



THE FRIENDS OF
HARVEY MILK PLAZA

**Friends of Harvey Milk Plaza
Summary and Data Analysis of Neighborland Online Community Engagement
September 2017**

As part of the design competition, Friends of Harvey Milk Plaza hosted an open discussion and survey for the three design competition finalists on the Neighborland website in order to hear from the community their thoughts on the designs produced by the three design team finalists. The three finalists shared their schematic designs on the Neighborland platform which provided an opportunity for users to comment on the designs by placing pins in specific areas of the renderings and participate in a survey for each of the three finalists. 11,081 unique visitors viewed the site and contributed over 21,136 comments and survey responses.

The three design team finalists' renderings were available on Neighborland for a period of two weeks in September 2017.



Perkins Eastman, Harvey Milk Plaza Competition Design Finalist Entry (August 2017)

Perkins Eastman Design Summary:

The new Harvey Milk Plaza is not a serene park, a stagnant statue, nor a passive museum. Rather, the new Harvey Milk Plaza is reimagined as a vibrant, active, living place that more fittingly honors Harvey Milk's charismatic spirit and legacy as a community energizer and a vocal activist. The new Harvey Milk Plaza is a place

that allows for and encourages political activism, community interactions, and the unfiltered display of self. A stepping and ramping amphitheater, set within a field of candles, transforms the corner of Castro and Market into a soapbox, not just for one, but for many. This multi layered design also includes a timeline journey which takes the visitor through a series of important timeline thresholds in both Harvey's life and the continued legacy of LGBTQ and civil rights advances after his assassination. This human activated place not only creates a distinct gateway to the Castro, but also allows this historic site to become a new architectural, yet human-scaled, icon in San Francisco, a city with a strong history of spaces for public discourse.



Groundworks, Harvey Milk Plaza Design Competition Finalist Entry (August 2017)

Groundworks Design Statement:

Our proposal aspires to craft a fitting memorial for Harvey and a public plaza that honors his legacy of protest, revolt and community activism. This is hallowed ground for the LGBT movement and we believe in creating a memorial that honors Harvey and reflects the faces of those he fought for and fought with, US. Our proposal for the Harvey Milk Memorial is a reflective and mirror-like faceted panel adorned with his effervescent visage and his most moving and important quotes. The panel is also intended to reflect the dynamism all those who visit the plaza; all creeds, all races, all walks of life.



Kuth Ranieri, Harvey Milk Plaza Design Competition Finalist Entry (August 2017)

Kuth Ranieri Design Statement:

Harvey Milk Plaza is a welcoming door to the city's historic Castro District and a destination to learn about the life (and times) of Harvey Milk. This public space is defined by a ribbon of visual content that traverses the street, plaza and pathways to Castro, Market and beyond.

Respondent comments were unique to each concept design and independent of the survey. The comments were largely focused around 3 central themes: Harvey Milk memorial concepts, useable space, and path of travel/access to Castro MUNI station.

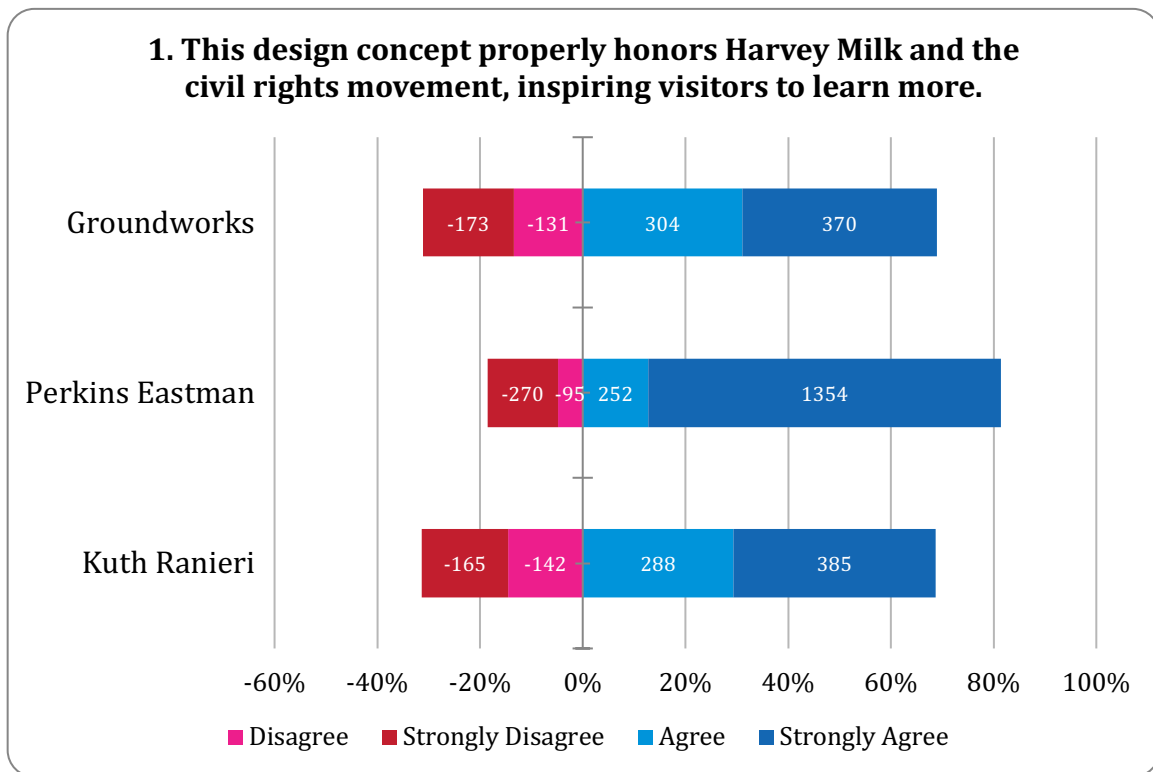
Respondents were asked to answer a survey, consisting of eleven questions, for each design proposal. The first six questions asked respondents to rate the success of the design proposal in meeting different design criteria. The last four questions pertained to the respondent's relationship to the plaza. Respondents were allowed to skip any of the questions and were not required to complete a survey for every design proposal. As discussed later, the total number of surveys per design proposal varied. In order to convey relative performance of each design in terms of the six criteria, the responses to each question are shown here as percentages and not as raw values.

In general, all three proposals were rated in all six of the design criteria. At least 70% of the respondents to the Perkins Eastman proposal survey 'agree' or 'strongly agree' it meets the stated design criteria. At least 55% of the respondents to the Groundworks proposal survey 'agree' or 'strongly agree' that it meets the stated design criteria. The Kuth Ranieri proposal tended to have a more even split between the 'agree' and 'disagree' categories.

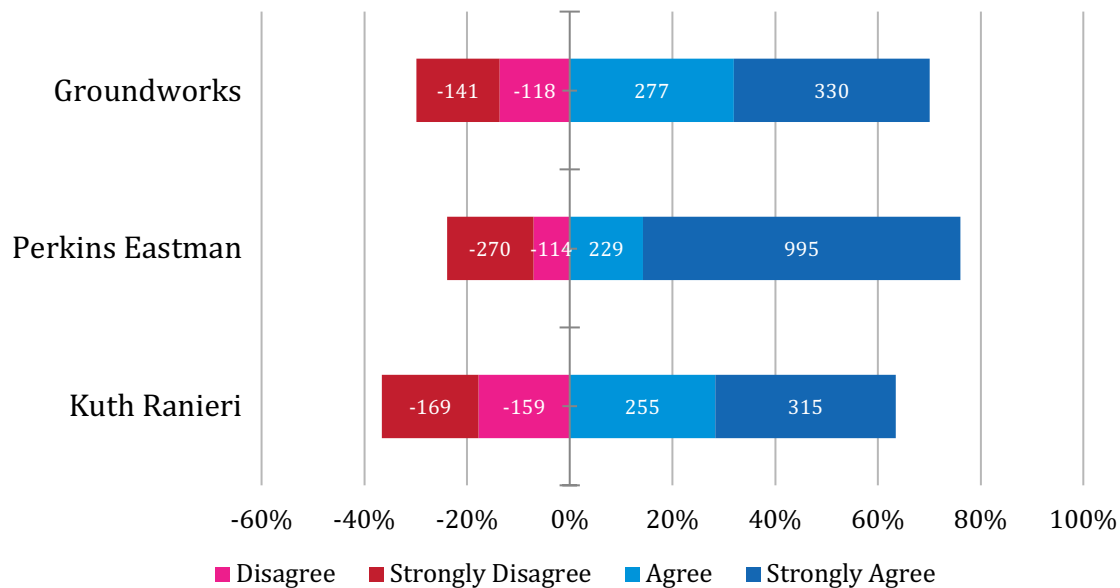
In terms of visitation, about half of all respondents visit Harvey Milk Plaza on a routine (daily, weekly or monthly) basis. 71% of respondents were from San Francisco; with

almost half (47%) of those SF residents living in the same zip code as the Castro neighborhood (94114). 69% of respondents also work in San Francisco; a quarter of those working in San Francisco work in the same zip code as the Castro neighborhood (94114).

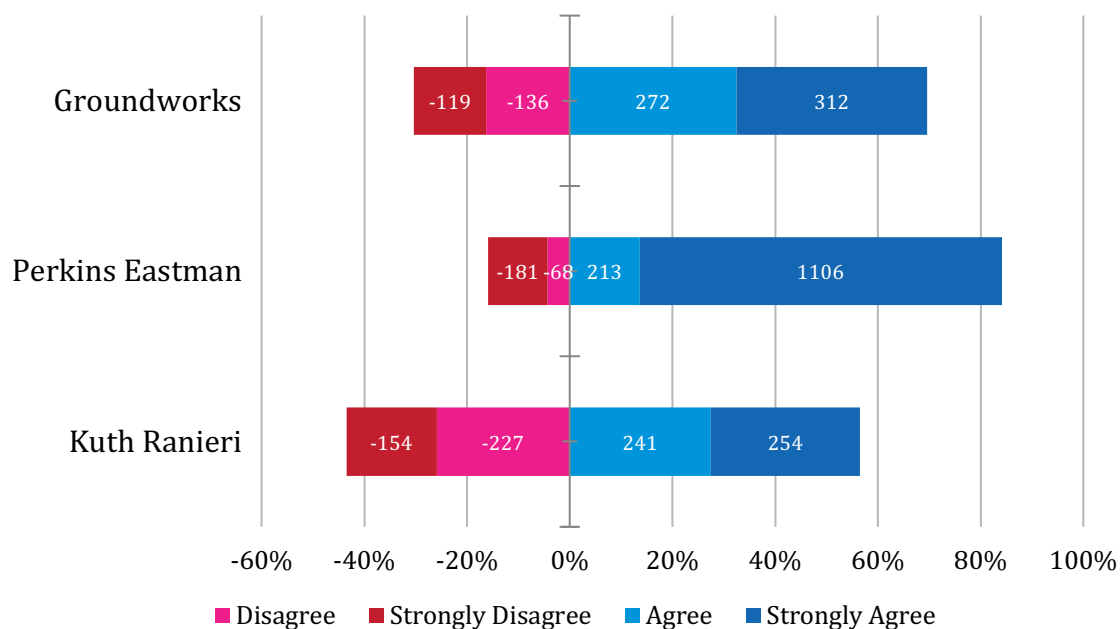
Over half (9,901) of the total responses (20,653) were recorded for the Perkins Eastman survey; with the Groundworks and Kuth Ranieri proposal surveys comprising one quarter each of the total responses.



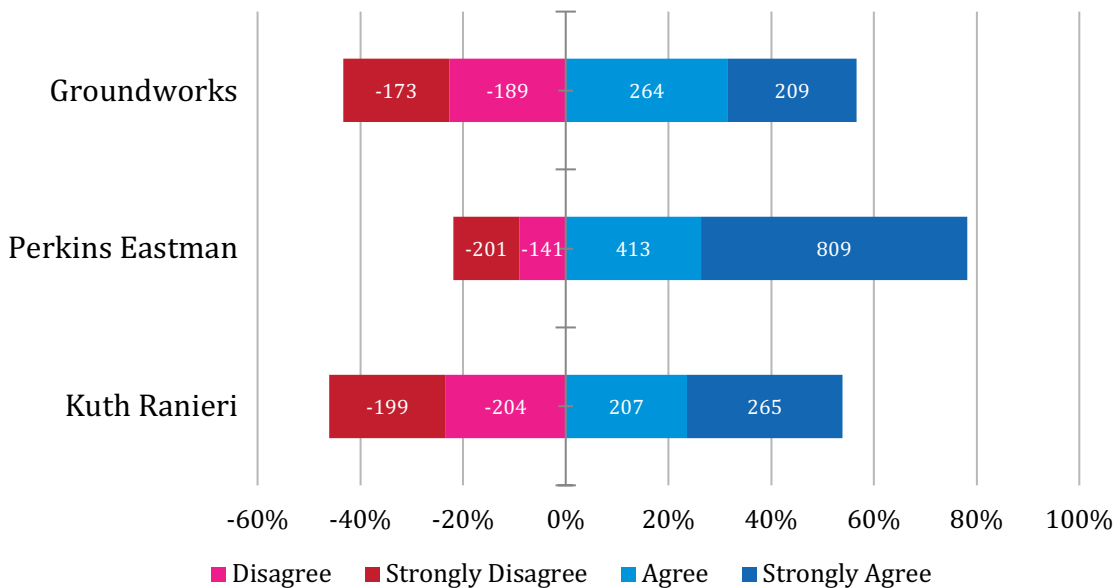
2. This plaza design concept provides a great urban transit station which manages pedestrian flow well and allows easy access to public transit.



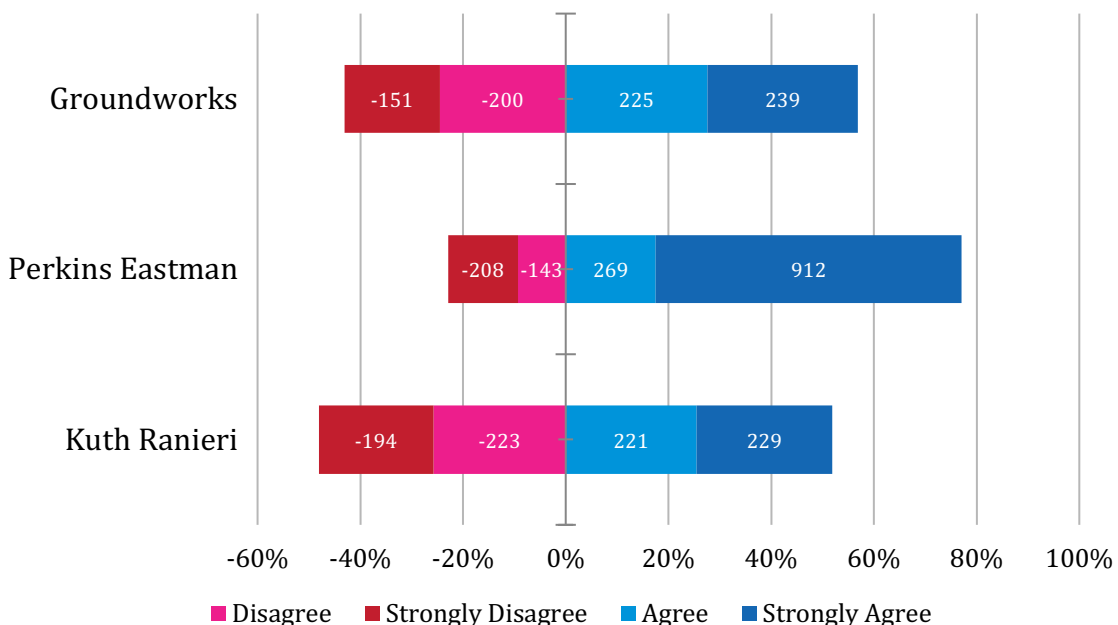
3. This plaza design concept supports public gatherings for celebration and protest.

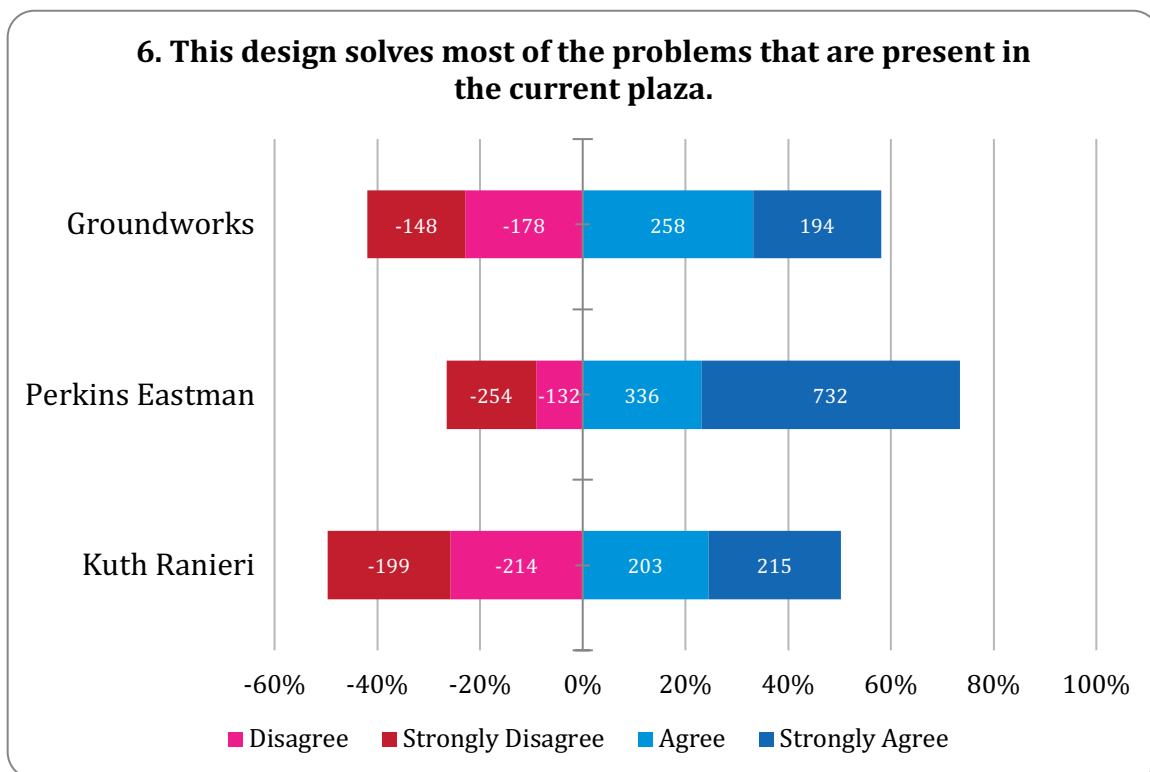


4. This plaza design concept is innovative and inspiring; it creates a new San Francisco destination for out-of-town visitors.

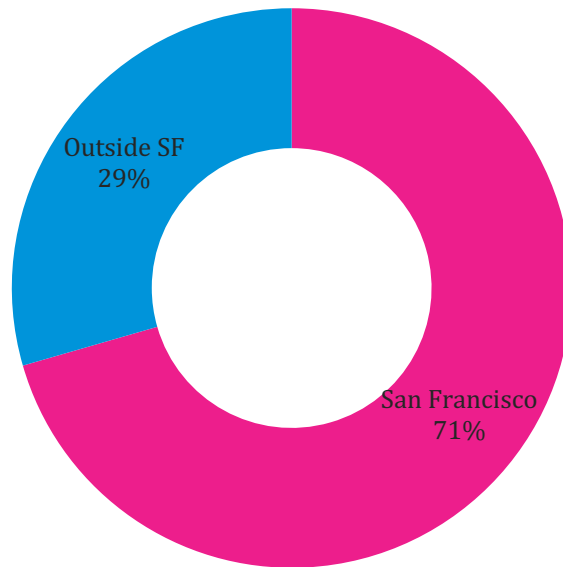


5. This is a public space that I would visit and use myself, beyond simply using it as a transit station.

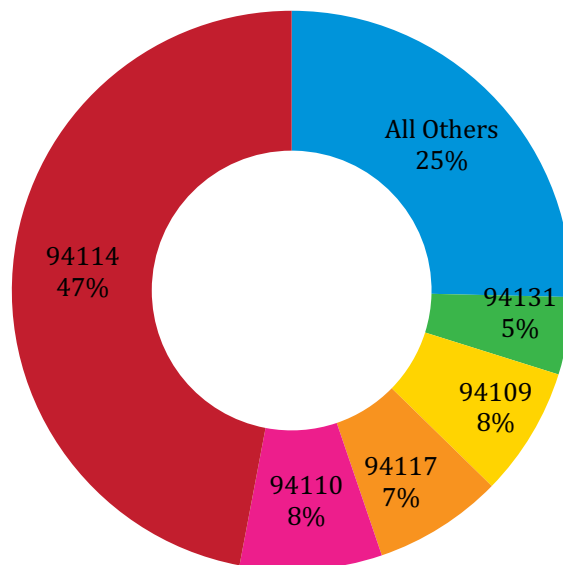




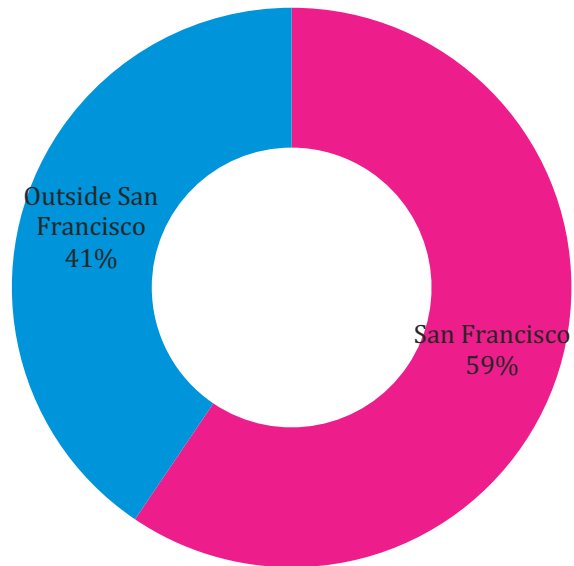
8. Respondent Home Zip Code



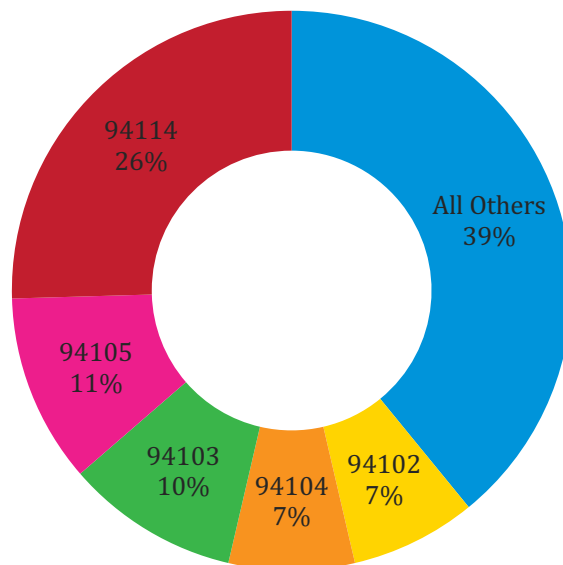
9. Respondent Home Zip Code



10. Respondent Work Zip Code



11. Respondent Work Zip Code



12. Response Rate by Finalist

