

**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

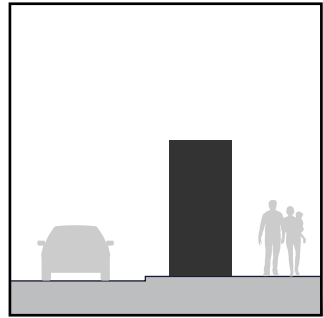
Based on the analysis, community outreach survey, and S.W.O.T. Report, the following signage and wayfinding approaches are recommended for the City of Palm Desert:

- **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.

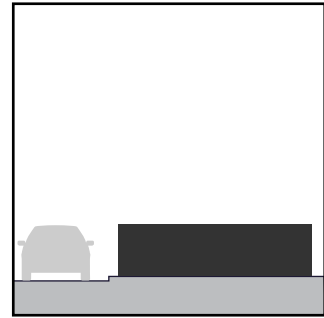
02 Concept Design

Summary of Signs Proposed

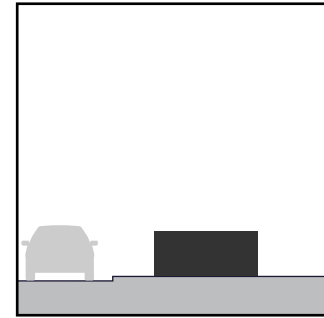
IDENTITY



A01 GATEWAY MONUMENT

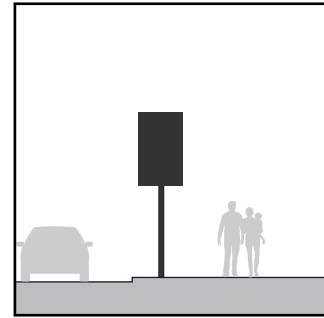


A02 GATEWAY MONUMENT

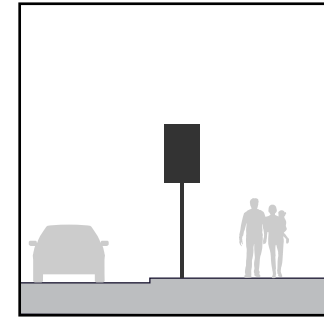


A03 GATEWAY MONUMENT

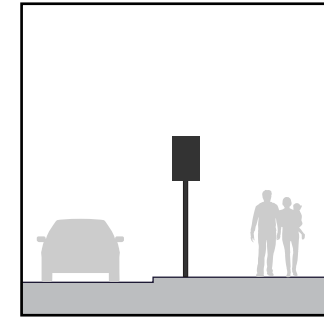
DIRECTION



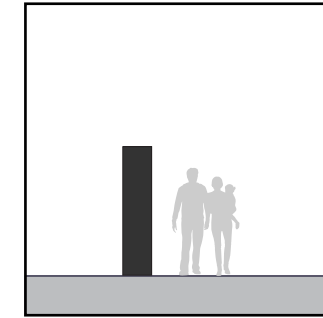
B01 VEHICLE DIRECTION
LARGE



B02 VEHICLE DIRECTION
MEDIUM

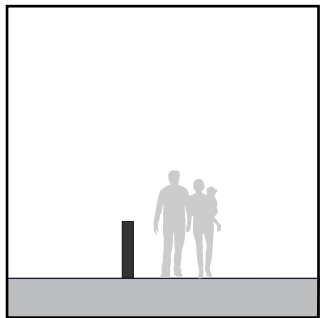


B03 VEHICLE DIRECTION
SMALL

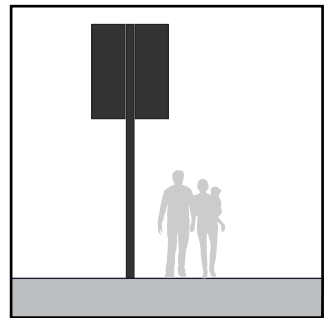


B04 PEDESTRIAN DIRECTION
W/ MAP

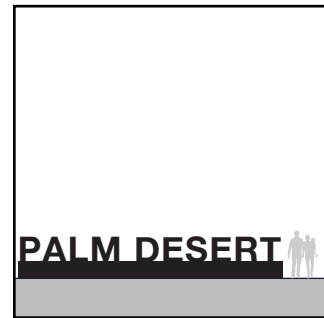
AMENITY



E01 ART TOTEM - EXISTING

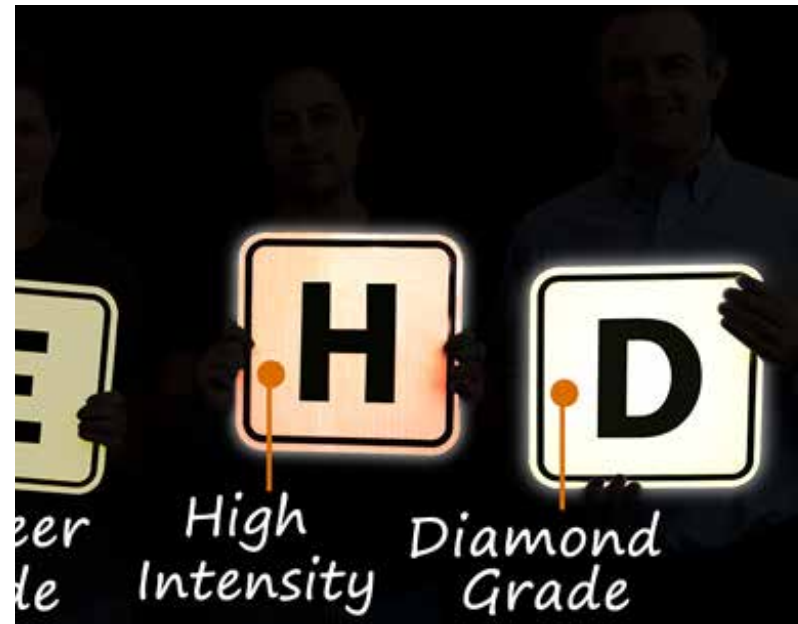
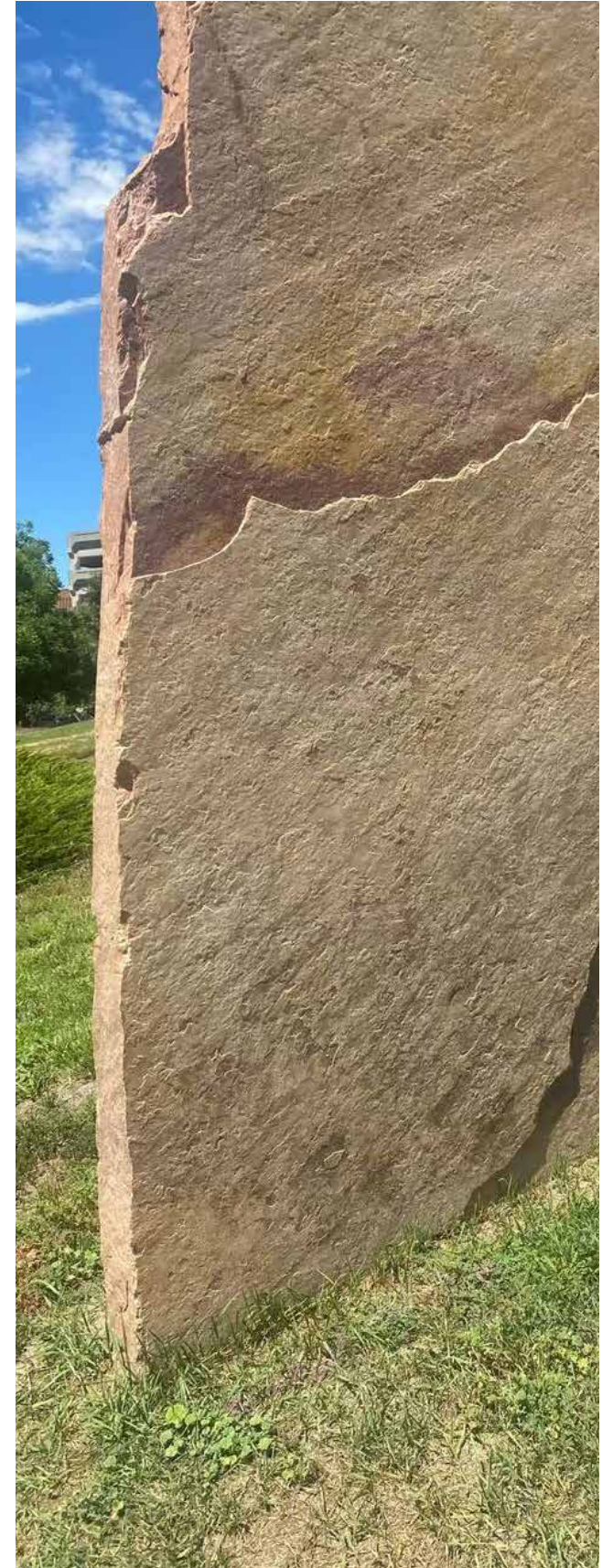
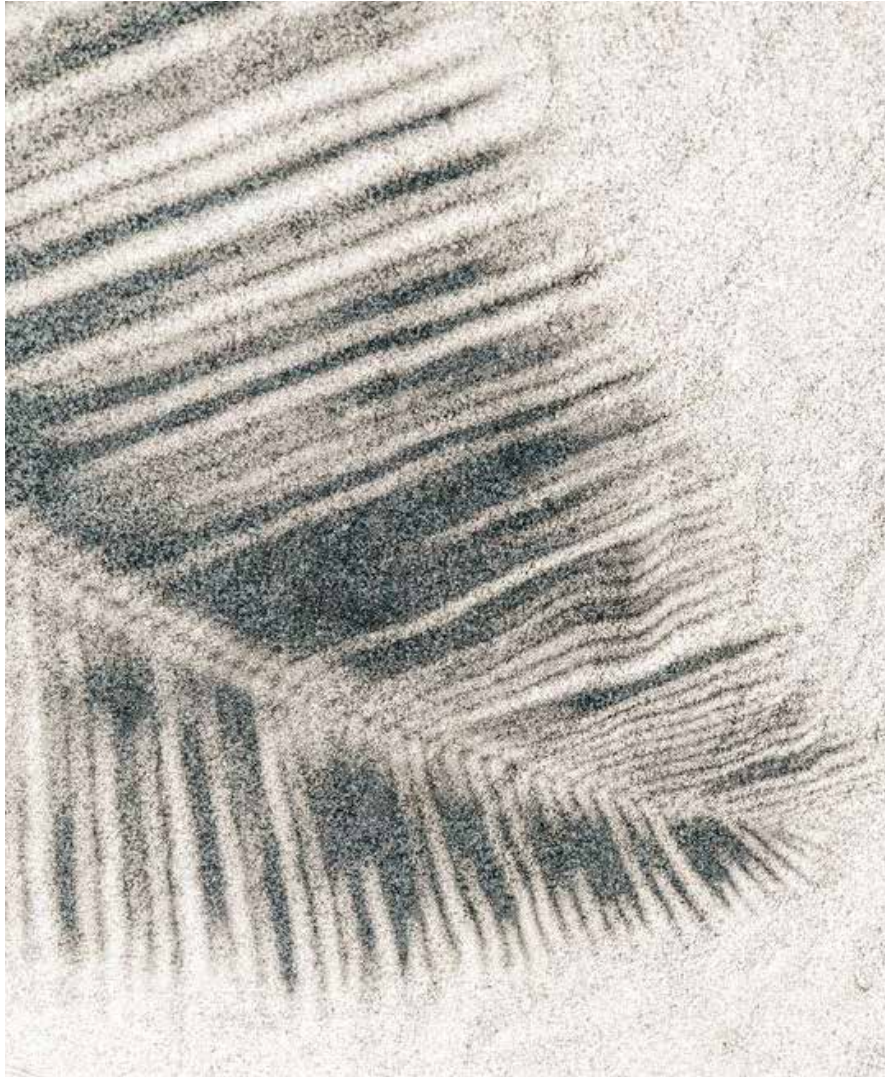


E02 BANNER



E03 PLACEMAKING

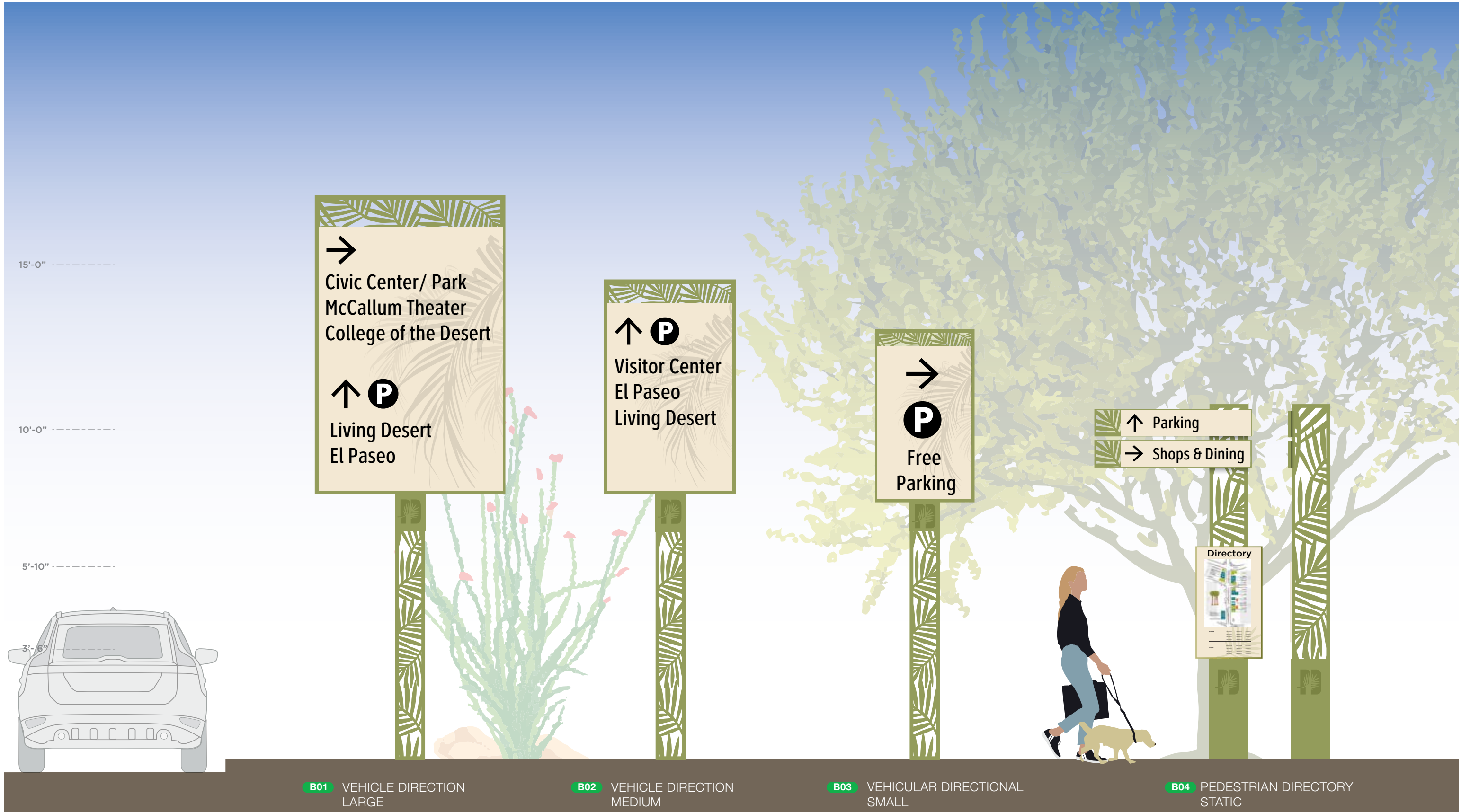
CONCEPT 1 MOOD BOARD



CONCEPT 1A DESIGN



CONCEPT 1A DESIGN



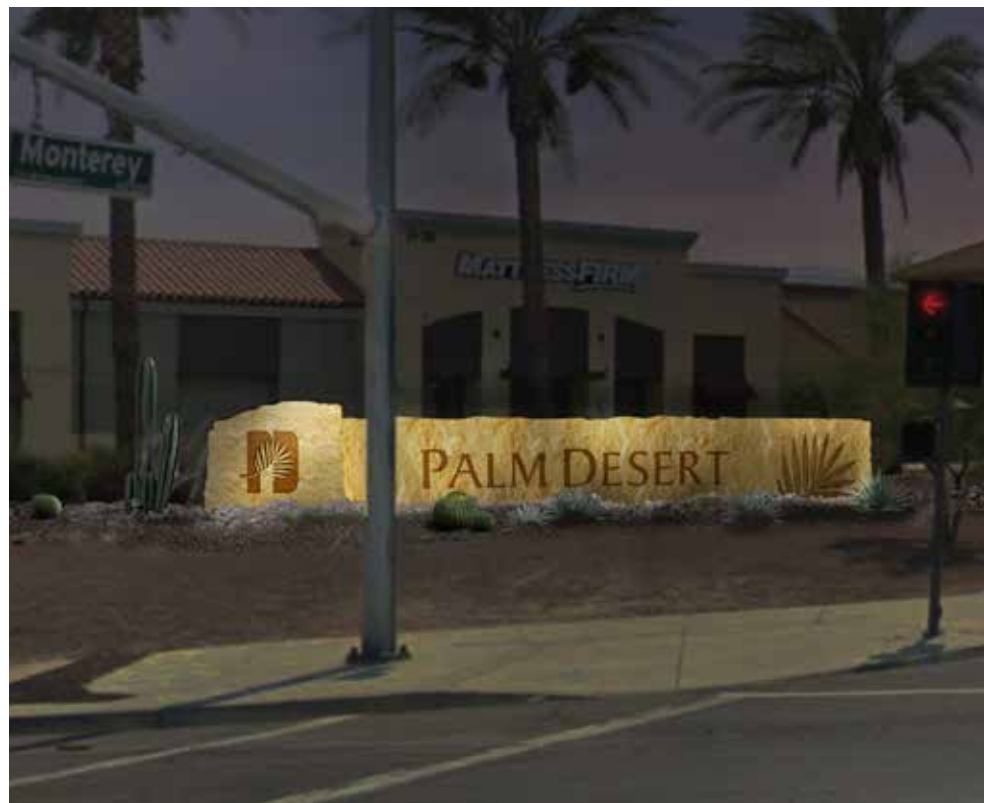
B01 VEHICLE DIRECTION
LARGE

B02 VEHICLE DIRECTION
MEDIUM

B03 VEHICULAR DIRECTIONAL
SMALL

B04 PEDESTRIAN DIRECTORY
STATIC

CONCEPT 1A DESIGN



CONCEPT 1A DESIGN



CONCEPT 1B DESIGN



CONCEPT 1B DESIGN



B01 VEHICLE DIRECTION
LARGE

B02 VEHICLE DIRECTION
MEDIUM

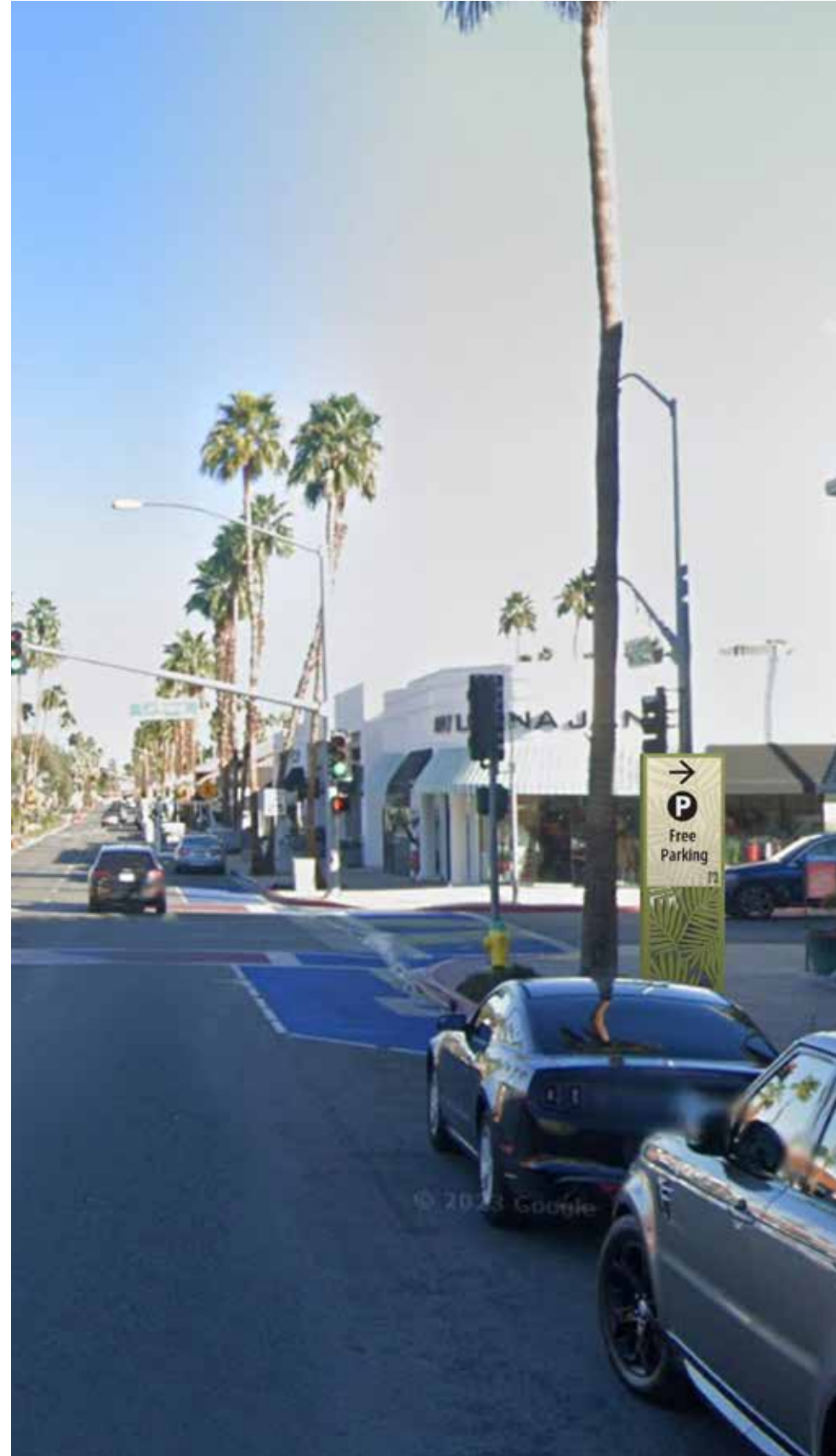
B03 VEHICULAR DIRECTIONAL
SMALL

B04 PEDESTRIAN DIRECTORY
STATIC

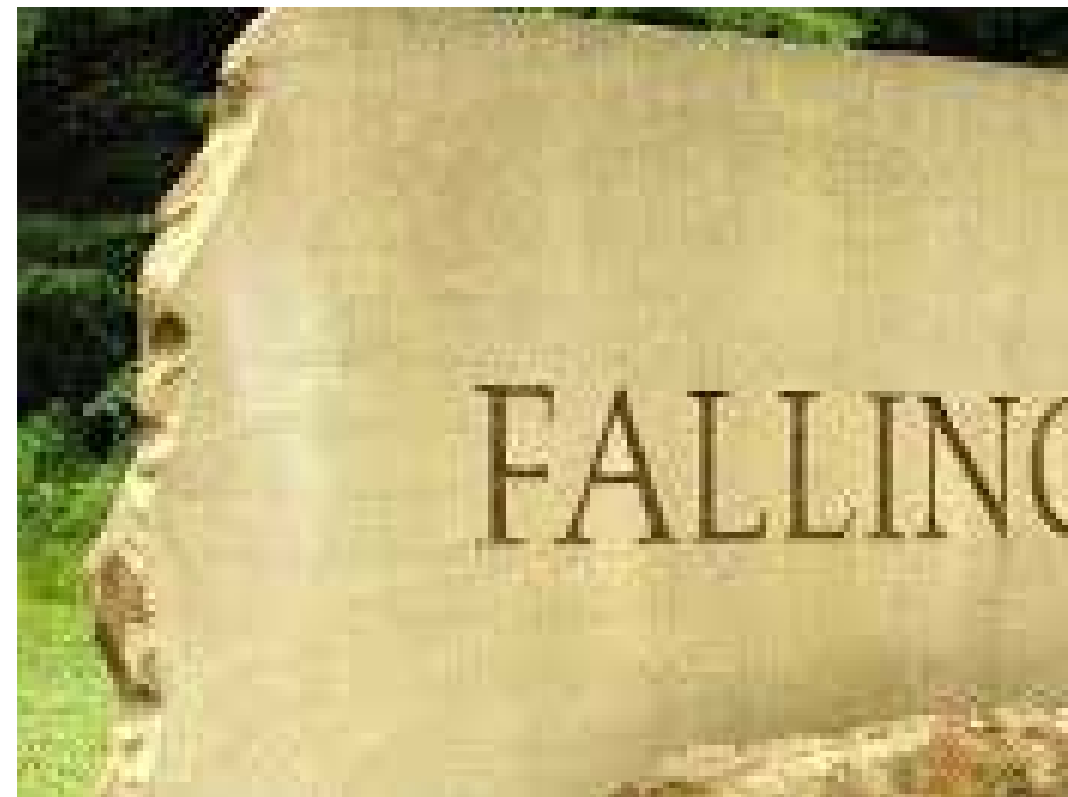
CONCEPT 1B DESIGN



CONCEPT 1B DESIGN



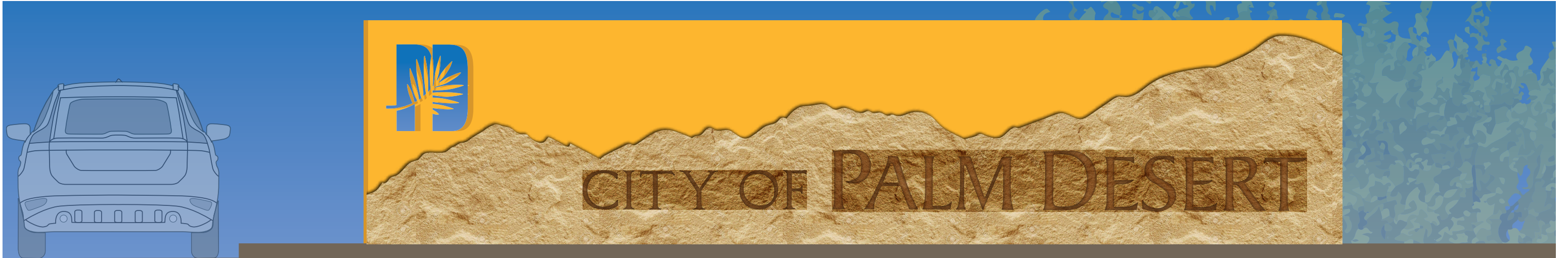
CONCEPT 2 MOOD BOARD



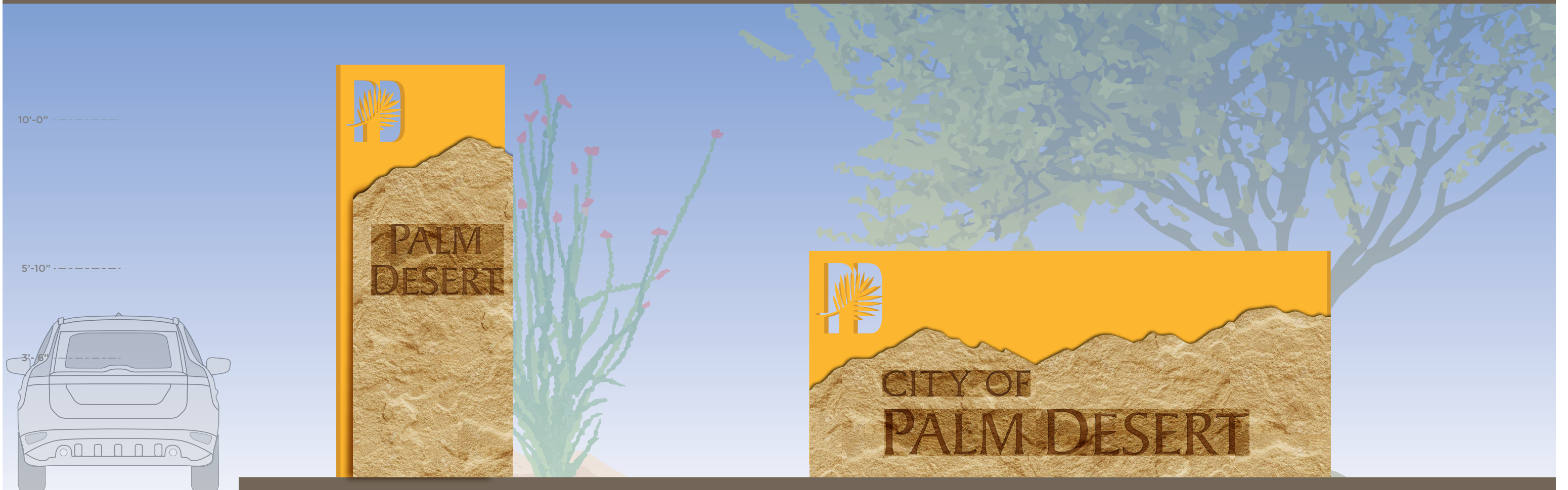
PROJECT:
CITY OF PALM DESERT
WAYFINDING MASTER PLAN

PHASE:
TASK 2: CONCEPT DESIGN
JANUARY 28, 2025

CONCEPT 2 DESIGN



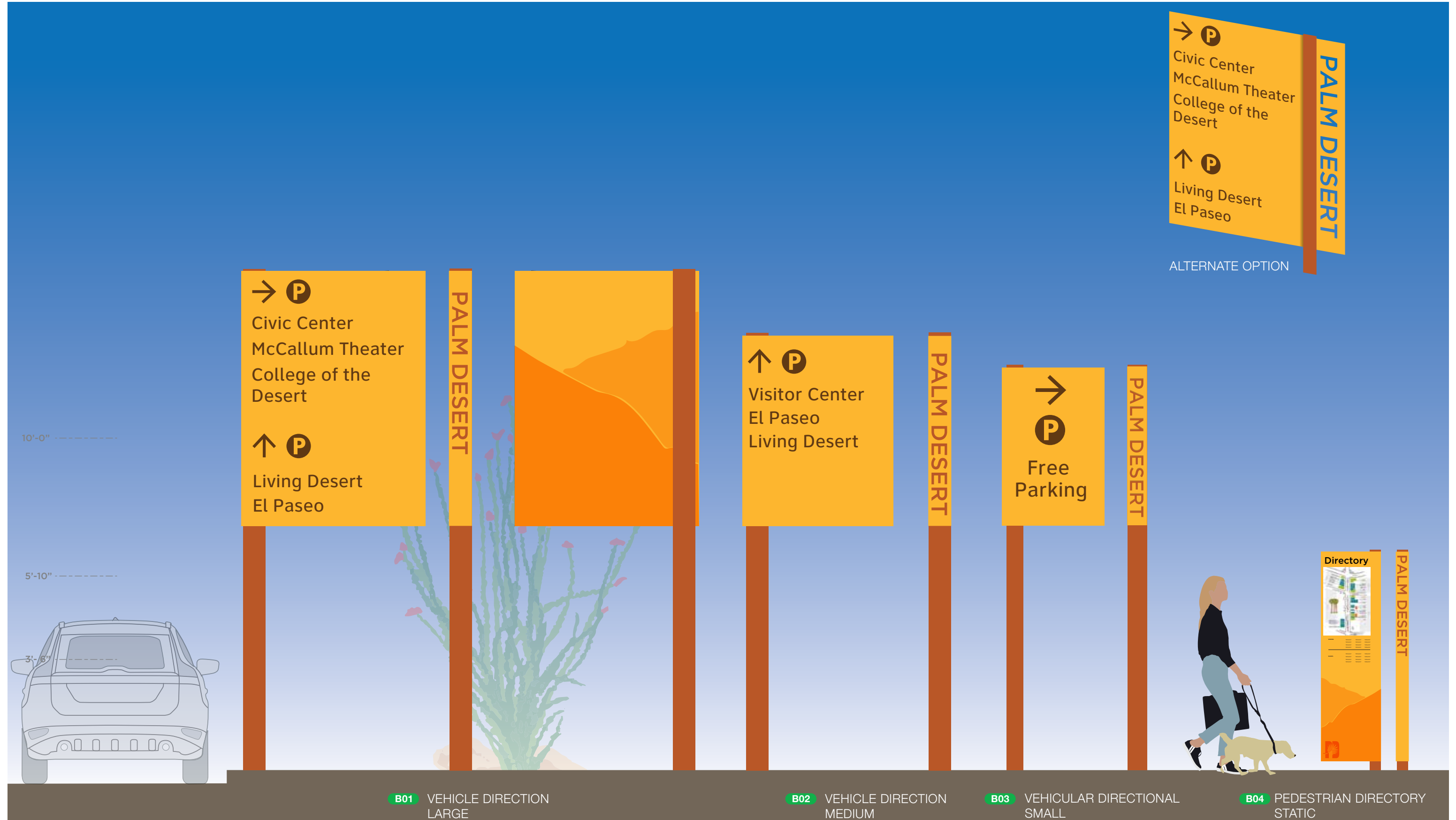
A01 GATEWAY MONUMENT
LOCATION 1



A02 GATEWAY MONUMENT
LOCATION 2

A03 GATEWAY MONUMENT
LOCATION 3

CONCEPT 2 DESIGN



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.

Survey

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?

- Full-time Resident (live in Palm Desert more than 6 months annually)
- Part-time Resident (live in Palm Desert less than 6 months annually)
- Local Visitor (live in Coachella Valley, but not in Palm Desert)
- 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
- UCR - Palm Desert Campus
- The Living Desert Zoo and Gardens
- Civic Center (includes park and facilities)
- The Joslyn Center
- College of the Desert

Reset

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

- Hovley Soccer Park
- Mike Schuler Trail (Bump and Grind Trail)
- Cahuilla Hills Park
- Freedom Park
- 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

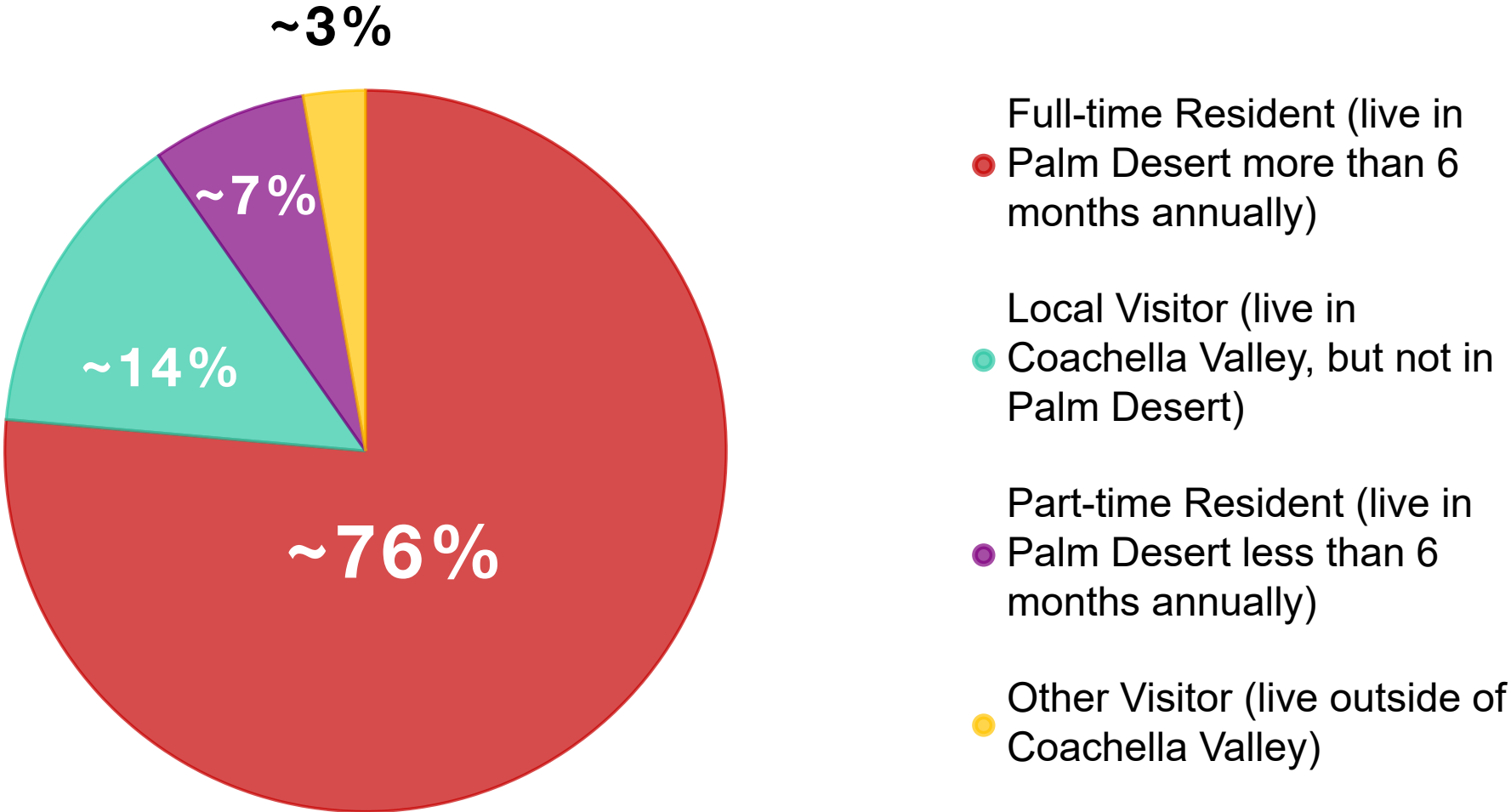
Do you have any further comments about wayfinding in Palm Desert?

1000

Submit

Survey Results

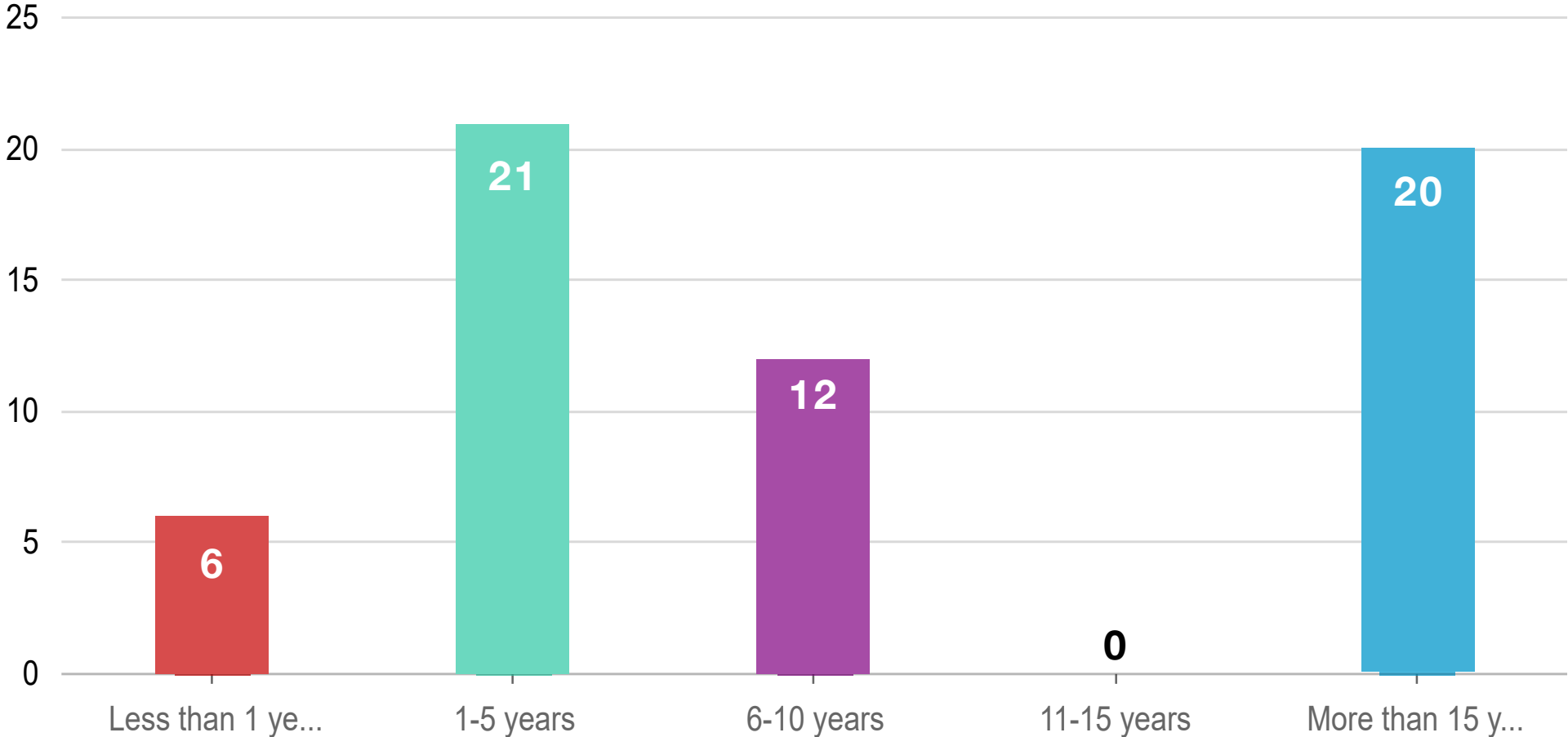
How do you classify yourself in Palm Desert?



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

Survey Results

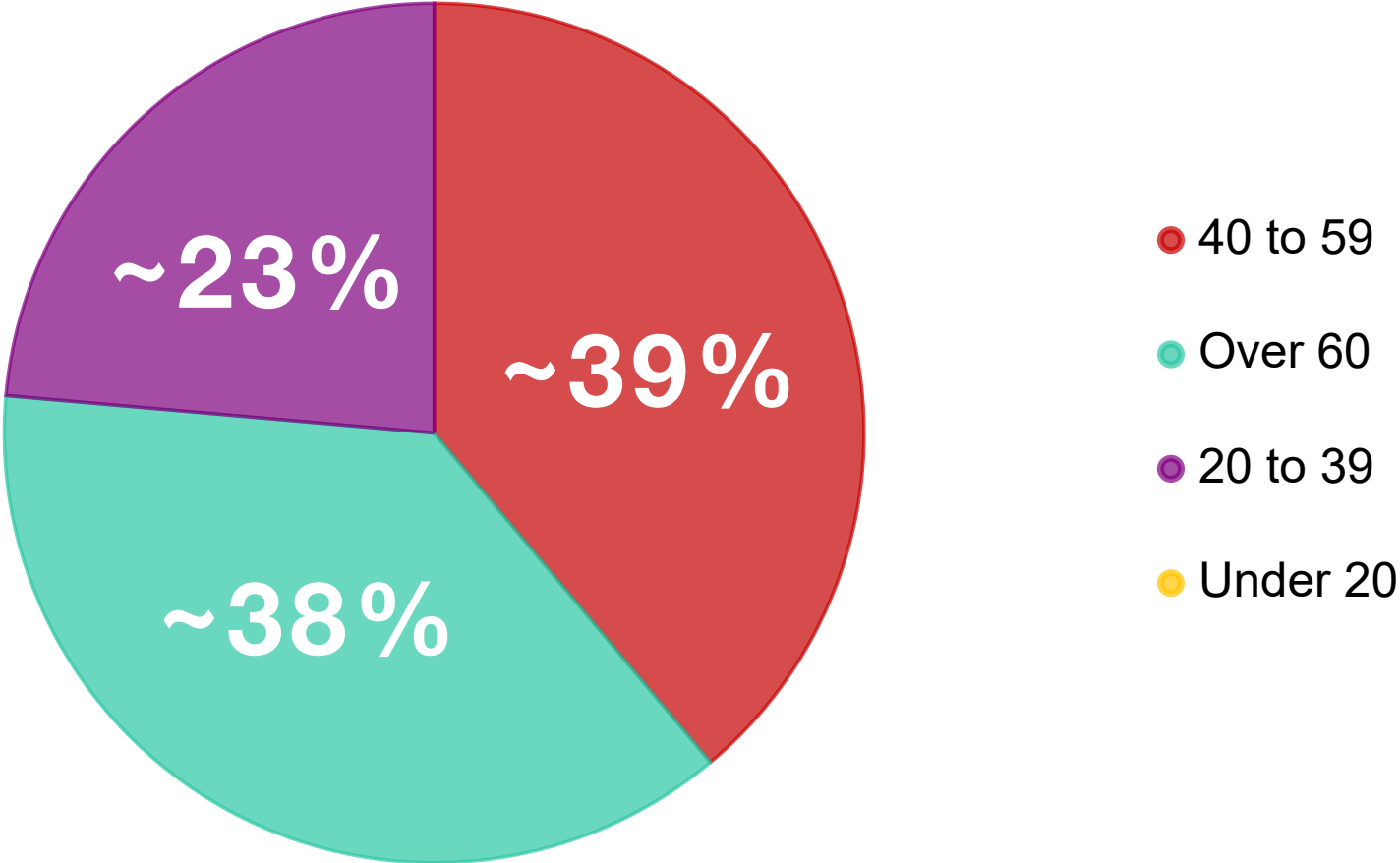
If a resident, how long have you lived in Palm Desert?



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

Survey Results

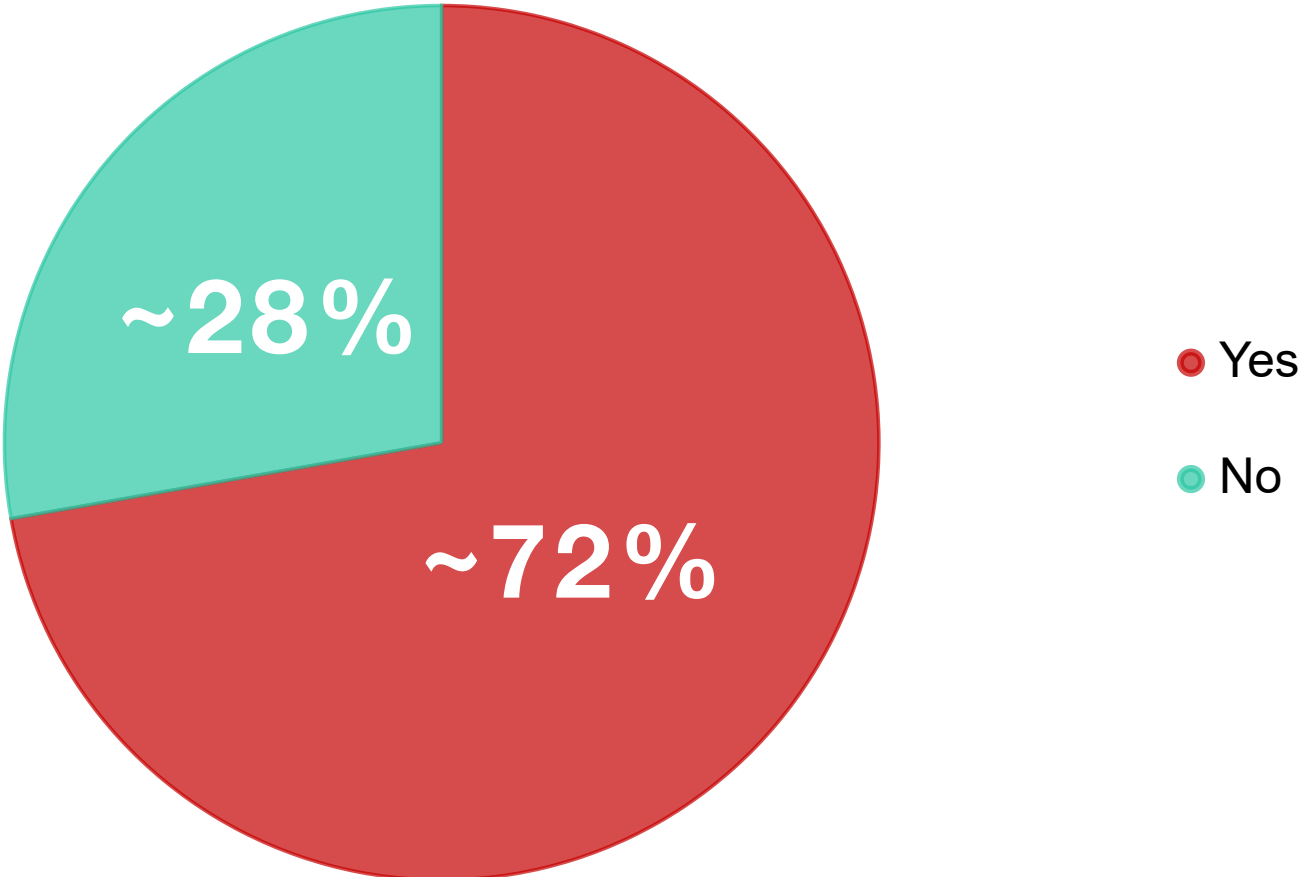
What is your age?



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

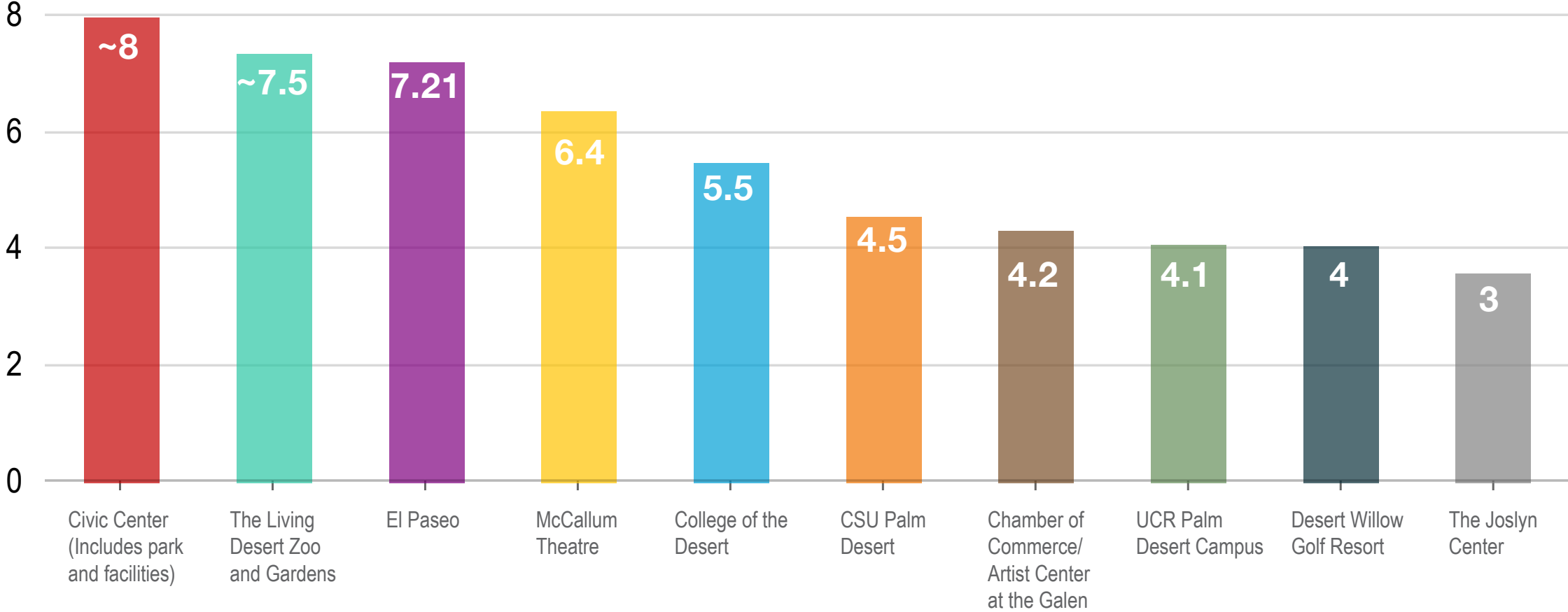
If no, explain why:

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

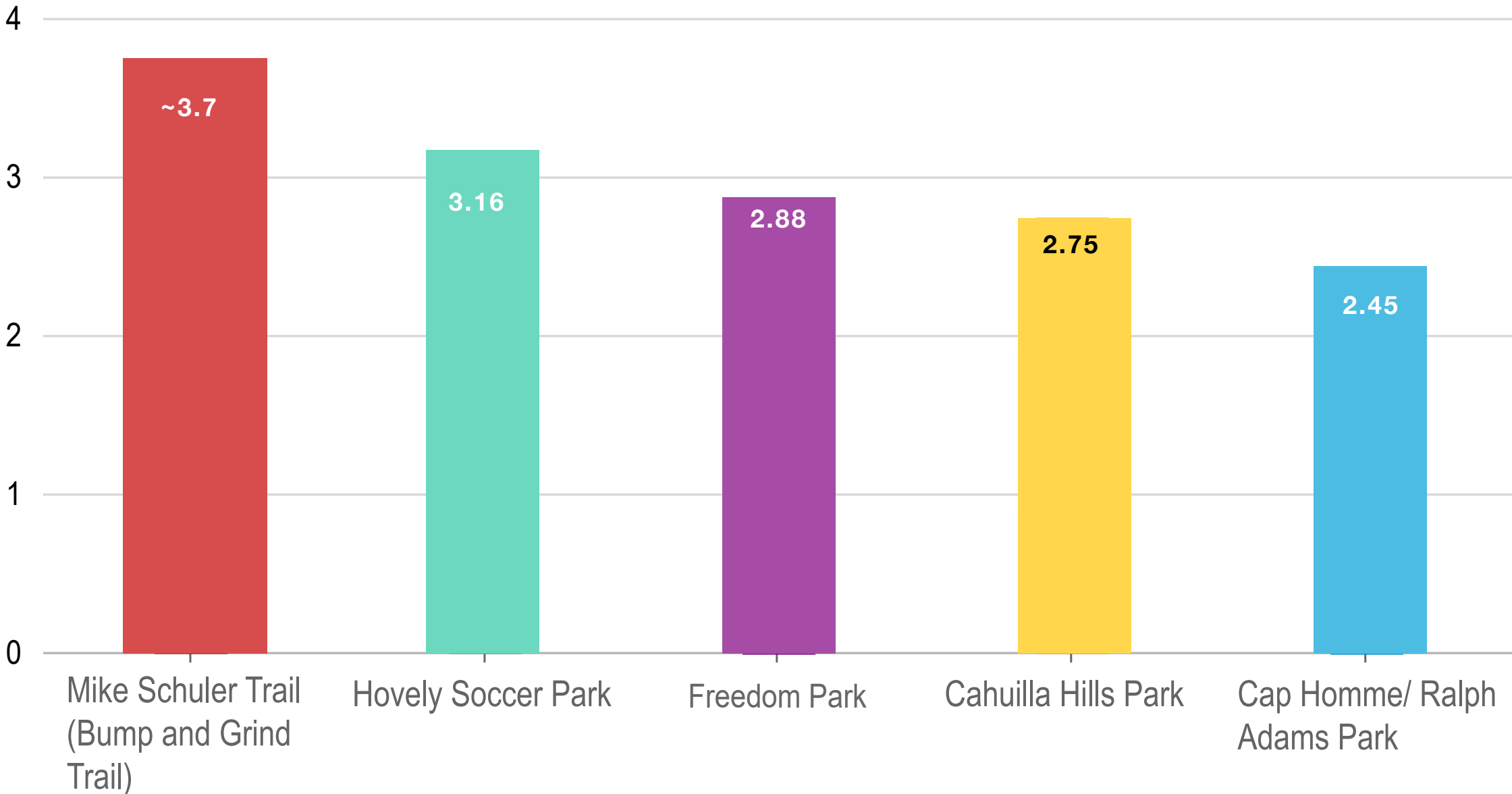
Rank these 10 destinations of community importance in Palm Desert, with 1 being the most significant.



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.**

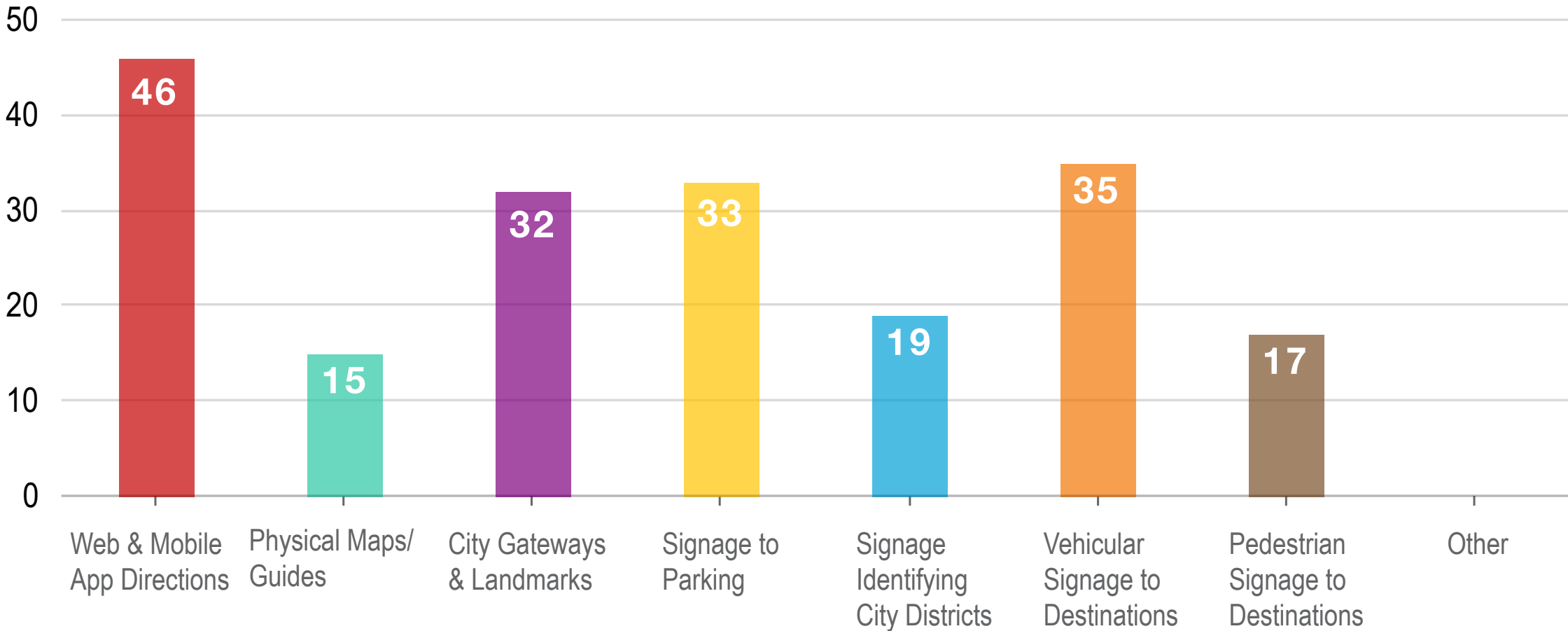
Survey Results

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

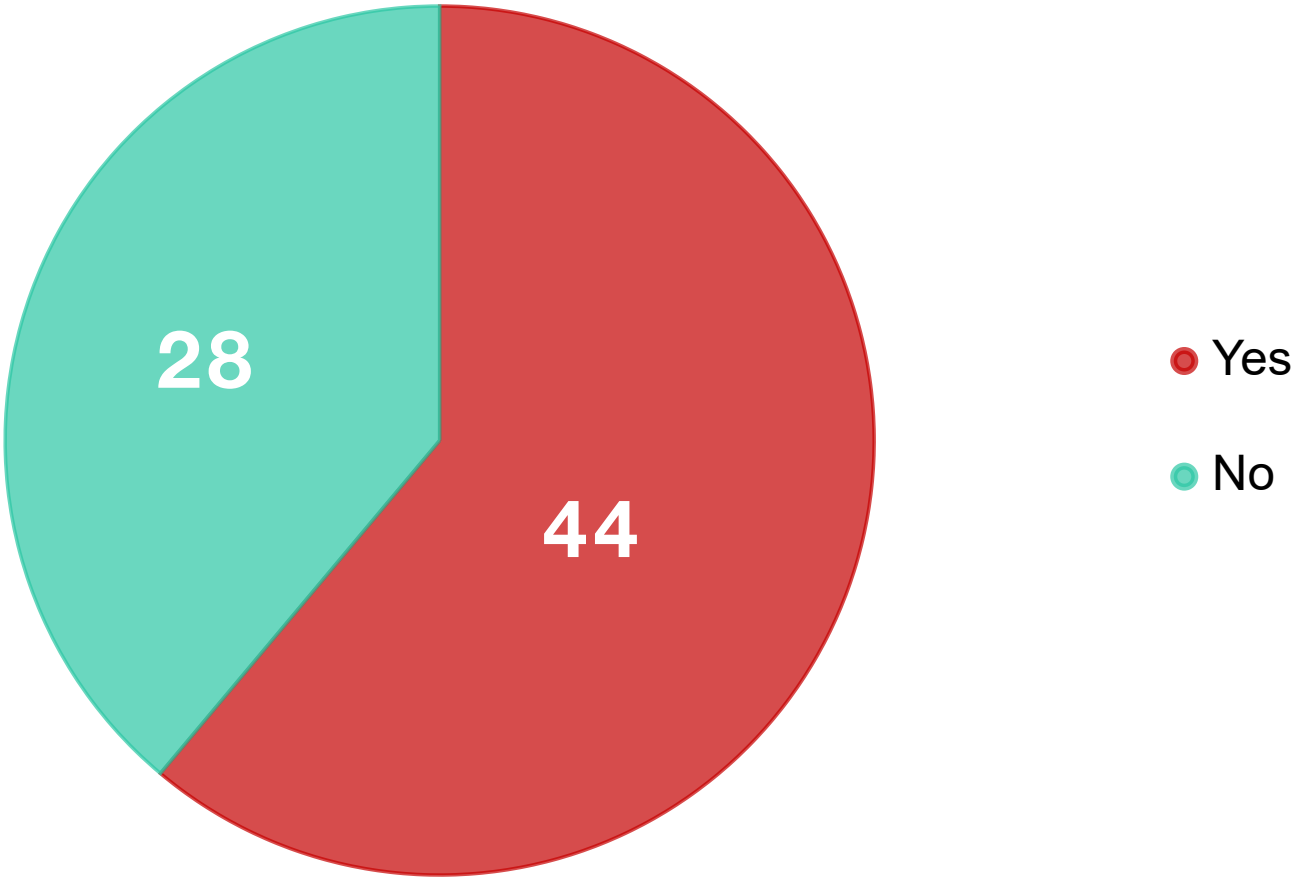
What wayfinding ideas would you find most helpful? Select your top 3.



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."**

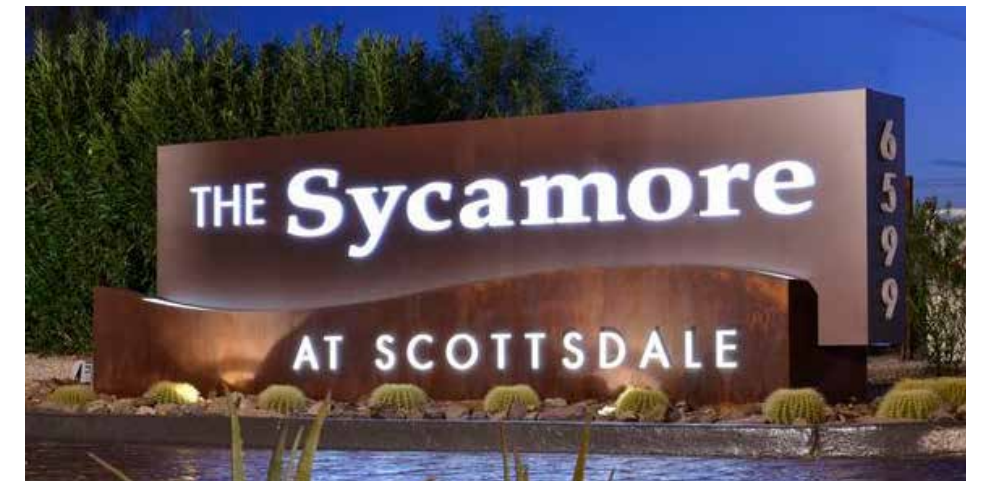
"What about Murals that tell the city history. Also you could **have a barcode people could scan with their phone that would help them to a map of locations or history of the specific site. Also With the new bike trails what about an audio tour."**

6 Precedent Images

Coachella Valley City Signs



Competitive City Signs



DIGITAL/ SLIDING SIGN PRECEDENTS

