



# SAN PABLO AVENUE STREETScape

## STREETSCAPE IMPROVEMENTS

El Cerrito has embarked on a dramatic improvement project for San Pablo Avenue with the goal of distinguishing the city as a unique neighborhood along the corridor. These changes are planned for the entire El Cerrito frontage of San Pablo Avenue all the way from the City's southern to northern city limits. To augment City Redevelopment Agency funds, the city has won several grants to help fund these exciting projects... and progress is already underway. Upon completion of the improvements, well-lit, tree shaded sidewalks with ample seating and comfortable transit shelters will enhance the daily life of residents. Landscape renovations to the medians and streetscape will create a visually inviting environment for visitors to San Pablo Avenue businesses and help make the "Avenue" a great destination!

The City thanks the Bay Area Air Quality Management District/Transportation Fund for Clean Air and the Metropolitan Transportation Commission and Contra Costa Transportation Authority/Transportation for Livable Community Programs for providing capital funding for Phase 3 of this project.

## BANNERS, SIGNAGE, AND BAXTER CREEK FRONTAGE



Artist's Concept Rendering

### COMPLETED

- Seasonal Banner Program
- Gateway Signage
- Wayfinding Signage
- Baxter Creek Street Frontage
- Bay-Friendly Landscape Medians



INSTALLED BAXTER CREEK STREET FRONTAGE AND NEW WELCOME SIGN



HOLIDAY BANNERS

THE OLD WELCOME SIGN

NEW CITY HALL  
IN CONSTRUCTION

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For More Information Check the City Website  
[www.el-cerrito.org](http://www.el-cerrito.org)

Baxter Creek  
Gateway

Eastshore

Madison

San Pablo Avenue

Fairmount

El Cerrito  
Plaza

Cutting

Hill

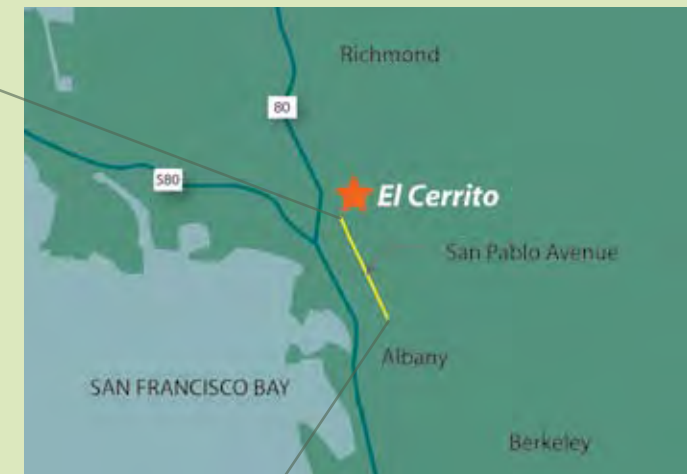
Potrero

Manila

Moeser

Stockton

Central



### Phase 1 - Banners, Signage & Baxter Creek Frontage

Completed 2007. See photos on the back page!

### Phase 2 - Median Renovations

Completed 2008. New landscaping and irrigation in existing medians

Preservation of mature median trees

Infill existing medians with additional trees

### Phase 3 - Overall Streetscape Improvements

Construction and Completion 2010.

New medians south of Central Avenue

Pedestrian safety improvements

Upgraded landscaping and street furnishings

Additional street trees

Improved pedestrian crossings

Upgraded transit stops

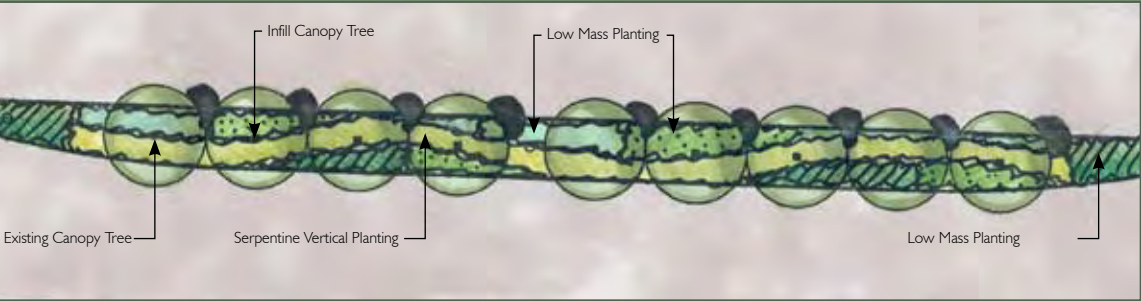




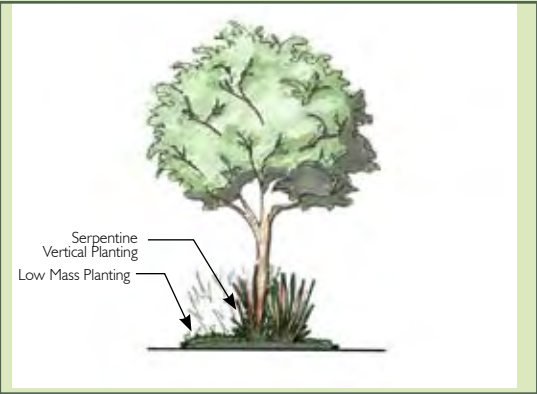
# MEDIAN LANDSCAPE RENOVATION

**THE GOALS**

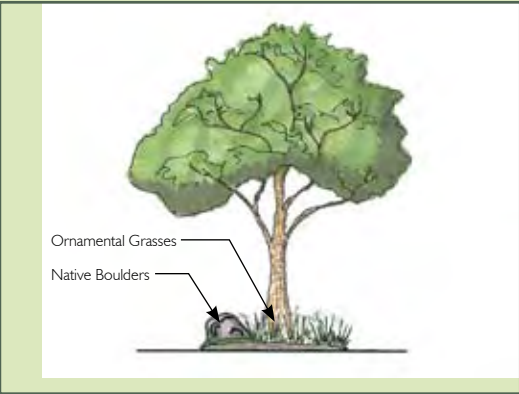
- Preserve existing *mature trees*
- Enhance the *canopy* over San Pablo Avenue by planting median trees
- Create *seasonal color* and *visual interest* in the existing medians
- Use “*Bay Friendly*” landscaping and drought tolerant planting to reduce environmental impacts and water use
- Identify El Cerrito as a *distinct place* along San Pablo Avenue
- Use the medians to *unify* San Pablo Avenue rather than separate it
- Maintain clear views across the Avenue for *merchant visibility*



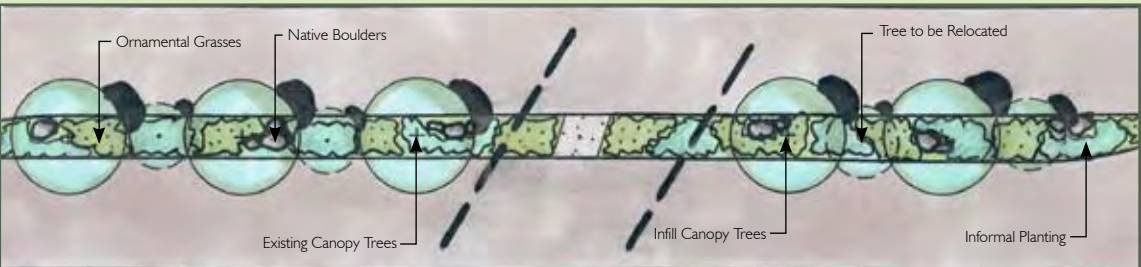
Typical Median Scheme



Typical Median Scheme



Natural Median Scheme



Natural Median Scheme



# OVERALL STREETSCAPE IMPROVEMENTS



FUTURE SAN PABLO AVENUE AT CENTRAL



EXISTING SAN PABLO AVENUE AT CENTRAL

**THE GOALS**

- Identify El Cerrito as a *distinct place* along San Pablo
- Make San Pablo Avenue a better *walking environment*
- Enhance *transit stops* to encourage transit use
- Enhance the canopy over the sidewalk and street by *preserving existing mature trees* and planting additional trees
- Incorporate “*Bay Friendly*” landscaping and *innovative* storm water treatment into the landscape plans
- Improve *pedestrian safety* by shortening street crossing distances, providing pedestrian refuges and improving pedestrian lighting

