

Selbert
Perkins
Design.

August 07, 2025

City of Palm Desert

El Paseo Monument Signage



Chris Gerry
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Re: City of Palm Desert - El Paseo Monument Signage

Dear Chris,

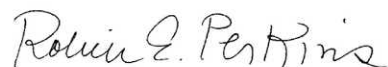
Selbert Perkins Design (SPD) is pleased to submit our proposal for the design of two new monument signs at the east and west ends of El Paseo. We are excited to continue our ongoing collaboration with the City of Palm Desert and are excited to support this high-profile gateway enhancement for one of the City's most iconic corridors.

This project presents a unique opportunity to reimagine the El Paseo arrival experience. Our team understands the importance of designing monument signage that not only reinforces the district's identity, but also aligns with the broader visual language the City has been cultivating through its placemaking and signage initiatives. We will develop refined, contemporary solutions that balance visibility, elegance, and long-term durability—while responding thoughtfully to the site, stakeholders, and the spirit of El Paseo.

Our scope includes full design services from concept through construction documentation and installation support. We will coordinate closely with City staff and the El Paseo Board, and provide presentation support for City Council as needed. Our collaborative, iterative design process will ensure that the final signage reflects the shared vision of all project partners.

Thank you again for entrusting SPD with this opportunity. We look forward to shaping a gateway experience that celebrates El Paseo's distinct character and serves the community for years to come.

Best regards,



Robin Perkins
Partner



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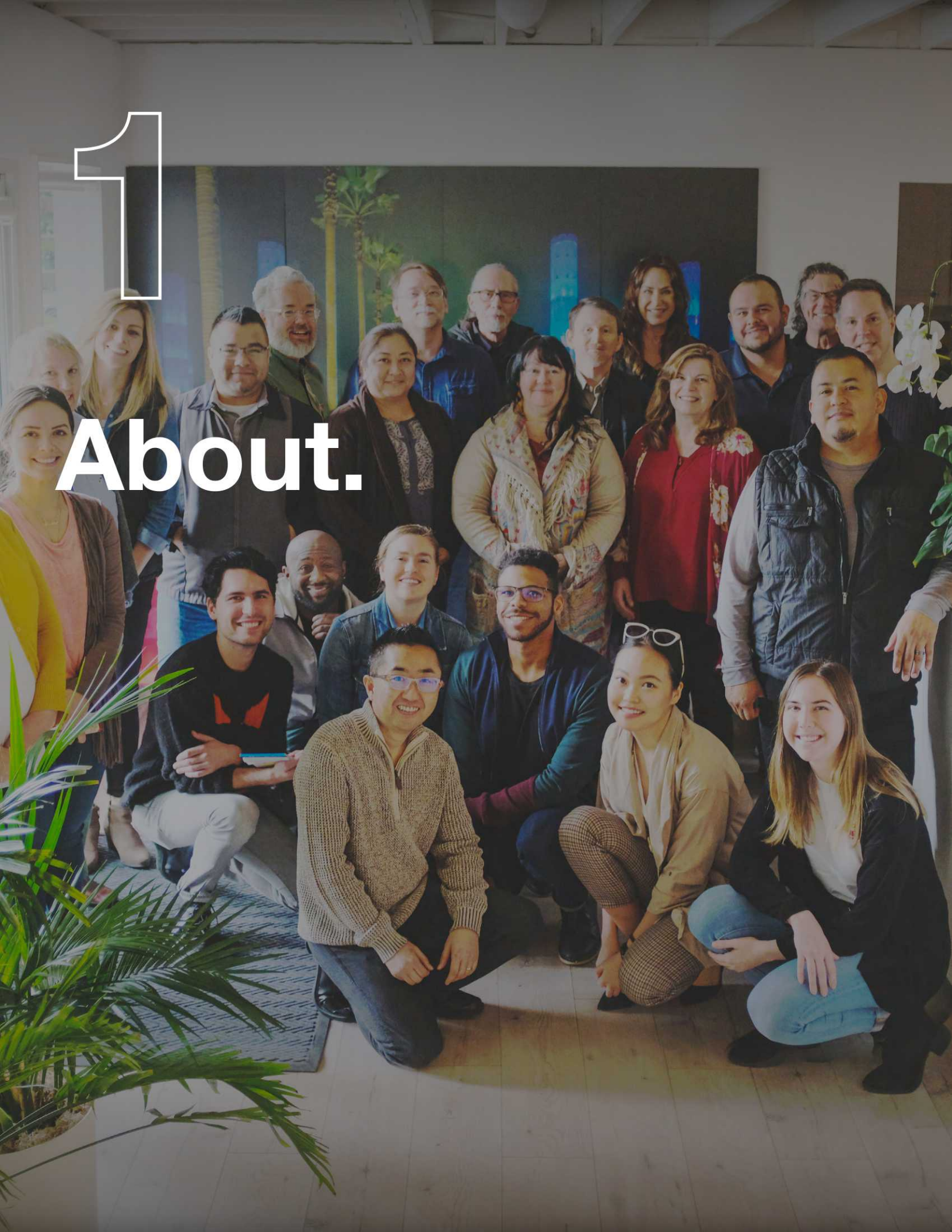
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About.



About Selbert Perkins Design

**Every place has a story,
every story has a place.™**

Selbert Perkins Design (SPD) is a multidisciplinary, international design firm specializing in wayfinding, placemaking, and place branding. SPD has offices in Boston, Chicago, Los Angeles, and Shanghai, with a combined staff of 50.

SPD has collaborated with owners, developers, architects, cities, and towns worldwide for over three decades to create iconic landmarks and gateways, branded environments, signage and wayfinding master plans, public art, and placemaking elements. We work collaboratively to discover strategic solutions to improve the user experience, make spaces more legible and memorable, and create moments of delight.

Design Services

- Wayfinding Systems
- Signage Design
- Murals and Graphics
- Print and Digital Mapping
- Media Integration
- Master Planning
- Community Engagement
- Digital Surveys and Focus Groups
- Branding and Identity Design
- Brand Roll-outs
- Marketing Materials
- Print and Digital Graphic Design
- Placemaking
- Public Art & Sculpture

Firm History

- 1982 - Clifford Selbert Design office opened Cambridge, Massachusetts office
- 1992 - Opened California office
- 1996 - Incorporated as Selbert Perkins Design Collaborative
- 2003 - LA office becomes certified WBE firm
- 2006 - Chicago office opened
- 2008 - Shanghai office opened

Contacts

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Visit us at: SelbertPerkins.com



Civic Experience Summary

Selbert Perkins Design has extensive civic branding and signage experience and integrates the local community and culture into every project to tell the story of the communities we serve. Whether it's creating a new brand identity, helping travelers find parking and explore downtown, or envisioning an active and sustainable streetscape - SPD believes its work should create a memorable experience that serves the greater good.

Civic Clients (Partial List)

Selbert Perkins Design has over 3 decades of experience working with government agencies and non-profits. We have collaborated with over 50 municipalities around the region to develop comprehensive Master Plans. Below is a partial list of our client and projects branding experience:

- Abu Dhabi Municipality
- City of Anaheim, California
- City of Garden Grove, California
- City of Everett, Massachusetts
- City of Indio, California
- City of Lancaster, California
- City of Long Beach, California
- City of Las Vegas, Nevada
- Port of Los Angeles, California
- City of Louisville, Kentucky
- City of Manhattan Beach, California
- City of Marina del Rey, California
- City of Placentia, California
- City of Urbana, Illinois
- City of Santa Monica, California
- City of Watsonville, California
- City of West Hollywood, California
- City of Worcester, Massachusetts
- Kailua Village, Hawaii
- Los Angeles World Airports, California

Civic Wayfinding Experience

- Analyze architectural, urban design and/or site master plans for opportunities
- Preparation of multi-modal wayfinding plans
- Design temporary and permanent engagement strategies that allow a broad range of the community to participate and feel a sense of ownership
- Provide clear and simple wayfinding and furniture systems that attract and guide visitors to key destinations, where to park, and walking time to destinations.
- Create a flexible kit of parts with components that are cost-effective, easily built upon, maintained, and installed

Placemaking & Environmental Graphics Experience

- Develop placemaking master plans for the public realm that can be built on over time as funds become available
- Design gateways and landmarks that express a memorable and authentic sense of place
- Create streetscape improvement plans with sculpture, lighting, and digital elements
- Design signage, graphics, or murals to enhance storefronts and building facades

Branding & Digital Communications Experience

- Storytelling with a unique brand identity for municipalities, trails, and parks
- Develop district identity systems with unified visual and verbal language
- Design branded elements including banners, vehicle wraps, bus shelters, billboards, etc.
- Design marketing materials for all digital and print communication methods
- Develop valuation plans for revenue generating digital art and advertising programs



Project Team

Robin Perkins will be the Creative Lead and manage the SPD design teams. India Howlett will be the Design Director and main point of in-person contact. She will provide regular communication with all stakeholders throughout the duration of the project, which allows her to address issues as they develop.



Robin Perkins Partner

Robin will provide additional strategic and creative direction towards planning and implementing a shared vision for art and placemaking efforts. As a co-founder of Selbert Perkins Design, Robin has developed a visionary approach to art, design and communications in the built environment. With extensive experience worldwide as creative/art director, designer, and manager, Robin will guide the efforts of the design team and lead all project client presentations.



India Howlett Principal (Main Point of Contact)

As Design Director at Selbert Perkins Design, India brings over 25 years of creative and leadership experience. She is an integral member of the Los Angeles studio, who has led branding, architectural graphics, and wayfinding projects for mixed-use, hospitality, healthcare facilities and campuses, universities, airports and unique project types such as parks. From the initial vision through implementation, she is involved in each step of the process — design direction, leadership, creativity, and management — working with clients to develop successful solutions.



Art Orozco Project Manager

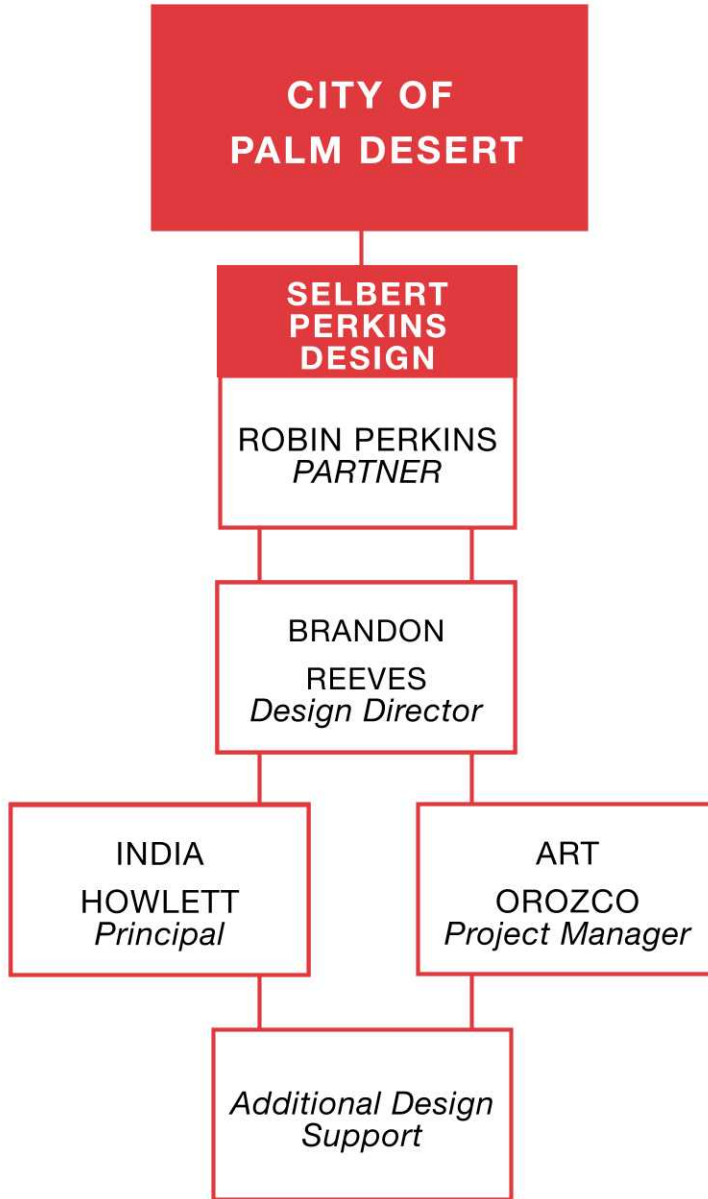
Art is a key member of the Selbert Perkins Design production team. He brings a tremendous amount of experience to every project in the areas of design development, wayfinding organization, branding design and 3D rendering/VR. With a background in architecture, Art has developed an ability to create detailed design sets and clearly communicate to teams the creative intentions from schematic designs to construction documents.



Brandon Reeves Design Director (Secondary Point of Contact)

Brandon will support the creative development of the entire project from initial conceptual approaches through final design documentation & implementation. As Design Director, Brandon is responsible for day-to-day aspects of the project – from concepts, presentation layouts, schematic and design development, to artwork and mechanicals – in collaboration with the Partner leading the project.

Project Team Organization



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Approach.

Project Understanding

The City of Palm Desert is undertaking a design initiative to replace the existing signage at both ends of El Paseo with new monument signs that better express the district's evolving character and branding. These signs will serve as key visual gateways to the El Paseo corridor—one of the City's most vibrant commercial and cultural destinations—and will help define the visitor experience from the first point of arrival.

Selbert Perkins Design understands that this project requires a sensitive balance of creativity, functionality, and contextual alignment. The new monument signs must embody the refined, contemporary spirit of El Paseo while integrating seamlessly into the City's broader signage and placemaking framework. They must also serve as durable, legible, and highly visible markers that reinforce El Paseo's unique brand, welcome residents and visitors, and signal entry into a distinct district of importance.

SPD will provide full design services from concept through construction documentation and installation coordination. This will include multiple design studies and presentations to the El Paseo Board and City Council. Our collaborative process will ensure the final design reflects the shared vision of City staff, business stakeholders, and the broader community, while advancing the City's design and branding goals.

Project Deliverables:

- Design for (2) new entry monuments at each end of El Paseo.

Scope of Work

Project Coordination and Management

Meetings: Video Conferences as Needed

Schedule: NTE 12 months (Contract Duration)

1. SPD shall coordinate with City staff, subconsultants, stakeholders and relevant agencies as needed, across all stages of the Project. This task includes, but is not limited to, internal quality assurance/quality control, constructability review, general correspondence, video conferencing, and creation and update of summary reports.

Project Coordination and Management Deliverables:

- Memorandums, meeting agenda and minutes, as well as general correspondence, for project coordination and document control purposes

Project Development Team Meetings

Meetings: (1) Project Kickoff, (3) Design Review Meetings, 30/60/90% Meetings

1. To initiate the design process, the SPD will organize a kickoff meeting. This meeting will involve key members of the design team and City staff. Hold kick-off meeting with the project team and relevant project stakeholders to review project needs, concerns, goals. Confirm project schedule and goals. Review pertinent project plans, plan and potential design revision, all related architectural elevations, landscape plan, any existing brand identity and brand criteria, applicable sign code ordinances and regulations, to confirm requirements.
2. The purpose of this meeting is to discuss programmatic aspects, address any issues or concerns, and deliberate on design considerations. Including the kickoff meeting, SPD will prepare for and facilitate up to four (4) project development team meetings with City staff.

Project Coordination and Management Deliverables:

- Prepare for and attend up to four (4) project development team meetings
- Up to one (1) Project kickoff design meeting
- Up to three (3) design review meetings (internal)
- 30% Documents – Schematic Design Review
- 60% Documents – Design Development Review
- 90% Documents – Construction Documents (Plan Check)
- Prepare and distribute meeting agenda and minutes

Scope of Work

Schematic Design Review (30% Documents)

Meetings: (1) with project team, (1) 30% Design Review

Schedule: 4 weeks

1. Review and assess the current conditions of El Paseo project area. SPD will also review previous engineering studies, as-built drawings, landscape design standards, underground and/or overhead public utility maps, and Standard City details and specifications in order to gain a comprehensive understanding of the opportunities and constraints within the Project Area.
2. Develop (3) distinct conceptual approaches to El Paseo Monument signage. Design approaches will include visual approach, dimensions, font sizes and styles, symbols, colors, and preliminary materials for sign types.
3. Develop conceptual approaches into (3) sets of schematic design drawings that illustrate distinct design concepts.
4. Present schematic design concepts to client team. The presentation will include preliminary Schematic design for signage elements. Client team to select 1 direction to refine.
5. Based on client approval, develop Schematic Design Package. This includes visual approaches with plans and sketches indicating locations, typography, image, color, materials, size, shape, and structure. Submit to client for further refinement in Design Development.

Schematic Design Deliverables:

- Schematic design package
- Minutes from meetings and teleconferences

Design Development (60% Documents)

Meetings: (3) with project team

Schedule: 4 weeks

1. Based on the approved Schematic Design Package, develop and refine El Paseo Monument Designs. Prepare elevations, plans, perspective sketches, sufficient to describe the size, shape, and character of all major design elements. Specify materials, color palette, typefaces, iconography and lighting that will be used in the system.
2. Present refined Monument designs to client team for approval. Presentation will include visual approaches with plans and sketches indicating locations, typography, image, color, materials, size, shape, and structure. Obtain team input on final design.
3. Prepare Design Development Package to include drawings of each design element showing scale, critical dimensions, elevations, sections, details, and specifications.

Design Development Deliverables:

- Design Development package
- Develop design drawings, renderings, and materials that elaborate on the refined concepts, providing a visual representation for each sign
- Minutes from meetings and teleconferences

Scope of Work

Construction Documents (90% Documents)

Meetings: (2) with project team

Schedule: 4 weeks

1. Confirm elements from Design Development for documentation.
2. Prepare final Construction documents and specifications to include; notes for connections/ mounting details, final drawings of each communication element showing scale, critical dimensions, elevations, cross sections, details, and specifications (indicating the final intent for each sign type including color and material call-outs). Final shop drawings to be completed by fabricator, **including engineering if required.**
3. Prepare electronic artwork of elements, as required.
4. Assemble Construction Documents package.

Construction Documents Deliverables:

- Construction documents package, including specifications & detailed drawings
- Minutes from meetings and teleconferences

Construction Permit Set (100% Documents)

Meetings: (2) with project team

Schedule: 4 weeks

1. Address remaining plan check comments and incorporate revisions to obtain final approval.
2. Work with City staff on any remaining issues in obtaining final approval of the plans.

Construction Documents Deliverables:

- Final 100% documents package
- Minutes from meetings and teleconferences

Scope of Work

Construction Support

Meetings: As Needed Site and Fabricator Visits

Schedule: NTE 6 months

1. Attend a pre-construction meeting to establish quality standards, schedule requirements and inspection procedures.
2. Conduct shop visit inspection to ensure conformance with the design intent.
3. Provide project status reports, as required.
4. Provide consultation to the selected fabricator in their development of shop drawings.
5. Review shop drawings to ensure fabricator conformance with the design intent.
6. Issue clarification drawings and respond to RFIs.
7. Attend project construction meetings, as required.
8. Review any samples, mock-ups, and prototypes, as provided by the fabricator.
9. Review installation on-site at substantial completion points.
10. Prepare punch list for submittal to client team.

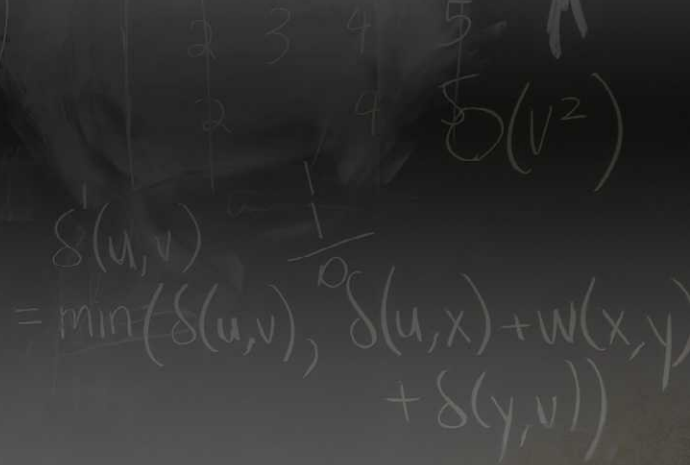
Deliverables:

- Electronic artwork to fabricator, as required
- Final fabrication/installation schedule & budget
- Final fabricated/installed signage and wayfinding elements (by fabricator)
- Punch list

3

LEIGHTON
SEMINAR
ROOM

Fees & Terms.



$\delta(u,v) = \min(\delta(u,v), \frac{1}{c}(\delta(u,x) + w(x,y) + \delta(y,v)))$

Fee Proposal

Scope of Work	Schedule	Fee
Project Coordination Management	NTE 12 months	\$15,000
Schematic Design	4 weeks	\$25,000
Design Development	4 weeks	\$12,500
Construction Documents	4 weeks	\$10,000
Construction Permit Set	4 weeks	\$2,500
Construction Administration	NTE 6 months	Hourly, NTE \$10,000
Total		\$75,000 + expenses

Expenses

All expenses such as color copies, material samples, travel and related costs, etc. are additional, and will be billed at cost without mark-up. Travel is estimated at \$250 per 2-person trip.

Payment Schedule

SPD invoices fees and expenses monthly. Terms are net 30.

Authorization & Acceptance

We require your signature in order to begin work. Please complete and return the following:

by date /...../.....
Selbert Perkins Design, Inc.

by date /...../.....
City of Palm Desert

Additional Services

The following items are considered additional services and/or services SPD does not provide and will be billed at a negotiated fee or standard hourly rates if required during the project. No additional services will be provided without prior written approval from the client.

- Engineering/drawings services.
- Preparation of shop drawings.
- Additional meetings beyond those outlined in the scope of work/proposal/contract.
- Final verification of ADA/code compliance.
- Final verification of universal design requirements.
- Digital programming or content development.
- Photography, illustration, copywriting/editing, printing, sign fabrication and installation, video production and post-production, and additional market research beyond SPD's defined scope.
- Trademark Research/Full Name Search and Opinion by attorney/legal consultations
- Significant changes and/or revisions to approved designs or scope of services.
- Change orders to any project components after client approval, including preparation of drawings, mechanicals, specifications, addenda, and other related services.
- Travel time, accommodations, and related expenses, including visits to vendors.
- Art direction for photography or illustration.
- Development of phone apps, websites, and digital media.
- Final heads-up map artwork and project-specific maps, such as evacuation or directory maps.
- Translation services.
- Attendance at press runs (for print projects only).
- Production of models or prototypes.
- Engagement of consultants or sub-consultants.
- Professional cost estimating services.
- Acquisition of permits and permit documents, including related meetings and presentations.
- Development of additional concept alternatives than what is outlined in the scope of work/proposal/contract.
- More than one (1) round of revisions to the final design concept.
- More than one (1) final design of all communication elements.
- Computer walk-throughs and animations.
- Converting or formatting electronic files to meet client standards.
- Close outs and/or as-built documentation.

Code Compliance and Approval Policy

SPD provides design drawings based on our interpretation of site-specific code compliance standards. However, code requirements are subject to updates and can vary depending on the location and the reviewing authority. For this reason, it is the responsibility of ownership to engage third-party compliance officers, specialty consultants, and engineers to review and approve signage for conformance with all applicable codes and structural requirements. This review may involve professionals such as ADA compliance officers, Fire Marshals, Health Department representatives, structural engineers, electricians, plumbers, or other specialists as required by the project scope. Final approval should be coordinated by ownership in collaboration with these officers, consultants, or departments prior to fabrication and installation. Additionally, all final design details, signage locations, and messaging must be thoroughly reviewed and approved by ownership before fabrication begins.

Terms & Conditions

Hourly Rates

- Partner - \$250
- Principal - \$200
- Design Director - \$175
- Project Manager - \$160
- Production Manager - \$160
- Senior Designer - \$150
- Production Designer - \$150
- Senior CAD Designer - \$150
- CAD Specialist/Designer - \$135
- Designer - \$135
- Administrators - \$100

Payment/Billing

Invoices for services rendered will be submitted in accordance with the project payment schedule, previously outlined. Payment is due upon receipt, unless otherwise agreed to in advance by SPD. If the Client disputes any charges, written notice of such disputed charges must be submitted to SPD within 10 days of receipt of invoice. SPD reserves the right to stop project work and withhold presentation materials if payments are not received when due. There is a finance charge of 2% a month for overdue invoices.

Expenses

Expenses are in addition to project fees. The Client will reimburse SPD for all out-of-pocket expenses incurred in connection with this project. These expenses include but are not limited to: professional photography, illustration and copywriting/editing, printing, fabricating, photo-retouching/manipulation, copies, model-making and model materials, postage and delivery charges. When travel is required in connection with the project, the Client will reimburse SPD for travel, transportation, living expenses, and related coordination. SPD requires two people to attend all international meetings. Reimbursable expenses will be billed at cost.

Cancellation/Postponement

In the event of the Client's cancellation or postponement of the project while it is in progress, all fees and expenses, incurred in the interest of the project to date of postponement or cancellation shall be paid by the Client within 10 days of the date that notice is given to SPD, unless otherwise agreed to in advance by SPD. SPD may withdraw from the project at any time for good cause which includes the Client's breach of this agreement, refusal to cooperate with SPD, or failure to pay SPD's fees or expenses according to agreed upon payment terms.

Releases

For editorial copy, artwork (including illustration and photography), etc. provided by the Client, and for use rights negotiated by the Client for editorial copy, artwork, talent etc., the Client will indemnify SPD against all claims and expenses, including reasonable attorneys' fees and costs, due to uses for which no release was requested of SPD in writing by the Client or for uses by the Client which exceed the authority granted by a release. Conversely, for editorial copy, artwork (including illustration and photography), talent etc. provided by SPD, and for use rights negotiated by SPD for editorial copy, artwork, etc., SPD will indemnify the Client against all claims and expenses, including reasonable attorneys' fees and costs, due to uses for which no release was requested of the Client in writing or for uses which exceed the authority granted by a release.

Approvals

SPD requires written documentation of ALL requests for changes, including to designs and copy. Documentation may be in the form of an e-mail. The Client will proofread and approve all copy before production of final piece; review and approve finished design elements and artwork before release to printers or fabricators; and review and approve all design intent, construction documents and related sign message schedules prior to release to qualified fabricators. The signature of the Client's authorized representative will be conclusive as to the Client's approval of all the above items prior to their release for printing, fabrication or installation.

Third Party Contracts

When possible, all outside vendors will be contracted directly by the Client and the Client will pay the outside vendor directly for services. When it is not possible for the Client to contract directly with outside vendors, SPD may contract with others to provide creative services such as writing, photography, illustration, media placement, print and audio/video production, and fabrication. The Client agrees to be bound by any terms and conditions, including required credits, with respect to reproduction of such materials as may be imposed on SPD by such third parties and shall pay for the outside vendors' services upon presentation of an invoice. Such payment shall be made by the Client either to the outside vendor or directly to SPD, at SPD's option. Usage rights for photography and illustration will be negotiated with vendors by the Client directly.

Estimates

SPD has no direct control over printing and fabrication costs or vendors' prices. Cost estimates are made by SPD on the basis of preliminary specifications and SPD cannot and does not guarantee that vendors' proposals and bids of costs will not vary from those estimates.

Ownership/Use

Upon payment of all amounts owing to SPD, SPD shall transfer copies of all relevant electronic files generated for the production of the project to Client for Client's use and enjoyment. Notwithstanding Client's possession of such materials, SPD shall retain the sole and exclusive ownership of all rights, title, and interest (including without limitation all copyrights, trademarks, trade dress, and patents) related to the project, excluding any intellectual property that constitutes the Client's pre-existing property. For the avoidance of doubt, the use by Client of the project and all materials related thereto shall be granted as a non-exclusive license revocable for cause. Cause shall be found in the event Client grants or attempts to grant to any third parties the right to use the project or materials without first obtaining consent in writing from SPD. Client's failure to obtain SPD's prior, written consent shall render any such grant of rights null and void ab initio. SPD may deny any such grant in its sole discretion. If SPD approves any such proposed uses, additional compensation shall be paid to SPD in an amount to be negotiated in good faith between SPD and Client. All rights not expressly granted herein remain the sole property of SPD, and Client agrees never to challenge any such rights.

Code Compliance and Approval Policy

SPD provides design drawings based on our interpretation of site-specific code compliance standards. However, code requirements are subject to updates and can vary depending on the location and the reviewing authority. For this reason, it is the responsibility of ownership to engage third-party compliance officers, specialty consultants, and engineers to review and approve signage for conformance with all applicable codes and structural requirements. This review may involve professionals such as ADA compliance officers, Fire Marshals, Health Department representatives, structural engineers, electricians, plumbers, or other specialists as required by the project scope. Final approval should be coordinated by ownership in collaboration with these officers, consultants, or departments prior to fabrication and installation. Additionally, all final design details, signage locations, and messaging must be thoroughly reviewed and approved by ownership before fabrication begins.

Project Storage

Project and electronic files will be stored at SPD for one (1) year at no cost. However, SPD cannot be held responsible for loss or damage of stored files.

Credit

SPD has the right to include a credit line on the completed designs or any visual representations such as drawings, models or photographs and the Client agrees to include this same credit in any publication of the design by the Client. SPD maintains the right to use any samples and/or photographs for publication, exhibition and promotional purposes.

Enforcement

If SPD incurs attorneys' fees or related costs to enforce this agreement or because of a breach of this agreement by the Client, SPD shall be entitled to recover all of its costs and expenses, including but not limited to, its reasonable attorneys' fees and court costs from the Client.

Indemnification

The Client will indemnify and hold harmless SPD, its officers, directors, employees, and agents that have contributed information to or provided services for this project, against any and all direct or indirect losses, claims, demands, expenses (including attorneys' fees and court costs) or liabilities of any kind arising in connection thereof, except for claims found to be gross negligence or a breach of this agreement by SPD.

State of California

This agreement shall be governed by the laws of the State of California. If either party hereto is a corporation, trust, or general or limited partnership, each individual executing agreements on behalf of such entity represents and warrants that he or she is duly authorized to do so on behalf of said entity.