

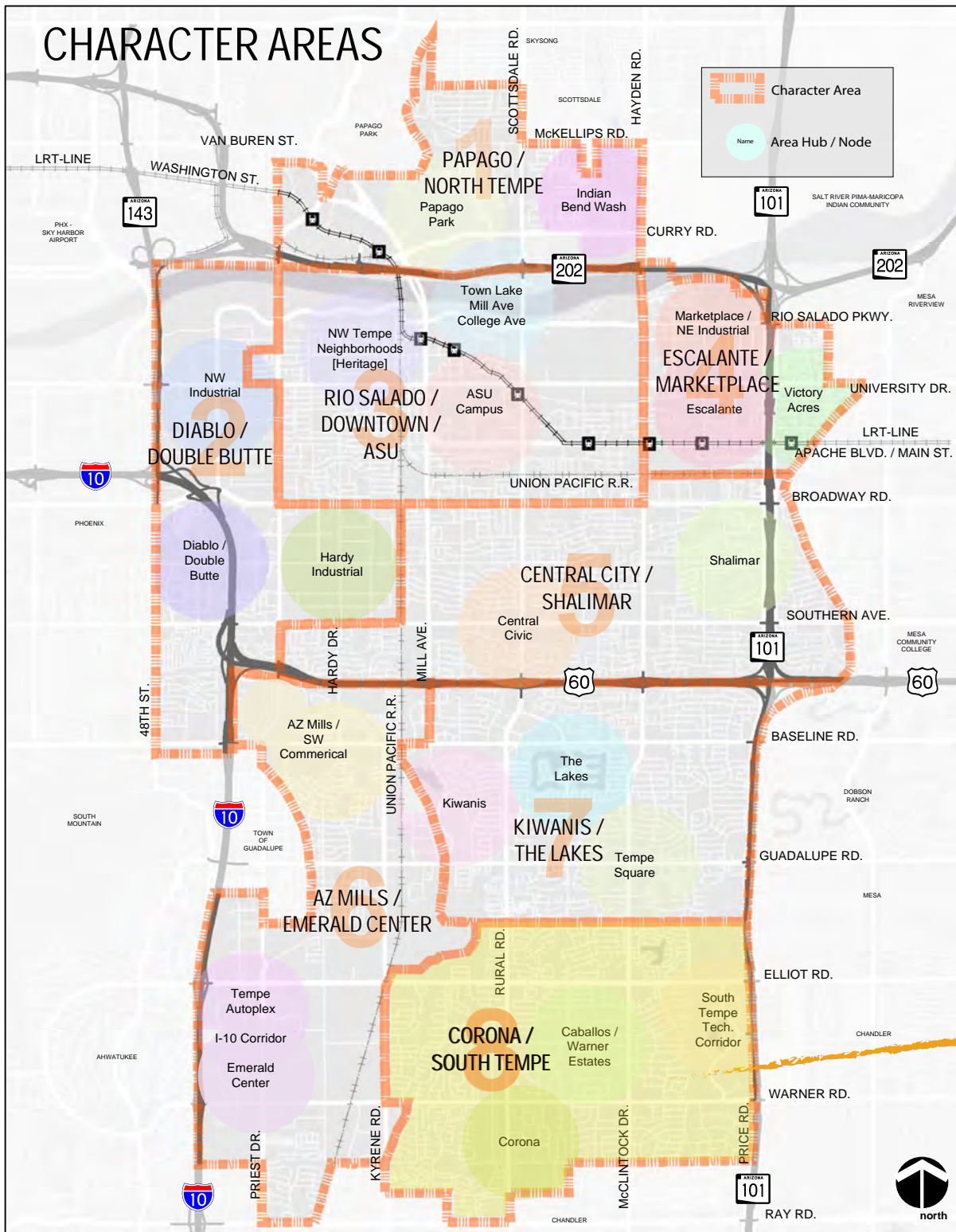
# CORONA / SOUTH TEMPE



## 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](http://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
<b>Total Calls</b>	<b>3,884</b>	<b>100%</b>	<b>83,410</b>	
<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	
<b>Total Calls</b>	<b>929</b>	<b>4.2%</b>	<b>21,772</b>	



CORONA / SOUTH TEMPE  
**CHARACTER AREA 8**

**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](http://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.



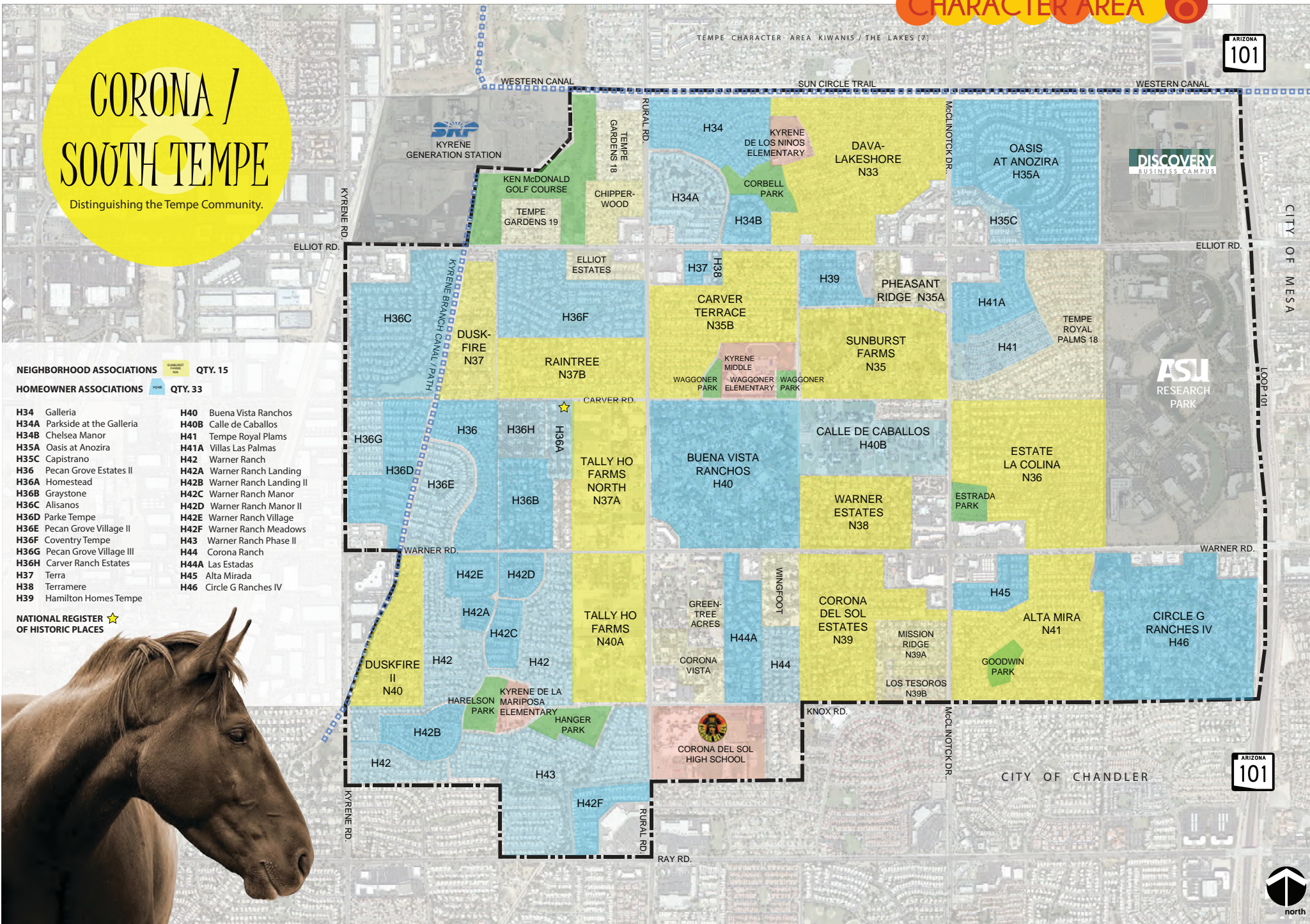


# NEIGHBORHOODS / SCHOOLS / PARKS



CORONA / SOUTH TEMPE

CHARACTER AREA 8



**NEIGHBORHOOD ASSOCIATIONS** QTY. 15  
**HOMEOWNER ASSOCIATIONS** QTY. 33

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

**NATIONAL REGISTER OF HISTORIC PLACES**



ARIZONA 101

ARIZONA 101





# 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 Gargage 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



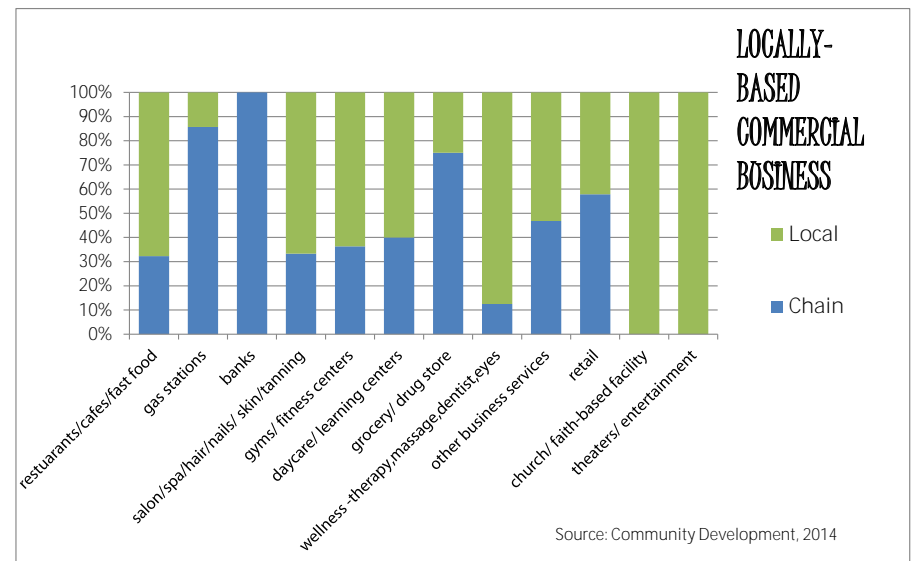
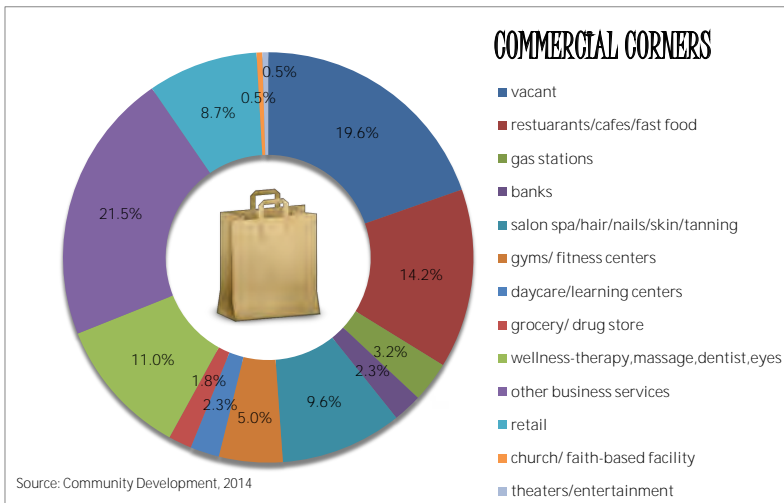
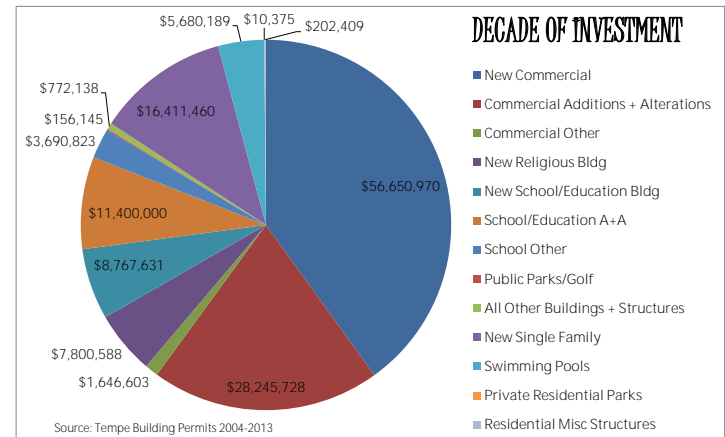
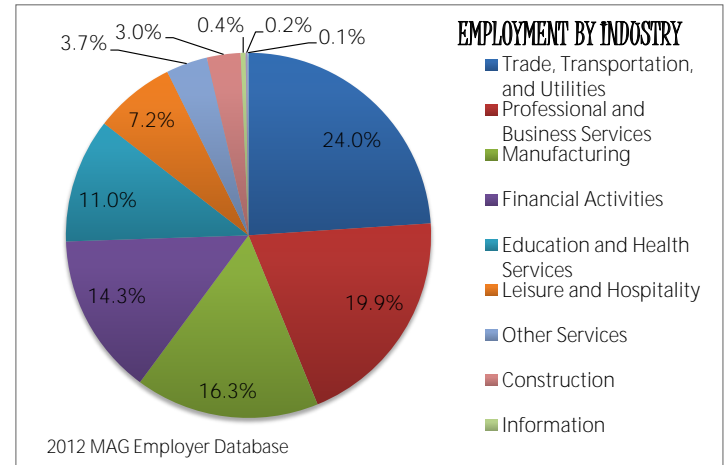
Edward Jones



DIGITAL REALTY



ASML





# COMMERCIAL / INSTITUTIONAL / SERVICE / ART

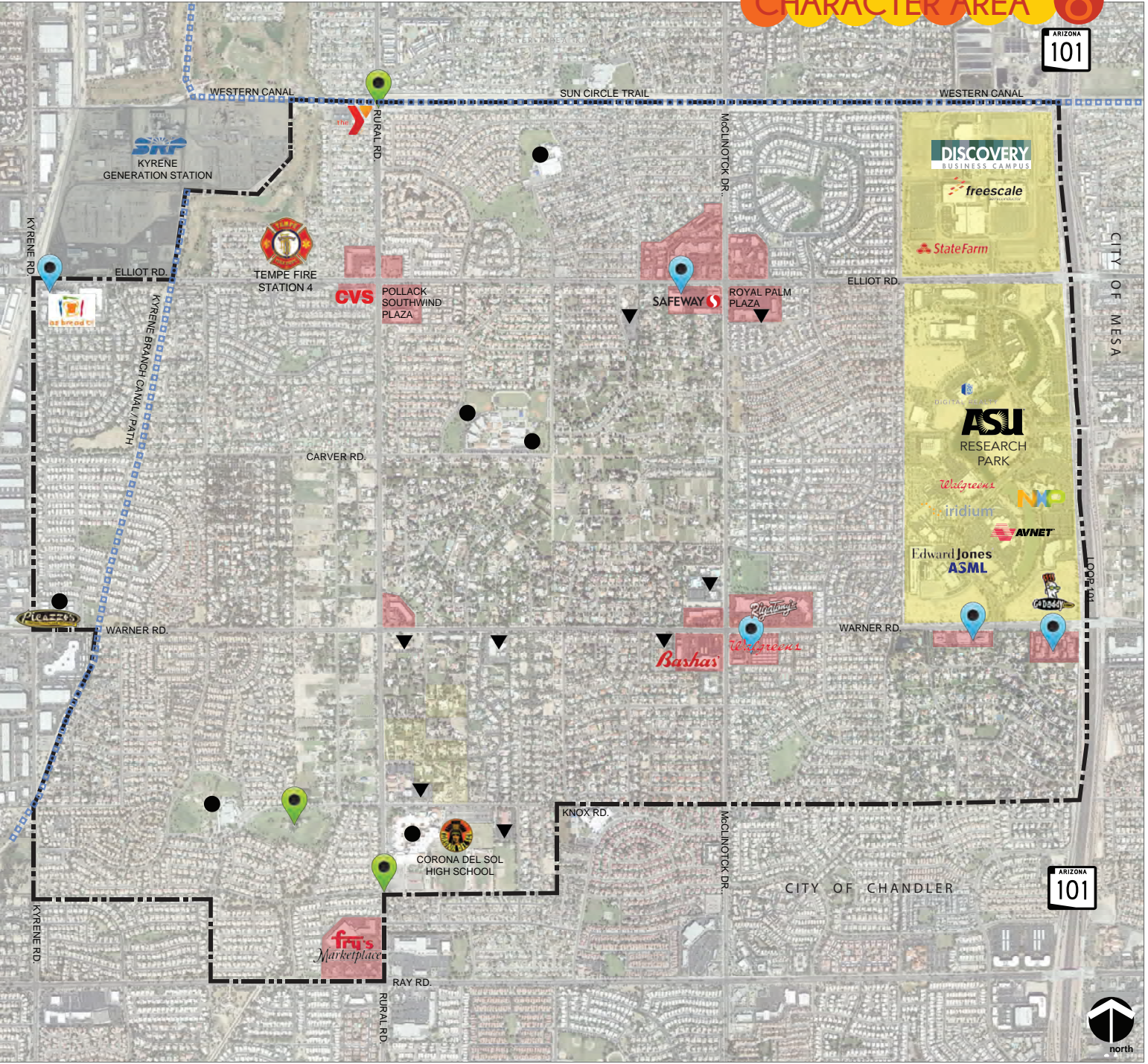


# CORONA / SOUTH TEMPE CHARACTER AREA 8

## CORONA / SOUTH TEMPE

Distinguishing the Tempe Community.

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

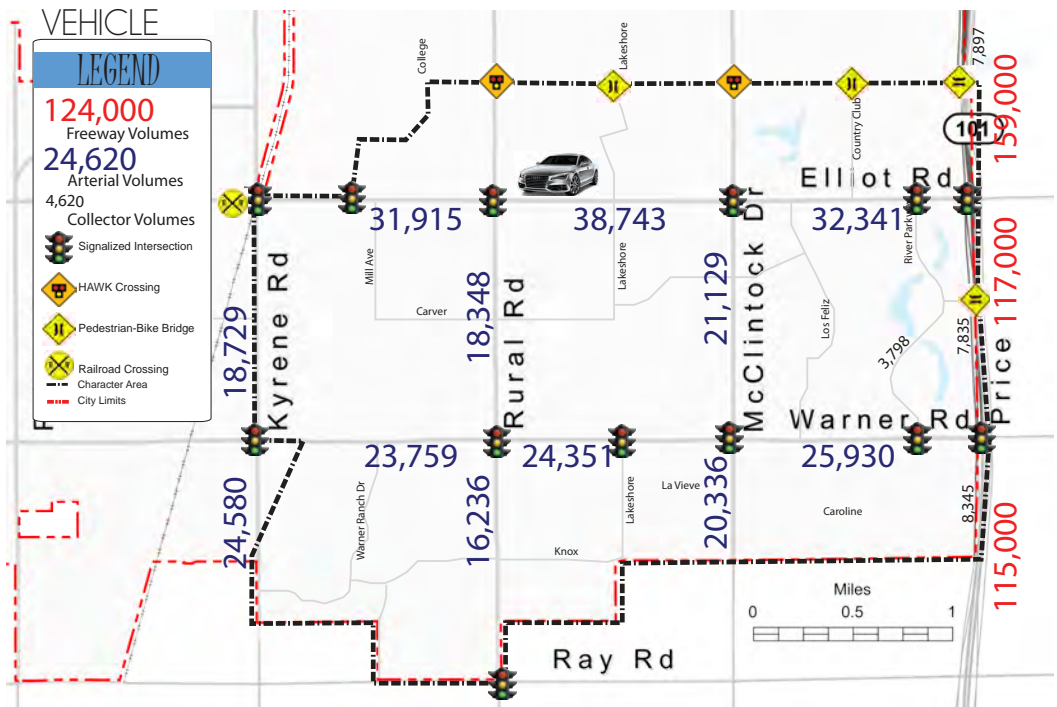
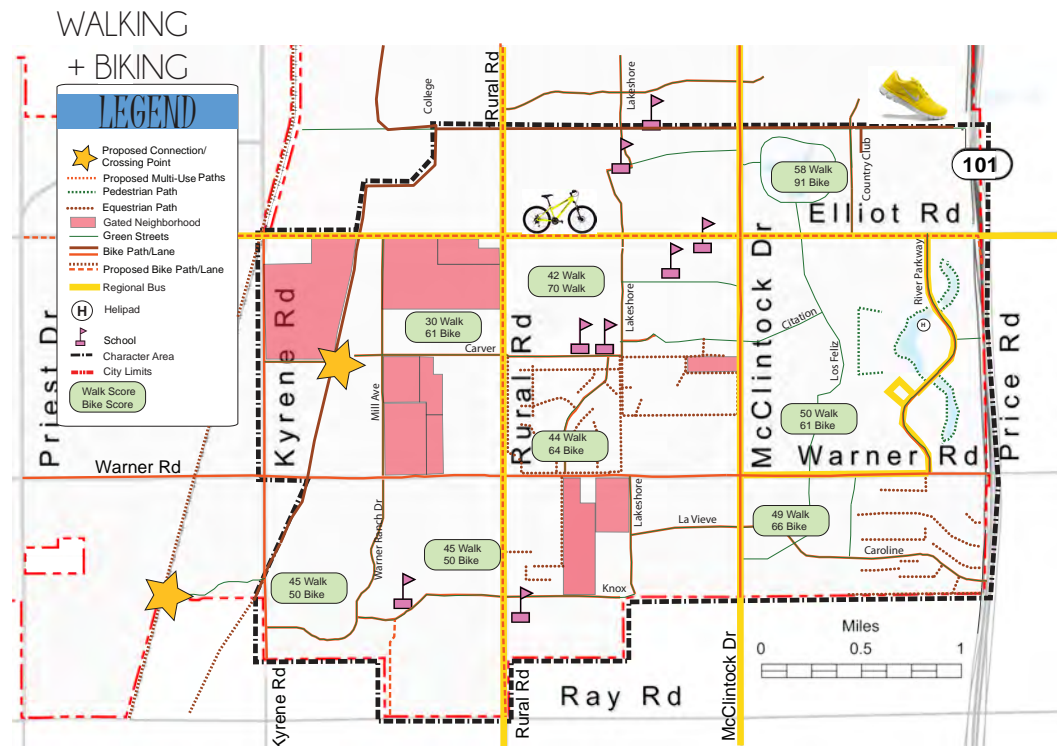
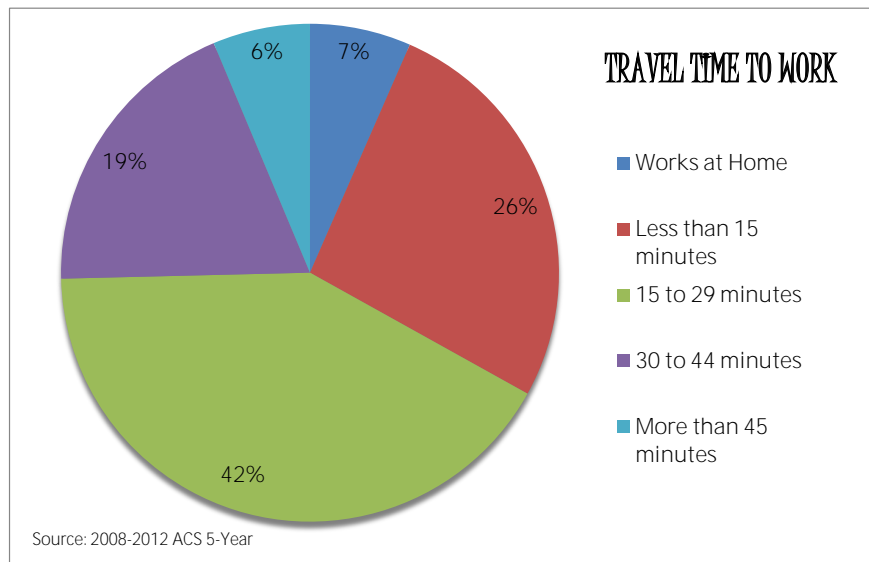




# GETTING AROUND



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
	<b>TOTAL</b>	<b>58.20</b>		
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.

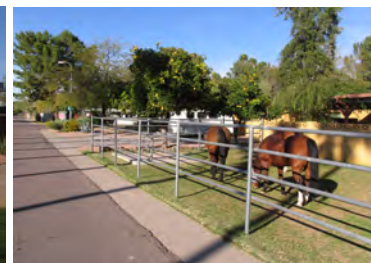
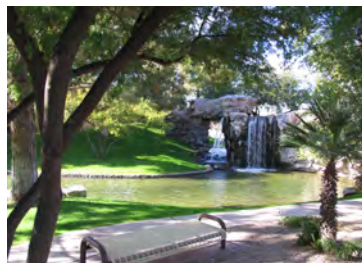
Retail designs, such as **Cobblestone Center**, **McClintock Fountains** and **Fry's Marketplace**, reflect, for the most part, the residential preference for contemporized variations of Mission or Spanish Colonial Revival, as do **Arizona Community Church**, **Mission del Sol Presbyterian** and **St. 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.

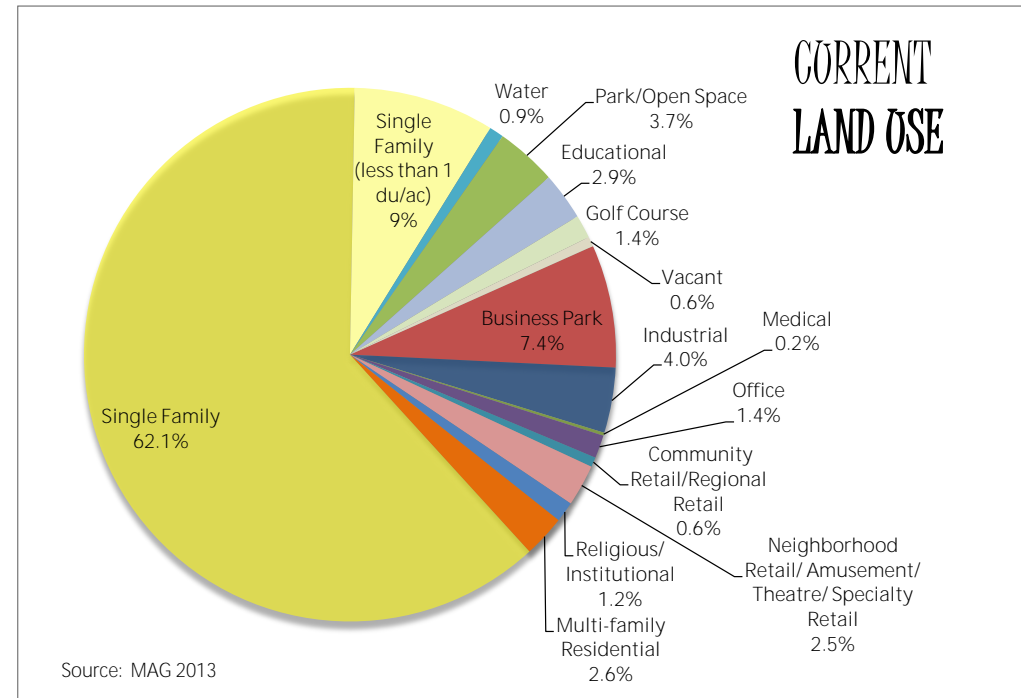
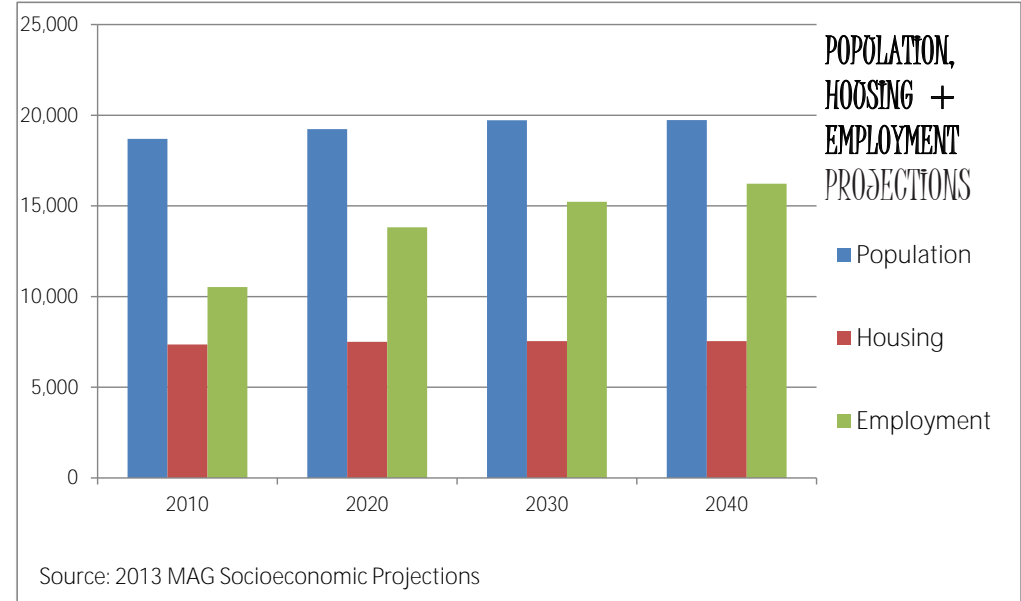




# LAND USE + GROWTH



## CORONA / SOUTH TEMPE CHARACTER AREA 8





CORONA / SOUTH TEMPE  
CHARACTER AREA 8

CORONA /  
SOUTH TEMPE  
Distinguishing the Tempe Community.





