

File No. 240908

Committee Item No. 3

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Land Use and Transportation

Date: October 21, 2024

Board of Supervisors Meeting:

Date: _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract / DRAFT Mills Act Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER

- Hearing Notice – October 11, 2024
- Referral FYI – September 25, 2024
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Prepared by: John Carroll

Date: October 18, 2024

Prepared by: _____

Date: _____

Prepared by: _____

Date: _____

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.**

7

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

24

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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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BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

MEMORANDUM

TO: Carla Short, Director, Public Works

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

DATE: September 25, 2024

SUBJECT: LEGISLATION INTRODUCED

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.

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

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NOTICE OF PUBLIC HEARING
LAND USE AND TRANSPORTATION COMMITTEE
BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO

NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco's Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

Date: Monday, October 21, 2024

Time: 1:30 p.m.

Location: Legislative Chamber, Room 250, located at City Hall
1 Dr. Carlton B. Goodlett Place, San Francisco. CA 94102

Subject: **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.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments. These comments will be added to the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA, 94102 or sent via email (bos@sfgov.org). Information relating to this matter is available with the Office of the Clerk of the Board or the Board of Supervisors' Legislative Research Center (<https://sfbos.org/legislative-research-center-lrc>). Agenda information relating to this matter will be available for public review on Friday, October 18, 2024.

For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee:

John Carroll (john.carroll@sfgov.org ~ (415) 554-4445)

A handwritten signature in blue ink, appearing to read "Angela Calvillo".

Angela Calvillo
Clerk of the Board of Supervisors
City and County of San Francisco

jec:bjj:ams

DATED ~ POSTED ~ MAILED: October 11, 2024

BOARD of SUPERVISORS



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PROOF OF POSTING

Legislative File No. (BOS File No. 240908) Commemorative Street Name
Designation - "Joe Rosenthal Way" - 600 Block of Sutter Street

Description of Items:

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.

Hearing Date – October 21, 2024
Notice Date – October 11, 2024

WE T. WELDETELSAE & H. JIANG, an employee of the City and County of San Francisco, posted the above-described document(s) along the street(s) to be affected at least ten (10) days in advance of the hearing (pursuant to Public Works Code Sec. 789, et seq.):

Date: 10-10-2024

Time: 9:30 am

Location: SUTTER ST BTWN MASON AND TAYLOR ST

Signature: Tennold Han

Instructions: Upon completion, original must be filed in the above referenced file.

Print Form

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: 

For Clerk's Use Only