

Rowan County Destination Development – Railwalk Development Project

The Rowan County Tourism launched the Railwalk Development Project to enhance tourism in Downtown Salisbury by creating a pedestrian-friendly connection between the Rowan County Farmer's Market & Pavilion and the Historic Salisbury Amtrak Station. This approximately \$950,000 project builds upon the TDA's earlier \$850,000 investment in transforming an abandoned warehouse into the Farmer's Market & Pavilion. Planned improvements include upgraded outdoor event space, streetscapes, lighting, signage, stormwater systems, alleyway expansions, and public art installations to create a safer, more welcoming corridor.

The project broke ground in early 2025 and is designed to revitalize an underutilized downtown corridor while bridging Rowan County's rural agricultural assets with its urban cultural and transportation hubs. By improving walkability, safety, and aesthetics, the Railwalk connects two key destination assets—the Farmer's Market and the Amtrak Station—while preserving historic character and encouraging downtown vibrancy. This initiative represents part two of a multi-phase Railwalk development plan to further grow tourism in Rowan County in accordance with NC Session Law 2017-202.



Benefits of the Railwalk Development Project

Benefit to the Destination



Enhanced Safety & Accessibility

Safer, more accessible pedestrian pathways for visitors, residents, and students at nearby Salisbury Academy.

Destination Engagement

Expanded opportunities for the destination to flourish through events, arts showcases, and theater experiences.

Economic & Tourism Revitalization

Revitalization of a key downtown corridor, boosting property values and supporting organizations and tourism related businesses.

Destination Pride

Improved public spaces that foster pride in Rowan County as a destination while enhancing quality of life.

Benefit to the Visitor Economy



Rural-Urban Connection

Strengthened connections between agritourism and Downtown tourism, showcasing both rural heritage and urban amenities.

Transportation Access

Enhanced visitor access via Amtrak, linking Salisbury with regional and national travel and the ability to walk from the Farmer's Market to the Amtrak station.

Destination Appeal

Creation of a distinctive destination that supports overnight visitors through events, markets, and cultural experiences.

Local Business Support

Expanded downtown vitality, supporting restaurants, shops, and entertainment venues that thrive on visitor spending.