



Wayfinding Master Plan: Destinations, Language & Placement

Palm Desert City Council

January 22, 2025



Agenda

Wayfinding Framework

Destinations & Language

Frequencies

Signage Comparison

Feedback



10'-0"
5'-10"



001 VEHICLE DIRECTION LARGE

002 VEHICLE DIRECTION MEDIUM

003 VEHICULAR DIRECTIONAL SMALL

004 PEDESTRIAN DIRECTORY STATIC

Wayfinding Framework

- Less is more, especially on El Paseo
- Limit signs with single destinations
- Use clear, concise & consistent language
- Civic Center represents the campus identity



Civic Center/Park

PALM DESERT 50

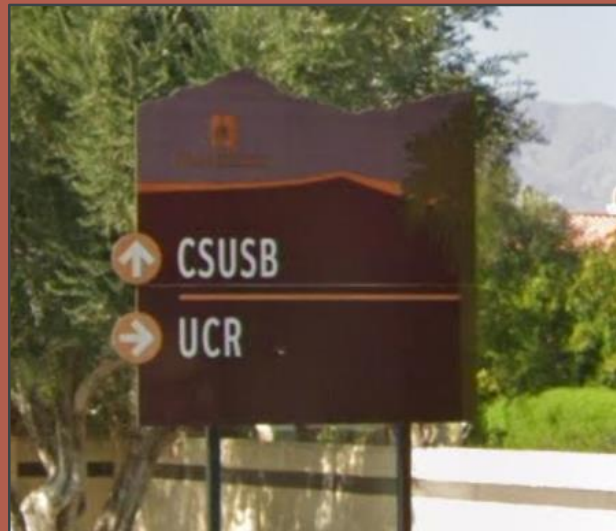
*Less is More,
Especially on
El Paseo*

***Limit Signs
with Single
Destinations***



Use Clear, Concise & Consistent Language

- Draft each destination to fit on one line (as much as possible)
- Avoid combining destinations
- Use consistent language
- Maintain consistent naming conventions



Civic Center Represents the Campus Identity

- City Hall
- Library
- Visitor Center
- Community Centers
- Sports Fields & Courts
- Amphitheater
- Park
- Aquatic Center
- Office Space
- Sheriff Substation
- Memorial



Destinations & Language

Proper Nomenclature	Proposed Language	Destination Priority
El Paseo	El Paseo	Primary
McCallum Theatre	McCallum Theatre	Primary
College of the Desert	College of the Desert	Primary
Palm Desert Civic Center	Civic Center	Primary
The Living Desert Zoo and Gardens	The Living Desert Zoo	Primary
University of California, Riverside - Palm Desert Campus	UCR	Primary
California State University, San Bernardino - Palm Desert Campus	CSUSB	Primary
Desert Willow Golf Resort	Desert Willow	Primary
The Joslyn Center	Joslyn Center	Secondary
Historical Society of Palm Desert	Historical Society	Secondary
Cahuilla Hills Park	Cahuilla Hills Park	Secondary
Freedom Park	Freedom Park	Secondary
Cap Homme / Ralph Adams Park	Homme Adams Park	Secondary
Hovley Soccer Park	Hovley Soccer Park	Secondary
Entrada Del Paseo	Entrada Del Paseo	Secondary
Artists Center at the Galen	Artists Center	Secondary
Eric Johnson Memorial Gardens	Eric Johnson Gardens	Secondary

Destination Frequencies

Proposed Language	Destination Priority	Frequency
El Paseo	Primary	23
McCallum Theatre	Primary	23
College of the Desert	Primary	23
Civic Center	Primary	22
The Living Desert Zoo	Primary	18
UCR	Primary	10
CSUSB	Primary	9
Desert Willow	Primary	9
The Joslyn Center	Secondary	6
Historical Society	Secondary	5
Cahuilla Hills Park	Secondary	5
Freedom Park	Secondary	4
Homme Adams Park	Secondary	2
Hovley Soccer Park	Secondary	2
Entrada Del Paseo	Secondary	2
Artists Center	Secondary	2
Eric Johnson Gardens	Secondary	2



**51 Wayfinding
Signs
(Destinations Only)**

Signage Comparison

Signage Type	Existing	Proposed
Destinations	67	51
Parking	11	3
Pedestrian	0	4
Total:	78	58



25% Less Signage

Naming Convention: Civic Center

Retain	“Civic Center / Park”
Adopt	“Civic Center”
Consider	Rebranding the Campus

Questions & Comments

