



THE FRIENDS OF
HARVEY MILK PLAZA

September 10, 2021

San Francisco Arts Commission
Re: The Memorial at Harvey Milk Plaza Design Concept

Dear Commissioners:

We are pleased to submit the Phase II, Design Development, of the Memorial at Harvey Milk Plaza for your review. The Friends of Harvey Milk Plaza, the design team, various community groups, individual community members, and some of Harvey's closest friends have worked collaboratively to develop the design of the memorial we are sharing with you today.

Inspired by Harvey's message of inclusivity and his mission of greater social justice, the memorial aims not only to celebrate the past but also to honor Harvey's life's work by providing space that promotes visibility for all marginalized people and provides a platform for future activism. Like Harvey Milk himself, this unconventional memorial will be like no other. The redesigned space will welcome, represent, and celebrate all visitors as their authentic selves, honor past activism, and provide a focal point for organizing ongoing engagement around social justice issues.

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 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.

Included in the design are features dedicated to visibility and representation of the wide spectrum of people encompassed by the LGBTQ+ community. Public art and interactive elements celebrate LGBTQ+ culture and history while also promoting a call to action in support of social justice movements, making the Memorial at Harvey Milk plaza a place where hope and action will live on forever.

Public feedback collected since 2017 has been incorporated into the new design, reflecting the community's desire for an unconventional and inclusive process to see that

Milk's qualities and legacy remain front-and-center in the new design. We believe the design we are sharing with you today captures the public's desire to better honor Harvey Milk at the site and creates one of the United States' first 'next generation' memorials: one that will continue to represent the values of the local community through growth and change. The Memorial at Harvey Milk Plaza aims to interweave the past and the present so that it serves as a call to action for generations that follow.

We look forward to sharing the project with you, and discussing with you in more detail on September 20th .

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Springfield".

Brian Springfield, Executive Director
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harveymilkplaza.org