

Proposal to Rename North Plymouth Avenue to North Franklin Florence Boulevard



The proposal to rename N. Plymouth Avenue as N. Franklin Florence Boulevard honors the extraordinary legacy of Minister Franklin D. Florence, Sr., one of Rochester's most influential civil rights leaders. This renaming would permanently recognize his decades-long commitment to justice, equity, and community empowerment.

Minister Florence (1933-2023) came to Rochester in 1959 at age 25, initially serving as pastor of the Reynolds Street Church of Christ. He later founded and led Central Church of Christ on South Plymouth Avenue, where he ministered for more than five decades, integrating his faith with community action and making the church a center of spiritual guidance and social justice advocacy. Minister Florence quickly became a central figure in the city's civil rights movement. Following the 1964 Rochester uprising, he founded and led FIGHT (Freedom, Independence, God, Honor, Today), an organization that successfully challenged discriminatory employment practices at major corporations, including Eastman Kodak and Xerox. His advocacy helped open pathways to jobs, training, and economic opportunity for Black residents across Rochester.

Beyond employment justice, Minister Florence was instrumental in developing affordable housing, including FIGHT Village and FIGHT Square, and remained a trusted voice on issues ranging from poverty and education to police accountability. He also shared platforms with national civil rights leaders, including Malcolm X, while remaining deeply rooted in Rochester's neighborhoods.

North Plymouth Avenue holds particular significance, as it is closely tied to Minister Florence's ministry, organizing, and community leadership. Renaming this corridor in his honor reflects both the historical importance of his work and the lasting impact he had on the city. Renaming N. Plymouth Avenue to N. Franklin Florence Boulevard is a meaningful and lasting tribute to a leader who helped reshape Rochester. It acknowledges the city's civil rights history, affirms community values, and ensures that future generations recognize the contributions of a man whose leadership advanced dignity, opportunity, and justice for all.

For more information or questions, please contact Vince Felder at

(585) 957-6546 or vincefelder22@gmail.com.

We appreciate your time, consideration, and support.

RESPONSE FROM PROPERTY OWNERS ABUTTING N. PLYMOUTH AVENUE

This petition concerns the proposed renaming of N. Plymouth Avenue. Property owners along N. Plymouth Avenue are asked to confirm whether they consent to submitting and processing the proposal.

I, **the undersigned property owner**, have read and reviewed this proposal and consent to its submission and processing.

By submitting this form, I confirm that the information I provide is accurate to the best of my knowledge and that I support the submission and processing of this proposal.

Please provide your own information as the property owner who is completing this form.

Full Name _____

Property Address _____

Phone Number _____

Email Address _____

Are you the sole owner of the property listed above? ____ YES ____ NO

If the property is co-owned, list each co-owner's full name below:

May your name be shared publicly as a supporter of this petition?

____ YES ____ NO

Consent and Privacy Statement:

Your personal information will be used only for this street-renaming petition, including to verify property-owner support, communicate updates, and present petition results to the appropriate decision-maker. Your information will not be sold. Your name will be shared publicly only if you select "yes" in the public-name consent question.

Electronic Signature: Type your full legal name below to sign this petition electronically.

Signed _____ Date _____

Acknowledgment: I understand that electronically signing this petition confirms my support for the submission and processing of this street-renaming proposal.

EMAIL FORM TO: centralchurchofchrist@ccocrochester.com