

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