File No.	250834
	200001

Committee Item	No.	2	
Board Item No.	29		

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation Date: October 6, 2025				
Board of Supervisors Meeting: Date: October 21, 2025				
Cmte Board	•	ort d/or Rep		
OTHER				
Prepared by: Prepared by: Prepared by:	John Carroll Date John Carroll Date Date	: Octol	per 3, 2025 per 19, 2025	

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

(by a Member of the Board of Supervisors or the Mayor)

1.	For reference to Committee (Ordinance, Resolution, Motion or	Charter Amendment)
2.	Request for next printed agenda (For Adoption Without Commit (Routine, non-controversial and/or commendatory matters only)	ittee Reference)
3.	Request for Hearing on a subject matter at Committee	
4.	Request for Letter beginning with "Supervisor	inquires"
5.	City Attorney Request	
6.	Call File No. from Committee.	
7.	Budget and Legislative Analyst Request (attached written Motio	on)
8.	Substitute Legislation File No.	
9		
	The state of the s	
10.	Topic submitted for Mayoral Appearance before the Board on	
ropos	ed legislation should be forwarded to the following (please check al	Il appropriate boxes):
	Small Business Commission Youth Commission	Ethics Commission
	Planning Commission Building Inspection Commission	Human Resources Department
1.01		
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: For I	Imperative Agenda items (a Resolution not on the printed agenda),	use the Imperative Agenda Form.)
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	2. 3. 4. 5. 6. 7. 8. 9. 10. roposo I sor(s): delma ct: memor Castro Title coolution	2. Request for next printed agenda (For Adoption Without Commit (Routine, non-controversial and/or commendatory matters only) 3. Request for Hearing on a subject matter at Committee 4. Request for Letter beginning with "Supervisor 5. City Attorney Request 6. Call File No. from Committee. 7. Budget and Legislative Analyst Request (attached written Motion 8. Substitute Legislation File No. 9. Reactivate File No. 10. Topic submitted for Mayoral Appearance before the Board on proposed legislation should be forwarded to the following (please check allow planning Commission Building Inspection Commission Planning Commission Building Inspection Commission Proposed legislation sure Pro

Signature of Sponsoring Supervisor: