



**THERE'S A DARK CLOUD ON ASHEVILLE'S HORIZON THAT COULD DEVASTATE
OUR LOCAL SMALL BUSINESS-BASED ECONOMY:
ALTERNATIVE 4B OF THE I-26 CONNECTOR PROJECT.**

ASHEVILLE'S BUSINESS COMMUNITY SETS OUR CITY APART

A vibrant and unique economy has been created based on the business dreams of entrepreneurs who have invested their savings and talents in building locally based businesses that drive the growth of our economy. From the hospitality industry, to world class restaurants, to a robust music and arts scene, to breweries galore, to a burgeoning number of farm-to-table enterprises, to a growing tech and medical services sector, Asheville is setting an unrivalled standard for integrating business growth into a beautiful mountain locale that draws people here to visit, live, and enjoy the natural beauty of our area.

THE I-26 CONNECTOR WILL SERIOUSLY IMPACT THE ASHEVILLE BUSINESS COMMUNITY

The entire 7-mile I-26 Connector project consists of three segments that NCDOT plans to build consecutively. If everything goes as planned, each section will take 4 or 5 years to build. If construction progresses as scheduled (and when does that ever happen with NCDOT!?) **Asheville can expect at least 15 years of highway construction in its future!!! The unnecessary complexity and size of the Alternative 4B design promises to be a construction process nightmare.**

ONCE FINISHED, THE WESTERN FRONT DOOR TO DOWNTOWN ASHEVILLE WILL BE CHANGED FOREVER

Instead of a view of thriving neighborhoods, greenways, and the irreplaceable asset of the French Broad River, **residents and visitors alike will be "welcomed" to our western front door with three new elevated highways towering ten stories above the river, concrete retaining walls from Patton Avenue to Broadway, and up to 16 lanes of highway jungle on both sides of the river at the western edge of downtown!** As other cities are tearing down elevated highway structures because they essentially wall off their surroundings, it makes **NO SENSE** for Asheville to accept these plans that tower over the surrounding Asheville cityscape.

WHAT IS DWAC?

The "**Don't Wreck Asheville Coalition**" (DWAC) is a grassroots organization made up of Asheville residents and businesses that are united in our determination to prevent the construction of this ruinous highway project that can't be downsized or minimized as City leaders are hoping.

DWAC ASKS THE ASHEVILLE BUSINESS COMMUNITY:

1. Can your business survive an extended downturn in business activity when visitors decide Asheville is not worth the trip due to what could be up to two decades of highway construction traffic?
2. Will Asheville attract the type of employers and entrepreneurs who want to build their businesses in a serene mountain environment once Asheville is sitting in the midst of the I-26 concrete jungle that will loom ominously over the River and surrounding neighborhoods?

3. Will you be happy living in a City with shuttered businesses surrounded by concrete highways and all the noise and pollution that brings?

IF THE ANSWER
TO THESE QUESTIONS IS **NO**,
THEN JOIN WITH **DWAC**
AND **FIGHT**
CITY HALL AND NCDOT
BEFORE IT'S TOO LATE!!

**POST THE WINDOW SIGN
PROMINENTLY IN YOUR BUSINESS!**

**ENCOURAGE YOUR
BUSINESS NEIGHBORS
TO POST A WINDOW SIGN!**

**WE NEED TO SEND THE MESSAGE THAT
*ASHEVILLE DOESN'T WANT ALTERNATIVE 4B
OF THE I-26 DIS-CONNECTOR!***