



## Hyattsville City Council Agenda Item Report

Meeting Date: November 20, 2017

Submitted by: Jim Chandler

Submitting Department: Community & Economic Development

Item Type: Presentation

Agenda Section: Presentations (8:20 p.m. - 8:45 p.m.)

### **SUBJECT**

Prince George's Plaza Branding & Marketing Strategy (15 minutes)

### **HCC-122-FY18**

### **Recommendation:**

### **Sponsor(s):**

At the Request of the City Administrator

### **Co-Sponsor(s):**

N/A

### **ATTACHMENTS**

[Memo - Prince George's Plaza Branding & Marketing Strategy Presentation.docx](#)

[171005\\_PGPNaming - Council Presentation.pdf](#)

### **Summary Background:**

In June 2016, the Maryland-National Capital Park & Planning Commission adopted an update to the Prince George's Plaza Transit District Development Plan (TDDP). One of the central actionable recommendations included in the document is a branding and marketing effort intended to better reflect the current and future built-environment and vision for the Transit District.

In July 2016, the City of Hyattsville, Prince George's County Economic Development Corporation and Prince George's County initiated the rebranding project with a vision to rename the area similar to other notably successful efforts including NoMA in DC (North of Massachusetts) and Pike & Rose in North Bethesda. The strategy serves as the first phase of rebranding the area and include:

- Name development
- Logo
- Signage Concept Development
- Community Stakeholder/Neighborhood Workshops

There was near unanimous consensus in selection of the following name: HVX- HYATTSVILLE CROSSING. This modern moniker pinpoints this area of Hyattsville, often styled HVL, as the city's cultural and commercial crossroads. We believe this new name is distinct, captures both the physical and cultural attributes of the area and will serve as an effective tool for rebranding the area.

### **Next Steps:**

We anticipate authorizing the contractor moving forward with logo concept development in January 2018.

The second phase of the strategy will focus on the design of physical improvements, including but not limited to signage, banners, street furniture and branded trash receptacles. Prince George's County has funding in place to support the majority of implementation in public rights-of-way.

**Fiscal Impact:**

TBD

**City Administrator Comments:**

Recommend Approval

**Community Engagement:**

Focus group and stakeholder group work sessions were conducted from August – November 2016. In Spring 2016, a work session was hosted to discuss a naming concept and based on feedback from the stakeholders, we re-evaluated the initial naming criteria and broadened the key stakeholder participants.

In October 2017, the City hosted two additional work sessions to solicit naming characteristics. The participants in the October sessions included Hyattsville residents and local agency representatives selected by both the City and County. In November 2017, the City hosted two presentation workshops to introduce naming concepts and develop consensus around a new name. The meetings included property owners including ownership groups at University Town Center, the Mall at Prince George's (MPG), WMATA and the Gudelsky ownership.

**Strategic Goals:**

Goal 2 – Ensure the Long-Term Economic Viability of the City

**Legal Review Required?**

N/A