

**NOTICE TO BIDDERS  
TOWN OF LEONARDTOWN  
WAYFINDING SIGNAGE PRODUCTION AND INSTALL**

The Commissioners of Leonardtown are seeking bids from local sign companies to produce and install a wayfinding system of signs in the Town of Leonardtown. Interested companies are encouraged to contact the Town Hall at 22670 Washington Street, POB 1, Leonardtown, MD 20650 to pick up a bid packet or visit [www.Leonardtown.somd.com](http://www.Leonardtown.somd.com) to download a packet. A pre bid meeting will be held at 9 a.m., Thursday, July 22, 2021 at the Town Hall. Sealed bids will be received until 11 a.m. Tuesday, August 3, 2021 at which time they will be publicly opened and read. For further information contact Laschelle McKay at 301-475-9791 or by email at [Laschelle.mckay@leonardtownmd.gov](mailto:Laschelle.mckay@leonardtownmd.gov).

The Commissioners of Leonardtown reserve the right to reject any and all bids and proposals, and to accept any proposal deemed to be in the best interest of the Town.

All questions should be submitted in writing to Laschelle McKay at [Laschelle.mckay@leonardtownmd.gov](mailto:Laschelle.mckay@leonardtownmd.gov) so that all interested parties receive the same information. The pre bid is not mandatory but is recommended so that a real understanding of the project can be obtained. We will walk around the Town Square to look at each of the locations during the pre-bid.

Attached you will find a matrix of all of the sign locations and specs, as well as wording and what is required to install. The successful bidder will be expected to provide proofs of the signs for approval before producing. The successful bidder will be expected to provide their own maintenance of traffic during installation to ensure the safety of the installers as well as the public.

The matrix also includes individual pricing for each sign and the installation cost. The final page gives the totals for each sign type and a total bid price. If the overall bid price exceeds the budget the Town Council may decide to delete some of the signs for a later phase.

# 1.1 Design Overview

The wayfinding system for Downtown Leonardtown was inspired by their unique brand identity and destinations.



abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890-!@#%&^\*()\_+  
 FHWA Series

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890-!@#%&^\*()\_+  
 Helvetica Neue Medium Condensed



Directional Arrows



## 1.4 Vehicular Trailblazers

Directional signage that guides vehicular traffic to the various civic and cultural destinations within the community.

These trailblazers utilize the brand to further reinforce the sense-of-place to visitors. Colors can be used to distinguish between different districts if applicable. The vehicular signs illustrated below are designed according to the Manual for Uniform Traffic Control Devices (MUTCD) specifications. MDOT has recently installed many updated signs along the Highway 5 (Point Lookout Road) directing motorists to Downtown Leonardtown, Leonardtown Waterfront Park, and many other local destinations, so the signs recommended in this report focus on Downtown and orienting the user toward parking resources and assets in the heart of Downtown.

The majority of the signs in this system are pedestrian signs. These do not need to follow the guidance of the MUTCD. The design of the signs is simple and lists districts and walking times to each. These signs are designed to be long-lasting so they do not include individual businesses.

We have identified 11 locations for pedestrian wayfinding signs. In some cases these can be directional signs mounted on existing poles as illustrated or new hardware will need to be placed. In other cases pedestrian kiosks are more effective, especially in or near prominent parking resources. For Leonardtown, we are recommending 5 kiosks that would follow the existing design used in Ltown Alley. The kiosks are designed to have replaceable panels to keep information up to date.



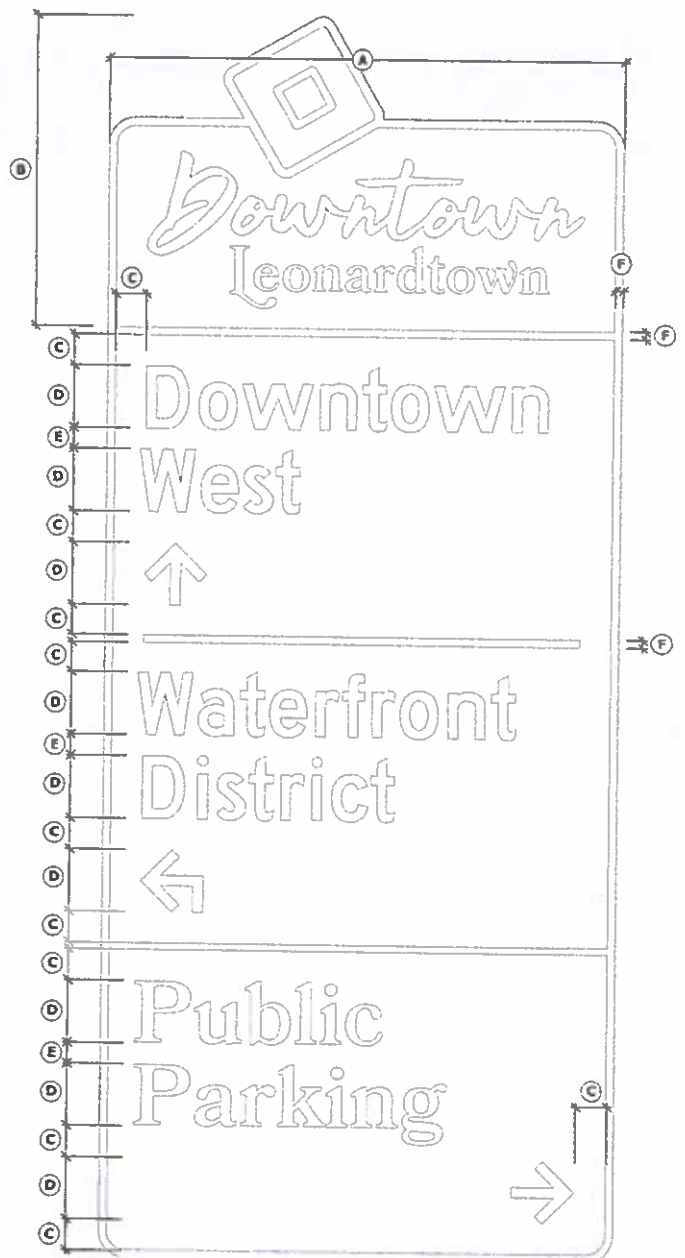
Vehicular Trailblazer



**Select Standard for Vehicular Directional Signage**

- No more than 3 destinations per sign.
- 6" capital letters for speed limits above 25 mph. (MUTCD 2D.06:03)
- 4" capital letters for speed limits 25 mph and under. (MUTCD 2D.06:03)
- Panel height will vary based on number of destinations, directional changes.
- The base of the sign should be no less than 7' from ground level. (MUTCD 2A.18:05)
- Breakaway posts and decorative post features should be constructed of MUTCD-specified, MDOT-approved materials including decorative slip jacket, if used.
- MUTCD Standards for vehicular directional signage require destinations be listed in order of direction first:
  - Straight ahead
  - Left (veer)
  - Left (turn)
  - Right (veer)
  - Right (turn)
- Destinations sharing the same directional arrows should be listed from top to bottom in order of distance from the sign locations. (MUTCD 2D.37)
- It is important to note that shades of red, yellow, orange, purple, fluorescent yellow-green or pink may not be used as vehicular sign backgrounds, as these colors may resemble regulatory signage and may confuse and endanger motorists. (MUTCD 2D.50:18)

	Dim.
A	33"
B	20"
C	2"
D	4"
E	1.5"
F	0.5"



Vehicular Trailblazer Dimensions

## 1.5 Pedestrian Signage

Directional signage that guides pedestrian traffic to the various civic and cultural destinations within the community.

The majority of the signs in this system are pedestrian signs. These do not need to follow the guidance of the MUTCD. The design of the signs is simple and lists districts and destinations with walking times to each. These signs are designed to be long-lasting so they do not include individual businesses.

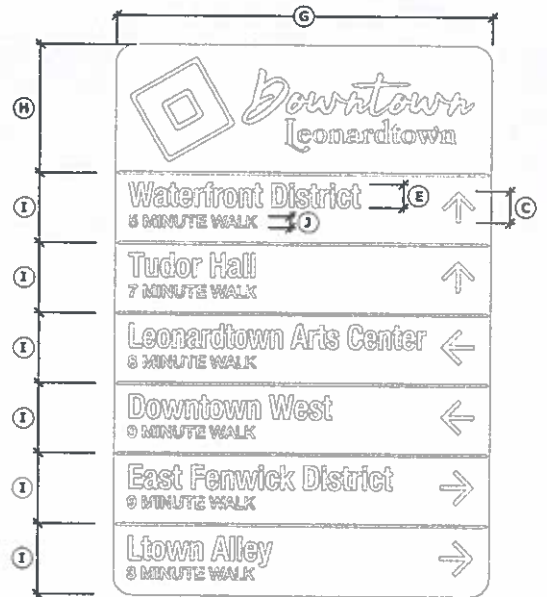
We have identified 6 locations for pedestrian wayfinding signs. In some cases these can be directional signs mounted on existing poles as illustrated or new hardware will need to be placed. Most of these locations will have directional panels mounted on two sides of the pole, providing directions to foot-traffic from any direction of approach. The Sign Schedule provides all of the content and recommended direction of each panel.

In other cases pedestrian kiosks are more effective, especially in or near prominent parking resources. Pedestrian Kiosks are an important part of the overall system. With easy and abundant parking resources close to downtown, the kiosks curate the transition from a vehicular traveler to a pedestrian. For Leonardtown, we are recommending 5 kiosks that would follow the existing design used in Ltown Alley. The kiosks should be similar dimensions of the existing kiosks in downtown and allow for updates to shopping, dining, services, and events on a fairly regular basis.





Pedestrian Kiosk  
Close-up



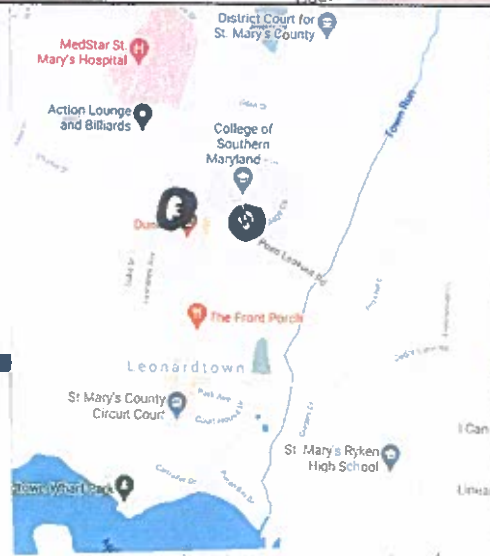
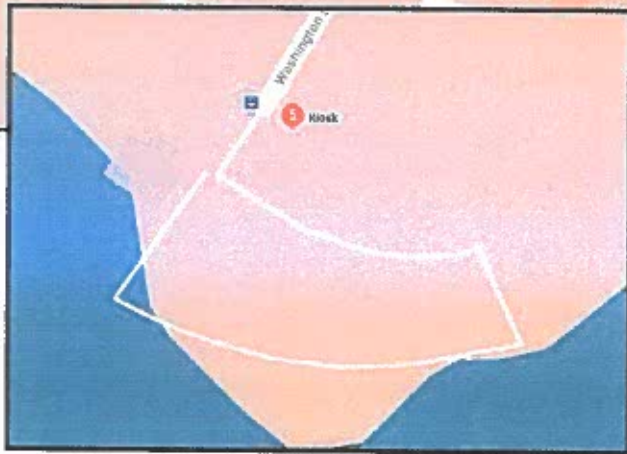
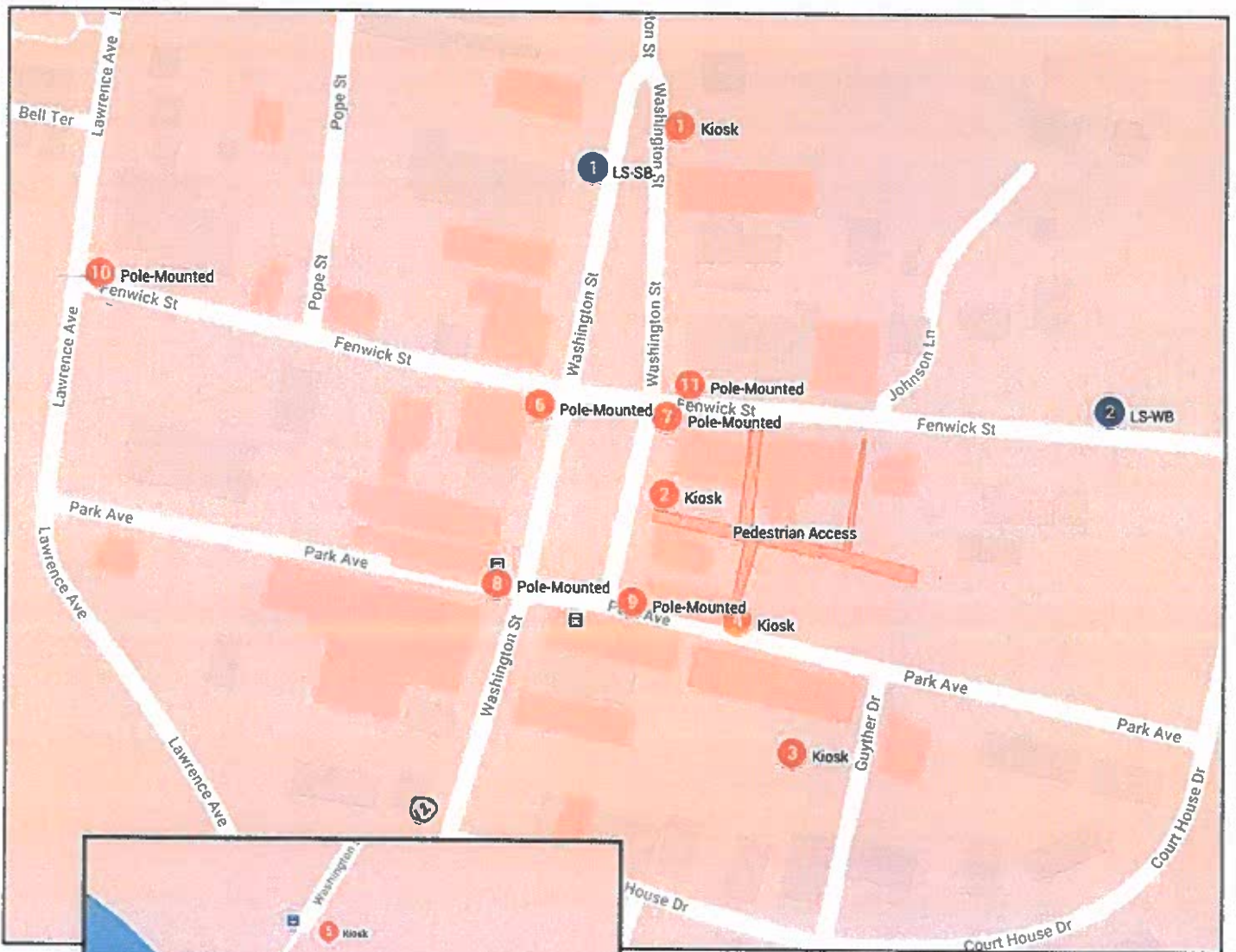
Pedestrian Trailblazer  
Dimensions

	Dim.
C	2"
G	24"
H	8.25"
I	4.5"
J	0.75"



## 1.6 Sign Schedule

The content and location of individual signs, organized in a sign schedule for planned implementation.



Vehicular + Pedestrian Signage Map

## 1.7 Parking Signage

It is important for any functional wayfinding system to include parking directional and facility signs to connect motorists to their ultimate destination.

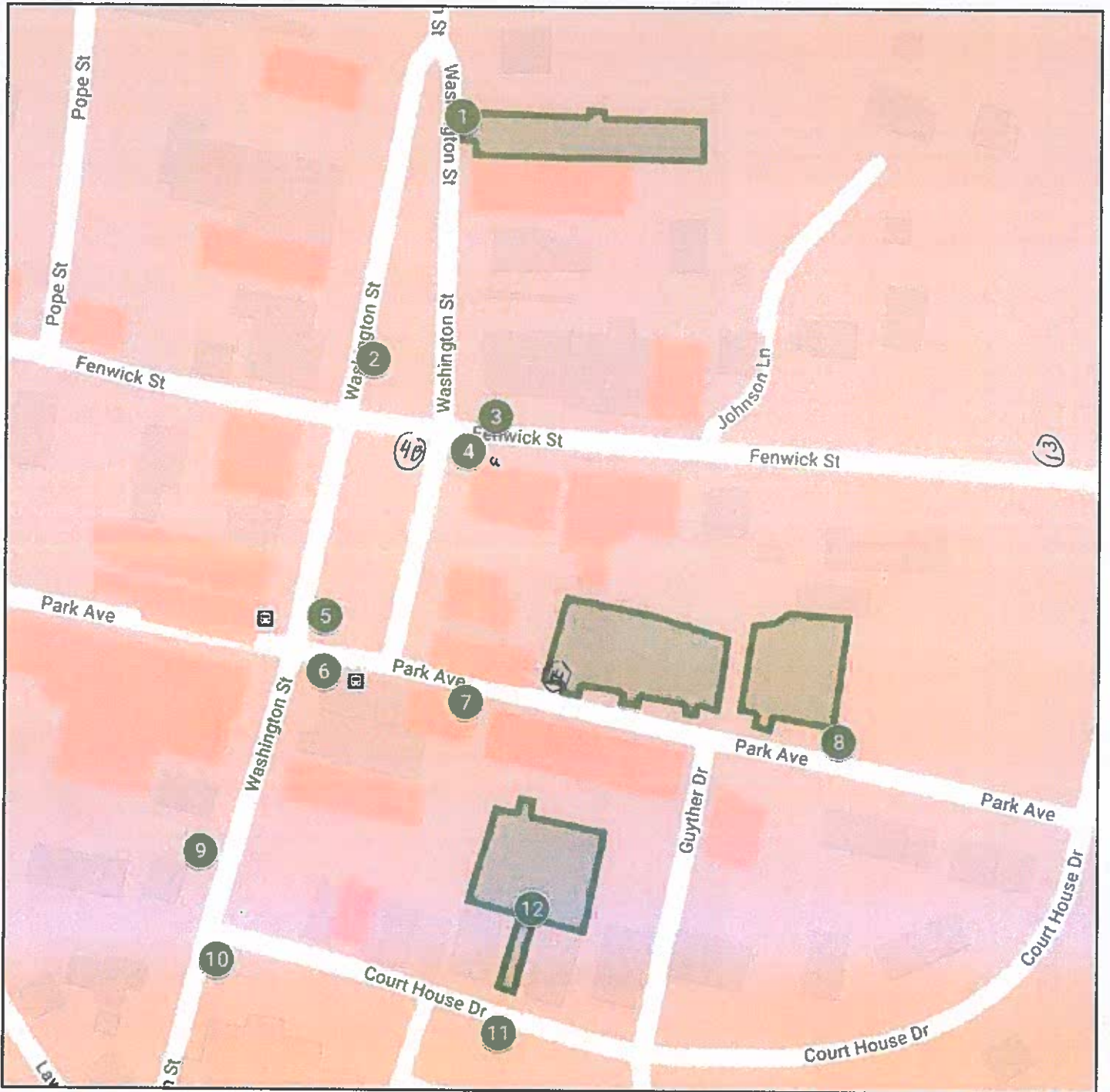
Downtown Leonardtown benefits from four strategically placed public parking lots located conveniently to all downtown attractions.

The northernmost lot is adjacent to the Front Porch on Washington. Two large lots on Park Avenue serve the core of downtown and the hotel. Public spaces are also available central to the parking area just north of Court House Drive.

The parking sign system includes wayfinding to each lot, markers to designate each lot, and a recommended pedestrian kiosk to orient visitors as they move from their vehicles to on-foot exploration of downtown.







Parking Signage Map

**Bid Documents for Wayfinding Signage**  
Commissioners of Leonardtown

A	B	C	D	E	F	G	H	I	J	K	L
	Viewing Direction	Description	Arrow	Distance (minutes)	Viewing Direction	2nd Site Description	Arrow	Minutes	Mounting Device	Sign Cost	Install Cost
1	Vehicular Signage (Section 1.4)										
2	Sign #1	SB Waterfront District	↑						Black post		
3		Downtown West	→								
4		East Fenwick Street District	→								
5	Sign #2	WB Downtown West	→						Black post		
6		Waterfront District	↖								
7		Public Parking	→								
8	Sign #3	SB Historic Downtown	→						Existing post replace faded green sign		
9		Waterfront District	→								
10	Sign #4	NB Historic Downtown	→						Existing post replace faded green sign		
11		Waterfront District	→								
12	Total Vehicular Signage									\$	\$
13	Pedestrian Signage (1.5)										
14	Sign #5	NB Downtown West	←	4 minutes	SB	Waterfront District	↑	6 minutes	Black post grass		
15		East Fenwick District	→	1 minute		Tudor Hall Mansion	↑	4 minutes			
16		LTown Alley	→	1 minute		Old Jail Visitor Center	↑	3 minutes			
17						Downtown West	→	4 minutes			
18						East Fenwick District	←	1 minute			

Bid Documents for Wayfinding Signage  
Commissioners of Leonardtown

	A	B	C	D	E	F	G	H	I	J	K	L
19				←			ltown Alley	←	1 minute			
20 Sign #7		NB	Downtown West	←	5 minutes	SB	Old Jail Visitor Center	↑	3 minutes	Existing Utility Pole		
21			East Fenwick District	→	1 minute		Downtown West	→	5 minutes			
22			LTown Alley	→	1 minute		East Fenwick District	←	1 minute			
23							Tudor Hall Mansion	↑	5 minutes			
24							Waterfront District	↑	6 minutes			
25 Sign #8		NB	Downtown West	←	5 minutes	SB	Old Jail Visitor Center	↑	2 minutes	Black post sidewalk		
26			East Fenwick District	↑	2 minutes		Downtown West	→	5 minutes			
27			LTown Alley	→	2 minutes		ltown Alley	←	1 minute			
28							Tudor Hall Mansion	↑	4 minutes			
29							Waterfront District	↑	5 minutes			
30 Sign #9		NB	LTown Alley	↑	1 minute	SB	Old Jail Visitor Center	→	3 minutes	on existing streetlight		
31			East Fenwick District	↑	2 minutes		Downtown West	→	5 minutes			
32			Downtown West	←	5 minutes		Tudor Hall Mansion	→	5 minutes			
33							Waterfront District	→	6 minutes			
34 Sign #10		WB	Shepherd's Old Field Market	→	2 minutes	EB	ltown Alley	↑	4 minutes	Black post sidewalk		
35			Waterfront District	←	6 minutes		Old Jail Visitor Center	↑	5 minutes			
36			Old Jail Visitor Center	←	5 minutes		Shepherd's Old Field Market	←	2 minutes			



**Bid Documents for Wayfinding Signage**  
Commissioners of Leonardtown

A	B	C	D	E	F	G	H	I	J	K	L
37		Circuit Courthouse	↑	5 minutes		Waterfront District	→	6 minutes	On black post with parking sign #3		
38	WB	Shepherd's Old Field Market	↑	6 minutes							
39		Old Jail Visitor Center	↖	4 minutes							
40		Tudor Hall Mansion	↖	6 minutes							
41	SB	Old Jail Visitor Center	↑	1 minute	NB	Old Jail Visitor Center	→	1 minute	Black Post shared with parking sign #9		
42		Tudor Hall Mansion	↑	3 minutes		Tudor Hall Mansion	→	3 minutes			
43		Total Pedestrian Signage								\$	\$
44		Kiosk Signage (1.5)							Replace 3 panels in existing signage at same location		
45		Orange #1							Replace 3 panels in existing frame and install in grass		
46		Orange #2							Replace 3 panels in existing frame and install in grass		
47		Orange #5							Replace 3 panels in existing frame and install in grass		
48		Total Kiosk Signage								\$	\$
49											
50		Parking Signage (1.7)	Sign Type	Mounting Type	Direction Arrow	Viewing direction	Direction Arrow		Install Instructions	Sign Cost	Install Cost
51		Sign #1		Monument		NB			Replace existing 2 post sign in grass. New black post		
52		Sign #2	P3	Pole mounted	↘	SB			Place on back Do NOT Enter Sign. New black post		
53		Sign #3	P1	Pole mounted	↘	WB			New black post in sidewalk on pedestrian #11		
54		Sign #4a	P1	Pole mounted	↘	NB			On existing pole with pedestrian sign		

**Bid Documents for Wayfinding Signage**  
Commissioners of Leonardtown

A	B	C	D	E	F	G	H	I	J	K	L
55 Sign #4b	P1	Pole mounted	↑		EB				on existing pole with stop sign Mount on back of existing Do Not Enter Sign		
56 Sign #5	P3	Pole mounted	↓		SB				Mount on existing Yield sign		
57 Sign #6	P1	Pole mounted	↑		NB				Mount on light post		
58 Sign #7	P1	Pole mounted	↓		EB				New black post in grass		
59 Sign #8	P3	Pole mounted	↑		WB				Share #12 post		
60 Sign #9	P1	Pole mounted	↓		SB				Mount on back of existing TAC sign Double sided on new black post in grass area across from entrance in grass area below tree canopy coming in to lot		
61 Sign #10	P1	Pole mounted	↑		NB		→		Mount on existing Wharf District Sign		
62 Sign #11	P1	Pole mounted	↑		EB				in mulch area		
63 Sign #12		Monument							To replace #2 shared pole		
64 Sign #13	P2	Pole mounted	↑		WB				To replace #2 shared pole		
65 Sign #14		Monument			EB				Need 12	\$	\$
66 Replacement DO NOT ENTER		Pole mounted			NB						
67 Replacement ONE WAY sign		Pole mounted			NB						
68 Black Decorative post											
69 Total Parking Signage										\$	\$
70											
71											
72											

**Bid Documents for Wayfinding Signage  
Commissioners of Leonardtown**

	A	B	C	D	E	F	G	H	I	J	K	L
73			<b>BID TOTAL SUMMARY</b>									
74	Total Vehicular Signage											
75	Total Vehicular Sign Install											
76	Total Pedestrian Signage											
77	Total Pedestrian Sign Install											
78	Total Kiosk Signage											
79	Total Kiosk Install											
80	Total Parking Signage											
81	Total Parking Sign Install											
82	TOTAL BID PRICE											
83												
84												