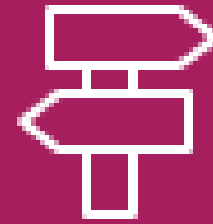




PLAY.
ADVOCATE.
LIVE WELL.

The power of healthy
living for ALL



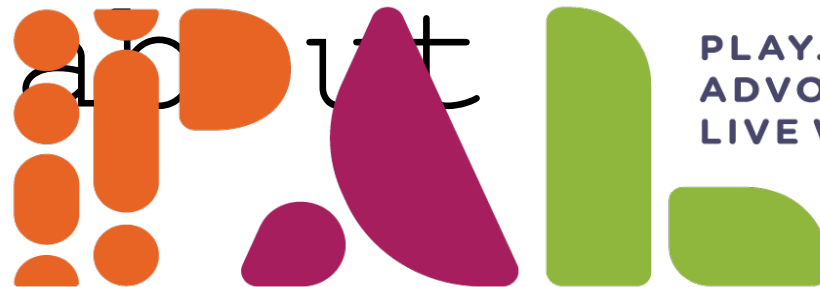
An aerial photograph of a modern, multi-story building complex with a flat roof and numerous windows. The building is surrounded by a large, green lawn with several trees and a winding path. To the left of the building is a playground with various equipment. To the right is a large, paved parking lot with many spaces. In the background, there are more buildings, trees, and a road. The text "Building Beyond the Trail:" is overlaid in the center of the image.

Building Beyond the Trail:

Lessons in Trail-Side Destinations & Amenities in
Spartanburg County, SC

A little about

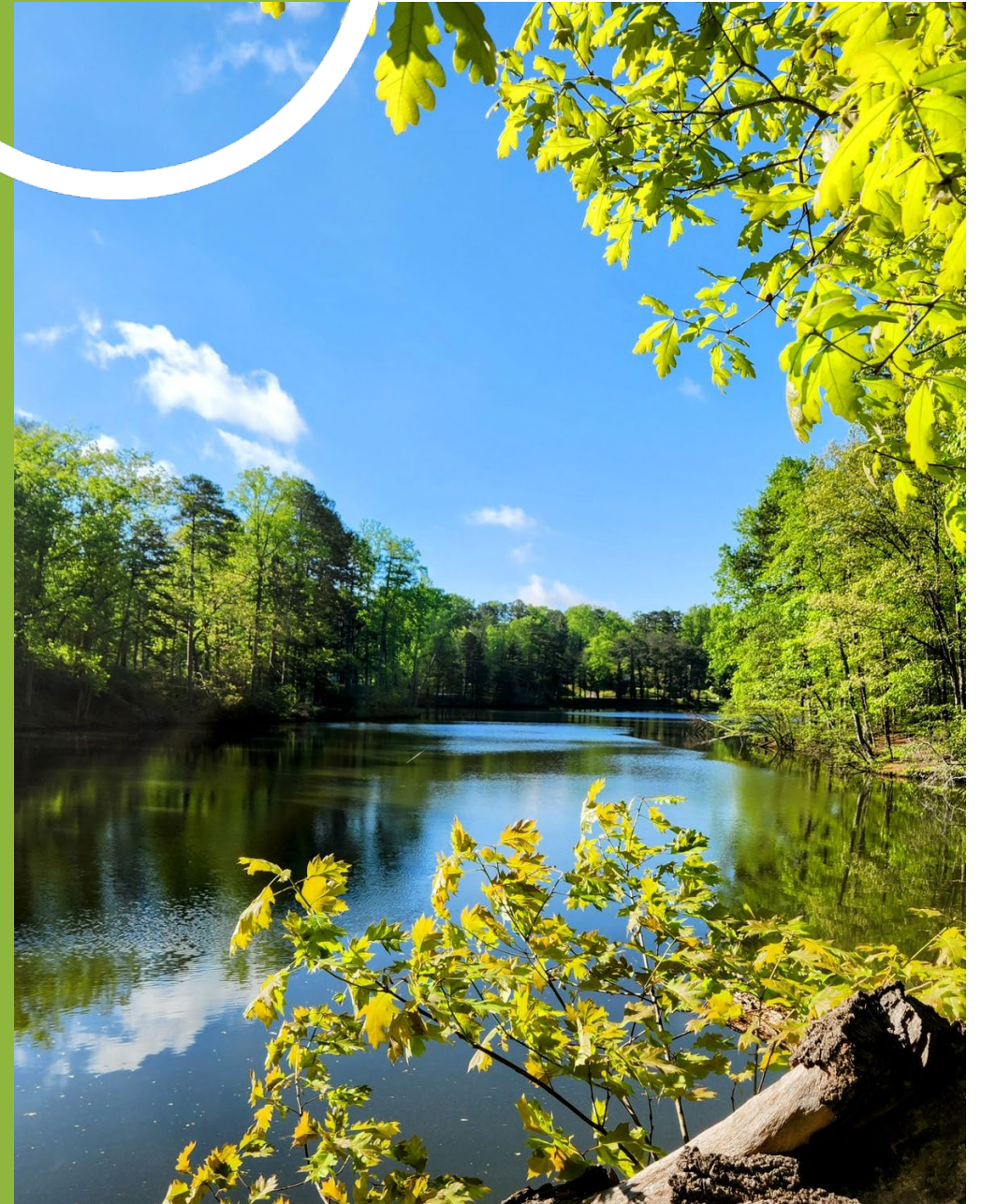
...



PLAY.
ADVOCATE.
LIVE WELL.

Our Vision for Spartanburg

In Spartanburg, healthy living comes naturally. It is fun, easy, and safe because we are connected to our community, to each other, and to the nature that surrounds us. We utilize our vast natural resources, gardens, local markets, trails, and parks routinely. We walk and bike through our neighborhoods, play on floors and share healthy

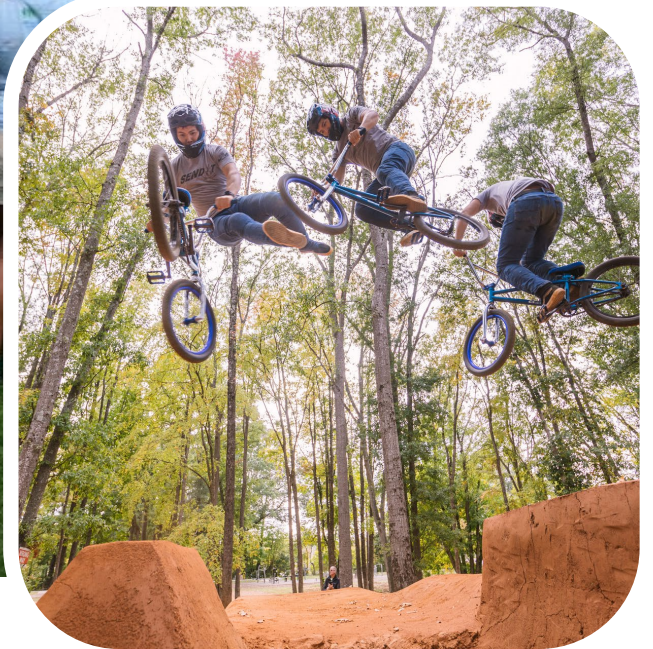


Active Spaces



Advocate for and promote community play spaces

- Duncan Park
- Rail Tail Dog Park
- The Rail Yard Community Park
- Subaru of Spartanburg Bike Park
- Irwin Park



GROWTH!

2024 STATS

more than
\$70k



in donated produce to

14

partner organizations

45

LOCAL
FARMERS



59.6k lbs

OF PRODUCE SOLD

COMPARED TO 11.2K LBS IN 2023

Our Events



The Criterium

- Every Spring -



Turkey Day 8k

- Every Thanksgiving -



Jump Jam

- Every Fall -

TRAIL DEVELOPMENT



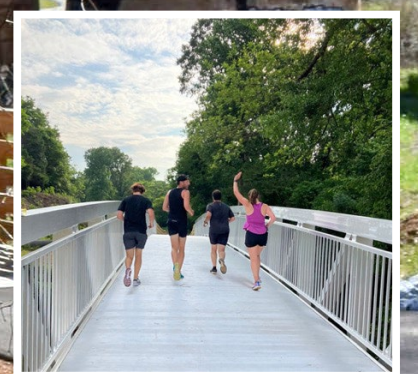
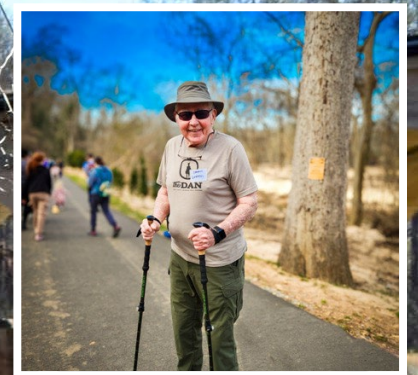
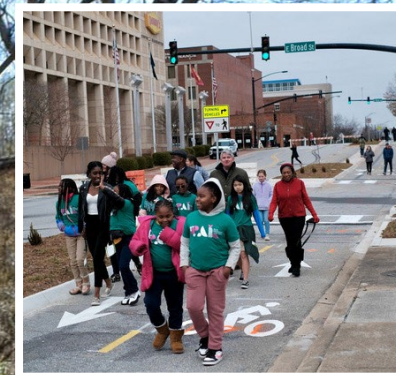
766,762

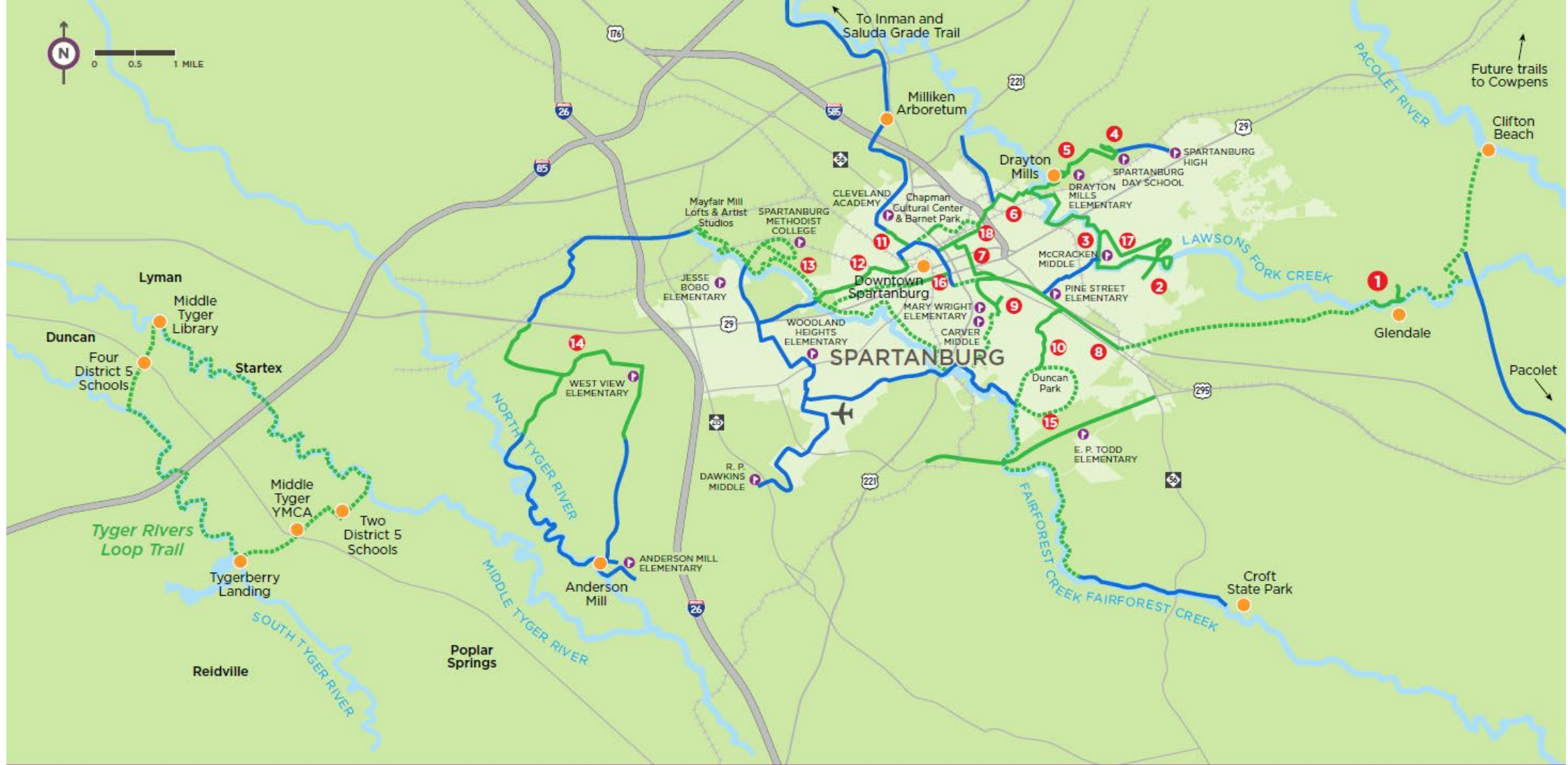
TRAIL USES in
2024



55+ Mile

CONNECTED TRAIL
SYSTEM PLAN





THE DAN TRAIL Implementation Plan

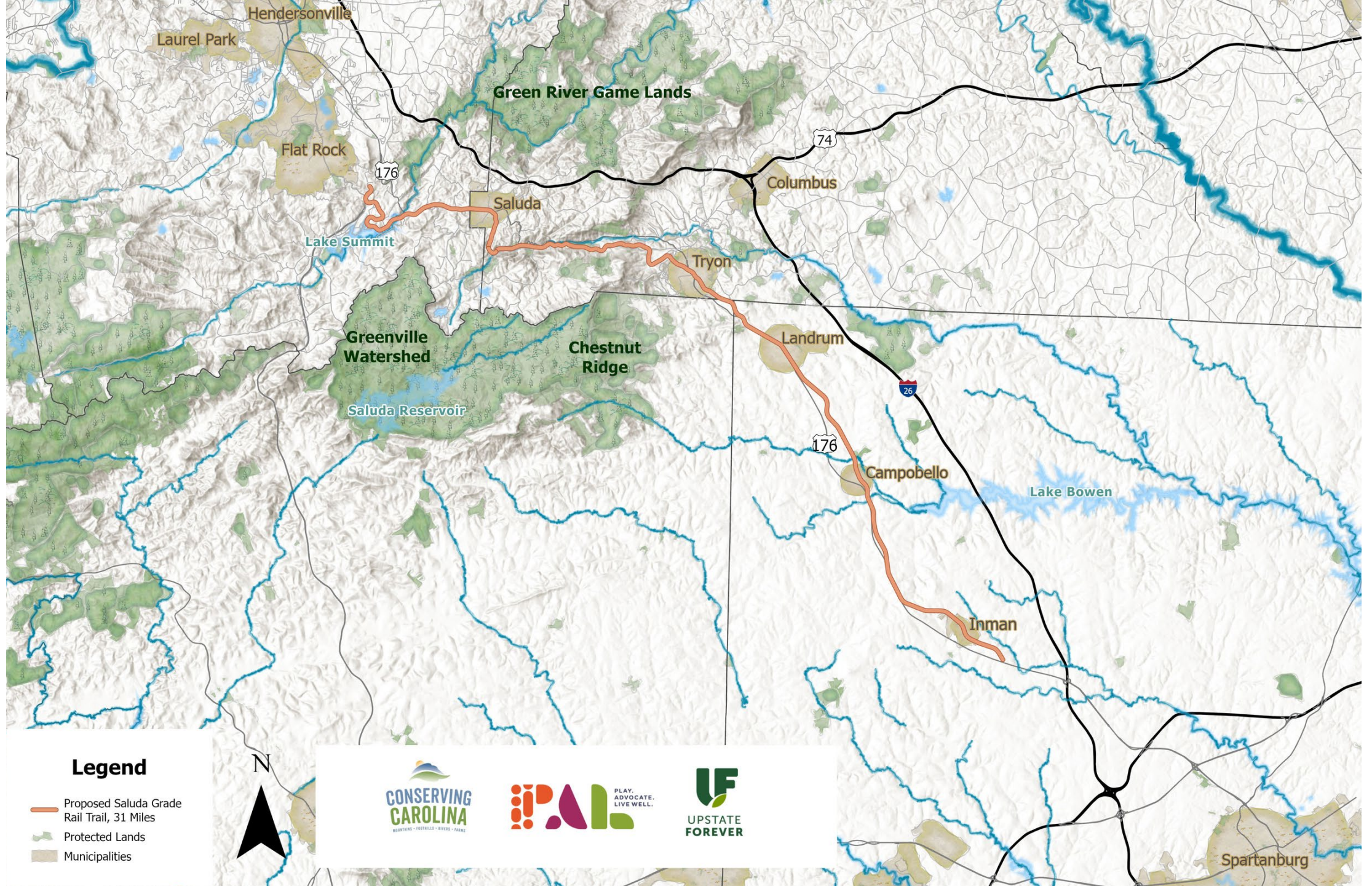
TRAILS KEY

- 1 Glendale Shoals Trail
- 2 Cottonwood Trail
- 3 River Birch Trail
- 4 Upper Drayton Trail
- 5 Lower Drayton Trail
- 6 Beaumont Trail
- 7 Hub City Hopper
- 8 Mary Black Foundation Rail Trail

- 9 Mary H. Wright Greenway
- 10 Duncan Park Trail
- 11 Butterfly Branch Greenway
- 12 Robert Smalls Unity Trail
- 13 Three Creeks Trail
- 14 Wadsworth Trail
- 15 Southport Road Trail
- 16 West Main Street
- 17 Wildflower Way
- 18 Silver Hill Segment

- Existing Trail
- Development Underway
- Future Trail
- Stream

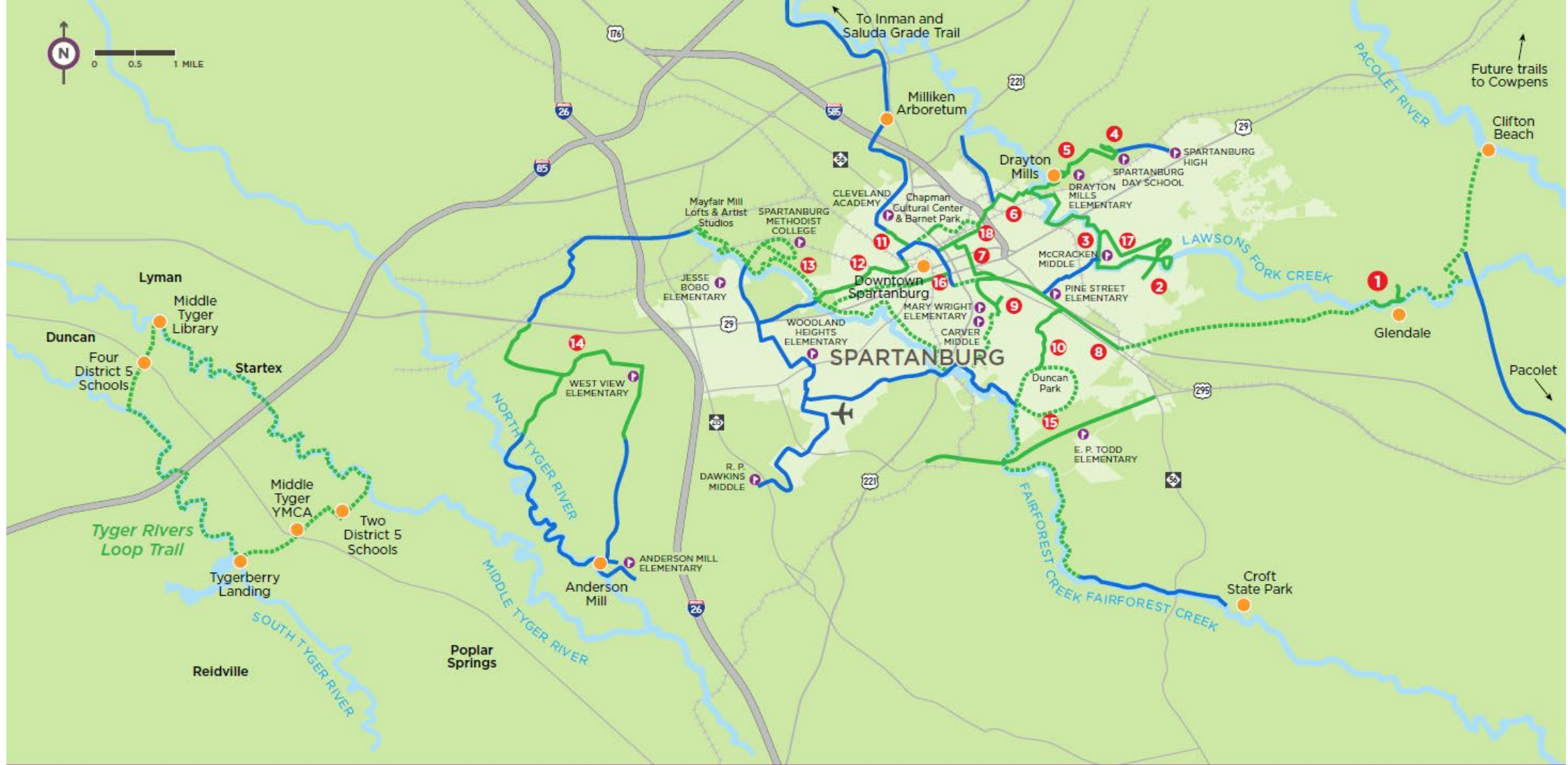
- School
- Destination
- Railroad
- City Limits



Legend

- Proposed Saluda Grade Rail Trail, 31 Miles
- Protected Lands
- Municipalities





THE DAN TRAIL Implementation Plan

TRAILS KEY

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- Existing Trail
- Development Underway
- Future Trail
- Stream

- School
- Destination
- Railroad
- City Limits

Why The Mary Black Foundation Rail Trail?

- The pioneering trail segment in Spartanburg
- Nearly 20 years of history and progression to reflect on
- Has become a true community resource and asset, well-utilized by surrounding neighborhoods, as well as those from elsewhere in Spartanburg & beyond
- It's still evolving and has an exciting future ahead
- It's broadly seen as a great success – one that's helped make every trail since in Spartanburg a little easier to bring to fruition



What Is The Mary Black Foundation Rail Trail?

- 1.9 miles in length, 10ft wide asphalt trail, just 3 road crossings and essentially flat
- Bordered by major thorough-fares on both ends and both sides
- Two main trailheads – one at each end with dedicated parking
- Opened in June 2006 as an early portion of the Palmetto Trail as it runs through Spartanburg
- Follows a portion of the route of an early 20th century trolley car service that connected downtown Spartanburg to nearby textile mill communities of Glendale and Clifton
- Represents a divide between 4 different neighborhoods
 - to a certain degree represents a division between socioeconomic areas and a racial divide
- Maintained by the City of Spartanburg

...

The Mary Black Foundation Rail Trail in ~30s

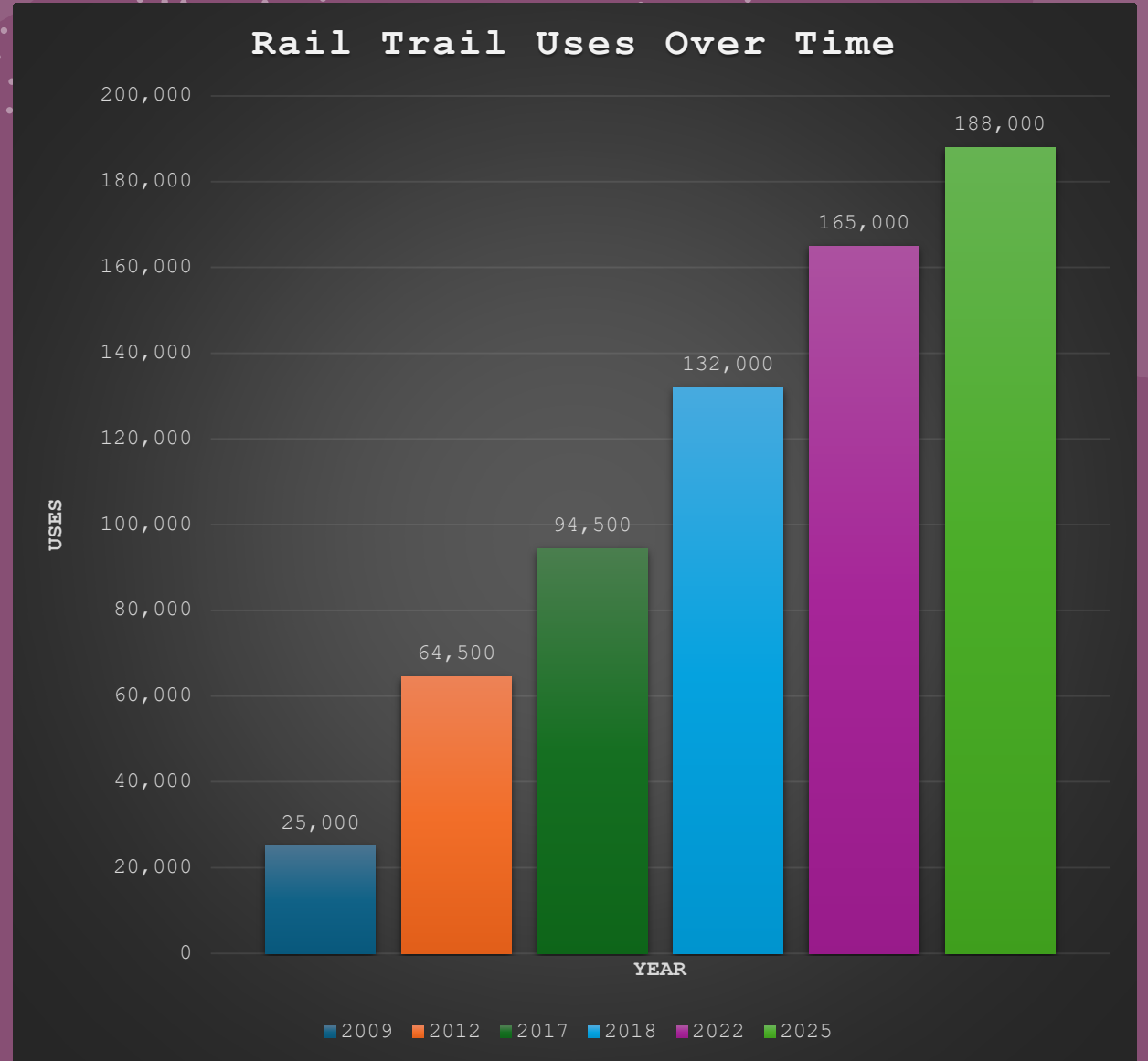


How Does It Get Started?

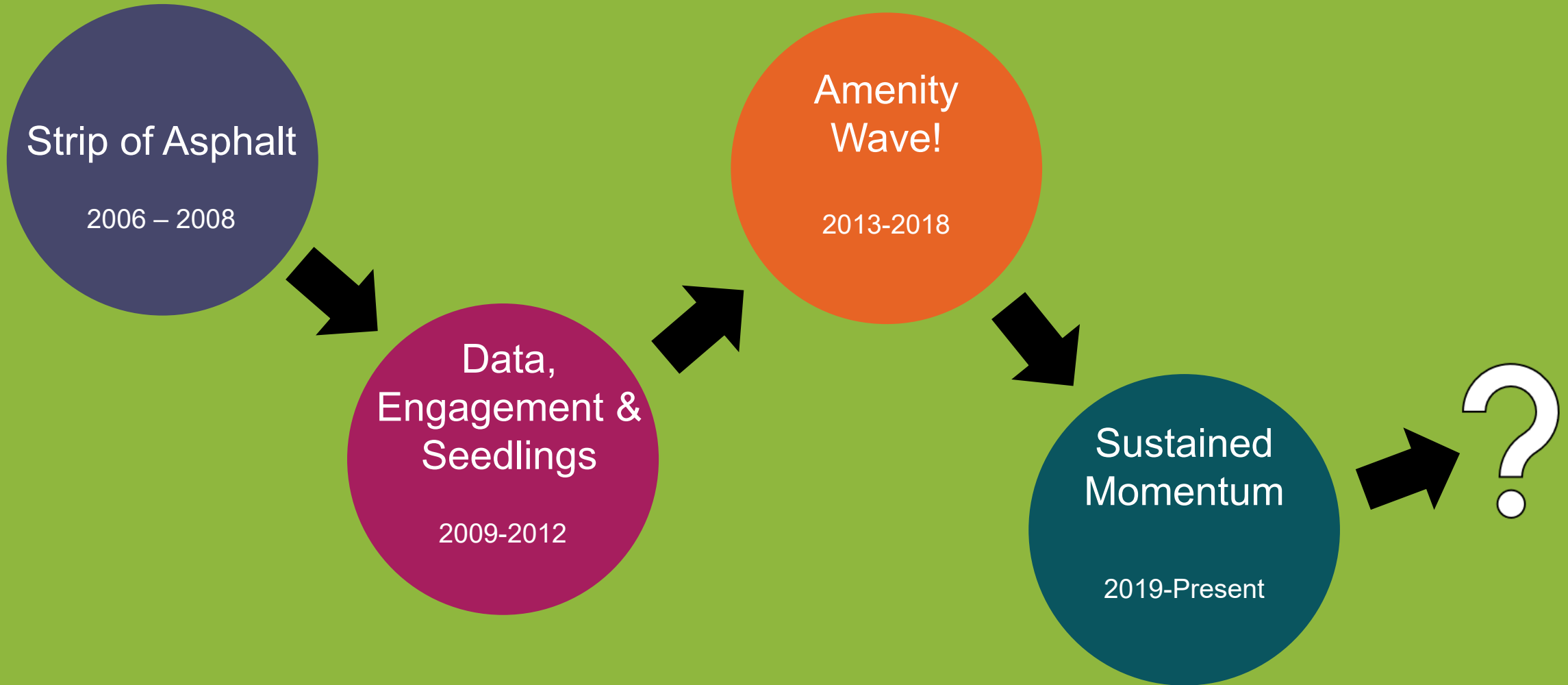
- Kicked around the community as an idea for years
- The Palmetto Conservation Foundation is the force that gets it off the ground and brings it to reality – securing the donation of the corridor from Norfolk Southern
- Mary Black Foundation is a critical partner, funding half of the \$1.2 million construction, while several other important individual and organization



How does its
use evolve
over time?



Phases of Rail Trail Evolution



The Beginning - "A Strip of Asphalt" Phase

- | | |
|---|---|
| <ul style="list-style-type: none">• Minimal promotion• Reluctant/skeptical property owners• Public uncertain of safety• Limited connectivity• No businesses deliberately connecting | <ul style="list-style-type: none">• Virtually no food options along the trail• YMCA is nearby, but separated• A 100 acre under-utilized park via quarter mile connector• Some benches/swings, some limited signage, some landscaping at trail heads and key intersections• No recreation destinations along trail |
|---|---|





Data, Engagement & Seedlings Phase

- | | |
|--|---|
| <ul style="list-style-type: none">• PAL partners to study usage, usage is underwhelming• Drives much bigger push on programming, marketing and community engagement• Friends of the Mary Black Foundation Rail Trail is formed and gets active• BBQ joint creates path connection to Rail Trail | <ul style="list-style-type: none">rebuilds/reorients/connects• First community driven amenities appear (skate park, dog park v1.0, pet waste stations, water fountain, expanded trail parking)• Bike share comes to Spartanburg/Rail Trail• Safety identified as a |
|--|---|











Amenity Wave! Phase

- Usage increases, but realization that without more destinations/infrastructure, there's only so much programming will activate, significant
- PAL works with Clemson on visioning for future of Rail Trail
- Fundraising & partnership development to transform 7 acre Duke parcel into public recreation space/adjacent to Rail Trail
- Project leads to: outdoor exercise pad, yoga/stretching pad, tree tunnel, amphitheater, trolley car historic installation, more trail art...and space for more
- Andrew's Atomic Dogs locates next to trail, connects to trail

Street
View
1

Street
View
2





Back to
Map

DESTINATIONS!



AMENITIES & DESTINATIONS!



AMENITIES & DESTINATIONS!



Sustained Momentum Phase

- Bike Park added to Rail Yard
- Rail Tail dog park version 2.0
- Duncan Park revisioning/revitalization
- Flock Shop, Fretwell and Ciclops (soon) locate on Rail Trail
- Lat Purser apartment projects the Fitzgerald (132) and Box Car (172) come online
- Hub City Hopper formally connects Rail Trail's north terminus to downtown and beyond
- More trail-side business branding and orientation

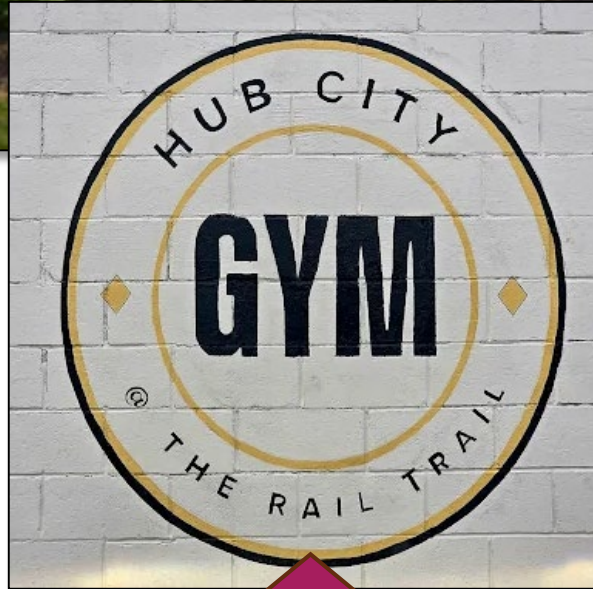
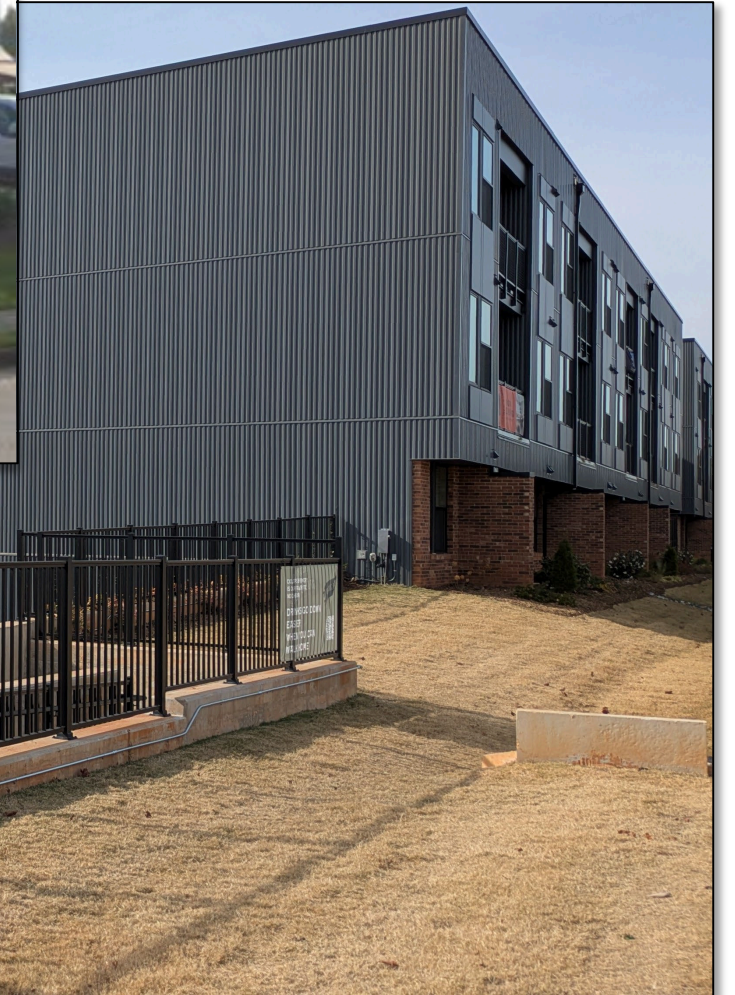
DESTINATIONS!



DESTINATIONS!



ORIENTATION/BRANDING



ORIENTATION/BRANDING



What Were Critical Components of the Rail Trail's Success?

- **Palmetto Conservation Foundation – the spark**
- **MBF – the steady funder**
- **PAL – the consistent/adaptive champion**
- **FotMBFRT – the base for building grassroots community support & engagement**
- **City – support & sustainability from the top**
- **Local Experience – the proof**
- **Amenities – the basics**
- **Destinations – the multiplier**



What could accelerate the
process???

Evaluate Safety

Grassroots
Community
Engagement

Marketing/
Programming

Key Amenities
Online
Earlier

What's the future hold?

Connectivity

More
Apartments

Community-
Led
Programming

Commercial
&
Retail

Select
Recreational
Additions

More
Regional
Trail
Tourism

What Challenges Could Lie Ahead?

Parking

User
Conflict

Community-
Led
Programming

Parasitic
Losses?

Organic
Momentum
Enough?

Better
Crossing
Infrastructu
re @
Connections

Questions?



palspartanburg.org



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