tri-Tip, Dry Aged,  
Wet Dry, Generously Seasoned,  
Prepared To Perfection \$44.95

**Prime Rib**  
100% Grass Fed Tri-Tip, Dry Aged,  
Seasoned To Perfection, Prepared To Perfection,  
Wet Dry, Generously Seasoned \$54.95

CHOOSE YOUR STEAK

### ENTREES

**FREEDOM FROM WANT**  
Thanksgiving Dinner For Two  
with all the fixings & two sides  
Sweet and Sticky Stuffing, Sweet  
Potato Casserole, \$29.95

**PAN SEARED DUCK**  
Pan Seared Hudson Valley Breast of  
Duck, Shrimp, Sweet Potatoes, Dilly  
Crispy Potatoes, Herb Oil \$27.95

**SCALLOPS & RISOTTO**  
1/2 Dozen Scallops, Herbed Sauce,  
Mushrooms and Sweet Potatoes,  
Parmigiano Reggiano, Truffle Sauce

**MOTHER'S HEART**  
Roast and Herb Glazed  
Beef, Jus, Roasted  
Potatoes, Truffle



# 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](http://www.hopewelldesignshop.com)

ROCKWELL 2025

# P.J. Clarke's

1884



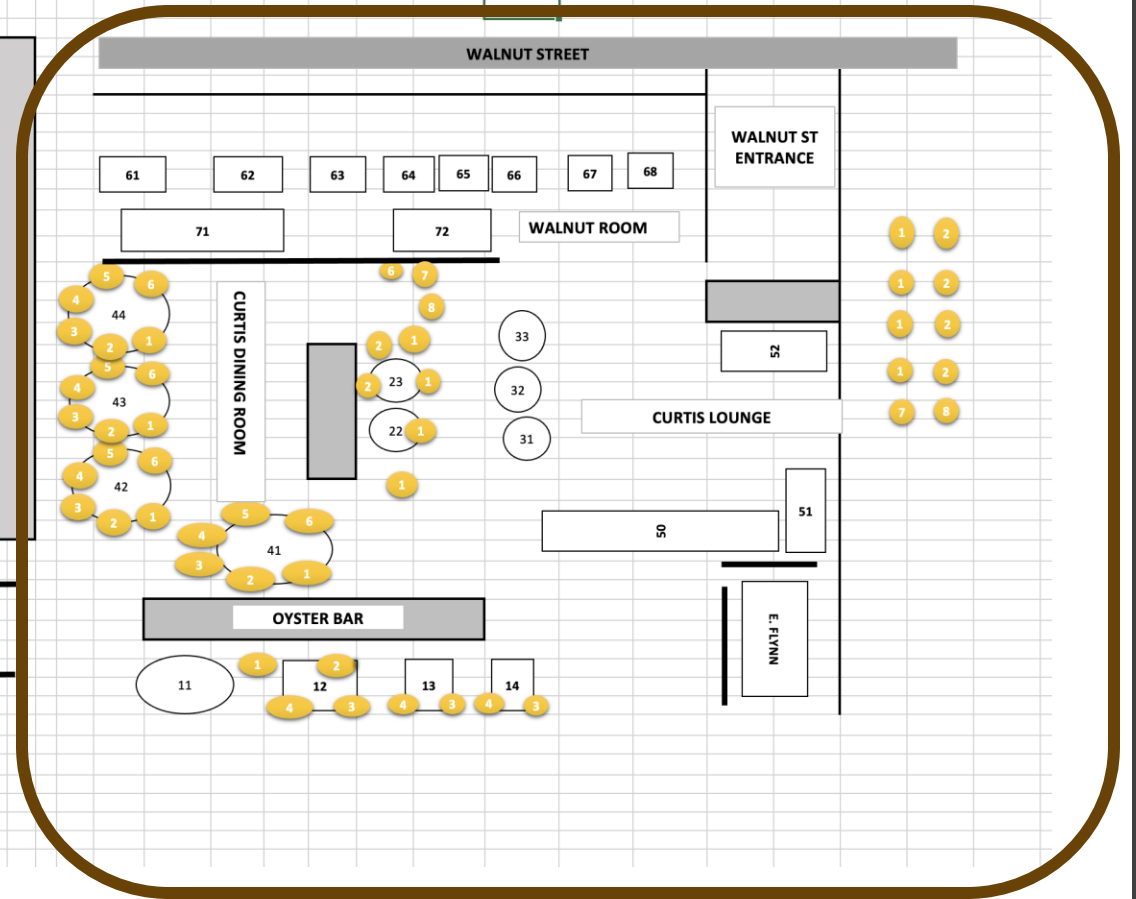
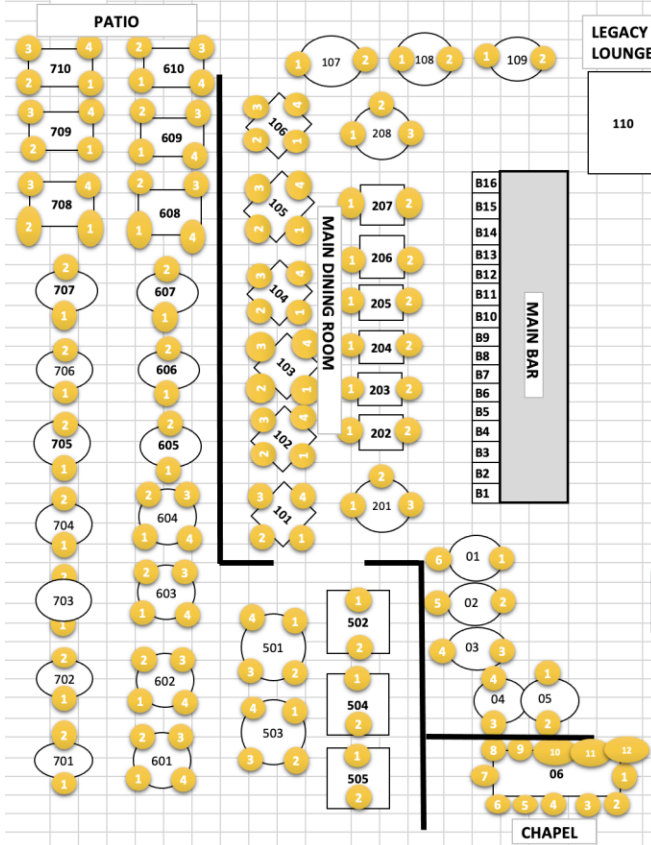


NEW CONCEPT  
(ROCKWELL) SPACE



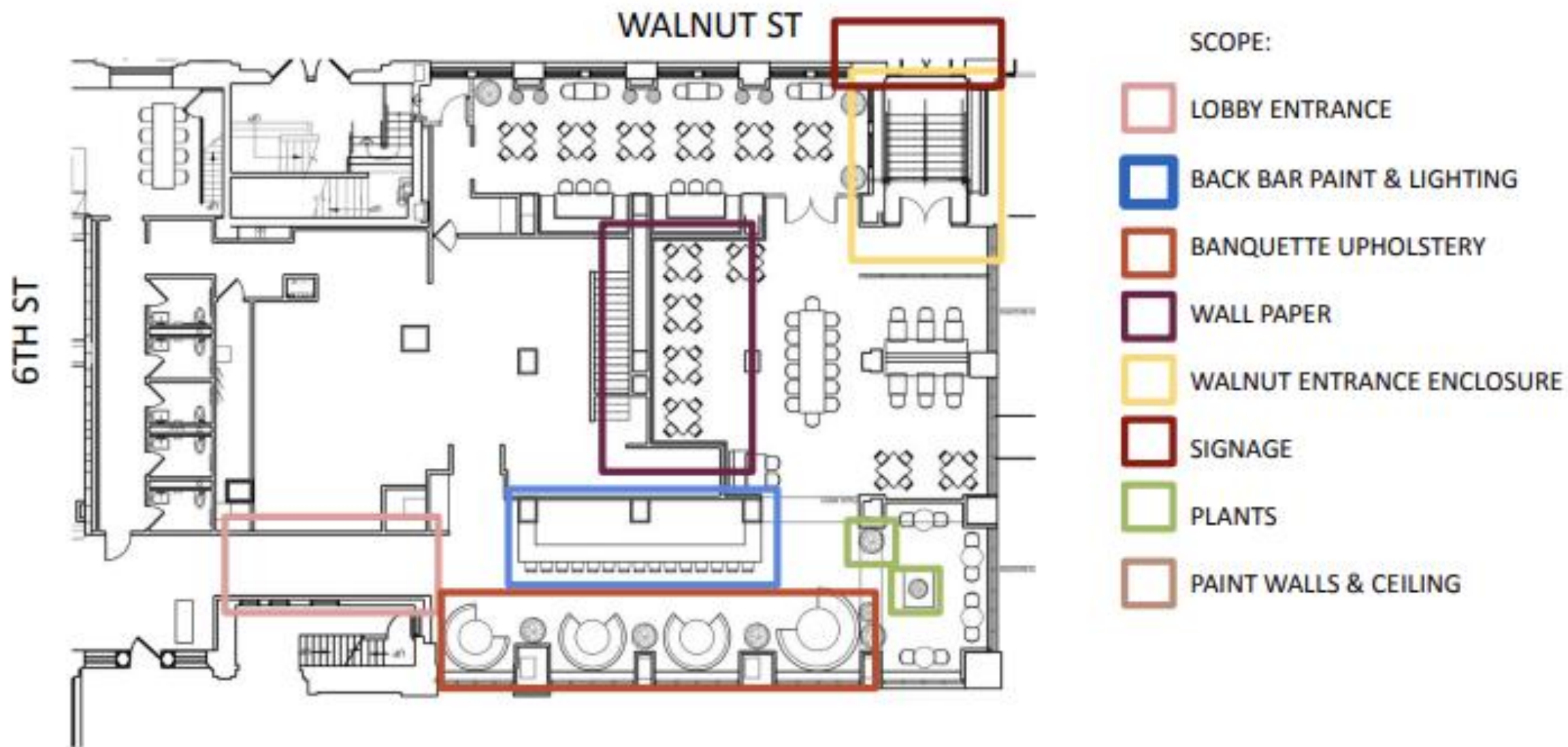


WASHINGTON SQUARE PARK





# FLOORPLAN







# WALNUT ENTRANCE



# VIEWS FROM 7<sup>TH</sup> & WALNUT

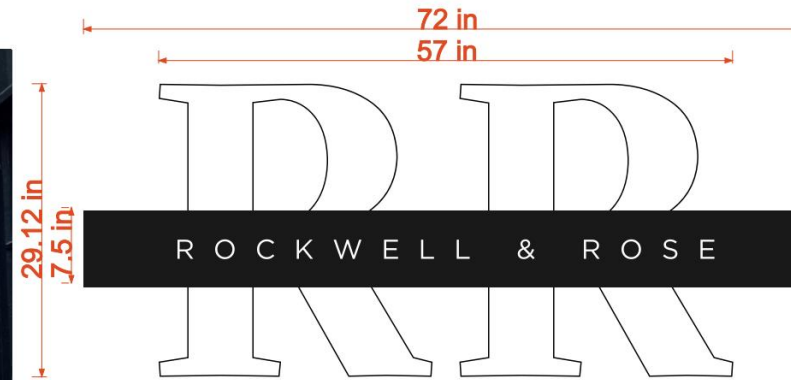


# VIEW OF WALNUT FROM 6TH & WALNUT





VIEW FROM  
WASHINGTON SQUARE PARK



3" Deep Channel Letter  
 Internally Illuminated, White LED  
 3/16" White Acrylic Face with Black Vinyl  
 Black Returns and Trimcap  
 1w LED modules, UL Label, Power Supply  
 Installed to Canopy on 2 Sides, Connected to Electric

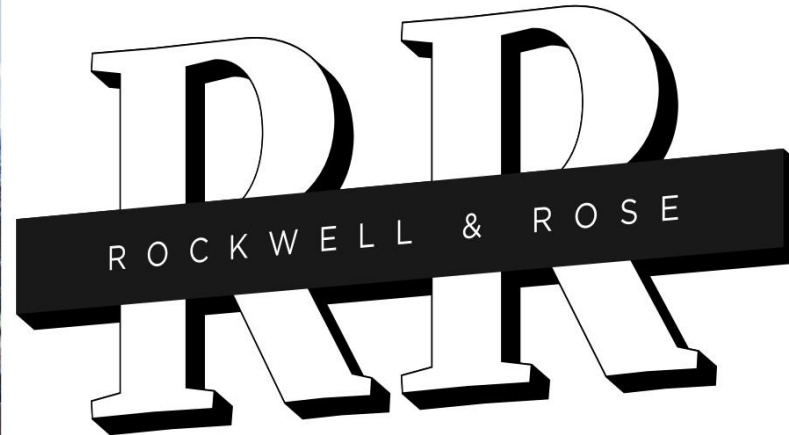
Customer:	Tim Killeen	
Company:	PJ Clarke's	
Address:	601 Walnut St.	
City:	State/ZIP:	19107
Philadelphia	PA	
Phone:	484-832-3393	
Email:	tkilleen@pjclarkes.com	



Date:	3/19/2025	Designer:	Dan Clark
Sign Dimensions:	see above	Estimate:	\$see above
Comments:	<b>PAGE 1</b>		
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.**





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: 3/19/2025	Designer: Dan Clark
Sign Dimensions: see above	Estimate: \$see above
Comments:  <b>RENDERING</b>	
<b>PAGE 2</b>	
COSTARS Vendor #546385	

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Screenshot

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DEL FRISCO'S GRILLE

A photograph of a brick building facade at night. A large, illuminated sign in white letters on a blue background reads "DEL FRISCO'S GRILLE". The sign is mounted on a brick wall. Below the sign, there is a semi-transparent white box containing the text "EXISTING EXAMPLES".

EXISTING EXAMPLES





Estia

Estia

Estia

Photography



# HISTORY

**Project:** Walnut Street--600 Block

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

**Collection:** [Philadelphia Historical Commission Files](#)

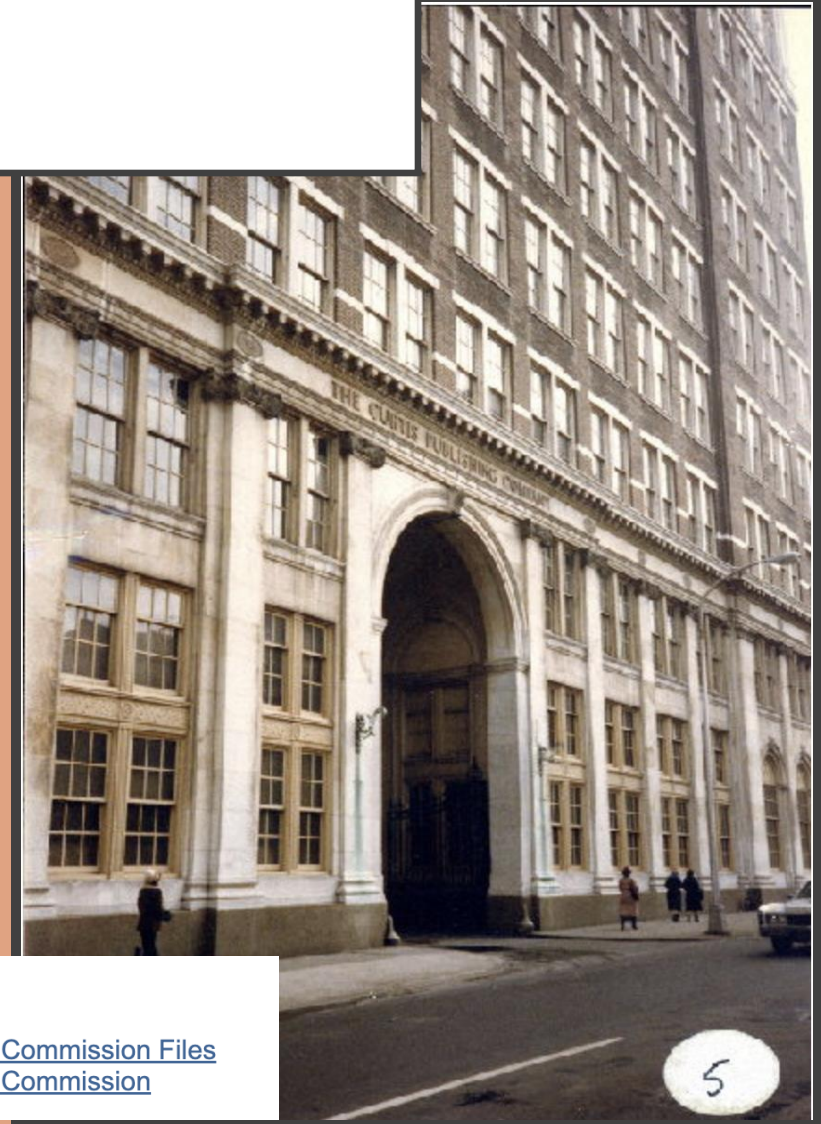
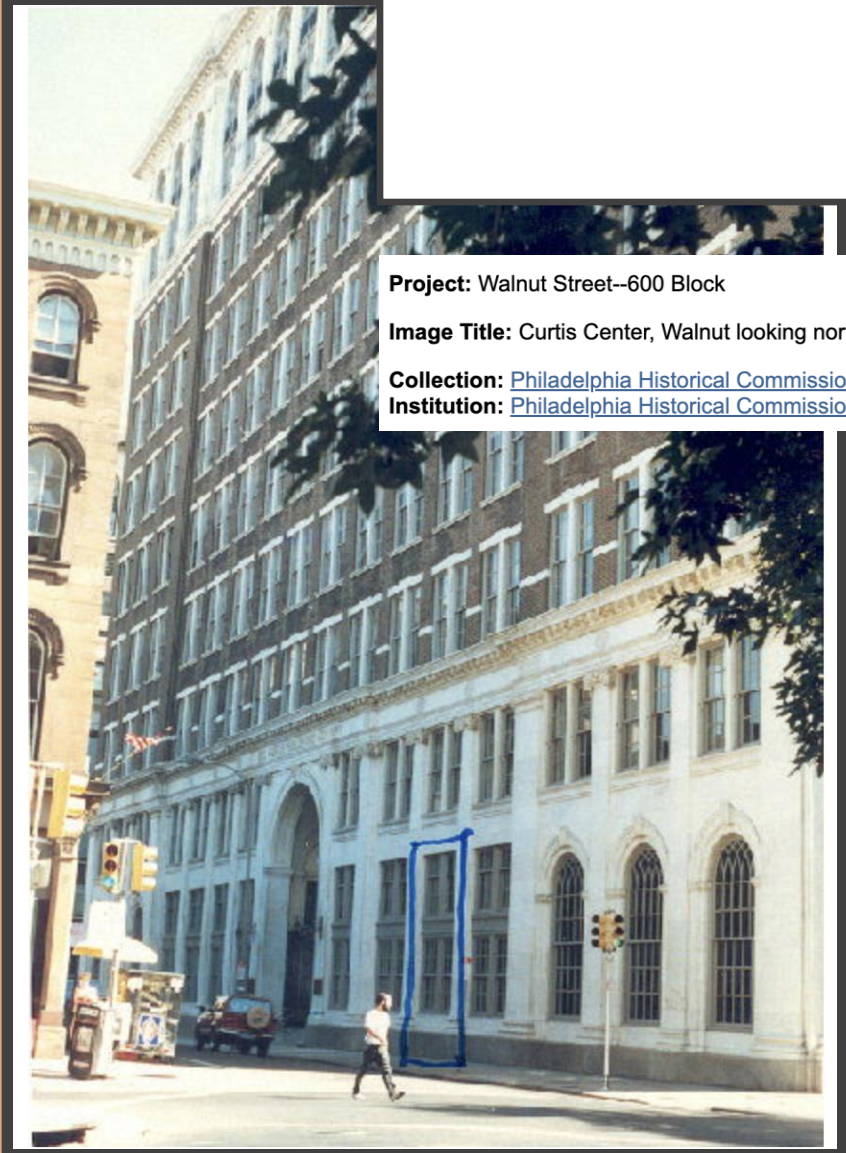
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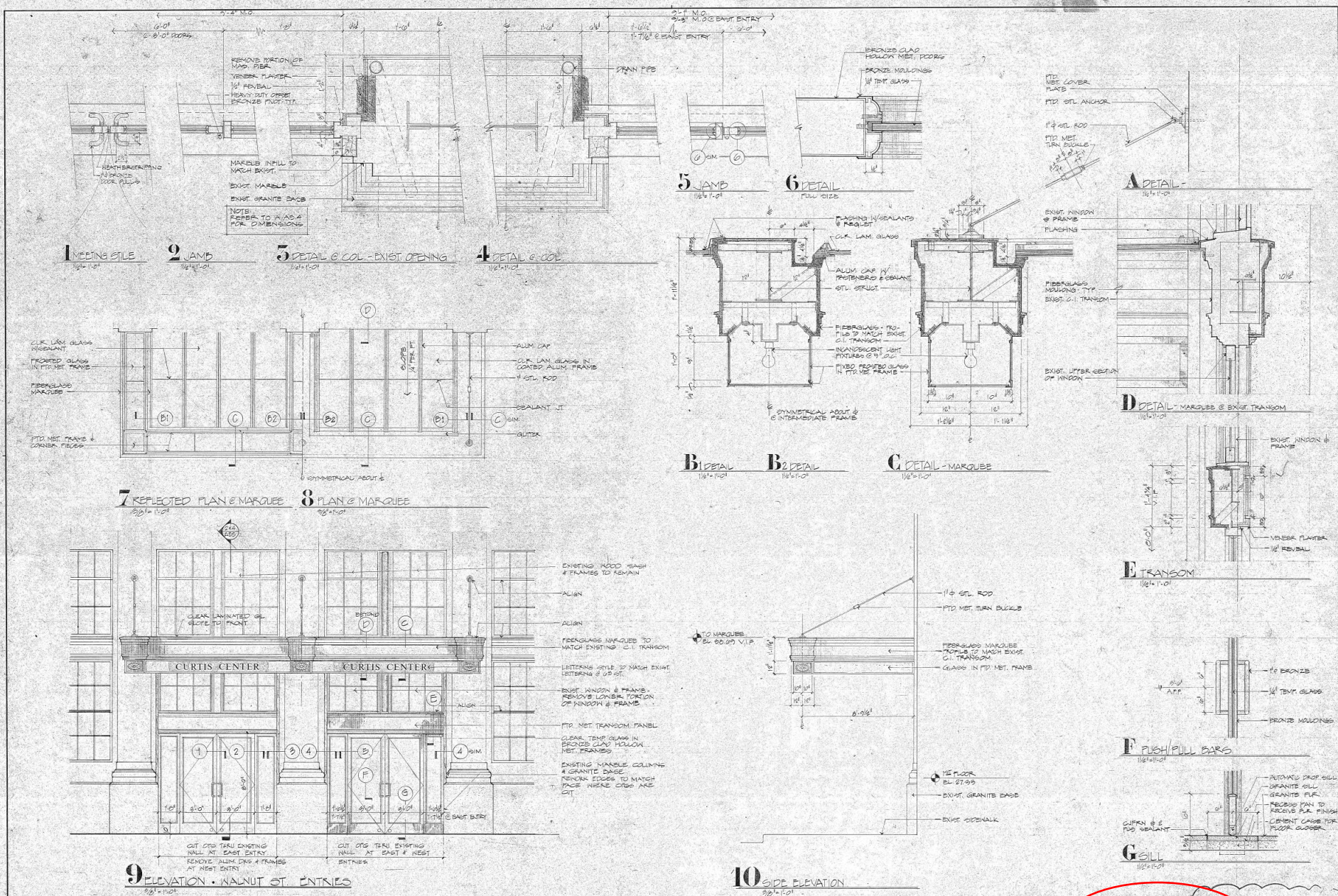
[https://www.philadelphiabuildings.org/pab/app/ho\\_display.cfm/450852](https://www.philadelphiabuildings.org/pab/app/ho_display.cfm/450852)

**Project:** Walnut Street--600 Block

**Collection:** [Philadelphia Historical Commission Files](#)

**Institution:** [Philadelphia Historical Commission](#)





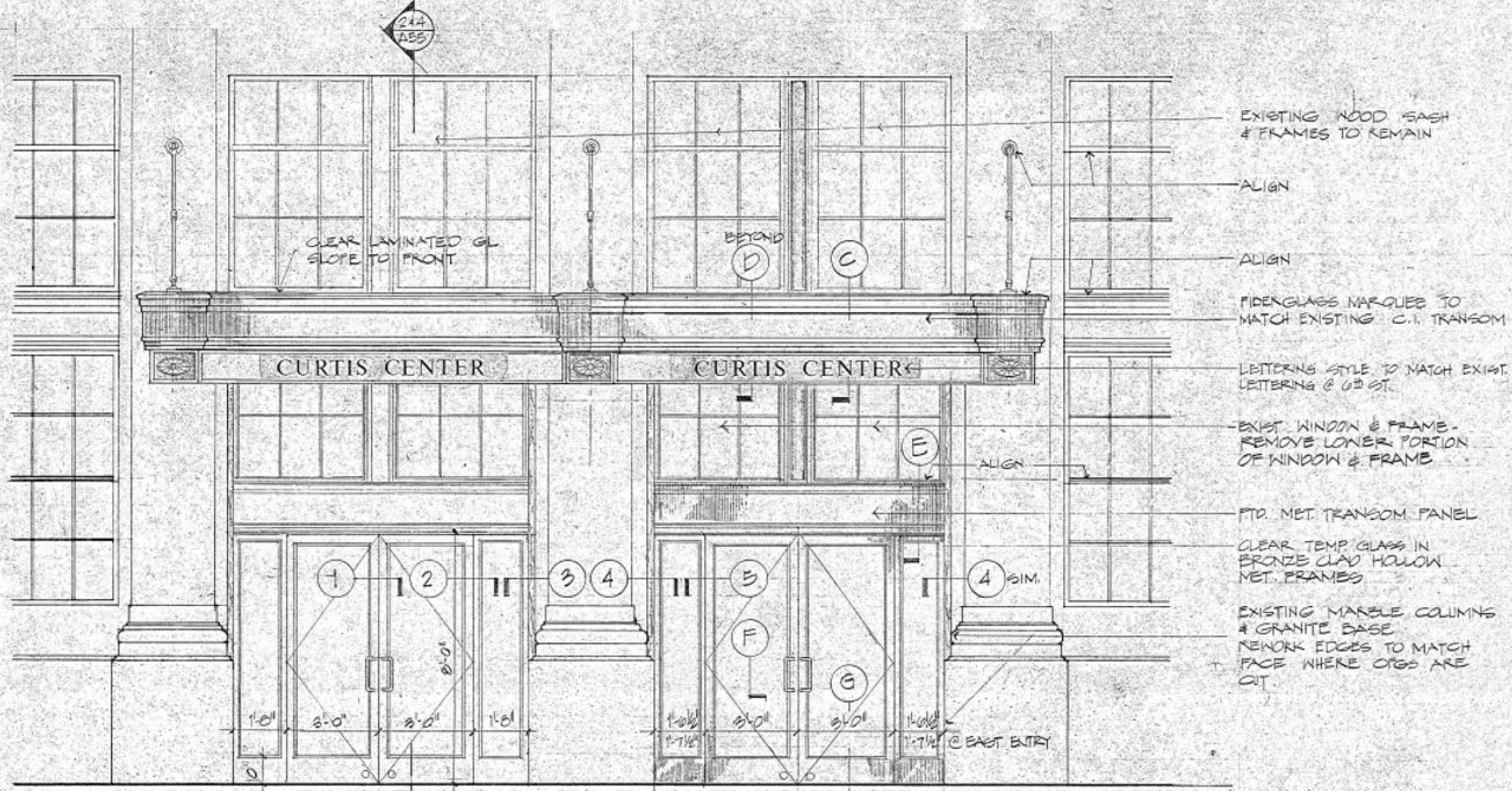
Screenshot

Revisions		
GNP GET	11.25.01	9:18 AM
PROGRESS SET	01.22.02	
PROGRESS SET	11.26.04	
ISSUE FOR CONSTRUCTION	12.09.04	

**Oldham & Seltz**  
 21 Dupont Circle, N.W., Washington, D.C. 20036  
 (202) 832-9797

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

**NALUT ST. ENTRIES ELEVATIONS DETAILS**  
 Drawing No. 1005  
 Scale: 1/8" = 1'-0"  
 Date: 12.09.04  
 A4.1



- EXISTING HOOD SASH & FRAMES TO REMAIN
- ALIGN
- ALIGN
- FIDENGLASS MARQUES TO MATCH EXISTING C.I. TRANSOM
- LETTERING STYLE TO MATCH EXIST. LETTERING @ 6th ST.
- EXIST. WINDOW & FRAME - REMOVE LOWER PORTION OF WINDOW & FRAME
- ALIGN
- FTD. MET. TRANSOM PANEL
- CLEAR TEMP GLASS IN BRONZE CLAD HOLLOW MET. FRAMES
- EXISTING MARBLE COLUMNS & GRANITE BASE NETWORK EDGES TO MATCH FACE WHERE OPGS ARE CUT

CUT OPG THRU EXISTING WALL AT EAST ENTRY  
 REMOVE ALUM. DNS & FRAMES AT WEST ENTRY

CUT OPG THRU EXISTING WALL AT EAST & WEST ENTRIES

**9** ELEVATION • WALNUT ST. ENTRIES  
 5/6" = 1'-0"

ENTER

vania

WALNUT ST. ENTRIES  
ELEVATIONS  
DETAILS

Developer

Drawn

Scale

Drawing No. 1022

AS NOTED

Owner

Approved

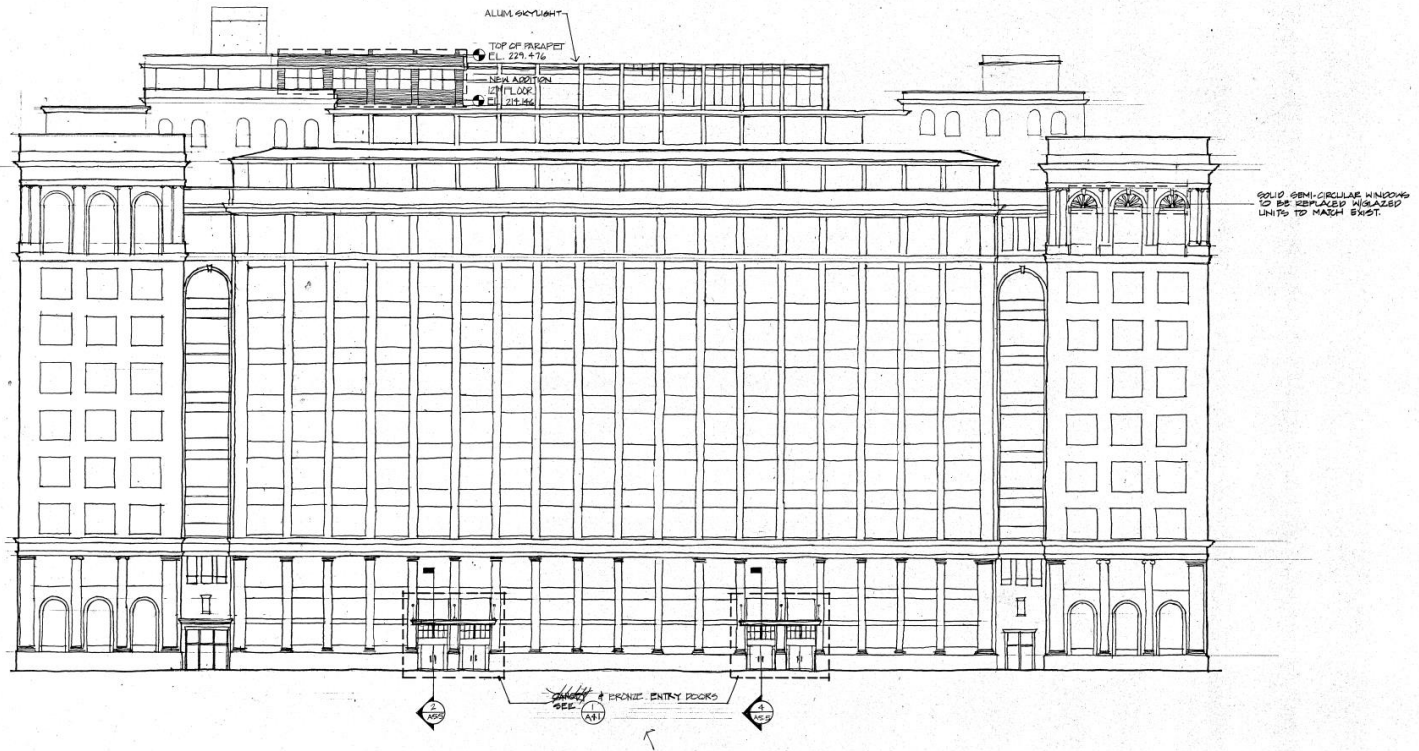
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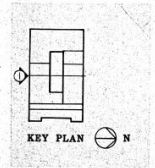
BH

12-3-84





**1** SOUTH ELEVATION  
WALNUT STREET



DATE	BY	DESCRIPTION
7-2-04	GMP	SET
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: [ ] Scale: 1/8" = 1'-0"  
Approved: [ ] Date: [ ] Drawing No. 1022

**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. DONOHOE CO. .... **Developer**  
WASHINGTON SQUARE  
LIMITED PARTNERSHIP ..... **Owner**

## SOUTH ELEVATION

Drawn	Scale $\frac{1}{16}'' = 1'-0''$	Drawing No. 1022
Approved	Date	<b>A2.2</b>