

# The Rio Reimagined

# The Rio Reimagined

## Overview

At the request of the late U.S. Senator McCain, Arizona State University is currently serving as a community convener of the Rio Reimagined project. Initial work has focused on precedent project studies and stakeholder engagement, with active academic focus by over 20 undergraduate and postgraduate classes. While ASU has provided financial, intellectual and organizational resources to begin the journey, Rio Reimagined belongs to and will be directed by the eight Valley communities along the river corridor.

## Partners

Leaders of eight river communities demonstrated unity and commitment to moving Rio Reimagined forward by signing a Statement of Intent at the March 2018 Launch event. In addition, public support has been expressed by the Salt River Project, Maricopa Association of Governments, Greater Phoenix Leadership, Arizona Community Foundation, Valley Partnership, Greater Phoenix Economic Council, Westmarc, East Valley Partnership, and Arizona Forward among others.

## Goals

The project will require strong public-private partnerships and hopes to catalyze investment to spearhead sustainable projects, protect land for future public open space, promote health and wellness, upgrade core infrastructure, improve housing opportunities, expedite transportation services, promote commerce and new job growth, and reunite resilient communities.

***"The Rio Salado project has the potential to transform the Salt River bottom and realize an untapped Valley treasure."***  
- U.S. Senator John McCain

**JOIN US IN SUPPORT OF THE VALLEY'S MOST IMPACTFUL REVITALIZATION PROJECT IN A CENTURY.**

Our urban rivers can be a source of civic pride that connect diverse communities as well as enhance the future economic and environmental vitality of the region. The Rio Salado, a historically significant and underutilized natural resource, has been reimagined as a unifying public space that engages and supports social interaction. This visionary project is designed to accommodate existing and new commerce and industry, while creating an equitable and sustainable economic environment. The time is now to redefine your Rio Salado as a community asset for all.



Cover photo: Mike Olbinski. Additional photography by: Logan Simpson, Tim Roberts, Daniel Calderon, Weddle Gilmore, Floor Associates, and Colwell Shelor



[www.rioreimagined.org](http://www.rioreimagined.org)

## PROJECT ASPIRATIONS

- Reconnect the Community to the River
- Establish a Metropolitan Vision for the Future
- Be a Catalyst for Economic Growth and Inclusion
- Feature Demonstrations of Sustainable Planning
- Build an Unprecedented Regional Destination

## WATER

- Project Must Be Water Positive
- A Laboratory for Innovation
- Tightly Calibrated Uses and Impact

BOTH IN REALITY - AND PERCEPTION - WATER WILL BE A LEADING INDICATOR RELATIVE TO THE FUTURE

## ECONOMY

- Acknowledge Legacy of River Industry
- Brownfield Redevelopment Opportunities
- Be the Capitol of the Sustainability Business

SIGNAL A NEW IDENTITY & HEIGHTENED EXPECTATIONS FOR THE METRO REGION

## COMMUNITY

- Focus on Social Equity and Integrative Planning
- Access to Education, Training & Employment
- Offer Culturally Aware Points of Engagement

RECOGNIZE & EMPOWER THE NEXT GENERATION OF LEADERS AND COMMUNITY VOICES



*"The dream of a revitalized Rio Salado began in 1961. We have made great progress but we need this project's collective spirit and momentum to realize the dream."*

- Ed Pastor  
former U.S. Representative



## GEOGRAPHY

The Rio Reimagined geographic focus is the 58-mile stretch from the east at Granite Reef Dam to the west at State Route 85 including the Salt and the Gila Rivers. The Rio Reimagined belongs to the eight river communities, stewards and co-creators of a vibrant urban riverfront and grand civic project for the Valley.

SALT RIVER  
PIMA-MARICOPA  
INDIAN  
COMMUNITY



*"This river is a ribbon through this community. In the words of a Greek proverb... a society grows great when old men plant trees whose shade they know they will never sit in."*

- Mayor Jackie Meck  
Buckeye



*"Water connects us all. The river connects us. The tribal communities see ourselves as the spiritual, cultural and the historical backbone to this project moving forward. There is so much opportunity."*

- Governor Stephen Roe Lewis  
GRIC

