



LGBTQ+ CASTRO: PAST, PRESENT, AND FUTURE

ASLA2022
DESIGNING A BETTER
FUTURE

FRI-FS-11

DATE/TIME:

Friday November 11 _ 11:00 AM - 5:00 PM

swa
San Francisco

**Castro LGBTQ
Cultural District**
Preserving, nurturing, and promoting the queer history and culture of the Castro.



**VOL
UME
INC**



Castro District Walking Tour:

- ① Safety First Mural
 - ② Jane Warner Plaza and Twin Peaks
 - ③ Castro Theater: (Architecture & Interior tour)
 - ④ Castro Street Improvement Plan / Rainbow Crosswalk
 - ⑤ Gear up mural
 - ⑥ Castro Camera: Harvey's home & campaign office in the 1970's
 - ⑦ GLBT historical society museum
 - ⑧ Pink Triangle Memorial
 - ⑨ Harvey Milk Plaza / Gilbert Baker Rainbow Flag
 - ⑩ Memorial at Harvey Milk Plaza Design
 - ⑪ Rainbow Honor Walk
 - ⑫ Hope for the World Cure Mural
 - ⑬ Happy Hour
- Back to Moscone Center



Speakers



Daniel Cunningham, (he/him) ASLA
Associate Principal
SWA Group

Daniel Cunningham, an Associate Principal at SWA San Francisco, is one of the curators behind The Memorial at Harvey Milk Plaza. Daniel is an urban place maker, designer, and project manager who has successfully led projects across North America and Asia of varying scales and complexities. Cunningham explain the past and future of the plaza, how the new memorial will carry on the spirit of Harvey Milk, serve the district as well as promote hope and action for LGBTQ+ community at large.



YuSheng Dent, (he/him) ASLA
Associate
SWA Group

Yu-Sheng Dent is an associate in SWA Group, a proud LGBT member, and a resident in the Castro neighborhood. He believes sustainability is the key to the next generation of landscape architecture design, and design should answer the challenges like climate change, population growth, and social justice. His recent works are The Memorial at the Harvey Milk Plaza, Zhuhai Jiuzhou Bay, Hanoi Bavi Lodge - A Ecological Masterplan.



Brian Springfield (he/him)
Executive Director
The Friends of Harvey Milk Plaza

Brian moved to San Francisco in 1997 and found his home in the Castro. His professional background is in architecture and graphic design, and he owned and operated his graphic design consultancy in the Castro for over 10 years. A believer in volunteerism and community service, Brian has served on the board of Castro Merchants for over seven years, and in 2016, he help found The Friends of Harvey Milk Plaza and has served as the executive director since 2020.



Serge Gay Jr. (he/him)
Visual Artist
Friends of Harvey Milk Plaza

American visual artist and creative designer based in San Francisco, California. His skill and experience have grown to span a broad range of engagements including graphic design, art directing, gallery exhibitions, event art, and murals throughout the city. Keen to the challenges of our time, influenced by the culture of his homeland, and melded with his life experiences, his voice and the motivation in his work is crisp and clear. Serge owns and operates his own graphic design company named SergeShop and is also a freelance visual art director working with film and video production design teams in Los Angeles.



Tina Valentin Aguirre (they/them)
Cultural District Director
Castro LGBTQ Cultural District

Tina Valentin Aguirre (they/them) is the Castro LGBTQ Cultural District Director. Tina holds a BA in Communication from Stanford University, has worked in grantwriting for decades, served as Chair of the Board of Directors for the GLBT Historical Society for four years and has made documentaries, produced arts festivals, and is a published poet. Tina curated the Chosen Familias exhibition on LGBTQ Latinx family photo albums (June 7-October 20, 2019) at the GLBT Historical Society Museum. Tina has lived in the Castro since 1987.



Stephen Torres (he/him)
Executive Chair
Castro LGBTQ Cultural District

Stephen Torres is a queer Latino man who has lived in San Francisco since 1999 and is a longtime nightlife worker, journalist, and community organiser. Stephen was elected to the Castro LGBTQ Cultural District Advisory Board in 2020 and has served as Executive Co-Chair of the board since 2022. Stephen’s work on the board has been focused on community health and wellness, the preservation of queer spaces, and nightlife workers equity.



Eric Heiman (he/him)
Principal
Volume Inc.

Eric Heiman is principal and co-founder of the award-winning, oft-exhibited design studio Volume Inc. He also teaches at California College of the Arts (CCA) where he currently manages TBD*, a student-staffed design studio creating work to help local Bay Area nonprofits and civic institutions. Eric also writes about design every so often, has curated one film festival, occasionally podcasts about classic literature, and was recently made an AIGA Fellow for his contribution to raising the standards of excellence in practice and conduct within the Bay Area design community.



Shayne Watson (she/her)
Historian & Preservation Planner
Watson Heritage Consulting

Shayne Watson specializes in LGBTQ heritage preservation. She is an award-winning historian and historic preservation planner based in the San Francisco Bay Area. Her architectural documentation projects include historic structure reports, historic context statements, National Register nominations, determinations of eligibility, and historic landscape reports. Her preservation planning experience includes citywide historic resource surveys, cultural resources master plans, and compliance projects driven by CEQA and NHPA regulations.



Alex Lemberg (they/them)
Attorney, Activist, Historian, Volunteer.

Alex is an attorney based in San Francisco’s Castro District who is a general practitioner, professional problem-solver, and community activist. His main goal in life, and in the law, is to help people who need it. I’m a fierce advocate for what I believe in, in every part of my life. I look forward to sharing this trait and ability.



① Safety First

For decades, San Francisco has played a role as a safe space for freedom of self-expression and to inspire movements. This mural will greet all who traverse the iconic intersection of Castro and Market streets with a welcoming message “Greetings from the Castro.” The overall look and feel of the mural is reminiscent of a classic colorized California postcard series depicting the new normal. Splashed across each of the framed scenes are COVID-19 appropriate messages:

-A glamor shot that displays the placement of a facemask, insinuating masks are sexy, and encouraging proper wearing/fitting with a caption, “Mask up, nose down, that’s how we get around!”

Source: Safety First/Covid19 Toolkit-CA.gov_
<https://toolkit.covid19.ca.gov/2021/06/04/safety-first/>



② Jane Warner Plaza

Jane Warner Plaza, located at the intersection of Castro, 17th and Market streets, is a tiny green oasis that since its launch in the Spring of 2009 has become the most popular meeting place in the Castro district. Surrounded by a thin screen of trees and flowering plants in planter boxes and furnished with cheery colorful café tables and chairs, the plaza is a perfect place to sip a cup of coffee, chat with a friend, and watch the world go by.

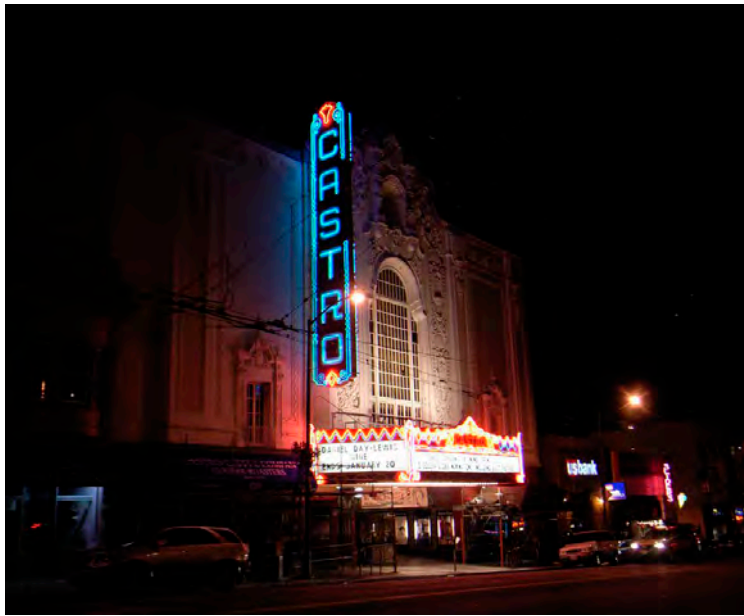
Source: Castro CBD
[_https://castrocbd.org/jane-warner-plaza/](https://castrocbd.org/jane-warner-plaza/)



Twin Peaks Tavern

Gateway to the Castro... a legend in its own time..... and the best view of the Castro, any day, any time. Windows to watch the world go by with the unquestionably the neighborhoods best cocktails, beers on tap, and wines by the glass... all fashioned in this long established “icon” of the Castro, a changing minute by minute collage of life all seen through the panoramic windows.

Source: SF Gay History: Twin Peaks Tavern _
<https://www.sfgayhistory.com/neighborhoods/castro/castro-gay-bars/twin-peaks-tavern/>



③ CASTRO THEATER

The Castro Theatre is a historic movie palace in San Francisco that became San Francisco Historic Landmark #100 in September 1976. Designed by architect Timothy Pflueger, the inside is done in ornate 1922 Spanish Revival style, with colorful Italianate murals and an art deco Moorish fantasy chandelier and ceiling. The huge, 1930s neon sign reading “CASTRO” started out as advertising for this neighborhood movie palace but in the 1970s the flamboyant sign became the symbol. Today, the Castro Theatre hosts repertory movies, film festivals.

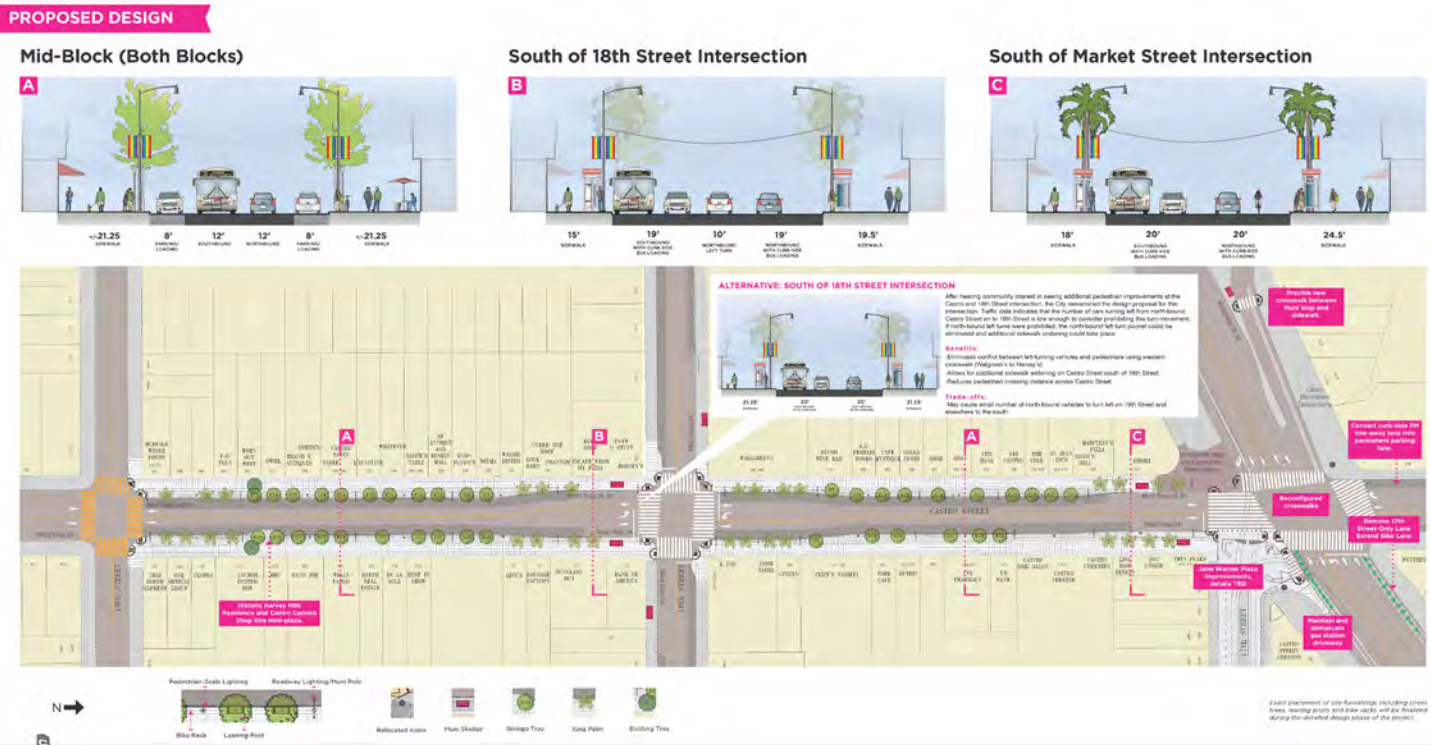
Source: Wikipedia Castro Theatre https://en.wikipedia.org/wiki/Castro_Theatre



⑤ Gear up Mural

‘Gear Up,’ the mural was painted on the wall outside neighborhood bar Moby Dick (4049 18th). The mural consists of a leather jacket on a hanger with patches, pins, and buttons along with a pair of Converse Chuck Taylors, a red bandana, black heels, and a sailor cap.

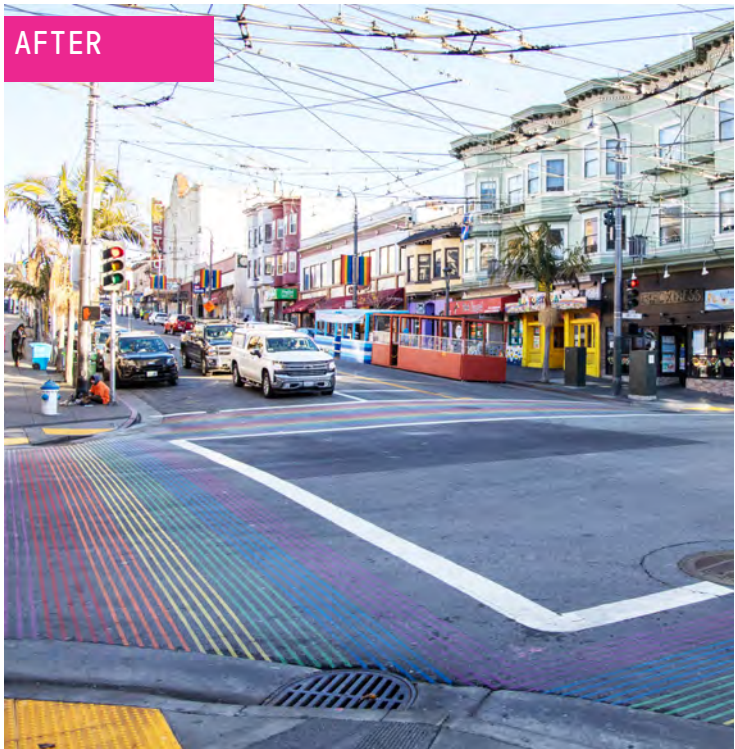
Source: Hoodline
<https://hoodline.com/2020/11/castro-art-follow/>



④ CASTRO STREET IMPROVEMENT PLAN / RAINBOW CROSSWALK

As Part of “Castro Street Streetscape Improvement Project” complete in 2014, the rainbow crosswalks was installed in honor of the LGBT community. In collaboration between San Francisco Planning, SFPD, and the SFMTA, the improvement project was set to address the concerns the local community addressed, specifically the need for safer streets, wider sidewalks, and an improved street life experience.

Source: SFPD <https://www.sfpd.org/castrostreet>





⑥ Castro Camera: Harvey's home & campaign office in the 1970's

Castro Camera has nationwide significance as one of the most important buildings in the country to be associated with the modern gay and lesbian rights movement. From 1973-1978 the storefront served a dual purpose as Harvey Milk's retail photography shop, Castro Camera, and as Milk's headquarters for his four campaigns for public office. The fourth campaign resulted in Milk's election to the San Francisco Board of Supervisors and changed the tenor of politics in San Francisco. For the first time, gay candidates for public office became widely accepted in an American city, and the gay population became a powerful political constituency.

Source: San Francisco Landmarks <https://noehill.com/sf/landmarks/sf227.asp> festivals.

Source: Wikipedia Castro Theatre https://en.wikipedia.org/wiki/Castro_Theatre



⑧ Pink Triangle Memorial

The Pink Triangle Memorial is the first historical landmark in the USA remembering LGBT victims persecuted in Fascist Europe between 1933-1945. It was formally dedicated in 2001. 15 pink and grey granite triangular pylons were erected, each one representing 1,000 men killed in concentration camps.

Source: Pink Triangle Memorial, the project of the Eureka Valley Foundation
_<https://pinktrianglememorial.org/>



Photo: Daniel Nicoletta

⑦ GLBT Historic Society Museum

The GLBT Historical Society (Gay, Lesbian, Bisexual, Transgender Historical Society) (formerly Gay and Lesbian Historical Society of Northern California; San Francisco Bay Area Gay and Lesbian Historical Society) maintains an extensive collection of archival materials, artifacts and graphic arts relating to the history of LGBT people in the United States, with a focus on the LGBT communities of San Francisco and Northern California.

Source: Wikipedia GLBT Historical Society-
https://en.wikipedia.org/wiki/GLBT_Historical_Society



⑨ Gilbert Baker Rainbow Flag

It was created by Gilbert Baker and hand-stitched and dyed with the help of volunteers and friends. In 1978, while preparing for that year's Gay Freedom Day celebration, City Supervisor Harvey Milk (1930-1978) and other local activists appealed to Baker to create a new symbol for the LGBTQ community to be unveiled at the event in June.

Source: GLBT Historical Society <https://www.glbthistory.org/rainbow-flag>



⑨ History of Harvey Milk Plaza

Harvey Milk, the site's namesake, was a gay man who moved to Castro District of San Francisco in 1972 and went on to become a beloved community activist. In 1977, Milk was elected to the San Francisco Board of Supervisors to represent District 5 (today, District 8), the district in which the plaza stands. Eleven months later, Milk was assassinated in his office at San Francisco City Hall. In response, the community sought to recognize Milk by renaming the above-ground construction related to the Castro Muni Station, which opened in 1980, to be "Harvey Milk Plaza". In 1985, the plaza was officially dedicated to Harvey Milk.

In 2019, the Harvey Milk Plaza project secured a \$1M grant from the State of California intended to "support construction of LGBTQ space in Harvey Milk Plaza." [8] In 2021, the Friends of Harvey Milk Plaza announced the selection of landscape architecture firm SWA to serve as the new design lead for the project.

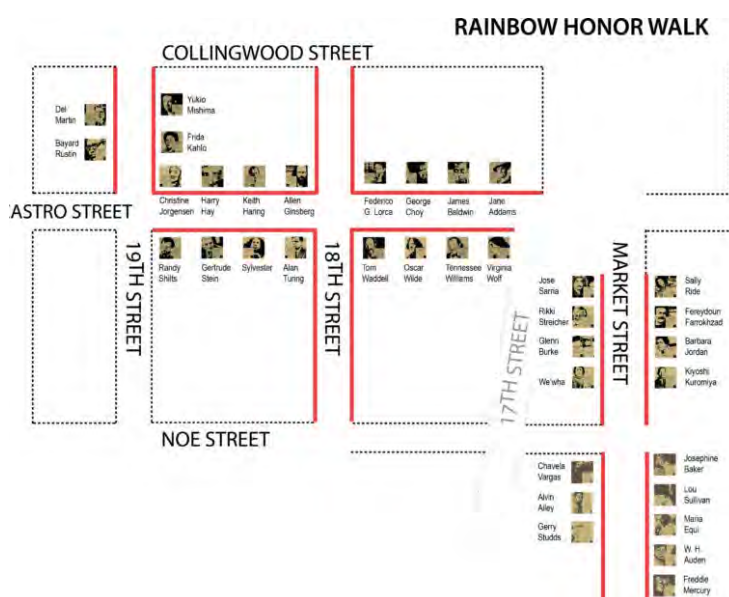
Source: Wikipedia Harvey Milk Plaza https://en.wikipedia.org/wiki/Harvey_Milk_Plaza



⑩ Memorial at Harvey Milk Plaza Design

Milk, a member of San Francisco's Board of Supervisors and one of the United States' first openly gay elected officials, shed a brilliant light on the injustices that LGBTQ+ people have faced. Assassinated along with Mayor George Moscone in 1979, Milk continues to this day to inspire those who battle for social justice and equity. SWA is proud to be working to better honor Harvey Milk with a memorial at the historic intersection of Market and Castro. Harvey Milk Plaza has been the site of countless gatherings and protests, including a candlelight vigil the night of Harvey's untimely death and the White Night riots, which were sparked by the leniency of the sentence handed down to his assassin. The design team is working to enhance the function of the Market/Castro transit station that lies beneath the plaza, while striving to create a worthy memorial to Harvey and the movement he helped catalyze.

Source: SWA Group_The Memorial at Harvey Milk Plaza <https://www.swagroup.com/stories/the-memorial-at-harvey-milk-plaza/>



11 Rainbow Honor Walk

Located in San Francisco's Castro world-famous neighborhood, the Rainbow Honor Walk features bronze, sidewalk plaques that honor Lesbian, Gay, Bisexual, Transgender, and Queer individuals whom have made a significant impact in global history. Created in 2008 by local community members and allies, the Rainbow Honor Walk is a 501 (C)(3) non-profit organization. It's main objective is to recognize and highlight the achievements as well as, contributions to humankind made by LGBTQ people. Now spanning many blocks, the Rainbow Honor Walk landmark is an educational and inspirational walk among some of the world's greatest LGBTQ pioneers. Discover how these brave individuals persevered while facing immense oppression and adversity.

Source: Rainbow Honor Walk - a sidewalk tribute_ <http://rainbowhonorwalk.org/>

Learning objectives:

1. Learn about the LGBTQ cultural district. The importance to preserve the culture, identity, and provide social safety for queer community.
2. Learn the Story of Harvey Milk, his time on Castro Street, and how the Castro became a center for LGBTQ+ activism.
3. Discuss next generation memorial design, and how the memorial at Harvey Milk Plaza will be a space that honors the past while representing the future.
4. Discover important sites in LGBTQ+ history, art, and culture by following in the footsteps of leaders of the past and present.

Reference resources:

1. Castro LGBTQ Cultural District: <https://castrolgbtq.org/>

2. Book Recommendation 1:

The Mayor of Castro Street: The Life and Times of Harvey Milk

Author: Randy Shilts

Publisher: St. Martin's Griffin; First edition (October 14, 2008)

3. Book Recommendation 2:

Cities on a Hill: A Brilliant Exploration of Visionary Communities Remaking the American Dream

Author: Frances Fitzgerald

Publisher: Simon & Schuster

Book Recommendation 3:

LGBT San Francisco - The Daniel Nicoletta Photographs

Author: Daniel Nicoletta

Publisher: Reel Art Press

4. The Memorial at Harvey Milk Plaza : <https://www.harveymilkplaza.org>

5. GLBT Historical Society Museum: <https://www.glbthistory.org/>

12 Hope for The World Cure Mural

Painted in 1998, The Hope For the World Cure commemorates the Castro community's struggle with the AIDS pandemic.

Source: Hoodline_ Restoration of poignant HIV/AIDS mural completed with vibrant colors & new additions
<https://hoodline.com/2022/08/restoration-of-poignant-hiv-aids-mural-completed-with-vibrant-colors-new-additions/>