

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: September 11, 2025

PREPARED BY: Chris Gerry, Senior Project Manager

SUBJECT: AWARD PROFESSIONAL SERVICES AGREEMENTS TO SELBERT PERKINS DESIGN FOR THE DESIGN OF THE EL PASEO PARKWAY IMPROVEMENTS AND TRAFFIC SIGNAL IISNS REPLACEMENT

RECOMMENDATION:

1. Award a Professional Services Agreement to Selbert Perkins Design, Inc., of Playa Del Rey, California, in the amount of \$75,000 for the design of the El Paseo Parkway Improvements (CST00013).
2. Award a Professional Services Agreement to Selbert Perkins Design, Inc., of Playa Del Rey, California, in the amount of \$65,000 for the design of the Traffic Signal IISNS Replacement (MTS00002).
3. Authorize the City Attorney to make necessary non-monetary changes to the contracts.
4. Authorize the City Manager to execute the agreements and any written requests for amendments, and any other documents necessary to effectuate this action, in accordance with Palm Desert Municipal Code Section 3.30.170(B).

BACKGROUND/ANALYSIS:

The approved Fiscal Year (FY) 202526 Financial Plan and Capital Improvement Program (CIP) List, authorized funding for two design projects: the El Paseo Parkway Improvements (CST00013) and the Traffic Signal IISNS Replacement (MTS00002).

The El Paseo Parkway Improvements- the existing monument entry signs have exceeded their useful life, with one monument destroyed and removed. In addition, the integrated water features have been a recurring maintenance challenge, resulting in repairs and increased operational costs.

The Traffic Signal IISNS Replacement - the City currently maintains over 100 intersections with illuminated panels. These overhead signs, mounted on traffic signal poles, display the City name, street name, and block numbers to enhance visibility and wayfinding, particularly at night. This project is intended to create a modernized design that aligns with the City's broader signage and placemaking upgrades.

These two projects share similarities in scope and intent with two ongoing design projects: the Wayfinding Master Plan (MST00003) and the City Entry Monument Signage (CSS00001). These ongoing projects were previously awarded to Selbert Perkins Design (Designer) through a competitive Request for Proposals (RFP) in January 2025 and March 2025. The combined value of the two existing design contracts with Selbert Perkins Design totals \$140,000.

City of Palm Desert
 Approve Contract for Design Services

Staff recommends awarding two Professional Services Agreements to the same firm, pursuant to Palm Desert Municipal Code Section 3.30.160(I), as it is in the best interest of the City. The Designer’s ongoing work on the Wayfinding Master Plan and City Entry Monument Signage provides direct alignment in scope, design intent, and branding objectives with the El Paseo Parkway Improvements and Traffic Signal IISNS Replacement. Engaging the same designer will ensure consistency in design approach, reinforce the City’s branding, and streamline project coordination, while avoiding duplicative efforts and maintaining schedule efficiency. The scope of work for each project can be found in Exhibit B of the Professional Services Agreements.

Legal Review:

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

FINANCIAL IMPACT:

The two Projects were included in the approved Fiscal Year 2025-26 Financial Plan and Capital Improvement Program (CIP) List: El Paseo Parkway Improvements funded through the Capital Improvement Fund (Account No. 4004310-4400100), and the Traffic Signal IISNS Replacement funded through the Measure A Fund (Account No. 2134250-5000906). The \$15,000 overage for the Traffic Signal IISNS Replacement will be offset by savings from the Traffic Signal Modification & Hardware Upgrades Program; therefore, there is no financial impact on the General Fund.

The table below reflects budget and expenses for all projects involved:

<i>Project</i>	<i>Account</i>	<i>Budget</i>	<i>Expense</i>	<i>Balance</i>
<i>*El Paseo Parkway Improvements – Design</i>	4004310-4400100	\$75,000	\$75,000	\$0
<i>*Traffic Signal IISNS Replacement - Design</i>	2134250-5000906	\$50,000	\$65,000	(\$15,000)
<i>Traffic Signal Modification & Hardware Upgrades Program</i>	2134250-4500906	\$825,000	\$810,000	\$15,000
Total		\$950,000	\$950,000	\$0

*Current request

ATTACHMENTS:

1. Professional Services Agreement – El Paseo Parkway Improvements
2. Professional Services Agreement – Traffic Signal IISNS Replacement
3. Proposal – El Paseo Parkway Improvements
4. Proposal – Traffic Signal IISNS Replacement