

SEASONAL BANNERS



SIGNAGE ELEMENTS



SAN PABLO AVENUE STREETSCAPE

City of El Cerrito

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

NEW CITY HALL
IN CONSTRUCTION

THE OLD WELCOME SIGN

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For More Information Check the City Website
www.el-cerrito.org

Baxter Creek
Gateway

Eastshore

Madison

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

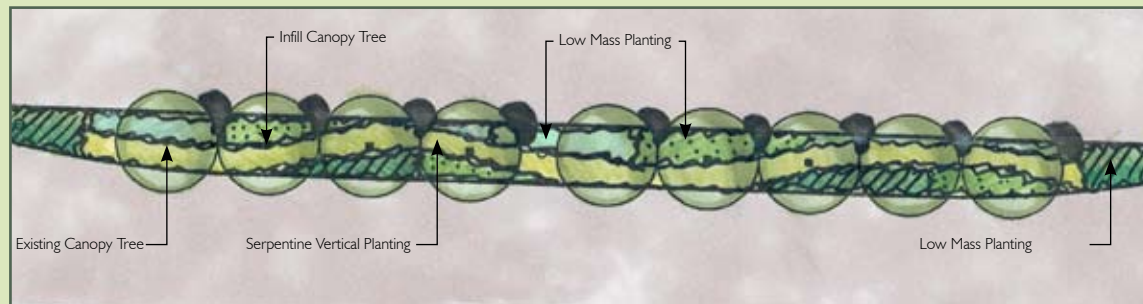
Phase 3 - Overall Streetscape Improvements

- 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

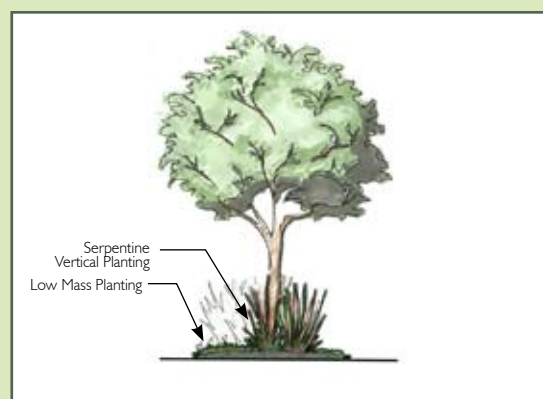
MEDIAN LANDSCAPE RENOVATION

THE GOALS

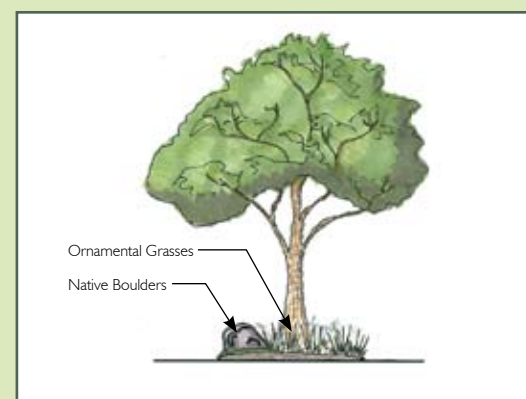
- Preserve existing *mature trees*
- Enhance the *canopy* over San Pablo Avenue by planting median trees
- Create *seasonal color* and *visual interest* in the existing medians
- Use "*Bay Friendly*" landscaping and drought tolerant planting to reduce environmental impacts and water use
- Identify El 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*



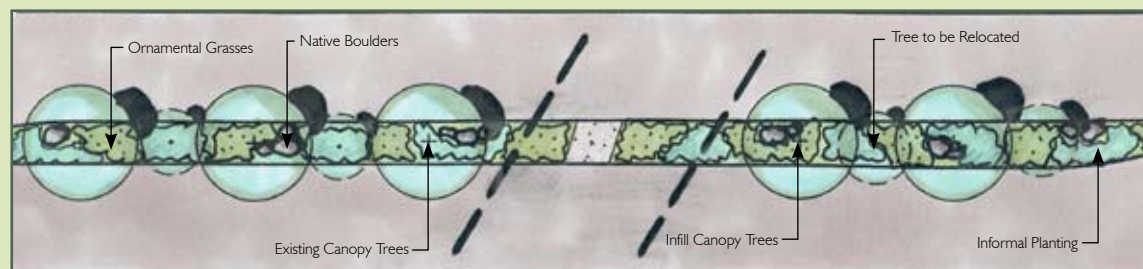
Typical Median Scheme



Typical Median Scheme

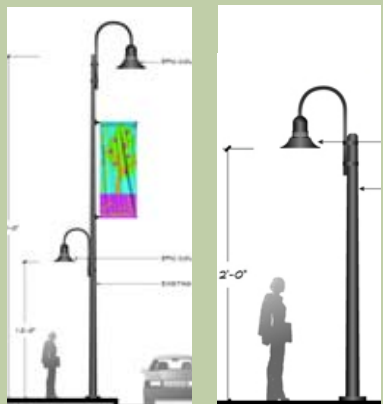


Natural Median Scheme



Natural Median Scheme

GATES + ASSOCIATES



OVERALL STREETScape IMPROVEMENTS

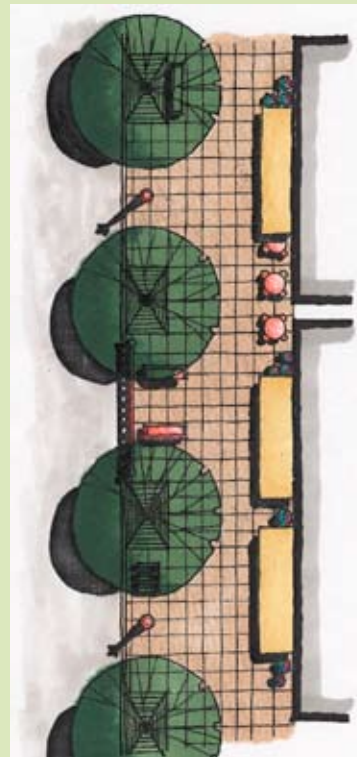


Artist's Conceptual Rendering

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

