



Legislation Text

File #: HCC-202-FY24, **Version:** 1

Submitted by: Councilmember McClellan
Submitting Department: Legislative
Agenda Section: Consent

Item Title:
Hyattsville Flag Redesign Committee

Suggested Action:

I move that the Mayor and Council establish the ad-hoc Hyattsville Flag Redesign Committee to solicit designs from the community and provide recommendations for a new City of Hyattsville flag.

Summary Background:

The City of Hyattsville's current flag was created in the 1970s and no longer serves as an accurate representation of our community. Originally passed in 2022, the Hyattsville City Council voted to approve funding to design a new flag for the City that more accurately represents our citizens. According to the North American Vexillological Association (NAVA), there are five key principles to flag design:

1. "Keep It Simple. The flag should be so simple that a child can draw it from memory.
2. Use Meaningful Symbolism. The flag's images, colors, or patterns should relate to what it symbolizes.
3. Use 2 or 3 Basic Colors. Limit the number of colors on the flag to three which contrast well and come from the standard color set.
4. No Lettering or Seals. Never use writing of any kind or an organization's seal.
5. Be Distinctive or Be Related. Avoid duplicating other flags, but use similarities to show connections." (NAVA, 2024)

This motion establishes an ad-hoc committee for the redesign process. The committee's charge will be to identify the best ways forward to gather designs for the community, work with outside partners who specialize in flag design and graphic design, create a community engagement plan, narrow selections down to a manageable number (3-5), and give their recommendations to Council. The committee will be charged with creating a flag that is consistent with the NAVA principles above. The Hyattsville City Council will vote on the final design to be selected and displayed in the City.

The following is a link to a presentation addressing the elements of city flag design: [City Flag Designs](https://www.ted.com/talks/roman_mars_why_city_flags_may_be_the_worst_designed_thing_you_ve_never_noticed?language=en)
<https://www.ted.com/talks/roman_mars_why_city_flags_may_be_the_worst_designed_thing_you_ve_never_noticed?language=en>.

Next Steps:

City staff will begin the recruitment process for the committee.

Fiscal Impact:

NTE \$20,000. Funds are budgeted to support this program in the FY24 Council budget. As the project is anticipated to carry over into the FY25 budget year, funds will be included in the draft FY25 Council budget.

City Administrator Comments:

Recommend support.

Community Engagement:

The committee will work to identify the best ways to gather designs from the community and engage community members throughout the redesign process.

Strategic Goals:

Goal 5 - Strengthen the City's Identity as a Diverse, Creative, and Welcoming Community

Legal Review Required?

N/A