

**PUBLIC FORUM
ON PROPOSAL TO RENAME AIRPORT ROAD
IN HONOR OF DR. MARTIN LUTHER KING JR.**

**7:00 p.m., Monday, April 19, 2004
Council Chamber, Town Hall, 306 North Columbia St.**

You are invited to express your views at a public forum at 7:00 pm, Monday, April 19th regarding a proposal to rename Airport Road in honor of Dr. Martin Luther King Jr.

The forum on April 19th will provide an opportunity for the Mayor and Town Council to receive citizens' comments and questions about the proposed renaming of Airport Road in Chapel Hill.

If you would like to express your views in writing at any time, please send a letter to:

Mayor and Town Council
Town of Chapel Hill
306 North Columbia Street
Chapel Hill, NC 27516

You may also send a letter by fax to the Town at 919-967-8406 or by electronic mail to Manager@townofchapelhill.org. Town staff will forward your comments to the Mayor and Town Council.



ADVERTISEMENT ABOVE APPEARED AS FOLLOWS:

THE CHAPEL HILL NEWS - APRIL 4, 11, & 18, 2004 (Sundays)

THE NEWS AND OBSERVER - APRIL 3, 10 & 17, 2004 (Saturdays)

(Did not appear in Herald-Sun or Chapel Hill Herald)



Town of Chapel Hill
306 N. Columbia St.
Chapel Hill, NC 27516



U.S. POSTAGE

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CARVER CHARLES B
890 AIRPORT RD
CHAPEL HILL NC 27514

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You are invited to give input to the Chapel Hill Town Council
as it considers the

Proposal to Rename Airport Road

at a public meeting to be held at

7 pm Monday, May 24, 2004

Town Hall, 306 N. Columbia St.

The Town Council is considering the renaming of
Airport Road to Martin Luther King Jr. Boulevard.

If you are unable to attend the public meeting, your written comments
are welcomed and will be placed into the public record.

For more information or to comment:

Chapel Hill Town Council • 306 N. Columbia St. • Chapel Hill, NC • 27516
www.townofchapelhill.org • mayorandcouncil@townofchapelhill.org • 968-2743

From: Sandra J.T. Tromba (mailto:taploc@netzero.net)

Sent: Thursday, January 15, 2004 7:51 AM

To: Kevin Foy

Cc: Sandra J. T. Tromba

Subject: Renaming Airport Road

Please do not rename Airport Road. The financial impact on the individuals living or owning businesses on Airport Road will be significant to some. They will have to fill out numerous change of address cards to any one they have business or personal contact with. The postage alone will be significant some. Also, the banks charge to have checks changed and reprinted. If those address changes do not take immediately, then one's credit report can be adversely effected. Do you want your constituency to have additional monetary and stress problems? Also, does the city actually have the extra money to pay for the sign changes? Airport Road has been Airport Road for my entire life. Why change something that has worked for me and is a known road in Chapel Hill. Also, all maps will have to be changed which will be expensive. Please leave Airport Road as Airport Road.

Sandra J.T. Tromba
taploc@netzero.net

----- Original Message -----

From: Roland Giduz

To: Edith Wiggins ; Jim Ward ; billstrom@nc.rr.com

Sent: Wednesday, February 04, 2004 4:28 PM

Subject: re: street naming possibility

I write to you on this matter from the understanding that as members of a Street-naming committee, this matter may come before you. Thank you for your Good consideration of these thoughts.

Chapel Hill has since 1928 had an historic Airport Road named for something unique to Chapel Hill. This name stands for an important facility and tradition here. The suggestion has lately been made to re-name it Martin Luther King Jr. Road just like so many other roadways around the country.

The martyred spiritual leader is indeed worthy of recognition. My suggestion is that the major new north-south roadway to be built parallel to Airport Road through Carolina North memorialize Dr. King. It will be the principal thoroughfare from Estes Drive all the way through Carolina North toward Interstate 40 Highway.

That boulevard would have more symbolic meaning. The University is to begin construction on its grand new Carolina North campus when the Airport is closed at the end of this year. How fitting it would be for an institution that teaches tolerance and learning to this boulevard named for a leader who lived and died for those values. In doing this, the Airport Road, which has historic meaning for Chapel Hill, would retain that name.

Roland Giduz

Box 44, Chapel Hill NC 27514

(325 Tenney Circle)

Tel.: 919/942-2194

MMHC

RECEIVED

MAR 8 4 2004

BY: *[Signature]*

620 Airport Road - Unit 30
Chapel Hill, N.C. 27514-573
March 23, 2004

W. Calvin Horton, Town Manager
Town of Chapel Hill
306 North Columbia Street
Chapel Hill, N.C. 27514

Dear Mr. Horton:

I have been a resident of Chapel Hill, specifically on Hobbs' Unit, for over twenty years. During those twenty years my real estate tax payments have been sizable. Indeed, increasing steadily during that time. I live alone, I have no family members attending the public school system nor am I involved in making demands on the police department. Quite frankly, I often question what compensation I receive in return for my taxes.

May I suggest that you carefully weigh my situation as well as every other resident, professional and commercial taxpayer with an Airport Road address. Each of us will suffer considerable monetary costs, time-consuming inconveniences and confusion that the current proposal to rename Airport Road to Martin Luther King, Jr. Boulevard would create.

It is a fact that in Chapel Hill, real estate taxes are your primary revenue source. Certainly the Airport Road folks contribute immeasurably to your annual budget and the local economy. We, as citizens, have every right to demand that the Chapel Hill governing body protect and defend us, and focus on our

enormous fiscal contribution as you deliberate
this proposition. Let this old adage be your
guide: "If it aint broke, dont try to fix it!"
For these reasons I vehemently oppose this
ill-advised, nonproductive ~~project~~ change my
address. I have no objection to your selection of
an appropriate venue to honor Dr. King - a
memorial park, a recreational playground or a civic
center, if you please, one that should not entail
major turmoil for so many citizens.

I appreciate very much your consideration of
my personal position. May I ask you to share
this letter with the Mayor and Council. Thank you.

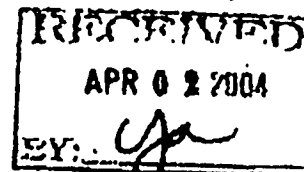
Respectfully,

Mary Anne Curdick

Stokes D. J. Overdyk

(M) (MHC) *Henry Small*

630 Airport Road, Apt. 802
Chapel Hill, NC 27514
(919) 987-8575



March 31, 2004

Mr W. Calvin Horton
Town Manager
306 N. Columbia Street
Chapel Hill N.C. 27514

Dear Mr. Horton

Recently I became aware that the Town Council has received a request to rename " Airport Road ", presumably because of the planned closing of the airport. I am the owner/taxpayer of 6 rental properties along this road and a name change would obviously entail measurable upheaval and expense, both for my renters and myself.

More important however will be the impact on the commercial value of this real estate. It is not uncommon for geographic or historical features, with a street named after these, to have changed or become no longer relevant. In such cases, and this also applies to Airport Road, the established name may have become an identifier and symbol with a commercial value of its own, irrespective of its historical origins

I am really concerned that a name change of Airport Road will affect the value of my possessions negatively and I would be grateful for this consideration to be brought to the attention of town council members and officials which are involved.

Thank you in anticipation of your assistance,
Sincerely,

Henry Small

No response/la

CCC

Town of Chapel Hill Elected Officials

Dear People:

As a child I rode in my grandfather's buggy up and down Airport Road -- a narrow dirt road with two wheel ruts down the middle. That road and I are about the same age and it has been a part of my life. I'm now 78 and I think it should remain Airport Road. Our local history should be maintained and Airport Road is very definitely a part of local history. Buildings in the area came about long after the development of the airport.

My civil rights efforts-community volunteer works-have been rewarded with recognition from citizens and organizations. Hanging on my wall is a plaque honoring me for "community service to humanity by word and deed." It is "The Martin Luther King, Jr. Citizenship Award" presented me Jan. 14, 1996 by the University/Community Martin Luther King, Jr. Planning Corporation, Inc.-- What an honor!

I've never thought the street named for Dr. King gave him due recognition and I would like another more appropriate memorial named in his honor. However, I do not believe that Airport Road should be changed.

Please select another street, or an appropriate building to be named to honor Dr. King. I very much wish for him to be duly honored and would encourage you to make it happen -- but not Airport Road.

Many thanks,

Claudia C. Cannady

Claudia C. Cannady
603 Airport Road
Chapel Hill, NC 27514

ccc

April 14, 2004

April 14, 2004

Mayor and Town Council
Town of Chapel Hill
306 North Columbia Street
Chapel Hill, NC 27516

Dear Mayor & Council Members:

I am writing this letter in regard to the renaming of Airport Road.

I have lived in Chapel Hill since I was 3 years old and I will be 59 years old in June.. Of those years I have lived on Airport Road and still reside on it.

I have never known the road to be called anything but what it is now. I would like the name to remain as it is even if the Airport shuts down. I believe it has well established its' place in Chapel Hill history and I do not want to see it changed.

I hope you can find another way of honoring Dr. King.

Thank you,

Faye Stinson
603 Airport Road
Chapel Hill, NC 27514

cc

Dear Mayor Foy, Town Council Members, and Manager Horton,

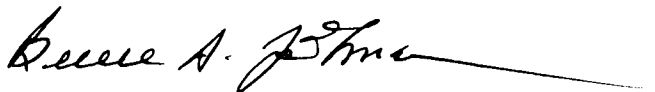
I am very opposed to the proposed name change to Airport Road. I feel that it is an imposition on me and on my family business. I have lived on Airport Road for 64 years and 5 months. I was born at 701 Airport Road, I was raised at 701 Airport Road, have raised my family on other property I own down Airport Road, and run two business on Airport Road. I also have rental property on Airport Road. Our family business has been located on Airport Road since my father opened it in 1952. During the 54 years of the business we have served customers from all over Chapel Hill, Carrboro, Hillsborough, the Triangle and the country, as well as a number of customers from other countries. My pre-owned car sales business, Bruce Johnson's Auto Finders, is also located on Airport Road

This proposed name change is more than a minor imposition. The economy has been very bad the last few years and business has been slowed. The proposal to change the name involves expenses that are not minor to a small business owner. It has been stated repeatedly by those wishing for a name change that it only takes a few minutes to make a change of address—obviously not a statement made by a landowner or business owner. There are many legal documents that will incur fees and time to take care of if this proposal is approved. There is also the confusion for those who move in and out of the area looking for my businesses.

The history of Airport Road also remains a factor in this decision. It seems to be very easy for those new to Chapel Hill to move forward and work hard to erase our history. There are few people still in this town who have lived through all the changes Chapel Hill has faced over the last 60+ years—I am one of those few! This is one proposed change that seeks to erase history and impact the future of Chapel Hill. The airports future is in limbo and it appears that it will be with us for a bit longer—let's hold onto the history of Chapel Hill and treat A.L. taxpaying citizens with an equal ear and voice in decision making.

Dr. King's legacy lives on in the actions and deeds of people, *not* through the naming of a street. Honoring someone is about keeping his or her spirit alive, a living legacy, not an inanimate one. I believe that is what any honorable person would desire. And Dr. King was indeed an honorable person!

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce A. Johnson", with a long horizontal line extending to the right.

Bruce A. Johnson
1187 Airport Road
Chapel Hill

April 22, 2004

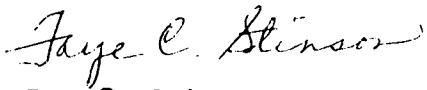
Dear People:

If we are to stand any chance of preventing the change of the name of Airport Road it will take action on our part right away. I am writing to urge you to join us in as many ways as you can and that includes urging others to help us also. Elected officials pay attention to the numbers of citizens who care enough to let them know what they think or how they are feeling about any situation.

1. Write letters or send e-mails.
 2. Telephone them individually at their homes around meal time.
 3. Attend the meeting at 7:00PM on May 24, 2004.
 4. Write letters to the editors of local papers.
- Please do one or more of the above right away. I attended the meeting April 19th and one of the men who spoke said the candidates running for Town Council were contacted before election and asked to support the change if they were elected. That tells us they have been working on this for a long time and we just have to act now to play "catch-up."

Thank you for helping in any way possible.

Sincerely,



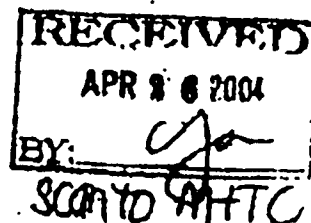
Faye C. Stinson
603 Airport Road
Chapel Hill, NC 27514
Phone 942-8813

Enclosure: List of names, addresses and phone numbers.

FCS/cc✓

(M)

Janice M. Cosby
603 Airport Road, # 1 K.
Chapel Hill, NC 27514



April 24, 2004

Cal Horton, Town Manager
Town of Chapel Hill
306 N. Columbia Street
Chapel Hill, NC 27516

Dear Mr. Horton:

After attending the public hearing on April 19 regarding the proposed renaming of Airport Rd. to Martin Luther King, Jr. Blvd., I ask you to consider the following comments:

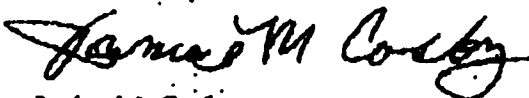
1. I question the propriety of Edith Wiggins serving on the committee tasked with considering the alternatives as well as chairing the public forum when she originally presented the petition to the Council as a representative of the NAACP. There is here, at the very least, the appearance of a conflict of interest.
2. Upon reading the 3-page handout before the meeting started, I wondered why the committee had settled on the one choice that it seems would cost the taxpayers the most and cause the most disruption and cost to individuals and businesses located on the road, despite what seemed like very good reasons to seriously consider some of the other choices. After the meeting I came to the conclusion that there was no valid reason other than that the selection of Airport Rd. was a foregone conclusion and the other 'choices' were nothing more than window dressing.
3. Councilman Kleinschmidt said that he did not feel the reasons given for opposition to the Airport Rd. choice were significant. I would add that although I heard much passion from those supporting the choice, I only heard one reason given (by Mr. Battle) for why this was the best choice, that Airport Rd. was in the heart of the 'white' side of Chapel Hill. Making a choice for this because it will hopefully cause division will in no way honor Dr. King, who was, first and foremost, a man of God who desired reconciliation, not division. I realize that this may be only Mr. Battle's opinion or desire, but I fear that, now that he has so openly expressed it, it will be seen as the sole purpose behind the proposal. And, if this is strictly Mr. Battle's view, then what are the reasons for the selection of Airport Rd.?
4. Another reason that Airport Rd. may not be the best choice is that since this road has apparently been Airport Rd. since its infancy, there will be a natural tendency for residents to continue to refer to it as Airport Rd. in spite of any official change (as is so often the case with the James C. Wallace parking deck which is continually referred to as the Rosemary Street parking deck, even in news articles).

5. I find it interesting that someone felt it necessary to approach the people who live on Martin Luther King Street to ask if they were willing for their addresses to be changed and even to persuade them that by demonstrating a willingness to go along they might be given the chance to have some input on what the new name would be, but no one bothered to approach any resident of Airport Rd. to ask how they felt about the possibility of this change. More openness during the work of the naming committee might have provided the council with a better idea of how all of the citizens they represent felt about the proposed change, rather than just one special interest group.
6. I would like the council to seriously consider two options that have been proposed – Bates Rd. and the new north-south corridor that will be built through Carolina North. Either of these satisfies the apparent requirement that this be a major artery through Chapel Hill, the Estes Rd. selection would allow Carrboro to participate, as they have requested, and the new road would involve no disruption to existing businesses and residences and obviously involve much less expense to the taxpayers at a time when every government entity seems to be short of money.

Perhaps this entire process needs to be started over with more widespread citizen input and open discussion of the pros and cons of all the alternatives.

Mr. Horton, I request that you pass these comments on to Mayor Foy and the town council members and add my name to your notification list for this subject (you may use my email address, jacoby@carri.com, for notification).

Sincerely,



Janice M. Cosby

CCC

April 24, 2004

Mr. Calvin Horton, Town Manager
Town of Chapel Hill
306 N. Columbia Street
Chapel Hill, NC 27516

Dear Mr. Horton:

When I first learned of the proposal to rename Airport Road my first thought was, "Why not change Columbia Street? It really goes through both the Town and the University." I also believe South Road would be much better than Airport Road. Other alternatives have been recommended and considered though Airport Road seems to be the only one of interest to the Naming Committee or the membership of the NAACP. Naming Committee members indicate they considered others but my question is - "To what extent?" I'd like to know whether or not NAACP members participated in the Committee meeting. Were there any other citizens in attendance? In similar experiences it has been deemed necessary to have all citizens' opinions considered - and RACE SHOULD NOT play a role in the decision making.

And, I find it regretful that the proposal to rename Airport Road reportedly played a role in the last election. I wasn't aware of it then but learned of it in the April 19th, 2004 Public Hearing. It appears to me that the determination to rename Airport Road had already been made before I learned of their effort to do so!

As I've stated previously-I would like an appropriate memorial named to honor Dr. King. I believe changing the name of Airport Road would incur far more wrath among local citizens than give due honor to a person we should honor. Actually, to me, it would be in contradiction of all for which Dr. King stood.

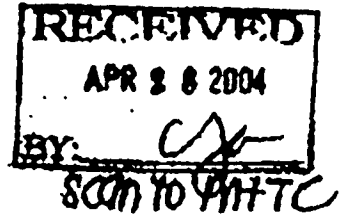
I would appreciate it if you would share my thoughts and questions with the mayor and members of council by giving them each a copy of my letter.

Many thanks,

Claudia C. Cannady
603 Airport Road
Chapel Hill, NC 27516

cc

Stephen D. and Virginia F. Largent
620 Airport Road, Suite 501
Chapel Hill, North Carolina 27514



April 25, 2004

Town of Chapel Hill
Town Council
306 North Columbia Street
Chapel Hill, North Carolina 27514

Re: Re-Naming Airport Road

To Whom It May Concern:

We have been following the discussion of re-naming Airport Road to Martin Luther King Jr. Blvd. We were out of town for the last town council meeting (April 19, 2004) at which this issue was publicly discussed. Had we been in town we would have attended the meeting and shown our strong disapproval of the name change.

In our opinion, this issue seems to have come up somewhat abruptly and arbitrarily and is an issue which should be settled by public opinion rather than by the Town Council. As best as we can tell, this issue is being pushed by only a few Chapel Hillians with what appears to be self serving interests... but it appears that the town council is listening to this small group instead of listening to the rest of the town... especially those who live on Airport Road and those who have businesses on Airport Road.

While we admire the attributes and contributions of Martin Luther King, Jr. and respect the opinions of the few whom support the name change, we cannot agree with it. If the town is so adamant about changing the name of Airport Road, we would strongly urge the name of Airport Road be changed to North Columbia Street; the existing spur of North Columbia Street to the west of the Fire Station could be re-named "Columbia Place"... or even Martin Luther King, Jr. Ave. I have lived in Chapel Hill since 1971 and have on numerous occasions been asked direction by outsiders... it would be far easier to say "go out North Columbia Street"... to their destination instead of "go north on North Columbia Street... and, by the way, the name changes from North Columbia Street to Airport Road..." This would serve to assist far more people than changing the name to Martin Luther King, Jr. Blvd.

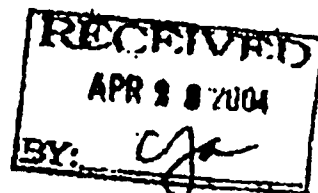
It is our understanding that none of the re-naming committee or any of the Town Council members which support this name change live or own a business on Airport Road. We cannot help but wonder how they would feel about the re-naming if they did...

For the most part we support Chapel Hill and its Town Council, but, this time, we strongly disagree with your apparent support of this name change. The Town Council could find much better ways to serve the community which has elected them... the community which will pay for this non-inexpensive and unnecessary name change.

Sincerely yours,

Stephen D. and Virginia F. Largent

4/26/2004



Town Manager: *Ed Horton*
Dear Mayor and Town Council Members:

Although I've lived in Carboro now for quite a few years, I was born and raised in what is now Chapel Hill. I lived near Airport Rd. and my grandparents owned land, farmed, lived and died along this same road. I still have relatives and friends with an Airport Rd. address.

I can remember visiting Charlie "Choo Choo" Justice when he attended UNC and lived on Airport Rd. I've snow sledged from Rosemary St. to the old "Steel Bridge" which used to span Bollin Creek near the now Chapel Hill Police Dept. building. I've rushed to see several plane crashes along Airport Rd. in years past, watched ROTC cadets march up and down this road, carried my children and grandchildren to visit the airport, and also have memories of delivering mail to residents of Airport Rd. when I worked for the Postal Service. If the use of the name "Airport Rd" seems over used in this letter, it's intended. Whether the airport remains at it's present location or not, I will still hold fond memories of it being there, and would find it saddening and difficult to know this road by any other name.

I have some suggestions for a road honoring Martin Luther King, Jr., which I'm sure, are not original. I recall reading that someone suggested renaming South Rd. This sounds OK to me, especially since it runs east to west.

Also, renaming the 15/501/54 bypasses might satisfy the evident need expressed by some Chapel Hill and Carboro town leaders to name another street in honor of Dr. King.

Another idea is to leave the current Martin Luther King, Jr. street as is, and hundred of people and businesses won't have to change their address, order new stationary and office supplies, or notify their many correspondents and business contacts.

Respectfully,

Devin Clark

Devin Clark
105 Kay St.
Carboro, NC 27510



TOWN OF CHAPEL HILL

April 27, 2004

Ms. Claudia C. Cannady
603 Airport Road
Chapel Hill, NC 27514

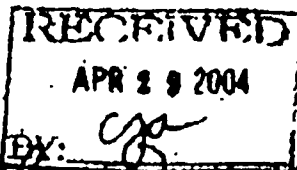
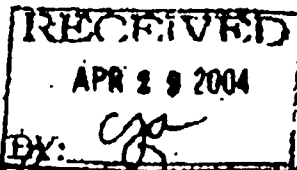
Dear Ms. Cannady:

Cal Horton asked me to let you know that I have sent a copy of your letter regarding the renaming of Airport Road to the Mayor and each member of the Town Council.

Thank you for taking the time to write about this issue.

Sincerely,

Carol Abernethy
Executive Assistant
Town Manager's Office



603 Airport Rd
Chapel Hill, N.C.
April 28, 2004

Dear Mr. Horton,

I want to express my opinion on the issue of Changing Airport Rd to N & L King

I feel there is so much history on this road it should not be changed. Plus it would ^{be} so much trouble changing all our stationery, for myself & business.

I also attended the meeting on April 19.

I would like you to give copies of my letter to all the elected officials.

Thanking you.

Yours truly,
Mrs. L. Smyth

No response / *ll*

CCC

May 1, 2004

Mr. Cal Horton, Town Manager
Town of Chapel Hill
306 North Columbia Street
Chapel Hill, NC 27516

Dear Mr. Horton:

Since writing my letter of April 24th (to you, Mayor and Council) I have read your April 19th memorandum (to Mayor and Council) which was given me by a lady who attended that meeting.

In that memo under "Background" I found answers to some of my questions. It reminded me of the petition from the people concerned about University officials seeing Council Members and allegedly discussing issues coming before Council from the University! I refer to the statement, "Between those meetings, Committee members met informally with representatives of the local NAACP Chapter to discuss the renaming request and to confirm their understanding of it." Doesn't sound like others of our citizens were consulted.

Further down in that memo, identified "Renaming Procedures," I'd like to have a copy of the "memorandum" that was sent from Town staff to the committee, highlighting key points of the State renaming process."

There are also other "Attachments" referred to at the end of your memorandum. You must have thought the information would prove beneficial to the Committee in making their decision. I'd be grateful if you would make those items available to me also adding any additional correspondence from citizens since that date.

And, I'm still awaiting my copy of the information you are mailing out to those citizens who reside on or near Airport Road.

Many thanks,

Claudia C. Cannady
603 Airport Road
Chapel Hill, NC 27514

cc

CCC

May 1, 2004

Mr. Lyndo Tippet
NC Department of Transportation
1536 Mail Service Center
Raleigh, NC 27699-1536

Dear Mr. Tippet:

After working for six years as administrative assistant to the late James C. Wallace, former Chapel Hill Mayor, I continue to keep up with Town business. I recall my efforts to inform NCDOT of local actions when working for Mayor Wallace.

Many local citizens are now disturbed by the proposal to rename Airport Road for Dr. Martin Luther King. I am one who opposes that action though I worked to integrate Chapel Hill and was presented "The Martin Luther King, Jr. Citizenship Award" for my community service. There isn't anything unique or honorable about naming another road for him. How many are there in North Carolina already? I would prefer raising funds for a statue or selecting an appropriate building to be named in his honor.

To change the name of Airport Road would create a great deal of inconvenience and expense for the businesses and home owners along the road. Many others of our citizens would be very unhappy.

As a child I remember riding down that then dirt road in my grandfather's buggy and I am now 78. I live on Airport Road.

Enclosed are copies of some letters that have appeared recently. The NAACP began their efforts to have the road renamed prior to the last election when they solicited candidates to promise their approval if they were elected. Others of us have only learned about this recently - and must play "catch-up" to make our opinions known. Please assist us in any ways possible and/or permissible and contact me if I can be of any assistance to you.

Sincerely,

Claudia C. Cannady

Claudia C. Cannady
(Retired Town Employee)
603 Airport Road
Chapel Hill, NC 27514

cc

enclosure



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

MICHAEL F. EASLEY
GOVERNOR

1501 MAIL SERVICE CENTER, RALEIGH, N.C. 27699-1501

LYNDO TIPPETT
SECRETARY

May 11, 2004

Ms. Claudia C. Cannady
603 Airport Road
Chapel Hill, North Carolina 27514

Dear Ms. Cannady:

Thank you for your letter regarding the renaming of Airport Road in Chapel Hill to Martin Luther King, Jr. Boulevard.

The department has not taken any action on this matter and considers it an issue to be resolved by the local government and citizens in this area. The department will not take any action on this matter until it receives a resolution from the local elected officials.

You should continue to work with your elected representatives with the Town of Chapel Hill and make them aware of your position on this matter.

If you need additional information, you may contact Mike Mills, Division Engineer, in Greensboro at 336-334-3192.

Sincerely,

A handwritten signature in black ink, appearing to read "Lyndo Tippet", written over a circular stamp.

Lyndo Tippet

LT/alh

cc: Doug Galyon, Chairman, Board of Transportation (w/attachment)
Mike Mills, P.E., Division Engineer (w/attachment)
Sandy Nance, Assistant to the State Highway Administrator (w/attachment)

-----Original Message-----

From: Chapel Hill Wine Company [mailto:chapelhillwine@bellsouth.net]

Sent: Monday, May 03, 2004 6:36 PM

To: Town Council; Manager; Joyce Smith; Virginia Knapp

Subject: Regarding the re-naming of Airport Road

To members of the Chapel Hill Town Council:

I am writing to express my opinion regarding the proposed re-naming of Airport Road. Such a move would be detrimental to the community of Chapel Hill and should be opposed for economic as well as practical reasons. I recognize and agree that Dr. Martin Luther King Jr. deserves to be honored. However, there are philosophical reasons why re-naming Airport Road is not the appropriate way to honor the legacy of this great man. This does not have to be a divisive issue. Rather, the Town Council should grasp this opportunity to unite the community and truly promote the vision that was put forth by Dr. King.

On a purely economic basis, the argument against re-naming Airport Road is twofold. First, there are "real" economic costs involved, both to the city as well as the community. The city would incur the expense of replacing signs along the corridor of Route 86 now called Airport Road. Given the consistent challenges faced by the city to provide services to its citizens, how can we justify spending funds to fix what is not broken? Additionally, the business community, as well as citizens, would face costs associated with redoing business cards, letterhead and signs. More importantly, there would be far-reaching "unseen" economic costs as a result of a name change. An address is not simply a name on a piece of paper. It is part of a business's identity. What happens when a prospective customer attempts to locate a business on a map, but is unable to because the road they are looking for did not exist when the map was printed? Many customers will simply revert to patronizing a more familiar business rather than expend their precious time tracking down the precise location. Additionally, every lost customer has a multiplier effect. You don't just lose that customer, but also the customers who would have been referred by them. And these lost customers result in real economic losses. My average customer spent over \$350 last year. One lost customer is my daughter's childcare for two weeks. A dozen or more lost customers and her college education fund is lost. The economic costs involved with re-naming Airport Road are real and substantial. On these grounds alone, the proposal should be rejected.

Yet there are practical reasons to choose not to rename Airport Road. There are plenty of obvious alternatives to re-naming Airport Road. For example, the new park near Southern Village. Or the new wing on the library. Or the \$7 million aquatic center. All these projects are still unnamed. There is no additional economic cost to the city or economic burden to its citizens involved with the naming of one of these projects. If the city should desire to honor a person's legacy, why not do so with one of these projects? There are simply too many practical alternatives to renaming Airport Road.

Additionally, does naming a strip of asphalt and gravel after Dr. King do any justice to his legacy and vision? Dr. King promoted, among other things, equality, tolerance and civic activism. He left an indelible mark on this country. Yet his dream has not been fulfilled. Certainly, labeling a piece of tar in his honor does nothing to help achieve his goals or promote awareness of them. One possible alternative would be to put together a program of education at the new wing of the library. The Town Council should seize this opportunity to not just honor the man, but help fulfill his life's ambitions. Rather than drive an unnecessary wedge in the community, the Council should help it come together and find a fitting memorial to Dr. King. Don't simply name something after him. Effect real change and educate people. This is what Dr. King was about.

Thank you for your time and consideration.

Sincerely,

Chapel Hill Wine Company
1229 Airport Road

Located at the intersection of
Airport and Homestead Roads
Chapel Hill, NC 27514
(919) 968-1884

Thanks

Todd Wieler

Chapel Hill Wine Co.
1229 Airport Road
(919) 968-1884
Mon - Sat 10-7

Hillsborough Wine Co.
200 South Churton St.
(919) 732-4343
Tue - Sat 10-7

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Service... Food and Wine Pairing... Selection... Price... Education... Community

Received 5/7/04

CJA

May 3, 2004

Dear Mr. Cotton,

If you have any compassion for the elderly please try to stop the council from changing our address. I'm nearly 80 years old and physically I'm not able to stand in that long line to get the address changed on my I.D. (which we have to have) I also don't want to have to write all my vendors and friends to give them my new address. I also live on a fixed income and don't have the money to tide me over if the mail gets mixed up and I don't get my S.S. check. There are lots of other persons in the same boat where I live. We also can't afford new checks.

We have no objection to the new name but don't want the hassle of changing our address.

Thanks for your help,

Wesley Brinkley