

1 [Jerry Garcia Commemorative Plaques - Mission Street at Harrington and Amazon Streets]

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3 **Ordinance commemorating the Mission Street sidewalk in two locations near**
4 **Harrington Street and near Amazon Street under Public Works Code, Sections 789 et**
5 **seq., the Commemorative Street Plaque Ordinance, in honor of the childhood homes of**
6 **Jerry Garcia, waiving permit and inspection fees for plaque installation, and directing**
7 **official acts in furtherance of this Ordinance.**

8 NOTE: Additions are *single-underline italics Times New Roman*;
9 deletions are ~~*strike-through italics Times New Roman*~~.
10 Board amendment additions are double-underlined;
11 Board amendment deletions are ~~strike-through normal~~.

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12 Be it ordained by the People of the City and County of San Francisco:

13 Section 1. Findings.

14 (a) As singer, lead guitarist, and unofficial spokesperson for the Grateful Dead, Jerry
15 Garcia became a reluctant cultural icon of psychedelic music and the hippie movement that
16 helped define San Francisco in the 1960s.

17 (b) The excitement and optimism of the San Francisco counterculture in that era was
18 perhaps best summarized by Hunter S. Thompson, who wrote, “there was a fantastic
19 universal sense that whatever we were doing was right, that we were winning. And that, I
20 think, was the handle—that sense of inevitable victory over the forces of Old and Evil. Not in
21 any mean or military sense; we didn't need that. Our energy would simply prevail. There was
22 no point in fighting—on our side or theirs. We had all the momentum; we were riding the crest
23 of a high and beautiful wave.”

24 (c) The Grateful Dead were the house band for the Acid Tests organized by Ken
25 Kesey and the Merry Pranksters, where the lines between performers and audience were

1 blurred, and they enjoyed the freedom to experiment with their concept of group
2 improvisation.

3 (d) The Grateful Dead's commitment to group improvisation, their ever-expanding
4 catalog of songs, and the intense connection many fans felt to the music led to the
5 phenomenon of fans, known as "deadheads," following the band on tour, which grew to
6 become an itinerant community whose culture and appearance remained largely unchanged
7 through the 1990s and even onto the modern day following related bands.

8 (e) Throughout their 30-year career, the Grateful Dead pioneered a number of
9 advancements in live audio technology: they were the first band to use onstage monitors in
10 the 1960s; their ambitious 1974 "Wall of Sound" speaker system was the first large-scale
11 example of the line array systems that are now the industry standard; they made extensive
12 use of digital MIDI instruments in the 1980s; and in the 1990s, they were one of the first bands
13 to use in-ear monitors.

14 (f) The Grateful Dead is widely considered to be the most recorded band in history with
15 more than 9,000 different recordings of their shows in public circulation.

16 (g) In recent years, the Grateful Dead has been the subject of much academic study
17 with the establishment of the Grateful Dead Archive at the University of California at Santa
18 Cruz, the publishing of numerous volumes of academic papers, and the convening of multiple
19 symposia to discuss Grateful Dead scholarship.

20 (h) In addition to playing more than 2,000 shows with the Grateful Dead from 1965 to
21 1995, Garcia played a wide array of musical styles from rhythm and blues and reggae with the
22 Jerry Garcia Band, to avant-garde fusion jazz with Howard Wales, to bluegrass banjo with Old
23 and in the Way, to pedal steel guitar with the country rock band, the New Riders of the Purple
24 Sage, to gypsy jazz with mandolinist David Grisman.

1 (i) Bob Dylan once said of the breadth of Garcia’s music, “there are a lot of spaces and
2 advances between the Carter family, Buddy Holly and, say, Ornette Coleman, a lot of
3 universes, but he filled them all without being a member of any school.

4 (j) Jerry Garcia was born in San Francisco on August 1, 1942.

5 (k) While Garcia and the Grateful Dead are most commonly associated with the
6 Haight-Ashbury District where they lived in the 1960s, much of Garcia’s formative years were
7 spent in the Excelsior District.

8 (l) Garcia lived his first five years at 121 Amazon Avenue in the Excelsior District.

9 (m) After Garcia’s father drowned in a fly-fishing accident and his mother began
10 working full-time to provide for the family, Jerry and his brother Tiff moved in with his maternal
11 grandparents at 87 Harrington Street, also in the Excelsior District.

12 (n) The Harrington Street house was such an important part of his childhood that the
13 only book Garcia ever wrote was an illustrated memoir of his childhood, titled *Harrington*
14 *Street*.

15 (o) Garcia’s childhood was surrounded by music: his father José was a swing-band
16 leader, his mother Ruth played the piano, and Garcia said he learned to love bluegrass and
17 country music through his grandmother Tille’s habit of listening to the Grand Ole Opry on
18 Saturday nights.

19 (p) Garcia was also a gifted visual artist who studied at the California School of Fine
20 Arts and produced nearly 500 pieces of art between 1985 and 1995 using watercolor,
21 gouache, pencil, ink, airbrush and digital media.

22 (q) Garcia attributed his early interest in drawing and pursuing art as a career to
23 encouragement from his third grade teacher at Monroe Elementary School.

24 (r) “Jerry Day” is as an annual concert, begun in 2002, celebrating the music of Jerry
25 Garcia at the amphitheater at McLaren Park.

1 (s) On July 21, 2005, the amphitheater at McLaren Park was officially renamed the
2 Jerry Garcia Amphitheater—the first public facility in the United States to be named after Jerry
3 Garcia.

4 (t) Jerry Garcia’s legacy lives on through newly released recordings, the new bands
5 formed by the surviving members of the Grateful Dead, and numerous tribute bands, many of
6 which are accompanied across the country by new generations of deadheads

7 (u) Commemorating the childhood homes of Jerry Garcia will celebrate Garcia’s
8 unique contributions to the social and cultural life of the City and help promote the significant
9 role the Excelsior District played in the formative years of this unique San Franciscan.

10 (v) Placing commemorative street plaques on the Mission Street commercial district
11 near the homes will bring new attention to the Excelsior Outer Mission Neighborhood
12 Commercial District while minimizing any potential impacts to residents on Harrington and
13 Amazon Streets.

14 (w) The Friends and Advocates of Crocker-Amazon and the Excelsior (FACE)
15 neighborhood group will be the custodians of the plaques and hopes they will be the
16 beginning of an “Excelsior Walk of Fame,” honoring other notable residents of the
17 neighborhood.

18 Section 2. Commemoration of Jerry Garcia.

19 The Board of Supervisors declares its intent to commemorate the Mission Street
20 sidewalk in two locations near Harrington Street and near Amazon Street in accordance with
21 Public Works Code Sections 789 et seq., the Commemorative Street Plaque Ordinance, in
22 honor of the childhood homes of Jerry Garcia and to authorize the installation of plaques at
23 those location for this purpose, pending approval of the plaque designs from the Arts
24 Commission.

25 Section 3. Fee Waiver.

1 Notwithstanding any contrary provision of the Public Works Code, the Board of
2 Supervisors hereby waives all permit and inspection fees associated with the installation of
3 the commemorative plaques.

4 Section 4. Requested Official Actions.

5 (a) The Board of Supervisors directs the Department of Public Works to take all
6 actions necessary to implement the intent of this Ordinance, including approval of the
7 installation of the aforementioned plaques.

8 (b) The Board of Supervisors directs the Department of Public Works to add the
9 subject sidewalks and plaques to the Official City Map of commemorative sites.

10 Section 5. Effective Date. This Ordinance shall become effective 30 days from the
11 date of passage.

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13 APPROVED AS TO FORM:
14 DENNIS J. HERRERA, City Attorney

15 By: _____
16 MARLENA BYRNE
17 Deputy City Attorney

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