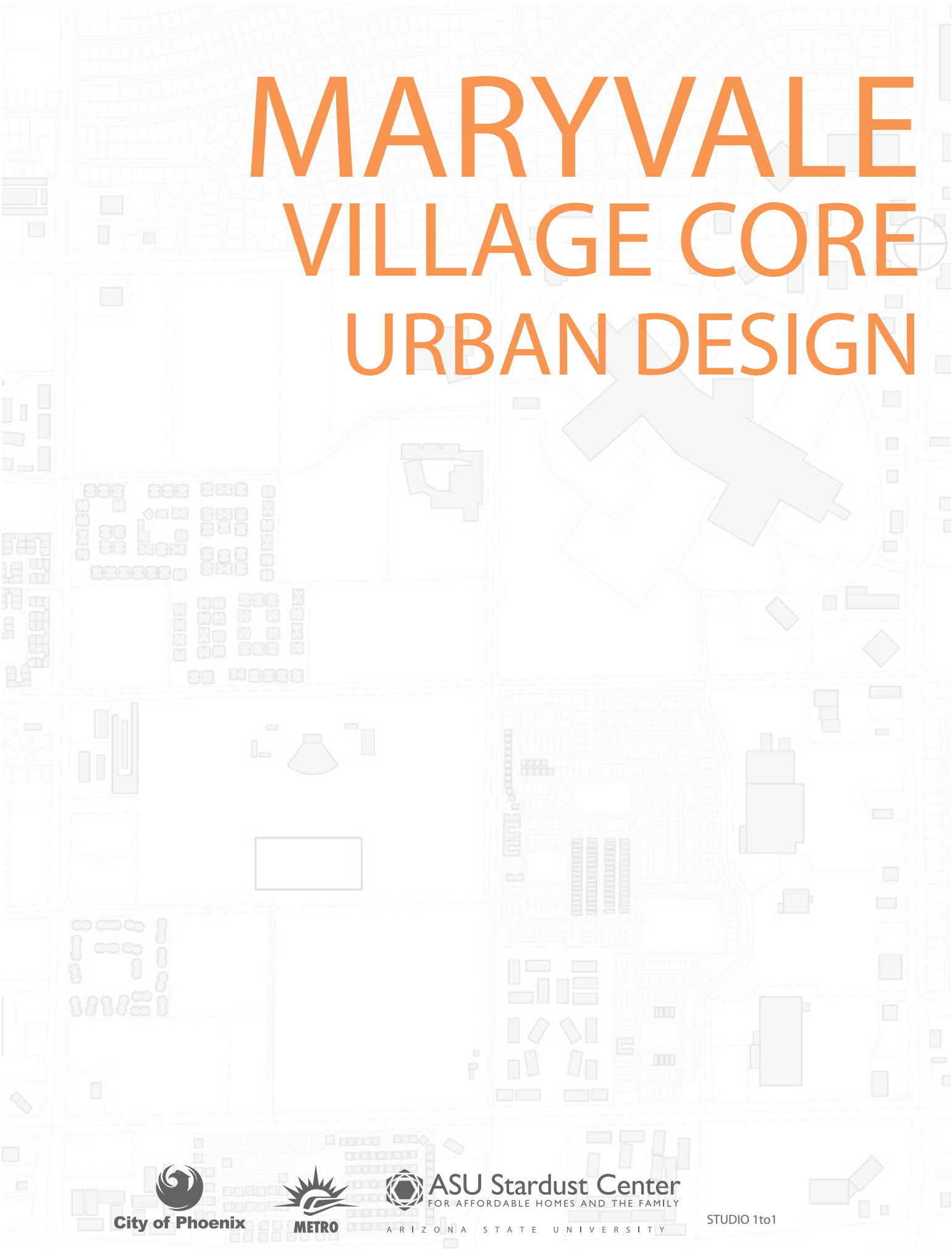
MARYVALE
VILLAGE CORE
URBAN DESIGN



City of Phoenix

METRO

ASU Stardust Center
FOR AFFORDABLE HOMES AND THE FAMILY
ARIZONA STATE UNIVERSITY

STUDIO 1to1

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Vision Statement

VISION STATEMENT

Maryvale is a community that is proud of its history, embraces its heritage and strives to advance what is most imperative: education, open space, public transportation, local businesses, strong community services, employment opportunities, and healthy lifestyle. The Maryvale Core is the heart of all the interwoven needs and desires that lend balance to land use, buildings, landscapes and pedestrian scale. Maryvale will strive to provide various housing styles incorporating all income levels throughout all stages of life. Well conceived pedestrian oriented development will be encouraged to promote walkability and connectivity between land uses and transportation. Community participation will continue to lend the voice and create stakeholder involvement to lead planning and development in the core.

Introduction

Purpose

City of Phoenix staff, in partnership with Arizona State University Stardust Center and Valley METRO, has worked with the Maryvale Village Planning Committee and the community of Maryvale to create the Maryvale Village Core Urban Design Plan. This plan is intended to provide an assessment of the current conditions of the village core, an outline of the community engagement process, design guidelines that will provide standards for future entitlements, and recommendations for future policy making. Once adopted, this plan will:

- Provide the community an adopted plan that includes design guidelines and policies for a designated Village Core area;
- Address key land use, transportation, community design, and development issues identified through the public planning process;
- Serve as the station area plan for two proposed transit stations within the plan area;
- Present separate character areas with unique guidelines that will be used to support future entitlements;
- Provide City Council guidance for future land use and infrastructure decisions.

History

The history of Maryvale began with the first Arizona homesteaders in the late 1800's, such as the Isaac family, who built the first schools in the 32 square miles that encompasses the Maryvale Village. Others built canals and roads and transformed the land into an agricultural powerhouse. Agriculture ruled in the west valley for much of the time between 1929 and 1953. The number of homes in the Maryvale area barely exceeded 2,000 by 1953.

Source: Flood Control District of Maricopa County

By 1954, a young WWII veteran named John F. Long platted his first subdivision in Maryvale, the master planned community he named after his wife. Mr. Long built and/or planned land for the amenities that helped create the community: schools, hospitals, churches, parks, shopping, industrial, and a golf course. Over 31,000 homes were built between 1954 and 1979 in Maryvale. Half of those homes were built by John F. Long.

As subdivisions continued to move west, development in the existing core area was under way especially at the intersection of Thomas Road and 75th Avenue. Desert Sky Mall, originally called Westridge Mall, opened in 1981. Picture 1 is a 1979 aerial photograph that shows the mall in its early construction situated on what used to be farmland. The Ashley Furniture Home Store Pavilion (originally Desert Sky Pavilion) opened in 1990.

Plan Boundaries

The plan area is approximately 690 acres and is generally bounded by McDowell Road, 75th Avenue, Thomas Road and 83rd Avenue. The city of Phoenix General Plan Land Use map shows this area as the core, which is stated as the "central focus for the village with a pedestrian-oriented mix of land uses". The General Plan states that the "core

is intended to be the clearly identifiable central focus for the village". At the time of publishing this document, the city of Phoenix Planning Commission has initiated an amendment to the Land Use Plan to expand the southern boundary of the core from McDowell Road to the I-10 freeway and to clean up the northeastern boundary to encompass the existing parcels. This expansion brings the acreage to 830 acres and provides policy to the area south of McDowell Road, which is also included in the 79th Avenue light rail station area.
METRO's western light rail extension is planned to extend the light rail from central Phoenix west along the I-10 freeway corridor and stop at 79th Avenue.
The core area currently has a retail vacancy rate of 18%, office vacancy rate of 15% and housing vacancy rate of 26% (Costar).
The land inventory for the core area currently has 54% developed land with 23% undeveloped and 23% surface parking (Maricopa County Assessors Office).

Concert Pavilion

One of the major land use anchors is the 20,000 seat open-air concert pavilion at the southwest corner of 79th Avenue and Encanto Boulevard. The city of Phoenix owns the pavilion, parking area, and surrounding land which totals approximately 63 acres. The site is currently leased to Live Nation on a 60-year lease and operations agreement. Live Nation is responsible for the daily operations of the facility and for scheduling performances at the venue. Currently, Live Nation books 18 to 22 per year. Attendance for performances average nearly 70% of the facility capacity. In recent years, the overall productivity of the facility and infrastructure quality of the pavilion and site has declined. In February of 2011, an ad-hoc task force, established by the city of Phoenix Parks and Recreation Department, released a report that included a vision and recommendations for guidelines to improve the infrastructure of the pavilion and site. It also guides development for use of the site on a more regular basis and with a variety of uses. Recommendations from the report included:

- Create a marketing plan for the large parking lot area to actively recruit agencies looking to host outdoor events and activities;
- Collaborate with Westor, Desert Sky Mall, Live Nation and other community partners to create a themed gateway or promenade along 79th Avenue;
- Encourage connectivity to West Phoenix light rail development along the 79th Avenue and McDowell Road corridor;
- Actively recruit multi-use developers to enter into public/private partnerships designed to construct and lease multi-use projects along the 79th Avenue frontage of the eastside of the parking lot;

Desert Sky Mall/75th Avenue Retail

The second major land use anchor is Desert Sky Mall located on the southwest corner of 75th Avenue between Thomas Road and Encanto Boulevard. The mall is currently owned and operated by the Macerich Company. Opened in 1981, the mall has spurred a number of on-site retail pads and retail south along 75th Avenue. South of Encanto Boulevard, along 75th Avenue, is a Wal-Mart Supercenter, a Lowe's Home Improvement and other big box retail chains. A Target and additional strip retail is east of the mall, across 75th Avenue. A local business component is missing along 75th Avenue. The only grocery stores in the core area are within the Wal-Mart and an El Super located at the northwest corner of 75th Avenue and Thomas Road. The mall has incorporated a number of local businesses and caters to the Latino demographic. At the time of this publication, the mall is close to

maximum occupancy. Former vacant anchors of the mall are now a La Curacao and an indoor Mercado that allows local vendors to rent a small sales area in a centralized location. The northeast corner of 79th Avenue and Encanto Boulevard, which is also owned by the Macerich Company, is currently vacant and is used for retention.

Public Facilities

Manuel Pena Elementary School and Raul H. Castro Middle School are located west of the mall on the southwest corner of 79th Avenue and Thomas Road. The middle school has associated athletic fields to the west of the school. The elementary school includes a smaller athletic field to the south. A public local street runs between the two schools and dead ends at a vacant parcel that is currently owned by the city of Phoenix and is planned for a future community park. The Desert Sage Library is just south of the mall, north of Encanto Boulevard. The city of Phoenix also owns and maintains a park-and-ride on the southeast corner of 79th Avenue and McDowell Road.

Residential

There are currently five multi-family developments within the core and two single-family developments. Both of the single-family projects offer a higher-density cluster product. Vinsanto (southeast corner of 79th Avenue and Encanto Boulevard) is one of the single-family developments, but is only 15% completed. Most of the parcel has been vacant since 2006. Plats have been approved and infrastructure to the lots, sidewalks, parks and shade trees have been developed and maintained. Single-family residential developments border the core area west of 83rd Avenue, north of Thomas and east of 75th Avenue.

83rd Avenue

Much of 83rd Avenue is currently vacant. A CVS pharmacy is located on the southeast corner of 83rd Avenue and Thomas, a strip retail mall is located at the southeast corner of 83rd Avenue and Encanto, and a gas station is at the northeast corner of 83rd Avenue and McDowell. Three of the five multi-family developments front 83rd Avenue.

Employment

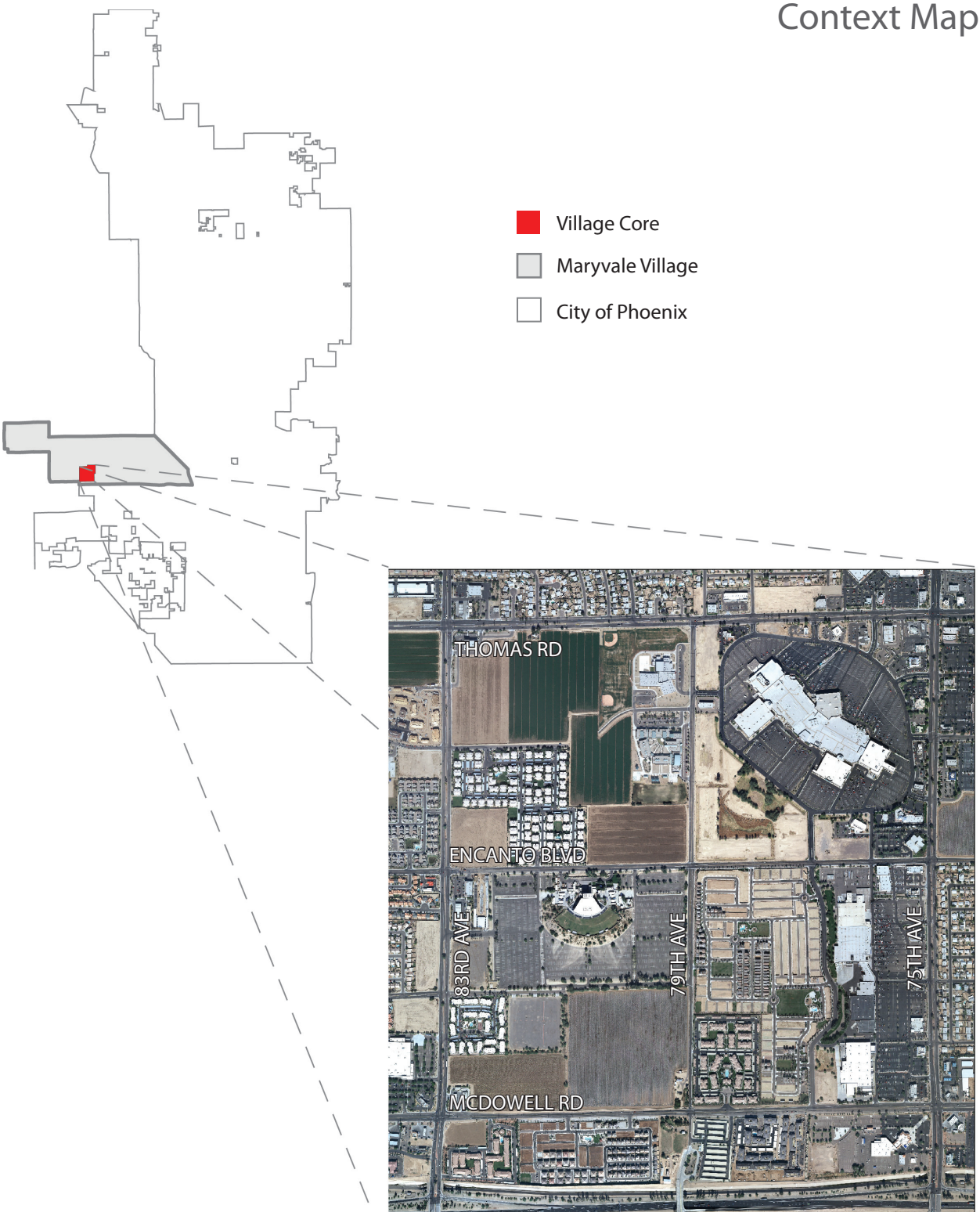
Within the core, 60% of the employment is of the retail variety, while services account for 36% and public uses are at 4%. Wal-Mart is the largest employer of the area. Sears, Lowe's, Dillard's and Target follow respectively. The core has 3,337 employees (2010 US Census).

Demographics

The Maryvale Village Core has a population of 2,995 residents (2010 US Census).

	Age – 18 & Over	Ethnicity - Latino	Household Size	Median HH Income	Language - Spanish
Core Area	59.4%	68.3%	3.7	$30,483	51.8%
Village	62.1%	77.2%	4.1	$34,639	65.8%
Phoenix	71.8%	40.8%	3.7	$48,845	32.8%

Context Map


Village Core
Maryvale Village
City of Phoenix
THOMAS RD
ENCANTO BLVD
83RD AVE
79TH AVE
75TH AVE
MCDOWELL RD

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Public Involvement

Maryvale is a very active, diverse, grassroots community. Through recommendations of the Maryvale Village Planning Committee, staff contacted the community's leaders and asked them to lead the charge in inviting the public to the community exercise events. Also, as the demographics show, the large population of Spanish speakers presents the need to hold these events in English and Spanish. Fliers for the event were also done in both languages. City of Phoenix staff collaborated with Arizona State University Stardust Center for a three part, bilingual workshop planning process.

Planning Process

- The concept of a plan for the Village Core evolved from meetings with the Maryvale Village Planning Committee and the Cricket Pavilion Task Force during the summer of 2010.
- Staff presented the plan concept to the West Phoenix Revitalization Community Advisory Board on October 21, 2010.
- Staff held an initial meeting with property owners within the core area boundaries on November 30, 2010.
- The city of Phoenix Planning Commission initiated the Core Plan and General Plan Amendment for expansion and clean up of its boundary on December 8, 2010.
- A Maryvale Core Plan web site was established to keep the public informed of the plan's progress and meeting schedule.
- Three community workshops were conducted in March and May of 2011.
  - Workshops were provided to accomodate Spanish and English language speakers.
- The core plan was a standing agenda item at the Maryvale Village Planning Committee from January to November 2011.

March 5, 2011 – Visions and Values Workshop

(Summary and Results in Appendix)

The purpose of the first workshop was to provide community members with background, goals and objectives of the plan and an understanding of basic urban design and Transit Oriented Development (TOD) principals while engaging community members in the planning and decision making process. The workshop was critical in expanding the capacity of community leaders and stakeholders in the planning processes and community visioning so they can fully participate in implementing the plan. Councilman Michael Nowakowski of District 7 and Councilman Claude Mattox of District 5 attended the event along with over 100 participants from the Maryvale community.

March 29, 2011 – Urban Design Concept Alternatives Workshop

(Summary and Results in Appendix)
Data collected in the Visions and Values Workshop was used to design three concept alternative plans for the core area. The community was asked to respond to the three concepts in a negative and positive manner. The three concepts reflected the separate responses that the community gave at the first workshop. Approximately 50 people attended the event.

May 17, 2011 – Preferred Alternative Design Workshop

(Summary and Results in Appendix)
The results of the second workshop were analyzed and combined into a preferred alternative plan. The preferred alternative was presented to an overwhelmingly positive response of approximately 50 people. The only negative comments were regarding aesthetics on a few of the presented figure ground illustrations. Staff continued to explain the implementation process including challenges and barriers and how the community can continue to be involved.

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Key Opportunities and Challenges

An overview of the existing conditions, including feedback during the public participation process, reveals both opportunities to build upon and challenges to consider. Key opportunities and challenges were continually discussed with the community during this process and are highlighted in this chapter.

Key Opportunities

- Potential Light Rail Corridor Development of Vacant Parcels – METRO's Western Light Rail Extension is to bring a light rail station to the corner of McDowell and 79th Avenue. The Maricopa Association of Government's Regional Transportation Plan currently shows the western extension to reach the city of Glendale. This plan will depict the light rail line extending north along 79th Avenue from McDowell Road up to Thomas Road and then continuing west toward Glendale. This alignment would allow for another station in the core near the intersection of 79th Avenue and Encanto Boulevard and would activate the current vacant sites at the northwest and northeast corner of 79th Avenue and Encanto Boulevard as well as the concert pavilion site. The Maryvale Village Planning Committee recommended place types for both future stations within the core on January 11, 2011.

- Reflection of Maryvale Heritage – The Maryvale Village has attracted a large number of families and immigrants from all over the world, most notably from Mexico and other Latin American countries. The variety in culture has provided the area with a number of different types of retail, housing and community events. The community meetings for this plan included a number of participants from the Latino community including solely Spanish speakers. The vision extracted from those meetings and discussions with the Maryvale Village Planning Committee showed the need for the core or "town center" to be a place reflecting the various heritages of the Maryvale community.

- Parks and Usable Public Space – The core includes land owned by the city of Phoenix at the concert pavilion site and a future park behind the Manuel Pena Elementary School along Virginia Avenue. There was also an overwhelming response from the community and Maryvale Village Planning Committee to see more integration of usable public space within private development and the opportunity for future connections from the neighborhoods to those public spaces.

- Unique Architectural Design – The culture of Maryvale should blend its distinct architectural style with the existing suburban structures to form a cohesive community identity. Future development has the opportunity to create this relationship and strengthen that identity even further.

- Vacant Land and Buildings - The existing availability of vacant land for development, existing inventory of underutilized vacant buildings provide opportunities for development to reflect the architecture and function envisioned by the community.

Key Challenges

- Current Economic Challenges – The core is currently battling economic issues in regard to household income, vacant land, and partially completed housing developments

- Abundance of Surface Parking – The mall and concert pavilion sites have discouraged walkability and pedestrian connectivity and contributed to the urban heat island through two large areas of surface parking.

- Image/Crime – Since the 1980's, the image of violent crime and gangs have often portrayed the Maryvale Community in a negative sense.

- Restrictions on Development Standards – Without rezoning, current development standards within the zoning granted on the core parcels do not allow the height and design to promote TOD.

Overall Plan Concept

The map on page 21 illustrates the recommended development pattern for the Core area. The overall concept of the plan area is to promote a more urban environment conducive to TOD with mixed-use multi-family over retail and offices, markets, community services, public open spaces, and a smaller block pattern to contribute to a more comfortable pedestrian landscape. The concepts represented on this map are a direct reflection of the community meetings. A detailed summary of those findings are in the Appendix.
The purpose of the concept map is to illustrate guidance for policies that promote new development reflecting:

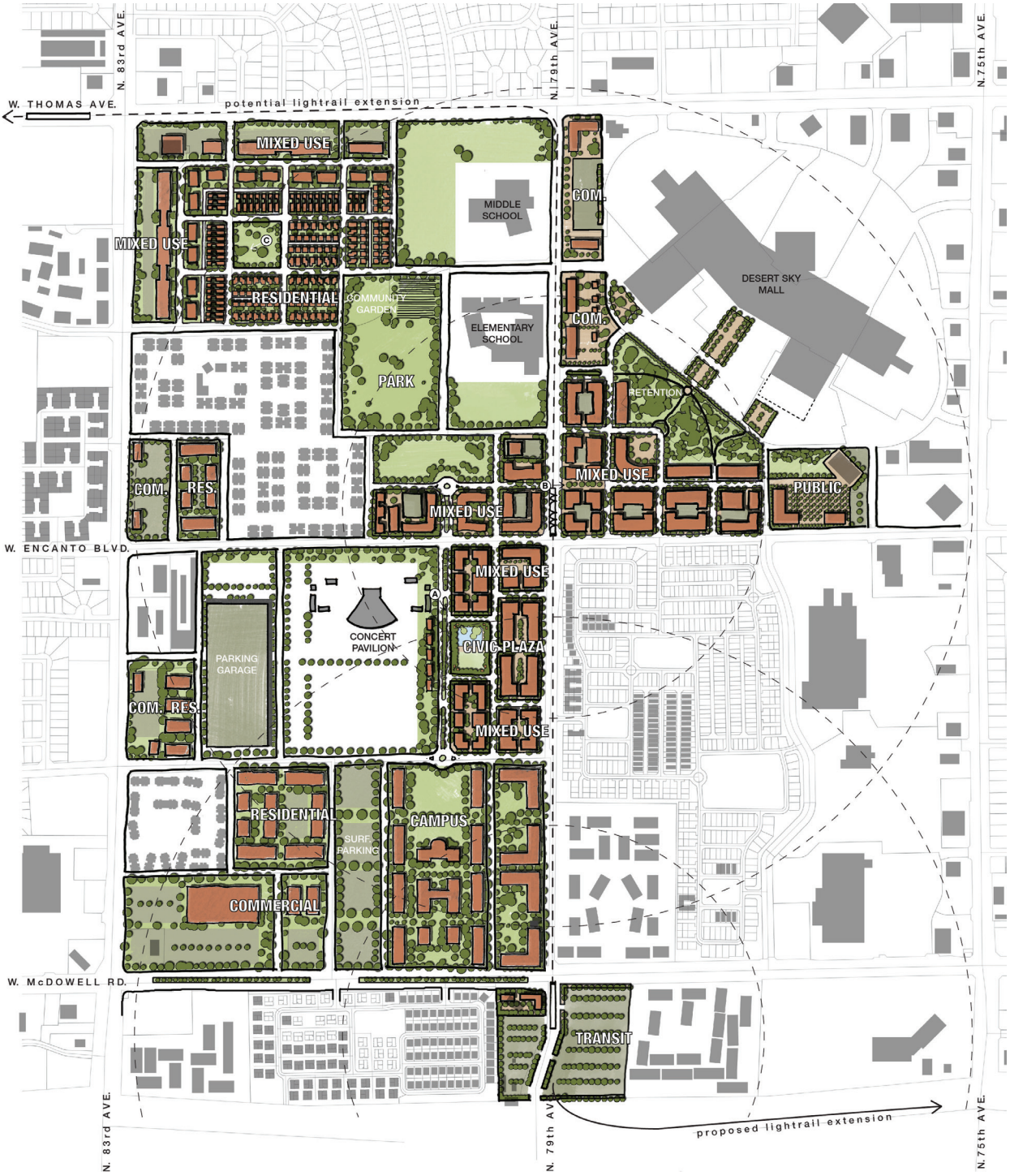
- A strong sense of the Maryvale community, culture and heritage – Specific land uses, architecture and design can create a sense of place unique to the Maryvale Village. Policy is to guide mechanisms of those land uses to further promote the culture and heritage of the community, such as local businesses, community gardens and the allowance of healthy food carts.

- A wide range of uses – A variety and mix of land uses including institutional and office uses are key components to a Core area. Colleges, places of worship and medical uses mixed with residential uses can reduce the need for automobile usage and promote walkability between each other.

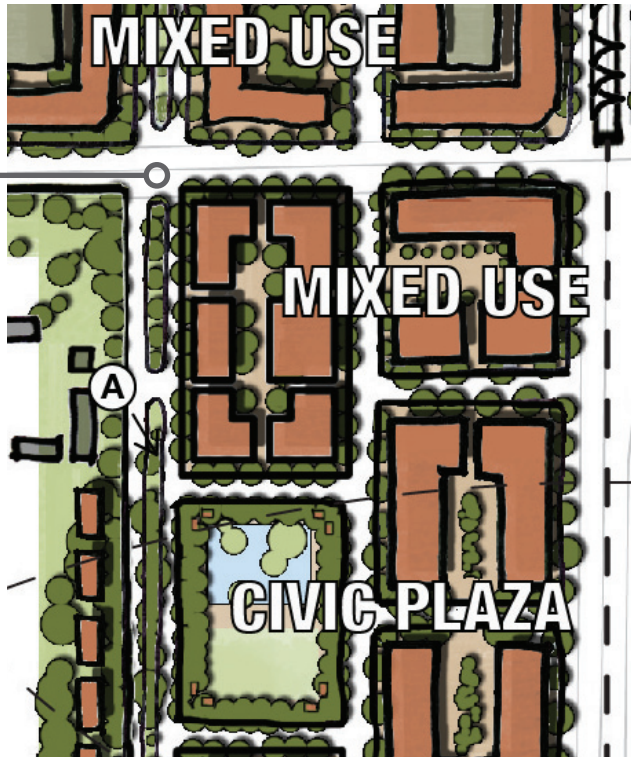
- Enhanced pedestrian amenities such as shade, landscape, street furniture and signage can illustrate a sense of place and origin through public art and design opportunities as well as promote pedestrian activity through a more vibrant, comfortable environment.

- Walkability and pedestrian connectivity between housing, employment, services and transportation within the Core as well as with adjacent neighborhoods would decrease automobile usage and also promote design of buildings and a variety of uses conducive to TOD.

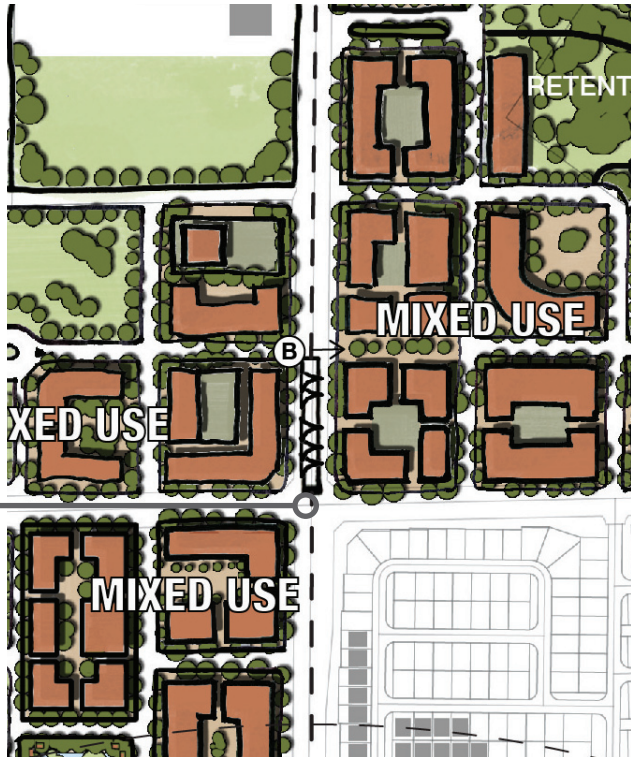
- A destination that attracts residents and visitors throughout the year – The concert pavilion site attracts visitors from all over the valley, state and region, but only does so sporadically through the summer months. The Core concept map is designed to focus the most intense uses around the pavilion site and the Desert Sky Mall in order to attract visitors year round. The policies recommended by the Cricket Pavilion Task Force also provide guidelines for using the pavilion and the entire site for other events and uses that can viable year round.


W. THOMAS AVE.
potential lightrail extension
N. 83rd AVE.
N. 79th AVE.
N. 75th AVE.
MIXED USE
MIXED USE
MIDDLE SCHOOL
COM.
RESIDENTIAL
COMMUNITY GARDEN
ELEMENTARY SCHOOL
DESERT SKY MALL
COM.
PARK
RETENTION
COM.
RES.
MIXED USE
MIXED USE
PUBLIC
W. ENCANTO BLVD.
MIXED USE
CONCERT PAVILION
CIVIC PLAZA
PARKING GARAGE
COM.
RES.
MIXED USE
RESIDENTIAL
SURF. PARKING
CAMPUS
COMMERCIAL
W. McDOWELL RD.
TRANSIT
N. 83rd AVE.
N. 79th AVE.
proposed lightrail extension
N. 75th AVE.

Civic Plaza



79th Avenue Mixed Use Development



Neighborhood Open-Space

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Goals and Policies

The following sections set forth plan policies for Land Use, Mobility, Urban Design, Infrastructure and Public Facilities, and Sustainability in order to realize the community's vision for the plan area. Goals for each section are briefly summarized, followed by metrics to measure each goal, and then the recommended plan policies. Policies will guide future land use, zoning and other growth and development/redevelopment decisions.

Land Use Goal

The Land Use Goal consists of specific outcomes necessary to achieve the community's vision and provides the foundation for the policymaking process. Metrics are utilized to measure each outcome, collectively indicating the gap between the current state and the goal. This performance-based planning process is intended to improve decision-making and accountability and provide a monitoring system to help evaluate the effectiveness of policies and strategies over time. Four community-desired outcomes form the Land Use Goal.

Location Efficiency - The Maryvale Core should enable residents to reduce the number of driving trips and save on transportation expenses without sacrificing convenience. Development should form a compact pattern that makes day-to-day destinations such as employment and daycare services within a short walk or transit trip. Mixed-use development and higher densities near transit stations are needed to create location efficiency.

Performance Measures:
Intensity (Housing + Employment Density)
% of employment within ¼ mile of planned (Light Rail Transit) LRT station
% of housing within ¼ mile of planned LRT station
% of parcels with more than 1 land use category

Housing Diversity. The Maryvale Core should include a rich mix of housing choices at a range of price points in order to make neighborhoods attractive to a broad section of the market and provide residents more opportunities to maintain residency in the area throughout changes in household size, income level, and physical ability. Places with a diverse mix of housing are more resilient to market fluctuations and are better positioned to maintain a lasting value than those with more uniform characteristics.

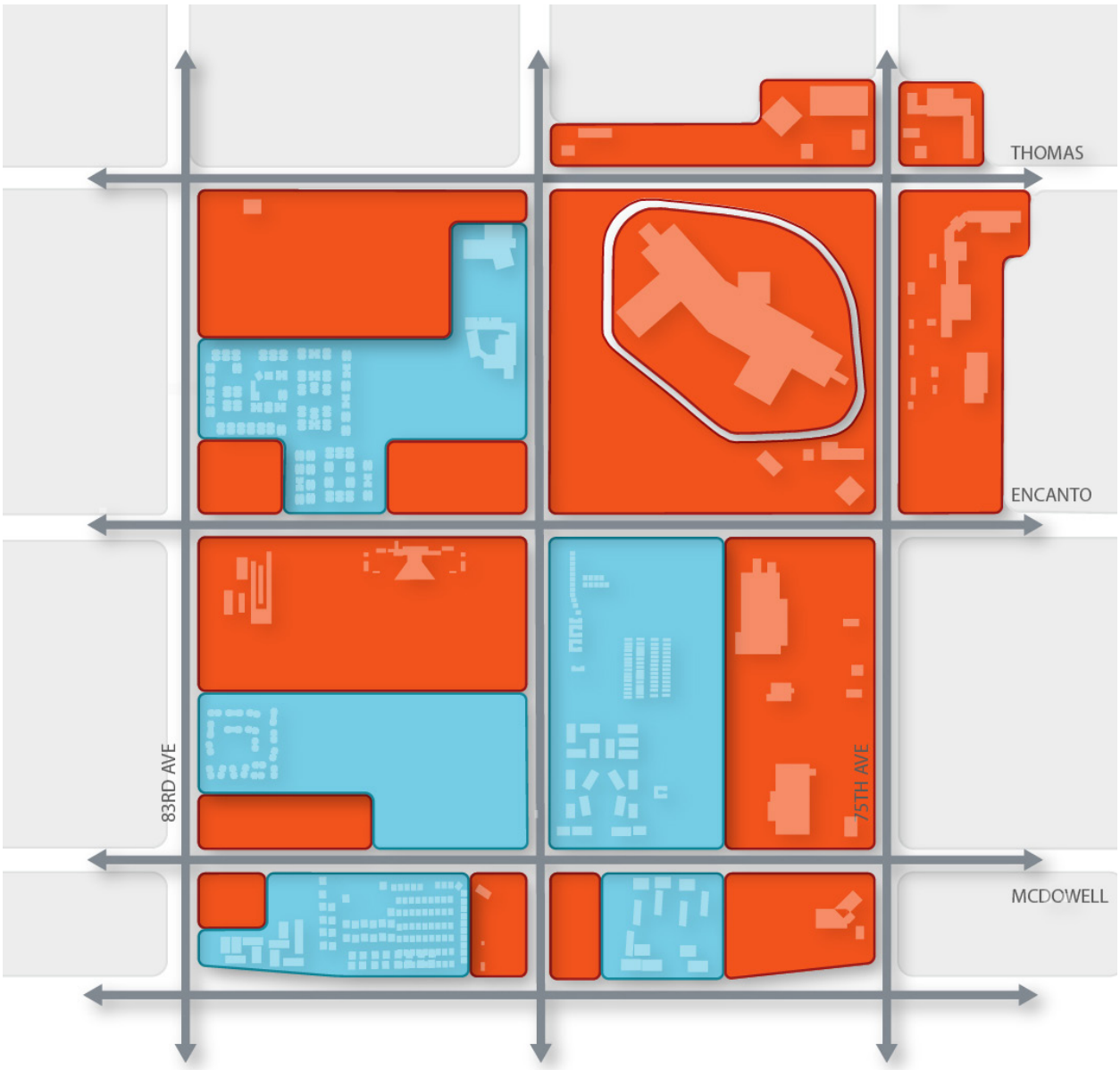
Performance Measures:
Diversity of housing types
Average monthly housing cost as % of median income household.

Economic Vitality. The Maryvale Core is envisioned to be a thriving urban center with opportunities to live, work, play, and study. Destination-oriented land uses such as colleges, civic space, employment, shopping, and entertainment should be encouraged in designated areas in order to create an environment for successful businesses and vibrancy during day and night.

Performance Measures:
% Vacant Land
% of land surface parking
% Commercial Vacancy

Sense of Place. The Maryvale Core should be a unique destination that welcomes diversity by reflecting multi-culturalism in the urban environment. Cultural facilities and events should be promoted. Bright colors, patios, murals, zocalos, paseos and traditional Southwestern and Latin American-influenced building designs are encouraged. Neighborhood parks should facilitate family gatherings by providing playgrounds, community gardens, and furniture. Plazas should support local entrepreneurialism by allowing outdoor markets, music performance, and mobile vending.

Performance Measures:
Number of public art installations
Number of multicultural destinations
Number of parks and public gathering spaces


THOMAS
ENCANTO
83RD AVE
75TH AVE
MCDOWELL
Building Blocks
Centers
Neighborhoods
Corridors

Existing Context

- Conventional Suburban Center
- Conventional Suburban Neighborhood
- Walkable Suburban Neighborhood
- Vacant

Land Use Planning Methodology

Place Types are a method of classifying a city's "building blocks" into a more refined level of detail based on community preferences and the existing context. Three of the basic physical building blocks of city structure are: Centers, Neighborhoods and Corridors. At a very general level, Centers are areas with a concentration of activities; Neighborhoods are residential areas with fewer activities; and, Corridors are linear areas with a continuous movement, or flow, of activities. See page 29 for Building Blocks diagram.

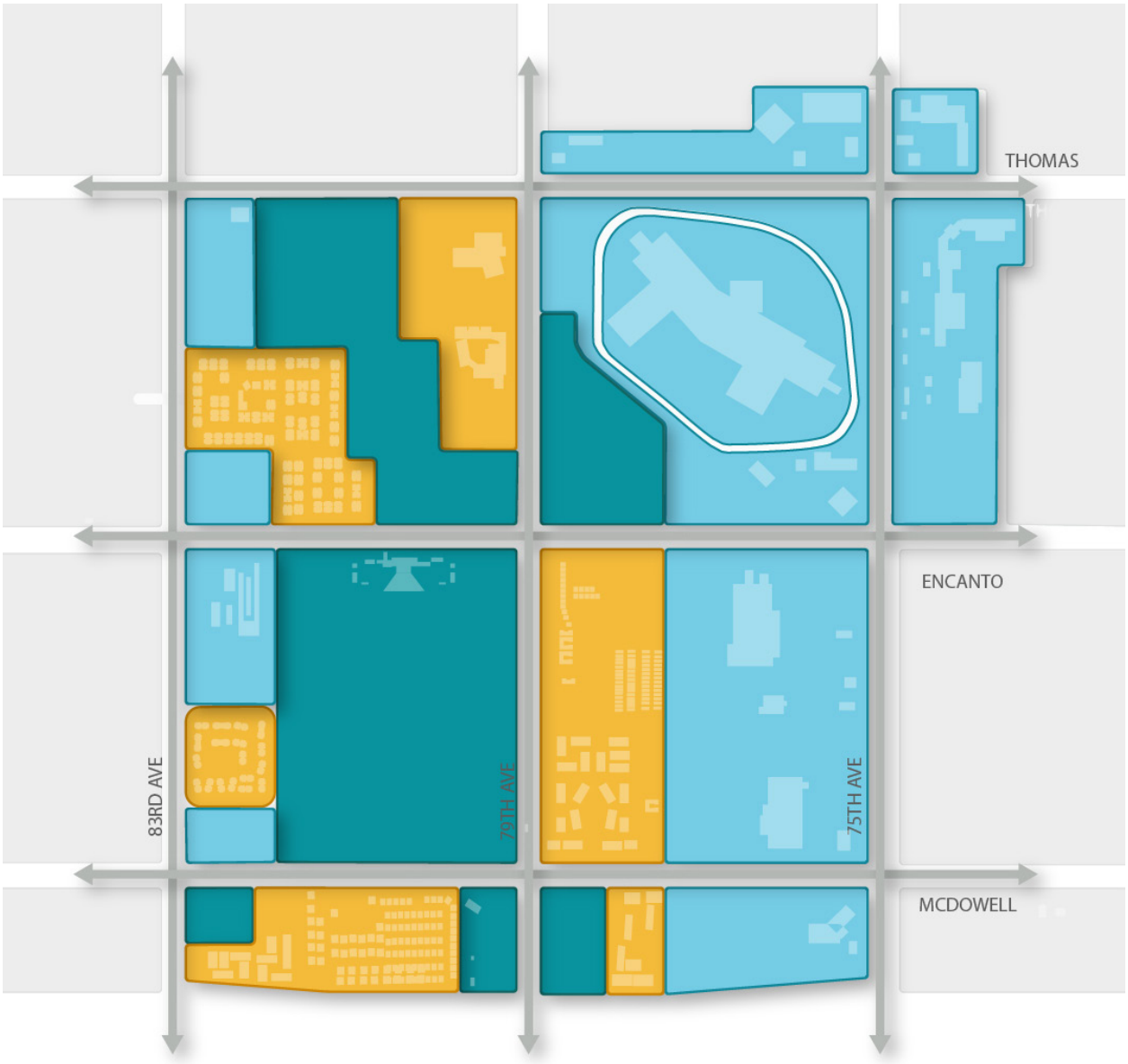
Once designated, Place Types provide a framework to guide land use decisions in accordance with the community's future vision for the area. The existing land uses in the Maryvale Core are auto-oriented, Conventional Suburban Place Types. This context is inconsistent with the Village Core concept and the community's vision for the future. See page 30 for Existing Context Place Types

A context analysis of an area's susceptibility to change is conducted in order to delineate new Place Types that are aligned with the future vision. Three Transition Areas have been designated for the Maryvale Core: areas of stability, retrofit and change.

Areas of Stability are places the community does not want changed from the current character. Common examples are historic properties, established neighborhoods, and open spaces. In the Maryvale Core, the existing residential developments and schools are identified as areas of stability.

Areas of Retrofit are places where the community prefers modest change. Modifications in the design of new development at a scale consistent with the current context and small incremental alterations to existing development are encouraged in order to transition places over time to be more aligned with the future vision. The existing retail centers were identified as areas the community would like improved to be more walkable and less automobile-oriented.

Areas of Change are places that are appropriate to redevelopment and more significant levels of investment compared to the existing context. Vacant land adjacent to planned light rail stations and the large surface parking lot on the concert pavilion site are areas where the community supports more substantial development. See page 32 for Transition Areas.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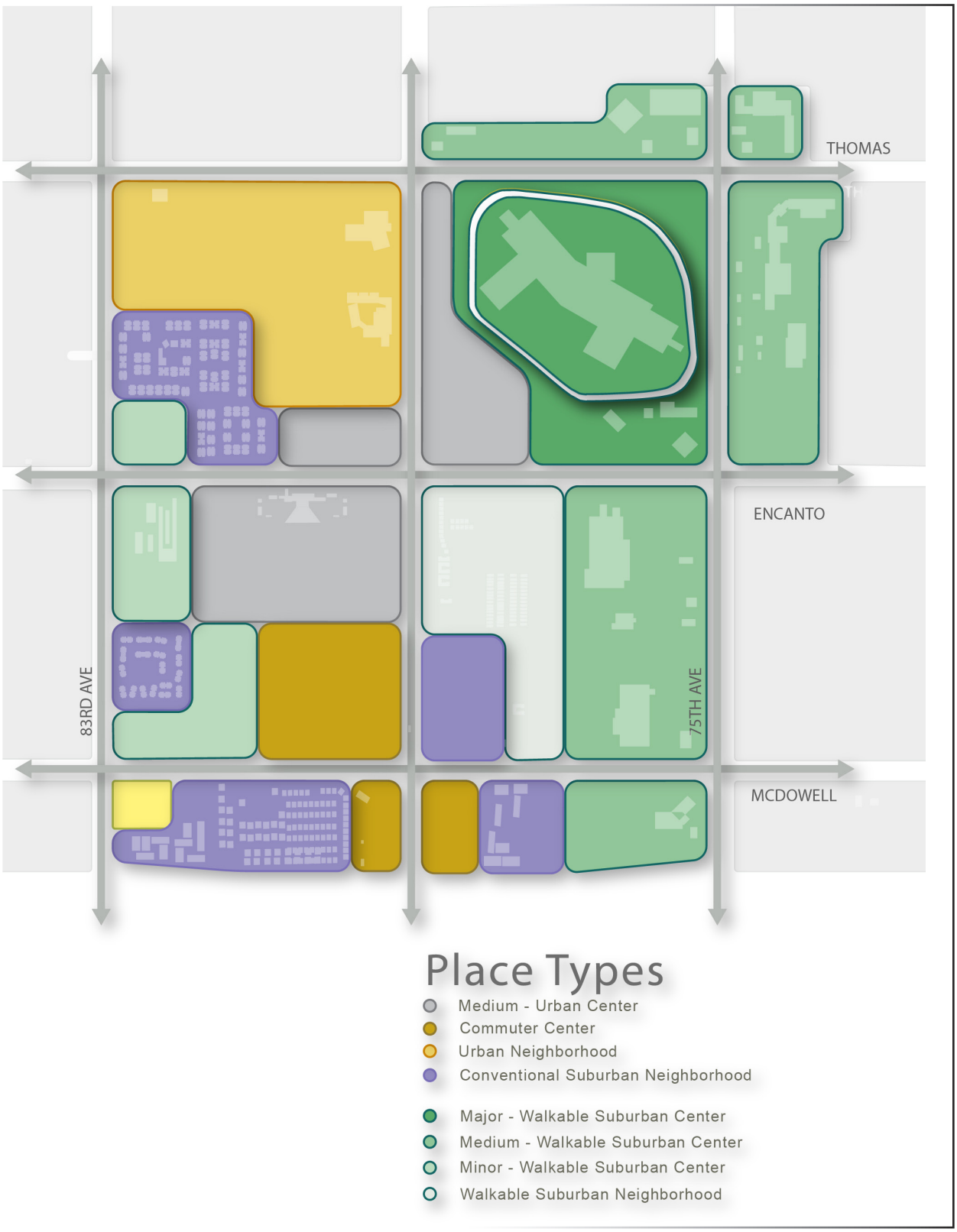
ENCANTO
MCDOWELL
83RD AVE
79TH AVE
75TH AVE
Transition Areas
Retrofit
Change
Stability


THOMAS
ENCANTO
MCDOWELL
83RD AVE
75TH AVE
Place Types
Medium - Urban Center
Commuter Center
Urban Neighborhood
Conventional Suburban Neighborhood
Major - Walkable Suburban Center
Medium - Walkable Suburban Center
Minor - Walkable Suburban Center
Walkable Suburban Neighborhood

A. Land Use Policies

Eight Place Types are designated within the Maryvale Core in accordance with the community's vision for change. Each Place Type provides specific policies to guide the type of changes resulting from urban development over the next 30 years. See page 33 for Place Type Diagram.

Place Types - Areas of Change

A.1 Medium Urban Center is a destination-oriented Place Type characterized by a mix of residential and medium-intensity commercial land uses at a mid-rise scale. Shopping, employment, cultural and entertainment venues are provided that frequently attract residents from the sub-region of 15 miles away and occasionally from even further away during events. Housing is predominantly multi-family with multi-story residential buildings providing commercial uses on the ground floor along key streets. Town-homes and attached row-homes are located on streets with higher activity levels compared to neighborhood streets. Open spaces include hardscaped plazas and squares designed to facilitate events like outdoor markets, and encourage activity by integrating amenities such as interactive water features. Open greens intended for lingering and passive recreation are also common. Short blocks are established that improve pedestrian circulation and supply on-street parking. The entire Center is within convenient walking distance of high-capacity transit service and supplemented by multiple bus connections.

Medium Urban Center is intended to form the primary focal point of activities in the Maryvale Core. This Place Type is designated for the properties in the geographic heart of the Core and flanked by the two most significant existing destinations - the concert pavilion and shopping mall. The Center's edges are within a short walk of a planned light rail station.

Policy A.1.a Permit increases in development intensity and building heights up to 6 stories, with the tallest and most intense development located closest to the proposed light rail station or intersection of Encanto Boulevard and 79th Avenue.

Policy A.1.b Provide incentives, including heights up to 10 stories, parking reductions and lot coverage increases for projects that achieve progress toward accomplishing the Land Use Goal. Incentives should be limited to the most transit accessible and neighborhood compatible locations. Verification should be conducted through a measurable bonus point system.

Policy A.1.c Encourage destination-oriented land uses such as entertainment, cultural facilities, community services, recreational facilities, employment and unique shopping opportunities.

Policy A.1.d Discourage land uses that consume large amounts of land at low densities, such as single-family residential, industrial, and auto-oriented establishments such as gas stations and car dealerships.

Policy A.1.e Encourage short block sizes in order to improve pedestrian convenience, moderate vehicular traffic, and provide additional on-street parking. Single-tenant commercial footprints should be limited to generally under 80,000 square feet, and development with excessive surface parking should provide site phasing plans that facilitate the replacement of parking areas with more productive uses in the future.

Policy A.1.f Allow reduced minimum parking ratios and require maximum parking limits in order to encourage a more efficient use of land, promote transit, walking and cycling, and create safer non-motorized transportation conditions through lowered traffic volumes.

Policy A.1.g Require pedestrian-oriented designs to encourage a safe, comfortable, and convenient walking environment. Buildings, entrances, and windows should front along sidewalks; parking and maneuvering should be located behind buildings.

A.2 Commuter Center is a suburban Place Type defined by a high level of intermodal transfer activity between bus, car, and high capacity transit. The predominant land uses are commercial and institutional due to the residential compatibility issues created by high traffic volumes. Appropriate uses include: park and ride facilities; mid-rise office, college and medical campuses; public assembly such as conference centers and large places of worship; big box retail; and smaller commuter-serving establishments like coffee shops and carts; restaurants and food trucks; and book/periodical kiosks. Open spaces are usually provided as accessory uses such as campus malls and transit plazas. Commuter Centers are located on the periphery of a regional high capacity transit network at major transportation nodes like highway interchanges and other locations suitable for large park and rides and express bus transfers.

Commuter Center is designated on the southern portion of the Maryvale Core near the intersection of 79th Avenue and the I-10 freeway. This location is planned for the western terminus of the I-10 light rail corridor extension and contains an existing park and ride facility. An increase in West Valley express buses are planned to serve this location when light rail opens, providing transfer service for residents commuting into central Phoenix.

Policy A.2.a Permit increases in development intensity and building heights up to four stories.

Policy A.2.b Provide incentives, including heights up to 7 stories, parking reductions and lot coverage increases for exceptional projects that achieve significant progress toward the Land Use Goal. Incentives should be limited to the most accessible and neighborhood compatible locations to transit. Verification should be conducted through a measurable bonus point system.

Policy A.2.c Encourage commercial and institutional land uses that promote transit use and are compatible with high traffic volumes (ex. colleges and vocational schools).

Policy A.2.d Discourage residential land uses, K-12 schools and large parking lots unless for park and ride. Auto-oriented land uses such as service stations should include a retail component in buildings that front the street and locate gas pumps in the rear.

Policy A.2.e Permit a modest reduction in required parking in order to encourage transit use and a more efficient use of land.

Policy A.2.f Require pedestrian-oriented designs to encourage a safe, active, comfortable and convenient walking environment. Buildings, entrances and windows should front along sidewalks and parking should be located behind buildings.

A.3 Urban Neighborhood is a residential Place Type with higher density and activity levels compared to a Suburban Neighborhood. Two to four story apartments, townhomes, row houses and small-lot single family houses are the predominant land uses. Non-residential uses include schools, daycare services, places of worship, live-work, and small, low-intensity walk-up retail such as cafes and corner stores. Urban Neighborhoods are served by frequent bus service or streetcar, and are generally within walking or biking distance of high capacity transit. Alleys provide access to parking, which creates safer streets for pedestrians and helps to facilitate temporary street closures for block parties and other neighborhood events. Blocks are designed in a short grid pattern free of cul-de-sacs and gates in order to improve pedestrian circulation and better distribute and moderate vehicular

traffic. Open spaces are generally parks that provide active-recreation elements such as sports fields, courts, and playgrounds as well as family gathering amenities such as ramadas, tables, community gardens, and cooking grills.

Urban Neighborhood is designated for the northwestern section of the Maryvale Core in the area adjacent to Pena and Castro schools and a future public park site.

Policy A.3.a Permit dense residential development and heights up to 4 stories to encourage complementary uses and accessibility to schools and planned open space.

Policy A.3.b Require pedestrian-oriented design to encourage a safe, comfortable and convenient walking environment. Buildings, entrances and windows should front along sidewalks and parking should be located behind buildings.

Policy A.3.c Require the installation of alleys for parking access and discourage driveways on streets in order to improve pedestrian safety and facilitate temporary street closures for events.

Policy A.3.d Encourage short block sizes and discourage cul-de-sacs in order to improve pedestrian convenience and help distribute and moderate vehicular traffic.

Policy A.3.e Permit live-work residences and small, low intensity retail establishments limited to generally less than 5,000 square feet.

Policy A.3.f Permit a reduction in required parking in order to encourage alternative transportation and a more efficient use of land.

Policy A.3.g Permit "granny flats" within the building envelope of residential parcels.

Policy A.3.h Encourage open spaces with recreation and family gathering amenities that encourage an active lifestyle.

Areas of Retrofit

A.4 Major Walkable Suburban Center is a major suburban commercial destination designed for greater pedestrian convenience, safety, and comfort compared to a Conventional Suburban Center. Predominant land uses are malls, office parks, and horizontal mixed-use developments that provide multi-family housing adjacent to retail. Buildings are generally low-rise and at a suburban scale. Open spaces consist of paseos, patios, courtyards and plazas. A higher level of transit services are provided compared to Conventional Suburban Centers with connections to multiple high frequency bus routes, neighborhood bus circulators, and a bike ride or short bus trip to high-capacity transit. Customers are drawn primarily from the sub-region of 15 miles away with some traveling from further via nearby freeway access.

Major Walkable Suburban Center is designated for the developed portion of the Desert Sky Mall property and is intended to be integrated into the adjacent Medium Urban Center with pedestrian-scaled improvements.

Policy A.4.a Permit heights up to four stories.

Policy A.4.b Require pedestrian-oriented design to encourage a safe, comfortable, and convenient walking environment. Buildings, entrances and windows should front along sidewalks and parking should be

located behind buildings.

Policy A.4.c Permit modest increases in lot coverage and reductions in parking ratios to facilitate improvements in pedestrian circulation.

Policy A.4.d Allow on-street parking in compatible locations to improve pedestrian safety and allow a more productive use of land.

Policy A.4.e Promote a mix of uses that provide opportunities to live, work, and access active lifestyle facilities.

A.5 Medium Walkable Suburban Center is a local suburban destination providing goods and services for nearby neighborhoods and designed for greater pedestrian convenience, safety, and comfort compared to a Conventional Suburban Center. Anchored strips at a low rise scale that contain uses such as grocery stores and service-oriented offices are typical. Open spaces are generally limited to pedestrian paseos and patios that encourage gathering and social interaction by residents and visitors. Customers are drawn primarily from the local area of 5 miles away via arterial streets with frequent bus service.

Medium Walkable Suburban Centers are designated for the peripheral areas of the Maryvale Core along 75th Avenue and the north side of Thomas Road on existing commercial parcels.

Policy A.5.a Permit heights up to four stories.

Policy A.5.b Require pedestrian-oriented designs to encourage a safe, comfortable and convenient walking environment. Buildings, entrances and windows should front along sidewalks and parking should be located behind buildings.

Policy A.5.c Permit modest increases in lot coverage and reductions in parking ratios to facilitate improvements in pedestrian circulation.

Policy A.5.d Allow on-street parking in compatible locations to improve pedestrian safety and allow a more productive use of land.

Policy A.5.e Promote a mix of uses that provide greater convenience by reducing the number of trips needed for day-to-day errands.

A.6 Minor Walkable Suburban Center is a suburban neighborhood destination designed for greater pedestrian convenience, safety, and comfort compared to a Conventional Suburban Center. Small, unanchored strips and single tenant free-standing buildings provide uses such as shops, offices, restaurants, pharmacies, service stations, food marts, and daycare services. Access is provided from an arterial street with frequent bus service, or a collector street that allows curbside parking. Open space is usually limited to small patios. The majority of customers are drawn from adjacent neighborhoods of less than 2 miles away.

Minor Walkable Suburban Center is designated for the peripheral area of the Maryvale Core along the east side of 83rd Avenue on existing commercial parcels.

Policy A.6.a Permit height up to four stories.

Mobility Goal

The Maryvale Core is envisioned to be a pedestrian-friendly environment that provides high quality transit services and amenities for bicyclists. The current context of the Core is car-oriented built with preference given to convenient driving conditions. The plan therefore assigns a higher priority to alternative modes of transportation in order to create a balanced circulation system more aligned with the community's vision.

Three community-desired outcomes comprise the Mobility Goal for the Maryvale Core

Walkability - Development within the Maryvale Core should be designed to satisfy all three fundamental criteria of walkability: comfort, convenience, and safety. Comfort requires shaded sidewalks along building frontages that promote social interaction such as porches, stoops, and storefronts as opposed to streets lined with lifeless blank walls and parking lots. Convenience entails short block sizes, narrow roadways, and a permeable street grid that allows more direct connections to multiple destinations. Safety demands a minimization of driveway cuts across sidewalks; reduction of the design speed of streets; installation of pedestrian-scaled lighting; coverage of building fronts with windows that allow sidewalk surveillance; and provision of on-street parking and tree rows to buffer car traffic from pedestrians.

Performance Measures:
Intersection density
% active uses along Pedestrian Contexts
% of sidewalks with dense shade.

Complete Streets - Streets in the Maryvale Core should be designed to accommodate pedestrians, bicyclists, and motorists as well as buses and light rail on designated routes. In order to achieve greater service equity across transportation modes, improvements that benefit pedestrians or cyclists should move forward even if they necessitate a reduction in motorist convenience. Streets should also incorporate green infrastructure designs that manage stormwater more efficiently by channeling runoff to street trees and district open spaces for additional irrigation.

Performance Measures:
% bike lane density
% streets built in accordance with Street Type
% streets with parking
% streets with "green" stormwater management designs.
% of sidewalks with dense shade

Regional Transit Connectivity - The Core should be accessible to the region and well-connected to Maryvale neighborhoods via high-quality transit services. Local bus service should be designed to provide convenient and reliable transportation to retail, commercial, employment, social, and recreational destinations in and around the Core with minimal transfers. Neighborhood circulator service, MARY (Maryvale Area Route for You) should continue to focus on improving mobility and access by providing limited transit service between residential communities and the Core and neighborhood service areas. Commuter transit service, Express and RAPID, should continue to be routed through the Core using the High Capacity Transit Corridors, with stops at the Desert Sky Transit Center and the planned light rail station on 79th Avenue south of McDowell Road. Future light rail routes should not be planned in isolated segments, but as a network of connected centers with the Maryvale Core serving as one of the principal destinations in a regional corridor that ultimately links Downtown Phoenix, the State Capitol, Banner Estrella Medical Center, and the Westgate City Center in Glendale. Future light rail corridors and stations should be planned with corresponding improvements to local transit service to ensure that transfers between the modes are safe, convenient, and logical for passengers.

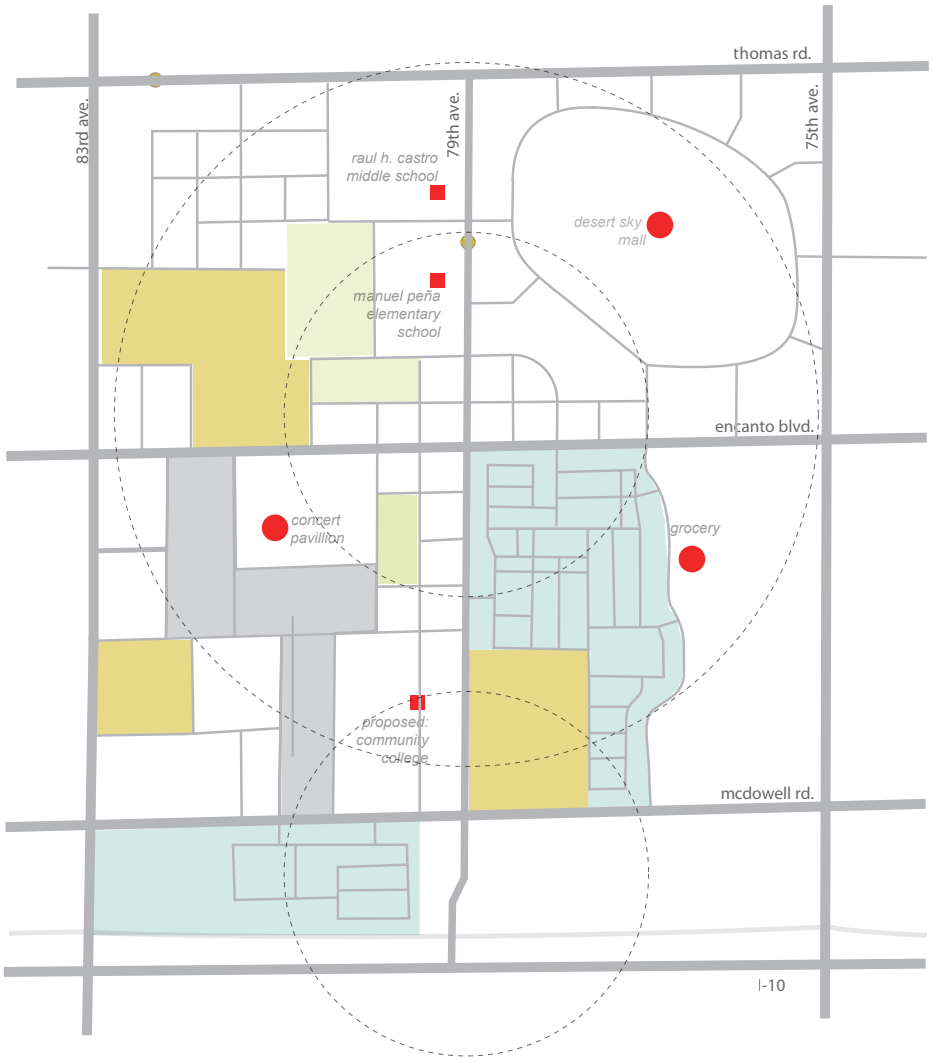
Performance Measures:
Avg. Hours of Train service per day
Avg. Hours of Bus service per day
Avg. Train frequency (minutes)
Avg. Bus frequency (minutes)

Mobility Planning

Mobility and land use plans must be closely coordinated in order to enable residents to meet their day-to-day needs with the minimum amount of travel distance and cost. To support location-efficient development patterns, mobility planning must connect and integrate origins, destinations, and nodes in a network that is equitable to transit, bicyclists, pedestrians, and those using assistive devices. The term origin refers to a residential area where round trips begin. A destination may include shopping, employment, entertainment, recreation, or other location that attracts travelers from multiple origins. Nodes are transportation junctions that connect the links between origins and destinations; examples include high-traffic intersections, transit stations, and parking garages.

Mobility Network

To better coordinate land use with mobility planning, Place Types serve to guide the location, linkage and integration of origins, destinations and nodes. For example, Medium Urban Center envisions an active pedestrian environment and specifies the integration of origins and destinations through mixed-use development; and by concentrating development close to a pedestrian-compatible light rail node, mobility and destination-accessibility is further enhanced. On the other hand, heavy automobile-traffic nodes, such as freeway access ramps, arterial street intersections, and parking garages are strategically planned to minimize conflicts with pedestrian-intensive areas.



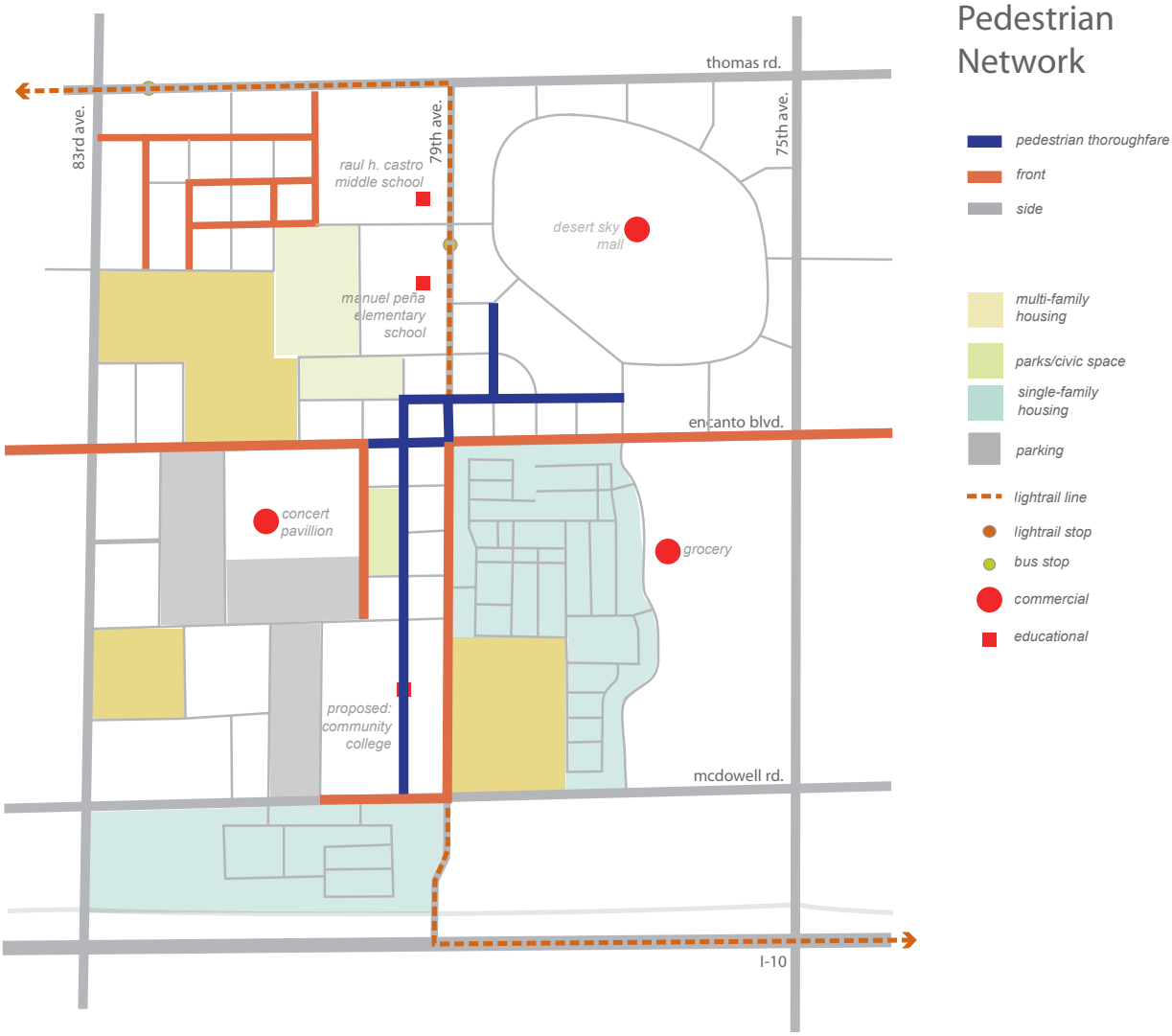
Origins, Nodes, and Destinations

Origins
- multi-family housing
- single-family housing

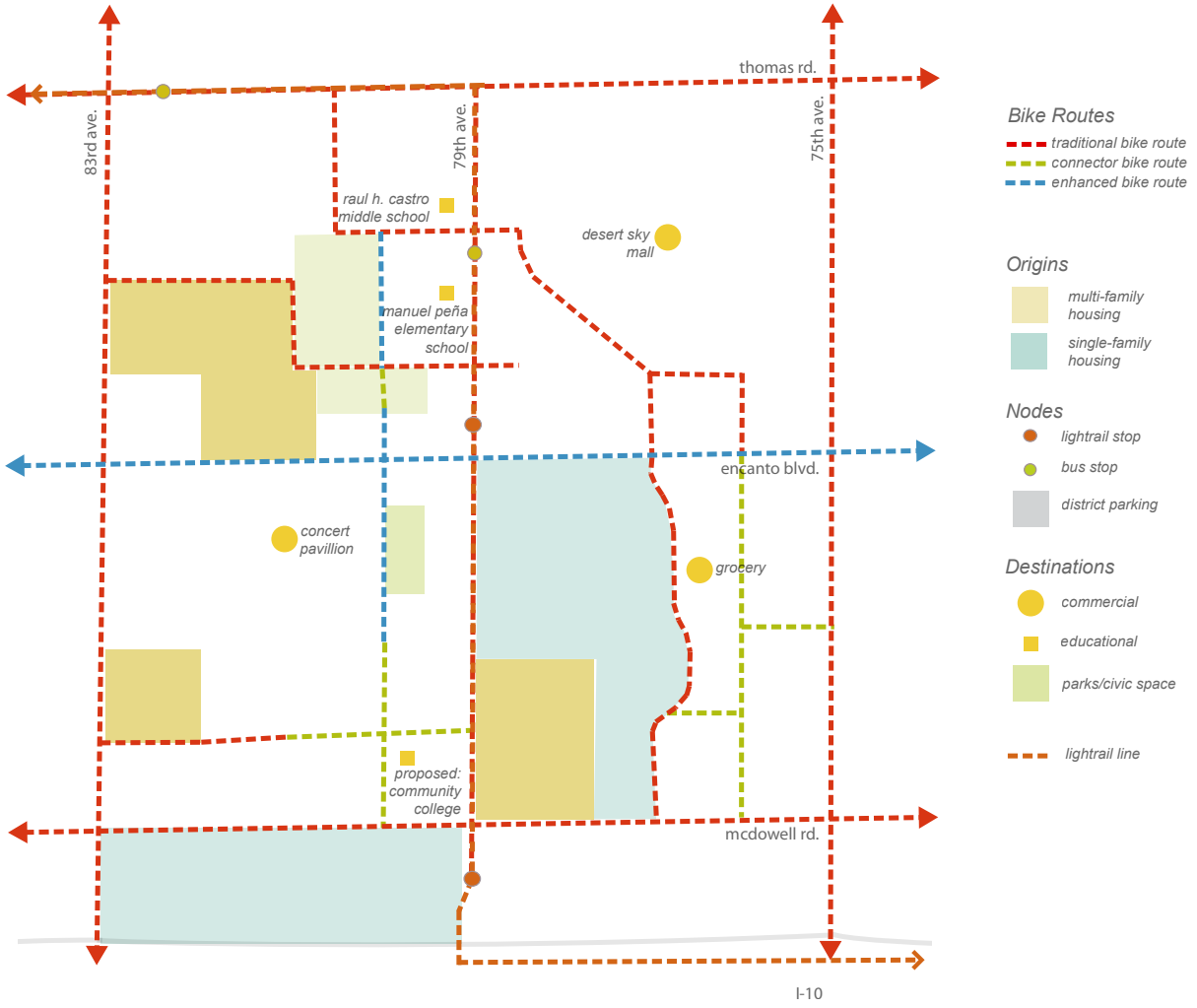
Nodes
- lightrail stop
- bus stop
- district parking

Destinations
- commercial
- educational
- parks/civic space

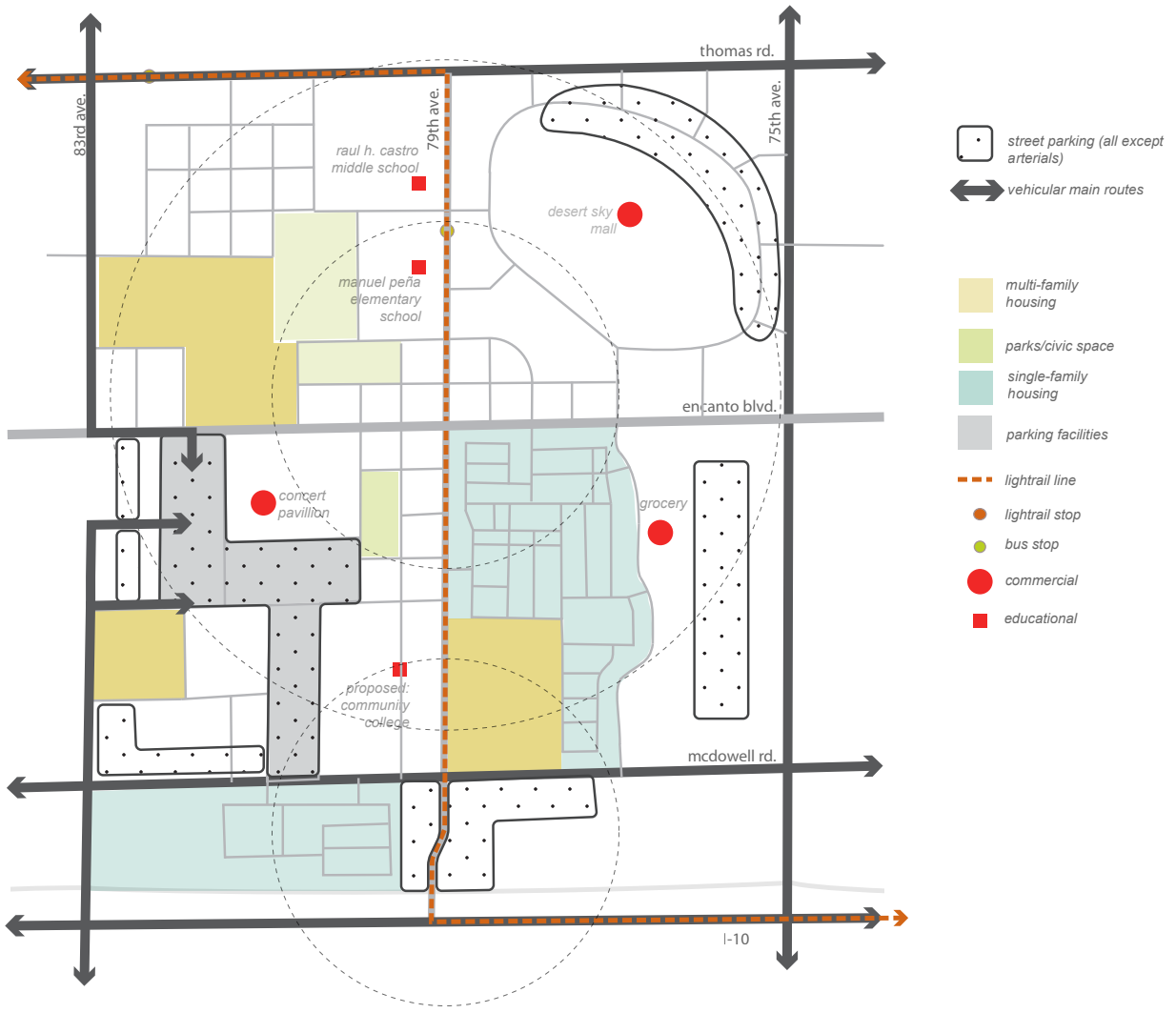
For this reason, the Commuter Center Place Type does not specify co-locating origins and destinations, but instead aims to provide a gateway for origins located outside the Core. Through the integration of park-and-ride facilities, commuter bus routes, direct freeway access, and light rail, the Commuter Center is planned to form a significant multi-modal node designed to support the Core's regional accessibility while simultaneously improving mobility for Core residents and commuters living in surrounding areas.



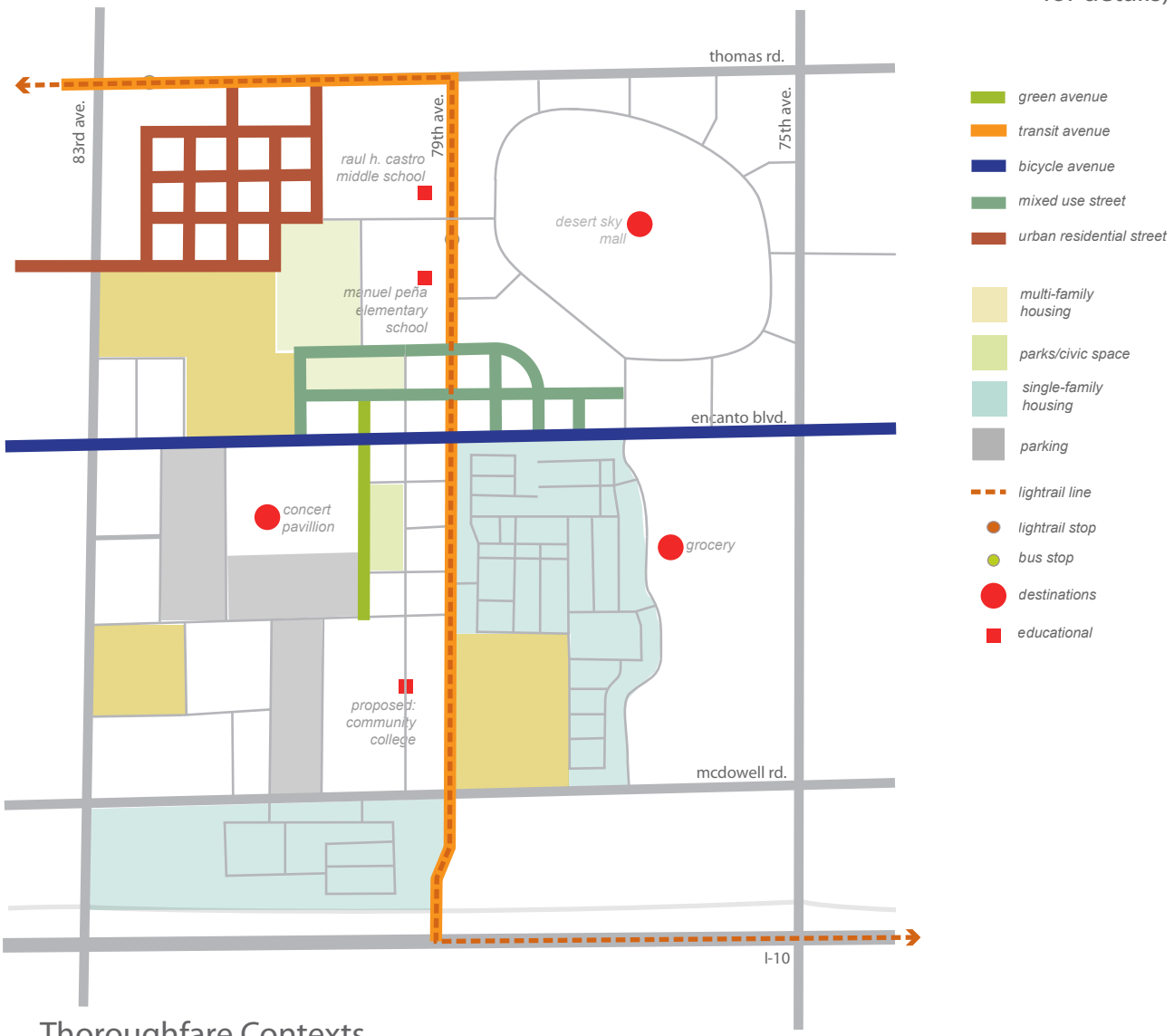
Bicycle Network Diagram



Automobile Network Diagram



Street Type Diagram
(see cross sections for details)



Thoroughfare Contexts

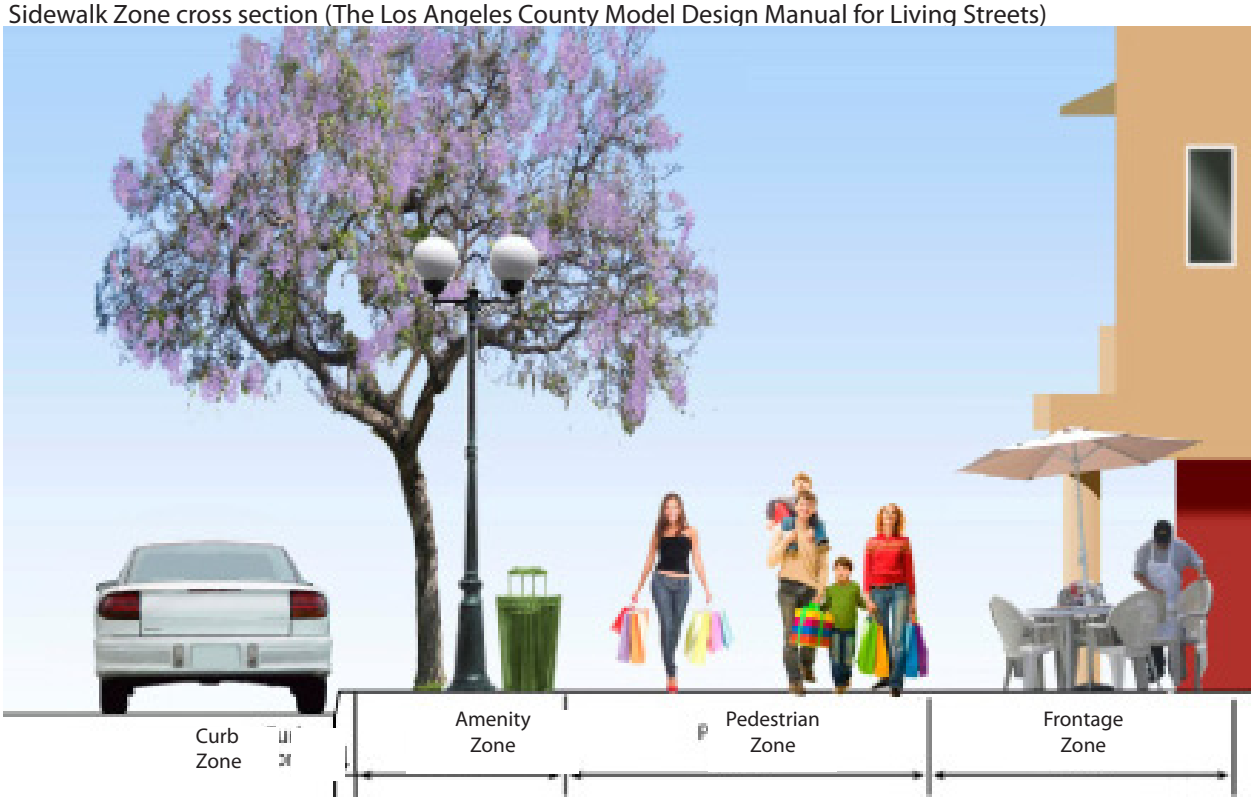
To strengthen the connection between land use and mobility further, rights-of-way are assigned Thoroughfare Contexts that designate appropriate building orientations, ground floor uses, and improvement priorities based on their network linkages between origins, destinations, and nodes, and the characteristics of the surrounding Place Types. Pedestrian Contexts are planned for the highest level of walkability and provide key connections between significant destinations and nodes. Driveway entrances are restricted; active ground-floor uses such as stores and restaurants are required; and a higher priority is given to investment in pedestrian amenities like street furniture, shade structures, decorative lighting, curb extensions, enhanced crosswalk visibility, and extra-wide sidewalks. Front Contexts may or may not include active ground floor uses, but may require buildings to orient primary entrances and windows along the ground floor. Driveway entrances are discouraged. Side Contexts are more automobile-oriented and are the appropriate location for driveway entrances, loading docks, service access, and equipment boxes. These are a lower priority for investment in pedestrian amenities.

Sidewalk Design

Sidewalks are the most important component of mobility in the Maryvale core as they provide both destination-accessibility and connections between all modes including automobiles, bicycles and transit. It is critical, therefore, that sidewalks are designed to ensure safe, convenient and comfortable conditions for people of all ages and physical abilities. Sidewalks should respond to the surrounding Place Type. Streets in a residential neighborhood require different sidewalk dimensions than those lined with commercial establishments in a mixed-use center. Every sidewalk however should include four distinct zones: the frontage zone, pedestrian zone, amenity zone, and curb zone.

The Frontage Zone is the portion of the sidewalk located immediately adjacent to buildings and contains space for entryways, awnings, signs, news racks, benches, outdoor café seating, and landscape. The Pedestrian Zone is situated between the Frontage Zone and the Amenity Zone, and is the area dedicated to walking. The Pedestrian Zone should be kept clear of all fixtures and obstructions and provide a seamless and safe path for wheelchair and white cane users. The Amenity Zone is located between the Curb Zone and the Pedestrian Zone and contains all fixtures, including street trees, bus shelters, parking meters, utility poles and boxes, lamp posts, signs, bike racks, news racks, benches, waste receptacles, drinking fountains, and other amenities in order to keep the Pedestrian Zone free of obstructions. The Curb Zone defines the boundary between pedestrian and automobile areas and serves primarily to prevent water and cars from encroaching onto the sidewalk. The zone should be slightly wider when adjacent to on-street parking to allow car doors to open without impediments. Designing with the most up-
to-date ADA guidelines is critical as the curb is also the area that people that use assistive devices must traverse to get from the street to the sidewalk.

Sidewalk Zone cross section (The Los Angeles County Model Design Manual for Living Streets)



Street Types - The following lane widths are typical lane widths and may not reflect approved plans.

Street Types specify appropriate right-of-way design guidelines by synthesizing Thoroughfare Contexts, Place Type elements, and the corridor's functional characteristics. In suburban Place Types, Arterial, Collector, and Local classifications are used in correspondence to corridors with high, medium, and low traffic capacity. A similar hierarchy is used for corridors within urban Place Types, which are categorized as Boulevards, Avenues and Streets. Urban Street Types differ, however, by providing a more balanced level of service for pedestrians, bicyclists, and transit. City policy and the community's preferences for the Maryvale Core necessitate a greater focus on transportation mode equity. Seven new Street Types have been assigned accordingly in order to better align future development with the vision. See page 44 for Street Type diagram.

Urban Street Types

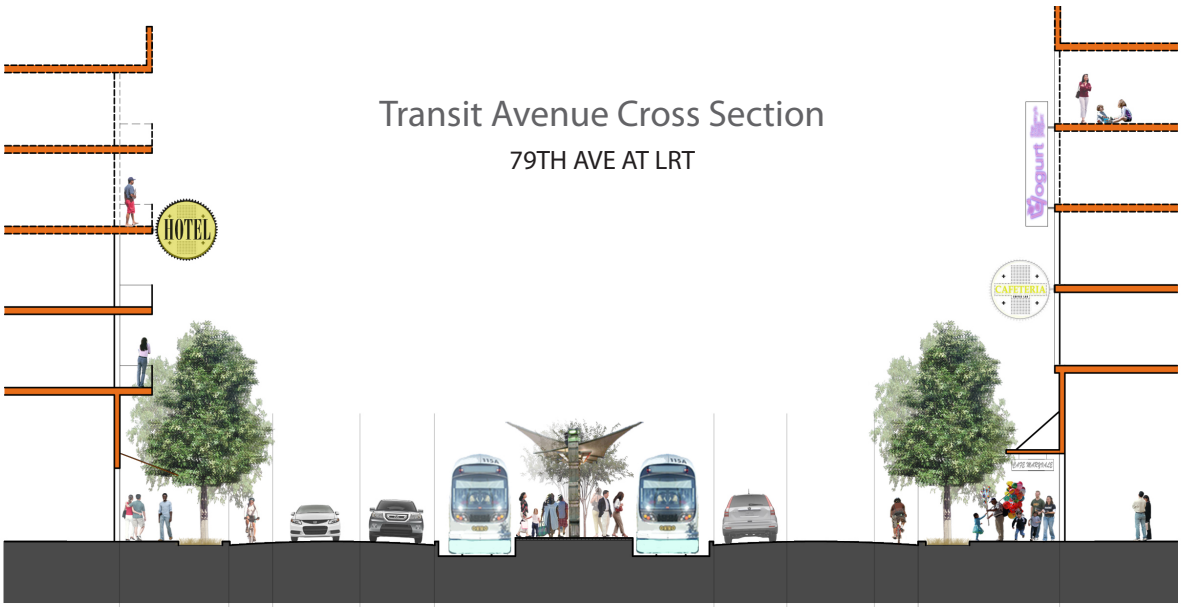
Transit Boulevard is distinguished by its function as a regional high capacity transit corridor. This Street Type is designed to carry moderate to high traffic volumes at medium to high speeds. Depending on transit mode, traffic pattern, right-of-way availability and Thoroughfare Context, two to three vehicle travel lanes are provided in each direction, and landscape-separated slip lanes are added for on-street parking in ideal circumstances. Bicycle lanes are generally provided along with relatively wide sidewalks. Transit Boulevard is designated for Thomas Road west of 79th Avenue in order to support the corridor's potential as a future light rail route.

Transit Avenue is distinguished by its function as a local high-capacity transit corridor. This Street Type is designed to carry low to moderate traffic volumes at low to medium speeds and often provides a connecting link between Transit Boulevards. Depending on transit mode, traffic pattern, right-of-way availability and Thoroughfare Context, Transit Avenues generally provide one lane of vehicle travel in each direction and parking lanes, or two travel lanes without parking lanes. Bicycle lanes are usually provided and sidewalks are relatively wide. Transit Avenue is designated for 79th Avenue between I-10 and Thomas Road in order to support the corridor's potential as a future light rail route.

Bicycle Avenue is distinguished by its function as a significant bicycle corridor and provides enhanced bicycle lanes designed to maximize safety. This Street Type is intended to carry low to moderate traffic volumes at low to medium speeds. Depending on traffic pattern, right-of-way availability and Thoroughfare Context, one to two vehicle travel lanes and a parking lane are provided in each direction and sidewalks are relatively wide. Bicycle Avenue is designated for Encanto Boulevard and provides a key link between neighborhoods, parks, and schools both within and outside the Core.

Transit Avenue Cross Section

79TH AVE AT LRT



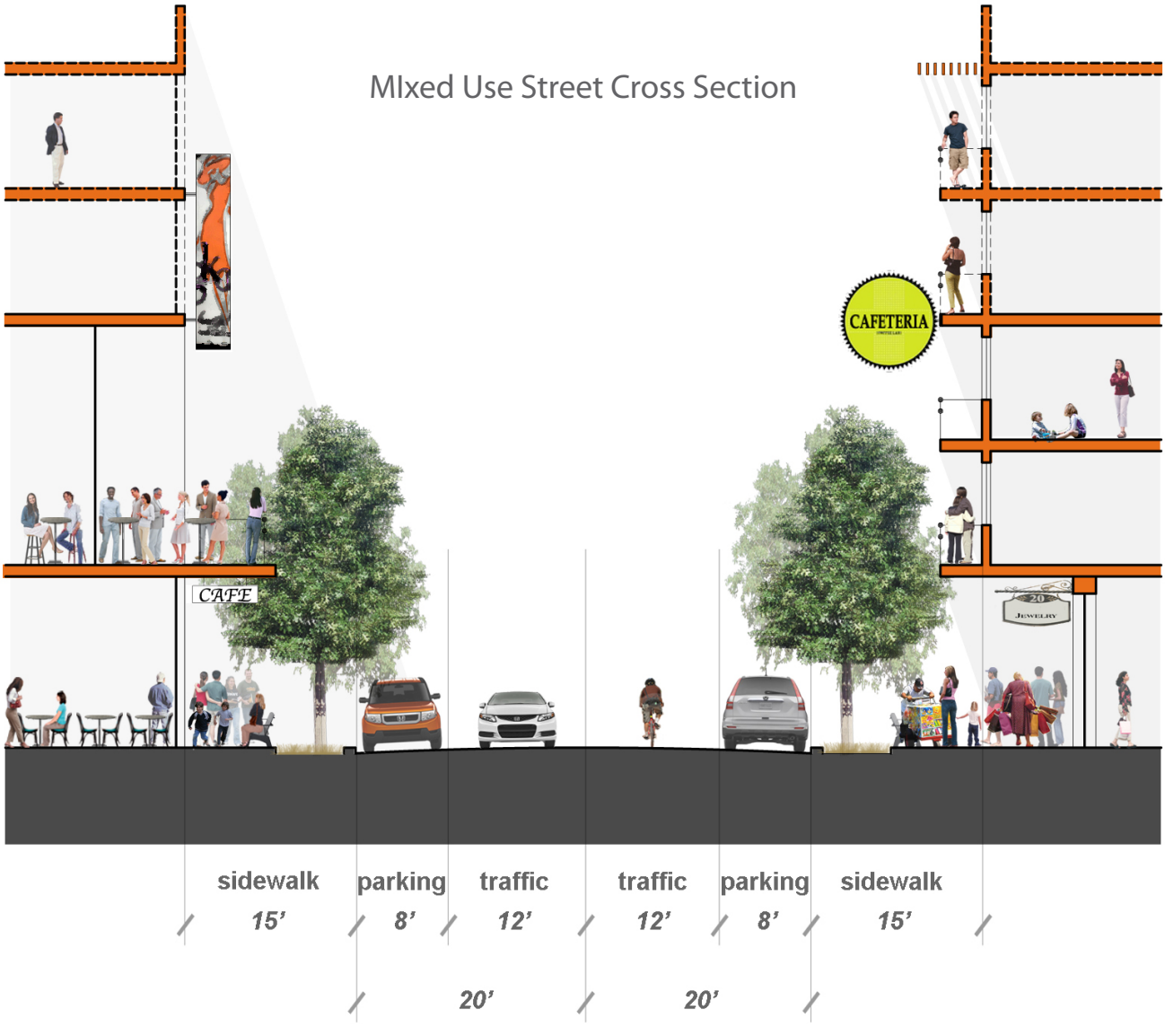
Bicycle Avenue Cross Section

ENCANTO BLVD

Green Avenue is distinguished by its function as an environmentally-sensitive district stormwater management corridor. A carefully graded and landscaped bioswale designed to direct, slow, absorb and filter stormwater without the use of concrete channels or rip-rap is provided and doubles as a linear park in ideal circumstances. This Street Type is designed to carry low to moderate traffic volumes at low to medium speeds. Depending on traffic pattern, right-of-way availability and Thoroughfare Context, one to two vehicle travel lanes and a parking lane are provided in each direction along with bicycle lanes or trails and relatively wide sidewalks. Green Avenue is designated for a new 80th Avenue and is planned to convey stormwater between district basins within the Core and create a linear park on the city-owned concert pavilion property.

Green Avenue Cross Section

Mixed Use Street is distinguished by a high level of activity and walkability. This Street Type is designed to carry low traffic volumes at low speeds and provides safe conditions for bicycles to share the road with vehicles. One travel lane and parking lane is provided in each direction and bicycle lanes are not delineated. Sidewalks in Pedestrian and Front Contexts are extra wide to provide a higher pedestrian level of service and better accommodate active frontages such as outdoor dining patios and storefronts. Mixed Use Street is designated for new streets within the Medium Urban Center Place Type.



Urban Residential Street is distinguished by a high level of walkability within an active neighborhood setting. This Street Type is designed to carry low traffic volumes at low speeds and provides safe conditions for bicycles to share the road with vehicles. One travel lane and parking lane is provided in each direction and bicycle lanes are not delineated. Sidewalks are lined with shade trees and landscape with a higher priority of Amenity Zone improvements along Front Contexts. Urban Residential Street is designated for new streets within the Urban Neighborhood Place Type.

Urban Residential Street Cross Section

Suburban Street Types

These street types correspond to the currently adopted street standards of the city of Phoenix. Conventional Arterial is distinguished by its function as a significant vehicular traffic corridor. This Street Type is designed to carry a high traffic volume at high speeds. Bike lanes are usually demarcated; however, space dedicated to sidewalks, landscape and pedestrian amenities are limited as automobile level of service is the top priority. Enhanced crosswalk demarcation and visibility is provided within intersections that provided connections to pedestrian intensive areas. Conventional Arterial is designated for the corridors on the perimeter of the Core, including 75th Avenue, 83rd Avenue, McDowell Road, and Thomas Road, east of 79th Avenue.

Conventional Local is distinguished by its function as an automobile-oriented, low activity neighborhood street. This Street Type is designed to carry low traffic volumes at low speeds. One travel lane is provided in each direction and wide enough to allow on-street parking. Narrow attached sidewalks with frequent driveway crossings are typical and bicycle lanes are not provided. Conventional Local is designated for streets within the Conventional Suburban Place Type.

Walkable Local is distinguished by its function as a pedestrian-oriented, low activity neighborhood street. This

Street Type is designed to carry low traffic volumes at low speeds. One travel lane is provided in each direction and wide enough to allow on-street parking. Detached sidewalks lined with tree rows and infrequent driveway crossings are typical and bicycle lanes are not provided. Walkable Local is designated for streets within the Walkable Suburban Place Type.

Mobility Policies

Policy B.1 Support the construction of light rail along 79th Avenue and Thomas road, west of 79th Avenue, in accordance with the Mobility Network.

Policy B.2 Plat streets in a grid pattern with frequent four-way intersections consistent with the Mobility Network and recommended block sizes for the Place Type. The street network should serve to moderate traffic volumes, increase on-street parking supply, and prioritize convenient pedestrian circulation.

Policy B.3 Construct streets in accordance with Street Types as resources become available or development is proposed. Pedestrian, bicycle and transit improvements are a higher priority than vehicle level-of-service if right-of-way limitations necessitate a shift in capacity from roadway lanes to alternative modes.

Policy B.4 Prohibit cul-de-sacs and gated streets in order to improve pedestrian connectivity and more evenly distribute vehicular traffic.

Policy B.5 Require appropriately-spaced street trees in order to provide additional shading and buffers between sidewalks and vehicle travel lanes. Encourage native broadleaf trees that provide dense shade and discourage ornamental trees like Palms.

Policy B.6 Provide an enhanced bicycle lane/facility along Encanto Boulevard, as resources become available, in order to provide a safer route to schools and parks. Fully painted lanes, curbing or bump-strips, and intersection bike boxes may be provided.

Policy B.7 Require at least a minimum amount of bicycle parking in new development.

Policy B.8 Encrourage new design to install bicycle lockers, showers with lockers, and additional racks.

Policy B.9 Permit on-street parking in accordance with Mobility Network in order to encourage a more productive use of land and provide buffers between sidewalks and vehicle travel lanes.

Policy B.10 Require active uses along Pedestrian Contexts in order to concentrate street life in a contiguous area and support the creation of a vibrant destination.

Policy B.11 Prohibit driveway entrances along Pedestrian Contexts and minimize them along Front Contexts in order to increase pedestrian safety by reducing vehicular conflict points and create a more continuous and visually-interesting streetscape.

Policy B.12 Design Mixed Use and Urban Residential Streets for a maximum speed limit of 25 miles per hour in order to increase pedestrian and bicycle safety and maintain vehicle capacity with fewer lanes.

Policy B.13 Prohibit perimeter fencing taller than 40 inches along Active and Front Contexts in order to facilitate pedestrian circulation, enable sidewalk surveillance, and create a more visually interesting streetscape. Security can be achieved by fronting buildings along sidewalks and providing pedestrian gates at courtyard entrances.

Policy B.14 Limit curb-radii to a maximum of 15-20 feet within neighborhood Place Types and at Active and Front Context intersections, except those with bus turning, in order to slow turning speeds and improve pedestrian safety in accordance with the Mobility Network. Fire trucks can be accommodated by temporarily encroaching into multiple lanes if necessary as sirens will serve to alert other vehicles. Other infrequent users, such as moving vans, should be treated as a lower priority than regular pedestrian users and therefore temporary inconveniences, such as the occasional 3-point turn, are acceptable.

Policy B.15 Limit parking lots, garages, mechanical equipment, refuse dumpsters, loading docks and other utilitarian building elements to alleys and to Side Contexts with appropriate screening.

Policy B.16 Manage stormwater through a district system of basins and swales without creating barriers between buildings and sidewalks. Medians and planters in Amenity Zones should be used to supplement stormwater management through curb openings and permeable walkways from on-street parking to sidewalks.

Policy B.17 Manage parking through a district system of strategically located public garages, shared lots and on-street spaces. District garages should be located outside of pedestrian-intensive areas to avoid traffic conflicts and additional required travel lanes. Site parking should be located behind buildings or designed with garages wrapped with habitable space.

Policy B.18 Ensure light rail station accessibility and safety by requiring visible building entrances and pedestrian through-routes; avoiding grade changes and driveway cuts; and encouraging active uses, patios and windows on development adjacent to platforms.

Policy B.19 Provide decorative, pedestrian-scaled streetlights along Pedestrian Contexts that provide uniform, soft, low-intensity lighting. Poles should be a maximum of 15 feet tall and fitted with mountings for street signs in order to avoid the waste and clutter of additional poles.

Policy B.20 Enhance demarcation and visibility of all crosswalks within and connected to the Core.

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Urban Design Goal

Create new development that respects the style and design of the culture and heritage of the Maryvale community while promoting a vibrant pedestrian environment that can integrate with future light rail stations.

Courtyard

Residential Design Policies

Neighborhood Infill: Multi-family

Policy C.1.a Allow on-street parking and surface parking behind the units.

Policy C.1.b Alleyways should allow access to parking.

Policy C.1.c Frontage should be a maximum 10-foot building setback and 6-feet from sidewalk to porch.

Neighborhood Infill: Single-family houses

Policy C.2.a Alleyways should allow access to individual rear garages.

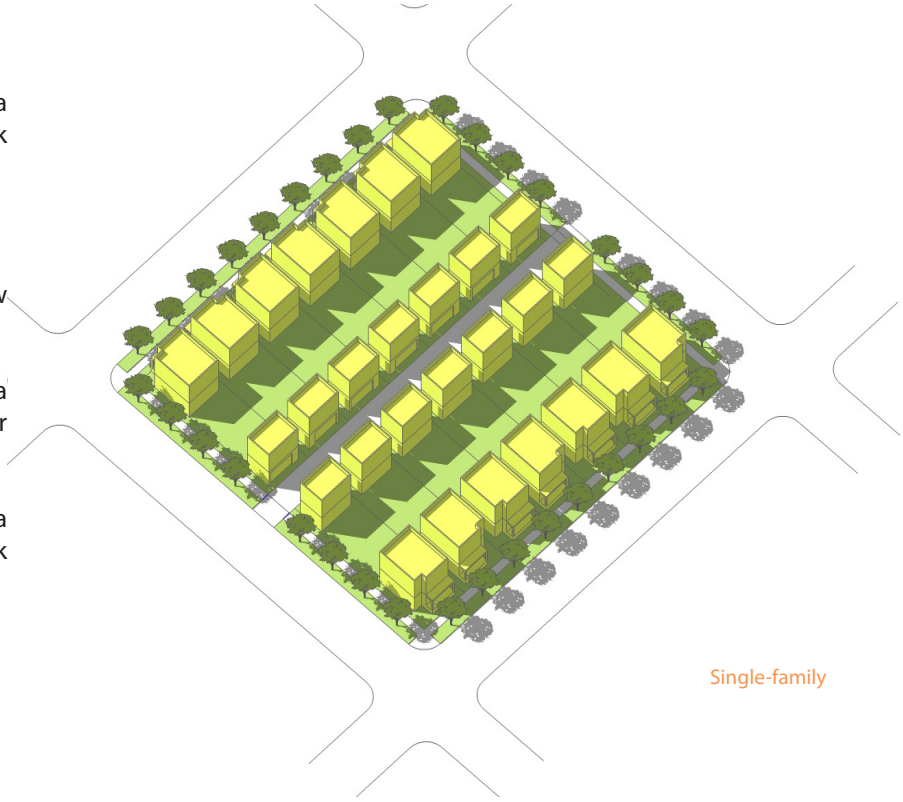
Policy C.2.b Frontage should be a maximum 10-foot building setback and 6-feet from sidewalk to porch.

Neighborhood Infill: Courtyard Homes

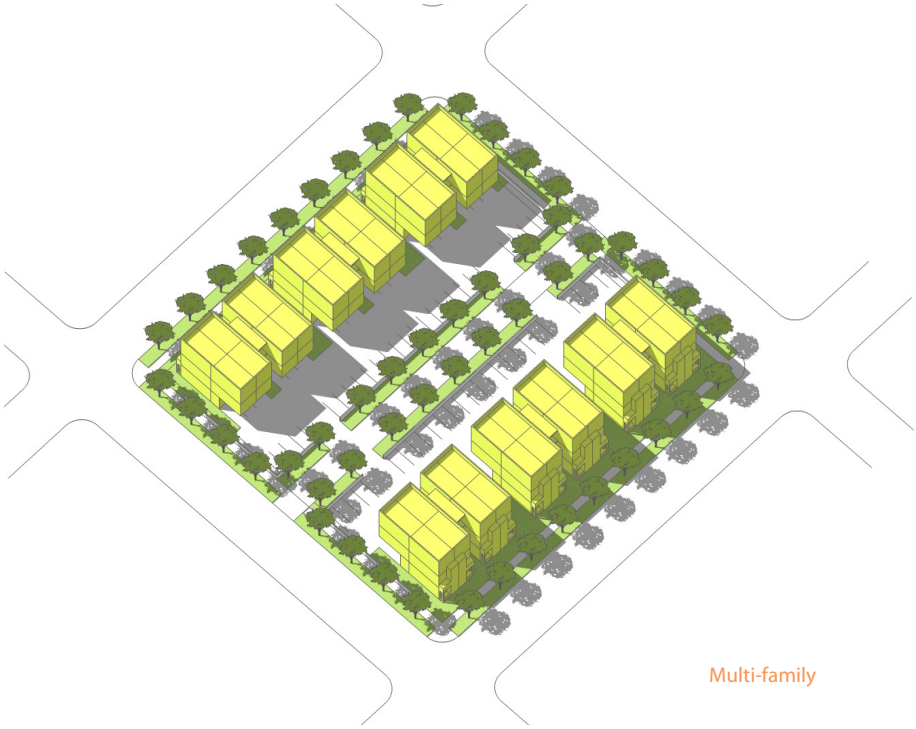
Policy C.3.a Alleyways should allow access to individual rear garages.

Policy C.3.b Design should be a courtyard style with potential for rental unit in the rear.

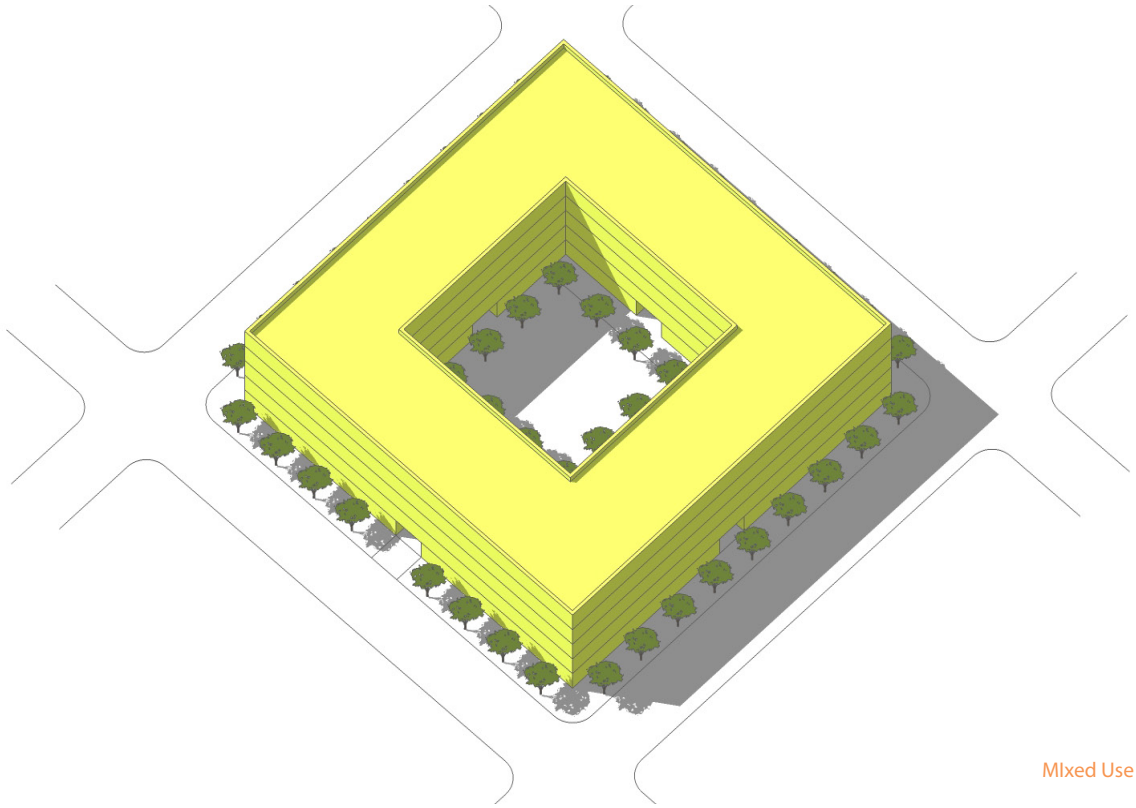
Policy C.3.c Frontage should be a maximum 10-foot building setback and 6-feet from sidewalk to porch.



Single-family



Multi-family



MIxed Use Multi-family

Paseo
Courtyard Design Policies

Mixed Use Multi-family - Mixed use multi-family apartments/ condominiums over on-street commercial/retail.

Policy C.4.a Allow on-street parking and a parking structure within the building.

Policy C.4.b Alleyways should allow access to units, parking structure, and paseo/courtyard.

Policy C.4.c Streetscape should provide shade trees and 15-20 foot wide sidewalks.

Policy C.4.d Frontage should be a

zero-lot-line.

Multi-family Parking Wrap – Multi-family apartments/condominiums wrapped around parking structure.

Policy C.5.a Allow on-street parking and a parking structure within the building with photovoltaic panels over top floor parking.

Policy C.5.b Alleyways should allow access to units and parking structure.

Policy C.5.c Streetscape should provide shade trees and 15 foot wide sidewalks.

Policy C.5.d Frontage should be a zero-lot-line.

Multi-family Courtyard – Multi-family apartments/condominiums around community courtyard.

Policy C.6.a Allow on-street parking and use district or shared parking.

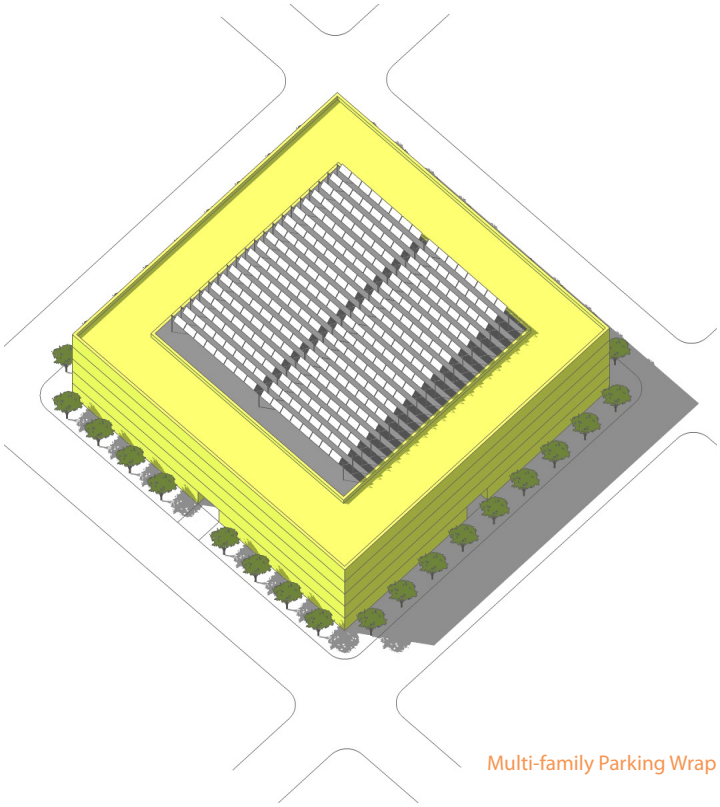
Policy C.6.b Alleyways should allow access to units and courtyard.

Policy C.6.c Streetscape should provide shade trees and 15 foot wide sidewalks.

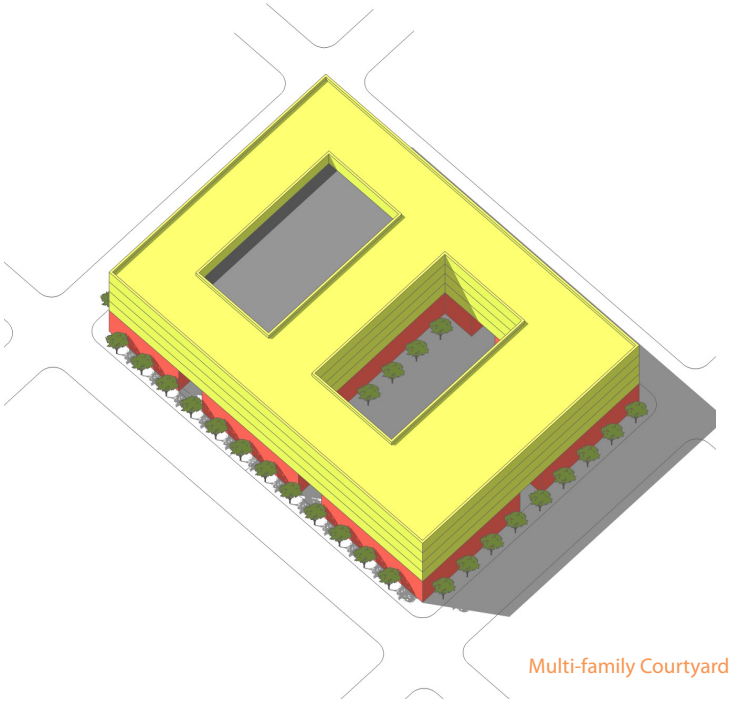
Policy C.6.d Frontage should be a zero-lot-line.

Policy C.7.d Frontage should be a zero-lot-line.

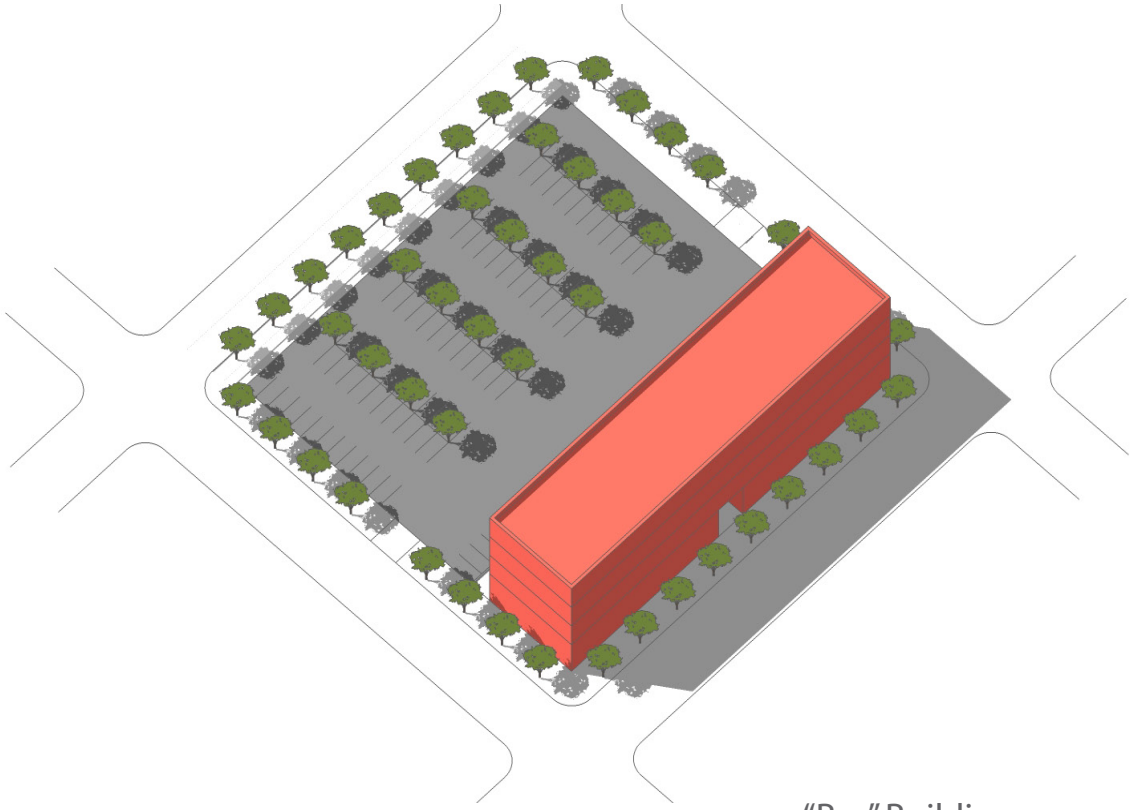
Policy C.7.e Phase 3 should utilize photovoltaic panels on the top floor of parking structure.



Multi-family Parking Wrap



Multi-family Courtyard



Phase I

"Bar" Building Design Policies: A phased approach to development.

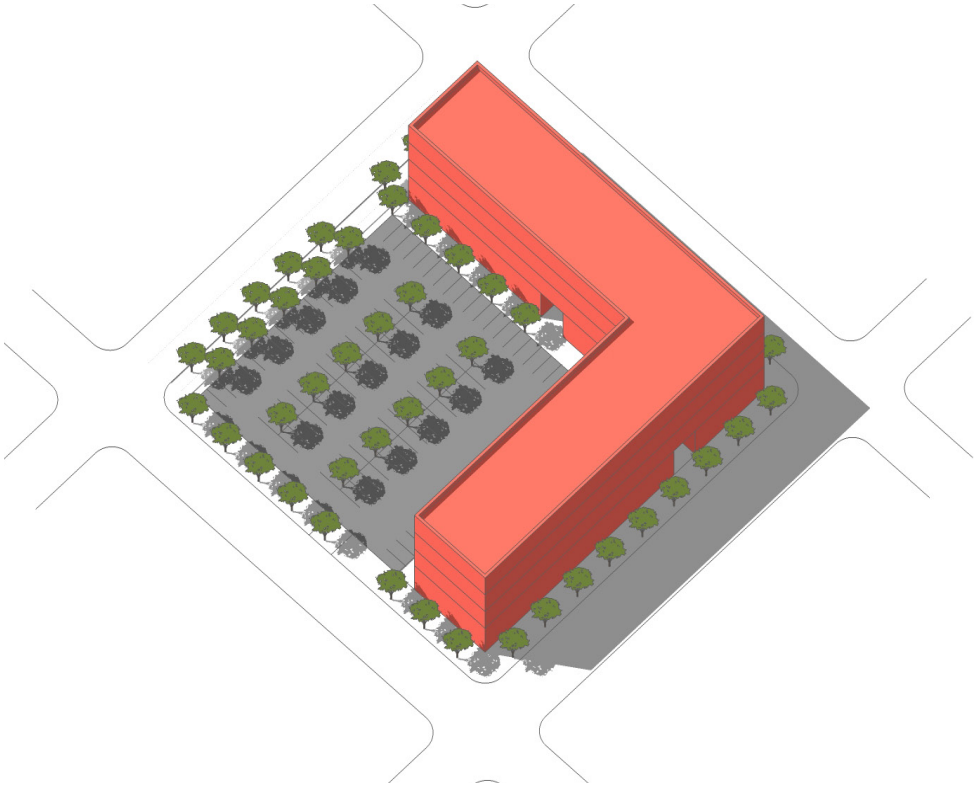
Policy C.7.a Allow on-street parking and in landscaped surface lot.

Policy C.7.b Alleyways should allow access to landscaped parking.

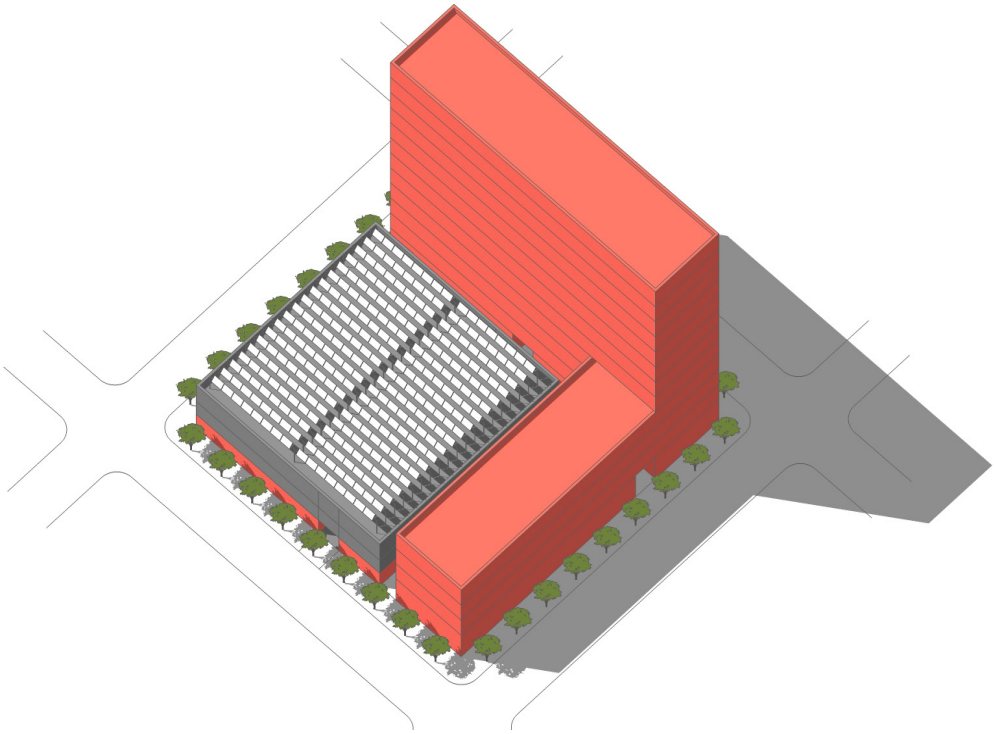
Policy C.7.c Streetscape should provide shade trees and 15-20 wide foot sidewalks.

Policy C.7.d Frontage should be a zero-lot-line.

Policy C.7.e Phase 3 should utilize photovoltaic panels on the top floor of parking structure.



Phase II



Phase III

General Building Design Policies

Policy C.8 Encourage architectural design that complements the style, character, and materials of surrounding structures that contribute to the neighborhood character and reflect the culture of Maryvale.

Policy C.9 Avoid blank walls along pedestrian circulation areas. Encourage the use of green screens that incorporate landscaping and break up building mass.

Policy C.10 Public and private alleyways should be usable and incorporate vegetation and art when feasible.

Policy C.11 Foundation planting areas should be along any development adjacent to a public street. At a minimum 33 percent of the length of any applicable building frontage should include foundation landscaping. Foundation plantings may be located in raised planters or beds. Raised planters can also be used for pedestrian seating areas.

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Infrastructure and Public Facilities Goal

Utilize existing city property to provide more parks and usable open space, recreational facilities, public services (libraries and community centers), transportation choices, and a safe environment for bicyclists and pedestrians. Locating these amenities within a short walk to housing and transit stations and connecting them with densely shaded sidewalks will help foster a higher quality of life.

Performance Measures:
% of housing within ¼ mile of public open space
% of housing within ¼ mile of social service facilities.
% of housing within ¼ mile of public transit.

Infrastructure and Public Facilities Policies:

- Provide transportation centers that connect to pedestrian and bicycle routes.

  Policy D.1 Provide a new Transit Center to be built by the city of Phoenix Public Transit Department within the Core. The transit center shall provide bicycle parking and be connected to shaded pedestrian walkways and future light rail stations and RAPID, express, local, and circulator bus routes.

  Policy D.2 That the city continues to monitor the route and service for the neighborhood circulator, MARY, to include new development and light-rail stations as they occur.

- Provide improvements to the concert pavilion site including promotion of various uses.

  Policy D.3 Support the recommendations set forth in the "Cricket Pavilion Task Force Final Recommendation Report (February 2011)": budgeting for future improvements, co-hosted events, mixed-use development, land usage development, landscape improvements, light rail connection, parking lot facilities and improvements, and a marketing plan for the pavilion.

  Policy D.4 Use joint development agreements and other public-private partnerships to develop the existing parking lot on the eastern portion of the site.

- Provide parks and functional open space that can be used for sports, recreation and public gatherings.

  Policy D.5 All newly constructed development shall establish pedestrian connections to city parks and open space.

  Policy D.6 Ensure that all city playgrounds, courts, and ball fields are available to the public when not in use by organized recreational leagues and schools.

  Policy D.7 Pursue joint use agreements or reciprocal use agreements to share school facilities and land with neighborhood residents.

- Provide efficient parking and minimize surface parking lots.

  Policy D.8 Seek public-private partnerships, joint development agreements or future bond opportunities to construct a shared parking structure within the concert pavilion site.

- Encourage storm water management.

  Policy D.9 A district-wide storm water management plan should be encouraged by the city in partnership with potential developers and land owners that abide by the 2004 City of Phoenix "Storm Water Policies and Standards".

- All residents should have safe, connected pedestrian access to open space.

  Policy D.10 Every development shall submit a pedestrian and bicycle plan that shows internal/external connectivity providing 75% shade coverage, measured at the noon summer solstice, along pathways.

- Public Art should be integrated into facilities and signage.

  Policy D.11 The city should continue to explore funding options to create unique bus shelters, street furniture, and way-finding signage throughout the core incorporating public art reflecting the Maryvale culture and heritage.

  Policy D.12 New developments should include interactive art, water features and media/visual elements to be used by the public.

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Sustainability Goal

Design sites and buildings to minimize energy and water usage, provide ample shade, and minimize the urban heat island while promoting small businesses and social equity.

Performance Measures:
% of housing within ¼ mile of a fresh healthy food
Electricity use per capita (kWh)
    Commercial
    Residential
Water use per capita (GPCD)
    Commercial
    Residential

Sustainability Policies:

- Encourage an environment that supports healthy eating and an active lifestyle.

  Policy E.1 All development should abide by the Safe Routes to School policy through the city of Phoenix Street and Transportation Department.

  Policy E.2 New development should provide attractive stairs as an active design principle were feasible.

  Policy E.3 New development, civic spaces, and parks should consider edible landscaping where feasible.

  Policy E.4 All new developments should conduct a Health Impact Assessment (HIA). "HIA is a means of assessing the health impacts of policies, plans and projects in diverse economic sectors using quantitative, qualiitative and participatory techniques." World Health Organization

- Encourage social cohesion and interaction.

  Policy E.5 Provide opportunities for community-gardens within all zoning categories.

  Policy E.6 Commercial and residential developments shall provide ample, activated public/community gathering spaces and venues.

  Policy E.7 Implement bonus point program to incentivise future projects that promote sustainability.

- Utilize best practices in green building, storm water management and water conservation techniques.

  Policy E.8 Encourage all new development to follow the city of Phoenix Green Construction Code.

  Policy E.9 Encourage all new development to follow the city of Phoenix Parks and Recreation Master Tree and Shade Plan.

  Policy E.10 The use of innovative water management practices should be integrated into the design of new development to the greatest extent feasible. These practices may include use of rain gardens, green roofs, bioswales, rain barrels, dedicated use of gray water, pervious concrete, and other accepted measures.

  Policy E.11 Stormwater should be managed through a district system of basins and swales designed to biofiltrate pollutants and maximize landscape irrigation efficiency. Retention basins should not have slopes steeper than a 4:1 grade, preferred 6:1 grade.

- Promote use of photovoltaic devices.

  Policy E.12 New and existing development is encouraged to use photovoltaic devices to support their individual energy usage.

- Promote local business development.

  Policy E.13 New commercial development should encourage local business development through incubator spaces and dedicated suites of practical sizes designed for local businesses. Local businesses are also encouraged to seek assistance through the city of Phoenix Community and Economic Development Department as well as project management assistance from the city's Office of Customer Advocacy.

  Policy E.14 Pursue agreements with developers for community benefits agreements that include local hiring, living wages, mixed-income, and aging-in-place housing options.

  Policy E.15 Explore existing code on mobile food vending and carts.

Maryvale Core Performance Dashboard

(The dashboard will be updated annually on the Maryvale Core Plan website located online at http://phoenix.gov/planning/maryvalecore.html)

Goal	Outcome	Performance Measure	Existing Conditions	30-Year Target	12 month Progress
Land Use	Location Efficiency	Intensity (Housing + Employment Density)	6 per acre	15 per acre	
		% of Employment within ¼ mile of planned Metro station	10%	50%	
		% of housing within ¼ mile of planned Metro station	46%	65%	
		% of parcels with more than 1 land use category	0	30%	
	Housing Diversity	Average monthly housing cost as % of median income household.	18%	25%	
		Housing Diversity Index		0.7	
	Economic Vitality	% Surface parking	23%	10%	
		Commercial Vacancy	20%	≤5%	
		Vacant Land	23%	0%	
	Sense of Place	Number of public art installations	0	2	
		Number of multicultural destinations	0	1	
		Number of parks and outdoor gathering spaces	0	6	
Infrastructure	Livability	% of housing within 1/2 mile of public open space	69%	90%	
		% of housing within ¼ mile of social service facilities.	0	75%	
Sustainability		% of housing within 1/2 mile of a fresh healthy food	61%	100%	
	Environmental Sensitivity	Electricity use per capita (kWh)	Commercial - 91,185 Residential - 6,150		
		% Green Development	0	30%	
		Water use per capita (GPCD)	Commercial - 156 Residential - 90		
Mobility	Walkability	Intersection Density	64	≥140	
		% active uses along Pedestrian Contexts	0%	100%	
		% of sidewalks with dense shade	15%	60%	
		% of Bike Streets with Bike lanes	0%	100%	
		% streets built in accordance with Street Type	20%	100%	
		% streets with parking	0%	80%	
	Complete Streets	% streets with "green" stormwater management designs.	0%	50%	
		Avg. Hours of Train service per day	0	20	
		Avg. Hours of Bus service per day	16.75	20	
		Avg. Train frequency (minutes)	0	10	
		Avg. Bus frequency (minutes)	16	10	

Key	
	Progress
	Unchanged
	Deterioration

Implementation Strategies

The implementation portion of the plan identifies strategies to implement the overall policies of this plan. These strategies are designed to provide an outline for future implementation by the city, private developers, and/or both. Since conditions may change over time, this portion of the plan will be continuously updated in order to best implement the goals and policies reflected by the community as well as monitor the policy metrics.

As of the publication date of this plan, Section 1223 (Sustainability Bonus) of the city of Phoenix Zoning Ordinance shall be used for bonuses in height and density until further entitlements are established.

1. Explore modifications to entitlements for parcels with core area. Staff is to explore the most feasible and efficient forms of entitlements in order to best implement this plan and the overall community vision. Options are to include a Form Based Code and/or a Planned Unit Development. Staff must work with each individual land owner in the Core as well as the Maryvale Village Planning Committee and extended community. Staff should also seek options to conduct a Traffic Impact Study in order to gauge street infrastructure needs.

2. Explore Joint Development Agreements and create Public Private Partnerships for parks, existing facilities, development of the eastern parking lot at the Concert Pavilion Site, and a parking garage on the west side of Concert Pavilion Site.

3. Examine current outdoor vending regulations within the City Code and Zoning Ordinance, and modify to allow flexibility in food carts, farmers markets, and community gardens.

4. Examine and possibly modify current stormwater management regulations to allow for a more centralized approach for the entire core.

5. Encourage private developments to incorporate shared parking opportunities with other developments and/or the city of Phoenix.

6. Future CIP, bond, and grant funding should be utilized in accordance with this plan.

7. Create Implementation Matrix to be reviewed by Village Planning Committee.

Appendix

INTRODUCTION

Maryvale residents through an inclusive community planning charrette made recommendations for their future community core. These recommendations were divided into six main areas of interest; a) Transportation, b) Public and Open Space, c) Types of Activities, d) Jobs, e) Health and Safety and f) Other. Residents were prompted to express their needs and desires or dislikes also using a mid neutral section to allow for items that were not too important to the community. The great majority of the 96 residents that attended the workshop were low- to mid-income Latino families.

TRANSPORTATION

44 responses were collected from residents regarding public transportation. Almost half, 48.78 percent of all respondents reported a serious need for better public transportation services. These included more and faster bus routes, cleaner buses, extended hours of service and more strategic located bus stops. Other 17.07 percent of responses expressed a need for rail services in their neighborhood while 19.51 percent of all responses showed a great support and need for more bicycle friendly streets requesting more bike paths and safe routes. Other requests included taxi cabs areas, 7.32 percent and another 7.32 percent stated that they need wider and shaded sidewalks, cleaner paths and better signage for vehicles and pedestrians.

1. Buses, better service, 48.78%
2. Rail lines in core, 17.07%
3. Bike paths, 19.51%
4. Wider and shaded sidewalk, 7.32%
5. Other services, 7.32%

OPEN SPACES AND PUBLIC SPACES

Parks and safe recreating spaces dominated the responses posted by Maryvale residents. 36.54 percent of all residents noted a very important need for high quality parks and plazas, and places for gathering. Trees, shades and walkable paths, including sidewalks were the next most important item listed in their priority list for spaces with 23.08 percent of all responses. Sports facilities were mentioned a few times, yet most of this was incorporated in the parks and plazas section. 32.69 percents of responses reported the need for many other various uses; arcades for kids, go karts tracks, theme parks, pools, day care facilities, and other spaces. Residents also stressed a high need for better quality of services, specially keeping those spaces clean and orderly, reduce the amount of concrete, minimize empty lots, clean graffiti, and overall they would like to see better maintenance practices on all public spaces.

1. Parks and plazas, 36.54%
2. Tress and shade walks, 23.08%
3. Sports facilities, 7.69%
4. Other, 32.69%

TYPES OF ACTIVITIES

This section was developed with two purposes; one to learn from residents what type of specifics activities they would like to see in their core neighborhood area and secondly to give resident another approach to identify other uses that could be incorporated as recommendations for land planning.

Education accounted for the majority of the preferences for activities, 25 percent of all responses indicated that residents would like to see more education center for their kids and themselves; community colleges, university extensions in the area, schools, learning centers and other. Recreation in parks was the second largest single activity preferred by residents with 21.15 percent of all responses. The combination of retail, shopping and entertainment venues was also one of the most preferred activities and good indicator to consider for land use designations with

25 percent. Community and government spaces and activities were also mentioned representing a 13.46 percent of all responses. Food, restaurants and vending places were also representative of the uses and activities than these uses will generate with a 9.62 percent of all responses.
Some of the negative and not desired uses and activities that residents will not like to see in Maryvale Core are excessive bars, night clubs, adult shops, removing schools and other.

1. Education, 25.00%
2. Parks and sport, 21.15%
3. Food, 9.62%
4. Retail and entertainment, 25%
5. Community and government, 13.46%
6. Other, 5.77%

JOBS
Employment opportunities ranked high on participant's responses. Residents showed a very strong support and preference for small business opportunities. 37.21 percent would prefer to have small businesses in the Maryvale core instead of large big box business for example. Technology jobs ranked also high on their preferences with a 13.95 percents of all responses supporting this industry. Healthcare and education employment opportunities were third with 9.30 percent each. The rest of the jobs were not dominated by any specific field, industries for job creation included construction, workers centers, call centers, some large employers, manufacturing and others. Residents were very clear in stating that they would not like to see auto shops, check cashing places or large manufacturing in that area.

1. Small business, 30.23%
2. Healthcare, 9.30%
3. Education, 9.30%
4. Technology, 13.95%
5. Other, 37.21%

HEALTH AND SAFETY
Health and safety were represented high priorities for the Maryvale community. 28.13 percent of all responses would like to see more health and medical services in the Maryvale core while 25 percent would like to have many more healthy food choices in this upcoming neighborhood. Neighborhood safety was another great concern, one that resident would like to see improved, and 18.75 percent would like to see more street lighting, better crosswalks, bike paths, less graffiti and other. Policing and approachable police personal were mentioned several times, 15.63 percent of all responses would like to see more police personal in the core yet; they would like to see these people as more approachable. Other concerns, 12.50 percent of all responses didn't address particular issues of health and safety. Residents would like to see less vandalism, graffiti, street pets, garbage and unkept urban spaces among other negative urban attributes.

1. Health/Medical, 28.13%
2. Healthy foods, 25.00%
3. Policing/police, 15.63%
4. Neighborhood safety, 18.75%
5. Other, 12.50%

OTHER

Maryvale residents made additional recommendations to the city of Phoenix staff. These recommendations included the inclusion of more places for community gathering, worship, art places and dedicated days to have community gatherings, cultural sensitive events as well as other cultural relevant actions or events. 37.04 percent of all respondents supported the inclusion of these spaces and uses. More education spaces were mentioned on this section, 14.81 percent of all responses reported the need for more kid and teen places for their support, from after school programs to supporting teen and kids centers. The remaining 33.33 percent reported the need for better infrastructure, cleaner streets, more security and policing, less tall buildings, overhead power lines and less gang violence.

1. Teens and kids, 14.81%
2. Education, 14.81%
3. Culture and religion, 37.04%
4. Other, 33.33%

SITE PLAN SKETCHES

Data collected in the community planning charrette was used to design three concepts for the Maryvale Village Core. The first concept (A) responded to the community's expressed need for quality open space. Parks and public facilities dominate the concept, creating a destination that is centered on "inexpensive" outdoor family recreation. Concept A also includes an additional 3,000 residential units, mixed use district and farmer's market. Concept B focuses on dense urban development interlaced with public open space in the form of parks, plazas, and paseos. This concept responds with more housing and employment opportunities as well as the strong need for education. Featured, is a centrally located public plaza surrounded by dense mixed use development and public services. A large 40 acre "campus" location is an opportunity for a community college or private adult education institution. Also included is a permanent, "Park n Swap" or "Mercado" style market. The third and final concept (C) focuses on the necessity for jobs in the area. Most land would be developed commercial with some designation for local "artisan" industrial use. Also included is a number of public service functions.

In a second community planning meeting, feedback on each concept was collected in the form of "post-it comments" and a "dot exercise", in which individuals placed a "green dot" on elements of a concept that were positive or desirable, and a "red dot" on items that were not desirable or negative. Although members of the community approved of many elements from each concept, results were overwhelmingly in favor of concept B, a mixed density urban core with plenty of public open space and opportunities for education and work. These results were synthesized into a fourth "composite concept" which considered positive and negative feedback from each initial concept into a preferred alternative. This was once again presented to the community for a second round of responses. A majority of the elements in the preferred alternative were positively received by the community with much of the negative feedback relating to cosmetic details of the presented illustration.

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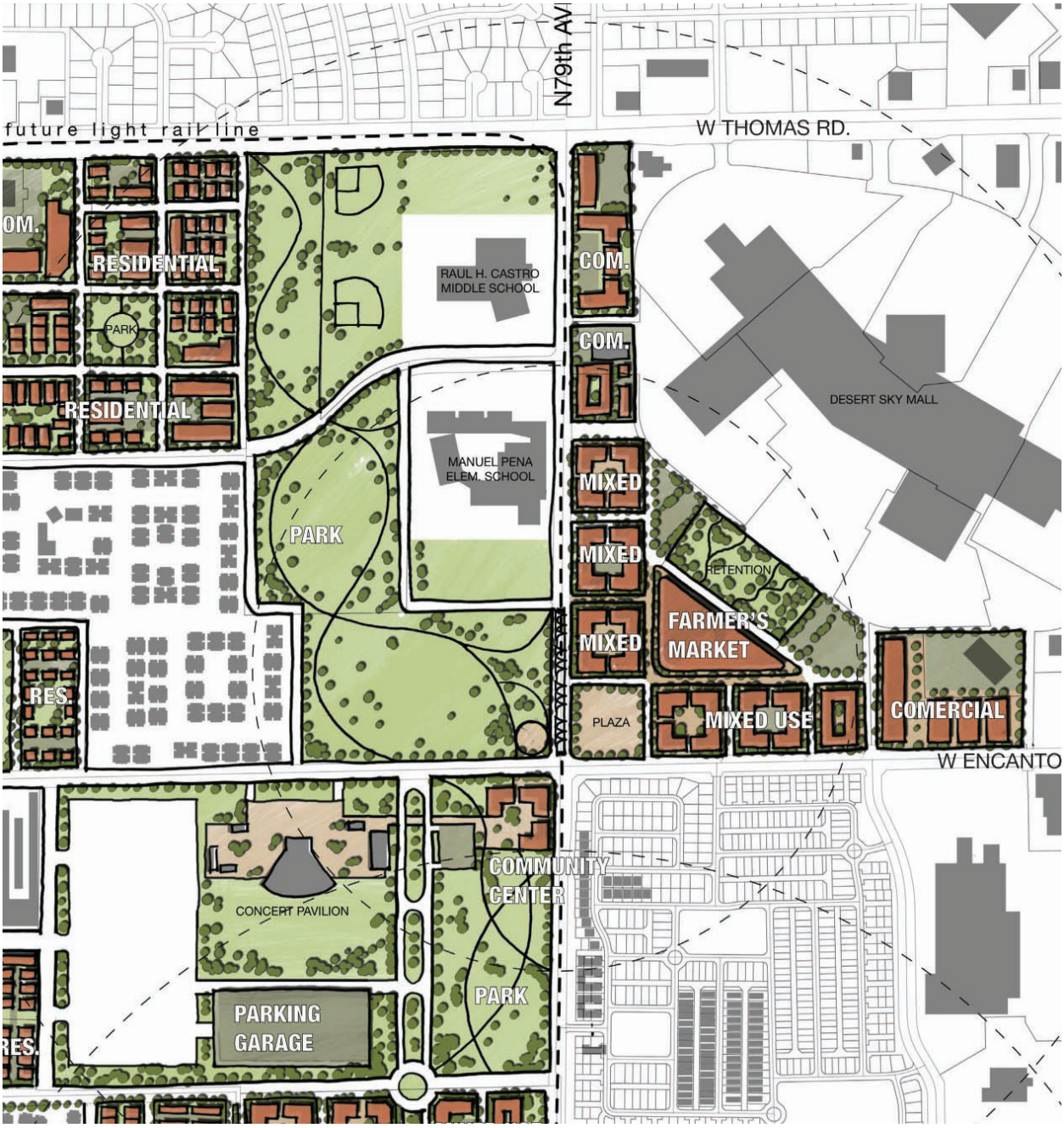
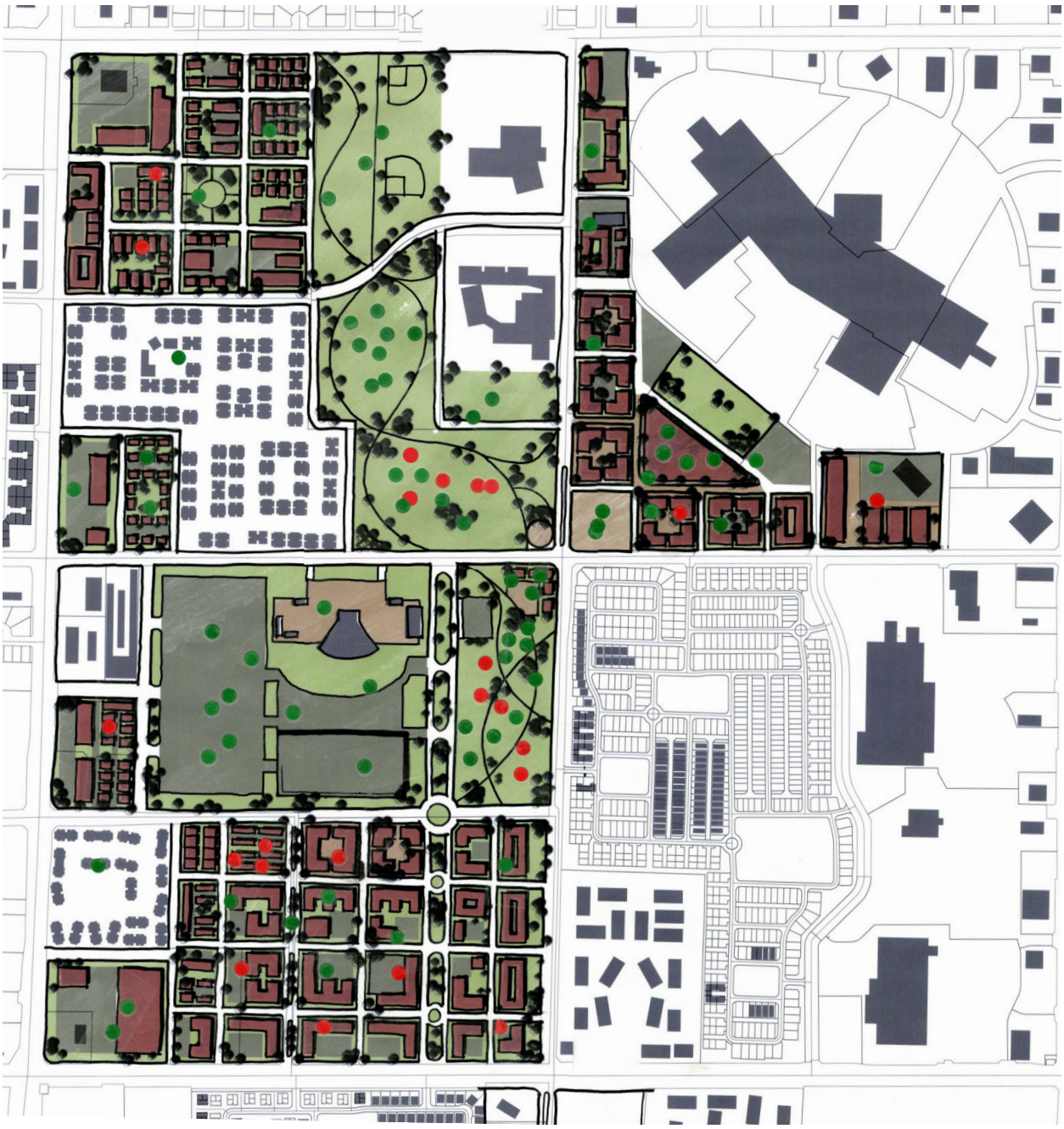
APPENDIX

CONCEPT A "CENTRAL PARK"

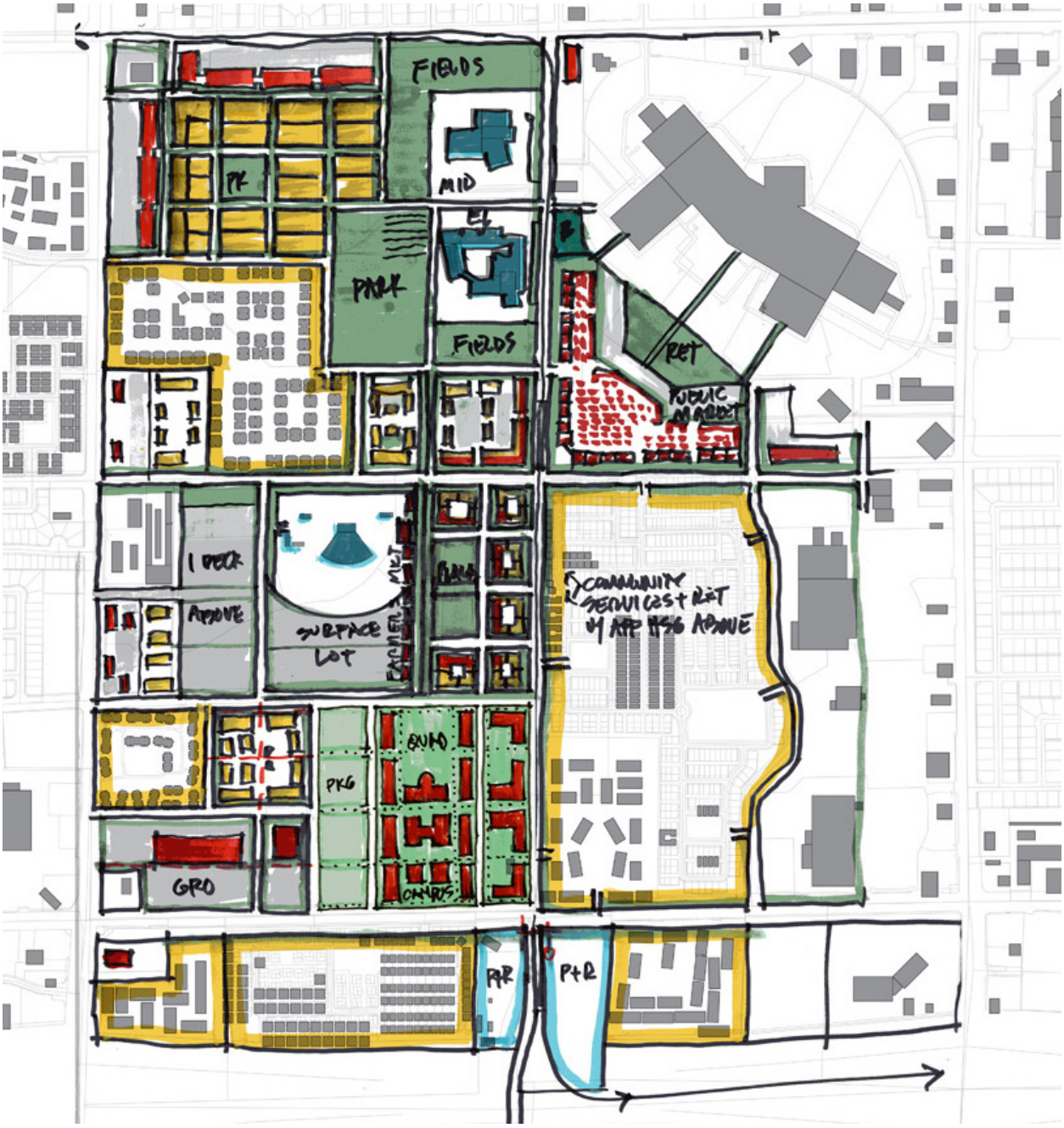
CONCEPT A "CENTRAL PARK"



CONCEPT A "CENTRAL PARK"
community response round 1



CONCEPT B "CIVIC PLAZA"



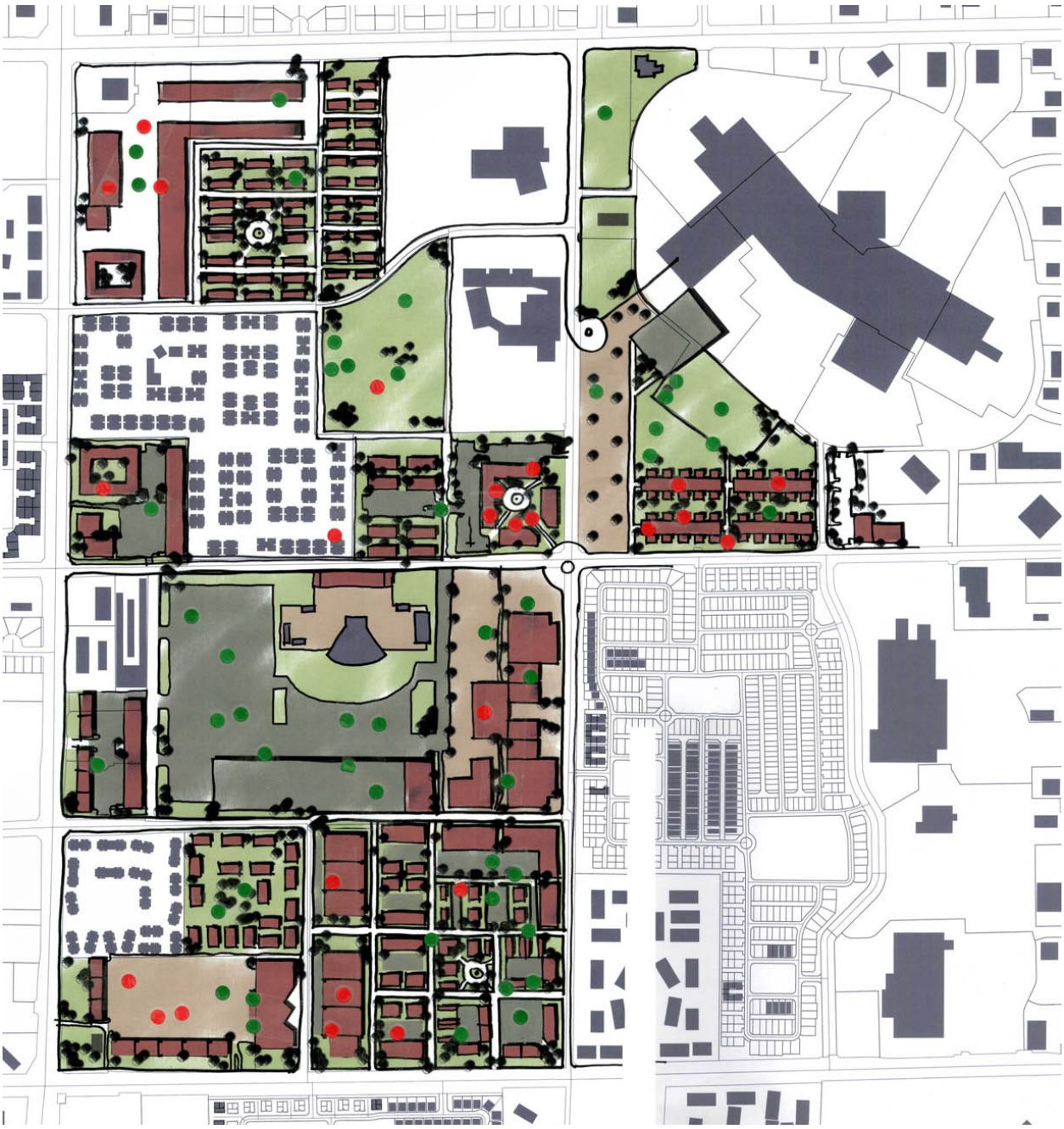
CONCEPT B "CIVIC PLAZA"

CONCEPT B "CIVIC PLAZA"
community response round 1

CONCEPT C "SMALL BUSINESS CORE"

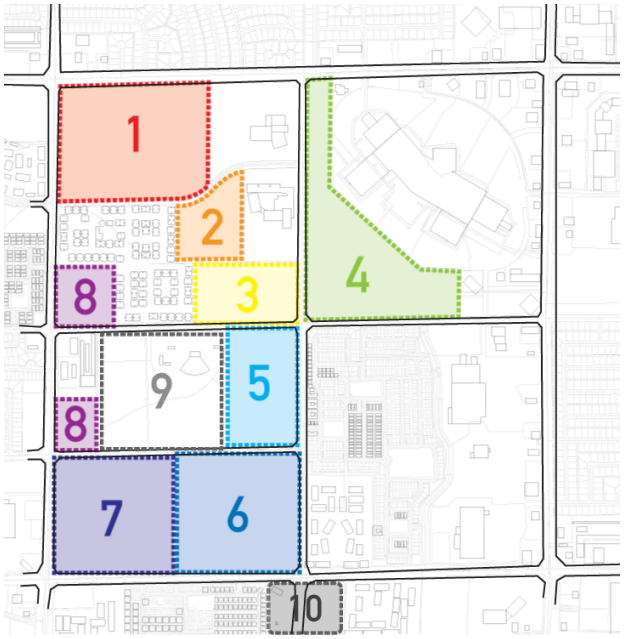
CONCEPT C "SMALL BUSINESS CORE"

CONCEPT C "SMALL BUSINESS CORE"
community response round 1

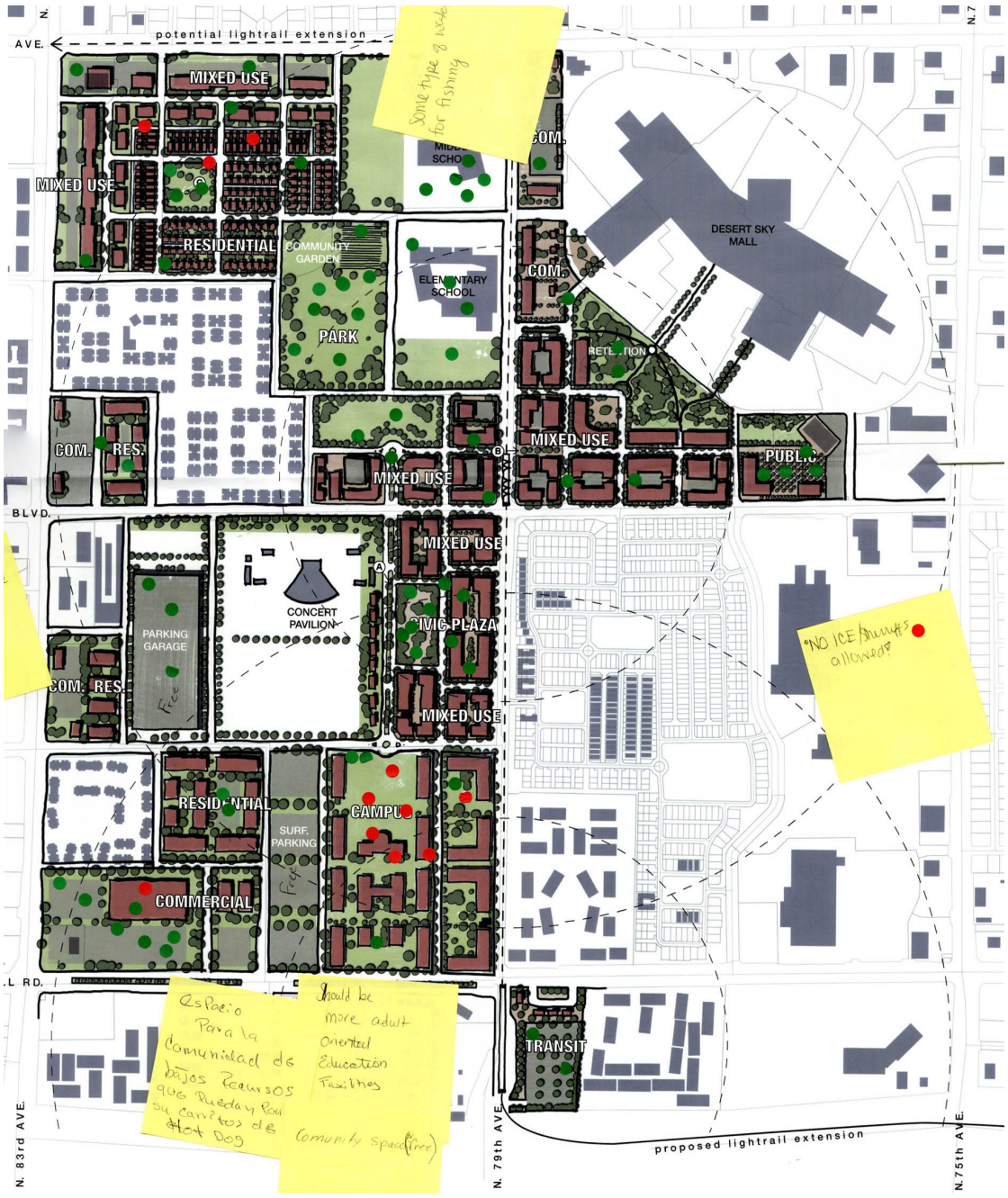


RESPONSE SYNTHESIS ROUND 1
"RED DOT / GREEN DOT EXERCISE"

DOT SYNTHESIS	A		B		C	
	green	red	green	red	green	red
	% green		% green		%green	
1	5	2	18	6	4	3
	71%		**75%**		**57%**	
2	8	0	16	0	5	1
	100%		**100%**		**83%**	
3	7	3	7	0	1	5
	70%		**100%**		**16%**	
4	15	2	35	10	9	5
	88%		**77%**		**64%**	
5	12	3	21	1	4	1
	80%		**95%**		**80%**	
6	2	2	38	0	9	5
	50%		**100%**		**64%**	
7	6	6	9	0	5	3
	50%		**100%**		**63%**	
8	5	1	9	0	2	1
	83%		**100%**		**66%**	
TOTAL	53	19	153	17	39	24
	74%		**90%**		**62%**	



ILLUSTRATIVE PLAN "COMPOSITE CONCEPT"
community response round 2



ILLUSTRATIVE PLAN "COMPOSITE CONCEPT"
community response round 2

RESPONSE SYNTHESIS ROUND 2
"RED DOT / GREEN DOT EXERCISE"

DOT SYNTHESIS	green	red	% green
1	14	3	**82%**
2	17	0	**100%**
3	8	0	**100%**
4	20	0	**100%**
5	18	0	**100%**
6	9	8	**53%**
7	7	6	**53%**
8	2	0	**100%**
9	5	1	**83%**
10	4	2	**66%**
TOTAL	86	20	**81%**