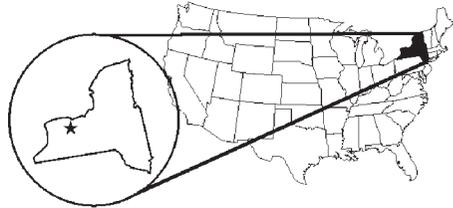


ROCHESTER, NEW YORK



Population Rank: U.S. # 79
New York # 3

Proportions: 10:19 (official)
2:3 and 3:5 (usage)



Adopted: 25 June 1934 (official)

DESIGN: According to the ordinance of adoption:

*The flag presented to the City of Rochester by The Rochester Historical Society, June 21st, 1934, is hereby designated as the official flag of the City of Rochester, having the following description: Said flag to be of three colors, arranged in perpendicular bars of equal width, federal blue nearest the pole, white in the center, and golden yellow on the extreme of the flag, from the pole. Upon the white center shall be inscribed the Coat of Arms of the Rochester Family, as allowed by the Herald's Visitation to the County of Essex, England, in the year 1558. Beneath the said Coat of Arms shall appear the word **Rochester**, in a downward curved line. The hoist and fly*

of said flag shall correspond with those of the Flag of the United States of America, particularly so when used in conjunction with our National flag. (Ordinance 4079.)

SYMBOLISM: According to Mayor Hiram H. Edgerton, who designed the flag in 1910: *The blue represents our exceptional water and electric power; the white, the cleanliness of our city; the gold, our financial strength and industrial prosperity....* The city is located at the mouth of the Genesee River on Lake Ontario. It is also on the New York State Barge Canal system (the Erie Canal created an industrial boom for Rochester in the 1820s).

Originally Ebenezer "Indian" Allen had settled here in 1789, but by 1791 he had abandoned his sawmill and gristmill. Then in 1803, Colonel Nathaniel Rochester, traveled with two companions by horse from Maryland to Genesee country. Colonel Rochester purchased 100 acres of land when he saw the abundance of water resources in the area and the potential for factories. By 1817 Rochester had become a village. The Rochester family coat of arms commemorates Colonel Rochester and recognizes his contributions to its history.

In 1933 Edward R. Foreman, the city historian, wrote a brief history on *The Official Flag of Rochester*, in which he described the symbols on the Rochester family coat of arms. The shield is gold with a horizontal black bar midway across it and occupying one-third of the width of the field. Three black waxing crescent moons (horns up) are placed two above and one below the bar. The shield has a narrow red border. According to Foreman, the crane (in the crest) represents vigilance; the three crescents symbolize fertility and prosperity; and the black bar represents a waistband, one of the symbols of high command in knighthood. The red border on the shield symbolizes military affiliation. (Although these emblems are given traditional heraldic meanings, there is no documentary proof that they relate to the symbols on the Rochester family arms).

HOW SELECTED: Upon learning that the flag had never been formally adopted by the city council, the historical society brought the matter to the council at the urging of the city historian, Edward R. Foreman.

DESIGNER: Mayor Hiram H. Edgerton.

MORE ABOUT THE FLAG: On 15 September 1910, Mayor Edgerton had formally designated this flag as official but the common council never voted on it. The Rochester Chamber of Commerce, by resolution, approved the design on 19 September, but because the common council never made a decision, the flag remained unofficial until 1934.

A variant of the official flag contains a narrow blue line surrounding the entire coat of arms in the center of the flag. 10:19 are the same proportions as the United States flag.



OTHER FLAGS: In 1979, the city adopted a “city banner” but this did not replace the official Rochester flag. The flag has a royal blue field with a stylized five-petal lilac flower divided by five lines representing a water wheel, all in white. • **Flour City** •

Flower City • City of Rochester, N.Y. surrounds the petal in gold. The city was at one time a major flour-milling center, and later known for its tree nurseries and seed houses, hence the play on the words “Flour — Flower”. The gold is PMS 124, the blue is PMS 287.

FORMER FLAG: Mayor James G. Culer created and used a “mayor’s flag” during his 1904-08 term of office. It was white with the city seal in gold in the center.

JC 