Also naming Latimer Street between 12th and Camac Streets as “Pierre Robert Way” to honor the life and legacy of legendary humanitarian, deejay, and entertainer Pierre Robert.

WHEREAS, Born William Pierre Robert on August 1st, 1955 in Truckee, California. His career started in radio at KSAN-FM in San Francisco, a pioneering rock station. During the 1970’s his music captivated the Bay Area’s counterculture scene. Pierre left San Francisco in Minerva, his Volkswagen mini bus, arriving in Philadelphia in 1981, and eventually landing a gig in the music library of WMMR before graduating to radio announcer; and

WHEREAS, Pierre Robert became known as the “Voice of Philadelphia Rock” as a radio announcer on 93.3 WMMR for 44 years, on the air from 11 a.m. to 3 p.m., Monday through Friday. His daily presence on the air showcased his profound love of music, his signature energy, unmistakable voice, self-deprecating humor and genuine connection with his audience; and

WHEREAS, He was known especially as an unwavering champion of hometown bands in Philadelphia, New Jersey, and the surrounding area, regardless of their level of fame. His playlists included locally grown artists like Bon Jovi, Bruce Springsteen, the Hooters, and his beloved Beru Revue; and

WHEREAS, In 2019, Pierre was inducted into the Philadelphia Music Walk of Fame for his long-standing career at WMMR. He was recognized for his significant influence and impact on the City’s music scene and for being a staple on Philadelphia radio for over 44 years; and

WHEREAS, Pierre Robert’s contributions extended far beyond entertainment-his work fostered unity, nostalgia, and joy, reminding Philadelphians daily of the power of music and shared experience; and

WHEREAS, Beyond the airwaves, Pierre was a champion of community service, using his platform to support countless local charities, cultural events, and civic causes, exemplifying the spirit of giving back to the City he called home. He co-founded Manna’s Pie in the Sky fundraiser, which has raised millions of dollars for hunger relief in Philadelphia; and

WHEREAS, Pierre’s legacy includes his steadfast commitment to Philly’s LGBTQ+ community, especially its constant fight to support those living with HIV/AIDS, including as a longtime host and participant in the AIDS Walk and ever charming emcee of the AIDS Law Project of Pennsylvania’s fundraisers. He used his professional position to educate and celebrate, while quietly supporting the LGBTQ+ community when it mattered, and

WHEREAS, Pierre Robert passed away on Wednesday, October 29th at the age of 70. Through his warm presence, authentic voice, and deep love for all music, Pierre Robert became not only a radio announcer but a trusted friend and companion to generations of listeners, embodying the heart and soul of Philadelphia’s music scene and a national legend as a rock personality. In recognition of his decades of passion, service to community in Philadelphia and to honor his memory as one of the City’s most cherished and enduring voices;

now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby renames Latimer Street between 12th and Camac Streets as “Pierre Robert Way” to honor the life and legacy of Pierre Robert and the contributions he has given to the City of Philadelphia and to music lovers everywhere. Rest well, Good Citizen.

FURTHER RESOLVED, That an Engrossed copy of this Resolution be presented to the family of Pierre Robert, further evidencing the sincere respect and admiration of this legislative body.

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