

BOARD of SUPERVISORS



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MEMORANDUM

Date: November 15, 2024

To: Carla Short, Director, Public Works
Ralph Remington, Arts Commission

From: *ACC* Angela Calvillo, Clerk of the Board, Board of Supervisors

Subject: Commemorative Street Name Designation - "Joe Rosenthal Way" –
600 Block of Sutter Street (File No. 240908)

On October 29, 2024, the Board of Supervisors adopted Resolution No. 540-24, sponsored by President Aaron Peskin (File No. 240908, Commemorative Street Name Designation - "Joe Rosenthal Way" - 600 Block of Sutter Street), which was enacted on November 7, 2024.

Please find the attached courtesy copy of Resolution No. 540-24 for your office's information and consideration.

If you have any questions or concerns, please contact the Office of the Clerk of the Board at (415) 554-5184.

c: President Aaron Peskin, Board of Supervisors
David Steinberg, Public Works
Ian Schneider, Public Works
William Blackwell, Public Works
Lena Liu, Public Works
Alyssa Ventre, Arts Commission
Mary Chou, Arts Commission
Lex Leifheit, Arts Commission

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
16 than \$26 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

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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City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails
Resolution

File Number: 240908

Date Passed: October 29, 2024

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.

October 21, 2024 Land Use and Transportation Committee - AMENDED, AN AMENDMENT OF THE WHOLE BEARING SAME TITLE


October 21, 2024 Land Use and Transportation Committee - RECOMMENDED AS AMENDED

October 29, 2024 Board of Supervisors - ADOPTED


Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 240908

I hereby certify that the foregoing Resolution was ADOPTED on 10/29/2024 by the Board of Supervisors of the City and County of San Francisco.



Angela Calvillo
Clerk of the Board



London N. Breed
Mayor

11/7/24

Date Approved