THE CITY OF ASHEVILLE

Staff Report

Council Meeting Date: October 27, 2020

Subject: The Naming of Two Unnamed Tributaries of the French Broad and Swannanoa Rivers

Staff Resource(s): Todd Okolichany, AICP, LEED AP ND, Planning and Urban Design Director
Steph Monson Dahl, Strategic Design and Development Manager

Action Requested: Authorize City Manager to sign United States Geological Survey Form to name an unnamed tributary in the Southside community as Haith Branch and an unnamed tributary in East Asheville as Masters Branch.

Background:

- This request for assistance in naming two unnamed streams is from RiverLink, a regional not-for-profit dedicated to promoting the environmental and economic vitality of the French Broad Watershed.
- RiverLink runs a “Name that Stream” program.
- The United States Geological Survey requires local government authorization in order to officially name any streams or waterbodies.
- RiverLink worked with the community earlier this year to identify potential names for two unnamed streams.
- The Stream A runs through Erskine, AB-Tech, and Southside Neighborhoods to the French Broad River.
- Stream B runs through the Haw Creek neighborhood and flows into the Swannanoa River.
- Location maps are included in Attachment 1.
- RiverLink held the following engagement process to ensure stakeholders in the community were involved:
    - Informational flyers that included a request for potential names were distributed to all residents whose property bordered the streams.
    - The submitted names were collected by RiverLink and an online poll was created where all community members in Asheville could vote for their favorite name.
    - Votes were also accepted by mail and email.
    - RiverLink made the Asheville community aware of the naming campaign through social media, flyers, and by posting information on the surrounding neighborhood's NextDoor and Neighborhood Association pages.
- The winners of the online poll for Stream A) Haith Branch and B) Masters Branch.
    - Haith branch honors Lacy T. Haith, a civil rights leader and educator who worked in Asheville City Schools from 1937-1972.
    - Haith Drive, nearby, is also named after Lacy T. Haith.
    - Masters Branch honors Rory and Hazel Masters, Haw Creek community members who looked to preserve area farming traditions and donated land for the Haw Creek Volunteer Fire Department.
    - Masters Park, nearby, is also named after Rory and Hazel Masters.
- Copies of the outreach materials and results of the poll are included in Attachment 1.

Council Goal(s):

- A Clean and Healthy Environment

Committee(s):

- This item was heard at the September 21, 2020, Asheville Area Riverfront Redevelopment Commission meeting where it was approved unanimously 11:0.

Pro(s):

- Naming of streams supports community self- identification and can help promote ecological stewardship and preservation efforts.

Con(s):

- None identified

Fiscal Impact:

- None

Suggested Motion:

- Motion to authorize the City Manager to sign the United States Geological Survey form required to name an unnamed tributary in the Southside community as Haith Branch and an unnamed tributary in East Asheville as Masters Branch.

Attachment(s)

- Location maps and engagement process information
- Resolution

RESOLUTION NO. 20-____

RESOLUTION AUTHORIZING THE CITY MANAGER TO SIGN A UNITED STATES GEOLOGICAL SURVEY FORM TO NAME TWO STREAMS IN ASHEVILLE

WHEREAS, the City of Asheville was approached by the non profit organization RiverLink with a request to consider signing a United States Geological Survey form in order to name two streams within the City of Asheville's municipal boundaries, and;

WHEREAS, The City of Asheville recognizes that community members in the Southside and the Haw Creek neighborhoods wish to give names to unnamed streams in their neighborhoods; and

WHEREAS, The City of Asheville recognizes that the proposed names of Haith Branch and Masters Branch honor acknowledged civic leaders in the community; and

WHEREAS, The City recognizes that an engagement process to help the community gather and vote on names was managed by RiverLink, a regional not for profit promoting the environmental and economic vitality of the French Broad watershed; and

WHEREAS, The City of Asheville recognizes that the public welfare and interest of the City includes a vision for a Clean and Healthy Environment, as defined in the 2036 Council Vision; and

WHEREAS, The Asheville Area Riverfront Redevelopment Commission voted in favor of this action at their September 21, 2020 meeting;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The City Manager is authorized to sign a United States Geological Survey form supporting the names of Haith Branch and Masters Branch for two unnamed tributaries in the Southside and Haw Creek neighborhoods.

Read, approved and adopted this the 27th day of October, 2020.

City Clerk Mayor

Approved as to form:

City Attorney