



**STAFF REPORT**  
**11/13/2019**

**TO:** Honorable Mayor and City Council Members

**FROM:** Maritza Martinez, Public Works Director

**SUBJECT:** Provide direction in selection of new signage and name of new civic building located at 53990 Enterprise Way, Coachella.

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**STAFF RECOMMENDATION:**

Provide direction in selection of new signage and name of new civic building located at 53990 Enterprise Way, Coachella.

**EXECUTIVE SUMMARY:**

The acquisition of the new civic building located at 53990 Enterprise Way, was originally anticipated to be named the Coachella Permit Center. Currently, tenant improvements to this facility have been completed and all of Coachella City Hall services have been relocated to this facility. The new remodeled facility at 53990 Enterprise Way does not have permanent signage. Attached are three different signage design options for this facility; all design options are attached and each design option is presented as both Coachella City Hall and Coachella Civic Center. Staff is requesting direction on the selection of both the design and formal naming of this new civic building.

**ALTERNATIVES:**

1. Selection of design option A1 and naming facility Coachella City Hall.
2. Selection of design option A2 and naming facility Coachella Civic Center.
3. Selection of design option B1 and naming facility Coachella City Hall.
4. Selection of design option B2 and naming facility Coachella Civic Center.
5. Selection of design option C1 and naming facility Coachella City Hall.
6. Selection of design option C2 and naming facility Coachella Civic Center.

**FISCAL IMPACT:**

All design options range from \$10,500 - \$13,000 and are within the allocated budget for the improvements to the building site.

Attachment – Design Options A1, A2, B1, B2, C1, C2