#### 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

- X 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
- **X** Establishes the area as THE Downtown area of Prince George's County
- X Implies the existence of wide range of amenities associated with a civic gathering place
- ✓ Will be relevant for many years into the future



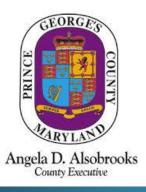
# REBRANDING EXERCISE

Office of the County Executive

Jose Sousa,

Assistant Deputy Chief Administrative Officer

For Economic Development





### 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 <u>www.slido.com</u> 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)

## Question #2



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

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

### Question #3



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

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

