

Ogden City Council Meeting

Council Staff Review



Item Type:	New Business
Description:	Consideration of a New Ogden City Flag
Department:	City Council
Division:	N/A
Action Requested:	Adopt/not adopt Ordinance
Public Input:	Not Required

Executive Summary

The Council will consider adopting an ordinance for an official Ogden City flag.

This consideration comes after a selection process that narrowed a field of 215 submitted designs down to 10 before being presented to the Council. Each Council member provided their top five rankings of the top 10 to narrow the field to three designs. In the work session of March 14, 2023, the Council requested recommendations from the Youth City Council, Ogden City Administration, and the DRC before further consideration. All three bodies recommended the three-stripe design with a circle in the middle broken up by mountains on the inside.

The Council decided to provide \$750 to both the artists of the two designs from the final three that were not selected in addition to the \$1,000 provided to the artist of the winning design.

Background

The project's origins

At Local Officials Day in January of 2022, the Ogden Youth City Council (YCC) participated in an activity related to the design and selection of a new flag for the state of Utah. This led to the idea of adopting a new flag for Ogden as it is the only city out of the 10 largest in the state that does not have a flag. Rather than a flag that represents Ogden City as a municipality, the purpose of the project is to select a design that is a direct representative of the Ogden community.



In February of 2022, Ogden City Council staff met with members of the administration to discuss the viability of designing a flag for the city. Both the Ogden City Council and the administration expressed support in the project.

Beginning stages and submissions

Under the direction of City Council staff, the YCC was then tasked with developing a plan to incentivize students in the Ogden area to submit flag designs for a competition, including a \$1,000 cash prize for the winning design. The administrations of Ogden School District junior highs and high school were notified of the competition and provided with worksheets for students to complete designs and provide descriptions of the symbolism of their designs and their relevance to Ogden.

The contest was then opened to the public for submissions using an online portal. City Council staff worked with the Arts, Culture, and Events Division to reach more artists for submissions. 215 designs from 158 artists were submitted to and reviewed by the YCC. Using the five principles of good flag design as defined by the North American Vexillological Association, including keep it simple, use meaningful symbolism, use two or three basic colors, no lettering or seals, and be distinctive or related, the YCC narrowed the initial pool of designs to 105 and forwarded them to the DRC for further consideration and review.

Design Review Committee (DRC)

The DRC was an ad-hoc committee consisting of community stakeholders including representatives from the Ogden City administration, Council, YCC, Ogden Downtown Alliance, Visit Ogden, Weber State University, and Ogden business owners. A vexillologist who was involved with Salt Lake City's new flag design project also served on the committee.

Over the course of the summer of 2022, the DRC met three times to review the designs and determine a method to narrow the list of designs to be submitted to the Ogden City Council. The designs were anonymized to limit potential bias in the selection process. The committee made an initial pass of the 105 designs submitted by the YCC to further narrow the amount of designs and requested variations for some designs. These variations were done in house by the Ogden City Council staff with no consultation with the original artists. This was done to respect the artists' time.

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After variations were completed and provided to the DRC for further consideration, committee members provided their top five designs. From these rankings, the top 10 designs were selected and sent to the committee for a final vote that had each member rank their top 10 designs in order of preference. The top 10 designs are now being presented to the Council for further consideration.

Proposal

The proposal is to adopt the design from Cody Hockin, a design that consists of three horizontal stripes with a circle in the center broken up by mountains, as pictured below.



Attachment

Proposed Ordinance 2023-24 – Ordinance amending Section 1-5-4 to amend provisions pertaining to a city flag.

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ORDINANCE NO. _____

AN ORDINANCE OF OGDEN CITY, UTAH, AMENDING THE OGDEN MUNICIPAL CODE BY AMENDING SECTION 1-5-4 TO AMEND PROVISIONS PERTAINING TO A CITY FLAG; AND BY PROVIDING THAT THIS ORDINANCE SHALL BECOME EFFECTIVE IMMEDIATELY UPON POSTING AFTER FINAL PASSAGE.

The Council of Ogden City hereby ordains:

SECTION 1. Section amended. Section 1-5-4 of the Ogden Municipal Code is hereby amended to read and provide as follows:

1-5-4: [[RESERVED]CITY FLAG:]

The Ogden Flag design consists of three horizontal stripes with a circle in the center.

The top and bottom stripes are aqua blue, the same color found in the 2016 Ogden City Brand Style Guide (hex code 00acd4), with a white middle stripe. The circle is broken up into two pieces, top and bottom, with the top half of the circle shaped to appear as the sky behind three mountain peaks, which are part of the white stripe passing through the circle. The center peak is taller than the two on each side, which are the same height.

The bottom half of the circle has a small peak in the middle that breaks up the white stripe a third of the way into the circle. The color of the circle is navy blue matching the 2016 Ogden City Brand Style Guide (hex code: 003469).

As defined by the artist, the focal point of this design centers on an iconic white mountain range that symbolizes the snowy Wasatch Mountains loved by Ogden residents. This three-peak mountain range is set in a dark blue circle that creates a high-contrast image to draw the eye into the design. A dark blue triangle is centered below the tallest peak. This represents the individual or the family that is here in Ogden. The dark blue circle creates the letter “O” for “Ogden.” Symbolically an “O” resembles community, connection, or a collection of people. The mountain range breaking outside

the “O” signifies the welcoming and inclusive nature of the people that live in Ogden and the culture of tourism. The colors match the color scheme of the brand identity for Ogden. Blue in flag design can represent freedom and determination, with the white symbolizing a sense of peace and harmony.



SECTION 2. Effective date. This ordinance shall be effective immediately upon posting after final passage.

PASSED, ADOPTED AND ORDERED POSTED by the Council of Ogden City, Utah this _____ day of _____, 2023.

CHAIR

ATTEST:

CITY RECORDER

TRANSMITTED TO THE MAYOR ON: _____

MAYOR'S ACTION: Approved Vetoed

MAYOR

ATTEST:

CITY RECORDER

POSTING DATE: _____

EFFECTIVE DATE: _____

APPROVED AS TO FORM: KME 5/11/23
 Legal Date

* The headings, catchlines or catchwords suggested for use in the Ogden Municipal Code and which are bracketed at the beginning of sections or subsections, shall not be considered to be a part of the ordinance adopted herein.