



CORONA / SOUTH TEMPE

CHARACTER AREA

8

Character Area planning
is more of a circular,
iterative process
than just something
that happens from the
top-down or the bottom-up.

December 2014



The Corona / South Tempe Character Area Plan was developed during a year-long process from January through December 2014. There was a series of five meetings with the residents and businesses from Corona / South Tempe, with each meeting or workshop providing participation and input. In all, over 300 persons attended the five meetings during the year. Character is that thing that lets you know you're there when you arrive - that sense of place. Character Areas look at the common elements of neighborhoods or segments of the city. While these can be used to distinguish one character area from another, the Character Areas also reflect the people who live there and what is important to them about this place they call "home".

PURPOSE

To distinguish the Tempe community, recognize and build upon what makes neighborhoods special

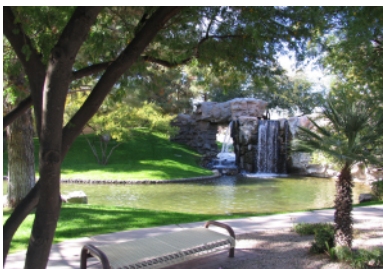
GUIDANCE FOR DESIGN AND DEVELOPMENT REVIEW

- To consider the desires of the character area, to identify desired activities, aesthetics and inter-relationships when new development is proposed
- To be able to recognize the local landmarks, neighborhood gathering places or hot-spots, or how to best integrate development within the community
- To focus on design of streets, streetscapes, neighborhoods or commercial buildings, as well as local goods and services needed in the area

ROADMAP FOR THE FUTURE

- The way to assess where we are today and navigate toward where we want to be tomorrow
- Opportunity for residents, workers, students + businesses to define / preserve / enhance / celebrate their qualities
- Character Area plans provide a community-driven process to develop a plan to preserve and enhance their area

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CHARACTER-DEFINING ELEMENTS

Character-defining elements are the terms used to describe a wide range of qualitative themes where we live including social aspects, design aesthetics, or the built environment. These elements include aspects we like now and want to preserve, and / or how we want it to be in the future. From the Character Area Workshop on June 5, 2014 participants identified eleven (11) key character defining elements. These are the elements we heard that best describe the **Corona / South Tempe** Character Area.

Livable

restaurants, good shopping, balanced with young families, schools and great parks, affordable

ATTRIBUTES

- Good public schools supported by the residents
- Great mix of public parks, paths, Ken McDonald Golf Course, supplemented by private HOA open space and facilities
- Support and patronage for our local businesses
- Mix of retail from local favorites (restaurants, shops and cinema)
- Excellent access to variety of grocery stores
- Build on our uniqueness, large lots, equestrian amenities, ASU Research Park employment center

Friendly

neighbor, family, age, retirement senior, tech-business, and equestrian-friendly

ATTRIBUTES

- Great that neighborhood is all ages and is getting youthful renewal as seniors move to age in place nearby
- Neighborhood feel there's enough of what we need
- Equestrian culture: Circle G, Calle de Caballos, Tally Ho, Sun Burst Farms and Buena Vista Ranchos
- Local neighborhood traditions, parties, bazaars and events

Limited Density

low density, open, suburban-rural feel, diverse housing, large lots pristine, casual

ATTRIBUTES

- Mix of townhome, family, executive + luxury homes
- Many large residential lots with trees / grass + horse properties
- "Ranchette" character is very unique in an urban environment
- Patio, cottage or guest (mother-in-law) housing options for new residents possible because of prevailing large parcels

Energetic

vibrant populace, outdoor-oriented, actively engaged with ASU

ATTRIBUTES

- Outdoor enthusiasts
- Well used access to walking, jogging + equestrian trails, fishing (at private lakes) + golf
- ASU employment hub with technology businesses – good jobs locally
- Opportunity area for entrepreneurship supported and business incubators
- Active neighborhoods

Social

social-center, community gathering places, inclusive, engaging, historic

ATTRIBUTES

- Active farmers market at Warner / McClintock
- Organize to improve neighborhoods
- One historic property – Lowell Redden House (1920)
- HOA, Neighborhood Association and neighborhood activist involvement
- Connected to ASU as institution and neighbor (ASU Research Park)

Refined

neighborhood beauty, design-focused, attractive, maintained streets, curb appeal, manicured

ATTRIBUTES

- New / newer homes in attractive / maintained neighborhoods
- Neighborhood entrance signs make a statement
- Support for area to remain well-designed, attractive and well-maintained
- Streets that reflect a comfortable, green and shaded character

Accessible

multi-modal, connected, convenient, equestrian, bus-pullouts

ATTRIBUTES

- Great access to all major freeways (I-10, US-60 and Loop 101 + 202)
- Rural and McClintock are prime transit streets
- Bus routes (though limited) connect to downtown Tempe and employment centers
- Residents use light rail for events

Walkable/Bikeable

walk-friendly, bike-friendly

ATTRIBUTES

- Access to Western Canal / Sun Circle Trail, Kyrene Canal, ASU Research Park paths
- Freeway path crossings connect to city and larger region
- Multiple bike routes
- Pedestrian activated (HAWK) crossings are valued

Sustainable

environmentally responsible, solar-power supported, shaded, leafy, green

ATTRIBUTES

- Wonderful tree-lined streets make walking comfortable
- Tree canopy is good (highest percentage of shade in Tempe)
- Parks collect and use rain water
- Gasca Community garden located at Rural / Warner
- Kyrene Schools utilize solar energy

Safe

law enforcement, well-lit

ATTRIBUTES

- Low crime – good law enforcement
- Lighting that supports safe neighborhoods

Peaceful

quiet, restful

ATTRIBUTES

- Quiet neighborhoods
- Comfortably away from the hustle + bustle of downtown

AREA PRIORITIES

This list of area priorities evolved through a series of workshops in April, June and August 2014. Area priorities are those ideas and projects which **Corona / South Tempe** stakeholders identified as most important to address in the Character Area.

DEVELOPMENT

HOUSING OPTIONS	<ul style="list-style-type: none"> Keep "development" density low Multi-generational housing design options for aging in place. Small patio homes or cottage housing for seniors to downsize and live independently Preference for single-family residential expressed by some residents
DESTINATIONS + PLACEMAKING	<ul style="list-style-type: none"> Bikable and walkable destinations Attract a mix of businesses to create activity levels and destinations Create unique destination in empty parts of malls; food trucks would be a great addition to existing events like a farmer's markets [i.e. beer garden and rotating food truck] Increase destination restaurants and variety of ethnic restaurants More places that attract businesses so we're not always going out of Tempe. More neighborhood-based or mom and pop restaurants and specialty retail shops Identifiable theme for the major arterial intersections that could include color of street signs, lighting color or character area signage Low signage at corners -- keep signage so visibility is not impaired; keep business signage small to keep residential character Clear and enforceable design guidelines to be developed with area input

COMMUNITY + CULTURE

COMMUNITY GATHERING SPACES	<ul style="list-style-type: none"> Community center, meeting rooms or small branch library potentially in vacant commercial space or within public park / school to serve as gathering place for education, culture and community use Emphasize addition of places to gather with event space for music, art or festivals Local interest in entertainment venues includes dinner theater, concert venue or comedy theater
EDUCATIONAL OPTIONS	<ul style="list-style-type: none"> City / school district partnership to use schools in evening hours for library, arts and technology, education or for other public services Support public schools; keep them as a key element of neighborhoods
RECREATIONAL OPTIONS	<ul style="list-style-type: none"> Multi-generational park amenities to address need of users Include public neighborhood parks and open space in new residential development Location for a dog park within the character area
LOCAL BUSINESS + EMPLOYMENT	<ul style="list-style-type: none"> Provide entrepreneurial support within the character area Monitor and encourage business / growth within South Tempe Tech Corridor along Loop 101
EQUESTRIAN CULTURE / CHARACTER	<ul style="list-style-type: none"> Preserve and celebrate equestrian culture: Circle G, Calle de Caballos, Tally Ho, Sunburst Farms and Buena Vista Ranchos, recognizing the ranchette character is very unique in an urban environment

CONNECTIVITY

ARTERIAL STREETS	<ul style="list-style-type: none"> Improvement to block walls, sidewalks and landscape treatments along main arterial streets Maintain the streets: street edge and median landscape to be code-compliant, weeds to disappear, potholes repaired, and ensure utilities repair or replace damaged landscape areas
NEIGHBORHOOD BUS CIRCULATOR	<ul style="list-style-type: none"> Neighborhood circulator bus [ORBIT] to key destinations, such as Mill Ave, Town Lake, ASU, Tempe Library Complex; provide comfortable bus stops at key locations
BIKE ROUTE NETWORK	<ul style="list-style-type: none"> Create a neighborhood greenway / bike route system to connect into the canal path system as well as feeds to ASU Research Park and Discovery Business Campus employment centers Provide collector street improvements to encourage biking, such as shade, signage and traffic calming Provide pedestrian activated HAWK signals for enhanced safety at arterial crossings Provide signs throughout the path that list places of interest [wayfinding] Provide restrooms, drinking fountains, shade and rest stops periodically along the canal Provide continuity for bike lanes that end abruptly in several areas
VEHICLE TRAFFIC	<ul style="list-style-type: none"> Traffic impacts need to be considered [i.e. near South Tempe Technology Corridor], as they affect the character of the area Traffic noise has an impact on neighborhood and should be considered when road widening improvements proposed

ENVIRONMENT

SHADE + PEDESTRIAN COMFORT	<ul style="list-style-type: none"> Tree-lined streets to neighborhood based destinations that encourage walking Walking / biking routes with shade and lighting Collector streets improvements that enhance sidewalks to encourage walking More shade and less concrete to reduce effects of urban heat island Green-up strip malls with more trees and shade Provide tree shade and bus stop shade on arterial streets Maintain tree canopy and replace lost trees
SUSTAINABLE ACTIONS	<ul style="list-style-type: none"> Continue green waste separation More local education / emphasis on solar for homes Solar panels on parking structures at developments to produce dual benefits Access to grey water use and distribution in neighborhoods and homes, as allowed by law

December 2014



THE CORONA PRINCIPLES

CORONA / SOUTH TEMPE

CHARACTER AREA 8

DEVELOPMENT

RESPECT TRADITIONAL RESIDENTIAL QUALITIES

- Dominant single-family housing form
- Retain opportunity for equestrian and ranch lifestyle
- Expand multi-generational living opportunities with guest houses or cottage houses, and patio homes
- New housing locations, scale and style should be considered to fit within the surrounding development

ENHANCE RESIDENTIAL DESIGN THAT CONNECTS COMMUNITY + NEIGHBORS

- Implement smaller home options for retirees to age in place to include small yards and patios with green space to keep residential feel
- Create neighborhood gathering places that encourage sense of community

ENCOURAGE CAFÉS / OUTDOOR DINING OPTIONS

- Expand opportunities for outdoor dining at restaurants and cafés
- Use dining opportunities to draw walkers and cyclists from the surrounding neighborhood
- Separate and buffer patio dining from driving or parking area
- Provide outdoor dining that is visible, comfortable, well-designed and provides shade

ENGAGE THE PEDESTRIAN

- Incorporate large picture windows with attractive displays, benches to rest, awnings and canopies, lit for atmosphere and compatible yet distinct architecture at pedestrian scale at street level with retail or mixed use development
- Provide a wide variety of shopping venues and outdoor dining opportunities
- Provide pedestrians with wide, accessible walkways, safe crossings and sufficient lighting to create a safe environment at night

ENHANCE COMMERCIAL CENTERS + REUSE OF BUILDINGS

- Revitalize centers and buildings for sense of community's history and tradition
- Implement architectural design in keeping with the area and suitable for Sonoran environment
- Use varying setbacks and consistent styles within centers
- Encourage buildings with offset walls, windows or rooflines to make them visually interesting and avoid buildings with uniform rooflines and massive blank walls differentiated by paint color
- Include options for Modern, Ranch, Southwest and Mediterranean styles
- Accentuate green-up of strip malls with more trees and shade
- Recapture vitality at commercial corners by supplementing with senior assisted housing or office
- Articulate architecture in office building design with a mix of two to three-stories
- Maintain residential appearance of assisted living with preference of no more than two stories and abundant landscape
- Repurpose buildings through adaptive reuse, when possible
- Explore temporary use in vacant parts of strip malls for events to create unique destinations



CAFÉ + RESTAURANT OPTIONS / OUTDOOR DINING



REVITALIZATION OF COMMERCIAL CENTER / POTENTIAL LIBRARY BRANCH

DEVELOPMENT [CONT.]

ATTRACT UNIQUE LOCAL-INSPIRED SHOPPING + DINING

- Focus on filling vacant spaces already available by updating and adapting designs
- Encourage grouping of businesses that create synergy, such as **Changing Hands Bookstore, Trader Joe's, Wildflower Bread Co.**
- Foster unique "Corona" feel with local character
- Shopping and dining solutions need to serve both adults and families
- Keep the retail scale related to the pedestrian
- Attract new locally-owned businesses to the area including uses like a plant nursery or feed store for horse supplies

ENHANCE THE VISUAL APPEARANCE OF ARTERIAL STREETS

- Supplement shade trees along arterial streets
- Focus on regularly maintained walls and landscape to include wall integrity, finished and paint [not spotted with anti-graffiti cover], clear, clean, safely lighted walkways, and ample healthy landscape
- Support public art and art in private development, including multi-use paths, parks, arterial bus stops and commercial projects
- Explore identifiable theme for major intersections that could be color of street signs, lighting color or character area signage

STIMULATE INVESTMENT IN THE RESEARCH + DEVELOPMENT CENTER HUB

- Maintain **ASU Research Park** and **Discovery Business Campus** as a highly influential hub crucial for economic growth
- Attract employees from **ASU Research Park** and **Discovery Business Campus** to use South Tempe area businesses
- Encourage the location of employers that offer high-wage jobs with net positive economic benefits to the community
- Retail development at this hub may include shops / restaurant / office to serve the technology workers
- Development to include pedestrian-friendly frontage, varied roofline and mix of materials and surfaces, at scale and density appropriate for site location
- Promote business incubator within Corona / South Tempe to support local research and development activities



MULTI-MODAL ARTERIAL STREETSCAPE



REVITALIZATION OF COMMERCIAL CENTER / LANDSCAPE TREATMENTS

COMMUNITY + CULTURE

CREATE MULTIPLE PASSIVE + ACTIVE GATHERING PLACES

- Implement gathering places that range from farmers markets, quiet corner of neighborhood parks for yoga, shaded rest-stops along the canal, tables and shade at a favorite watering-hole, grassy amphitheater to listen to music, or public community center
- Encourage commercial developments to include gathering places to attract local patrons
- Increase the number of large and small gathering spaces and incorporate into residential, commercial and civic areas
- Adapt and utilize the wide right-of-way open space along Rural Road as a promenade, linear park that terminates at a new potential gathering place located at **Western Canal / YMCA / Ken McDonald Golf Course**
- Utilize the larger public gathering spaces for events and community-building opportunities

EXPAND PRESENCE OF ART + CULTURAL / EDUCATIONAL ACCESS

- Produce new cultural and educational activities sized for the area, at a smaller, more intimate scale
- Include arts and cultural offerings at venues in Corona / South Tempe as part of a performance cycle
- Support initiatives to create a local festival to celebrate Corona / South Tempe, such as activity that highlights equestrian or outdoor culture
- Enhance park amenities for multi-generational users
- Enhance access to school playfields for non-school hours and days
- Seek partnerships to create evening education classes within a city or **Kyrene Public School District** facility
- Explore vacant commercial space as location for cultural meeting place, such as library, museum, public art display, cultural programs and civic gathering
- Support convenient access to a library
- Use art to enhance use of space, to surprise the eyes, educate and entertain
- Integrate art in commercial areas and neighborhoods
- Public art can be functional or whimsical, and should accentuate or reflect the area



COTTAGE HOUSING



CONNECTIVITY

DEVELOP ENHANCED BIKE + WALKABILITY NETWORK

- Provide bikeable and walkable network within the character area to encourage walking and biking between destinations
- Create a neighborhood greenway and bike boulevard system that: connects into canal path system, links to key destinations, provides collector street enhancements and uses pedestrian activated [HAWK] crossings at busy streets
- Enhance ability to walk in shade, on wide sidewalks preferably away from arterial traffic speeds
- Provide opportunities for all levels of bicycle riders to use the network, including children, families, seniors and bike commuters
- When arterial road projects are scheduled, include planned bike lanes
- Provide continuity of bike lanes through intersections and neighborhoods

INCREASE MULTI-MODAL OPTIONS

- Implement multiple ways for local travel [foot, bike, horse, transit and car]
- Identify key local destinations for future neighborhood circulator [Orbit] service
- Provide comfortable bus stops with shade along transit routes
- Include bus pull-outs where it improves safety and efficiency of the street system

ACCENTUATE CONNECTION VIA CANALS + PATHS

- Use canal paths to cross neighborhoods, as an unimpeded refuge from street traffic
- Continue use of signalized pedestrian crossings at key locations
- Enhance SRP canal path corridors to connect, energize and refurbish a utilitarian asset
- Cooperate and collaborate with canal right-of-way owners to use the land area along canals and maintain delivery systems for water and overhead power
- Complete plan for **Kyrene Canal** path enhancement [south of La Vieve Lane] to connect with Chandler
- Seek appropriate connections with adjacent residential, businesses or schools to encourage path use for recreation
- Highlight equestrian activity and paths in South Tempe as an unique attraction
- Expand path amenities to include frequent shade, people and pet drinking fountains, small plazas for rest, seating, landscape, occasional shade structures, interpretive, informative and wayfinding signs for the purpose of increasing and enhancing options to walk and bike
- Encourage canal-oriented development that embraces the canal to become part of the neighborhood character

ESTABLISH WAYFINDING

- Identify and direct pedestrians, cyclists or drivers to local amenities
- Introduce wayfinding that is attractive and functional, such as providing history, location, directions and path etiquette signage
- Add wayfinding along city bike lanes or canal paths, with canal wayfinding subject to placement approved / licensed by SRP



PEDESTRIAN CROSSING



CANALSCAPES / MULTI-MODAL PATHS

ENVIRONMENT

PROMOTE ENERGY EFFICIENCY + WATER CONSERVATION

- Encourage all types of solar applications where possible, such as parking canopies, bus shelters, street lights, and solar panels on residential, commercial and industrial projects
- Promote low-water use in this arid climate with preferred use of native trees and Sonoran vegetation in landscapes
- Include energy-efficiency in new designs, developments, and city projects
- Provide access to and more options for grey water use within landscapes

FOSTER IMPORTANCE OF NATIVE LANDSCAPE + SHADE

- Support low-water use / native Sonoran trees with variety of color [from blooms or foliage] to make the desert feel comfortable and lush
- Use trees to reduce urban heat effect, provide cooling shade and improve air quality
- Supplement barren commercial parking lots with trees that mature to provide shade canopies
- Ensure proper selection, planting, pruning and maintenance of landscapes
- Maintain and enhance the significant tree canopy throughout Corona / South Tempe



ARTERIAL STREETScape / SONORAN LANDSCAPE TREATMENT





CHARACTER AREAS

Distinguishing the Tempe Community

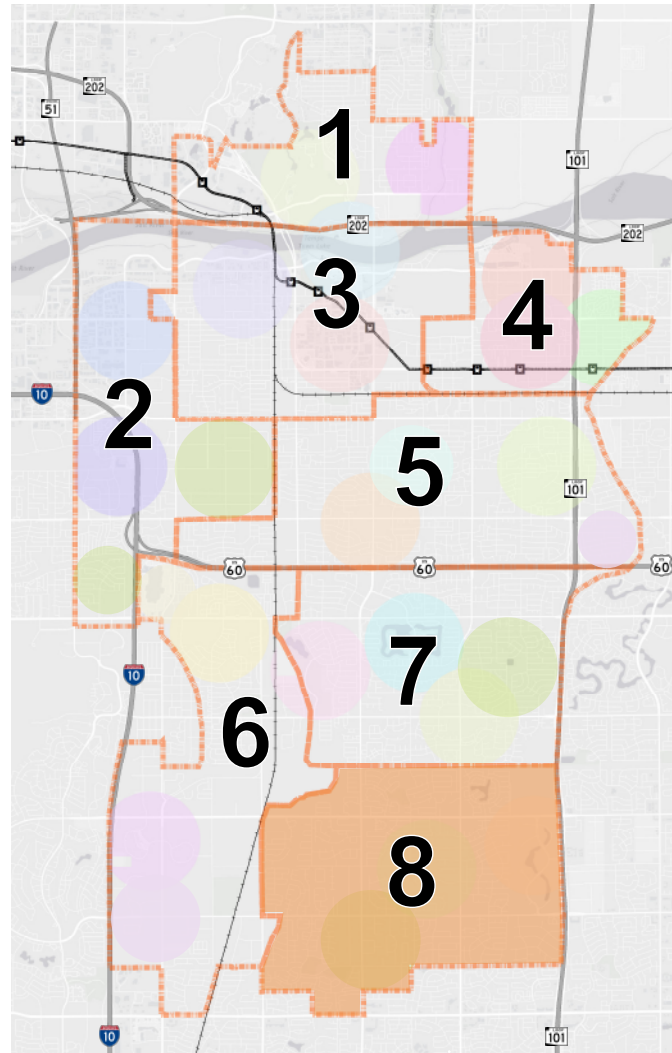
CHARACTER AREAS

- 1 Papago / North Tempe
- 2 Diablo / Double Butte
- 3 Rio Salado / Downtown / ASU
- 4 Apache
- 5 Central City
- 6 AZ Mills / Emerald Center
- 7 Kiwanis / The Lakes
- 8 Corona / South Tempe

City of Tempe

Community Development
31 E. Fifth Street, East Garden Level
Tempe, 85281

tempe.gov/characterareas



THE PLAN

1. This *Character Area Plan* is the culmination of a public process where consensus was used to identify the most important changes desired within the CORONA / SOUTH TEMPE area.
2. Any recommended enhancements do not negate or preclude the importance of maintaining existing public and private facilities, and ensuring code compliance.
3. Physical enhancements are important, but will be evaluated for availability of funding and city-wide budgeting needs for tax dollars appropriations. Grants or special funding sources could facilitate projects to sooner completion.
4. The process and plan results have no interest or intent to suggest or require any neighborhood or homeowner to become part of a homeowners association.
5. A *Character Area Plan* does not supersede City laws, *General Plan 2040*, or the *Zoning + Development Code*.

December 2014

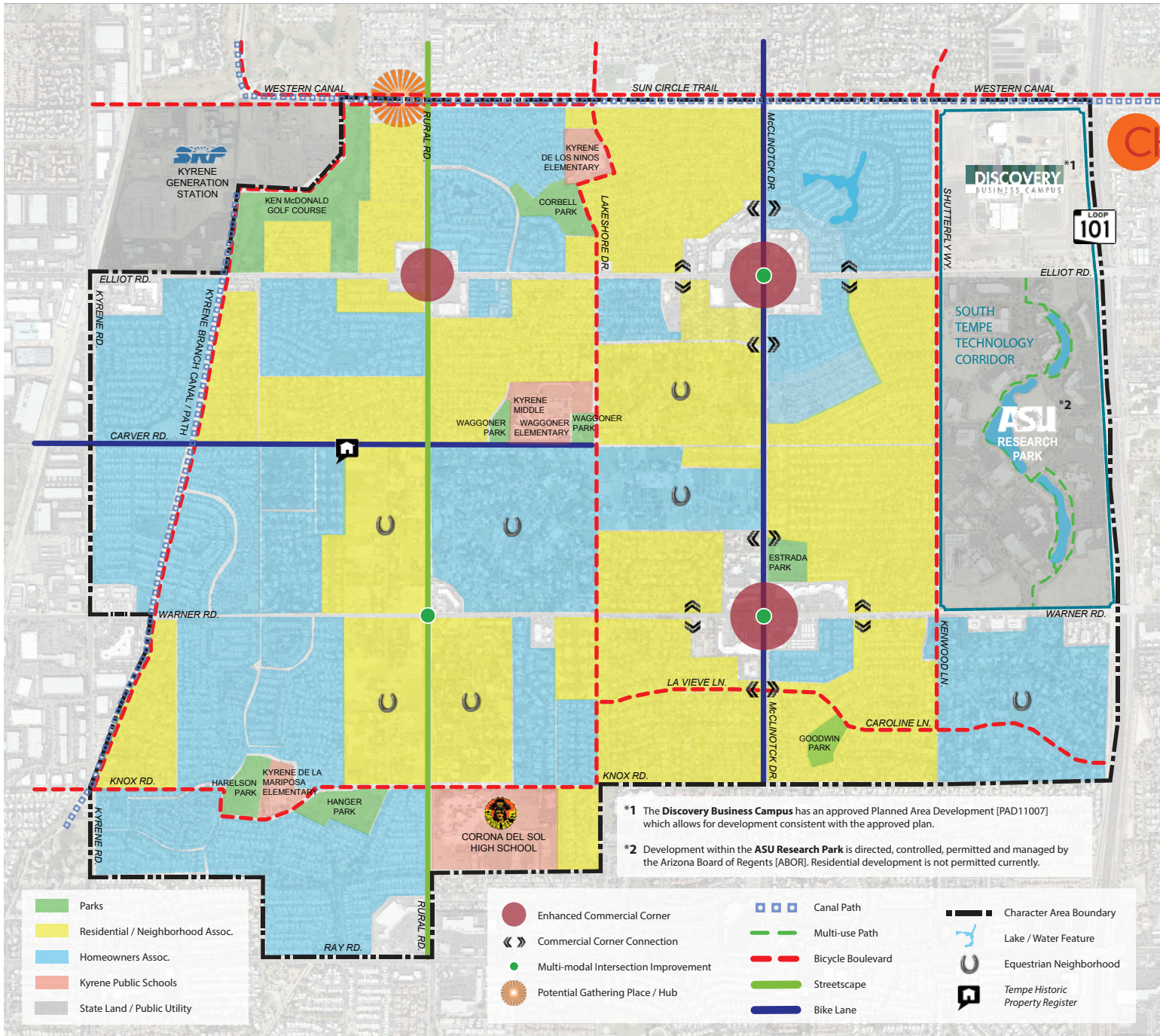
SPECIAL THANKS TO

the residents, students and businesses of Corona / South Tempe.

Mayor	Mark W. Mitchell	Salt River Project	Jim Duncan
Councilmembers	Robin Arredondo-Savage Shana Ellis Kolby Granville Joel Navarro Onnie Shakerjian Corey Woods	YMCA of Tempe AZ Community Church Warner Wrangler News	Laura Taylor Jeff Meyer Dan Kirkland, Publisher
City Manager	Andrew Ching	Conceptual Artists	Bill Kurtz, Bill Kurtz Architects PC, FAIA / AICP Mark C. Vinson, AIA
		Design + Layout	Hunter Hansen
		Project Manager	Nancy Ryan



CORONA / SOUTH TEMPE CHARACTER AREA 8



DEFINITIONS

Commercial Corner Connection:
Crossing improvements to enhance pedestrian or bicycle connection and access to commercial corners. These may include mid-block crossings, median refuge area, extended signal timing, pedestrian or bicyclist activated signals and high visibility crosswalk markings.

Multi-modal Intersection Improvement:
Mobility improvements to intersections that may include bicycle lane markings, extended signal timing for pedestrians, curb extension or median refuge, or high visibility crosswalk markings.

Bicycle Boulevard:
Bike boulevards are streets and pathways optimized for bike traffic. They are along multi-use pathways and low-volume, low-speed local streets with traffic calming enhancements such as speed humps, traffic circles, and grade separated crossings or bicycle activated signals at arterial street crossings. Vehicles share the street but the bicycle and traffic calming enhancements are meant to make bike boulevards more comfortable for travel.

Streetscape:
Improvement to the roadway environment for drivers and bicyclists and improvement of the experience for pedestrians, to enhance the corridor for those using the street and to stimulate walkable streets. Streetscape elements may include street trees and other landscape elements, benches, planted medians, enhanced street lighting, curb bump-outs, pedestrian curb ramps, pedestrian / bicycle activated crossing signal and improved bus stop waiting areas.

*1 The Discovery Business Campus has an approved Planned Area Development [PAD11007] which allows for development consistent with the approved plan.
*2 Development within the ASU Research Park is directed, controlled, permitted and managed by the Arizona Board of Regents [ABOR]. Residential development is not permitted currently.

