

JACKSONVILLE, FLORIDA



Population Rank: U.S. # 14
Florida # 1

Proportions: 2:3 (official)

Adopted: 9 March 1976 (official)



DESIGN: Jacksonville's flag is described in the ordinance of adoption: *The official flag of the city shall be a rectangle having the dimensions in the ratio of one (hoist) to one and one-half (fly), divided horizontally into two equal panels: The upper panel has a rampant equestrian statue of Andrew Jackson in silhouette over a sunburst; the lower panel has a silhouette of Duval County and the words **CITY OF JACKSONVILLE, FLORIDA** in a recumbent concave arc thereunder, all on a solid field. The rays of the sunburst, silhouette of Duval County and the words **CITY OF JACKSONVILLE, FLORIDA** are gold; the equestrian statue of Andrew Jackson is dark brown, the upper panel background is white and the lower panel field is orange. The statue of Jackson faces the hoist; the sunburst has 30 gold rays that*

extend from the midpoint of the flag behind the statue and extend to the edges of the flag on the top three sides.

SYMBOLISM: The top half of the flag shows the statue of Andrew Jackson, the 6th president of the United States, for whom the city was named. The image, taken from the official seal, is an exact depiction of the statue in Jackson Park in New Orleans, Louisiana. (The city seal was first adopted 7 August 1888.) The map of Duval County on the lower part indicates that the city and county are now conterminous. The sunburst suggests Florida's nickname, "The Sunshine State".

HOW SELECTED: A city council committee, dissatisfied with the previous flag, wanted a new city flag that would suggest Jackson's new image as the "Bold New City of the South". A contest was held through the auspices of the Bold CityFest Committee, a group organizing a civic celebration with the same name. The local chapter of the American Institute of Architects judged the 148 entries and sent five semifinalists to a committee comprising four city councilmen, the Jacksonville Area Planning Board director, the information services officer, and Mayor Hans Tanzler.

DESIGNER: Don Bozeman, an employee of the Seaboard Coast Line, who won the \$500 prize for best design.

MORE ABOUT THE FLAG: The flag was raised at city hall for the first time in a ceremony on 1 October 1976. Although the ordinance of adoption clearly states that the figure of Andrew Jackson on the flag is brown, and the lower stripe is orange, the city has at least one flag showing the statue as black and the lower stripe as red, possibly a manufacturing error.

FORMER FLAG: The dimensions of Jacksonville's previous flag were not specified and varied somewhat according to the manufacturer, but were generally 3:5. The field of the flag is white. In the upper hoist corner are two red gateposts with rounded tops. Coming from behind the post closest to the hoist and curving across the bottom of the second post and extending in a flowing fashion across the field diagonally to-



ward the lower fly is a wide dark green ribbon, notched on both ends. Across the ribbon in large white block letters is **JACKSONVILLE**. Behind the ribbon, and occupying most of the center portion of the field are two long-stemmed red poinsettias in full bloom. In the lower hoist corner is a variation of the city seal, showing Jackson's statue in black facing the fly and surrounded by a red-edged white ring on which **CITY OF JACKSONVILLE** arches over the top and **FLORIDA** curves counterclockwise below, all in red. The gateposts and ribbon recall the former motto of Jacksonville, "The Gateway to Florida". The poinsettias represent Florida.

A number of incorrect facts concerning the adoption and designer of the flag were quoted for a number of years in various sources, evidently originating in a 1925 book by T. Frederick Davis, *History of Jacksonville, Florida and Vicinity, 1513 to 1924*. Davis wrote that the flag was designed by G. D. Ackerly and adopted by council on 15 January 1914. However, later research reveals that the flag was adopted on 21 January 1914, and the designer was, in fact, Edmund Jackson, whom Ackerly (then the city recorder) instructed with this colorful admonition: "I don't want no snakes, I don't want no alligators, and I don't want no coconuts." What he got, of course, were poinsettias!

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