

Prince George's county  
Office of Community Relations

# Largo Town Center Rebranding Initiative Community Meeting November 3, 2021 6:30pm







# GREETINGS

*Office of Community  
Relations*

*Nicole Jackson-Young,  
Section Chief,  
Special Projects Division*







# VIRTUAL HOUSEKEEPING

- Please **MUTE** your microphone unless you are a presenter.
- Please be respectful and courteous of the process the process and fellow attendees.
- Please be mindful of background noise.
- Please refrain from using expletives, racial epithets and other demeaning language when communicating in this forum & using the **CHAT** feature.



# AGENDA

- Greetings & Virtual Housekeeping
- Welcome & Opening Remarks
- Blue Line Corridor Vision
- Rebranding Initiative Presentation
- Rebranding Exercise
- Next Steps & Closing







# OPENING REMARKS

*Prince George's County Council*

*Councilmember Derrick Davis,  
Councilmanic District 6*



DERRICK LEON DAVIS

**Council Member, District 6**

14741 Governor Oden Bowie Drive  
County Council, 2<sup>nd</sup> Floor

Upper Marlboro, Maryland 20772

**Phone:** 301-952-3426





# BLUE LINE CORRIDOR VISION

*Office of the County Executive*

*Angie Rodgers,  
Deputy Chief Administrative Officer  
For Economic Development*

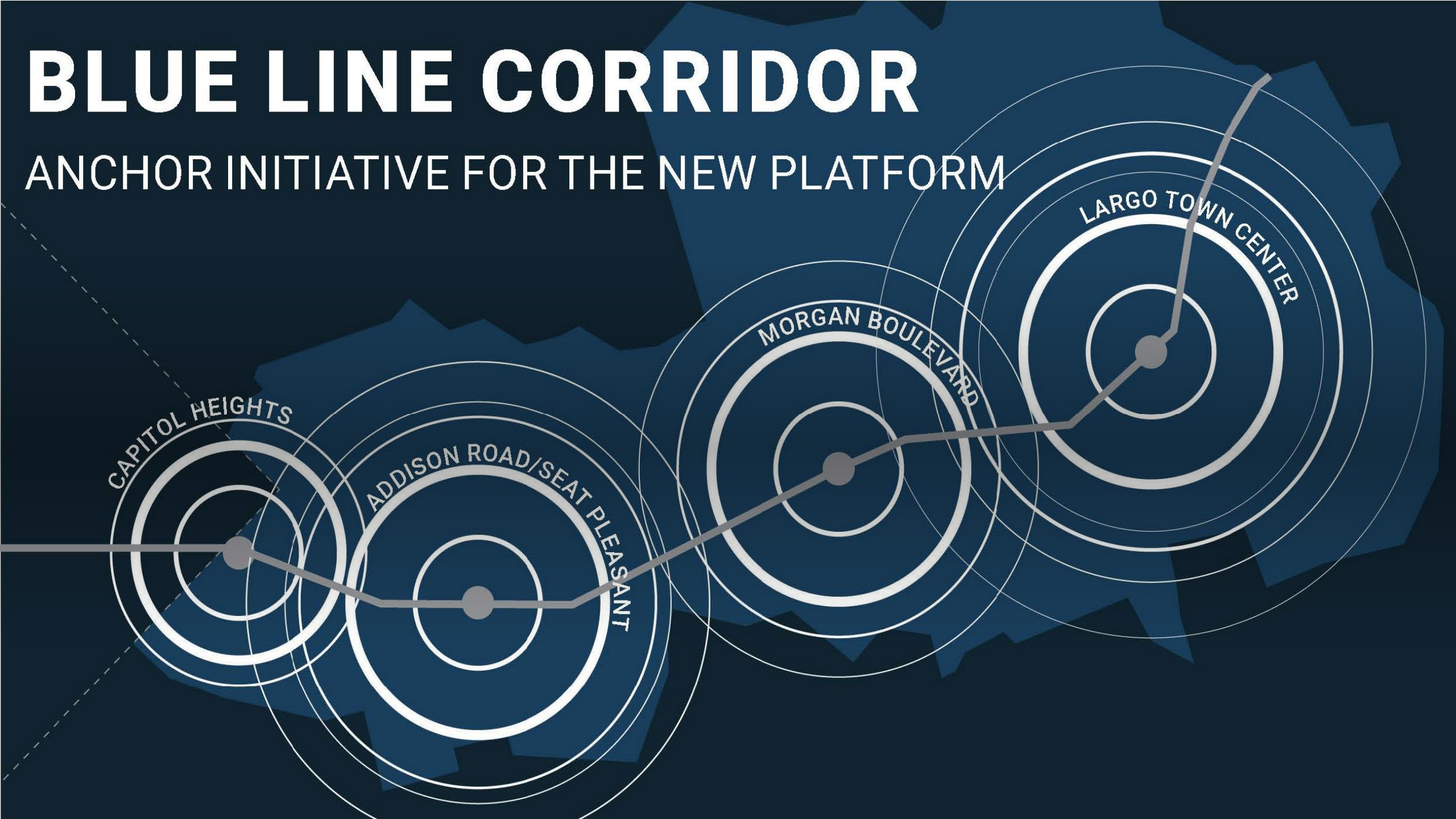


Angela D. Alsobrooks  
County Executive



# BLUE LINE CORRIDOR

ANCHOR INITIATIVE FOR THE NEW PLATFORM



## LARGO TOWN CENTER WAYFINDING, BRANDING, AND PLACEMAKING STRATEGY

## KEY FINDINGS

### WAYFINDING:

- Modal Integration & Systemization:
- Local Distinctiveness & Design for all

### BRANDING:

- Coherent identity & vision
- Need for iconic elements
- Support for economic development

### PLACEMAKING:

- Grass Roots Energy
- Building Partnerships







# PRINCE GEORGE'S COUNTY AMPHITHEATER



# AMPHITHEATER

The Prince George's County Amphitheater will be an open- air event venue that will offer community enriching programming to county residents, catalyze County Economic Development and contribute to the development of Downtown Largo.

- Venue Location:
  - Adjacent to the Largo Town Center Metro Station and next to the Carillon Development
  - Within close proximity to the I-495 Beltway and is planned to connect to the Central Avenue Connector Trail
  - Access to ample parking (2,200 spaces) in WMATA parking garages during off-peak hours
  - Walkable from Metro Train and Bus Stations
- Venue Programming:
  - Projected seating = 5,789 (3,500 fixed, 1,520 lawn, and 769 other reserved)
  - Sponsor deck and club lounge
  - Concessions







# CARILLON

- RPAI is the master Developer for the Carillon project, an outdoor mixed – use development offering retail, dining, entertainment, apartments and office.
- Phase 1 will include:
  - Retail - approximately 27,000 square feet
  - Medical Office - 120,000 square feet
  - Residential – 351 multifamily units





# CARILLON

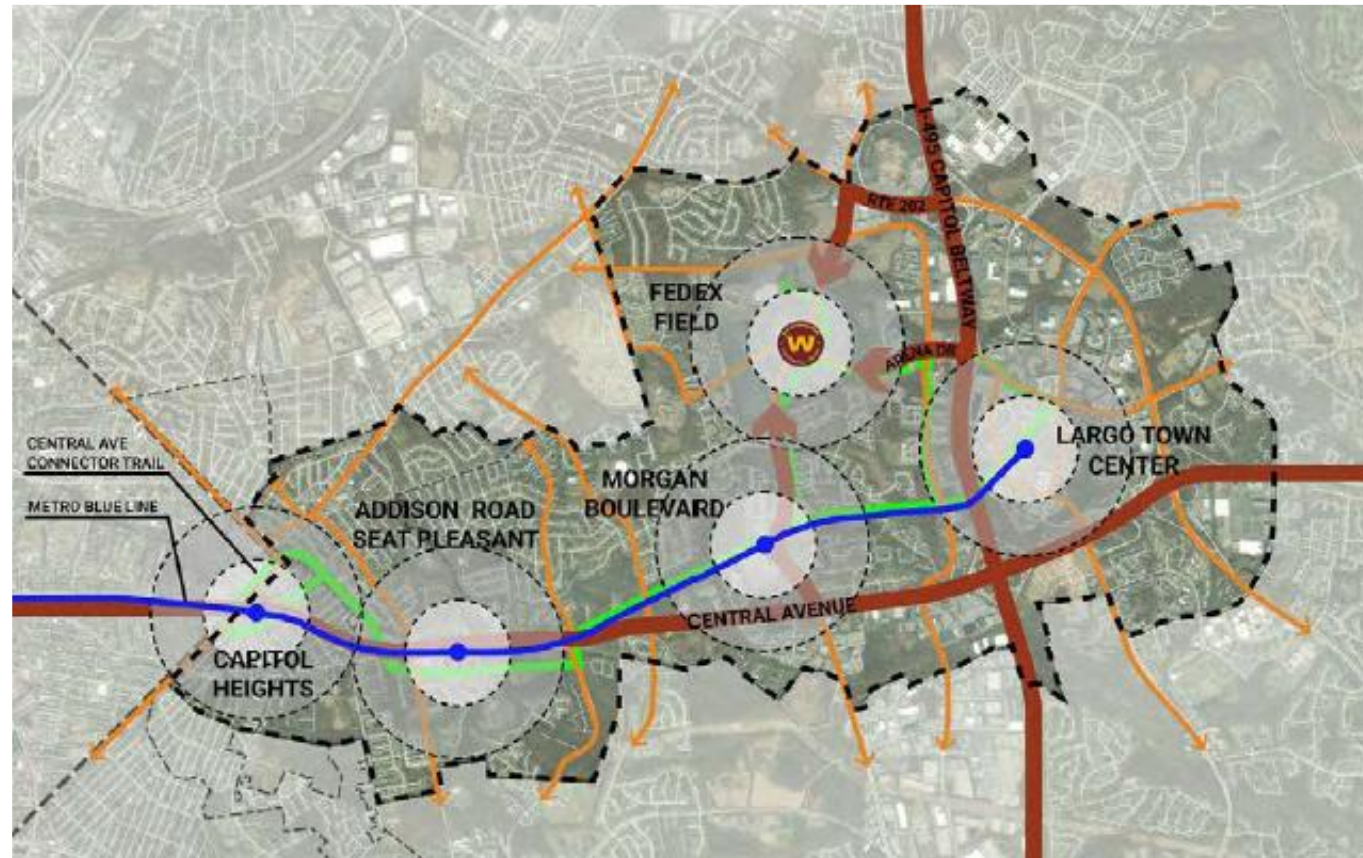
- The first building, the Ella, a medical office building is currently under construction.
- Upon completion, the Carillon development will include:
  - up to 1.2 million square feet of commercial space
  - 3,000 residential units



# BLUE LINE CORRIDOR FUNDING

Prince George's County has already secured \$45.7M for Blue Line Corridor projects. This investment in near-term and high-visibility projects will set the vision in motion.

| PROJECT   | COST           |
|---|----------------|
| 1. Arena Drive Complete Streets                 | \$7.5M         |
| 2. FedEx Field Micromobility                    |                |
| 2A. Stadium to Largo Station                    | \$800K         |
| 2B. Stadium to Morgan Blvd Station              | \$800K         |
| 3. Morgan Blvd Complete Streets                 | \$5M           |
| 4. Morgan Blvd Urban Street Grid                | \$1.5M         |
| 5. Corridor-wide Pedestrian Safety Improvements | \$2M           |
| 6. Central Avenue Connector Trail Phase 1       | \$11M          |
| 7. Prince George's County Amphitheater          | \$16M          |
| 8. Public Art Installations                     | \$1.1M         |
| <b>TOTAL</b>                                    | <b>\$45.7M</b> |







# REBRANDING INITIATIVE

*PageThink*

*Carla Fraser,  
Principal &  
Branding & Graphics  
Director*

**Page/**





# LARGO TOWN CENTER REBRANDING INITIATIVE

- **Naming Initiative:**
  - Develop a new name for Largo Town Center Metro Station that aligns with the Blue Line Corridor Vision and positions the area for the future.
- **Today's Goal:**
  - Share WMATA guiding criteria, articulate goals for the brand, and invite input from the community on naming.



# LARGO TOWN CENTER REBRANDING INITIATIVE



## WMATA's Naming Requirements

- Names should identify the station locations by geographic features such as landmarks or centers of activity.
- Names should be distinctive and evoke imagery in the mind of the patron.
- Be limited to 19 characters, including spaces.



# LARGO TOWN CENTER REBRANDING INITIATIVE

## The name should...

- Resonate with the community as well as passengers who utilize metro transportation for a variety of reasons (entertainment, sporting events, retail, business, professional services, etc.)
- Reflect the vision of the location and surrounding area serving as a downtown and community gathering spot.

## The name should be clear enough to....

- Communicate that the area is the central downtown area for Prince George's County and a place to connect with the heart of the region's amenities.

## The name should be versatile enough to....

- Provide the umbrella for a variety of destinations including sports, entertainment, retail, restaurants, residential, hospitality, education, medical, and professional services.





## Guiding questions to consider when evaluating a name...

- Does this name reflect the aspirations and the future for this area?
- Does this name clearly identify its location to WMATA passengers?
- Is this name viable for 25+ years?



# Geography and Amenities

- Largo
- Prince George's County
- Downtown
- Retail, Hospitality, Entertainment Zone







# COMMUNITY BRANDING



# Downtown Largo Station

- ✓ Fulfills WMATA criteria
- ✓ Identifies location in a clear and straightforward way
- ✓ Establishes the area as THE Downtown area of Prince George's County
- ✓ Implies the existence of wide range of amenities associated with a civic gathering place
- ✓ Will be relevant for many years into the future



# Downtown Prince George's County Station

- ✗ Fulfills WMATA criteria
- ✓ Identifies location in a clear and straightforward way
- ✓ Establishes the area as THE Downtown area of Prince George's County
- ✓ Implies the existence of wide range of amenities associated with a civic gathering place
- ✓ Will be relevant for many years into the future



# Downtown PGC Station

- ✓ Fulfills WMATA criteria
- ✓ Identifies location in a clear and straightforward way
- ✓ Establishes the area as THE Downtown area of Prince George's County
- ✓ Implies the existence of wide range of amenities associated with a civic gathering place
- ✓ Will be relevant for many years into the future



# Largo Station

- ✓ Fulfills WMATA criteria
- ✓ Identifies location in a clear and straightforward way
- ✗ Establishes the area as THE Downtown area of Prince George's County
- ✗ Implies the existence of wide range of amenities associated with a civic gathering place
- ✓ Will be relevant for many years into the future





# REBRANDING EXERCISE

*Office of the County Executive*

*Jose Sousa,*

*Assistant Deputy Chief  
Administrative Officer*

*For Economic Development*



Angela D. Alsobrooks  
County Executive





## REBRANDING EXERCISE



# Question #1



Based on the criteria we discussed, which of the proposed names accurately support the Blue Line Corridor Vision? (select all that apply)

Visit [www.slido.com](https://www.slido.com) and enter event code **#080 660** to participate.



# slido



**Based on the criteria we discussed, which of the proposed names accurately support the Blue Line Corridor Vision?  
(select all that apply)**

ⓘ Start presenting to display the poll results on this slide.



## Question #2



Are there other names that fulfill the criteria that we should consider?

Visit [www.slido.com](https://www.slido.com) and enter event code **#080 660** to participate.



slido



**Are there other names that fulfill the criteria that we should consider?**

ⓘ Start presenting to display the poll results on this slide.



## Question #3



What other thoughts should we consider as we navigate this process?

Visit [www.slido.com](https://www.slido.com) and enter event code **#080 660** to participate.



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What other thoughts should we consider as we navigate this process?

① Start presenting to display the poll results on this slide.



# NEXT STEPS:

Meeting #2:  
Wednesday, November 3, 2021, at 6:30pm

# CONTACT US:

EMAIL: [BlueLine@co.pg.md.us](mailto:BlueLine@co.pg.md.us)

WEBSITE:  
<https://www.princegeorgescountymd.gov/4121/Blue-Line-Corridoruntil>