

File No. 250834

Committee Item No. 2

Board Item No. 29

COMMITTEE/BOARD OF SUPERVISORS

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Committee: Land Use and Transportation

Date: October 6, 2025

Board of Supervisors Meeting:

Date: October 21, 2025

Cmte Board

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☐	☐	Budget and Legislative Analyst Report
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Prepared by: John Carroll

Date: October 3, 2025

Prepared by: John Carroll

Date: October 19, 2025

Prepared by: _____

Date: _____

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.

Introduction Form

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

I hereby submit the following item for introduction (select only one):

- ☒ 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- ☐ 2. Request for next printed agenda (For Adoption Without Committee Reference)
(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 _____ inquires..."
- ☐ 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 _____

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- ☐ Small Business Commission ☐ Youth Commission ☐ Ethics Commission
- ☐ Planning Commission ☐ Building Inspection Commission ☐ Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- ☐ Yes ☐ No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Mandelman

Subject:

Commemorative Street Name Designation – "Jim Marshall Way" – 16th Street between Noe Street and Castro Street

Long Title or text listed:

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

Signature of Sponsoring Supervisor:

