
**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 12/09/2014
Agenda Item: 3**

ACTION: Review and recommend the CORONA/SOUTH TEMPE CHARACTER AREA PLAN, dated December 2014, consisting of a character area map, principles, character elements and area priorities for the area generally bounded by Western Canal, Loop 101 freeway, City of Tempe south boundary and Kyrene Road. The applicant is City of Tempe.

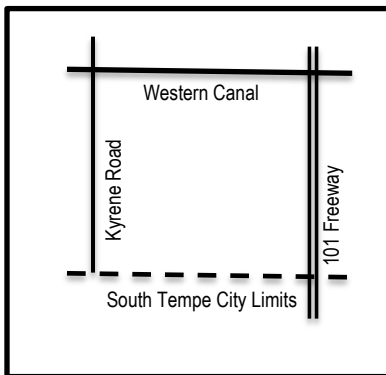
FISCAL IMPACT: There is no fiscal impact on City funds.

RECOMMENDATION: Staff - Approval

BACKGROUND INFORMATION: Corona/South Tempe Character Area Plan (PL140423) is a community-driven plan for one of eight Character Areas within Tempe. Character Area Plans provide additional policy refinement and direction for community design, development activities, and public or private enhancements desired by stakeholders within the Character Area. Corona/South Tempe Character Area Plan was developed through a 12 month process of public input to create this guidance document to work in conjunction with and to refine General Plan 2040. General Plan 2040 Community Design Element identified that Character Area Plans may be developed:

CHARACTER AREA PLANNING

Community design principles are typically applied as development occurs on a project-by-project basis. However, greater specificity of the design character, along with land uses, can be developed for smaller areas of the city. Character Areas recognize areas or groups of neighborhoods that contain common design, land use and commercial characteristics distinct from neighboring areas. Similarities in age of housing, styles of architecture, patterns of development, materials, land use or street patterns, lot size, landscaping, landmarks, social magnets, and/or physical barriers form some of the recognizable differences. Creating this General Plan refinement would take place through development of Character Area Plans for specific areas of Tempe.



ATTACHMENTS: Corona/South Tempe Character Area Plan, dated December 2014 and File. For additional information see www.Tempe.gov/Characterareas

STAFF CONTACT: Nancy Ryan, Project Management Coordinator (480) 350-8096

Department Director: Dave Nakagawara, Community Development Director

Legal review by: N/A

Prepared by: Nancy Ryan, Project Management Coordinator

INTRODUCTION:

In December 2013 Staff identified and City Council approved a public involvement for Character Area Planning. Staff initiated the first of the Character Area Plans for Corona/South Tempe and Kiwanis/The Lakes in January 2014. A public-involvement process throughout the year brought stakeholders together to discuss the amenities and gaps, character and vision, priorities and strategies for their Character Area. On October 20, 2014, the Draft Corona/South Tempe Character Area Plan was released for public review. From October 20 to November 2, 2014 comments were collected on the Draft Plan. These comments have been used for the Final Plan, which is presented to the Development Review Commission.

This Character Area Plan encompasses 6.3 square miles, and contains approximately 17,240 persons living and 15,077 employees working in the area. (2013 est.)

COMMENTS:

No changes to zoning or land use will occur from adoption of the Corona/South Tempe Character Area Plan but requested changes will consider the Plan's Character Elements, Corona Principles and Area Priorities, photo images and sketches used illustrate the concepts of the plan. Existing entitlements for development on all properties within the city will remain in effect.

PUBLIC INPUT:

- A Public Involvement Plan (PIP) was prepared for the Character Area Plans and was approved by City Council on December 3, 2013. The PIP called for multiple methods to enhance public involvement.
- Community Meetings and Workshops were held to invite input and comment on the Plan in March, June, August, and October 2014 at the AZ Community Church and at Tempe Public Library in April 2014.
- Boards and Commissions received briefing on the Corona/South Tempe Character Area Plan and process in March and September 2014.
- Two deliveries of over 8,000 door hangers were provided to each house, apartment and business in the character area to publicize the community meetings.
- Additional Presentations were made to Kiwanis Club of Tempe, Rotary Club, and Alta Mira HOA regarding Character Area Plans.
- Tempe Neighborhood Advisory Commission was briefed on the progress of the plan in February, March, April, June, August and September 2014.
- An Issue Review Session briefing before City Council was provided on January 23 and with the Council Committee of the Whole on November 17, 2014.
- Website at www.tempe.gov/Characterareas provided a survey and opportunity to complete comment cards on-line.
- A survey on Tempe Forum collected comment on a Visual Character Preference Survey.
- A total of 301 attendees participated in the five city-hosted workshops.
- Project File (attached) meeting notes and results from meeting activities, as well as comments received.

PROJECT ANALYSIS:

Character Area Plan

The Corona/South Tempe Character Area Plan addresses a number of important local issues for design, activities and development for this area of the city. The Corona/South Tempe Character Area Plan, dated December 2014 is comprised of a character area map, principles, character elements and area priorities. All plan components reflect a distillation and refinement of the community's input. The Character Area Plan is consistent with and facilitates implementation of Tempe General Plan 2040.

Conclusion

Based on the information provided and the above analysis, staff recommends approval of the Corona/South Tempe Character Area Plan.



PROJECT FILE

For


CORONA/SOUTH TEMPE CHARACTER AREA PLAN PL140423


ATTACHMENTS:

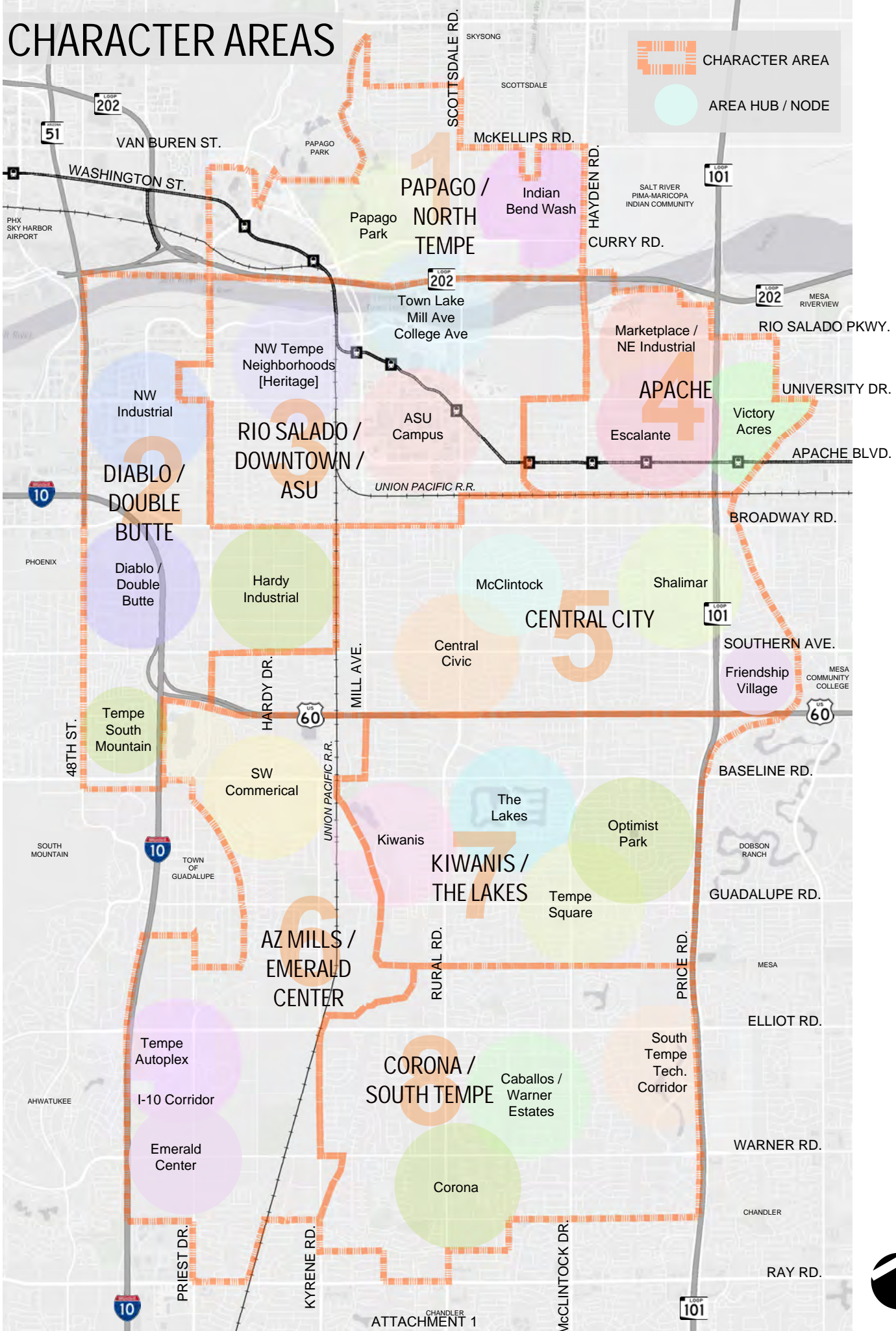
- 1 Project Area Map
- 2-15 Character Area Profile
- 16-17 Kick-off Meeting Notes
- 18-30 Gap Analysis Notes and Gap Voting Results
- 31-63 Visual Character Preference Survey Results
- 64-65 Character Defining Elements
- 66- 72 Strategies + Priorities Vote, New Comments and Tally Results
- 73-80 Comments Received by Comment Card or Email
- 81-99 On-line Comments of Draft Corona/South Tempe Character Area Plan
- 100-103 Petition of Oasis at Anozira
- 104 Tally of Comments on Mixed Use within South Tempe Technology Corridor
Corona/South Tempe Character Area Plan, dated 12/2/2013 (separate attachment)



CHARACTER AREAS

 CHARACTER AREA

 AREA HUB / NODE



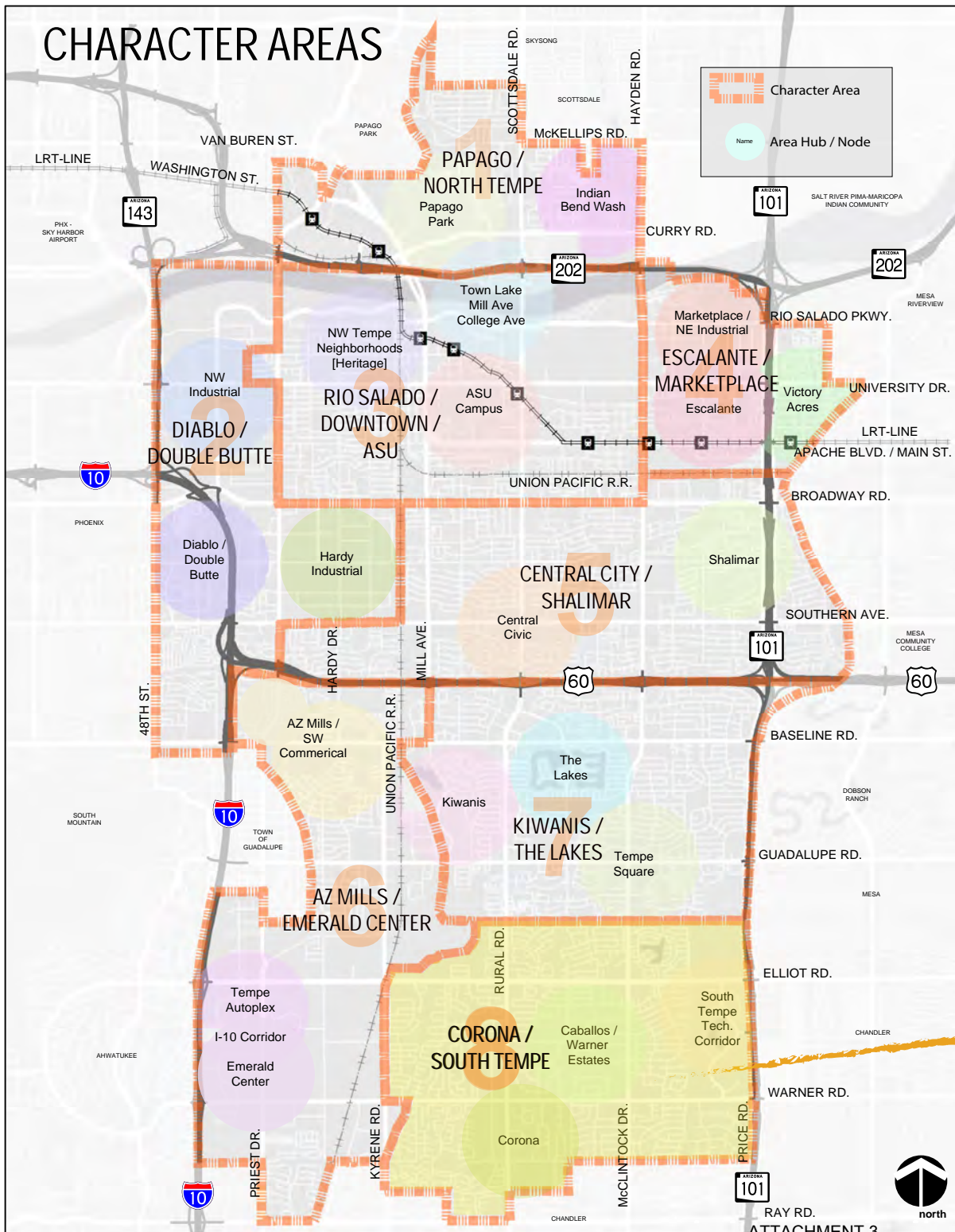
CORONA / SOUTH TEMPE



CHARACTER AREA 8



CHARACTER AREAS



Distinguishing the Tempe Community.

CHARACTER AREA PLANNING

I welcome you to the **CORONA / SOUTH TEMPE** Kick-Off Meeting, and invite you to engage in planning your Character Area! As your representatives at the city, we are always looking for ways to make our community better. Together with your input, we'll inventory our neighborhood's strengths, needs, and opportunities. With your help to focus on what makes each character area unique, we're be in a better position to create and preserve distinctive and visually appealing neighborhoods, to attract new businesses, and to add the amenities that you want most.

We hope that you'll join in the process!

Mark Mitchell, Mayor

**CORONA / SOUTH TEMPE
CHARACTER AREA 8**

Community Development
Nancy Ryan 480.350.8096 nancy_ryan@tempe.gov

tempe.gov/characterareas





AT A GLANCE

DEMOGRAPHIC	CORONA/SOOTH TEMPE	TEMPE
Population	17,242(2013)	166,842(2013)
Population as % of City	10.3%	
Population 18 years and under	21.8% (2008-2012)	16.8% (2010)
Population over 65 years	5.9%	8.4% (2010)
Median Age	36.2 years	28.1 Years
Median HH Income	\$102,958	\$47,882 (2012)
Average HH income	\$126,370	N/A
Average Household Size	2.6 persons	2.41 persons
Families as a percentage of total households	75.7%	48.46%
Percent Families living in poverty	5.9% (2008-2012)	12.9%
Education- 4+ years college	6,815 (39.5%)	23,470(41%)
Median Home Value (2010)	\$354,808	\$213,700 (2008-2012)
Median Home size (in s.f.)	2,315 s.f.	N/A
Median Year Home Built	1987 (27 years old)	N/A
HOA/NA Organizations	33 HOAs 15 NAs	129+ HOAs 79 NAs
Voter Turnout in the May 2012 special election	Ranging from 42.75% to 36.07% (Highest voter turnout for character area)	26.71%

DEMOGRAPHIC	CORONA/SOOTH TEMPE		TEMPE	
	# of calls	Percentage	City-wide # of calls	Rank
PD Calls for Service (2013)				
General Assist Calls	656	16.9%	14,609	1
Burglary/Trespass Calls	886	22.8%	12,153	2
Quality of Life (Animal/sick-Injured Person/ Disturbance/ Code calls	342	8.8%	11,393	3
Traffic-Vehicle Related Calls (not stolen vehicles)	561	14.4%	10,251	4
Family Disturbance/Runaway /Missing Person Calls	213	5.5%	6,234	5
Suspicious Activity-Package Calls	428	11.0%	6,119	6
Theft/Shoplift Calls	175	4.5%	5,204	7
Assaultive/Violence Calls	103	2.7%	4,786	8
Property (Arson/ Criminal Damage/ Found-Recovered)	152	3.9%	3,543	9
Drug/Alcohol Related Calls	57	1.5%	2,478	10
Information Calls	109	2.8%	2,434	11
911 Hang Up/Transfer Calls	106	2.7%	1,915	12
Stolen Vehicle Related (Recovered Autos included)	19	0.5%	854	13
Forgery/Fraud/ ID Theft	48	1.2%	739	14
Sexual Related (Indecent Exposure/Soliciting/Rape/ Peeping Tom) Calls	29	0.7%	698	15
Total Calls	3,884	100%	83,410	
<small>Note: Kiwanis-The Lakes boundaries do not match the PD districts exactly</small>				
Fire/EM Calls for Service (2013)	# of calls	Percentage	City-wide # of calls	
Fire	159	8.1%	1,959	
EMS (Medical)	669	3.8%	17,759	
Other	101	4.9%	2,054	
Total Calls	929	4.2%	21,772	



HOUSEHOLDS

HOUSEHOLDS	CORONA/SOOTH TEMPE	TEMPE
Total Households	7,863	64,409
Percent of Owner Occupied	88.12%	44.5%
Median Home Value	\$354,808	\$213,700
Percent of Renter Occupied	11.88%	55.5%
Median Rent	\$1,477	\$920
Monthly Owner Costs as a Percentage of Household Income*: 40% or greater	10.5%	N/A

POPULATION DIVERSITY

White	17,173
Asian	1,983
Some Other Race	822
Two or More Races	664
Black	511
American Indian- Alaska Native	69
Native Hawaiian- Pacific Islander	65



Source: 2013 MAG Socioeconomic Data





SUBURBAN SPLENDOR

These successful suburbanites are the epitome of upward mobility. These residents are married couple families with and without children, comprising 8 in 10 households. Median age is 41.6 years, and half of the population is 35-64 years. These low-diversity neighborhoods are predominately white. **Suburban Splendor** residents have a median household income of \$121,661. Labor force participation rates are high for both men and women; many households have two incomes. Most employed residents work in management, professional positions, and sales. Well-educated, more than half for the population aged 25 years and older hold a bachelor's degree. Eighty-five percent of the households own two or more vehicles. A main focus is home improvement and remodeling projects done mostly by contractors. Residents hire a lawn maintenance service. They all have the latest electronic gadgets and numerous cell phones. This is one of the top segments to own or lease a luxury car. They devote free time to family, travel, and self-improvement pursuits such as physical fitness, reading, visiting museums and attending the theater. They listen to classical music, all-news, all-talk, news-talk and sports radio. They order items by phone, shop online and at upscale retailers, home improvement stores, and wholesalers.



EXURBANITES

Exurbanites prefer an affluent lifestyle in open spaces on the urban fringe. Although 40 percent are empty-nesters, another 32 percent are married couples with children still living at home. Half the householders are aged between 45 and 64 years. They may be part of the "sandwich generation," because their median age places them between paying for college and caring for elderly parents. The 65.2 labor force participation is slightly higher than the US rate. Approximately half work in substantive professional or management positions. More than 40 percent of the population aged 25 years or older hold a bachelor's or graduate degree. The median household income is \$84,522. More than 20 percent earn retirement income; another 57 percent receive additional income from investments. Seventy five percent of the housing was built after 1969; most are single family homes. Nearly 80 percent of households own at least two vehicles. Because of their life stage, **Exurbanites** residents focus on financial security. They consult with financial planners and have IRA accounts. To improve their properties, **Exurbanites** work on their homes, lawns and gardens. They will tackle some home improvements, but hire contractors for more complicated projects. They are very physically active: they lift weights, practice yoga and jog to stay fit. They go hiking, kayaking, play Frisbee, take photos, and go bird watching. When vacationing in the US, they hike, downhill ski, play golf, attend live theater, and see the sights. This is the top market for watching college basketball and professional football games. They listen to public and news/talk radio and contribute to PBS. They participate in civic activities, serve on committees of local organizations, address public meetings, and help with fund raising. Many are members of charitable organizations



MILK + COOKIES

Upscale living on a family allowance, **Milk and Cookies** represents young, affluent married couples who are starting their families or already have young children. Youth, family life, and the presence of children are the common characteristics. The median income for this group is \$57,170. The group is also ethnically diverse, similar to the U.S. diversity of Black or Hispanic residents. The neighborhoods are predominately composed of homeowners who live in single family homes. Given the concentration of dual income families, most households have at least two vehicles. Their lifestyle reflects youth and family orientation – buying infant and children's clothing and toys, and visiting theme parks and zoos. They watch professional football and basketball games. Many households own a dog.

BOOMBURBS

The newest addition to the suburbs, these neighborhoods are home to busy, affluent young families. It is also home to one of the highest concentrations of young families with children. The median age is 33.8 years; one-fifth of **Boomburbs** residents are between 35 and 44 years of age. There is little ethnic diversity in the population. The **Boomburbs** includes one of the highest concentrations of two-income households, complemented by one of the highest rates of labor force participation, at 71 percent. Residents are well educated; more than 50 percent of the population aged 25 years or older holds a bachelor's or graduate degree. They primarily work in management, professional and sales occupations. The median household income is \$110,681, more than double the US median. Approximately three-quarters of the housing units in **Boomburbs** neighborhoods were built after 1989; most are single family houses. The homeownership rate is 88 percent. Commuting links these dual career households with their suburban lifestyle. Many work outside their resident county. **Boomburbs** are the top segment for buying household furnishings, toys and games, men's business and casual clothes, big-screen TV's, and cars. Residents own laptop computers, all kinds of software, and two or more cell phones. They go online frequently to buy flowers, tickets to sporting events, trade and track their investments, do their banking and make travel plans. They take family vacations to Disney World, Sea World and other theme parks. They play tennis and golf, lift weights and jog. They watch family videos on DVD, attend baseball and basketball games, and go to golf tournaments. They listen to soft contemporary and alternative music, sports and all-talk radio. They read parenting, finance, and business magazines and watch newer sitcoms and dramas on TV.



PROSPEROUS EMPTY NESTERS

Approximately 6 in 10 households in **Prosperous Empty Nesters** are aged 55 years or older. This group of residents will accelerate as the Baby Boomers mature. The median household income is \$63,682, attributable mostly to retirement income and investments. This group is not ethnically diverse; approximately 90 percent are white. They live in established neighborhoods. Residents are enjoying the freedom the move from childrearing to retirement affords. Many who are still working have solid professional and management careers, especially in education and health care sectors. This group resides in single family homes, and their neighborhoods experience little turnover from year to year. They take pride in their homes and communities, so home remodeling, improvements and lawn care are priorities. Residents will join a civic club or charitable organization, help with fund-raising, write to a station or newspaper and volunteer. They order by phone from catalogues and use coupons. They refinish furniture and play golf. They read biographies, mysteries and history books; two or more newspapers daily, and prefer to watch news shows on television.



ASPIRING YOUNG FAMILIES

Aspiring Young Families are a mix of married couples, single parents, and singles who see the "American Dream" of home ownership and a rewarding job. The average family size is 3.1 people. Most live in single-family houses or multi-unit buildings; approximately half own their homes. **Aspiring Young Families** are more ethnically diverse than the total US population. Many are young, mobile, and college educated; one-third are younger than 35 years. The median household income is \$46,275. Approximately 60 percent work in professional, management, sales or office / administrative support positions. Fifty-eight percent have attended college and 24 percent hold a bachelor's or graduate degree. Focused on home and family, residents spend most of their discretionary income for children's products, home furnishings, cameras and video game systems. These residents go to a theme park while on vacation. They play video games, watch TV, eat out and go to movies. They also play baseball and go bowling and biking. They listen to urban stations and professional basketball games on the radio and watch sports, news, entertainment and courtroom shows on TV.



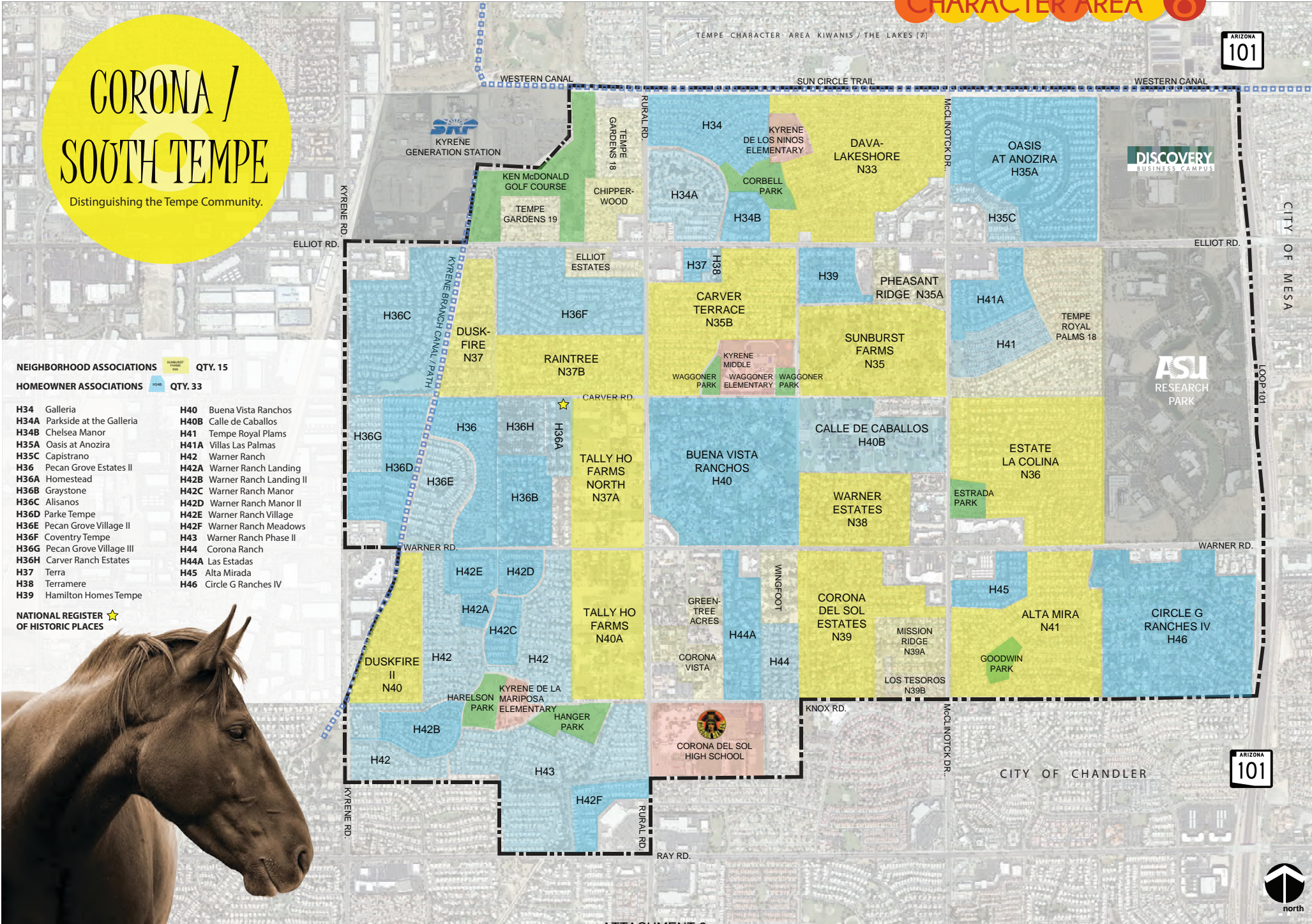
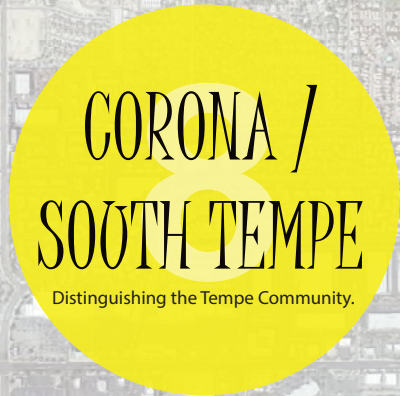
SOURCE : ESRI Tapestry Segmentation, 2012 esri.com/tapestry
ESRI's Tapestry Segmentation divides US residential areas into 65 distinct segments based on socioeconomic and demographic characteristics to provide accurate, detailed descriptions of US neighborhoods.

NEIGHBORHOODS / SCHOOLS / PARKS



CORONA / SOUTH TEMPE

CHARACTER AREA 8



NEIGHBORHOOD ASSOCIATIONS **QTY. 15**

HOMEOWNER ASSOCIATIONS **QTY. 33**

- | | |
|--------------------------------------|-------------------------------------|
| H34 Galleria | H40 Buena Vista Ranchos |
| H34A Parkside at the Galleria | H40B Calle de Caballos |
| H34B Chelsea Manor | H41 Tempe Royal Palms |
| H35A Oasis at Anozira | H41A Villas Las Palmas |
| H35C Capistrano | H42 Warner Ranch |
| H36 Pecan Grove Estates II | H42A Warner Ranch Landing |
| H36A Homestead | H42B Warner Ranch Landing II |
| H36B Graystone | H42C Warner Ranch Manor |
| H36C Alisanos | H42D Warner Ranch Manor II |
| H36D Parke Tempe | H42E Warner Ranch Village |
| H36E Pecan Grove Village II | H42F Warner Ranch Meadows |
| H36F Coventry Tempe | H43 Warner Ranch Phase II |
| H36G Pecan Grove Village III | H44 Corona Ranch |
| H36H Carver Ranch Estates | H44A Las Estadas |
| H37 Terra | H45 Alta Mirada |
| H38 Terramere | H46 Circle G Ranches IV |
| H39 Hamilton Homes Tempe | |

NATIONAL REGISTER OF HISTORIC PLACES



BUSINESS / EMPLOYMENT / INVESTMENT

DEMOGRAPHIC	CORONA/SOOTH TEMPE	NOTES
Construction Investment	2004 \$4,875,199 2005 \$22,230,273 2006 \$5,078,252 2007 \$19,274,483 2008 \$30,028,656 2009 \$23,210,759 2010 \$2,564,808 2011 \$3,305,808 2012 \$7,656,464 2013 \$23,270,111	Edward Jones Corona HS, ASU, Freescale, Churches(2) ASU, WalMart, Edward Jones Garage Walgreens, T-Systems, Corona HS, Kyrene del los Niños, Churches (2) Basha's GoDaddy, Discovery, State Farm
Employees	15,077	
Businesses	967	
Major Employers (# of Employees)	Freescale Semiconductor (1,017) Avnet (700) Walgreens (639) Edward Jones (619) US Food Services (490) Wells Fargo (327) Tempe Union HS District (180) Fry's Food Stores (164) Asml (161) Fijitsu Semiconductor (154)	Semiconductors + relates devices Computer system design services Pharmacies and Drug Stores Securities Brokerage Grocery Wholesalers Commercial Banking Secondary Schools Supermarkets Other electronic parts + equip. R+D Physical Engineering and Life Sciences
Office Market Feb 2014	57 buildings 1,587,061 square feet 30.12% Vacancy \$21.27 Rent per square foot \$99.00 Price per square foot 10.1 Average Months on Market	
Retail Market Feb 2014	59 buildings 1,148,751 square feet 13.2% Vacancy \$17.21 Rent per square foot \$159 Price per square foot 28.3 Average Months on Market	
Industrial/Flex Market Feb 2014	9 buildings 1,042,401 square feet 11.8 % Vacancy \$12.20 Rent per square foot \$N/A Price per square foot 14.6 Average Months on Market	\$55/ s.f. is 5 year average



Edward Jones



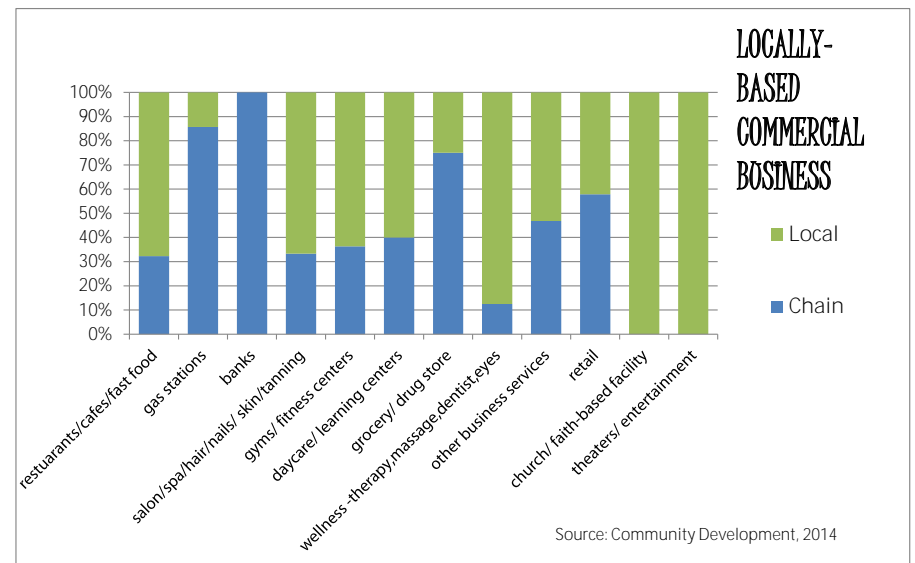
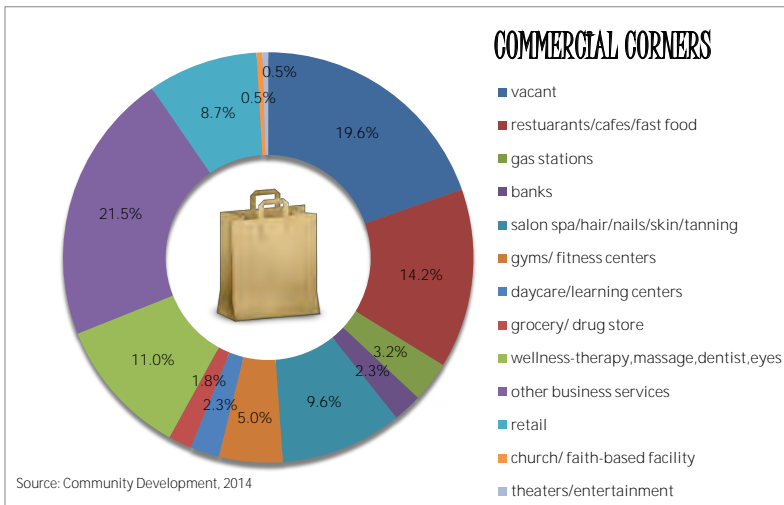
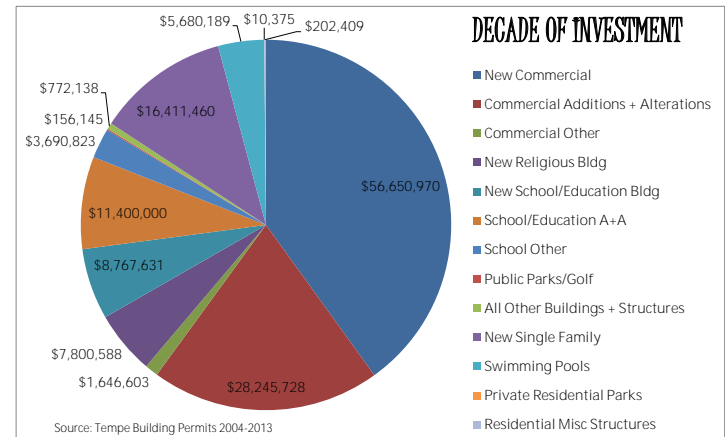
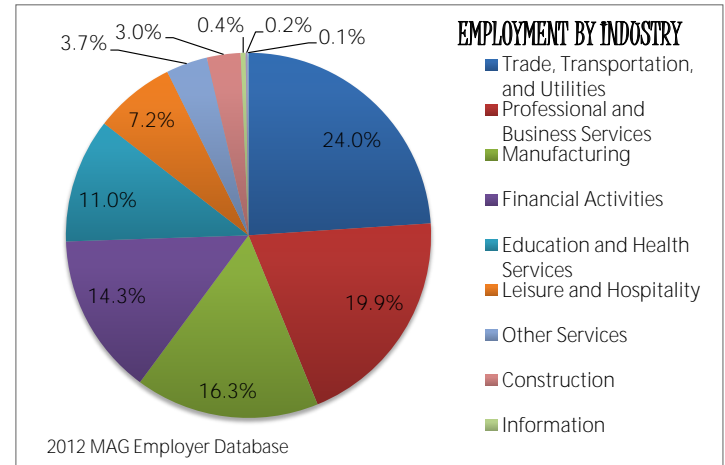
DIGITAL REALTY



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ATTACHMENT 7



CORONA / SOUTH TEMPE
Distinguishing the Tempe Community.

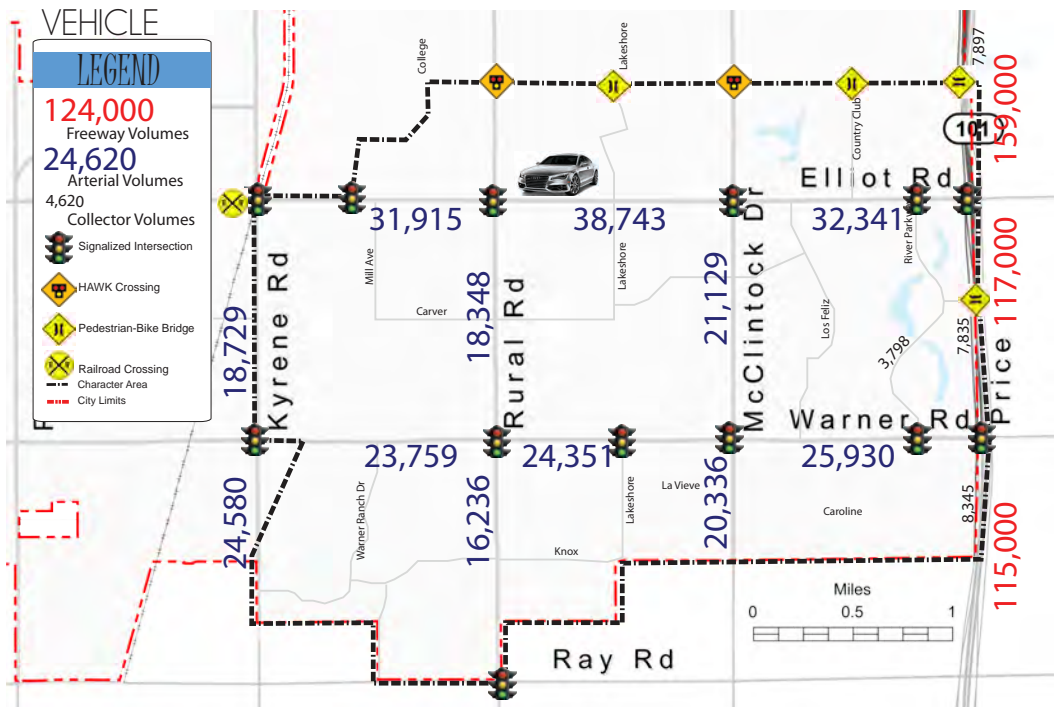
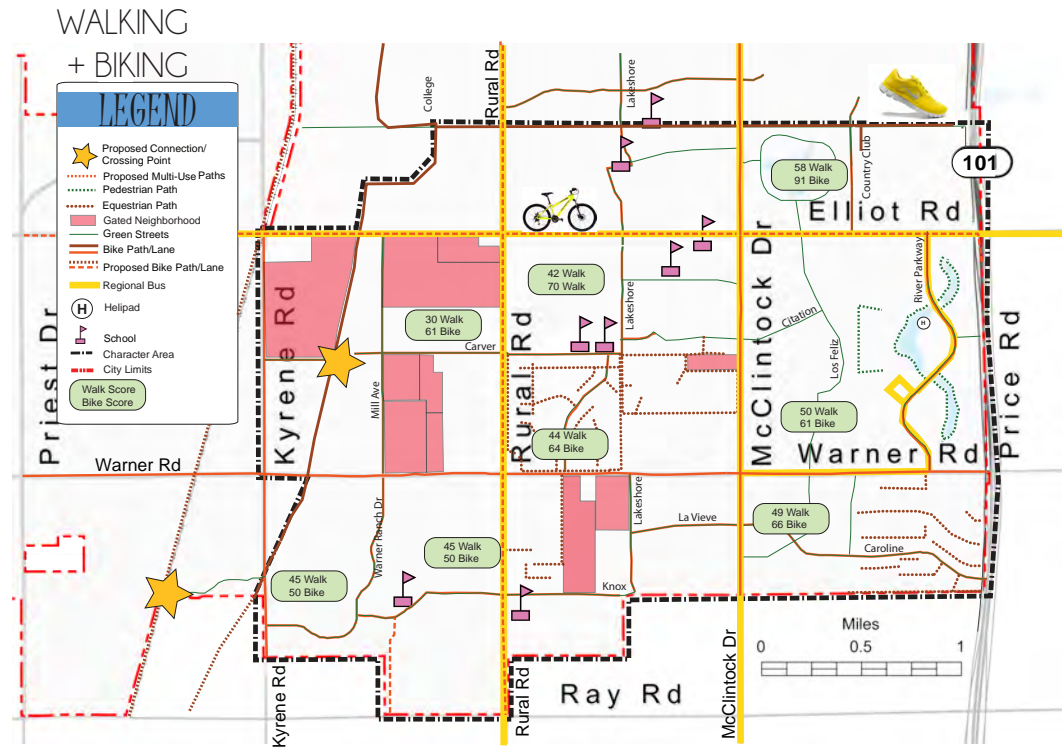
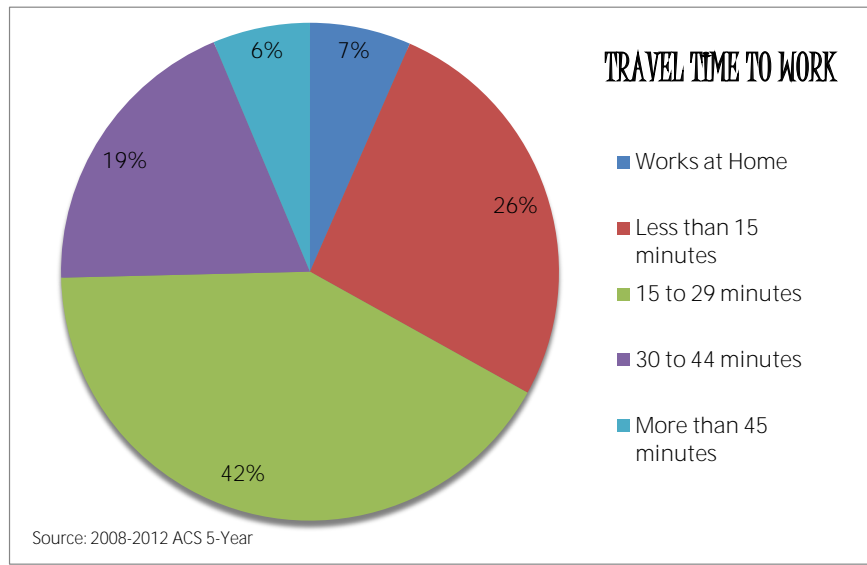
-  COMMERCIAL
-  ART IN PRIVATE DEVELOPMENT
-  TEMPE PUBLIC ART
-  EDUCATIONAL FACILITY
-  FAITH-BASED FACILITY



GETTING AROUND



GETTING AROUND	CORONA /SOUTH TEMPE	TEMPE
Bike Routes	McClintock Warner Kyrene Anozira Pkwy Carver Mill/Warner Ranch Rd Dorsey/Lakeshore Country Club River Parkway Citation Knox La Vieue/Caroline Bell de Mar Secretariat/Terrace	List not included
Multi-Use Paths	Western Canal / Sun Circle Trail Kyrene Canal Multi-use Path	List not included
Bus Routes Fixed Route	Route 65/66 72 81 108	List not included
Regional Express	522	
Transit to Work	219 persons (1.95%)	4.7% Transit
Bike or Walk to Work	410 persons (3.55%)	3.7% Walk 6.5% Bike, Motorcycle or Taxi





CORONA / SOUTH TEMPE
CHARACTER AREA 8

3.38 ACRES OF PUBLIC PARK SPACE
 per 1,000 people

PLAY + RECREATION



PARK OR FACILITY NAME	TYPE OF PARK/ TYPE OF FACILITY	ACRES	ADJACENT SCHOOL	PARK AMENITIES
Corbell Park	Neighborhood	11.00	Kyrene de los Niños	Corbell Park
Waggoner Park	Neighborhood	8.00	Kyrend Middle, Waggoner	Waggoner Park
Estrada Park	Neighborhood	8.00		Estrada Park
Goodwin Park	Neighborhood	5.00		Goodwin Park
Hanger Park	Neighborhood	15.00		Hanger Park
Harelson Park	Neighborhood	11.20	Kyrene de la Mariposa	Harelson Park
	TOTAL	58.20		
Ken McDonald Golf Course	18-hole municipal course			

Baseball	Dog Park	Basketball	Picnic Ramadas	Picnic Grills/ Tables	Play Equip	Soccer	Restrooms	Volleyball	Tennis	Splash Park





PERIODS OF SIGNIFICANCE / BUILD-OUT

The earliest still-existing home in the area, the **Lowell Redden House** at 333. E. Carver Road, is listed on the *National Register of Historic Places*. Most residential development of the **Corona / South Tempe Character Area** did not follow the typical north-to-south pattern of much of Tempe. Early ranchette-type subdivisions, such as **Calle de Caballos** and **Tally Ho Farms** were platted in the early-to-mid sixties, prior to annexation. **Buena Vista Ranchos** and **Sunburst Farms** (early seventies), followed by **Corona Vista** and **Circle G Ranches** (late seventies), continued this residential development model. More typical single family residential tract developments began to appear in the area in the early-to-mid seventies in the vicinity of the newly-constructed **Ken McDonald Golf Course**. Later developments occurred in a random pattern throughout the area from the late seventies to the mid-nineties, culminating with the **Alisanos** community at Elliot and Kyrene in 1998. **Tempe Royal Palms Village**, beginning in the early eighties, was closely followed by **Alta Mirada**, **Terramere** and **Parkside at the Galleria**, which introduced a townhome product as an option.

With the exception of **Corona del Sol**, the nation's first solar-powered high school in 1977 (with later additions), school construction lagged behind residential construction. The area's three elementary schools and one middle school, all part of the **Kyrene District**, were constructed in the late eighties and early ninties.

Retail development was roughly coincident with schools, both dependent a sufficient population. **Cobblestone**, **Southwind** and **Royal Palm Plazas**, as well as **Crossroads Center** and **McClintock Fountains**, were all constructed in the mid-eighties; **Fry's Marketplace** followed in 2002; the **Safeway Center** in 1997. A smattering of garden-type office buildings, such as the **Price-Warner Commerce Center**, **Crossroads Office Park** and **Warner Courtyards**, were constructed in the late nineties and early 2000's. Larger-scale commercial development, concentrated along the eastern boundary of the area and consisting primarily of research and development interests, began with the first phase of the Motorola (now **Freescale / Discovery Business Campus**) facility in the late seventies, followed by the early phases of the **ASU Research Park** in the mid-to-late eighties.

ARCHITECTURAL CHARACTER + STYLES

With build-out of the area occurring sporadically from the mid-sixties through the late nineties, combined with ongoing development of the business and research parks, a wide variety of architectural styles are evident. Variations of the ranch style, expressed in brick or concrete block, were favored in the early ranchettes; late ranch/slump block in the first residential tracts. A number of residential styles, from Spanish Colonial to Pueblo Revival, French Provincial, Tudor and Colonial Revival are seen in the later ranchettes. Later residential tracts with ever-tighter lot dimensions, however, are comprised almost entirely of contemporized variations of Spanish Colonial Revival, consisting of tile roofs and wood frame/stucco walls in muted earth tones, with most tightly controlled by CC&R's and monitored by HOA's.

ARCHITECTURE + DESIGN

Beginning in the late sixties and early seventies, school designs began to shift, due to energy and security concerns, as well as educational philosophies, from open plan layouts with abundant glazing expressed through detailed brick and concrete in Neoclassical and, later, International styles, to inwardly-oriented groupings of articulated pods clad in enhanced concrete block with no discernable stylistic expression. All schools in the **Corona / South Tempe Character Area** reflect this national trend, although **Corona del Sol High School**, by the award-winning Tempe architectural firm Michael and Kemper Goodwin, Ltd., does, by virtue of its orientation and roof elements designed for solar considerations, exude a distinctive quality.

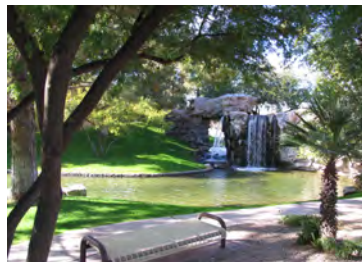
Retail designs, such as **Cobblestone Center**, **McClintock Fountains** and **Fry's Marketplace**, reflect, for the most part, the residential preference for contemporized variations of Mission or Spanish Colonial Revival, as do **Arizona Community Church**, **Mission del Sol Presbyterian** and **St. James Episcopal Churches**. The mildly post-modern **Royal Palm Plaza** and the contemporary southwest **Safeway Center** and **LDS Corona Ward** are subtle exceptions. It is primarily in the garden office and business/research park developments where more overt contemporary architectural expressions are found. The **Price-Warner Commerce Center** and **Crossroads Office Park** exhibit various aspects of "southwest modern" design, with metal roof elements, enhanced concrete block walls and detailed overhangs or accentuated or recessed window openings, as do **MidFirst Bank** and **Dayspring Methodist**, **Desert Cross Lutheran** and **Christ Life Churches**. The larger-scale **Warner Courtyards**, **Discovery Business Campus** and **ASU Research Park**, along with **Warner Professional Plaza**, tend to embrace the corporate modern aesthetic, typically featuring large bands of flush-mounted reflective glass, metal accents and contrasting masses of enhanced concrete block terminating in linear or stepped parapets with little or no ornamentation

POINTS OF DISTINCTION / SOURCES OF IDENTITY

Of all those identified, the most distinctive, memorable structures are not necessarily those of a particular style or type, but rather those which exhibit a high degree of thoughtful, place-oriented design. For example, the original sanctuaries at **Christ Life**, **Dayspring Methodist** and **Desert Cross Lutheran Churches**, as well as the **Wells Fargo Branch Bank**, are notable for their bold forms and distinctive use of masonry with metal accents; **Corona del Sol High School** for its solar orientation and roof elements, **Cobblestone Center** for its enhanced paving and pedestrian walkways, **St. James Church** and **Pleasant Run Professional Offices** for their integration of regionally-appropriate landscaping and detailed architectural elements within a simple materials palette; and the **Edward Jones Training Center** at the **ASU Research Park** for its combination of well-detailed, enhanced concrete block walls and articulated building masses which reduce the overall scale of the structure with metal canopies which provide shade and an overall orientation which maximizes views of and interaction with the adjacent lake.

In the residential realm, the disparate styles of homes in **Buena Vista Ranchos** provide variety, yet are unified by certain common materials, streetscape treatment and community areas, resulting in a certain "diverse continuity" - a valid model for development regardless of house or lot size.

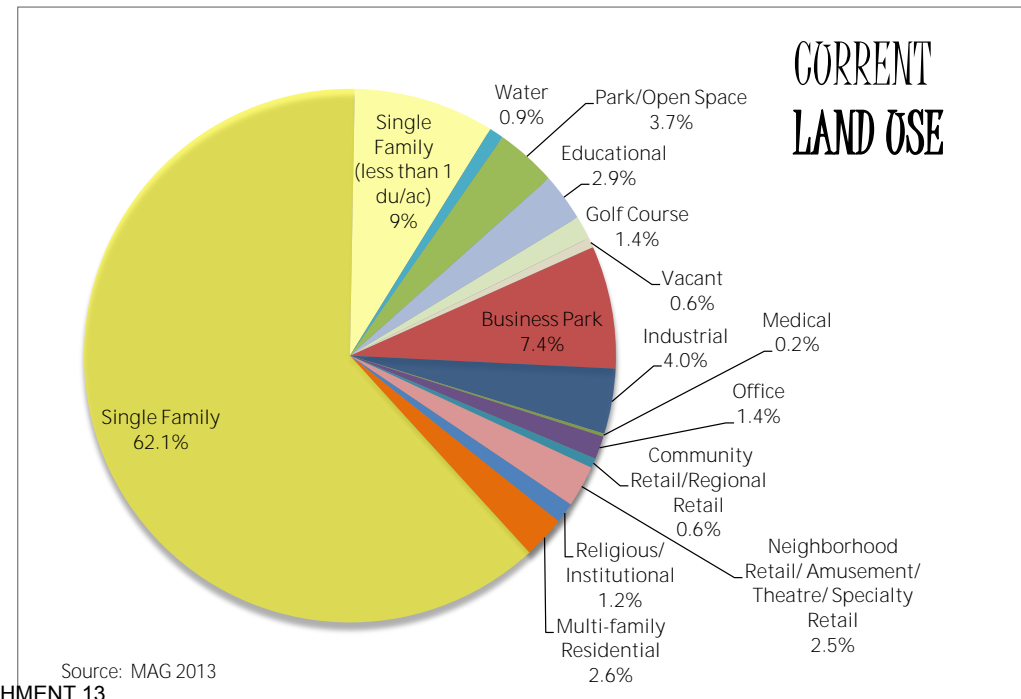
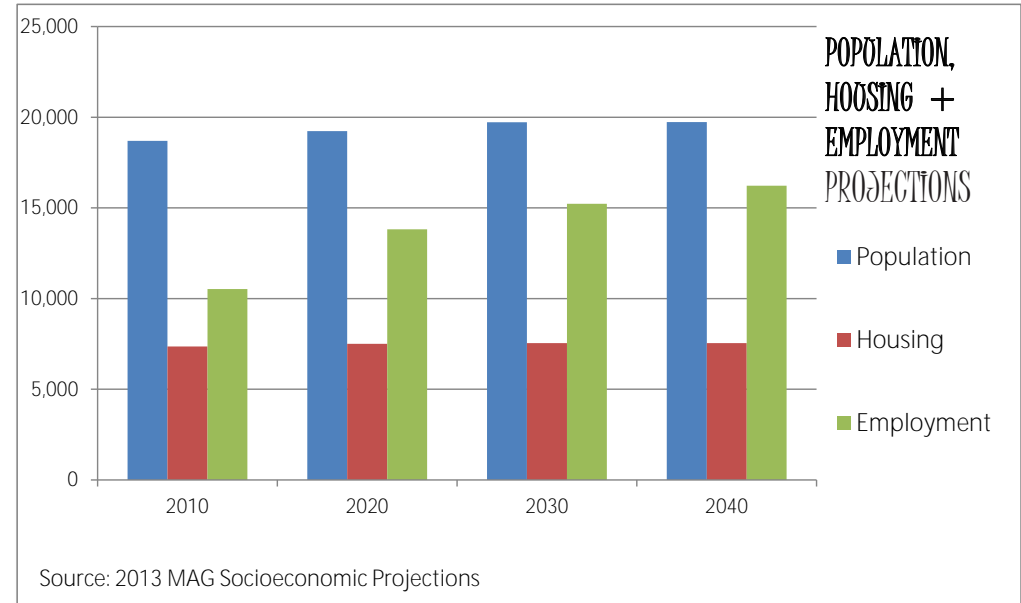
Another source of identity for the area is its functional art elements, such as the artist-designed bus stop in front of **Corona del Sol High School**, tensile fabric support structure in the **Christ Life Church** courtyard, outdoor seating at **Safeway**, shade structures at **Hangar Park** and lighting and paving accents along the **Western Canal Path**. Together with the public sidewalk and crosswalk details and enhanced reverse frontage landscaping required in the **Southwest Overlay District**, these elements elevate everyday experience and contribute to the quality of life found in the area.



LAND USE + GROWTH



CORONA / SOUTH TEMPE CHARACTER AREA 8



CORONA / SOUTH TEMPE
CHARACTER AREA 8

**CORONA /
SOUTH TEMPE**
Distinguishing the Tempe Community.





COMMENTS



CORONA / SOUTH TEMPE CHARACTER AREA 8

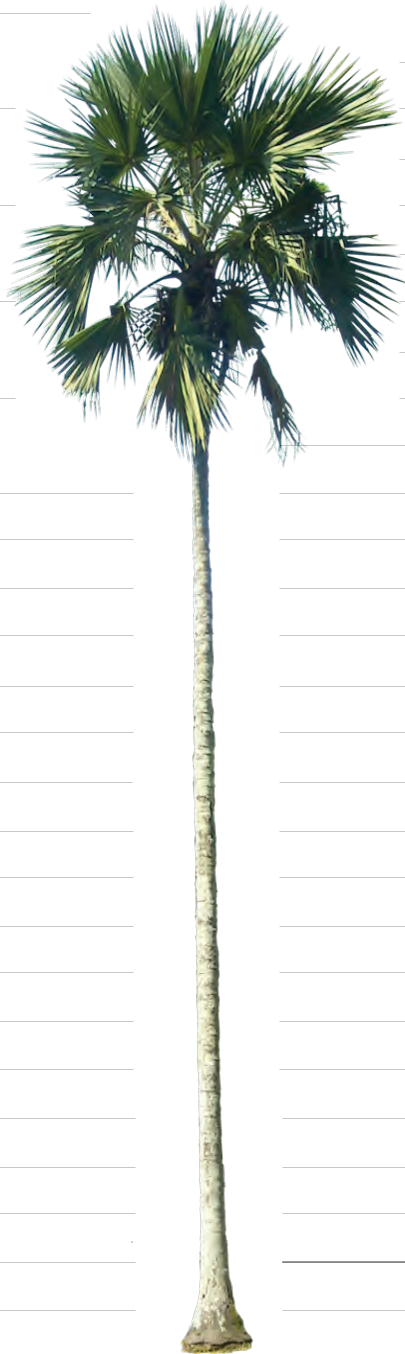
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CORONA / SOUTH TEMPE

COMMENTS

TOPIC: Expectations and Outcomes

A process that does not end up with policy document. Have funding strategies have to be implemented. Check back with neighborhoods periodically.

South Tempe has been neglected. See elements in 2040 that recognize South Tempe, and neighborhoods outside Downtown Tempe. Elements of GP assign well to department and the departments will be accountable to implements. Make gathering places interconnect with transportation system. Be vigilant about what we want.

Mark Taylor development- An example to the need to improve communication with neighborhoods when talking to developers and zoning/ land use issues.

Is any federal/ state funding available?

Really exciting. Tempe is educated and progressive. Incorporate art, outdoor dining ex: Oregano's). For example, a dining table next to sidewalk and parking lot is a bit of discord. Would be better to separate from parking. Think about sustainability Pave alleys. When city vehicles go on alleys it generates dust clouds.

Could the city provide the definitions for the terms used-infill, adaptive use

Bring a copy of new General Plan 2040.

Outside of community's with HOA's, our neighborhoods also have issues about dead trees, etc. Some get together as a neighborhood and identify trouble areas (i.e. Corona Estates improved their entrance/perimeter without need for HOA).

Hope you are not trying to make HOAs in areas without HOA's. People need to take care of their own, not to legislate. Not everyone wants an HOA.

Thanks for opening up communication.

Some south Tempe neighborhoods that do not have HOA's. Some do not want them.

Listening to what the people in south Tempe want or not want.

Need to do something for new young families i.e. make investments in our properties; get ahead of the curve to attract more families.

Want to feel more part of TEMPE. Sometimes I feel I live in Chandler. Live 6 houses away from Chandler border, feels like I live in Chandler. I use the Chandler library in my neighborhood regularly , because the one in Tempe is too far to go. Want a Library in South Tempe.

People stay connected/experience sense of community throughout the canal path .

TOPIC: Play and recreation:

Gathering areas, more shade, water is an attraction.

Consider a place like wither the Ken McDonald GC, canal path and YMCA meet - allow space for music concerts, or farmers market.

Pickle ball- Use of tennis courts for pickle ball, courts are not lined for pickle ball.

Indoor courts 8am-12pm MWF

Harleson Park - jazz up, Tempe garden club could help.

Go to Chandler to use parks because Tempe parks have no equipment, and not enough pools.

The YMCA is now under used, where it used to be full of families and that is a concern.

No youth programs, need to do something for young families.

Suggest restroom facilities along the multiuse paths.

Topic: Transportation

More HAWK signals for street crossings for walking/biking.

ORBIT – “I would pay to use it...” .

Want more bike lanes on major roads/possible condensing roadways to accommodate .

Don't discount South Tempe for use of public transit.

If we stay low density that makes it more difficult to get more transit.

Light rail on Rural? Possibly McClintock?

Possible streetcar on rural?

Need restrooms along canal paths.

Countdown signals need to be installed for South Tempe.

Neighborhood speed reduction (road diets possible) .

Pavement conditions need improvement.

More convenient express routes in South Tempe.

Possible smaller routes through neighborhoods to commercial nodes.

Train connecting Intel and commercial centers to North Tempe/ASU, etc.
Improved communication on possible ORBIT bus routes.
Difficulty making left turns onto arterials out of neighborhoods.
New large developer/business should provide transportation options- address traffic impact analysis.
Go Daddy traffic input analysis?
Tempe is known as bike friendly but not in south Tempe (Rural/Elliot).
Streets are wide enough for bikeways/lanes - don't need to take away lanes.
Transportation is a huge issue.
Mistake to discount south Tempe as needing mass transit. Low density loses out.
Like using orbit to connect (would not mind paying for it).
Connect ORBIT to existing routes in Downtown Tempe/ASU.
Park and ride at Rural and Ray (just outside of Tempe) what is it used for?
Employer provided mass transit.
Bike/Pedestrian friendly traffic control + amenities.
Alternative transportation including equestrian access.
Neighborhood circulator.
South Tempe has a lot of traffic. We walk a lot and see a lot of people speeding-slow down traffic in neighborhoods. Drivers do not observe stop signs.
Like crosswalk lights by canal, nice to have in other places.

Topic: Character+ Architecture + Design

“Diverse continuity” – encourage (but not necessarily through HOA)
Enhance connectivity: neighborhood shops, schools, neighborhood biking, pedestrians and horses.
I get to meet people on Canal bike path, which the city has already beautified irrigation canals, good starting place
What about the Farmers Market at Warner and McClintock
Agricultural character (citrus, horses)
Connectivity of essential assets of the character area
More open air dining (separated from cars)
Community Gathering places
Focusing sense of place gathering streetscape etc.
Corner of NW/NE (*name of streets missing*) is ugly

McClintock/Guadalupe needs parking structure
WALKABILITY to shops, community gatherings, restaurants, etc.
-Need for multi-age community center for families → seniors (100 person gatherings)

Topic: Development + Land Use

-Aging in place – Medium density (patio homes) for downsizing homeowners – housing mix
-More ethnic restaurants
Like to see more outdoor dining as in Europe
Want more ethnic restaurants (beyond Mexican and Italian).
Seems all open spaces going to multi family. Want patio house (e.g.) for people who want to stay here for most of their lives (applause)
With all the multifamily being built, what is it going to do to our water supply?
Empty buildings-quite a few (Priest and Elliot) Can't see what's going on, got too much for the people, signs? Nobody knows what stores are in the malls, because they can't be seen. We are losing a lot of stores
There are many ASU faculty that live in south Tempe –travel to ASU

Topic: Sustainability

Sustainability – Air quality (dust control alleys)

Topic: Commercial/Business +
Employment

Need nightlife, music venues
Movie Theater Complex
NE Corner Rural & Warner - IDEA Quality Townhomes w/Restaurants on corner

New Business signage at 9030 S McClintock. Hard to see the service businesses from the street

Not much commercial in our area; partner with other areas (or Chandler). i.e. - Changing Hands
NE AND SE Corners of Elliot/Rural - NEED HELP!!
More children's stores
Curb appeal for neighborhood walls
Healthcare facility is missing

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

WHAT WE HAVE (AMENITIES)

A - Business and Development

Employment

Major Employers: *Freescale Semiconductor, Avnet (Computer Services), Walgreens (Pharmacy), Edward Jones (Securities Brokerage), US Food Services (Grocery wholesalers), Wells Fargo (Banking), Tempe Union HS District, Fry's (Grocery), ASML (Electronic parts and equip), Fujitsu Semiconductor (R+D Physical Engineering).* Other tech businesses: *Iridium, KinetX Aerospace;* **Future Employers:** *GoDaddy, State Farm;* **Clusters of Businesses:** *Discovery Business Campus, ASU Research Park (under expansion)*

Many smaller businesses

Education

Corona del Sol HS, Kyrene Middle, Kyrene de la Mariposa / Waggoner / Kyrene de los Niños Elementary Schools; Center for Educational Excellence School

neighborhood public schools and play areas

Neighborhood Goods + Services

Partial list of Goods + Services: Safeway, Fry's Marketplace, Basha's, Vincentorio's Restaurant, RigaTony's Authentic Italian, Landis Cyclery, Play it Again Sports, Harbor Freight Tools, All Wet Scuba, P.Croissant Bakery, Crepe Bar, The Vine, Great Harvest Bread Company, Flanny's Bar + Grill; medical + dental offices; DaVita Dialysis Center

Neighborhood watch

Great that neighborhood is all ages and is getting youthful renewal and seniors move

Excellent access to a variety of grocery stores

Neighborhood "feel" there's enough of what we need

Park side location great 101-10-60 Safeway; Albertsons; churches

Perception that Tempe is all college town oriented - different demographics in South Tempe - PUBLICIZE that

Emphasis on which businesses are local - connect to Local First AZ

Tourism

Unique one-of-a-kind attractions: ASU Research Park + Discovery Business Campus (as business destinations) Ken McDonald Golf Course; Pollack Tempe Movie Theater; Yupha's Café (Thai), Marcello's Pasta Grill, Passage to India

Group all restaurants in the tourism heading/category

Publicize The Main Event (at Emerald Center) for meeting space; identify possible public/private meeting space

Why do we need tourism in my neighborhood?

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

WHAT WE NEED (GAPS)

A - Business and Development

Employment

*Support expansion of local businesses; encourage business / growth within **South Tempe Tech Corridor** Growth Area along Loop-101*

Technical entrepreneurship supported - business incubator

Businesses directory for restaurants and meeting places

Don't recruit businesses that don't pay livable wages

Encourage business to offer free Wi-Fi - community gathering place

Welcome packet for new business - include contacts, restaurants, planning, rules

Lower sales tax so that we encourage people to buy large purchases in Tempe

How to channel employment/employees to businesses farther west

Sign ordinance too strict

Keep business signage small - visibility - keep residence's character

Annotated local directory of businesses, restaurants, etc.

Family friendly development for the future - high income is required to buy in S. Tempe

Use business employers to provide public space to meet

Collect info on business facility owners & meeting spaces available

Education

Consider options to use the schools /parks for other public service (i.e. Tempe Public Library branch); ASU, TD3, Tempe Union, Kyrene Districts - new options for joint education / learning center in South Tempe?

More education support - internship opportunities

Green strip malls with more trees and shade

Public/private partnership library classes - art, technology, literary

Please, please, please another library - or extended hours of existing library

Use schools as meeting places

Use schools for evening adult education; community meeting

Support public schools instead of building more charter schools

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

Neighborhood Good + Services

Neighborhood-based restaurants and retail shops; Lunch dining options for ASU Research Park + Discovery Business Campus employees; actively attracting a mix of businesses that can create the activity levels / interested destination; re-purpose Circle K / SRP facility at NEC of Rural / Warner; look at vacant commercial space as option for cultural space (i.e. library, museum, public art display, art programs)

More support for neighborhood watch (police services)

Feed store, horse supplies

Would like to see upscale restaurants hub, yard house

Outdoor dining (x2)

People first, not horse

Assisted living (x2)

Mom & pop restaurants not chains

Allow larger business signage

Why no library services south of 60?

Shops to add in Tempe, not Chandler

Community center & meeting rooms/small library

Tourism

Lack of tourism "infrastructure" in the Character Area - option for hotel, specialty shopping; ASU Research Park / Discovery Center employment is catalyst for hotel development (with corporate space / meeting rooms); opportunity for any tie-in to the equestrian activity in South Tempe that could lead to it being an attraction

Entertainment - dinner theatre - concert venue

Some don't consider this a gap

Comedy theatre

Why no outside dining opportunities?

Community center at Rural and Elliot (bldg. is empty)

Add mall on the corner of Rural and Warner?

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

WHAT WE HAVE (AMENITIES)

B - Transportation and Environment

Bike and Walkability

Western Canal / Sun Circle Trail, Kyrene Canal, ASU Research Park paths, freeway path crossing at Western Canal; bike routes on Warner, McClintock, Kyrene, Anozira Pkwy, Carver, Mill / Warner Ranch Rd, Dorsey / Lakeshore, Country Club, River Pkwy, Citation, Knox, LaVieve / Caroline, Bell de Mar, Secretariat / Terrace

Multiple parks for children to be outdoors

Large lots - horse properties - trees/grass

Transportation

No local neighborhood circulator route; multiple fixed routes (Rural, McClintock, Elliott, Warner); one regional express route

Great access to all major freeways

Sustainability

Western Canal / Kyrene Canal, ASU Research Park lakes; sustainable installations of rooftop solar and solar water heaters; Corona Del Sol HS built as first solar-powered school (1977); vegetation and shade coverage is greater than any other Character Area; property values are returning to pre-recession values; rural / equestrian character lends itself to orchards and gardens

Tree canopy is good

Large lots are attractive

Neighborhood grants are great

Warner Ranch II has 630 trees on 11-acre common area - aesthetic pollution filter oasis temperature

Like flood irrigation

WHAT WE NEED (GAPS)

B - Transportation and Environment

Bike and Walkability

Improve safe crossings Western Canal / Sun Circle Trail; restrooms, drinking fountains + shared rest stop periodically along path; more lighting along Kyrene Canal and ASU Research Park paths; pedestrian activated HAWK crossings; improvement to the block walls and landscape treatments along main arterials; collector streets improvements with shade and enhanced sidewalks to encourage walking / biking

Weeds along Rural between Warner & Knox make sidewalks unusable

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

Midtown Phoenix is not unlike our area but bike ridership is much higher there
 More crosswalks between major streets so pedestrians don't have to walk up to a mile to cross a major street
 Maintenance of the sidewalks south of the western canal, particularly on west side
 Bike path improvements south of Warner along irrigation canal to Kyrene
 Bike path improvement on sidewalk on both sides of Rural
 Tennis courts for recreation and accessibility
 Shade and benches for rest areas - water stops?
 Shade by picnic table recently placed in Harrelson park
 Shade structures on bus stops on Rural to Ray
 Bike lanes Rural Rd.
 Guadalupe has potholes
 Bike lanes Knox. Rd.

Transportation

Better / more frequent transit connections; neighborhood circulator bus to key destinations (Mill Ave, Town Lake, ASU, Library Complex); comfortable bus stops at key locations

No local neighborhood circulator route; multiple fixed routes (Rural, McClintock, Elliott, Warner); one regional express route

Go Daddy transportation impact study

Orbit to light rail for events in downtown Phoenix, and airport access

More tax dollars for traffic calming projects

Warner Rd. is heavily commuted, needs traffic study

Orbit to downtown Tempe convenient for dinner times etc.

Traffic isles (*islands*) instead of speed bumps

Sustainability

Tree-lined streets with neighborhood-based destinations which encourage walking; improved horse trails that connect within a larger network

Tree shade on arterial streets

More education on solar panels for homes

SRP irrigation

Grey water to irrigate landscape on houses

Tree canopy

Note: Tempe staff suggestions and clarifications of community comments are shown in *italics*.

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

Possible upgrade on energy efficient lighting

Add canopy to new developments - make it a requirement

WHAT WE HAVE (AMENITIES)

C - Design and Neighborhood Wellbeing

Distinction

NEIGHBORHOODS / SOUTH TEMPE TECH. CORRIDOR. One property on National Register of Historic Places (Lowell-Redden House); Equestrian culture: Circle G, Calle de Caballos, Tally Ho, and Buena Vista Ranchos. Multiple variations of Ranch-Style homes on large lots, contrasted with uniformly regulated HOA's; Tech-promoting architecture; relationship to Chandler context.

Acquire property - should be a walkable and bikeable destination

"Distinctive" as in we are the least diverse area of the city, is that what we want?

"Ranchette" character is very unique in an urban environment - keep focus on equestrian

Custom homes are positive

Low signage at corners - keep signage regulations so visibility is not impaired

Neighborhood entrance signs

Guest houses as featured character & design

Housing

Predominantly Single-Family Residential; Largest lots and homes within the city; For aging in place, assisted living options are offered in individual homes - La Nina Assisted Living (home), Ark of Life Assisted Living (home), Adult Transitions Care (home), Summerhaven Assisted Living (home)

Recreational/Cultural

The "Y" (YMCA); Estrada / Goodwin / Waggoner / Corbell / Harelson / Hanger Parks; Pollack Cinemas; jogging / fishing at ASU Research Park; Ken McDonald Golf Course, Western Canal Path, Equestrian facilities (private); fishing at Oasis lake (private) or fishing at ASU

Hanger Park

Harrelson Park

Protect national and historical places - could be used for gathering places

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

Redevelopment

Undeveloped parcels at ASU Research Park and Discovery Campus; re-purpose the former Circle K / SRP water facility at corner of Rural / Warner; east side of Rural Road has large setback area; balanced tenant offerings for Southwind Plaza (Rural / Elliot) + Royal Palm Plaza (McClintock / Elliot) Single-family lots for residential infill; What to do with NW corner of Rural / Warner?

Centrality

Central gathering places- Corona del Sol HS; Kyrene de la Mariposa or de los Niños, Waggoner Elem, and Kyrene Middle Schools; Ray's Market (Saturdays at Warner / McClintock); neighborhood parks; Kyrene Canal Path; ASU Research Park paths; Western Canal; Ken McDonald Golf Course; use of Chandler Public Library and Chandler shopping available across border

Outdoor dining

WHAT WE NEED (GAPS)

C - Design and Neighborhood Wellbeing

Distinction

Destination restaurants, greater variety of ethnic restaurants (see hubs / nodes); explore identifiable theme for the major arterial intersections (could include color of street signs, lighting color or character, gateway monument, signage; opportunity for a local "equestrian-related" event or festival; more locations for public art; use the east side of Rural Road (large set-back) as a design element for the Character Area -- connecting Corona del Sol HS all the way to the Ken McDonald Golf Course / Western Canal / YMCA

Distinction of having the largest carbon footprint in the city needs to end

We need green waste pick up

Equestrian emphasis

Keep residential

Allow signage conducive to business owners

Housing

*Family affordable and multi-generational (for aging in place) housing options; small patio homes or cottage housing (for seniors to downsize and live independently); guest housing, mother-in-law units; independent / assisted living housing options within the area; residential infill within **South Tempe Tech. Corridor** Growth Area to serve as live-work mixed-use area;*

No more apartments/condos or rental properties

Note: Tempe staff suggestions and clarifications of community comments are shown in *italics*.

5 April 2014

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

Patio homes but not apartments for any residence housing
Housing for independent retirement housing; patio homes, cottages

Recreational/Cultural

Places to gather with event space for music / art / festivals; create walking / biking routes with shade and lighting; identifying equestrian routes and connectivity options; identify desired options in any future update to neighborhood parks; activities for teens -- define desired amenities (i.e. skate park)

Gathering places for community use

Park amenities needed for multi-generational uses; outdoor exercising areas

Keep density low

Enforce dog-on-leash in parks; add small dog park?

Keep in mind horse-trailers when putting in bike lanes

Canal access and design to reinforce character

Enhance Kyrene canal path to south

Lack of community parks

Promenade style walkways/easements

More shade; less concrete

Signs along paths that list places of interest (*wayfinding*)

Crossing safety at Warner + Elliot Rds. canal path and also Guadalupe Rd

Redevelopment

Undeveloped parcels at ASU Research Park + Discovery Campus; re-purpose the former Circle K / SRP water facility at Rural / Warner; east side of Rural Road has large setback area -- better open space opportunity?; readdress the tenant mix at Southwind Plaza (Rural / Elliot) + Royal Palm Plaza (McClintock / Elliot); Single-family lots for residential infill -- maybe with patio homes; What to do with NW corner of Rural / Warner?

Summary of regulations that effect what property owners and the city can accomplish regards property disposition published to area

Keep traffic in mind when looking to develop

What are plans for NW corner of Rural and Warner?

Adapt empty space to become a community center more accessible to So. Tempe groups

Community gardens as infill (flower theme) or vegetables

Community center on Elliot and Rural; empty bldg.

CORONA/SOUTH TEMPE

AMENITIES AND GAPS COMMENTS

Consistency of design on walls along Rural Rd.

"Solar capture" parking area served by transportation to light rail for S. Tempe residents

Centrality

Need central hub / meeting place for Character Area -- one suggestion at Ken McDonald / Western Canal / YMCA area for gathering and concerts; Ray's Market as more than a farmer's market in a parking lot

ASU research park is our only hope for a workable hub so zoning of this area needs to support this

Strip malls that have open area to bring library and meeting place

Need community meeting space with city-supplied resources

We have no HOA (which is great) but how do we communicate with the city?

Not every house has flood irrigation or a large lot

Equestrian sculpture (horses in a fountain) at NE corner Rural & Warner after SRP moves pump

Place to gather and offer free Wi-Fi - mixed use

Open space park buffer at Warner & Rural

Library added in So. Tempe for classes

CORONA/SOUTH TEMPE CHARACTER AREA

Summary of Gaps to Address in the Character Area Plan

Identified Gap (by alphabetical category)	Dot Vote
BIKE + WALKABILITY	
Create a neighborhood greenway/bike route system that: Connects into the canal path system as well as feeds into the employment centers of the ASU and Discovery Research Parks Uses collector streets improvements with shade and enhanced sidewalks to encourage walking/biking Provides pedestrian activated HAWK crossings Includes restrooms, drinking fountains, shaded rest stop periodically + signs that list places of interest (wayfinding) along paths	9
Provide continuity with the bike lanes that stop and start in several areas	6
DEVELOPMENT + REDEVELOPMENT	
Keep "development" density low	14
Look at vacant commercial space as option for cultural and meeting place (i.e. library, museum, public art display, art programs)	7
More shade - less concrete; green up strip malls with more trees and shade	3
Monitor and encourage business / growth within South Tempe Tech Corridor Growth Area along Loop 101	2
Create unique destination in empty part of mall. Food trucks would be a great addition to existing events like farmer's markets. Beer garden and food truck rotating.	2
DISTINCTION	
Area should be a walkable and bikable destination	5
Destination restaurants, greater variety of ethnic restaurants	4
Equestrian culture: (Circle G, Calle de Caballos, Tally Ho, and Buena Vista Ranchos; "Ranchette" character is very unique in an urban environment	4
EDUCATION	
Like to see a public/private partnership to create classes - library, art, technology literary	13
Consider options to use the schools /parks for other public services (i.e. Tempe Public Library Branch)	6
Support public schools instead of building more charter schools	4
EMPLOYMENT + BUSINESS	
Signage: Low signage at corners - keep signage so visibility is not impaired; Keep business signage small - keep residential character	5
Actively attracting a mix of businesses that can create the activity levels, and destination	4
Provide technical entrepreneurship supported - business incubator	3
Don't recruit businesses that don't pay livable wages	1
Entice employees from ASU Research Park + Discovery Center to use businesses in Corona/South Tempe	1

CORONA/SOUTH TEMPE CHARACTER AREA

Summary of Gaps to Address in the Character Area Plan

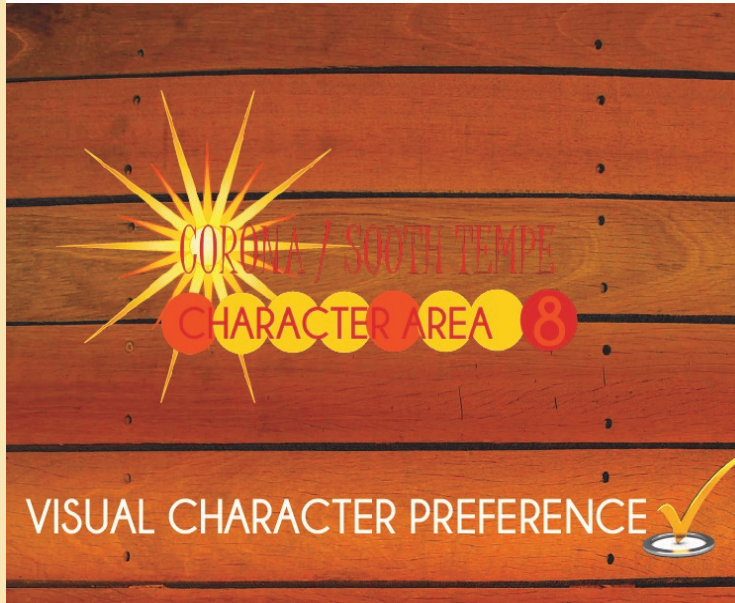
ENVIRONMENT + SUSTAINABILITY	
Tree-lined streets with neighborhood based destinations that encourage walking	9
Provide separate green waste pickup	8
Maintain tree canopy	5
More education on solar panels for homes	1
Access to grey water distribution in neighborhood	1
HOUSING	
Multi-generational (for aging in place) housing options; Small patio homes or cottage housing (for seniors to downsize and live independently)	14
No more apartments/ condos or rental properties (<i>Note: currently there are no multi-family developments in Corona/ South Tempe Character Area</i>)	5
INTERSECTIONS + STREETS	
Need improvement to the block walls/fences, sidewalks and landscape treatments along main arterial streets. Landscape needs to be in compliance. Weeds need to disappear.	16
Maintain the streets: maintain potholes; ensure utilities landscape areas they damage; maintain medians	14
Noise abatement on (Elliot Rd. and Rural)	4
Provide tree shade on arterial streets	2
Explore identifiable theme for the major arterial intersections (could include color of street signs, lighting color or character area signage)	2
NEIGHBORHOOD GOODS + SERVICES	
More neighborhood-based or Mom & Pop restaurants and retail shops: Attract businesses so we're not always going to Chandler Want more outdoor dining and outdoor dining should be more than tables next to a parking lot A plant nursery A feed store for horse supplies in the Character Area	15
Want a community center and meeting rooms/ small library; gathering places for community use	14
RECREATION + CULTURAL + TOURISM	
Places to gather with event space for music/ art/ festivals	9
Create walking/ biking routes with shade and lighting	8
Park amenities needed for multi-generational uses	2
Lack of community parks; any new developments would be wise to include a neighborhood park	2
Tie-in to the equestrian activity in South Tempe could lead to it being an attraction	2
Interest in entertainment venues, i.e. dinner theater - concert venue - comedy theater	2
TRANSPORTATION	
Neighborhood circulator bus to key destinations (Mill Ave, Town Lake, ASU, Library Complex); comfortable bus stops at key locations	18

Visual Character Preference

Collected June 2 though August 11, 2014

Survey Procedure

- Participants reviewed 59 images of streets, plazas, landscape schemes, and public spaces from Tempe as well as other places around the United States.
- The images were labeled with a number which corresponded to a survey sheet.
- Participants ranked the image 1-5 (5 being most desirable and 1 being least desirable).
- The survey also included space after each image for additional comments explaining what was liked or disliked.



Top Rankings Based On Average Response Score:

Rank	Image #	Avg. Score
1	7	4.79
2	20	4.65
3	21	4.49
4	58	4.48
5	29	4.47
6	59	4.44
7	10	4.43
8	8	4.42
9	5	4.26
10	25	4.23
11	9	4.21
12	18	4.16
13	34	4.14
14	13	4.13
15	23	4.07
16	35	4.07
17	16	4.05
18	36	4.04
19	57	4.00
20	24	3.96
21	26	3.93
22	3	3.89
23	41	3.89
24	2	3.86
25	17	3.84

The ranking for each image was selected by participants in the survey. Those images in the **TOP 25 will be instrumental in developing the Character Area Plan**. Images that ranked the lowest will also be noted as indications of what is not desired within the Character Area.



- The image above, "Multi-Family Design" scored the lowest of all images averaging 1.73



* INCLUDES PUBLIC OUTREACH ACTIVITY / EVENT



CHARACTER AREAS

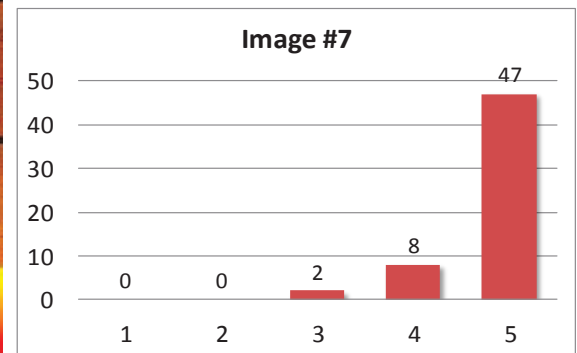
25 HIGHEST RANKED IMAGES

Image #7



Image Rank: 1 out of 59

Average Rating: 4.79 out of 5



Comments

All lovely and desirable.

Prefer big shady trees, preferably that change color in fall.

Shade is most important.

Trees needed everywhere. Along canal pedestrian comfort is a mush. Horse and bike trails would be great too.

Open paths with shade trees most appealing. Buildings block view and provide hiding places that are not safe.

Love the trees and shaded walkways. Nicely landscaped. Streetscapes that incorporate both trees and mixture of understory planting are desirable.

Well done landscaping to attract people to an area. Keep it low maintenance to keep cost down.

Anything that makes it easier to walk safely in pleasant (shady) atmosphere is great.

More shade. Like what ASU is doing with solar near Gammage.

Yes, yes, yes to shade trees especially! Out new canal paths are so nice by no shade.

Attractive. Always need more trees.

Great because Tempe is an active community.

Neighborhoods are close to popular dining and shopping, which already make walking popular. Shade and walkability are desired.

Streets are so busy with traffic and not very pedestrian-friendly. This type improvement still feels nice to see. We see it every day so its valuable even if we don't walk it a lot.

Clear, even path with good visibility, softened by green life invites you along.

Most important aspect for South Tempe community. As character is reflected in neighborhoods, those walkways and street scenes are of utmost importance -- lush landscaping that surrounds newer developments. On other side of coin are neighborhood that have abandoned their landscaping and not replaced plants or let massive weeds grow.

Very inviting.

Encourages walking, which benefits people and the environment.

Visually appealing.

Love separation of driving, waling, living spaces in images. Calming, visibly pleasing and with common integrity.

Elliot/Rural Roads could use some extra landscaping as are subject to SRP lines. The landscaping is torn up and not replaced.

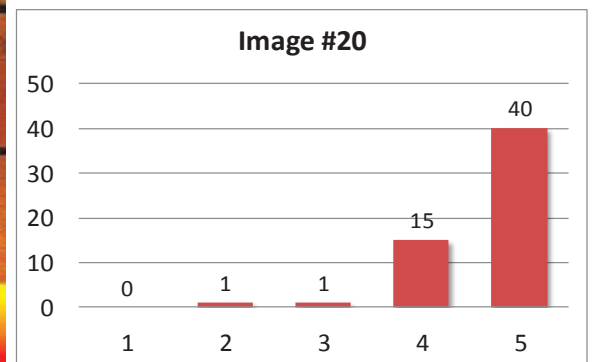
Like denser tree cover for shade, maybe deciduous trees.

Image #20



Image Rank: 2 out of 59

Average Rating: 4.65 out of 5



Comments

- Lovely.
Good color and texture.
Yes, please. Get rid of the grass. Its ridiculous in the desert. Tucson has some crazy good desert landscaping / use of space. Look at them.
Colorful, provides some shade and doesn't require lot of water. Especially - no weeds.
Plantings are desirable but overdone. May not need so many plants in one area.
Nice combination of screen wall and mix of landscape featuring variety of color and texture.
When in the desert . . . Do desert.
When done right, desert landscaping is gorgeous.
Show off beautiful native plants with limited maintenance requirements.
Looks low water use, but has color and shade.
Beautiful foliage with low water usage.
Don't let it go wild.
Vegetation does not reflect vegetation in the community and looks cookie cutter.
Good example of desert landscaping with interesting fencing and nice plants.
Colorful native and adapted flora, guaranteed a healthier garden and ways proud to be local.
Great use of Arizona native plants. Very colorful.
Desert landscaping is better than no weeds and no landscaping.
Using vegetation native to the area.
That desert rock look. So many other options using recycled materials instead of typical rock would add variety even with desert plantings.
Gravel alone is not desert landscaping.
Desert landscaping that is lush rather than space.

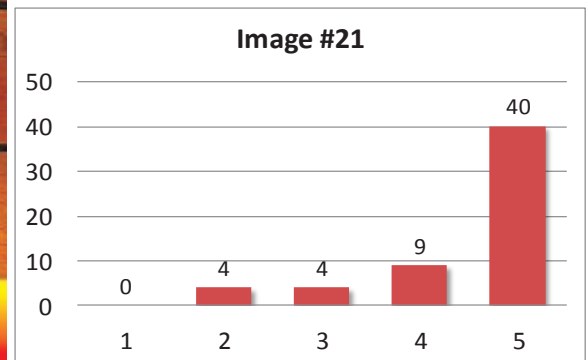
Image #21



DESERT LANDSCAPE

Image Rank: 3 out of 59

Average Rating: 4.49 out of 5



Comments

Beautiful.

Needs to be more color (variety). Trees much needed. Desert trees.

Too much going on. Thin the trees so they don't blow over in storms.

Like the shade. Maybe it is best for animals and birds, etc. rather than people - and there should be some such spaces.

Like it but a bit overplanted.

Love the green but requires a long to maintenance. Grass needs more water, mowing, fertilizing, etc. Maybe better to limit to park areas.

Trees add so much beauty and shade.

Looks low water use with shade.

Beautiful with lots of shade.

Greener look cooler, but can be distracting.

Lovely.

Landscape fits the area

Good example of desert landscaping. Nice landscape, good shade trees.

Desert vegetation come in many shades of green.

Looks overgrown.

Very nice.

Much nicer with added planting and more greenery.

Image #58

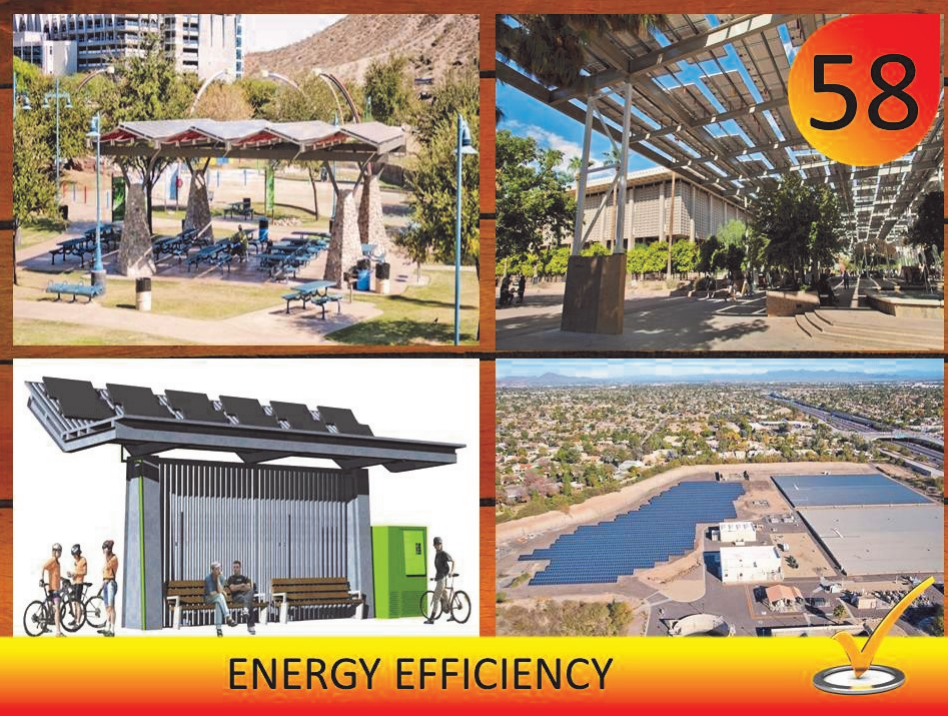
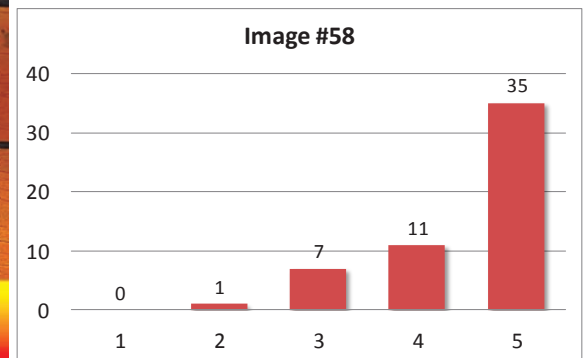


Image Rank: 4 out of 59

Average Rating: 4.48 out of 5



Comments

All good.

Why not? So many different situations

Where solar is built into design is great. Wonderful way to add shade instead of water hungry trees.

Making attempts to avoid heat island and create additional shade when possible should be a goal. Photovoltaic is great idea. Solar and shade are key.

Shade and solar go together, but don't forget green plantings

All for it.

Use solar wherever you can. Harvest the energy from the sun and spread it.

Like concept, but not sure economics are there. By time it pays for itself, its time to replace with even more expensive system.

Love solar - we must do more.

The above solar panels that dual as shade are brilliant.

Like the first and third images. The fourth is awful. The second image is ASU and not all attractive but does provide shade.

New design elements incorporate self-sufficiency. Proper design of structure compatible with nearby homes.

Need lot more emphasis on this. Look into new solar roadways option for some residential areas.

Not applicable

Solar everywhere . . . Enough said.

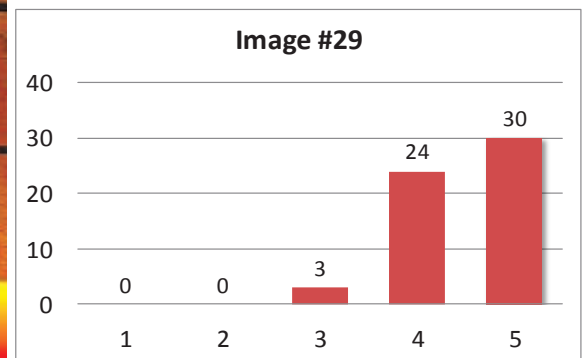
Going to have to get there.

Image #29



Image Rank: 5 out of 59

Average Rating: 4.47 out of 5



Comments

Got it all going on. Not too big, nice landscaping and shade enticing.

Al fresco - Yes!

Venues of the street look best.

Absolutely. More visual. Really gets neighborhood out (walk/bike).

Our area needs more dining facilities - the seating and grouping, shade awnings and landscape create a positive atmosphere.

Our climate dictates much. Like outdoor dining, but a sea of umbrellas can be "noisy".

All nice inviting spaces.

Not this is what I'm taking about.

Yes, we like restaurants and outdoor dining (if cool enough).

Unique dining solution for adults and families.

all these have shade of some sort and do not appear to be on a busy street.

Umbrellas, green trees, fenced off patio environments say, cool, cool, cool! Would love to walk into any of the desert friendly places for dinner.

In some places outdoor seating would draw from the community and adjoining cities.

Yes, shady outdoor areas are more inviting.

Trees and fabric shade sails are soft, casual and inviting.

More unique and pedestrian friendly.

Good place to hang out.

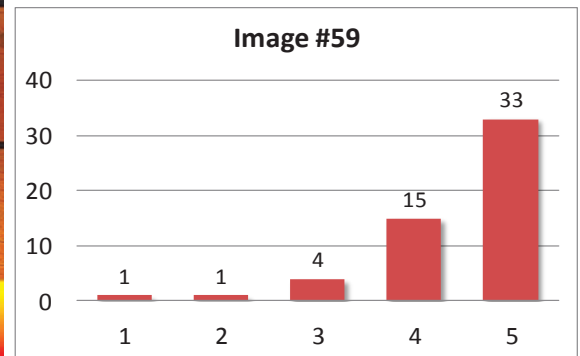
Open, airy, visibly attractive.

Image #59



Image Rank: 6 out of 59

Average Rating: 4.44 out of 5



Comments

Like energy efficiency part.

Point of use or central generation. The individual solar panel fixture are not as attractive. Says we are modern, but doesn't look like good design.

Not sure for neighborhood streets, but two images on right with design built into them are more preferable.

Energy efficiency should be reflected in the way we live. Water is scarce resource and there is abundance of sun for photovoltaics.

Solar lighting is good if reliable and good quality.

Ugly, ugly!

Self-sufficient infrastructure is desirable when near parity with existing over 5-7 year period.

All lighting should change to solar as soon as feasible.

For street lights.

With all the sunshine, solar panels should be utilized to the maximum.

Great to reduce taxpayer cost.

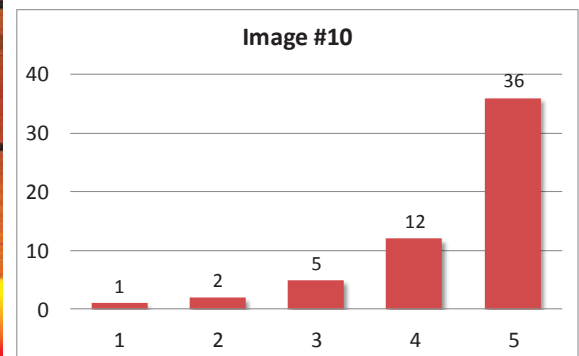
No brainer where sun shines most of the time.

Image #10



Image Rank: 7 out of 59

Average Rating: 4.43 out of 5



Comments

Good use of space.

Shade and water stations are excellent.

Water is good.

Landscape + maps + water = Perfect.

Makes the paths more desirable and user friendly. Air pump would be nice for bikes too.

Having drinking fountains for people and their pets. There should be restrooms accessible along the paths with shade and seating.

Including path maps or signage is important.

Nice depending on \$\$\$\$\$.

Water, shade and public restrooms needed. Signage could be informational, identification and regulatory. Possible public art opportunity to incorporate into amenities.

Lighting and water would be first in order.

If you want people to use paths, need to make them welcoming.

This would greatly improve the experience when riding out bikes.

most desirable is shaded area and people/dog water fountain.

Tempe is fairly dog-friendly, but could be more.

Anything with shade is good. Fountain is very nice.

Shaded points may be desirable

Pet-friendly water fountain is great. Like map that show interesting facts about area.

some people may benefit/enjoy. Most of use won't know they exist.

Shade a necessity as is drinking water for people and animals. Restrooms then become needed too.

Clean up paths, pull some weeds

Love dog-friendly touch.

Love, love, love these ideas. Great for anyone using paths/trails. Water fountains along path welcome addition.

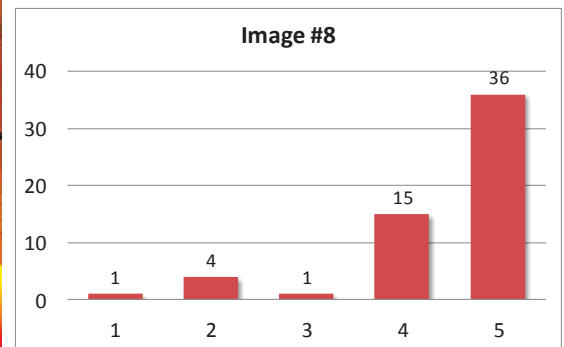
More, more, more.

Image #8



Image Rank: 8 out of 59

Average Rating: 4.42 out of 5



Comments

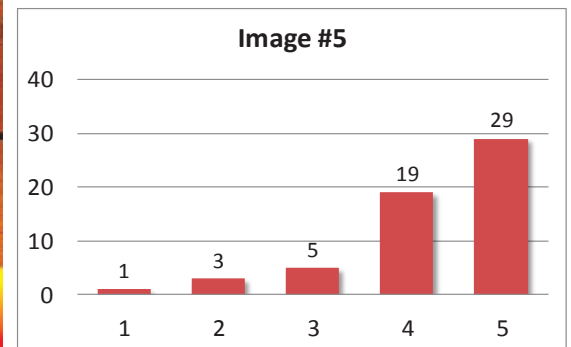
- Needs to have shade.
- Outdoor dining adds coziness.
- Much needed in our area. Nothing like this here.
- The tables on the street with space between them and buildings is most desirable. Creates a feeling of smooth traffic and lack of crowding.
- Shaded outdoor dining opportunities are desirable .
- Weather is fabulous, let's do this outside! Patios, patios and more patios.
- Anything to get us out waking and engaging with one another is a plus.
- This is exactly what South Tempe needs.
- Love the idea of desirable pedestrian/active lifestyle outlets.
- Okay for downtown, not so much for Corona/South Tempe area.
- People love outdoor patios. It's a huge draw. Like to see more of first image . . Brick is a plus!
- Attractive. Engaging.
- Great places to go.
- Walkability, vibrant, choices, interaction.
- Now we're talking! This is what we need most around here. Places for neighbors to hang out and meet informally.
- Engagement - sense of location is already growing and can be promoted by addition of venue/performances, on street parking, dining and attraction of evening activities.
- Access to lots of venues within waling distance is great.
- Trendy, friendly, cool place to hang out.
- Nice to have safe yet comfortable places to walk.
- Not in South Tempe.
- Most Important.

Image #5



Image Rank: 9 out of 59

Average Rating: 4.26 out of 5



Comments

Practical and functional

Colorful signs are more attention getting than the traditional green and white.

Would love to have way finding if we has places to find. There isn't anything in our neighborhood.

Want to see directions quickly and easily -- distracting or decorations slows down the directions to my destination.

Need some destination signs on bike trails, particularly at junctures or crossings.

Like Indian School Park sign because it is unique. Other pretty basic and not interesting.

All about good signage! Bid lettering and glow in the dark. Anything to make getting from place to place easier and safer.

Like being able to easily find my way around.

Running information along canals -- Love that.

Very attractive and user friendly ! Good sizes

Very important.

Attractive. The first images is informative and innovative.

Easy to locate desirable areas

May help visitors and residents as landmarks and directors. Promotes venues.

A few more of these may be helpful - not a priority.

Knowing where we are and where we could be adds element of "adventure."

Very inviting.

Not necessary.

Helpful.

A city can never have enough of this.

Upkeep could be expensive due to graffiti.

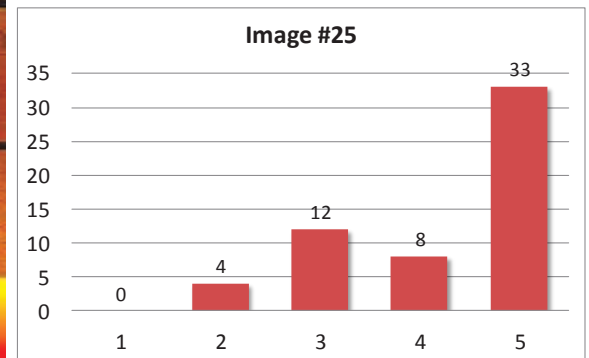
Cool signs.

Image #25



Image Rank: 10 out of 59

Average Rating: 4.23 out of 5



Comments

Nice looking, creative.

The best blend of old and new. Often provides something that "new" replacement buildings can not.

Yes, absolutely. Get a little history / repurposing in.

Not sure what you mean here.

Nice use of outdoor spaces, more unique designs.

Yes, Yes, Yes. Arizona needs to appreciate its history. Maybe a little more expensive but not everything should be ripped down, and brand new. Go for it! Be Creative!

Better unless it has to do with bringing in Goodwill stores.

Little shade except for Tricks, which is a pleasant for most of the year.

Tricks is a good example of this. Reuse the Flour Mill . . . It is badly needed.

Well done. Nice to keep some old if it is being brought up to date and repurposed attractively.

Often adds to character and story of the location use, example: Postino's in Arcadia.

Love to see those. If places like that are here, I'd definitely support.

Recycling, reusing, and repurposing of existing structures makes total sense, and is creative and fun to experience.

Not very applicable to Corona/South Tempe.

Repurpose old buildings, better than vacant.

Nice to see repurposing of existing buildings / space

Why put restaurant in old church?

Image #9

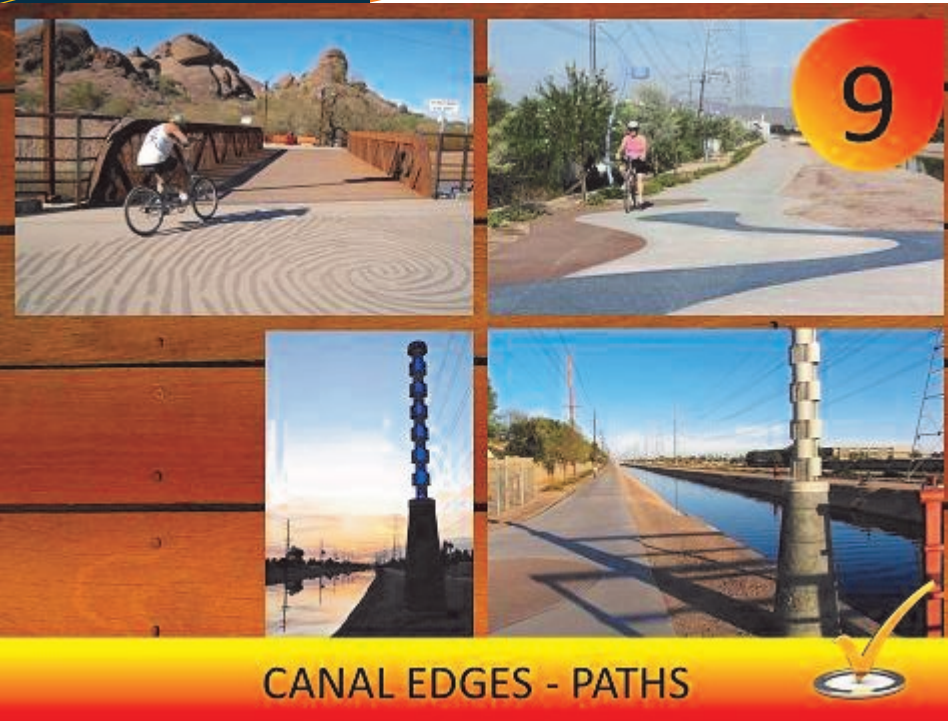
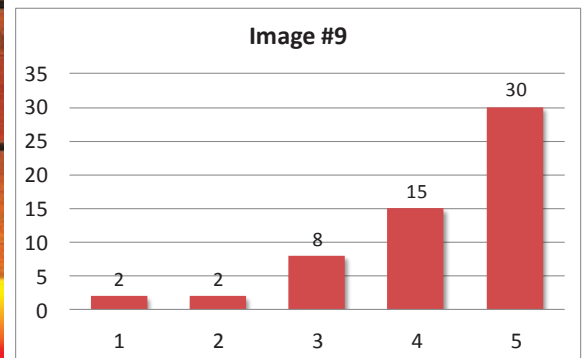


Image Rank: 11 out of 59

Average Rating: 4.21 out of 5



Comments

Paths are very nice to use.

Yes, please. Biking, horse and pedestrian paths much needed throughout all South Tempe - not just canal.

Canal edges and bike/walk paths should be hard surface such as concrete, not dirt. They should be away from canal edge and separated by dirt and there should be groups of shade trees with seating along the way.

Like canal path idea to connect to other Phoenix cities. Get people out and avoid the traffic on the roads. Win-Win!!

Canals offer great recreational pathway opportunities. Need shade as much as possible, safe roadway crossings, water and public restrooms.

Light them up! Love these trails. Thought of doing this was genius!

I don't use but many people do so this is a good idea.

Anything to improve functionality is welcome.

Ugh! Need shade and distance from water (too many drowning's).

Love any and all paths! Need shade through. Could use a ramada here and there.

Could use more vegetation.

Attract more people to be active.

Unsure how path can be added, although they would be nice.

Better than living with canals bare. Canals are beneath power lines and between housing where not very visible, the benefit not that great for most of us.

Look nice, but haven't used them.

Love canal paths. Suggest signs for proper etiquette on sharing the road.

Not very interesting to walk/bike on canal edges.

The SRP and Union Pacific easements along tracks are an embarrassment to the City. To make more attractive mostly a matter of code enforcement.

Allows biking, walking and running away from traffic. Excellent!

Clean safe, well maintained.

Nice but difficult to find restroom or water on path.

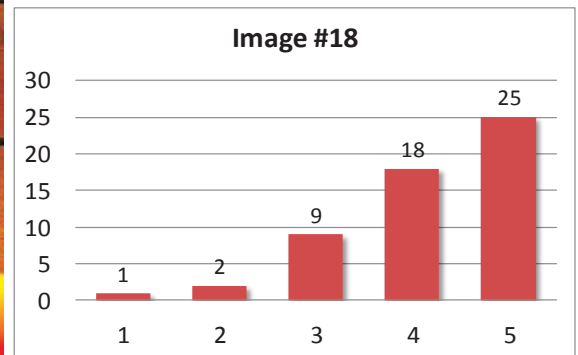
Walk regularly. More, more, more.

Image #18



Image Rank: 12 out of 59

Average Rating: 4.16 out of 5



Comments

Simple, but nice because it's clean and uncluttered.

A wall is a wall. These look nice.

Top two images are best, especially upper left where interest is built in.

Necessary but kind of a bummer. Open spaces are nicer / more inviting. These are nicer to look at.

It all needs to be maintained. The idea of individual homeowners being responsible for painting and maintaining their exterior walls along main streets is not working. Should have highest priority or City should replace walls with their own.

Love the green, as long as use low water plants. Need to have more labels so neighborhood can do the same. Neighborhood grants remain important avenue for keeping Tempe beautiful

Stucco wall incorporating stone or brick are more attractive than colored block.

Smooth stucco and stacked stone really help neighborhood look nice. All neighborhoods should have something like this.

Nothing cleans up a neighborhoods look faster than a new wall and if you have them reflect the neighborhood, even better.

This represents character of Corona/South Tempe. It shows some shade, well kept plantings and provision of privacy for residents.

All level painted and neat!

Walls are necessary. Attractive wall are most desirable.

Shows we care about our community.

Neat walls are desired - which includes painted or stucco finish with embellishments.

Definitely part of our existing Corona/South Tempe character. When well maintained and have good design, they are a plus.

Neighborhood and subdivision walls give streets a clean, neat, planned look and backdrop for landscaping.

Gives area the character - Looks attractive.

More appealing than simple plain block walls. Nice to see other colors, perhaps more vibrant colors or mural designed and painted by local schools.

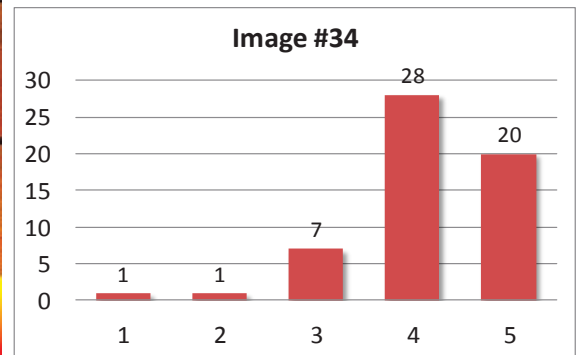
Inconsistency of walls is a distraction.

Image #34



Image Rank: 13 out of 59

Average Rating: 4.14 out of 5



Comments

Really nice.

Bottom image with water and sculptures is where I would hang out.

Whenever possible and should be included in new development areas as part of RFP (request for proposals).

Nice use of water feature. Nice landscaping and shade. Not crazy about bench in lower image.

Nothing like a good park to stroll in. It comes with a price, but think its worth it.

Great idea.

Shade is good.

Benches, water shade all say - Welcome!

Very nice. Like the water features. Like design elements in the benches.

Passive gathering could be added to desolate or forgotten corners and lots that seem in decline.

Nice to look at, may get some use. The Research Park is one place because people are there for work during the week and for recreation on weekends.

See use of shade screens or sail screens where people sit.

Who maintains it, safety issues abound.

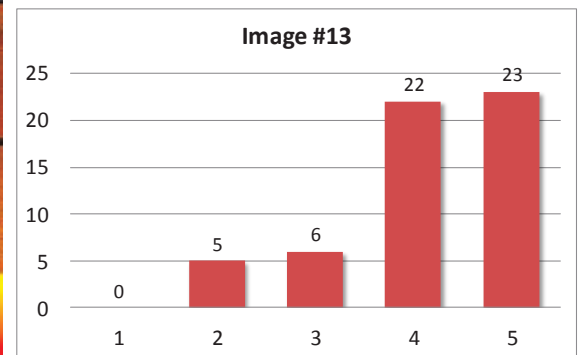
Need comfortable places to sit and gather - but not for vagrants.

Image #13



Image Rank: 14 out of 59

Average Rating: 4.13 out of 5



Comments

Suitable in slow traffic areas

These are good but get confusing for motorists.

Flashing sign/lights are best. Drawing attention to crosswalk is necessary with increase in distracted driving.

Makes it feel like a town rather than a thoroughfare. Much needed at Warner/McClintock. Increase bike / pedestrian traffic -- increasing retail. Much needed no brainer. Easy enough to do.

Very attractive with the brick accent and contributes to the architecture.

Whatever is the most straightforward.

Special paving helps best identify pedestrian crossings.

Like the one that is lit with signage. Can get pretty dark around here at night. Safety is important.

Safety important, but crossings are confusing with flashing lights

Seem well marked but don't see warning lights.

Bricked and well marked with maybe flashing caution light in a non-intersection area.

Like the second image

Reminder to drivers that cycling and walking are part of the character of the area.

When walk it would be nice if we can cross from neighborhood to neighborhood without having to go to major streets where there are signals.

Should be no doubt who has right of way.

Like pedestrian crosswalk sign.

Stop worrying about amenities, get rid of weeds.

Image #23

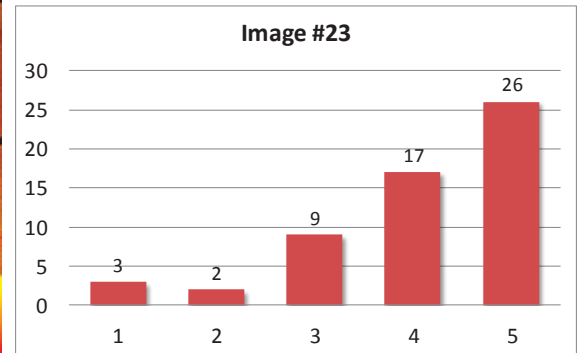


Image Rank: 15 out of 59

Average Rating: 4.07 out of 5



PUBLIC GATHERING PLACES / EVENTS



Comments

Public open spaces that lend themselves to public gathering and events provide community building opportunities.

Yes, please. Corona/South Tempe needs this badly.

The open area is best for circulation. Need to provide public facilities though.

We need spaces for large gathering - but need space for small local gatherings too. The latter should be developed in coordination with local neighborhoods to meet their needs and fit into their ambiance.

Large scale events don't seem appropriate for this area.

Want to live in a place that has lots of things to do, places to go and people to see. Careful planning needed. Respectful planning.

Needs more shade.

This creates community.

Worry about can safety side.

These events draw people together which makes for a nice community. Like the grassy areas .

Anything with water is attractive.

Nice for family events.

Need to promote in areas with existing development that could support use.

Not opposed to event, not important or needed in our area.

Most desirable public spaces mix hardscape with green landscaping in equal amounts and lots of places to sit and gather.

Image one needs some shade trees.

Not necessary.

Variety in close proximity important.

Nice, but not sure of canal or crowd. Like movie and music images.

Love this look. Not a cookie cutter gathering place where everything is enclosed. Appears people friendly. I like idea of mixed use areas (retail/ under residential, work/live lofts, etc.)

Not compatible with Corona/South Tempe. Might work near Research Park. Money could be better spent.

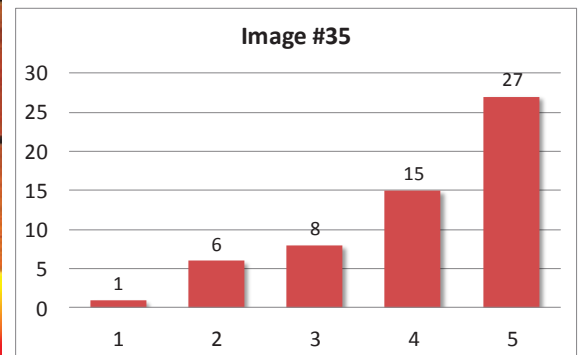
Where can we do this? Maybe work with ASU at Research Park.

Image #35



Image Rank: 16 out of 59

Average Rating: 4.07 out of 5



Comments

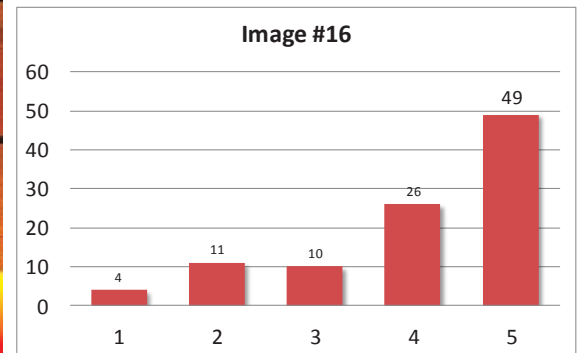
- Lovely.
A community should have both passive and active gathering places.
Very nice.
Like a variety. Again important to match the area.
Love the Public Market.
Community that plays together, stay together. Does South Tempe have an area with enough space to house activity centers? Think something great on a smaller scale.
Builds community.
These all say we are a vibrant community! Activity oriented is Tempe.
These are so necessary. The market is attractive Park in last image looks bare and unattractive.
Topic for redevelopment of abandoned strip mall and gas stations.
Active gathering places sounds good. None of the images seem great for Corona/South Tempe.
Already have some places: Kiwanis Park, Tempe Marketplace.
Find a good place or places for active gathering. Grow a community market at McClintock / Rural (?).

Image #16



Image Rank: 17 out of 59

Average Rating: 4.05 out of 5



Comments

This is all modern and abstract - very nice.

Love it.

Need more visual art.

Yes, please. Friendlier neighborhood feel. Vibrant. More desirable to hang out, walk or ride.

Money better spent on cleaning up exterior walls along main streets.

Every developer should be responsible for installation of public art/ public rest or meditation space that is appropriately landscaped.

Great class project to lower cost and have students integrated into their community.

If affordable within city budget, these are things that make areas unique.

Okay, but should not take funding away from important stuff related to safety.

Art added to outdoor space is always interesting. Especially when its other than expected, ex: not southwest design because we are Arizona.

Great! Make use of space.

Compatible area near high traffic bus stops my be welcoming.

Art can be fun. Add to sense of pride in place only if its really integrated and doesn't stick out like a sore thumb.

Yes to much more art integrated into design. Surprise the eyes, support the arts, educate and entertain public creatively!

Adds interest to community.

Not necessary.

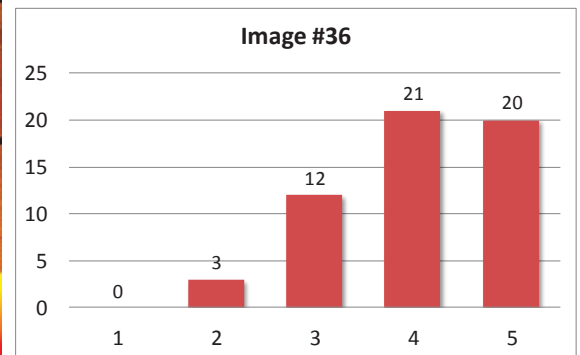
Very appealing - want to spend time there.

Image #36



Image Rank: 18 out of 59

Average Rating: 4.04 out of 5



Comments

Nice.

Interesting small pockets of the unexpected.

Use what we have at Warner / McClintock.

Need more retail (such as restaurants and small retail) not more commercial in South Tempe.

Needs shade. Fountain not very inviting - usually incorporate some water adds a nice element, but this fountain doesn't.

Revitalize the existing centers and offer people a place to walk. Stop putting in Starbucks and start promoting small businesses again. Chains suck the life out of neighborhoods. Let Corona/South Tempe breathe!

Small neighborhood od place to have coffee while out walking. These play important part away from downtown areas.

Places should be promoted and replicated. They bring life and community feeling unique to area. Other surrounding communities strip malls lack community and connection.

See local businesses pictured. Expanding on these types of places and enhancing outdoor patios would help the neighborhood.

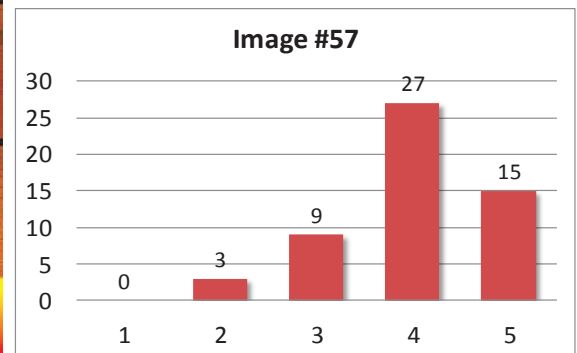
Would like commercial centers to improve their centers to include gathering places.

Image #57



Image Rank: 19 out of 59

Average Rating: 4.00 out of 5



Comments

Love the solar (x2). It should be required and landscaping is good as well.

Great use of solar panels (x3).

The bottom right image should be the only choice for any new above ground parking going into Tempe.

Dirt lots are awesome!! Solar in parking lots are awesome!! Hate those curbs - yuck. Pavers are nice.

Need shade!

Parking areas need to be landscaped and shade provided. Solar panels over covered parking is great idea. Like special paving to soften the landscape but that can be expensive.

If have to have parking, keep it covered. Sun is too hot here.

Solar parking shades are awesome. Otherwise more trees to offer natural shade in parking lots.

Like covered parking or parking with trees to give shade.

Anything with shade is desirable. Solar panels can look more attractive than these do.

Shade is fabulous in image two, but not always right for business.

First image is horrible - no shade. Second is attractive but no shade. Third is lovely but shade is a long way off. Fourth is practical - lots of shade and energy -- but ugly.

Large open lots not desired due to heat and look of desolation. Covered lots look used and welcoming.

Support adding solar to parking garages, but need to keep aesthetics and greenery in areas that are highly visible.

Like solar panels. First image could use some trees.

ON remodel of aging commercial centers.

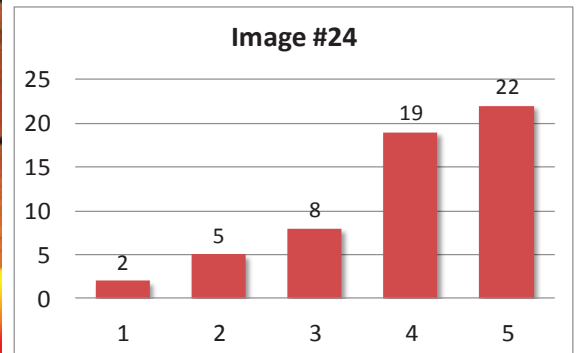
Solar panels allowing for shade which is highly needed in desert.

Image #24



Image Rank: 20 out of 59

Average Rating: 3.96 out of 5



Comments

These look very nice.

Too much concrete.

Revitalized older places and buildings provide a civic continuity, a sense of community's history and permanence.

Prefer clean lines of the three centers vs. the T-Mobile image.

Corona/South Tempe really need this badly.

Find an architectural design and keep it throughout the entire city. The brick and older western look fits in. Don't make everything plain and modern looking. Look at North Scottsdale for ideas. Even Oro Valley in Tucson has good design restrictions

Keep Tempe, Tempe and not too much chain recognition oriented other cities have demanded adaption to their particular character.

Prefer a more unique approach but needs to be in keeping with architectural style of the area. Also a mix of indoor / outdoor spaces would be nice.

Revitalization with a southwestern flair. Keep designs true to area.

Nothing brings down a neighborhood faster than an outdated vacant commercial center.

Yes, with a vision plan in place.

Buildings are nice, but there is not shade.

Consistent styles along street is very appealing. Looks friendly and welcoming. Like the street parking.

All clean-lined and attractive.

Alive and warmer.

Most have recent face-lifts. Problem is attracting businesses that thrive here.

Modern and clean looking.

Important in rundown centers.

Boring, single use not appealing to me.

Looks nice, not congested.

Looks better than what we have.

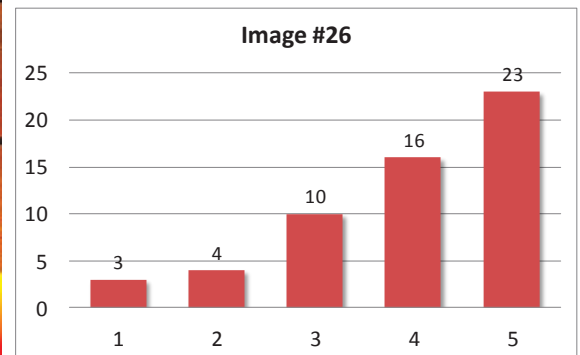
Image #26



RETAIL / RESTAURANT

Image Rank: 21 out of 59

Average Rating: 3.93 out of 5



Comments

Too big and more impersonal than adaptive reuse.

Yes. South Tempe needs restaurants to walk and bike to. No big box places though (Ugh, Icky).

Well lit open areas with monument type entry to centers is a positive.

Café gathering encourages community.

Nicely landscaped smaller scale outdoor dining opportunities physically and visually separated from parking areas desirable.

Filling up what is already here and bringing in cool interesting places is always a plus. Keep it local owned.

Most important to my family especially at Warner / McClintock. Unique dining solutions for adults and families. Desperate for this. Fox restaurant concept would be perfect.

Outside venues, attractive surroundings, shade umbrellas say "Come on In!" Love it!

All attractive and well kept.

Restaurants that promote outdoor dining and performance venues would be used.

Restaurants in our strip malls don't have neighborhood ambiance or outdoor seating. During busier seasons, a good restaurant with nice outdoor space would be much appreciated.

Boring

Look like every other community - need to stay unique

Like outside seating

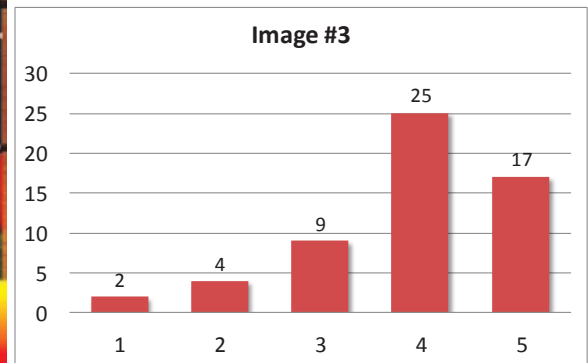
More interesting to shop and walk than what we have.

Image #3



Image Rank: 22 out of 59

Average Rating: 3.89 out of 5



Comments

Looks like fun. Attractive.

Prefer to hear/see arts inside an intimate setting. Smaller version of TCA in South Tempe would be great.

An area like this would be great outdoor open space. Not sure where to put it, but it would be used.

Nice and inviting. Let use existing space and market doable for months where weather permits.

Prefer small scale gatherings only for this area. No large crowds.

Community events are what draw people to the area. Tempe is doing it quite well for some time and should continue.

Need more shade

Would like cultural activities in South Tempe. Seems most activities are at Tempe Town Lake.

Love idea of concerts in the park.

Common arts, music gathering could be desirable as part of or near strip malls (McClintock/Warner or McClintock/Elliot).

Evening or weekend venues nearby are needed. Walking may be encouraged.

Good to offer this.

Have perfect seasons for this and it draws passers-by.

No need in South Tempe

Downtown Tempe as main location for cultural access is okay. Social gathering at Kiwanis Park seems okay.

Space that brings community together.

Would love cultural events close by.

Community needs place(s) to congregate for different occasions. Brings people of all backgrounds together for a common event.

Too much traffic to area. Besides downtown has all the amenities accessible by car or bus.

Need some organized cultural activities and a place to hold them. Like Equestrian parade idea.

Image #41

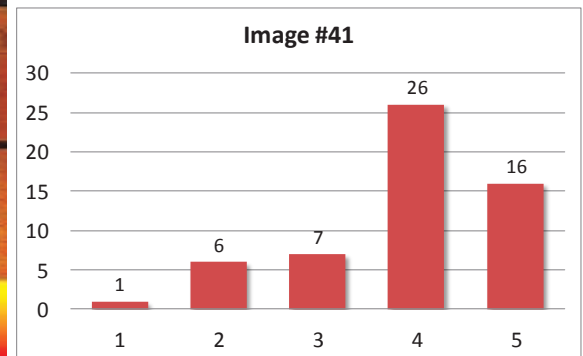


Image Rank: 23 out of 59

Average Rating: 3.89 out of 5



PATIO HOME DESIGN ELEMENTS



Comments

Design to bring community and neighbors together easier.

Upper left image is awful. Three needs to be more interesting landscaping.

Nice use of front outdoor space. Inviting.

Patio homes are preferable than apartments or condos. The small back yards provide landscaping opportunities and a feeling of residential not commercial look.

Don't feature the garage. Like the pots, special paving, nice walls and interesting landscaping.

Great as a starter homes or for older folks that want less maintenance. South Tempe will continue to attract both.

Like a traditional patio home/townhouse style, not packing so many people together.

Patio homes do not fit our neighborhoods.

These are okay.

Wish Tempe had more of this. Appears to have green space or yard area which is important to retirees that stay in the community. Feel like we have to leave Tempe as we retire as there are not townhomes being built in South Tempe.

The vegetation is lovely, but the lawn isn't enough. First image is bland. Other images much nicer.

Patio homes with different or mixed design elements would allow existing residents to downsize as they age while keeping them (friends and assets) in the community.

Top left image is undesirable. Patio homes fine in some parts, especially to revitalize an aging area.

Design project a modern look. Would like desert landscaping instead of grass.

Not much ability to interact with neighbors or walkers.

Want more options for patio homes.

Image #2

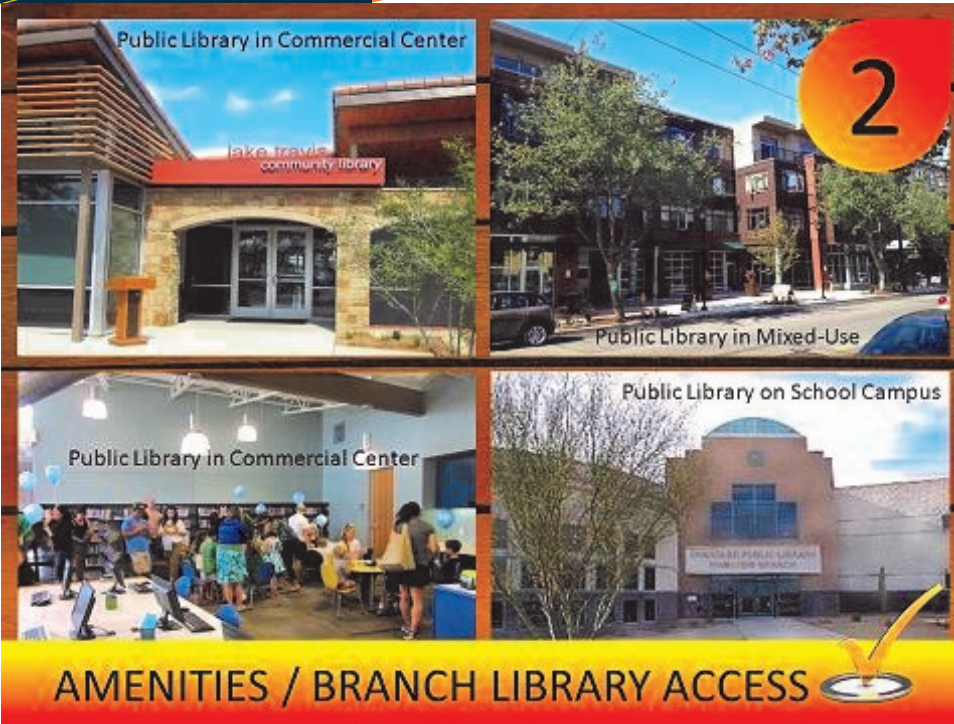
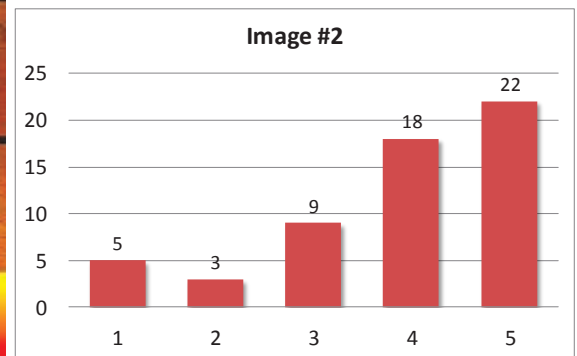


Image Rank: 24 out of 59

Average Rating: 3.86 out of 5



Comments

We should use Sunset Library (Chandler) instead.

Like idea of using existing buildings for library space, especially the mixed use build out.

Of choices, prefer building branches into mixed use developments.

Public library could be a good infill use rather than vacant commercial space.

Public library access a must! Satellite locations could revitalize some of these strip malls. Would be nice to walk to these places.

Like to see more library branches. Just one library is limiting.

Prefer stand along library easily accessible to schools.

Nice to have venues (commercial) where library is located. I've seen libraries in malls. They offer a family environment. Especially if its in an area of higher density, residents can walk to multi-destination place.

Street views are attractive. Don't like commercial space for library -- too busy.

Wonderful addition. Nice to partner with a company (Coffee) to crate reading/relaxing areas. Opportunities for informal socializing.

Very desirable improvement.

Reflects need for gathering place and common resource use.

Like to see library expanded.

Good place to go.

Another library isn't necessary. If built, do like idea in commercial center. May generate business for the center.

Like it, message is clear.

No need for another branch with everything being online.

Shared space seems practical, may reach more users.

Great to have libraries close to community.

Commercial center maybe.

Not needed. Tempe Library and Sunset Library (Chandler) are plenty for this area.

Great infill of empty commercial space. Need a satellite to serve south of the freeway.

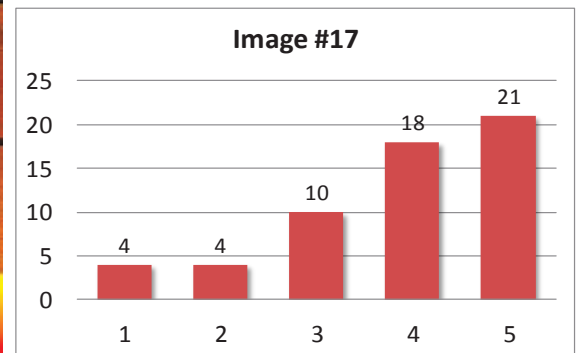
Combine public school library on school campus.

Image #17



Image Rank: 25 out of 59

Average Rating: 3.84 out of 5



Comments

Love it all.

Not so much.

Yes, please. Friendlier neighborhood feel. Vibrant. More desire to hang out, walk or ride.

Mont better spend cleaning up exterior walls along main streets.

Responsibility of any and all developers in Tempe for public art / public space. They should be responsible for maintenance of amenities as well as their buildings.

Smaller scale pieces are likely more appropriate for this area. Like combining art with function.

Love unique art that reflects the community.

Should not take funding away from more important stuff related to safety.

Art is always appreciated even if not understood. Don't care for bench dweller, but rest is nice.

Beautiful.

Make that allowable for neighborhoods and malls where security can be assessed.

Prefer art integrated into design

Playful, creative, allusive, local.

Cool, trendy.

Less colorful and not as much impact for art pieces.

Pretty fun. Would love to see art at bus stops.

Like horses in fountain for this equestrian area. Love art. in the canal idea.



CHARACTER AREAS

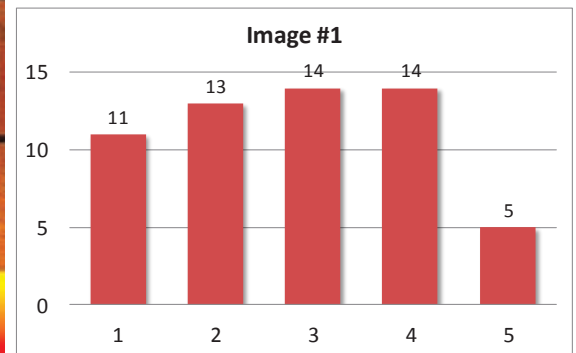
5 LOWEST RANKED IMAGES

Image #1



Image Rank: 55 out of 59

Average Rating: 2.81 out of 5



Comments

Promotes literacy!

The cart adds high profile to attract kids.

Prefer the bookmobile to bike. Bike looks like it would attract vandalism.

Not sure if it would get used -- go to Sunset (Chandler) Library

Perhaps the van would work because holds more media. Other insufficient to justify the cost.

Book for homebound residents should always be available. Book vans to nursing homes would be great.

Our climate makes this (cart) difficult.

Like the idea in right locations. Need to be climate controlled environment here for it to be used.

If going to have a library, put in a building.

Like idea of mobile library services. Bookmobile was my first library experience as a child. Sad that my granddaughter will not have the same experience

Need spot for summer use.

Bus is okay. The cart is distracting

Kids would love this.

Reflects communal connection and education of area. Books reflect the age demographic of area as well.

Some else might like it.

Mobile library wouldn't help in summer when needed most. Mobile units isn't good in heat.

Juvenile and childish looking. Not the image to project.

Not necessary.

Not needed.

Can browse for and request books via internet.

Not sure of display or service it provides.

Preorder books and pick up when the mobile units is in your area.

Love colors of Library on the Go.

Bookmobile is better than peddle library.

Image #48

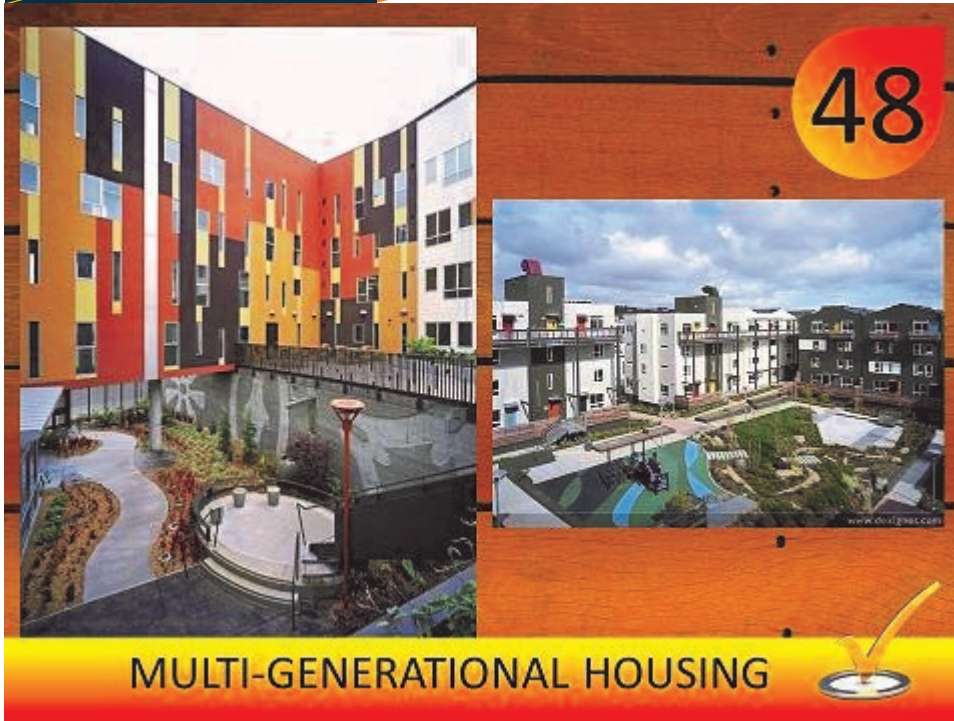
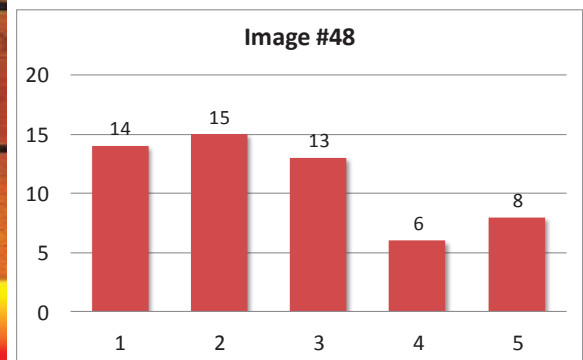


Image Rank: 56 out of 59

Average Rating: 2.63 out of 5



Comments

Way too trendy.

Right image with more green space looks more interesting.

Looks a bit institutional. Big block of apartments.

Yes, definitely multi-generational needed

Too sterile. Don't need painted walls - need architectural design.

Multi-generational housing does not have to be high-rise. However high-rise or dense development should mandate inclusion of both multiple ages, generations and economic levels.

More urban. Colors may appeal to younger folks than older.

Looks like a hotel.

Size overtakes . . . Too massive.

Looks like it belongs in Detroit, bland and uninteresting.

Doesn't fit in.

Like multi-generational housing concept. Image too industrial looking.

Not sure about multi-generational housing in South Tempe.

Young can learn from older residents, older can feel like they're contributing to other generations. A better way to keep the mind and hearts young for older people. Great use of outdoor space.

Works at ASU, not here.

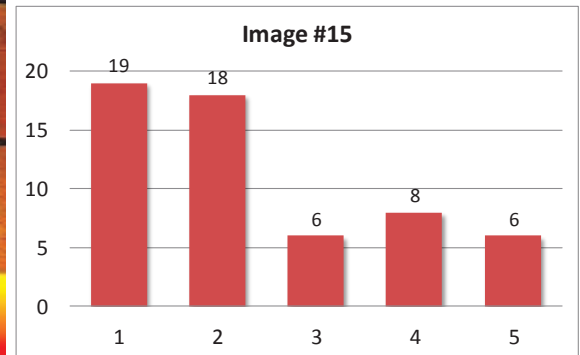
Like idea, but not architecture or buildings.

Image #15



Image Rank: 57 out of 59

Average Rating: 2.37 out of 5



Comments

As long as its obvious to both cars and pedestrians.
Interesting, must have the right intersection.
Waste of money - brick (crossing) is more attractive.
Districting
Too busy and confusing.
Creative, as long as its safe and intent is understood.
What a waste of money
Weird
Clutter, clutter and quickly goes out of style.
Eyesore. Crosswalks are dangerous, not playgrounds.
Ugly (x2)
No. Looks trashy.
Would not have the Birdseye vies - don't know if it would be as effective from the ground.
Unique.
Would be distracting.
Adding a bit of fun to normal things.
Doesn't match Corona/South Tempe.
Like the humor.
Distracting visually to drivers, therefore pedestrians may not be seen in crosswalks.
Silly!
Cool new idea.

Image #19

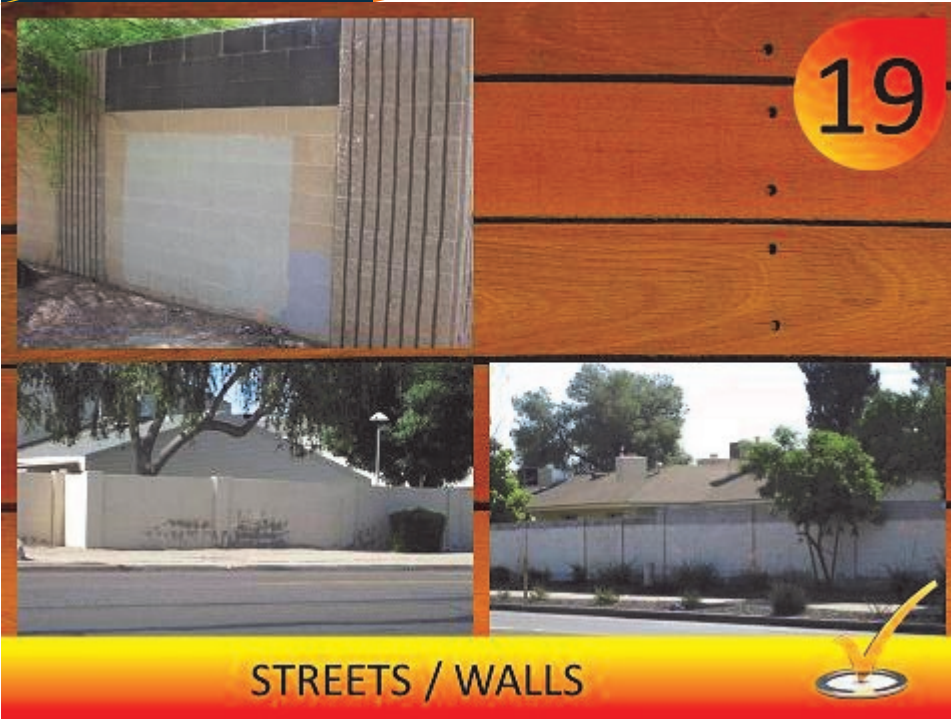
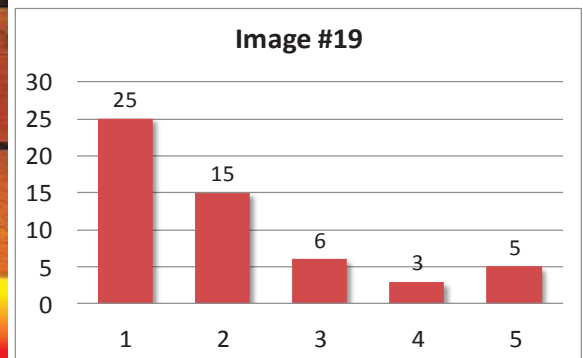


Image Rank: 58 out of 59

Average Rating: 2.04 out of 5



Comments

Tacky and crummy-looking.

Super tacky

Along arterials where noise/ dust from cars is a concern. Often not as friendly or interesting to walk.

need updating / changes. Looks trashy.

The City should maintain walls, street, alley, throughout the city so as people drive through, the have feeling of pride. It is embarrassing.

Look at Scottsdale and how they maintain their walls, common area and alleys. Keep it clean and fresh looking -- not that difficult.

All ugly and poorly maintained. Poor effort in covering graffiti.

These walls look awful. If you're going to build walls, the have to be maintained.

Don't like it when not maintained or looks like an after thought.

Disgusting eyesores. This has become the norm, unfortunately.

If covering graffiti, would be good to paint whole panel.

Like to see city take over this. It only takes one neighbor to ruin the look by adding their own row of blocks that never gets painted on the outside.

The City should help by taking it over or assessing fines by having it in code that paintings consistent with neighborhood is required.

Do not want to see cinderblock. Even painted. More stucco, natural stone, brick or adobe.

Unmaintained wall reflect poorly on the area. Raising height should be allowed do to proximity of roadway, however compatibility with adjacent nearby walls is needed.

Walls that aren't well designed or maintained.

Ideally maintained uniform paint and wall height throughout.

Not the image Corona/South Tempe want to project.

Code compliance should be used to eliminate deteriorating walls on major thoroughfares

Needs work.

Too boring and dreary.

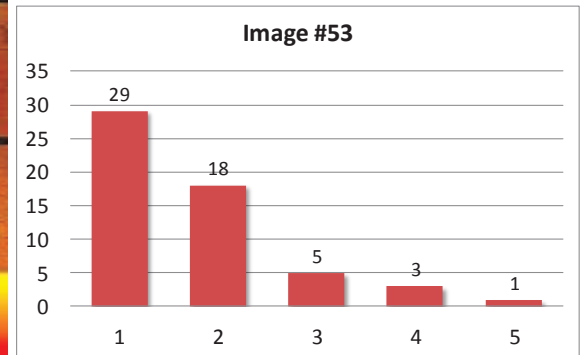
Consistency would help. When neighborhood has large amount of non owner-occupied housing its hard to get cooperation on anything.

Image #53



Image Rank: 59 out of 59

Average Rating: 1.73 out of 5



Comments

This complex is too big. Looks like really nice public housing.
Big block of apartments -- Not thanks.
Looks like low income housing.
Yuck - too institutional looking.
Looks like hospital or office complex.
Out of character with South Tempe.
Design says affordable housing only.
Institutional.
No character, density too high.
Way too dense, too much building, not enough to make visually appealing.
Ridiculous for our area.

Corona / South Tempe

Character-Defining Elements



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

<p>Livable</p> <p>restaurants, good shopping, balanced with young families, schools and great parks, affordable</p>	<p>Friendly</p> <p>neighbor, family, age, retirement senior, tech-business, and equestrian-friendly</p>	<p>Limited Density</p> <p>low density, open, suburban-rural feel, diverse housing, large lots pristine, casual</p>	<p>Energetic</p> <p>vibrant populace, outdoor-oriented, actively engaged with ASU</p>	<p>Social</p> <p>social-center, community gathering places, inclusive, engaging, historic</p>	<p>Refined</p> <p>neighborhood beauty, design-focused, attractive, maintained streets, curb appeal, manicured</p>
<p>ATTRIBUTES</p> <ul style="list-style-type: none"> • Good public schools • Mix of retail from local favorites (restaurants & shops); connect to Local First Arizona • Excellent access to variety of grocery stores • Pollack Cinemas (movie theater) • Great mix of public parks, paths, Ken McDonald Golf Course, supplemented by private HOA open space and facilities 	<p>ATTRIBUTES</p> <ul style="list-style-type: none"> • 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 and Buena Vista Ranchos 	<p>ATTRIBUTES</p> <ul style="list-style-type: none"> • 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 	<p>ATTRIBUTES</p> <ul style="list-style-type: none"> • Employment hub with technology businesses – good jobs locally • Well used access to walking, jogging + equestrian trails, fishing (at private lakes) + golf 	<p>ATTRIBUTES</p> <ul style="list-style-type: none"> • Active Community Market at Warner/McClintock • Neighborhood grants (to improve neighborhoods) are beneficial + great • One historic property - Lowell Redden House" • Connected to ASU as institution and neighbor (ASU Research Park) • HOA and NA involvement 	<p>ATTRIBUTES</p> <ul style="list-style-type: none"> • New/newer homes in attractive/maintained neighborhoods • Neighborhood entrance signs • Support for area to remain well - designed and attractive
<p>GAPS</p> <ul style="list-style-type: none"> • More neighborhood-based and/or Mom & Pop restaurants and shops • Destination restaurants, greater variety of ethnic restaurants • More outdoor dining and outdoor dining should be more than tables next to a parking lot • Attract a plant nursery and a feed store for horse supplies • Attract businesses so we're not always going to Chandler • Create unique destination in empty part of mall; rotating food trucks/beer garden would be a great addition to existing events like farmer's market • Support public schools (instead of building more charter schools) • Recruit businesses that pay livable wages 	<p>GAPS</p> <ul style="list-style-type: none"> • Park amenities needed for multi-generational users 	<p>GAPS</p> <ul style="list-style-type: none"> • Keep development density low • Multi-generational (aging in place) housing options • Small patio homes or cottage housing for senior to downsize and live independently • No new apartments (or condos or rental properties) • More shade – less concrete; green up strip malls with more trees and shade • Include guest houses as featured character + design 	<p>GAPS</p> <ul style="list-style-type: none"> • Any new developments would include a neighborhood park • Area should be a bike + walkable destination • Tie-into the equestrian activity in South Tempe could lead to it being an attraction • Actively attracting a mix of businesses that can create activity levels and destination • Monitor and encourage business/growth within South Tempe Technology Corridor Growth Area along Loop 101 • Provide technical entrepreneurship supported business incubator • Entice companies + employees from ASU Research Park/Discovery Center to connect with and use businesses in Corona /South Tempe 	<p>GAPS</p> <ul style="list-style-type: none"> • Want a community center and meeting rooms / small library as gathering places for community use • Consider options to use schools/Parks for other public serves – (library branch) • Look at vacant commercial space as option for cultural and meeting place (i.e. library, museum, public art display, art programs) • A place to gather with event space for music / art / festivals • Like to see a public/private partnership to create classes – library, art, technology, + literary • Interest in entertainment venues: i.e. dinner theater, concert venue + comedy theater 	<p>GAPS</p> <ul style="list-style-type: none"> • Need improvement to block walls/fences, sidewalks and landscape treatments along arterial street • Landscape needs to be in compliance (weeds need to disappear) • Maintain the streets; ensure utilities landscape areas they damage; maintain medians • Explore identifiable theme for major arterial intersections that could be color of street signs, lighting color or character area signage • Signage: Low at corners – keep signage so visibility is not impaired; keep business signage small, residential character

Corona / South Tempe

Character-Defining Elements



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

- GAPS**
- Neighborhood circulator bus to destinations (Mill Avenue, ASU, Library Complex)
 - Comfortable bus stops at key locations
 - Provide continuity with the bike lanes that stop and start in several places
 - Desiring better connection to light rail

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

- GAPS**
- Create a neighborhood greenway/bike route system that:
 - Connects into the canal path system as well as feeds into the employment centers of ASU and Discovery Research Parks
 - Provides collector streets improvements with shade and enhanced sidewalks to encourage walking/biking
 - Provides pedestrian activated (HAWK) crossings
 - Includes restrooms, drinking fountains, shaded rest stops periodically and signs that list places of interest (wayfinding) along paths
 - Create walking/ biking routes with shade and lighting

Sustainable

environmentally responsible, solar-powered, shaded, leafy, green

- ATTRIBUTES**
- Parks that collect rain water.
 - Gasca Community garden at Rural/ Warner
 - Tree canopy is good (highest % in City)
 - Kyrene Schools purchase solar power

- GAPS**
- Tree-lined streets with neighborhood based destinations that encourage walking
 - Provide separate green waste pickup
 - More education on solar panels for homes
 - Access to grey water distribution in neighborhood
 - Provide shade trees along arterial streets
 - Maintain tree canopy

Safe

law enforcement, well-lit

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

- GAPS**

Peaceful

quiet, restful

- ATTRIBUTES**
- Quiet neighborhoods

- GAPS**
- Noise abatement (on Elliott & Rural)

- Additional ideas for consideration offered by Staff:**
- Develop guidelines for improvements along canal edges and commercial corners
 - Utilize the wide ROW open space along Rural Road as a defining element
 - Work closely with The "Y" (YMCA) recreation facilities as recreational amenity adjacent to the Western Canal
 - Open (improved) access to and use of school playfields for non-school hours/days
 - Activate canal areas (festival, art, rest stops, adjacent development opportunities, more crossings)
 - More opportunities to integrate public art in commercial and neighborhoods
 - Work with gated communities HOA to improve walking connections
 - Create a local festival /carnival (i.e. activity that highlights equestrian culture)
 - Opportunity to focus ASU Research Park/Discovery Park as "Innovation Center"

PROJECT / ITEM	DESCRIPTION
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TIER 1	20 Community Spaces / Small Library	Want a community center and meeting rooms / small library; gathering places for community use Look at vacant commercial space as option for cultural and meeting place [i.e. library, museum, public art display, art programs]
	18 Shade / etc.	Create walking / biking routes with shade and lighting
		More shade - less concrete; green up strip malls with more trees and shade
		Provide tree shade on arterial streets
		Maintain tree canopy
	18 Neighborhood Circulator Bus Service	Neighborhood circulator bus to key destinations [Mill Ave, Town Lake, ASU, Library Complex]; comfortable bus stops at key locations
	16 Walls, Fences, Landscapes	Need improvement to the block walls / fences, sidewalks and landscape treatments along main arterial streets; landscape needs to be in compliance; weeds need to disappear
	15 Local Restaurants + Retail	Attract businesses so we're not always going to Chandler; more neighborhood-based or Mom + Pop restaurants and retail shops: want more outdoor dining and outdoor dining should be more than tables next to a parking lot; a plant nursery; a feed store for horse supplies
	14 Multi-Generational Housing / Aging in Place	Multi-generational for aging in place housing options; small patio homes or cottage housing (for seniors to downsize and live independently)
14 Street Maintenance	Maintain the streets: maintain potholes; ensure utilities landscape areas they damage; maintain medians	
14 Housing Options	Keep "development" density low	
13 Educational Partnerships	Like to see a public / private partnership to create classes - library, art, technology, literary	

TIER 2	9 Neighborhood Greenway / Bike Route System	Create a neighborhood greenway / bike route system that: Connects into the canal path system as well as feeds into the employment centers of the ASU Research Park and Discovery Business Campus
		Uses collector streets improvements with shade and enhanced sidewalks to encourage walking / biking
		Provides pedestrian activated HAWK crossings
		Includes restrooms, drinking fountains, shaded rest stop periodically + signs that list places of interest [wayfinding] along paths
	9 Event Space	Places to gather with event space for music / art / festivals
	9 Walkability / Pedestrian Comfort	Tree-lined streets with neighborhood based destinations that encourage walking
	9 Destinations	Area should be a walkable and bikeable destination
		Actively attracting a mix of businesses that can create the activity levels, and destination
	8 Green Waste	Provide separate green waste pickup
	6 Placemaking / Restaurant Options	Create unique destination in empty part of mall; food trucks would be a great addition to existing events like farmer's markets; beer garden and food truck rotating
		Destination restaurants, greater variety of ethnic restaurants
	6 Educational Options	Consider options to use the schools / parks for other public services [i.e. Tempe Public Library Branch]
	6 Bike Lanes	Provide continuity with the bike lanes that stop and start in several areas
6 Equestrian Culture / Character	Preserve / enhance equestrian culture: Circle G, Calle de Caballos, Tally Ho, and Buena Vista Ranchos; "Ranchette" character is very unique in an urban environment	
	Tie-in to the equestrian activity in South Tempe could lead to it being an attraction	
5 Signage	Low signage at corners - keep signage so visibility is not impaired; keep business signage small - keep residential character	
5 Housing Options	No more apartments / condos or rental properties	

TIER 3	4 Recreational Options	Park amenities needed for multi-generational uses
		Lack of community parks; any new developments would be wise to include a neighborhood park
	4 Educational Options	Support public schools (instead of building more charter schools)
	4 Noise Pollution / Traffic	Noise abatement on Elliot Rd. + Rural Rd.
	3 Business Options	Provide technical entrepreneurship supported - business incubator
	2 Employment Options	Monitor and encourage business / growth within South Tempe Tech Corridor Growth Area along Loop 101
	2 Streetscape Design / Character	Explore identifiable theme for the major arterial intersections [could include color of street signs, lighting color or character area signage]
	2 Cultural / Entertainment Options	Interest in entertainment venues [i.e. dinner theater, concert venue, comedy theater]
	1 Employment Options	Don't recruit businesses that don't pay livable wages
	1 Employment Outreach	Entice employees from ASU Research Park + Discovery Business Campus to use businesses in Corona / South Tempe
	1 Energy Savings	More education on solar panels for homes
	1 Water Consumption	Access to grey water distribution in neighborhood [homes]

Group Facilitator	New Comment (added)	Comment considered previously?	Modifies the List?	Included in Plan?
Bonnie Richardson				
	Public notification - for education (school) changes	Yes	No	No
	No abrupt zoning change	No	No	No, not a zoning document
	Dog Park (separated possibly by sections indoor + outdoor) (6)	No	Yes	Yes
	Safe canal crossing at Warner	Yes	No	Yes, without specific location
	Equestrian area is part not all of character and draw to families	Yes	No	Yes
	Notification of Pending Zoning Changes	Yes	No	No
Tracy Gray				
	Take humps out of streets	No	No	No
	Patio Homes should include Universal Design (ADA) options	No	Yes- to help define character	Yes, to serve seniors
	Ranch-style one-story Patio Homes	No	Yes- to help define character	Yes
	Traffic concerns from increase in density	Yes	No	Yes
	Community Gardens: seek opportunities to re-purpose open space (under utilized, neglected, etc.) - Golf Courses	Community gardens - Yes; KMGCC No	No	No
Aaron Peterson				
	No new comments noted			
Mark Vinson				
	No speed hump unless speed cushions	No	No	No
	Multi-generational Mixed Use together in Research Park - Old and Young together	No	Yes	Yes

Group Facilitator	New Comment (added)	Comment considered previously?	Modifies the List?	Included in Plan?
	Replace dead trees/irrigation on west side of Rural before spending \$ on new trees + plants (Tally Ho Farms)	Dead trees yes, specific Tally Ho, No	No	No, but importance of maintenance included
	Adaptive reuse or mixed use as opportunity for community facilities	Yes	No	Yes
	Limited mixed Use at Discovery Campus - just not mixed throughout the character area AND architectural design important	No	Yes- to help define character	Yes
Oliver Ncube				
	Noise pollution seems more widespread and more of a priority - more rubberized asphalt (3)	Yes	No	Yes - concept of reduce traffic noise
	Previous 5-year maintenance cycle for streets was preferred	No	No	No
	Weeds east of Rural, South of Warner	Yes	No	No
	Code changes to encourage adaptive reuse	No	No, but already happening citywide	No
	Renovate Ken McDonald clubhouse for community space (2)	No	No	No
	NE Corner of Warner/Rural: Restaurant? People like to support local business	Yes	No	Yes to concept, No to specific location
	City actions contrary to the pride of Tempe by allowing "poor" development	Yes	No	Yes, Importance of defining quality development

Group Facilitator	New Comment (added)	Comment considered previously?	Modifies the List?	Included in Plan?
	Unique place: Crepe Bar at Rural + Elliot (2)	Yes	No	Yes to concept, No to specific location
	Neighborhood adaptive reuse- what about 1)Warner/McClintock former 7-11 at NW corner, 2) NE Corner of Warner/Rural, 3) NE corner of Elliot/Rural	Yes	No	Yes, revitalization + adaptive use options
	Need restrooms in parks. Restroom by Waggoner Park is never open - what is the deal?	Yes	No	No
	When we talked about community spaces, thought it was a small gathering place, not a library where talking is not encouraged.	Yes	No	No
	Get the impression that city is pushing density and high rises. Asked for your input but feels like a done deal.	Yes	No	Concern about density, yes
Nancy Ryan				
	If city moves toward a technology incubator/employment district with multi-family mixed use, then what is the consideration of traffic (city streets and Loop 101)	Yes	No	Yes, monitoring growth within that area
Obenia Kingsby				
	Rebuild Ken McDonald GC clubhouse for a community gathering place/facility	No	No	No to clubhouse, but yes to use that area as gathering place
	Would be fun to have traveling library bookmobile on request	Yes	No	No
Bill Kersbergen				
	No new comments noted			
Patty Hatvick				

Group Facilitator	New Comment (added)	Comment considered previously?	Modifies the List?	Included in Plan?
	Event space may be too loud if outdoors	No	No	Yes to help define character
	Neighborhood Greenway bike route: The Oasis development does not want more bike traffic into our neighborhood. Move the bike path to go through Discovery Park	No	No	No, but see bicycle boulevard route
	Circulator bus: offer certain days (Fri-Sat) with longer hours to events. Need loop so you don't have to transfer buses.	Yes	No	Yes to concept of expanding Orbit
	Question viability of multi-generational interest. So few lots where this actually be done.	Yes	No	Yes
	Have a "global circulator" connecting to ASU, Transportation Center, Mill Ave, TCA, AZ Mills, IKEA to get places without transfers	Yes	No	No, subject to study first
	Aging in place: more patio homes, townhomes (ex. By YMCA), small houses in this area to move into for retirement years (not multi-generational).	Yes	No	Yes to help define character
	Have area zoned for multi-generational. This makes is possible to have options.	Yes	No	Yes to help define character
	Transportation: need bus/circulators that go from downtown to ASU Research Park without transfers. Keep housing in downtown for millennials and bring them in for work.	Yes	No	No, subject to study first
	ASU Research Park is great for walking and biking	Yes	No	Yes

Group Facilitator	New Comment (added)	Comment considered previously?	Modifies the List?	Included in Plan?
	Innovation District: No mixed use in Discovery Business Campus. This Oasis is a nice neighborhood with good property values. Don't want apartments next door with a lot of density.	No	No	No

New votes at Mtg	VOTE GRAND TOTAL	PROJECT / ITEM	DESCRIPTION	Time Estimate	Cost Estimate	City-Controlled	City-Influenced	Relies on Others	CIP Funded	Roof-top-Driven	Asset Management Plan	NOTES
		Note: Numbers within the dark circle reflect votes from prior meetings										
11	43	14 Multi-Generational Housing / Aging in Place	Multi-generational for aging in place housing options; small patio homes or cottage housing (for seniors to downsize and live independently).	☼☼☼		■	■	■				HIPP program for SF enhancement; responding to market demand. Design Guidelines for CAB
		14 Housing Options	Keep "development" density low	☼		■	■					Affected by legal preclusions against housing discrimination; and by entitlement land use rights
		5 Housing Options	No apartments or rental properties; EXCEPT South Tempe Technology Center mixed use; all multifamily within mixed use to be design-oriented and refined.				■	■		✓		Affected by legal preclusions against housing discrimination and land use rights. Currently there are no multi-family developments in the Corona / South Tempe Character Area. Consider developing Design Guidelines for CAB
3	40	9 Destinations + Placemaking	Area should be a walkable and bikeable destination	☼		■	■	■				BikeIt! will ultimately include bike route signage - and some way-finding to local destinations
			Actively attracting a mix of businesses that can create the activity levels, and destination	☼☼			■			✓		Economic Development market outreach underway
		6 Placemaking / Restaurant Options	Create unique destination in empty part of mall; food trucks would be a great addition to existing events like farmer's markets; beer garden and food truck rotating	☼☼			■	■		✓		For further action to work with commercial property owners; tends to be market driven
			Destination restaurants, greater variety of ethnic restaurants; want more outdoor dining (outdoor dining should be more than tables next to a parking lot)	☼☼			■	■		✓		Highlight existing ethnic restaurants; Involve other Stakeholders: Property Owners + Developers; Economic Development outreach
		2 PLACEMAKING, Streetscape Design / Character	Explore identifiable theme for the major arterial intersections [could include color of street signs, lighting color or character area signage]	☼	\$\$\$	■			✓		✓	For further action between City and CAB; Option to develop Design Guidelines for CAB
		15 Local Restaurants + Retail	Create the places that attract businesses so we're not always going to Chandler; more neighborhood-based or Mom + Pop restaurants and retail shops: a plant nursery; a feed store for horse supplies	☼☼			■	■		✓		Other Stakeholders: Property Owners + Developers; Economic Development outreach. Design Guidelines for CAB
		5 Signage	Low signage at corners - keep signage so visibility is not impaired; keep business signage small - keep residential character	☼		■						Sign Code enforcement program in place; Commercial centers may update/establish a sign master plan approval
7	37	16 Walls, Fences, Landscapes	Need improvement to the block walls / fences, sidewalks and landscape treatments along main arterial streets; landscape needs to be in compliance; weeds need to disappear	☼☼☼	\$\$\$\$	■	■	■	✓		✓	Street Right of Ways are being evaluated city-wide. Further CAB resident involvement. Design Guidelines for CAB
		14 Street Maintenance	Maintain the streets: maintain potholes; ensure utilities landscape areas they damage; maintain medians;	☼	\$	■		■	✓		✓	Revolving maintenance program in place; ROW inspections to address repairs in ROW
6	33	18 Shade / etc.	Create walking / biking routes with shade and lighting	☼☼	\$	■			✓		✓	Tree and Shade program initiating; Potential to develop map of walking routes
			More shade - less concrete; green up strip malls with more trees and shade	☼			■	■		✓		Community Development standards enforced and strengthened; Options for Design Guidelines for CAB
			Provide tree shade on arterial streets. Add shade at bus stops	☼☼☼	\$				✓		✓	Tree and Shade program initiating
			Maintain tree canopy. Replace lost trees	☼		■		■			✓	Public and Owners participation for public and private property; See Asset Management Program
		9 Walkability / Pedestrian Comfort	Tree-lined streets with neighborhood based destinations that encourage walking	☼☼	\$\$\$	■		■	✓			Tree and Shade program initiating
2	33	20 Community Spaces / Small Library	Want a community center and meeting rooms / small library; gathering places for community use	☼☼☼	\$\$\$\$	■			✓	✓		Potential Capital Improvement Project OR Building Lease and with long-term operational commitment
			Look at vacant commercial space as option for cultural and meeting place [i.e. library, museum, public art display, art programs]	☼☼☼	\$\$\$	■		■	✓	✓		Potential Capital Improvement Project OR Building Lease and with long-term operational commitment
			Multiple use of educational buildings to create community center(s)									
		9 Event Space	Places to gather with event space for music / art / festivals	☼☼☼	\$\$\$\$	■	■					Recreation/event programming. Work with City (Ken McDonald GC), ASU Research Park/Discovery Park and YMCA or others to develop plan.
		2 Cultural / Entertainment Options	Interest in entertainment venues [i.e. dinner theater, concert venue, comedy theater]	☼☼				■		✓	✓	Economic development to market locations or assist interested businesses; tends to be market driven
5	28	13 Educational Partnerships	Like to see a City/School partnership to create classes at schools - library, art + technology	☼☼			■	■	✓			Recreation/event programming and opportunity to partner with School District?
		6 Educational Options	Consider options to use the schools / parks for other public services [i.e. Tempe Public Library Branch]	☼☼	\$		■	■	✓			For further action with CAB, City and School District
		4 Educational Options	Support public schools	☼				■		✓		For further action by CAB and School District; and tends to be market driven
5	23	18 Neighborhood Circulator Bus Service	Neighborhood circulator bus to key destinations [Mill Ave, Town Lake, ASU, Library Complex]; with comfortable bus stops at key locations	☼☼☼	\$\$\$\$	■			✓	✓		ORBIT - Saturn Study underway; TMP shows expansion after 2020; depends on ridership
6	21	9 Neighborhood Greenway / Bike Route System	Create a neighborhood greenway / bike route system that: Connects into the canal path system as well as feeds into the employment centers of the ASU Research Park and Discovery Business Campus	☼☼☼	\$\$\$	■		■				See proposed TMP ASU and SRP are stakeholders
			Uses collector streets improvements with shade and enhanced sidewalks to encourage walking / biking	☼☼	\$\$\$\$	■			✓			See proposed TMP
			Provide pedestrian activated HAWK signals for enhanced safety at arterial crossings	☼☼	\$\$\$	■			✓			See proposed TMP
			Includes restrooms, drinking fountains, shaded rest stop periodically + signs that list places of interest [wayfinding] along paths	☼☼☼	\$\$\$\$			■	✓			BikeIt! program developing includes Bicycle Boulevards; Buffered bike lanes progressing
		6 Bike Lanes	Provide continuity with the bike lanes that stop and start in several areas	☼☼	\$\$\$	■			✓			See TMP projects listed for 2020 and beyond
6	16	8 Sustainability + Green Waste	Provide separate green waste pickup	☼	\$	■						Green waste pickup is starting through bulk item pickup (3 times/year); Parks and Schools to get green waste pickup
		1 Energy Savings	More education on solar panels for homes	☼			■	■				Energy outreach from City + Utilities
			Solar panels on parking structures at new business developments									
		1 Water Consumption	Access to grey water distribution in neighborhood [homes]	☼☼			■	■	✓			Possible through AZ Department of Environmental Quality - New guidelines
5	15	4 Noise Pollution / Traffic	Noise abatement on Elliot Rd. + Rural Rd.			■			✓			Need to determine the Rubberized road paving program underway;
			Traffic noise and increase near Go Daddy									
7	11	4 Recreational Options	Park amenities needed for multi-generational uses	☼☼		■			✓		✓	Park & Recreation Master Plan may need to be updated; Also may be an Asset Management Program issue
			Lack of community parks; any new developments would be wise to include a neighborhood park	☼☼	\$\$\$\$		■	■		✓		New growth will be responsible for associated park impact fees/park amenities for specific development
			Dog Park (New)									
0	7	3 Business + Employment Options	Provide technical entrepreneurship supported - business incubator	☼			■	■				Tempe partners with ASU to support start-ups; Private incubator space has been a focus
		2 Employment Options	Monitor and encourage business / growth within South Tempe Tech Corridor Growth Area along Loop 101	☼		■	■	■				Community Dev Dept tracks permits, development growth at this corridor
		1 Employment Options	Don't recruit businesses that don't pay livable wages	☼			■	■				Economic development recruitment is for living wage jobs
		1 Employment Outreach	Entice employees from ASU Research Park + Discovery Business Campus to use businesses in Corona / South Tempe	☼☼			■	■			✓	For further action as new business expands; Economic Development + Tempe Chamber could work with businesses on marketing plan
0	6	6 Equestrian Culture / Character	Preserve / enhance equestrian culture: Circle G, Calle de Caballos, Tally Ho, Sunburst Farms and Buena Vista Ranchos; "Ranchette" character is very unique in an urban environment	☼			■	■		✓		Local support to retain character; Option for further action to develop Design Guidelines for CAB
			Tie-in to the equestrian activity in South Tempe could lead to it being an attraction	☼			■					Marketing of area as potential attraction for new residents

NOTES:

\$	<100k	☼
\$\$	100 - 500k	☼☼
\$\$\$	501k - 2M	☼☼☼
\$\$\$\$	2M +	☼☼☼☼

COMMENTS

Comments Received at 3/3/2014	
Kim Charrier	I think public transportation using Orbit to include stops at restaurants, coffee shops and local markets during the early evening would be great. I would like to see more business provide Wi-Fi other than Starbucks. More wellness centers. Social network opportunities. Thank you for this opportunity, what a great way to meet staff working so hard to improve our city.
Comments Received After 2/26/2014	
Anne King	<p>Any new developments would be wise to include a neighborhood park such as the one in Alta Mira; or like Hangar Park, or the ones in the Coventry Homes sub-division. It is what drew us to south Tempe 20 plus years ago. Don't try to fill every parcel with a home; leave room for a park. We held neighborhood picnics in the park for many years.</p> <p>Many of us would like to see continuity with the bike lanes that stop and start in several areas; referring to bike lanes in the street, not off-road or canal bike paths. Road bikes need road lanes. If you want me to tell you specific spots, I could do that. For example, take a look at Rural Road from Ray to Warner.</p> <p>I don't see a need for the double busses on the north/south route (72?) on Rural Road. Very empty, unless it fills up on other parts of the route. Use the smaller vehicles that use less gas and put out less fumes.</p> <p>Consider a bus route from our area that stops at Scottsdale Community College. As of now, you must stop far from campus and I'm not sure there is a convenient transfer to get to campus.</p>
David Rice	<p>Comments about Corona/South Tempe Character Area:</p> <ul style="list-style-type: none"> - Need more signaled mid block crossings. - Need to create a Neighborhood greenway/bike route system that connect into the canal path system as well as feeds into the employment centers of the ASU and Discovery Research Parks. - Try to improve the shade along the Neighborhood greenway system that's created. -consider seeing if the Ken MacDonald clubhouse will host a different food truck each Saturday. It might make the clubhouse cafe/restaurant a more appealing place to stop when biking/walking along the canal. -consider hosting a food truck "food court" at the Kiwanis sister city ramadas once a month. (Friday evening and Saturday) - has the Tempe library considered having a bookmobile (traveling library) to visit schools or farmers markets? - coordinate a farmers market. (in ASU research park, or north end of Discovery Research Park). Have it in a place that's accessible along the canal path system.

Meeting COMMENT CARDS and EMAILS

Various dates

- it would be nice to have some sort of Orbit bus that ran up from Elliot/Rural to the library and continuing on to the light rail. Time the leaving and arrival at the light rail station with the arrival/leaving of the train.

Debbie Keller

I want to add a neighborhood suggestion from Tally Ho Farms. We feel it's important to allocate funds to repair all the broken irrigation on the trees and plants on the West side of Rural between Warner and Knox. We have lost several trees in past couple of years. We have spoken to Shawn Thompson about it. He knows we have broken irrigation on the trees but doesn't have the funds for the repair. I assume there are other neighborhoods in the same boat. So before we talk about planting new trees, it would be nice to take care of the old ones.

Julie Devlin

I meant to mention at the meeting last night that one of the unique things about our area is that we have a lot of horse properties and acre-size or larger lots with mature trees and foliage. Because of this we really would like to see the return of the monthly street pickups of green and solid waste. The current schedule doesn't work well for these particular neighborhoods (Buena Vista Ranchos, Sunburst Farms, Calle de Caballos, Circle G, Green Tree Acres, Corona Vista, and Tally Ho Farms). The other neighborhoods in South Tempe with normal size lots most likely don't need the monthly pickups but these aforementioned agricultural areas do. Obviously it would only be fair that we incur the extra expense. But if the trucks could run through our specified neighborhoods once a month (or at least every other month) that would be a great help in keeping our streets free of piled up debris. Monsoon season will be upon us and this is when we lose branches and trees as well as have high gusty winds that would blow around piled debris left on the side of the streets. So I would suggest a pick up at the end of July and August as well as during pruning times within the year.

We also have a lot of manure that could be composted and utilized. We never know what to do with it all and it's a shame just to have it go to waste. Has the city considered having special cans just for manure or some sort of method to deal with this issue with the numerous horse properties in our area? In addition to horse privileges, some of our neighborhoods also allow sheep, goats, cows, and chickens. So we have manure!

Thank you for your consideration and please forward this e-mail to any other departments who are gathering information. This is a big concern to me and my neighbors who live in Sunburst Farms and the surrounding horse properties. My lot is 1.6 acres and that's a lot of grass and trees to maintain. We also frequently have other debris such as chicken wire, fencing, building materials, etc. I donate whatever is useable or recyclable but we still have solid waste to be disposed of on a regular basis. I do utilize the transfer station but the street pickups are much more convenient so we would like to see more of them in our agricultural areas.

Comments Received After 8/25/2014

Meeting COMMENT CARDS and EMAILS

Various dates

Ann Chadwick	Living next to the noisy, dirty Discovery construction site has made our quiet subdivision a loud mess! To think that we may be faced with several more YEARS of this construction, then have tall apartment buildings and "density" issues to deal with is impossible!!!!!!!!!! How could the City of Tempe care so little about the single family home owner to roll over so willingly to those developers???? Where does our "quality of life" come??? Last???? Developers may have nice plans and say wonderful things to City planners, but results are FAR from nice, and VERY far from wonderful! Please do your part to STOP this invasion of our peaceful neighborhood!
Douglas and Frances George	I have lived in Tempe/Lakeshore now known Corona South Tempe since 1983 and have witnessed many changes. Many of the changes have been very good, some not so good. Apartments are definitely a real sore to the neighborhood we love. Anymore eateries, gas stations, groceries, or pharmacies is ridiculous. There are so many now it's sickening and a foolish waste. Regarding the 2040 General Plan being discussed you can see how we feel. Please help to maintain the current status of the ASU Research Park area. It's lovely as is and does not need to be destroyed by adding more of what we already have enough of.
Brian Perkinson	A friend mentioned the discussions about potential plans for the ASU Research Park and Discovery Business Campus areas near my house and I hope it will be worth the time to express my concerns. South Tempe is not downtown Tempe and should not try to be. We don't need to increase the population density. People should have a choice in what type of area they live. They can live downtown if they want that environment, or live where we do, where things are a bit less congested. We already feel like a piggy bank to be raided for downtown-centric projects. Don't drive more of your tax base out of Tempe and into a neighboring city by remaking our neighborhoods.
Mary Ann Hemmingson	Wanted to let you know a recent experience I had that I hadn't been able to bring up at any of the meetings. I went through a bunch of my books on my bookcase and decided to donate about 100 books to the "Friends of the Library" box in front of the Safeway at McClintock/Elliot. I drove there only to find out that the box no longer existed! Boo-hoo! I called the Tempe Library and they told me the "Friends of the Library" Boxes are now only located at the Whole Foods at Baseline/Rural and Sprouts at McClintock/Southern - both not in South Tempe and both near the Tempe Library! I donated my books to Chandler!
Gordon B Gauss	I have lived in South Tempe for 21 years and when anything that looks like growth comes up the "suburbanites" do not want change such as the Tempe Center for the Arts or ASU Research Park adding more businesses. I have always felt that South Tempe gets left out of the community planning. We are land locked and need to have a community that serves all. Lets include South Tempe in our growth plans. Thanks for listening.

Meeting COMMENT CARDS and EMAILS

Various dates

<p>Cindy Burkhart</p>	<p>This is the second meeting I have attended. I thought that you should know that during our group table discussions, many at our table voiced concern that these meetings are nothing but a “dog and pony” show and that the City has already decided what’s going to happen in our area and throughout the City, regardless of what the constituents want. This is particularly true with regards to the “high density” discussion, where many relayed thru previous voting that they did not want “high density”, but you mentioned it was going to happen anyway in the ASU Research Park. I think that this is an area that you should address again at our next meeting, because if the attendees feel that they’re not being “heard”, what’s the sense of attending these meetings to provide input?</p>
<p>Lisa Zyriek</p>	<p>We spoke at the end of the meeting last night. My name is Lisa Zyriek and I live in the Oasis Community in the NE corner of McClintock and Elliot. I had a quick question for you. Was the Innovation District idea generated by the Corona/South Tempe Character Area or was it developed by staff? I know you have been tabulating everything so I just wondered where the idea was created and how much supported it has (in terms of votes).</p>
<p>Eileen Dolmage</p>	<p>At the previous meeting, I added my neighborhood to the equestrian communities, and did not see it included in Tier 2, #6, Equestrian Culture. Please add Sunburst Farms - Tempe to the list of equestrian developments. Some properties in Pheasant Ridge also have horse privileges. It would be great to have equestrian trails - where possible - to connect these equestrian communities. We have had several issues regarding the existing trails. One issue that your department created was changing the description of our equestrian trails to alleys. They are not alleys. Some of our properties back up to properties that do not have livestock privileges. On occasions, we have had to deal with neighbors to the north and west who felt they could dump their yard waste in what they thought was an alley -- based on your documents. One neighbor drained his pool into the bridle trail, making an unsafe mud hole.</p>

Meeting COMMENT CARDS and EMAILS

Various dates

<p>Claudia Nuñez de Ibieta</p>	<p>I am writing to ask is how I may still have my voice heard on a couple of these important points. I will try to sum them up here, as briefly as on post-it notes; they have to do primarily with 2 topics: the Community Space/Small Library, and Technology/Employment hub that is ASU Research Park/Discovery Business Center. While some residents claim to be happy with the nearby Chandler Sunset Branch, Tempe is the only city in the metro are to not have a library branch. Perhaps could partner with ASU or Discovery Business Park? Perhaps the cultural/library space that we can envision is in the ASU Research Park, or Discovery Business Park, with a gallery for exhibits and a theater/auditorium space for cultural events. (Not late-night, similar hours to Tempe Performing Arts Center). Can the city partner with ASU Research Park to host the farmer’s market in more of a permanent community “garden” setting; add a permanent plant nursery, (possibly equestrian supplies). These should be the multi-use options considered for the Technology hub: green building and design for mixed use, yes; offices, some retail and restaurants, cultural and recreational uses, (we already treasure and rely on ASU RP for walking, biking, fishing, etc. and we never want to lose that) for local residents and employees, but no residential will be acceptable to current residents of this area, in order to preserve one of it’s most valued and distinguishing features, low density, low building height. That pretty much sums it up for now. Thank you for asking the residents! My husband and I arrived in Tempe for our studies at ASU almost 24 years ago, and never left. It’s our adopted home; never had we lived anywhere else for so long, and our lives are in every way a reflection of where we live. We came from urban areas that had “exploded” over time, becoming widely unhealthy and less safe environments. We chose to stay in Tempe, to raise our children here, despite the personal sacrifice of being farther from our extended families, because of the quality of life we could provide for them here. It was a very good choice- they are now thriving young adults. I think that preserving our standard is vital to the entire population of Tempe.</p>
<p>Ed Fancher</p>	<p>My biggest comment is that Tempe's main streets are somewhat too big and too fast to attract pedestrian/bike traffic- I think you can provide the bikes with a dedicated thoroughfare, and maybe reduce capacity to some degree. For goodness sakes, do we really need an intersection with 9 lanes for vehicle traffic now that the 60 and 101 carry so much of that traffic? The N/S thoroughfares could easily accommodate a dedicated separate 2 way bike path along with a physical barrier (curb- planting area). Use Rural or McClintock as a test case and run a bike/ped path up to connect to the canals and maybe to College Ave- you can do something with it too. There's plenty of room. And you already have a dedicated bridge. Here are examples of what they've done in Seattle with abandoned rail spur. This would work up Rural/McClintock across Broadway where there is the barrier/strip now revive it and add pedestrian/bikeways. If that is the goal. I think it is.</p>

Meeting COMMENT CARDS and EMAILS

Various dates

Lisa Zyriek	<p>I saw the Character Area article from today's (Oct. 18), Arizona Republic newspaper, Tempe-Ahwatukee section, page 3. I was just wondering how the reporter got her information - did she review what was on-line and/or did she interview only you (or perhaps someone else). The reason I'm curious is that in addition to the items mentioned that Corona/South Tempe residents wanted to see, "maintain low-density development," the article also has a headline that states "Corona/South Tempe Priorities" and lists the first item as "Strong preference for no apartments with the exception of the South Tempe Technology Center." I have reviewed the Corona/South Tempe Character Area documents from the public meetings and cannot find that the residents of this area (including my family) support apartments in the South Tempe Technology Center. I can, however, find many references to the fact that the residents of this area have stated that they would like to maintain low-density development. I also cannot find any reference in the Character documents for the terminology, South Tempe Technology Center. I can find references to the Discovery Business Park and to the ASU Research Park. Can you please clarify this for me? I don't want the information that has been generated by the residents of the Corona/South Tempe Character Area to be confused by the ideas generated by Tempe City Staff. I also want to make sure that the vision of the Corona/South Tempe area residents is the one that moves forward to the DRC and then to the City Council, even if that vision is different than what the City Staff has developed, especially in regards to density, particularly apartments. I hope you will be able to clarify this for me as well as for my Corona/South Tempe area neighbors. Thank you for your assistance.</p>
Teri Aguiar	<p>I regret that my career work has prevented me from attending tonight's meeting. I had planned to meet Lisa Zyriek there to support our neighborhood's opposition to Character Areas. Please know that as a resident of South Tempe, I am very much opposed to Character Areas being designated nearby. We carefully chose our home in <i>The Oasis</i> development 20 ago because of the area's low-density housing. Although we welcome the Discovery Business Campus and ASU Research Park as business neighbors, we are opposed to any designation that would include high-density housing. Thank you for taking my comments into consideration, Ms. Ryan. If you would like any clarification, please feel free to contact either myself or my husband Vincent who has previously sent in his note of opposition to you in August.</p>

Meeting COMMENT CARDS and EMAILS

Various dates

<p>Mark & Aura Rubin</p>	<p>We live at the Oasis, lot 335 right next to Country Club Way. We do not oppose the Shutterfly plan and welcome the business and employment they bring to our neighborhood. We do not oppose healthy development, including residential housing in the Research Park. We hope for low rise with good planning and see it as helping our area public schools which have benefitted our own children, one with special needs, from Kyrene preschools, Kyrene del Norte elementary through to KMS, Marcos de Niza HS and ASU, and now UA College of Medicine-Phoenix for our daughter. There's more here than "property values" to consider, though we feel they will only grow as well. We also hope the mixed residential will include reasonably priced larger 3 bedroom condos, perhaps patio homes, or apartments for those of us who have lived here and want to downsize as the lifecycle continues, similar to the Biltmore area in Phoenix and many in Scottsdale. South Tempe is different than the Tempe Lake in character and we hope to see planned growth and sustainable housing.</p>
<p>Nancy Diaz</p>	<p>As a neighbor and realtor active in this community, I can see the impact on property value and lifestyle if high density lower priced housing is placed near us, also compounded by the traffic complications and changes brought up by high density communities. Living in Tempe for more than 30 years, I am very aware of the necessary growth in our cities, not all progress is negative, but would expect the City of Tempe to consider that in the end, they would lose should the city cease to be regarded as family oriented haven in which to live in.</p>
<p>Lisa Zyriek</p>	<p>During the Corona/South Tempe Character Area meeting on October 20, there was a great deal of discussion about our Character Area wanting low density. We also took exception to having apartments at the South Tempe Technology Center (Discovery Business Campus and ASU Research Park) and asked for that language to be removed from our Character Area document. You mentioned during the meeting that it would help to have some names in writing supporting these comments (low density/no apartments at DBC & ASU Res. Pk). Attached you will find a petition with over 50 names on it supporting this concept.</p>
<p>Sandra Lee Ruffin & Helen Ann Chadwick</p>	<p>THE CITY OF TEMPE AND THE DEVELOPERS HAVE ALREADY LIED TO US, DECEIVED US, AND RUN OVER THE RIGHTS OF ALL OF US LIVING IN THE OASIS. MOST ESPECIALLY THOSE OF US ON THE EAST END. THEY HAVE NO CONSIDERATION FOR OUR RESIDENTIAL QUIET ENJOYMENT OF OUR HOMES AND COMMUNITY. WHAT THEY ARE BUILDING IS NOT PROGRESS, IT IS GREED! SHAME ON THE CITY OF TEMPE AND THE DEVELOPERS!</p>
<p>Matt Tomory</p>	<p>I am extremely concerned about the "mixed use" language regarding development of the Price / Elliot business park areas. This appears to allow apartments in the area which we the residents of Carver Terrace vehemently oppose and have expressed our opposition at numerous meetings. If our neighborhood is to be a Character Area and model for other areas of Tempe, why would this be allowed as it is diametrically opposed to the character of our neighborhood and the wishes of the residents of the area you wish to use as a model? Please let me know what stage this proposed project is in so we can work together to spread the Character of carver Terrace further east.</p>

Meeting COMMENT CARDS and EMAILS

Various dates

<p>Ray Zimmermann</p>	<p>It has come to our attention that, at the meeting on the Corona/South Tempe Character Area plan earlier this week, it was indicated that the draft plan states that there is a "Strong local preference for no apartments, except South Tempe Technology Center." This exception would apply to the Discovery Business Campus (DBC) and the ASU Research Park. It is my understanding that there is no factual basis for this "exception" and, in fact, as indicated by the vote at the meeting, there is NO support for apartments in this area. When the City approved the plan for DBC, we were promised what a first class BUSINESS development this would be. As the project has progressed, our worst fears have been realized. You need only drive down Elliot from McClintock to the 101 and look at the north side of the road. While never a spectacular viewpoint, at least there were some trees and landscaping on the Freescale property. Now for the last year we have had acres and acres of bare dirt, with no noticeable progress except a small strip mall with a couple of fast food restaurants. (Believe me, we already have enough of those in south Tempe.) There was never any indication there would be apartments at DBC -- hotels, yes -- apartments, never. We request that you correct the factual misstatement that currently appears in the character area plan regarding apartments in the South Tempe Technology Center.</p>
<p>Taylor Laing</p>	<p>I truly enjoyed reading this article (link found below) and as a Tempe resident that grew up in the "Corona/ South Tempe" region (my parents still live in that part of town), but now live in "Central City/ Shalimar" character area, I couldn't agree more with my fellow Tempe residents for wanting "interesting restaurants & businesses so residents don't have to travel to Chandler" or Gilbert. Myself and a few others from our commercial real estate firm met with a number of City of Tempe officials including Shannon, David and Mayor Mitchell back in November 2013 discussing this exact topic. We have continued to discuss this topic with developers/ retailers/ restaurant operators/etc. and we would be grateful to collaborate our knowledge/ skills & connections to help the city make these plans a reality. I know the spotlight is on Downtown Tempe right now and we have our sights on that part of town as well, but this region of Tempe can't be ignored and we want to help in any way we can. Let us know how we can be of service! We want to turn South Tempe into our own "Arcadia" or "Downtown Gilbert" .</p>
<p>Douglas and Frances George</p>	<p>I have lived in Tempe/Lakeshore now known Corona South Tempe since 1983 and have witnessed many changes. Many of the changes have been very good, some not so good. Apartments are definitely a real sore to the neighborhood we love. Anymore eateries, gas stations, groceries, or pharmacies is ridiculous. There are so many now it's sickening and a foolish waste. Regarding the 2040 General Plan being discussed you can see how we feel. Please help to maintain the current status of the ASU Research Park area. It's lovely as is and does not need to be destroyed by adding more of what we already have enough of.</p>

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

All On Forum Responses sorted chronologically

As of November 4, 2014, 3:01 PM



As with any public comment process, participation in Tempe Forum is voluntary. The responses in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

As of November 4, 2014, 3:01 PM, this forum had:

Attendees:	56
On Forum Responses:	6
All Responses:	12
Minutes of Public Comment:	36





This topic started on October 17, 2014, 1:19 PM.

Corona/South Tempe Draft Character Area Plan






What do you think of the Corona/South Tempe Draft Character Area Plan?

Responses

Which character area meetings did you attend for the Corona/South Tempe area?

		%	Count
March 3		33.3%	2
April 5		16.7%	1
June 5		33.3%	2
August 25		50.0%	3
October 20		100.0%	6

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

		%	Count
0		16.7%	1
3		16.7%	1
5		16.7%	1
7		33.3%	2
8		16.7%	1

What is the primary reason for the score you gave?

Answered	6
Skipped	0

- all any apartments area arterial bicycle **bike** business character
commercial corner **density** discovery existing good housing
 hub **improvements** intersection kyrene lane **lanes** nec **needed**

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

new **park path plan residents** rural S several **shown street streets** streetscape want **warner** what

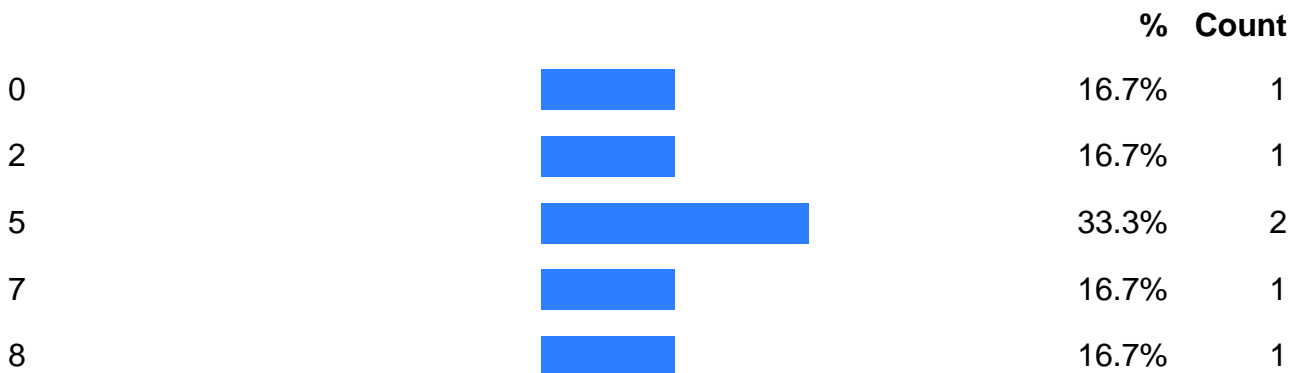
What is the most important improvement that would make you rate this Plan closer to a score of 10?

Answered 6

Skipped 0

apartments **area** areas discovery **from** intent **more** needed **park remove**

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?



What is the primary reason for the score you gave?

Answered 6

Skipped 0

align apartments **area density detail** discussion enough high-density **housing** how important **meetings might** mixed most needed people **plan see** use WAS **what**

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Corona/South Tempe Draft Character Area Plan






What do you think of the Corona/South Tempe Draft Character Area Plan?

Answered 6

Skipped 0

- above **apartments area discovery** from **housing more needed** REMOVE

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

		%	Count
1		16.7%	1
2		16.7%	1
5		33.3%	2
7		16.7%	1
9		16.7%	1

What is the primary reason for the score you gave?

Answered 6

Skipped 0

apartments area businesses character from input lakes meeting meetings more needed park plan process WERE

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Answered 6

Skipped 0

- above **any apartments comments communication** input more online possible **process public** question residents **so**

Additional Comments

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

Answered 5

Skipped 1

apartments **area** asu **better bike boulevard** character
could curious **discovery** do east friendly **get** good just kyrene light map **more**
multi-use **park** pedestrian people **put** refuge **research** road
routes S signs **some south t tempe** want **warner** west **what**
where

Scott Bazzell more than 2 miles

November 1, 2014, 5:28 PM

Which character area meetings did you attend for the Corona/South Tempe area?

October 20

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

7

What is the primary reason for the score you gave?

The City of Tempe's insertion of "high density" housing in the Technology sector (Discovery Business Park & ASU Research Park) against the desires of an overwhelming majority of this Character Area's residents.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Remove "high density" housing from the Discovery Park & ASU Research Park areas.

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

8

What is the primary reason for the score you gave?

Very good overall except for high density housing in Discovery/ASU Research Parks

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Remove high density housing from Discovery/ASU Research Parks

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

7

What is the primary reason for the score you gave?

Didn't hear about the process until 1 week before the final meeting

What is the most important improvement that would make you rate this Plan closer to a score of 10?

More direct communication method with residents or inform the respective neighbor HOA's so they can notify the residents

Additional Comments

No Response

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

Name not shown more than 2 miles

October 31, 2014, 4:24 PM

Which character area meetings did you attend for the Corona/South Tempe area?

October 20

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

5

What is the primary reason for the score you gave?

I want NO apartments or any sort of multi-family housing anywhere in this area.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Remove that dreamed up wording about the exception to apartments in the tech area.

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

5

What is the primary reason for the score you gave?

I want NO apartments or any sort of multi-family housing anywhere in this area.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Remove that dreamed up wording about the exception to apartments in the tech area.

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

5

What is the primary reason for the score you gave?

I want NO apartments or any sort of multi-family housing anywhere in this area.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

I want NO apartments or any sort of multi-family housing anywhere in this area.

Additional Comments

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

See above! When I say NO apartments I really mean it, and I never supported you [putting them on Elliot or at Priest/Warner.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

John Morris more than 2 miles

October 30, 2014, 2:32 PM

Which character area meetings did you attend for the Corona/South Tempe area?

March 3

April 5

June 5

August 25

October 20

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

0

What is the primary reason for the score you gave?

This was an exercise in painting pretty pictures to keep residents complacent. As admitted in the final meeting by Nancy Ryan, any outcome or direction in the Character Area results will be overridden by the General Plan which was not given the same level of citizen scrutiny.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Publish the truth about the intent of city planners and developers, and who pays.

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

0

What is the primary reason for the score you gave?

The direction at meetings was constantly driven toward superficial matters of appearance. What's really important are the plans to "pack-and-stack" what little open space remains with high-density "mixed use" developments. "Mixed use" is a euphemism that was not explained properly (like most of the jargon used at the meetings). It means high-density apartments on top of ground floor businesses. (See the mess on Apache for an example.) This was not discussed in detail in the initial meetings. Fortunately enough people caught on and brought it up at the final meeting where it became a huge bone of contention until Nancy Ryan shutdown further discussion.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Same as above, the truth about the intent of city planners and developers, and who pays.

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

and 10 being extremely satisfied?

1

What is the primary reason for the score you gave?

At least there were meetings and some input allowed. However, these meetings were top-down, not bottom-up. Subject matter and parameters were brought to the table by the city planners. The best that will come out of this is perhaps a checklist of colors and shrubbery types that will be given to developers. Our input will not stop the increases in density, congestion and crime that are planned.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Same as above, the truth about the intent of city planners and developers, and who pays.

Additional Comments

This process was pretty much a joke... pretty pictures and feel-good dialogue to make us feel "empowered". Tempe is "border locked" and cannot expand. That makes density the development recourse. And that makes the southern portion of Tempe the target. Owners of what little open space remains have a right to develop it, but it has to be in context of the surroundings, and in concert with the desires of the people who live, not just work, there. I don't think anyone in this area is looking for sweeping changes. We certainly don't want more congestion and crime. We just want the city to do what it's supposed to do; provide police and fire protection, keep the streets and utilities functioning properly, provide modest, city-level services like a library, parks and public meeting spaces. Government in this country is still of "of the people, by the people, for the people." We expect our government to negotiate on behalf of the people with developers, not the other way 'round. The vast majority at the last meeting indicated we do not want residential units in the business park. If the city is coming down on the developers' side, then we have a fight on our hands. By the way, I'm pretty sure having to "register" to leave comments is a violation of Open Meeting regulations. I'll be discussing that point with my attorney. I'm not afraid. I'll even check the box and show my name.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

Name not shown more than 2 miles

October 28, 2014, 2:57 PM

Which character area meetings did you attend for the Corona/South Tempe area?

August 25

October 20

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

8

What is the primary reason for the score you gave?

provided a good summary of what residents like and want in their community

What is the most important improvement that would make you rate this Plan closer to a score of 10?

There needed it be more of an emphasis on families and schools.

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

5

What is the primary reason for the score you gave?

There needed to be more of a discussion of what people see as the negatives of the area and what could be done to mitigate those problems. There needed to be specific examples of what projects are already in the pipeline in the area and how they might align or not align with the character area plan.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

There needed be more discussion of mitigating the negative in addition to just accentuating the positive.

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

5

What is the primary reason for the score you gave?

Needed more input from Discovery Park and ASU Park manager. Needed more input from Park businesses such as Go Daddy, Shuttlefly, NXP, Linear Tech, Edward Jones, etc. Needed input from those businesses employees. Needed input from kids, like the Lakes Character Area Plan. I enjoyed reading the point of view of 8th graders that provided input on the Lakes Character area plan.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Get input from the groups listed in the question above.

Additional Comments

I would be curious the criteria Shufferfly and Go Daddy used in deciding to locate in the Discovery and ASU research park. I would be curious what improvements they think could be made to make the Discovery and ASU parks more attractive to businesses (improvements in the parks and/or the surrounding area). I would be curious what the HR departments of NXP, Freescale, ASM, Linear Tech, etc believe could be done to make their business locations a more attractive place to work. I would be curious what workers in the research parks think could be done to improve the area.

I noticed the the Kiwanis/Lakes Plan had a survey of the opinions of eighth graders, getting their opinion of how their area could be improved. That same thing should be done in the Corona/South Tempe Character Area. The perspective of kids and families could have been better represented in this character area discussion process.

I would be very much in favor or apartments in the Discovery/ASU park area if it came as part of a larger multi-use project. If a pedestrian plaza was being developed that was surrounded by a large hotel and more office space, but also required some apartments to attain the critical mass of customers it needed to make the development viable, I would be all in favor of apartments. A pedestrian area I am thinking of could be similar to Glendale Westgate City Center, without the arena and movie theatre.

It seems like people wanted pedestrian friendly areas and better mass transit options but still wanted low density housing. These desires are kind of mutually exclusive. That is why I hope the City, ASU, and Discovery could put together a plan that would create some pedestrian friendly areas within the Discovery/ASU research park. There is an opportunity to get some synergy between office activity during the day and hotel/apartment activity at night that could hopefully support a vibrant pedestrian friendly area in the research park. Hopefully that consistent density and activity in the research park would warrant better mass transit availability.

To be realistic, if a pedestrian friendly area doesn't get developed in the reseach park, the patio dining isn't going to get better than it is now. We have Pizza Picazzo and AZ Bread Company where 98% of the patrons drive and eat on the patio overlooking their cars. That's not horrible, but not great either.

To comment on the bike boulevards. This city needs a better answer to what a bike boulevard is when someone asks what a bike boulevard is. When the city uses the term "bike boulevard" people are worried that they won't be able to drive on the streets labelled as bike boulevards, and that's just not the case. The city needs to explain that they are just routes where 7 year old to 70 year old recreational bike riders can feel comfortable getting across the city. Half the routes marked on the map are actually what I would label as "multi-use paths" and not "bike boulevards".

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

As someone who bikes east/west across this character area occasionally to get to work and who bikes with his family through much of this character area, These would be my priorities for implementing a bike boulevard network in south Tempe:

- 1) Label the east/west route of Carver/Citation as a “bike boulevard” on the map
- 2) Put a light at Country Club Way and Elliot (by the Smashburger)
- 3) Build a multi-use path on the west side of the ASU Research Park.
Building this creates a pleasant and efficient north/south “collector” bike route to the east/west “arterial” Western Canal
- 4) Put a light at Citation and McClintock. This should be put in so that kids can get to school. That’s enough of a reason why that light should be there. But in addition, Citation provides pedestrian and bike access into the west side of the ASU research park (and connection to the path that will be built in #3).
- 5) Put a refuge island where the Kyrene canal crosses Warner Road. (I believe this is already paid for and will be put in this fall)
- 6) Put a refuge island on Warner Road at where the south end of the ASU Park multi-use path (from #3) connects into S. Kenwood Ln.
- 7) Put a refuge island on Warner Road where the bike boulevard on S. Stanley Pl (N of Warner) meets up with the bike boulevard on S. Lakeshore Dr (S of Warner)
- 8) Put a refuge island on Kyrene Road where the Kyrene Canal crosses Kyrene near Knox Rd.
- 9) Put a light at Carver and Kyrene to provide better access to the Tempe Sports Complex.
- 10) Put a light at La Vieve Ln and McClintock
- 11) Put up signs that label these bike routes as “bike routes”. I think putting a little bike on the regular green street signs is a better solution than individual “xyz bike route” signs. If anyone has ever tried to follow and gotten lost following US-Highway signs thru small towns when driving would understand my problem with individual “bike route” signs. Drivers actually look at green street signs . A lot of the other signs on the road are just noise that no one really looks at. Preferred example: [(bike) S Lakeshore Dr.]
- 12) Look at where there are stop signs along these bike boulevard and do whatever you can to remove them so that cyclists can retain their momentum and not have have spend more energy to get places.
- 13) I guess you could grow some more trees to provide some shade along these routes.
- 14) As your map shows, there is a pretty good grid of bike routes on the half mile roads in south Tempe, however I can’t stress enough that the real problem is not being able to comfortably cross major arterials.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

One thing that didn't get talked about at these meetings a lot was, what makes South Tempe special? We need a good answer to why a young family would want to buy a house in south Tempe and not Ahwatukee. We need a good answer to why someone would buy a horse property a mile west of the ASU Research Park and not a mile east of ASU Research Park.

There wasn't enough emphasis in these meetings about making south Tempe the best possible place to raise a family. We're in a good school district. We're near a great multi-use canal path system. However, the houses are older than other areas of the valley. There is relatively more traffic on arterials here than in Ahwatukee or South Chandler. How do we accentuate the positives? How do we mitigate the negatives?

NOTE: both the South Tempe Character Area online pdf map and and Lakes Character Area online pdf map seem to be missing "bike boulevard" routes that were there in the hard copies.

This online comment submittal process is not very user friendly.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

Name not shown more than 2 miles

October 27, 2014, 4:12 PM

Which character area meetings did you attend for the Corona/South Tempe area?

March 3

June 5

August 25

October 20

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

7

What is the primary reason for the score you gave?

Written "Elements", "Principles", and "Priorities" are generally good and representative of what came out in the meetings but I feel there is not enough detail on the plan graphic itself (i.e. new intersection improvement needed at existing canal path crossing and Warner (no signal now); label bicycle boulevards/do they correspond to streets? if so include street names; show roads with existing bike lanes as well as proposed new links or improvements; provide safe street crossings in all locations where bike lanes or paths intersect with streets - should at least be signalized on arterial streets; bike lanes and streetscape improvements should be shown for ALL arterial streets; bike lane should also be shown along Carver as a link to park and school; more descriptions needed on several items in legend - multi-use path, bicycle boulevard, streetscape, bike lane, enhanced commercial corner, commercial corner connections, multi-modal intersection improvements, retail/mixed use activity hub, and potential gathering space/hub; several existing commercial centers not identified on plan - NEC Warner and Rural, NEC Warner and Kyrene, SEC Kyrene and Elliot, NWC Rural and Ray

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Add more detail and more definitions so it is easier to know what is intent.

Also apartment issue is a hot button in this area - be more clear about where if any areas apartments could be incorporated without affecting the quality of life in the surrounding existing neighborhoods.

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

7

What is the primary reason for the score you gave?

Same reasoning as above - not enough detail or specifics on how it might be implemented. No money for anything at this time.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Add more specifics - i.e a sample project specific to this area -

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

9

What is the primary reason for the score you gave?

Good effort by City staff in collecting data and getting people involved. Unfortunately with this process, you are always at the mercy of who shows up at the meetings for what type of input you receive - sometimes things get skewed in favor of a few to the detriment of the community as a whole.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Good communication and timely notifications. Try to involve as many people in the process as possible in any way possible - meetings, on line, written comments, etc. The more communication and public involvement the better.

Additional Comments

Thanks for doing this. It's a start.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

Name not shown more than 2 miles

October 26, 2014, 3:32 PM

Which character area meetings did you attend for the Corona/South Tempe area?

October 20

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as reflecting the character of Corona/South Tempe with 0 being extremely dissatisfied and 10 extremely satisfied?

3

What is the primary reason for the score you gave?

Concern about the planned change in density and possibility of apartments/condos in Discovery Business Park

What is the most important improvement that would make you rate this Plan closer to a score of 10?

Remove apartments/condos from Discovery Business Center, they are not needed and will increase congestion.

On the following scale, how do you rate the Draft Corona/South Tempe Character Area Plan as capturing the important issues and projects for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

2

What is the primary reason for the score you gave?

The most important feature of Corona/South Tempe area is the low density, quiet single-family neighborhood. The plan will negatively impact this.

What is the most important improvement that would make you rate this Plan closer to a score of 10?

This question is a duplicate of one above. The Character Area Plan should reflect the desire of current residents to keep Corona/South Tempe as a low-density, single-family housing area. Remove apartments/condos from Discovery Business Center, they are not needed and will increase congestion.

On the following scale, how do you rate the public process for gathering input into the Draft Corona/South Tempe Character Area Plan for Corona/South Tempe with 0 being extremely dissatisfied and 10 being extremely satisfied?

2

What is the primary reason for the score you gave?

The plans for apartments/condos were not clear in the plan. Discussion of this was cut off in the public meeting. There is no assurance that residents' input will be listened to and acted on.

Corona/South Tempe Draft Character Area Plan

What do you think of the Corona/South Tempe Draft Character Area Plan?

What is the most important improvement that would make you rate this Plan closer to a score of 10?

This question is asked 3 times. In this response I am addressing the public process: Make it clear that "mixed-use" includes apartments and condos. This is a big change and should have been highlighted. Also, please don't rely so much on online systems for comments - not all of my neighbors are online, for example some seniors. And not everyone is comfortable with a system that requires registration, does not guarantee that input/content will be preserved or transmitted, or has any possibility of sharing personal data.

Additional Comments

Once you zone Discovery Business Park for apartments/condos, even if it's not currently in the developer's plans, it will some day be acted on and this will change the character of our neighborhood permanently and negatively.

October 27, 2014

City of Tempe
Character Area Planning
C/O Nancy Ryan

To Whom It May Concern:

The following petition was signed by The Oasis residents in an effort to remove the wording the verbiage that would allow for anything but low density in the Corona/South Tempe Character Areas. We have come to understand that your meeting notes state, "Strong local preference for no apartments, except South Tempe Technology Center;" and we wish to have the "except" section removed. We were under instruction to gain a petition to show support of removing this action. Attached are the verbiage and submittal forms used to gain signatures.

Thanks,

Oasis Residents

info@oasisatanozira.org

"10-22-2014 -CORONA/SOUTH TEMPE CHARACTER AREAS (CLICK HERE TO ACCESS PETITION)
The Oasis Community has been identified by the City of Tempe as being in the Corona/South Tempe Character Area. Since March, City officials have gathered input at community meetings and on-line to see how neighborhoods envision their community, what they view as neighborhood assets, and what resources might be missing. The goal is to develop a document for each specific Character Area to help the City plan future developments and give developers a better understanding of the types of projects residents want or don't want in their neighborhood.
Last night a draft of the Corona/South Tempe Character Area was presented. One specific item stood out – that the residents of this Character Area **WANT** low density residential. However, when the City Staff created the draft document it stated, "**Strong local preference for no apartments, except South Tempe Technology Center.**" This exception means the Discovery Business Campus and the ASU Research Park. (Note: low density is 3-9 dwelling units per acre. High density at the South Tempe Technology Center would be 25-65 dwelling units per acre.)
Several of us voiced our objections to this. No resident of our Character Area has said that apartments are okay at the Discovery Business Campus. These are the words and desires of City of Tempe staffers. Nancy Ryan, Project Coordinator for the City, asked for a vote of those in attendance on this topic. The vote was approximately 95% (95 people) against apartments in the DBC with 5% (5 people) voting for it.
Nancy was still reluctant to take the wording out of OUR Character Area document. She would like to also hear from us in writing. Since the Character Area document is an important planning tool for the city going forward, it is important for us to express our viewpoints now. If you would like to see the Character Area document reflect the true values of its residents, including the support of low density residential and no apartments at the DBC, please sign this petition by [CLICKING HERE](#). We will submit the petition directly to Nancy Ryan at nancy_ryan@tempe.gov. Thank you for being involved in your community! If you are interested in this please sign up ASAP as the petition needs to be submitted before October 30th. Thank you."

Attachments: Submission Form, Petition



Kinney Management Services
 6303 S. Rural Rd.
 Tempe, Arizona 85283

| info@oasisatanozira.com |
 | 480-820-3451 |

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PETITION FOR LOW DENSITY IN CHARACTER AREA PLAN

Please sign the petition if you are interested in keeping the Corona/South Tempe character areas as low density housing development through the Community Development Plan. Thank you for your participation.

Date:

Name:*
First Last

Property Address:*
Street Address

City State / Province / Region

Postal / Zip Code

By typing your name in the "Signature" box below you acknowledge that this is in fact your digital signature and you are petitioning **against "High Density"** or apartments to be included in the Corona/South Tempe character area which includes Discovery Park and ASU Research Park. **◆ You are petitioning for only low density** or 3-9 dwelling units per acre.

Signature:

[Reset](#)

Want To Receive Community Updates?

Community Posts

Oasis Site Sponsor & Web Admin

	Submit date	Date:	Name:	Street Address	City	State	Signature:
1	10/23/14 4:14	10/22/14	Jane Ann Betken	1982 East Todd Drive	Tempe	Arizona	Jane Ann Betken
2	10/23/14 15:30	10/23/14	Jeff Carpenter	1966 E Drake Dr	Tempe	Arizona	Jeff Carpenter
3	10/24/14 2:38	10/23/14	Margaret Prendergast	1878 E. Oasis Dr.	Tempe	Arizona	Margaret Prendergast
4	10/24/14 2:39	10/23/14	Barbara Crawford	1910 E McNair Dr	Tempe	Arizona	Barbara Crawford
5	10/24/14 2:56	10/23/14	Carlos Santos	7089 S HEATHER DR	TEMPE	Arizona	Carlos Santos
6	10/24/14 2:56	10/23/14	Ronald Pies	1920 E. Stephens Dr	Tempe	Arizona	Ronald E. pies
7	10/24/14 2:58	10/23/14	Lisa Zyriek	1977 E. Todd Dr.	Tempe	Arizona	Lisa Zyriek
8	10/24/14 2:59	10/23/14	Don Zyriek	1977 E. Todd Dr.	Tempe	Arizona	Don Zyriek
9	10/24/14 2:59	10/23/14	Ray & Lori Zimmermann	1952 E DIVOT DR	Tempe	Arizona	Ray & Lori Zimmermann
10	10/24/14 3:10	10/23/14	Rita Osland	1882 E Drake Drive	Tempe	Arizona	Rita Osland
11	10/24/14 3:38	10/23/14	Peter Borns	1874 E Oasis Dr	Tempe	Arizona	Peter Borns
12	10/24/14 3:39	10/23/14	Kristin Borns	1874 E Oasis Dr	Tempe	Arizona	Kristin Borns
13	10/24/14 3:52	10/23/14	George Meegan	1981 East Dave Drive	Tempe	Arizona	George Meegan
14	10/24/14 3:55	10/23/14	Janet Bioletto	1951 E Drake Dr	Tempe	Arizona	Janet Bioletto
15	10/24/14 4:03	10/23/14	Linda Williams	1811 E. Drake Dr.	Tempe	Arizona	Linda Williams
16	10/24/14 4:17	10/23/14	Patricia Whatley	1896 E, Stephens Drive	Tempe	Arizona	Patricia Whatley
17	10/24/14 4:34	10/23/14	Edward Grabowski	7103 S. Hazelton Lane	Tempe	Arizona	Edward Grabowski
18	10/24/14 4:44	10/22/14	Laura Reisinger	7378 S.Hazelton Lane	Tempe	Arizona	Laura Reisinger
19	10/24/14 5:32	10/23/14	John Haggard	1939 E Drake Dr	Tempe	Arizona	John Haggard
20	10/24/14 6:15	10/23/14	Diane White	1983 E Drake DR	Tempe	Arizona	Diane White
21	10/24/14 6:18	10/23/14	Donald White	1983 E Drake Dr	Tempe	Arizona	Donald B. White
22	10/24/14 10:41	10/25/14	Claire Fugit	1970 E Stephens	Tempe	Arizona	Claire A Fugit
23	10/24/14 11:28	10/24/14	Sandra Ruffin	1977 E. Divot Dr.	Tempe	Arizona	Sandra Ruffin
24	10/24/14 11:29	10/24/14	Helen Ann Chadwick	1977 E Divot Dr	Tempe	Arizona	Helen Ann Chadwick
25	10/24/14 13:15	10/24/14	patricia munn	1985 e. dava dr.	tempe	Arizona	PATRICIA M. MUNN
26	10/24/14 15:08	10/24/14	Erin Cosenza	1963 E. Chilton Drive	Tempe	Arizona	Erin E. Cosenza
27	10/24/14 15:16	10/24/14	Leon Bouchy	1861 E.Dava Dr.	Tempe	Arizona	LEON E. BOUCHY
28	10/24/14 15:39	10/24/04	Tom Collins	7201 S. Los Feliz	Tempe	Arizona	Tom Collins
29	10/24/14 15:47	24-Oct-20	Dwayne & Jacqueline Awerkamp	1845 E Stephens Drive	Tempe	Arizona	Jacqueline Awerkamp
30	10/24/14 15:50	10/24/14	Stephanie Wyatt	1895 E Dava Dr	Tempe	Arizona	Stephanie Wyatt
31	10/24/14 15:56	10/24/14	Phillip Carter	7189 S. Hazelton Lane	Tempe	Arizona	Phillip L. Carter
32	10/24/14 16:01	10/24/14	Kaaren Summers	7241 S Los Feliz Dr	Tempe	Arizona	Kaaren Summers

33	10/24/14 16:02	10/24/14 Jack Colaric	7241 S Los Feliz Dr	Tempe	Arizona	Jack Colaric
34	10/24/14 16:10	10/24/14 Sue E. Carter	7189 S. Hazelton Lane	Tempe	Arizona	Sue E. Carter
35	10/24/14 16:44	10/24/14 Bonnie Reno	1853 E. Drake Dr.	Tempe	Arizona	Bonnie M. Reno
36	10/24/14 17:51	10/24/14 Teri Aguiar	7442 S. Kenwood lane	Tempe	Arizona	Teri Pistacchio Aguiar
37	10/24/14 18:01	10/24/14 Jake Ulrich	1891 E Oasis Dr	Tempe	Arizona	Jake Ulrich
38	10/24/14 18:15	10 24 2014 peter whatley	1896 e stephens drive	tempe	Arizona	p whatley
39	10/24/14 19:57	10/24/14 Alan Heikkala	1951 E. Chilton Drive	Tempe	Arizona	Alan Heikkala
40	10/24/14 20:02	10/24/14 Vincent Aguiar	7442 S. Kenwood Lane	Tempe	Arizona	Vincent Aguiar
41	10/24/14 21:34	10/24/14 Omari Dickens	7343 S. Hazelton Lane	Tempe	Arizona	Omari Dickens
42	10/24/14 21:35	10/24/14 Scheleen Dickens	7343 S. Hazelton Lane	Tempe	Arizona	Scheleen Dickens
43	10/24/14 21:40	10/24/14 Julie & Tom George	1965 E Stephens Dr	Tempe	Arizona	Julie George
44	10/24/14 23:57	10/24/14 Rita Hutt	1989 E Dava Drive	Tempe	Arizona	Rita M. Hutt
45	10/25/14 3:43	10/24/14 Richard Naleski	7116 S. Los Feliz Drive.	Tempe	Arizona	Richard P. Naleski
46	10/25/14 5:11	10/24/14 karen mccarthy	1964 e divot dr	tempe	Arizona	karen s mccarthy
47	10/25/14 16:01	10/25/14 Claire Pavlus	7175 S Hazelton Ln	Tempe	Arizona	Claire Pavlus
48	10/25/14 16:21	10/25/14 Harry Ramseyer	1972 E. Divot Dr.	Tempe	Arizona	Harry W. Ramseyer
49	10/25/14 17:01	10/25/14 Mary Ramseyer	1972 E. Divot Dr.	Tempe	Arizona	Mary L. Ramseyer
50	10/25/14 17:03	10/25/14 Peggy Ramseyer	1972 E. Divot Dr.	Tempe	Arizona	Peggy J. Ramseyer
51	10/25/14 20:43	10/25/14 Irene Wan	1963 E Drake Drive	Tempe	Arizona	Irene Wan
52	10/25/14 21:08	10/25/14 Doug King	1984 E Brentrup Dr.	Tempe	Arizona	Douglas King
53	10/25/14 21:33	10/25/14 Mohammed Elseed	1978 E Todd Dr	Tempe	Arizona	Mohammed
54	10/26/14 2:13	10/25/14 Theresa Scholes	7413 S. Hazelton Ln	Tempe	Arizona	Theresa Scholes
55	10/26/14 17:41	10/26/14 Dorothy Janis	1823 E Drake Drive	Tempe	Arizona	Dorothy Janis
56	10/27/14 13:12	10/27/14 Monica Shah	1889 E Dava Dr	Tempe	Arizona	Monica Shah

CORONA/SOUTH TEMPE CHARACTER AREA PLAN

Tally of Comments on Mixed Use

Corona/South Tempe Character Area Plan Process Participants 301 (from sign in sheets)			
SOURCE:	Comment related to No Apartments, Multi-family or Density increase without specificity to ASU/Discovery	Comments specific to Apartments at Discovery Business Center/ASU Research Park	Comments in support of Multi-family/Apartments or Density in limited areas
Comment cards, emails, meeting/workshop comments, dot vote summary, online comments	26	15	8
Petition from Oasis	0	56	0
TOTAL COMMENTS	26	71	8