



MEMORANDUM

TO: Craig Hupy, Public Services Area Administrator

FROM: Connie Pulcipher, Systems Planner

CC: Cresson Slotten, Systems Planning Manager

DATE: September 22, 2016

SUBJECT: Allen Creek Greenway Master Plan—Letter from Allen Creek Greenway Conservancy

Attached, please find a letter from Joe O'Neal, President of the Allen Creek Greenway Conservancy Board which addresses the efforts of their Strategic Plan and Marketing Committees.

Their Board of Directors has adopted a new name and logo for the "Allen Creek Greenway" which they propose now be called "The Treeline—Allen Creek Urban Trail". The letter also articulates a Mission, Vision and Objectives for implementation of the trail.

The City's Project Management Team heartily supports the Conservancy's new branding and Strategic Plan as complimentary to the master planning effort. Their letter further reinforces the Conservancy's role as a valued stakeholder and supportive community partner.

Connie Pulcipher

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Allen Creek
Greenway
Conservancy

Board of Directors

Michael Bahr
Jonathan Bulkley
Francesca Cassara
Wayne Colquitt
Janine Easter
Bob Galardi
Darren McKinnon
Melinda Morris
Roy Muir
Joe O'Neal

Advisory Council

Linda Berauer
Bonnie Bona
Hank Byma
Kathy Clark
Clan Crawford
Paul R. Dimond
John Fingerle
Jennifer Santi-Hall
Noah Hall
Steve Hamp
Kate Harris
Jeff Hauptman
Norman Herbert
Frank Johnson
Nancy Kaplan
Chris Kolb
John Nystuen
Mike Quinn
Alice Ralph
Maya Savarino
Martin Schwartz
Brian Talbot
Margaret Wong

The Conservancy
is a 501(c)(3)
not-for-profit
corporation
dedicated to
creating a Greenway
along the historic
alignment of Ann
Arbor's Allen Creek
from East Stadium
Boulevard to the
Huron River.

525 West William St.
Ann Arbor, MI 48103
info@allencreekgreenway.org

AllenCreekGreenway.org

September 22, 2016

Connie Pulcifer, R.L.A.
Systems Planner
Systems Planning Unit
City of Ann Arbor
301 East Huron Street
Ann Arbor, MI 48104

Dear Connie,

On behalf of Melinda Morris and the Conservancy I first want to thank you, Craig and the City's Allen Creek Greenway Master Plan Project Management Team for taking the time earlier this month to listen to our dreams and aspirations for the Conservancy.

We have, since the Conservancy's founding over 10 years ago, been concerned with the confusion created by the word "greenway". There are many uses for the word "green" out there – all good, of course. However, many times we are mistaken for the Greenbelt and the Greenbelt for us. And to many, the word "greenway" sounds more like a vast boulevard or sea of grass.

In view of the energy, excitement, and important new and positive direction resulting from Council's creation of the Allen Creek Greenway Master Plan Project, we formed two committees – one internal focused on creating a Strategic Plan and one internal/external focused on marketing. It is a new era and time for change.

In a nutshell and directly to the point, the Marketing Committee with the assistance of Phire Group, an Ann Arbor based and locally owned creative branding agency, proposed and our Board adopted the following name and logo for this vitally important venture:



Ann Arbor loves its trees and prides itself on being "Tree Town". The logo features a quiet "A" and Michigan's state tree – the eastern white pine. The route of the trail basically follows a line of trees. The word "Treeline" is easy to say, easy to remember and goes directly to the point. It says it all without a lot of fanfare. We felt it vitally important to keep the Allen Creek front and center. It is named after one of Ann Arbor's founders. Even though it is hidden from view, it is why we are here and how our city was shaped. A lot of history is buried where it now flows. And, last but by no means least, for over four years we have discussed the importance of the word "trail" to this total endeavor. One normally relates the word "trail" to a forest setting, but here it brings all of the natural features of the outdoors to an "urban" setting.

We ask that you join us in embracing this new look as the Master Plan comes to life.

The Strategic Plan that we have created provides us with many aggressive and exciting challenges – both now and for many years into the future. It is our desire to help the City realize this dream for those that follow. To not be in the way but to be a catalyst. The Mission, Vision and Objectives below say it all. If you have any questions, suggestions, comments or new ideas please let us know.

MISSION STATEMENT

The Allen Creek Greenway Conservancy exists to foster the creation of an urban trail that becomes an integral connector of people and places in Ann Arbor. This walking and biking trail will:

- Bring access to Ann Arbor's river and park system through the heart of downtown along the railroad corridor and Allen Creek floodway.
- Provide safe passage and recreation from Stadium Boulevard to the Border-to-Border Trail.
- Invite community gathering and engagement with natural and cultural features.
- Benefit the community by providing positive economic impact, improved aesthetics, enriched community engagement, rehabilitated storm water management, and enhanced quality of life for present and future generations.

VISION STATEMENT

It is 2024. The Allen Creek Urban Trail is an amenity that Ann Arbor residents are proud to have created.

The Trail and neighboring parks buzz with activity most hours of the day. Bicyclists and pedestrians on the Border-to-Border Trail use the Trail to reach destinations in downtown Ann Arbor. It provides a comfortable and safe place for neighbors of all ages to connect with each other and to their surroundings. On football Saturdays, thousands of fans use the Trail to walk safely between the Stadium and downtown.

Natural and community created amenities along the Trail provide different ways to experience and learn about the community's history, arts scene and environmental ecosystem. The Trail has positively impacted storm water quality in the Allen Creek valley. Rain gardens and storm water rehabilitation have improved water flow during flooding events.

The Urban Trail has become an important part of Ann Arbor's identity, enjoyed by residents and visitors alike. It is impossible to imagine Ann Arbor without the Trail.

OBJECTIVES

While the City of Ann Arbor is completing the Master Plan for the Allen Creek Urban Trail during 2016 and 2017, the Conservancy will support the implementation of the Trail by achieving the following objectives:

- Study how similar conservancies relate positively with their local governments.
- Build partnerships.
- Encourage the protection/acquisition of key properties along the route of the Urban Trail.
- Identify possible funding sources.
- Raise funds to support the mission and vision of the Urban Trail.
- Strengthen public awareness of the Urban Trail.
- Build operational and volunteer capacity for the Urban Trail.

These are exciting times – let's make it happen!

Sincerely,

Allen Creek Greenway Conservancy Board



Joe O'Neal
President



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Allen Creek Greenway Conservancy Board



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President