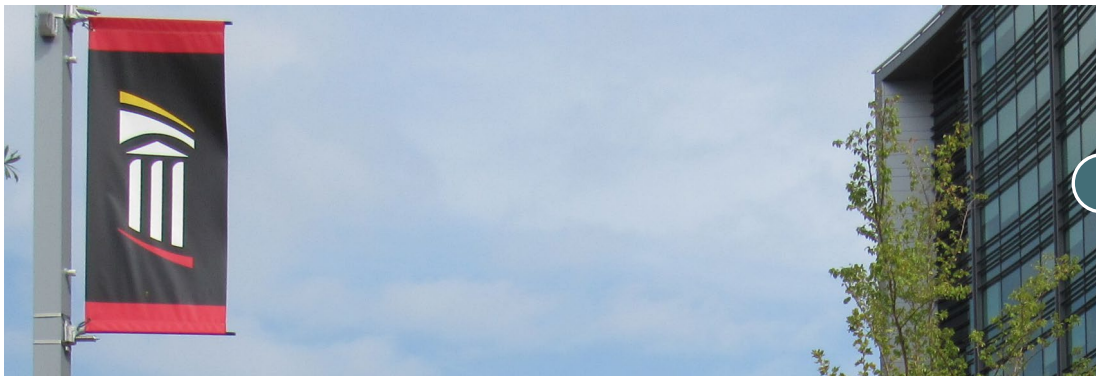




 THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department



LARGO TOWN CENTER WAYFINDING, BRANDING, AND PLACEMAKING STRATEGY

MEETING Agenda

- Welcome and Introductions
- Project Update
- Placemaking and Branding
- Wayfinding
- Next Steps and Discussion



MEET THE PROJECT TEAM



THE MARYLAND-NATIONAL CAPITAL
Park and Planning Commission



Jonathan Greene, M-NCPPC
Project Manager



Erin Garnaas-Holmes, M-NCPPC
Deputy Project Manager



Adam Dodgshon, M-NCPPC
Project Facilitator



Honorable Derrick Leon Davis

MEET THE CONSULTANT TEAM

TOOLE
DESIGN

jmd_wayfinding



Andy Clarke, Toole Design
Project Manager



Kathleen Hayes, PLA, Toole Design
Landscape Architect



Todd Bressi
Placemaking and Branding Lead



Jonathan Mugmon, Jonathan Mugmon Design
Wayfinding Lead



Kristina Bigby, Assedo Consulting
Community Outreach Lead

QUESTION #1



How do you experience Largo?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

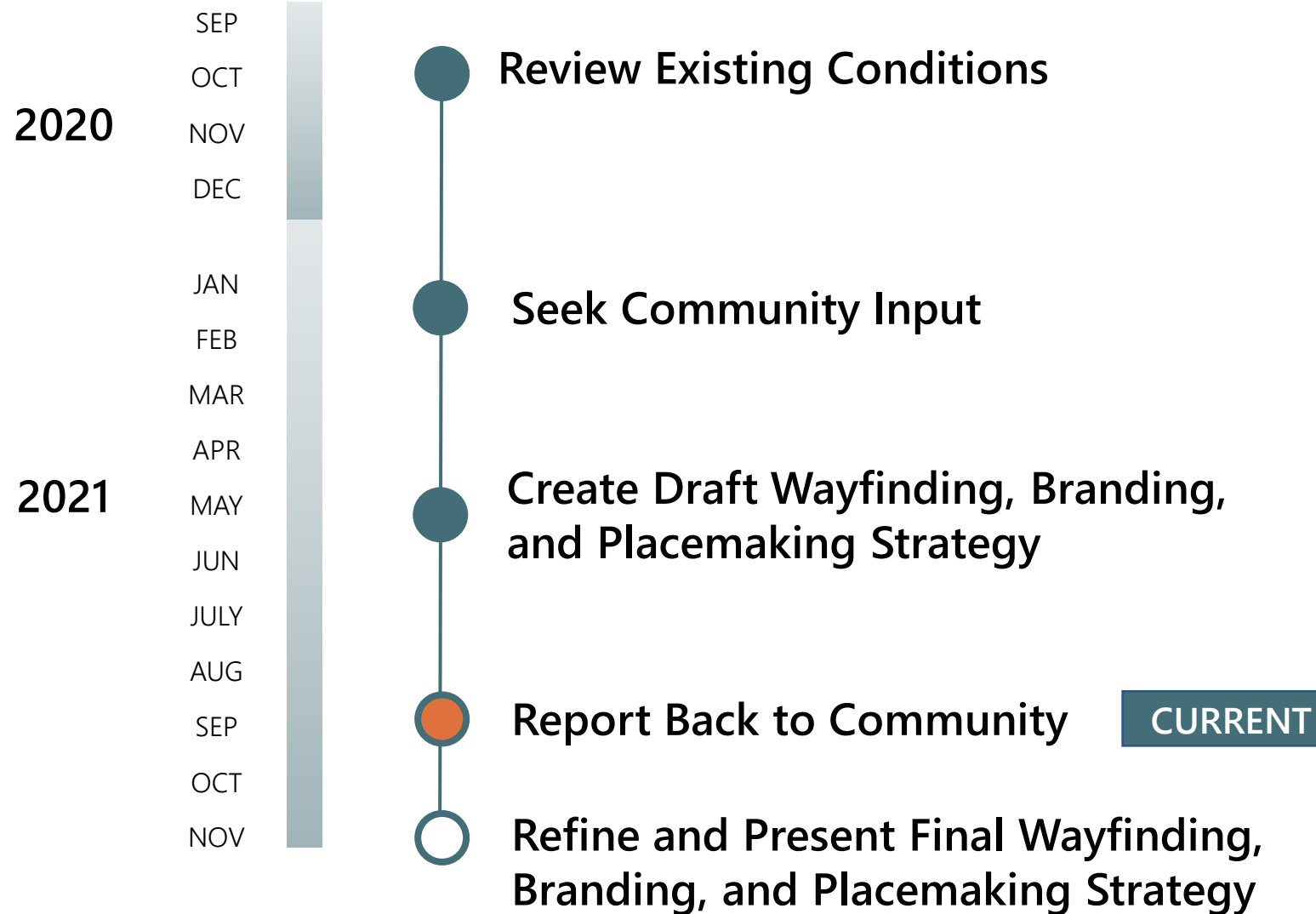
QUESTION #2



What defines Largo for you?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

PROJECT **LIFECYCLE**



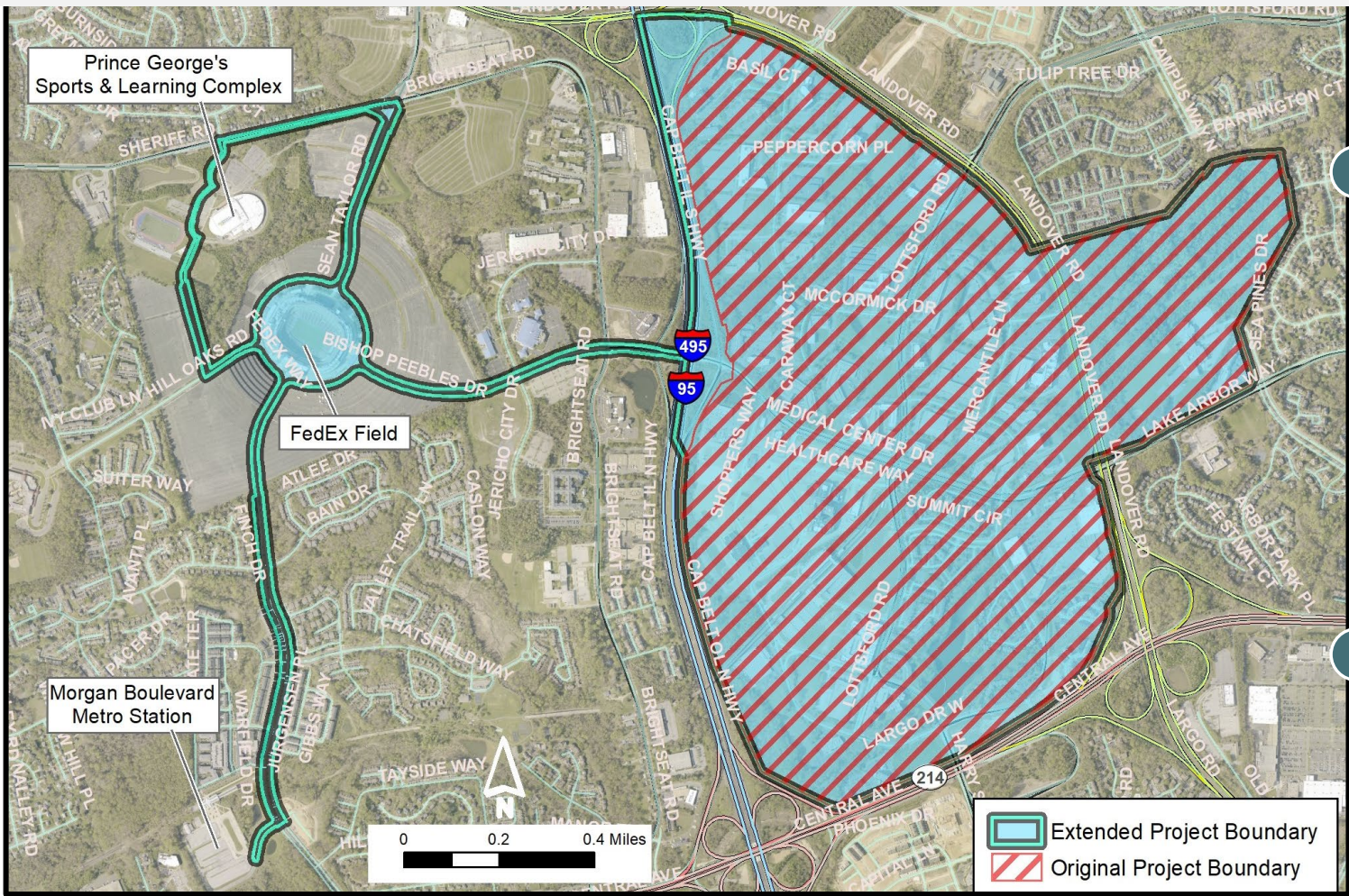
PROJECT RECAP **INPUTS**



- **Largo Town Center Walking Tour**
- **Review Previous Plans for Largo Town Center**
- **Focus Groups with Key Stakeholders**
- **Online Survey**
- **Virtual Community Meeting**

PROJECT UPDATES

Study area expanded to include FedEx Field & Morgan Boulevard



Capital Region Medical Center is open



The County is focused on the Blue Line Corridor





PLACEMAKING WHAT IS IT?

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.

Project for Public Spaces

Creative Placemaking integrates arts, culture, and design into efforts that strengthen communities.

National Endowment for the Arts



PLACEMAKING OUTCOMES

Activate Places: Repurpose underused spaces for public activity



Visual Legacy: Reinforce design goals; support design criteria for street types, open space, special locations



Build Capacity: Empower people and organizations to shape public spaces.



PLACEMAKING APPROACHES

A collaborative process...to maximize shared value

Project for Public Spaces



Partnership across sectors...that deeply engages the community

National Endowment for the Arts



Regionally connected, innovative, rooted in the assets of local residents and businesses

Brookings Institute



LARGO PLACES

Parking Areas: Temporary to demonstrate new uses; interim improvements

Open Spaces: Pop-up activities and interim improvements can put these assets to community use now

Parks: Pop-up activities and long-term improvements can increase community use.

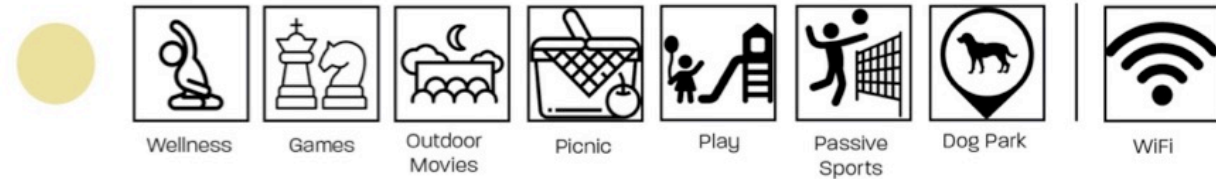


LARGO PLACES

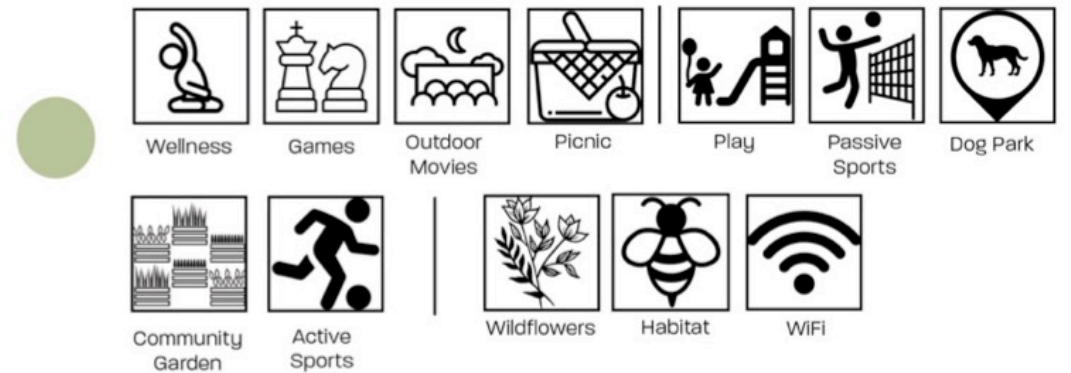
PARKING AREAS / POP-UP ACTIVITIES / INTERIM IMPROVMENTS



OPEN SPACES / POP-UP ACTIVITIES / INTERIM IMPROVMENTS



PARKS / POP-UP ACTIVITIES / LONG-TERM IMPROVEMENTS





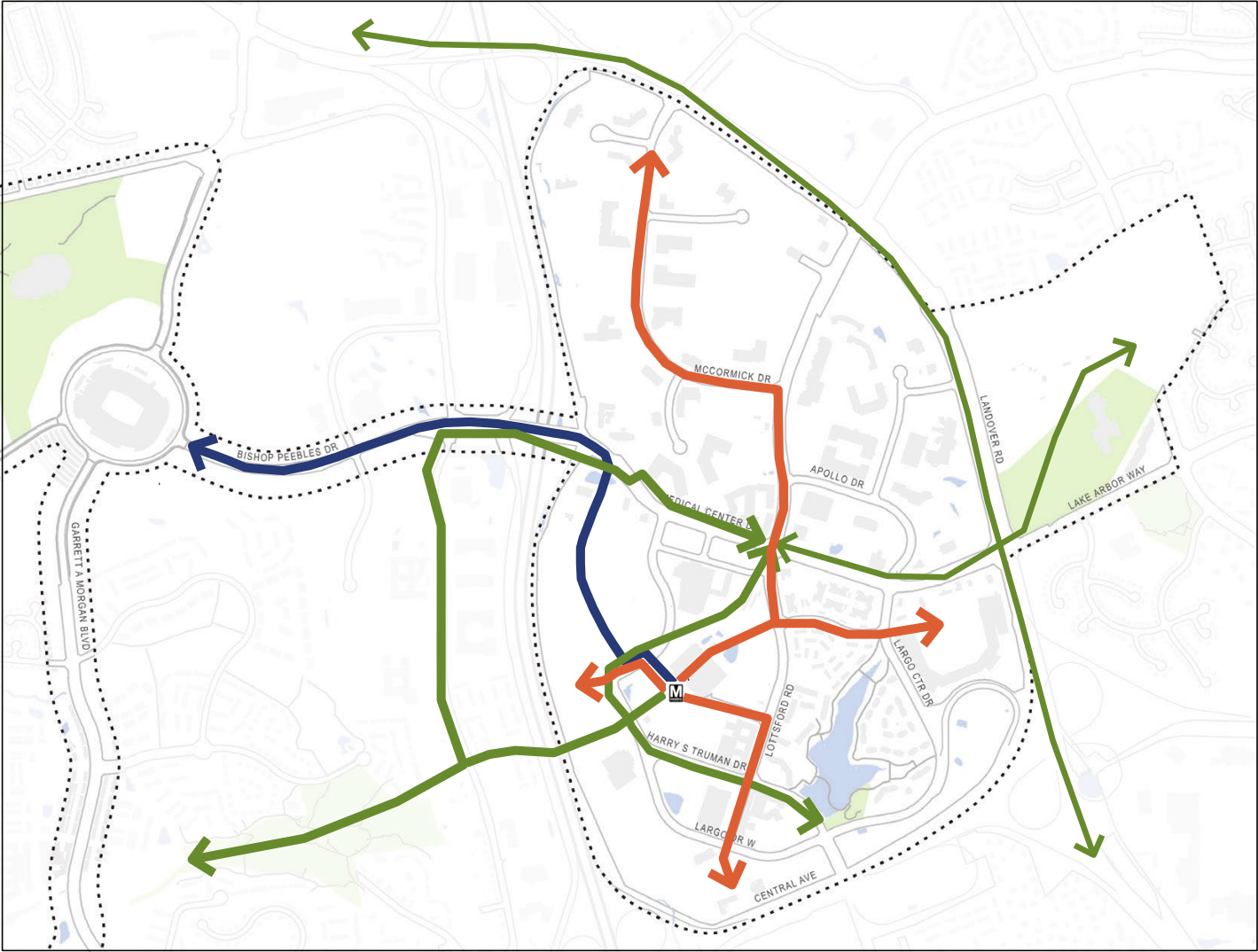
LARGO CORRIDORS

Multi-Use Paths: Part of the County's broader network of biking, jogging and walking paths.

Pedestrian Corridors: Main walking routes to access Largo's major destinations and activity areas.

Vehicular Corridors: Main through routes that connect local streets to state highways.

LARGO CORRIDORS



MULTI-USE CORRIDORS

Blue Line Central Corridor

Downtown Largo Feeder Routes
Connections to Town Center Park,
Lake Arbor Park



Wayfinding



Bike Repair
Station



Bike Rack



Wildflowers



Wellness

PEDESTRIAN CORRIDORS

County Government Center
Medical Center
Proposed Amphitheatre
Town Center Shopping
Hotel District

Game-Day Pop-Up Promenade



Low Cost
Landscaping



Public Art



Wayfinding



Restrooms



LARGO MOMENTS

Landmarks: Points of arrival in major activity areas.

Gateways: Downtown Largo thresholds with unique design features, wayfinding, public art.

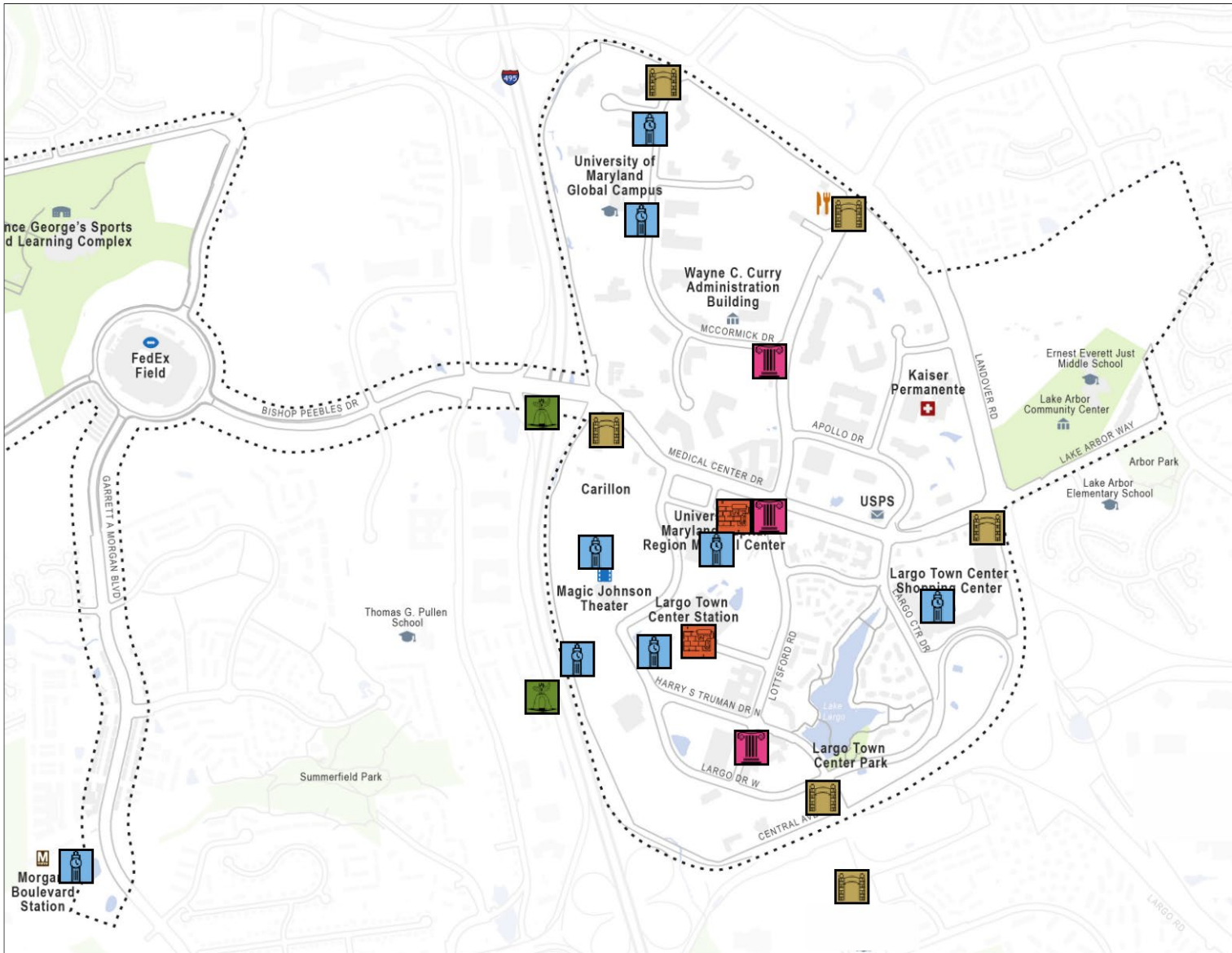
Architectural Features: Key locations where new buildings connect to the street.

Garages: Garages with facades that face the public.

Public Art: Iconic locations, e.g. Beltway bridges.



LARGO MOMENTS



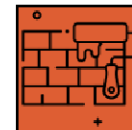
LANDMARK FEATURES

These are points of arrival in the major activity areas in Largo, such as the Metro Plaza, Town Center Shopping Center, and the proposed Camillon and amphitheatre projects. These points of arrival should be marked by special features, such as public art.



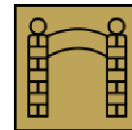
ARCHITECTURAL FEATURES

These are key locations within downtown Largo where new buildings should have architectural design and embellishments that addresses the intersection they face.



GARAGE FACADE ART PROJECTS

These are the locations of parking garages that currently have facades that face public. These facades should be retrofit with design or artistic features.



GATEWAY FEATURES

These are key thresholds into and out of downtown Largo, that should be marked by unique design features — way finding elements, public art, temporary installations.



PUBLIC ART FEATURES

These indicate special locations, such as Beltway bridges, for public art features. Other opportunities identified as “moments” could also be public art features.



LARGO QUICK WINS

Largo has many opportunities to start its placemaking now by looking for “lighter, quicker, cheaper” ideas that are signals of bigger things to come.



Temporary Gateways

Light Touch Landscaping

Pop-Up Public Spaces

Construction Mitigation

Banners





LARGO PROTOTYPES

Placemaking improves visual appearance and activates the public realm by encouraging the community, government, commercial and institutional partners to invest themselves in placemaking.

Activate Metro Plaza

Wifi Wherever

Artful Places

**Game-Day "Pop-Up"
Promenade**

Wellness Programming

Pop-Up Playtime

Garage Façade Upgrades

Green Infrastructure



LARGO PUBLIC REALM INVESTMENTS

Public streets, sidewalks, open spaces and multi-modal transportation infrastructure can catalyze private investment. Civic infrastructure can support Largo's identity as a place where life, health and wellness come together.

Streetscape and Open Spaces

Transit Infrastructure

Multi-Use Trail Infrastructure

Wayfinding Features

Bridge Enhancements



LARGO PRIVATE DEVELOPMENT

Architectural features and public art can support placemaking goals and Largo's identity.

Area Gateways

Integrated Design Features

Public Art Landmarks

Pedestrian Streetscapes

GARDEN PLAZA RECIPE



DESIGN

Identify space for plaza & obtain permission from property owner
Measure dimensions of space. Note solar orientation, shade, topography, water & electrical
Design space - include opportunity for seating, art and vendors

MATERIALS

(10) Straw Bales (30"x18"x14")
(10) 10x20" Vinyl Board
(2) 100'x40' Burlap
(1) Box Landscape fabric staples
(5 Yards) Mulch



mark layout	2 people	Use string line and spray chalk to mark planned layout
place bales	4-12 people	Place bales along markings
fill	4-12 people	Move mulch into garden areas
wrap bales	4-8 people	Cut vinyl into 5' x 20' strips. Tuck vinyl around bales to keep them dry. Place burlap over vinyl. Secure burlap in place with landscape staples.
plants	4-12 people	Place plants in mulch.

Approximate Price: \$1200 not including labor, mulch and vinyl donated, plants loaned. Straw bales can be rented from some feed stores. Some vendors will also include drop off and pickup. Vinyl can be obtained from sign shops like Clear Channel Communications for little or no fee. Mulch can usually be donated from local tree companies. Plants can be loaned from local nurseries. Straw bales usually cost around \$4 to \$5 a bale, not including delivery.



LARGO IMPLEMENTATION

Convene, Connect and Catalyze

Make the case for placemaking; identify opportunities for projects; cultivate future leadership for placemaking activities.

Prototype, Promote

Support demonstration projects; expand partnerships; gain support from public agencies and officials; get the word out.

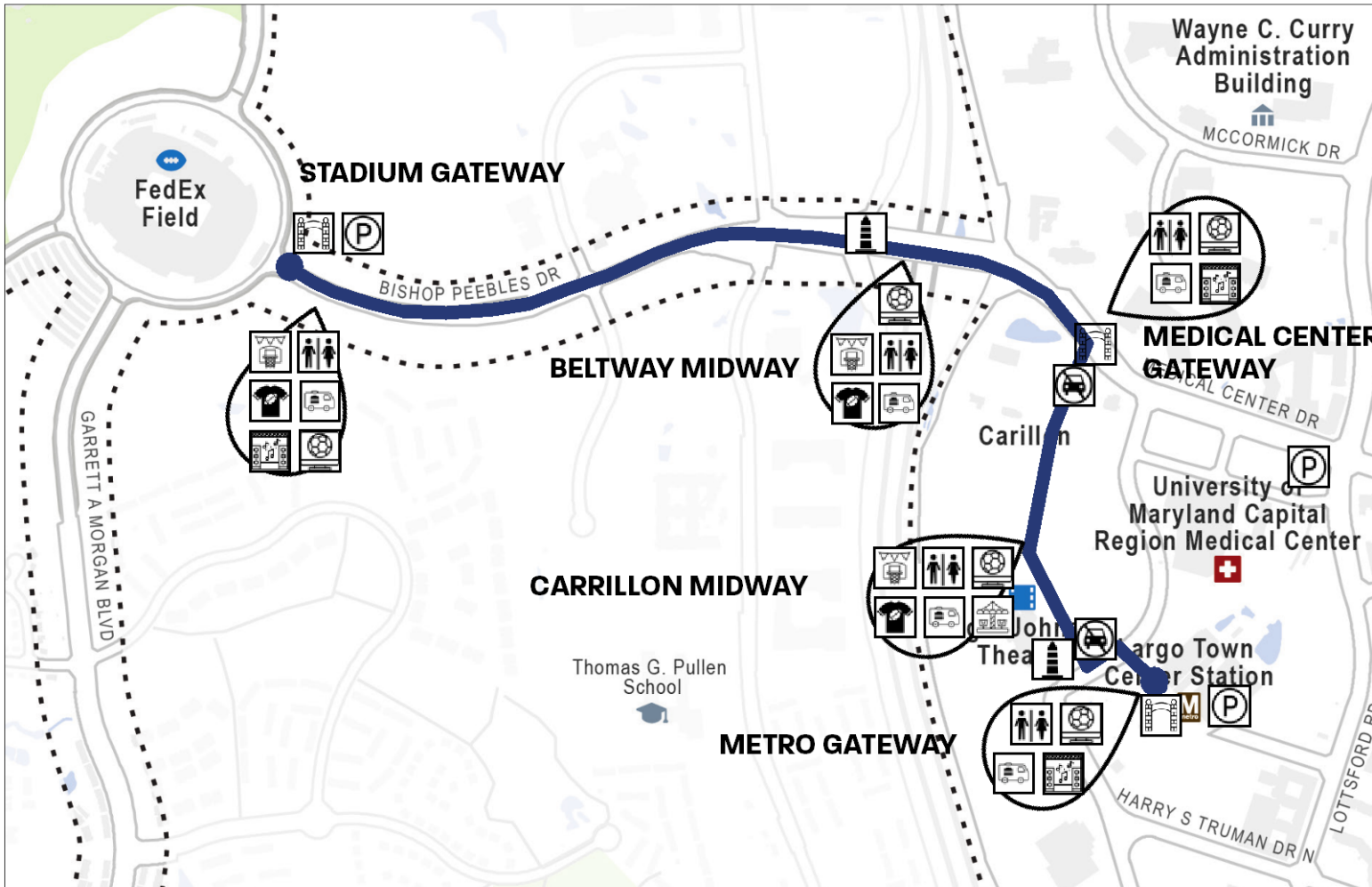
Evaluate

Evaluate demonstration projects to help inform future projects, public realm policies and plans.

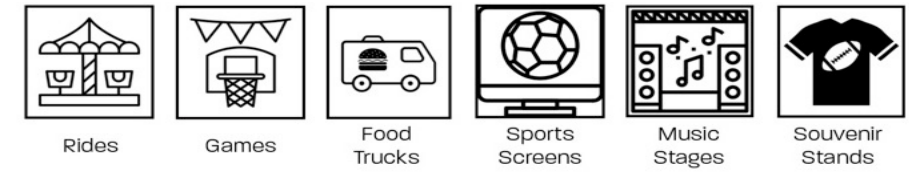
Advocate

Ensure consistency in policy to support placemaking projects in Largo.

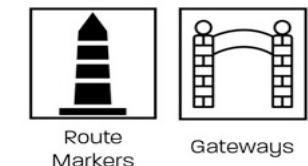
LARGO GAMEDAY



GAME-DAY POP-UP ACTIVITIES



WAYFINDING FEATURES



VISITOR SERVICES



CORRIDOR FEATURES





LARGO GAMEDAY



QUESTION #3



Are you involved in any placemaking activities or plan to be in the future?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

QUESTION #4



What organizations could help with placemaking activities in Downtown Largo?

Go to www.slido.com and enter event code **#PGCLargo** to participate.



BRANDING GOALS

Differentiate Downtown Largo

Connect people to Downtown Largo
(Idea & Place)

Support community development that
builds wealth & value



BRANDING OUTCOMES

Themes, logos, and slogans that capture the essence of the place and can support wayfinding strategies

Art and design features, such as sculptures and murals, that showcase the brand

Concepts to promote the brand on street furniture (benches, trash receptacles, painted utility boxes, etc.)



BRANDING LARGO

Living Largo

Living Loving Largo

Living Thriving Largo

Living Laughing Largo

Living Larger Largo



QUESTION #5



What do you think of “Living Largo”?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

QUESTION #6



What does Living Largo mean to you?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

WAYFINDING CONVEY THE RIGHT INFORMATION AT THE RIGHT TIME

WELCOME POINTS

- Gateway
- Vehicular Direction
- Pedestrian Info Hub

DECISION POINTS

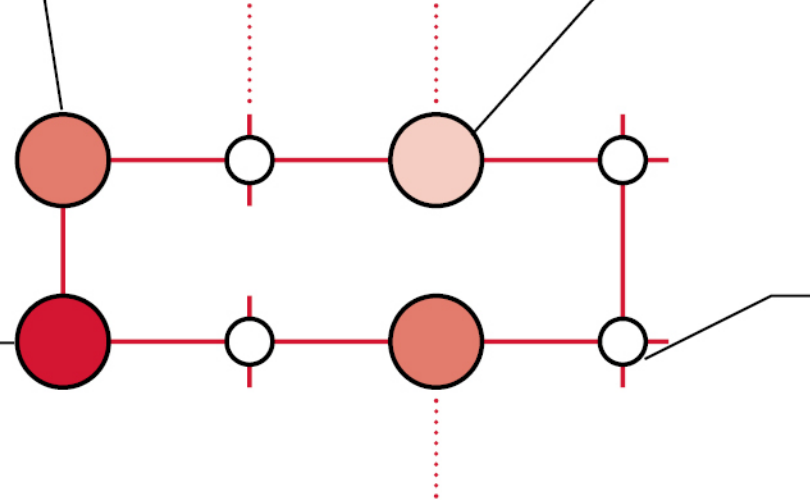
- Info Pylon
- Directional Sign
- Pavement Marker

ARRIVAL POINTS

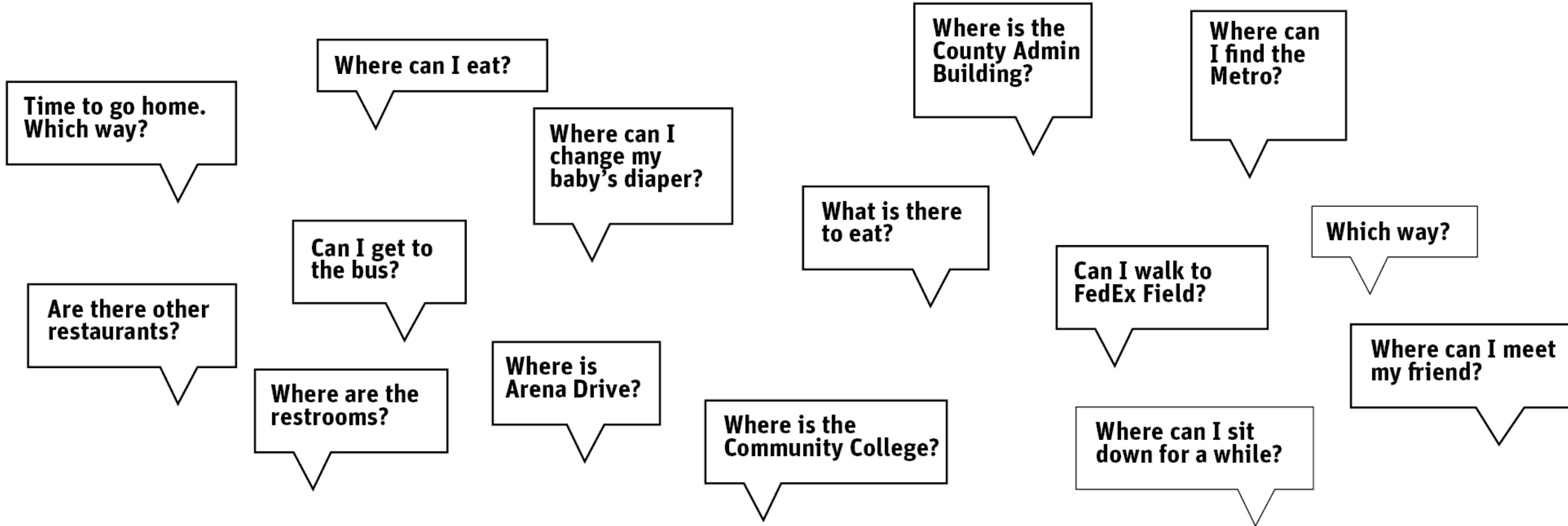
- District Gateway
- Vehicular Direction
- Pedestrian Info Hub

REORIENTATION POINTS

- Info Pylon
- Vehicular Directional
- Pavement Marker



WAYFINDING INFORMATION MUST RESPOND TO DIVERSE USERS



WAYFINDING USER TYPES

Novice strider

Has a specific destination in mind but doesn't know Largo too well. Interested in learning quicker ways to get from A to B.

A learning journey



An efficient journey



Expert strider

Has internalized just what is strictly necessary to fit with their daily routine.

Novice stroller

Uses their intuition to explore and discover interesting places in Largo.

A wandering journey



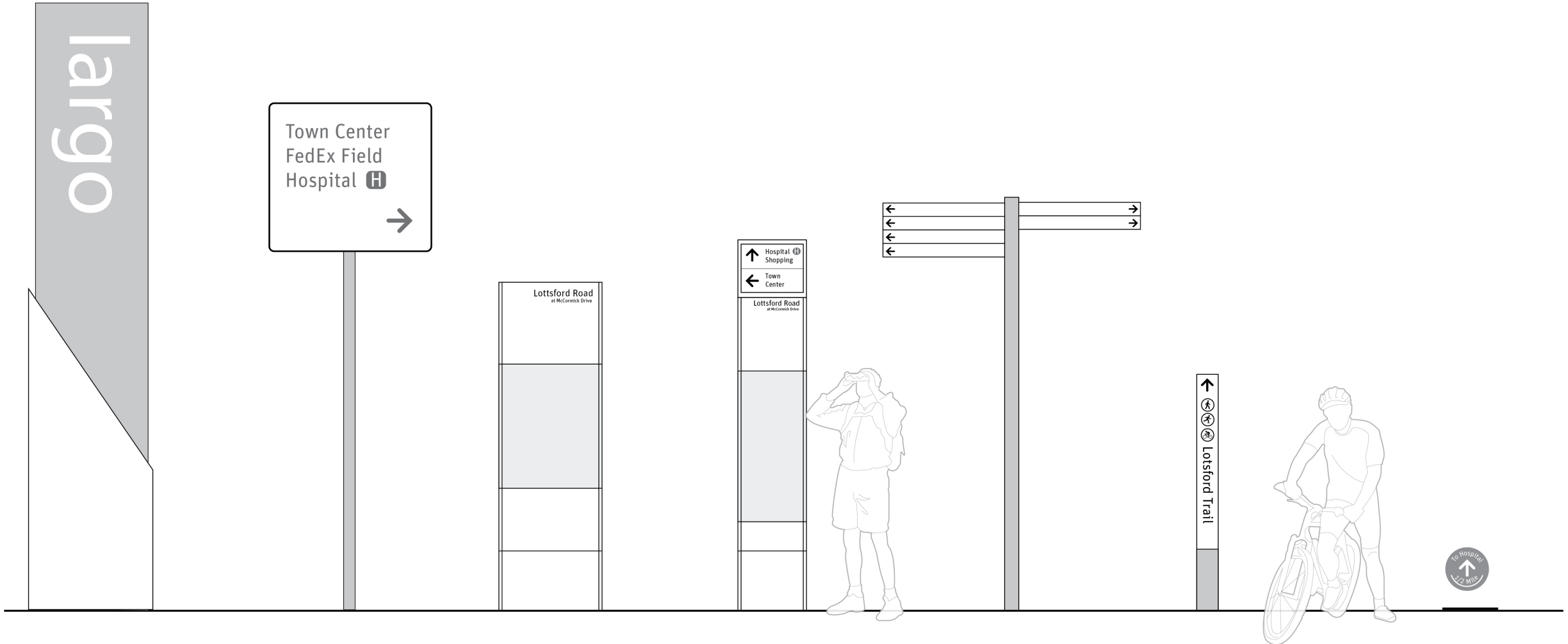
An open-ended journey



Expert stroller

Has an idea of where places are in Largo and uses that knowledge opportunistically.

SIGN TYPOLOGY



DESIGN ACCESSIBILITY AND MATERIALS

Approved Fonts

FHWA Series
Standard Alphabets for Highway Signs
Highway Gothic
Interstate

Text Height

6" Cap Height Greater than 25 MPH

4.5" Cap Height 25 MPH or Less

Destination Order

and Arrow Placement

↑ Ahead
← Left
Right →

Grouping

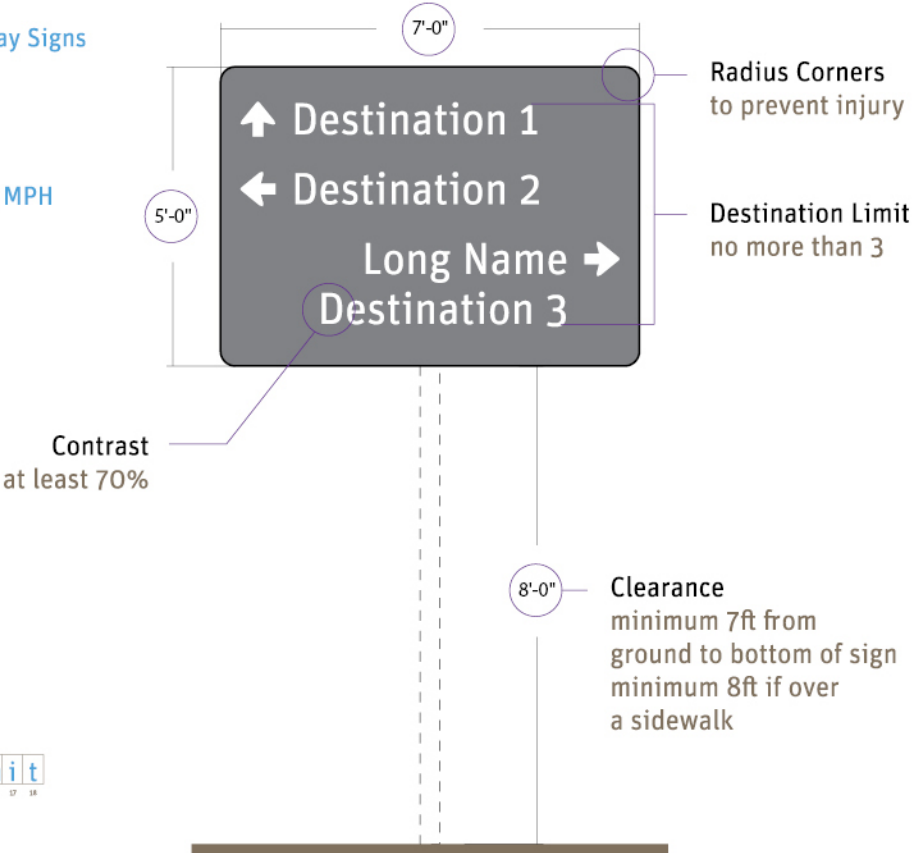
within Destination Order

↑ Nearest
to Farthest

Destination Name

including Spaces

18-Character Limit



Level of applicability for Downtown Largo exterior environment uses

Vehicular	Pedestrian	Material
●	●	Metal
◐	◐	Painted Surfaces
●	◐	Powder Coat Paint Surface
◐	◐	Vinyl Surfaces
◐	●	High Pressure Laminate
◐	●	Porcelain Enamel

● Excellent

◐ Good

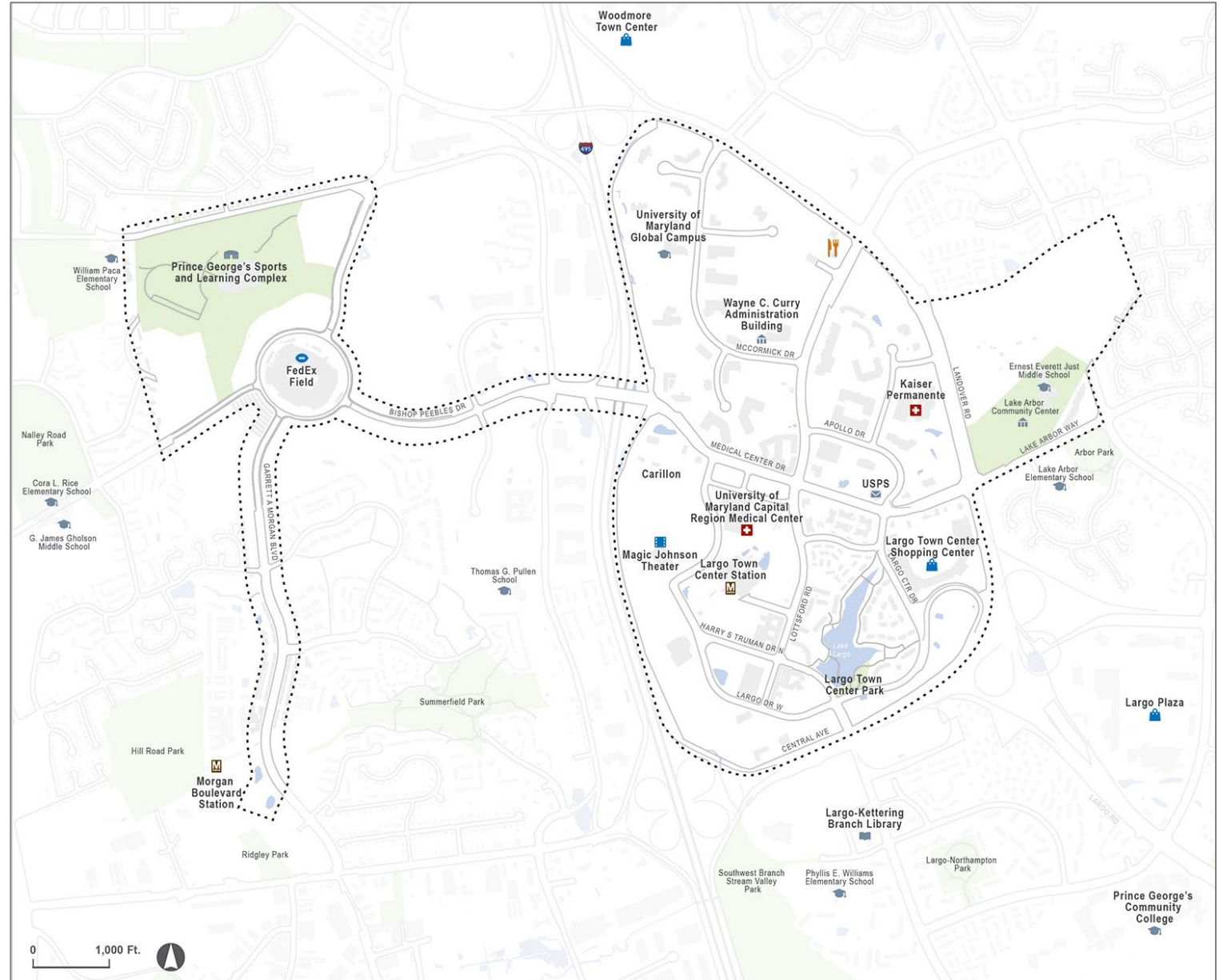
◑ Medium

◒ Poor

WAYFINDING DESTINATIONS

Key destinations identified by the community:

- Metro Stations
- Shopping Centers
- Restaurants
- Parking
- Kaiser Permanente Medical Center
- Magic Johnson Theater
- Post Office
- University of Maryland Capital Region Medical Center
- FedEx Field
- Wegmans
- Prince George's Community College
- Wayne K. Curry Building
- Giant Foods
- Largo-Kettering Branch Library
- Largo Town Center Park



DESTINATION HIERARCHY

REGIONAL DESTINATIONS

1–2 miles

- FedEx Field
- UM Medical Center

AREA DESTINATIONS

1/2 mile

- Largo Town Center Metro
- Morgan Boulevard Station Metro
- Prince George's Sports and Learning Complex
- Wayne K. Curry Administration Center
- Magic Johnson Theater
- Largo Town Center Park
- Kaiser Permanente
- Prince George's Community College
- Woodmore Town Center
- Boulevard at the Capital Centre
- Largo Town Center Shopping Center

LOCAL DESTINATIONS

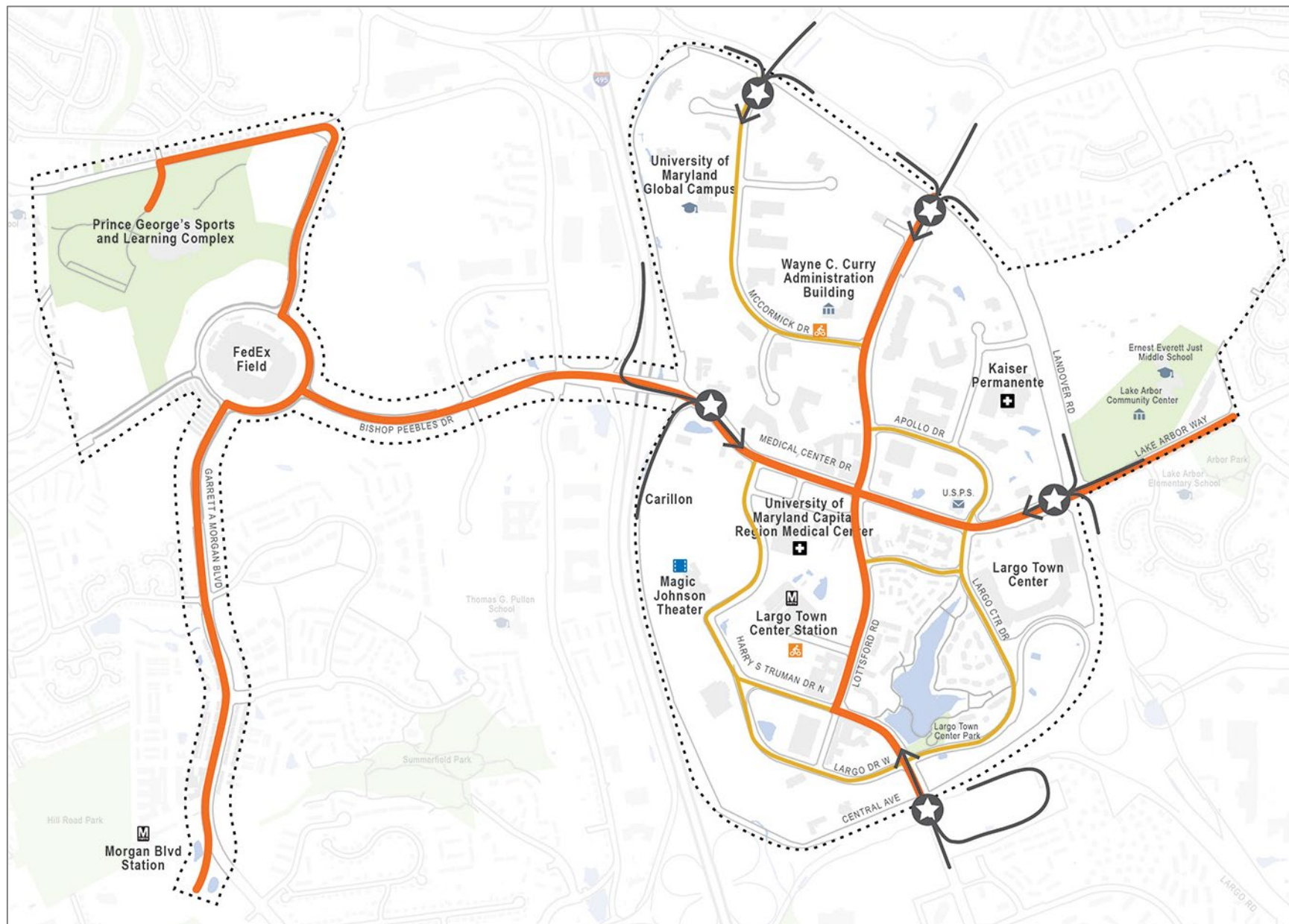
1/4 mile

- William Paca Elementary School
- Nailey Road Park
- Cora L. Rice Elementary School
- G. James Gholson Middle School
- Thomas G. Pullen School
- Largo-Kettering Branch Library
- Hill Road Park
- Rigley Park
- Summerfield Park
- Thomas G. Pullen School
- Southwest Branch Stream Valley Park
- Phyllis E Williams Elementary School
- Largo-Northhamton Park
- Lake Arbor Elementary School
- Arbor Park

WAYFINDING VEHICULAR NETWORK

Benefits:

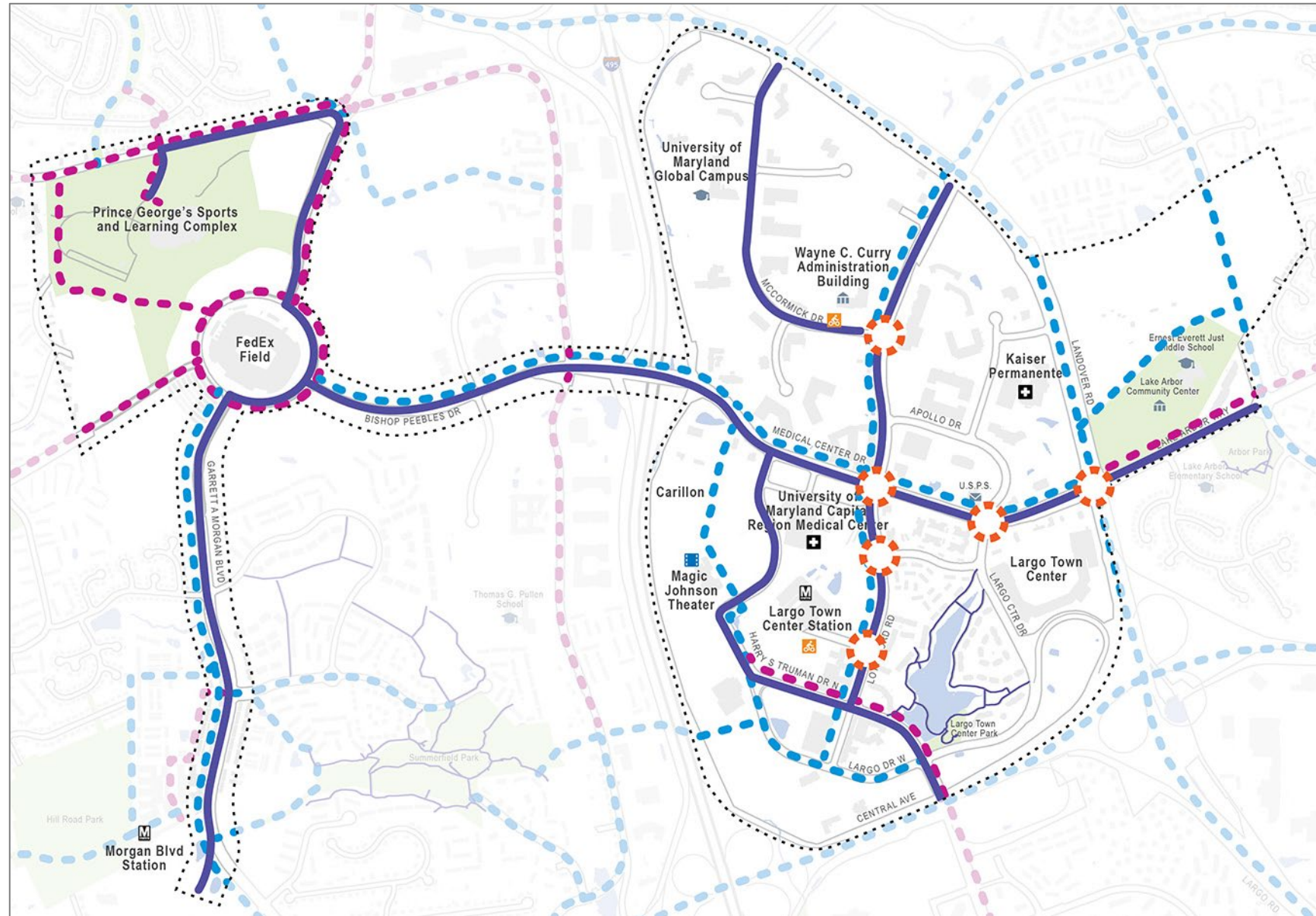
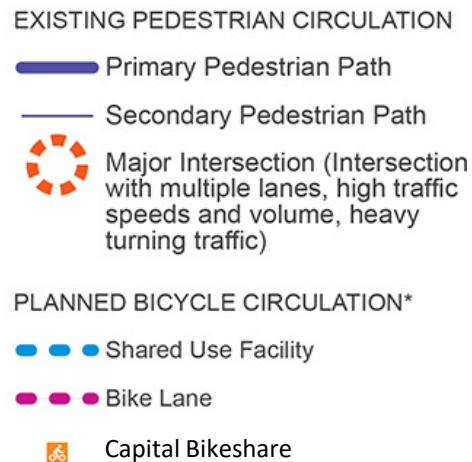
- Promote the wayfinding network
- Awareness of parking
- Promote multi-modal awareness
- Progressive disclosure of information



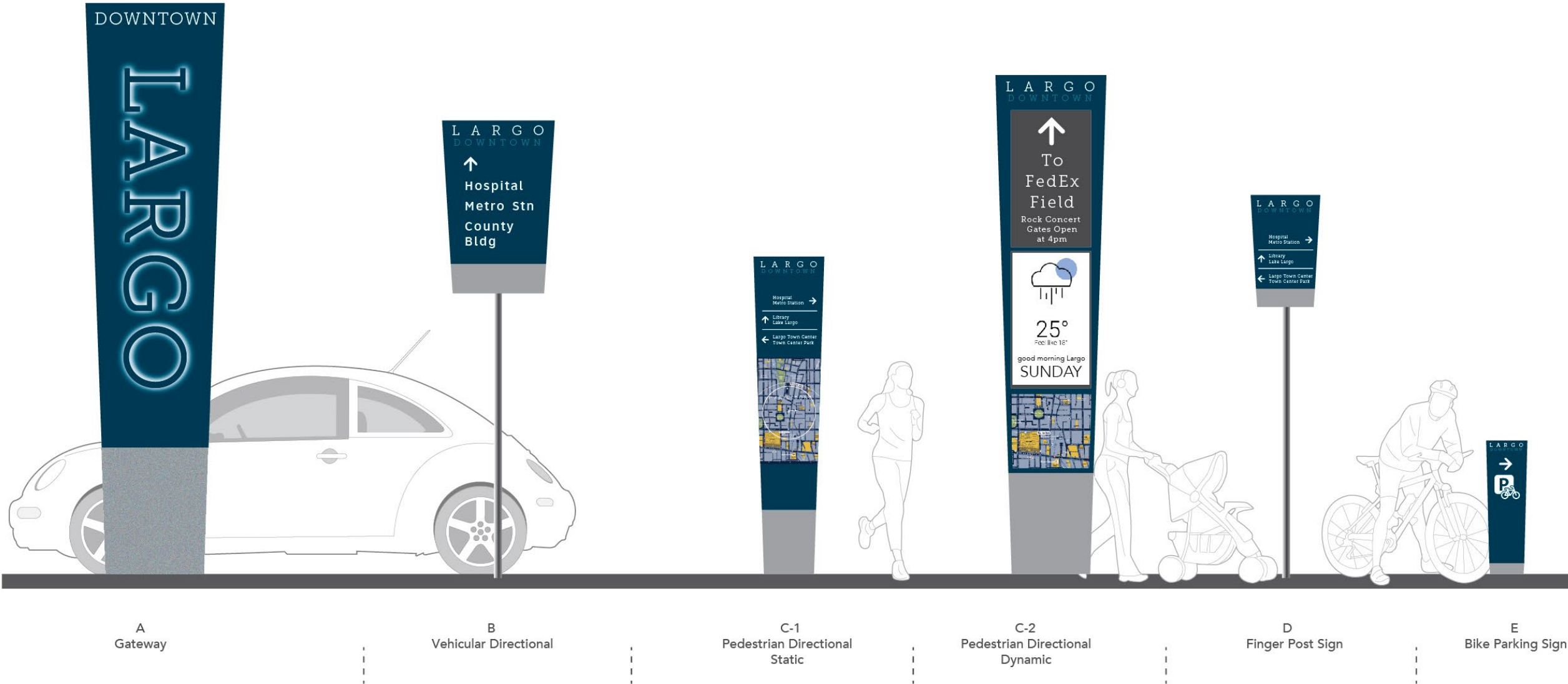
WAYFINDING PEDESTRIAN & BIKE NETWORK

Benefits:

- Direction to transit
- Direction to shared use paths
- Multi-modal awareness
- Promote safety
- Increase awareness of recreational areas



WAYFINDING DESIGN CONCEPTS

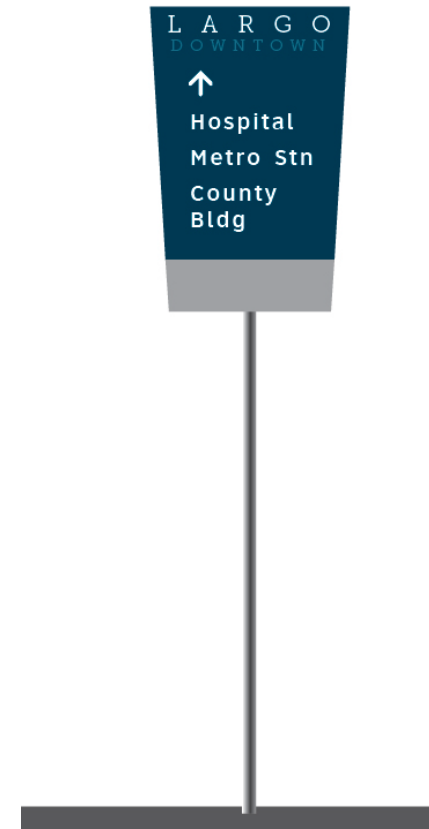


WAYFINDING DESIGN CONCEPTS

Entry Feature

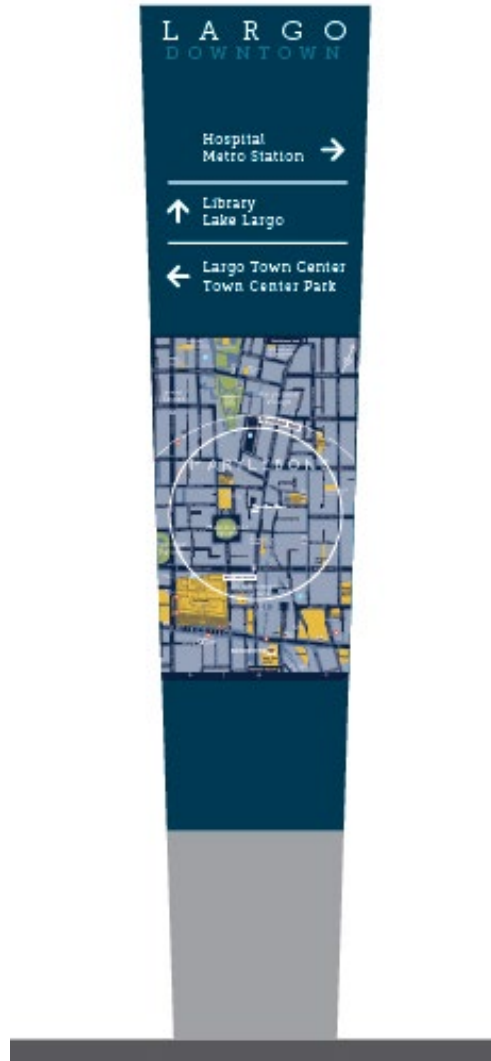


Vehicular Directional



WAYFINDING DESIGN CONCEPTS

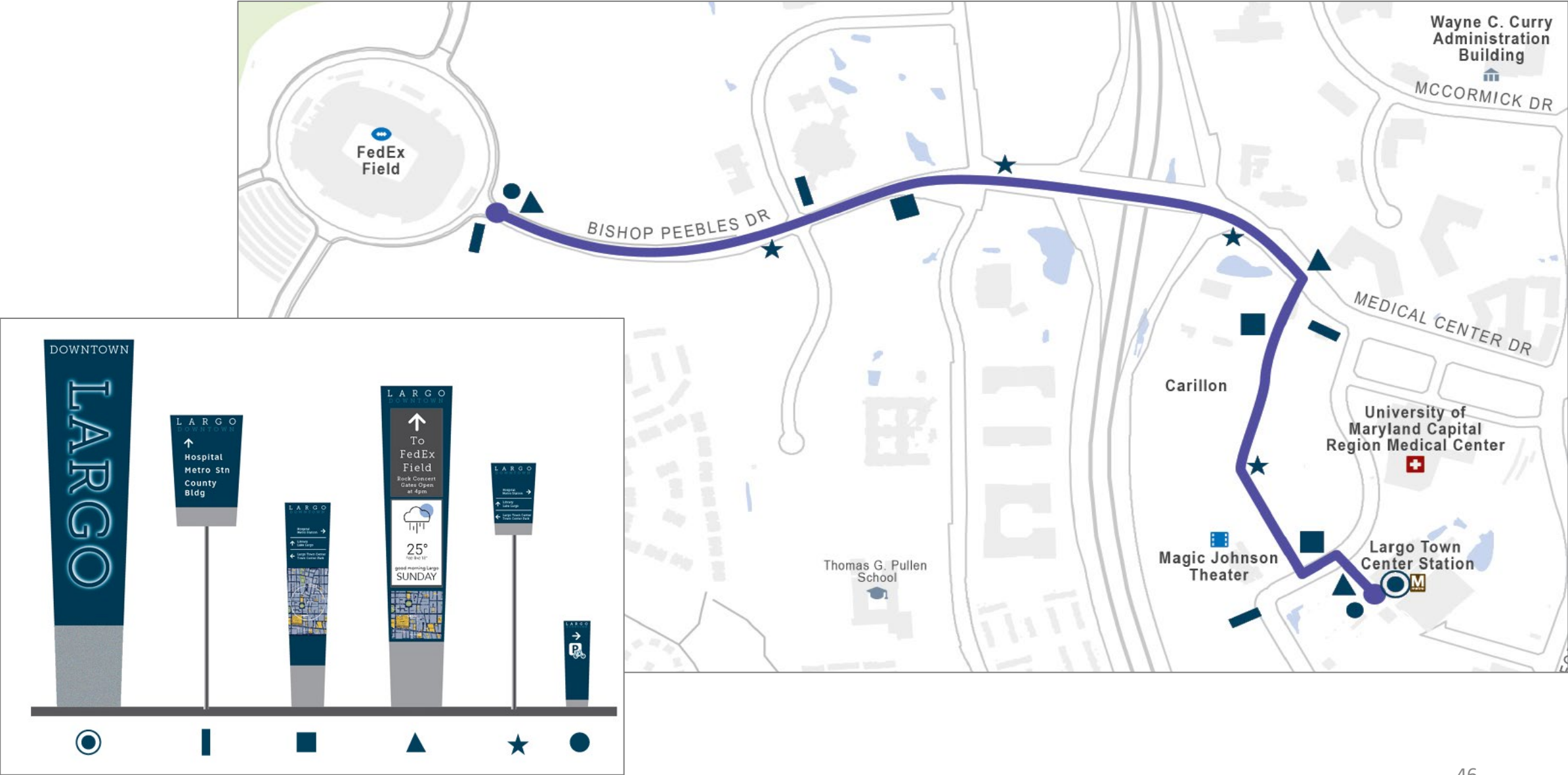
Pedestrian Directional



Fingerpost Sign



WAYFINDING SAMPLE JOURNEY



WAYFINDING NEXT STEPS

PLANNING

- Refine list of destinations
- Establish hierarchy of destinations
- Establish routes, placement plans
- Develop detailed sign locations
- Develop Sign removal plan
- Cost estimates

DESIGN

- Develop final graphics
- Engineering/site analysis
- Fabrication
- Installation

LONG TERM MANAGEMENT

- Asset management plan

QUESTION #7



What are your primary destinations in Downtown Largo?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

QUESTION #8



How do you identify with the Largo area?

Go to www.slido.com and enter event code **#PGCLargo** to participate.

Q&A

DISCUSSION



PROJECT: NEXT STEPS

Complete Final Report

Create graphics, video, and additional engagement tools to support the concepts

Develop specific implementation recommendations.



For More Information Contact Us:



largowbps@ppd.mncppc.org



<https://bit.ly/LargoWayfinding>



M-NCPPC
PRINCE GEORGE'S COUNTY
Planning Department

T'OOLE
DESIGN

jmd_wayfinding

