



# Maryvale

VILLAGE CHARACTER PLAN  
[phoenix.gov](http://phoenix.gov)



# Narrative



The Maryvale Village is located in west Phoenix. Many of its neighborhoods were first developed by John F. Long, a developer who focused on constructing affordable homes. In 1954, Long employed a prominent master-planned community consultant to design the post-War suburban community of Maryvale for veterans, satisfying a demand for housing after years of slow building during the depression. The communities Long created included space for schools, parks, churches, shopping, and medical services all to encourage families to thrive. Long also built the first solar powered subdivision in the nation here in the Maryvale Village. Phoenix continued to expand westward after Maryvale was built until the city limits reached the borders of Tolleson, Avondale and Litchfield Park. Due to the westward expansion in the later part of the 20th century, the Village changed from being one master-planned suburb to an extremely diverse community of people and neighborhoods. Today several neighborhood groups (block watches) that were developed in the area are still going strong and Maryvale is now home to the Ak Chin Pavilion, the Brewers, Dodgers & White Sox spring training facilities, and Grand Canyon University Championship Golf Course.

# Maryvale Village

## BY THE NUMBERS

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### Population

Existing: 211,900 (2015)  
Projected: 227,990 (2030)

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## 54%

Residential  
0-5 du/acre

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## 3%

Parks/Open Space

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## Five

Sports & Entertainment Venues

(2 baseball stadiums; 2 golf courses; 1 concert venue)



## 56,810

Households (2015)

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## 11%

Commercially Zoned  
Properties

# Maryvale Village **CHARACTER**

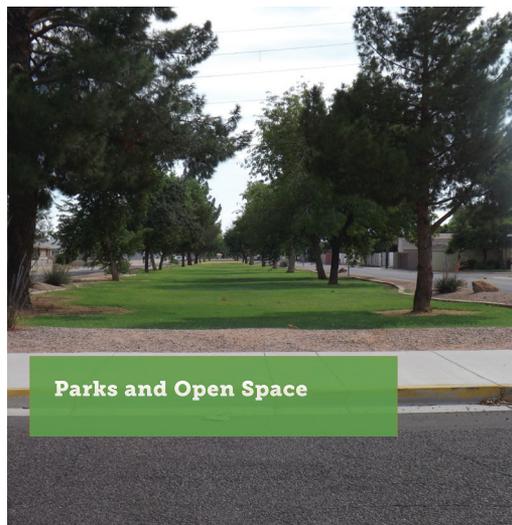
**Small lot, single-family, neighborhoods**



**Diverse people and neighborhoods**



**Westside upscale mixed use, quality residential communities**



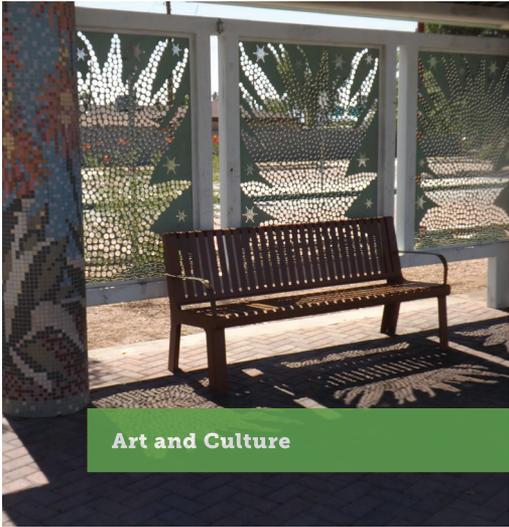
**Parks and Open Space**



Self-help tradition of bettering the community



Employment Corridor and westernmost core along I-10



Art and Culture



Ak-Chin Pavilion (Formerly Desert Sky Pavilion)

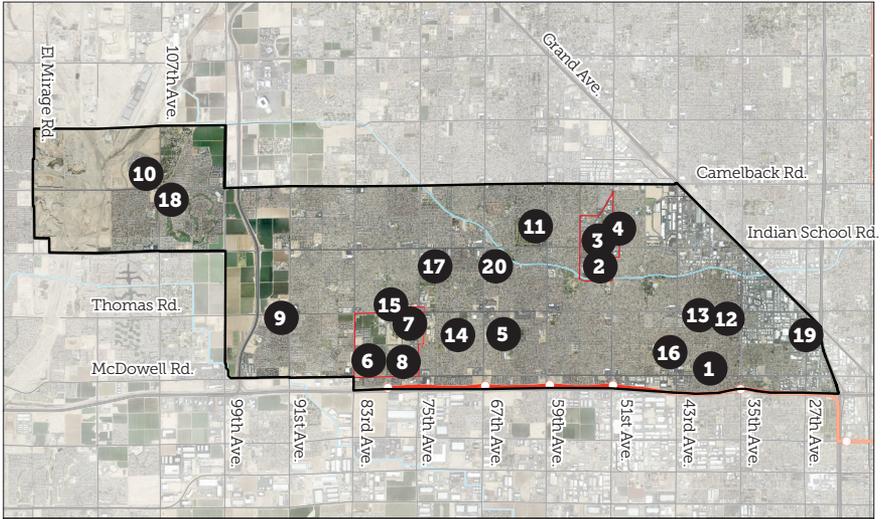


Desert Sky Transit Center

# Maryvale Village

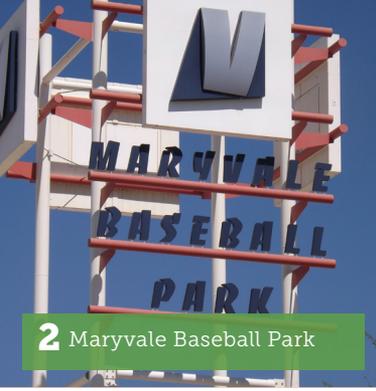
## ASSETS

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|--|---|
| 1. Golden Gate Community Center            | 11. Grand Canyon University (Maryvale) Golf Course  |
| 2. Maryvale Baseball Park                  | 12. Rio Salado College                              |
| 3. Palo Verde Library                      | 13. Spot 127  |
| 4. Glass House (Maryvale Community Center) | 14. First Solar Subdivision in the U.S. (Solar One) |
| 5. Desert West Park                        | 15. Desert Sky Transit Center                       |
| 6. Ak-Chin Pavilion                        | 16. Sueno Park                                      |
| 7. Desert Sky Mall                         | 17. El Oso Park                                     |
| 8. Desert Sage Library                     | 18. Dust Devil Park                                 |
| 9. Banner Estrella Medical Center          | 19. Shamrock Farms                                  |
| 10. Camelback Ranch Baseball Park          | 20. Maryvale Family YMCA                            |





**2** Maryvale Baseball Park



**3** Palo Verde Library



**9** Banner Estrella Medical Center



**5** Desert West Park



**6** Ak-Chin Pavilion



**7** Desert Sky Mall



**11** Grand Canyon University Golf Course



**16** Sueno Park

# PLANS & CODES:

## A Strategic Set of Tools

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Already established plans and codes throughout the village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and goals of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

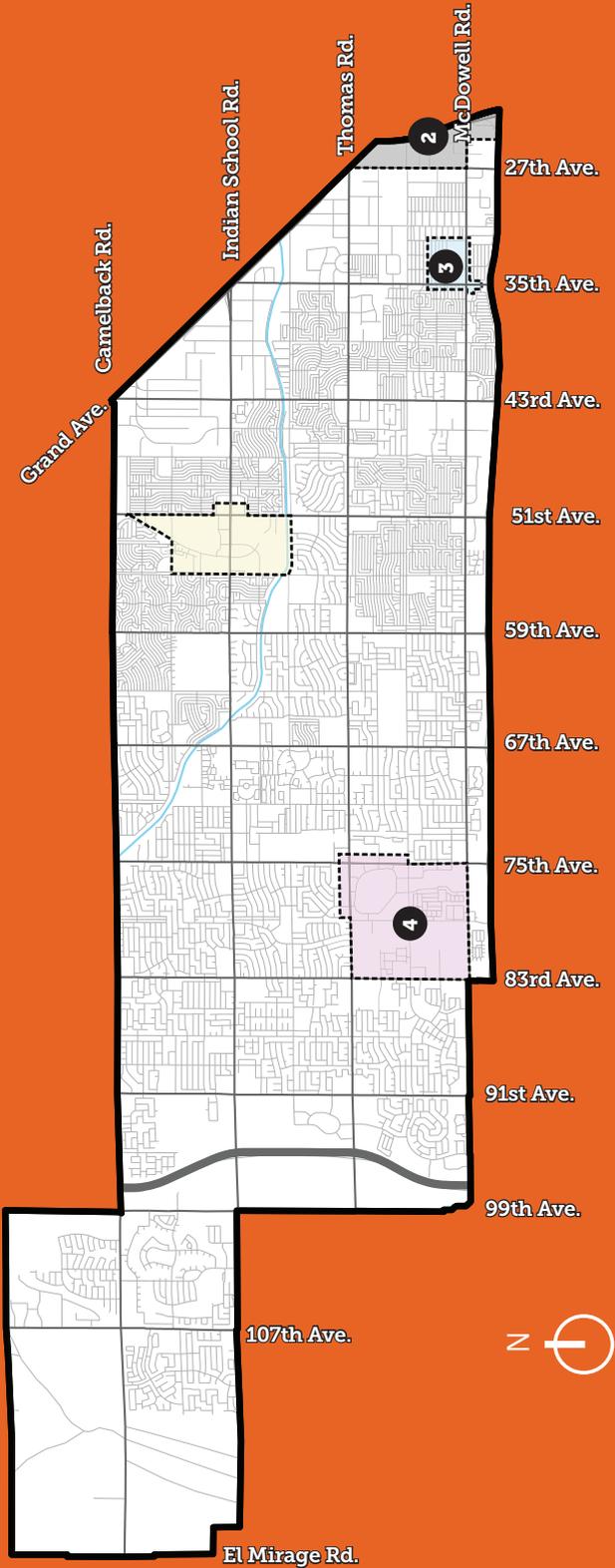
### Plans

1. Bicycle Master Plan
2. Black Canyon/Maricopa Freeway Specific Plan
3. Isaac Redevelopment Area Plan
4. Maryvale Village Core Plan
5. Cricket/Desert Sky Pavilion Plan
6. Transit Oriented Development Strategic Policy Framework
7. Tree and Shade Master Plan

For more information on Maryvale Village Plans & Codes, please visit

[phoenix.gov/villages/maryvale](https://phoenix.gov/villages/maryvale)

# Maryvale Village Planned Areas



# LAND USE



The Maryvale Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## Land Use

Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity. **(Desert Sky Transit Center)**

Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry. **(Desert Sky Transit Center)**

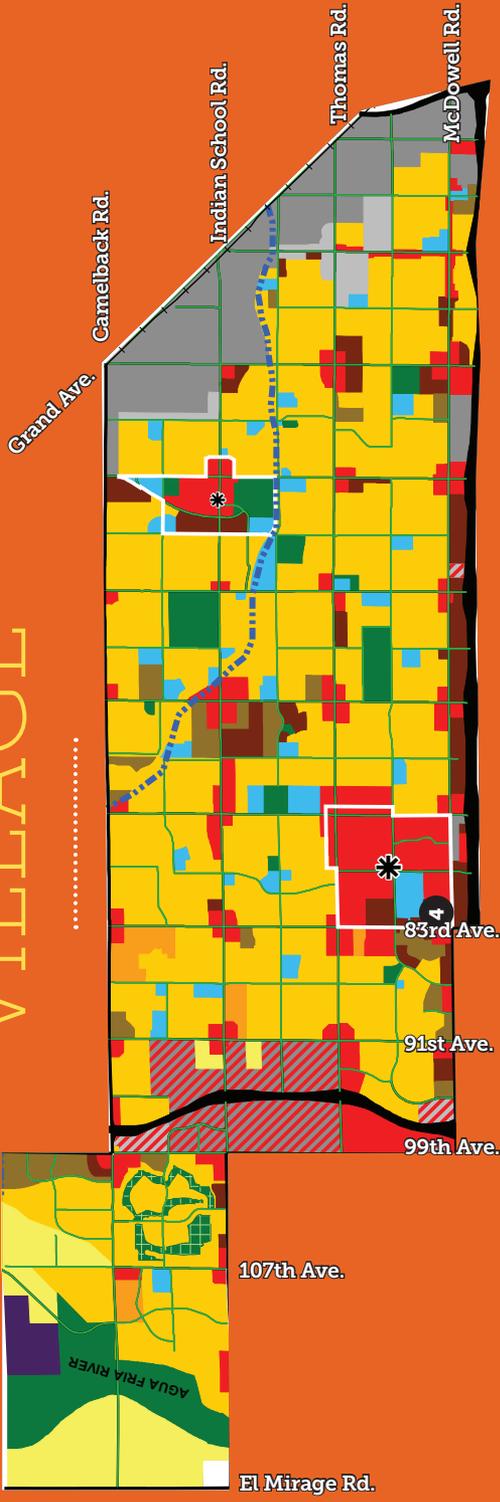
Promote and encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist. **(Vinsanto, SEC of 79th Avenue and Encanto Boulevard)**

Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods. **(Village Core, Loop 101 Employment Corridor, I-10 Corridor)**

Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing. **(Loop 101 Employment Corridor and I-10 Corridor)**

Encourage high-density housing and high intensity employment uses to locate adjacent or close to transit stations per adopted transit district plans. **(Desert Sky Transit Center, I-10 Corridor)**

# MARYVALE VILLAGE



27th Ave.  
35th Ave.  
43rd Ave.  
51st Ave.  
59th Ave.  
67th Ave.  
75th Ave.

	Commercial
	Industrial
	Commerce/Business Park
	Public/Quasi-Public
	Transportation
	Arterial Streets
	Collector Streets
	Canals
	Rail
	Primary Core
	Secondary Core

	1 to 2 du/acre - Large Lot
	2 to 3.5 du/acre - Traditional Lot
	3.5 to 5 du/acre
	5 to 10 du/acre
	10 to 15 du/acre - Higher density attached townhouses/condos, or apartments
	15+ du/acre - Higher density attached townhouses, condos, or apartments
	Parks/Open Space - Publicly Owned
	Mixed Use (Striped)

Two color stripes indicate that either land use in any quantity is appropriate. Can be any combination i.e., commercial/industrial, or residential/residential, or industrial/residential specific density, etc.

El Mirage Rd.



## Land Use Principles

Develop land use and design regulations governing land close to transit centers and light rail stations, to maximize the potential for ridership. **(Desert Sky Transit Center and I-10 corridor)**

Encourage integrated land uses and transportation systems, which furthers the urban village model and minimizes the adverse impacts of the transportation system on housing, businesses and public uses. **(Maryvale Village Core)**

Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow. **(Chilis at Desert Sky Mall)**

Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations. **(The Mercado de Los Cielow at Desert Sky Mall)**

Encourage tourism related activities within specified tourism districts. **(Ak-Chin Pavilion, Spring Training Facilities, Golf Courses)**

Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values. **(New Schools like Western School of Science and Technology and Eagle Prep)**



## Land Use Principles

New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans. **(New Schools like Western School of Science and Technology and Eagle Prep)**

Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents. **(Maryvale Village Core)**

Support new compatible land uses that remove extremely deteriorated structures, excessive trash and debris, and other blight in neighborhoods. **(Maryvale Core Plan)**

Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans. **(Isaac Redevelopment Area)**

Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents. **(Algodon and Sheely Farms)**

# DESIGN

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The Maryvale Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## **Design Principles**

Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible. **(Desert Sky Transit Center)**

Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling. **(Desert Sky Transit Center and Maryvale Core Plan)**

Development should be designed or retrofitted, as feasible, to facilitate safe and convenient access to transit facilities by all existing and potential users. **(Desert Sky Transit Center)**

Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities. **(Maryvale Core Plan)**

Support the design, construction and retrofit of transportation infrastructure to meet standards in the Americans with Disabilities Act (ADA). **(Desert Sky Transit Center)**



## Design Principles

Require all new development meet Americans with Disabilities Act standards. **(Quiktrip at 83rd Avenue and McDowell Road)**

Develop housing so that it does not front directly on, or have direct access to, arterial streets, unless large lot size, buffering techniques, and/or site design can adequately mitigate both negative traffic impacts and adverse noise impacts. **(Vinsanto, southeast corner of 79th Avenue and Encanto Boulevard)**

Design neighborhoods and buildings to provide pedestrian access to adjacent transportation infrastructure such as public transit. **(Quiktrip at 83rd Avenue and McDowell Road)**

New developments should provide appropriate height transition, design standards, and continuity of the streetscape to preserve and enhance the integrity and livability of established neighborhoods. **(Algodon and Sheely Farms)**

Maryvale Village

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# **OPPORTUNITIES FOR GROWTH & INVESTMENT**

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Using the community's feedback from General Plan Update activities and outreach, as well as working with the Maryvale Village Planning Committee, the following opportunities for growth and investment have been identified and are to be addressed by urban planning.

# Opportunities for Growth & Investment

## **Need for more quality and higher paying jobs**

Maryvale Village has an opportunity to increase the quality and pay for jobs within the Village.

## **Need for Light Rail extension**

Maryvale is eager for the I-10 light rail extension currently projected for 2023. Light rail can encourage the desired growth and investment as well as provide necessary connections to the larger Phoenix Metropolitan area.

## **Limiting the clustering of undesirable uses**

Undesirable uses are typically found in more intense zoning districts and over time may be “clustered” due to limited availability of these areas. Maryvale Village would like to limit the “clustering” of undesirable uses and encourage alternative growth and development investment opportunities.

## **Incentives for business investment**

Maryvale has an abundance of vacant commercial properties and small business owners. Maryvale village would like to explore and build upon incentives for business investment.

## **Community Involvement**

Maryvale Village has a high percentage of youth in the community. Maryvale would like to encourage youth to engage in decision making opportunities.

# NEXT STEPS GOALS



Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established village character and assets while advancing village identified opportunities for growth and investment. This Village has identified the following top Goals:





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy

Promote density near the transportation corridors



Strengthen Our Local Economy



Connect People & Places

Encourage more community involvement



Celebrate Our Diverse Communities & Neighborhood

Increase retail occupancy



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



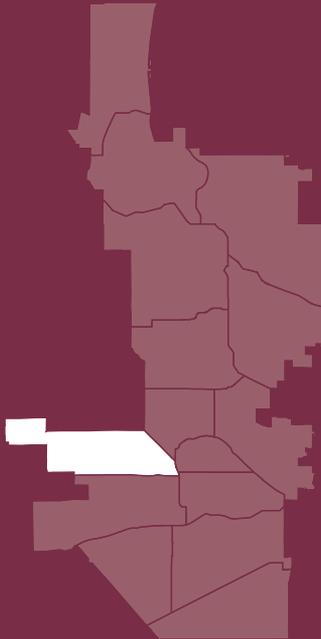
Connect People & Places



## Maryvale Village

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For more information, or to view the electronic version of the document please visit **[phoenix.gov/villages](http://phoenix.gov/villages)**. This publication can be made available in alternative format upon request. Contact the Planning and Development Department at 602-262-7131 TTY: Use 7-1-1



**PDD**