



# Los Angeles Neighborhood Flag Initiative

Mar Vista as the Pilot  
Neighborhood

*Presented to the Mar Vista Community Council*



By Leonardo Longo

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# 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



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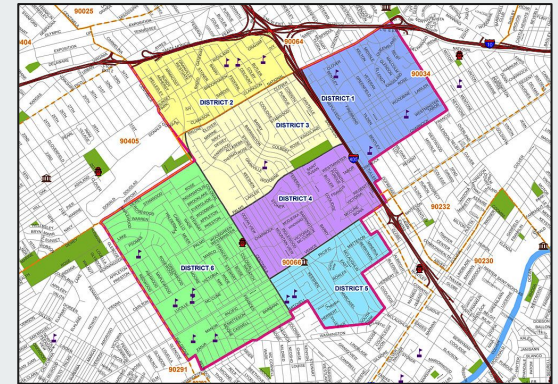
# Community Support & Approval

Motion of support for the Neighborhood Flag Initiative approved by the Mar Vista Community Council (MVCC)

**Date: February 19, 2026**

**Vote: 14 Yes, 0 No, 0 Abstain, 2 Absent**

This reflects strong and unanimous community support for exploring a neighborhood flag program.



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# Additional Community Support

During this progress, I have gathered

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

Overall, this shows that Mar Vista citizens show interest and engagement in this flag program.



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## Why This Is Valuable for Los Angeles

- A citywide effort could encourage neighborhoods to create their own symbols
- Supports arts, youth engagement, and civic participation
- Helps reinforce Los Angeles identity as a unified city of neighborhoods
- Shows Los Angeles as a city of culture for the Cultural Olympics



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# Mar Vista as the Pilot Neighborhood

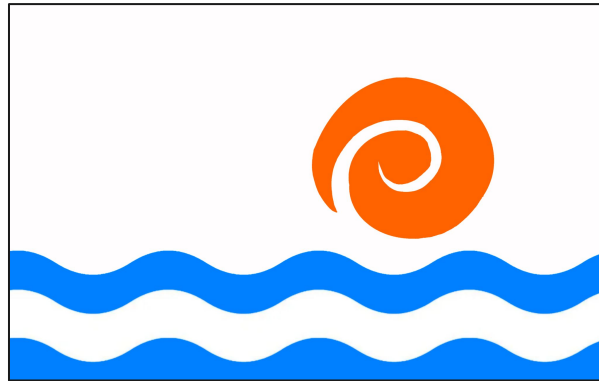
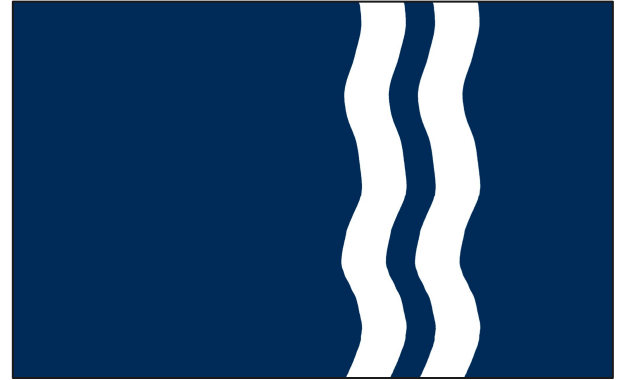
- Active community involvement
- Youth participation already underway
- MVCC leadership and structure to test the process
- Can serve as a model for other neighborhoods





# Examples for a Flag for Mar Vista

These are sample concepts to demonstrate what a neighborhood flag could look like.





# Concept of the Program

## Program Concept

- Create a city-supported Neighborhood Flag Initiative
- Begin with Mar Vista as a pilot program
- Expand to other Los Angeles neighborhoods

## Involve:

- Neighborhood councils
- Schools and students
- Local artists and residents

# How Flags Can Be Used

## Uses of Neighborhood Flags

Neighborhood flags can be used as community symbols on:

- Posters
- T-shirts
- Hats
- Stickers
- Collectible pins

They can represent neighborhoods at events, cultural programs, and citywide initiatives.

# Example from Another City

## Example: Cincinnati Neighborhood Flags

- Program funded through a city community grant (~\$10,000)
- Community meetings held with residents
- Designers created multiple options based on feedback
- Final designs voted on by the community
- Flags placed in the public domain for public use

This shows a neighborhood flag program can be  
Community-driven and feasible.



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# Next Steps

The next steps for this project are...

- Determine program structure
- Identify lead city department/partners
- Develop submission and selection process
- Launch pilot program in Mar Vista





## Contact Information

**For more information, please contact:**

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**Mar Vista Community Council Board Member**

**Education, Arts, and Culture Committee Chair & Zone 6 Director**

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# Thank You!

Thank you for your time and  
consideration.

