



AMERICAN WAY AT NATIONAL HARBOR

While an extraordinary site certainly contributes to the success of a waterfront project, the creation of a truly unique place requires the desire to embrace the natural setting and integrate it into a human-scaled setting that engages the senses. This is achieved at National Harbor, an ambitious 300-acre urban mixed-use project perched along the Potomac River in Prince George's County, Maryland.

LandDesign's most recent involvement at National Harbor was the repositioning of American Way, the median public space in the heart of National Harbor. This space needed an identity, a sense of place and increased activation to encourage engagement and retain visitors. Through a thoughtful visioning process, a series of interactive galleries came to fruition. Each gallery embodies the American Spirit through the thoughtful orchestration of historically significant figures, providing visitors the unique opportunity to engage and interact with those who defined American culture and values.

LOCATION
Prince George's County, MD

CLIENT
The Peterson Companies

MARKET
Resort/Destination, Streetscape

