

# THE MEMORIAL AT HARVEY MILK PLAZA

San Francisco Arts Commission  
Phase II Design Development  
September 10, 2021



SF  
Parks  
Alliance

**swa**  
San Francisco

# Movement Timeline

**1976** Muni Station Dedicated



**1978**  
**1979** Candlelight March & White Night Riots



**1980** Station Officially Opens

**1985** Station Entrance is Named "Harvey Milk Plaza"



**1997** Rainbow Flag Installed

**2000** SPUR/SFAC Design Competition



**2016** SFMTA Project Announced



**2016** FHMP is Formed  
**2017** Two Community Visioning Sessions

**2017** FHMP/AIASF Design Competition

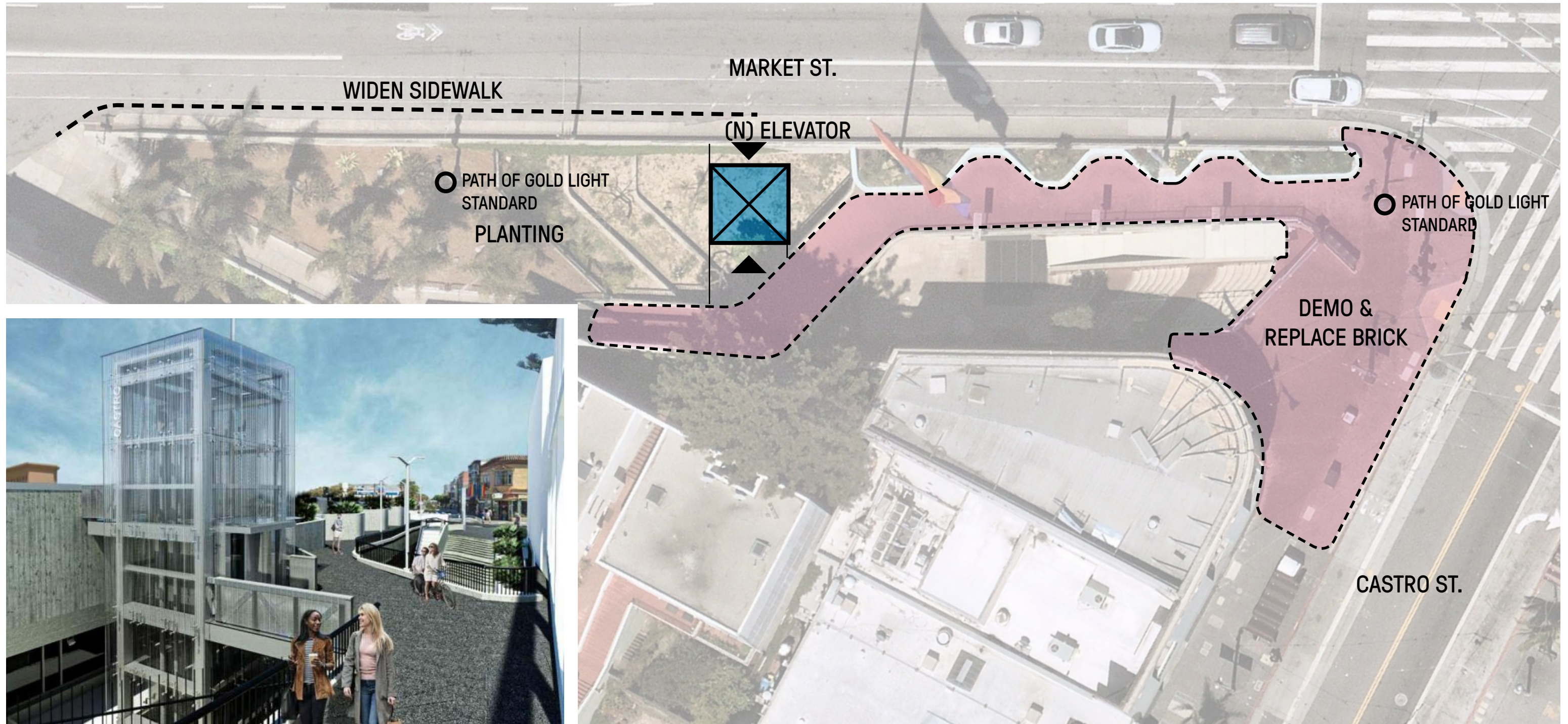
**2018** Four Community Meetings w/ Architects  
**2018** Schematic Design Begins City Approvals



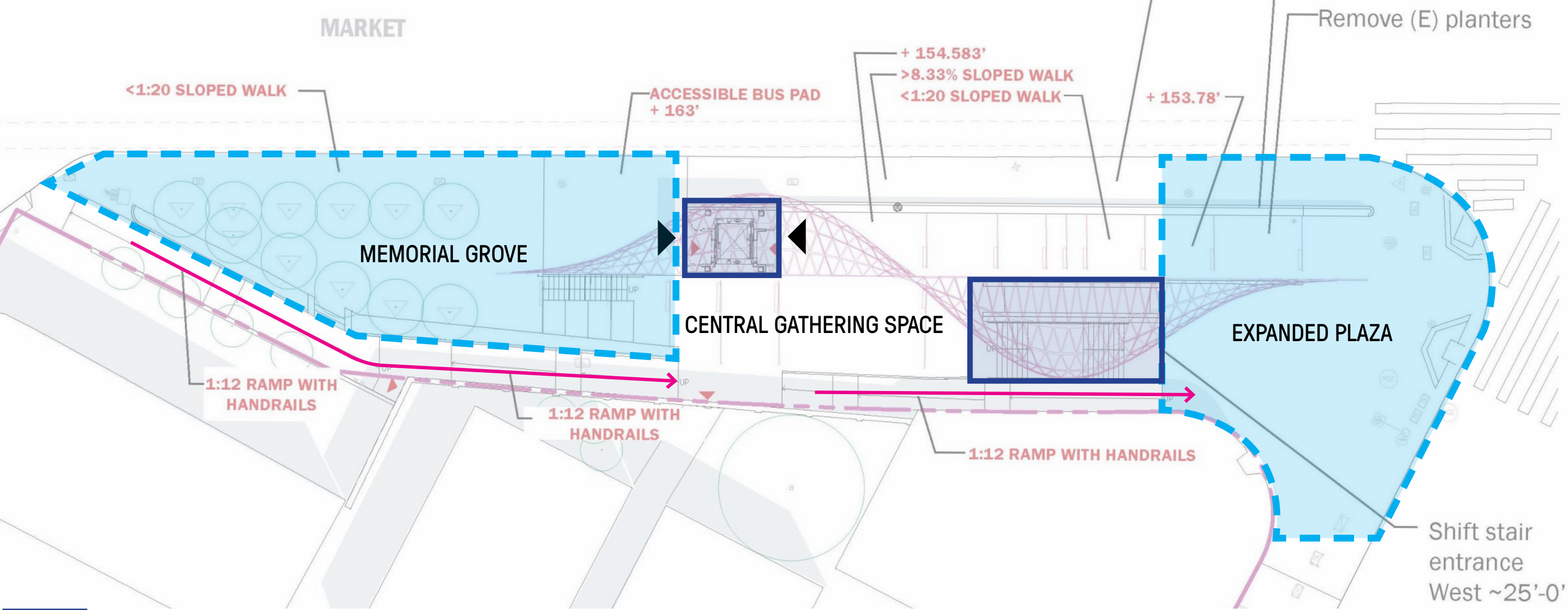
**THE MEMORIAL AT HARVEY MILK PLAZA**

**THE MEMORIAL AT HARVEY MILK PLAZA** San Francisco Arts Commission Phase II

# For Reference: Previously Approved SFMTA Elevator Project



# Approved Phase 1 Plan



 Elevator & Stairs

**Commissioners Comments 12.17.2018**

- 1) Moving forward with developing the ground plane plans, ADA compliant codes, and exploration of the canopy, along with the art and artist's role in its development.
- 2) Approaching the ground landscape, vertical improvements, and structural elements holistically.
- 3) Addressing the topographical issues of the plaza.

The Committee reiterated that the project team needed to approach the design holistically to connect the entire plaza. They encouraged the team to take ownership of the design so it may be successful and not dependent on just the art component.

# Community Outreach and Process

## City Wide Postering & Online Survey

About 370 posters were placed in the Castro District, Noe Valley, and along parts of the Mission. Posters were in English, Cantonese, and Spanish. Outreach Ambassadors strictly adhered to the Department of Public Works rules. Besides just placing posters on street poles, some were also placed on community bulletin boards and community-based organizations.



400+ Survey Responses!

## Harvey Milk Day 2021

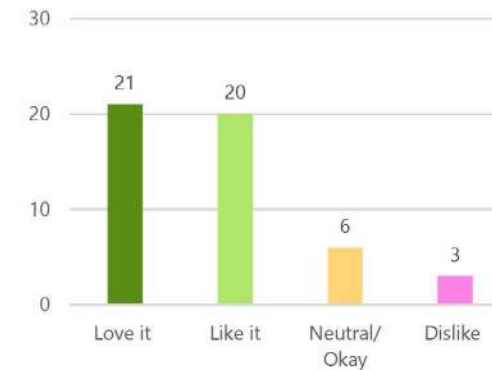
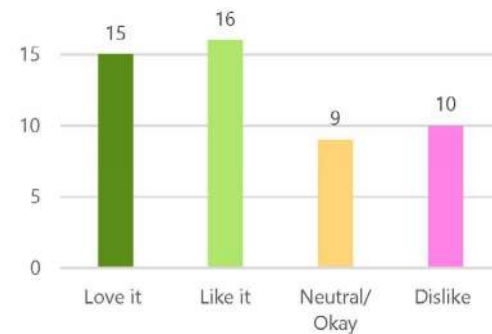
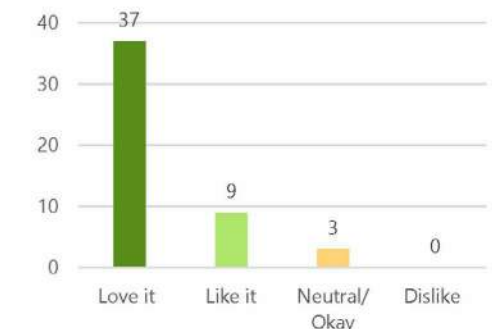
Friends of Harvey Milk Plaza (FHMP) engaged with local community members during the street fair celebrating Harvey Milk Day in the Castro. Board members and the project design team answered questions about the project, listened to community thoughts, and invited the community to sign up for the online community meetings.



## Community Meeting #1

Friends of Harvey Milk Plaza (FHMP) hosted two events to kick off a new community engagement effort building on the input the organization has been gathering since 2017. The goal was to start a conversation where the community can share thoughts and aspirations about creating a memorial for Harvey Milk at Harvey Milk Plaza, located at Castro and Market. To gather feedback and elevate community voices, we hosted two virtual town halls with the same content presented in English. Upon registration, people had the option to indicate any other language or accessibility needs, but none were noted.

	Thurs, April 15	Sat, April 17
Number of registrations	69	51
Number of attendees	54	20



# Community Outreach and Process

## Community Meeting #2

While the goal of the April meetings was to start a conversation with the community, the goal the June meetings was to highlight how the project team incorporated community feedback and provide a space for input on the new designs.

To further gather feedback and elevate community voices, we hosted two virtual town halls with the same content presented in English. The team also launched a digital public engagement platform.

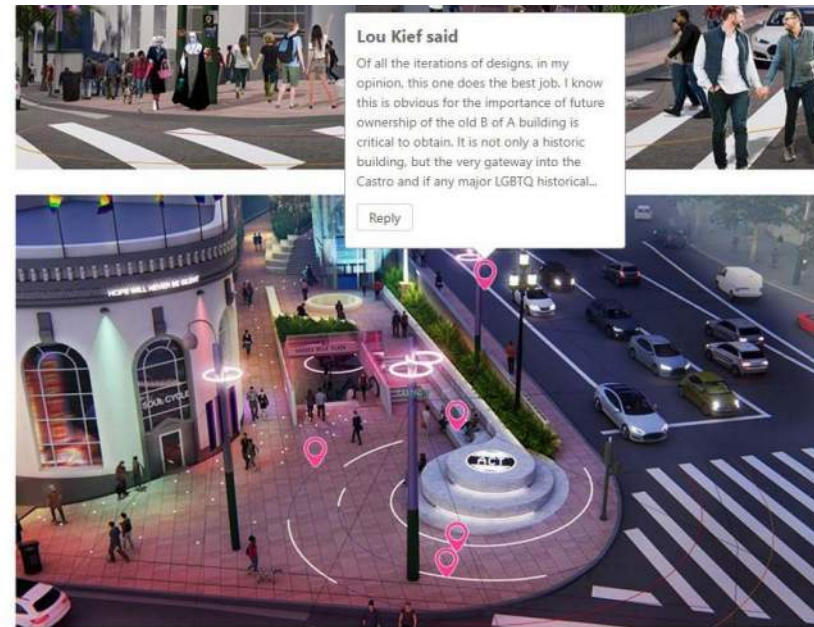
	Weds, June 23	Thurs, June 24
Number of registrations	118	86
Number of attendees	76	51



Posters at the site and in local window display inviting community members to participate in the community meetings. About 100 posters were placed along the corridor at the Harvey Milk Plaza, and on local community bulletin boards.

## Online Engagement Platform

To further gather feedback and elevate community voices, we hosted two virtual town halls with the same content presented in English. The team also launched a digital public engagement platform, Neighborland, to collaborate with stakeholders in an accessible and participatory way. Results can be reviewed at <https://neighborland.com/harveymilk>



From Kathe Sw... to [All panelists and attendees:](#)

I love this design. The pedestal, the messaging, the candlelight idea—I think it reinvigorates his important legacy and makes it even more relevant today. As a long term resident of SF, I think memorials can change as the city changes.

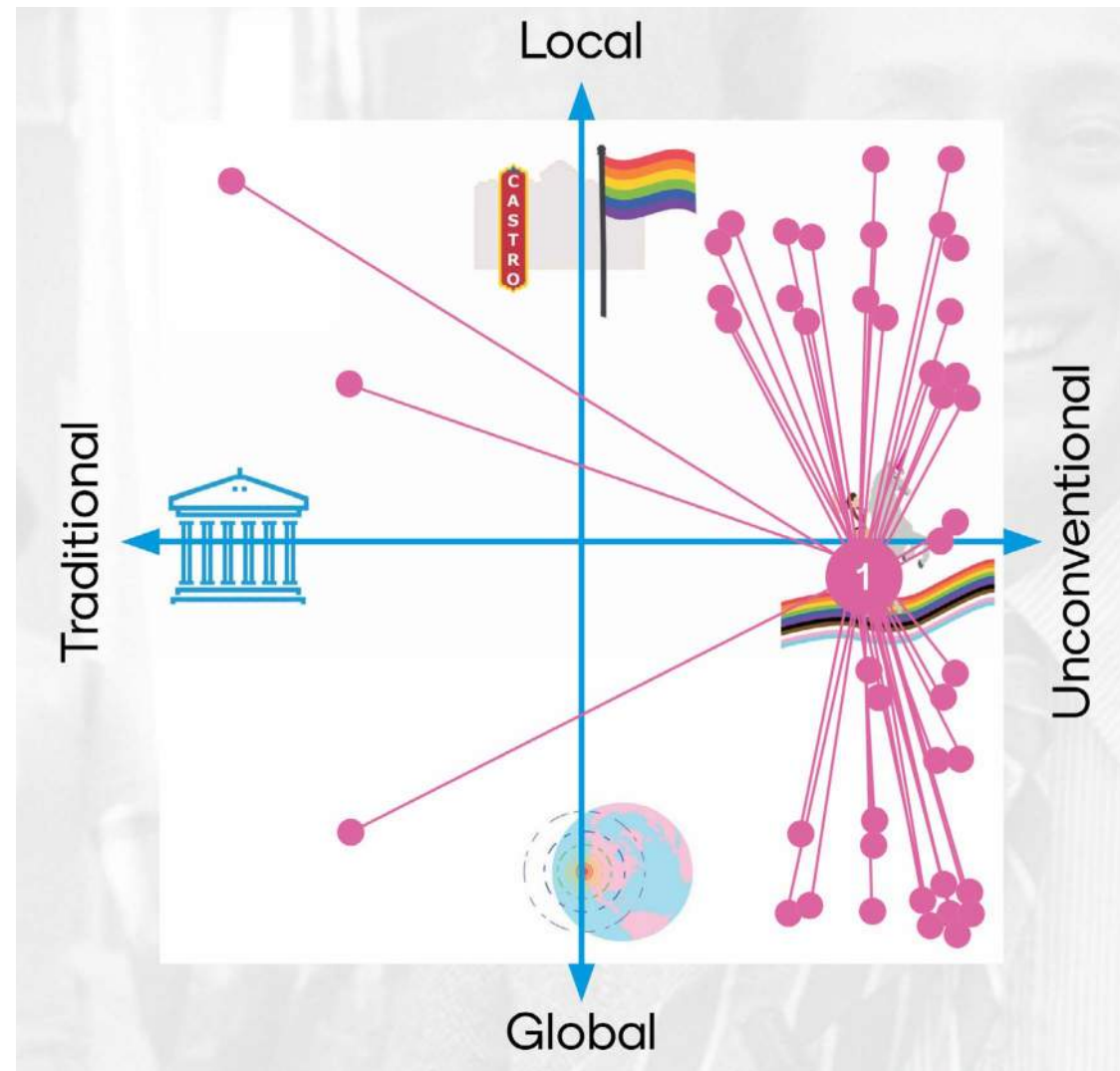
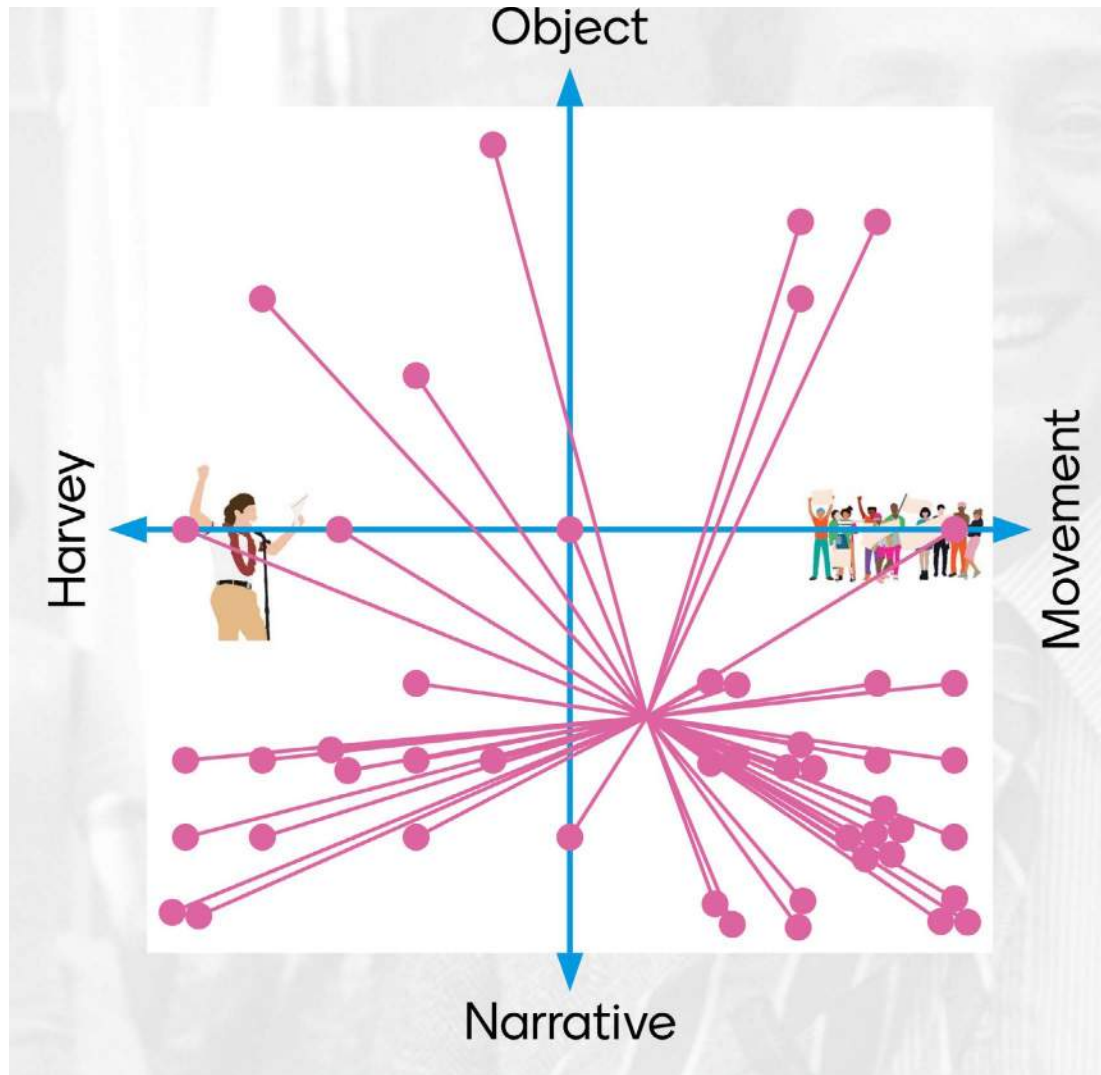
## Additional Stakeholder Outreach

In addition to the public community meetings the FHMP met with and shared the project for feedback with the following organizations, community groups, and stakeholders:

- The Castro Cultural District
- The Castro Merchants
- Duboce Triangle Neighborhood Association
- LYRIC Youth
- Eureka Valley Neighborhood Association
- Alice B Toklas Democratic Club
- Harvey Milk Democratic club
- Advocate and close friend of Harvey, Cleve Jones
- Photographer and close Friend of Harvey, Danny Nicoletta
- “Milk” Screenwriter Dustin Lance Black
- Original site Designer Howard Grant
- BART
- SFMTA

# Key Community Feedback

1 Harvey Milk Memorial should be more...



## Community Expressed Goals

1. Honor Harvey Milk
2. Provide Gathering Space
3. Address Accessibility issues
4. Enhance Safety & Security
5. Enhance the Gateway/ Arrival experience

## What type of Memorial are we creating?

The diagrams above depict community feedback on important fundamental questions that define the design of the memorial. The diagram on the left asked participants is the memorial should be more focused on Harvey Milk the person, or if it should be more representative of the movement we was part of, inspired, and that continues today. The second set of question on the same diagram depict the question of whether the memorial should be more of an object type of piece, ie. a singular element, or if the memorial should be more or a narrative or interpretive design. The community leaned toward movement and heavily toward narrative in terms of the type of memorial.

The second diagram displays whether the community is expecting a traditional type of memorial or something more unconventional, aligned with Harvey's personality and political style. The last set of questions was weather this memorial was for the local community or if this was for a global audience who has been inspired by Harvey Milk. The response of the community clearly display the desire for an unconventional memorial that is balances the needs of the local community and a broader global audience.

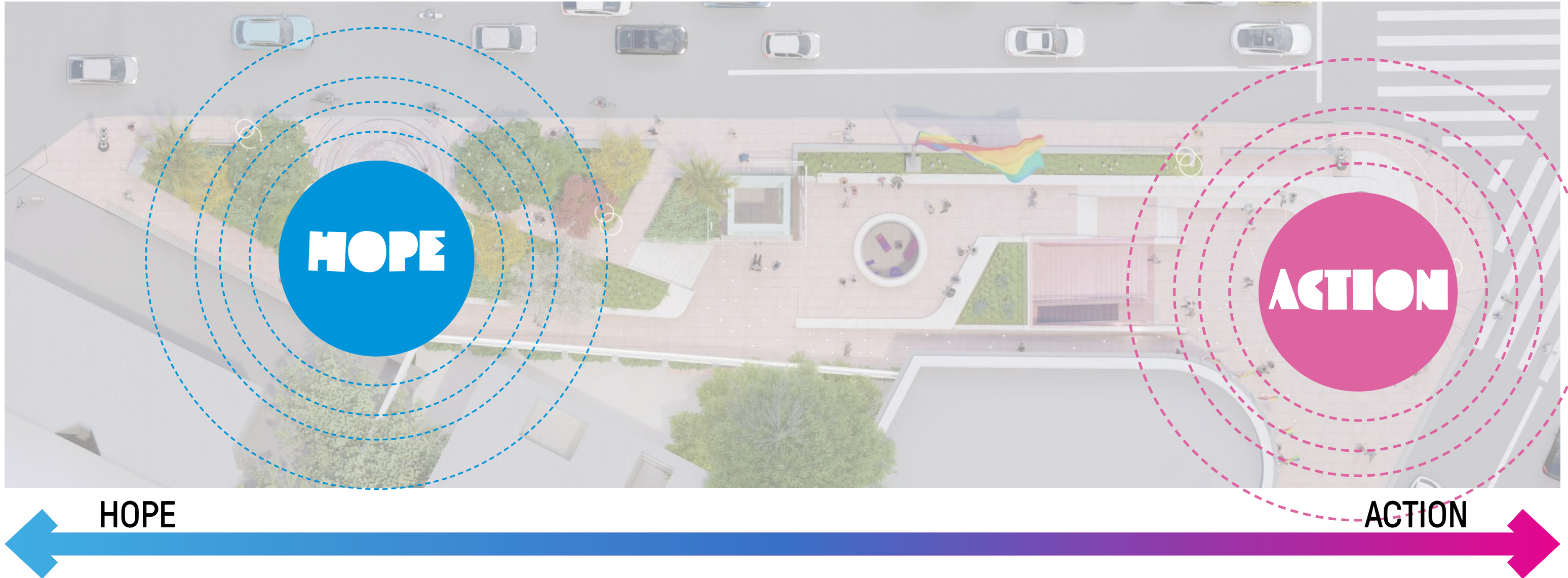
# Existing Site Conditions





# Memorial Concept

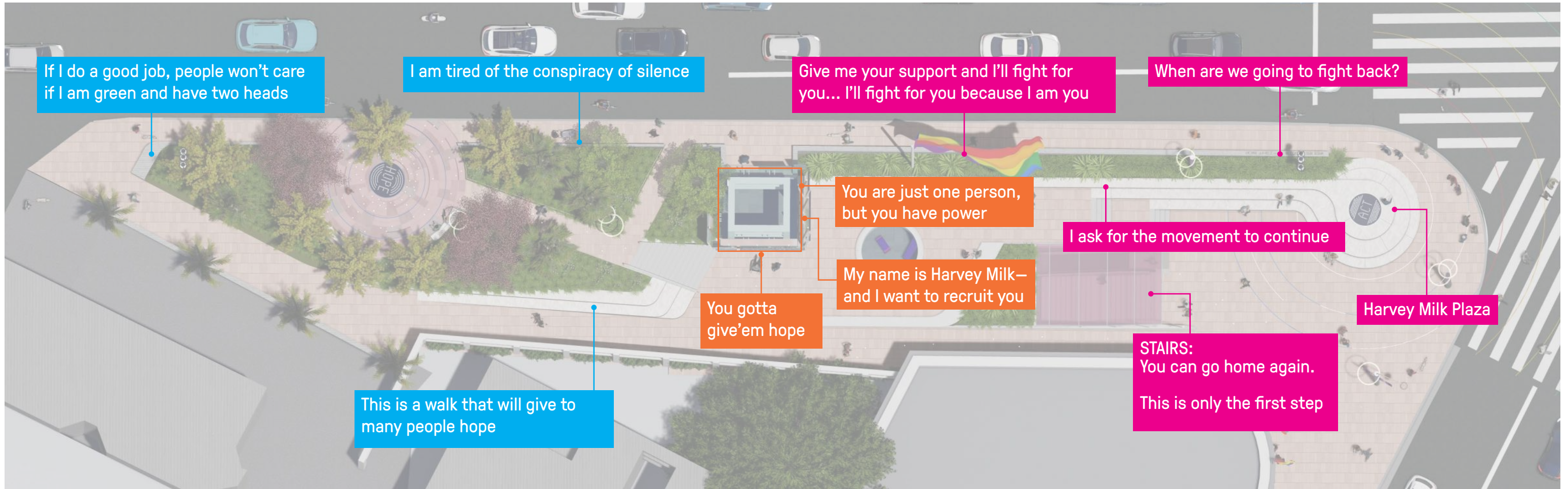
“The only recognizable feature of hope is action.”  
- Grace Paley



## Hope & Action:

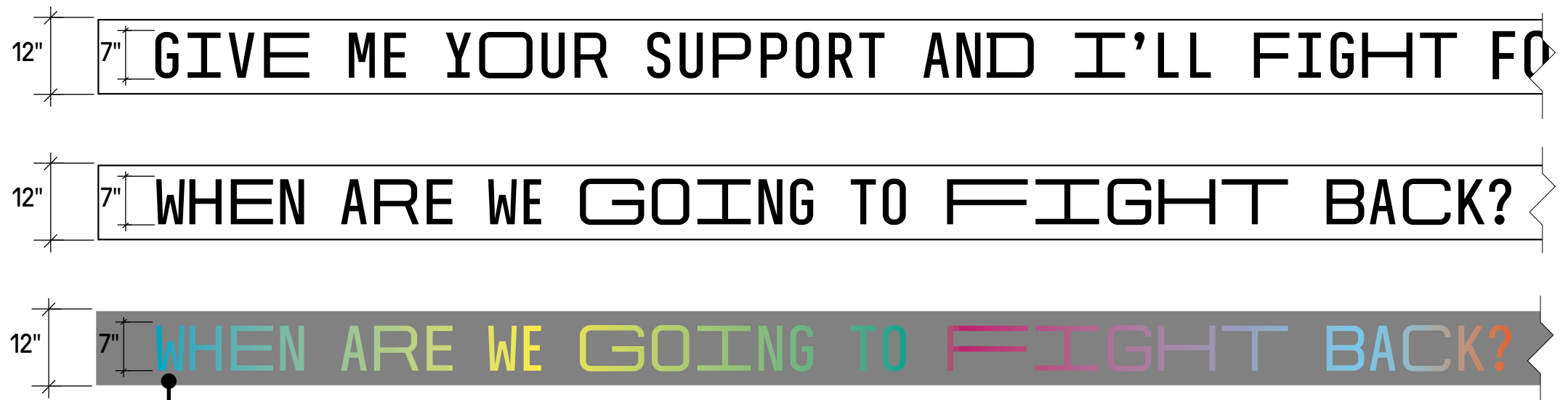
“You gotta give ‘em hope” are the words many come to associate with Harvey Milk today. Inspired by a conversation with Harvey’s friend and photographer Danny Nicoletta, the design team felt that the memorial could not focus on hope alone, but that in order to properly memorialize Harvey, action had to be properly represented on the site. Balancing the two unlike ends of the space, hope lives at the quieter end near Collingwood and manifests in a reflective grove. Action takes place at the corner of Castro and Market where the urban energy of the site converges. The concept of the memorial is focused on reflecting the needs of the community, at times we may come to the site in search of hope, and during others we may be drawn to Harvey Milk Plaza inspired by the need for action.

# Harvey's Words: Quote Location Map



HOPE

ACTION



Inset anodized titanium

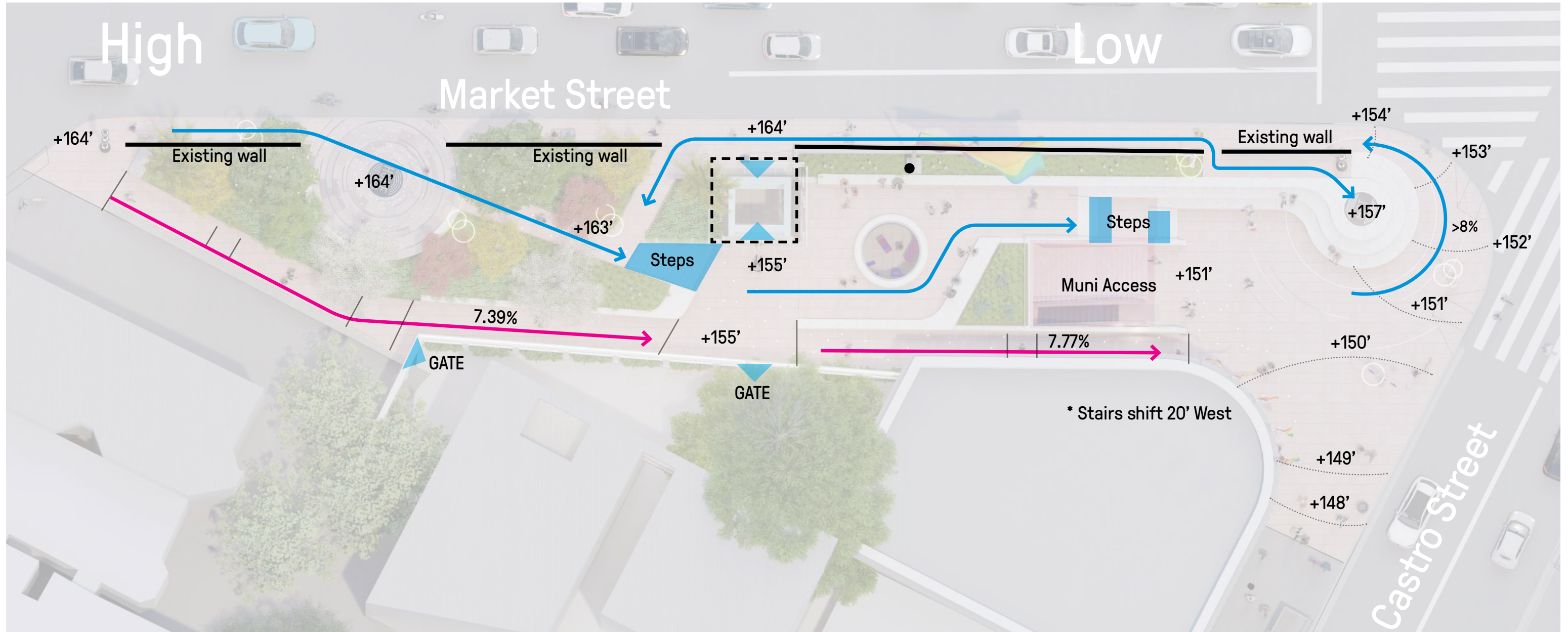
# Site Plan: Plaza Level



**Key**

- 1. "PEDESTAL" SCULPTURE
- 2. EXPANDED PLAZA WITH EMBEDDED LIGHTING
- 3. "BULLHORN" CANOPY OVER STAIRS + ESCALATOR
- 4. HISTORICAL BUILDING
- 5. EXISTING CONCRETE RETAINING WALL
- 6. RELOCATED PATH OF GOLD LIGHT STANDARD
- 7. "BEACON" SFMTA ELEVATOR
- 8. EXISTING FLAGPOLE
- 9. CENTRAL TERRACE WITH "OCULUS" SKYLIGHT TO BELOW
- 10. EXISTING GATE AT CASTRO COMMONS CONDOS
- 11. MEMORIAL GROVE
- 12. LIGHTING ON EXISTING UTILITY POLE

# Site Circulation & Grading



## Circulation and Grading

With accessibility as a priority the new design provide a complete accessible path connecting Collingwood to Castro street. The design team is currently coordinating with SFMTA on potentially relocating the 35-bus stop to the western end of the site to ensure a completely accessible transit experience from the bus to the station below.



HISTORIC BUILDING

EXISTING FLAGPOLE

GROVE

BEACON + ELEVATOR

OCULUS SKYLIGHT WITH AUDIO / ART

BULLHORN CANOPY OVER STAIRS + ESCALATOR

EXPANDED PLAZA

PEDESTAL SCULPTURE

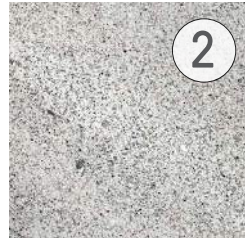
# Eastern Plaza

## Materiality

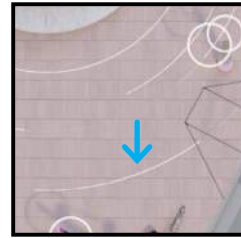
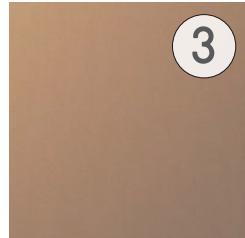
Granite Paving  
"Radiant Red"  
\*See pattern detail



Pedestal & Seatwalls  
"Sierra White"  
Granite  
Size Varies

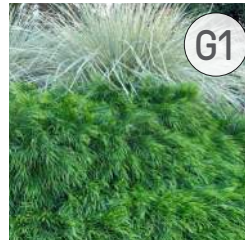


Cast Bronze  
Strip in Paving  
\*See pattern detail



## Planting

Cousin Itt  
*Acacia Cognata*  
'Cousin Itt'



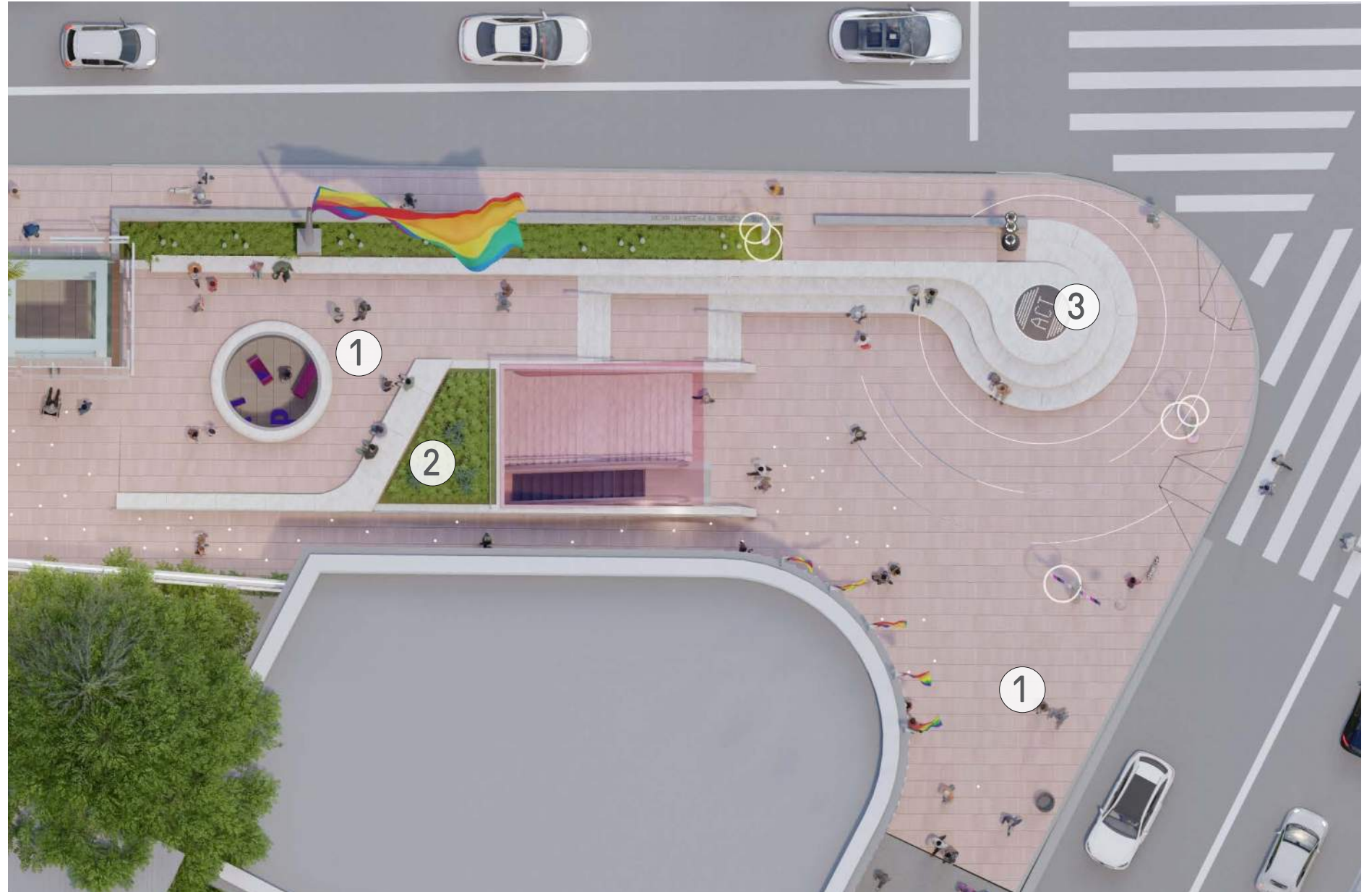
Low water use  
Evergreen  
2-3' tall  
4-6' wide  
Full/partial sun

Silver Torch  
*Cleistocactus strausii*

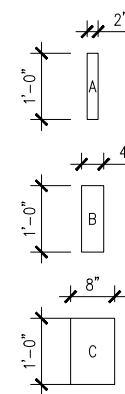


Low water use  
Evergreen  
2-5' tall  
Full sun

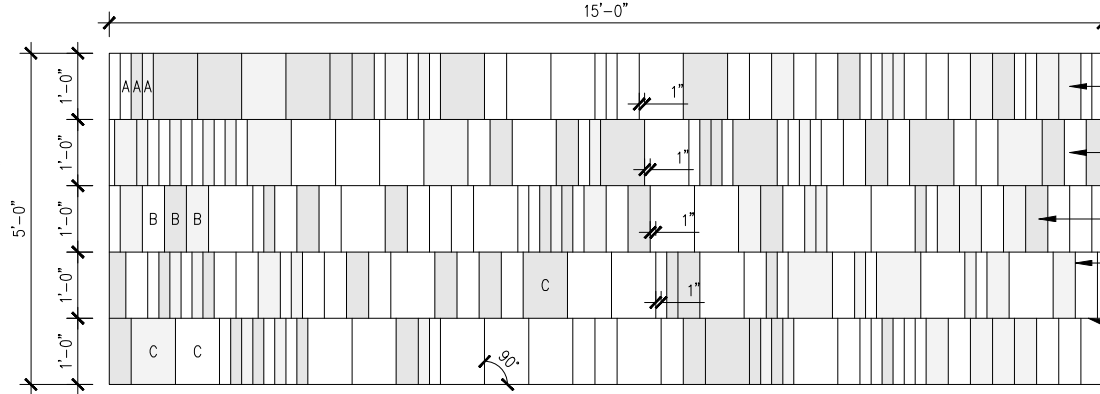
Existing Norfolk  
Island Pine  
*Araucaria heterophylla*



PAVER SIZES



PAVING MODULE



ALL STONE PAVING IS GRANITE, RADIANT RED, FINISH VARIES

GRANITE, RADIANT RED, DIAMOND(R) 100 FINISH TYP.

GRANITE, RADIANT RED, DIAMOND(R) 10 FINISH TYP.

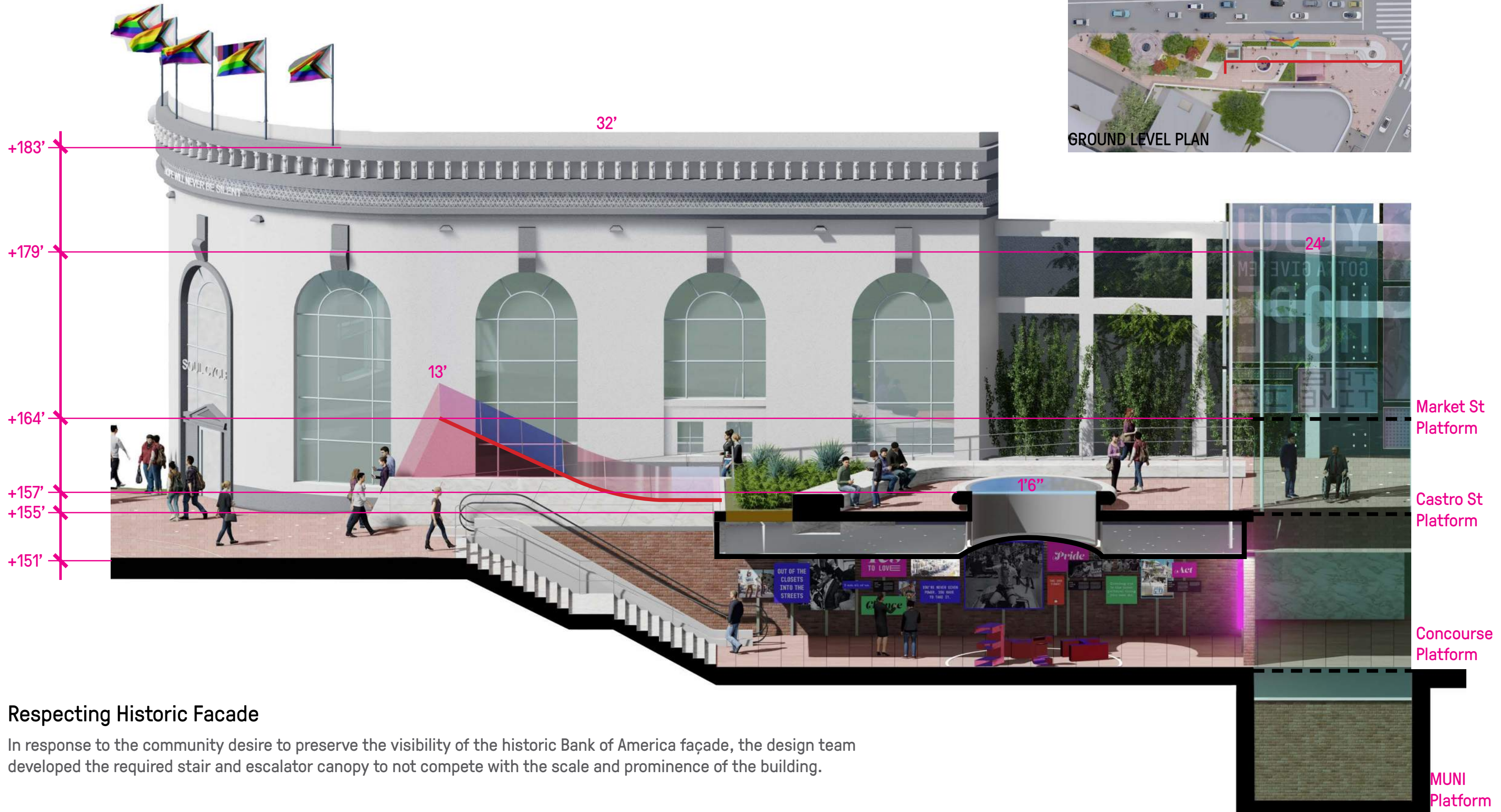
GRANITE, RADIANT RED, TEXTURED FINISH TYP.

1/8" JOINT BETWEEN PAVERS TYP. NO ALIGNMENT BETWEEN VERTICAL JOINTS

ALL HORIZONTAL JOINTS TO ALIGN

MODULES TO STAGGER, SEE PAVING PLAN FOR LAYOUT ON SITE

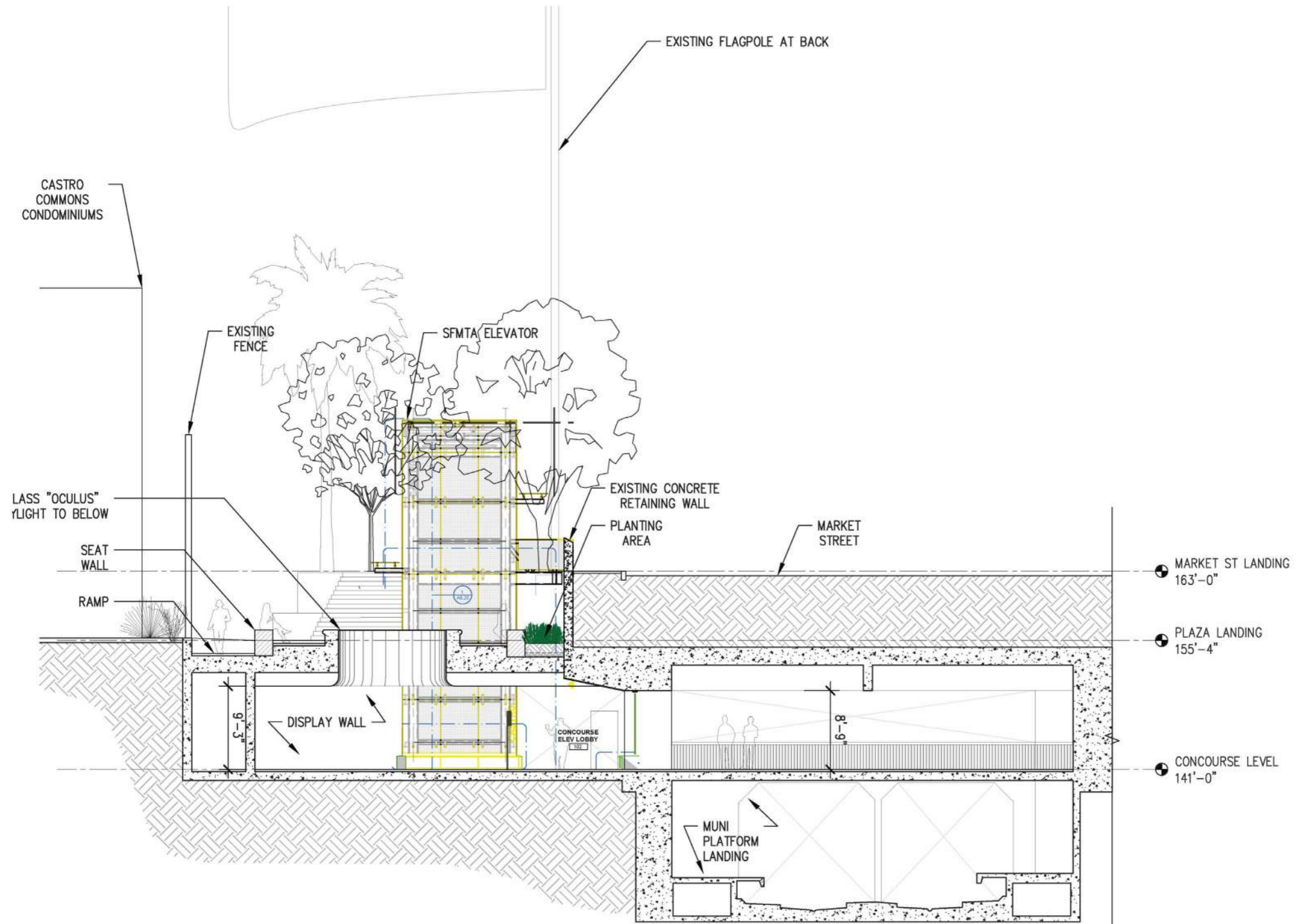
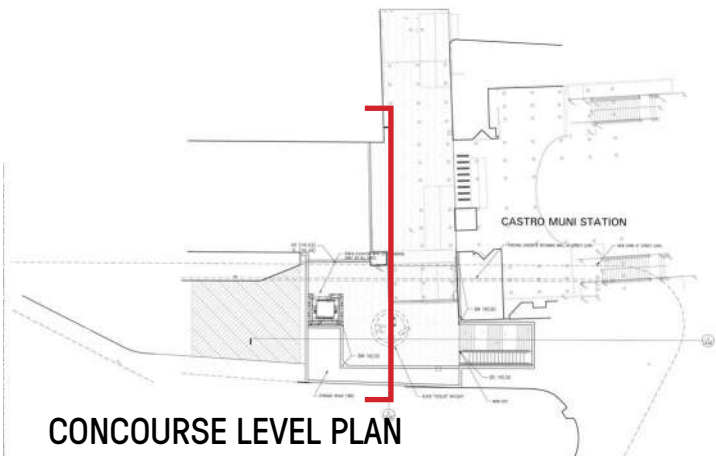
# Plaza Section



## Respecting Historic Facade

In response to the community desire to preserve the visibility of the historic Bank of America façade, the design team developed the required stair and escalator canopy to not compete with the scale and prominence of the building.

# Plaza Section



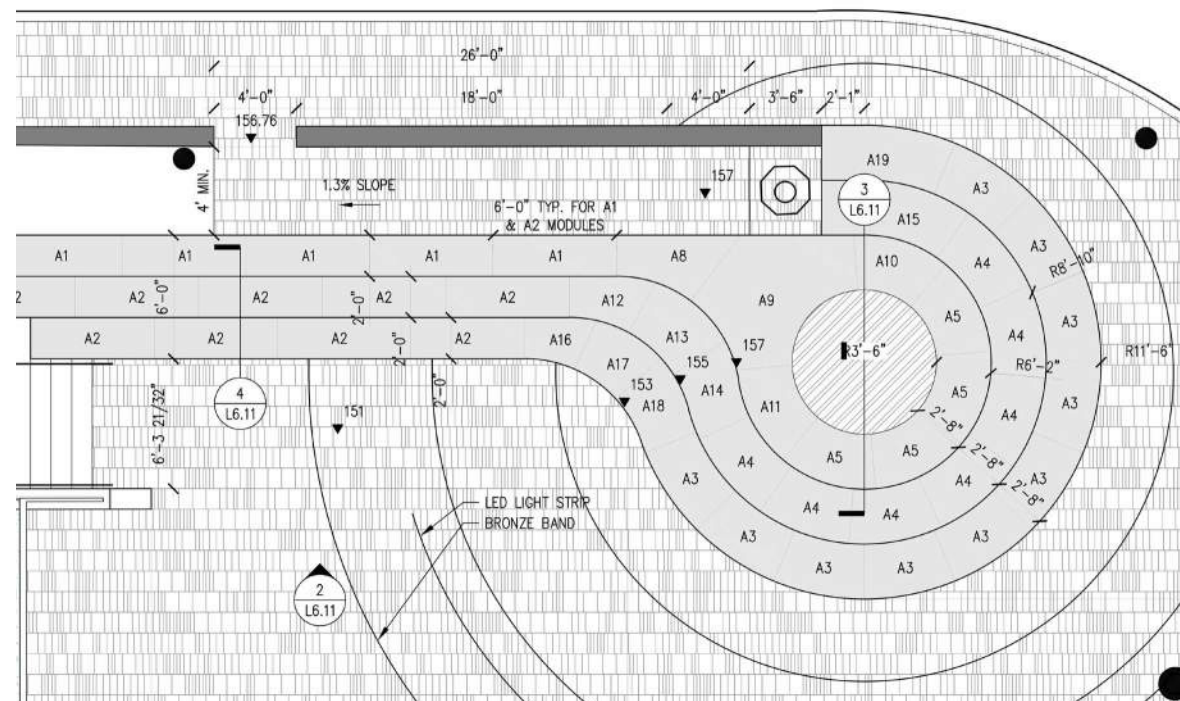
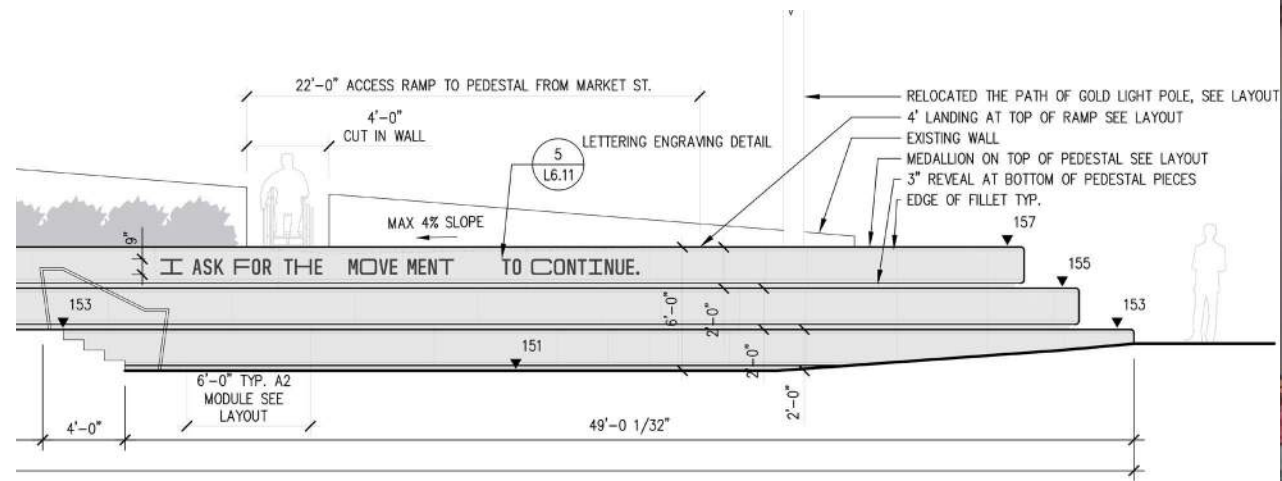
2 EAST SECTION ELEVATION ( THROUGH CONCOURSE LOOK INTO WEST)  
1:96



# Eastern Plaza: Pedestal

## Materiality

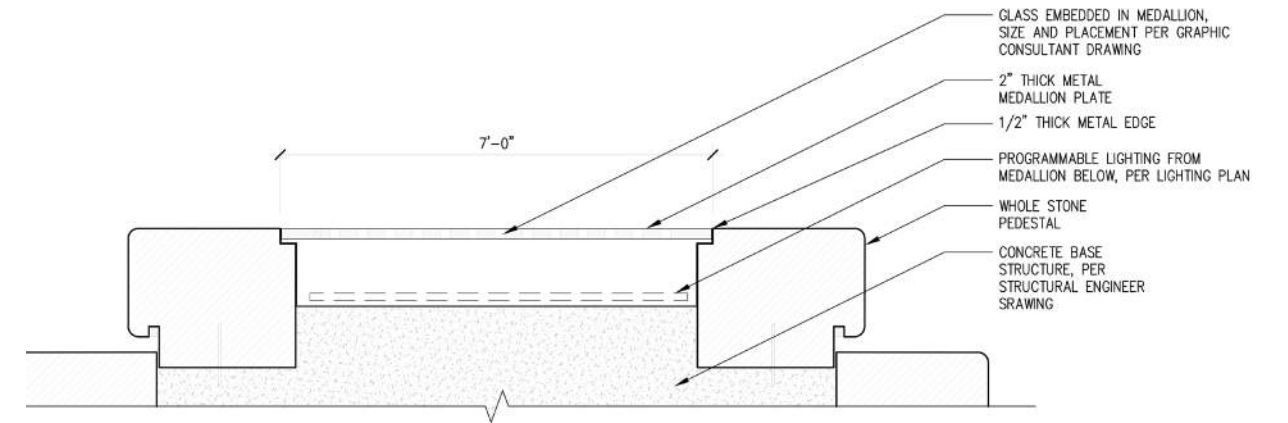
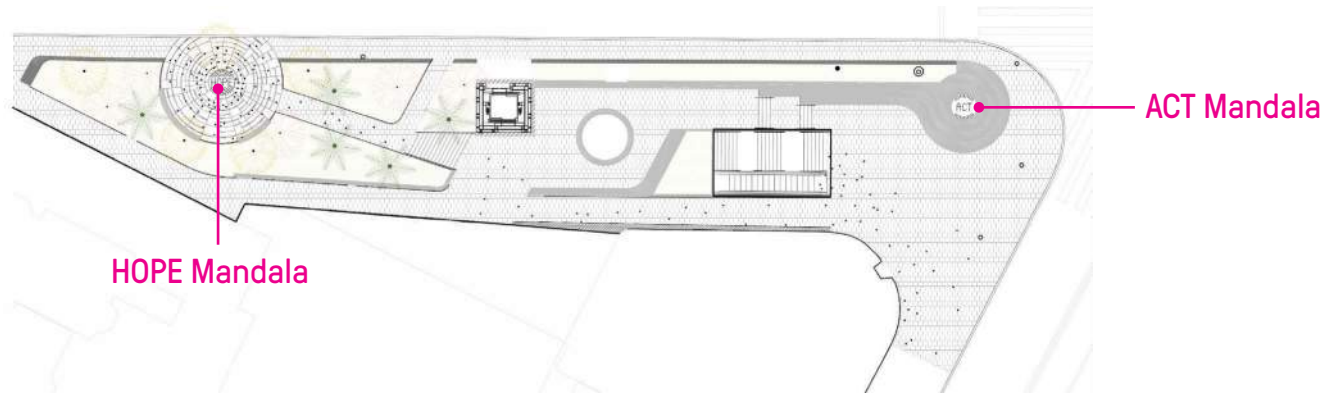
Pedestal & Seatwalls  
 "Sierra White"  
 Size Varies



## Eastern Plaza (Action)

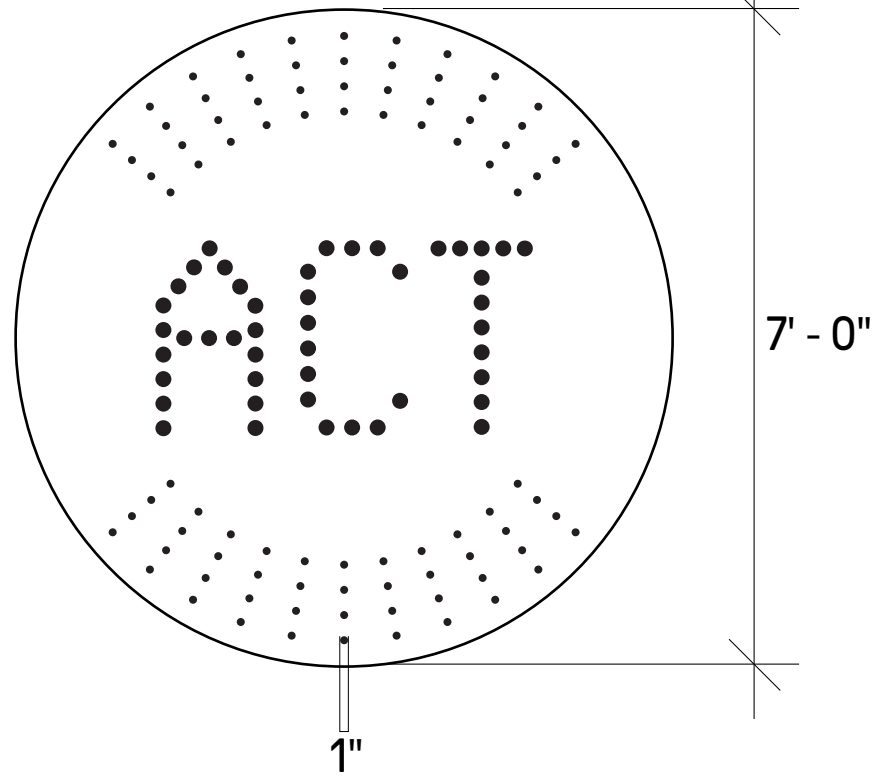
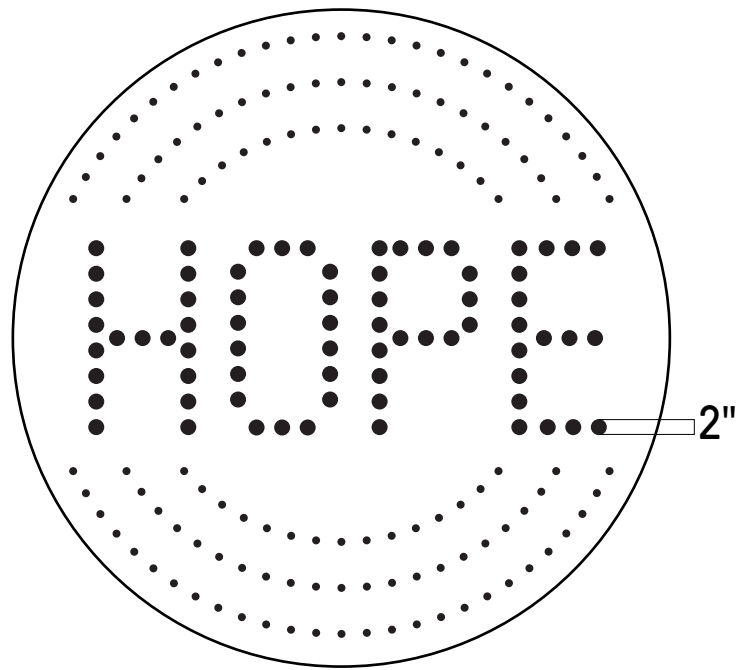
The Pedestal literally elevates some of Milk's final words: "All I ask is for the movement to continue" – as recorded on the tapes he recorded privately with the intent that the contents be shared in the event of his death by assassination. Further, it highlights the history of gathering and collective action that has occurred at the intersection, and provides a focal point for large gatherings in the future. The Pedestal also serves as a narrative metaphor: traditionally, one might find atop a pedestal a statue of a historic figure cast in bronze, but at the Memorial at Harvey Milk Plaza, the community itself is being lifted up and celebrated.

# Mandalas

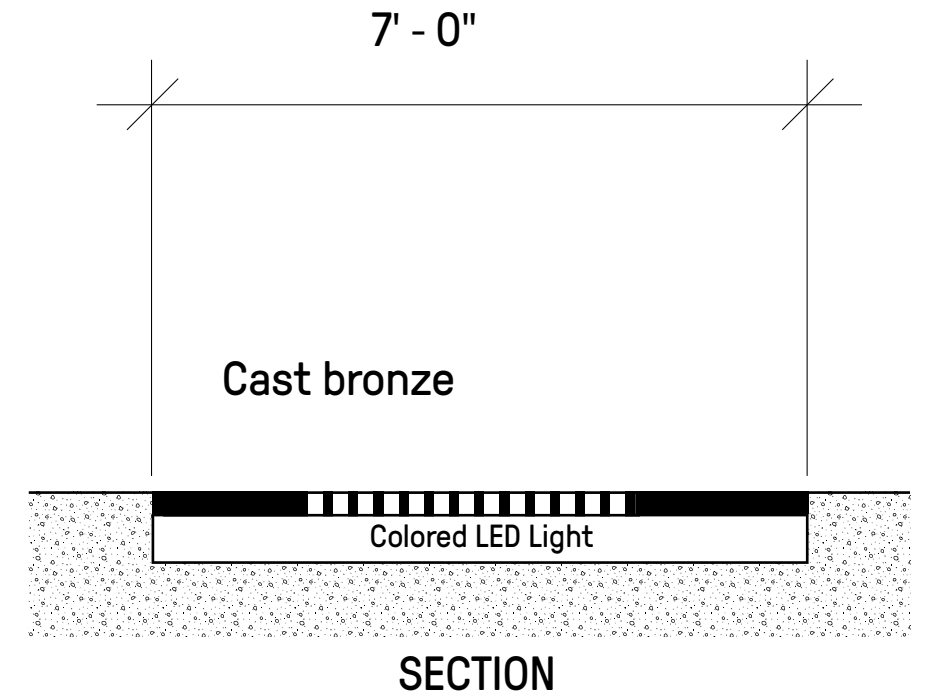


HOPE Mandala

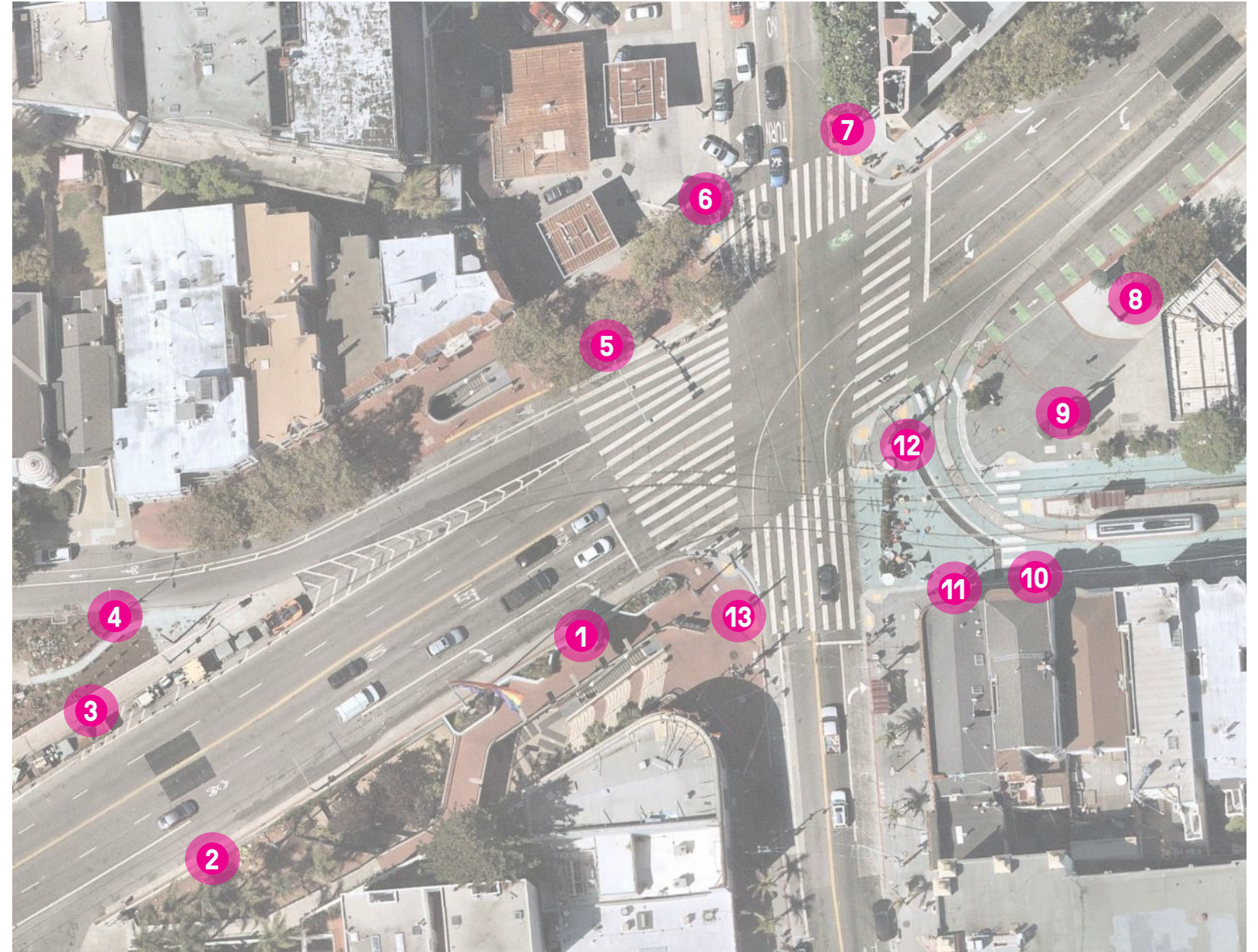
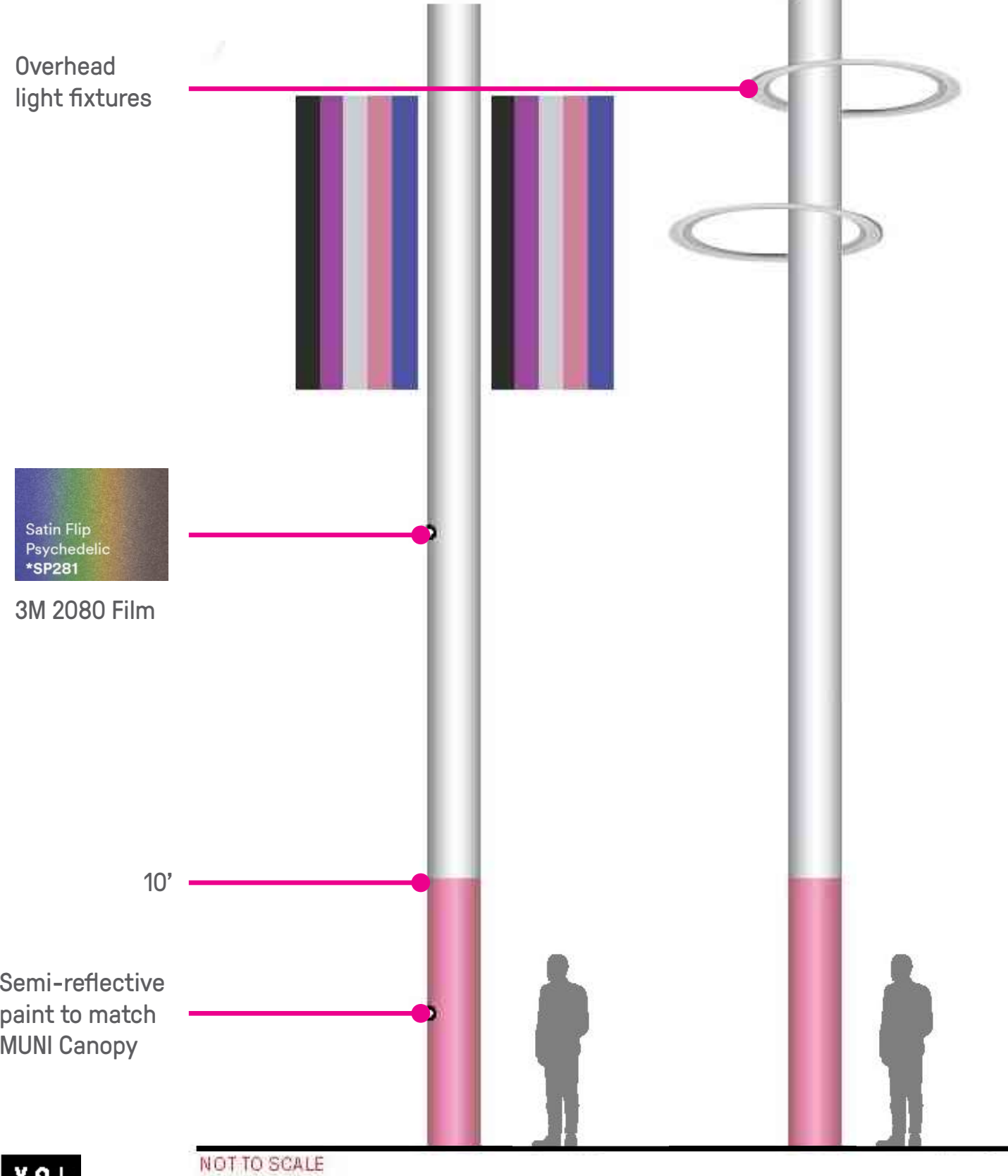
ACT Mandala



Scale: 1/2" = 1'



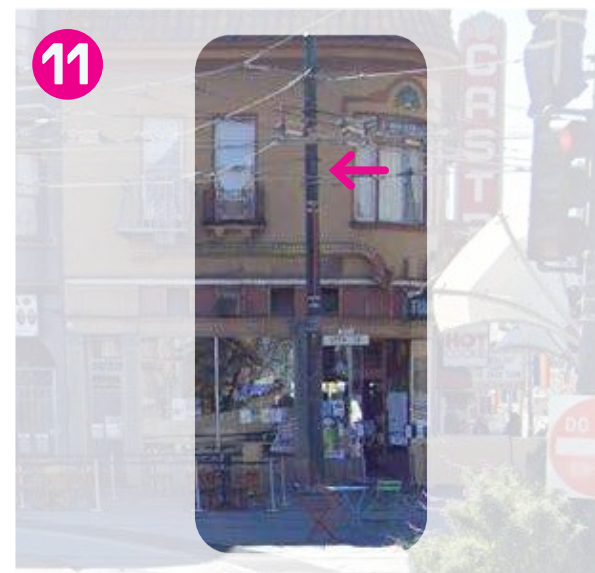
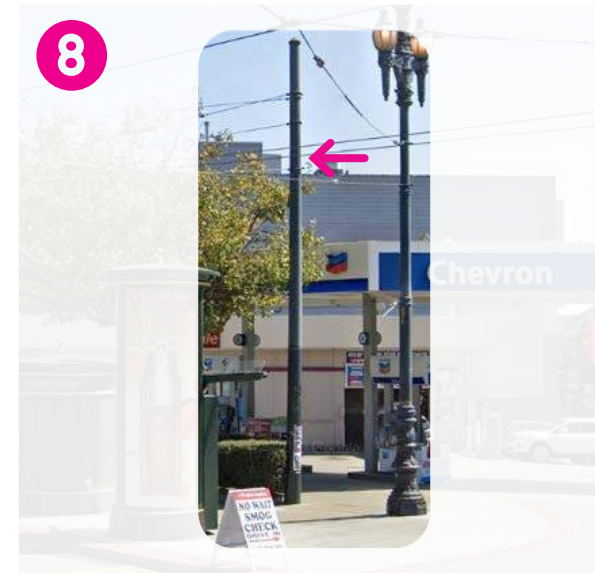
# Eastern Plaza: Pole Graphic



## Light Poles:

The civic designation of Harvey Milk Plaza extends beyond the corner of Castro and Market, encompassing the entire intersection. Inspired by the goal of the community to enhance the gateway to the Castro, the pole graphic aims to stitch the divide of Market street by graphically uniting all corners of Harvey Milk Plaza. The upper portion of the poles is proposed to be wrapped in a film that exhibits many colors when hit with sunlight. Rather than introducing new light poles on the site, the design team has proposed locating the light fixtures on the existing poles, reducing the amount of infrastructure on an already compact site.

# Eastern Plaza: Pole Graphic Inventory



# Eastern Plaza: Bullhorn Canopy

## Materiality

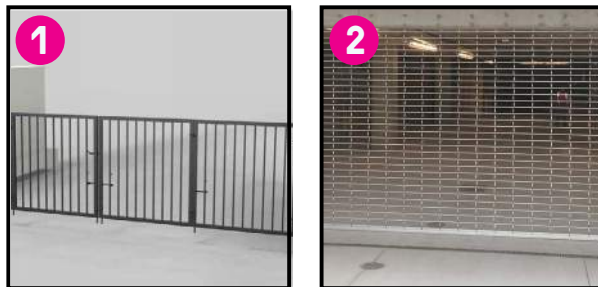
Canopy Glass  
Point Supported/  
Structural Glass  
Rose Film



Railings and Structure  
Brushed Stainless  
Size Varies



Security Gates  
Size Varies

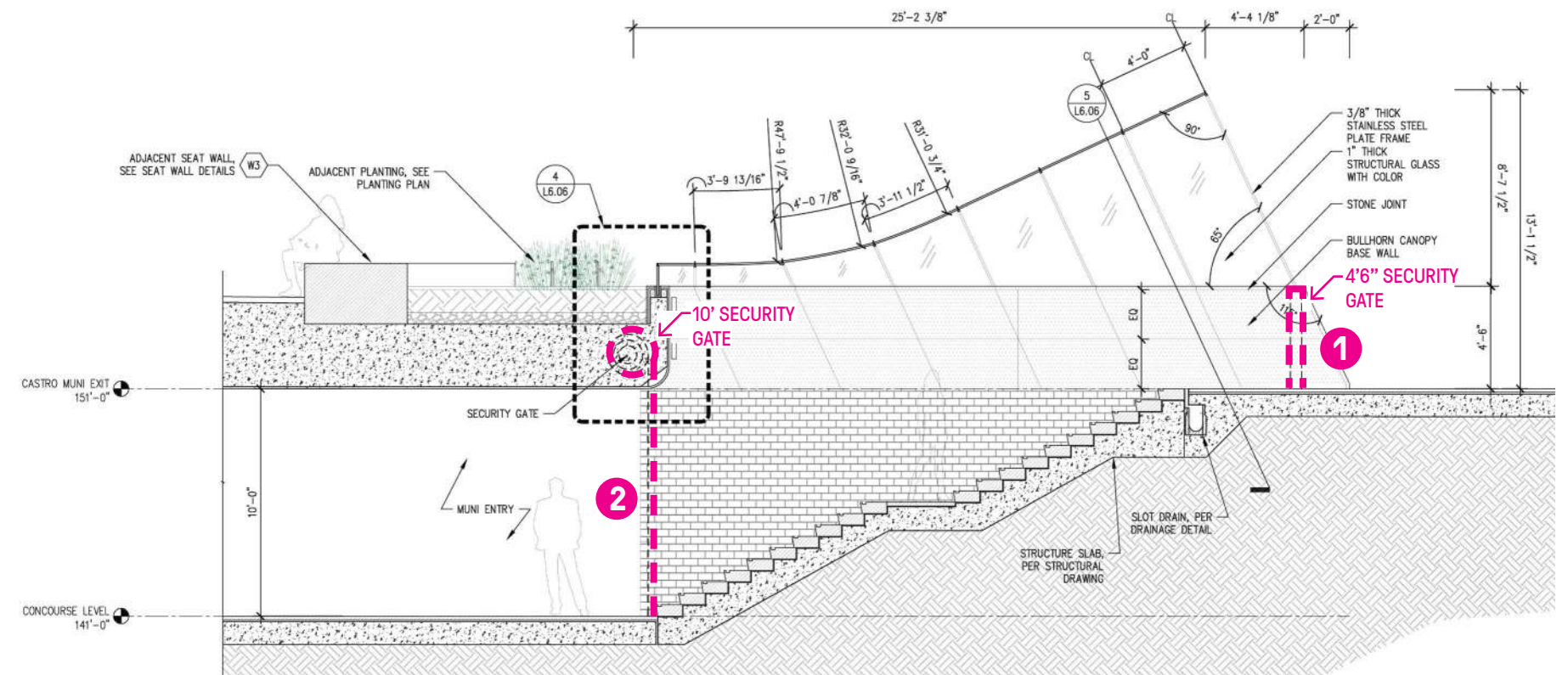


## Bullhorn Canopy

In compliance with current code, the station stairs and an escalator are covered by a canopy that is securable. The canopy overhead serves a functional purpose and its form is a subtle nod to the shape of Harvey's famous bullhorn. The tinted Rose glass give the canopy more character while keeping it low and transparent to not obstruct the historic Bank of America (Currently Soulcycle) building facade.



Harvey Milk and his bullhorn (1977)



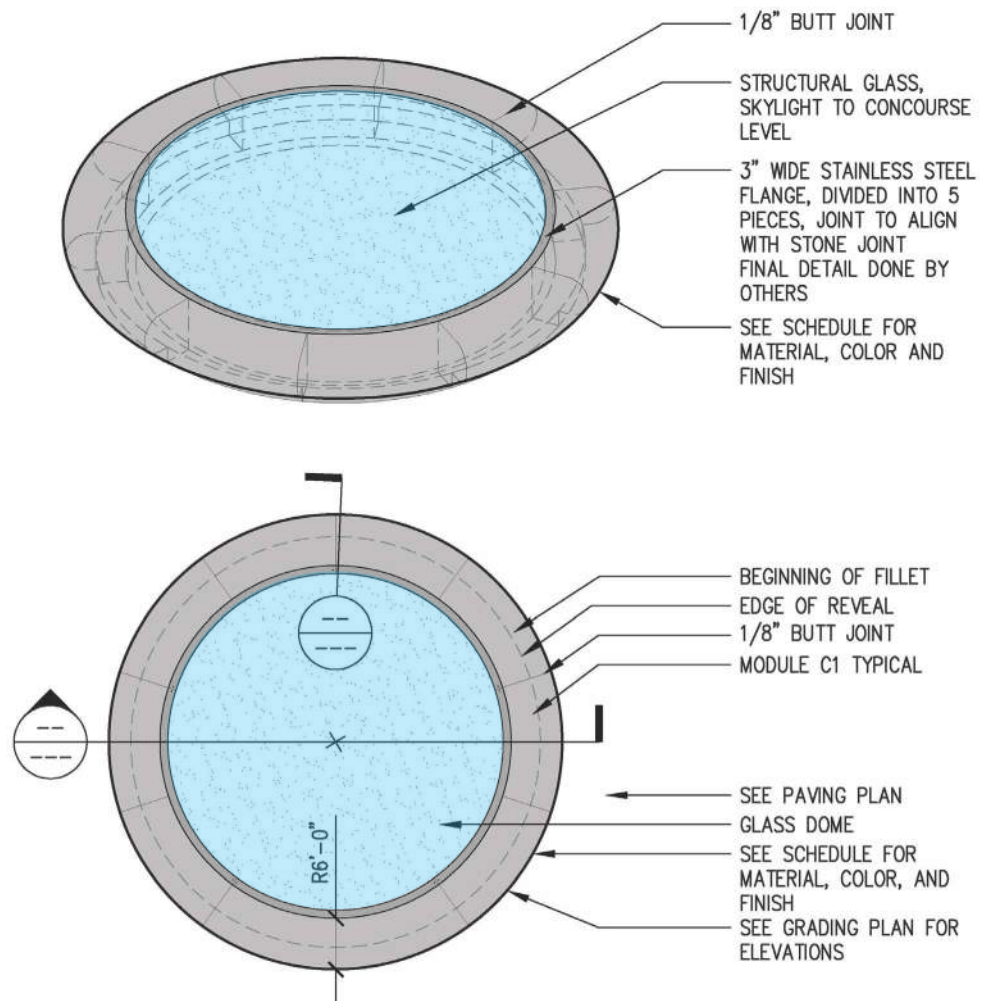
# Eastern Plaza: Oculus

## Materiality

Seatwalls  
"Sierra White"  
Size Varies



Structural Glass  
Skylight



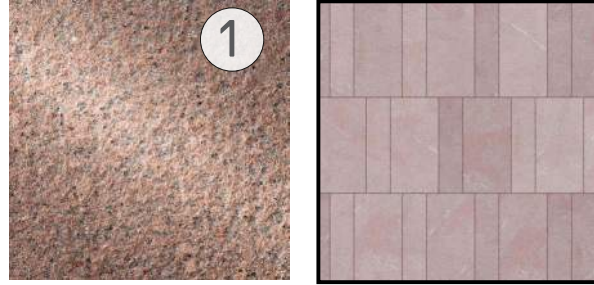
## Oculus:

In addition to the expanded open plaza on the corner, the design creates a secondary gathering place at the base of the existing rainbow flag and the new beacon. Inspired by a camera lens, the oculus in the center of the terrace allows light into the station below and creates a visual connection between the plaza and concourse levels.

# Eastern Plaza: Beacon

## Materiality

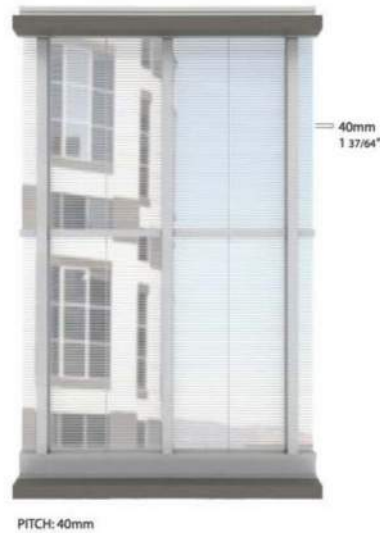
Granite Paving  
“Radiant Red”  
\*See pattern detail



Dichroic Glass  
Cool Film by 3M  
\*See Elevation



Transparent Digital  
Art Screen  
\*See Reference



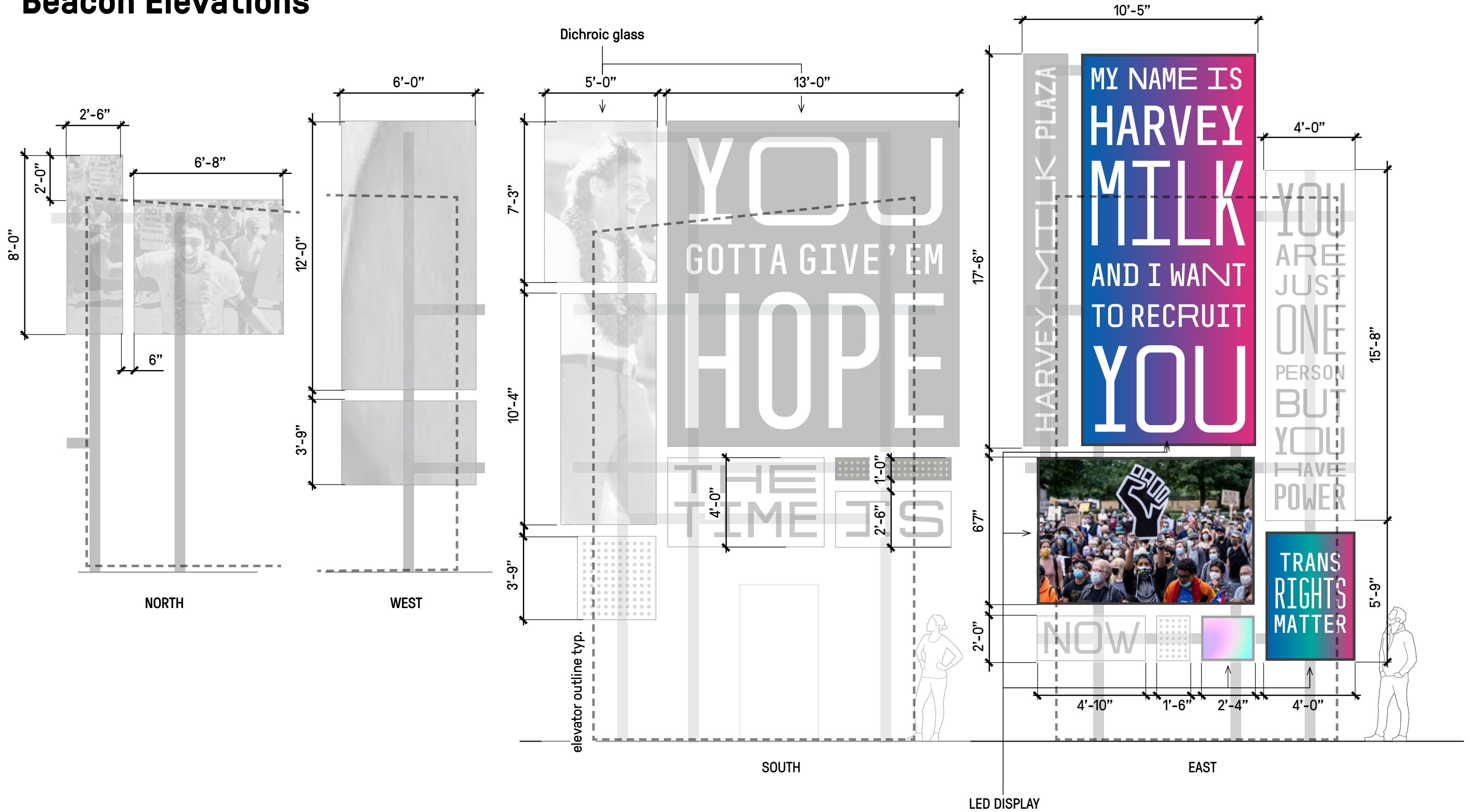
## Beacon:

The form of the Beacon is inspired by the protest signs social justice movements have been using for decades – the same ones that littered Harvey’s Camera Shop, and we continue to see on the streets of San Francisco. This modular element is composed of several digital panels, some with dynamic displays that spotlight current inspirational messages of protest and celebration, and, when needed, of consolation.

A symbol of hope and progress, The Beacon’s flexibility will allow it to celebrate current and ongoing events and activism while reminding visitors of the work that has been undertaken previously in advancing the rights of all individuals.



# Beacon Elevations

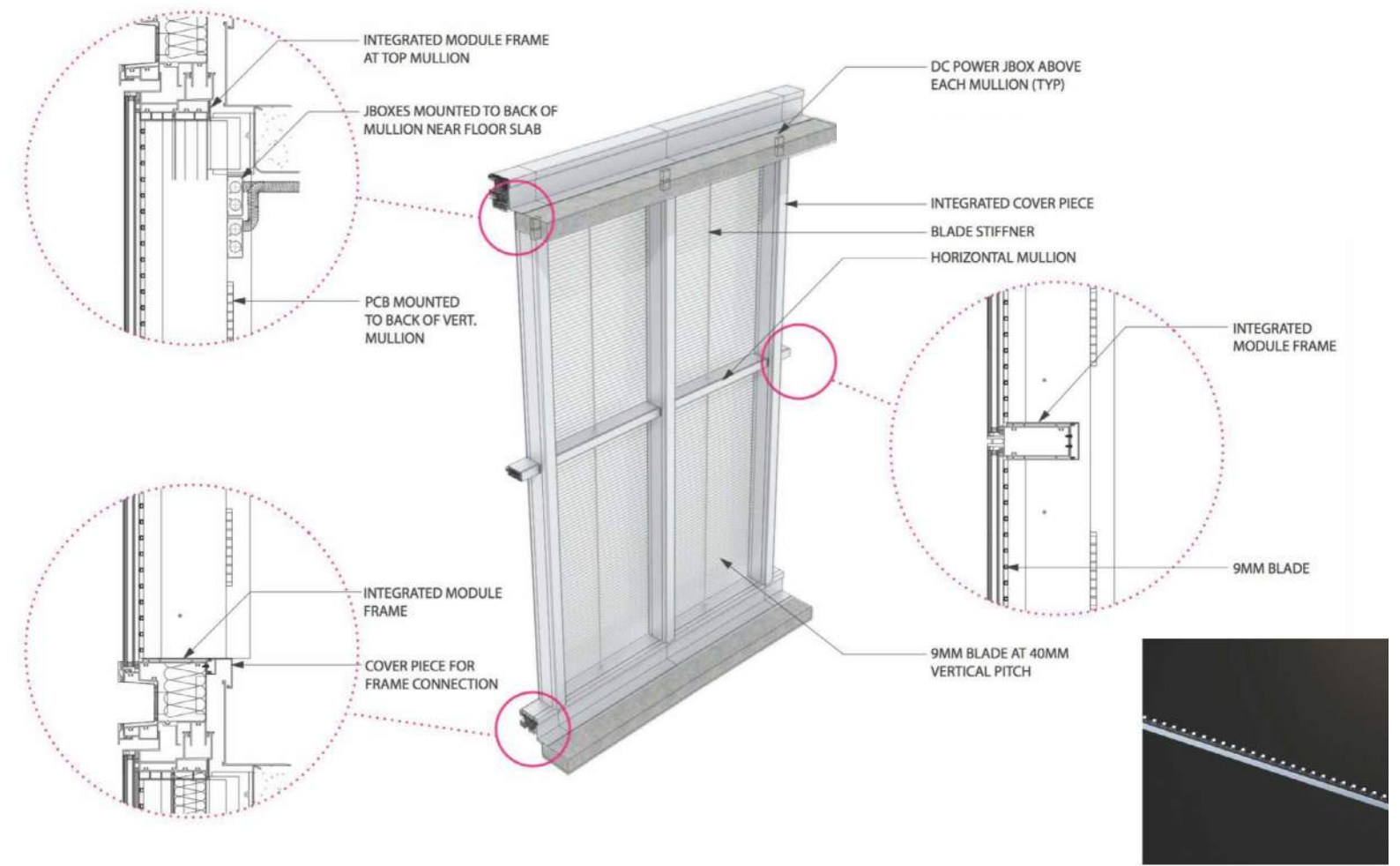




# Digital Art Screen

## Beacon (Visibility):

The Beacon acts as a digital monument that can be used to display visuals that tell the story not only of Harvey Milk, but also of the Castro's history, of queer culture, and of the victories and ongoing struggles of the movement. The design is modular, with panels of various sizes that reference the protest signs often present when the community gathers. The display is flexible and nimble, a dynamic beacon of inspiration and allows opportunity to spotlight inspirational messages of protest and celebration, and when needed, of consolation.



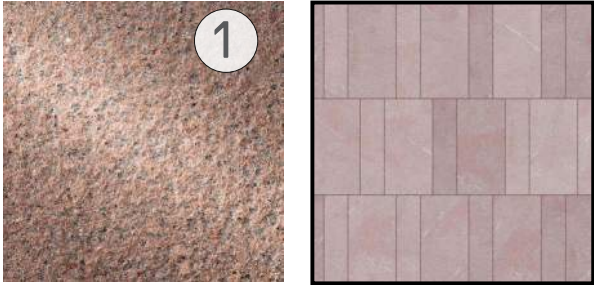
# West Plaza: Grove

## The Grove:

The Grove builds on community support for a green space on the western edge of the site. Harvey is the center of this space, but there are also other points of entry to his story that are celebrated here. Hope is the part of the Harvey Milk story that touches many of us so deeply. Conceptually, it fits naturally at this quieter end of the site, the design creates a setting that will encourage everyone to reconnect with the piece of hope that each of us carries with us.

## Materiality:

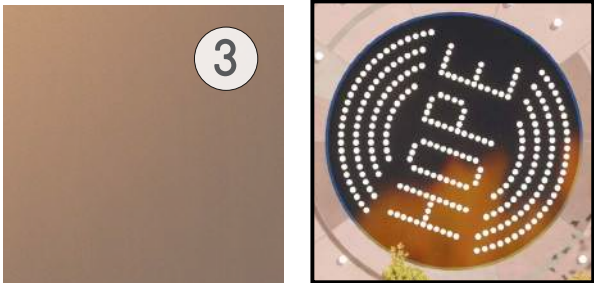
Granite Paving  
 “Radiant Red”  
 \*See pattern detail



Stairs & Seatwalls  
 “Sierra White”  
 Size Varies



Cast Bronze  
 Strip in Paving  
 \*See pattern detail



# West Plaza: Grove Planting

## Planting

Hornbeam Tree  
*Carpinus caroliniana*



Moderate water use  
Deciduous  
20' tall  
20' wide  
Full/partial sun

Ginkgo Tree  
*Cinnamomum camphora*



Low water use  
Deciduous  
50' tall  
30' wide  
Full/partial sun

Existing Palm Trees



Tupelo Tree  
*Nyssa sylvatica*



Low water use  
Deciduous  
30' tall  
20' wide  
Full sun

White Fringetree  
*Chionathus virginicus*



Moderate water use  
Deciduous  
20' tall  
25' wide  
Full sun

Magnolia Tree  
*Magnolia grandiflora*  
'little gem'



Moderate water use  
Evergreen  
20' tall  
8' wide  
Full sun

Scarlet Oak Tree  
*Quercus coccinea*



Moderate water use  
Deciduous  
50' tall  
40' wide  
Full sun



Cousin Itt  
*Acacia Cognata*  
'Cousin Itt'



Low water use  
Evergreen  
2-3' tall  
4-6' wide  
Full/partial sun

Silver Torch  
*Cleistocactus strausii*



Low water use  
Evergreen  
2-5' tall  
Full sun

Cast Iron Plant  
*Aspidistra elatior*

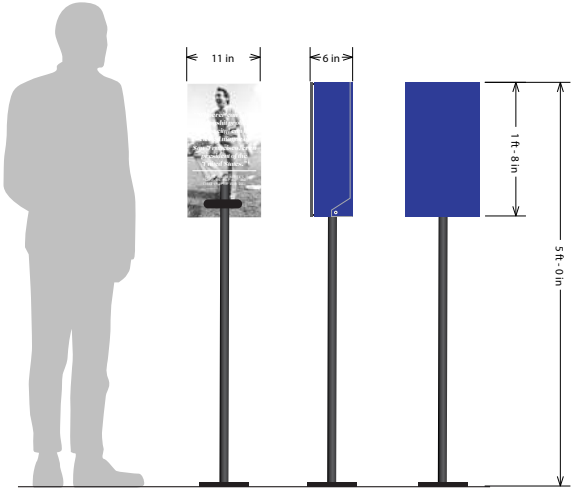
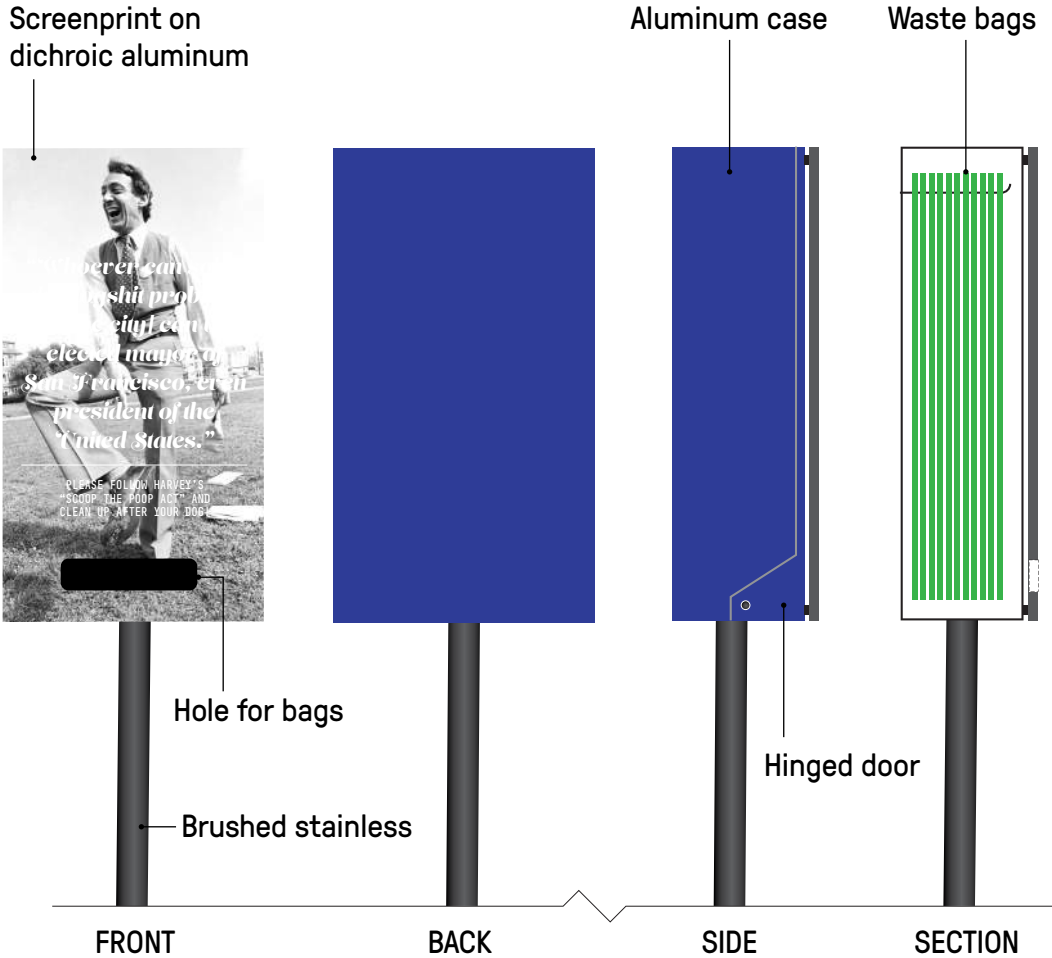


Low water use  
Evergreen  
2-3' tall and wide  
Full shade

# West Plaza: Grove

## The Grove:

The Grove is planted with 11 trees, each with a symbolic meaning. Their number represents the months Harvey Milk served in his position as San Francisco Supervisor prior to his assassination, while each species has been chosen to represent places Harvey lived: a tree from his hometown in New York, a tree from Texas, where he spent a few of his younger years, and trees representing San Francisco. A dog waste station brings some humor to the project representative of Harvey's boisterous personality and highlighting his work at supervisor.



# Site Plan: Concourse Level

## Materiality

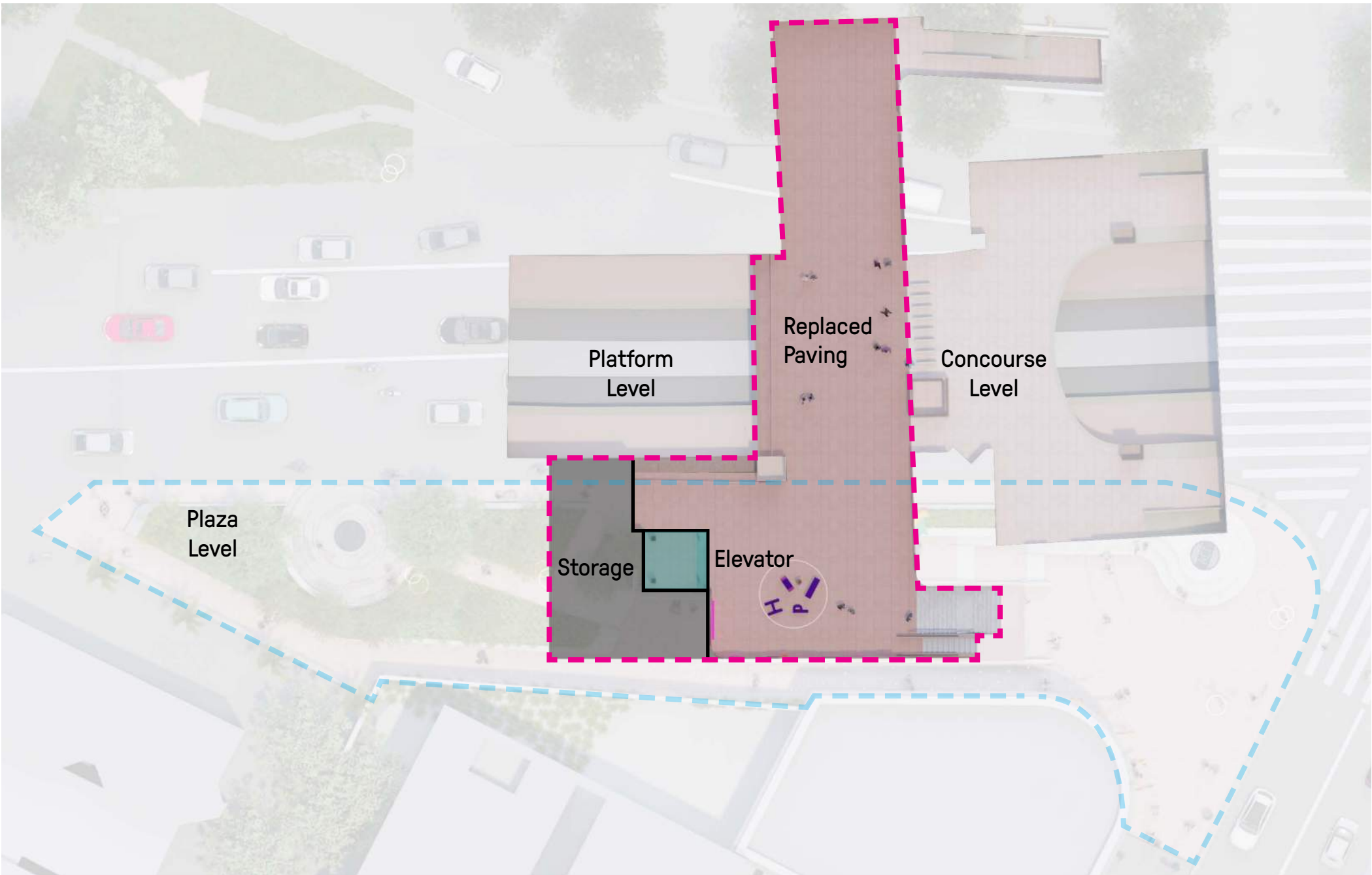
Granite Paving  
 "Radiant Red"  
 \*See pattern detail



Pedestal & Seatwalls  
 "Sierra White"  
 Granite  
 Size Varies

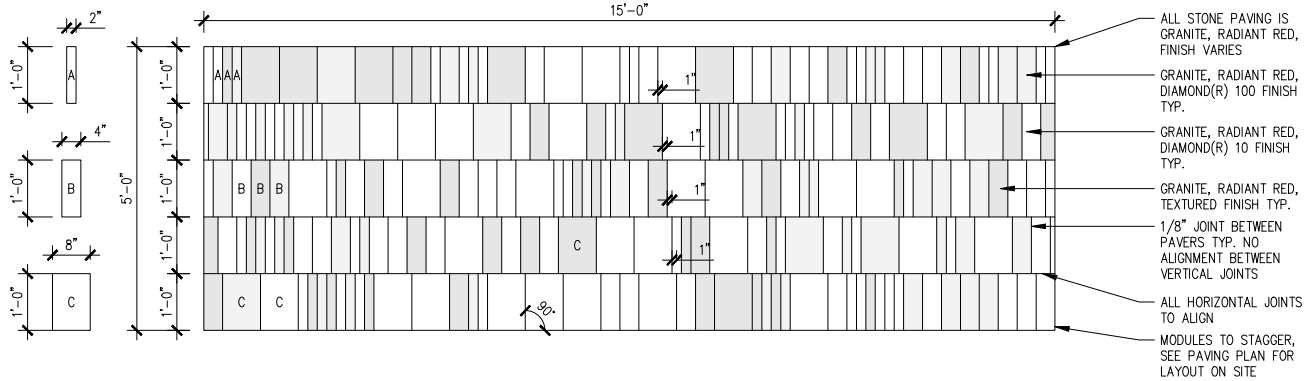


Match existing 3"x7"  
 runningbond tile  
 walls



PAVER SIZES

PAVING MODULE

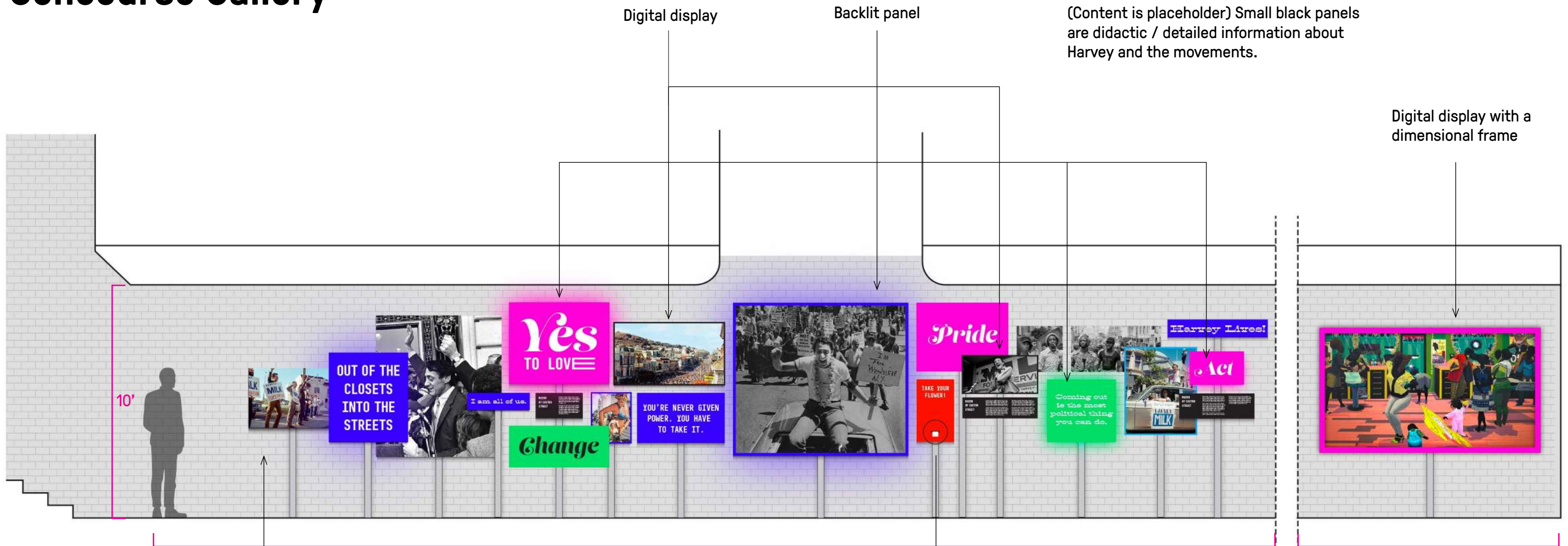




### The Gallery (Voices of the Community):

This indoor space, partially inside Castro Muni Station, will provide flexible gallery space for art and exhibits that reflect the current conversation and priorities of the community around issues of representation and social justice. A more permanent art piece is located directly below the skylight and is envisioned to have an audio component that would envelop the viewer in the sound of both Harvey's voice and the voices of the community that continue to echo his message.

# Concourse Gallery



(Content is placeholder) Small black panels are didactic / detailed information about Harvey and the movements.

Digital display with a dimensional frame

Scale= 1/4" = 1'

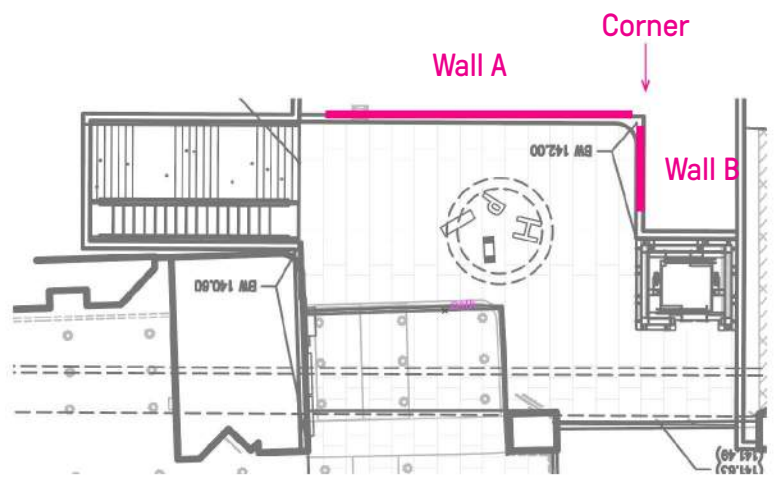
Panels mounted on brushed stainless posts. Posts are attached to wall; boards float as required for overlapping



Front: Illustrated flowers by curated artists



Back: A random act of kindness



## Content Walls:

The content of the walls is envisioned as a celebration of the history of activism in San Francisco. Activism has played such a large role in our community and city, in this space the history of action will be celebrated

# Lighting:



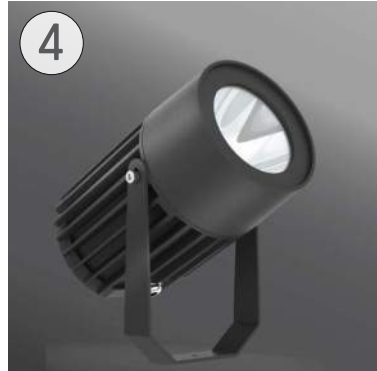
**Luminii Kurba “Horizontal Light”**  
Recessed wall toe lighting.



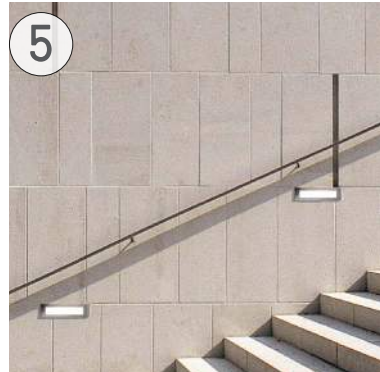
**Landscape Forms: “Typology Ring”**  
Overhead light fixtures.



**Design Plan “Goccia 2.7”**  
Path of Light in ground lighting.



**Ligman Lighting “Odessa 2”**  
Existing Pride Flag uplight.



**Bega Lighting “Luminaire: 22 132”**  
Staircase lighting.



## Lighting:

On the night of November 27, 1978, the community gathered at the corner of Castro and Market to reflect on the assassination of Harvey Milk earlier in the day. Many expected there to be violence, instead the community walked in vigil from this corner to San Francisco City Hall, an event that would later be known as the Candlelight vigil. These were the first steps the community took without their leader. Arriving at City Hall the crowd was greeted by future supervisor Harry Brit who told the crowd one day there would be something special in San Francisco, and it would have Harvey’s name on it. The lighting in the paving play homage to this event celebrating the community coming together and tying the site together between hope and action.



# East Plaza: Lighting



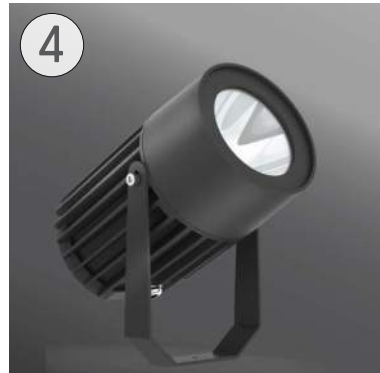
1  
**Luminii Kurba "Horizontal Light"**  
Recessed wall toe lighting.



2  
**Landscape Forms: "Typology Ring"**  
Overhead light fixtures.



3  
**Design Plan "Goccia 2.7"**  
Path of Light in ground lighting.



4  
**Ligman Lighting "Odessa 2"**  
Existing Pride Flag uplight.



Night rendering illustrating the candle light vigil lighting design.





# THE MEMORIAL AT HARVEY MILK PLAZA