



HYATTSVILLE  
CROSSING

**A REBRANDING INITIATIVE FOR  
PRINCE GEORGE'S PLAZA**

# WHERE IS PRINCE GEORGE'S PLAZA?

The area referred to as Prince George's Plaza is a commercial shopping district in along East West Highway (MD 410) within Hyattsville. The area is anchored by the Mall at Prince George's – an indoor shopping mall that has become a regional shopping destination. The Prince George's Plaza area also contains the Prince George's Plaza Metro station and the accompanying Metro Shoppes, which are located above the Metro site. Also within the district is University Town Center – a mixed use center that is home to office space, student housing, several condominiums and ground floor retail, making it a great live-work-play area in Prince George's County. Outside of the core of three elements of Prince George's Plaza, there are several periphery shopping centers and businesses, as well as some townhouses and many rental apartment buildings.

For the purposes of this rebranding effort, the outline of this initiative is the same as the boundaries identified in the *Prince George's Plaza Transit District Development Plan*. A map of those boundaries can be found below.



# WHY REBRAND PRINCE GEORGE'S PLAZA?

There are three primary motivating factors behind the rebrand of the Prince George's Plaza area. First and foremost, the name "Prince George's Plaza" is, at this point, outdated. The name originated in the late 1950s when the open-air shopping center called Prince George's Plaza was opened. When the WMATA Metro station opened in 1993, it was named after the mall, which was the primary destination in the area at the time. Though the shopping center changed its layout and enclosed the mall in the 1970s, the name "Prince George's Plaza" stayed around with the center until 2004, when it was renamed to The Mall at Prince George's. The most recent rebranding of the Mall, which took place in 2017, refers to the property simply as "MPG." With no destination in the area called Prince George's Plaza anymore, the Metro name is outdated, and arguably confusing for newer visitors to the area who do not know about the area's history.

The second motivation for a rebrand of the district is to unify it. The current Prince George's Plaza area is very auto-centric, with large parcels of property that are developed with equally large parking lots in front of them. The bicyclist/pedestrian infrastructure in the area is lacking and there is very little interaction or continuity between the different destinations in the district. Furthermore, because the area was development in an ad hoc manner by many independent property owners, there is limited connectivity or wayfinding between properties in this area. The district truly is a destination where so many elements of day-to-day life take place – employment opportunities, schools, shopping centers, a library, entertainment and recreation facilities and a connection into the DC Metro system, but unless you knew the area, all of these elements are not visible simultaneously. Rebranding the district will unify these properties and gain momentum, traction and popularity as a regional destination for all of your daily needs. A rebrand of the district could improve both the aesthetics and economic success of all of the properties in this area.

The final reason behind seeking a new name is that for many longtime residents of Hyattsville and Prince George's County, "Prince George's Plaza" has a negative connotation. In decades past, Prince George's Plaza, specifically the Mall property, made headlines for the level of crime and illicit activity that took place on its property. Despite the fact that these activities happened more than 20 years ago and are no longer taking place, many still associate the name "Prince George's Plaza" with that era. This perception does not seem to be an issue with newer members of the community, but holds true for many of those who lived or visited the district in the 1980s and 1990s.

## THE REBRANDING PROCESS & SELECTED NAME

The rebranding process for the Prince George's Plaza area began in June 2016. The City of Hyattsville, in partnership with the Maryland-National Capital Park and Planning Commission and the Prince George's County Economic Development Corporation retained the services of Streetsense, a local and award-winning strategy and design group, to lead the rebranding process.

Over the course of approximately 18 months, Streetsense held multiple meetings and focus groups with more than 60 individuals with different vested stakes in the success of the district. Selected individuals included elected officials representing the area at the local, county and state levels, property owners of land within the study area, Hyattsville residents, M-NCPCC, PGEDC and Hyattsville staff, and representatives from WMATA.

The process began with several rounds of question and answer style sessions, where Streetsense asked questions attendees about the future of Prince George's Plaza and the elements that were desired in a new name. The group determined that any new name for the district must be inclusive, locally rooted, dynamic and creative and reflective of the area's rhythms. From there, Streetsense presented several potential naming options to the group to gather feedback and start gathering consensus on which made would be best for the district. After three rounds of refining the naming options, ultimately Hyattsville Crossing, HVX for short, was selected.



The name Hyattsville Crossing was selected, with near unanimity, by the focus group participants. According to Streetsense, the name Hyattsville Crossing, “pinpoints this area of Hyattsville, often styled HVL, as the city’s cultural and commercial crossroads.” The reference to “crossing” plays off of the district’s downtown core being located at the crossroads of two major roadways in the City: East West Highway and Belcrest Road. Once the name was selected, Streetsense worked to develop a logo and brand based off of the name.

## IMPLEMENTATION AND ROLLOUT

Now that the Hyattsville Crossing name has been selected, the Hyattsville team has begun the process of mapping out the rollout of the brand.

One large component of the branding rollout is the education piece. The name “Hyattsville Crossing” will need to be introduced to the community and an education campaign put in place to explain the new name, remind people about the new name and explain some of the changes to the physical infrastructure of the area people may start to see as the brand takes off. This can largely be handled through current City communication avenues such as social media, email blasts and working with our media partners.

Changes to the physical environment of the district are the other key component to implementation. There is no expectation that everyone will use the new name immediately, rather, as the name and logo are introduced into the build environment, the City anticipates that over time people will transition to the new brand and incorporate Hyattsville Crossing or HVX into their vernacular. To help achieve this physical transformation, there are several elements of branded infrastructure that can be introduced into the district.

Hyattsville envisions several pieces of branded public infrastructure as leading the implementation and rollout of the brand. Examples of these pieces of infrastructure are streetlight banners, trash cans, wayfinding kiosks to direct pedestrians to district destinations, bus shelters and benches. We consider these elements to be cost effective and are minimally disruptive. Ideally, once the brand gains traction, private property owners will begin incorporating the brand on their property and into their marketing packages. Until then, these pieces of infrastructure will be placed in the public right-of-way to ensure they are accessible to all and can begin the branding process in the most visible, public spaces within the district.

As part of the contract, Streetsense provided Hyattsville with a branding book, giving guidance on the logo, typography and color usage when rolling out this brand. Sample images of public infrastructure to be introduced to the district are shown on the following pages.

To ensure the sustainability of the brand and to coordinate rollout and maintenance, the City has considered the possibility of creating a Business Improvement District (BID) or other management agency in this part of Hyattsville. With the pace of ongoing development and reinvestment into the corridor, there is an opportunity to bring in a management system to ensure the sustainability of the brand and the commercial area. In theory, this body could be responsible for the rollout and maintenance for the rebranding campaign elements, coordinate with businesses to plan events and promotions, research the feasibility of a transportation demand management system in the district, and carry out other initiatives within the area.



CONCEPTUAL RENDERING OF TRASH CAN DESIGNS



CONCEPTUAL RENDERING OF STREETLIGHT BANNERS



CONCEPTUAL RENDERING OF BIKE RACKS



CONCEPTUAL RENDERING OF WAYFINDING SIGNAGE

## IMPLEMENTATION COST ESTIMATES

ITEM	EST. COST PER ITEM	EST. NUMBER OF ITEMS	EST. TOTAL COST
STREETLIGHT BANNER	\$245	100	\$24,500
BIG BELLY TRASH CAN SET	\$2,000	20	\$40,000
BICYCLE RACK	\$450	30	\$13,500
WAYFINDING KIOSK	\$4,000	8	\$32,000
BUS SHELTER & INSTALL	\$15,000	3	\$45,000
BENCH	\$600	15	\$9,000
DESIGN ALLOWANCE	-	-	\$20,000
MANAGEMENT GRANT	-	-	\$60,000
<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>\$244,000</b>

## PRICING ASSUMPTIONS

Pricing includes permitting and installation costs and is based upon procurement and quantities of similar materials within the past 24-months.

## MANAGEMENT GRANT

It will be necessary to provide seed investment to initiate a HVX management entity, whether that entity is formulated as a business improvement district (BID) will need to be determined in consultation with the property owners and will require authorizing State of Maryland legislation. This proposal assumes an annual management grant, with term (2-3 years) and specific annual allocation to be determined. The proposal assumes a required matching percentage raised by the property owners and/or management entity.