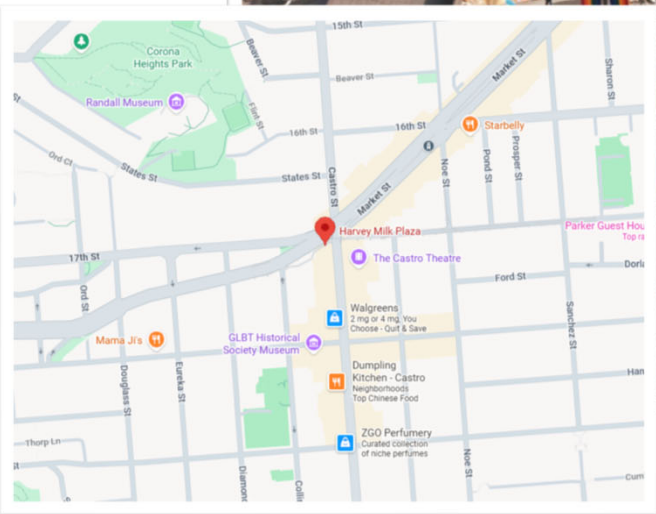
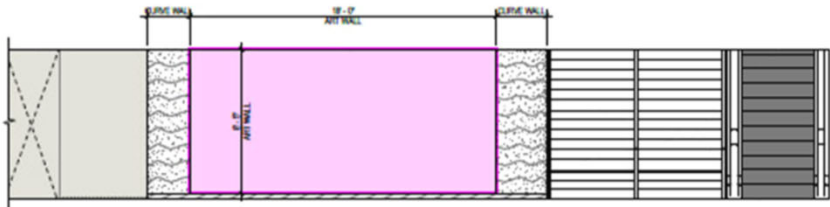
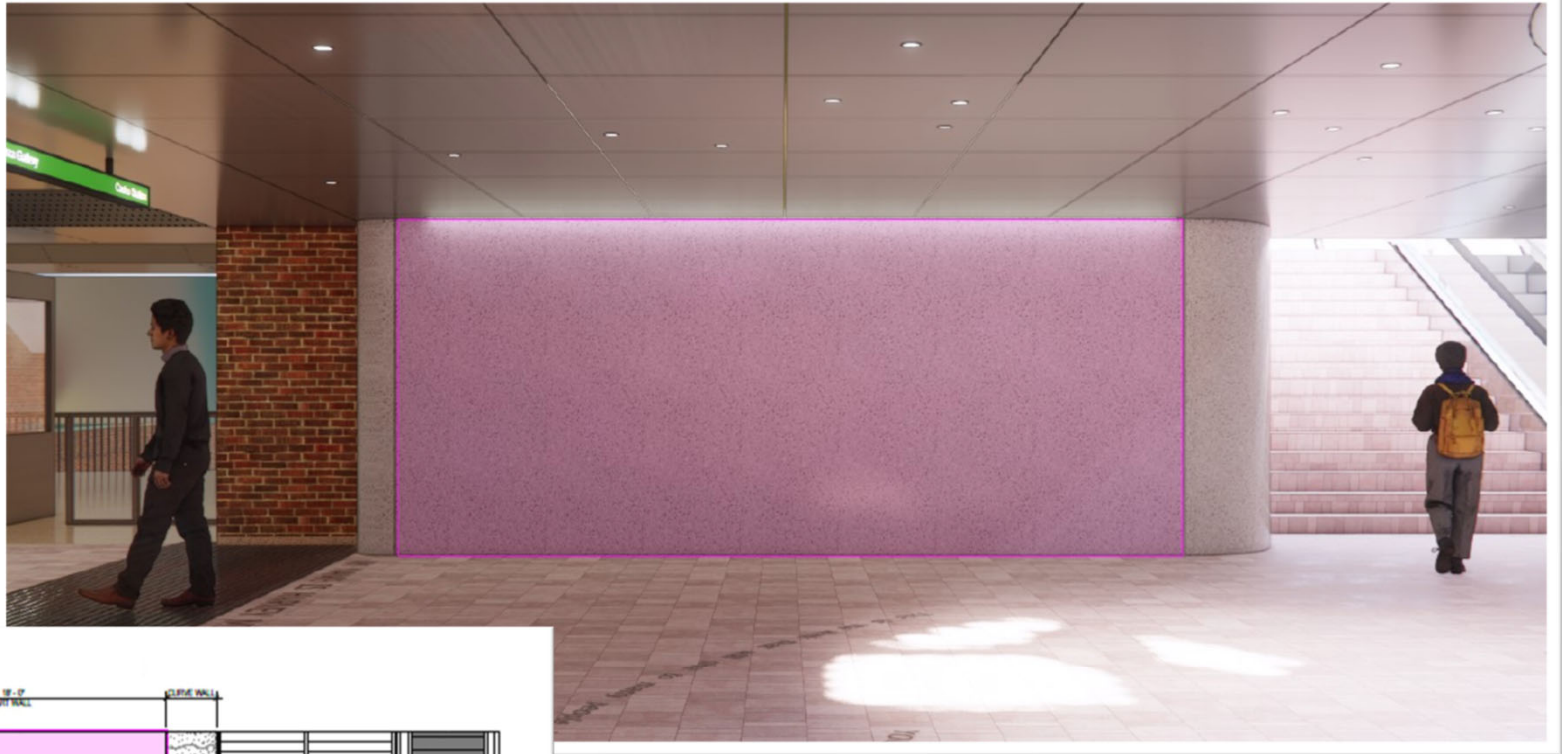


An aerial, sepia-toned photograph of a city street corner. The street is labeled 'CASTRO' vertically on the left. In the center, a large, curved building with arched windows is the focal point. A large rainbow flag flies from a tall pole on the right. In the foreground, a circular plaza features a central fountain with the words 'HARVEY MILK' on its base. People are walking on the sidewalks, and cars are on the street. The text 'HARVEY MILK PLAZA IMPROVEMENTS PROJECT PUBLIC ART PROJECT PLAN' is overlaid in large, white, bold letters across the center of the image.

# HARVEY MILK PLAZA IMPROVEMENTS PROJECT PUBLIC ART PROJECT PLAN





3 INTERIOR ELEVATION - GALLERY EAST  
1/4" = 1'-0"



Christina Empedocles, *The City on Film: Harvey Milk*, 2012

## PROJECT GOALS

- Honor the values and legacy of Harvey Milk.
- Celebrate the history of activism in San Francisco.
- Reflect the history and culture of the Castro District and Queer Community.
- Visually enhance and complement the Harvey Milk Plaza and Castro Muni Station.

## HARVEY MILK IMPROVEMENTS PROJECT ART ENRICHMENT BUDGET

<b>Total Art Enrichment</b>	<b>\$ 270,000</b>
Administration	\$ 54,000
Conservation	\$ 27,000
<b>ART</b>	<b>\$ 189,000</b>
Internal Contingency	\$ 24,500
Escalation Allowance	\$ 9,100
Artist Selection	\$ 12,500
Photography + Signage	\$ 4,500
Installation	\$ 16,000
<b>SUBTOTAL ART EXPENSES</b>	<b>\$ 61,000</b>

**TOTAL ARTWORK BUDGET \$ 128,000**



Vicki Sauls, *From the Heart Outwards*, 2005

## **ARTIST RECRUITMENT APPROACH AND ELIGIBILITY**

- Arts Commission staff will post a Request for Qualifications (RFQ) which is open to professional practicing artists, who reside in the United States.
- Recruitment will focus on artists who currently reside in, have resided in, or have another significant relationship to the Castro District. Applicants will be asked to address their meaningful connection to the Castro Community, Bay Area Activism and Social Justice, and/or San Francisco Queer History and Culture. The review panel will be instructed to consider these connections as part of their scoring criteria.

## **ARTIST SELECTION PROCESS**

- **Qualification Panel**
  - Consisting of an SFAC staff member, and 2 arts professionals, who will score qualified artists to identify a shortlist of qualified artists.
- **Artist Review Panel**
  - Consisting of a representative of PW, three arts professionals, and one community representative, who will review and score the applications and identify three artist finalist who will for the project.



Craig Calderwood, *The Only Blue is the Sky*, 2024

## Project Timeline

Project Plan Approval (VAC)	April 15, 2026
RFQ Issued	April 17, 2026
RFQ Deadline	June 15, 2026
Qualification Panel	Week of June 22, 2026
First Project Artist Review Panel	Week of July 20, 2026
Artist Finalist Orientation	Week of August 31, 2026
Finalist Proposals Due	October 26, 2026
Public Comment	November 9 – 20, 2026
Final Project Artist Review Panel	Week of November 30, 2026
VAC Approval	December 16, 2026
Arts Commission Approval	January 4, 2027
Artist Under Contract	March 2027

**HARVEY MILK PLAZA IMPROVEMENTS PROJECT PUBLIC ART PROJECT PLAN**



**BACKGROUND**

Located in the heart of San Francisco’s Castro district, Harvey Milk Plaza aims to celebrate Harvey Milk’s life’s work of inclusivity and honor his mission of greater social justice. With advocacy and significant engagement from the local community, the redesigned plaza will provide space that promotes visibility for all marginalized people and offer a platform for future activism. The new Harvey Milk Plaza will welcome, represent, and celebrate all visitors as their authentic selves, honor past activism, and provide a focal point for organizing ongoing social engagement.

**ART OPPORTUNITY**

Located on the Concourse Level of the Castro Station, the Gallery East Art Wall Artwork will measure approximately 8’ ft. high x 18 ft. wide (144 sq. ft.) and will be comprised of a durable material, such as mosaic or digitally printed ceramic tile.

**PROJECT GOALS**

- Honor the values and legacy of Harvey Milk.
- Celebrate the history of activism in San Francisco.
- Reflect the history and culture of the Castro District and Queer Community.
- Visually enhance and complement the Harvey Milk Plaza and Castro Muni Station.

**ART ENRICHMENT and ARTWORK BUDGET**

Total Art Enrichment Amount: \$270,000  
Total Artwork Budget Amount \$128,000 inclusive of all artist’s fees, as well as associated expenses for artwork design, fabrication, insurance, transportation, and artist’s consultation installation.  
Installation Allocation (managed by SFAC): \$16,000

**ARTIST RECRUITMENT APPROACH AND ELIGIBILITY**

Arts Commission staff will issue a Request for Qualifications (RFQ) for this specific opportunity. Professional practicing artists residing in the United States are eligible to apply.

[1]

Recruitment will focus on artists who currently reside in, have resided in, or have another significant relationship to the Castro District. Applicants will be asked to address their meaningful connection to the Castro Community, Bay Area Activism and Social Justice, and/or San Francisco Queer History and Culture. The review panel will be instructed to consider these connections as part of their scoring criteria.

**ARTIST SELECTION PROCESS**

After the application deadline, the Arts Commission staff will screen applications to establish the pool of artists meeting the minimum eligibility requirements, which are professional practicing artists who reside in the United States. The eligible applications will be presented to an Artist Qualification Panel consisting of two arts professionals and one SFAC staff member, who will review and score the applications to identify the short list of qualified artists to be considered for the project opportunity.

The list of qualified artists will be presented to the Harvey Milk Plaza Artist Review Panel consisting of a representative of the client agency, 3 arts professionals, and a local community member. The panel will identify 3 finalists who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of \$3000 plus travel reimbursement for the development of a site-specific proposal.

The Harvey Milk Plaza Artist Review Panel will reconvene to consider the finalists’ proposals in an interview format and will select one artist for recommendation to the Art Commission.

**COMMUNITY INVOLVEMENT**

- SFAC Staff attended DPW’s Community Open House on Wednesday, March 11, 2026.
- A community representative will serve on Artist Review Panel and will participate in the Artist Finalist Orientation.
- The finalists’ proposals will be on display for public [comment](#) at the project site and on the SFAC website for two weeks prior to the final review panel meeting.
- All review panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

**TIMELINE (Subject to change)**

Project Plan Approval (VAC)	April 15, 2026
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Finalist Proposals Due	October 26, 2026
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Final Project Artist Review Panel	Week of November 30, 2026
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**FURTHER INFORMATION**

Contact Craig Corpora, Public Art Project Manager at (415) 819-5031 or by email at [craig.corpora@sfgov.org](mailto:craig.corpora@sfgov.org).

[2]



**THANK YOU**