



City of Arts & Innovation

Economic Development, Placemaking, and Branding/ Marketing Committee

TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/ MARKETING COMMITTEE **DATE: NOVEMBER 19, 2020**

FROM: OFFICE OF THE MAYOR **WARDS: ALL**

SUBJECT: CONSIDERATION OF NEW RIVERSIDE CITY FLAG DESIGNS AND RECOMMENDATION TO CITY COUNCIL TO REDESIGN RIVERSIDE'S CITY FLAG - DIRECT SUBMITTAL

ISSUE:

The flag for the City of Riverside has not been updated since 1967 to reflect the growth, values and changes in Riverside throughout the years.

RECOMMENDATIONS:

That Economic Development, Placemaking, and Branding/ Marketing Committee;

1. Recommend 3 new flag designs for City Council to review for adoption.

BACKGROUND:

Our current Riverside flag was designed by Charles L. Bridges, chairman of the Mayor's Conference on Civic Beauty, and was adopted by City Council on January 17, 1967 by recommendation from the Riverside Chamber of Commerce. Riverside's flag is divided horizontally, gold over blue, with the center containing the City's logo, a bell and rain cross. In 2004, the North American Vexillological Association, NAVA, conducted by The American City Flag Survey, where Riverside's flag ranked 61st out of 150 flags.

A TED talk "*Why City Flags May Be the Worst-designed Thing You've Never Noticed*" by Roman Mars reveals the 5 basic principles of flag design for cities, most of which were the criteria of a competition held by Riverside Unified School District for all Riverside students including Alvord Unified, earlier this year. RUSD's artistic contest centered around redesigning Riverside's flag and was open to all students in the City of Riverside from TK-12th grade, with 3 categories for submissions: Elementary (TK-6th), Middle (7-8), High (9-12). The contest yielded many great redesigns for Riverside's flag, but more importantly it offers insight from our students into the elements our city flag should incorporate as a representation of Riverside. The student design input breaks down what each age group incorporated, such as the rain cross, specific colorings, simple designs with minimal design elements, and text. (Attachment 2)

On September 17, 2020, the Economic Development, Placemaking, and Branding/Marketing Committee met to review flag redesigns from Riverside students and graphic designer David Lauruhn. The Committee voted to continue the discussion with further designs to be developed by Mr. Lauruhn with input from the committee members and students of Riverside.

DISCUSSION:

A flag is a unifying symbol which instills pride into its residents while representing a city's past, present, and future. Riverside's history is rich with many symbols, much like the bell and rain cross, which are taken from "the world-famous collection of the Mission Inn." The bell recalls the many missions of the Spanish missionaries along El Camino Real in early California, and the rain cross recalls the Native Americans who were the first to live in what is today Riverside. The students of Riverside have highlighted these symbols in their reimagining of Riverside's flag and reignited the interest in our community to redesign our flag to reflect our city of arts, innovation, and inclusivity.

Earlier this year, David Lauruhn a senior graphic designer at ESRI, submitted a proposal to redesign Riverside's flag to the Office of the Mayor. The designs included from the proposal are all modern examples of what a Riverside flag could look like. The newest designs were influenced by student flag submissions, and committee members recommendations. (Attachment 1)

FISCAL IMPACT:

The fiscal impact of this recommendation is unknown at this time.

Prepared by: Edward Coronado, Policy and Programs Coordinator, Office of the Mayor

A handwritten signature in black ink, appearing to read "William R. Bailey, III", written over a horizontal line.

William R. Bailey, III
Mayor

Attachments:

1. Flag Redesign Presentation
2. Student Design Collective Input Data