



Prince George's county  
Office of Community Relations

# Largo Town Center Rebranding Initiative Community Meeting



LARGO TOWN CENTER  
COMMUNITY MEETING

BLUE LINE CORRIDOR

Thursday, October 21, 2021  
6:30pm to 7:30pm

Join County Staff for a virtual meeting to discuss the rebranding of the Largo Town Center Metro Station.

The metro station is the heart of #DowntownLargo and needs a new identity to complement the influx of new development planned for the area.

Zoom in at the Meeting Link  
<https://mypgc.zoom.us/j/82412141440>  
Meeting ID: 824 1214 1440 and Passcode: 258573



Angela D. Alsobrooks  
County Executive





# WELCOME & GREETINGS

*Office of Community Relations*

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





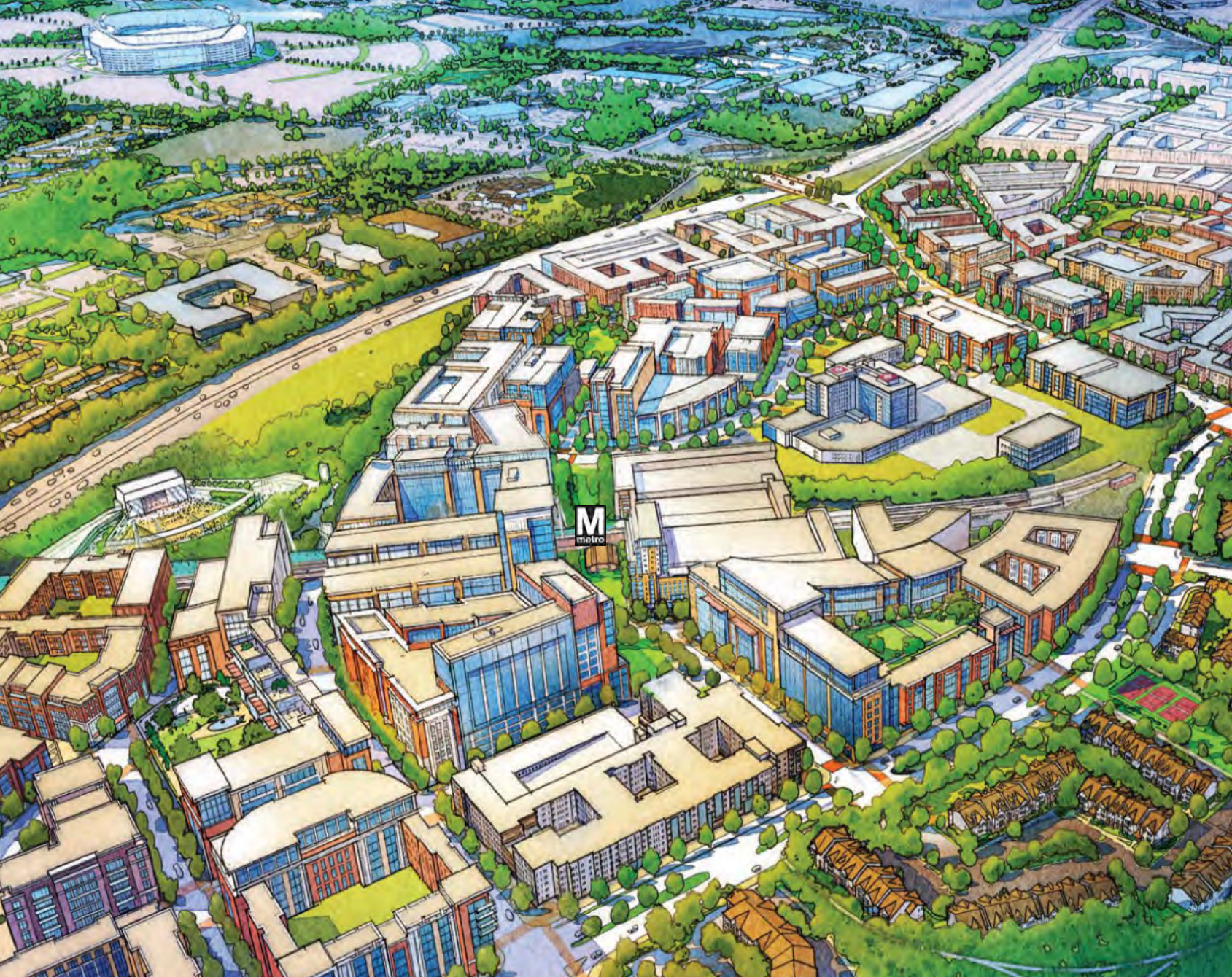
# VIRTUAL HOUSEKEEPING

- 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

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





# OPENING REMARKS & BLC VISION

*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

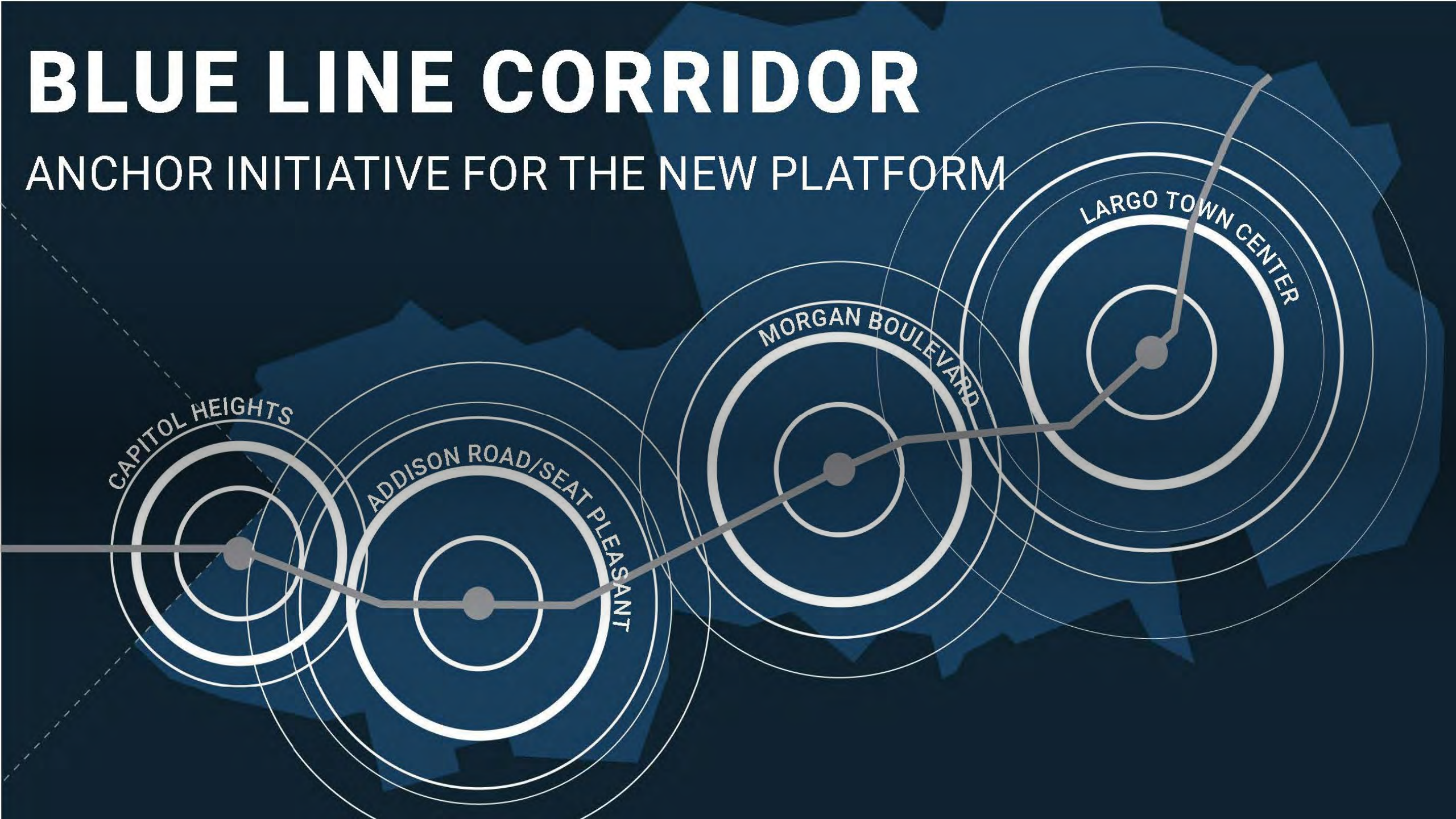
ANCHOR INITIATIVE FOR THE NEW PLATFORM

CAPITOL HEIGHTS

ADDISON ROAD/SEAT PLEASANT

MORGAN BOULEVARD

LARGO TOWN CENTER





# BLUE LINE CORRIDOR UPDATE

*Office of the County  
Executive*

*Denise Robinson,  
Assistant Deputy Chief  
Administrative Officer*

*For Economic  
Development*



Angela D. Alsobrooks  
County Executive



# 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



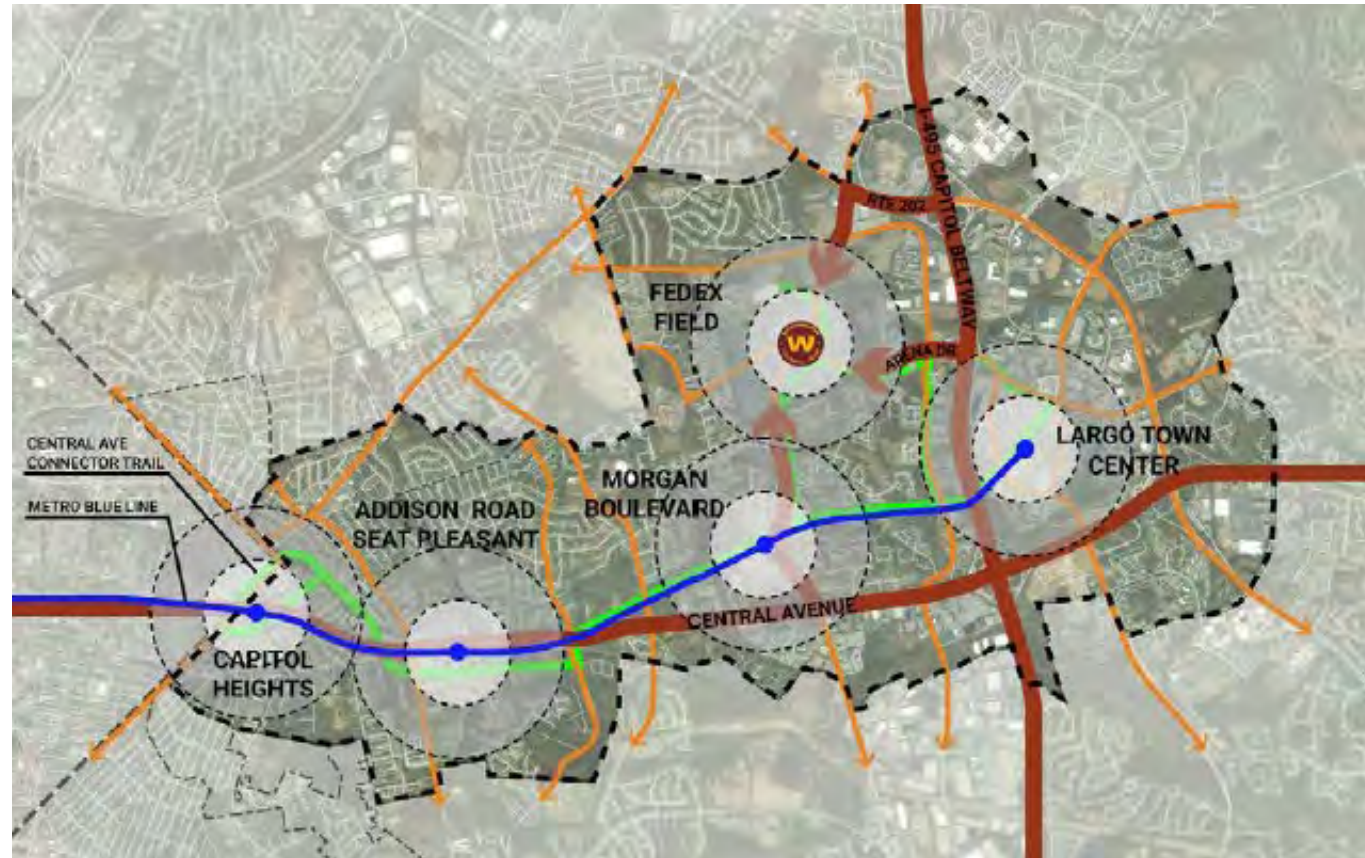
# CARILLON

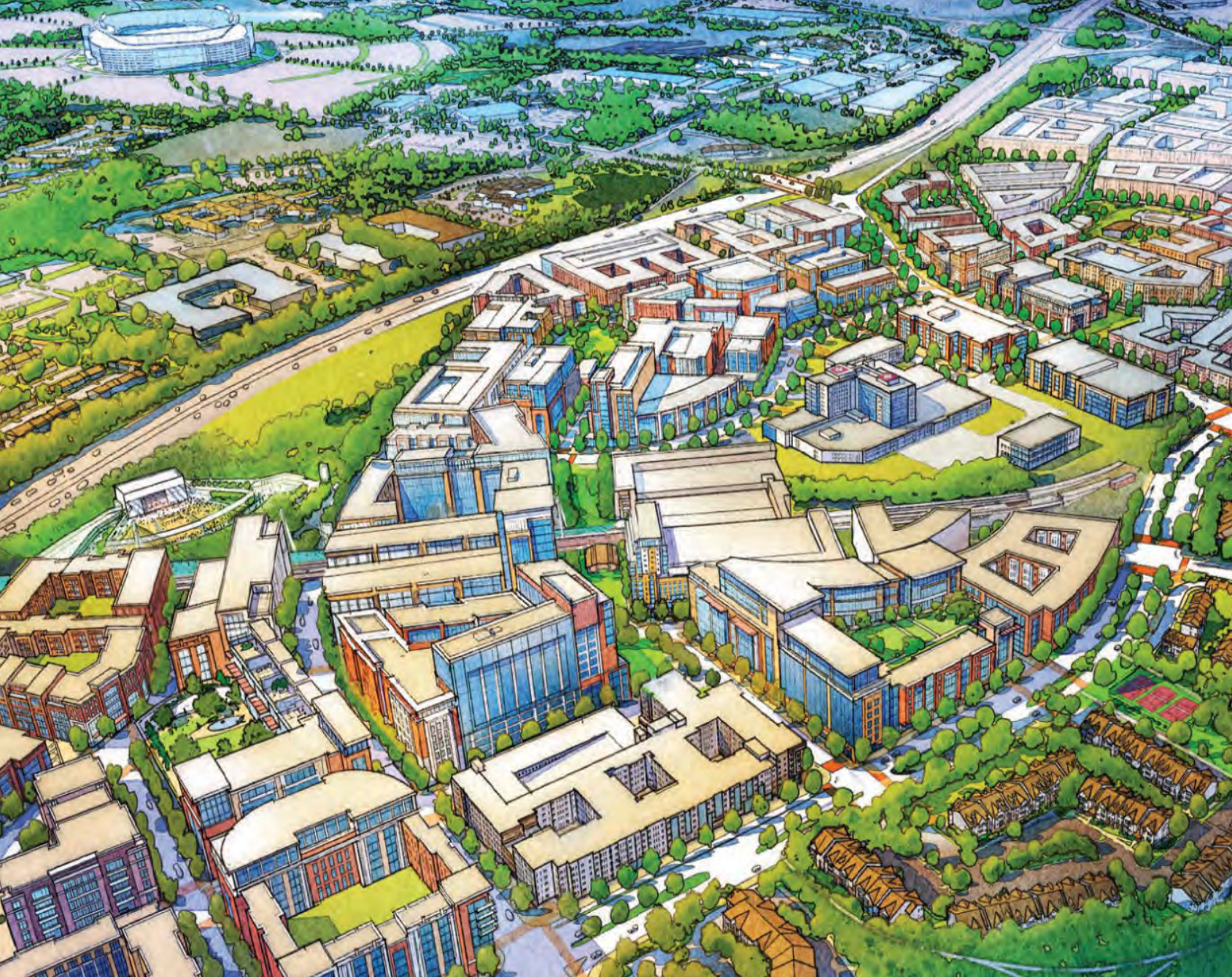
- The first building, the Ella, a medical office building is currently under construction.
- Upon completion, the Carillon development will include:
  - up to 1.2 million square feet of commercial space
  - 3,000 residential units

# 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>





# BRANDING & WAYFINDING

*Maryland National  
Capital Park & Planning  
Commission (M-NCPPC)*

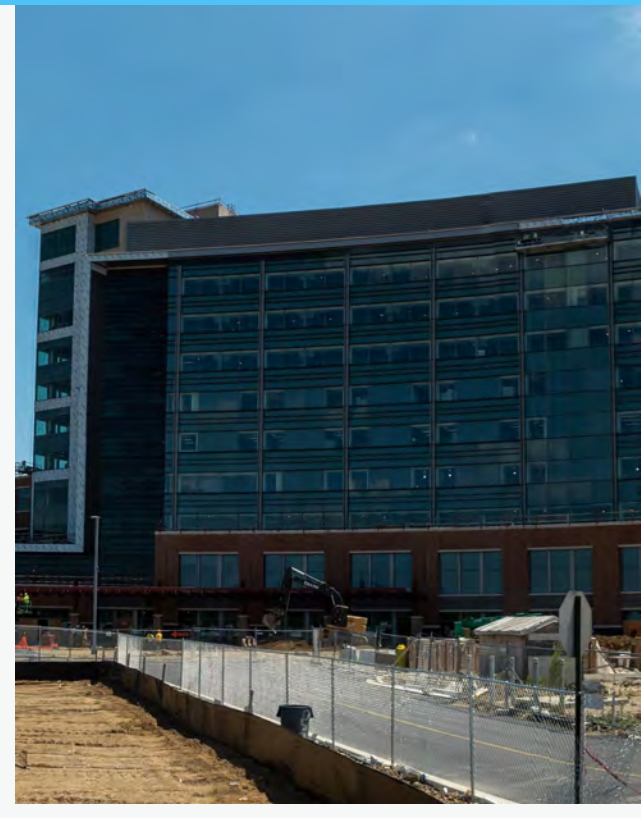
*Adam Dodgshon,  
Supervisor*



THE MARYLAND-NATIONAL CAPITAL  
Park and Planning Commission



Source: Toole Design



# Largo Wayfinding, Branding, and Placemaking Strategy

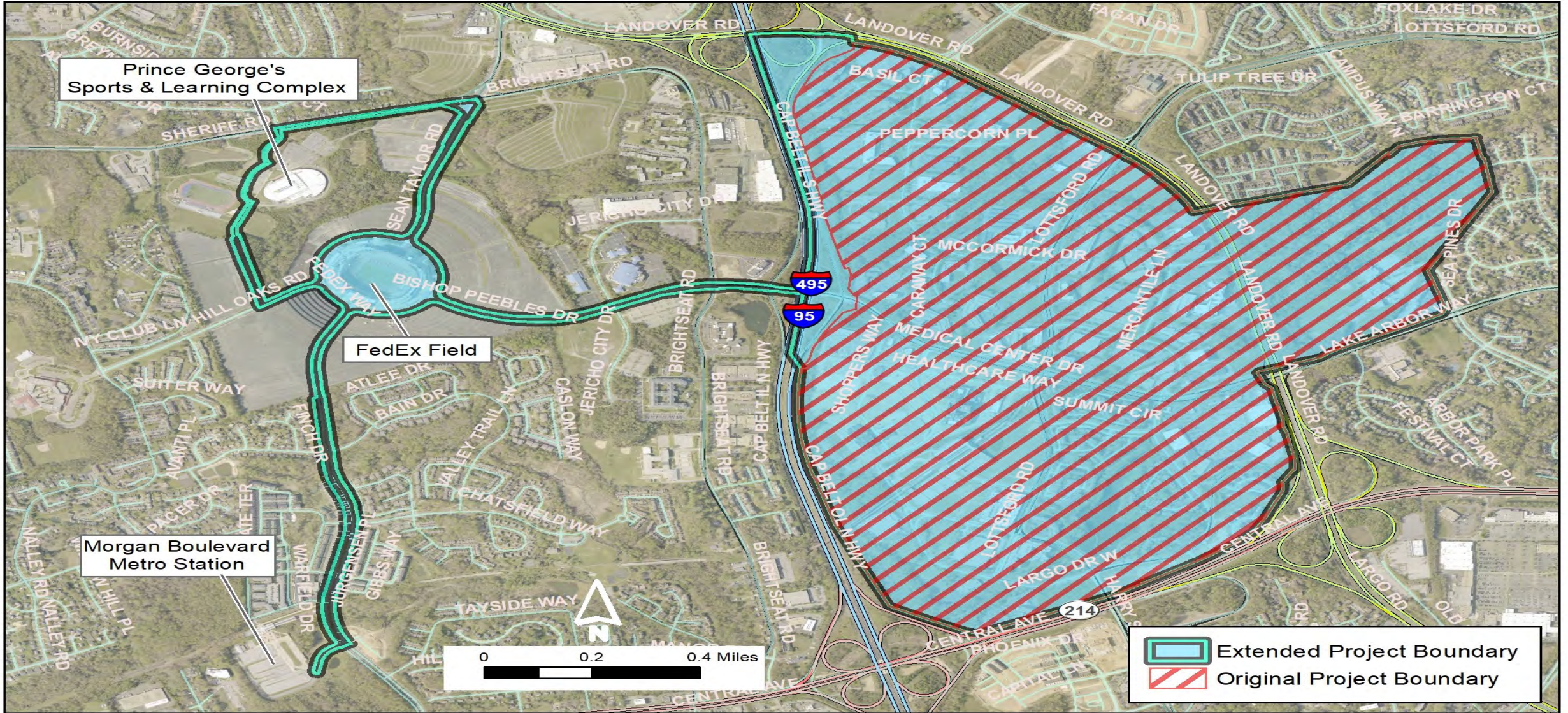
- Implements the Vision of 2035 for the Largo Town Center to be a walkable, transit-oriented center.
- Create an implementable strategy supported and championed by the community, local institutions, and development partners;
- Unveil the brand for Largo Town Center, to create an implementable wayfinding strategy that markets the brand, and identify opportunities to gather and engage people in public spaces;
- Identify the roles and responsibilities of public and private stakeholders.





# LARGO TOWN CENTER WAYFINDING, BRANDING, AND PLACEMAKING STRATEGY

# STUDY AREA



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

## KEY FINDINGS

### WAYFINDING:

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

### BRANDING:

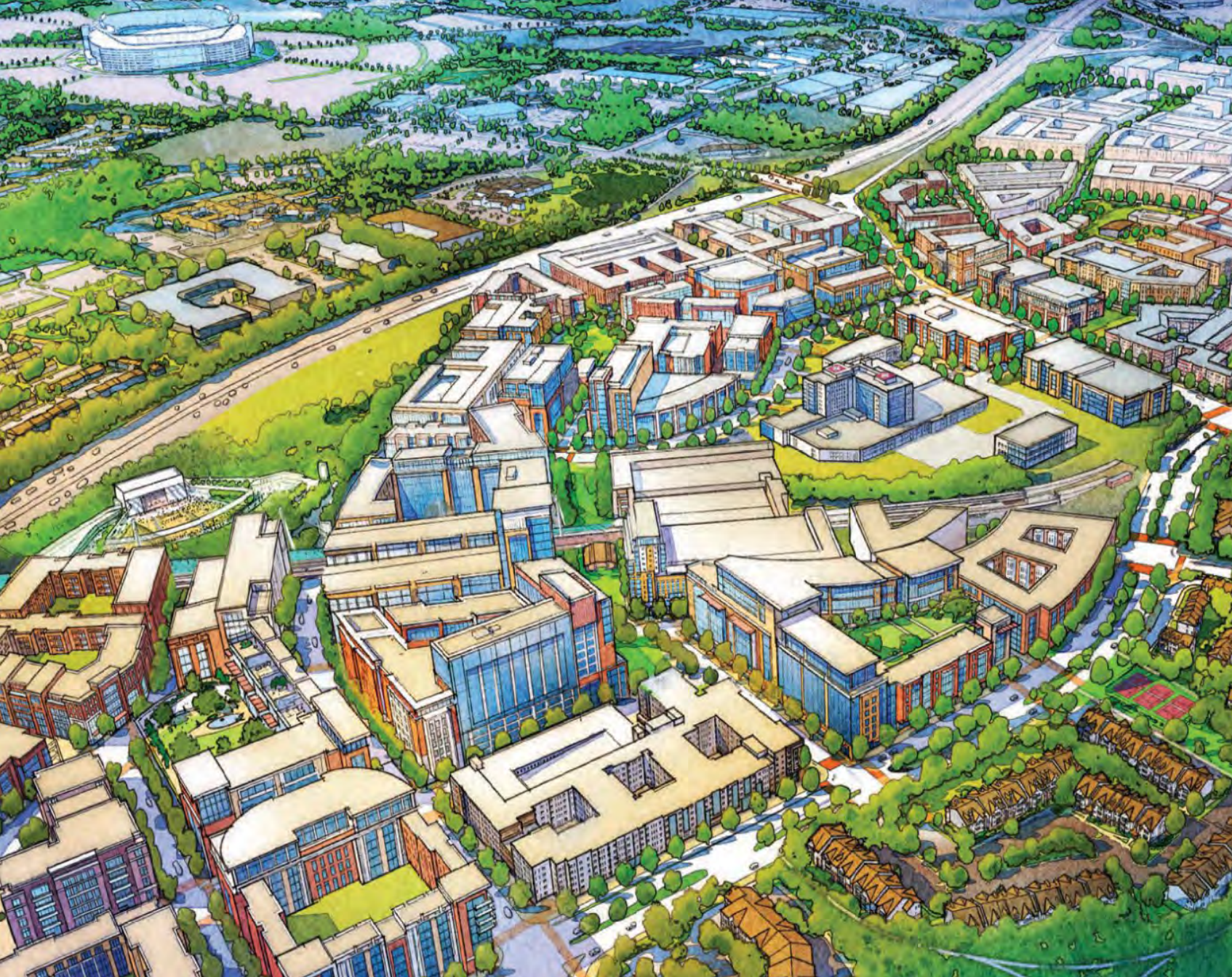
- Coherent identity & vision
- Need for iconic elements
- Support for economic development

### PLACEMAKING:

- Grass Roots Energy
- Building Partnerships







# 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:**
  - Affirm context, guiding criteria and goals for a new name, and receive feedback from the community.

# LARGO TOWN CENTER SITE CONTEXT



- This Metro stop serves as the eastern terminus of Blue and Silver lines.
- The station opened in December 2004, as an extension of the Blue Line.
- The Silver Line was extended, beginning service in 2014 to Largo.
- Current Metro name (“Largo Town Center”) refers to a retail mall located in the vicinity.
- This station is one of three areas identified by Plan 2035 for investment in building a walkable Downtown Community.
- This area will be a dense, multi-modal, amenity-rich sports and entertainment destination.

# LARGO TOWN CENTER REBRANDING INITIATIVE



## The name needs to...

- Be limited to 19 characters, including spaces (*as per WMATA*)
- WMATA recommends station not be named after a physical asset such as a mall, institutional facility, etc.
- Be easy to say and remember
- Communicate station location
- Reflect aspiration and future of the area

# 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?

# Starter Categories and Themes

- 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

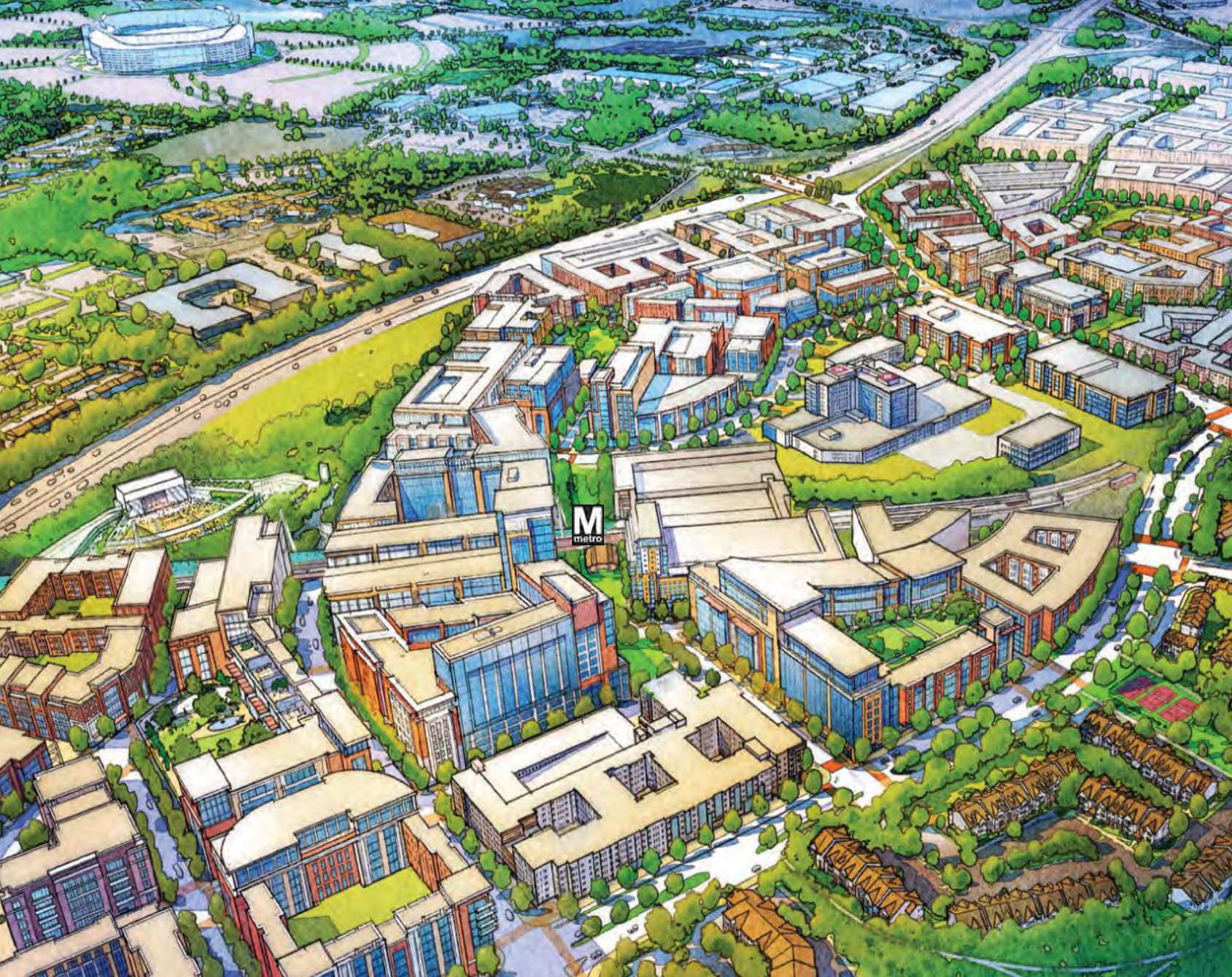
- ✘ Fulfills WMATA criteria
- ✓ Identifies location in a clear and straightforward way
- ✓ Establishes the area as THE Downtown area of Prince George's County
- ✓ Implies the existence of wide range of amenities associated with a civic gathering place
- ✓ Will be relevant for many years into the future

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

## 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.



## 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.

# NEXT STEPS:

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

# CONTACT US:

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WEBSITE:  
[princegeorgescountymd.gov/4121](http://princegeorgescountymd.gov/4121)