



# Final Recommendation on the New Hyattsville Flag

*Hyattsville Flag Redesign Committee*

October 7, 2024

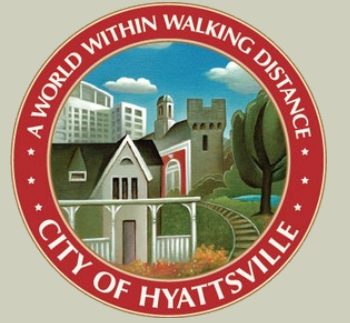






# Overview of Work





# Committee Overview

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**Mission:** The mission of the Hyattsville Flag Redesign Committee is to engage the community in a process to design a new City of Hyattsville flag for presentation to the City Council for adoption. At least one flag recommendation presented to the City Council.

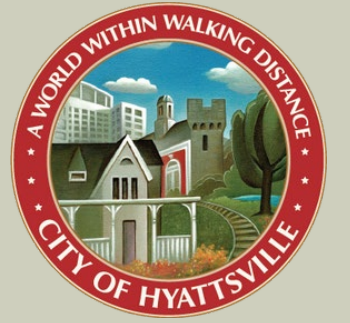
## Committee Members:

- Katie Burk
- Michael Fischer (Chair)
- Dominique Gibson
- Monica Gorman
- Jamila Hinds
- Paul Hrusa
- Sam Jackson

**Timeline:** April 1 – October 7, 2024

# Photo of Committee and Others

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# Community Engagement

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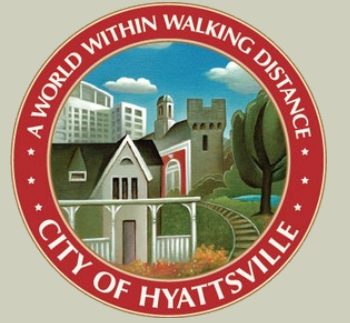


## Community Communication

- Flyer
- Yard signs
- Submission Form (printed)
- Poster / “Big Belly” Ads
- Social media: Call for Submissions Graphics
- Social media: Call for Submissions Video
- Social media: Flag Semifinalist Video
- Social media: Flag Semifinalist Graphics
- Outreach to businesses via City listserv
- Hyattsville Life & Times ad and flyer insert
- Hyattsville Life & Times submission form insert
- Event Attendance at:
  - City Anniversary Festival (5/20)
  - Trolley Trail Day (6/8)
  - Summer Jam (6/21)
  - Hyattsville’s National Night Out (8/6)
  - Summer Jam (8/16)

## Community Submission

- City website (online form)
- Collection box in Driskell Park, City Building, Library
- [hellohyattsville.com/en/projects/flag](http://hellohyattsville.com/en/projects/flag) (ranking and comment form)
- Hyattsville’s National Night Out (paper ranking form)



# Community Feedback

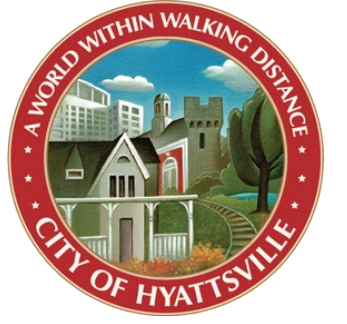
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- **Over 100 designs submitted**
- **5 semi-finalist designs displayed for public feedback**
- **Over 300 surveys/comments from the public**
- **General Trends from Community**
  - Anacostia River, especially using a chevron to represent the two branches
  - Nature/trees/flowers, especially oak and black-eyed Susan
  - Rail/trolley
  - UFO (Hyattsville Library reference)
  - letter “H” (the shape itself as a symbol of Hyattsville, not just an initial)
  - Five wards
  - Colors:
    - Red/white/gold/black (MD state flag)
    - Blue (rivers, current flag)
    - Green (nature, trees)



# Committee Recommendation







# Recommended Flag

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## Chevon (“V”):

- Hyattsville’s geographic location at joining of two main branches of Anacostia River
- Compositional device resembles the back flap of an envelope (nod to founder Christopher Hyatt’s role as postmaster)

## Colors

- Light Carolina blue: existing flag, calm flow of Anacostia
- Gold: abundance, natural resources, trade, indigenous peoples
- Dark blue: Victorian roof pitch, complementary color
- Collective: these three colors mimic livery of B&O railroad of historic importance



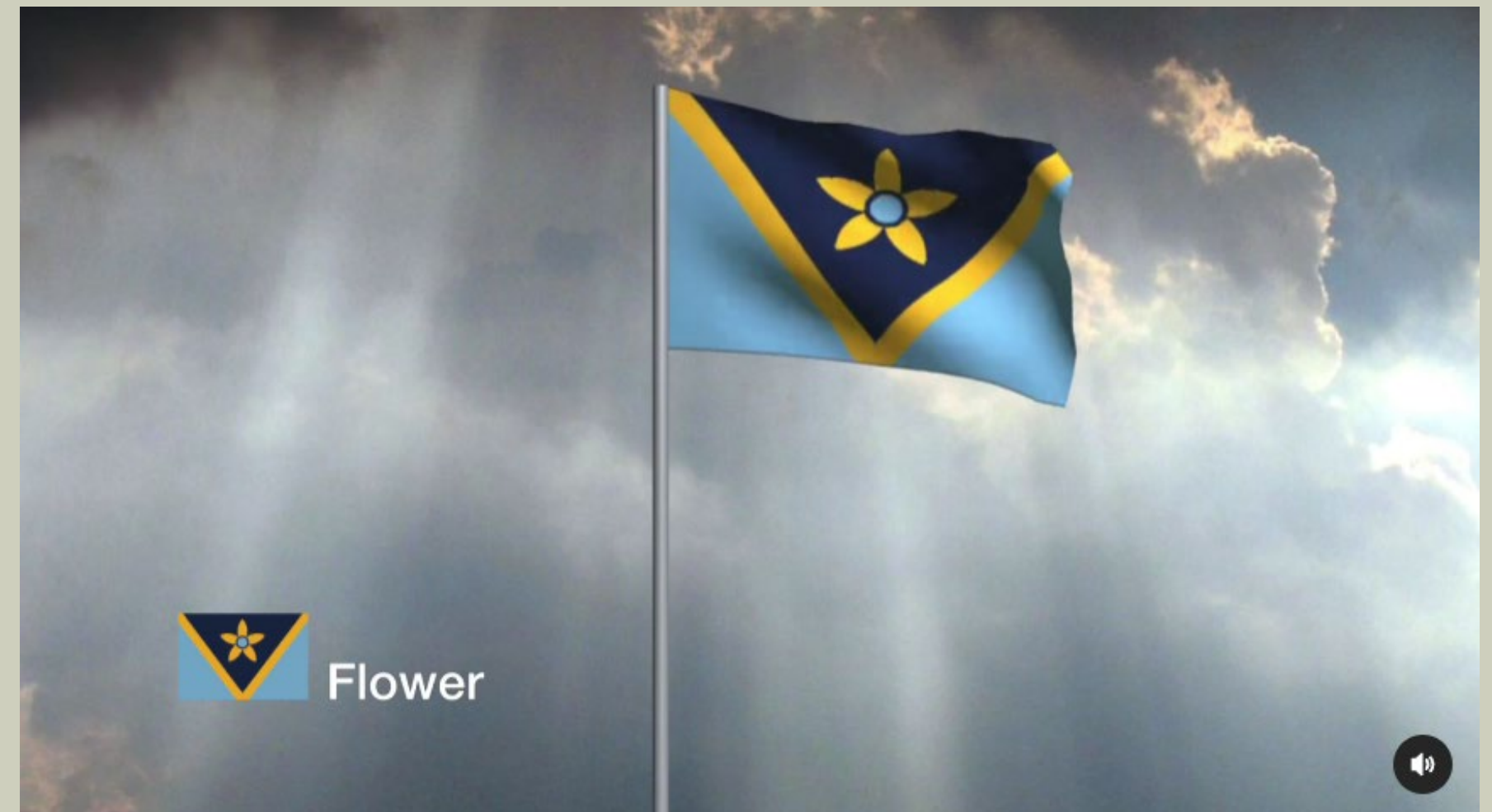
## Flower:

- Black-eyed Susan, sunflower, coneflower
- Balance between simplicity and complexity

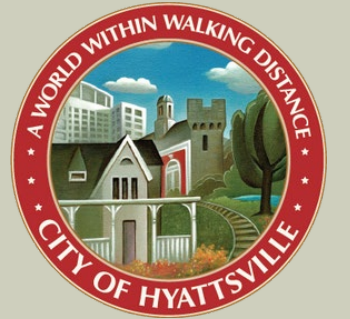
# Semi-Finalist Original

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- **Most-popular semi-finalist flag by community by wide margin**
- **Five petals can represent five wards of the city, but this association had mixed reaction by both public and committee**
- **Simpler flower easier to replicate but considered too corporatist or generic**
- **Remains second choice recommendation by committee**







# Alternative Recommended Flag

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- **Maintains all components of recommended flag except:**

## **Color:**

- Blue for the Anacostia River as the chevron
- Red and gold as association with the Maryland Flag, Hyattsville Seal
- Incorporates colors from second and third most community popular semi-finalist flags

## **Flower:**

- More complex
- More discreet black-eyed Susan or sunflower





# Questions?

