


# Placemaking In Suburbia

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## Prince George's County

Nov 17, 2023





# Placemaking In Suburbia

## - Agenda

- **Dedicated Placemaking Section**
- **Placemaking Definitions**
- **Pilot Projects**
- **Lessons Learned**
- **Next Steps**

# Placemaking Section



May 2019 – New section “to explore tactical urbanism opportunities”

## Challenges:

- Operational
- Budgetary
- Resources

## Opportunities:

- Plan policies
- Partnerships
- Pilots

# Placemaking Section

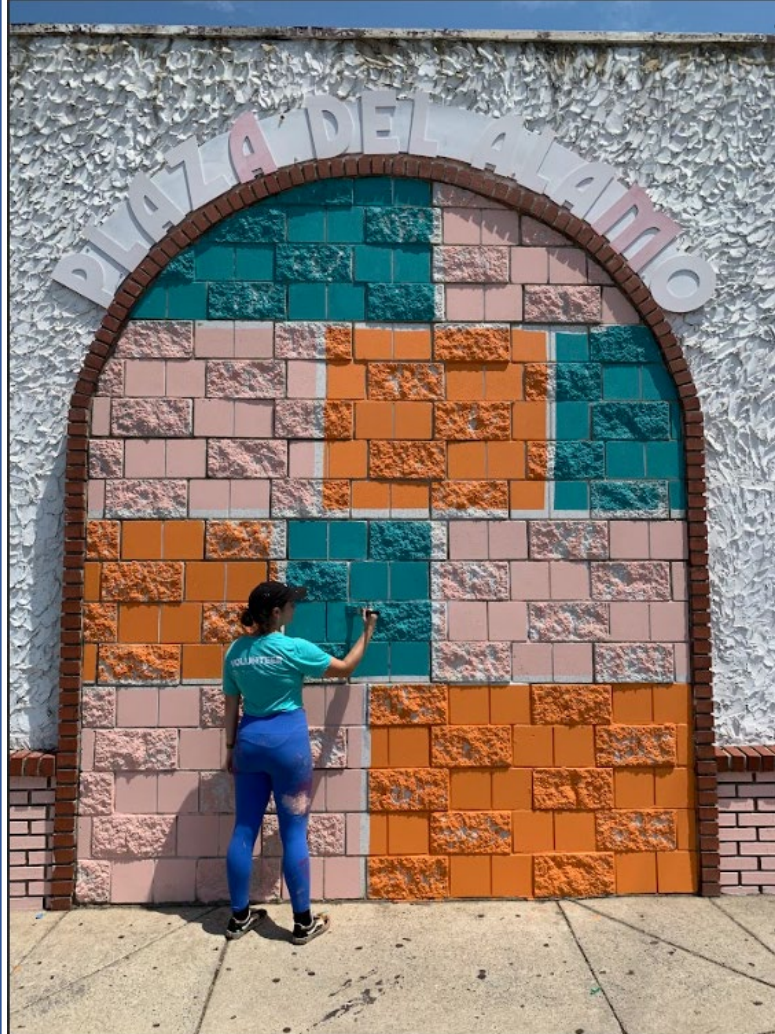


## Vision and Mission

By using **placemaking principles** and interventions, Prince George's County will be the **community of choice** for families, businesses, and workers in the region.

To serve as a **one-stop shop** for placemaking knowledge and expertise that partners with the community and county agencies. We will help **promote, improve or preserve** existing spaces as well as **create new** inviting places throughout the County.

# Placemaking Section



## Goals

- **Increase** the number of vibrant destinations
- **Celebrate** the unique culture, history, and natural resources of communities within the county
- **Improve** opportunities for community members to participate
- **Promote** sound planning practices and successful programs.
- **Provide** technical assistance, expertise, and resources.
- **Coordinate** and collaborate with community members.

# Placemaking

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# Definition



Placemaking is a **process** of **engaging with communities** to understand issues, by using often temporary or demonstration activations to address needs and/or show what is possible. Placemaking must be **inclusive**, and seek to provide a vision for an area/single space which is both transformative and flexible. It is **rooted in community leadership and stewardship, collaboration, and sociability**.

# Placemaking Pilot Projects

## Suitland



# Placemaking Pilot Projects

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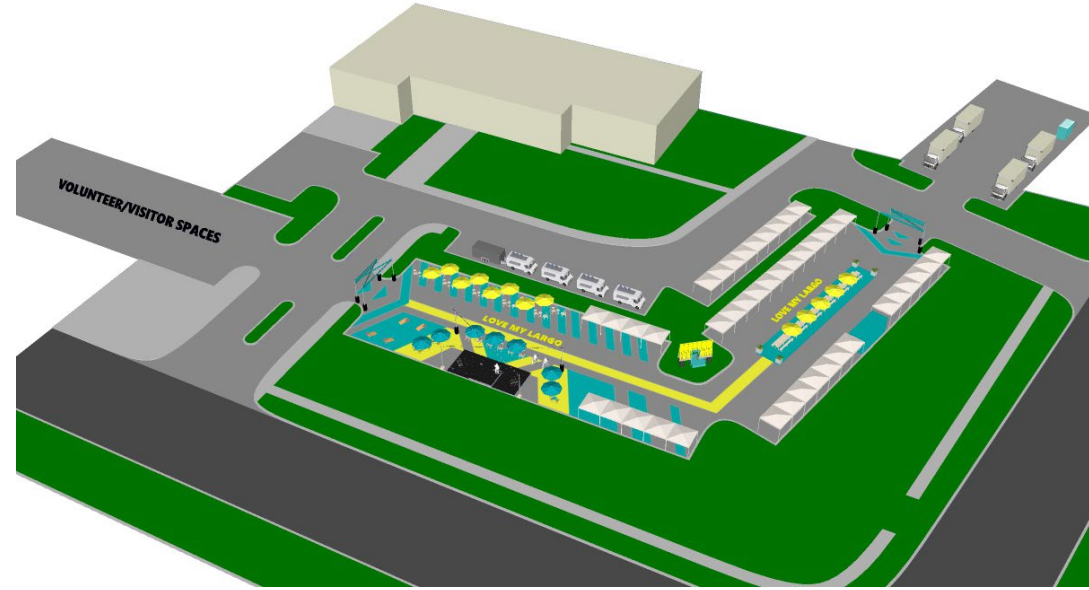
## Riverdale





# Placemaking Pilot Projects

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Largo



# Placemaking In Suburbia

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## Lessons Learned




- Local partners with deep roots
- Look who's **not** talking
- Visibility vs Trust
- (Social) Media is crucial
- Permits need constant attention
- Security and safety
- Politicians and senior management
- Find the narrative

# Placemaking In Suburbia - Next Steps



Projects	(Agency) Partners	Consultant or In House	Less than \$50,000	Greater than \$50,000	Budget Cycle (Fiscal calendar is July 1 - June 30)			Relevant Plan	Plan 2035 Downtown or Center	Municipality/Unincorporated Area	Council District	
					Within FY24	FY25	2-4 years					
			x		x						All	
ing Storymap k/Plaza	CPD GIS, Municipalities USDA Rural Placemaking, Main Street Maryland, RDA, PGAHC.	In-house Consultant		x			x	All Subregion 6 Master Plan	All No	All Upper Marlboro	6	Placemakin art countyw A Park/Spa Maryland. T the charmir
ip	DPW&T, PGAHC	Consultant		x			x	Largo MP, Cultural Arts Study,	Downtown	Largo	6	Interactive I incorporatin establish a :
Town Center Plaza	City of Hyattsville, Adjacent Businesses	Both	x	x		x		PG Plaza Transit District MP	Downtown	Hyattsville	2	Shading, lig
Bowie	City of Bowie, Old Town Bowie Welcome Center, Railroad Museum	Both	x		x			Bowie MP	Town Center	Bowie	4	Placemakin
etaining Wall Mural	DPW&T, PGAHC	Consultant	x		x			Glenn Dale- Seabrook- Lanham and Vicinity Approved Sector Plan	Neighborhood Reinvestment Areas	Lanham	3	Mural at ret
rince	DPR, SHA, DPW&T, WABA	In House					x	All	All	All	All	A bike racin system and
ounty Wine Tour	Experience Prince Georges	Consultant	x				x		Town Center	Brandywine	9	A tour to lin County. Su
own Square	RDA, Suitland Civic Association, Adjacent Homeowners	Both		x			x	Marlboro Pike Sector Plan	Neighborhood Reinvestment	Suitland	7	Pavilion anc off Cultural



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## Questions

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## Contact Information

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