ASHEVILLE, NORTH CAROLINA

The principal business district is located near the center of that part of the city lying East of French Broad River. On the Eastern side of the business district is Pack Square, which was formerly the center of downtown activities, and at its Eastern end are located the City Hall and County Courthouse, both structures of beauty. With the passing of time, however, the new and better stores and the centers of shopping activity have shifted Westward to Haywood Street. Most of the industrial development is centered along the Eastern side of the French Broad River, with other plants spotted in various sections of the city.

Extending Northwestward from the principal business district are Montford Avenue, Cumberland Avenue and Flint Street, which are old residential sections. Montford Avenue formerly contained the homes of many of the wealthier citizens and the North end of it is still a very desirable section in which to live. The other two streets mentioned contain many homes for tourists, boarding and rooming houses and while the section is a fairly popular residential district, age of properties and infiltration of lower income groups is gradually making its influence felt. Extending Northward from the principal business district is Merriman Avenue. It is one of the heaviest traffic arteries of the city, especially for incoming traffic, and is gradually being filled with tourist homes although there are many beautiful private residences remaining on it. It also contains many filling stations and stores. This avenue is almost the center of a plateau which extends East to the foot of Sunset Mountain. At the base of the mountain is located Grove Park Inn, the best known high class resort hotel in the section. Immediately in front of the "Inn" is located the golf course of the Asheville Country Club, and South, West and North of the golf course is a beautiful residential section. The Southern part includes "Grove Park" developed many many years ago by E. H. Grove. This is a highly restricted subdivision but almost 100% developed. The later development in this area is North of the golf course.