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**

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

**54%** Residential
- 0-5 du/acre

**3%** Parks/Open Space

**38 Miles**

**56,810** Households (2015)

**Five**
- Sports & Entertainment Venues
  - (2 baseball stadiums; 2 golf courses; 1 concert venue)

**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

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

1 Mixed Use is an integrated variation of uses which may include residential, service, and basic commercial, general office, entertainment, and cultural functions, with a compatible relationship. This category would allow any or all of these uses within an area so categorized to be further determined by more specific plans, which would consider General Plan goals, existing zoning and uses, and site consideration.

2 As appropriate, and when in the best interests of the City to protect and preserve mountains and washes as open space, densities adjacent to mountains or washes may be greater than the General Plan category depicted on this plan.

3 Readers of this map are cautioned to refer to the adopted General Plan text and maps in the full document and other Adopted refinements – Special Plan Designations, Redevelopment Plans or Specific Plans for further guidance.

4 For special formats of this publication, call 602-262-6368 or 602-534-5500 TDD.

5 For questions concerning this publication call the Phoenix Planning Department, 602-262-6882.
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)
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

OPPORTUNITIES FOR GROWTH & INVESTMENT

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:

Promote the Light Rail extension in Maryvale.

Improve Economic development and high paying jobs

Strengthen Our Local Economy
Connect People & Places
Build the Sustainable Desert City
Celebrate Our Diverse Communities & Neighborhood
Create an Even More Vibrant Downtown
Promote density near the transportation corridors

Encourage more community involvement

Increase retail occupancy
Maryvale Village

For more information, or to view the electronic version of the document please visit 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