

1 [Commemorative Street Name Designation - "Jim Marshall Way" - 16th Street between Noe
2 Street and Castro Street]

3 **Resolution adding the Commemorative Street Name "Jim Marshall Way" on 16th Street**
4 **between Noe Street and Castro Street, in recognition of his contributions to capturing**
5 **the cultural and music history of San Francisco.**

6
7 WHEREAS, The photographer, Jim Marshall, was raised in San Francisco and spent
8 the last twenty-six years of his life living on 16th Street between Noe Street and Castro Street;
9 and

10 WHEREAS, Jim Marshall was a music photographer and captured important social and
11 cultural events in San Francisco, including the Summer of Love in 1967; and

12 WHEREAS, In 2014, Jim Marshall was the first photographer to be awarded a
13 Grammy, The Trustees Award, for his contributions to chronicling music history; and

14 WHEREAS, Jim Marshall captured iconic images of the counterculture movement in
15 San Francisco and documented its movement from North Beach to Haight Ashbury; and

16 WHEREAS, He befriended many San Francisco bands including Grateful Dead,
17 Jefferson Airplane, Quicksilver Messenger Service, The Charlatans, Big Brother and the
18 Holding Company with Janis Joplin and his photographs of these bands helped push them
19 into the mainstream consciousness and put San Francisco in the epicenter of the 1960's
20 counterculture movement; and

21 WHEREAS, He was the only photographer allowed backstage at The Beatles' last
22 concert at Candlestick Park in 1966; and

23 WHEREAS, He took some of the most iconic photographs of The Beatles, Johnny
24 Cash, Janis Joplin, John Coltrane, The Grateful Dead, Jefferson Airplane, Jimi Hendrix,
25 Muddy Waters, and events such as the Monterey Pop Festival and Woodstock; and

1 WHEREAS, His photography has appeared on the covers of more than 500 albums
2 and in Rolling Stone magazine; and

3 WHEREAS, The Obamas hung his portrait of John Coltrane in the White House; and

4 WHEREAS, In 2017, for the 50th Anniversary of the Summer of Love, San Francisco
5 displayed 80 images from his collection in City Hall; now, therefore, be it

6 RESOLVED, That to honor the legacy and contributions of Jim Marshall, there shall be
7 a commemorative street naming of "Jim Marshall Way" on 16th Street between Noe Street
8 and Castro Street; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors requests that the San
10 Francisco Municipal Transportation Agency ("SFMTA") fabricates and installs two street signs
11 to be hung under the existing "16th St" signs at the intersections of 16th Street and Noe Street
12 and 16th Street and Castro Street; and, be it

13 FURTHER RESOLVED, That the Department of Public Works is directed to add the
14 honorary street name to its official list of Commemorative Street Names in accordance with
15 Public Works Code, Section 789 et seq.