

# BE BARRIER BEAUTIFUL



Precedent barriers shown are from Lower Manhattan, Copenhagen and Tokyo

With over 40 construction projects coming to Central Market, construction fences and vacant storefronts will dominate the public landscape for the next 5 years. 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 **Central Market Community Benefit District (CMCBD)** at [info@central-market.org](mailto:info@central-market.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 makes 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.

- 1 Developer designs and constructs own barricade.  
(\*This is a priority program for the City. Permits are being expedited rapidly.).**
- 2 CMCBD links Developer to a list of qualified artist's and their portfolios.**
- 3 Developer chooses an artist and compensates them \$1,000 to design a barricade (50% due to begin design phase, 50% due upon Developer's receipt of completed and approved design files).**
- 4 Artist/Developer/CMCBD work collaboratively to achieve a mutually acceptable barricade design that helps transform Market Street into an inviting, attractive place to walk, work and explore as rebuilding takes place.**
- 5 Artist provides digital files of the art approved by Developer and CMCBD (per the attached design file specifications).**
- 6 CMCBD helps Developer get best price for artwork production and installation from preferred vendors.**
- 7 Developer hires and manages printer for production and installation.**
- 8 CMCBD helps Developer maintain cleanliness of barricade (per attached cleaning specifications) and reports the need for any repairs or replacement to Developer.**