

# 20TH STREET BOLLARDS RECAP REPORT

Midtown Association is a nonprofit 501(c)(6) organization whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core.

## OBJECTIVE

Through active programming, such as the Midtown Farmers Market, Second Saturday, and other block parties, public streets often become gathering places for residents and visitors. Events often require burdensome traffic management controls, like water barricades, active duty police officers, and other closure infrastructure that creates a barrier for additional community-oriented programming. With the installation of bollards, Midtown Association aims to improve and streamline the processes of street closures for special events and as a result encourage event producers to host their events in Midtown.

## OVERVIEW

Midtown Association, backed by funding from the American Rescue Plan Act (ARPA), installed 32 bollard receivers along 20th Street at the intersections of K Street, L Street and Capitol Ave. As one of the district's major activity centers, the project area boasts over 30 businesses in a one block radius, including restaurants, coffee shops, nightclubs, boutiques, salon services, art galleries and more; all of which are positively impacted by the crowds drawn to the area for events. Through the installation of bollard receivers, the area will see an increase in events and attendees, increase in business visibility and patronage, and improved event safety and set-up/tear-down processes.

## PHOTOS



## IMPACTFUL METRICS

**32** **\$55.6K**

Bollards

Investment  
Amount

**64+**

**3**

Estimated  
2024 Street  
Closures

Blocks  
Available for  
Street Closure

## BOLLARD SITE MAP

