



Agenda Item Summary Report

Meeting Date: February 9, 2026

Submitted by:

Purnell Hall, Public Works Supervisor
Michelle Bailey Hedgepeth, Town Administrator

Item Title: **COUNCIL ACTION** | Approval and authorization for the Administrator to purchase street signs.

Council Action | Approval and authorization for the Administrator to purchase new street signs.

Work Session Item [X]
Council Meeting Item [X]

Documentation Attached:

Quotation(s)

Recommended Action:

Council Approval is required for the Town administrator to purchase and update the Town Street Signs using Highway User Funds.

Item Summary: Over the past several years, the Town has made targeted investments in infrastructure improvements, including replacing outdated signage. These efforts are intended not only to enhance safety and legibility, but also to improve the Town's overall appearance and reinforce community identity.

This initiative has been led collaboratively by **Mr. Ray Jeffries** and **Mr. Purnell Hall**, who have worked diligently to elevate the quality and consistency of Town signage in support of **America in Bloom**, sustainability initiatives, and broader placemaking goals. Staff is pleased to present multiple signage proposals for Council consideration.

Council is asked to select **one of three general investment levels, each with a different** visual impact and cost.

Background and Purpose

The Town's existing street signs are aging and inconsistent in appearance. Updating this signage will:

- Improve readability and safety
- Enhance community aesthetics
- Strengthen visual identity at Town gateways
- Clearly distinguish Town-maintained areas from County roadways
- Support ongoing beautification and America in Bloom initiatives

Funding for this project is available through **Highway User Funds**, making it a cost-effective infrastructure investment at this time, particularly given recent savings from CDBG-funded projects.

Street Sign Options

Staff has developed **three levels of signage improvements**, with proposals from multiple vendors. Images and a detailed cost spreadsheet are included in the Council packet.

Level 1 – Basic Replacement (Lowest Cost)

- Replaces existing street sign holders only
- Updated color scheme and inclusion of the Town logo
- Retains existing poles and mounting approach
- Quick implementation with minimal labor

Best for: Functional upgrade with minimal visual change

Level 2 – Moderate Upgrade (Staff Recommendation) – Signature Streetscapes of Shannon Baum (local Company)

- New street sign blades
- Replacement of poles with **black, polished poles** with decorative caps
- Maintains the current practice of combining street signs with stop signs
- Balanced improvement in appearance and cost

Best for: Town-wide consistency, improved aesthetics, and fiscal balance

Level 3 – Highly Decorative Streetscape Upgrade (Highest Cost)

- New street sign blades
- Decorative curved black poles and enhanced mounting hardware
- Strong visual impact and streetscape enhancement
- Optional framing of stop signs (additional cost)

Best for: Maximum placemaking and visual distinction

Operational Considerations

- Much of the installation work **can be completed by Town staff**, particularly under Options 1 and 2.
- More decorative options may increase labor demands and could require a contractor; a separate item can be brought forward if needed.
- If ordered this month, **installation is anticipated in spring–summer 2026.**

Recommendation

Staff recommends the **moderate upgrade option (Level 2)** as the most cost-effective and visually impactful approach that balances aesthetics, durability, and budget considerations.

This project will significantly enhance the Town’s appearance, improve wayfinding, and reinforce the sense of arrival when entering Bladensburg.

Future Wayfinding Initiative

This street sign project is the **first phase**. The Town is also working on a **long-term wayfinding project** in collaboration with the **University of Maryland**, Maryland-National Capital Park and Planning Commission, and Port Towns partners. That effort will focus on directional signage to key

destinations such as Town Hall, the Library, and community assets and is anticipated to advance later this spring.

Cost Summary (as provided by vendors)

Option	Company	Includes Poles	Street Signs	Poles/Hardware	Grand Total	Notes
A	VH Sign Company	No	\$13,023.06	\$0	\$13,023.06	Extruded blades, reflective, Town seal
B	VH Sign Company	Yes	\$13,023.06	\$67,624.12	\$80,647.18	Fluted black poles, ball toppers
C	Shannon-Baum Signs	No	\$7,306.15	\$0	\$7,306.15	Extruded blades, caps
D	Shannon-Baum Signs	Yes	\$7,306.15	\$59,505.19	\$66,811.34	Decorative poles, acorn finials
E	Signature Streetscapes	No	\$12,522.21	\$0	\$12,522.21	Custom blue/white HIP blades
F	Signature Streetscapes	Yes	\$12,522.21	\$46,250.79	\$58,773.00	Streetscape poles, ivy scroll trim
G	Econo Signs	No	\$7,176.69	\$0	\$7,176.69	Extruded blades, prismatic
H	Econo Signs	Yes	\$7,176.69	\$43,297.30	\$50,473.99	Fluted black poles <i>Optional stop sign frame add-on: \$17,360</i>

Action Requested

Staff respectfully requests **Council approval authorizing the Town Administrator to proceed with the selected street sign option and expend Highway User Funds accordingly.**

Staff will be available at the Council meeting to walk through the options, images, and cost comparisons and to answer any questions.

Budgeted Item: Yes [] No [X]
Budgeted Amount: \$ TBD
One-Time Cost: Yes
Ongoing Cost:

Continued Date:

Council Priority: Yes [] No []

Approved Date: