



Staff Report

TO: Honorable Mayor and Members of the City Council
FROM: Robert L. Vestal, City Engineer | Public Works Director
BY: Julie Van Hook, Public Information Officer
Matthew Mendoza, Senior Management Analyst
DATE: February 17, 2026
SUBJECT: City Population and Wayfinding Signage

Description: Replace existing City population entrance signs and implement new Wayfinding signs to find key destinations around Beaumont.

Background and Analysis:

On January 20, 2026, staff presented a recap of prior efforts associated with the Downtown Revitalization Plan. During the discussion, the City Council expressed an interest in replacing outdated City population signs and implementing a wayfinding signage program.

City population and elevation signs serve as important informational markers for residents, visitors, and emergency responders. Population signs provide a quick reference to the size of the community and help visitors understand the scale of local resources, services, and infrastructure. Elevation signs offer standardized geographic information like the height above sea level, which is critical for navigation, weather awareness, and safety—especially in areas prone to flooding, snow, or altitude-related health concerns. These signs also support emergency response planning, tourism, and civic identity by giving clear, standardized data about the city’s characteristics.

Wayfinding signs play a critical role in guiding residents and visitors to key destinations such as downtown, civic facilities, parks, cultural assets, and public parking. As the City continues to advance the downtown revitalization and economic development efforts, clear, attractive, and consistent wayfinding signage will enhance navigation, improve visitor experience and reinforce the City’s brand and sense of space.

The following is a tentative list of destinations proposed to be highlighted:

- Downtown Beaumont
- Civic Center/City Hall
- Beaumont Police Department
- Beaumont Fire Department
- Pass Area BizHub
- Community Recreation Center
- Public Works/Corporate Yard
- Beaumont Library
- California Highway Patrol
- Historic Barrio District
- Noble Creek Park
- Rangel Park
- Stewart Park
- Sports Park
- Nicklaus Dog Park
- Tukwet Canyon Golf Club
- Public Parking

The Communications Division, in coordination with staff, has developed a conceptual design aligned with the Downtown Revitalization Plan. Figure 1 is the proposed concept for the City Population and Wayfinder signs. Figure 2 shows the tentative map of the proposed sign locations.



Figure 1 - Population and Wayfinder Design Concepts

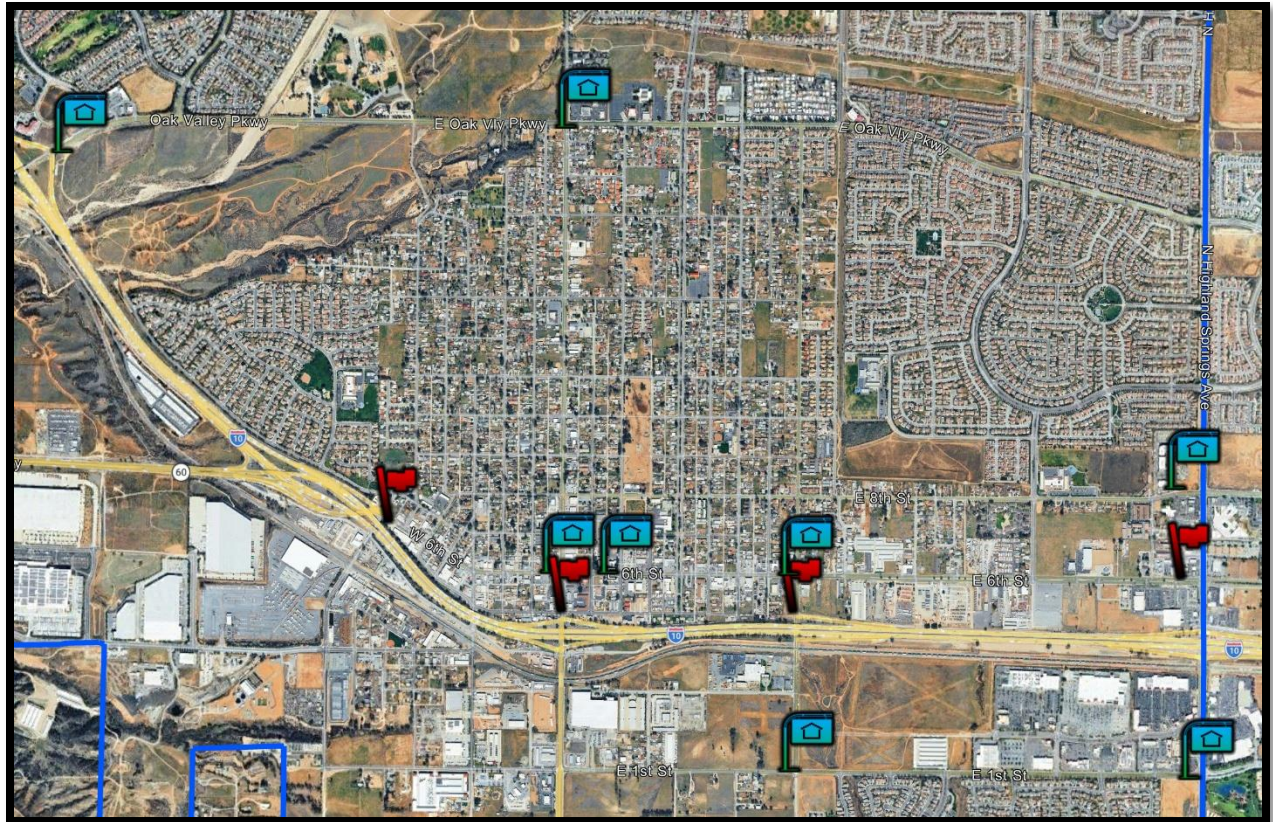


Figure 2 - Tentative Location Map

Fiscal Impact:

The cost to prepare this staff report is estimated to be \$360.

There is no immediate fiscal impact. Should the City Council desire, staff will identify funding sources, prepare cost estimates, and bring forth a new Capital Improvement Project (CIP) request for consideration.

Recommended Action:

Provide direction to staff to proceed with the development of updated City entry signage and the implementation of a Wayfinding signage program.

Attachments:

- A. Population and Wayfinder Design Concepts
- B. Tentative Location Map