

**PALM DESERT CITY COUNCIL  
STUDY SESSION MEETING  
AGENDA**

Thursday, February 27, 2025

1:15 p.m.

Council Chamber, City Hall

73-510 Fred Waring Drive

Palm Desert, California

NOTICE IS HEREBY GIVEN that the purpose of the Study Session is to review the items listed on the agenda. No action will be taken.

This is a joint meeting of the Palm Desert City Council, Successor Agency to the Palm Desert Redevelopment Agency, Palm Desert Housing Authority, and Palm Desert Board of Library Trustees. Pursuant to Assembly Bill 2449, this meeting may be conducted as a hybrid meeting allowing public access via teleconference or in person, and up to two Councilmembers may attend remotely.

**WATCH THE MEETING LIVE:** Watch the City Council meeting live at the City's website: <https://palmdesert.zoom.us/> or on the City's [YouTube Channel](#).

**OPTIONS FOR PARTICIPATING IN THIS MEETING:**

Send your comments by email to: [CityClerk@palmdesert.gov](mailto:CityClerk@palmdesert.gov).

Emails received prior to 10:00 a.m. on the day of the City Council meeting will be made part of the record and distributed to the City Council. Emails will not be read aloud at the meeting.

**1. CALL TO ORDER - STUDY SESSION**

**2. STUDY SESSION TOPICS**

**2.a 2025 CITY COUNCIL GOAL SETTING SESSION**

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**RECOMMENDATION:**

Review and provide input on the proposed 2025 City Council Goals.

**2.b CITYWIDE WAYFINDING AND ENTRY MONUMENT SIGNAGE  
(PROJECT NO. MST00003)**

67

**RECOMMENDATION:**

Provide feedback on the designs for the citywide wayfinding and entry monument signage.

**3. ADJOURNMENT**

**4. PUBLIC NOTICES**

NOTE: Pursuant to Assembly Bill 2449, this meeting may be conducted by teleconference. Study Session is accessible in person or on the City's website: [www.palmdesert.gov](http://www.palmdesert.gov) under the Council Agenda link at the top of the page.

Agenda Related Materials: Pursuant to Government Code §54957.5(b)(2) the designated office for inspection of records in connection with this meeting is the Office of the City Clerk, Palm Desert Civic Center, 73-510 Fred Waring Drive, Palm Desert. Staff reports for all agenda items considered in open session, and documents provided to a majority of the legislative bodies are available for public inspection at City Hall and on the City's website at [www.palmdesert.gov](http://www.palmdesert.gov) by clicking "Council Agenda" at the top of the page.

Americans with Disabilities Act: It is the intention of the City of Palm Desert to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Office of the City Clerk, (760) 346-0611, at least 48 hours prior to the meeting to inform us of your needs and to determine if accommodation is feasible.

**AFFIDAVIT OF POSTING**

I, Monique M. Lomeli, Senior Deputy Clerk of the City of Palm Desert, do hereby certify, under penalty of perjury under the laws of the State of California, that the foregoing agenda for the Palm Desert City Council, Successor Agency for the Palm Desert Redevelopment Agency, and Housing Authority, was posted on the City Hall bulletin board and City website [www.palmdesert.gov](http://www.palmdesert.gov) no less than 72 hours prior to the meeting.

/S/ Monique M. Lomeli, CMC  
Senior Deputy Clerk

# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: February 27, 2025

PREPARED BY: Anthony Mejia, City Clerk

SUBJECT: 2025 CITY COUNCIL GOAL SETTING SESSION

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## **RECOMMENDATION:**

Review and provide input on the proposed 2025 City Council Goals.

## **BACKGROUND/ANALYSIS:**

The purpose of this Goal Setting Session is to review the progress made on the 2024 City Council Goals, assess ongoing projects, and receive direction on priorities for 2025. This session will provide an opportunity to align City resources and strategic efforts with the evolving needs of the Palm Desert community.

The agenda for the Goal Setting Session is as follows:

<b>Time</b>	<b>Agenda Item</b>
<b>1:15 p.m.</b>	Call to Order / City Manager Comments
<b>1:20 p.m.</b>	Update on 2024 City Council Goals
<b>1:50 p.m.</b>	Councilmember Presentations on 2025 Candidate Goals
<b>2:20 p.m.</b>	Discussion on 2025 Candidate Goals
<b>2:30 p.m.</b>	Straw Poll Voting
<b>2:45 p.m.</b>	Review Results and Confirm Selected Goals
<b>3:00 p.m.</b>	Conclude

Following this session, City staff will return at an upcoming City Council meeting to:

1. Present a resolution adopting the selected 2025 goals.
2. Present a preliminary work plan for the City Council's review and feedback.

## **Legal Review:**

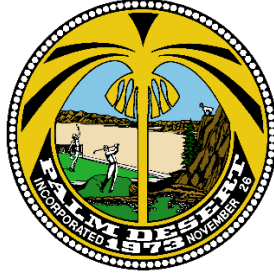
This report has been reviewed by the City Attorney's Office.

## **FINANCIAL IMPACT:**

There is no direct fiscal impact associated with the 2025 City Council Goal Setting Session. However, the priorities identified during this session will guide the allocation of City resources and may influence future budgetary decisions.

**ATTACHMENTS:**

1. 2024 Annual Report on City Council Goals and Department Initiatives
2. 2025 Goal Setting Presentation
3. Supporting Documentation



**City of Palm Desert**  
**2024 Annual Report**  
**City Council Goals and Department Initiatives**  
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## 2024 City Council Goals

### Cal State University Palm Desert Campus:

Advocate for creating a Cal State University Palm Desert Campus or other education-related uses on the land donated by the City for this purpose.

#### 2024 Executive Summary:

Recognizing the significant impact of higher education on the City of Palm Desert and the Coachella Valley region, the City Council prioritized the accelerated build-out of the California State University, San Bernardino Palm Desert campus. To support this effort, Priority 1 Coachella Valley (P1CV), a 501(c)(4) organization, was established to pool funds from regional entities and advocate for additional state funding.

With the support of local State legislators, the State committed \$79 million in 2022 for the development of a 40,000-square-foot Student Services Center, which is scheduled to break ground in 2025 and open in 2028.

With funding secured, City staff participates in quarterly meetings with campus leadership and continues to explore opportunities for further campus development. To date, the City has provided campus leadership with a Letter of Intent (LOI) to develop City park space on campus. Additionally, campus leadership is exploring public-private partnerships (PPP), particularly for student housing.

#### Recap of Past Accomplishments:

- Secured \$79 million in state funding for new building improvements at the CSUSB Palm Desert Campus.
- Priority One Coachella Valley (P1CV) and City staff maintained communication with CSUSB-PDC leadership to coordinate the timing of improvements and the construction of the new Student Services Building.
- Staff met with Strategies 360 (S360) to determine the next steps P1CV should take to secure additional funding for the school's expansion. S360 recommended a "soft advocacy" approach as the State balances its 2024/25 fiscal year budget and continues strengthening relationships with state representatives to secure additional funding. P1CV extended its contract with S360 through 2024 to advocate at the state level and ensure the \$79 million allocation remains secure.
- Established quarterly meetings between the City and campus staff for ongoing coordination and campus development. Discussions have focused on:
  - Student Services Building
  - Development of the City's fire station
  - Potential partnerships for flood control, dust mitigation, and future park development
  - Rail Station Study and IID/SCE infrastructure issues
- The City and campus staff are discussing options for developing City park space and local drainage improvements on the Palm Desert campus. A LOI outlining joint/shared use of these facilities was prepared and provided to CSUSB leadership for consideration. Under this agreement, approximately 40-60 acres of the campus could be improved.

**Next Steps:**

- The Student Services Building is expected to receive State Architect approval in Q1 2025, allowing construction to begin in Q2 2025.
- The Student Services Advisory Committee is exploring fundraising and sponsorship opportunities for additional site improvements, including a new clock tower.
- Construction is anticipated to take place from Summer 2025 through late 2027, with building occupancy expected in 2028.
- City staff will meet with campus leadership on February 6, 2025, to receive an update on PPP opportunities identified for campus development.
- Campus leadership and City staff are reviewing a LOI for future park development and drainage improvements. Future City Council action will be required to approve any agreements for construction.
- Quarterly meetings are scheduled through 2025.

### **Desert Willow Strategy:**

Develop a strategy for the disposition and development of the remaining undeveloped Desert Willow properties.

### **2024 Executive Summary:**

In 1994, the Palm Desert Redevelopment Agency (RDA) acquired nearly 600 acres of undeveloped land for the development of the Desert Willow Golf Resort (DWGR). As part of this effort, several construction-ready pad sites were designated for future resort development to enhance the City's Transient Occupancy Tax (TOT) revenues. With TOT generation in mind, the City Council established a goal to facilitate the sale of the remaining undeveloped parcels for resort development.

Currently, three sites (Lots C, D, and E) remain available for development. In 2024, the City received approval from the State Department of Housing and Community Development (HCD) to sell Lot E to Blieu Development for affordable housing and to sell Lots C and D outside of the Surplus Land Act (SLA) process.

With SLA clearance obtained, City staff is now finalizing a Purchase and Sale Agreement (PSA) for Lot E with Blieu Development. Additionally, the City Council approved an Exclusive Negotiation Agreement (ENA) with Kam Sang Companies (owners of the JW Marriott Desert Springs) to explore resort development on Lots C and D.

### **Recap of Past Accomplishments:**

- Lot A: Obtained licensing agreements with SARDA for public parking and open space improvements on the parcel.
- Lot A: The City officially purchased Lot A from SARDA in Q3 2024. This process included:
  - Attending and presenting information to the County Oversight Board
  - Receiving approval from the State Department of Finance
  - Transferring funds to complete the purchase
  - Recording the Grant Deed with the County, officially transferring ownership to the City
- Lot B: DSRT Surf has completed the parcel purchase, and construction permits have been issued. A groundbreaking ceremony was held in May 2024.
- Lots C/D/E: Parcels released through the Surplus Land Act (SLA).
- Lot B: Staff remains engaged with the DSRT Surf construction team to monitor and inspect ongoing construction activities. The developer has:
  - Contributed \$500,000 to Lot A improvements
  - Collaborated with staff on the final design of parking improvements on Lot E
  - Contributed \$375,000+ to the turf-reduction project currently underway at the Firecliff Course at Desert Willow Golf Resort
- Lots C/D: With HCD's acceptance of the Lot E affordable housing development, Lots C and D are now cleared for sale outside of the SLA process. In accordance with SLA requirements, deed restrictions have been recorded on both parcels, mandating that 10% of any housing development on these lots be designated for affordable housing.
- Lots C/D: The City has entered into an Exclusive Negotiating Agreement (ENA) with Kam Sang Company, Inc., owners of the JW Marriott Desert Springs, to explore the development of a new resort-style project on these lots. The ENA is valid through March 12, 2025.



- Lot E: HCD has approved the City's plan to sell Lot E to Blieu Development, an affordable housing developer, for the construction of a 130-unit affordable housing project. A Purchase and Sale Agreement (PSA) has been provided to Blieu, outlining the sale of the 8-acre parcel at market rate for \$4,500,000.

**Next Steps:**

- Site and conceptual plans for a W-branded hotel are expected to be submitted in Q1 2025.
- Pending successful negotiations with Kam Sang Company, Inc., a Purchase and Sale Agreement (PSA) will be presented to the City Council in Q2 2025.
- Finalization of the PSA with Blieu Development is anticipated in Q2 2025.

### **Business Recruitment:**

Develop a plan to identify and recruit retail, entertainment, and other businesses to contribute to Palm Desert's unique shopping and entertainment offerings.

### **2024 Executive Summary:**

To strengthen and expand Palm Desert's commercial sector, the City Council established a goal to pursue business recruitment efforts aimed at increasing sales tax revenues. Through the City's Economic Development Subcommittee, this goal was further refined to:

- Identify and recruit retailers that complement and enhance the City's existing high-end apparel, goods/wares, and restaurant offerings.
- Attract activity-based businesses that appeal to a diverse range of residents, students, families, and visitors.
- Ensure Palm Desert's recruitment strategy remains aligned with the City's brand, focusing on expanding unique offerings rather than attracting generic "anywhere in America" retailers.

City staff expanded outreach efforts by working with property owners and commercial brokers to pursue local and regional recruitment opportunities. Additionally, the City contracted with The Retail Coach to explore national-level business recruitment.

### **Recap of Past Accomplishments:**

- Executed a contract with The Retail Coach to identify and engage with national retailers for potential recruitment to Palm Desert.
- The Economic Development Subcommittee met with The Retail Coach to review reports on the City's psychographics, retail demand, available retail sites, and retailer profiles.
- Collaborating with Fountainhead Development (developers of Monterey Crossing) on the site acquisition of 18+ acres of undeveloped land along Monterey Avenue, north of Lowe's Home Improvement. The proposed development includes a mix of retail, drive-thru establishments, and a large food and beverage entertainment facility.
- Engaged with TKB Bakery to establish a new location in Palm Desert, focusing on Highway 111 and San Pablo.
- Welcomed new tenants: Burlington Coat Factory, Boot Barn, and Restoration Hardware.
- Engaged with restaurant concepts seeking to enter California and solicited their interest in opening a location in Palm Desert.
- Continued outreach with property owners, commercial brokers, and mall owners to explore potential tenant opportunities.
- Engaged The Retail Coach for targeted outreach to new sit-down restaurant concepts entering California and to identify compatible retailers for large-format shopping centers and the El Paseo corridor.
- Initiated the 2024 Brokers Report, with the final report scheduled for presentation to the City Council in Q1 2025.
- The City Council approved a new business assistance package for businesses impacted by fire and/or floods, offering relocation assistance, plan check and inspection fee waivers, and impact fee waivers to expedite reopening.
- The City Council approved new autism certification funding for hospitality and attraction businesses based in Palm Desert.

**Next Steps:**

- Monitor recent bankruptcy filings for retailers in Palm Desert, including 99 Cents Only Stores, Red Lobster, and Express, while remaining engaged with property owners, brokers, and leasing agents to identify suitable replacements.
- Continue engaging with local commercial brokers to attract new businesses to the City.
- Continue collaborating with local property owners to explore new development opportunities throughout the City, focusing on El Paseo, Highway 111, San Pablo, and areas near Interstate 10.
- Continue discussions with Dick's Sporting Goods regarding the development of a Dick's House of Sports at the Palm Desert Mall site.
- Continue engagement with brokers representing IKEA to explore the potential for a concept store at the Palm Desert Mall site.
- Continue engagement with brokers representing Topgolf to identify a suitable location in Palm Desert.

### **North Sphere Planning:**

Analyze market conditions, address infrastructure deficiencies, and identify a strategy for potential changes in land use patterns in the North Sphere.

### **2024 Executive Summary:**

The Northern Sphere of the City continues to experience the highest level of new development. Most of this growth consists of residential development on vacant land, including single-family tract housing and multi-family apartment projects, along with some commercial development near Monterey Avenue and Cook Street.

In 2024, the City prioritized strategies to streamline the development process by initiating a comprehensive update to the City's development code through the Unified Development Code (UDC). The UDC aims to modernize and simplify regulations to ensure that future development aligns with community goals, desired land uses, and design standards while proceeding in a timely and efficient manner.

Additionally, the City continues to collaborate with utility agencies to identify infrastructure deficiencies early in the development process, allowing sufficient time for planning and resolution.

### **Recap of Past Accomplishments:**

- City staff is collaborating with the Imperial Irrigation District and the Berger Foundation on the development of a new substation in Thousand Palms to provide electrical infrastructure supporting growth in northern Palm Desert.
- Planning staff is working with Clarion Associates to develop a comprehensive UDC, aimed at streamlining development standards for future projects in the northern sphere and citywide.
- Planning staff, in partnership with Interwest Group, to amend the Palm Desert University Neighborhood Specific Plan (UNSP) to facilitate:
  - The development of a 20- to 40-acre park site
  - Mixed-residential housing
  - A neighborhood-serving retail center
  - An updated circulation plan balancing traffic flow and alternative transportation options
  - Enhanced streetscape improvements
- City staff has hosted community open house meetings to gather stakeholder feedback and is preparing updates to the plan's framework. The revised plan will also designate a site for a future commercial shopping center, potentially including a grocery store.
- Established quarterly meetings with CSUSB-PD staff to coordinate ongoing campus development efforts, including discussions on:
  - A new public sports park
  - New student housing opportunities
  - Flood control and dust mitigation measures
- Monterey Crossing Shopping Center received planning approval for the development of vacant pad sites, including a hotel, electric vehicle charging station, and a drive-through café.

**Next Steps:**

- Continue refining the preferred land use plan for the UNSP and prepare updates for presentation to the City Council, residents, and stakeholders.
- Coordinate meetings with the UDC Subcommittee to review and refine the draft UDC.
- Maintain communication with Southern California Edison and prospective developers to coordinate new development projects in the northern sphere, while identifying electrical infrastructure deficiencies and strategies to support growth.
- Provide updates to the City Council on the IID and Berger Foundation proposal for the Thousand Palms substation, which will supply essential electrical infrastructure for Northern Palm Desert's growth.

### **Mall Redevelopment:**

Coordinate with the property owner(s) for adaptive reuse of the mall properties to ensure solid tax revenue for the city and build upon Palm Desert's vision.

### **2024 Executive Summary:**

The Palm Desert Mall site encompasses nearly 75 acres of prime real estate in the Coachella Valley and has historically been a significant sales tax contributor to the City of Palm Desert. In 2021, Unibail-Rodamco-Westfield Group (URW) relinquished ownership of the property, which was subsequently placed in receivership under Jones Lang LaSalle (JLL). To ensure the site remains a viable community asset and revenue generator, the City Council established a goal to pursue its redevelopment.

To ensure the Palm Desert Mall site remains a community asset and sales tax contributor, the City has taken proactive steps to guide its redevelopment. The City has conducted market studies to assess the site's potential, implemented a development moratorium to allow for comprehensive planning, and purchased 7.4 acres to secure control of the Reciprocal Easement Agreement (REA). Additionally, the City has hosted a developer forum to generate interest in the site, maintained relationships with existing tenants, and actively solicited a new buyer for the property.

Now, City staff is collaborating with the mall's current owners, Pacific Retail Capital Partners (PRCP), to develop a strategic redevelopment plan that will introduce new uses and significant capital investment to revitalize the site.

### **Recap of Past Accomplishments:**

- Collaborated extensively with CBRE Real Estate Advisory Services to monitor the sale of the mall, develop a strategy for engaging potential mall developers, and maintain communication with current and prospective tenants.
- Acquired 7.4 acres of the mall site in 2022, including the former Sears building and adjacent parking areas.
- Pacific Retail Capital Partners (PRCP) acquired the mall site in November 2023.
- Met with PRCP at ICSC to discuss their planning efforts for mall redevelopment. Since acquiring the site, PRCP has focused on stabilizing the property, making strategic hiring decisions, and engaging with other property owners to incorporate their needs into the redevelopment plan.
- Met with PRCP in Los Angeles to discuss their redevelopment strategy and tenant engagement efforts.
- Held a two-day design charrette with PRCP in Palm Desert to review initial concepts for new housing, open space, and pad buildings. Staff provided feedback on the financial feasibility of the project.

### **Next Steps:**

- City staff remains engaged with PRCP to monitor the timeline for planning, entitlements, and site redevelopment.
- A formal planning application is anticipated to be submitted in Q2 2025.

## **Sales Tax Initiative/Measure G**

Complete public outreach and surveying efforts regarding the City's budget and financial outlook related to a potential sales tax initiative. An update was provided to the City Council on June 13, 2024. Following extensive dialogue on related issues, the City Council unanimously approved placing the measure on the November 5, 2024, ballot.

Measure G will ask voters to determine whether a 1-cent sales tax shall be added to Palm Desert taxable sales and retained locally for services initially identified in the five-year plan.

### **2024 Executive Summary:**

On November 5, Palm Desert voters approved Measure G, a one-cent sales tax increase. The new sales tax is scheduled to take effect on April 1, 2025.

### **Recap of Past Accomplishments:**

- In Q2 2024, the City's consultant conducted a second survey to reassess the community's position on a potential sales tax initiative following extensive community outreach efforts. The survey yielded positive results, with approximately 65% of respondents supporting a one-cent sales tax increase. Based on the survey findings, staff presented the results to the City Council, which unanimously approved placing the measure on the November 5 ballot.
- Following voter approval of Measure G, staff returned to the City Council in December with the required resolutions and agreements for submission to the California Department of Tax and Fee Administration (CDTFA) to facilitate collection and distribution of the tax.
- Concurrently, staff finalized a five-year spending plan for Measure G tax revenues. The plan includes funding for:
  - Fire prevention and emergency response operations
  - Additional sworn law enforcement officers and technology upgrades
  - Flood control measures
  - North Sphere Regional Park development
  - Palm Desert Library construction
  - Replenishment of operational reserves

### **Next Steps:**

- CDTFA has confirmed receipt of all necessary documents for the collection and distribution of the Measure G sales tax, which will take effect on April 1, 2025.
- In alignment with the five-year spending plan, the City Council approved funding for additional sworn officers and the construction of Fire Station No. 102 at its January 8, 2025, meeting.
- Staff is awaiting further instruction from the CDTFA. Local business owners will receive information as part of the standard collection process managed by CDTFA.
- Staff is developing a quarterly report for the Finance Committee to monitor the collection and use of the one-cent sales tax. Upon review by the Finance Committee, the report will be forwarded to the City Council.

### **Environmental Initiatives:**

Implementation of the Environmental Initiatives Plan includes the following: environmentally friendly landscaping, green building materials, solar, alternative fuel vehicles for the city fleet, water and energy conservation, recycling, and other sustainability-related projects. Work with the Resources Preservation and Enhancement Committee (RPEC) to implement initiatives.

### **2024 Executive Summary:**

In 2022, the City Council designated Environmental Initiatives as a priority. In response, staff developed the Environmental Initiatives Plan (EIP) to track and advance sustainability-focused projects. Over the past three years, the City Council has continued to prioritize environmental initiatives, leading to the successful completion of projects focused on water and energy conservation, active transportation, waste reduction, and more.

Throughout 2024, staff continued progress on key projects, including:

- Photovoltaic system installations
- Traffic calming measures
- Fleet vehicle and EV charging assessments
- Green pavement maintenance
- Edible food recovery education and compliance

Additionally, staff pursued innovative dust control solutions by sourcing organic material, helping the City meet its annual SB 1383 procurement target. Staff also collaborated with the Coachella Valley Association of Governments (CVAG) on the regional Comprehensive Climate Action Plan (CCAP), which includes an updated greenhouse gas (GHG) inventory and a separate climate action plan specific to Palm Desert.

### **Recap of Past Accomplishments:**

- Adopted an artificial turf policy.
- Completed LED lighting upgrades at Palma Village Park.
- Installed benches made from recycled wind turbines at various locations, including one wrapped with public art as part of the Mayor's Monarch Pledge.
- Installed and replaced water bottle fillers in City parks.
- Implemented various intersection modifications.
- Launched a Burrtec truck signage campaign.
- Established a work plan with the Resource Preservation and Enhancement Committee.
- Collaborated with CVAG on Palm Desert's portion of the regional Comprehensive Climate Action Plan (CCAP) by completing the following:
  - Provided data for the updated Greenhouse Gas (GHG) Inventory.
  - Contributed a list of potential GHG reduction measures for inclusion in the plan.
  - Distributed a bilingual survey (English and Spanish) to gather community input on local GHG reduction strategies.



**Next Steps:**

Sustainability has long been a priority for Palm Desert, and environmental initiatives will remain a central focus, with sustainability embedded in future projects.

**Key initiatives planned for 2025 include:**

- Completion of the Comprehensive Climate Action Plan (CCAP) and the updated Greenhouse Gas (GHG) Inventory.
- Advancement of active transportation projects and continued planning for North Sphere Park.
- Exploration of reallocating \$118,000 in Energy Efficiency and Conservation Block Grant (EECBG) funding from the U.S. Department of Energy to support energy efficiency upgrades at City facilities.
- Ongoing collaboration across departments to update the Environmental Initiatives Plan (EIP).
- Quarterly project updates to the City Council to track progress on environmental initiatives.

### **North Palm Desert Parks:**

Gather community input, design, and build a community park and regional park in North Palm Desert.

#### **2024 Executive Summary:**

Following the initial approval of a conceptual plan for the Community Park, staff engaged a construction management team to assist with plan review and cost validation. Capital Improvements staff were included in biweekly discussions, leading to improvements in park accessibility and traffic flow. Additionally, construction of the Section 29 retention basin was completed, and survey data was collected to serve as the basis for future construction plans.

A 35-acre regional sports park concept was incorporated into the University Neighborhood Specific Plan (UNSP) initial designs. Planning and Public Works staff collaborated on conceptual layouts, housing density zones, and streetscapes. Discussions with California State University San Bernardino (CSUSB) staff led to considerations of an alternative site for the regional park on the CSUSB Palm Desert campus. City staff is now developing a conceptual plan for the site to ensure it meets the needs of both the City and CSUSB.

If the regional sports park is ultimately relocated to the CSUSB campus, a smaller community park may still be incorporated into the UNSP.

#### **Recap of Past Accomplishments:**

- Community Open House meetings were held on December 3, 2022, January 14, 2023, and August 5, 2023.
- A conceptual design for a community park on Dinah Shore Drive was developed and presented to the Parks & Recreation Committee, Planning Commission, Architectural Review Commission, Resource Preservation and Enhancement Committee, Cultural Arts Committee, and HOAs in the North Sphere, as well as the City Council. Initial feedback was incorporated into the design.
- Focus meetings were held with stakeholders, including Desert Recreation District, YMCA, Desert Sands USD, Palm Springs USD, and representatives from dog parks, soccer, pickleball, baseball, and flag football.
- The City Council approved the conceptual design and cost estimate/budget in December 2023.
- MARRS was engaged in the community park planning process to provide support services, including final scope of work development, architectural and engineering design, permitting, bidding, and contract awarding.
- The final as-built survey and CADD files for the Section 29 retention basin were delivered to Interwest for the development of construction plans.
- Capital Improvement Project staff recommended modifications to the approved conceptual plan, which was subsequently updated.
- A 170-acre parcel within the University Neighborhood Specific Plan (UNSP) was identified as a potential location for a 40-acre regional sports park.
- Interwest Consulting was contracted by the Planning Division to incorporate a regional sports park into the UNSP. Biweekly meetings, which included Public Works staff, are currently on hold pending the potential relocation of the regional sports park to the CSUSB Palm Desert campus.

**Next Steps:**

- The updated community park conceptual plan will be presented to the Parks & Recreation Committee for approval to proceed.
- A community engagement meeting is planned for February or March 2025 to gather input on the updated design.
- The final park design, cost estimate, and project timeline will be presented to the City Council. Upon final approval, construction documents will be drafted.
- An updated conceptual plan for the regional sports park at the CSUSB Palm Desert campus will be developed and presented to college staff for consideration. City and college staff will continue collaborating on a Letter of Intent outlining the arrangement for the mutually beneficial park.

### **Public Safety Improvements:**

Explore new technology, review budgets, and gain efficiencies for improved public safety services.

### **2024 Executive Summary:**

In 2024, the City of Palm Desert made significant strides in public safety and emergency preparedness, with a focus on crime reduction, emergency readiness, and pedestrian safety improvements. By collaborating closely with the Public Safety Committee (PSC), the Riverside County Sheriff's Department, and Cal Fire, the City effectively addressed community concerns and implemented strategic initiatives to strengthen public safety services.

Key accomplishments included:

- Partnering with the Sheriff's Department to address high-priority areas and enhance law enforcement capabilities.
- Expanding outreach efforts to improve emergency preparedness and community engagement.
- Implementing innovative solutions to support homelessness intervention through targeted outreach and partnerships.

Through its partnership with Cal Fire, the City ensures comprehensive fire protection and all-risk emergency services. Progress continues on the development of Fire Station 102 and the renovations of Fire Stations 33 and 71, with the facilities currently in construction and planning phases, respectively. Once operational, Fire Station 102 will help alleviate high call volumes, improve response times, and enhance the City's emergency response capacity.

### **Recap of Past Accomplishments:**

- Amended the Law Enforcement Services Agreement with the Riverside County Sheriff's Department to add six sworn officers, implemented in two phases.
- Awarded a design contract for the fourth fire station. Bidding for Fire Station 102 was completed in December 2024, and construction remains on track.
- Established a Memorandum of Understanding (MOU) with the local school district to use its facility as an emergency shelter. Additionally, an MOU was created with the Joslyn Center to designate it as an emergency cooling/warming center.
- Awarded a contract for Phase 3 of the Automated License Plate Recognition (ALPR) system, increasing the total number of cameras to 115. Phase 3 installation has been successfully completed.
- Developed the Student Homelessness Initiative, providing students and families experiencing homelessness with housing resources, housing vouchers, and connections to Rapid Re-Housing programs.
- Partnered with the Joslyn Center and Riverside County to connect at-risk seniors to housing resources, helping to prevent homelessness.
- Collaborated with CVAG's CV Housing First Program to permanently house nine individuals in 2024.
- Partnered with City Net to secure stable housing for 17 individuals in 2024.

**Next Steps:**

- In 2025, the City of Palm Desert will prioritize strengthening public safety services and community preparedness through strategic initiatives, technological advancements, and comprehensive program evaluations. These efforts will include the exploration and implementation of innovative technologies to enhance the efficiency and effectiveness of public safety operations. Emergency Preparedness Training will be focused on instruction for leadership and key roles in emergency operations, including Director and Position-Specific EOC Training to enhance decision-making and coordination. Tabletop Exercises facilitate scenario-based discussions to improve response effectiveness. Annual Staff Training ensures personnel are equipped with essential skills, covering Disaster Service Worker roles, First Aid, CPR, Active Shooter response, Fire Extinguisher Use, Earthquake Preparedness, and Stop the Bleed techniques, strengthening overall emergency readiness.
- City staff will provide updates to the City Council on the performance metrics and overall effectiveness of the Automated License Plate Recognition (ALPR) system, ensuring continued alignment with the City's public safety goals. Building on recent accomplishments, the City will evaluate opportunities to expand the ALPR system by installing additional cameras to further support law enforcement efforts.
- Outreach initiatives will expand to include an increased focus on crime prevention, community safety, and emergency preparedness, emphasizing disaster readiness education and raising awareness of available local resources to empower residents.
- The City will enhance street outreach by incorporating case management, connections to permanent supportive housing, and addressing community hotspots. Shelter services will improve through a partnership with Coachella Valley Rescue Mission (CVRM), including transportation access. Collaborations with CVAG's CV Housing First program will focus on refining bridge housing metrics. Crisis intervention efforts will be expanded in partnership with Riverside County Behavioral Health System to connect individuals to essential services. Community programs will enhance resource access through improved websites and service directories. The Housing Authority will support low-income housing communities with prevention resources like rental assistance and financial counseling to reduce homelessness risks.

### **Active Transportation Projects:**

Continue to implement the Active Transportation Projects (ATP) plan, by designing and constructing bike lanes and sidewalks to provide pedestrians and cyclists greater access to all areas of the City and incorporate these projects into the 5-year CIP budget.

### **2024 Executive Summary:**

In 2024, significant progress was made on various Active Transportation Program (ATP) projects. Notable milestones include the substantial completion of construction on the Haystack Road Traffic Calming Improvements (Phase II) and PD Link (Phase II) projects, both of which are expected to be fully completed in Q1 2025.

The Walk and Roll PD project, a key initiative aimed at enhancing the City's bike and pedestrian connectivity, also advanced significantly. Conceptual designs for Walk and Roll PD Phase II (Bike Lane Improvements) and Phase III (Pedestrian Improvements) were finalized. Following extensive public outreach and feedback, both phases progressed to schematic design, setting the stage for construction and implementation in 2025.

Public engagement remained a key priority throughout 2024 to ensure these projects met the needs of the community. Several community meetings were held across Palm Desert, allowing residents, cyclists, and stakeholders to provide valuable input. This feedback was instrumental in refining the project scope to align with community preferences while supporting broader goals for sustainable and equitable transportation.

### **Recap of Past Accomplishments:**

- Increased the frequency and emphasis on community outreach, with several community meetings held.
- Incorporated community feedback to redesign multiple ATP projects based on stakeholder input.
- Initiated schematic design for Walk and Roll PD Phase II (Bike Lane Improvements).
- Initiated schematic design for Walk and Roll PD Phase III (Pedestrian Improvements).
- Completed design, bid, and awarded construction contracts for PD Link (Phase II) and Haystack Road Traffic Calming Improvements (Phase II).
- Started and completed construction of the Monterey & Fred Waring and Haystack & Hwy 74 Intersection Improvements project.
- Started and substantially completed construction of PD Link (Phase II).
- Started and substantially completed construction of Haystack Road Traffic Calming Improvements (Phase II).

### **Next Steps:**

In 2025, the City will continue advancing key Active Transportation Program (ATP) projects, with a primary focus on finalizing construction of PD Link (Phase II) and Haystack Road Traffic Calming Improvements (Phase II). While both of these projects are expected to be completed in early 2025, the design and construction of Walk and Roll PD project phases will continue throughout the year.

To ensure these projects align with community needs, City staff will maintain public engagement through community meetings, providing updates, addressing concerns, and gathering feedback to refine project details. Additionally, staff will assess and prioritize future ATP improvements, potentially identifying new projects for future implementation.

**Key initiatives planned for 2025 include:**

- Complete construction of Haystack Road Traffic Calming Improvements (Phase II).
- Complete construction of PD Link (Phase II).
- Complete construction of the CV Link Enhancements project.
- Complete the design and construction of Eldorado Drive bike lanes.
- Complete design of Walk and Roll PD Phase II (Bike Lane Improvements).
- Complete design of Walk and Roll PD Phase III (Pedestrian Improvements).
- Begin construction of Walk and Roll PD Phase II (Bike Lane Improvements).
- Begin construction of Walk and Roll PD Phase III (Pedestrian Improvements).

## Capital Projects

### Department Description:

The Capital Projects Department oversees the management and delivery of some of the City’s most complex, diverse, and large-scale Capital Improvement Projects (CIP) related to city infrastructure. The department’s responsibilities include feasibility studies, site design, document preparation, construction management, inspection, and other key components of the capital project delivery process.

### 2024 Top Accomplishments:

1. Completed design and bidding for Fire Station 102.
2. Completed construction of the Desert Willow Overflow Parking Lot.
3. Completed the El Paseo Curb Ramp Modification project.
4. Completed the Section 29 Retention Basin Expansion project.
5. Completed the One Quail Place Parking Lot and Carport Rehabilitation project.

### Other Significant Accomplishments:

- Completed the Civic Center Parking Lot Rehabilitation project.
- Completed the City Hall ADA Parking Lot Improvements project.
- Completed the multi-phase office space improvements for FY 2023/24.
- Awarded contract for the installation of the Vitalia Way & Gerald Ford Traffic Signal.
- Awarded contract for Conceptual Design Services for the new Library Facility.
- Awarded contract for the design of the Eldorado Drive Rehabilitation project.
- Awarded contract for the design of the Mountain View Retention Basin project.
- Awarded contract for the HSIP-Crosswalks project.
- Held multiple community outreach meetings and obtained Planning Commission approval for the Haystack Road Channel Improvements project.
- Awarded architectural design contract for Fire Stations 33 and 71 in July 2024.

### Looking Ahead:

Capital Projects	Anticipated Timeline for Completion
Fire Station 102 Onsite Construction	Q1 2026
Fire Station 102 Offsite Design	Q1 2025
FS 33 and 71 Design	Q4 2025
Haystack Road Traffic Calming Improvements Phase II Construction	Q1 2025
PD Link Phase II Construction	Q12025
HSIP High Visibility Crosswalks	Q2 2025
Stormwater and Drainage Infrastructure Assessment	Q2 2025
Bridge Preventative Maintenance Project	Q3 2025
New Library Facility Conceptual Design	Q1 2025
Photovoltaic Carport Project – Phase I	Q1 2025
Photovoltaic Carport Project – Phase II	Q1 2026



CV Link Enhancements and Slurry Seal Project	Q1 2025
El Paseo Street Rehabilitation	Q3 2025
Vitalia Way & Gerald Ford Traffic Signal	Q2 2025
Office Space Improvements Phase 3	Q3 2025
Haystack Road Channel Improvement Project Design	Q2 2025
Eldorado Street Rehab	Q3 2025
HSIP Retroreflective Traffic Signal Backplates	Q3 2025
Walk and Roll PD Phase II – Bike Lane Schematic Design	Q1 2025
Walk and Roll PD Phase III – Pedestrian Improvements Schematic Design	Q3 2025

## City Manager's Office

### Department Description:

The City Manager's Office operates under the policy direction of the City Council, providing leadership and management over day-to-day operations to ensure that residents and businesses receive exceptional City services. The department also oversees Human Resources and the City Clerk's Office.

### 2024 Top Accomplishments:

#### City Manager's Office:

1. Presented energy infrastructure options for the north sphere in partnership with Imperial Irrigation District, with the City Council directing staff to proceed with the partnership solution.
2. Secured City Council authorization to implement Measure G's spending priorities following its passage, which included hiring additional police officers, expanding Public Works staff, and advancing the construction of Fire Station 102.

#### City Clerk's Office:

1. Facilitated the transition to a five-district electoral system and successfully eliminated ranked choice voting for future municipal elections.
2. Facilitated the elections for Districts 1, 2, and 3 and the Measure G Sales Tax Initiative.

#### Human Resources:

1. Launched the Employee Wellness Program with the October Walking Challenge, encouraging employees across departments to connect, establish healthy habits, and foster a fun and engaging work environment. The challenge resulted in City employees collectively walking over 15 million steps in October.
2. Promoted 29 employees, completed 28 recruitments, and onboarded 41 new employees, including new library staff.

### Other Significant Accomplishments:

- Transitioned all appointed bodies to the City's centralized agenda management system and consolidated all agenda postings onto a single webpage to enhance efficiency, accessibility, and transparency.
- Joined the SECURE program to streamline the submission and retrieval of recorded documents with the Riverside County Recorder's Office.
- Completed PDU Cohorts 4 and 5, achieving an 82% completion rate (119 full-time staff) in the Palm Desert University (PDU) program.
- Completed Workplace Violence Prevention Plan assessments at all three City employee workplaces, conducted all-employee training, and established a Workplace Violence Prevention Committee.
- Implemented the "Exceptional Teammate" expectations for all employees, setting a workplace standard and recognizing employees who demonstrate exceptional teamwork.
- Assisted in the revision and launch of the City's new intranet page, designed to be user-friendly, information-focused, and to facilitate peer recognition.
- Successfully negotiated a Memorandum of Understanding (MOU) with the Palm Desert Employee Organization regarding part-time employees.
- Organized and hosted employee appreciation and internal professional networking events, fostering employee engagement and professional connections.

**Looking Ahead:**

<b>City Manager's Office</b>	<b>Anticipated Timeline for Completion</b>
Commence RFP for City Council Strategic Planning Effort and present to City Council for their consideration.	Q1 2025
Completed amendment to law enforcement services agreement and fire services cooperative agreement.	Q2 2025
<b>Human Resources</b>	
Host CalPERS Educational and Retirement Seminars	Q1 2025
Employee Development and Succession Planning Programs (Mentorship, Ride-Along, Supervisor Academy Cohort 1, PDU II Cohort 1)	Q2 2025
<b>City Clerk's Office</b>	
Expand live streaming and captioning to all Boards, Commissions, Committees, and Task Forces	Q1 2025
Biennial update of the City's Records Retention Schedule	Q1 2025

## Development Services

### Department Description:

The Development Services Department oversees the implementation of the community's vision as outlined in the City of Palm Desert's General Plan, Specific Plans, and Municipal Codes. It reviews new development proposals to ensure compliance with the City's design standards, goals, and policies while also maintaining existing structures and properties to uphold community expectations and City Council-adopted standards. Additionally, the department reviews all code standards and recommends changes based on City Council's goals.

The department includes the following workgroups: Planning & GIS, Building & Safety, Code Compliance, Land Development Engineering, and the Development Services Center

### 2024 Top Accomplishments:

1. Enhanced Short-Term Rental Oversight – Updated regulations and implemented new software, significantly reducing complaints by proactively addressing unlicensed rentals.
2. Established Design Standards & Secured Grant Funding – Developed the Multifamily Residential and Mixed-Use Objective Design Standards and successfully obtained grant funding to cover implementation costs.
3. Streamlined Permitting Process – Expanded express permitting for walls, pools, and interior remodels after Q2, cutting staff processing time by an average of 25 hours per month. This improvement expedited the applicant experience and reduced the backlog of applications, allowing for more efficient processing of larger permits.
4. Improved Customer Experience with E-Trakit – Launched the e-Trakit portal, allowing users to track permits, monitor project status, and make electronic payments.
5. Rebranded the Development Services Center – Transformed the department's lobby into the "Development Services Center," enhancing operational efficiency and public accessibility. Additionally, consolidated all regulatory licensing and permitting into a single workgroup, reinforcing the one-stop-shop approach.
6. Optimized Planning Inspections – Developed a standardized planning inspection template for landscaping and architectural reviews, ensuring projects align with approved plans and improving documentation and tracking.

### Other Significant Accomplishments:

- New Permitting Software – Began the testing phase of the Clairti Permitting Software to enhance efficiency in permit processing.
- Business Licensing Program Review – Completed an analysis of the Business Licensing Program, with recommended changes scheduled for implementation in Q4 2025.
- Downtown Zoning Code Evaluation – Conducted an analysis of the Downtown Zoning Code and established a City Council subcommittee to guide necessary updates.
- Regulatory & Policy Updates:
  - Initiated the update to the Hillside Ordinance.
  - Adopted and implemented the HOA's Permit Notification Policy
  - Updated the Mills Act Program to enhance historic property preservation incentives.
  - Adopted updated Engineering Standards and Guidelines.
  - Revised grading regulations to improve development oversight.
  - Updated business license regulations to streamline processes.
  - Updated ADU (Accessory Dwelling Unit) regulations.

- Updated Building Board of Appeals regulations for improved clarity and function.
- Citywide Historical Resource Survey – Launched a comprehensive survey to assess and document historical resources across the city.
- Expanded GIS Capabilities – Enhanced the department’s GIS tools, reducing analysis time and improving public access to key information.
- Code Compliance Initiatives:
  - Hosted a spay and neuter clinic for residents at the renovated Civic Center dog park.
  - Increased proactive code compliance cases by 31% this year.
- Zoning & Development Code Modernization – Initiated the Zoning Code Update and development of a Unified Development Code to streamline and modernize zoning and development regulations.
- Innovative GIS-Based Applications:
  - Developed a GIS-based app to assist staff with business licensing, addressing, and inspections.
  - Created a GIS-based app to track and document homeless individuals and encampments.
  - Launched a GIS-based app for code enforcement staff to support commercial landscape compliance.
- Cultural & Historic Preservation:
  - Adopted the Cultural Preservation Resources Committee work plan to advance historic and cultural resource initiatives.
  - Launched a city-wide Historical Resource Survey to assess and document historical resources across the city.

**Looking Ahead:**

<b>Development Services</b>	<b>Anticipated Timeline for Completion</b>
Finalize Department fee schedule update	Q1 2025
Cross-training of Permit Center staff to build internal capacity to learn formal plan reviews (12-week sessions)	Q2 2025
Implementation of Solar App+ solar permitting	Q3 2025
Implement Clariti Land Management Software	Q3 2025
Complete Historical Resource Survey	Q1 2025
Update to General Plan Mobility/Circulation Element	Q3 2025
Update to the University Neighborhood Specific Plan	Q3 2025
Create Downtown Objective Design Standards	Q1 2026
Update Hillside Ordinance	Q3 2025
Update Downtown Zoning	Q4 2025
Update to Zoning Code/Create Unified Development Code	Q4 2025
Transition Business Licensing In house	Q1 2026
GIS Integration	On-Going

## Economic Development

### Department Description:

The Economic Development Department plays a vital role in supporting businesses that are expanding within or relocating to Palm Desert. By providing financing options, workforce solutions, and technical assistance, the department fosters investment in the community to enhance the quality of life for residents.

Beyond business support, the department manages real estate transactions, business partnerships, and outreach efforts to strengthen the local economy. It also oversees several key programs, including public art initiatives, waste and recycling programming and compliance, and City-sponsored events and sponsorships. Additionally, the department houses the Public Affairs division, which leads efforts in civic engagement, communications, marketing, tourism, and visitor services, ensuring Palm Desert remains a vibrant and thriving destination.

### 2024 Top Accomplishments:

1. Completed the Surplus Land Act (SLA) process for Desert Willow Lots C, D, and E.
2. Transitioned operators at the Palm Desert iHUB and expanded strategic partnerships.
3. Expanded Business Incentive Programs to include the Autism Certificate Reimbursement Program (ACRP) and the Business Emergency Assistance Program (BEAP).

### Other Significant Accomplishments:

- Completed the acquisition of Desert Willow Lot A from SARDA to the City.
- Entered into an Exclusive Negotiation Agreement (ENA) with Kam Sang Companies for resort development on Desert Willow Lots C/D.
- Collaborated with Toll Brothers on their Shadow Ridge development, securing \$1.6 million from the land sale price.
- Adopted the Palm Desert Broadband Feasibility Study and released an RFP to solicit a partner for network build-out.
- Drafted a Letter of Intent (LOI) for future park development at the CSU Palm Desert campus and established quarterly coordination meetings with campus leadership.
- Executed a contract with The Retail Coach for business recruitment and attraction.
- Facilitated the sale of the Mountain View home for historic preservation.
- Hosted the DSRT Surf groundbreaking ceremony and initiated construction monitoring.
- Held a ceremony and officially received 10 acres of land from the Slaughter family.
- Organized and hosted a San Pablo Merchants meeting and prepared a response to long-term business concerns.
- Extended a modified contract with the Coachella Valley Economic Partnership (CVEP).
- Collaborated with farmers market operators to evaluate market performance, locations, and operational expectations.
- Coordinated with Pacific Realty Capital Partners on the redevelopment of the Palm Desert Mall site.
- Adopted the Rail Station Feasibility Study and submitted it to the Riverside County Transportation Commission.
- Completed a Transient Occupancy Tax (TOT) Agreement with JW Marriott to support the expansion of ballroom space.
- Negotiated new leases for The Artist Council and established month-to-month leases for the remaining Parkview tenants.

- Facilitated updates for the Dining Deck program and planned for future El Paseo roadway improvements.
- Completed the Outdoor Worker Appreciation Mural Community Project.
- Hosted the 37th Annual Student Art and Essay Contest and Awards Ceremony and installed selected artworks on traffic signal cabinets and bottle fillers.
- Coordinated and installed the 2026/2027 El Paseo Sculpture Exhibition.
- Purchased two sculptures from the El Paseo Sculpture Exhibition and arranged for installation, including the relocation of the Recycle sculpture to Burrtec's Recycle Center.
- Installed artwork on a bench at Civic Center Park in collaboration with the Mayor's Monarch Pledge.
- Installed artwork in the Development Services and Administrative lobbies at City Hall.
- Extended the Poet Laureate contract to include community workshops at the Palm Desert Library.
- Held five organics recycling assemblies at Palm Desert elementary schools, reaching over 1,800 students in partnership with EcoHero, funded by a CalRecycle grant.
- Continued education and outreach for edible food recovery generators through a partnership with FIND Food Bank to promote compliance with SB 1383 requirements.
- Updated community event sponsorship guidelines and applications to align with the Outside Agency Funding timeline and review process.
- Produced the annual Independence Day Celebration featuring a new pyrotechnics launch location at the College of the Desert's driving range.
- Added an accessibility widget to the City website to enhance ADA accessibility and language translation capabilities.
- Hosted the first-ever City-wide HOA community meeting and the 2nd Annual San Pablo Merchants meeting.
- Hosted the second and third Palm Desert Civic Academy programs.
- Organized 23 community engagement events for various City projects.
- Held six Coffee with the Mayor events.
- Hosted three Palm Desert Discussion events on key topics:
  - Water management in partnership with the Coachella Valley Water District (CVWD).
  - The inaugural Emergency Readiness Expo, featuring participation from six partner organizations.
  - Homelessness and public safety, with insights from City staff, the Riverside County Sheriff's Department, and the Coachella Valley Rescue Mission.
- Won a Desert AdFed award for the Palm Desert Pocket Guide social media initiative.
- Relocated the Discover Palm Desert Visitor Center to the Library.
- Collaborated with Library staff to develop a visual identity for the new library, including website design, printed materials, and interior wall wraps.
- Worked closely with the PDAC team to enhance marketing efforts, expand outreach, and attract new visitors to the center.

**Looking Ahead:**

<b>Economic Development</b>	<b>Anticipated Timeline for Completion</b>
Disposition of the Alessandro properties	Q2 2025
2024 Commercial Broker’s Report	Q1 2025
Disposition of the Wallaroo site	Q2 2025
Disposition of the property adjacent to the Joslyn Center	Q2 2025
Move 38 <sup>th</sup> Annual Student Art and Essay Contest and Awards Ceremony at UCR Palm Desert Center	Q1 2025
Begin commercial organics and edible food recovery enforcement in conjunction with SB 1383 mandate	Q1 2025
Use of BEAP Funds for Papa Dan’s re-location	Q1 2025
CSUSB-PD Campus Student Services Groundbreaking	Q2 2025
Disposition of Desert Willow Lots C, D, E	Q2 2025
Hold the spring 2025 Civic Academy program	Q2 2025
Launch a new municipal website	Q2 2025
Development of a Climate Action Plan in conjunction with CVAG	Q3 2025
Publish a new municipal website with updated navigation and increased ADA compliance	Q3 2025
EI Paseo Entry Artwork/Sign Commission	Q4 2025
Installation of <i>Dueling Palms</i> Sculpture	Q4 2025



## Finance

### Department Description:

The Finance Department is responsible for managing financial operations that impact all City departments and activities. Core functions include cash management, debt management, budgeting, purchasing, accounts payable, accounts receivable, financial reporting, general ledger maintenance, loan administration, and payroll. The department is committed to ensuring financial transparency, accountability, and effective fiscal management.

The Finance Department also oversees Information Technology (IT) and the Housing Division. IT provides technical support and innovative solutions to assist all departments with processing, storing, securing, and exchanging electronic data. The Housing Division manages Housing Authority oversight, property management, rental assistance programs, affordable housing initiatives, financial support for new affordable housing developments, and enforcement of the City’s Rent Review Ordinance.

### 2024 Top Accomplishments:

1. Led community outreach, education efforts, and secured approval of Measure G, a one-cent sales tax initiative.
2. Assisted partners in implementing the new Library POS system and restructuring operations at the Aquatic Facility.
3. Initiated the transition to Workday, the City’s new Enterprise Resource Planning (ERP) system for finance and payroll management.
4. Facilitated bond issuance for the next phase of infrastructure development at University Park.

### Other Significant Accomplishments:

- Executed a Disposition and Development Loan Agreement (DDLA) with Palm Communities and secured approvals for Arc Village TCAC and the Bravo Agreement.
- Received Government Finance Officers Association (GFOA) and California Society of Municipal Finance Officers (CSMFO) awards for both the 2024-25 Budget and the 2022-23 Annual Comprehensive Financial Report (ACFR).

### Looking Ahead:

Finance	Anticipated Timeline for Completion
Implementation of ERP System for Payroll	Q3 2024 thru Q3, 2025
Implementation of ERP System for Finance & Human Resources	Q3 2025 thru Q2, 2026
Receipt of GFOA and CSMFO awards for 2025-26 Budget and 2023-24 ACFR	Q4 2025
Receipt of CMTA certification for our Investment Policy	Q4 2025
Transition to a new management company at PDHA	Q3 2025
Provide IT Support Implementing LMS System	Q3 2025
Provide IT Support Implementing ERP System	Q2 2026

## Library Services

### Department Description:

The Palm Desert Library strives to create a community enriched with promise, progress, play, and prosperity. Through a variety of social, cultural, and learning experiences, the Library nurtures community well-being while fostering values of curiosity, discovery, exploration, imagination, and health & happiness.

### 2024 Top Accomplishments:

1. Opened the Palm Desert Library on July 1, 2024. In its first six months, the library:
  - Welcomed 46,076 visitors
  - Was open for a total of 1,440 hours
  - Issued 7,452 library cards
2. Maintained a collection of approximately 57,000 items, which were checked out 77,849 times. Additionally:
  - 5,859 books were downloaded
  - The library's website received 47,893 visits
3. Hosted 252 programs since July 2024, attracting 5,545 attendees.
4. Established 11 ongoing and recurring partnerships with organizations in the arts, local business, and education sectors.

### Other Significant Accomplishments:

- Expanded access to 9 million unique items through Link+, a consortium of California libraries, providing residents with tremendous additional access to books and materials.
- Launched the Library of Things service, a specialized collection of high-interest, non-traditional items designed to meet the recreational and technological needs of Palm Desert residents.
- Opened a new department, revamped the library facility, and hired all library staff.
- Initiated volunteer recruitment in Q4 2024.
- Launched Tech Tutor, a volunteer-driven service that assists adults 55+ with basic computer troubleshooting.

### Looking Ahead

Library	Anticipated Timeline for Completion
Expand programming with our yearly One Book – One Palm Desert community reading program. The book, <i>Finding Gobi</i> ; will build community through a collective reading effort	Q1 2025
Establish a local 501(c)(3) foundation	Q2 2025
Complete a thorough assessment of every item in the collection, ensuring each item's quality, catalog record, and inventory tag	Q2 2025
Increase participation in our Summer Reading Program, a literacy program to help mitigate learning loss during the summer	Q2 2025
Increase volunteer recruitment and participation by 50%	Q1 2025

## Public Works

### Department Description:

The Public Works Department is responsible for maintaining and improving the City’s infrastructure, including traffic management, engineering, capital improvement project delivery, and the operations and maintenance of facilities, streets, and the storm drainage system. Additionally, the department oversees community services, such as parks, recreation, and public-private partnerships.

### 2024 Top Accomplishments:

1. Completed re-roofing projects at Desert Willow, Fire Station 67, and the State Building.
2. Completed Phase II of Traffic Signal Modifications and Upgrades at nine intersections.
3. Completed improvements at Civic Center Dog Park.
4. Initiated Phase III of perimeter landscape improvements at Desert Willow.
5. Completed ADA upgrades at the State Building.

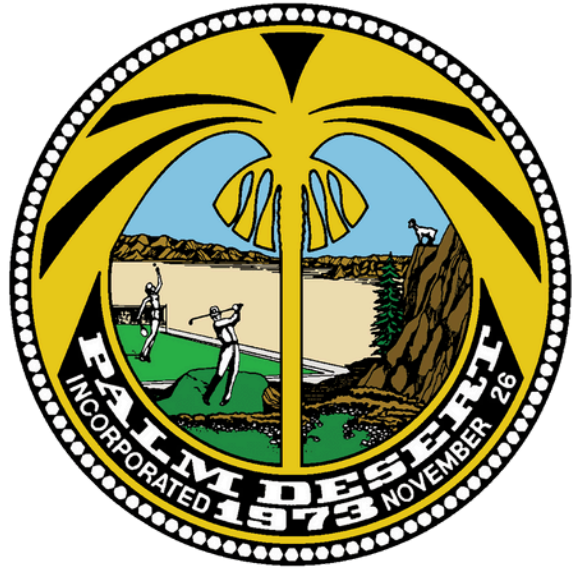
### Other Significant Accomplishments:

- Completed improvements at the Palm Desert Aquatic Center, including new concrete and seat walls, starting blocks, shade structure lighting, and other upgrades.
- Repaired damage from Tropical Storm Hilary at Section 29, Haystack Channel, and Freedom Park.
- Initiated development of a five-year Landscape Master Plan.
- Completed grant-funded upgrades to Palma Village Park.

### Looking Ahead:

Public Works	Anticipated Timeline for Completion
Complete interior improvements at State Building	Q1 2025
Complete (install) community garden boxes at San Nicholas	Q1 2025
Complete (install) benches and waste bins on El Paseo	Q1 2025
Complete renovations to Fire Station 67 Restroom	Q1 2025
Complete Cook Street / Market Place Traffic Signal Installation	Q1 2025
Issue Notice inviting Bids for construction of Cahuilla Hills Park ADA Improvements	Q1 2025
Initiate replacement of the Traffic Management System	Q1 2025
Complete design of Traffic Signal Modifications and Upgrades (Phase III)	Q2 2025
Receive proposals for new access gates at Corporation Yard	Q2 2025
Dinah Shore Drive Corridor traffic and pedestrian improvements	Q2 2025
Complete 5-Year Landscape Master Plan	Q2 2025
Complete design for PDAC pump room renovations	Q2 2025
Complete design and initiate construction of fleet charging stations at City Hall	Q2 2025





# Palm Desert City Council Goal Setting Session

February 27, 2025



# WHY ARE WE HERE?



Review progress on  
2024 Goals



Receive input & direction  
for 2025 Goals

# RECAP 2024: CSU Palm Desert Campus

Advocate for creating a Cal State University Palm Desert Campus or other education-related uses on the land donated by the City for this purpose.

## ACCOMPLISHMENTS



PICV and City staff maintained communication with CSUSB Leadership to coordinate the timing of improvements and the construction of the new Student Services Building.



Established quarterly meetings with CSUSB leadership for ongoing coordination and campus development on: Student Services Building; development of the City's fire station; partnerships for flood control, dust mitigation, and park development; and rail station study and IID/SCE infrastructure.



Discussions are underway for developing park space and drainage improvements. A letter of intent outlining joint/shared use of these facilities was submitted to CSUSB Leadership. Under this agreement, approximately 20-25 acres of the campus could be improved.

## NEXT STEPS



The Student Service Building is expected to receive State Architect approval in Q1 2025, allowing construction to begin in Q2 2025.



The Student Services Advisory Committee is exploring fundraising for additional site improvements, including a new clock tower.



Continue pursuing a collaboration on future park development and drainage improvements. Quarterly meetings are scheduled for 2025.

# RECAP 2024: Desert Willow Strategy

Develop a strategy for the disposition and development of the remaining undeveloped Desert Willow properties.

## ACCOMPLISHMENTS



Lots A/B: Lot A is under construction for parking lot improvements to support Desert Willow and DSRT Surf. Staff remains engaged with DSRT Surf to monitor and inspect ongoing construction activities.



Lots C/D: Housing and Community Development (HCD) cleared Lots C/D for sale outside the SLA process. A deed restriction has been recorded, mandating that 10% of any housing development be designated for affordable housing.



Lot E: HCD approved the City's plan to sell Lot E to Blieu Development for the construction of a 130-unit affordable housing project.

## NEXT STEPS



Lots C/D: Pending negotiations with Kam Sang Company, a Purchase and Sale Agreement for a new resort style project will be presented to the City Council in Q2 2025.



Lot E: Finalization of the Purchase and Sale Agreement with Blieu Development for the sale of the 8-acre parcel at market rate in Q2 2025. This agreement will facilitate the construction of a 130-unit affordable housing project.



# RECAP 2024: Business Recruitment

Develop a plan to identify and recruit retail, entertainment, and other businesses to contribute to Palm Desert's unique shopping and entertainment offerings.

## ACCOMPLISHMENTS



Collaborating with Fountainhead Development on site acquisition of 18+ acres of undeveloped land along Monterey Ave, north of Lowe's Home Improvement. The proposed development includes a mix of retail, drive-thru establishments, and a large food and beverage entertainment facility.



The City Council approved a new business assistance package for businesses impacted by fire and/or floods, offering relocation assistance, plan check and inspection fee waivers, and impact fee waivers to expedite reopening.



Engaged The Retail Coach for targeted outreach to new sit-down restaurant concepts entering California and to identify compatible retailers for large-format shopping centers and the El Paseo corridor.

## NEXT STEPS



Monitor recent bankruptcy filings for retailers in Palm Desert and remain engaged with property owners, brokers, and leasing agents to identify suitable replacements.



Continue collaborating with property owners to explore new development opportunities throughout the City, focusing on El Paseo, Highway 111, San Pablo, and areas near Interstate 10.



Continue discussion with representatives of Dick's Sporting Goods and IKEA for new concepts stores and collaborate with Top Golf to identify a suitable location in Palm Desert.

# RECAP 2024: North Sphere Planning

Analyze market conditions, address infrastructure deficiencies, and identify a strategy for potential changes in land use patterns in the North Sphere.

## ACCOMPLISHMENTS



Continued work on the development of a comprehensive Unified Development Code (UDC), aimed at streamlining development standards for future projects.



Continued working on amendments to the University Neighborhood Specific Plan (UNSP) to facilitate: 1) development of a 20- to 40-acre park site, 2) mixed-residential housing, 3) neighborhood-serving retail center, 4) updated circulation plan, and 5) enhanced streetscape improvements.



Collaborated with IID and Berger Foundation on the development of a new electrical substation in Thousand Palms.

## NEXT STEPS



Continue refining the preferred land use plan for the UNSP and prepare updates for the City Council, residents, and stakeholders.



Maintain communication with SCE and prospective developers to coordinate new development projects in the northern sphere.



Coordinate meetings with the UDC City Council Subcommittee to review and refine the draft UDC.



Provide updates to the City Council on the IID and Berger Foundation proposal for the Thousand Palms substation, which will supply essential electrical infrastructure for northern PD's growth.

# RECAP 2024: Mall Redevelopment

Coordinate with the property owner(s) for adaptive reuse of the mall properties to ensure solid tax revenue for the city and build upon Palm Desert's vision.

## ACCOMPLISHMENTS



Met with Pacific Retail Capital Partners (PRCP) at ICSC to discuss their planning efforts for mall redevelopment. PRCP focus has been stabilizing the property, making strategic hiring decisions, and engaging with other property owners to incorporate their needs into the redevelopment plan.



Met with PRCP to discuss their possible acquisition of the mall and to ensure the City's and PRCP vision for use and redevelopment of the site are aligned.



Held a two-day design charrette with PRCP in Palm Desert to review initial concepts for new housing, open space, and pad buildings.

## NEXT STEPS



City staff remains engaged with PRCP to monitor the timeline for planning, entitlements, and site redevelopment. A formal planning application is anticipated to be submitted in Q2 2025.



Continue to identify large-format retailers to commit to the site and work through the Surplus Land Act (SLA) for disposition of the city-owned parcels as needed to facilitate redevelopment.

# RECAP 2024: Sales Tax Initiative/Measure G

Complete public outreach and surveying efforts regarding the City's budget and financial outlook related to a potential sales tax initiative. An update was provided to the City Council on June 13, 2024. Following extensive dialogue on related issues, the City Council unanimously approved placing the measure on the November 5, 2024, ballot.

## ACCOMPLISHMENTS



The City Council unanimously approved placing Measure G on the November 5, 2024, ballot.

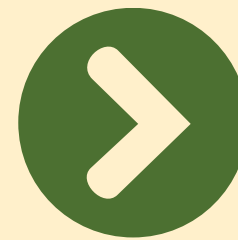


Voters approved Measure G with 65.52% support, with voter turnout reaching 80.96%



Upon passage of Measure G, in December 2024, the City Council adopted the required resolutions and agreements for submission to the CDTFA to facilitate the collection and distribution of the tax.

## NEXT STEPS



The City Council adopted a five-year spending plan for Measure G tax revenues:

- Fire prevention and emergency response operations
- Additional sworn law enforcement officers and technology upgrades
- Flood control measures
- North Sphere Regional Park development
- Palm Desert Library construction
- Replenishment of operational reserves



In alignment with the spending plan, the City Council approved funding for additional sworn officers and construction of Fire Station No. 102.



Staff is developing a quarterly report for the Finance Committee to monitor the collection and use of the one-cent sales tax. Upon review, the report will be forwarded to the City Council.

# RECAP 2024: Environmental Initiatives

Implementation of the Environmental Initiatives Plan includes the following: environmentally friendly landscaping, green building materials, solar, alternative fuel vehicles for the city fleet, water and energy conservation, recycling, and other sustainability-related projects. Work with the Resources Preservation and Enhancement Committee (RPEC) to implement initiatives.

## ACCOMPLISHMENTS



Throughout 2024, staff continued progress on key projects, including:

- Photovoltaic system installations
- Traffic calming measures
- Fleet vehicle and EV charging assessments
- Green pavement maintenance
- Edible food recovery education and compliance



Established a work plan for the Resource Preservation and Enhancement Committee.



Collaborated with CVAG on Palm Desert's portion of the regional Comprehensive Climate Action Plan.

## NEXT STEPS



Completion of the Comprehensive Climate Action Plan and the updated Greenhouse Gas Inventory.



Explore reallocation of \$118,000 in Energy Efficiency and Conservation Block Grant funding to support energy efficiency upgrades at City facilities.



Quarterly project updates to the City Council to track progress on environmental initiatives.

# RECAP 2024: North Palm Desert Parks

Gather community input, design, and build community and regional parks in north Palm Desert.

## ACCOMPLISHMENTS



Community Park: Following initial approval, staff engaged a construction management team to assist with plan review and cost validation. Capital Projects staff input led to improvements in park accessibility and traffic flow. Additionally, construction of Section 29 retention basin was completed, and survey data was collected to serve as a basis for future construction plans.



Regional Park: A 35-acre regional sports park concept was incorporated into the University Neighborhood Specific Plan initial designs. Discussions with CSUSB staff led to considerations of an alternative site on CSUSB Palm Desert campus. City staff is now developing a conceptual plan for the site to ensure it meets the needs of both the City and CSUSB.

## NEXT STEPS



Community Park: The updated community park conceptual plans will be presented to the Parks and Recreation Committee and a community engagement meeting is planned for February or March 2025. Following outreach, the updated conceptual plans will be presented to the City Council for finalization to move into construction documents phase.



Regional Park: An updated conceptual plan for the regional sports park at the CSUSB Palm Desert campus will be presented to the college staff. City and college staff will continue collaborating on a Letter of Intent outlining the arrangement for the mutually beneficial park.

# RECAP 2024: Public Safety Improvements

Explore new technology, review budgets, and gain efficiency for improved public safety services.

## ACCOMPLISHMENTS



Amended the Law Enforcement Services Agreement to add six sworn officers, implemented in two phases.

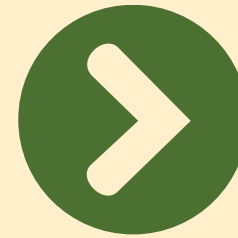


Award a contract for Phase 3 of the Automated License Plate Recognition (ALPR) system, increasing the total number of cameras to 115.

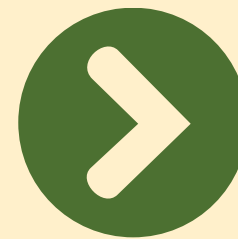


Awarded a design contract for the fourth fire station. Bidding for Fire Station 102 was completed in December 2024, and construction remains on track.

## NEXT STEPS



Outreach initiatives will expand to include an increased focus on crime prevention, community safety, and emergency preparedness, emphasizing disaster readiness and awareness of available local resources to empower residents.



City staff will provide updates to the City Council on performance metrics and overall effectiveness of the ALPR system and will evaluate opportunities to expand the ALPR system to further support law enforcement efforts.



Enhance street outreach by incorporating case management, connections to permanent supportive housing, and addressing community hot spots.

# RECAP 2024: Active Transportation Projects

Analyze relevant studies to develop a 5-year Active Transportation Project plan that includes opportunities to enhance CV Link, PD Link/bike lanes, and incorporate these projects into the 5-year CIP budget.

## ACCOMPLISHMENTS



Substantial completion of construction on the Haystack Road Traffic Calming Improvements (Phase II) and PD Link (Phase II) projects.



Conceptual designs for Walk and Roll PD Phase II (Bike Lane Improvements) and Phase III (Pedestrian Improvements) were finalized and progressed to schematic design.



Completed construction of the Monterey & Fred Waring and Haystack & Hwy 74 Intersection Improvements project.



Expanded community outreach efforts and incorporated community feedback to redesign multiple ATP projects.

## NEXT STEPS



Continue public engagement through community meetings, providing updates, addressing concerns, and gathering feedback to refine project details.



Complete design and construction of Walk and Roll PD Phase II (Bike Lane Improvements).



Complete design and construction of Walk and Roll PD Phase III (Pedestrian Improvements)



Complete the design and construction of Eldorado Drive bike lanes.



# 2025 Candidate Goals Summary

Member	Priority 1	Priority 2	Priority 3
Nestande	North Sphere Development & Infrastructure Planning	AI, Business Innovation, and Entrepreneurship Hub	Mall Redevelopment
Pradetto	Update Development Code to Streamline Processes	Energy for North Palm Desert/IID Territory	
Quintanilla	Increase Experienced Based/Family Friendly Activities	CSU Palm Desert Campus	Grant Funding to Increase Local Electrical Storage
Trubee	Monthly Reporting of Contract Procurement	Alternatives to City Foundation	
Harnik	Crime Prevention Technology (ALPR, Speed Detection, etc.)	Assessment of City Medians	Building and Landscape Fire Prevention by Design

# 2025 Candidate Goals - Councilmember Nestande

Priority	Title	Description
01	North Sphere Development & Infrastructure Planning	Focus on building Fire Station 102, a Regional Park, Downtown Commercial Center, and beautifying the public spaces with art sculptures and landscaping.
Justification:	The population in the North Sphere is growing quickly with more than 6,000 housing units over the coming years. Infrastructure is needed. This infrastructure is foundational to high quality of life and character of our community.	
02	Regional Hub for AI, Business Innovation, and Entrepreneurship	Collaborate and support efforts with CSUSB Palm Desert Campus and the Entrepreneur Resource Center to foster entrepreneurial and AI technology business development.
Justification:	Cities that embrace Entrepreneurship and AI technology will position themselves as leaders in emerging industries, attracting investment and talent, which will stimulate & diversify our economic growth which results in improved quality of life for our residents.	
03	Mall Redevelopment	Continue to evaluate options for adaptive reuse of the Mall.
Justification:	It is the center of our region and key to economic stability and growth.	

# 2025 Candidate Goals - Councilmember Pradetto

Priority	Title	Description
01	Expedite Update Development Code	We are in the process of updating our development code. I would like to complete this project this year and include changes that streamline the development process to be more business friendly. Ideas include not requiring planning commission hearings for plot plans and expanding retail uses (such as allowing golf cart sales and service in retail zones).
Justification:	We are already doing this work and expediting it to streamline development will make Palm Desert more competitive in attracting business investment.	
02	Energy for North Palm Desert/IID Territory	A lack of energy transmission in IID territory, which includes North Palm Desert, has created an effective building moratorium of a long and unknown duration. As California experiences a housing crisis, building more housing is an important part of the fix, and we need to find a proactive solution to provide power to facilitate development
Justification:	CA is in a housing crisis, and building more homes will increase supply to stabilize costs. This is a critical problem that has stalled development, and, without proactive solutions, it could take more than a decade to resolve, based on the present time frame to buy and receive parts and build substations.	

# 2025 Candidate Goals - Councilmember Quintanilla

Priority	Title	Description
01	Increase Experience Based/ Family Friendly Activities	Second request to include space at the PD Mall for family friendly activities such as bowling and karaoke booths.
Justification:	<p>1. Economic growth opportunity for merchants in the area as demonstrated. (See 2024 submission)</p> <p>2. Increase family friendly activities that do not have competitors in the area, or would enhance quality of the activities. Nearest karaoke booths are outside of a 60-mile radius. Bowling at Fantasy Springs Casino in Indio frequently has long wait times and families do not want to be waiting in a casino to pass time. Palm Springs Lanes is in need of many upgrades and retrofitting that has reduced visits.</p>	
02	CSU Palm Desert Campus	Expand lobbyists efforts to approve and fund CSU Palm Desert through student focused campaign.
Justification:	<p>This reinforces part of the ongoing goals and Master Plan. By increasing student voices, legislators will understand the essential need. We need to establish a group of students from CSUSB-PDC, College of the Desert, and high school students. Few legislators have direct experience with admissions, articulations and transfer, concurrent enrollment, and disproportionate costs of tuition and housing. The symbiotic relationship will also give students relevant experience for internships, scholarships and admission opportunities for secondary and post-secondary degree programs.</p>	

# 2025 Candidate Goals - Councilmember Quintanilla

Priority	Title	Description
03	Seek Grant Funding to Increase Local Electrical Storage	Explore opportunities for electrical battery storage, in place of community aggregate system.
Justification:	<p>SoCal Edison and Imperial Irrigation District are years away from building substations to meet our growing needs. The Los Angeles wildfires have only expanded the timeline of 6-8 years prior to the natural disaster. The Coachella Valley generates a substantial source of power for SCE, and during the Summer, we are not immune from brown-outs.</p> <p>With the growing use of AI, there is an increased demand for power and we must be prepared in the event of a natural disaster of our own.</p>	

# 2025 Candidate Goals - Mayor Pro Tem Trubee

Priority	Title	Description
01	Monthly Reporting of Contract Procurement from Outside Agencies	Monthly Reporting of Contract Procurement from Outside Agencies
Justification:	Transparency and accountability to taxpayers.	
02	Alternatives to City Foundation	Look into an alternative method for fundraising for City projects.
Justification:	Less demand on staff time and overall cost. Desert Community Foundation comes to mind as an alternative.	

# 2025 Candidate Goals - Mayor Harnik

Priority	Title	Description
01	Crime Prevention Technology	Continue efforts to create a Citywide security, safety, and crime prevention system through implementation of ALPRs, speed detecting cameras, and state-of-the-art technology.
Justification:	The camera systems have shown to be effective in our community and further use will not only buoy the security, protect community members and guests, and prevent and deter crime, all while using the most cost effective methods.	
02	Assessment of City Medians	Factoring in extreme weather events, emergency conditions, line-of-sight, and aesthetics, review needs, landscaping, possible assets or deficits in the PD inventory.
Justification:	The beauty of Palm Desert is critical to its success. Vehicles, pedestrians, and alternative mobilities, all must be safe on Palm Desert's road system and the medians are important in achieving that. Additionally given the extreme heat, winds, storms, and wildfires we have witnessed, Palm Desert is best served by addressing issues proactively.	
03	Building and Landscape Fire Prevention by Design	Develop a program similar to RivCo Sheriff's Crime Prevention through Environmental Design (CPTED) program but addressing fire issues.
Justification:	What SoCal has experienced recently is an illustration of the disastrous possibilities wildfires present. If all buildings - including homes, businesses, schools, have the knowledge provided by fire professionals, and take a proactive approach, disaster may be avoided.	

# 2025 City Council Candidate Goals

01	North Sphere Development & Infrastructure Planning
02	AI, Business Innovation, and Entrepreneurship Hub
03	Mall Redevelopment
04	Expedite Update to the Development Code
05	Energy for North Palm Desert/IID Territory
06	Increase Experienced Based/Family Friendly Activities
07	CSU Palm Desert Campus

08	Seek Grants to Increase Local Electrical Storage
09	Monthly Reporting of Contract Procurement
10	Alternatives to City Foundation
11	Crime Prevention Technology (ALPR, Speed Detection)
12	Assessment of City Medians
13	Building and Landscaping Fire Prevention by Design

### Staff Recommendations

- If supported by the City Council, a Monthly Report of Contract Procurement can be addressed administratively with follow-up to the City Council.
- If supported by the City Council, alternatives to a City Foundation can be addressed administratively with follow-up to the City Council.



# 2025 City Council Goals - Proposed

01	CSU Palm Desert Campus/AI, Business Innovation, and Entrepreneurship Hub
02	North Sphere Development, Infrastructure Planning, and Electrification (including grants for Battery Storage)
03	Mall Redevelopment/Increase Experienced Based & Family Friendly Activities
04	Expedite Update to Development Codes/Fire Prevention by Design
05	Crime Prevention Technology (ALPR, Speed Detection)
06	Assessment of City Medians

- To be addressed administratively:
- Monthly Report of Contract Procurement.
  - Alternatives to a City Foundation.

# Reference - 2024 City Council Goals

1. CSU Palm Desert Campus
2. Desert Willow Strategy
3. Business Recruitment
4. North Sphere Planning
5. Mall Redevelopment

6. Sales Tax Initiative/Measure G
7. Environmental Initiatives
8. North Palm Desert Parks
9. Public Safety Improvements
10. Active Transportation Projects

## *Minute Action*

AGENDA ITEM: 2

***Date:*** August 14, 2024

***Subject:***

June and July 2024 Procurement Report

***Recommendation:***

Receive the June 2024 and July 2024 Procurement Report.

***Background:***

The Board of Directors adopted the Contracting and Procurement Policy (Policy No. 11000) on January 3, 1997, and approved the last revision on January 4, 2023. The Board of Directors authorized the Executive Director, or his designee, to approve: a) contracts and purchase orders up to \$100,000; b) Contract Task Orders (CTO) up to \$500,000 and for CTOs originally \$500,000 or more, increasing the CTO amount up to \$250,000; c) amendments with a zero dollar value; d) amendments to exercise the option term if the option term was approved by the Board of Directors in the original contract; e) amendments that cumulatively do-not-exceed 50% of the original contract or purchase order value or \$100,000, whichever is less; f) amendments that do-not-exceed contingency amounts authorized by the Board of Directors; and g) release Request for Proposals (RFP), Request for Qualifications (RFQ), and Invitation for Bids (IFB) for proposed contracts from which funding has been approved and the solicitation has been listed in the Annual Budget, and are estimated not-to-exceed \$1,000,000.

The Board of Directors further authorized General Counsel to award and execute legal services contracts up to \$100,000 with outside counsel as needed, and authorized Department Directors to approve and execute Contingency Amendments that do-not-exceed contingency amounts authorized by the Board of Directors.

Lastly, the Board of Directors authorized CityCom Real Estate Services, Inc. (CityCom) to issue contracts and purchase orders.

Below is a summary of the actions taken by SBCTA authorized staff:

- Five new contracts were executed.
- Four contract amendments were executed.
- One CTO was executed.
- No CTO amendments were executed.
- Two contingency amendments were executed.
- Ten purchase orders were executed.
- One purchase order amendment was executed.
- No IFB's or RFP's were released.

Below is a summary of the actions taken by CityCom:

- No new contracts were executed.
- Two purchase orders were executed.

*Entity: San Bernardino Council of Governments, San Bernardino County Transportation Authority*

General Policy Committee Agenda Item

August 14, 2024

Page 2

A list of all Contracts and Purchase Orders that were executed by the Executive Director, Department Director, and/or General Counsel during the month of June and July 2024 are presented herein as Attachment A, all RFPs and IFBs are presented in Attachment B, and all CityCom’s contracts and purchase orders are presented in Attachment C.

**Financial Impact:**

This item is consistent with the adopted Budget for Fiscal Year 2024/2025. Presentation of the monthly procurement report demonstrates compliance with the Contracting and Procurement Policy.

**Reviewed By:**

This item is not scheduled for review by any other policy committee or technical advisory committee.

**Responsible Staff:**

Jeffery Hill, Project Controls Analyst III

Approved  
General Policy Committee  
Date: August 14, 2024

Witnessed By:

**Attachment A - 1**  
**June and July 2024 Contract/Amendment/CTO Actions**

Type	Contract Number	Amendment/CTO	Vendor Name	Contract Description	Original Amount	Prior Amendments	Current Amendment	Total Amount	Total On-Call Contract Amount*
New Agreement	24-1003152		Nossaman LLP	Legal services relating to the ONT Connector Project.	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	N/A
New Agreement	24-1003153		Southern California Shredding, Inc.	Paper shredding services.	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00	N/A
New Agreement	24-1003174		Woodruff & Smart, APC	General Governmental legal services.	\$ 25,000.00	\$ -	\$ -	\$ 25,000.00	N/A
New Agreement	24-1003109		Kaplan Kirsch, LLP	On-Call legal services.	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	N/A
New Agreement	24-1003182		Donovan Bros. Golf, Inc.	Banquet Hall rental and catering services for December 13, 2024; December 12, 2025, and December 11, 2026.	\$ 33,943.92	\$ -	\$ -	\$ 33,943.92	N/A
Contract Amendment	20-1002389	1	Whistleblower Security, Inc.	To increase the not-to-exceed amount for subscription that allows employees the ability to report ethical concerns anonymously.	\$ 6,375.00	\$ -	\$ 493.82	\$ 6,868.82	N/A
Contract Amendment	23-1002949	1	Best Best & Krieger LLP	To increase contract amount for legal services relating to government operations.	\$ 5,000.00	\$ -	\$ 50,000.00	\$ 55,000.00	N/A
Contract Amendment	23-1002949	2	Best Best & Krieger LLP	To increase hourly billing rates and provide for annual escalation tied to Consumer Price Index (CPI), upon request and approval, for the duration of the contract period.	\$ 5,000.00	\$ 50,000.00	\$ -	\$ 55,000.00	N/A
Contract Amendment	21-1002447	2	DesertXpress Enterprises, LLC	Memorandum of Understanding Contract to extend the term of the agreement through July 6, 2025.	\$ -	\$ -	\$ -	\$ -	N/A
CTO	23-1002904	CTO No. 8	Mott MacDonald Group, Inc.	Engineering services for the Santa Fe Depot Bus Stop Improvement Project.	\$ 145,437.00	\$ -	\$ -	\$ 145,437.00	\$20,000,000.00 (available \$8,940,536.99)

Attachment: June and July 2024 Procurement Report- PDF (10270 : June and July 2024 Procurement

\*Total amount authorized for the associated on-call services bench which is typically shared with multiple vendors and controlled via contract task orders (CTO).

**Attachment A - 2**  
**June and July 2024 Contingency Released Actions**

<b>Contract No. &amp; Contingency No.</b>	<b>Reason for Contingency Amendment (Include a Description of the Contingency Amendment)</b>	<b>Vendor Name</b>	<b>Original Contract Amount</b>	<b>Prior Amendments</b>	<b>Prior Contingencies</b>	<b>Current Contingencies</b>	<b>Amended Contract Amount</b>
22-1002736 No. 1B	Additional project construction activity and support costs for Construction Freeway Service Patrol (CFSP) Support for I-10 Express Lanes Corridor Project for Beat No. 9.	Royal Coaches Auto Body & Towing	\$ 3,102,514.00	\$ -	\$ 510,000.00	\$ 26,604.12	\$ 3,639,118.12
22-1002727 No. 0A	Additional resources needed to meet project deadlines and additional coordination with Caltrans needed for the SR-210 Waterman Design Contract.	EXP U.S. Services, Inc.	\$ 644,666.32	\$ -	\$ -	\$ 64,466.63	\$ 709,132.95

Attachment: June and July 2024 Procurement Report- PDF (10270 : June and July 2024 Procurement

Attachment A - 3

June and July 2024 Purchase Order and Purchase Order Amendment Actions

Type	PO No.	PO Posting Date	Vendor Name	Description of Services	Original Purchase Order Amount	Prior Amendments	Current Amendment	Total Purchase Order Amount
New PO	4002483	6/30/24	Inland Empire 66ers Baseball, Club San Bernardino	SB Connect Marketing.	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00
New PO	4002484	6/19/24	Golden Star Technology, Inc.	MS surfaces, docks and type covers.	\$ 21,045.71	\$ -	\$ -	\$ 21,045.71
New PO	4002485	6/19/24	Lock & Leave Storage	Lock & leave callbox storage.	\$ 5,808.00	\$ -	\$ -	\$ 5,808.00
New PO	4002490	6/18/24	AT&T Mobility	FSP GPS tracking units Fiscal Year 2025.	\$ 11,700.00	\$ -	\$ -	\$ 11,700.00
New PO	4002491	6/19/24	Verizon Wireless	Callbox cellular services Fiscal Year 2024-2025.	\$ 16,900.00	\$ -	\$ -	\$ 16,900.00
New PO	4002494	6/12/24	Copperfasten Technologies, Limited	SpamTitan Renewal.	\$ 8,800.00	\$ -	\$ -	\$ 8,800.00
New PO	4002498	6/25/24	Beauchamp, Paula	SBCTA representative at MVSG litigation proceedings.	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00
New PO	4002498	6/23/24	Calolympic Safety	160 FSP Driver Safety Vests.	\$ 10,440.00	\$ -	\$ -	\$ 10,440.00
New PO	4002509	7/31/24	CityCom Real Estate Services	SB Depot HVAC upgrade phase II capital improvement HVAC.	\$ 3,847.87	\$ -	\$ -	\$ 3,847.87
New PO	4002505	7/2/24	Fifth Asset, Inc.	Lease and subscription based info tech agreement software.	\$ 80,000.00			\$ 80,000.00
PO Amendment	4002393		Unitrend	Zero-cost purchase order extension to the existing backup systems.	\$ -	\$ -	\$ -	\$ -

Attachment: June and July 2024 Procurement Report- PDF (10270 : June and July 2024 Procurement

**Attachment B**  
**June and July 2024 RFP's, RFQ's and IFB's**

Release Date	RFP/RFQ/IFB No.	Anticipated Dollar Amount	Anticipated Award Date	Description of Overall Program and Program Budget
None				



**Attachment C**  
**June and July 2024 CityCom's Issued Purchase Orders/Contracts**

<b>PO/Contract No.</b>	<b>Vendor Name</b>	<b>Description of Services</b>	<b>Total Amount</b>
PO No. SBCTA50108	Weatherite Corp.	Replace VFD controller for pump room cooler.	\$ 6,996.14
PO No. SBCTA50206	Jubilee Plumbing Inc.	Replace damaged water heater on 2nd floor.	\$ 3,825.00

Attachment: June and July 2024 Procurement Report- PDF (10270 : June and July 2024 Procurement



# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: February 27, 2025

PREPARED BY: Randy Chavez, Deputy Director of Public Works

SUBJECT: CITYWIDE WAYFINDING AND ENTRY MONUMENT SIGNAGE  
(PROJECT NO. MST00003)

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## **RECOMMENDATION:**

Provide feedback on the designs for the citywide wayfinding and entry monument signage.

## **BACKGROUND/ANALYSIS:**

### **Background**

In March 2023, the City Council held a study session to evaluate citywide wayfinding and entry monument signage. Wayfinding signage includes approximately 76 existing directional signs distributed throughout Palm Desert, originally approved in March 2008. Entry monument signs refer to more prominent signage installed at five locations, serving as landmarks at the City's gateways to welcome visitors and reinforcing Palm Desert's identity. The presentation can be found as Attachment 1.

During a previous study session, the City Council provided feedback to staff regarding both types of signage. First, the City Council requested that staff develop a new wayfinding master plan (Plan) for consideration. Second, they directed staff to design three entry monument signs, including two replacements at existing locations and one at a new location, as identified below:

- Washington Street and Fred Waring Drive (replace)
- Monterey Avenue and Dinah Shore Drive (replace)
- Cook Street and Dinah Shore Drive / Interstate 10 (new)

### **Request for Proposal**

In November 2023, the City issued a Request for Proposal (RFP) to design the Wayfinding Master Plan (Project ID: 2023-RFP-221) and received seven proposals. In January 2024, the City executed an agreement with Selbert Perkins Design (Consultant) to develop the Plan to replace the existing system. The agreement can be found as Attachment 2.

In January 2024, the City issued an RFP for the design of new entry monument signs (Project ID: 2023-RFP-223), receiving five proposals. Initially, the City considered the potential benefits of issuing separate RFPs for wayfinding and entry monument signage. However, selecting the same consultant for both projects proved to be the more practical choice with ensuring greater design consistency. Therefore, the City executed an additional agreement with the Consultant in March 2024. The agreement can be found as Attachment 3.

### **Community Survey: Initial Feedback**

In March 2024, the City conducted a community survey to gather feedback regarding the existing wayfinding system. The City received 73 responses. The survey results displayed that 71% of respondents found the current wayfinding signage useful, highlighting its clear visibility, helpful directional guidance, and alignment with key destinations. However, 29% indicated concerns, citing issues with readability, lack of signage for certain areas, and the need for improved district identification. The results can be found as Attachment 4.

### **Active Transportation Program Subcommittee: Initial Design Concepts**

Taking into consideration City Council and community feedback, the City and Consultant have undergone a thorough review and design process, resulting in the creation of several design concepts for initial consideration. In October 2024, those design concepts were presented to the Active Transportation Program (ATP) Subcommittee for preliminary feedback. Based upon those comments, the Consultant reduced and revised the concepts for further public consideration. The agenda item and presentation can be found as Attachment 5.

### **Community Survey: Design Concept Input**

In November 2024, the City released an additional community survey to receive input on three design sets of wayfinding and monument signage. The City received 603 responses. The survey results showed that Design 1A (monument signs) and Design 1B (wayfinding) have the strongest community preference trends (i.e., most likes, fewest dislikes). The results can be found as Attachment 6.

### **Architectural Review Commission**

In January 2025, the City and Consultant presented to the Architectural Review Commission (Commission) the three design sets of wayfinding and monument signage. The Commission provided valuable feedback on the concepts. Based upon those comments, the Consultant revised the concepts which are presented today. The minutes and presentation can be found as Attachment 7.

### **Revised Design Concept Feedback**

Based on the design development process, community input, and previous City Council feedback, staff request the City Council to review and provide input on the three revised design sets for citywide wayfinding and entry monument signage. Specifically, staff seeks guidance on preferred design elements and modifications before finalizing the next iteration, which will then be presented to the City Council in the future. The presentation can be found as Attachment 8.

### **Legal Review:**

This report has been reviewed by the City Attorney's Office.

**FINANCIAL IMPACT:**

There is no direct fiscal impact associated with providing design input at this stage. The City and Consultant have preliminary Rough Order of Magnitude (ROM) cost estimates, which will be refined as design preferences are finalized and the Plan is completed. Cost projections will become clearer with the indication of a preferred design and detailed specifications. Future financial considerations, including fabrication, installation, and maintenance, will be presented to the City Council for review and approval before implementation. The Consultant will discuss ROM cost estimates and considerations during the study session.

The following table illustrates current project design expenses:

<i>Description</i>	<i>Budget</i>	<i>Expenses</i>	<i>Balance</i>
<i>2134300-5000910</i>	<b>\$250,000</b>		
<i>Design Wayfinding Master Plan – A46980</i>		\$87,500	
<i>Contingency – A46980</i>		\$20,000	
<i>Design Entry Monument – A47210</i>		\$50,000	
<i>Contingency – A47210</i>		\$5,000	
<b><i>Total</i></b>	<b>\$250,000</b>	<b>\$162,500</b>	<b>\$87,500</b>

**ATTACHMENTS:**

1. Study Session Presentation (March 2023)
2. Professional Services Agreement: Wayfinding (January 2024)
3. Professional Services Agreement: Monument Signs (March 2024)
4. Community Survey: Initial Feedback (March 2024)
5. ATP Subcommittee: Agenda Item and Presentation (October 2024)
6. Community Survey: Design Concept Input (November 2024)
7. Architectural Review Commission: Minutes and Presentation (January 2025)
8. Study Session Presentation



# City of Palm Desert Wayfinding Sign Program

Study Session

March 23, 2023



# Overview of the Wayfinding Sign Program

- Review of Existing Wayfinding Signs and locations
- Review current Art Monument Signs
- Refresh or Update Existing Wayfinding Signs





# Current Sign Locations

## Map Legend

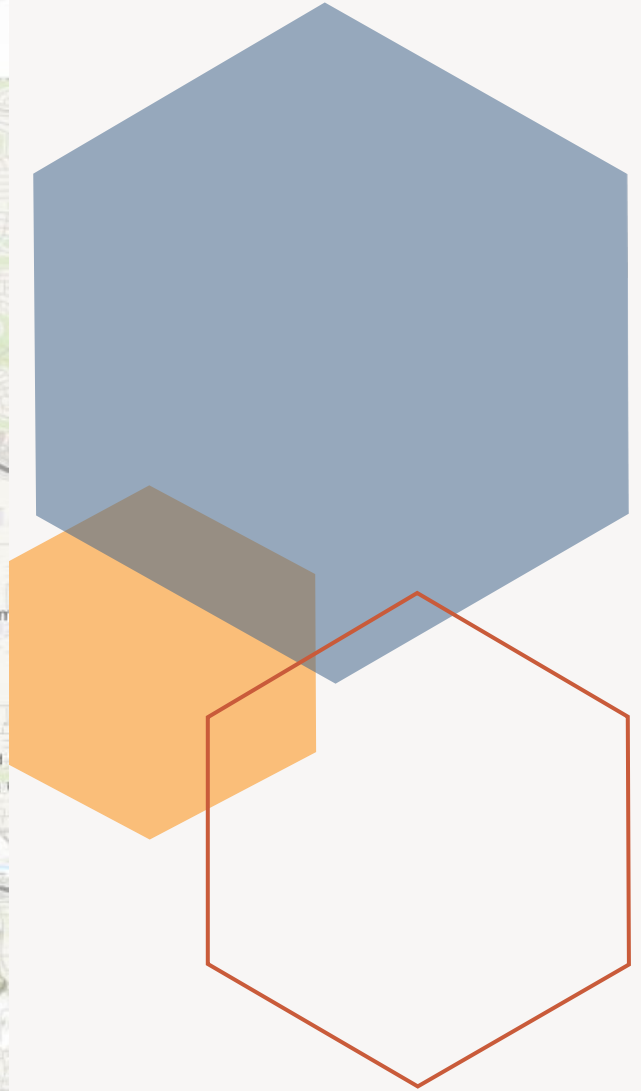
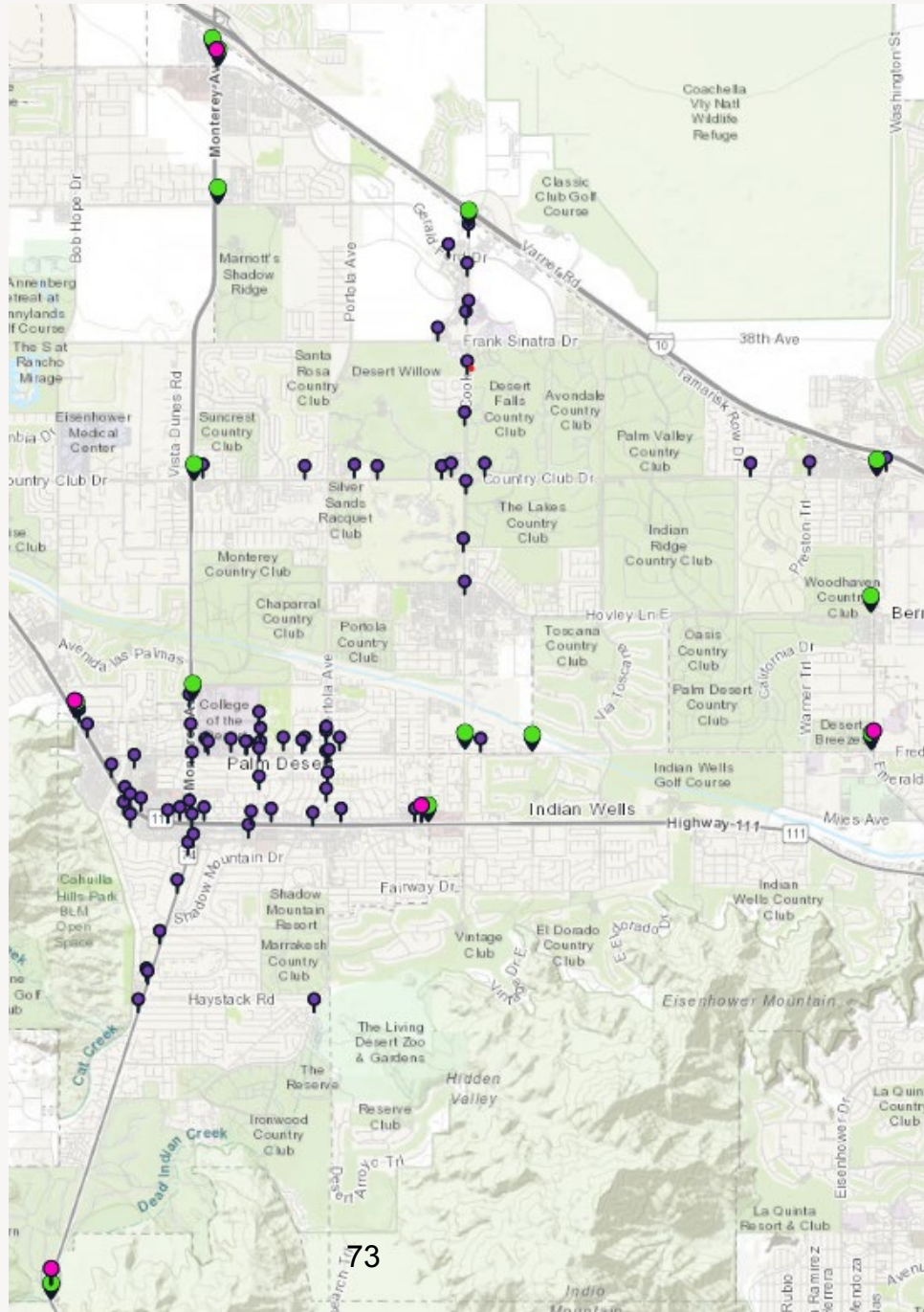
Art Monument Signs



Wayfinding Signs



Green City Limit Signs





## Art Monument Signs

- Five Located at main entrances to the city
- Funded by the Art in Public Places Program
  - 2004 Art Sign Restoration pending approval of Fiscal Year 2023/24 Budget

# Wayfinding Signs

- Wayfinding Program Approved March 2008
- 76 located around the City
- Signs Reserved for Civic Locations and Major Community Attractions:
  - Parks/Desert Willow
  - CSUSB-PDC/UCR
  - College of the Desert
  - Visitor Center/Chamber of Commerce
  - El Paseo
  - The Living Desert Zoo and Gardens
  - Historical Society
  - McCallum Theater



# City Limit Signs

- 14 Located around the City
- Standardized Signs (MUTCD) Code G9-5
- Identify City Limits, population, and elevation



# Request for Input



- Consider the following options:
  - Update Wayfinding Design/Branding
  - Update Current locations for consistency
  - Add new City Points of Interest
    - San Pablo
    - Trailheads
    - Lupine Plaza
    - Discover Palm Desert
    - CV/PD Link
    - Future North PD Destinations
  - Review and Assess Existing Art Monument Signs
    - Changes to existing may have to go through a formal deaccession process
    - Consider adding an Art Monument Sign on Cook Street
  - Update the City Limits Signs



# Questions/ Discussion



**CITY OF PALM DESERT  
PROFESSIONAL SERVICES AGREEMENT**

**1. Parties and Date.** This Agreement is made and entered into this **22nd** day of **January, 2024**, by and between the City of Palm Desert, a municipal corporation organized under the laws of the State of California with its principal place of business at 73-510 Fred Waring Drive, Palm Desert, California 92260-2578 ("City") and **Selbert Perkins Design, an S Corporation**, with its principal place of business at **432 Culver Boulevard, Playa Del Rey, CA 90293** ("Vendor"). The City and Vendor are sometimes individually referred to herein as "Party" and collectively as "Parties."

**2. Recitals.**

**2.1 Project.**

The City is a public agency of the State of California and is in need of professional services for the following project:

**Wayfinding Master Plan (Planning & Design Services)**  
(hereinafter referred to as "the Project").

**2.2 Consultant.**

Consultant desires to perform and assume responsibility for the provision of certain professional services required by the City on the terms and conditions set forth in this Agreement. Consultant is duly licensed and has the necessary qualifications to provide such services.

**3. Terms.**

**3.1 Scope of Services and Term.**

**3.1.1 General Scope of Services.** Consultant promises and agrees to furnish to the City all labor, materials, tools, equipment, services, and incidental and customary work necessary to fully and adequately supply the services necessary for the Project ("Services"). The Services are more particularly described in Exhibit "A" attached hereto and incorporated herein by reference. All Services shall be subject to, and performed in accordance with, this Agreement, the exhibits attached hereto and incorporated herein by reference, and all applicable local, state and federal laws, rules and regulations.

**3.1.2 Term.** The term of this Agreement shall be from January 29, 2024, to June 30, 2025, unless earlier terminated as provided herein. Contractor shall complete the Services within the term of this Agreement and shall meet any other established schedules and deadlines.

**3.2 Responsibilities of Consultant.**

**3.2.1 Independent Contractor; Control and Payment of Subordinates.**

The Services shall be performed by Consultant or under its supervision. Consultant will determine the means, methods, and details of performing the Services subject to the requirements of this Agreement. City retains Consultant on an independent contractor basis and not as an employee. Any personnel performing the Services shall not be employees of City and shall at all times be under Consultant's exclusive direction and control. Neither City, or any of its officials, officers, directors, employees, or agents shall have control over the conduct of Consultant or any of Consultants officers, employees or agents, except as set forth in this Agreement. Consultant shall pay all wages, salaries, and other amounts due such personnel in connection with their performance of Services under this Agreement and as required by law. Consultant shall be responsible for all reports and obligations respecting such additional personnel, including, but not limited to: social security taxes, income tax withholding, unemployment insurance, disability

insurance, and workers' compensation insurance.

3.2.2 Schedule of Services. Consultant shall perform the Services in a prompt and timely manner in accordance with the Schedule of Services set forth in Exhibit "B" attached hereto and incorporated herein by reference. Consultant represents that it has the professional and technical personnel required to perform the Services expeditiously. Upon request of City, Consultant shall provide a more detailed schedule of anticipated performance to meet the Schedule of Services.

3.2.3 Conformance to Applicable Requirements. All work prepared by Consultant shall be subject to the approval of City.

3.2.4 Substitution of Key Personnel. Consultant has represented to City that certain key personnel will perform and coordinate the Services. Should one or more of such personnel become unavailable, Consultant may substitute other personnel of at least equal competence upon written approval of City. In the event that City and Consultant cannot agree as to the substitution of key personnel, City shall be entitled to terminate this Agreement for cause. The key personnel for performance of this Agreement are as follows: **ROBIN PERKINS, CO-FOUNDER / PARTNER.**

3.2.5 City's Representative. The City hereby designates **CHRIS GERRY, PROJECT MANAGER**, or his/her designee, to act as its representative in all matters pertaining to the administration and performance of this Agreement ("City's Representative"). City's Representative shall have the power to act on behalf of the City for review and approval of all products submitted by Consultant but not the authority to enlarge the scope of Services or change the total compensation due to Consultant under this Agreement. The City Manager shall be authorized to act on City's behalf and to execute all necessary documents which enlarge the scope of services or change the Consultant's total compensation subject to the provisions contained in Section 3.3 of this Agreement. Consultant shall not accept direction or orders from any person other than the City Manager, City's Representative or his/her designee.

3.2.6 Consultant's Representative. Consultant hereby designates **ROBIN PERKINS, CO-FOUNDER/PARTNER**, or his/her designee, to act as its representative for the performance of this Agreement ("Consultant's Representative"). Consultant's Representative shall have full authority to represent and act on behalf of the Consultant for all purposes under this Agreement. The Consultant's Representative shall supervise and direct the Services, using his/her best skill and attention, and shall be responsible for all means, methods, techniques, sequences, and procedures and for the satisfactory coordination of all portions of the Services under this Agreement.

3.2.7 Coordination of Services. Consultant agrees to work closely with City staff in the performance of Services and shall be available to City's staff, consultants, and other staff at all reasonable times.

3.2.8 Standard of Care; Performance of Employees. Consultant shall perform all Services under this Agreement in a skillful and competent manner, consistent with the standards generally recognized as being employed by professionals in the same discipline in the State of California. Consultant represents and maintains that it is skilled in the professional calling necessary to perform the Services. Consultant warrants that all employees and subconsultants shall have sufficient skill and experience to perform the Services assigned to them. Consultant represents that it, its employees and subconsultants have all licenses, permits, qualifications and approvals of whatever nature that are legally required to perform the Services, and that such



licenses and approvals shall be maintained throughout the term of this Agreement. Consultant shall perform, at its own cost and expense and without reimbursement from the City, any services necessary to correct errors or omissions which are caused by the Consultant's failure to comply with the standard of care provided herein. Any employee of the Consultant or its sub-consultants who is determined by the City to be uncooperative, incompetent, a threat to the adequate or timely completion of the Project, a threat to the safety of persons or property, or any employee who fails or refuses to perform the Services in a manner acceptable to the City, shall be promptly removed from the Project by the Consultant and shall not be re-employed to perform any of the Services or to work on the Project.

3.2.9 Period of Performance. Consultant shall perform and complete all Services under this Agreement within the term set forth in Section 3.1.2 above ("Performance Time"). Consultant shall also perform the Services in strict accordance with any completion schedule or Project milestones described in Exhibits "A" or "B" attached hereto, or which may be separately agreed upon in writing by the City and Consultant ("Performance Milestones"). Consultant agrees that if the Services are not completed within the aforementioned Performance Time and/or pursuant to any such Performance Milestones developed pursuant to provisions of this Agreement, it is understood, acknowledged and agreed that the City will suffer damage.

Neither City nor Consultant shall be considered in default of this Agreement for delays in performance caused by circumstances beyond the reasonable control of the non-performing Party. For purposes of this Agreement, such circumstances include a Force Majeure Event. A Force Majeure Event shall mean an event that materially affects a Party's performance and is one or more of the following: (1) Acts of God or other natural disasters; (2) terrorism or other acts of a public enemy; (3) orders of governmental authorities (including, without limitation, unreasonable and unforeseeable delay in the issuance of permits or approvals by governmental authorities that are required for the services); (4) strikes and other organized labor action occurring at the site and the effects thereof on the services, only to the extent such strikes and other organized labor action are beyond the control of Consultant and its subcontractors, and to the extent the effects thereof cannot be avoided by use of replacement workers; and (5) pandemics, epidemics or quarantine restrictions. For purposes of this section, "orders of governmental authorities," includes ordinances, emergency proclamations and orders, rules to protect the public health, welfare and safety, and other actions of a public agency applicable to the services and Agreement.

Should a Force Majeure Event occur, the non-performing Party shall, within a reasonable time of being prevented from performing, give written notice to the other Party describing the circumstances preventing continued performance and the efforts being made to resume performance of this Agreement. Force Majeure Events and/or delays, regardless of the Party responsible for the delay, shall not entitle Consultant to any additional compensation. Notwithstanding the foregoing in this section, the City may still terminate this Agreement in accordance with the termination provisions of this Agreement.

3.2.10 Laws and Regulations; Employee/Labor Certification. Consultant shall keep itself fully informed of and in compliance with all local, state and federal laws, rules and regulations in any manner affecting the performance of the Project or the Services and shall give all notices required by law. Consultant shall be liable for all violations of such laws and regulations in connection with the Services and this Agreement. All violations of such laws and regulations shall be grounds for the City to terminate the Agreement for cause.

3.2.10.1 Employment Eligibility; Consultant. Consultant certifies that it fully complies with all requirements and restrictions of state and federal law respecting the employment of undocumented aliens, including, but not limited to, the Immigration

Reform and Control Act of 1986, as may be amended from time to time and shall require all subconsultants and sub-subconsultants to comply with the same. Consultant certifies that it has not committed a violation of any such law within the five (5) years immediately preceding the date of execution of this Agreement and shall not violate any such law at any time during the term of the Agreement.

3.2.10.2 Equal Opportunity Employment. Consultant represents that it is an equal opportunity employer, and it shall not discriminate against any subconsultant, employee or applicant for employment because of race, religion, color, national origin, physical disability, ancestry, sex, age, marital status, gender, gender identity, gender expression, sexual orientation, reproductive health decision making, veteran or military status, or any other consideration made unlawful by federal, state, or local laws. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination. Consultant shall also comply with all relevant provisions of City's Minority Business Enterprise program, Affirmative Action Plan or other related programs or guidelines currently in effect or hereinafter enacted.

3.2.10.3 Safety. Consultant shall execute and maintain its work so as to avoid injury or damage to any person or property. In carrying out its Services, the Consultant shall at all times be in compliance with all applicable local, state and federal laws, rules and regulations, and shall exercise all necessary precautions for the safety of employees appropriate to the nature of the work and the conditions under which the work is to be performed.

### 3.2.11 Insurance.

3.2.11.1 Minimum Requirements. Without limiting Consultant's indemnification of City, and prior to commencement of the Services, Consultant shall obtain, provide, and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form that is satisfactory to City.

(A) General Liability Insurance. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

(B) Automobile Liability Insurance. Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit for each accident. The City's Risk Manger may modify this requirement if it is determined that Consultant will not be utilizing a vehicle in the performance of his/her duties under this Agreement.

(C) Professional Liability (Errors & Omissions) Insurance. Consultant shall maintain professional liability insurance that covers the Services to be performed in connection with this Agreement, in the minimum amount of \$1,000,000 per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this Agreement and Consultant agrees to maintain continuous coverage through a period no less than three years after completion of the Services required by this Agreement.

(D) Workers' Compensation Insurance. Consultant shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Consultant shall submit to City, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of the City, its officers, agents, employees, volunteers, and representatives.

(E) Umbrella or Excess Liability Insurance. Consultant may opt to utilize umbrella or excess liability insurance in meeting insurance requirements. In such circumstances, Consultant shall obtain and maintain an umbrella or excess liability insurance policy with limits that will provide bodily injury, personal injury and property damage liability coverage at least as broad as the primary coverages set forth above, including commercial general liability and employer's liability. Such policy or policies shall include the following terms and conditions:

- (1) A drop-down feature requiring the policy to respond if any primary insurance that would otherwise have applied proves to be uncollectible in whole or in part for any reason;
- (2) Pay on behalf of wording as opposed to reimbursement;
- (3) Concurrency of effective dates with primary policies; and
- (4) Policies shall "follow form" to the underlying primary policies.
- (5) Insureds under primary policies shall also be insureds under the umbrella or excess policies.

(F) Fidelity Coverage. [Reserved]

(G) Cyber Liability Insurance. [Reserved]

### 3.2.11.2 Other Provisions or Requirements.

(A) Proof of Insurance. Consultant shall provide certificates of insurance to City as evidence of the insurance coverage required herein, along with a waiver of subrogation endorsement for workers' compensation. Insurance certificates and endorsements must be approved by City's Risk Manager prior to commencement of performance. Current certification of insurance shall be kept on file with City at all times during the term of this Agreement. City reserves the right to require complete, certified copies of all required insurance policies, at any time.

(B) Duration of Coverage. Consultant shall procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property, which may arise from or in connection with the performance of the Services hereunder by Consultant, his/her agents, representatives, employees or subconsultants.

(C) Primary/Non-Contributing. Coverage provided by Consultant shall be primary and any insurance or self-insurance procured or maintained by City shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance

shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of City before the City's own insurance or self-insurance shall be called upon to protect it as a named insured.

(D) City's Rights of Enforcement. In the event any policy of insurance required under this Agreement does not comply with these specifications, or is canceled and not replaced, City has the right, but not the duty, to obtain the insurance it deems necessary, and any premium paid by City will be promptly reimbursed by Consultant, or City will withhold amounts sufficient to pay premium from Consultant payments. In the alternative, City may terminate this Agreement.

(E) Acceptable Insurers. All insurance policies shall be issued by an insurance company currently authorized by the Insurance Commissioner to transact business of insurance or is on the List of Approved Surplus Line Insurers in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VII (or larger) in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the City's Risk Manager.

(F) Waiver of Subrogation. All insurance coverage maintained or procured pursuant to this agreement shall be endorsed to waive subrogation against the City, its elected or appointed officers, agents, officials, employees, volunteers, and representatives or shall specifically allow Consultant or others providing insurance evidence in compliance with these specifications to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against the City, its elected or appointed officers, agents, officials, employees, volunteers and representatives and shall require similar written express waivers and insurance clauses from each of its subconsultants.

(G) Enforcement of Contract Provisions (non estoppel). Consultant acknowledges and agrees that any actual or alleged failure on the part of the City to inform Consultant of non-compliance with any requirement imposes no additional obligations on the City nor does it waive any rights hereunder.

(H) Requirements Not Limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type. If the Consultant maintains higher limits than the minimums shown above, the City requires and shall be entitled to coverage for the higher limits maintained by the Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

(I) Notice of Cancellation. Consultant agrees to oblige its insurance agent or broker and insurers to provide City with a thirty (30) day notice of cancellation (except for nonpayment for which a ten (10) day notice is required) or nonrenewal of coverage for each required coverage.

(J) Additional Insured Status. General liability, automobile liability, and if applicable, pollution liability and cyber liability, policies shall provide or be endorsed to provide that the City and its officers, officials, employees, agents, volunteers and representatives shall be additional insureds with regard to liability and defense of suits or claims

arising out of the performance of the Agreement, under such policies. This provision shall also apply to any excess/umbrella liability policies.

(K) Prohibition of Undisclosed Coverage Limitations. None of the coverages required herein will be in compliance with these requirements if they include any limiting endorsement of any kind that has not been first submitted to City and approved of in writing.

(L) Separation of Insureds. A severability of interests provision must apply for all additional insureds ensuring that Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the insurer's limits of liability. The policy(ies) shall not contain any cross-liability exclusions.

(M) Pass Through Clause. Consultant agrees to ensure that its subconsultants, subcontractors, and any other party involved with the Project who is brought onto or involved in the Project by Consultant, provide the same minimum insurance coverage and endorsements required of Consultant. Consultant agrees to monitor and review all such coverage and assumes all responsibility for ensuring that such coverage is provided in conformity with the requirements of this section. Consultant agrees that upon request, all agreements with subconsultants, subcontractors, and others engaged in the Project will be submitted to City for review.

(N) City's Right to Revise Specifications. The City and the City's Risk Manager reserve the right at any time during the term of the Agreement to change the amounts and types of insurance required by giving the Consultant ninety (90) days advance written notice of such change. If such change results in additional cost to the Consultant, the City and Consultant may renegotiate Consultant's compensation. If the City reduces the insurance requirements, the change shall go into effect immediately and require no advanced written notice.

(O) Self-Insured Retentions. Any self-insured retentions must be declared to and approved by City. City reserves the right to require that self-insured retentions be eliminated, lowered, or replaced by a deductible. Self-insurance will not be considered to comply with these specifications unless approved by City.

(P) Timely Notice of Claims. Consultant shall give City prompt and timely notice of claims made or suits instituted that arise out of or result from Consultant's performance under this Agreement, and that involve or may involve coverage under any of the required liability policies.

(Q) Additional Insurance. Consultant shall also procure and maintain, at its own cost and expense, any additional kinds of insurance, which in its own judgment may be necessary for its proper protection and prosecution of the Services.

3.2.12 Water Quality Management and Compliance. Consultant shall keep itself and all subcontractors, staff, and employees fully informed of and in compliance with all local, state and federal laws, rules and regulations that may impact, or be implicated by the performance of the Services including, without limitation, all applicable provisions of the City's ordinances regulating water quality and storm water; the Federal Water Pollution Control Act (33 U.S.C. § 1251, *et seq.*); the California Porter-Cologne Water Quality Control Act (Water Code § 13000 *et seq.*); and any and all regulations, policies, or permits issued pursuant to any such authority. Consultant must comply with the lawful requirements of the City, and any other municipality, drainage district, or other local agency with jurisdiction over the location where the Services are

to be conducted, regulating water quality and storm water discharges. Failure to comply with laws, regulations, and ordinances listed in this Section is a violation of federal and state law. Consultant warrants that all employees and subcontractors shall have sufficient skill and experience to perform the work assigned to them without impacting water quality in violation of the laws, regulations, and policies of this Section.

### 3.3 Fees and Payments.

3.3.1 Compensation. Contractor shall receive compensation, including authorized reimbursements, for all Services rendered under this Agreement at the rates set forth in Exhibit "C" attached hereto and incorporated herein by reference. The total compensation shall not exceed **EIGHTY-SEVEN THOUSAND FIVE HUNDRED DOLLARS (\$87,500)** without written approval of the City Council or City Manager, as applicable.

3.3.2 Payment of Compensation. Consultant shall submit to City monthly invoices which provide a detailed description of the Services and hours rendered by Consultant. City shall, within 30 days of receiving such invoice, review the invoice and pay all non-disputed and approved charges. If the City disputes any of Consultant's fees, the City shall give written notice to Consultant within thirty (30) days of receipt of an invoice of any disputed fees set forth therein. Consultant shall submit its final invoice to City within thirty (30) days from the last date of provided Services or termination of this Agreement and failure by the Consultant to submit a timely invoice may constitute a waiver of its right to final payment. Payment shall not constitute acceptance of any Services completed by Consultant. The making of final payment shall not constitute a waiver of any claims by the City for any reason whatsoever.

3.3.3 Reimbursement for Expenses. Consultant shall not be reimbursed for any expenses unless authorized in writing by City or included in Exhibit "C" of this Agreement.

3.3.4 Extra Work. At any time during the term of this Agreement, City may request that Consultant perform Extra Work. As used herein, "Extra Work" means any work which is determined by City to be necessary for the proper completion of the Project, but which the Parties did not reasonably anticipate would be necessary at the execution of this Agreement. Consultant shall not perform, nor be compensated for, Extra Work without written authorization from the City.

### 3.4 Labor Code Requirements.

3.4.1 Prevailing Wages. Consultant is aware of the requirements of California Labor Code Section 1720, et seq., and 1770, et seq., as well as California Code of Regulations, Title 8, Section 16000, et seq., ("Prevailing Wage Laws"), which require the payment of prevailing wage rates and the performance of other requirements on "public works" and "maintenance" projects. If the Services are being performed as part of an applicable "public works" or "maintenance" project, as defined by the Prevailing Wage Laws, Consultant agrees to fully comply with such Prevailing Wage Laws. City shall provide Consultant with a copy of the prevailing rates of per diem wages in effect at the commencement of this Agreement. Consultant shall make copies of the prevailing rates of per diem wages for each craft, classification or type of worker needed to execute the Services available to interested parties upon request and shall post copies at the Consultant's principal place of business and at the project site. It is the intent of the parties to effectuate the requirements of sections 1771, 1774, 1775, 1776, 1777.5, 1813, and 1815 of the Labor Code within this Agreement, and Consultant shall therefore comply with such Labor Code sections to the fullest extent required by law. Consultant shall defend, indemnify, and hold the City, its officials, officers, employees, agents, volunteers, and representatives, free and harmless

from any claim or liability arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

3.4.2 Registration/DIR Compliance. If the Services are being performed on a public works project of over \$25,000 when the project is for construction, alteration, demolition, installation, or repair work, or a public works project of over \$15,000 when the project is for maintenance work, in addition to the foregoing, then pursuant to Labor Code sections 1725.5 and 1771.1, the Consultant and all subconsultants must be registered with the Department of Industrial Relations ("DIR"). Consultant shall maintain registration for the duration of the Project and require the same of any subconsultants. This Project may also be subject to compliance monitoring and enforcement by the DIR. It shall be Consultant's sole responsibility to comply with all applicable registration and labor compliance requirements, including the submission of payroll records directly to the DIR. Any stop orders issued by the DIR against Consultant or any subconsultant that affect Consultant's performance of Services, including any delay, shall be Consultant's sole responsibility. Any delay arising out of or resulting from such stop orders shall be considered Consultant caused delay and shall not be compensable by the City. Consultant shall defend, indemnify, and hold the City, its officials, officers, employees, agents, volunteers and representatives free and harmless from any claim or liability arising out of stop orders issued by the DIR against Consultant or any subconsultant.

3.4.3 Labor Certification. By its signature hereunder, Consultant certifies that it is aware of the provisions of Section 3700 of the California Labor Code which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of that Code and agrees to comply with such provisions before commencing the performance of the Services.

### **3.5 Accounting Records.**

3.5.1 Maintenance and Inspection. Consultant shall maintain complete and accurate records with respect to all costs and expenses incurred under this Agreement. All such records shall be clearly identifiable. Consultant shall allow a representative of City during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Consultant shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

### **3.6 General Provisions.**

#### **3.6.1 Termination of Agreement.**

3.6.1.1 Grounds for Termination. City may, by written notice to Consultant, terminate the whole or any part of this Agreement at any time and without cause by giving written notice to Consultant of such termination, and specifying the effective date thereof, at least seven (7) days before the effective date of such termination. Upon termination, Consultant shall be compensated only for those Services which have been adequately rendered to City, and Consultant shall be entitled to no further compensation. Consultant may not terminate this Agreement except for cause. The rights and remedies of the City provided in this section shall not be exclusive and are in addition to any other rights and remedies provided by law, equity or under this Agreement.

3.6.1.2 Effect of Termination. If this Agreement is terminated as provided herein, City may require Consultant to provide all finished or unfinished Documents and

Data and other information of any kind prepared by Consultant in connection with the performance of Services under this Agreement. Consultant shall be required to provide such document and other information within fifteen (15) days of the request.

3.6.1.3 Early Termination. Notwithstanding any provision herein to the contrary, if for any fiscal year of this Agreement the City Council fails to appropriate or allocate funds for future payment under the Agreement after exercising reasonable efforts to do so, the City may upon seven (7) days' written notice, order work on the Project to cease. Upon termination, Consultant shall be compensated only for those Services which have been adequately rendered to City, and Consultant shall be entitled to no further compensation.

3.6.1.4 Additional Services. In the event this Agreement is terminated in whole or in part as provided herein, City may procure, upon such terms and in such manner as it may determine appropriate, services similar to those terminated.

3.6.2 Delivery of Notices. All notices permitted or required under this Agreement shall be given to the respective parties at the following address, or at such other address as the respective parties may provide in writing for this purpose:

**Consultant:** SELBERT PERKINS DESIGN  
432 CULVER BLVD  
PLAYA DEL REY  
ATTN: **ROBIN PERKINS, CO-FOUNDER/PARTNER**

**City:** City of Palm Desert  
73-510 Fred Waring Drive  
Palm Desert, CA 92260-2578  
ATTN: **CHRIS GERRY, PUBLIC WORKS**

Such notice shall be deemed made when personally delivered or when mailed, forty-eight (48) hours after deposit in the U.S. Mail, first class postage prepaid and addressed to the party at its applicable address. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

### 3.6.3 Ownership of Materials and Confidentiality.

3.6.3.1 Documents & Data; Licensing of Intellectual Property. This Agreement creates a non-exclusive and perpetual license for City to copy, use, modify, reuse, or sublicense any and all copyrights, designs, and other intellectual property embodied in plans, specifications, studies, drawings, estimates, and other documents or works of authorship fixed in any tangible medium of expression, including but not limited to, physical drawings or data magnetically or otherwise recorded on computer diskettes, which are prepared or caused to be prepared by Consultant under this Agreement ("Documents & Data"). All Documents & Data shall be and remain the property of City and shall not be used in whole or in substantial part by Consultant on other projects without the City's express written permission. Within thirty (30) days following the completion, suspension, abandonment or termination of this Agreement, Consultant shall provide to City reproducible copies of all Documents & Data, in a form and amount required by City. City reserves the right to select the method of document reproduction and to establish where the reproduction will be accomplished. The reproduction expense shall be borne by City at the actual cost of duplication. In the event of a dispute regarding the amount of compensation to which the Consultant is entitled under the termination provisions of this Agreement, Consultant shall provide all Documents & Data to City upon payment of the undisputed amount. Consultant



shall have no right to retain or fail to provide to City any such documents pending resolution of the dispute. In addition, Consultant shall retain copies of all Documents & Data on file for a minimum of fifteen (15) years following completion of the Project and shall make copies available to City upon the payment of actual reasonable duplication costs. Before destroying the Documents & Data following this retention period, Consultant shall make a reasonable effort to notify City and provide City with the opportunity to obtain the documents.

3.6.3.2 Subconsultants. Consultant shall require all subconsultants to agree in writing that City is granted a non-exclusive and perpetual license for any Documents & Data the subconsultant prepares under this Agreement. Consultant represents and warrants that Consultant has the legal right to license any and all Documents & Data. Consultant makes no such representation and warranty in regard to Documents & Data which were prepared by professionals other than Consultant or its subconsultants, or those provided to Consultant by the City.

3.6.3.3 Right to Use. City shall not be limited in any way in its use or reuse of the Documents and Data or any part of them at any time for purposes of this Project or another project, provided that any such use not within the purposes intended by this Agreement or on a project other than this Project without employing the services of Consultant shall be at City's sole risk. If City uses or reuses the Documents & Data on any project other than this Project, it shall remove the Consultant's seal from the Documents & Data and indemnify and hold harmless Consultant and its officers, directors, agents, and employees from claims arising out of the negligent use or re-use of the Documents & Data on such other project. Consultant shall be responsible and liable for its Documents & Data, pursuant to the terms of this Agreement, only with respect to the condition of the Documents & Data at the time they are provided to the City upon completion, suspension, abandonment, or termination. Consultant shall not be responsible or liable for any revisions to the Documents & Data made by any party other than Consultant, a party for whom the Consultant is legally responsible or liable, or anyone approved by the Consultant.

3.6.3.4 Indemnification – Documents and Data. Consultant shall defend, indemnify and hold the City, its directors, officials, officers, employees, volunteers, agents and representatives free and harmless, pursuant to the indemnification provisions of this Agreement, for any alleged infringement of any patent, copyright, trade secret, trade name, trademark, or any other proprietary right of any person or entity in consequence of the use on the Project by City of the Documents & Data, including any method, process, product, or concept specified or depicted.

3.6.3.5 Confidentiality. All ideas, memoranda, specifications, plans, procedures, drawings, descriptions, computer program data, input record data, written information, and other Documents & Data either created by or provided to Consultant in connection with the performance of this Agreement shall be held confidential by Consultant. Such materials shall not, without the prior written consent of City, be used by Consultant for any purposes other than the performance of the Services. Nor shall such materials be disclosed to any person or entity not connected with the performance of the Services or the Project. Nothing furnished to Consultant which is otherwise known to Consultant or is generally known, or has become known, to the related industry shall be deemed confidential. Consultant shall not use City's name or insignia, photographs of the Project, or any publicity pertaining to the Services or the Project in any magazine, trade paper, newspaper, television or radio production or other similar medium without the prior written consent of City.

3.6.3.6 Confidential Information. The City shall refrain from releasing Consultant's proprietary information ("Proprietary Information") unless the City's legal counsel determines that the release of the Proprietary Information is required by the California Public Records Act or other applicable state or federal law, or order of a court of competent jurisdiction, in which case the City shall notify Consultant of its intention to release Proprietary Information. Consultant shall have five (5) working days after receipt of the release notice to give City written notice of Consultant's objection to the City's release of Proprietary Information. Consultant shall indemnify, defend, and hold harmless the City, and its officers, directors, employees, agents, volunteers and representatives from and against all liability, loss, cost or expense (including attorney's fees) arising out of a legal action brought to compel the release of Proprietary Information. City shall not release the Proprietary Information after receipt of an objection notice unless either: (1) Consultant fails to fully indemnify, defend (with City's choice of legal counsel), and hold City harmless from any legal action brought to compel such release; and/or (2) a final and non-appealable order by a court of competent jurisdiction requires that City release such information.

3.6.4 Cooperation; Further Acts. The Parties shall fully cooperate with one another and shall take any additional acts or sign any additional documents as may be necessary, appropriate, or convenient to attain the purposes of this Agreement.

3.6.5 [Reserved]

3.6.6 Indemnification.

3.6.6.1 To the fullest extent permitted by law, Consultant shall defend (with counsel of City's choosing), indemnify and hold the City, its officials, officers, employees, volunteers, agents, and representatives free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury of any kind, in law or equity, to property or persons, including wrongful death, in any manner arising out of, pertaining to, or incident to any acts, errors or omissions, or willful misconduct of Consultant, its officials, officers, employees, subconsultants or agents in connection with the performance of the Consultant's Services, the Project or this Agreement, including without limitation the payment of all expert witness fees, attorney's fees and other related costs and expenses except such loss or damage caused by the sole negligence or willful misconduct of the City. Consultant's obligation to indemnify shall survive expiration or termination of this Agreement and shall not be restricted to insurance proceeds, if any, received by Consultant, the City, its officials, officers, employees, agents, volunteers, or representatives.

3.6.6.2 If Consultant's obligation to defend, indemnify, and/or hold harmless arises out of Consultant's performance as a "design professional" (as that term is defined under Civil Code section 2782.8), then, and only to the extent required by Civil Code section 2782.8, which is fully incorporated herein, Consultant's indemnification obligation shall be limited to claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Consultant, and, upon Consultant obtaining a final adjudication by a court of competent jurisdiction, Consultant's liability for such claim, including the cost to defend, shall not exceed the Consultant's proportionate percentage of fault.

3.6.7 Entire Agreement. This Agreement contains the entire agreement of the Parties with respect to the subject matter hereof, and supersedes all prior negotiations, understandings, or agreements.

3.6.8 Governing Law. This Agreement shall be governed by the laws of the State

of California. Venue shall be in Riverside County.

3.6.9 Time of Essence. Time is of the essence for each and every provision of this Agreement.

3.6.10 City's Right to Employ Other Consultants. City reserves right to employ other consultants in connection with this Project.

3.6.11 Successors and Assigns. This Agreement shall be binding on the successors and assigns of the Parties.

3.6.12 Assignment; Subcontracting. Consultant shall not assign, sublet, or transfer this Agreement or any rights under or interest in this Agreement without the written consent of the City, which may be withheld for any reason. Any attempt to so assign or so transfer without such consent shall be void and without legal effect and shall constitute grounds for termination. Consultant shall not subcontract any portion of the Services required by this Agreement, except as expressly stated herein, without prior written approval of City. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement.

3.6.13 Construction; References; Captions. Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair meaning, and not strictly for or against any Party. Any term referencing time, days or period for performance shall be deemed calendar days and not workdays. All references to Consultant include all personnel, employees, agents, and subconsultants of Consultant, except as otherwise specified in this Agreement. All references to City include its elected officials, officers, employees, agents, volunteers, and representatives except as otherwise specified in this Agreement. The captions of the various articles and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content, or intent of this Agreement.

3.6.14 Amendment; Modification. No supplement, modification, or amendment of this Agreement shall be binding unless executed in writing and signed by both Parties.

3.6.15 Waiver. No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give the other Party any contractual rights by custom, estoppel, or otherwise.

3.6.16 No Third-Party Beneficiaries. There are no intended third-party beneficiaries of any right or obligation assumed by the Parties.

3.6.17 Invalidity; Severability. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

3.6.18 Prohibited Interests. Consultant maintains and warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement. Further, Consultant warrants that it has not paid, nor has it agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation

of this warranty, City shall have the right to rescind this Agreement without liability. For the term of this Agreement, no member, officer, or employee of City, during the term of his or her service with City, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.

3.6.19 Authority to Enter Agreement. Consultant has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective Party.

3.6.20 Counterparts. This Agreement may be signed in counterparts, each of which shall constitute an original.

3.6.21 Survival. All rights and obligations hereunder that by their nature are to continue after any expiration or termination of this Agreement, including, but not limited to, the indemnification obligations, shall survive any such expiration or termination.

**[SIGNATURES ON NEXT PAGE]**

**SIGNATURE PAGE TO PROFESSIONAL SERVICES AGREEMENT  
BY AND BETWEEN THE CITY OF PALM DESERT  
AND SELBERT PERKINS DESIGN**

IN WITNESS WHEREOF, each of the Parties has caused this Agreement to be executed on the day and year first above written.

**CITY OF PALM DESERT**

**SELBERT PERKINS DESIGN, AN S CORPORATION**

By:   
CE3F366233F0405...  
L. Todd Hileman  
City Manager

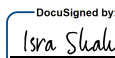
By:   
AD9F44DFD3274E7...  
Robin Perkins  
President


Attest:

By:   
AD9F44DFD3274E7...  
Robin Perkins  
Secretary

By:   
8063A189729D437...  
Anthony J. Mejia  
City Clerk

Approved as to form:

By:   
3820DDF2EAC84B0...  
Isra Shah  
Best Best & Krieger LLP  
City Attorney

QC: 

Insurance:

  
Initial Review

  
Final Approval

Contract No. A46980

**EXHIBIT "A"**  
**SCOPE OF SERVICES**  
**[NEXT PAGES]**

# Scope of Work

## Task 1: Assess Existing Conditions, Needs & Current Practices

**Meetings:** (3) with Client Team, Bi-Weekly Team Meetings

1. Hold kick-off meeting with the project team and relevant project stakeholders to review project needs, concerns, goals. Confirm project schedule and goals. Review pertinent project plans, plan and potential design revision, all related architectural elevations, landscape plan, any existing brand identity and brand criteria, applicable sign code ordinances and regulations, to confirm requirements.
2. Review and assess the City inventory of wayfinding signage. SPD will conduct an extensive on-site analysis of the City's existing vehicle and pedestrian signage conditions of key entrance locations and the greater Downtown and the travel routes leading to it. This analysis is to include recommendations for the consolidation, removal, or other solutions to make all signage more effective.
3. Review and assess the potential wayfinding destinations in Palm Desert, taking into account its unique characteristics and demands. Evaluate potential and existing site and building locations including site entries/edges/corners, vehicular and pedestrian circulation routes, decision points and destination generators, land and building uses, ingress and egress points to destinations, lines of sight, environmental factors, building materials, and interrelationships.
4. Identify user groups, specific needs and potential wayfinding difficulties (e.g., affecting individuals with disabilities, senior citizens and visitors).
5. Research and analyze industry best practices and current trends in the field of wayfinding signage, considering advancements in technology, design, and user experience to ensure the implementation of modern and effective solutions.

### Deliverables

- Assessment Report
- User Needs and Difficulties Analysis
- Best Practices and Trends Report

# Scope of Work

## Task 2: Design Signage Elements

**Meetings:** (3) with Client Team, Bi-Weekly Team Meetings

1. Prepare and confirm Signage and Wayfinding Master Plan outline of sign type diagrams.
2. Develop (3) conceptual approaches based on the confirmed Signage and Wayfinding Master Plan outline of sign types. Each design concept shall be developed and presented to City staff in detail, emphasizing key aspects and features of the proposed signage solutions. The presentation will provide comprehensive visuals and descriptions to facilitate an in-depth review by the City. The goal is to ensure that the City gains a comprehensive understanding of the proposed designs and can make informed decisions regarding the selection of the desired design concept.
3. Recommend universal and cohesive design standards for wayfinding elements that reflect the City's character consistent in color, font, materials, architectural elements, and graphics. Recommendations should also consider street-level visibility (i.e., lighting options), safety, maintenance, and replacement costs.
4. Obtain community input based on methods confirmed in Task 5.
5. Present preliminary signage & wayfinding concepts to client team. The presentation will include preliminary concept design for signage elements, preliminary location plans. Client team to select 1 direction to refine.
6. After review of the schematic proposals and selection of the desired proposal by the City, submit one (1) complete design package that includes final design concept drawings in AutoCAD Format, including: exact dimensions, letter heights, materials, mounting details, color specifications and material performance standards with written statements regarding the rationale for design choices selected. Consultant shall ensure that all signage will be designed to Caltrans requirements.

### Deliverables

- Design Standards Recommendation Report
- Design Concepts
- Complete Design Package



# Scope of Work

## Task 3: Develop Recommendations for Signage Type & Placement

**Meetings:** (3) with Client Team, Bi-Weekly Team Meetings

1. Based on the audit and analysis completed in Task 1, recommend wayfinding signage types that should be added, replaced and/or consolidated. Develop a Signage Recommendations report that includes:
  - A detailed analysis of the existing wayfinding signage, offering recommendations for the addition, replacement, or consolidation of specific sign types. The report will highlight the rationale behind each recommendation, taking into account the unique characteristics and demands of Palm Desert. It will also outline how the proposed signage will contribute to the enhancement of the City's wayfinding system.
2. In collaboration with MIG, our team will utilize GIS resources and/or aerial imagery to develop a map of recommended wayfinding signage locations. A comprehensive map will be created using GIS resources or aerial imagery, illustrating the proposed locations for the recommended wayfinding signage. The map will clearly depict the optimal placements, taking into consideration factors such as visibility, accessibility, and practicality.
3. Identify design options to incorporate changeable directional signage for special events, community messaging, or marketing (Desert X, Fashion Week, etc.)] This includes recommendations on how to integrate dynamic signage elements for special events, community messaging, or city marketing initiatives, such as Desert X, Fashion Week, Concerts in the Park, and other similar events.
4. Prepare a cost estimate for the fabrication, installation, and maintenance, including the number of sign types and locations. The cost estimate report will provide a detailed breakdown of the projected expenses for the fabrication, installation, and maintenance of the recommended wayfinding signage. The report will include an analysis of the number of sign types and their respective locations, as well as potential cost-saving measures. It will also consider the incorporation of existing base posts, if applicable, into the project budget, ensuring the efficient allocation of resources.

### Deliverables

- Signage Recommendations Report
- Wayfinding Signage Map
- Changeable Signage Design Options
- Cost Estimate Report

# Scope of Work

## Task 4: Wayfinding Master Plan

**Meetings:** (3) with Client Team, Bi-Weekly Team Meetings

1. Develop all analysis, assessments, and recommendations into a comprehensive Wayfinding Master Plan document. The Master Plan document includes:
  - A detailed report that systematically outlines the standardized wayfinding plan for Palm Desert. It will encompass easily understandable and comprehensive directions, catering to both visitors and residents, thus providing a clear, well-defined roadmap for the successful implementation of the Wayfinding Master Plan. The document will specify the proposed locations for various wayfinding classification types, thereby serving as a practical guide for the implementation of the Wayfinding Master Plan across different regions within the city.
2. Develop of a comprehensive set of presentation materials, including visual aids and informative content, to facilitate effective communication of the Wayfinding Master Plan to relevant stakeholders during public meetings, ensuring a thorough understanding of the plan's objectives and strategies.
3. Develop a tailored set of presentation materials to support joint presentations by the Consultant and staff to committees and the Palm Desert City Council, effectively highlighting the key points of the Wayfinding Master Plan, emphasizing its significance and benefits for the city, and encouraging informed decision-making among council members and committee stakeholders.

### **Deliverables**

- Wayfinding Master Plan Document
- Consolidated Presentation Materials

# Scope of Work

## Task 5: Community Outreach & Presentations

**Meetings:** (8) with Client Team, Bi-Weekly Team Meetings

1. Develop and confirm Community Engagement Strategy and Schedule for the project. This includes comprehensive communication plans, stakeholder involvement, and digital and in-person public outreach initiatives to ensure the signage and wayfinding elements effectively meet the community's expectations and enhance overall navigation experiences.
2. Engage in community outreach during the creation of the Wayfinding Sign Program, incorporating public feedback into the final recommendations. Seek community input on needs, design elements, and subsequently final design recommendations. SPD will issue digital surveys and provide results and recommendation reports during:
  - (1) Survey during Task 1 to confirm community needs and perceptions of the current Wayfinding Systems.
  - (1) Survey During Task 2 to determine the community preference of the (3) Design Concepts confirmed by the City commission and committee.
3. Participate in presenting the final Wayfinding Sign Program to the Palm Desert City Council.

### Deliverables

- Solicit feedback identifying user groups and specific wayfinding needs at up to two (2) City commission and committee meetings.
- Present three (3) design recommendations for feedback at up to two (2) City commission and committee meetings.
- Present three (3) design recommendations for feedback to the Palm Desert City Council for consideration.

# Scope of Work

## Task 6: Construction Support

**Meetings:** As Needed Site and Fabricator Visits

**Schedule:** TBD

1. Provide the project team with bidding documents and specifications.
2. Provide client team with list of qualified fabricators and assist in selection of fabricator.
3. Attend pre-bid meetings, as required, and review questions and RFI's from bidders. Assist in negotiation of services, as necessary.
4. Attend a pre-construction meeting to establish quality standards, schedule requirements and inspection procedures.
5. Conduct shop visit inspection to ensure conformance with the design intent.
6. Provide project status reports, as required.
7. Provide consultation to the selected fabricator in their development of shop drawings.
8. Review shop drawings to ensure fabricator conformance with the design intent.
9. Issue clarification drawings and respond to RFIs.
10. Attend project construction meetings, as required.
11. Review any samples, mock-ups, and prototypes, as provided by the fabricator.
12. Review installation on-site at substantial completion points (50%, 75%, 100%).
13. Prepare punch list for submittal to client team.

**Deliverables:**

- Electronic artwork to fabricator, as required
- Final fabrication/installation schedule & budget
- Final fabricated/installed signage and wayfinding elements (by fabricator)
- Punch list

**EXHIBIT "B"**

**SCHEDULE OF SERVICES**

<b>Task</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JLY</b>	<b>AUG</b>
Task 1: Assess Existing Conditions, Needs, & Current Practices	X	X					
Task 2: Design Signage Elements			X	X	X		
Task 3: Develop Recommendations for Signage Type & Placement			X	X			
Task: 4 Wayfinding Master Plan						X	X
Task 5: Community Outreach & Presentations	X		X	X	X		
Task 6: Construction Support (TBD)							

**Contract No.** A46980

**EXHIBIT "C"**  
**COMPENSATION**  
**[NEXT PAGE]**

# Fee Proposal

Scope	Fee
Task 1: Assess Existing Conditions, Needs & Current Practices	\$10,000
Task 2: Design Signage Elements	\$20,000
Task 3: Develop Recommendations for Signage Type & Placement	\$20,000
Task 4: Wayfinding Master Plan	\$15,000
Task 5: Community Outreach & Presentations	\$10,000
Task 6: Construction Support	\$10,000
Estimated Expenses	\$2,500
<b>Total</b>	<b>\$87,500</b>

## SPD Hourly Rates

Partner	\$250	Production Designer	\$160
Principal	\$200	Senior Designer	\$150
Design Director	\$175	Designer	\$135
Project Manager	\$160		

## MIG Hourly Rates

Principal/Project Manager	\$260	GIS Analyst	\$135
Director GIS Services	\$175	Project Administrator	\$150

## Expenses

All expenses such as color copies, material samples, travel and related costs, etc. are reimbursable for this project and will be billed at cost.

## Payment Schedule

SPD invoices fees and expenses monthly. Terms are net 30.

## Sub-Consultant Agreement

SPD will enter a Master Agreement with The City of Palm Desert. MIG will enter a separate sub-consultant agreement with SPD. MIG will submit all invoices to SPD for submittal to the City. SPD will issue payment to MIG within 15 business days of receipt of payment from the City.







City of Palm Desert  
 73-510 Fred Waring Drive  
 Palm Desert, California 92260-2578  
 Phone (760) 346-0611 FAX (760) 341-4564

# PURCHASE ORDER

PO # P117032  
 Vendor V0016150  
 Order Date 04/18/24  
 Expiration Date 06/30/24

VENDOR  
 SELBERT PERKINS DESIGN INC  
 432 CULVER BLVD  
 PLAYA DEL REY, CA 90293

SHIP TO  
 ATTN: PUBLIC WORKS  
 73510 FRED WARING DRIVE  
 PALM DESERT, CA 92260

Contract Number: A47210

ITEM#	QUANTITY	UOM	DESCRIPTION	UNIT PRICE	EXTENSION
0001	50,000.00	DL	ENTRY MONUMENT SIGNS DESIGN	1.00	50,000.00
			DESIGN OF CITY ENTRY MONUMENT SIGNS PROJECT NO. MST00003 TERM: 03/18/2024 TO 03/18/2025 2134300-5000910 MST00003-4301000		
0002	5,000.00	DL	CONTINGENCY - MST00003 2134300-5000910 MST00003-4301000	1.00	5,000.00
				TOTAL	55,000.00

The Purchase Order number must appear on packages, invoices, and shipping

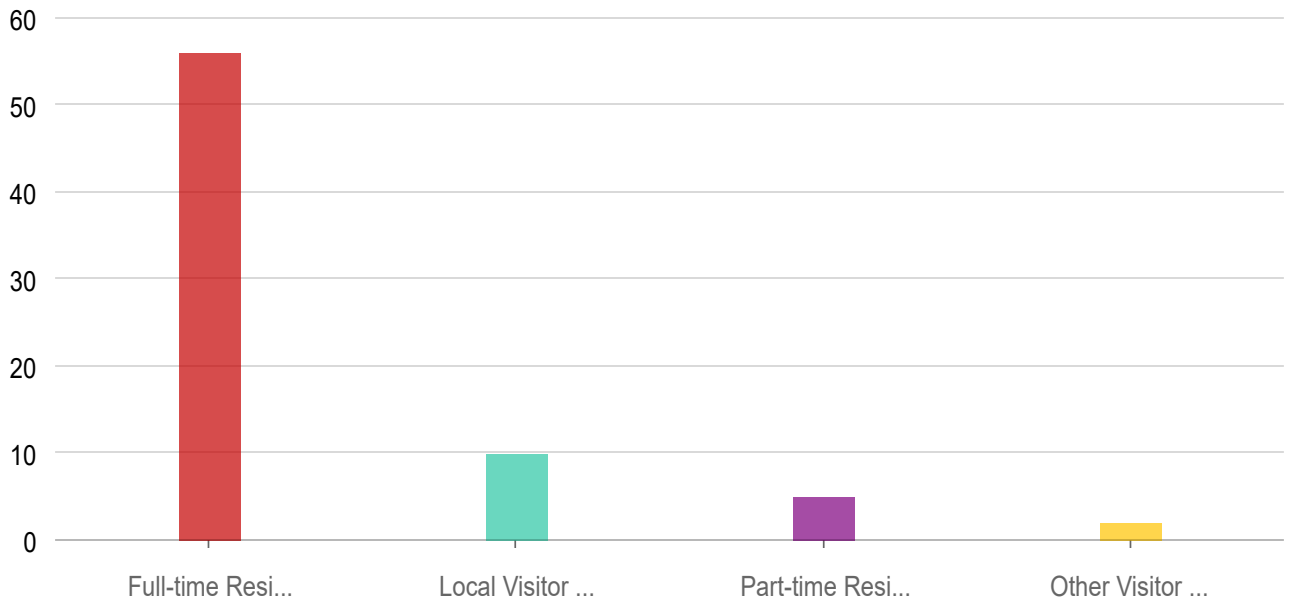
  
 APPROVED BY DATE 04/18/24

FOLLOW LINK FOR PURCHASE ORDER TERMS AND CONDITIONS  
<https://www.palmdesert.gov/home/showdocument?id=34205&t=638288994030133114>



# Wayfinding Master Plan

## How do you classify yourself in Palm Desert?

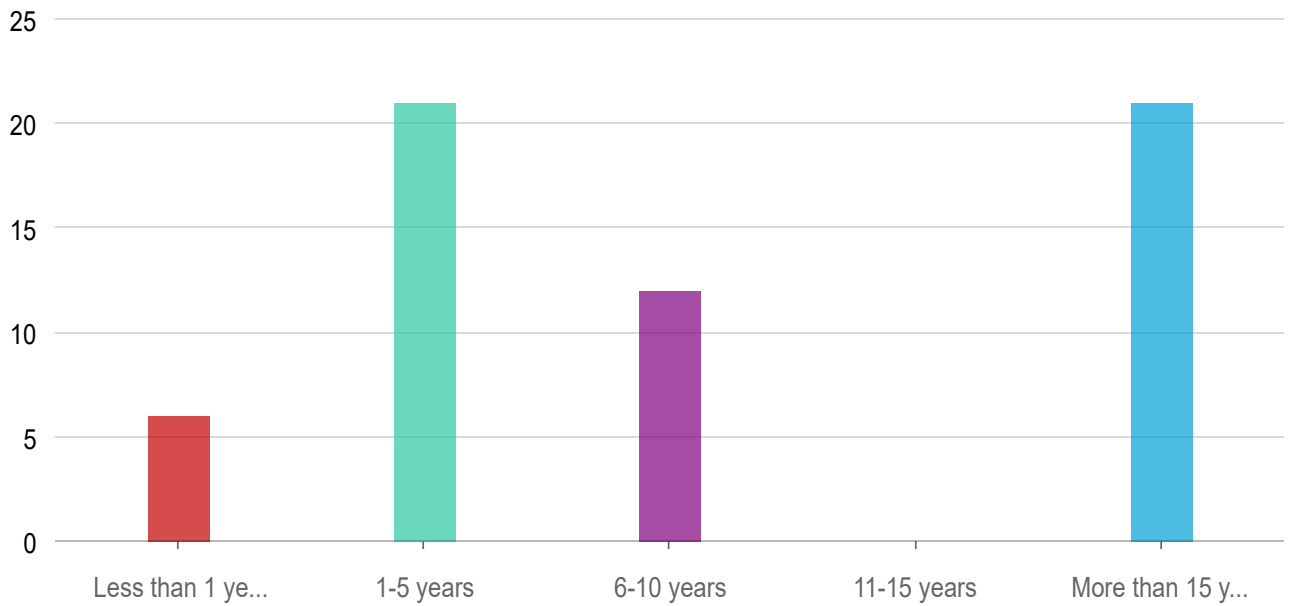


Answers	Count	Percentage
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Full-time Resident (live in Palm Desert more than 6 months annually)	56	76.71%
Local Visitor (live in Coachella Valley, but not in Palm Desert)	10	13.7%
Part-time Resident (live in Palm Desert less than 6 months annually)	5	6.85%
Other Visitor (live outside of Coachella Valley)	2	2.74%

Answered: 73 Skipped: 0

## If a resident, how long have you lived in Palm Desert?

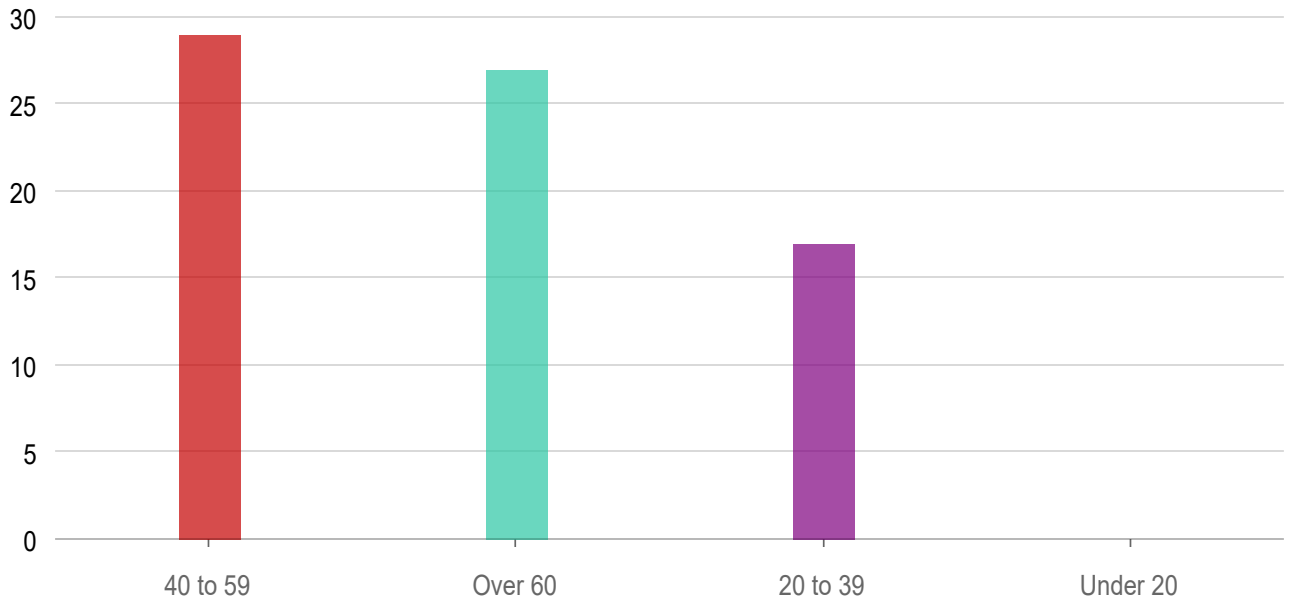


Answers	Count	Percentage
---------	-------	------------

Less than 1 year	6	8.22%
1-5 years	21	28.77%
6-10 years	12	16.44%
11-15 years	0	0%
More than 15 years	21	28.77%

Answered: 60 Skipped: 13

**What is your age?**

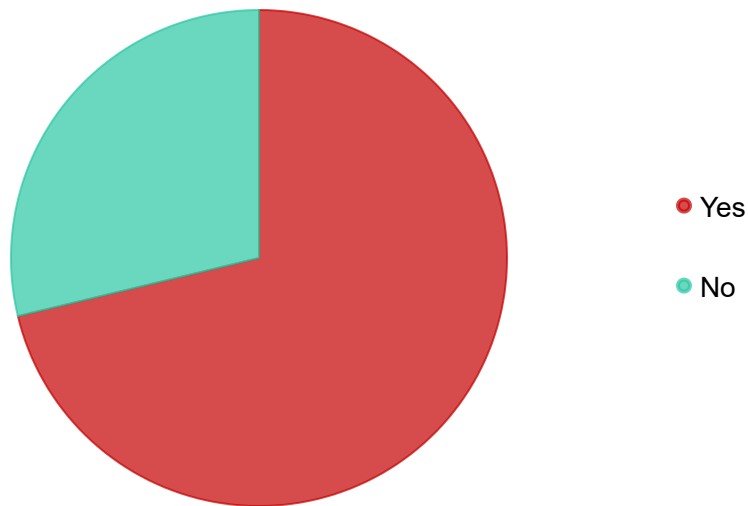


**Answers** **Count** **Percentage**

40 to 59	29	39.73%
Over 60	27	36.99%
20 to 39	17	23.29%
Under 20	0	0%

Answered: 73 Skipped: 0

**Do you find the current wayfinding signs useful and accessible?**

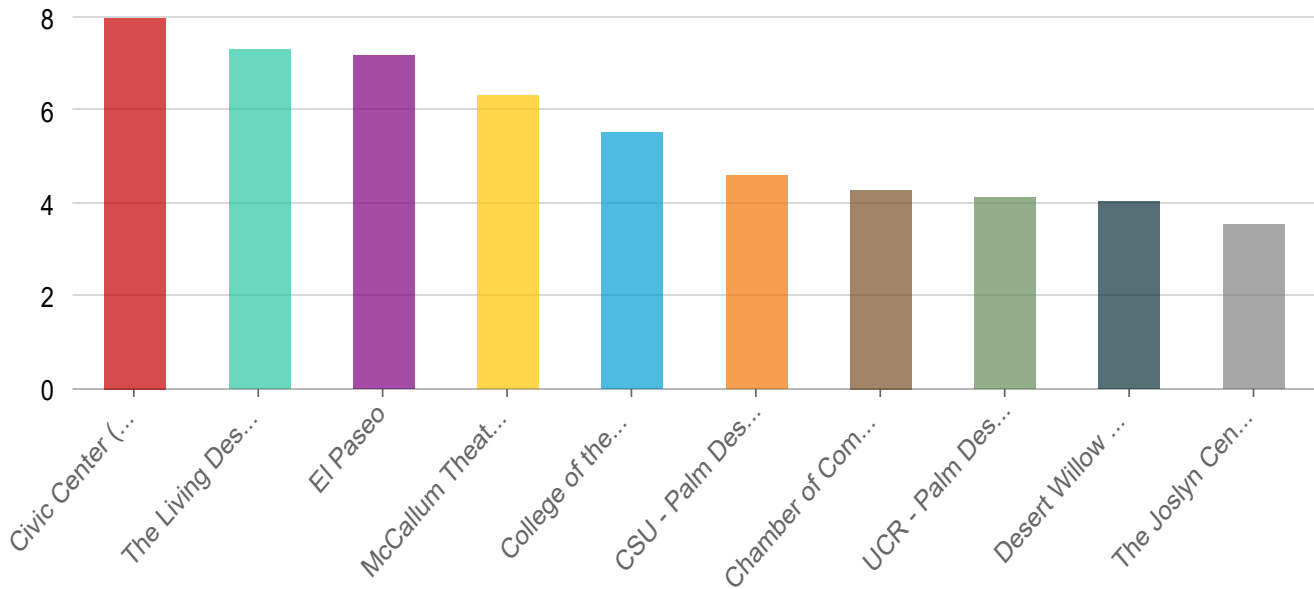




towns	1
though.	1

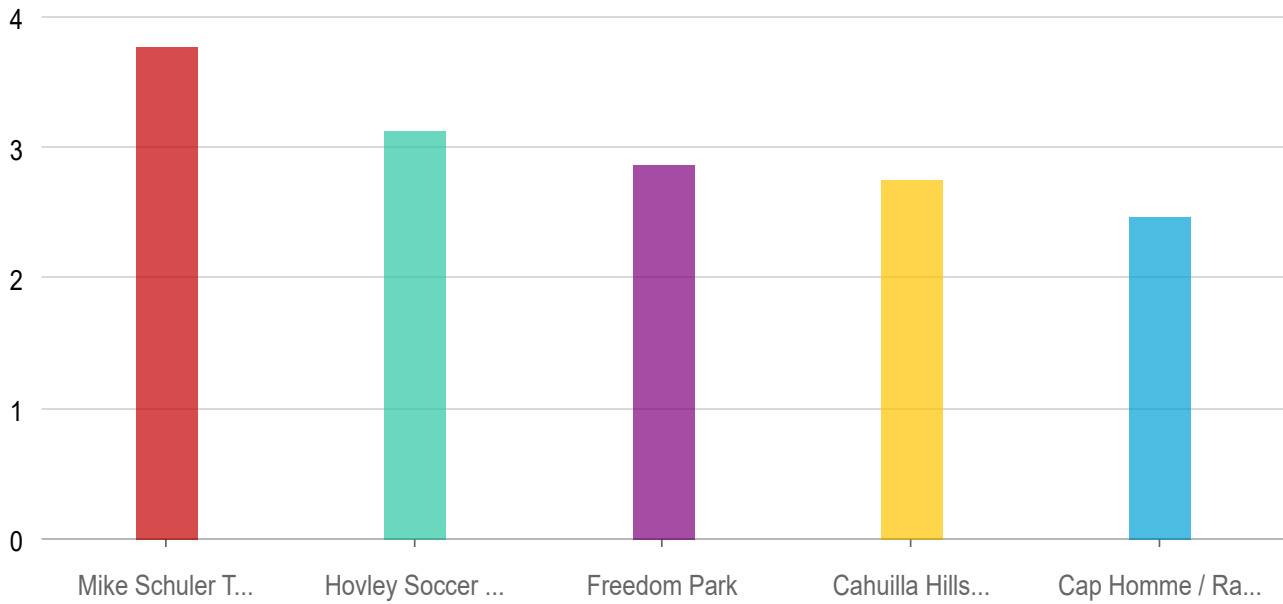
Answered: 19 Skipped: 54

**Rank these 10 destinations of community importance in Palm Desert, with 1...**



Rank	Answers	1	2	3	4	5	Average score
1	Civic Center (includes park and facilities)	38.89% 28	15.28% 11	9.72% 7	12.5% 9	9.72% 7	8.00 5.56% 4
2	The Living Desert Zoo and Gardens	25% 18	26.39% 19	9.72% 7	8.33% 6	2.78% 2	8.33 7.32
3	El Paseo	22.22% 16	12.5% 9	19.44% 14	13.89% 10	11.11% 8	7.19 8.33% 6
4	McCallum Theatre	4.17% 3	12.5% 9	19.44% 14	15.28% 11	18.06% 13	6.94 6.33
5	College of the Desert	5.56% 4	11.11% 8	8.33% 6	12.5% 9	13.89% 10	12.5% 9 5.53 8.33% 6
6	CSU - Palm Desert Campus	0% 0	8.33% 6	9.72% 7	5.56% 4	8.33% 6	9.72 4.61

Rank these 5 parks and trails of community importance in Palm Desert, with 1...



Rank	Answers	1	2	3	4	Average score
1	Mike Schuler Trail (Bump and Grind Trail)	48.57% 34	17.14% 12	10% 7	11.43% 8	3.77 12.86% 9
2	Hovley Soccer Park	18.57% 13	25.71% 18	18.57% 13	24.29% 17	3.13
3	Freedom Park	18.57% 13	20% 14	18.57% 13	15.71% 11	2.87 27.14% 19
4	Cahuilla Hills Park	5.71% 4	25.71% 18	28.57% 20	18.57% 13	2.76
5	Cap Homme / Ralph Adams Park	8.57% 6	11.43% 8	24.29% 17	30% 21	2.47 25.71% 18

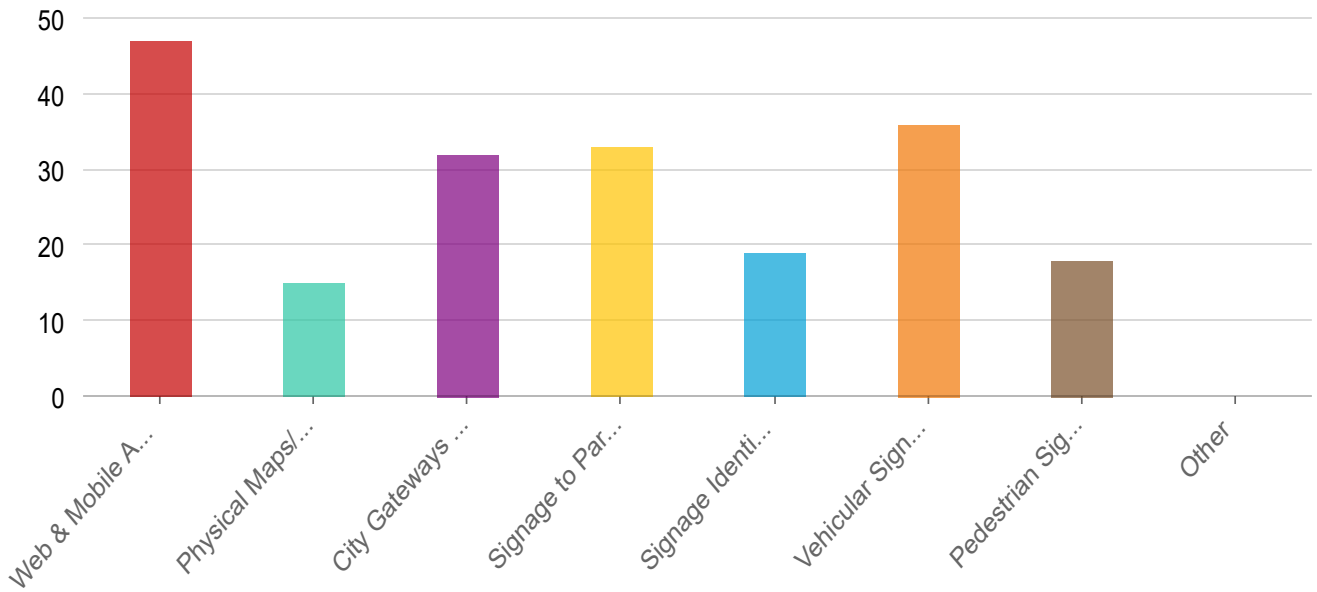
Answered: 70 Skipped: 3

Are there other destinations, parks or trails that should be mentioned?

The word cloud requires at least 20 answers to show.



**What wayfinding ideas would you find most helpful? Select your top 3.**



Answers	Count	Percentage
---------	-------	------------

Answers	Count	Percentage
Web & Mobile App Directions	47	64.38%
Physical Maps/Guides	15	20.55%
City Gateways & Landmarks	32	43.84%
Signage to Parking	33	45.21%
Signage Identifying City Districts	19	26.03%
Vehicular Signage to Destinations	36	49.32%
Pedestrian Signage to Destinations	18	24.66%
Other	0	0%

Answered: 72 Skipped: 1





**Agenda**  
**Active Transportation Subcommittee**  
October 2, 2024 (4:00 p.m.)  
Administrative Conference Room

1. Raised Mid-Block Crosswalk Study
2. Raised Mid-Block Crosswalk Designs
3. Wayfinding and Monument Sign Designs



**CITY OF PALM DESERT**  
**INTEROFFICE MEMORANDUM**

To: Active Transportation Subcommittee  
From: Chris Gerry, Senior Project Manager  
Date: October 2, 2024  
**Subject: Wayfinding and Monument Sign Designs**

---

In January 2024, the City executed an agreement with Selbert Perkins Design (Consultant) to develop a Wayfinding Master Plan to replace the existing system. In March 2024, the City executed a separate agreement with Consultant to design three new entry monument signs at the following locations:

- Washington Street and Fred Waring Drive
- Monterey Avenue and Dinah Shore Drive
- Cook Street and Dinah Shore Drive / Interstate 10

Since then, the City and Consultant have undergone an intensive review and design process, resulting in the creation of several design concepts for further consideration. The City and Consultant will provide a presentation on the design concepts for wayfinding and monument signs, followed by discussing the proposed next steps in the design process.

Attachment:

1. Wayfinding and Monument Sign Presentation

FIND *your* HAPPY PACE



PALM DESERT  
CALIFORNIA

# City of Palm Desert Wayfinding Master Plan

*Task 2: Design Signage Elements*

October 2, 2024

Selbert  
Perkins  
Design.

# 1 Survey



Following our analysis and survey findings, we crafted a S.W.O.T. report.

### Strengths

- Consistent, branded signage.
- Signs are helpful.

### Weaknesses

- Messaging is inconsistent.
- Too many signs in some areas.
- Entry monuments are inconsistent.
- Lack of pedestrian signage in walkable areas.
- Existing signage blends in with environment.
- Existing signage not visible at night.

### Opportunities

- Include new and existing destinations.
- Develop branded signage that will appeal to visitors, residents and businesses.
- Use technology to enhance the wayfinding experience.

### Threats

- Some residents, visitors, businesses do not want to see signage change.
- Concerns why some businesses are included and not others.

## Signage and Wayfinding Recommendations

**Based on the analysis, community outreach survey, and S.W.O.T. Report, the following signage and wayfinding approaches are recommended for the City of Palm Desert:**

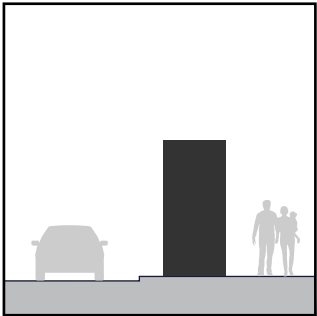
- **Develop a branded signage and wayfinding** system that will be visible day or night.
- Coordinate with City team to **develop consistent messaging** throughout sign system.
- **Create a streamlined sign location plan**, eliminating sign blight.
- **Add pedestrian level signage** in walkable areas.
- **Add new destinations** to wayfinding.
- **Design a versatile digital sign suitable for various events, or incorporate QR codes** into the proposed signage.



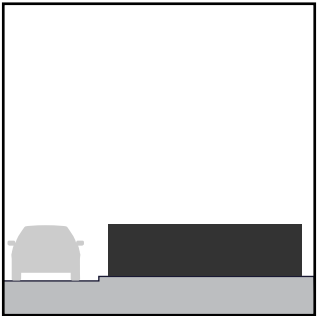
# 02 Concept Design

# Summary of Signs Proposed

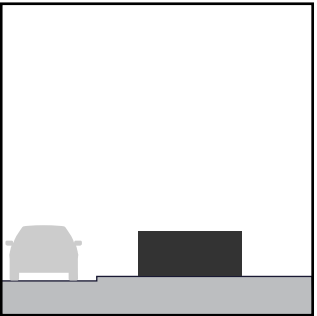
## IDENTITY



A01 GATEWAY MONUMENT

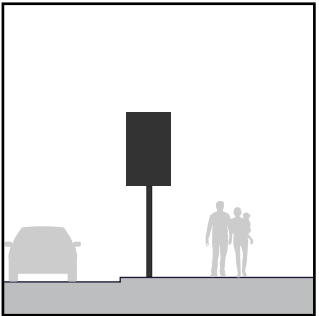


A02 GATEWAY MONUMENT

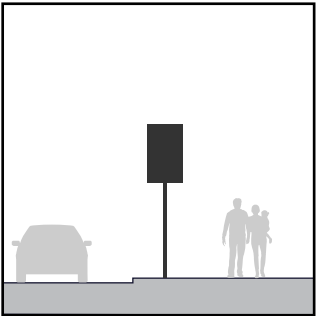


A03 GATEWAY MONUMENT

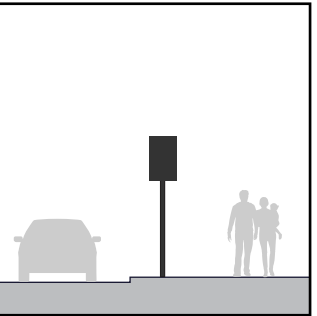
## DIRECTION



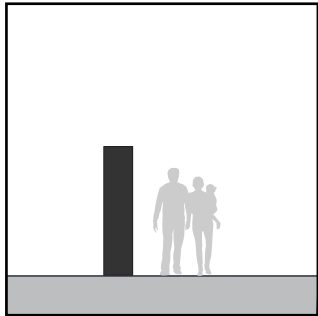
B01 VEHICLE DIRECTION LARGE



B02 VEHICLE DIRECTION MEDIUM

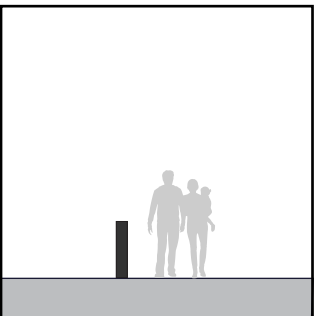


B03 VEHICLE DIRECTION SMALL

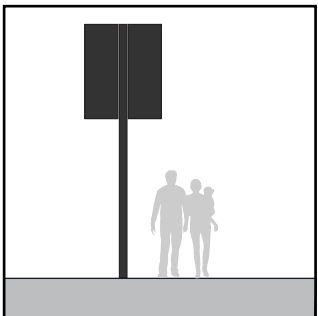


B04 PEDESTRIAN DIRECTION W/ MAP

## AMENITY



E01 ART TOTEM - EXISTING

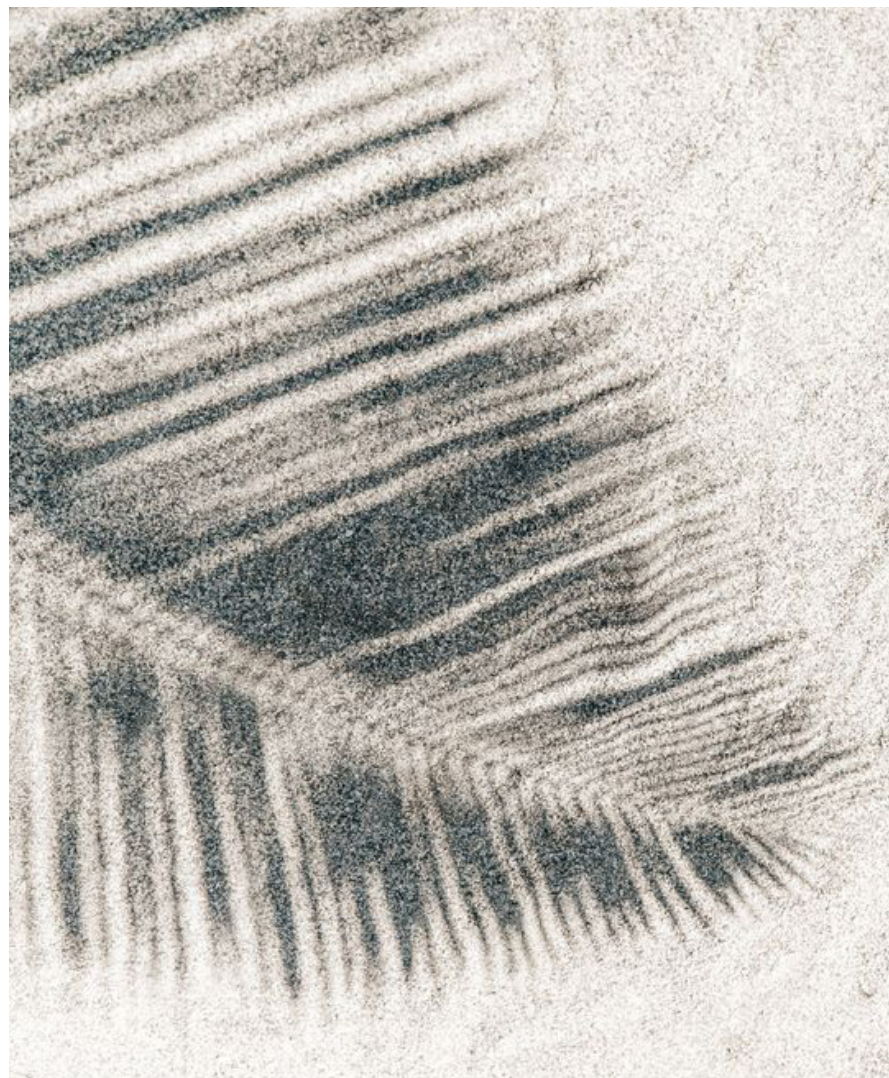


E02 BANNER



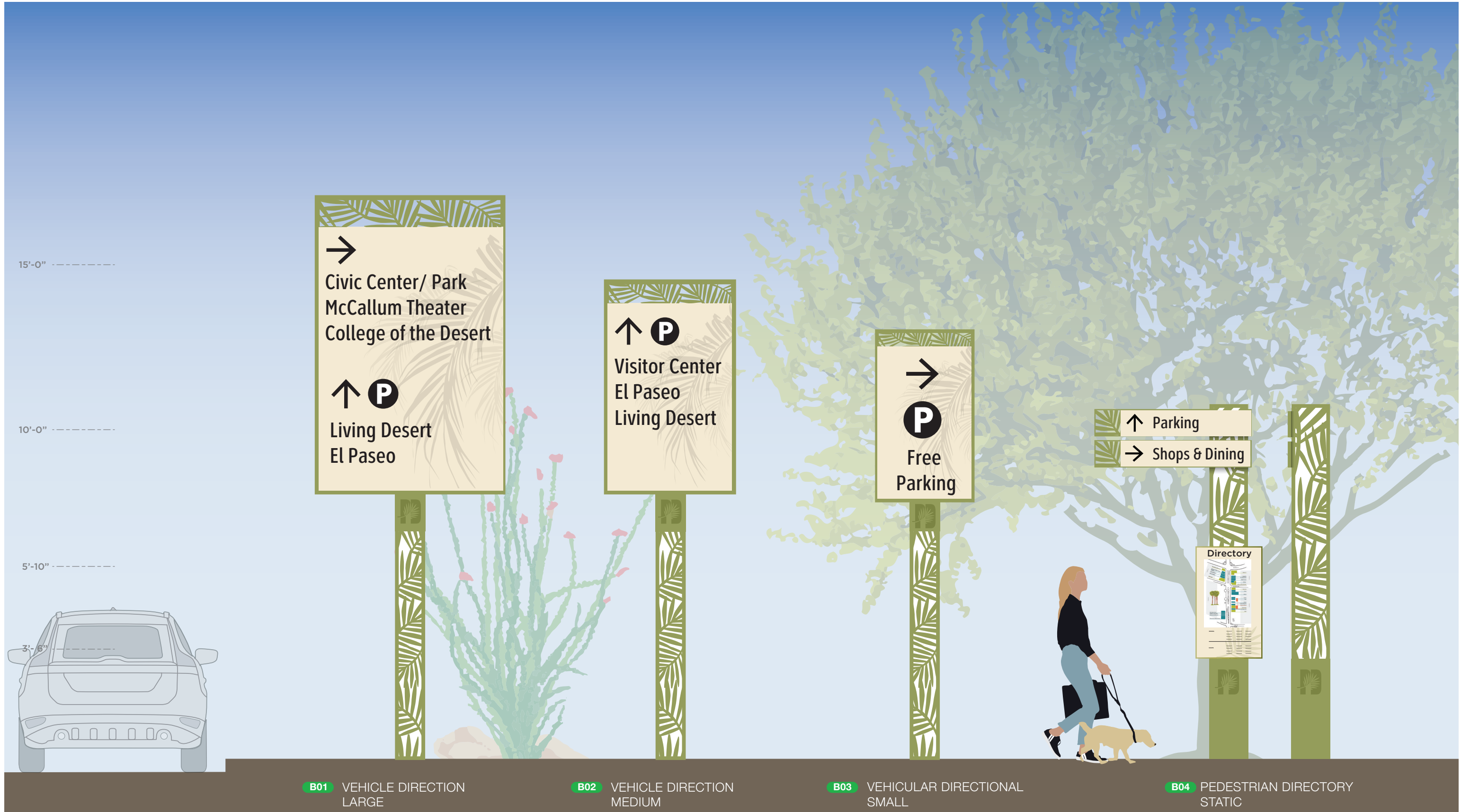
E03 PLACEMAKING

# CONCEPT 1 MOOD BOARD





# CONCEPT 1A DESIGN

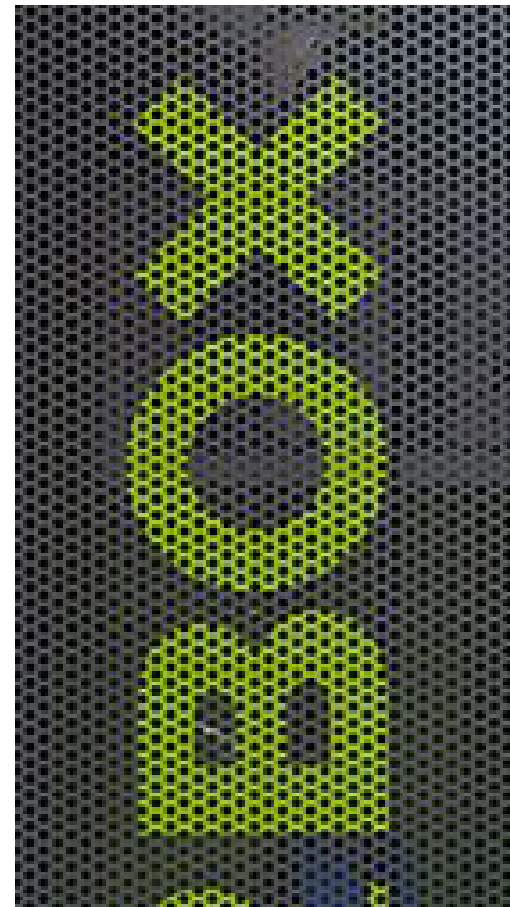




# CONCEPT 1B DESIGN

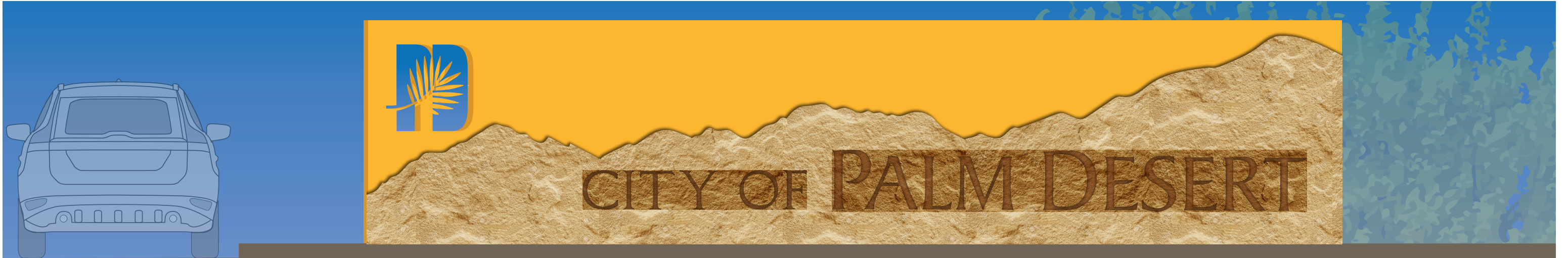


# CONCEPT 2 MOOD BOARD

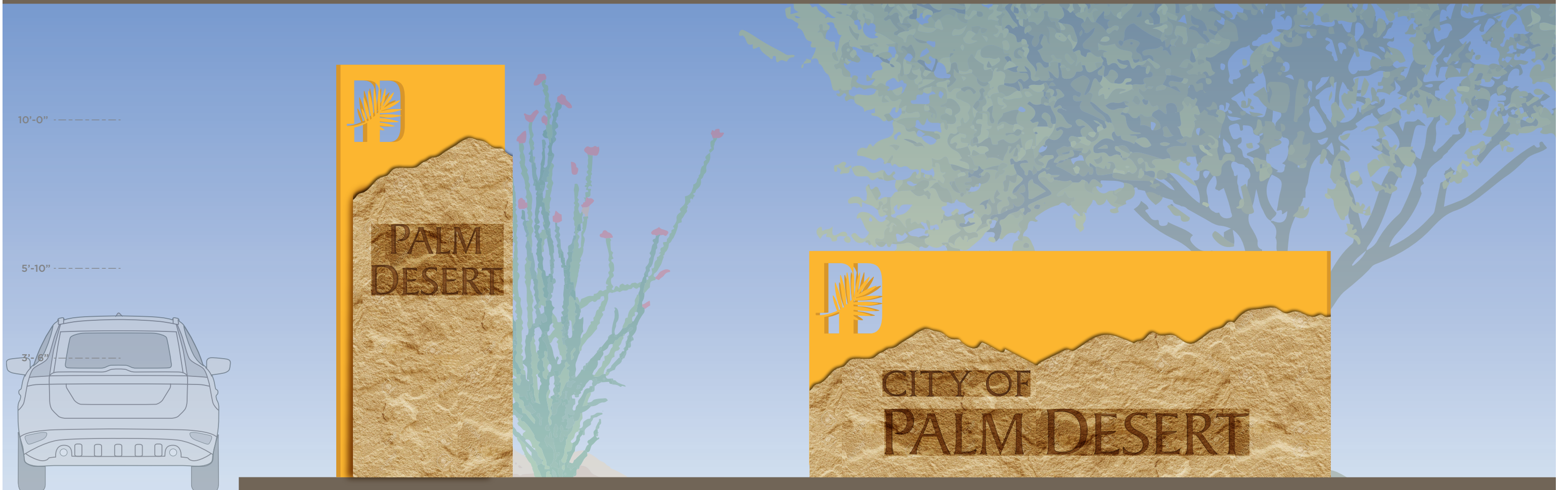




# CONCEPT 2 DESIGN



**A01** GATEWAY MONUMENT  
LOCATION 1



**A02** GATEWAY MONUMENT  
LOCATION 2

**A03** GATEWAY MONUMENT  
LOCATION 3

# CONCEPT 2A DESIGN



**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

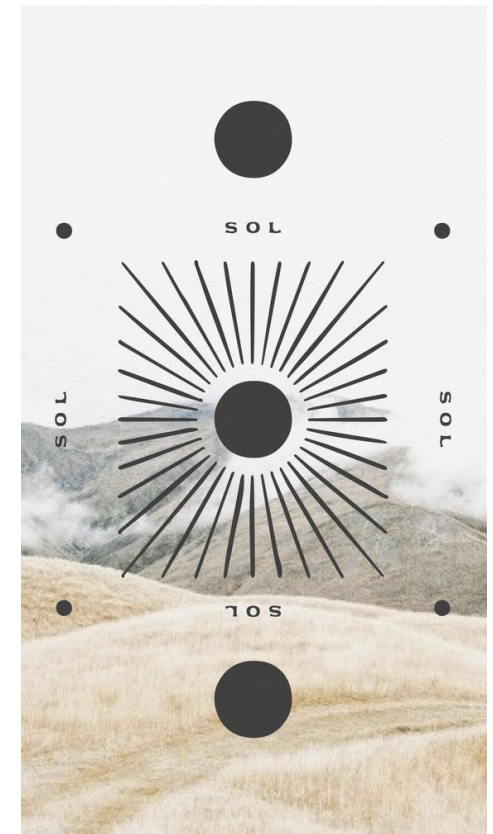
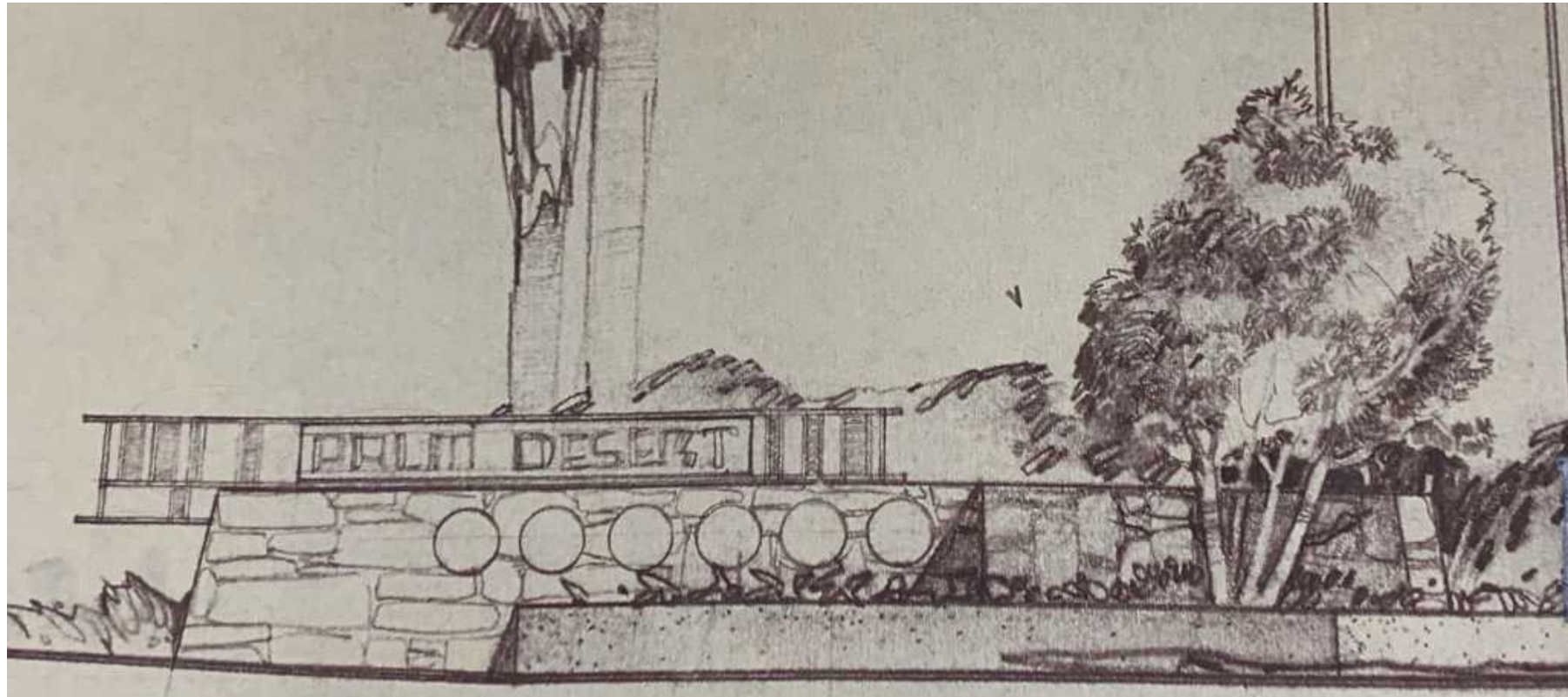
**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

# CONCEPT 2B DESIGN



# CONCEPT 3 MOOD BOARD



# CONCEPT 3 DESIGN



# CONCEPT 3 DESIGN



**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

# 3 Placemaking



**A02** GATEWAY MONUMENT  
LOCATION 2



**CONCEPT** PLACEMAKING OPPORTUNITIES



**Selbert  
Perkins  
Design.**

# 4 Appendix

# CONCEPT MONUMENT SIGN SUMMARY



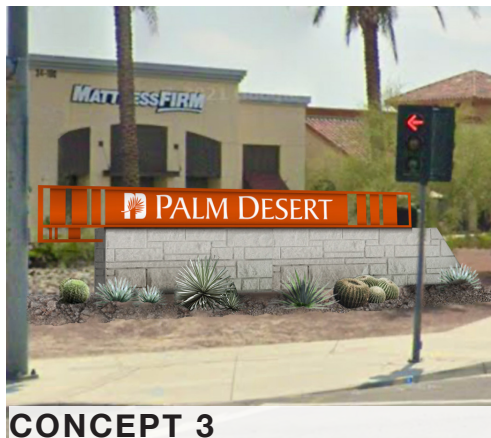
CONCEPT 1A



CONCEPT 1B



CONCEPT 2



CONCEPT 3



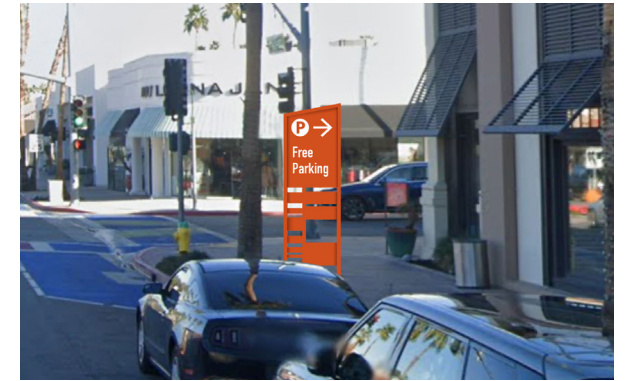
# CONCEPT WAYFINDING SIGN SUMMARY



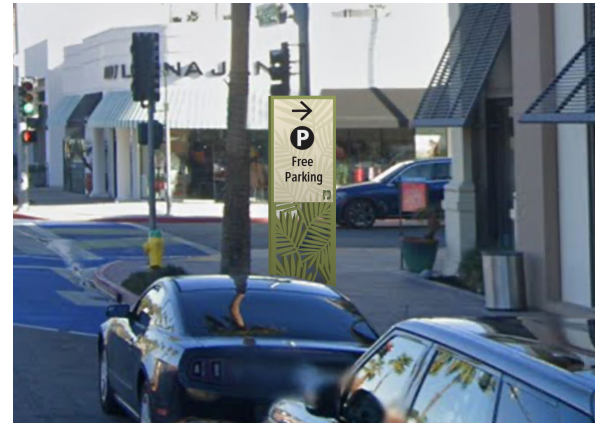
CONCEPT 1A



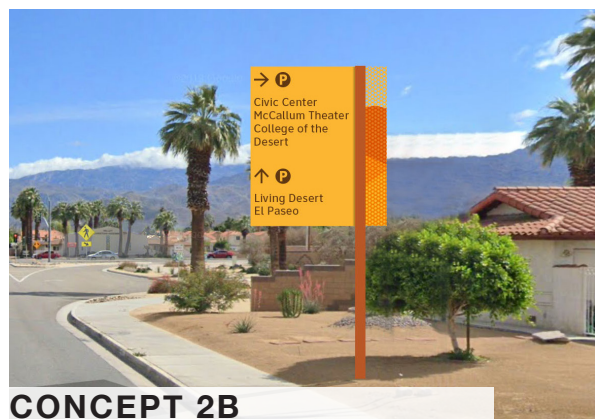
CONCEPT 3



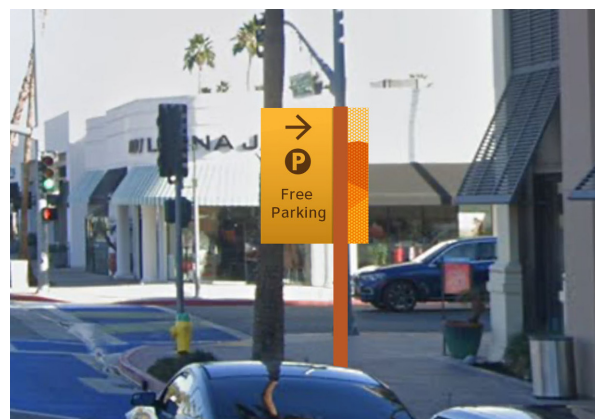
CONCEPT 1B



CONCEPT 2A



CONCEPT 2B

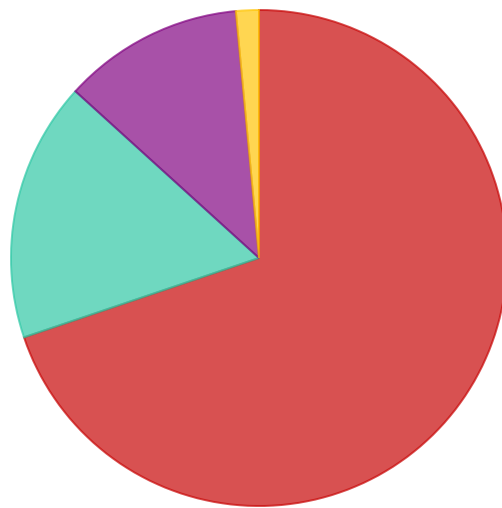




# Wayfinding & Monument Sign Designs

## Participant Information

### ○ How do you classify yourself in Palm Desert?



- Full-time Resident (live in Palm Desert more than 6 months annually)
- Local Visitor (live in Coachella Valley, but not in Palm Desert)
- Part-time Resident (live in Palm Desert less than 6 months annually)
- Other Visitor (live outside of Coachella Valley)

Answers	Count	Percentage
---------	-------	------------

Full-time Resident (live in Palm Desert more than 6 months annually)	421	69.82%
--	-----	--------

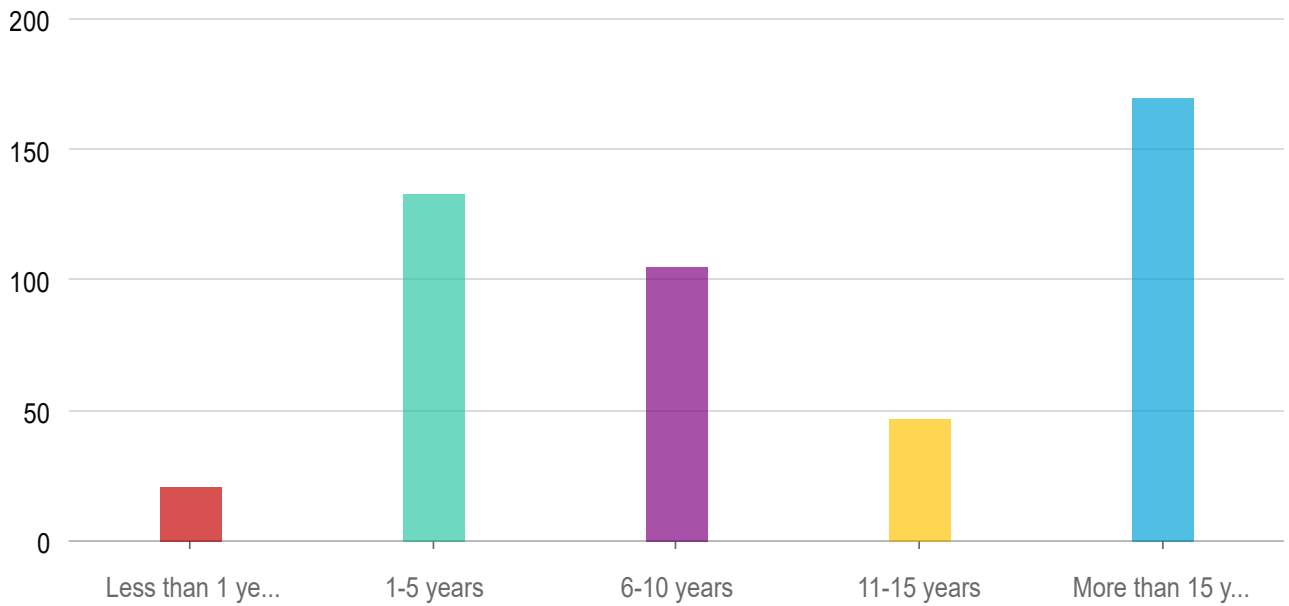
Local Visitor (live in Coachella Valley, but not in Palm Desert)	102	16.92%
--	-----	--------

Part-time Resident (live in Palm Desert less than 6 months annually)	71	11.77%
--	----	--------

Other Visitor (live outside of Coachella Valley)	9	1.49%
--	---	-------

Answered: 603 Skipped: 0

### ○ If a resident, how long have you lived in Palm Desert?



**Answers**

**Count**

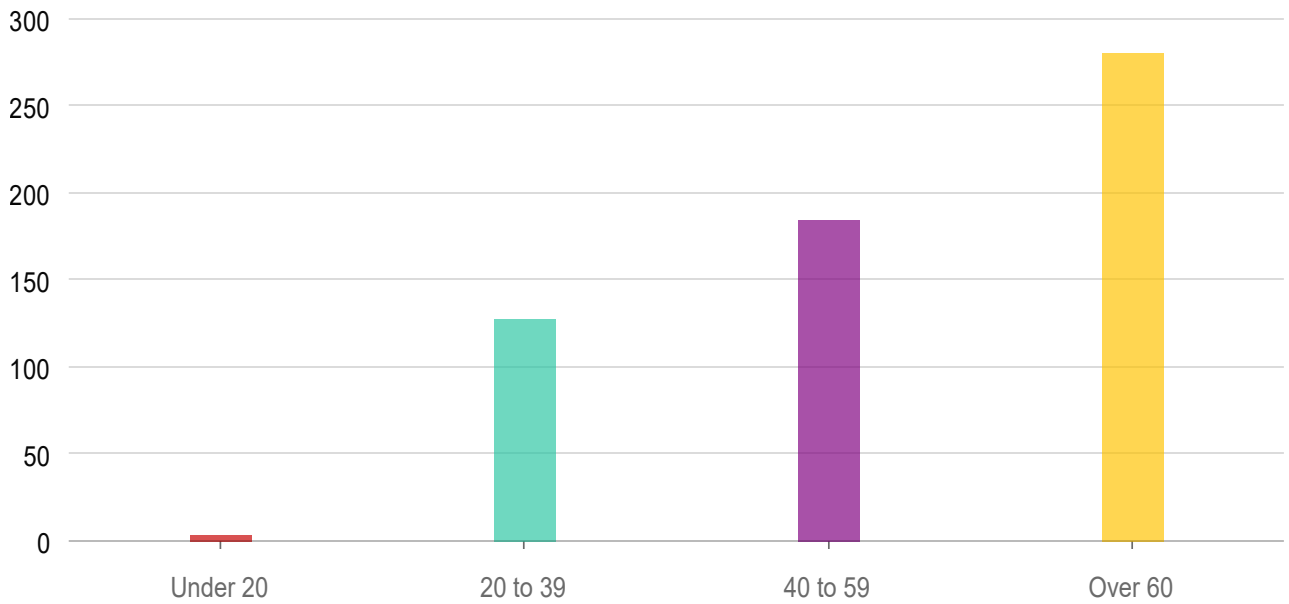
**Percentage**

Answers	Count	Percentage
Less than 1 year	21	3.48%
1-5 years	133	22.06%
6-10 years	105	17.41%
11-15 years	47	7.79%
More than 15 years	170	28.19%

Answered: 476 Skipped: 127

o **What is your age?**





**Answers**

**Count**

**Percentage**

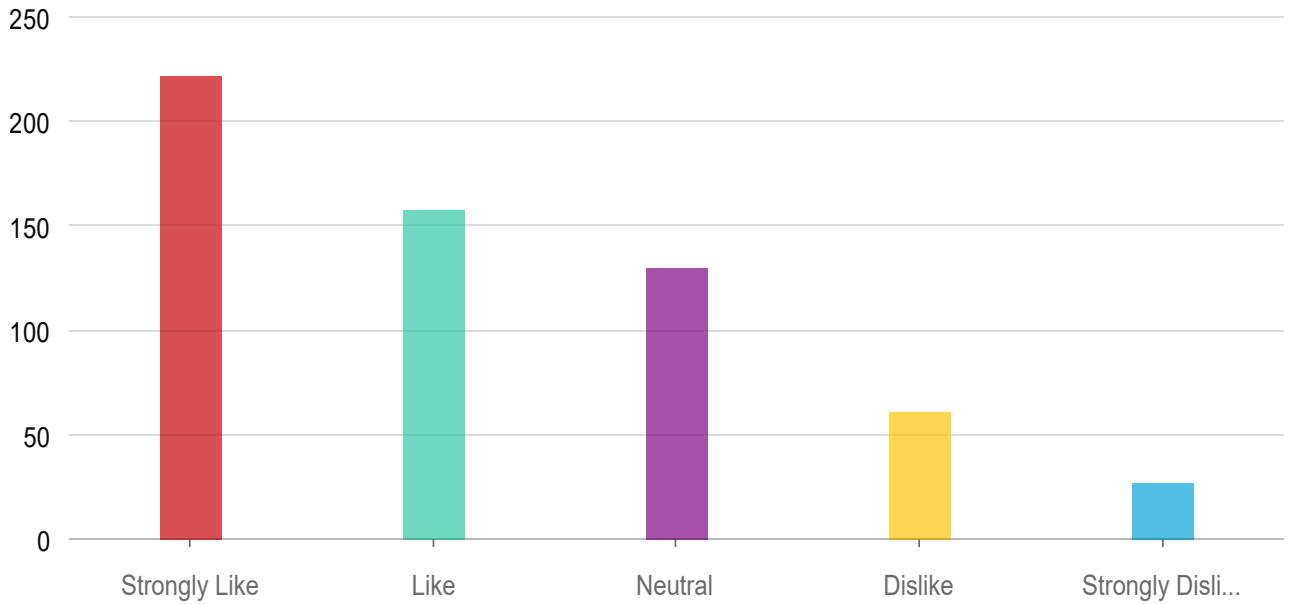
Answers	Count	Percentage
Under 20	4	0.66%
20 to 39	128	21.23%
40 to 59	185	30.68%
Over 60	281	46.6%

Answered: 598 Skipped: 5

**Monument Signs**

o What is your level of preference for this monument sign?





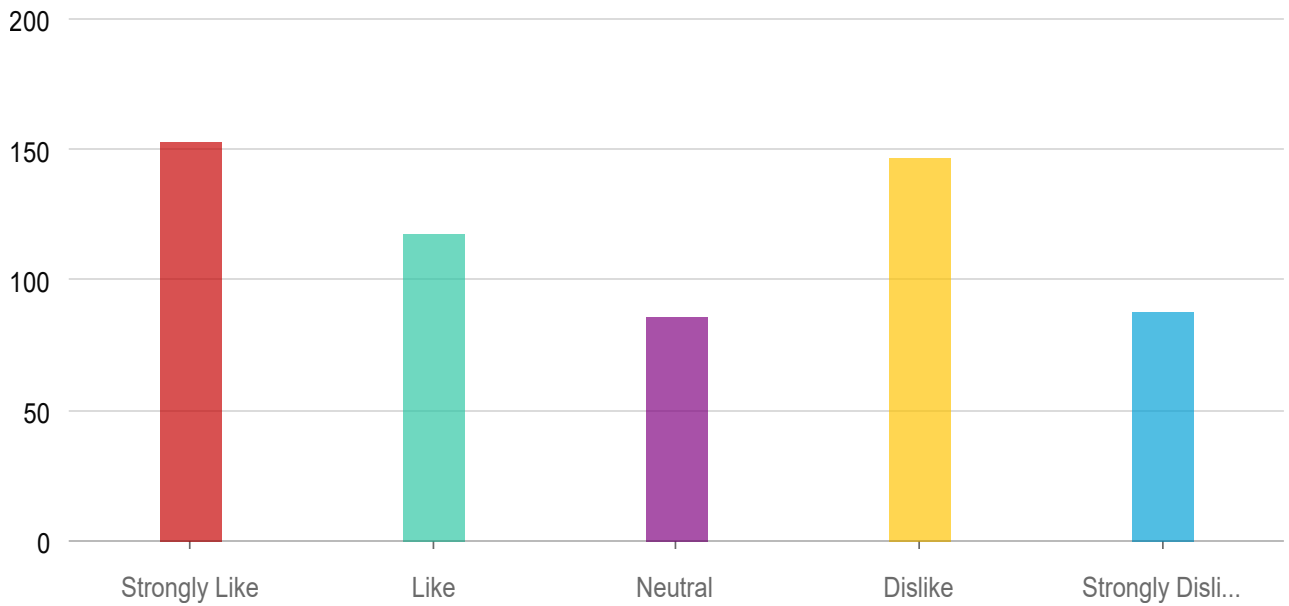
**Answers** **Count** **Percentage**

Answers	Count	Percentage
Strongly Like	222	36.82%
Like	158	26.2%
Neutral	130	21.56%
Dislike	61	10.12%
Strongly Dislike	27	4.48%

Answered: 598 Skipped: 5

o What is your level of preference for this monument sign?





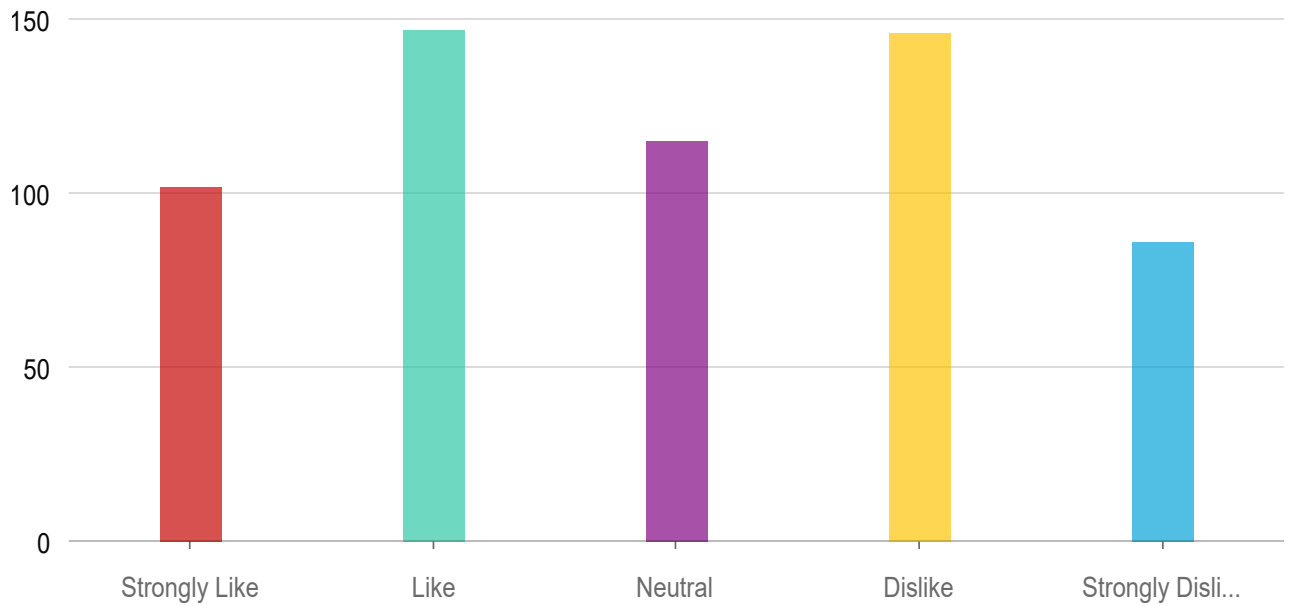
Answers	Count	Percentage
---------	-------	------------

Strongly Like	153	25.37%
Like	118	19.57%
Neutral	86	14.26%
Dislike	147	24.38%
Strongly Dislike	88	14.59%

Answered: 592 Skipped: 11

o What is your level of preference for this monument sign?





**Answers**

**Count**

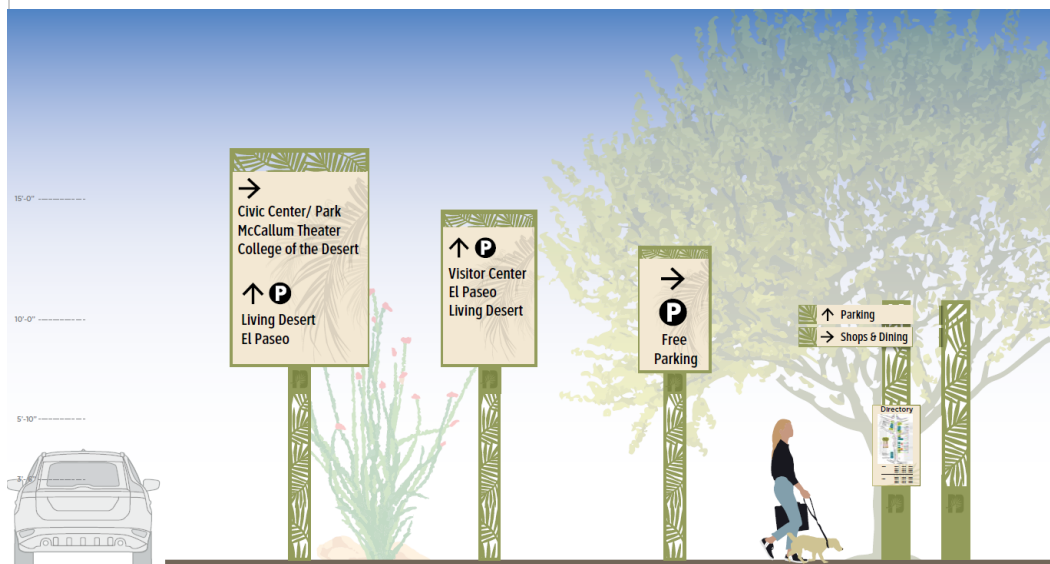
**Percentage**

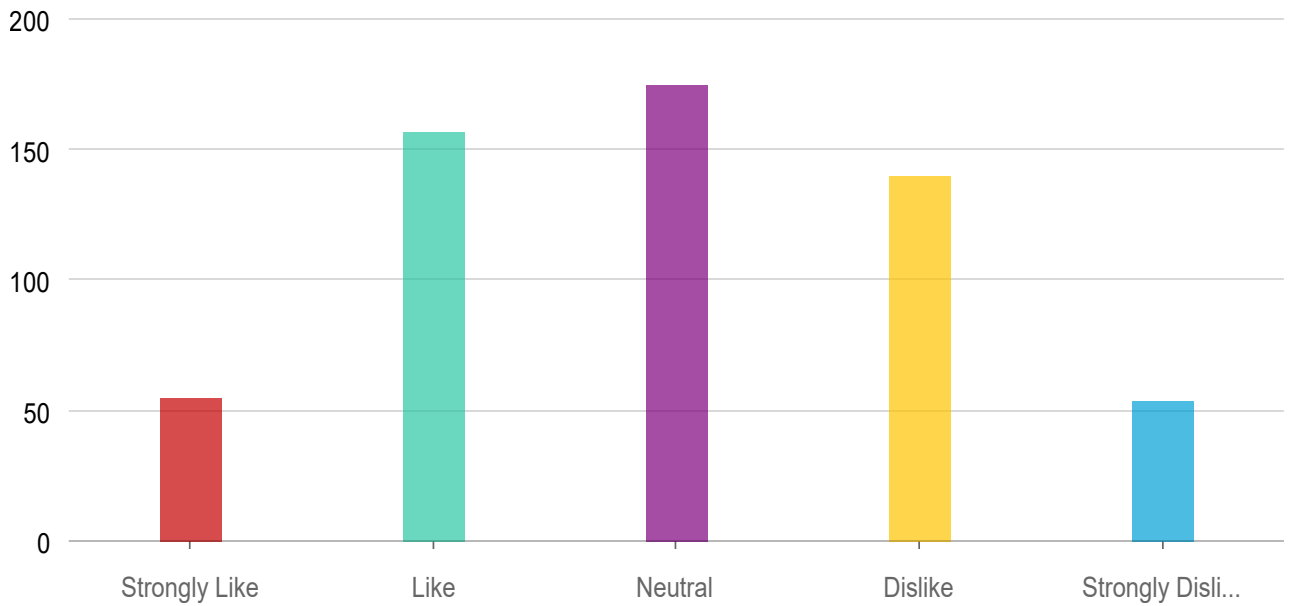
Answers	Count	Percentage
Strongly Like	102	16.92%
Like	147	24.38%
Neutral	115	19.07%
Dislike	146	24.21%
Strongly Dislike	86	14.26%

Answered: 596 Skipped: 7

**Wayfinding Signs**

○ What is your level of preference for these wayfinding signs?





**Answers**

**Count**

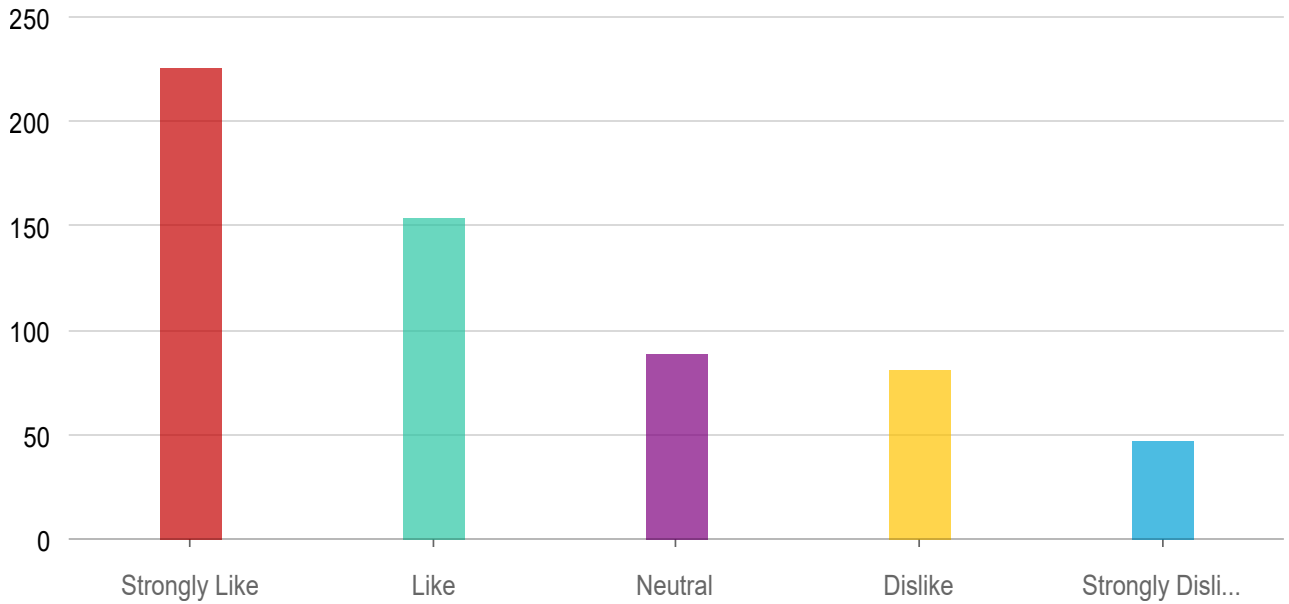
**Percentage**

Answers	Count	Percentage
Strongly Like	55	9.12%
Like	157	26.04%
Neutral	175	29.02%
Dislike	140	23.22%
Strongly Dislike	54	8.96%

Answered: 581 Skipped: 22

o What is your level of preference for these wayfinding signs?





**Answers**

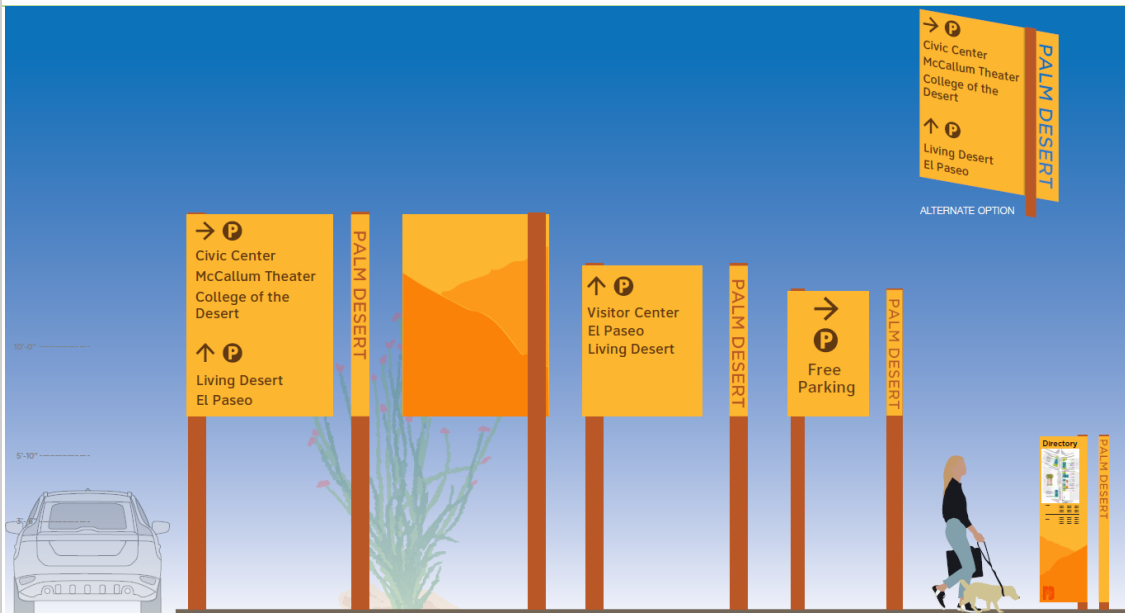
**Count**

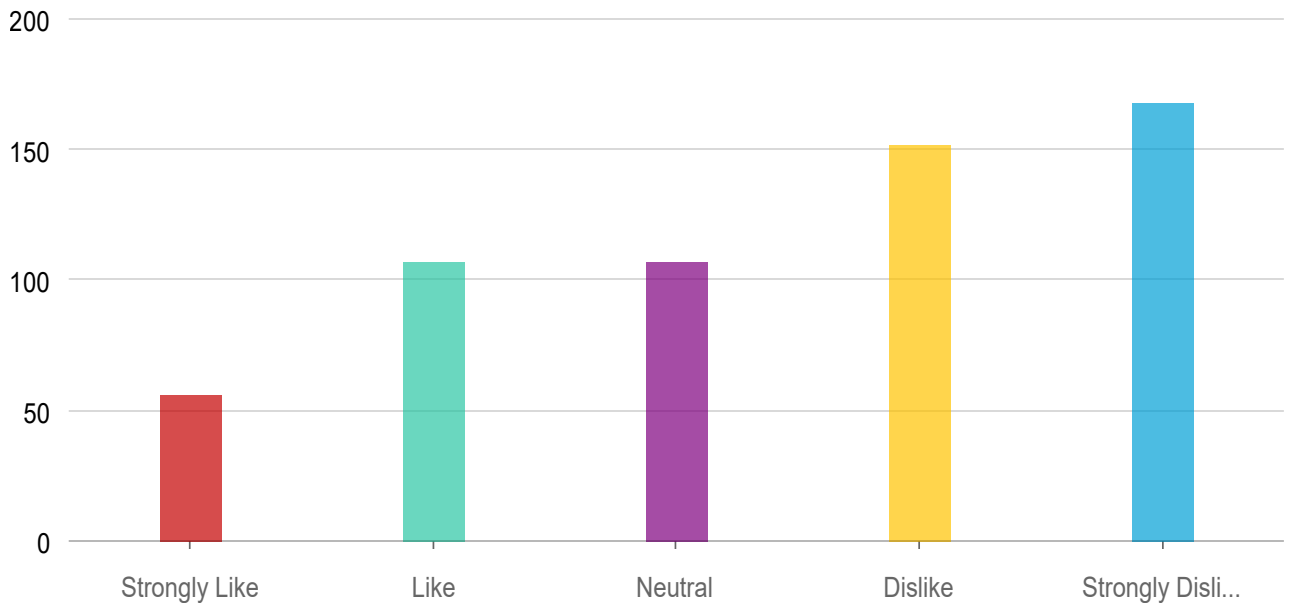
**Percentage**

Answers	Count	Percentage
Strongly Like	226	37.48%
Like	154	25.54%
Neutral	89	14.76%
Dislike	81	13.43%
Strongly Dislike	47	7.79%

Answered: 597 Skipped: 6

o What is your level of preference for these wayfinding signs?





Answers	Count	Percentage
---------	-------	------------

Strongly Like	56	9.29%
Like	107	17.74%
Neutral	107	17.74%
Dislike	152	25.21%
Strongly Dislike	168	27.86%

Answered: 590 Skipped: 13

### Comments

Do you have any additional comments?





**ARCHITECTURAL REVIEW COMMISSION  
CITY OF PALM DESERT  
REGULAR MEETING MINUTES**

January 28, 2025, 12:30 p.m.

Present: Commissioner James Blakeley, Commissioner Dean Wallace Colvard, Commissioner Nicholas Latkovic, Commissioner Michael McAuliffe, Commissioner Francisco Sanchez, Chair John Vuksic

Absent: Commissioner James McIntosh

Staff Present: Principal Planner Carlos Flores, Associate Planner Kenny Taylor, Recording Secretary Melinda Gonzalez

**1. CALL TO ORDER**

A Regular Meeting of the Architectural Review Commission was called to order by Chair Vuksic on January 28, 2025, at 12:30 p.m. in the Development Services Conference Room, City Hall, located at 73-510 Fred Waring Drive, Palm Desert, California.

*It should be noted that due to technical difficulties the Zoom option for this meeting was unavailable to the public until approximately 2:20 p.m. starting at item 7.b.2.*

**2. ROLL CALL**

**3. NON--AGENDA PUBLIC COMMENT**

Chair Vuksic opened and closed the public comment period for Non-Agenda public comment. No public comments were provided.

**4. CONSENT CALENDAR**

The Consent Calendar was approved as presented.

**Motion by:** Commissioner Colvard

**Seconded by:** Commissioner McAuliffe

**Motion Carried (6 to 0)**

**4.a APPROVAL OF MINUTES**

The Architectural Review Commission (ARC) regular meeting minutes of December 10, 2024, were approved as presented.

**Motion by:** Commissioner Colvard

**Seconded by:** Commissioner McAuliffe

**Motion Carried (6 to 0)**

**5. CONSENT ITEMS HELD OVER**

None

**6. ACTION CALENDAR**

**6.a CONSIDERATION OF DESIGN REVIEW FOR A FAÇADE MODIFICATION TO EXISTING STOREFRONT FOR O'REILLY AUTO PARTS LOCATED AT 72875 HIGHWAY 111. (CONTINUED FROM DECEMBER 10, 2024)**

Associate Planner, Kenny Taylor, narrated a PowerPoint presentation on the item and responded to Commission inquiries.

Chair Vuksic opened the public comment period. With no members of the public wishing to comment, Chair Vuksic closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

**Motion by:** Commissioner McAuliffe

**Seconded by:** Commissioner Blakeley

Motion carried to approve Case No. MISC24-0017 as presented, subject to the following conditions:

1. The "Red Powder Coat" shown on the northern and southern elevations shall be restricted to the proposed sign area.
2. The applicant shall apply for a separate sign permit prior to construction of O'Reilly signage onsite.

**Motion Carried (6 to 0)**

**6.b CONSIDERATION TO APPROVE A DESIGN REVIEW TO DEVELOP 146 DETACHED RESIDENTIAL UNITS WITHIN UNIVERSITY PARK (CONTINUED FROM DECEMBER 10, 2024)**

Commissioner Sanchez advised the need to recuse himself from the item as his firm is the Landscape Architect on record for the project and left the conference room.

Principal Planner, Carlos Flores, provided a brief introduction noting this item was continued by the ARC on December 10, 2024; subsequently the Applicant met with Commissioners Colvard and McAuliffe to go over comments provided by the Commission. Principal Planner Flores narrated a PowerPoint presentation on the item and responded to Commission inquiries. Efreem Joelson, Applicant Representative, Kevin Crook, Architect, and Jose Estrada, Landscape Architect, were present in person.

Chair Vuksic opened the public comment period and invited the applicant to speak. Efreem Joelson, Applicant Representative, Jose Estrada, Landscape Architect, and Kevin Crook, Architect, introduced themselves and answered questions from the Commission.

With no other members of the public wishing to comment, Chair Vuksic closed the public comment period. Discussion on the item ensued with Commissioners providing comments on the project.

**Motion by:** Chair Vuksic

**Seconded by:** Commissioner Colvard

Motion carried to approve Case No. MISC24-0049 as presented, subject to the following condition:

1. Windows located on front elevations that are not already recessed shall be recessed by installing 2" x 8" walls, with exception to instances where there are strong architectural reasons which were discussed in the meeting. (e.g. where the siding is next to the window)

RECUSED (1): Commissioner Sanchez

**Motion Carried (5 to 0)**

Commissioner Sanchez returned to the meeting at the conclusion of this item.

## **7. REPORTS & REMARKS**

### **7.a ARCHITECTURAL REVIEW COMMISSIONERS**

None

### **7.b CITY STAFF**

#### **7.b.1 PROVIDE FEEDBACK ON NEW WAYFINDING SIGNS**

Principal Planner Flores briefly introduced the item, noting the City has hired a consultant, Selbert Perkins Design, to provide a design concept for new wayfinding signs for the City. City staff members, Erica Powell, Management Analyst, and Chris Gerry, Senior Project Manager, were present for this item. Brandon Reeves, Design Director with Selbert Perkins Design, narrated a presentation on the proposed new City wayfinding signs. Mr. Reeves reviewed the three design options under consideration, each of which included identity monuments signs, direction signs, and amenity signs. The following comments were provided regarding the design concepts:

1. Materials should be durable enough to withstand high winds experienced in certain areas of the City.
2. The pole style direction signs from options 1A and 1C do not stand out like the direction signs from option 1B which are more elegant and present like street art.
3. If option 1A is selected, be mindful of the image proportions and how they overlap.
4. Mountain theme is very overused throughout the Coachella Valley.

5. Actual lighting versus relying on reflective material for illumination of signs in the nighttime is preferred.
6. Consider removing "City of" and having just "Palm Desert" on monument signs.
7. The smaller horizontal monument sign in option 1B may not be legible enough.
8. The Yellow color in option 1C is obtrusive and not used much in the City. The green color in option 1B is pleasant, soft and is similar to cactus color.
9. The palm frond logo on option 1A monument sign appears oddly placed; consider lightening the paint color of the palm frond.
10. At night the 1B option has great contrast, but the contrast of the palm fronds and details are lost in the daytime.
11. Option 1B may be high maintenance because of the cutout pattern which may collect debris.
12. Consideration will need to be given for option 1B signs that are in pedestrian locations as children may put their hands and items in the cutouts which could pose a safety concern.
13. Option 1C presents as a good compromise which compliments already existing signage for the City and introduces a new element to move forward in design. Consider changing the stone from emulating a mountain to regular stone shape. The vertical element on the monument sign adds a contemporary feel and the color reaching to the ground works well giving it a strong design.

The majority of Commissioners agreed they liked the stone monument signs concept of option 1A but preferred the non-pole design of the directional and amenity signs for option 1B. They discouraged the use of the pole sign designs or mountain themed design.

#### **7.b.2 PROVIDE FEEDBACK ON PROPOSED DESIGNS FOR FIRE STATIONS 33 AND 71**

Principal Planner Flores provided a brief introduction to the item, noting the City has hired consultant PBK to design two new Fire Stations for the City. City staff, Lucero Leyva, Senior Project Manager, and Fire Chief Mike Beverlin, were present for this item. Jaime Moreno, Architect for PBK, narrated a PowerPoint presentation.

Mr. Moreno presented elevations and details for Fire Station 33 first. The following comments were provided by Commissioners:

1. Consider a heavy metal frame for the proposed Gabion baskets to give it a better design.

2. Consider the continuation of the same type of architecture over the entry, the stepped slab element, instead of incorporating a new metal brow.
3. Revisit the use of an angled brow over windows when compared to straight angled brow used at entry.

Mr. Moreno presented elevations and details for Fire Station 71 second. Commissioners were pleased with the design concept for this station and did not offer design comments for consideration.

**7.c ATTENDANCE REPORT**

The attendance report was provided with the agenda materials. The Commission took no action on this item.

**8. ADJOURNMENT**

The Architectural Review Commission adjourned at 2:59 p.m.

Respectfully submitted,

---

Melinda Gonzalez, Executive Administrative Assistant  
Recording Secretary

ATTEST:

---

Carlos Flores, Principal Planner  
Secretary

APPROVED BY ARC: \_\_/\_\_/2025

FIND *your* HAPPY PACE



PALM DESERT  
CALIFORNIA

# City of Palm Desert Wayfinding Master Plan

*Signage & Wayfinding Concept Design*

January 28, 2025

Selbert  
Perkins  
Design.

# 1 Survey



**Following our analysis and survey findings, we crafted a S.W.O.T. report.**

### **Strengths**

- Consistent, branded signage.
- Signs are helpful.

### **Weaknesses**

- Messaging is inconsistent.
- Too many signs in some areas.
- Entry monuments are inconsistent.
- Lack of pedestrian signage in walkable areas.
- Existing signage blends in with environment.
- Existing signage not visible at night.

### **Opportunities**

- Include new and existing destinations.
- Develop branded signage that will appeal to visitors, residents and businesses.
- Use technology to enhance the wayfinding experience.

### **Threats**

- Some residents, visitors, businesses do not want to see signage change.
- Concerns why some businesses are included and not others.



## Signage and Wayfinding Recommendations

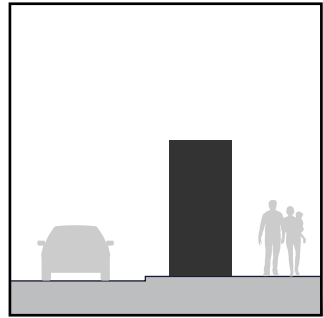
**Based on the analysis, community outreach survey, and S.W.O.T. Report, the following signage and wayfinding approaches are recommended for the City of Palm Desert:**

- **Develop a branded signage and wayfinding** system that will be visible day or night.
- Coordinate with City team to **develop consistent messaging** throughout sign system.
- **Create a streamlined sign location plan**, eliminating sign blight.
- **Add pedestrian level signage** in walkable areas.
- **Add new destinations** to wayfinding.
- **Design a versatile digital sign suitable for various events, or incorporate QR codes** into the proposed signage.

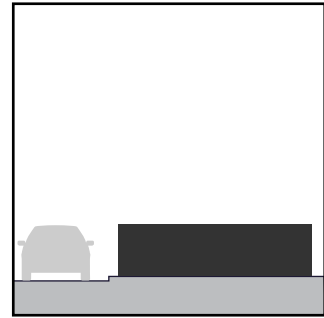
# 02 Concept Design

# Summary of Signs Proposed

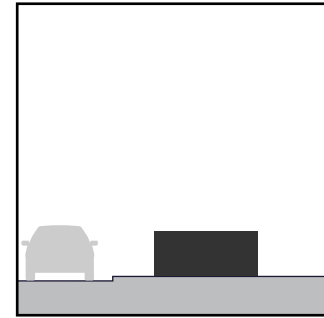
## IDENTITY



A01 GATEWAY MONUMENT

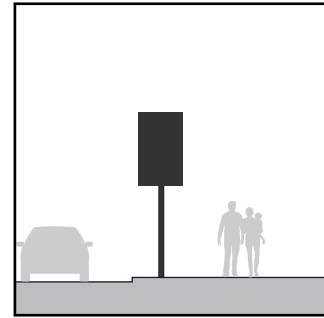


A02 GATEWAY MONUMENT

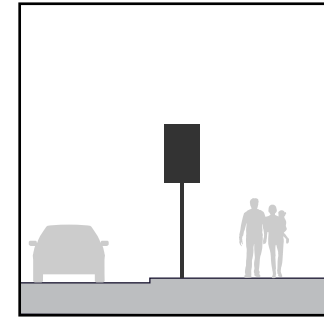


A03 GATEWAY MONUMENT

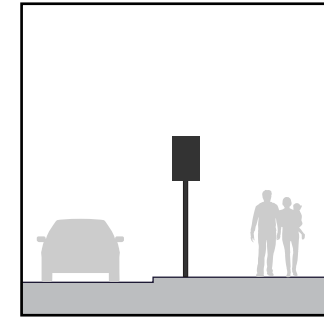
## DIRECTION



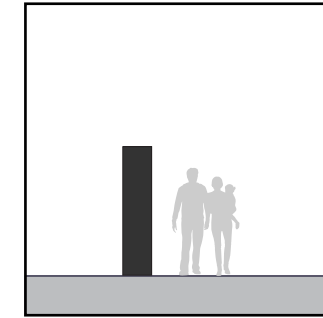
B01 VEHICLE DIRECTION LARGE



B02 VEHICLE DIRECTION MEDIUM

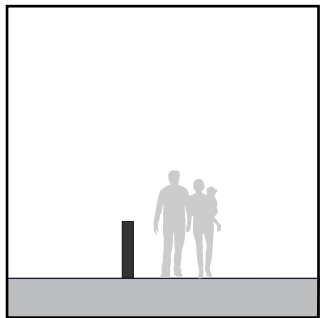


B03 VEHICLE DIRECTION SMALL

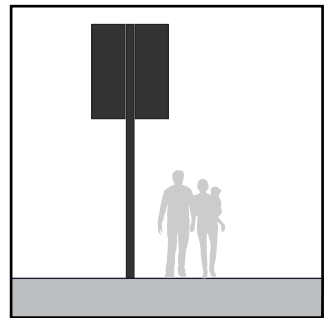


B04 PEDESTRIAN DIRECTION W/ MAP

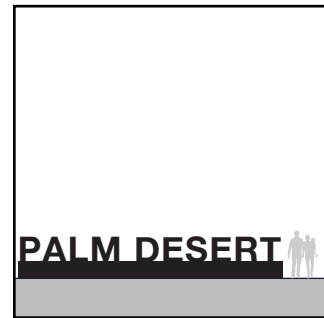
## AMENITY



E01 ART TOTEM - EXISTING

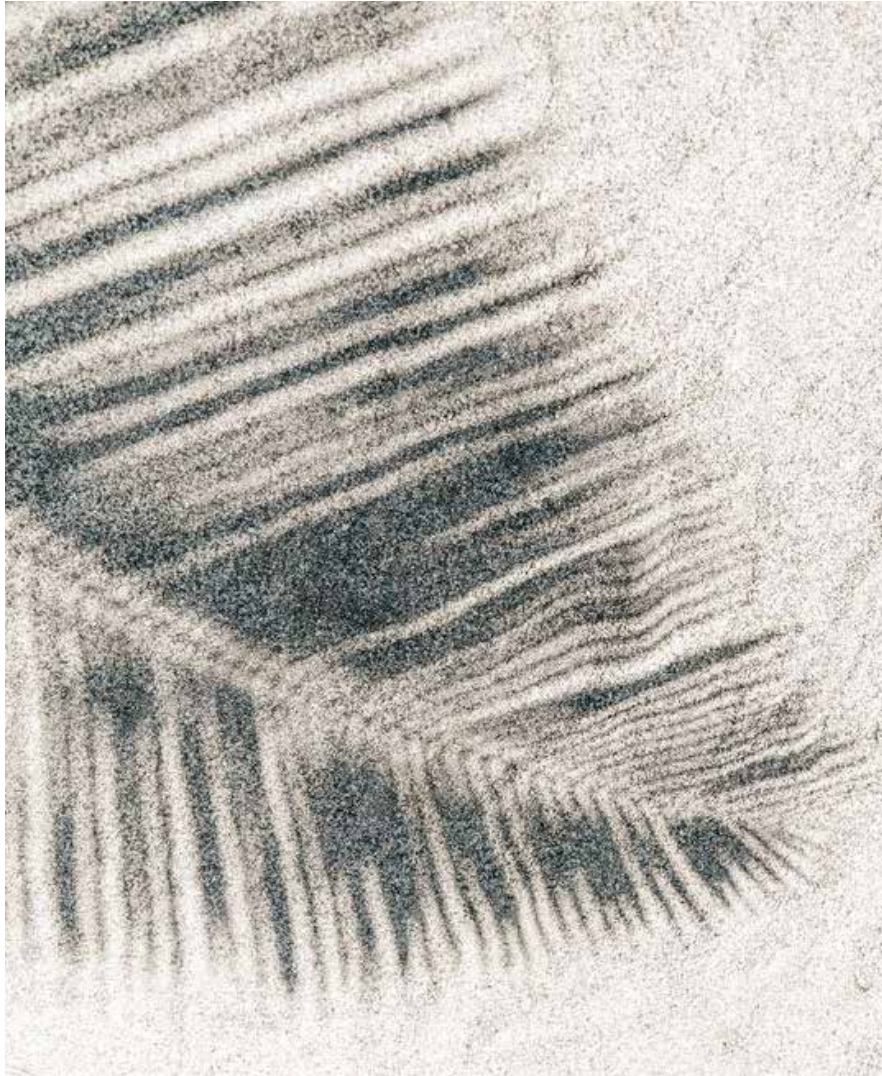


E02 BANNER



E03 PLACEMAKING

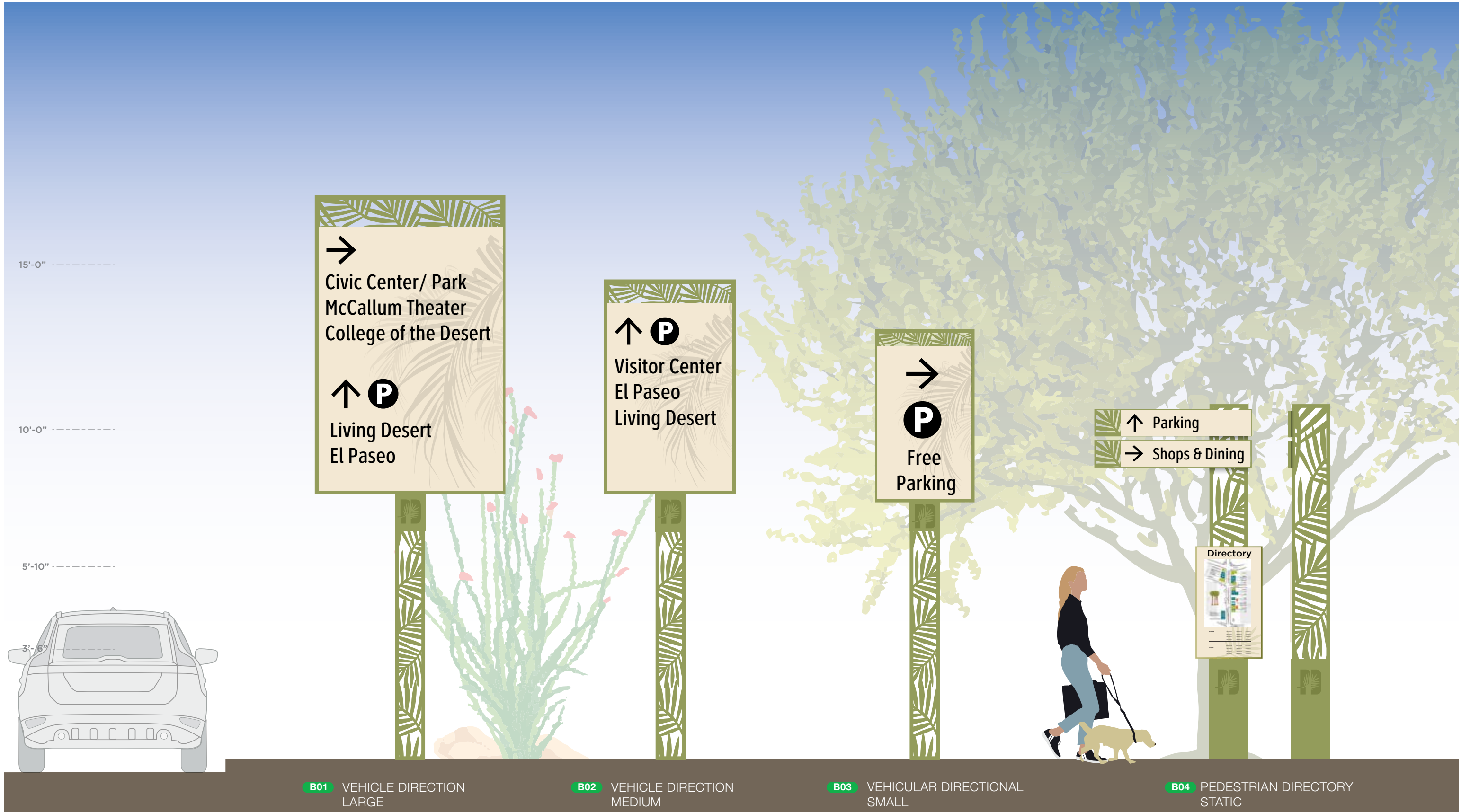
# CONCEPT 1 MOOD BOARD



# CONCEPT 1A DESIGN



# CONCEPT 1A DESIGN



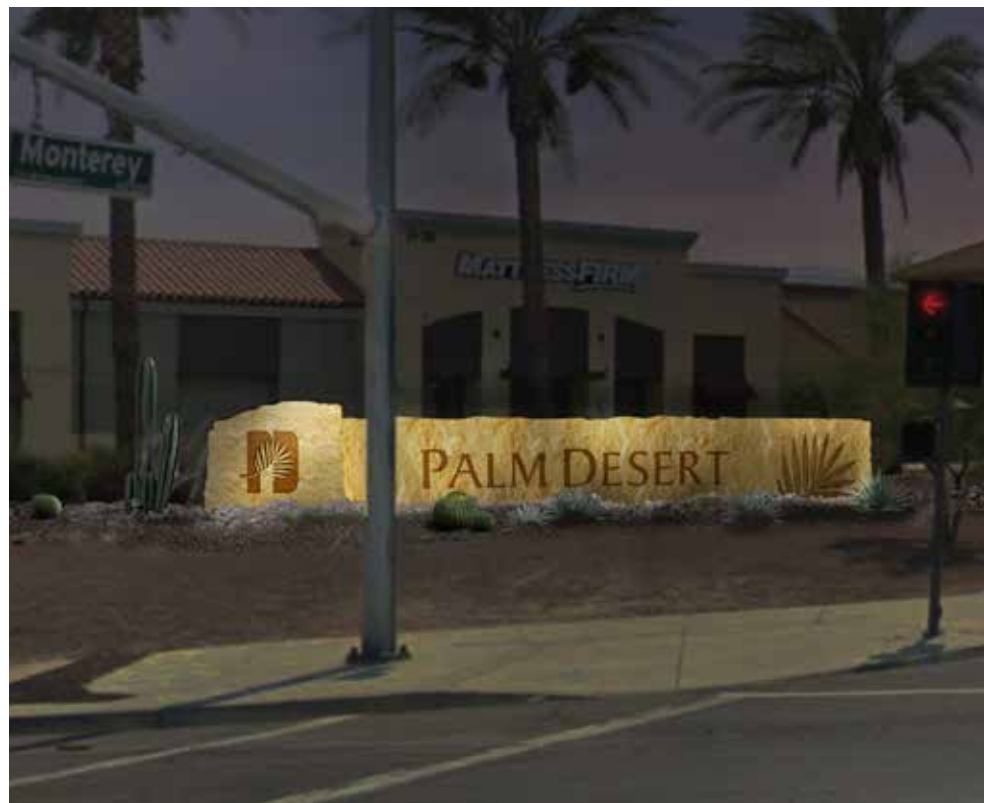
**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

# CONCEPT 1A DESIGN



# CONCEPT 1A DESIGN







# CONCEPT 1B DESIGN



**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

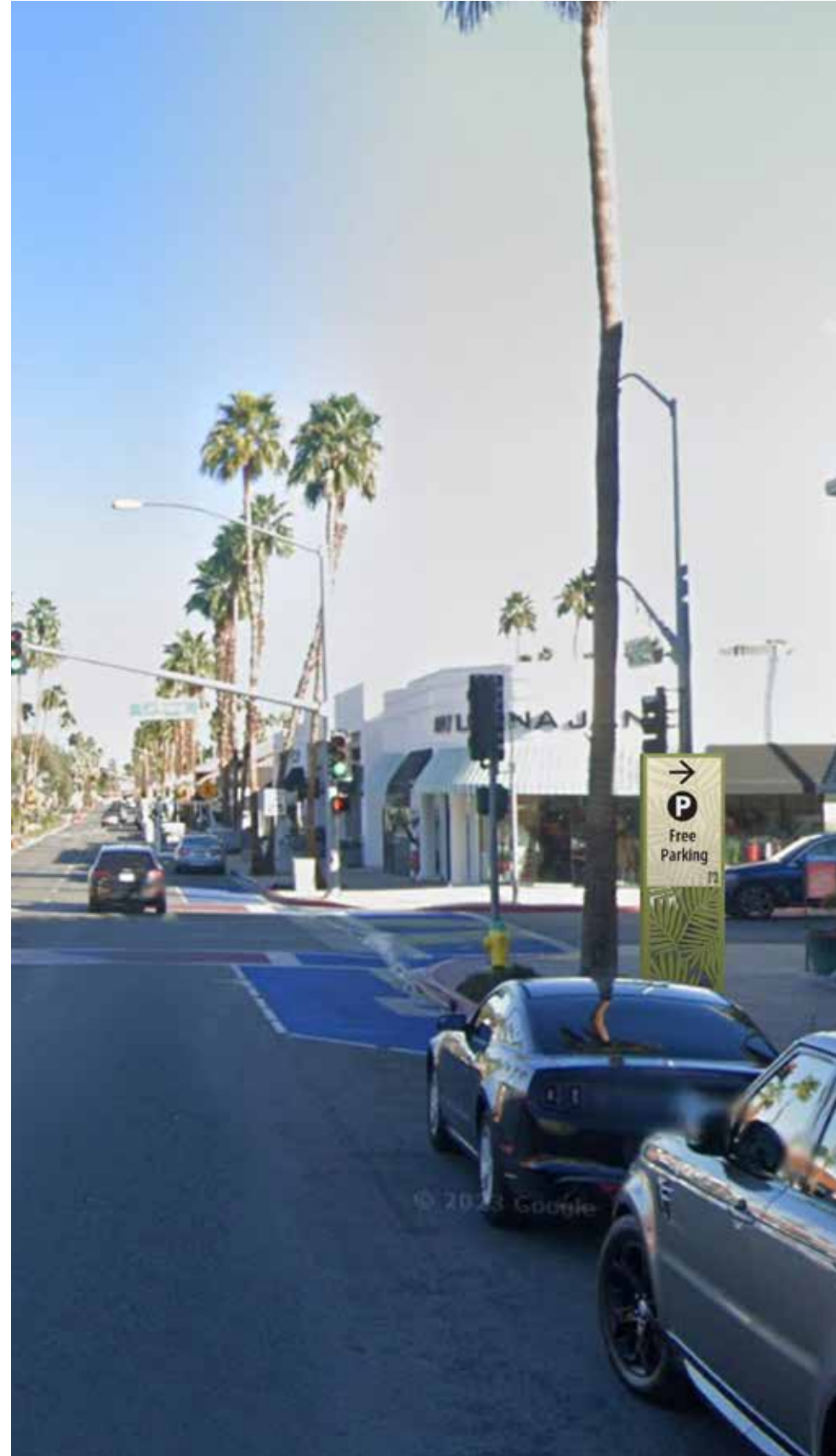
**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

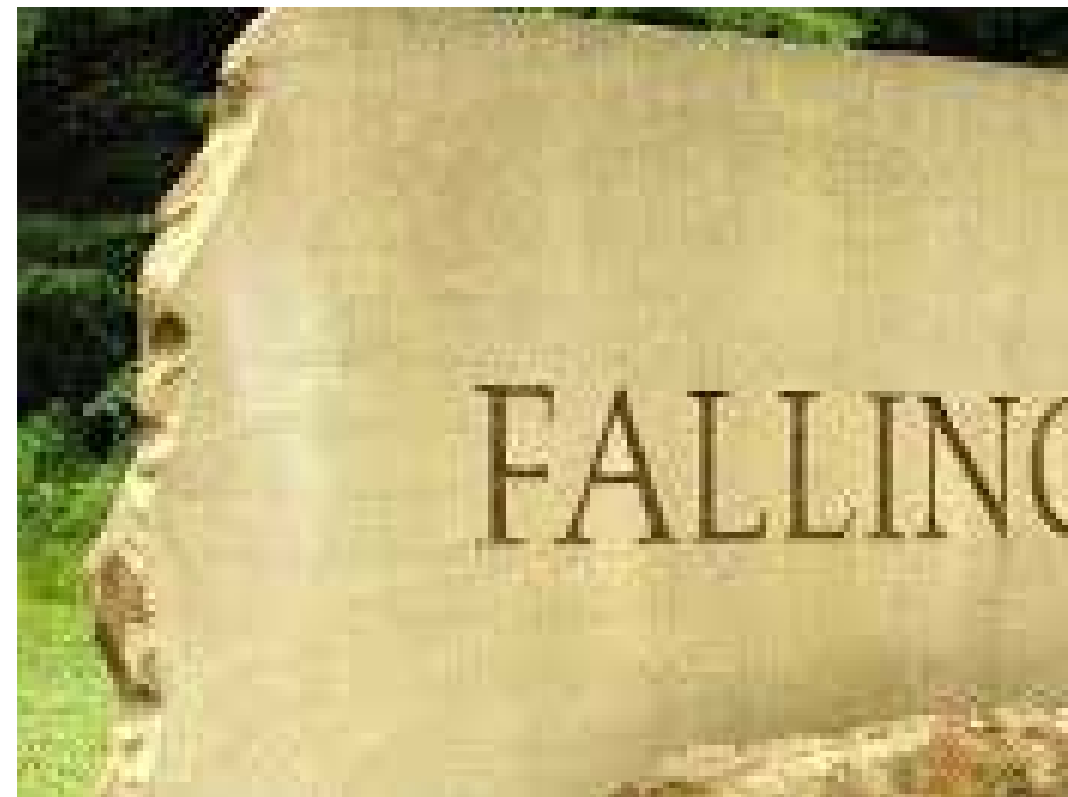
# CONCEPT 1B DESIGN



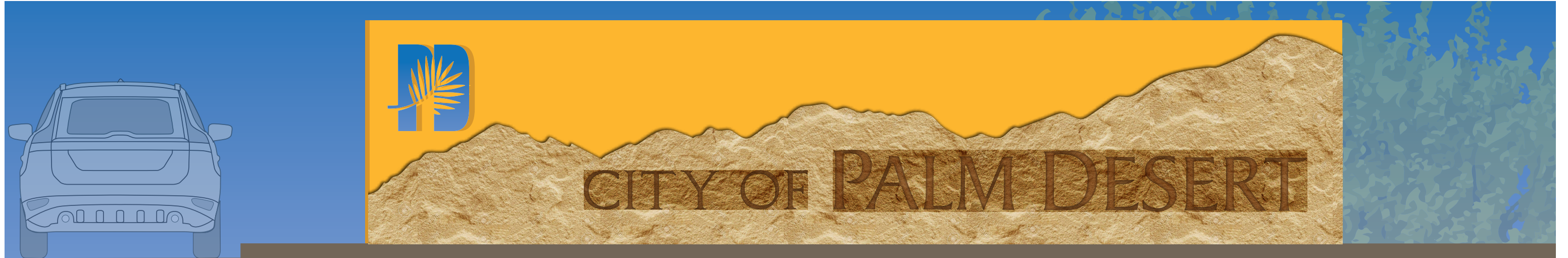
# CONCEPT 1B DESIGN



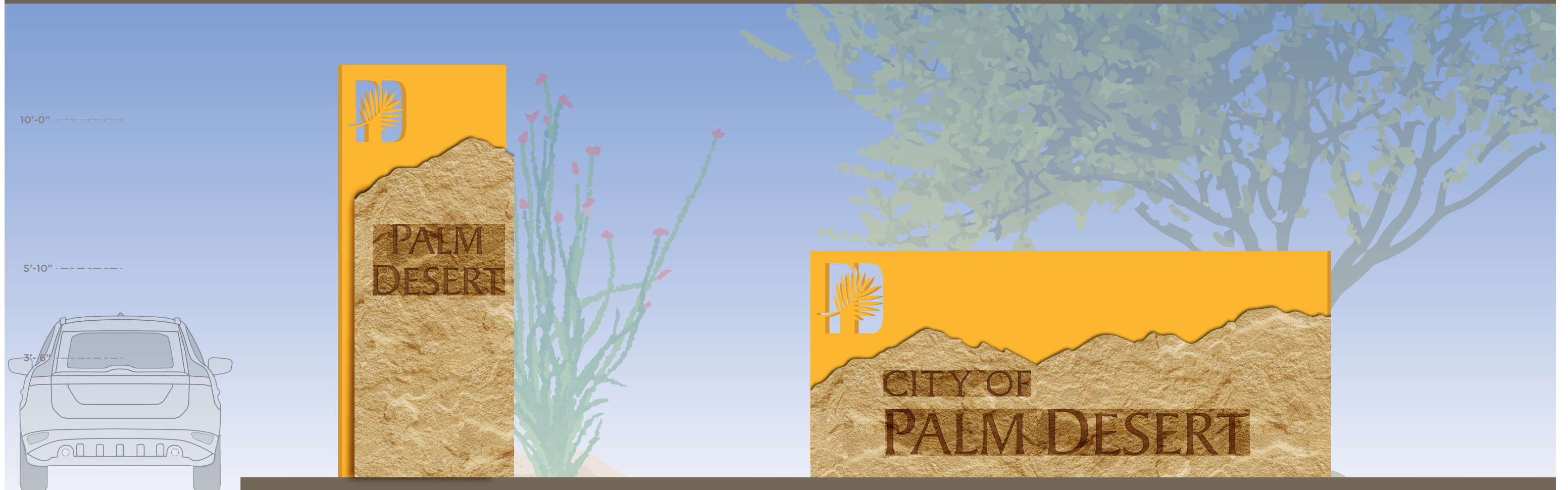
# CONCEPT 2 MOOD BOARD



# CONCEPT 2 DESIGN



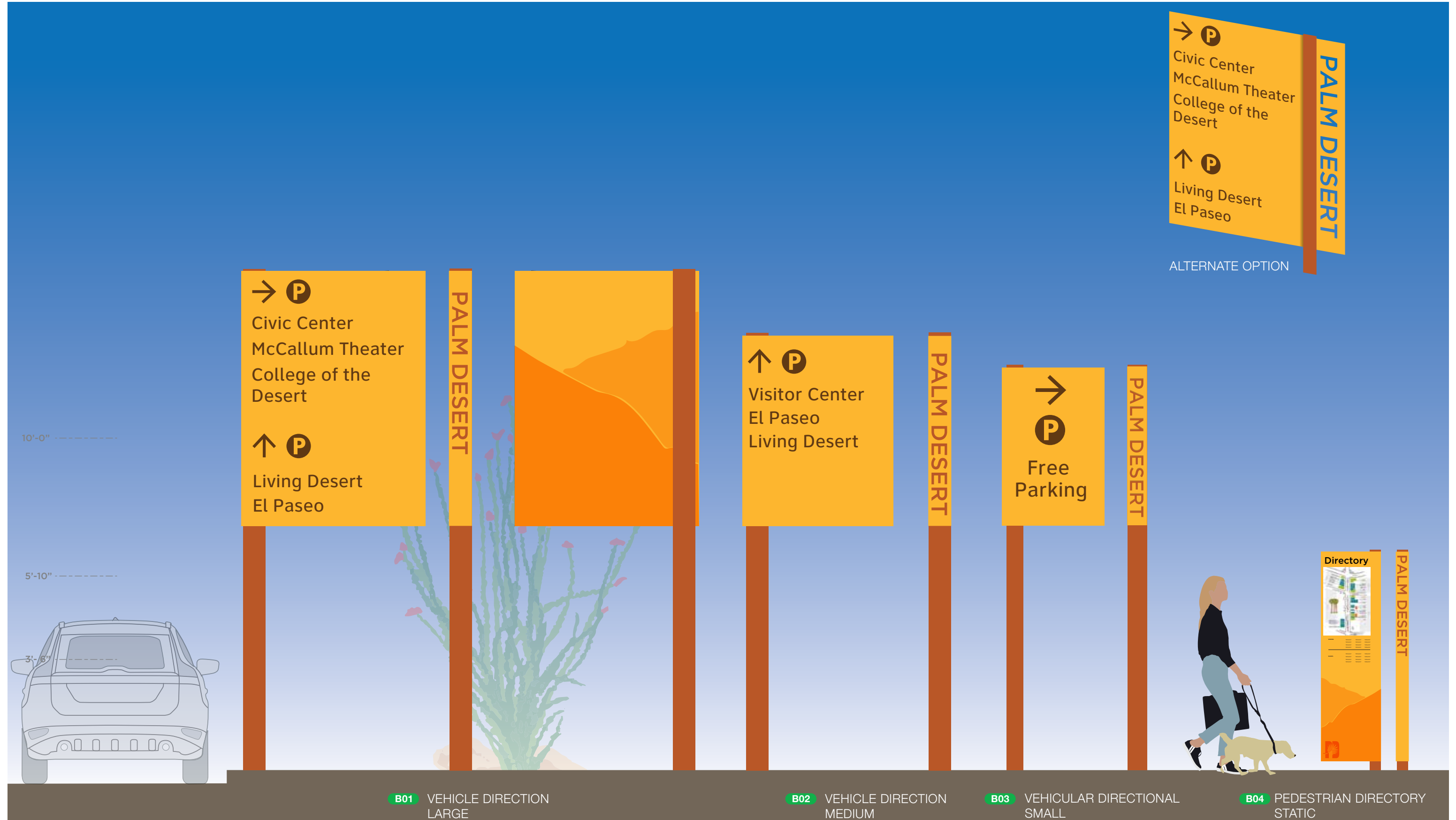
**A01** GATEWAY MONUMENT  
LOCATION 1



**A02** GATEWAY MONUMENT  
LOCATION 2

**A03** GATEWAY MONUMENT  
LOCATION 3

# CONCEPT 2 DESIGN



**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

# CONCEPT 2 DESIGN





# CONCEPT 2 DESIGN



**Selbert  
Perkins  
Design.**

# 4 Appendix

# CONCEPT MONUMENT SIGN SUMMARY



CONCEPT 1A



CONCEPT 1B



CONCEPT 2



# CONCEPT WAYFINDING SIGN SUMMARY



CONCEPT 1A



CONCEPT 1B



CONCEPT 2



# 5 Survey



## Digital Survey

Centered on distributing the survey widely across the community, the City prioritized obtaining a broad understanding of wayfinding needs, rather than focusing solely on specific industries. This inclusive approach ensured a comprehensive assessment of navigation requirements throughout Palm Desert. With **72 responses received**, reflecting diverse perspectives, participants' input will play a crucial role in shaping the future of Palm Desert's wayfinding sign program.

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## New Citywide Sign Program

The City of Palm Desert invites you to participate in a survey to enhance our citywide wayfinding sign program. We need your input!

Our aim is to elevate the identity of Palm Desert, simplify navigation to popular destinations, and provide vital civic information to residents, visitors, and businesses.

Your opinion is important to us as we shape the future of Palm Desert. Thank you for taking the time to participate in this survey.



### How do you classify yourself in Palm Desert?

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- Part-time Resident (live in Palm Desert less than 6 months annually)
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- Other Visitor (live outside of Coachella Valley)

### What is your age?

- Under 20
- 20 to 39
- 40 to 59
- Over 60

### Do you find the current wayfinding signs useful and accessible?

- Yes
- No



# Survey

Rank these 10 destinations of community importance in Palm Desert, with 1 being the most significant.

- Desert Willow Golf Resort
- El Paseo
- Chamber of Commerce / Artist Center at the Galen
- McCallum Theatre
- CSU - Palm Desert Campus
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- Cap Homme / Ralph Adams Park

Reset

Are there other destinations, parks or trails that should be mentioned?

1000

What wayfinding ideas would you find most helpful? Select your top 3.

- Web & Mobile App Directions
- Physical Maps/Guides
- City Gateways & Landmarks
- Signage to Parking
- Signage Identifying City Districts
- Vehicular Signage to Destinations
- Pedestrian Signage to Destinations
- Other

Do you believe technology (e.g., digital signs) should be used to enhance wayfinding in Palm Desert?

- Yes
- No

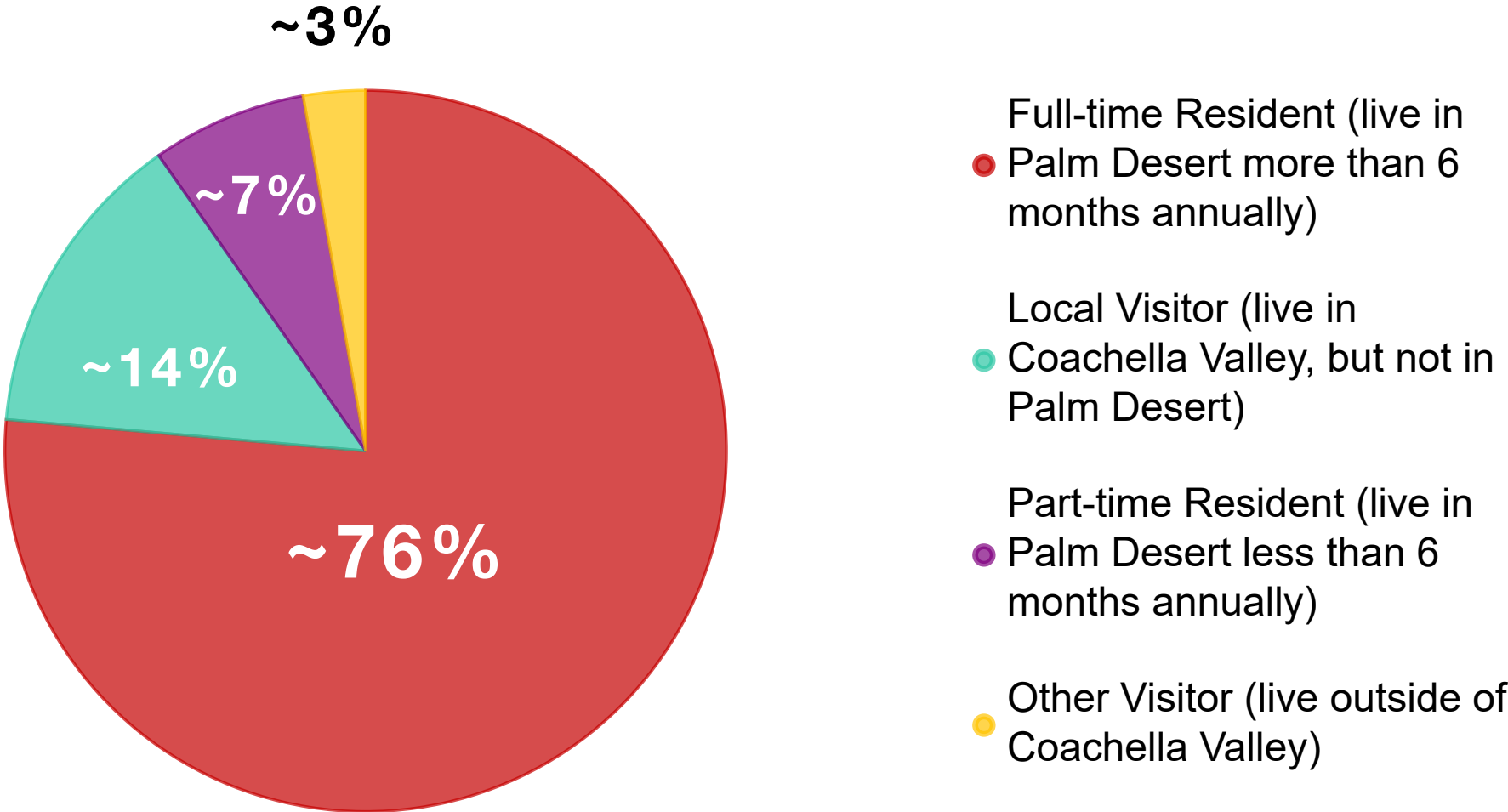
Do you have any further comments about wayfinding in Palm Desert?

1000

Submit

# Survey Results

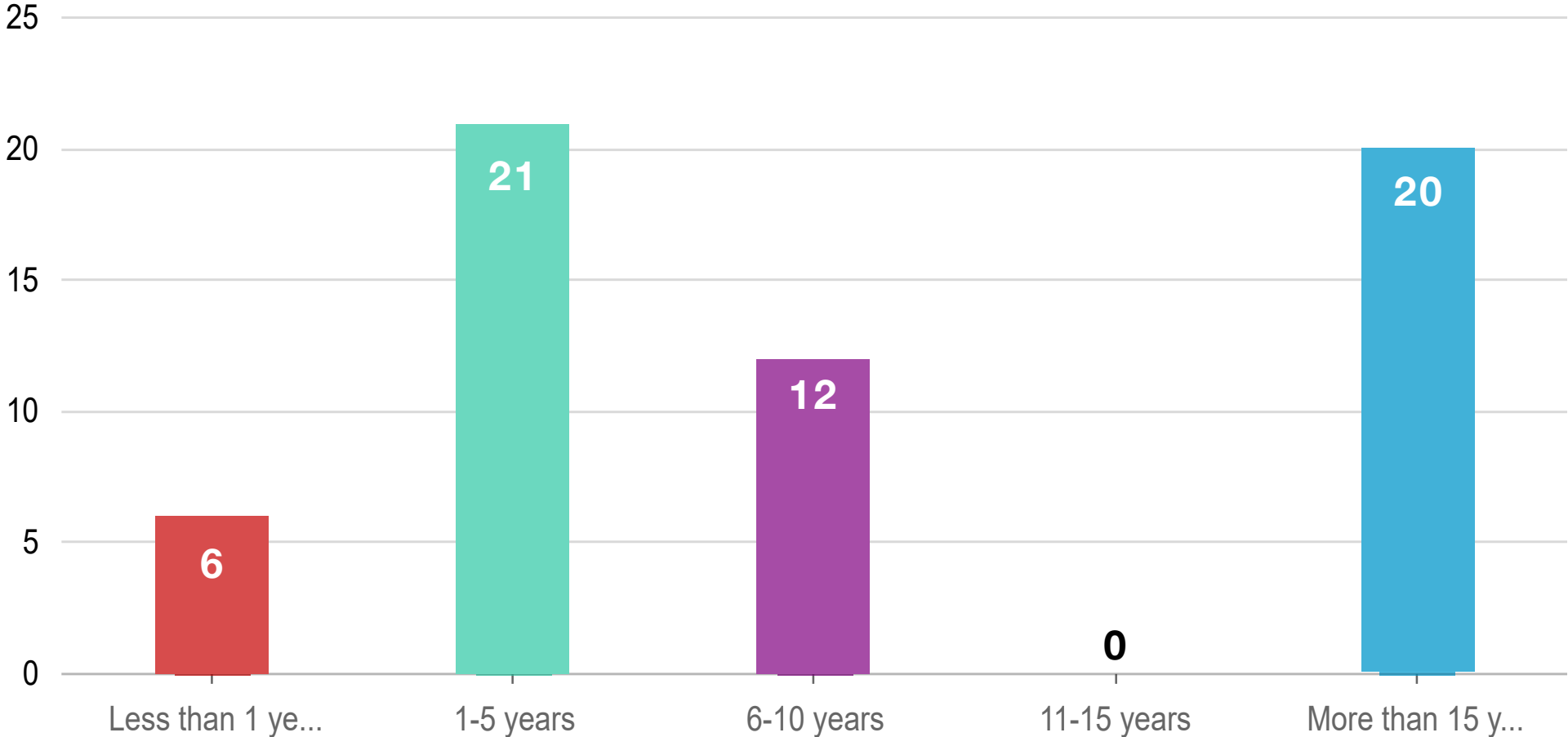
## How do you classify yourself in Palm Desert?



The majority, about 76% are full-time residents of Palm Desert.

# Survey Results

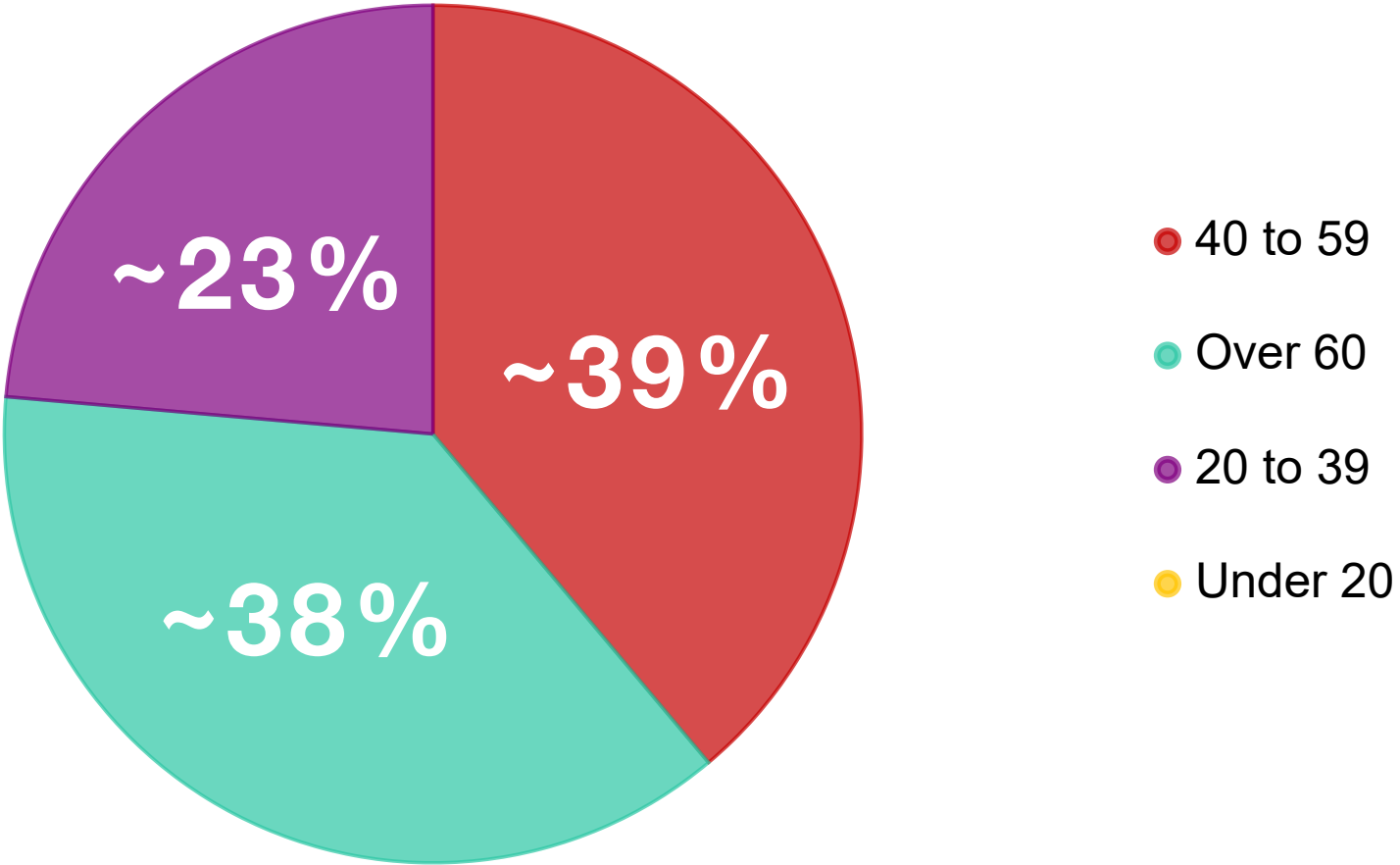
If a resident, how long have you lived in Palm Desert?



Of the 59 people who answered, 21 people have been residents of Palm Desert between 1-5 years.

**Survey** Results

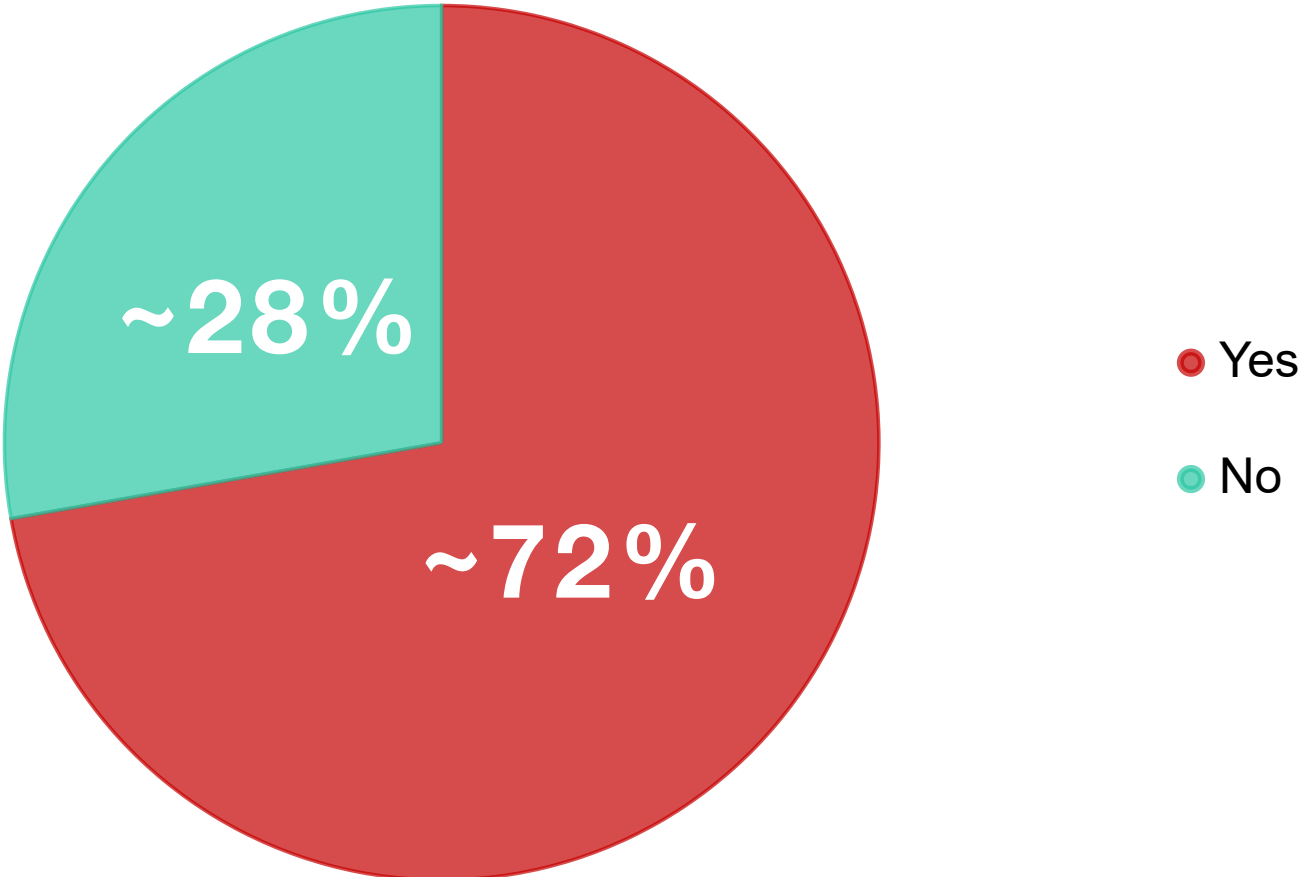
What is your age?



Of the 72 people who answered, **about 39%** are between 40 and 59 years of age.

**Survey** Results

Do you find the current wayfinding signs useful and accessible?



Of the 72 people who answered, **about 72%** say the current wayfinding signs are useful and accessible.

**Survey** Results

If yes, explain why:



Of those who answered 'Yes', they mentioned the current wayfinding signs are **easy, helpful, and visible**.

**Survey** Results

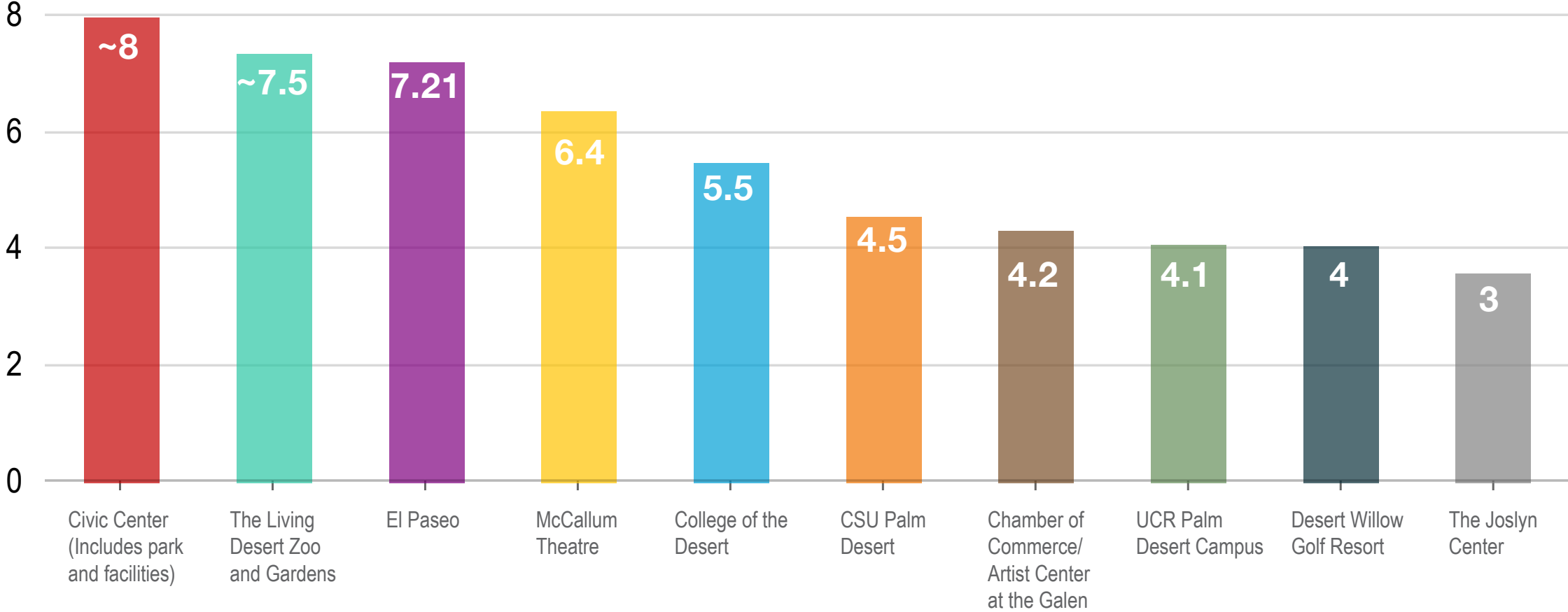
If no, explain why:

Don't need them  
Needs to be reflective at night  
more colors  
words too close together  
Use phone  
invisible hard to see  
blend in with environment  
Not visible at night

Of those who answered 'No', they mentioned the current wayfinding signs are hard to see, need to be more colorful, and messaging is too condensed.

# Survey Results

Rank these 10 destinations of community importance in Palm Desert, with 1 being the most significant.

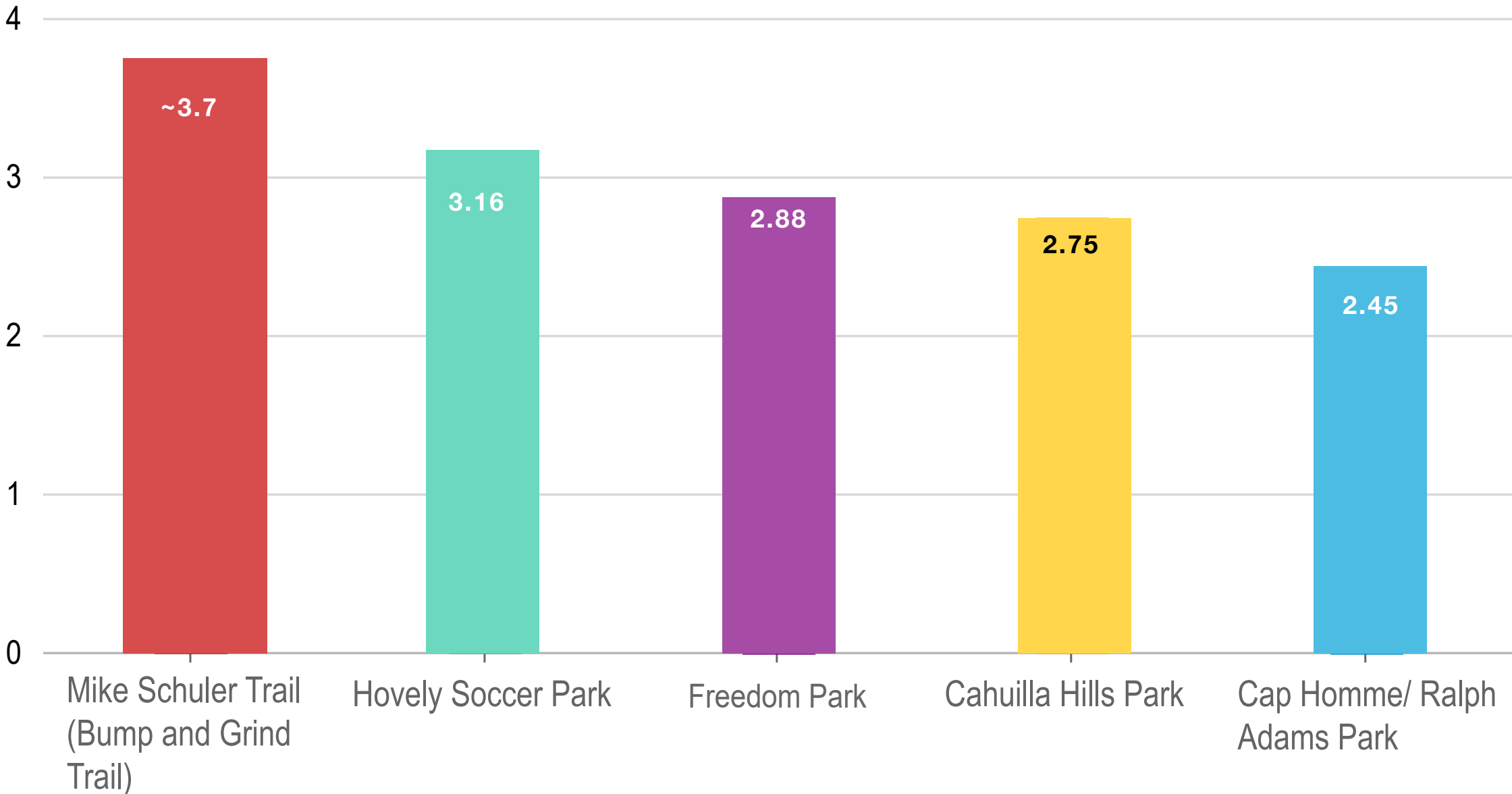


The most important locations are **Civic Center, The Living Desert, El Paseo, McCallum Theatre, College of the Desert, CSU Palm Desert, Chamber of Commerce/Artist Center at the Galen, UCR Palm Desert Campus, Desert Willow Golf Resort and The Joslyn Center.**



# Survey Results

Rank these 5 parks and trails of community importance in Palm Desert, with 1 being the most significant.



The most important parks are **Mike Schuler Trail, Hovely Soccer Park, and Freedom Park.**

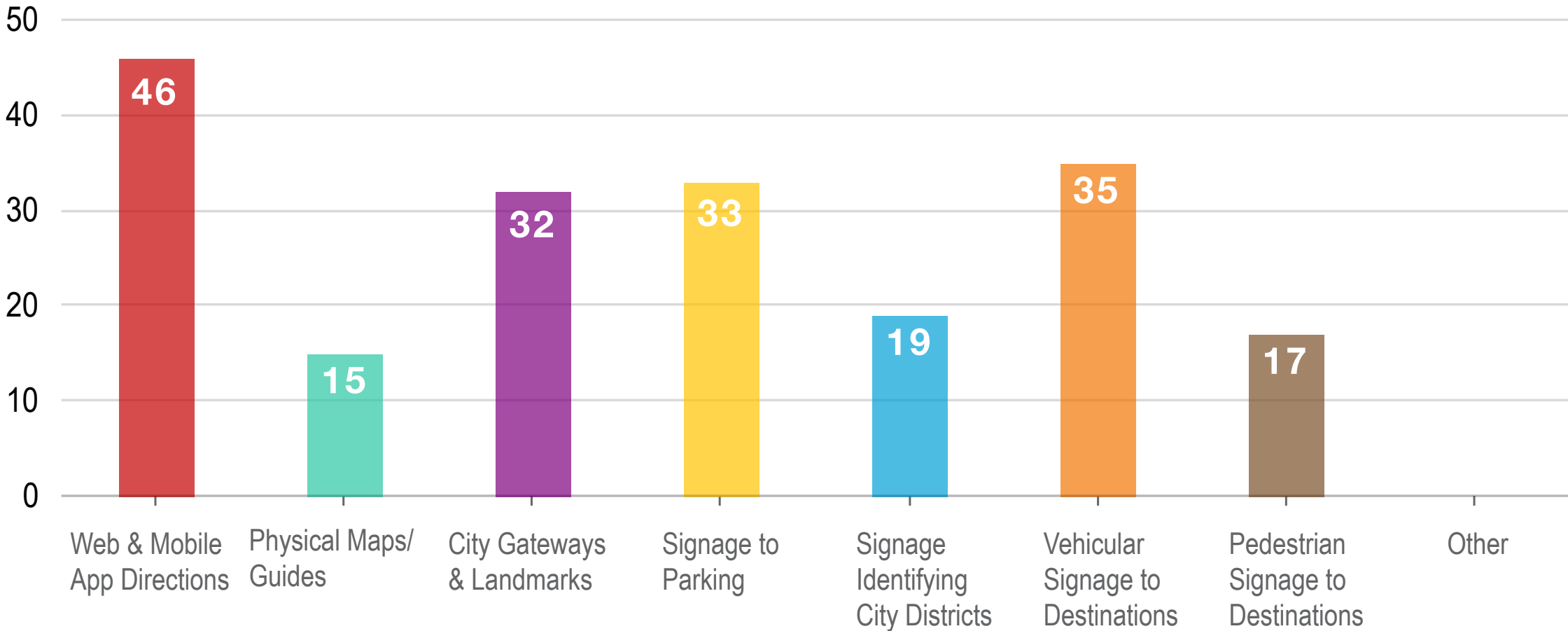
## Survey Results

Are there other destinations, parks or trails that should be mentioned?

- Acrisure Arena
- Santa Rosa and San Jacinto Mountains National Monument Visitor Center
- Art Smith Trail
- San Pablo Avenue
- Palm Desert Aquatic Center
- Ironwood Park
- Painter's Path
- Historical Society Museum
- Desert Cross Trail
- CV Link

# Survey Results

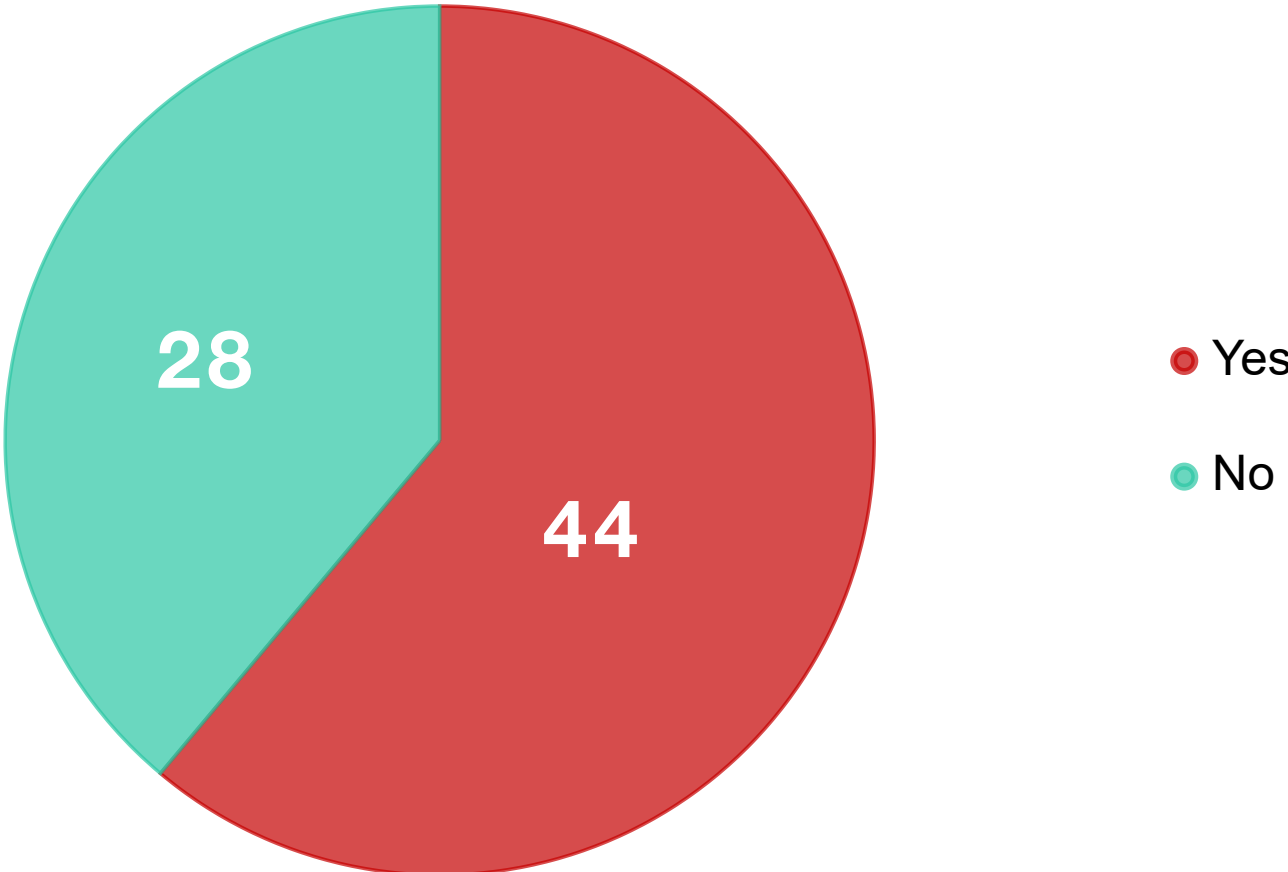
What wayfinding ideas would you find most helpful? Select your top 3.



The top 3 wayfinding ideas are **Web & mobile app directions, vehicular signage to destinations, and signage to parking.**

**Survey** Results

Do you believe technology (e.g., digital signs) should be used to enhance wayfinding in Palm Desert?



The **majority of people** believe technology should be used to enhance wayfinding in Palm Desert.

## Survey Results

Do you have any further comments about wayfinding in Palm Desert?

**"Parking signage would be a huge help around El Paseo. Some of the lots are well hidden if you don't know the area."**

**"I think digital is great for temporary events and traffic control but would look tacky for everyday signage. I again think that **more entrance monuments/signage would be very beneficial.** Your parks are fantastic, call them out loud and proud."**

**"If you go digital, I would **talk to other cities that are using them currently and see if they like the equipment they are using.** See what kind of feedback is received and also if they are visibly pleasing."**

**"What about Murals that tell the city history. Also you could **have a barcode people could scan with their phone that would help them to a map of locations or history of the specific site.** Also With the new bike trails what about an audio tour."**

# 6 Precedent Images

# Coachella Valley City Signs



# Competitive City Signs





# DIGITAL/ SLIDING SIGN PRECEDENTS





FIND *your* HAPPY PACE



PALM DESERT  
CALIFORNIA

# City of Palm Desert Wayfinding Master Plan

*Signage & Wayfinding Concept Design*

February 18, 2025

Selbert  
Perkins  
Design.

# 1 Survey



**Following our analysis and survey findings, we crafted a S.W.O.T. report.**

### **Strengths**

- Consistent, branded signage.
- Signs are helpful.

### **Weaknesses**

- Messaging is inconsistent.
- Too many signs in some areas.
- Entry monuments are inconsistent.
- Lack of pedestrian signage in walkable areas.
- Existing signage blends in with environment.
- Existing signage not visible at night.

### **Opportunities**

- Include new and existing destinations.
- Develop branded signage that will appeal to visitors, residents and businesses.
- Use technology to enhance the wayfinding experience.

### **Threats**

- Some residents, visitors, businesses do not want to see signage change.
- Concerns why some businesses are included and not others.

## Signage and Wayfinding Recommendations

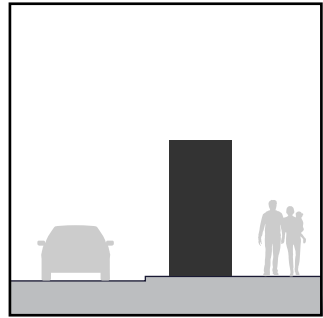
**Based on the analysis, community outreach survey, and S.W.O.T. Report, the following signage and wayfinding approaches are recommended for the City of Palm Desert:**

- **Develop a branded signage and wayfinding** system that will be visible day or night.
- Coordinate with City team to **develop consistent messaging** throughout sign system.
- **Create a streamlined sign location plan**, eliminating sign blight.
- **Add pedestrian level signage** in walkable areas.
- **Add new destinations** to wayfinding.
- **Design a versatile digital sign suitable for various events, or incorporate QR codes** into the proposed signage.

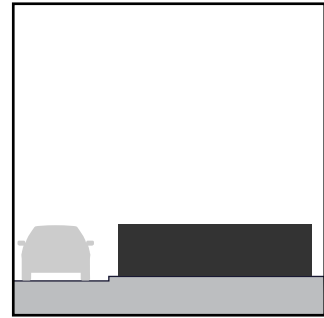
# 02 Concept Design

# Summary of Signs Proposed

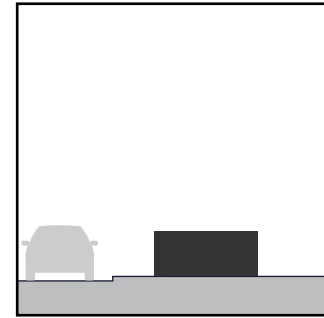
## IDENTITY



A01 GATEWAY MONUMENT

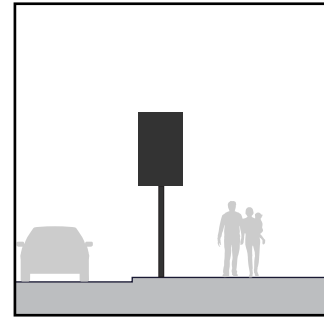


A02 GATEWAY MONUMENT

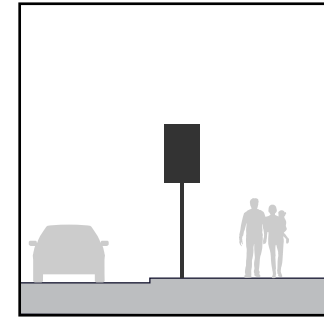


A03 GATEWAY MONUMENT

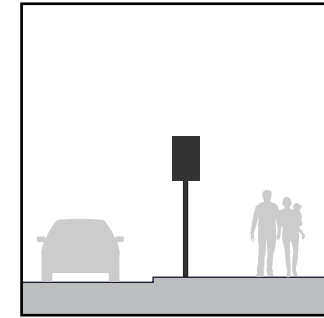
## DIRECTION



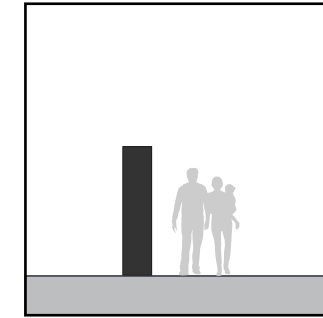
B01 VEHICLE DIRECTION  
LARGE



B02 VEHICLE DIRECTION  
MEDIUM

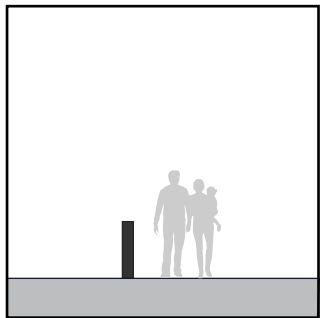


B03 VEHICLE DIRECTION  
SMALL

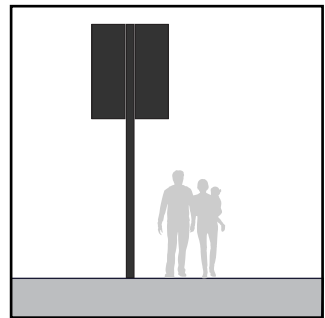


B04 PEDESTRIAN DIRECTION  
W/ MAP

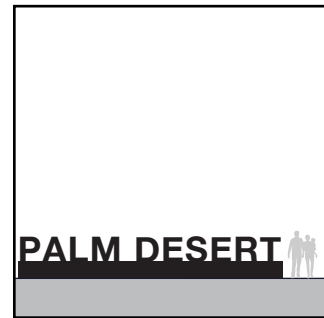
## AMENITY



E01 ART TOTEM - EXISTING



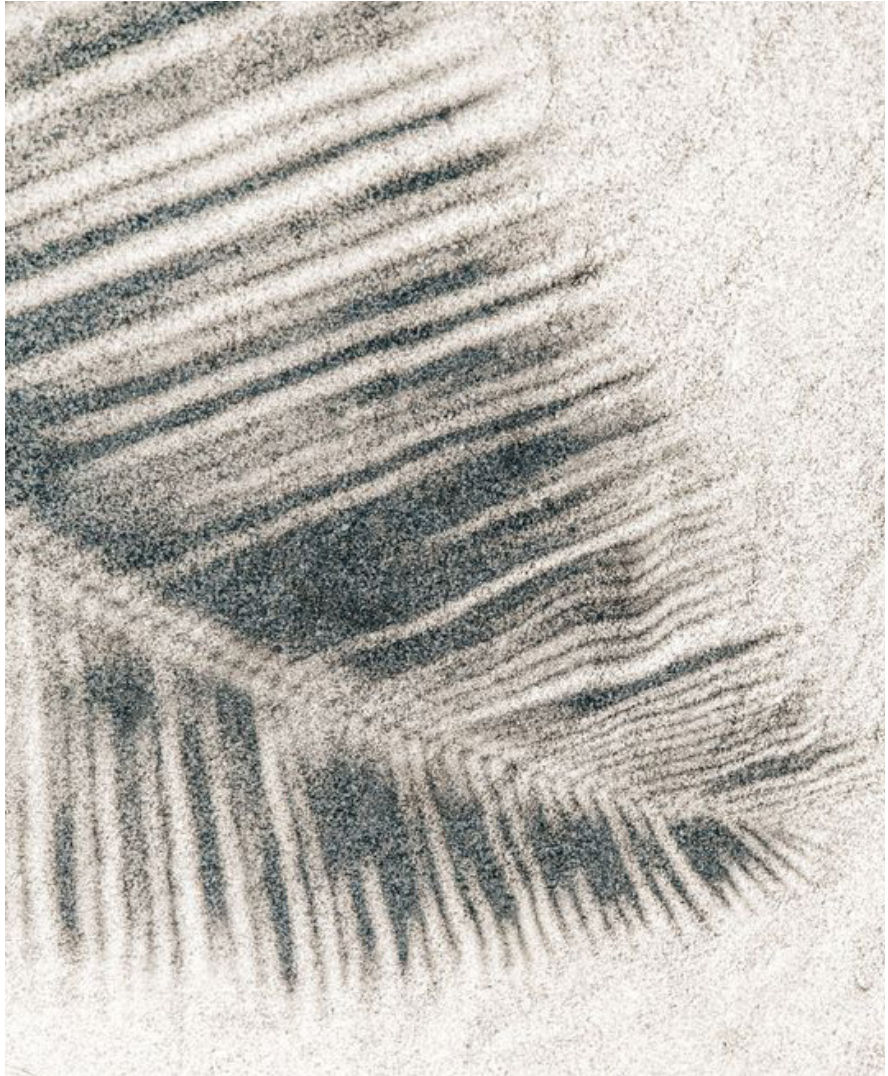
E02 BANNER



E03 PLACEMAKING



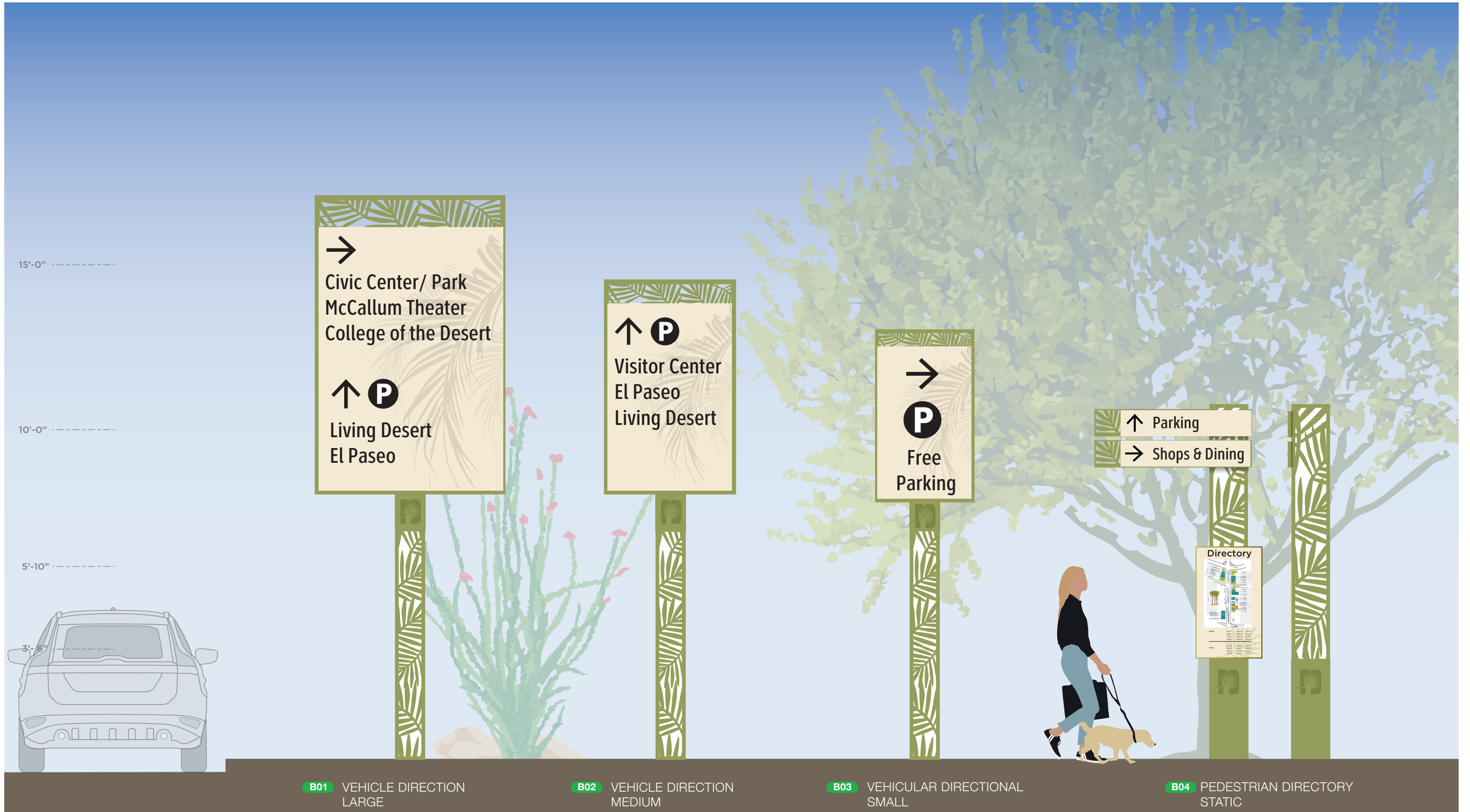
# CONCEPT 1 MOOD BOARD



# CONCEPT 1A DESIGN



# CONCEPT 1A DESIGN



**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

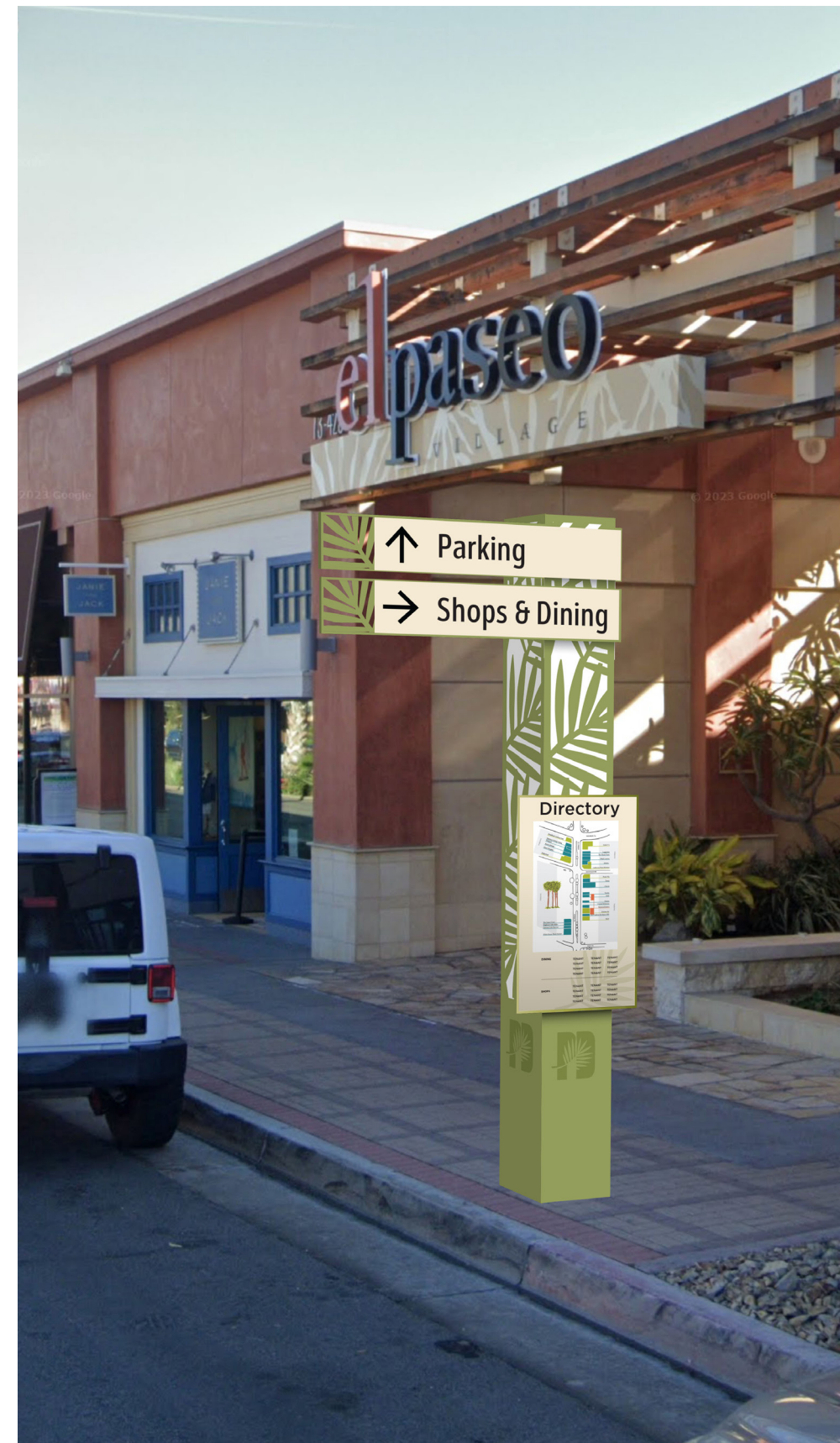
**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

# CONCEPT 1A DESIGN



# CONCEPT 1A DESIGN





**A01** GATEWAY MONUMENT  
LOCATION 1

**A02** GATEWAY MONUMENT  
LOCATION 2

**A03** GATEWAY MONUMENT  
LOCATION 3

# CONCEPT 1B DESIGN



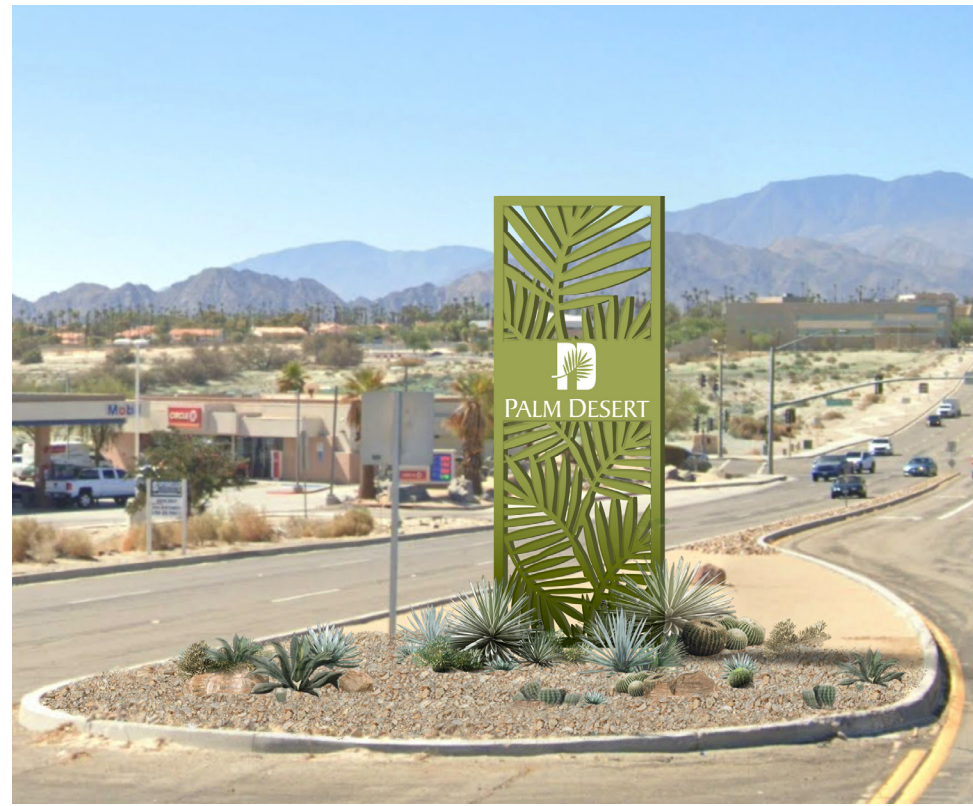
**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

**B03** VEHICULAR DIRECTIONAL  
SMALL

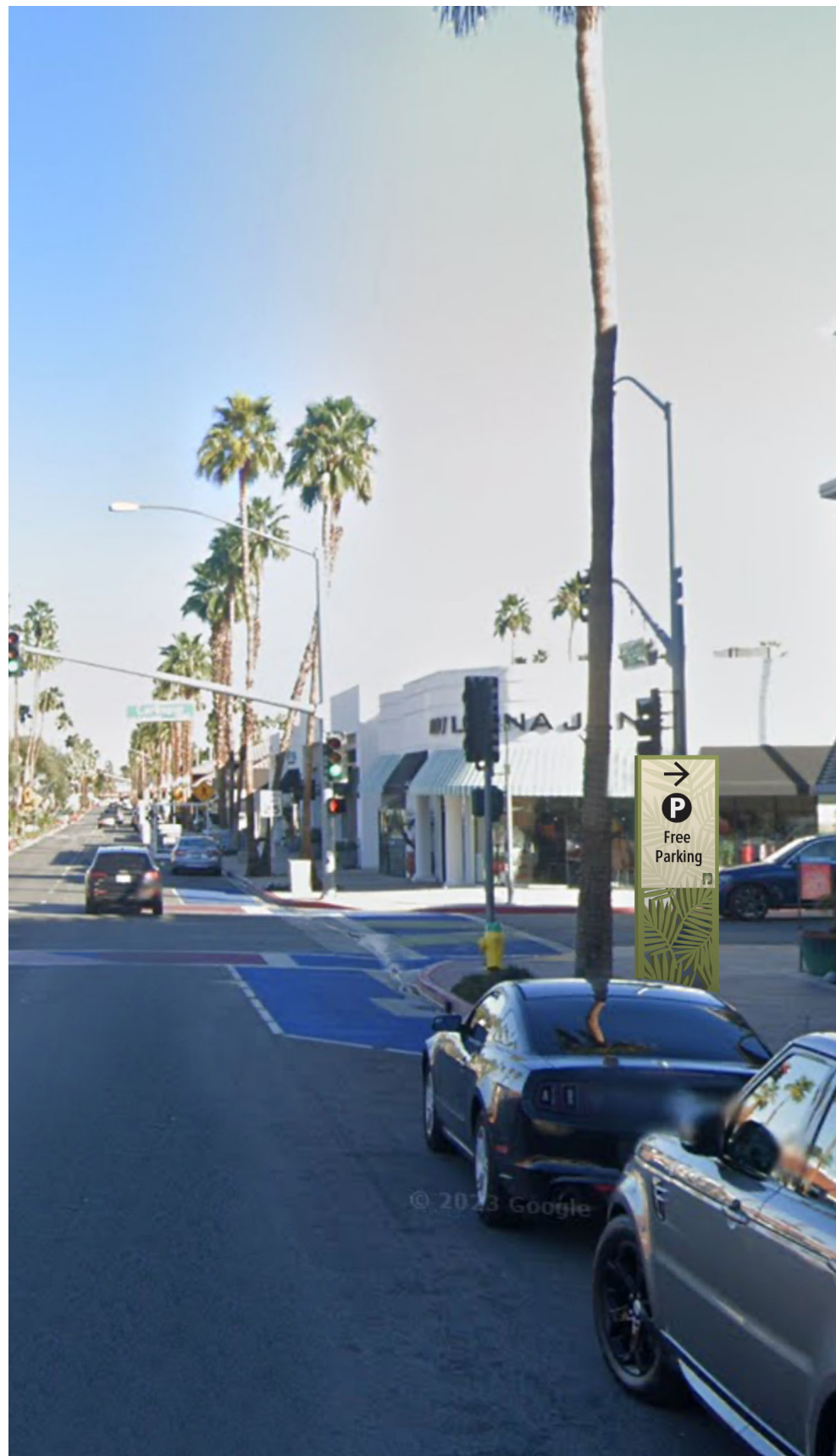
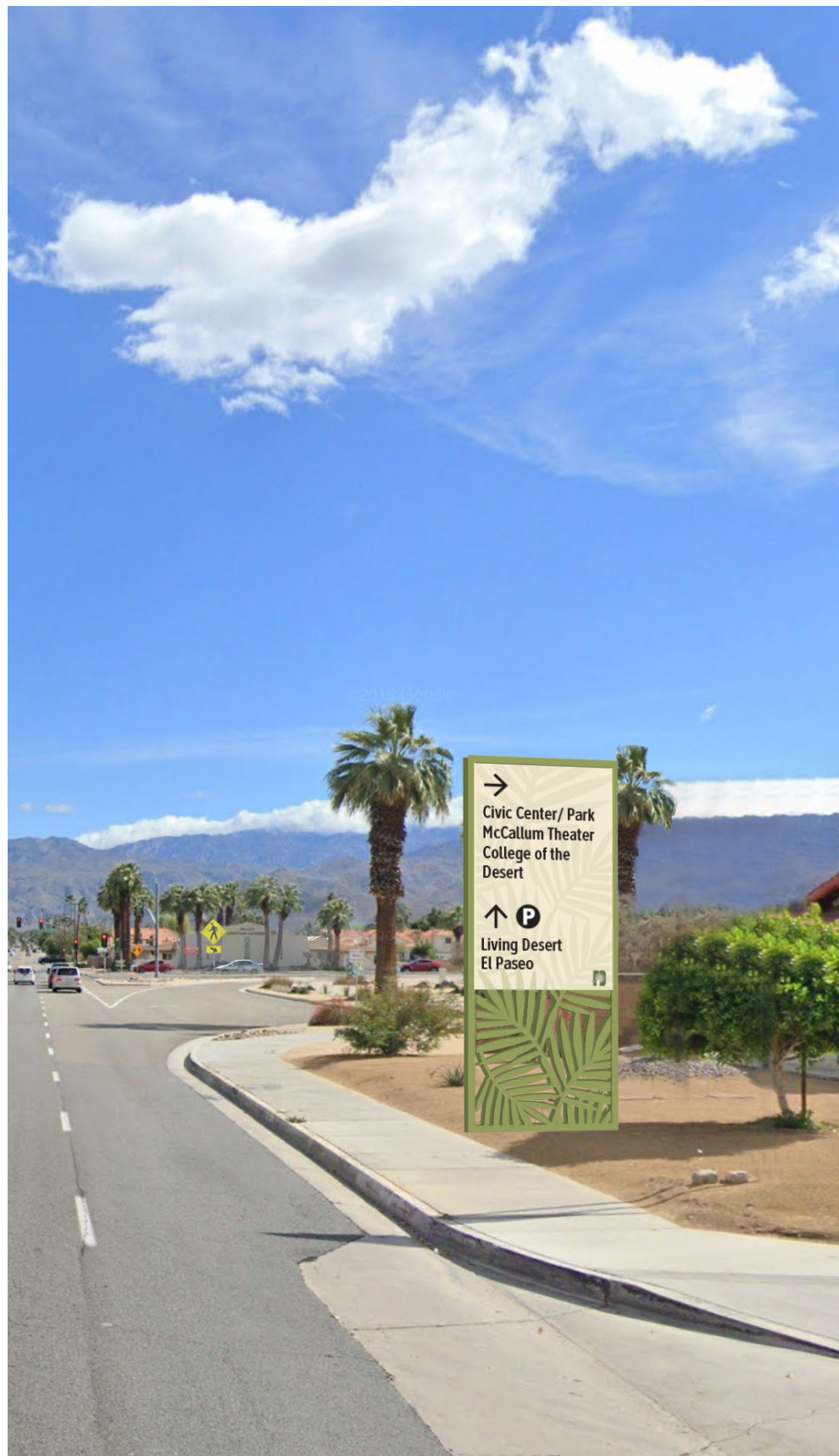
**B04** PEDESTRIAN DIRECTORY  
STATIC

# CONCEPT 1B DESIGN

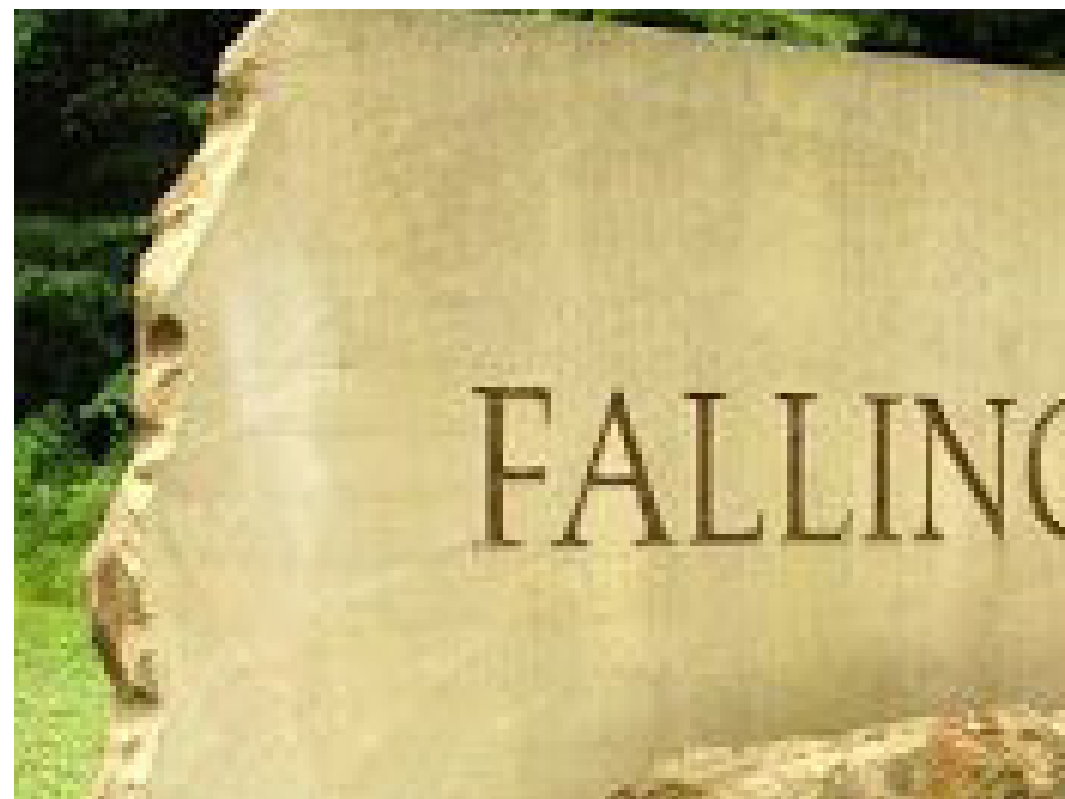
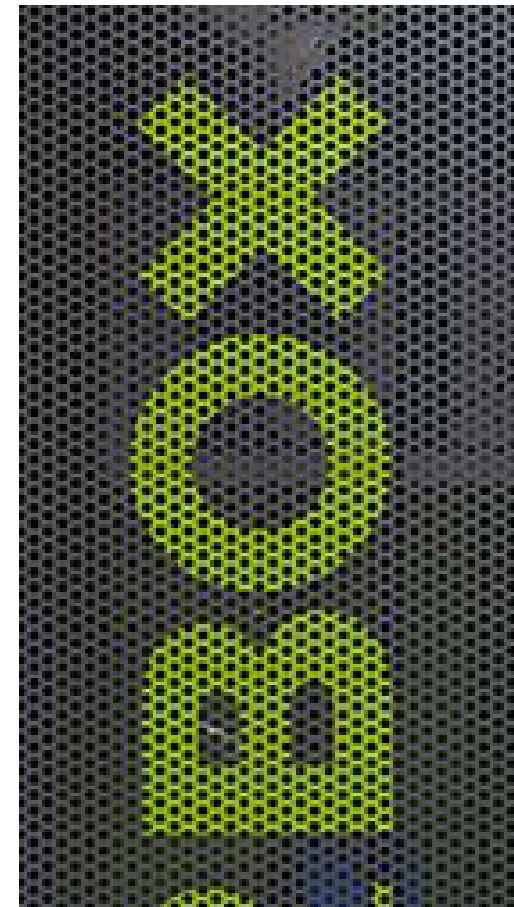




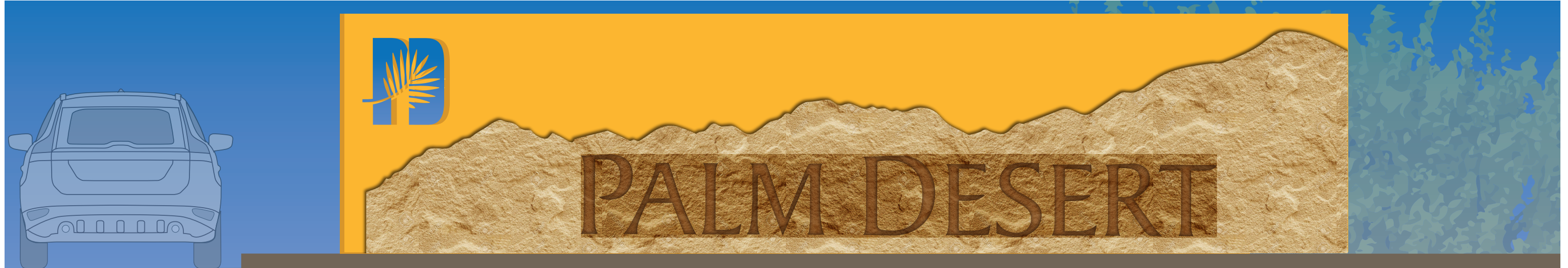
# CONCEPT 1B DESIGN



# CONCEPT 2 MOOD BOARD



# CONCEPT 2 DESIGN



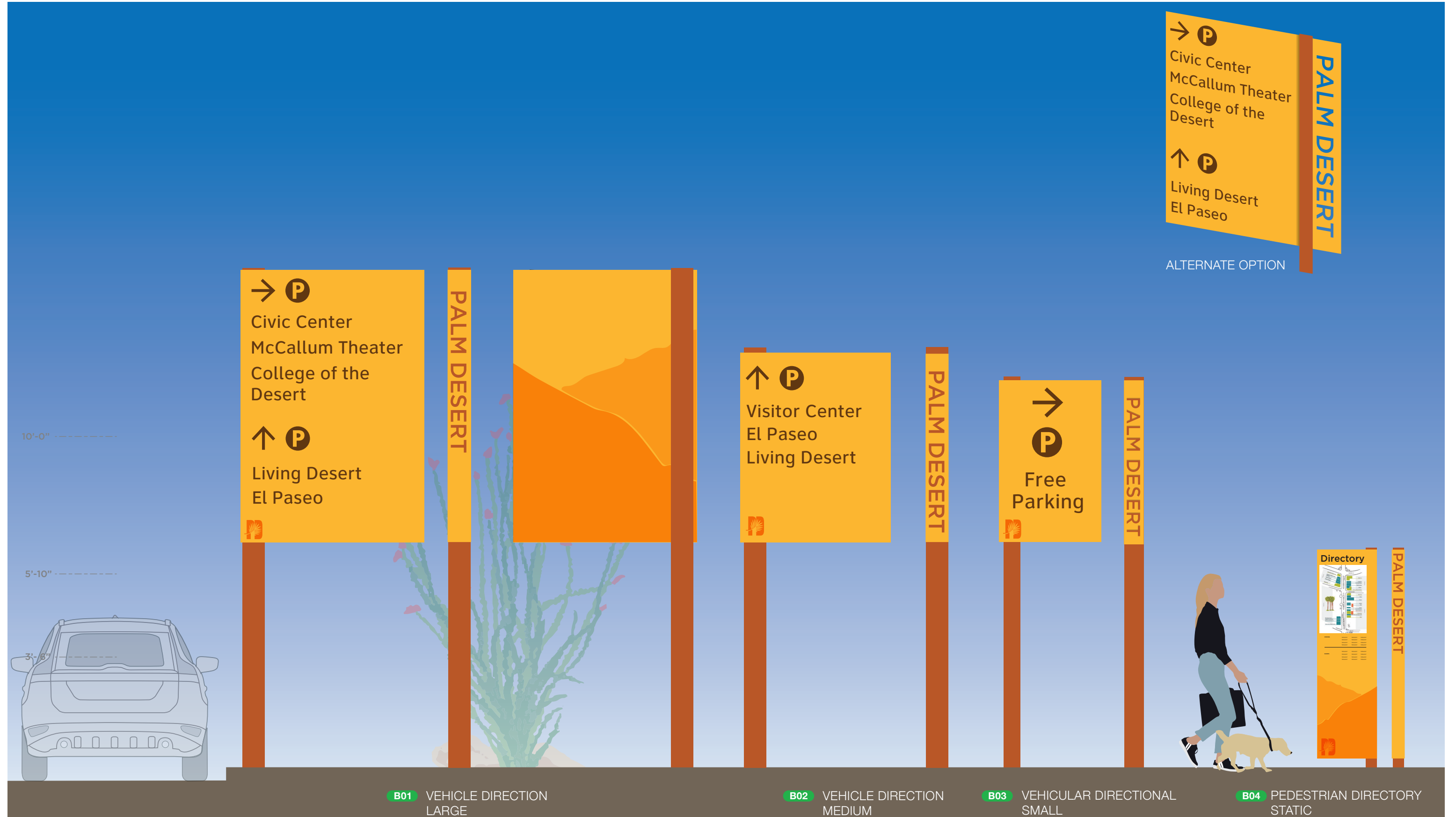
**A01** GATEWAY MONUMENT  
LOCATION 1



**A02** GATEWAY MONUMENT  
LOCATION 2

**A03** GATEWAY MONUMENT  
LOCATION 3

# CONCEPT 2 DESIGN



**B01** VEHICLE DIRECTION  
LARGE

**B02** VEHICLE DIRECTION  
MEDIUM

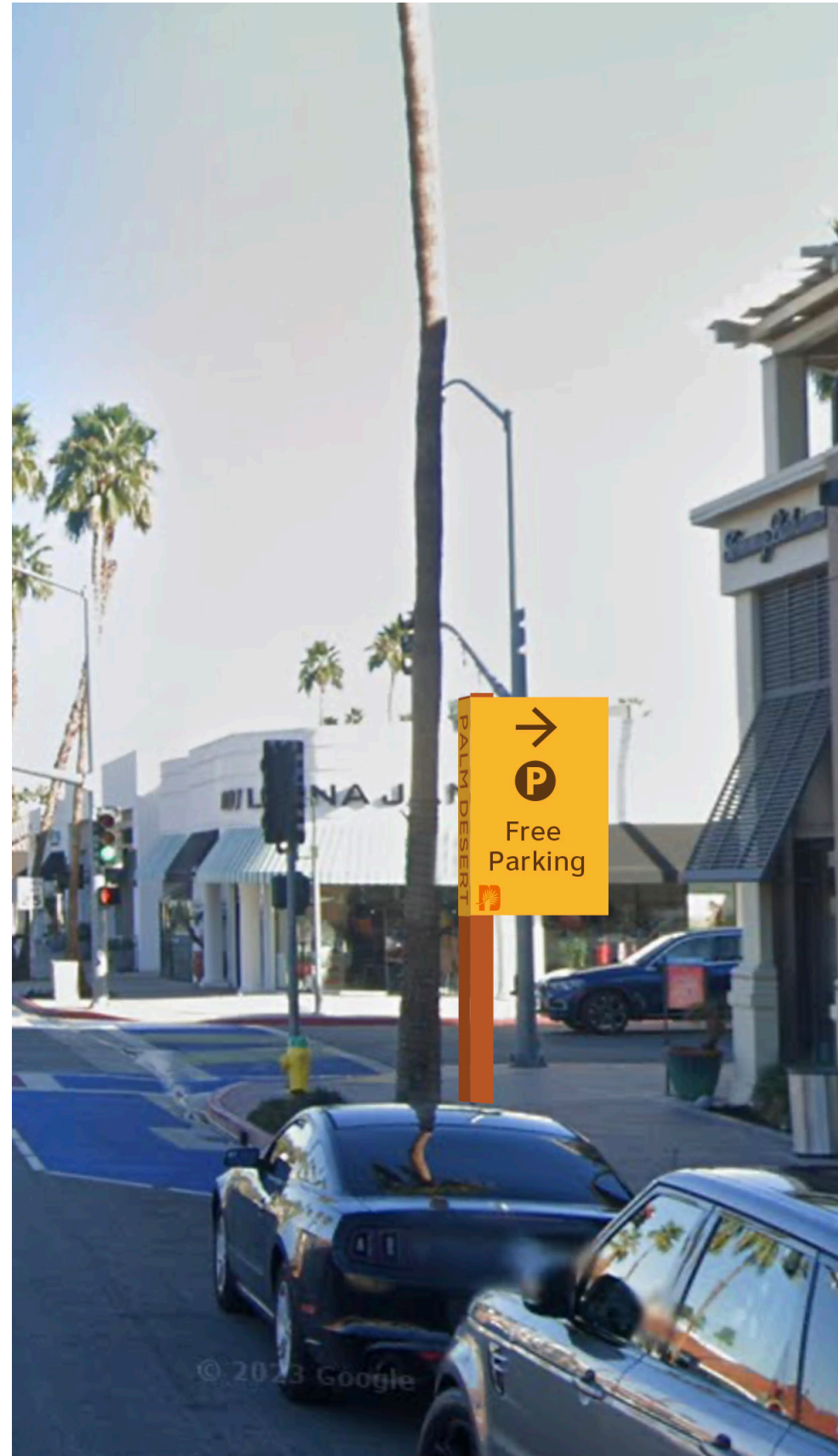
**B03** VEHICULAR DIRECTIONAL  
SMALL

**B04** PEDESTRIAN DIRECTORY  
STATIC

# CONCEPT 2 DESIGN



# CONCEPT 2 DESIGN



**Selbert  
Perkins  
Design.**

# 4 Appendix



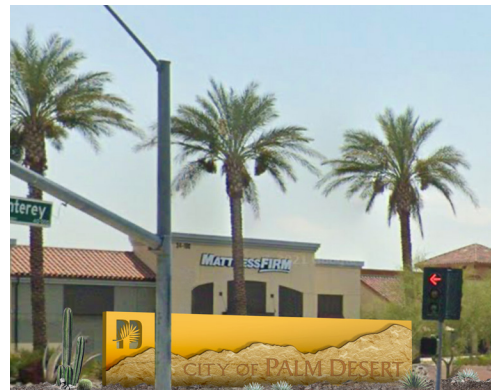
# CONCEPT MONUMENT SIGN SUMMARY



CONCEPT 1A



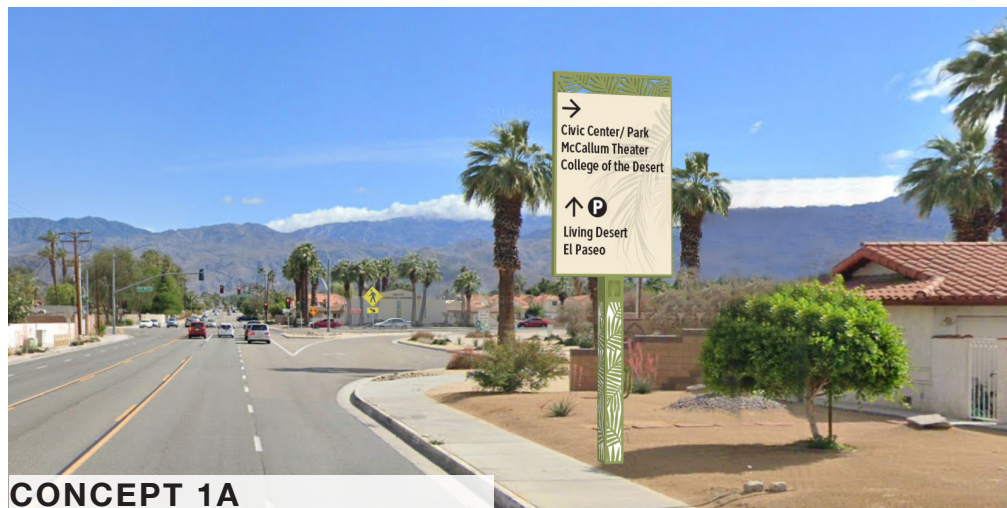
CONCEPT 1B



CONCEPT 2



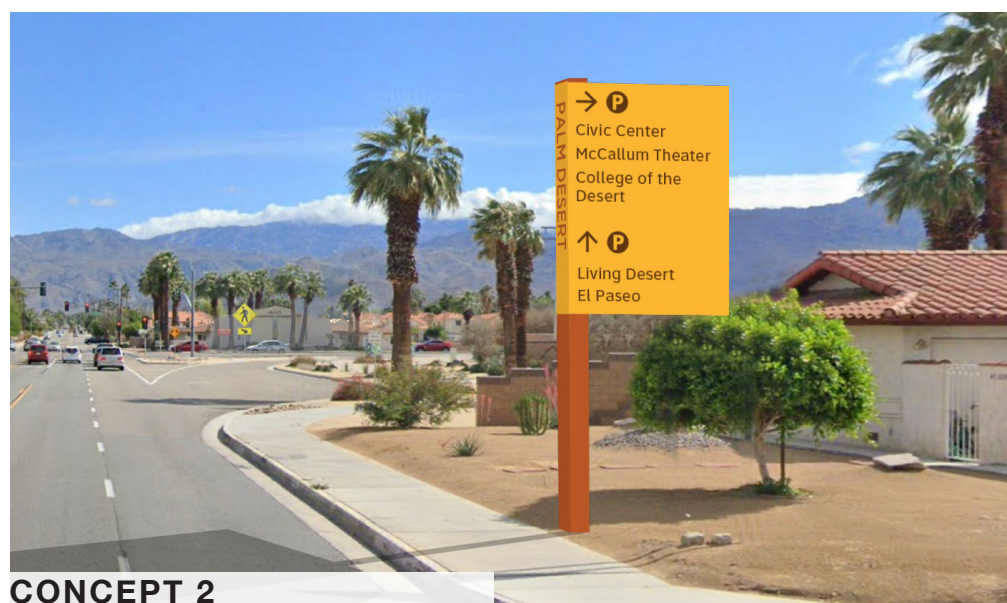
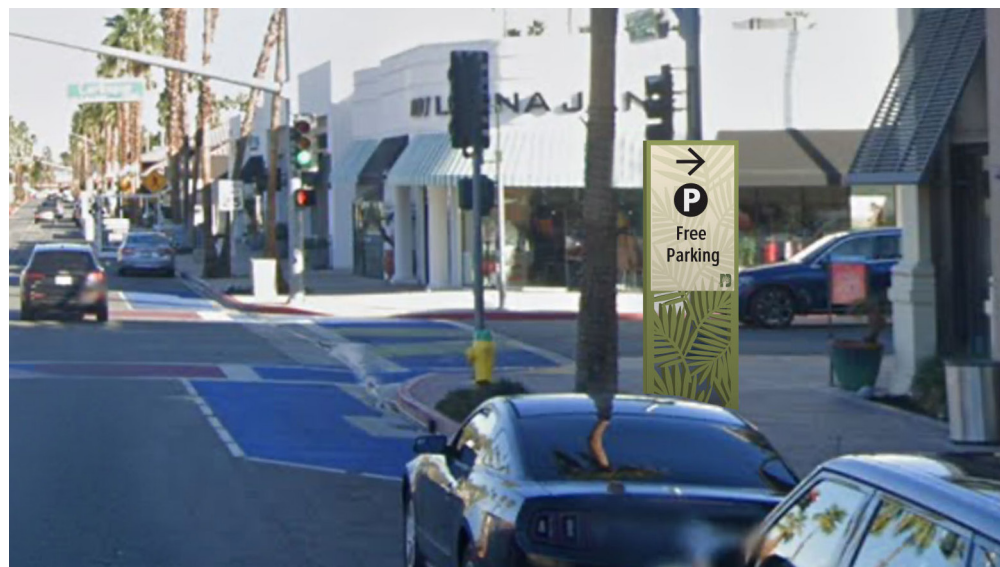
# CONCEPT WAYFINDING SIGN SUMMARY



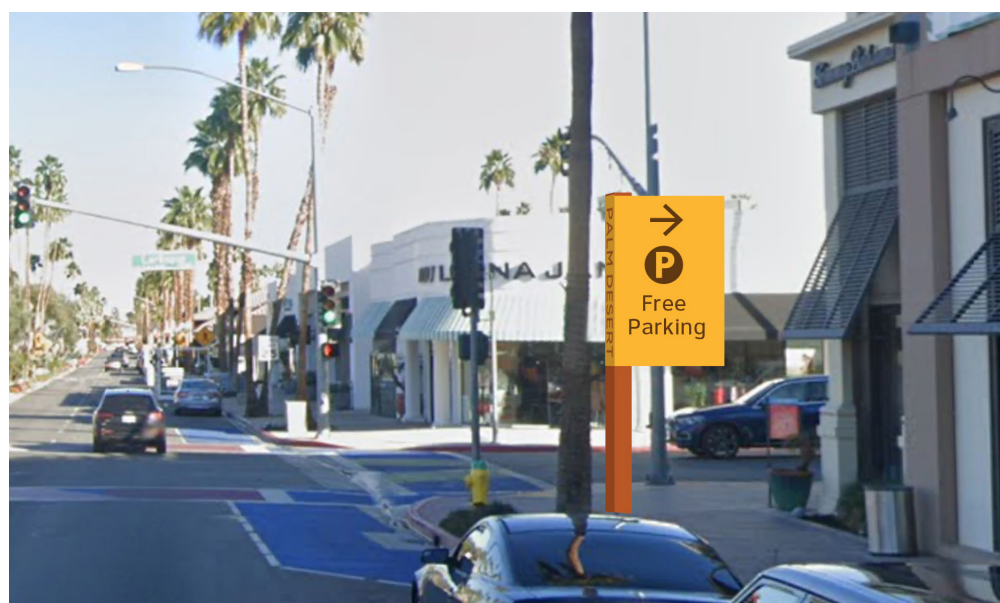
CONCEPT 1A



CONCEPT 1B



CONCEPT 2



# 5 Survey



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- No

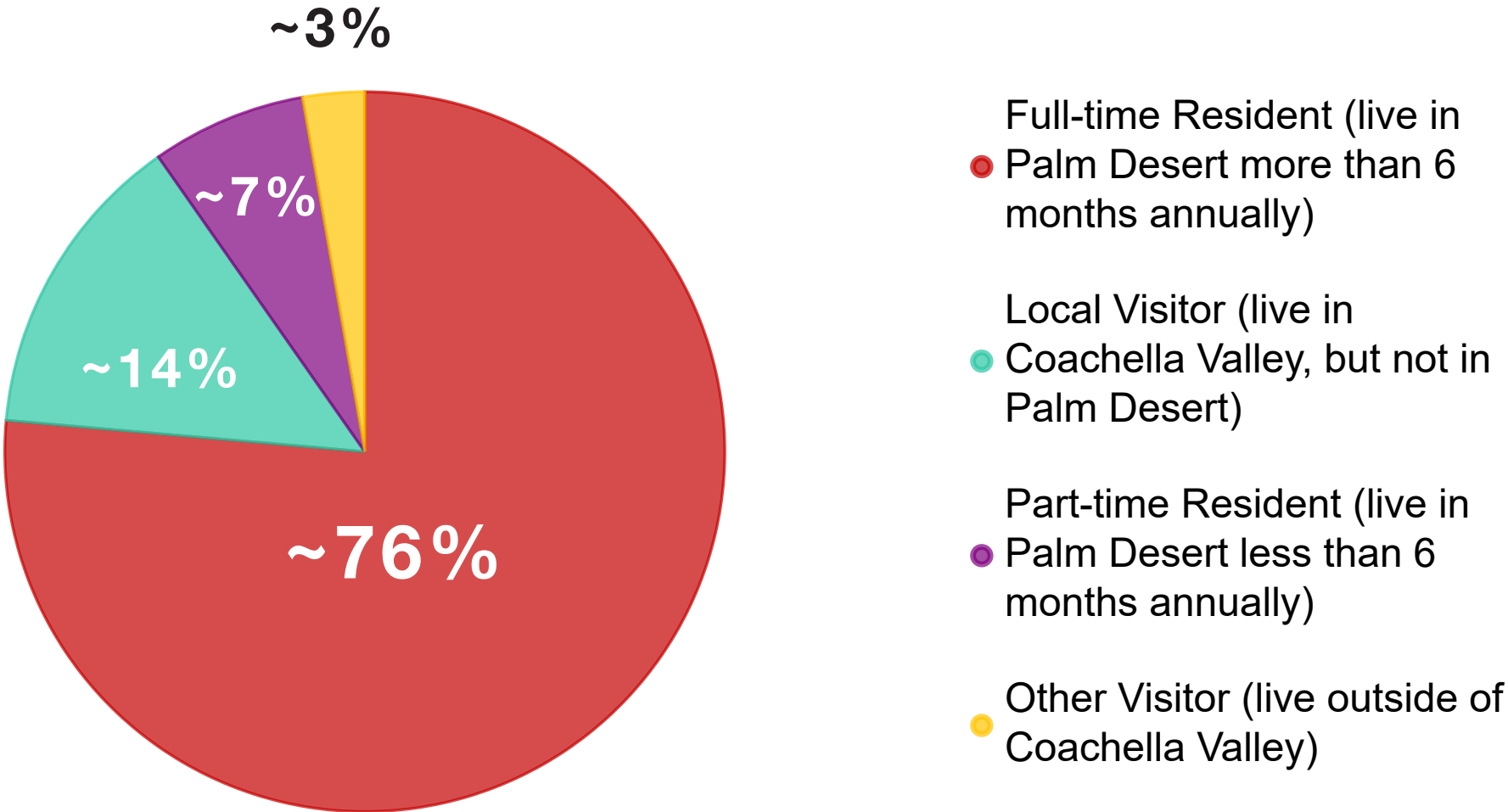
Do you have any further comments about wayfinding in Palm Desert?

1000

Submit

**Survey** Results

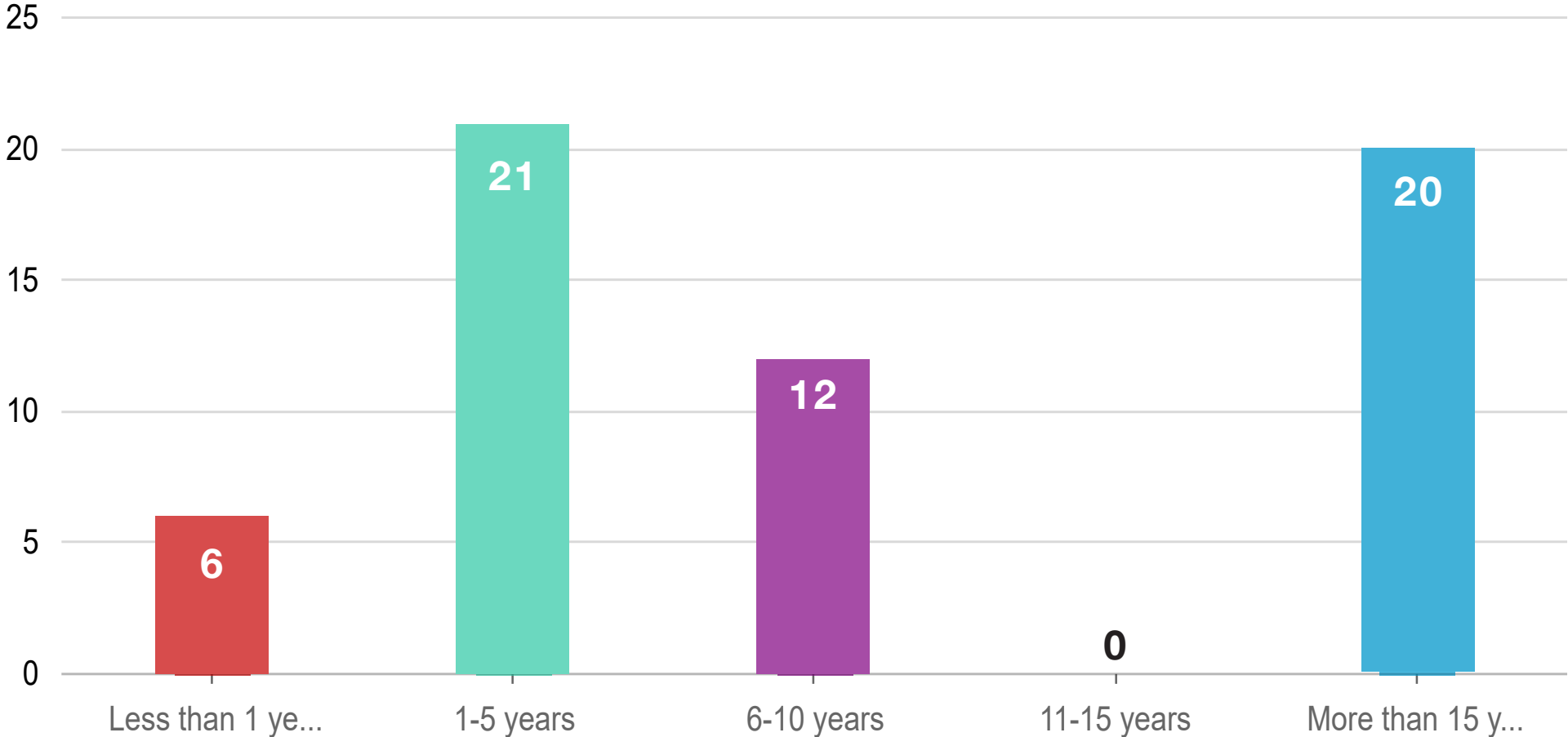
How do you classify yourself in Palm Desert?



The majority, about 76% are full-time residents of Palm Desert.

**Survey** Results

If a resident, how long have you lived in Palm Desert?

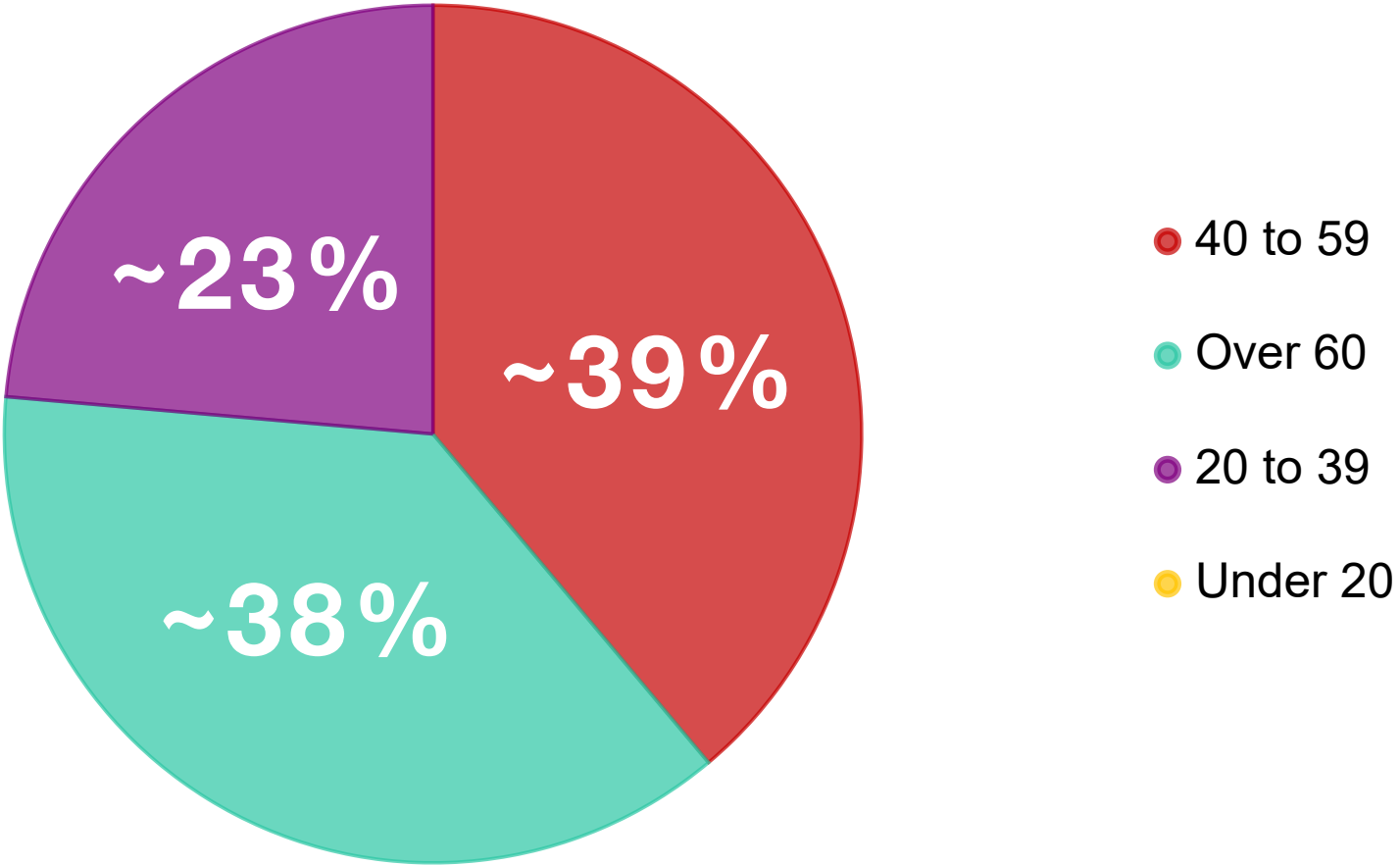


**Of the 59 people who answered, 21 people have been residents of Palm Desert between 1-5 years.**



Survey Results

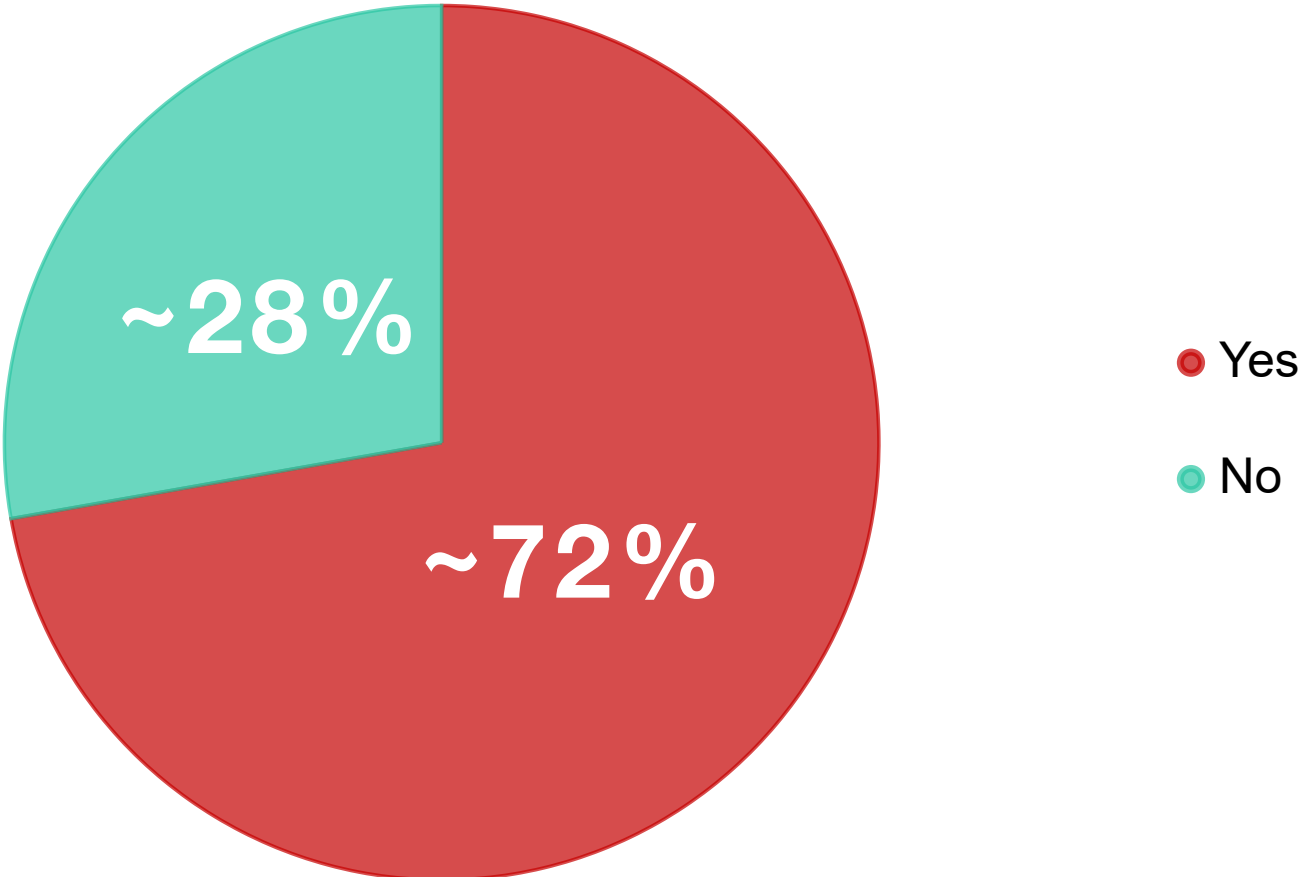
What is your age?



Of the 72 people who answered, **about 39%** are between 40 and 59 years of age.

**Survey** Results

Do you find the current wayfinding signs useful and accessible?



Of the 72 people who answered, **about 72%** say the current wayfinding signs are useful and accessible.

Survey Results

If yes, explain why:



Of those who answered 'Yes', they mentioned the current wayfinding signs are **easy, helpful, and visible.**

**Survey** Results

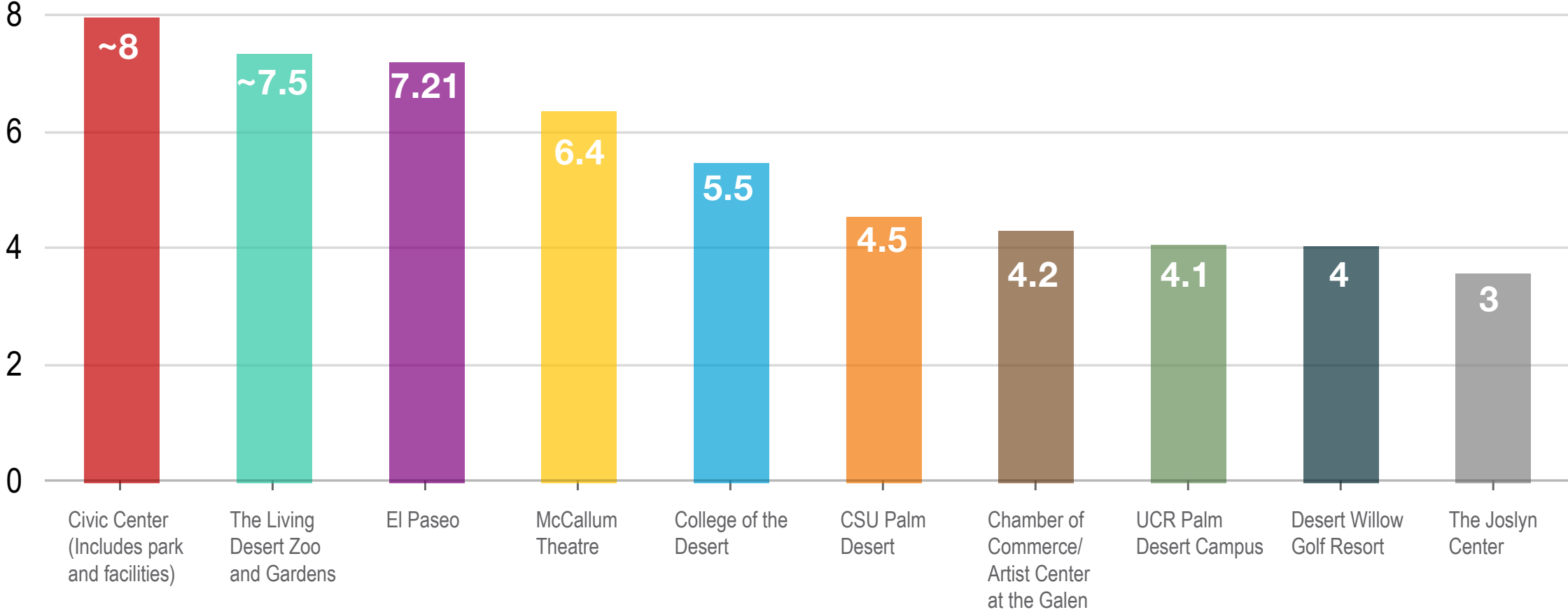
If no, explain why:

Don't need them  
Needs to be reflective at night  
more colors  
words too close together  
Use phone  
invisible hard to see  
blend in with environment  
Not visible at night

Of those who answered 'No', they mentioned the current wayfinding signs are hard to see, need to be more colorful, and messaging is too condensed.

# Survey Results

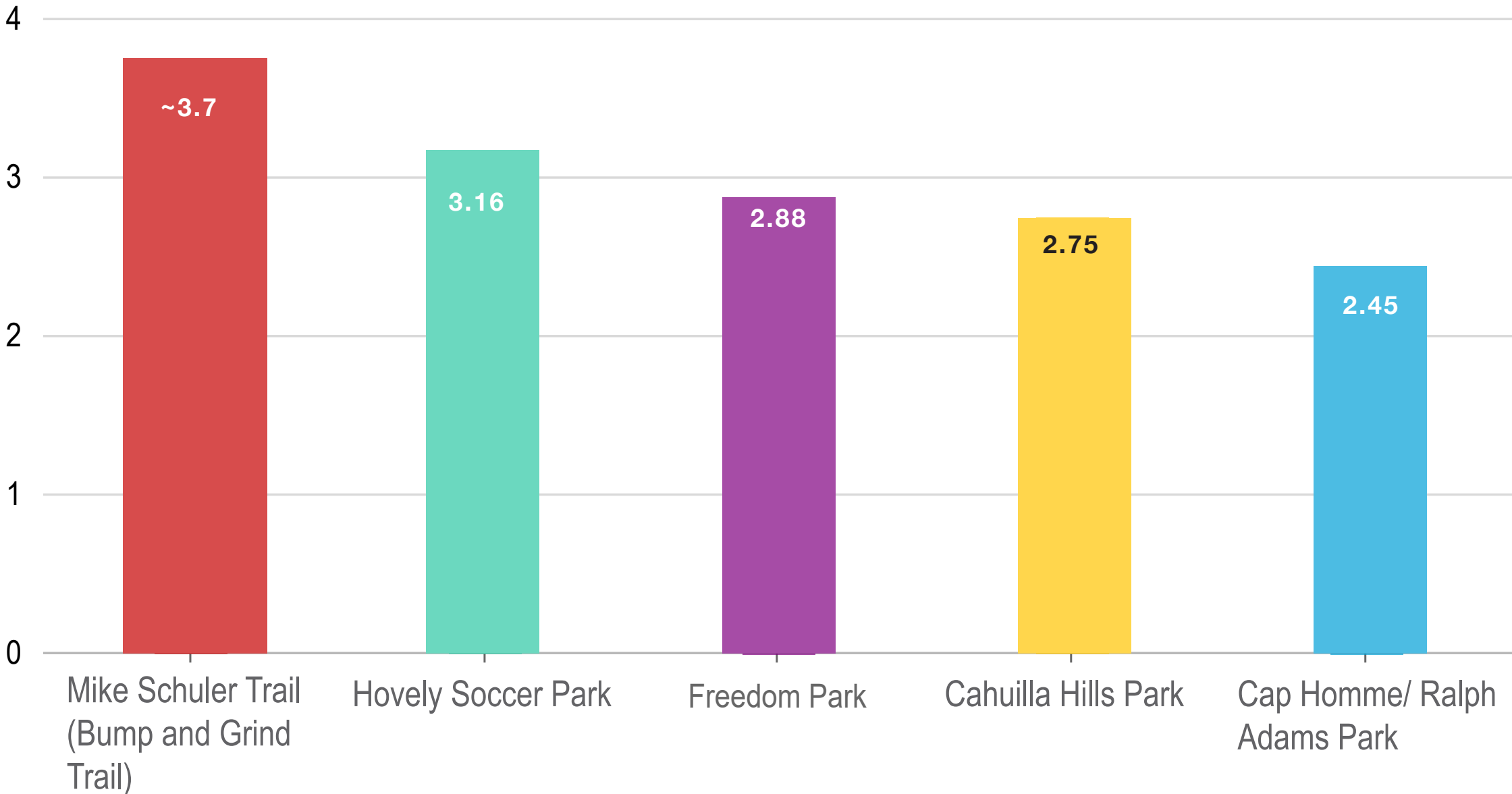
Rank these 10 destinations of community importance in Palm Desert, with 1 being the most significant.



The most important locations are **Civic Center, The Living Desert, El Paseo, McCallum Theatre, College of the Desert, CSU Palm Desert, Chamber of Commerce/Artist Center at the Galen, UCR Palm Desert Campus, Desert Willow Golf Resort and The Joslyn Center.**

# Survey Results

Rank these 5 parks and trails of community importance in Palm Desert, with 1 being the most significant.



The most important parks are **Mike Schuler Trail, Hovely Soccer Park, and Freedom Park.**

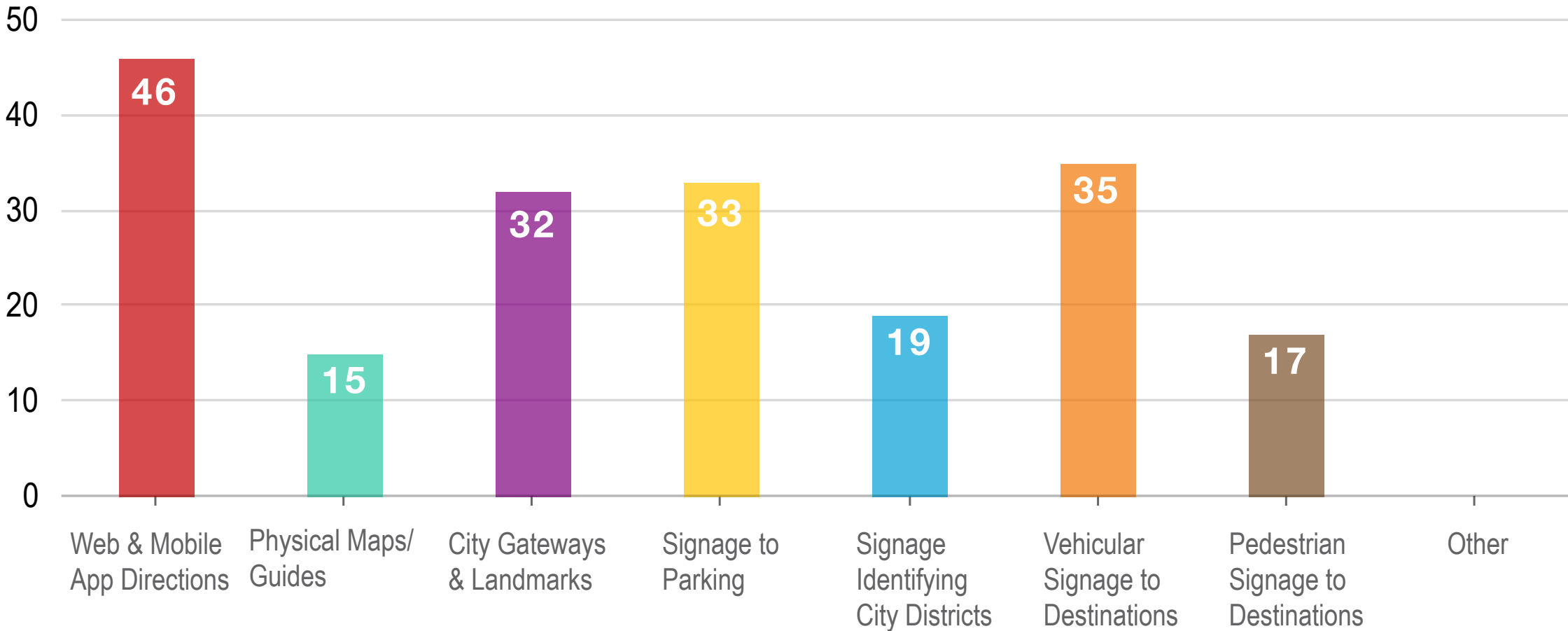
## Survey Results

Are there other destinations, parks or trails that should be mentioned?

- Acrisure Arena
- Santa Rosa and San Jacinto Mountains National Monument Visitor Center
- Art Smith Trail
- San Pablo Avenue
- Palm Desert Aquatic Center
- Ironwood Park
- Painter's Path
- Historical Society Museum
- Desert Cross Trail
- CV Link

# Survey Results

What wayfinding ideas would you find most helpful? Select your top 3.

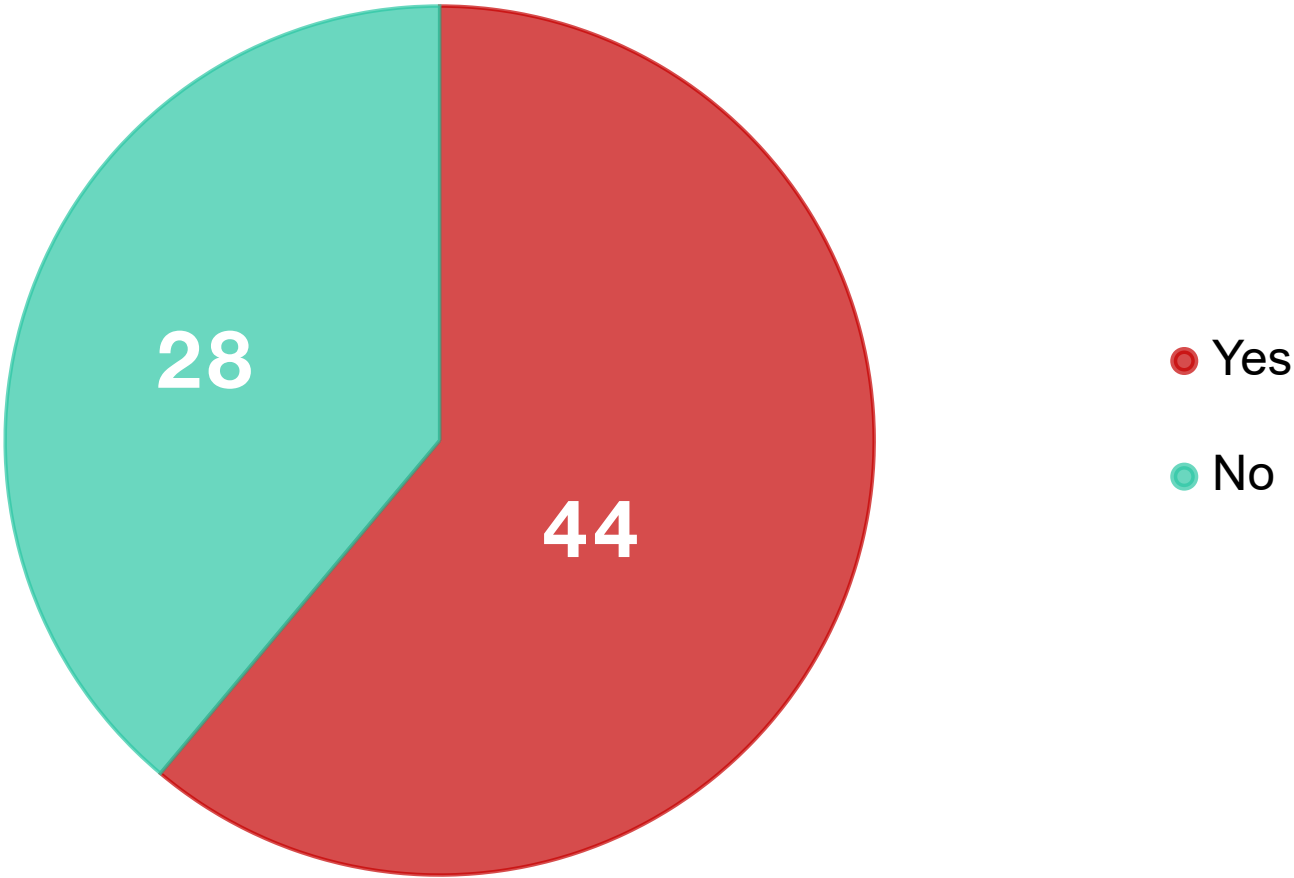


The top 3 wayfinding ideas are **Web & mobile app directions, vehicular signage to destinations, and signage to parking.**



**Survey** Results

Do you believe technology (e.g., digital signs) should be used to enhance wayfinding in Palm Desert?



The **majority of people** believe technology should be used to enhance wayfinding in Palm Desert.

## Survey Results

Do you have any further comments about wayfinding in Palm Desert?

**"Parking signage would be a huge help around El Paseo. Some of the lots are well hidden if you don't know the area."**

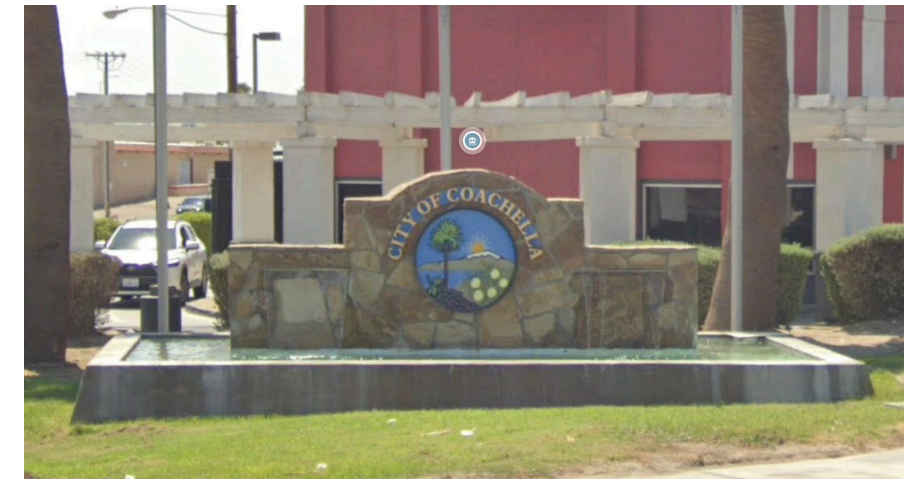
**"I think digital is great for temporary events and traffic control but would look tacky for everyday signage. I again think that **more entrance monuments/signage would be very beneficial.** Your parks are fantastic, call them out loud and proud."**

**"If you go digital, I would **talk to other cities that are using them currently and see if they like the equipment they are using.** See what kind of feedback is received and also if they are visibly pleasing."**

**"What about Murals that tell the city history. Also you could **have a barcode people could scan with their phone that would help them to a map of locations or history of the specific site.** Also With the new bike trails what about an audio tour."**

# 6 Precedent Images

# Coachella Valley City Signs



# Competitive City Signs



# DIGITAL/ SLIDING SIGN PRECEDENTS

