

INSPIRING PEOPLE TO LIVE ACTIVELY



TRAIL VISIONING TO MAXIMIZE OUR INVESTMENTS

VAULT CONSERVATION AND GREENWAYS CONFERENCE

NEWPORT NEWS

APRIL 29, 2026

BRANTLEY TYNDALL

SPORTS BACKERS / FALL LINE TRAIL

VIRGINIA TRAILS ALLIANCE



ADAPT

INSPIRE

LIFT ALL BOATS

COMPETE



**FITNESS
WARRIORS**



**KIDS
ON THE
MOVE**



24/25 Event Participants



300k+ 
Event Attendees

3,000+ 
Youth in Fitness & Run
Clubs

119 
Active RVA Certified
Companies & Schools

6,000+ 
Volunteers

62 
Free Weekly Fitness
Classes



\$400+m 

Bike/ped funding
since 2013

300 

trained bike/ped
advocates

150 

miles of bike/ped added
since 2013

7 

local bike/ped
plans passed

\$50+m 

Annual Economic Impact

Transforming our region into a premier destination where active living drives community forward - for visitors, for locals, for all.



A THOUGHT EXPERIMENT

IS A TACO A SANDWICH?



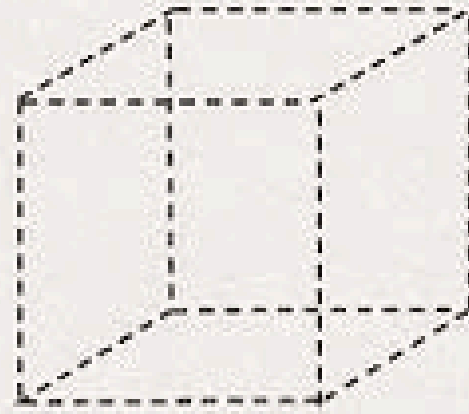
Sandwiches

Introduction

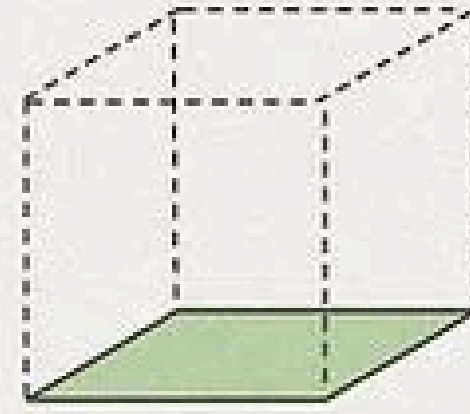
Sandwiches are generally subject to sales tax. This bulletin explains what is considered a sandwich for sales tax purposes. Additional resources relating to sales of food and

- gyros;
- hamburgers on buns, rolls, etc.;
- ~~heroes, hoagies, torpedoos, grinders, submarines, and other such sandwiches;~~
- hot dogs and sausages on buns, rolls, etc.;
- ~~melt sandwiches;~~
- open-faced sandwiches;
- panini sandwiches;
- Reuben sandwiches; and
- wraps and pita sandwiches.

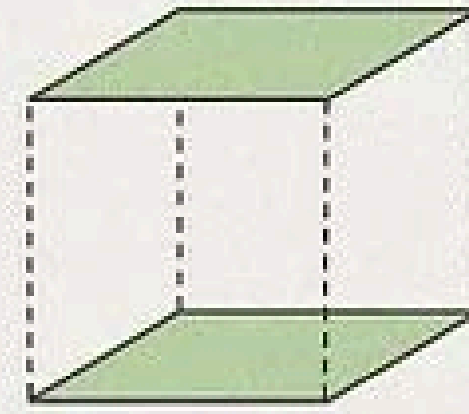
CUBE RULE



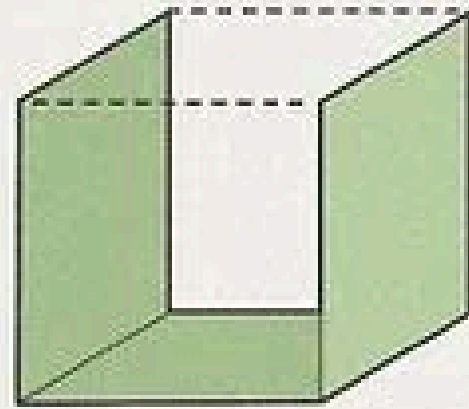
Salad or Nachos



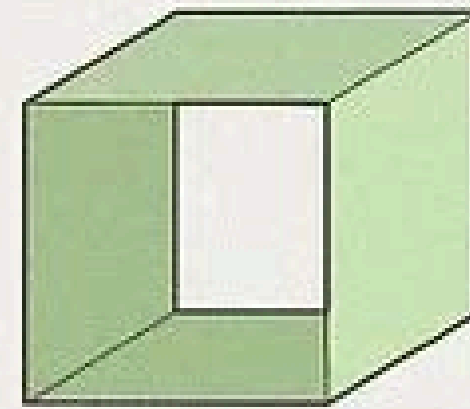
Toast



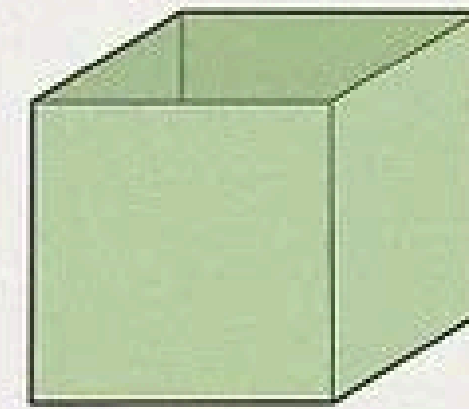
Sandwich



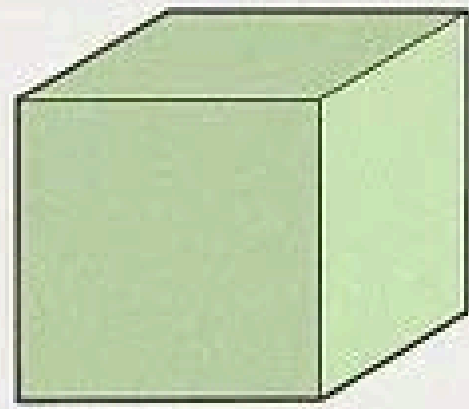
Taco



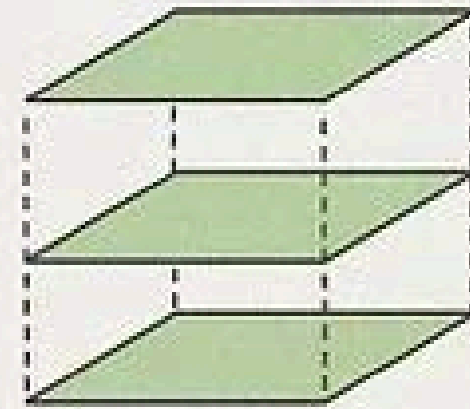
Sushi



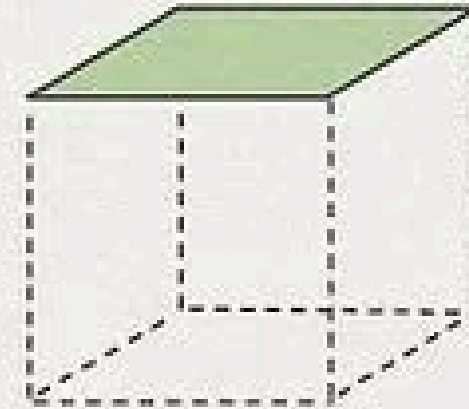
Quiche



Calzone



Cake



Toast with Jam
Side Down

② Sandwich

popular examples



quesadilla
(non-folded)



toast
(made and photographed
by me, Ryan. it was okay)



victoria
sponge cake

③ Taco

popular examples



hot dog



sub sandwich
(uncut)



slice of pie
(taco on its side)

④ Sushi

popular examples



falafel wrap



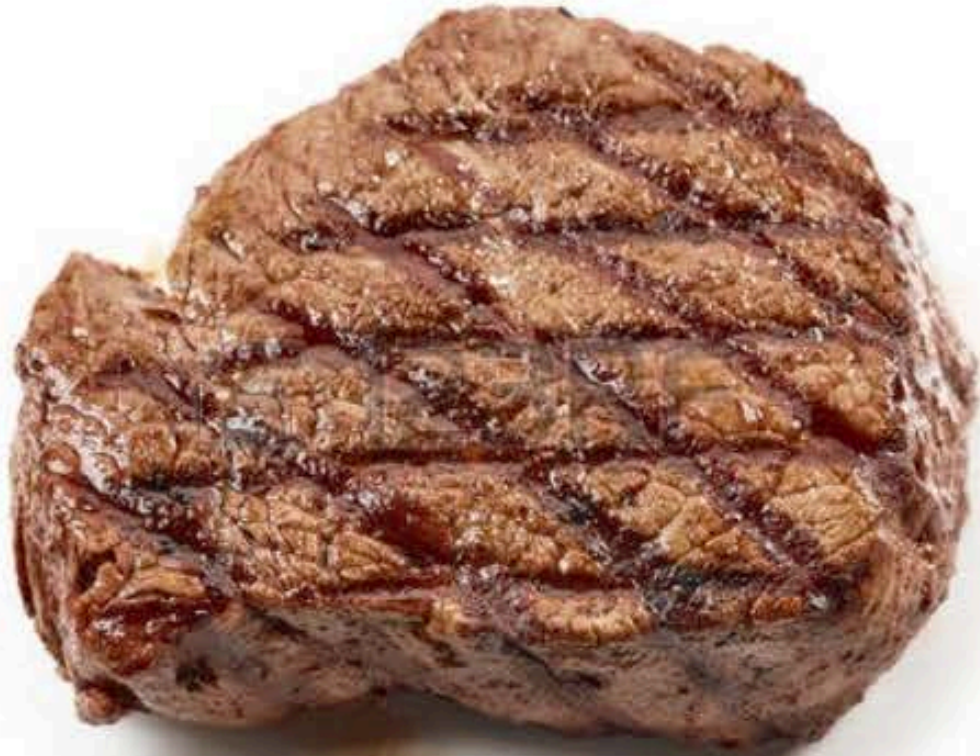
pigs in a blanket



enchilada

① Salad

popular examples



steak



mashed potatoes
(creamy & smooth)



flan

① Salad

bonus round



turducken
(with sausage stuffing)



chocolate



soup
(a wet salad)

⑦ Cake

popular examples



lasagna

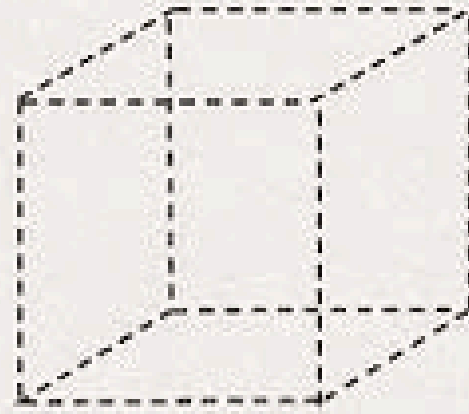


big mac

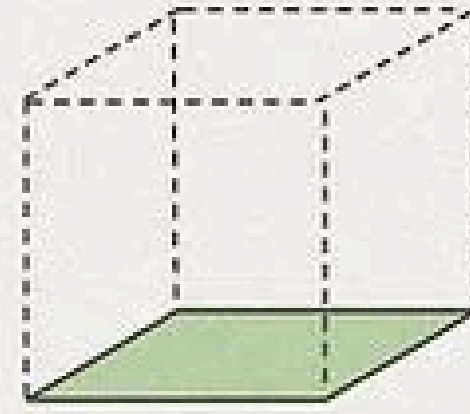


flapjacks

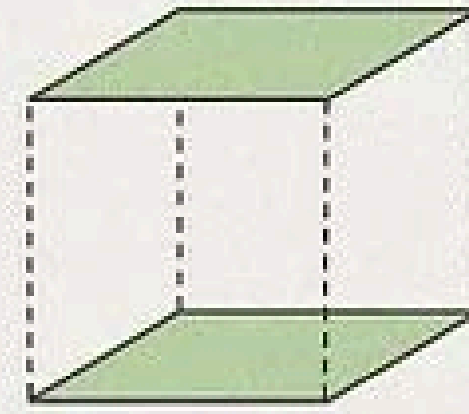
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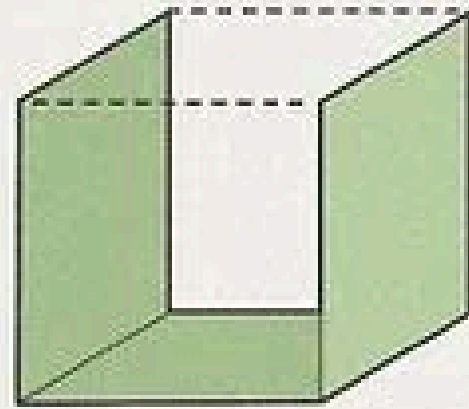
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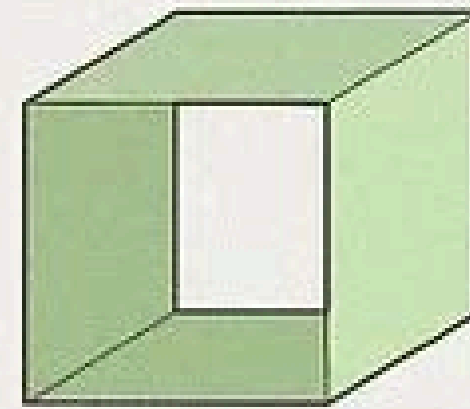
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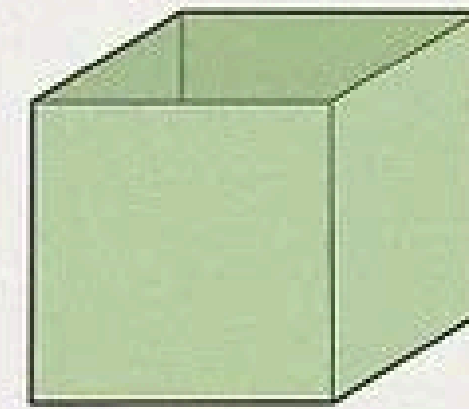
Sandwich



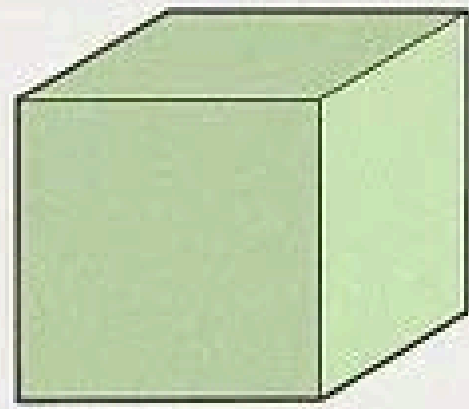
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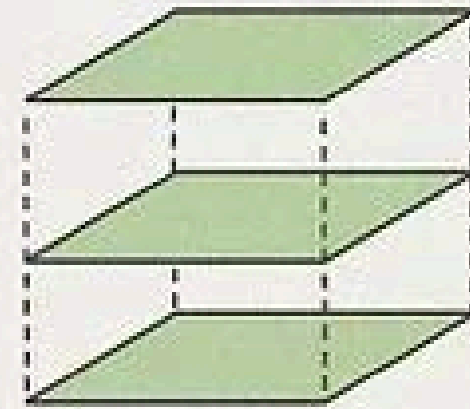
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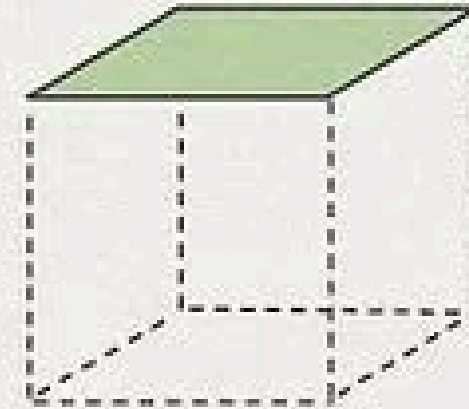
Quiche



Calzone



Cake



Toast with Jam
Side Down

THE SANDWICH ALIGNMENT CHART

	INGREDIENT PURIST (Must have classic sandwich toppings: meat, cheese, lettuce, condiments, etc.)	INGREDIENT NEUTRAL (Can contain a broader scope of savoury ingredients)	INGREDIENT REBEL (Can contain literally any food products sandwiched together)
STRUCTURE PURIST (A sandwich must have a classic sandwich shape: two pieces of bread/baked product, with toppings in between)	HARDLINE TRADITIONALISTS  "A BLT is a sandwich."	STRUCTURAL PURIST, INGREDIENT NEUTRAL  "A chip butty is a sandwich."	STRUCTURAL PURIST, INGREDIENT REBEL  "Ice cream between waffles is a sandwich."
STRUCTURE NEUTRAL (The container must be on either side of the toppings, but not necessarily two separate pieces)	STRUCTURAL NEUTRAL, INGREDIENT PURIST  "A sub is a sandwich."	TRUE NEUTRAL  "A hot dog is a sandwich."	STRUCTURAL NEUTRAL, INGREDIENT REBEL  "An ice cream taco is a sandwich."
STRUCTURE REBEL (Can contain any food enveloped in any way by a containing food)	STRUCTURAL REBEL, INGREDIENT PURIST  "A chicken wrap is a sandwich."	STRUCTURAL REBEL, INGREDIENT NEUTRAL  "A burrito is a sandwich."	RADICAL SANDWICH ANARCHY  "A Pop-Tart is a sandwich."







**What goals
should trails
try to
achieve?**

80 state and local stakeholders

- Greenville, SC
- Indianapolis, IN
- Atlanta, GA
- Washington, D.C. and N. Virginia
- Durham, NC
- Bentonville, AR

Study Trips

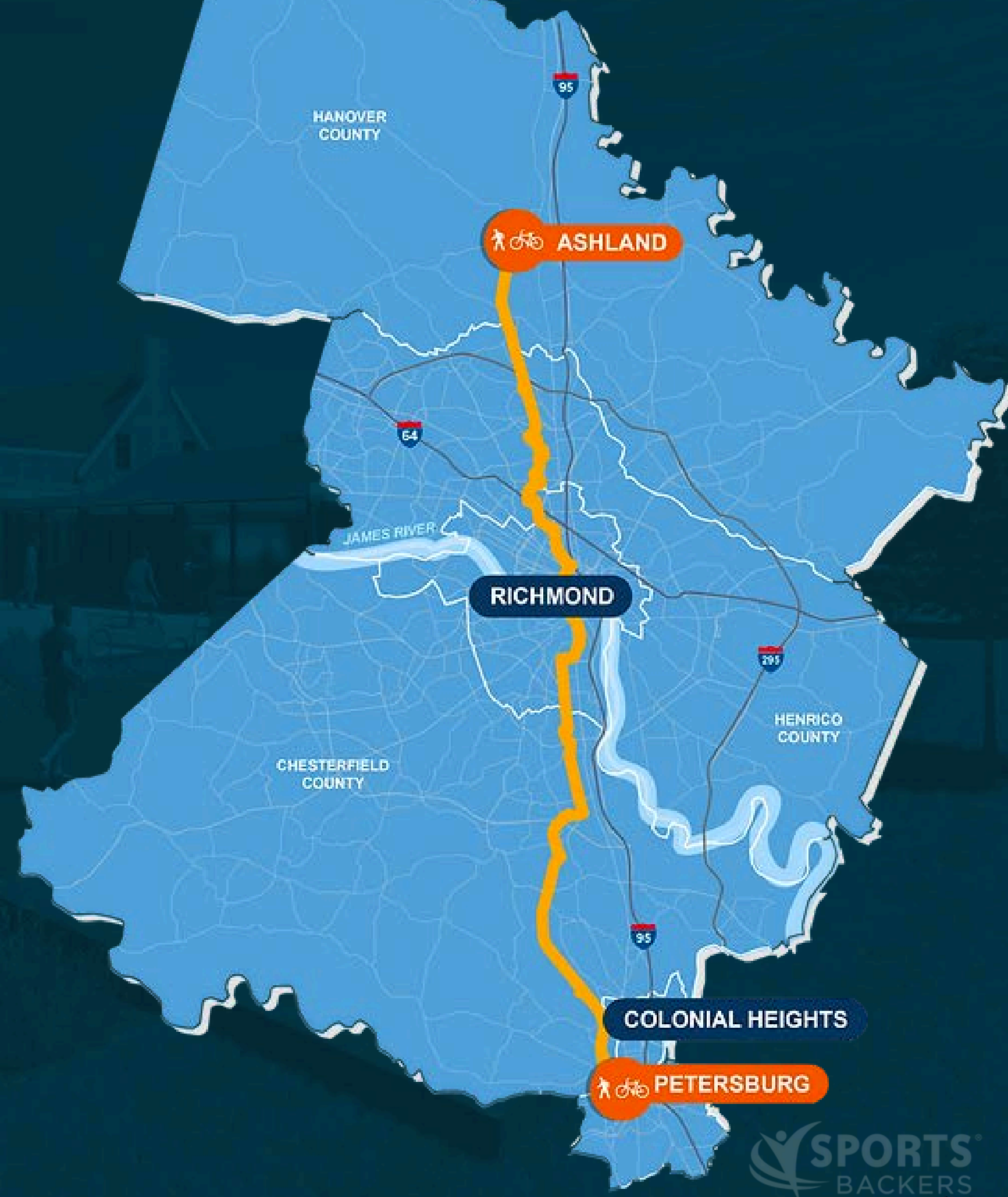


THIS PROJECT IS BIG.

The Fall Line spans seven localities represented by 45 local elected officials, two planning districts, the Central Virginia Transportation Authority, and Virginia Department of Transportation.

Within a two-mile radius, the Fall Line will connect 340,000 people to 150,000 jobs, 95 schools, and six universities, including two Historically Black Colleges and Universities.

Sports Backers is working to ensure the Fall Line reaches its full potential in becoming a world class trail.



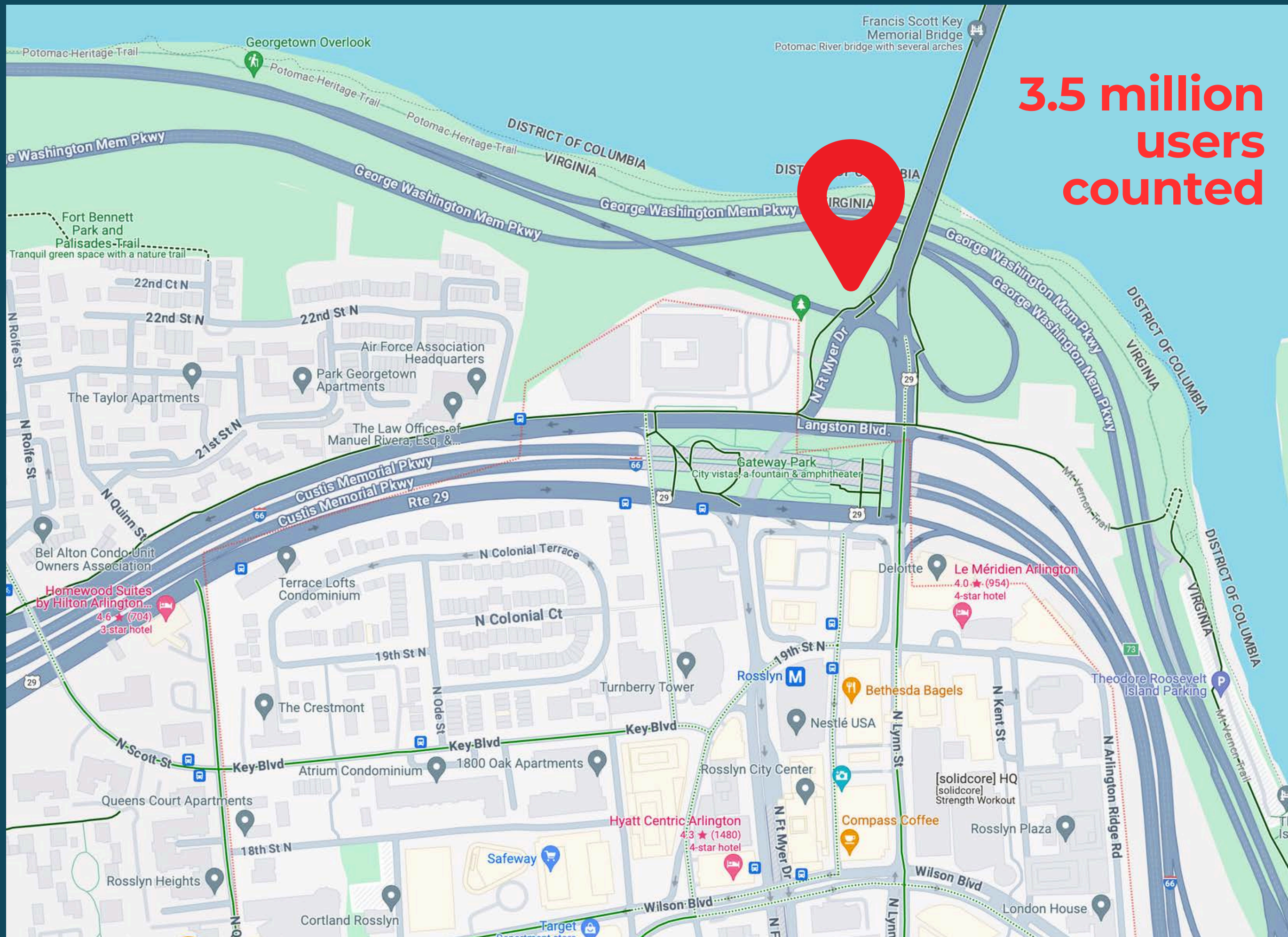
FURTHER CONNECTIONS

The Fall Line is expected to attract 3 million users annually when completed.

A spur trail opportunity identified by Sports Backers and Chesterfield County could connect the Fall Line 3.5 miles west to Virginia's largest and most visited state park, Pocahontas State Park. This park is known widely as an IMBA mountain and gravel biking ride center.

If built through and west of Pocahontas, this cross county trail would connect 150,000 people to two significant outdoor destinations, as well as Chesterfield Government and Fairgrounds.





3.5 million
users
counted

Usage benchmarks, annual

James River Park System, Richmond

- 2 million

Atlanta Beltline

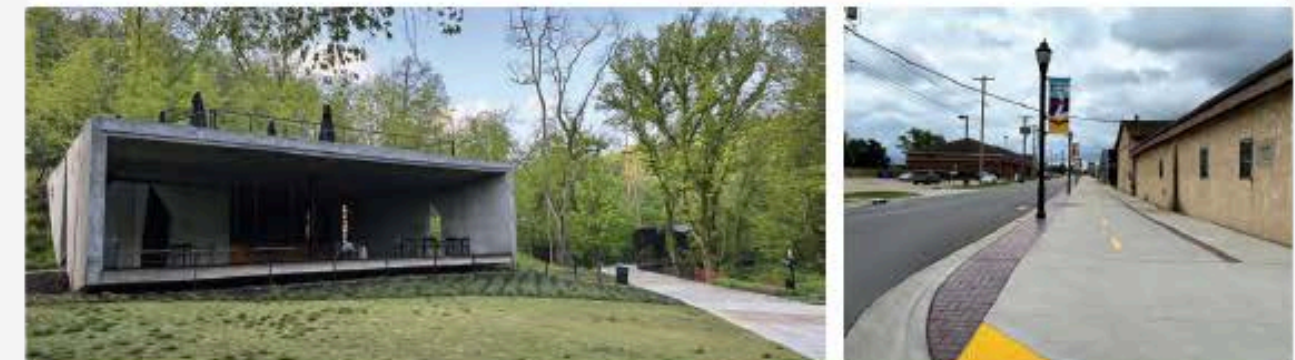
- 2.5 million

W&OD and Mount Vernon, combined

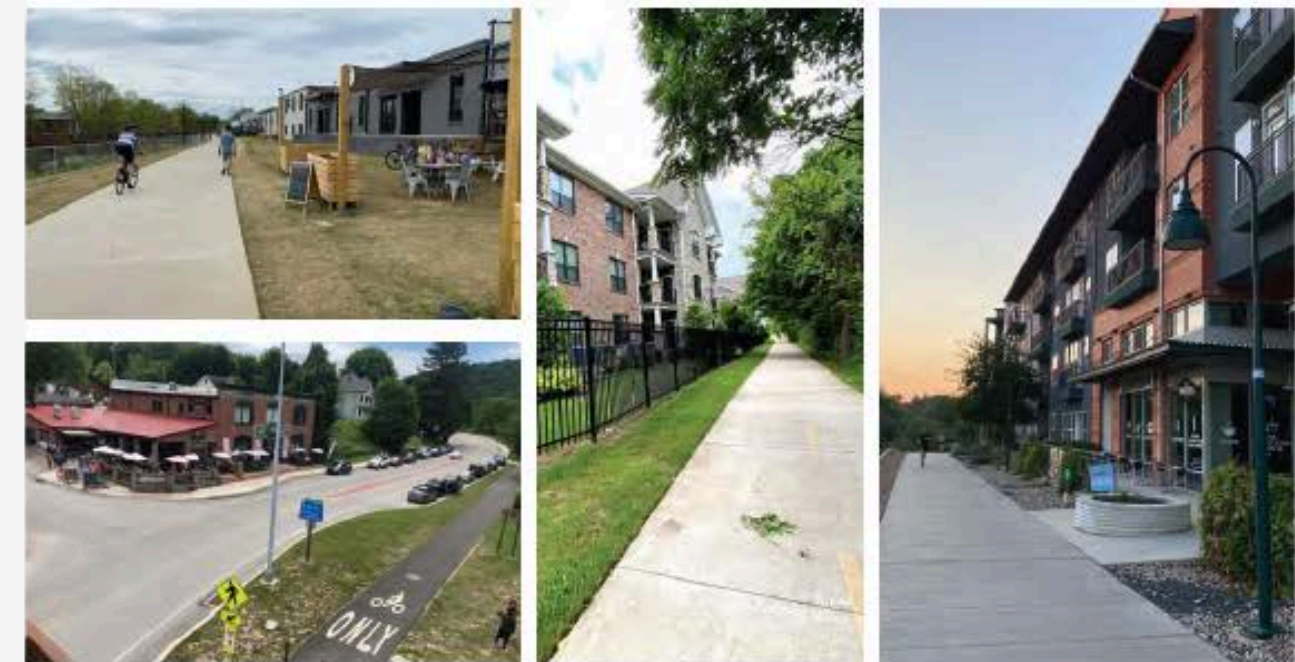
- 3 million

Indianapolis Cultural Trail

- 1 million



EXAMPLES OF TRAIL-ORIENTED DEVELOPMENT



Trail-Oriented Development

Indianapolis Cultural Trail

- \$1 billion after 7 years

Atlanta Beltline

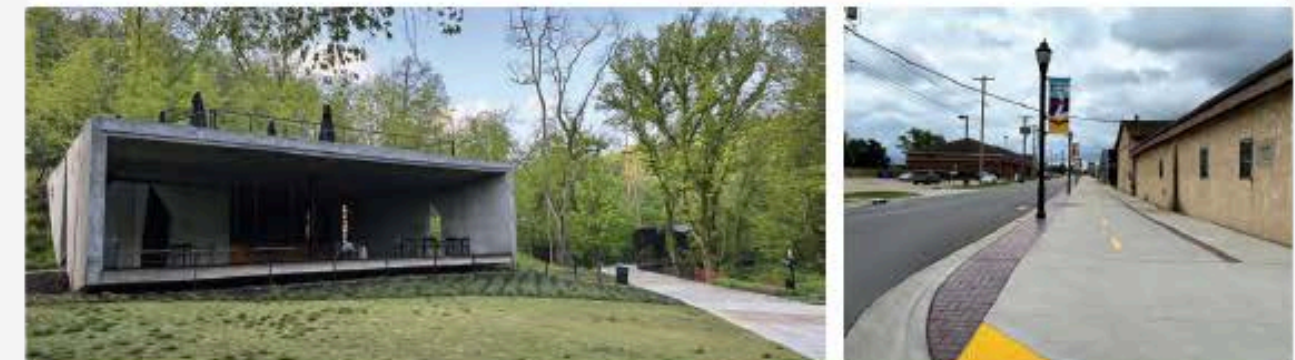
- \$10 billion, a 12x return on investment

Bentonville Razorback Greenway

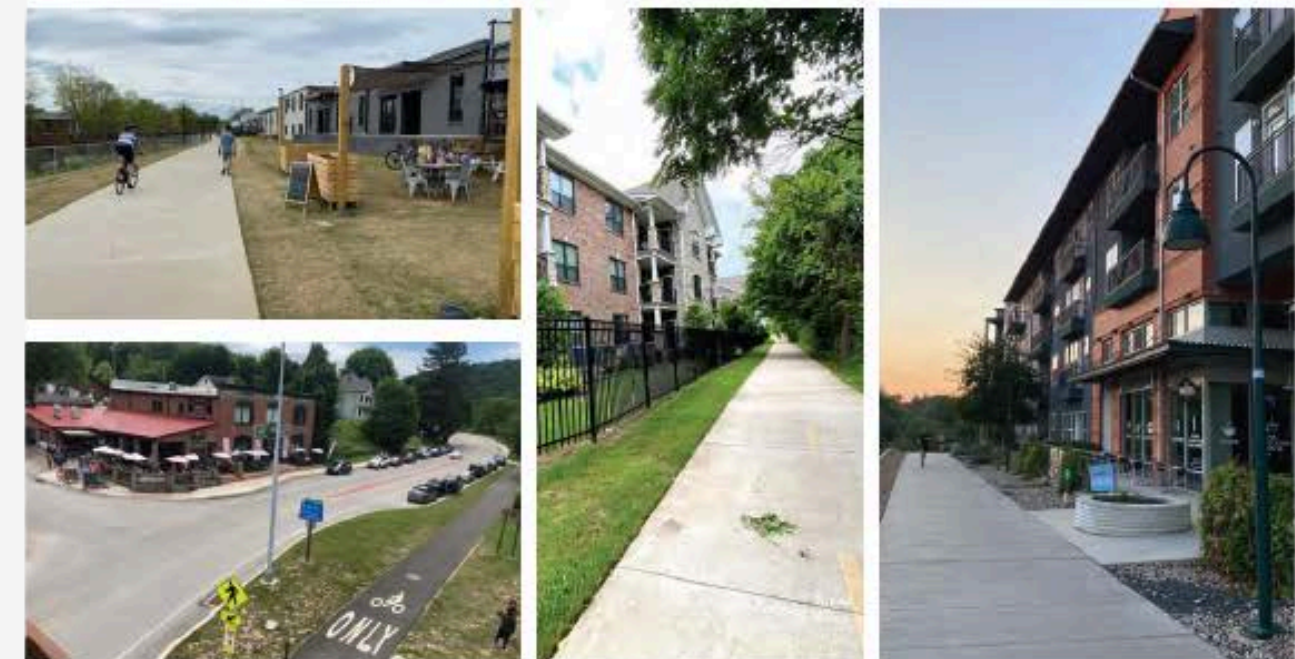
- \$208 million / year, including health savings

High Line

- \$2 billion / \$900 million annual tax revenue



EXAMPLES OF TRAIL-ORIENTED DEVELOPMENT

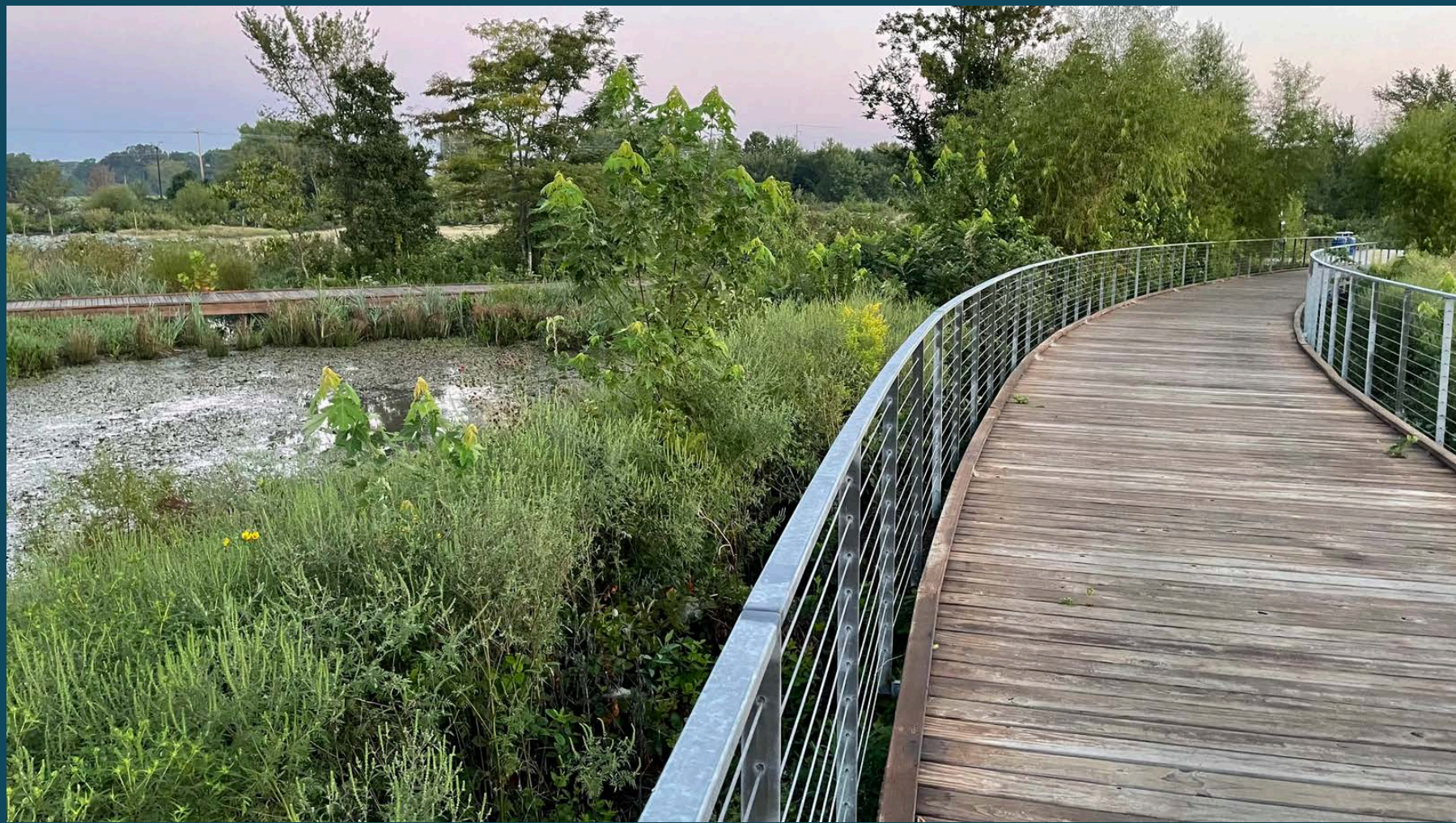
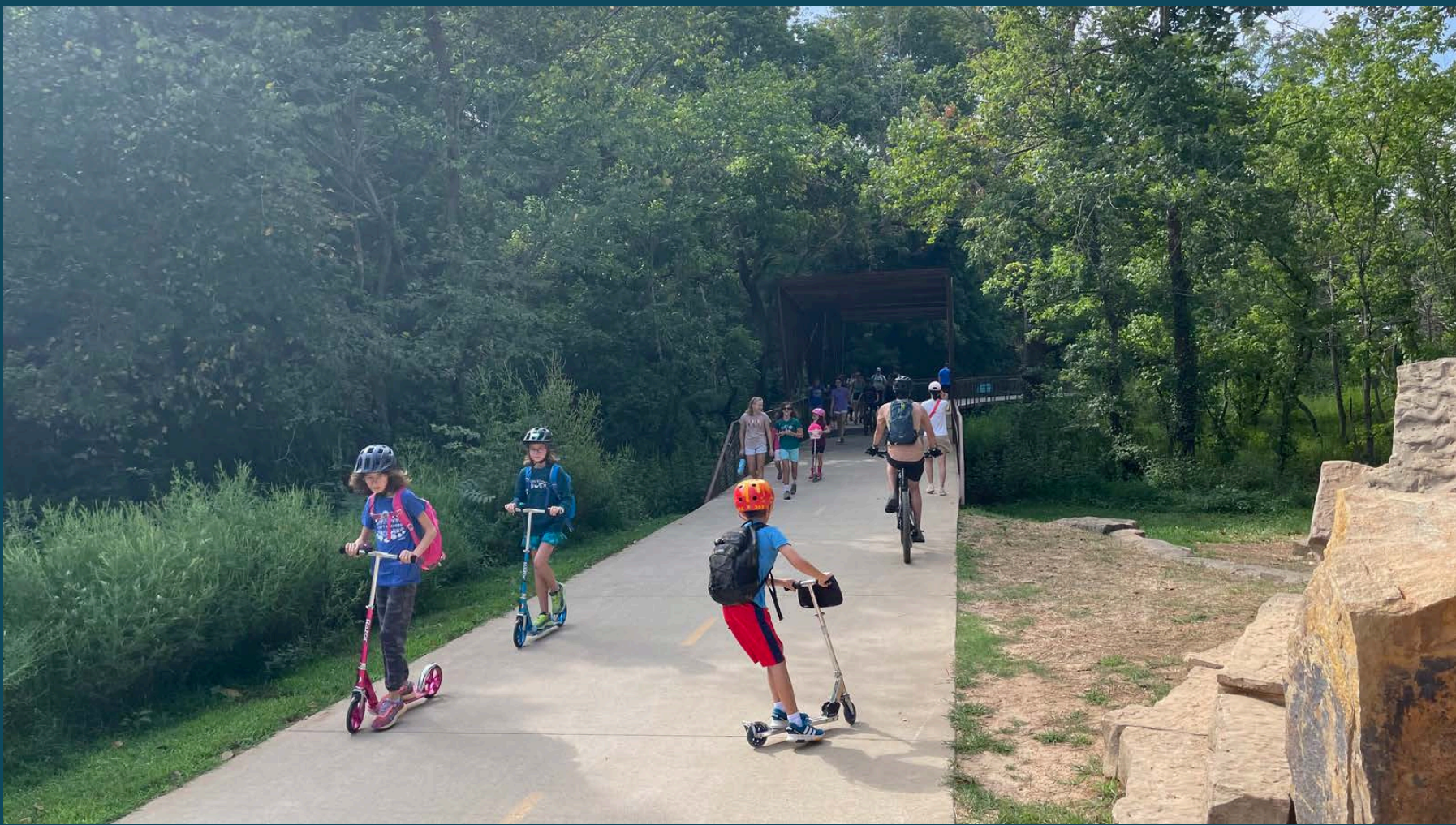


Conservation









INDIANAPOLIS **CULTURAL**
RAIL®
A Legacy of Gene & Marilyn Glick





Trail-Oriented Development





Students and faculty at the University of Tennessee, 1902

"The Cradle of Greenville"



Referred to as "the cradle of Greenville," it was the magnificent, life-giving falls of the Reedy River that led the first settlers to this region. Greenville was founded on the banks of the Reedy River and for most of Greenville's history, Reedy River Falls has served as the centerpiece of downtown.

Throughout the 19th and early 20th centuries, the falls, with their accessibility and beauty, were a favorite gathering space and source of community pride. Over time, however, industrialization along the river polluted the waters and the city turned its back on the historic area.



Falls at Greenville, N.C. 1880s





INDIANAPOLIS — The General Motors stamping plant site on the west bank of the White River is starting to reach its potential. A new corporate headquarters is rising from the dirt and a new bridge will soon connect it to downtown Indianapolis.



Indianapolis Department of Public Works

A rendering for the future Henry Street Bridge over the White River in Indianapolis.





Tax Allocation District (TAD)

Font Size:



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Tax allocation districts are one of the City of Atlanta's most valuable economic development tools. Also known as tax increment financing (TIF), tax allocation financing is a redevelopment and financing tool by which governments can provide financial assistance to eligible public and private redevelopment efforts within an officially designated area or TAD. Increases in property tax revenues, which are generated primarily from new investment in the district, are allocated to pay infrastructure costs or certain private development costs within the TAD. This is primarily done through the issuance of tax allocation district bonds. Approval to establish a TAD must be obtained from all governments with tax authority within the district (City, County, and school) in order to use all portions of

property tax revenues.

[Invest Atlanta](#), formerly Atlanta Development Authority (ADA), serves as a redevelopment agent for all tax allocation districts (TADs) formed within the City of Atlanta. Six TADs have been established including:

- Westside
- Atlantic Station
- Perry-Bolton
- Princeton Lakes
- Eastside
- BeltLine

Contact Info

Office of Planning
55 Trinity Avenue, Suite
3350
Atlanta, Georgia 30303

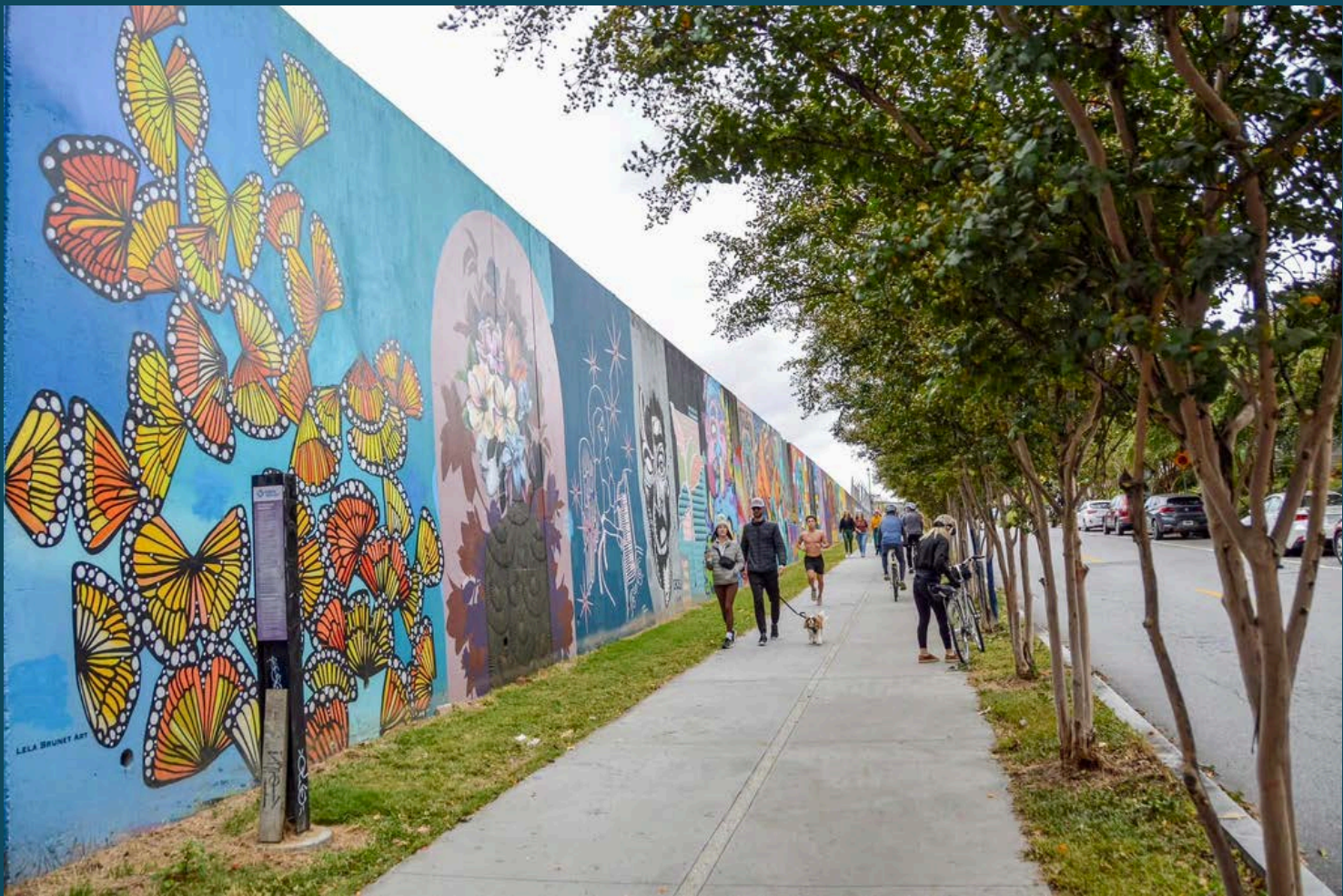
Tel: 404.330.6145
Fax: 404.658.7491



**Maximizing
Use**











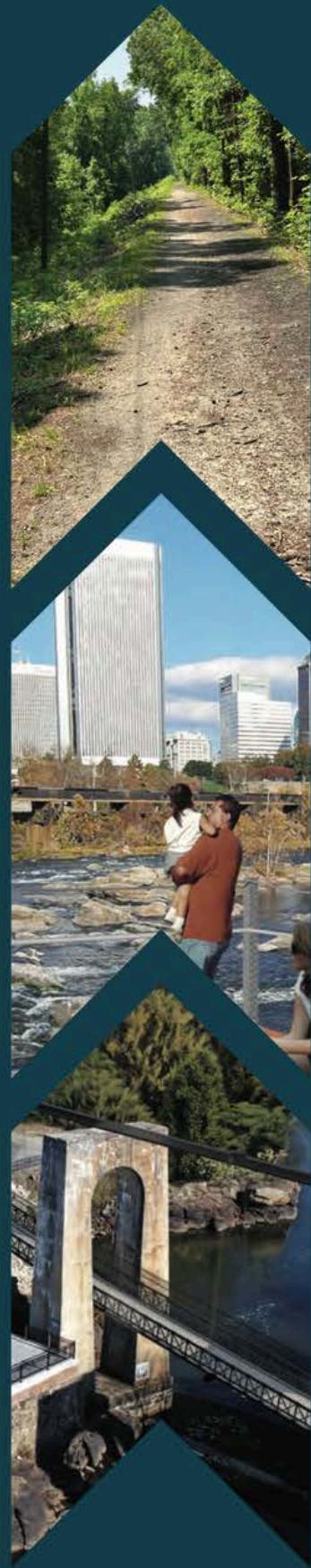






*Hampton
Inn & Suites*

Art
CROSSING



FALL LINE VISION PLAN

FOREWORD



“When I talk with people from Ettrick about the Fall Line trail, and other parts of Chesterfield County, the excitement about the Fall Line trail is far greater than you can possibly imagine.

The people cannot wait for it to come out of the ground and have the opportunity to use that. And every time I tell them, more and more people, about it, they’re like, ‘wow! that is really spectacular’.”

Kevin Carroll,
Chair, Chesterfield County Board of Supervisors
Chair, Central Virginia Transportation Authority (CVTA), 2022-23

Available now at:
www.FallLineVA.org

MAKING THE FALL LINE

BASELINE EXPERIENCE

- **Physical Connection**
 - To the community and the region based on greater access and increased connections afforded by the trail
- **Cultural Connection**
 - To the community created by a trail that supports users of all modes, ages, and abilities as well as trilside places for learning and gathering
- **Inspiration**
 - To learn about, explore, and discover the community
- **Feel of Comfort**
 - Created by dedicated infrastructure separate from vehicles for walking, biking, and rolling



Robust street crossings
& connections



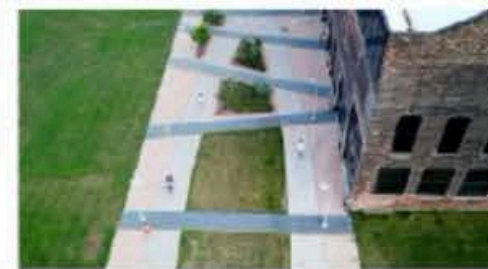
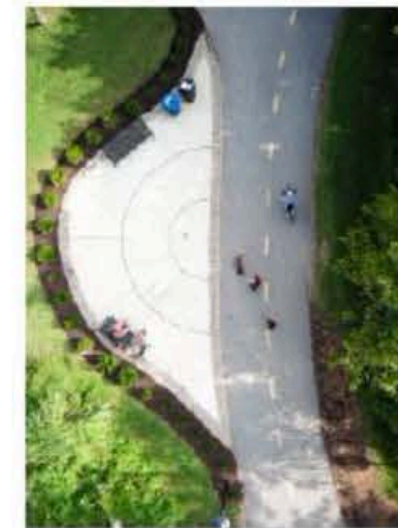
Places to Rest
and Gather



Wayfinding



Identifiable
Materials



Public Art Along the Fall Line



Public Art Along the Fall Line

The Fall Line provides an unprecedented opportunity to use public art to reveal stories of Richmond's past, present, and future. The trail will connect people to a rich tapestry of existing art installations and provide the backdrop for a unique linear journey through the social and economic history of the region.

Transportation history is on full display beginning with Ashland's rich railroad heritage and the Trolley Line, the northern terminus of the Fall Line in Hanover County. Bicyclists will especially enjoy a quick detour to the 1894 Lakeside Wheel Club, now the Bloemendaal House in the Lewis Ginter Botanical Gardens. The Canal Walk, a short walk from the trail in downtown Richmond, is a colorful canvas for local artists.

The trail passes through Falling Creek Ironworks Park in Chesterfield County, an architectural treasure trove including one of the earliest iron furnaces in the Americas; a stone bridge dating back to 1826; and Moore's Brick Cottage, a relic from a pre-Interstate era "automobile camp" on Route 1.

Artistic reminders of Richmond's turbulent social past are never far from view. The iconic Emancipation and Freedom Monument on Brown's Island, for example, introduces the visitor to ten Virginians who are recognized for their sacrifices in the quest for freedom over many generations. The story of one of them, Gabriel, unfolds along the trail from Brook Road to the State House. Young's Spring, the site where Gabriel's Rebellion came to an end in late August 1800, is the location for a major trailhead as the trail crosses from Henrico County into the City of Richmond. The trailside buildings and facilities offer a backdrop on which to share this vital local history.



Art on the Fall Line can also help people learn about the significance and status of very current changes along the corridor. The trail runs through the Reconnect Jackson Ward project, an ambitious plan to cover I-95/64 where it tore through the heart of a historic Black neighborhood. Installations along the trail can explain why the project is so important and how it is progressing while also drawing people into discover the inspiring stories of local figures, such as Maggie Walker and Bill "Bojangles" Robinson.

Not only does the trail provide an opportunity for local students to engage with public art, it also offers a place to feature art made in local school programs. From ephemeral to semi-permanent, murals to ceramics, or sculpture to interactive pieces, the trail can let students display their work along sections throughout the corridor.

The 43-mile trail connects people to important community gathering spaces such as Patton Park in Petersburg. These are places where locally-inspired art, including memorials, can ensure people feel at home, welcome, and part of the exciting story of the Fall Line.



EXAMPLES OF TRAILSIDE PUBLIC ART



TROLLEY LINE

Overview

The Trolley Line character area starts at the northern gateway of the Fall Line at Carter Park in the Town of Ashland. The trail follows the old trolley line that last carried passengers between Richmond and Ashland more than 80 years ago. Downtown Ashland and Randolph Macon College are less than a mile from the trailhead. For those just beginning their journey, the Trolley Line section covers the first two miles through peaceful woodlands to the intersection with Cobbs Road in Hanover County.



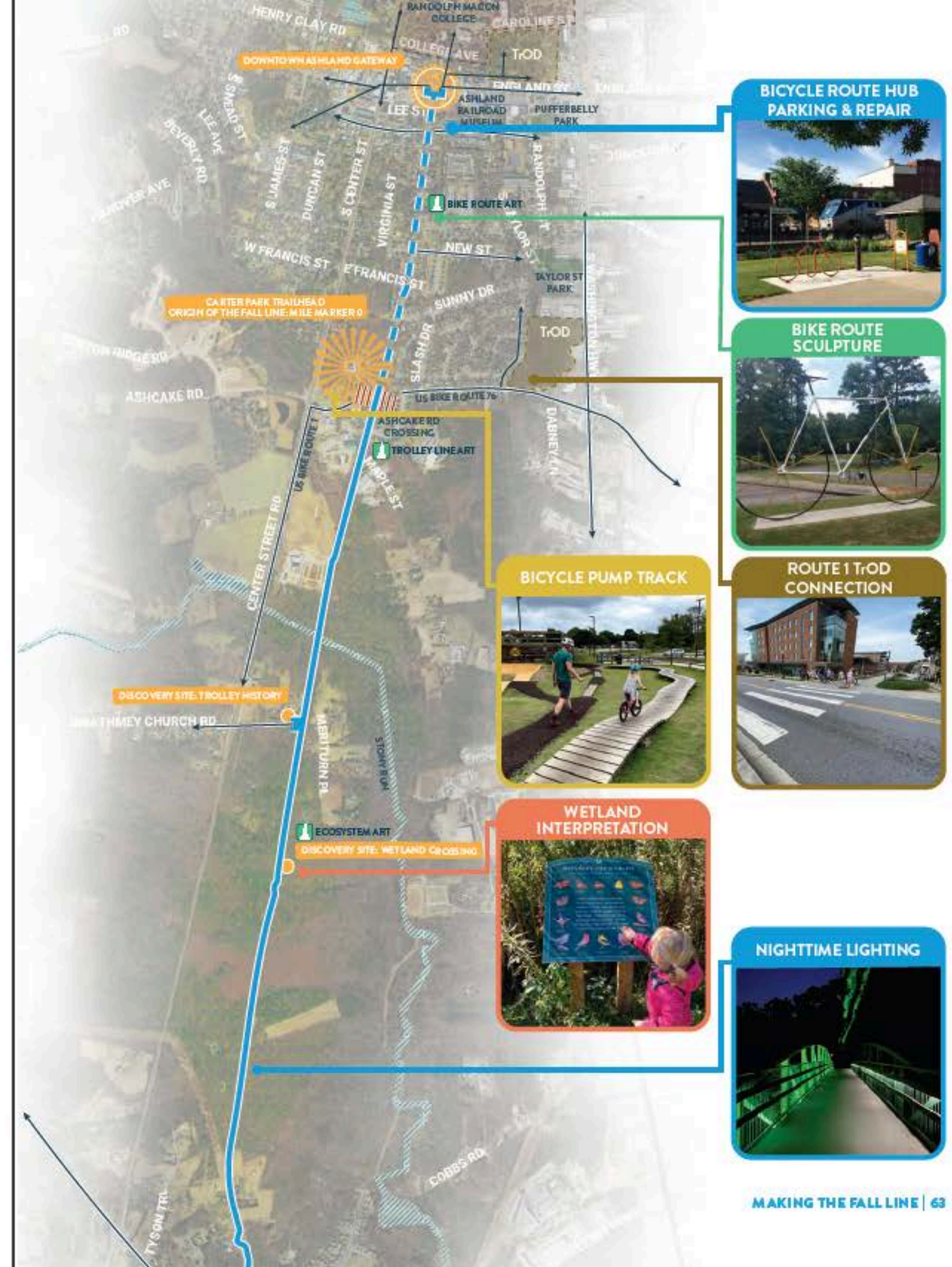
Vision Elements

The Fall Line through this context area incorporates elements of the **Main Street Trail** north into Ashland and the **Scenic Route** typology south through the existing Trolley Line corridor. Key elements of these typologies for this section include:

- On-street bicycle and pedestrian connections into downtown Ashland
- Historical markers
- Boardwalks and interpretive signage through environmentally sensitive areas



Character Area Existing Conditions



BICYCLE ROUTE HUB PARKING & REPAIR



BIKE ROUTE SCULPTURE



BICYCLE PUMP TRACK



ROUTE 1 TrOD CONNECTION



WETLAND INTERPRETATION



NIGHTTIME LIGHTING



On the Horizon



*First Gentleman Spanberger
and Mayor Avula
invite you to a*



Bike Month Kickoff

Celebrating Progress on
Local and State Trails



**May 1st – 3:30pm
Kanawha Plaza
8 E. Canal St.**

Join First Gentleman Adam Spanberger, Richmond Mayor Danny Avula, state and local leaders, and Sports Backers for a celebration of Bike Month, the launch of Virginia's first Statewide Trails Plan, and a Kickoff of the Fall Line trail in downtown. This event will be held in Kanawha Plaza, along the Fall Line's route through the City of Richmond.



THANK YOU

#LETSGORVA

Brantley Tyndall | brantley@sportsbackers.org



ACTIVITY

THREE STATIONS

10 MINUTES THEN ROTATE

ONE TOPIC FACILITATED AT EACH:

MAXIMIZING USE

CONSERVATION IDEAS

ECONOMIC OPPORTUNITIES