[Commemorative Street Name Designation - "Jim Marshall Way" - 16th Street between Noe Street and Castro Street]

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.

WHEREAS, The photographer, Jim Marshall, was raised in San Francisco and spent the last twenty-six years of his life living on 16th Street between Noe Street and Castro Street; and

WHEREAS, Jim Marshall was a music photographer and captured important social and cultural events in San Francisco, including the Summer of Love in 1967; and

WHEREAS, In 2014, Jim Marshall was the first photographer to be awarded a Grammy, The Trustees Award, for his contributions to chronicling music history; and

WHEREAS, Jim Marshall captured iconic images of the counterculture movement in San Francisco and documented its movement from North Beach to Haight Ashbury; and

WHEREAS, He befriended many San Francisco bands including Grateful Dead, Jefferson Airplane, Quicksilver Messenger Service, The Charlatans, Big Brother and the Holding Company with Janis Joplin and his photographs of these bands helped push them into the mainstream consciousness and put San Francisco in the epicenter of the 1960's counterculture movement; and

WHEREAS, He was the only photographer allowed backstage at The Beatles' last concert at Candlestick Park in 1966; and

WHEREAS, He took some of the most iconic photographs of The Beatles, Johnny Cash, Janis Joplin, John Coltrane, The Grateful Dead, Jefferson Airplane, Jimi Hendrix, Muddy Waters, and events such as the Monterey Pop Festival and Woodstock; and

WHEREAS, His photography has appeared on the covers of more than 500 albums and in Rolling Stone magazine; and

WHEREAS, The Obamas hung his portrait of John Coltrane in the White House; and WHEREAS, In 2017, for the 50th Anniversary of the Summer of Love, San Francisco displayed 80 images from his collection in City Hall; now, therefore, be it

RESOLVED, That to honor the legacy and contributions of Jim Marshall, there shall be a commemorative street naming of "Jim Marshall Way" on 16th Street between Noe Street and Castro Street; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the San Francisco Municipal Transportation Agency ("SFMTA") fabricates and installs two street signs to be hung under the existing "16th St" signs at the intersections of 16th Street and Noe Street and 16th Street and Castro Street; and, be it

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



## City and County of San Francisco Tails

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

## Resolution

File Number:

250834

Date Passed: October 21, 2025

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.

October 06, 2025 Land Use and Transportation Committee - RECOMMENDED

October 21, 2025 Board of Supervisors - ADOPTED

Ayes: 10 - Chan, Chen, Dorsey, Fielder, Mahmood, Mandelman, Melgar, Sauter. Sherrill and Walton

File No. 250834

I hereby certify that the foregoing Resolution was ADOPTED on 10/21/2025 by the Board of Supervisors of the City and County of San Francisco.

> Angela Calvillo Clerk of the Board

**Daniel Lurie** 

Mayor

**Date Approved**