

Rio Reimagined Visual Guide

Reconnect the community with the river, establish a unified vision, be a catalyst for economic growth and inclusion as well as build a regional destination.

General:

- The [Rio Reimagined Vision](#) should be included in all development proposals.
- Encourage land uses that bring people and jobs to the area to help establish the river as a destination.
- Consideration of existing policy and other studies should be taken into account with new proposals:
 - 1999: [Estrella Village Plan](#)
 - 2003: [Rio Salado Beyond the Banks](#)
 - 2012: [Del Rio Area Brownfields Plan](#)
 - 2018: [Local Foods, Local Places](#)
 - 2019: [Rio Salado Oeste Urban Waters Technical Assistance Report](#)
 - 2020: [PHX Land Reuse Strategy](#)
 - 2022: [South Central TOD Plan](#)
 - 2023: [Rio Reimagined Community Plan](#) – Phase I (*In Progress*)
- Encourage connections to other existing or planned city investments. These include:
 - [South Central Light Rail](#)
 - [Third Street Bike/Ped. Bridge](#)
 - [Arizona Fresh Agri-Food Innovation Center](#)
 - 12th Street pedestrian connections





Building Design

1. Buildings should incorporate **multiple textures** and use rustic or **natural materials** to create visual interest. Buildings should also be designed to match the character of the area.
2. Buildings should be designed to **integrate the adjacent natural habitat** and incorporate bird-friendly design elements.
3. **Buildings should include building entrances** adjacent to the river, established trails and streets.
4. Building elevations oriented towards the river should be **treated as a main frontage** and include enhanced design elements.



Site Design

1. **Buildings should be oriented towards** the river (and any public street) and be placed as close as feasible to the river.
2. Buildings should **maximize the building frontage** along the river.
3. **Outdoor storage, loading areas/bays, drive aisles, refuse containers/bins, and parking** should be located interior to the site and away from the river and any public street.
4. **Bicycle facilities and parking** should be provided to encourage multimodal transportation use.
5. **Site amenities** (i.e., resting nodes, seating areas, art) that create activity should be provided within proximity to the river for employees, residents, and trail-users to enjoy.
6. **Pedestrian connections** should be provided to the closest public street, and any trail/shared use pathway where allowed by Parks Department.
7. **Detached and shaded sidewalks** should be provided along adjacent public streets. Wider sidewalks along designated Scenic Drives are encouraged to promote a more inviting pedestrian environment.
8. **On-street parking** of heavy trucks is discouraged along Scenic Drives or public streets within close proximity of the river.
9. Dark-sky and wildlife-friendly **lighting techniques** should be implemented along the river frontage.
10. Spaces should be designed to encourage a sense of safety using crime prevention through environmental design principles (CPTED) and other techniques.



Fencing and Landscaping

1. **Fencing and walls** along the river frontage should be discouraged. However, where fencing is necessary, open view fencing should be used where interfacing with the river. Fencing materials selected should be consistent with a natural environment.
2. **Drought-tolerant native plant material** should be utilized throughout the site.
3. Plant materials along the river frontage should adhere to those listed in the *"Approved Plants and Top-Dressing Application for Development Adjacent to Rio Salado"* plant list. This list includes the use of milkweed shrubs and other drought-tolerant species.

*The above elements are intended to exceed minimum Zoning Ordinance requirements. (Rev. 08/01/24)