

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: March 27, 2025

PREPARED BY: Thomas Soule, Public Affairs Manager
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SUBJECT: UPDATE ON THE CITY SEAL REDESIGN PROCESS

RECOMMENDATION:

Receive and file an update on the City Seal redesign process.

BACKGROUND/ANALYSIS:

In response to a City Council request to explore updating the City Seal, staff is proposing a comprehensive redesign process. This study session will provide an overview of the proposed process for developing a new City Seal, including key phases for design, public engagement, and City Council approval.

The City Seal has remained unchanged since the City's incorporation 50 years ago, and as the City has evolved, so too has its identity and community character. A more contemporary and representative seal can help reinforce civic pride, reflect the City's progress, and ensure that official branding aligns with the City's current vision. This session serves as a critical next step in defining that approach, securing input, and ensuring a transparent and inclusive process before moving forward. This session will also provide an opportunity for Council members to share their insights before the process formally begins.

Proposed Process:

In broad strokes, the recommended approach includes the following steps:

- Create a Steering Committee – Staff will identify and select members for a working group comprising an artist, an art influencer, and a marketing professional.
- Design Development – Establishing guiding principles for the new seal's design, informed by historical context and community identity.
- Public Engagement – Gathering input from residents and stakeholders through surveys, meetings, and outreach efforts to ensure broad representation.
- Council Review & Approval – Presenting design options for City Council consideration and final selection.

Staff will incorporate City Council feedback from this session into the final process framework and create a detailed timeline for implementation. In addition, staff requests the appointment of an ad hoc City Council Subcommittee to provide staff with guidance throughout the process. A companion report is listed on the regular meeting agenda to confirm this appointment.

Legal Review:

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

FINANCIAL IMPACT:

Total costs of this project are estimated at \$10,000. Funds are available in the appropriate FY 2024-25 Annual Budget accounts. There is no additional impact to the General Fund.

ATTACHMENTS:

1. City of Palm Desert Seal
2. City of Palm Desert Seal Re-design Process