All over America, communities are rediscovering their rivers. Over the past three decades, more than 500 cities and towns have planned or implemented river parkway and other greenway projects. In communities large and small—such as Denver; Chattanooga; Springfield, Missouri and Suwanee, Florida—citizens, local agencies and non-profits have partnered to protect their river corridors for conservation and public recreation.

Each river parkway is unique, reflecting the community’s particular needs and values. Parkway designers and planners consider the needs of all neighborhoods, ages and cultures of its users to build lively, diverse places that promote a sense of community and shared history.

Good river parkway design reinstates the riverbank as a place for people. It encourages each of us to experience the river both physically and visually. The Ventura River Parkway will provide access and engagement with this great resource. Contact any of the partners listed on the back to see how you can help.
THE FOLLOWING ARE TWO EXAMPLES OF HOW COMMUNITIES OUTSIDE CALIFORNIA HAVE TRANSFORMED THEIR RIVERS INTO MAJOR ASSETS.

THE SOUTH PLATTE RIVER GREENWAY
DENVER, COLORADO

In 1965, a disastrous flood of the South Platte River caused over $375 million in damages. Instead of accepting a Corps of Engineers plan to create a structural channel for the river, a coalition of non-profits and government agencies came together to restore the river and create a river parkway through downtown Denver. Today, the South Platte River Greenway encompasses more than 150 miles of trails, boat launches, whitewater chutes and wildlife reserves. It has more than 20 pocket parks that provide venues for concerts, festivals, races and other community events. Reclaimed wetlands provide natural flood control and improved water quality. And the South Platte, once neglected and degraded, has made metropolitan Denver a national model for river parkway programs.

THE RIVERWALK
CHATTANOOGA, TENNESSEE

The Riverwalk has been attracting residents and visitors for decades. A well-knit circuit of parks, trails and landmarks, this 20-mile greenway along the banks of the Tennessee River celebrates the city’s cultural history and its unique relationship to the river. Preserving the greenway has enhanced the city’s character physically and economically. A central park on the Riverwalk near downtown has spurred the development of a vibrant neighborhood that includes an aquarium, hotels, offices, apartments, museums and a marina.