

BOARD of SUPERVISORS



City Hall  
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## MEMORANDUM

TO: Carla Short, Director, Public Works

FROM: John Carroll, Assistant Clerk, Land Use and Transportation Committee

DATE: September 25, 2024

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Land Use and Transportation Committee has received the following proposed legislation, introduced by Supervisor Peskin on September 17, 2024.

**File No. 240908**

Resolution adding the Commemorative Street Name "Joe Rosenthal Way" to the 600 block of Sutter Street in recognition of his contributions as a photojournalist whose images of San Francisco captured the life and spirit of the City, and whose coverage of World War II had an indelible impact on the country and the world.

If you have comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 or by email at: [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).

cc:  
Offices of Chair Melgar and Supervisor Ronen  
David Steinberg, Public Works  
Ian Schneider, Public Works  
Lena Liu, Public Works  
Jason Wong, Public Works  
William Blackwell, Public Works  
Bernie Tse, Public Works

1 [Commemorative Street Name Designation - “Joe Rosenthal Way” - 600 Block of Sutter  
2 Street]

3 **Resolution adding the Commemorative Street Name “Joe Rosenthal Way” to the 600**  
4 **block of Sutter Street in recognition of his contributions as a photojournalist whose**  
5 **images of San Francisco captured the life and spirit of the City, and whose coverage of**  
6 **World War II had an indelible impact on the country and the world.**

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8 WHEREAS, February 23, 2025, marks the 80th anniversary of the battle of Iwo Jima  
9 and the Pulitzer Prize winning photo by Joe Rosenthal, of Marines raising the flag on Mount  
10 Suribachi during the final stages of the war; and

11 WHEREAS, Joseph John ‘Joe’ Rosenthal was born to immigrant Russian parents in  
12 Washington D.C on October 9, 1911, but lived most of his life in San Francisco; and

13 WHEREAS, Joe Rosenthal captured one of the most iconic photos of the 20th century  
14 while on assignment with the Associated Press, a 1945 wartime image that was a symbol of  
15 impending Allied victory, and was used the same year on war bonds that raised more than \$2  
16 billion for the war effort; and

17 WHEREAS, After the war, Joe Rosenthal returned to San Francisco and joined the San  
18 Francisco Chronicle, dedicating 35 years of his life to documenting the news of the city, and is  
19 remembered for his masterpiece flag raising photo that registered a turning point in the  
20 American history; and

21 WHEREAS, Joe Rosenthal’s black and white image was used for the creation of the  
22 Marine Corp War Memorial, known as the "Iwo Jima Memorial", dedicated in 1954 near  
23 Arlington National Cemetery in Virginia; and

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1           WHEREAS, Joe Rosenthal exemplifies the resilience and strength of so many who  
2 served our country during wartime, and who returned home to use his talent and commitment  
3 to service for the betterment of San Francisco; and

4           WHEREAS, That in order to publicly recognize the legacy and contributions of Joe  
5 Rosenthal, there shall be an honorary naming of “Joe Rosenthal Way” on the 600 Block of  
6 Sutter Street at the intersection of Sutter Street and Mason Street; and, be it

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

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# Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp  
or meeting date

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

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor [ ] inquiries"
- 5. City Attorney Request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No. [ ]
- 9. Reactivate File No. [ ]
- 10. Topic submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

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

Sponsor(s):

Peskin

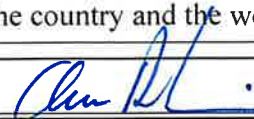
Subject:

[Commemorative Street Name Designation- "Joe Rosenthal Way"- 600 Block of Sutter Street]

The text is listed:

Resolution adding the Commemorative Street Name "Joe Rosenthal Way" to 600 block of Sutter Street in recognition of his contributions as a photojournalist whose images of San Francisco captured the life and spirit of our city, and whose coverage of World War II had an indelible impact on the country and the world.

Signature of Sponsoring Supervisor:



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