



Katy Trail Brand Statement

Built on a historic railroad line, the Katy Trail is a beautifully maintained, community-supported recreational pathway nestled within the city that has [the power to change](#) the way people experience Dallas.

Katy Trail Message Planks

Katy Trail **C O N N E C T S**

The Katy Trail connects people and neighborhoods to the city's key cultural landmarks.

From American Airlines Center at the edge of Downtown to a point just off the SMU campus, the Katy Trail connects some of the most densely populated and prominent neighborhoods to some of Dallas' favorite points of interest. This vibrant greenway links urban communities to the arts, sports, entertainment, parks, schools, workplaces and a major university. The West End, Victory Park, Reverchon Park, West Village, Turtle Creek, Uptown and Highland Park: the Katy Trail connects them all. Sitting on the old Missouri-Kansas-Texas (MKT) railroad bed, the trail connects our whole city to the history that put Dallas on the map. What's more, it's community-supported, so it connects all of us to our city's future.

Katy Trail **C R E A T E S**

The Katy Trail creates a recreational experience for urban dwellers and visitors.

Trails are meant to be traveled on, and every year nearly 800,000 people do just that on the Katy Trail. They walk, run, bike, commute, skate and skateboard. Sometimes they just stop to take in the natural beauty. Above all, they unwind. With both a concrete path and a soft surface for runners, the trail creates an ideal setting for outdoor exercise. It also creates the ideal place to take a leisurely stroll, or relax on a bench, or stop for a meal. No matter what puts you on the trail, there's nothing quite like it to put you in a recreational state of mind.

Katy Trail **C O N T R A S T S**

The Katy Trail contrasts our bustling urban setting with a pleasant natural environment that allows the city to breathe.

Imagine a natural, linear park running through the densest part of Dallas. That's the Katy Trail, the most beautiful and refreshing contrast to the city's urban landscape. Enter the trail from any point and you walk into a natural habitat, under canopies of trees, alongside native plants and surrounded by birds and other wildlife. The trail enhances the quality of life for all who are on it or near it. This remarkable greenbelt even helps clear the air in Dallas by reducing traffic congestion. It's the easiest way to walk away from the frenetic pace of the city without leaving town. It's truly a natural resource.