

From: Gordon Smith <gordonsmith@avlcouncil.com>
Sent: 9/7/2015 10:13:19 AM
To: Cecil Bothwell
Cc: Joel Burgess, WLOS news, Awtry, Joshua, John North, ashevilleblade@gmail.com, David Hurand, councilgroup
Subject: Re: Renaming Broadway north of I-240: For immediate release

Thanks for sharing, Cecil. Have you learned the process of such a renaming? How does this work? I mean, aside from calling for it.

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On Mon, Sep 7, 2015 at 10:21 AM, Cecil Bothwell <cecil@braveulysses.com> wrote:

For immediate release:

What: Renaming Broadway north of I-240

Why: To eliminate confusion and honor an Asheville pioneer

Who: Newton Sheppard

Contact: Cecil Bothwell 828-713-8840

Asheville City Council member Cecil Bothwell is advocating the renaming of Broadway north of I-240 to solve two pressing community issues.

Bothwell said:

“There is no major thoroughfare in Asheville named for a local African-American citizen, while a handful are named for former slave-owners. Newton Sheppard was the first African-American to serve as an elected official here, being elected to the Board of Aldermen in the 1880s. Honoring his service and history-making tenure would be a very appropriate step in raising awareness of the contribution to this city of a long-oppressed minority.”

“When I-240 was blasted through downtown Asheville decades ago, the old route of Broadway was bisected. The result is what we see today, where Broadway becomes Merrimon and N. Lexington segues into north Broadway. Renaming that section of Broadway as Newton Sheppard Boulevard would eliminate the confusion experienced by tourists and locals alike.”

