

# The New Harvey Milk Plaza



THE FRIENDS OF  
HARVEY MILK PLAZA

PERKINS —  
EASTMAN



## San Francisco Arts Commission Civic Design Review - Conceptual Design

October 15th, 2018

# Project History

33 competition entries globally  
3 different finalist designs

11,081 people responded online to the three finalist designs

↳ 47% of which live in the 94114 Castro neighborhood

70% of respondents considered the Perkins Eastman proposal positively



Winning competition idea: View of Castro Street and Market Street intersection



Winning competition idea: Castro Station entry



Winning competition idea: Castro Station entrance from Collingwood Street

# Project History

- 2 community meetings in 2017 to inform competition brief
- 5 months of participatory design with the community in 2018
- 4 community meetings in 2018
- 4 different design approaches



Two community members share their ideas at one of four community meetings held in 2018 in the Castro



Design Approach #2, Castro Station entry



Design Approach #1, corner of Castro Street and Market Street

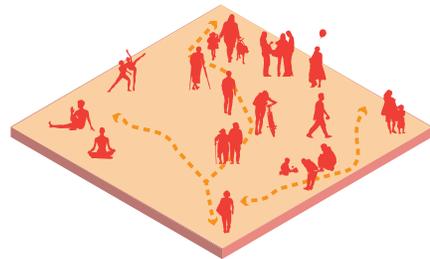


Design Approach #4, standing on top of the platform

# Project History

## What we learned through the public participatory design process....

the community has 4 overarching goals for the reimagined Harvey Milk Plaza



### Inspiring Memorial Experience

*An inspiring memorial means an iconic, memorable, and transformational place that appropriately honors Harvey's legacy and attracts visitors from the global community.*

*Harvey's legacy is multi-faceted and the memorial design should reference:*

- **Hope**
- **Coming Out**
- **Community**
- **Activism**
- **LGBTQ+ History**
- **His/Your Journey**

*In line with Harvey's legacy, the proposed design shall inspire the hearts and minds of visitors.*

### Successful Public Space

*Successful public space means creating a place that is active and energized with people and events, is pleasant to be within, is desirable to spend time in, and is a destination.*

*In line with Harvey's legacy, the proposed design shall bring the community together.*

### Universal Access

*Improved universal access means making the site more than just ADA accessible. It means enabling all people to experience and access their environment to the greatest extent possible, regardless of age or ability. Universally accessible spaces are safer, easier, and more comfortable for the pregnant, elderly, injured, or young.*

*In line with Harvey's legacy, the proposed design shall be inclusive and open to all.*

### Public Health, Safety, and Security

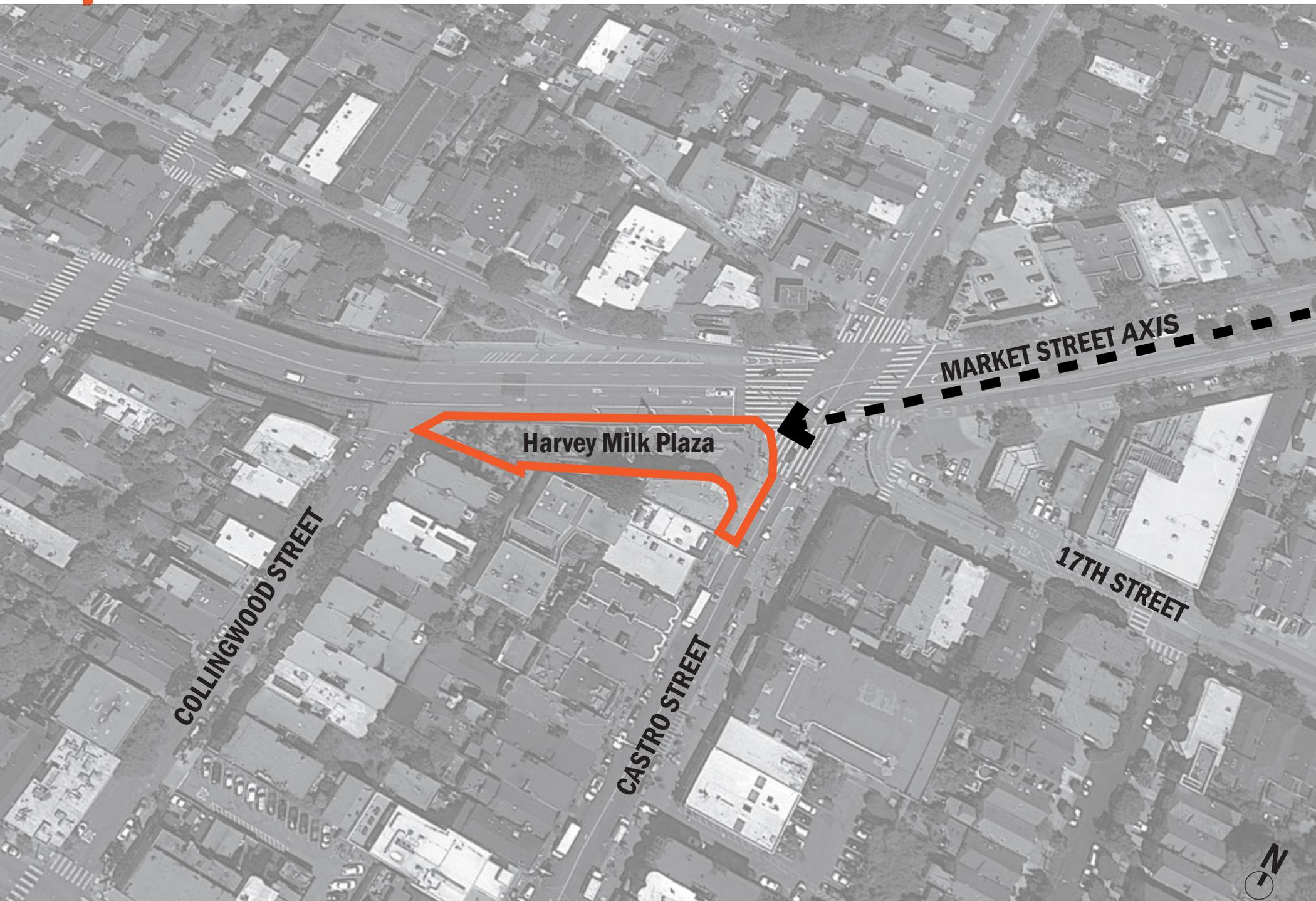
*Improved safety and security means making the site safer during all hours of the day. It means providing architectural and operational design solutions that make the site comfortable, clean, healthy, and safe.*

*The proposed design shall address the safety and security deficiencies of the existing plaza.*

**Desired Design Attributes as Translations of Harvey's Legacy**

**Basic Design Requirements**

# Project Context



Project location

# Project Context



Corner of Castro Street and Market Street, today



Jane Warner Plaza, today



Collingwood Street, today



Sunken plaza, today

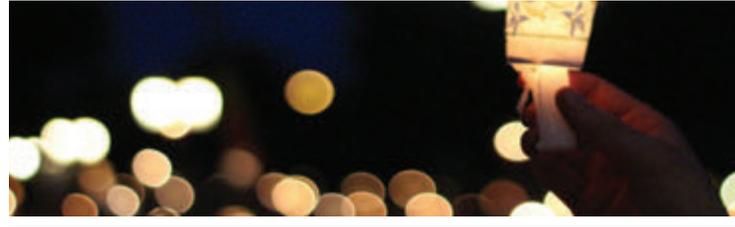


Memorial to Milk on the plaza, today



A gathering at the corner of Castro Street and Market Street

# Project Precedents



# Concept Design



The Castro community, the design team, and the Friends of Harvey Milk Plaza reimagined Harvey Milk Plaza together over the course of a five month participatory public design process.

The reimagined Harvey Milk Plaza is a place like no other—as unconventional as the human rights figure himself. Equal parts memorial, celebration and call to action, it is here that visitors are introduced to Harvey Milk, learn about his story and mission, and then leave energized to create change in their own communities. This “living memorial” to Harvey Milk lies in the heart of San Francisco and, lifting upwards from the sidewalk, becomes a new, iconic gateway to the Castro. Harvey Milk Plaza is a place where visitors can participate in various experiences that uphold three of Harvey’s overarching legacies: action, community, and hope. It is a place where Harvey’s spirit can actively live on today.

# Concept Design

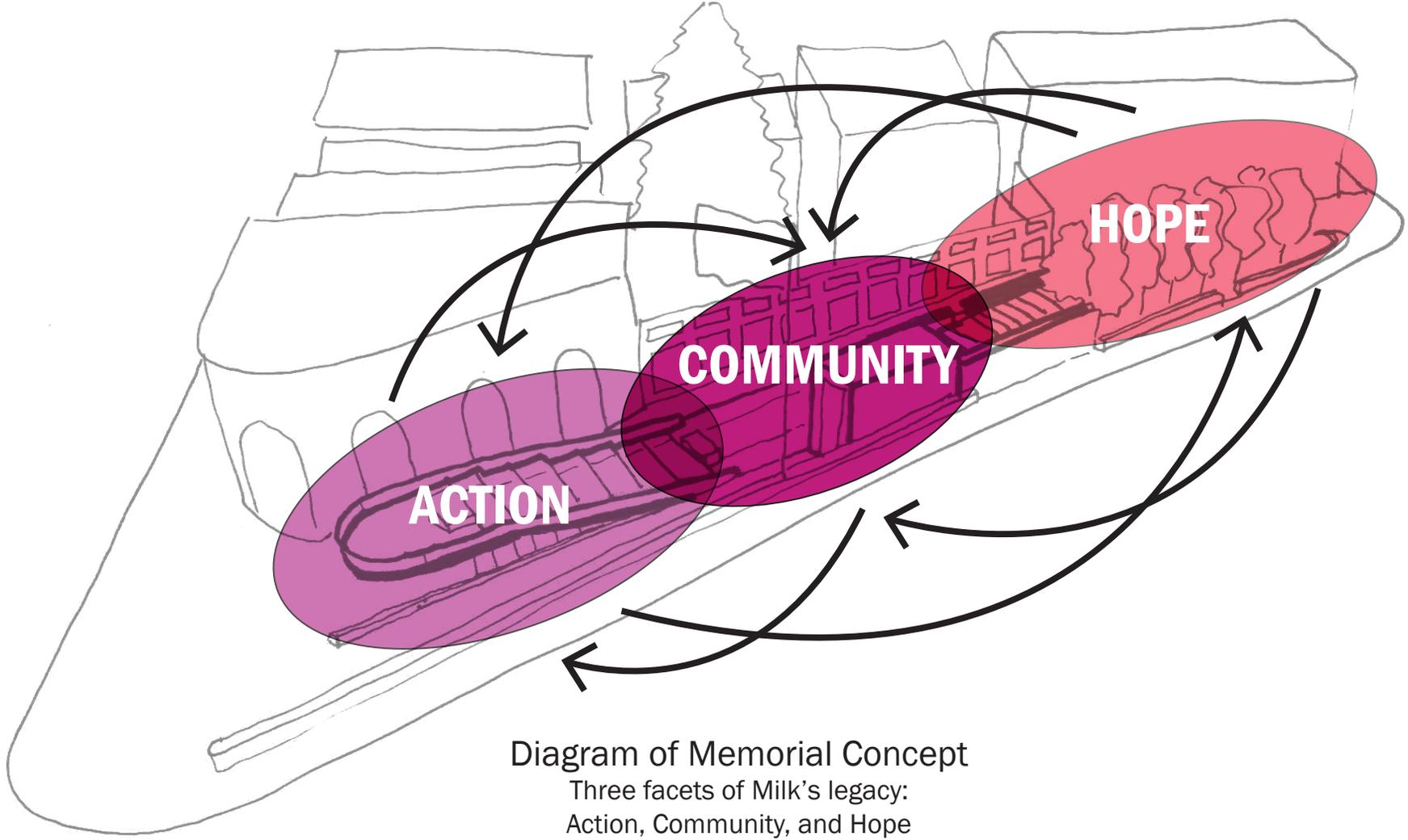


Diagram of Memorial Concept  
Three facets of Milk's legacy:  
Action, Community, and Hope

The reimagined Harvey Milk Plaza is a place for action, a place for community, and a place for hope. One plaza...one memorial. Within this one place, visitors can experience these legacies individually in various moments, each memorializing Harvey in a different way. Those experiences range from gathering with your community, to viewing inspiring contemplative art installations, to learning about Harvey Milk and the history of human rights, to standing on a soapbox yourself, just as he did. The reimagined Harvey Milk Plaza is a place for the community to gather, protest, rally, mourn, celebrate, come out, and make change together.

# Concept Design

## His Legacy of Action



Amphitheater



Interactive bronze sculpture

## His Legacy of Community



Educational timeline



Graphic display walls



Art gallery

## His Legacy of Hope



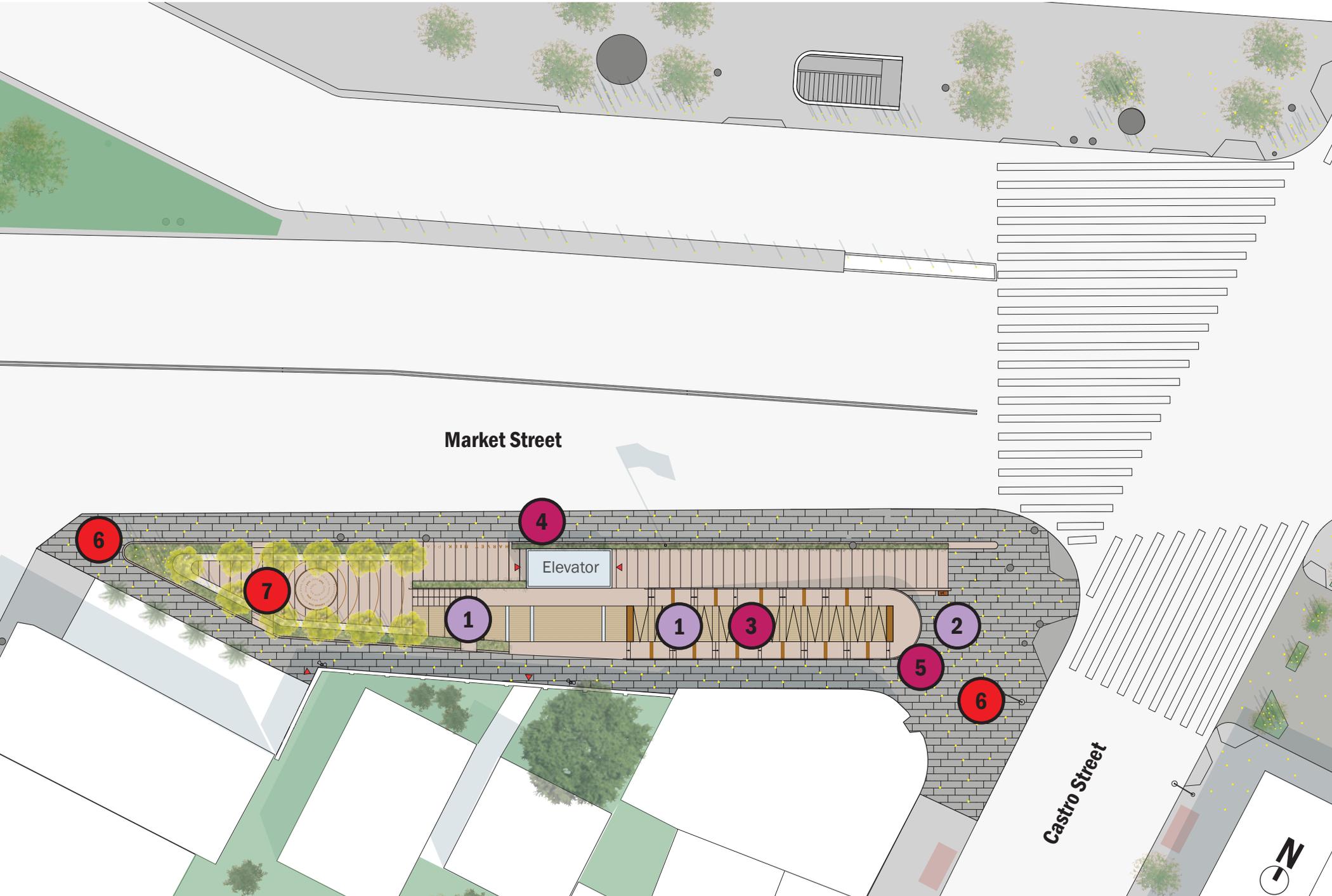
Permanent candlelight vigil



Tree grove/medallion

The design of the plaza responds to three overarching facets of Harvey Milk’s legacy by providing various spaces and experiences for visitors to take up Harvey’s mantle, engage his spirit, and participate in the space in a way that resonates with them. The participation of the memorial visitors in the space allows Harvey Milk Plaza to become a daily “living memorial” to Harvey Milk.

# Concept Design



Site plan

# Concept Design

## His Legacy of Action -

### Amphitheater & Interactive Bronze Sculpture

- Plaza's architecture reminiscent of classic Greco-Roman spaces for gathering, display, and performance
- Iconic winged amphitheater gathering space
- Amphitheater design better allows community to pick up Harvey's mantle and engage his legacy of action: speak their minds, be heard, and create change
- Amphitheater design effectively accommodates a range of experiences and events. The reimagined Plaza's design supports both small intimate moments & large scale rallies, protests, celebrations, and community gatherings
- Elevated Plaza creates new SF vista point, providing sweeping views of the city skyline down Market Street
- Single sculptural bronze soapbox marks this culturally iconic street corner
- Sculptural bronze soapbox, to be commissioned by an artist, offers a special photo-op or allows visitors to actively engage in Harvey's legacy



At the corner of the plaza sits a bronze sculptural soapbox, inviting visitors to engage in action



The eastern amphitheater wing hovers above the iconic and culturally significant Castro Street and Market Street corner

# Concept Design

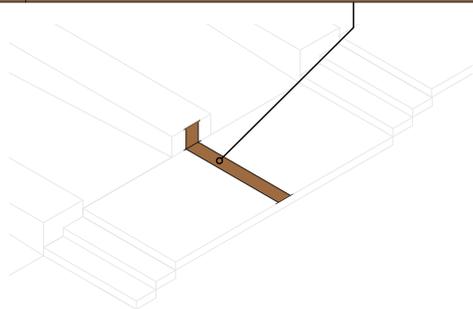
## His Legacy of Community -

### Educational Timeline & Graphic Display Walls

- Eastern amphitheater wing inspires visitors to engage with each other by interacting with an educational timeline embedded in the floor as the journey together to the top
- At turning points on the amphitheater's switchbacking path, bronze thresholds depict key historic events in Milk's life
- Larger, glassy forms with bronze tops sit within the eastern and western amphitheater wings inspiring visitors with Milk's powerful words and educating them about the greater civil rights movement and LGBTQ+ community
- Fully transparent glass elevator enclosure functions as large format visual backdrop between amphitheater wings capable of changing graphics for various special occasions

1974 Harvey organizes the Castro Village Association of local merchants, and helps launch the first **Castro Street Fair**.

1976 "Hope will never be silent."  
— Harvey Milk



Bronze educational timeline plaque thresholds



The western amphitheater wing faces a central plaza and gradually steps upwards towards a grove of trees



The eastern amphitheater wing features an educational timeline with bronze plaque thresholds at each landing

# Concept Design

## His Legacy of Hope -

### Candlelight Vigil, Grove of Trees, & Medallion

- Sculptural candlelight posts and frosted brick lights embedded in the sidewalk create a permanent candlelight vigil. Posts are clustered and located outside of the path of travel (such as in planters and in non-pedestrian zones) and brick lights are flush with the ground and can be walked on top to allow for full accessible movement
- Permanent candlelight vigil speaks to the sense of solidarity and energy that was felt the night of November 27, 1978 when Milk and Mayor George Moscone were assassinated
- Warm glow of light from permanent candlelight vigil unites the intersection of Castro Street, Market Street, 17th Street, and Collingwood, allowing this gateway to the Castro to become a permanent symbol for hope each night
- Sculptural candlelight posts and brick lights present donor opportunities
- 11 ginkgo biloba trees border an outdoor room at the Collingwood corner of the Plaza. They mark the 11 months Milk served in office
- The 11 ginkgos surround a special place within the Plaza marked with an inspiring circular medallion. This special space can be used for wedding ceremonies, memorial services, or coming out to a loved one
- Every November, the ginkgo grove turns yellow, reminding visitors of Milk's legacy and bathing the Plaza in its color which is universally symbolic of positivity, optimism, remembrance, and honor



Donor name engraved on candlelight posts



Visitors can find special artistic elements within the tree grove which communicate Harvey's legacy of hope



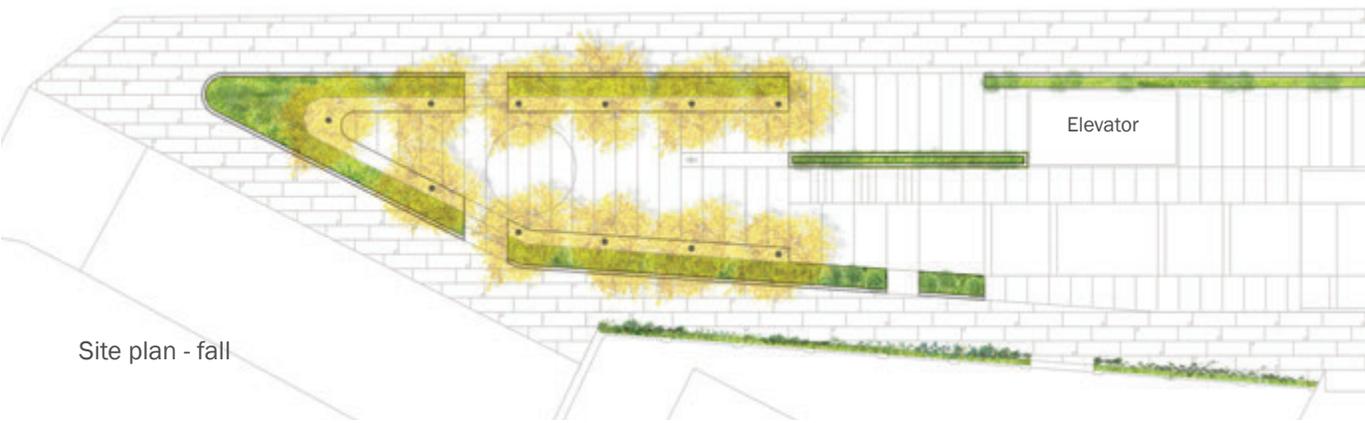
Brick lights are flush with sidewalk and candlelight posts are located outside the pedestrian path and in planters

# Concept Design - Landscape

- A green border of lomandra longifolia buffers the Plaza from Market Street and creates a more friendly pedestrian experience
- Planting selected based on resilience to urban environments, low water usage, tolerance to wind, and low maintenance requirements
- Vegetation design helps to tell the story of Harvey Milk
- A grove of trees softens the Plaza's transition into the quieter surrounding residential neighborhood at the Collingwood corner
- Ginkgo biloba trees selected for Collingwood corner because their leaves turn yellow every November, which remembers the month Milk was assassinated, and because the color yellow universally represents positivity, optimism, remembrance, and honor
- 11 ginkgo biloba trees comprise the grove of trees symbolizing the 11 months Milk was in office



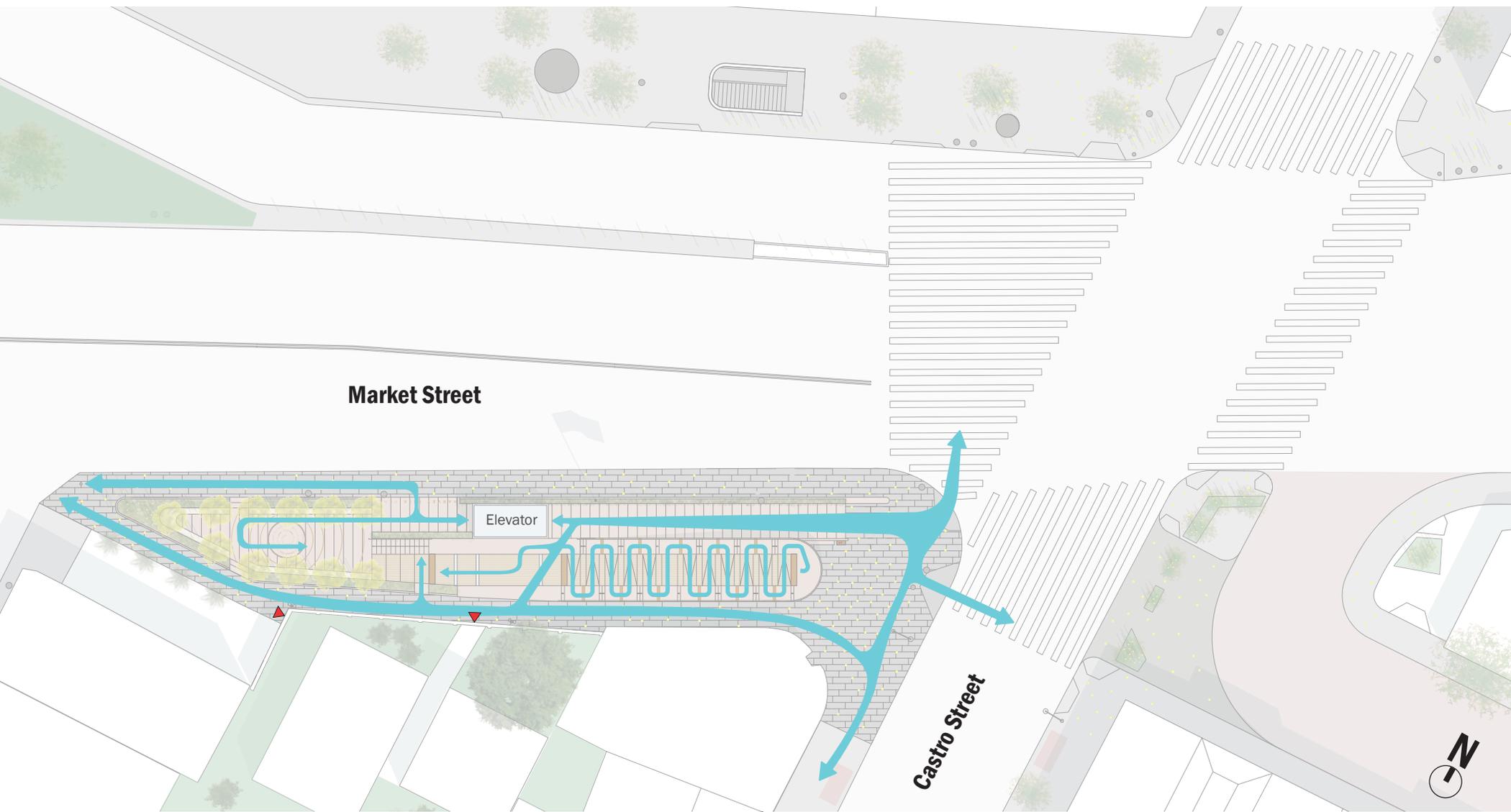
Site plan - spring and summer



Site plan - fall



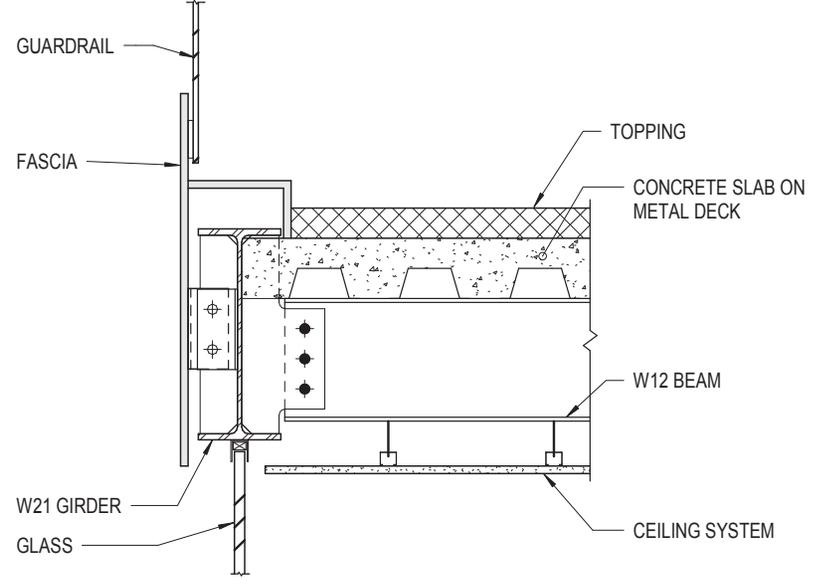
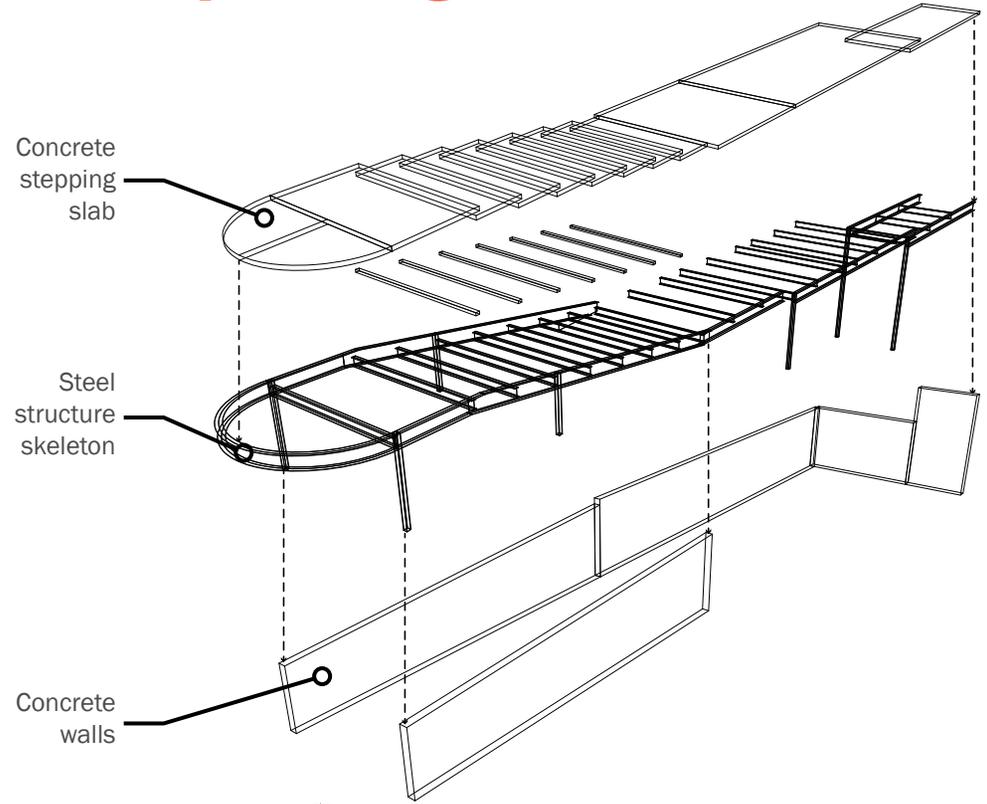
# Concept Design - ADA Accessibility Diagram



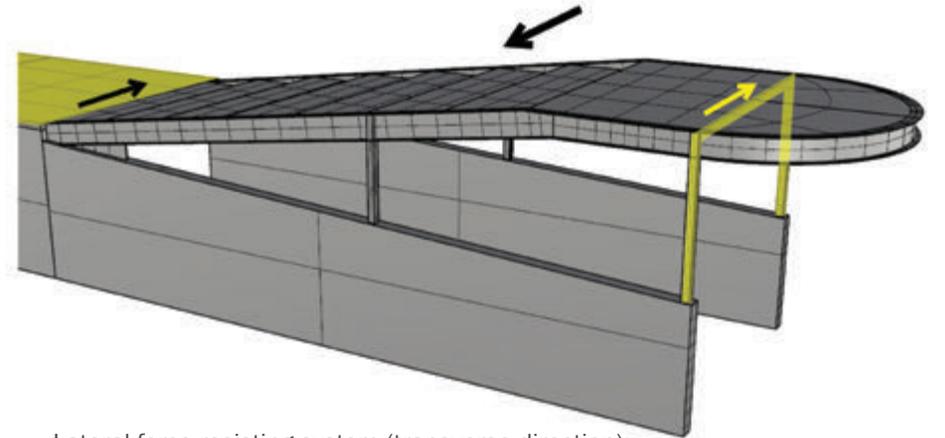
Legend  
■ ADA Accessible Path

- The reimagined Harvey Milk Plaza design improves universal access throughout the site:
- Four-stop elevator brings Muni riders directly from Market Street to Castro Station
  - Market Street bus stops become more accessible with widened sidewalk along the Market Street length of the plaza
  - Eastern amphitheater wing features switchbacking sloped surface which allows ADA accessibility to the top
  - All memorial components are located on ADA accessible paths
  - A new, straightened code-compliant stair into Castro Station allows the station to be more universally accessible
  - A new pathway along Soulcycle building and concrete trellis allows more efficient pedestrian movement through the Plaza

# Concept Design - Structure

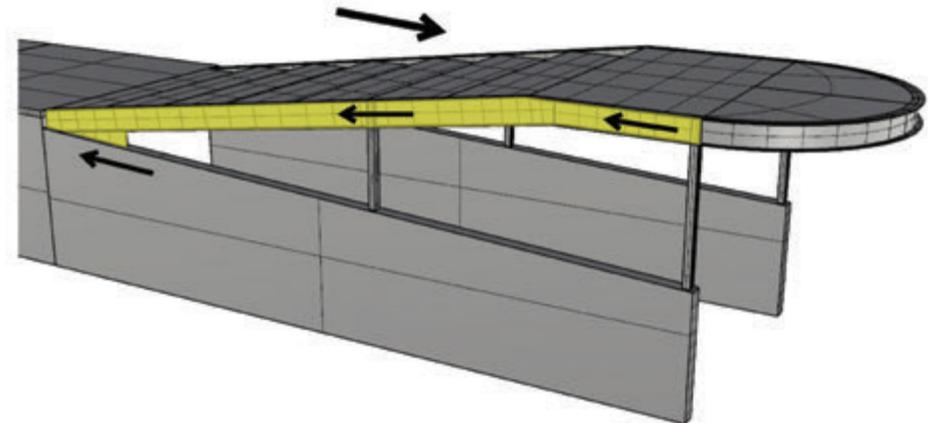


Structural detail of canopy edge



Lateral-force-resisting system (transverse direction):

Lateral force transfers through concrete slab to moment frame at the end of the canopy or down to ground level.



Lateral-force-resisting system (longitudinal direction):

Lateral force transfers through concrete slab to collector beams and down to below-grade walls.

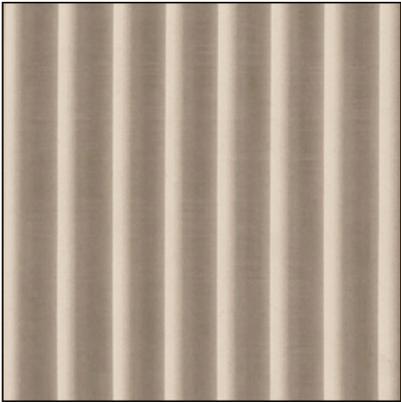
# Concept Design - Material Palette



Poured in Place Concrete



Golden Chinese Granite Pavers



Ribbed Concrete - Tinted



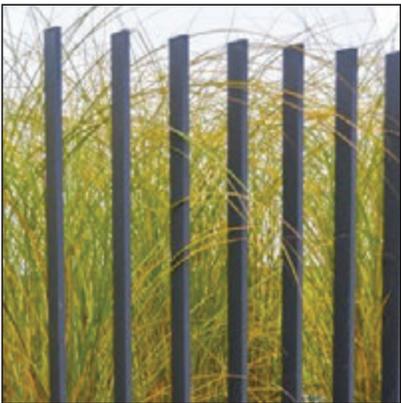
Decomposed Granite - Buff



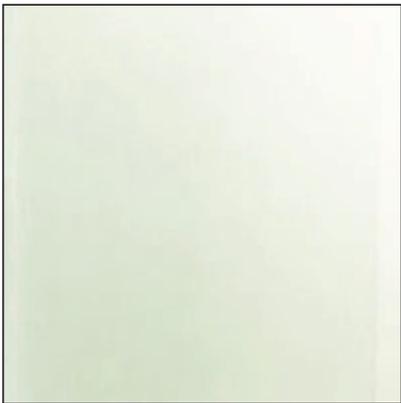
Bronze Signage



Granite Accent Pavers

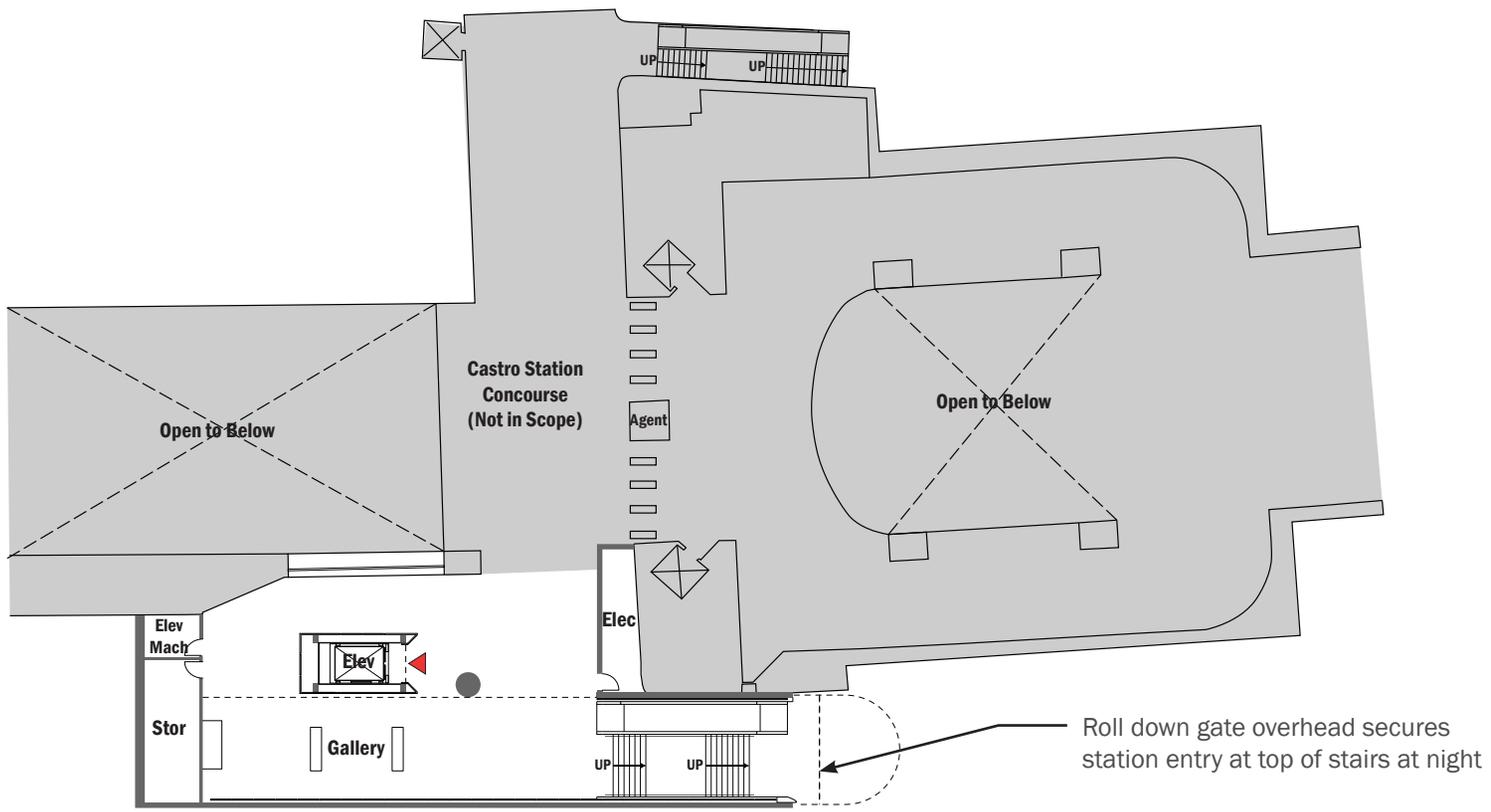


Powder-coated Metal Guardrail



Frosted Glass Sculptures

# Concept Design - Muni Concourse Level



A colorful ceiling and bold graphics greet Castro Station visitors and neighbors

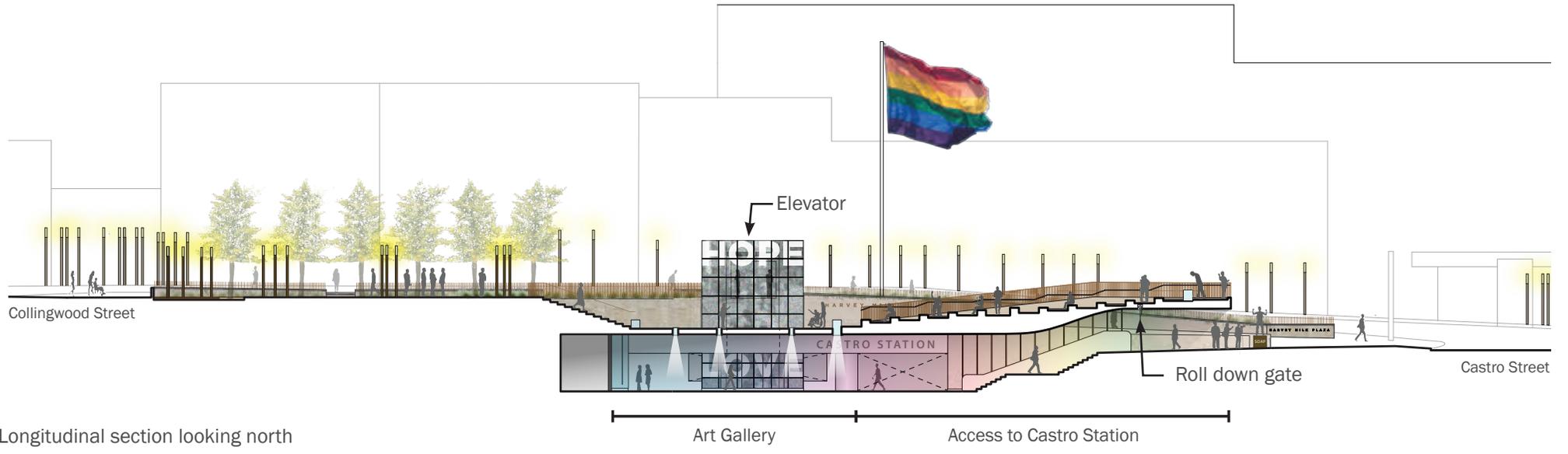


Entering Castro Station, visitors pass through a vibrant, colorful art gallery with memorabilia

# Concept Design



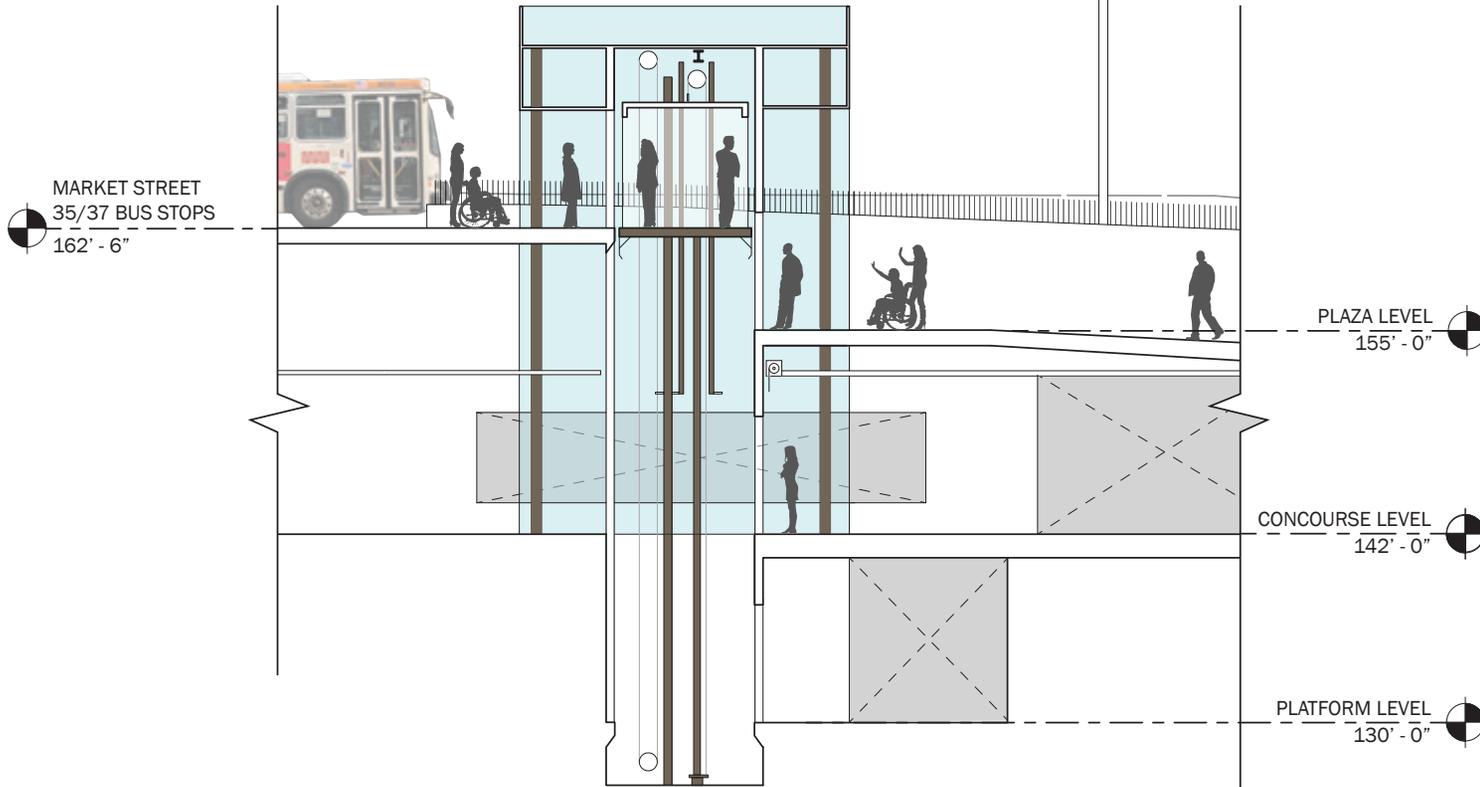
Elevation looking south



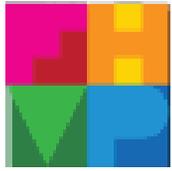
Longitudinal section looking north

# Concept Design - Elevator

- Four-stop elevator provides universal, direct access from Market Street to Castro Station, stopping at Market Street near the bus stops, then plaza level, then concourse level, and, lastly, platform level
- A glass elevator cab and a glass elevator enclosure provide visibility and increased safety and security for passengers
- Elevator glass enclosure will be overlaid with a graphic film (fritted glass or digital screen technology such as Glas-Platz)
- Elevator will meet preliminary requirements set by early SFMTA studies
  - Gurney sized
  - Roped hydraulic
  - Utilize separate machine room



Section of elevator



THE FRIENDS OF  
HARVEY MILK PLAZA

In collaboration with the Castro Community and

PERKINS —  
EASTMAN

ARUP

P R O P +  
G U E R I N

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LIGHTSWITCH®



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