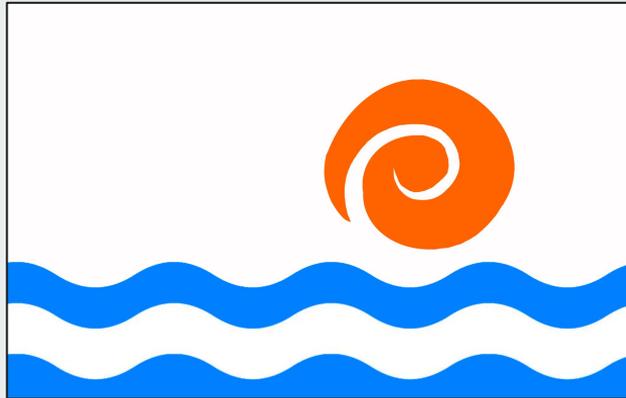




Los Angeles Neighborhood Flag Initiative

Starting with Mar Vista

Presented to the Mar Vista Community Council



By Leonardo Longo

Why L.A. Neighborhoods Needs a Flag

- Strengthen community identity and belonging
- Give neighborhoods recognizable civic symbols
- Represent local people, geography, and culture
- Inspire pride and participation at the neighborhood level



Why This Matters for Los Angeles



- Only one neighborhood, Pacific Palisades, currently uses an unofficial flag
- A citywide effort could encourage neighborhoods to create their own symbols
- Supports arts, youth engagement, and civic participation
- Reinforces Los Angeles' identity as a city of neighborhoods



Citywide Neighborhood Flag Initiative



Goal: Create a Los Angeles supported program for neighborhood flags

Proposed pathway:

- **MVCC supports the idea**
- **Work with Traci Park and City Council**
- **Coordinate with Karen Bass's office and the Los Angeles Department of Cultural Affairs**
- **Encourage:**
 - **Local art competitions**
 - **Student participation through schools**
 - **Community submissions and voting**

Mar Vista as the Pilot Neighborhood

- Active community involvement
- Youth participation already underway
- MVCC leadership and structure to test the process
- Can serve as a model for other neighborhoods

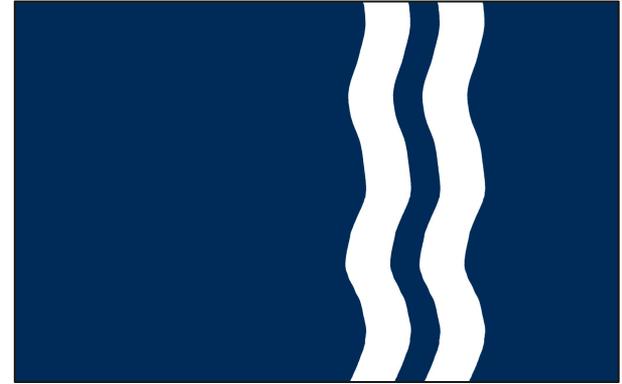
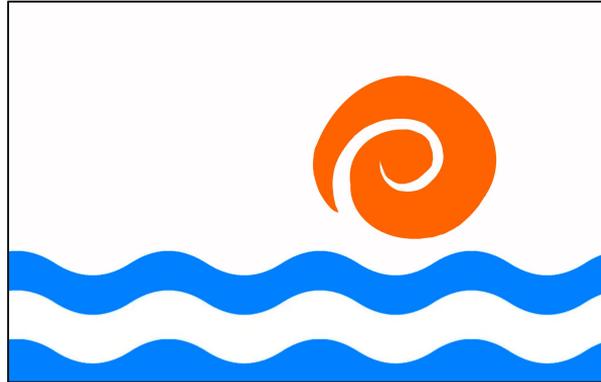




My Example for a Flag for Mar Vista

These three flags are examples for a Mar Vista flag

(Since Mar Vista will be the first neighborhood to hold this art competition, I myself will be submitting the Spiral Flag)





Community Support



During this progress, I have gathered

- 32+ signatures from residents, teachers, and students
- School participation through art projects

Overall, this demonstrates that Mar Vista citizens show early interest and engagement in this flag project.

What I'm Asking For

I respectfully request:

- MVCC support for a Los Angeles Neighborhood Flag Initiative
- Mar Vista to serve as the “pilot”/starting neighborhood
- A formal Letter of Support to:
 - City Council
 - Mayor’s Office
 - Department of Cultural Affairs

This begins the process.

Design adoption would happen later through community input.





Thank You!

Thank you for your time and
consideration.

