

the CORONADO

# DISPATCH



SPRING 2021



# Contributors

What's your story?  
Submit something amazing to  
[dispatch@thecoronadoneighborhood.com](mailto:dispatch@thecoronadoneighborhood.com)



## Tom Wright

Tom has been a Coronado neighbor for a little over 16 years. He's been actively helping neighbors plant trees and enriching lives with sarcasm at least that long.



## Willie Sommers

Willie is a Phoenix native living in the Coronado neighborhood for over two years. His career is in natural resource management, with over 15 years of experience working with state and federal agencies. In his spare time he enjoys gardening, hiking, landscaping and volunteering.



## Edward "Eddie" Green

Eddie and his husband have owned their Coronado home for 6 years. He is currently serving his second year as the Vice President of the Coronado Neighborhood Association. Eddie makes his living as a local Realtor specializing in Central Phoenix. You can reach him by email at: [Eddie@MyCentralPhoenixRealtor.com](mailto:Eddie@MyCentralPhoenixRealtor.com)



## Rebecca Santiago

Becky is originally from Chicago but has lived in Arizona since 2014 and in Coronado since 2018. She loves being active and outdoors and usually can be found biking, hiking, playing soccer, or walking her dog, Benny. She loves the Coronado community and all the fun events that take place here.



## Tina Hawkins

Tina grew up in the east valley of Phoenix and moved to Coronado 7 years ago. She is a Public Affairs professional with 20 years in the insurance industry and this is her first year serving as Secretary for the Coronado Neighborhood Association. She is an avid traveler, loves scuba diving and supporting the local arts scene, is a nerd for spreadsheets, and enjoys walking and adventuring with her sweet pupper, Gracie.



## Tom Kelly

Tom is a retired healthcare executive, active locally in affordable housing, senior services and immigrant rights. He has a special interest in transit oriented development.



## Annie Vos

When contemplating a move to Phoenix from the midwest, Annie had no idea Phoenix had such great historic neighborhoods. As an urban planner she appreciates the traditional charm of an old school neighborhood and loves the diverse community vibe that Coronado has going on.



## Phil Freedom

Phil Freedom wants to see the world change and understands he has to be that change. He chooses to be that change right here in the Coronado. Golf Carts, Mathematics, Art, Music, and Anarchism.



## Scott Brown

Originally from the suburbs of Detroit, Scott has called Phoenix home for the past eight years. He fell in love with Coronado and the house he now owns with his partner after visiting it on a Home Tour several years ago. Scott is owned by two Boston Terriers and accepts thank yous in the forms of vodka sodas and IPAs.

# 2020's Impact on the Housing Market

BY EDWARD "EDDIE" GREEN

2020 was a year of intense ups and downs - a year most people would probably want to forget or at least one we are happy to see in the rear view mirror. With so many dark clouds hanging over us, one of the positive things is an increase in home values in our wonderful neighborhood. Let's be honest, home values have gone wild over the last year. We have seen a year of gains that have outpaced some of the best years since our last economic recovery. Two drivers pushing home values up are the low inventory of available homes for sale and the record low home loan rates.

Rates are actually historically low. Currently a 15 year loan rate, with a 740 credit score and an 80% loan to value, is 1.875 % and a 30 year interest rate with a credit score of 740 and an 80% loan to value loan is 2.25%. These rates were unheard of just a short five years ago when a 30 year loan rate was above 4%. If you have owned your home for more than a couple of years, this might be a great time to refinance to a lower interest rate; you might even be able to drop PMI (Private Mortgage Insurance) because of the change of your home's value.

With the drastic increase in home values, an increase in rents will inevitably follow. Metro Phoenix has seen the highest rent increases year over year compared to most other metro areas of the United States. Per RentCafe, Phoenix ended the year with an average rent increase of 9.6%.

If you are interested in resources to assist with rising rents, there are different programs available through the City of Phoenix. You can find information about rental assistance programs at <https://www.phoenix.gov/housing>.

If you are ready to purchase a home, this is a wonderful time to buy because of the low interest rates. If down payment capital is a concern, there are programs available to assist with covering down payments and closing costs and will also eliminate a PMI payments (a savings of \$200.00-\$300.00 per month). Contact your local realtor to ask about these options.

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# Meet your Neighbor: Leslie Baldwin

BY SCOTT BROWN

Coronado is awesome for so many reasons. One that stands out above all, though, is the people who call this little square of paradise home - neighbors look out for one another, are always available to lend a helping hand, and create the diverse tapestry that is our community. This feature intends to introduce you to such people and for this edition, please meet Leslie Baldwin. Leslie can be seen up at the crack of dawn to ensure our neighborhood events are safe, cleaning up an alley, playing her guitar, and biking around the neighborhood.

Leslie was born and raised in Phoenix and this is her third time living in Coronado since 1982. She's seen the neighborhood go through significant changes and while affordable rent is what originally brought her here, it's the sense of community and opportunities to give back, that kept her coming back home. When asked what keeps her motivated to wake up early and get down and dirty helping to better the neighborhood, she said, "it's simple, if we all pitch in, we'll remain the best neighborhood in the Valley". She feels a strong connection to the community and with that, an obligation to work hard for it.

With the onset of COVID-19, Leslie recognized a desire to be as healthy as possible and a year ago gave up drinking alcohol and began focusing on exercise and weight loss. She eliminated high-fructose corn syrup from her diet and really watches carbs and sugars. Biking has been her way of getting active and she rides six miles roundtrip to work nearly every day in addition to jogging to mix it up. Giving up alcohol was a goal she gave herself simply because she wanted to prove she could do it, and she has. Leslie is so humble, when I was going on about how amazing she looks, her response was, "anyone can do it."

Leslie loves staying busy and giving back to the community. When a helping hand is asked for on the neighborhood's message board, Leslie is consistently one of the first responders regardless of the type of need. Need a couch moved? An alley cleaned up? Someone to help plant a tree? Fix a bike? She'll be there. She started Coronado Pup & Kitty Nail Trims to stay busy on her days off and to help neighbors with their pets who may not want to head out due to the pandemic. She charges a fraction of what a brick and mortar business would for nail trims and does an awesome job. Her business can be found on Facebook and she is kind and calm with animals, including neurotic dogs such as my own.

Leslie shares what so many of us do: a passion for community, a love of people, and a desire to contribute. Next time you see Leslie cruising through the neighborhood, making sure our pups' and kitties' manis and pedis are on-point, throw her a peace sign and I promise you'll get one of the most genuine smiles back at you, even if it is covered by a mask for the time being.

Thank you, Leslie for being a part of what makes Coronado the best place to call home.



# Meet your Neighbor: Miguel Ibarra

BY PHIL FREEDOM

I first noticed Miguel posting silkscreen services on the Coronado Message Board facebook page last year and became extremely curious about what he was up to. It's exciting to see more people doing artistic work in Coronado. Once I found out he had done some printing for local artist, Brez, I wanted to know more. Luckily, I was able to meet him and his partner at the Coronado Neighborhood Association's Public Market. He had designed a t-shirt with icons celebrating the common neighborhood sites, conversations and cliché's often heard and seen online. In addition, they had other shirt designs with their Team Green project. I reached out to Miguel and he answered a few questions for me.

## How did you end up in Coronado?

We ended up in Coronado because we had lunch at Duza's while looking for rentals. We ended up talking to a bunch of Coronado people about how awesome this neighborhood was.

## From where/how did you end up in AZ?

We've been moving around. Originally from Texas, we moved up to New York for Mari's school and then she had the opportunity to go to Puerto Rico, so we lived down there. Basically we ended up in Arizona because she had the opportunity to get a good position as a clinical pharmacist. We've been supporting each other's dreams this whole time.

## What mediums do you use? Your favorite?

Currently screen printing as a medium and have been trying to use my graphic design skills to create a brand that both my wife and I have been doing as a collaboration called Team Green. When I'm not printing, I'm painting walls. Both have been a good source of work and income this year, while design work was slow.

## What kind of imagery do you use in your art? and why?

The imagery we use for Team Green is vintage, plant inspired art.

## Do you feel like art assists with community development?

Art does contribute in many ways to the community with beautification of the environment and community gatherings. We've seen more support from the Coronado Neighborhood than anywhere else. I guess it's the sense that we are all so close and connected.

## What is next for you?

Next year we plan to expand our operations and try to learn and grow/adapt to our new realities and try to survive loving the work you do.

Find us on Instagram at @teamgreenduo and @migastroni.



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# Our Furry Neighbors: Coronado Cats

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BY ANNIE VOS

Francis is a trouble-maker, always causing fights. Phil will do anything for food. Bootsie is cool and aloof. There's a large family at the end of the street always lounging about on porches, roofs or on cars. Am I talking about my 9th Street neighbors? Not exactly...I'm talking about the many cats who call my block of 9th Street home. Back when I lived in the midwest, I shared my neighborhood with squirrels. In Coronado, we share our neighborhood with the cats.

It is estimated that over 250,000 free-roaming outdoor cats live within Maricopa County. Cats tend to produce strong reactions in people - you either love them or you don't. But love them or leave them, Coronado Cats are a part of the Coronado neighborhood fabric. Below are some resources for those looking to interact with our neighborhood cats in various ways.

## Encourage Cats

*Most feral cats have a home outdoors they are well accustomed to, but if you are an animal lover and would like to make their lives just a bit more comfortable, you may consider some of the following practices:*

**Provide Shelter:** Homemade cat shelters are easy and cheap to construct. You can make a simple DIY shelter using a plastic storage bin or styrofoam cooler, dry straw, and lumber or bricks to elevate the structure away from moisture.

**Provide Food and Water:** Decide on a good spot for a feeding station away from any neighbors who may not be as enthused about cats congregating. Make a regular daily schedule for when you put food out, and remove the bowls after 30 to 45 minutes to reduce insects or other animals being attracted to the food. Also, provide fresh water daily and throughout all weather types. Keep bowls sanitary by cleaning frequently.

**Foster Kittens of Feral Cats:** Kittens of feral cats that are young enough have the chance to be socialized and adopted by loving families. Fostering such kittens may be a way to provide care until they can be fully tested, spayed or neutered, and placed up for adoption. Check with animal rescue organizations, animal shelters, and the animal control department for more detailed information on feral kitten fostering opportunities before deciding to bring a kitten into your home.



## Discourage Cats

*They may be cute, but that doesn't mean everyone wants them pooping in their yard or spraying their porch furniture. If you are the type of person who would prefer neighborhood cats take up residence elsewhere, consider taking the following actions:*

**Remove Food:** Feral cats will stay in any area where food is plentiful. Avoid feeding your own pets outdoors and cover trash scraps securely to keep from giving unwelcome cats an easy meal. Keep grills clean to avoid enticing smells.

**Close Shelter:** All wild animals need a secure place to sleep and to raise their young. Board up holes in old sheds or garages, under porches or crawl spaces, or in simple shelters such as junkpiles to avoid providing this shelter to feral cats.

**Make Life Uncomfortable:** Cats are well known for their love of relaxation and making a yard uncomfortable can discourage feral visitors. Fill flower beds and areas where cats lounge with sharp rocks and plants, eggshell shards, or a layer of chicken wire so the ground will be uncomfortable.

**Remove Temptations:** Unaltered males will be attracted to any female cats in heat. Pet owners who spay their female cats are less likely to attract feral males. Unaltered females should be kept indoors during their heat cycles.

**Repellents:** Cats have very keen senses of smell and taste and commercial repellents are available to discourage unwanted cats. Natural repellents to sprinkle on flowerbeds or gardens include ammonia soaked rags, ground mustard, cayenne pepper, citrus peels, coffee grounds, and citrus-based sprays. Reapply repellents periodically for the best effectiveness.

**Scare Tactics:** Old-fashioned scare tactics can discourage cats from visiting a yard regularly. Ultrasonic sirens, motion-activated sprinklers, and motion-activated lights can all be useful.



## **Trap Neuter Release (TNR)**

Whether you can't get enough of Coronado's cats or wish there were fewer of them, the far and away best way to respond to the feral cats within our neighborhood is to work to get all our ferals spayed and neutered through Trap Neuter Release (TNR) programs. Through TNR, cats are humanely trapped, sterilized, and released back into the environment in which they were living. Cats that have been sterilized are ear tipped (one centimeter is removed from the tip of the left ear) to identify that they are part of a managed colony. TNR helps to improve the lives of outdoor cats by stabilizing feral cat populations through sterilization of entire colonies, halting dangerous behaviors like fighting and annoying habits like spraying, and by fighting off the spread of diseases through vaccinations. Another benefit to TNR is it results in fewer cats sitting in animal shelters and fewer feral cats dying via euthanization. What's more, when a feral cat population gets under control, local communities will have fewer cat messes to deal with from feces to scattered trash from garbage cans. Additionally, with fewer feral cats around, wildlife such as small birds and rodents will have their lives spared.

Each year, the Coronado Neighborhood Association contributes funds to assist in this effort and many more neighbors donate their time and resources toward this endeavor. If you would like to become involved in the TNR programs taking place within Coronado, reach out to [info@thecoronadoneighborhood.com](mailto:info@thecoronadoneighborhood.com) to be connected with other like-minded volunteers.

### **Sources:**

*Melissa Mayntz, The Spruce, 2020*

*Emily Cardiff, One Green Planet, 2013*



# The Boom Boom Room, Our Swanky, Boozy New Neighbor

BY SCOTT BROWN

If there's one takeaway from 2020 (and the first few weeks of 2021!), it's that we can all use a place to kick back, come together, and have a cocktail or several. Owner of The Boom Boom Room, Rasheda Worthy, has ties to Central Phoenix that go back 25 years and when she was looking for a spot to open her homage to Black culture, community, and fun, Coronado was a natural fit. "We chose Coronado because of the diversity in people, art, and culture," she says.

The Boom Boom Room, or BBR as it's known, celebrates R&B and hip-hop music, old and new. It's a place where people of all ages, colors, and walks of life come together to unwind, mingle and enjoy a hand-crafted cocktail. The focus is on the quality of ingredients and the menu is curated by the owner "as a vision of the BBR family who will enjoy their creations." Juices are fresh-pressed, syrups are made in-house, and cocktails are crafted with love. While a great Old Fashioned can't be underestimated, also expect unique creations using mint, cardamom, ginger, lavender and peach syrups.

COVID-19 has presented its obvious challenges and surely many would think you'd have to be downright crazy to open a business during a pandemic. Nonetheless, Ms. Worthy pressed on through a 12-month build out, determined to bring BBR to fruition. They take health precautions seriously and mask up, wash their hands like mad, and social distance patrons and staff.

When you drive down McDowell look for the mural of Beyoncé and Jay-Z painted by artist Giovannie "Just" Dixon. The goal was to have a place for people to gather, to take pictures, and to come together, not only inside the walls of BBR, but outside as well. It's a symbol of "Black excellence, Black Lives Matter, and Black love," Worthy says. The mural and BBR's presence in Coronado is a statement that we welcome our Black neighbors and support Black-owned businesses. This neighborhood is about community, fun, and diversity, and BBR embodies that. Welcome to the neighborhood, BBR! We need you now more than ever. Cheers!

The Boom Boom Room is located at 1544 E McDowell Rd, Phoenix, AZ 85006.



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# Coronado Community Garden, Fun in the Sun with Green Thumbs

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**BY WILLIE SOMMERS**

## Year-in-Review

The garden received a makeover in April 2020 by neighborhood volunteers who cleared the beds of winter crops past their prime. They also tackled the mounting Bermuda grass that was gaining a foothold in many places. Bermuda grass is a tough opponent, but with some hand pulling, digging, and good old fashioned muscle, it was naturally and organically removed. In late-April, we planted our summer garden seeds which sprouted very well. Unfortunately, we ran into some challenges, including an extremely hot and dry summer and some insect pests (aphids and squash bugs).

After a lull in the late-summer, we cleared the beds and added some compost. It's a good idea to add compost during the transition between summer and fall gardening to boost nutrients and organic matter, which holds water. In mid-October we planted our winter garden seeds which also sprouted well. So far, radishes, Swiss chard and kale have been harvested and are now ready to enjoy. Winter gardening is a short season in Phoenix, but it is a great time for leafy greens and root vegetables.

## Here are two helpful garden sources:

The University of Arizona Cooperative Extension Vegetable Planting Calendar for Maricopa County by Kai Umeda:  
<https://extension.arizona.edu/pubs/vegetable-planting-calendar-maricopa-county>

Extreme Gardening: How to Grow Organic in the Hostile Deserts, book by David Owens published in 2000 by Poco Verde Landscape.



## Awards

We can definitely say there are some garden winners. The winners are the plants that grew well and produced beautiful flowers or yummy food. In no particular order, here are the garden winners – drumroll please! Summer garden winners include sunflowers, okra, mint, Swiss chard (for surviving the summer), and watermelons. Fall winners are radishes and luffa – these are both easy to grow. All of these plants did well in the community garden and can do well in your garden.

## Looking Ahead

The garden crew is looking forward to harvesting winter crops – the long list of which includes artichokes, beets, broccoli, cabbage, cauliflower, carrots, celery, cilantro, green onions, lettuces, spinach, and Swiss chard. Our winter garden will reach its peak in March, when temperatures start to warm up. Stop by and have a look, and see for yourself. The Community Garden is located at 1222 E Virginia Avenue and is open to all visitors.

## Volunteers

Shout out to Nancy Colombo, Channa Greenberg, Tina Hawkins, Marisol Ibarra, Brian Johnson, Amy Leal, Sandra Leal, Cara McGraw, Michelle Sambrano and sons, Becky Santiago, Liza Wheeler, and Tom Wright who have volunteered at the garden. Thank you all so much! If you're interested in volunteering at the garden, please contact Coronado Neighborhood Association Director Willie Sommers at [Director.Willie@thecoronadoneighborhood.com](mailto:Director.Willie@thecoronadoneighborhood.com).



# From Streetcar to ... Streetcar

BY REBECCA SANTIAGO

This year the Valley is getting its first modern streetcar. Streetcar, light rail...what's the difference? Streetcars are fairly similar to light rail, but the vehicles are smaller and the routes typically serve a more local market compared to using light rail. The 3-mile streetcar system is opening in Tempe later this year, probably in late summer if final construction and vehicle testing goes smoothly. And while the streetcar is the Valley's first modern streetcar, you may be surprised to learn that the region actually had quite an extensive streetcar network back in the day. In fact, as can be seen below, the streetcar system existed in many of the same corridors that Valley Metro's light rail operates, and then some. It even went out to Grand Avenue and 55th Ave, served the AZ Fairgrounds, and as you'll see, it also ran right up Coronado's 10th Street.

The Phoenix Street Railway system was founded by Moses Sherman and M.E. Collins in 1887. For the first six years the streetcar vehicles were pulled by mules until electric cars took over in 1893. Its main east/west line served the Capitol on Washington St, and the core north/south line operated from downtown to Phoenix Indian School. Like today's light rail system, most of the streetcars operated in the middle of the streets. The system was purchased by the City of Phoenix in 1925, which improved the network by adding newer vehicles and providing better frequency. The 10th Street streetcar line was a branch of the main system (blue and yellow lines) called the Brill Line and ran east/west on Pierce Street (just north of Fillmore Street), and then turned north on 10th Street where it terminated at 10th Street and Sheridan Street.

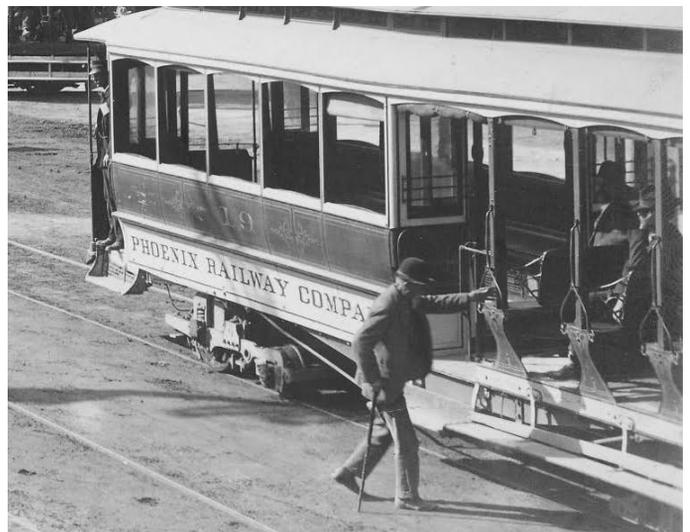
As transportation networks typically do, the system helped shape development in the Valley. For example, both the Willo Historic District and our very own Coronado Historic District began as streetcar suburbs. Ridership unfortunately started declining in the 1920s as the popularity of automobiles grew. The system took an even greater loss when the Great Depression hit and service had to be reduced. Ultimately, a fire near 13th Street and Van Buren in 1947 destroyed part of a line and the city elected to replace the network with buses instead of rebuilding it.

The abandonment of the system further encouraged personal automobile use, whose complementary highway system was almost entirely funded by federal dollars, sparking the development of Phoenix's massive freeway system (as it did in most major U.S. cities). Perhaps even better than streetcars, we know the impact highways had on development, to both existing neighborhoods and those yet to be built.

Yet as cities face growing pressure to address climate change challenges, growing congestion problems, and the need to provide equitable access to education and economic opportunities (just to list a few), we see them returning to their roots, revitalizing or reconstructing mass transit systems as a primary tool to achieve multiple goals. We see it happening here in the Valley too.

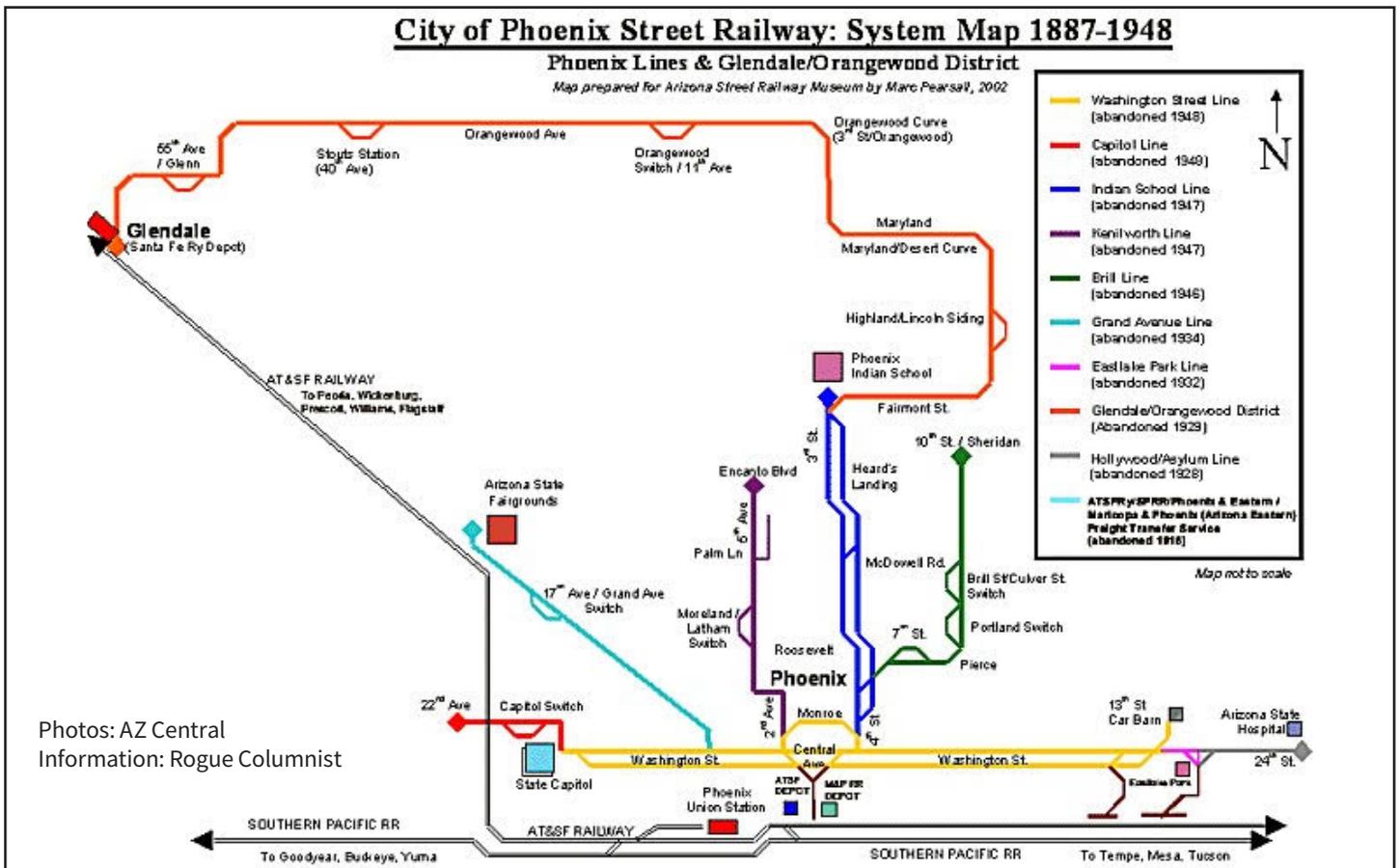
So if you've ever thought that the buildings on the corner of 10th Street at Sheridan Street or Oak Street look a little more like old bars or groceries stores instead of homes, that's because that's what those used to be. Or at least something a bit more commercial. And while it hasn't been confirmed, it's easy to imagine the building on the northeast corner of Oak Street and 10th used to be a cooperative store like the one below, almost like our beloved Sunshine Market.

Sources:





Rendering of the Proposed Tempe Streetcar



# Join the CNA Board

The election for the 2021 Coronado Neighborhood Association (CNA) Board will take place at our May neighborhood meeting. All active members of the CNA are eligible to run for office.

If you are interested in running, but aren't a member it's easy to join online at [thecoronadoneighborhood.com/membership](http://thecoronadoneighborhood.com/membership). At only \$10 per year, it's certainly the best bargain in Phoenix. If this piques your interest and you'd like to learn more, drop me a line and I'll buy you a coffee (or a beer) and we can chat ([president@thecoronadoneighborhood.com](mailto:president@thecoronadoneighborhood.com)). Thanks for being awesome and I hope to see you around the hood soon!

Tom Wright  
President, Coronado Neighborhood Association



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## OUR MISSION

### The Coronado Neighborhood Association

(CNA) is a group of residents and businesses organized to preserve and promote the unique character of Coronado. The volunteer membership works to build a united and informed neighborhood, increase resident safety, promote artistic and cultural appreciation, and hold events to bring neighbors together. This creates a deeper sense of community making Coronado an attractive and desirable place to live.