

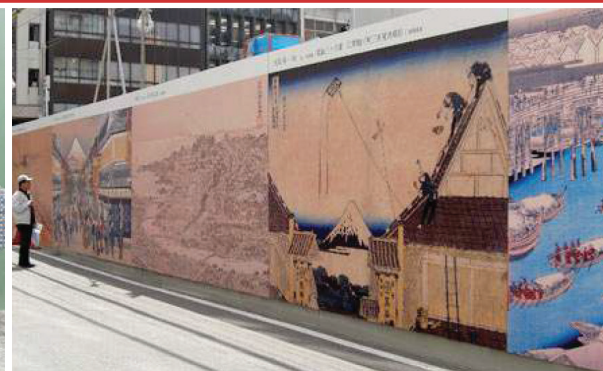
# BE BARRIER BEAUTIFUL



Precedent Barriers Shown are from Lower Manhattan, Copenhagen and Tokyo

By creating unique, engaging and informative barricades, these traditionally blank surfaces can celebrate local artists, keep people moving through the District and build excitement for new developments to come. Please contact the Mid Market Community Benefit District (MMCBD) at [info@midmarketcbd.org](mailto:info@midmarketcbd.org) or (415) 957-5985 to connect to a creative team who will assist property owners and businesses design creative construction barricades. Help make our streets more safe and vibrant while celebrating all the elements that make San Francisco great.

**Be bold, be Barrier Beautiful.**



## PARTICIPANT COSTS

ARTIST DESIGN FEE: \$1,000

STANDARD PRINT + INSTALLATION: \$50-\$60 PER LF PREMIUM

PRINT + INSTALLATION: \$80-\$140 PER LF We will work with your contractor to ensure appropriate, site specific barricade design and treatment options.





UN Plaza Fountain Barricade, Led by the MMCBD, a Joint Project of the MMCBD & CCCBD

- 1** Developer constructs barricade.  
\*This is a priority program for the City. Permit will be issued swiftly.

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- 2** MMCBD links Developer to a list of qualified artists and their portfolios.

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- 3** Developer chooses an artist and compensates them \$1,000 to design a barricade.

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- 4** Artist/Developer/MMCBD work collaboratively to approve a barricade design.

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- 5** Artist provides digital files of the art to Developer/MMCBD.

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- 6** MMCBD helps Developer get best price for art production and installation on barricade from preferred vendors.

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- 7** MMCBD manages production and installation.

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- 8** MMCBD maintains cleanliness of barricade.

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