

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 and enter event code **#080 660** to participate.

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**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 and enter event code **#080 660** to participate.

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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 and enter event code **#080 660** to participate.

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

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NEXT STEPS:

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

CONTACT US:

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