



## Memo

To: Mayor and City Council

From: Jim Chandler, Assistant City Administrator and Director, Community & Economic Development

Date: May 25, 2020

Re: Hyattsville Crossing WMATA Metro Station Naming

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The purpose of this memorandum is to provide the City Council a summary of the Prince George's Plaza Station renaming project implementation.

### Project Summary

- The 2016 Prince George's Plaza Transit District Development Plan (TDDP) identified the rebranding of the WMATA metro station as one of the major priorities necessary to transforming, and advancing a new vision for, the area;
- In advance of WMATA's planned station map update, in 2016 a visioning and branding analysis, commissioned by Prince George's County and the City of Hyattsville was performed with stakeholder groups including landowners, operators and residents, which concluded in 2018 with the name Hyattsville Crossing (HVX);
- In recent months, the City and WMATA have been in communication regarding the WMATA Board's schedule for adopting station name updates as part of its map updates to support the Silver Line and future Purple Line. It is WMATA's intent to proceed with station renaming in July 2020, with signage and maps completed by April 2021.
- In recent weeks City staff have met with Prince George's County Executive's Office to discuss the provision of a letter of support to the WMATA Board as well as dedicated funding to support the costs of renaming the station.
- Staff is requesting City Council authorization to submit a letter to the WMATA Board requesting the name change of Prince George's Plaza to Hyattsville Crossing (HVX) as part of the map and signage update of the Silver Line. Prior to any financial commitments, the City and County will confirm the total costs and existing dedicated funding necessary to support the name change. Staff intends to follow-up with the City Council at its July 2020 meeting.
- The HVX implementation summary document is attached. The document details the implementation of branding concepts and cost and management, post-station renaming.