



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

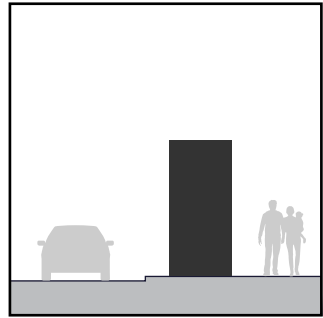
Based on the analysis, community outreach survey, and S.W.O.T. Report, the following signage and wayfinding approaches are recommended for the City of Palm Desert:

- **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.

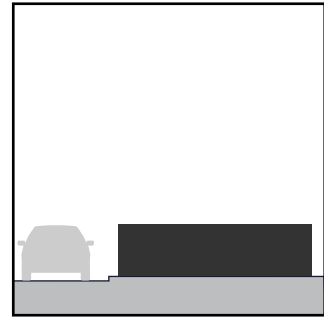
02 Concept Design

Summary of Signs Proposed

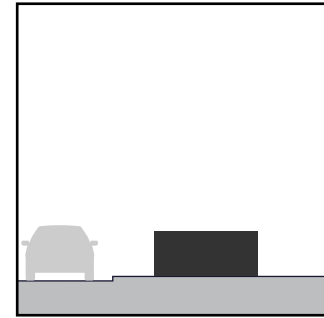
IDENTITY



A01 GATEWAY MONUMENT

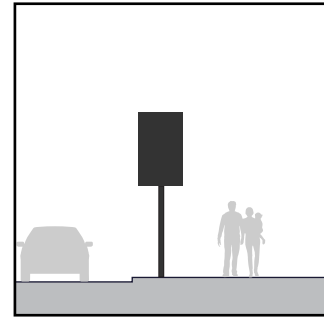


A02 GATEWAY MONUMENT

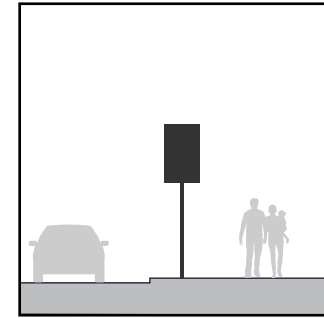


A03 GATEWAY MONUMENT

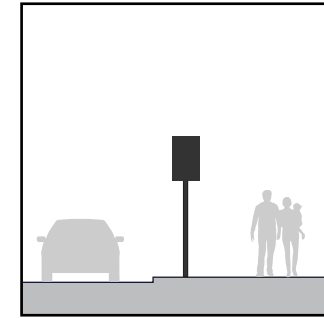
DIRECTION



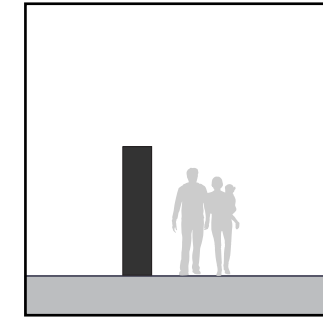
B01 VEHICLE DIRECTION LARGE



B02 VEHICLE DIRECTION MEDIUM

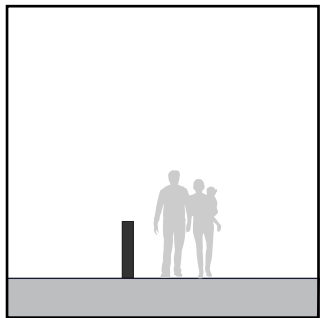


B03 VEHICLE DIRECTION SMALL

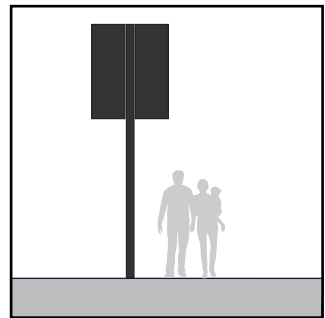


B04 PEDESTRIAN DIRECTION W/ MAP

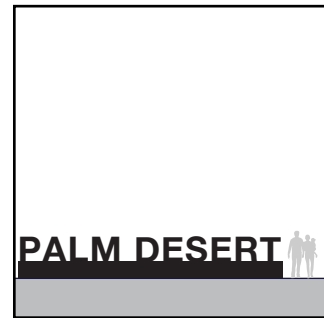
AMENITY



E01 ART TOTEM - EXISTING

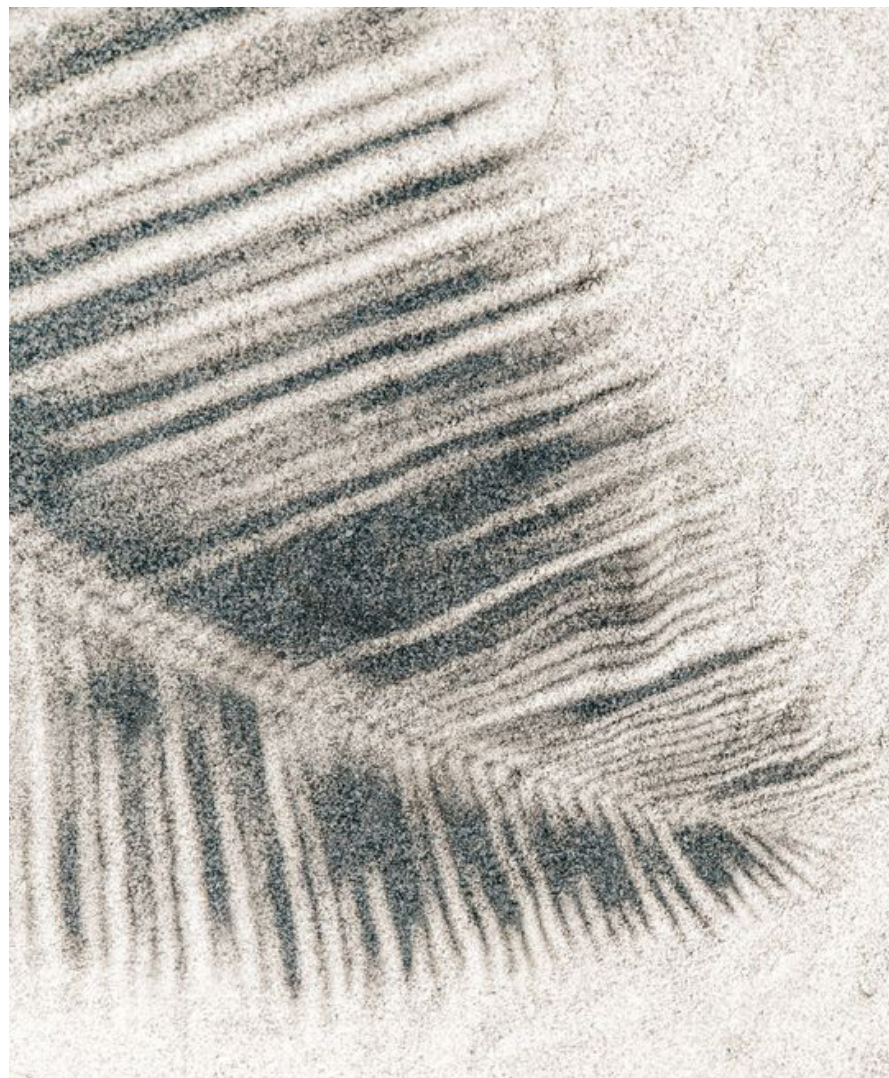


E02 BANNER



E03 PLACEMAKING

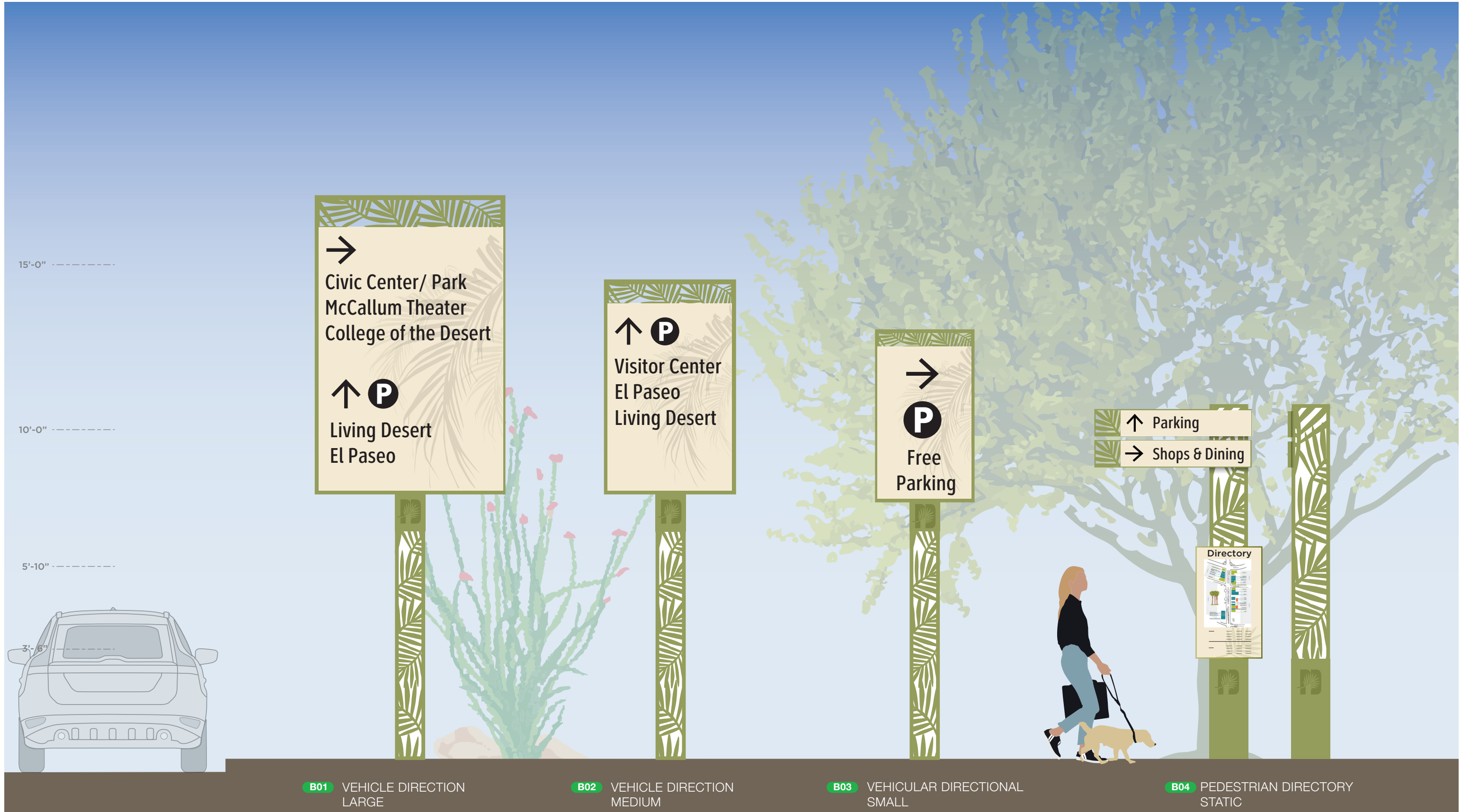
CONCEPT 1 MOOD BOARD



CONCEPT 1A DESIGN



CONCEPT 1A DESIGN





A01 GATEWAY MONUMENT
LOCATION 1

A02 GATEWAY MONUMENT
LOCATION 2

A03 GATEWAY MONUMENT
LOCATION 3

CONCEPT 1B DESIGN



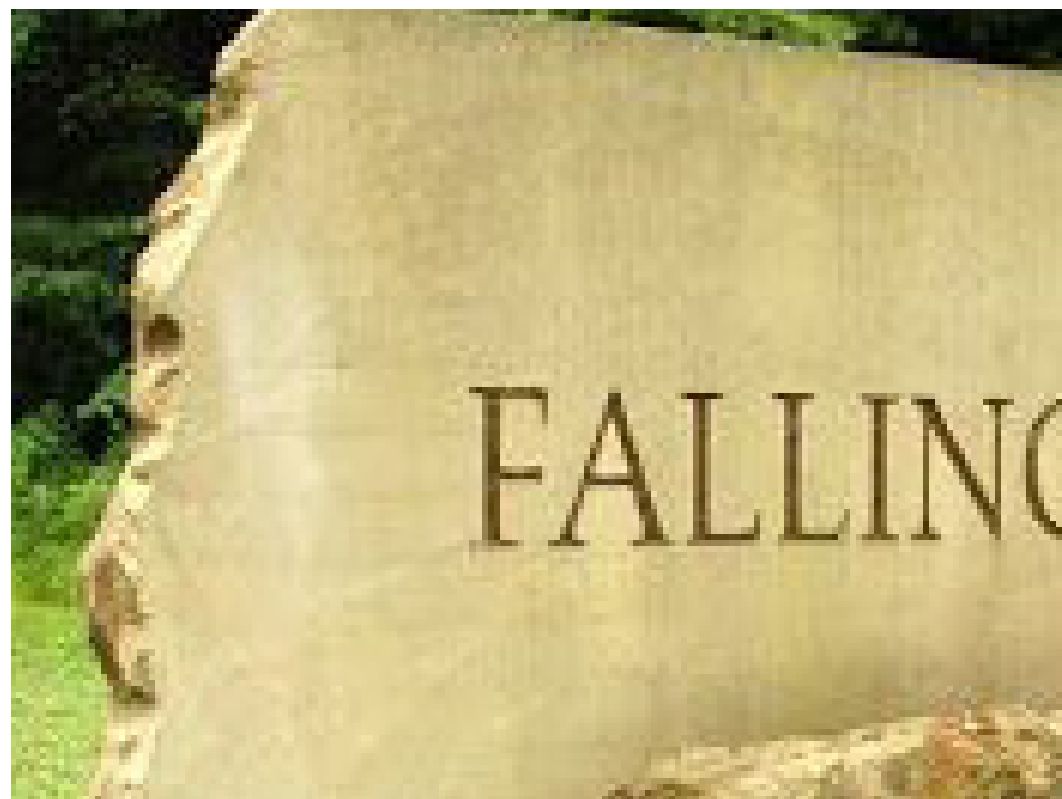
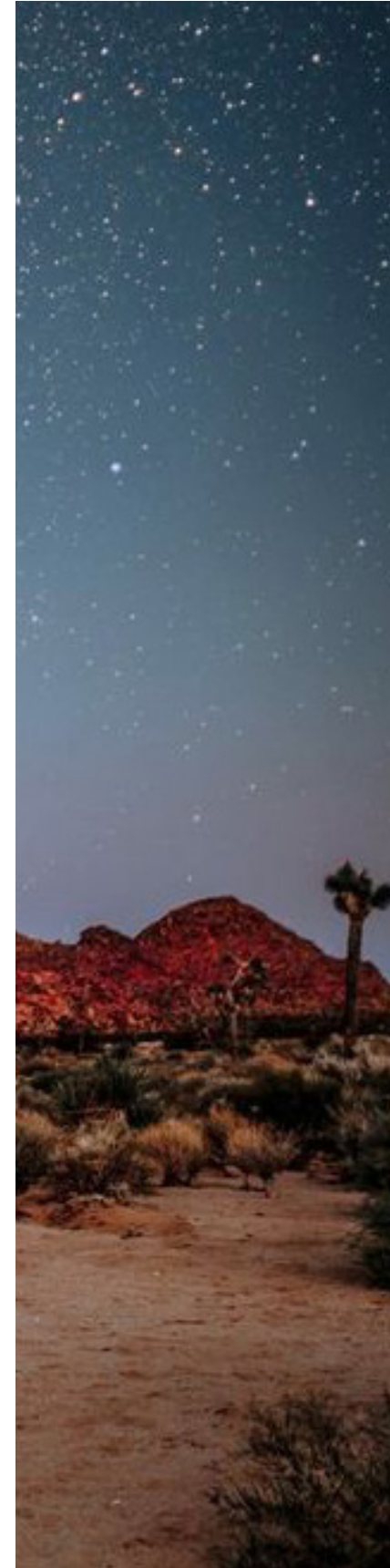
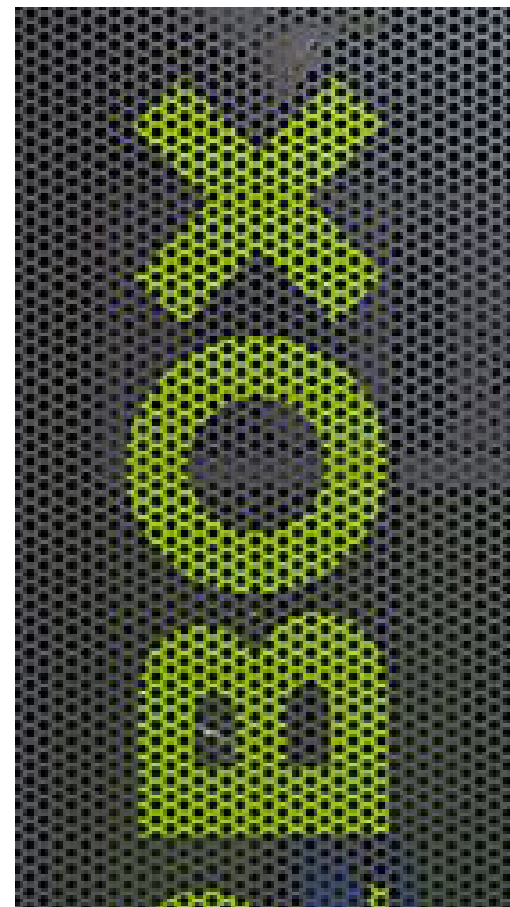
B01 VEHICLE DIRECTION
LARGE

B02 VEHICLE DIRECTION
MEDIUM

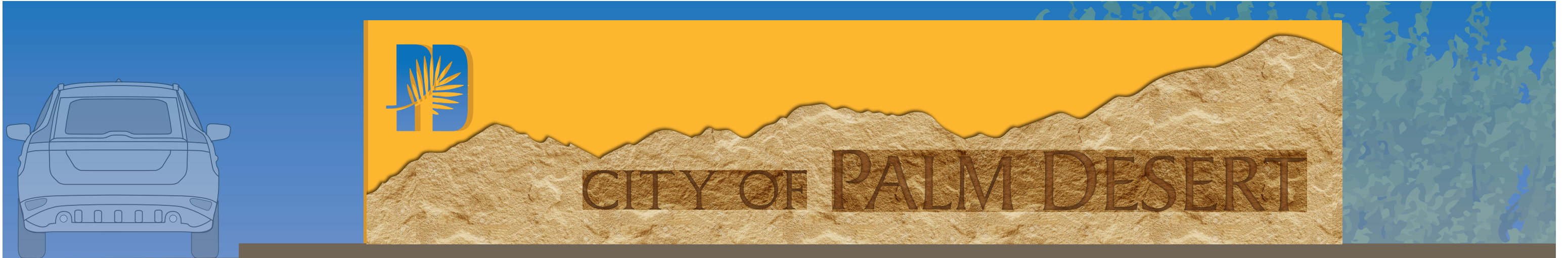
B03 VEHICULAR DIRECTIONAL
SMALL

B04 PEDESTRIAN DIRECTORY
STATIC

CONCEPT 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

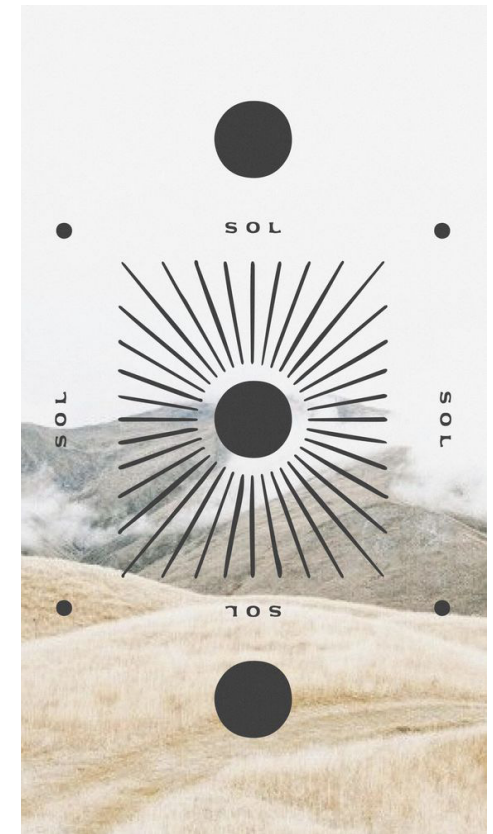
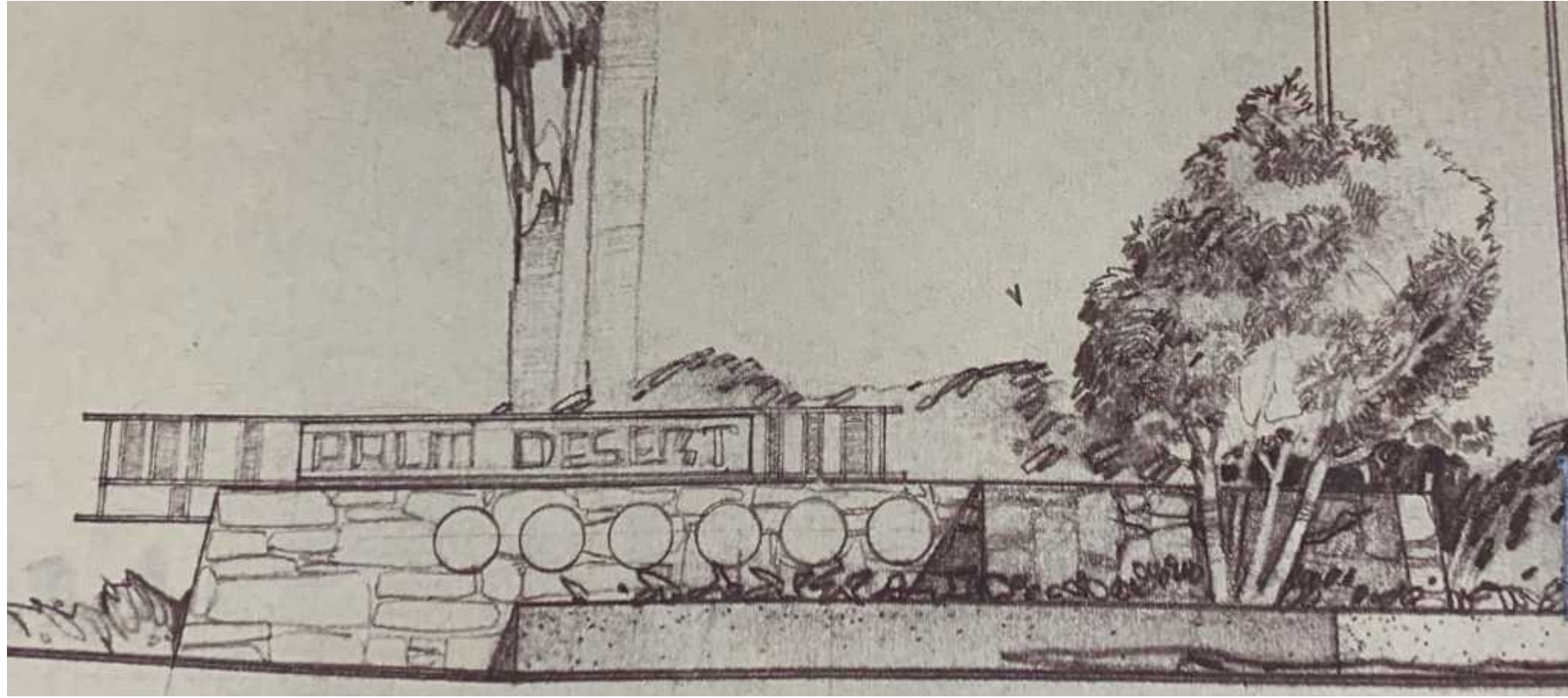
B03 VEHICULAR DIRECTIONAL
SMALL

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



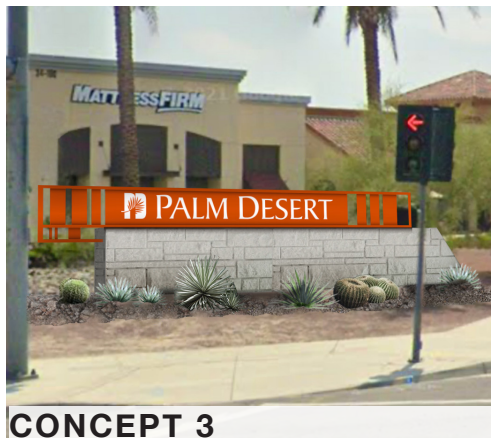
CONCEPT 1A



CONCEPT 1B



CONCEPT 2



CONCEPT 3



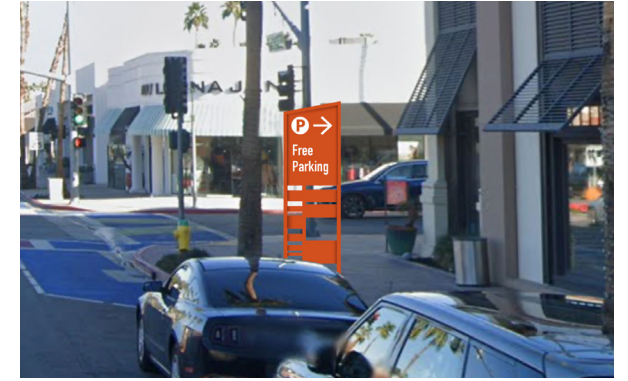
CONCEPT WAYFINDING SIGN SUMMARY



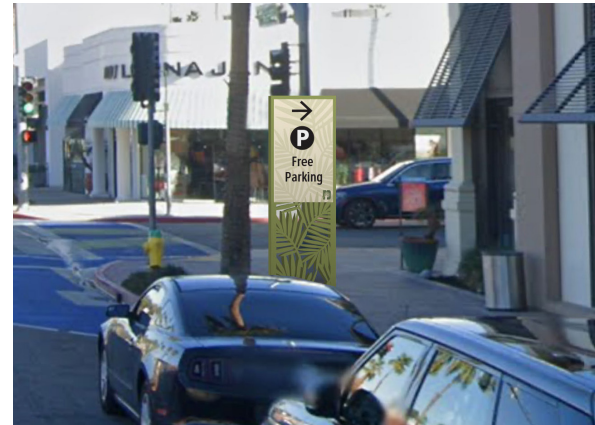
CONCEPT 1A



CONCEPT 3



CONCEPT 1B



CONCEPT 2A



CONCEPT 2B

