

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

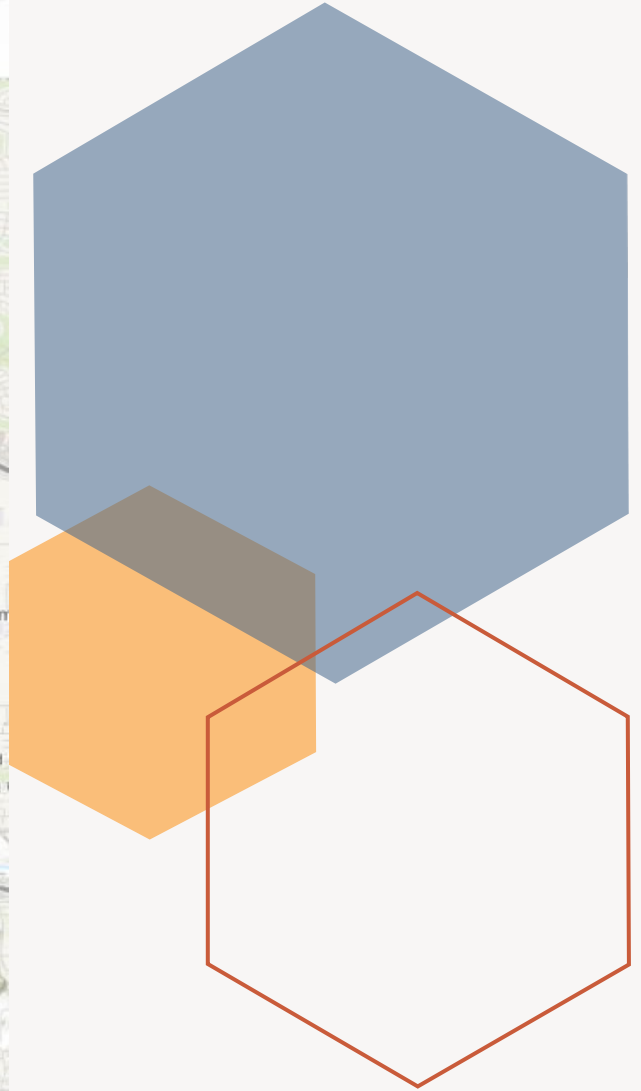
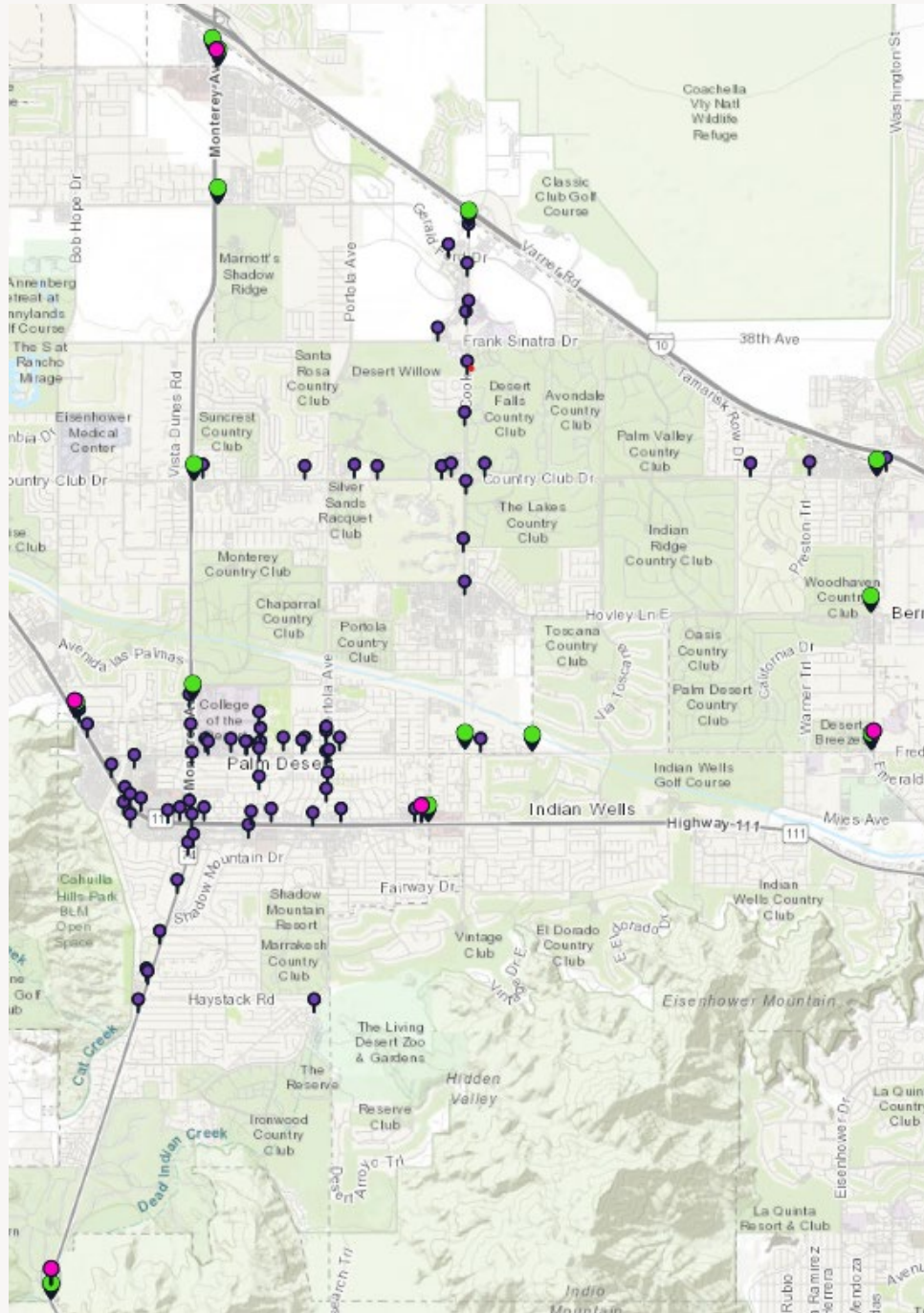
Art Monument Signs



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

