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.

### 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

**Overall Streetscape Improvements**

**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

**Sample Plant Palette**

**Site Elements**