



# Staff Report

City Council

Item No. {{section.number}}.A

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**Meeting Date:** August 14, 2024

**From:** Ryan Hunt, Communications & Events Manager

**Title:** Wayfinding Signage Presentation

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**RECOMMENDATION:**

This item is presented for information, discussion, and direction only.

**BACKGROUND:**

Based on the original 2016 Wayfinding Signage project, Communications & Events has been working with Community & Economic Development researching proposals and the cost for new wayfinding signage at key points throughout Cathedral City. This is part of the City's 5-Year Strategic Plan Goal B - Community Investment. The specific action item is B-9, which is to "Improve wayfinding signage to direct visitors to destinations in the community."

**DISCUSSION:**

Staff has already installed new wayfinding signage in the Community Amphitheater to attract greater attention to restroom and concession areas. Communications & Events would like to do this for key directional and landmark signage throughout our community and is looking for guidance from the City Council on the direction and how much should be achieved in the next biennial budget.

Working with the company that installed our wayfinding signage in the amphitheater, staff has had initial discussions and developed a four-phased approach with an approximate cost in the \$300,000 range. This would include significant repainting and new labeling/updates to emphasize key landmarks like The Perez Arts District, Agua Caliente Casino Cathedral City and many others. The company's production manager has stated if we go the powder coating route for painting, the signs will not fade as rapidly and will last longer. This is particularly important when dealing with the harsh sunlight experienced by our desert climate. Staff would do a formal bid if the City Council chose to proceed with this project as part of the upcoming biennial budget.

**FISCAL IMPACT:**

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**FIVE-YEAR STRATEGIC PLAN:**

B-9 Improve wayfinding signage to direct visitors to destinations in the community

**ATTACHMENTS:**

1. Examples of exiting wayfinding signage