

# CITY OF PALM DESERT STAFF REPORT

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MEETING DATE: May 22, 2025

PREPARED BY: Christopher Gerry, Senior Project Manager

SUBJECT: APPROVAL OF REVISED DESIGN CONCEPT FOR CITYWIDE  
WAYFINDING SIGNAGE (PROJECT NO. MST00003)

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## **RECOMMENDATION:**

Approve the revised wayfinding design concept for the Citywide Wayfinding Master Plan.

## **BACKGROUND/ANALYSIS:**

The City of Palm Desert (City) has been undertaking a comprehensive effort to update and unify its directional and entry monument signage. Wayfinding signs guide residents and visitors to key destinations, while monument signs mark major city entry points and reflect Palm Desert's visual identity. In 2023, the City Council directed staff to develop a new Wayfinding Master Plan and redesign three monument signs to replace and enhance the aging system. Additional background information on these efforts are included in a previous staff report (Attachment 1).

On February 27, 2025, the City Council considered preliminary designs for citywide wayfinding and entry monument signage. During the meeting, the City Council expressed support for the proposed entry monument design (Attachment 2) but requested further refinement of the wayfinding signage (Attachment 3) to better reflect Palm Desert's design identity. The refinement focused on adjusting the color palette, specifically shifting to softer, more neutral shades to better complement Palm Desert's design character and surrounding environment. In response to this direction, the City's design consultant revised the wayfinding concept (Attachment 4).

On April 7, 2025, the Active Transportation Subcommittee reviewed and recommended support for the revised wayfinding concept. On April 17, 2025, the updated entry monument and wayfinding signage designs were presented to the El Paseo Parking and Business Improvement District Board, which also provided supportive comments.

Staff is returning to the City Council to request consideration of the revised wayfinding signage design. Approval of the design will allow staff and the consultant to finalize detailed specifications and complete the draft Wayfinding Master Plan. Upon selection of a preferred design, staff will return to the City Council for final review and adoption of the full plan.

## **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. Current cost estimates range from approximately \$934,000 to \$2,391,000. To support project delivery, the proposed Fiscal Year 2025/26 budget includes an allocation of \$1,800,000. These 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 following table illustrates current project design anticipated expenses:

<i>Description</i>	<i>Budget</i>	<i>Contracts</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>Total</b>	<b>\$250,000</b>	<b>\$162,500</b>	<b>\$87,500</b>

**ATTACHMENTS:**

1. Staff Report (February 27, 2025)
2. Preferred Entry Monument Signage Design
3. Previously Presented Wayfinding Signage Design
4. Recommended Wayfinding Monument Signage Design