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**Danzeisen Dairy Farms**

**Southeast Corner of 75<sup>th</sup> Avenue and Broadway Road  
Case # Z-46-12**

**Planned Unit Development  
Narrative**

**Original Submittal: June 7, 2013  
Final Submittal: December 27, 2013**

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*A Planned Unit Development (PUD) is intended to serve as an individualized set of land use regulations for a particular project on a defined property. Those elements of site development not specifically delineated within the PUD are governed by the City of Phoenix Zoning Ordinance (“the Zoning Ordinance”). Where provisions of the PUD conflict with those same elements contained within the Zoning Ordinance, the PUD shall apply. It is noteworthy to this application that the PUD can only modify provisions contained within the Zoning Ordinance, and may not alter other codes that apply to development within the City of Phoenix. The purpose and intent information contained herein is supporting material to the development standards and land use limitations of the PUD, and shall not be enforced by the City of Phoenix.*

## **PRINCIPALS AND DEVELOPMENT TEAM**

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## **LIST OF EXHIBITS**

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1. Representative Dairy Farm Design Images
2. Conceptual Danzeisen Dairy Farm Site Plan
3. Residential Subdivision Conceptual Land Plan
4. Aerial Vicinity Map
5. Context Plan and Photographs
6. General Plan Map
7. Existing Zoning Map
8. Proposed Zoning Map
9. Regional Street Map
10. Water Service Map
11. Sewer Service Map

## A. PURPOSE AND INTENT

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### 1. Project Overview and Goals

The material included herein represents the future development concepts for roughly 40 acres of property located at the southeast corner of Broadway Road and 75th Avenue in Phoenix. This site has been utilized for dairy and agricultural purposes for many years, and includes only a very small number of residents. The Danzeisen Farms PUD will enable the property to be developed under one of two available land use scenarios, as defined herein:

(1) Primary Land Use: *Danzeisen Farms*, Dairy Distribution and Sales Facility.

The Danzeisen Farms Dairy Distribution and Sales facility proposed herein will be considered the primary and immediate land use. The site has been utilized as a dairy production facility for many years, and the landowners have proposed the expansion of this existing use to include not only the milk production activity, but also to enable the on-site processing and bottling of milk, and also the potential on-site sales of milk and other milk-based products.

The primary goals of this Danzeisen Farms operation are as follows:

1. Maintaining an organic farming and agricultural activity that has been operated by the Danzeisen family for over 40 years on the site;
2. The proposed facility would celebrate the local ownership and production of this activity by bottling and distributing only that milk produced on site. The catalyst for this smaller, locally-based operation is a desire to return to an original, “old fashioned” farming and delivery method.
3. Focus on local ownership and management techniques that emphasize sustainability. For example, glass bottles utilized for distribution will be returned and reused by Danzeisen Farms; products would be available to the community through home delivery which people would be able to sign up for on the website, etc.
4. Creation of a local retail amenity for south Phoenix. Danzeisen Farms products will be available at a new “country store”, to be located in the bottling facility. The community would be able to come to the source of where their food comes from and actually see the milk go into the bottles.

Through the expression of these goals the Danzeisen family hopes to create a unique amenity for Phoenix that offers both a locally-grown and produced source of a critical commodity, but also provides an active sales and learning center which will encourage a sense of community and celebration of the agricultural cultural of the area.

The Danzeisen family believes that additional benefits derived from this unique facility will include the following:

- The local and regional Phoenix community will have confidence that their food comes from local sources;
- The community will have the best tasting, freshest, most nutritional dairy products available to them anywhere in the country;
- By bringing a sense of community to this area it will feel more like a home town to new residents moving to the area, and create a sense of pride to the established residents of the Estrella Village;
- Because of reusable glass bottles the community can reduce the amount of trash going into landfills.

**OR**

(2) 75<sup>th</sup> and Broadway Residential Neighborhood

If, eventually, the opportunity arises or a need is necessitated to abandon the Danzeisen Farms dairy operation the landowners will be afforded the opportunity to develop the site in accordance with established residential land patterns reflected in the immediate area.

Accordingly, the site development concept for this property includes the proposed development of single family residential uses throughout the entire site. This development will include 119 single family homes generally organized around a central open space. This proposed yield represents a density of just under three dwelling units per acre, and contemplates the platting of lots that are primarily 120' in depth and 60' or 70' in width.

This project will represent the most innovative and attractive project to be developed in this immediate area of Phoenix. Specifically, the anticipated design of the homes in this neighborhood will reflect the rural and agricultural heritage of the area, but will also incorporate a more creative street network than is seen through the standard subdivisions to the north. The development concept herein does not call for the deviation of any development standards associated with the future zoning districts for this property.

## **2. Overall Design Concept**

### **I. Danzeisen Farms Dairy Operation**

The Danzeisen Farms concept primarily reflects the continuation of the rural and agricultural uses that have been demonstrated on the site for several decades. Accordingly, the farm houses, secondary structures and incidental farm operations will be maintained, and the proposed bottling and sales facility on the site will be developed in a manner that is continuous with these themes. **Exhibit 1** contained herein reflects the design theme to be incorporated into the new dairy and bottling facility on the site.

## II. Single Family Residential

The proposed residential element of the Danzeisen Farms PUD is expected to support and strengthen the rural neighborhood character of the existing land uses. In particular, the densities and high quality design characteristics of the planned residential areas will offer qualities and amenities that surpass those reflected in the existing residential area to the north, and will set a precedent for quality within future neighborhoods in the area. This envisioned higher standard in design for the residential element will be reflected through a creative street network and open space system that allows residents to concentrate recreational activities in the center of the neighborhood.

### B. LAND USE PLAN

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#### I. Danzeisen Farms Dairy Operation

The primary land use proposed for this property will be a dairy production facility to process and deliver milk generated on site. In addition, the PUD will also permit the sale of milk and milk-based products on site, though on a limited basis. As reflected through **Exhibit 2** herein, the conceptual site plan for the Danzeisen Farms operation will focus construction of the new facility on the northwest area of the property, while the majority of the site will maintain the historic dairy operation. More specifically, the new facility will concentrate the active production uses to the rear (south) of the new construction, while the retail storefront will be presented to the front (north). Parking and loading areas will be located to the west and south of the new structure. Overall the land plan for new development on the site will attempt to present the more attractive, “soft” face of the operation to the most visible area adjacent to existing residential uses.

#### II. Single Family Residential

As reflected through the attached **Exhibit 3**, the proposed residential alternative to the PUD will encourage a modest increase in residential density for an area of the City that has not experienced new residential investment for many years. The primary core for Estrella Village is located at 59<sup>th</sup> Avenue and Lower Buckeye, adjacent to the proposed alignment of the Loop 202 Freeway. This core area is located roughly three miles away from this project location, and its effectiveness as a core will not be limited by this proposed increase in residential intensity on the subject property. The sensitive design and neighborhood connectivity that will be incorporated into this new neighborhood is supported by the intent described through the Phoenix General Plan.

The proposed residential density is necessary to efficiently utilize this land resource within a growth area of Southwest Phoenix. Through continuous outreach to land brokers, developers and homebuilders who have expressed interest in the property, and who are familiar with this region of Phoenix, it has been determined that the lot sizes, density, amenities, street network and overall land plan offered through the 2-3.5 du/ac. designation is necessary to effectively develop this property. In particular, the new home construction market created in the wake of the recession has re-established a lot size value in this region of Phoenix that is reflective of a



slightly higher density. In addition, our proposed residential designation mirrors that to our immediate east, and is compatible with land uses to the north.

The proposed land use amendment described herein is expected to support and strengthen the rural neighborhood character of the existing land uses. In particular, the densities and high quality design characteristics of the planned residential neighborhood will offer qualities and amenities that surpass those reflected in the existing residential area to the north, and will set a precedent for quality that will set the standard for future projects.

The proposed rezoning is expected to support and strengthen the rural neighborhood character of the existing land uses. In particular, the densities and high quality design characteristics of the planned residential areas will offer qualities and amenities that surpass those reflected in the existing residential area to the north, and will set a precedent for quality within future neighborhoods in the area. This envisioned higher standard in design for the residential element will be reflected through a creative street network and open space system that allows residents to concentrate recreational activities in the center of the neighborhood.

### **C. SITE CONDITIONS AND LOCATION**

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The Property includes roughly 40 acres and is located at the southeast corner of 75<sup>th</sup> Avenue and Broadway Road. See Vicinity Map at **Exhibit 4**.

#### **Surrounding Area**

The subject property includes developed land to the south, west and northwest, as follows:

South: Agricultural/Farming; Unincorporated Maricopa County, zoned RU-43.

West: Agricultural/Farming; Unincorporated Maricopa County, zoned RU-43

East: Single family residential; Unincorporated Maricopa County, zoned RU-43

This proposed PUD zoning will create compatibility with the developed land to the north and northeast in by authorizing either a rural/agrarian use that continues and expands the traditional use on the site, or which enables the property to develop to a residential density that is nearly identical to existing neighborhoods. The unincorporated Maricopa County properties to the south and east, currently developed as large lot residential homes within the Western Heritage Estates neighborhood, will be compatible to the proposed residential land uses contained within the application. In particular, the site plans in connection with this request incorporates substantial buffers and high quality neighborhood design that supports the rural lifestyle of the existing County neighborhoods.

The subject property includes developed land only to the north, where the Sienna Vista subdivision was platted within the City of Phoenix, and is zoned R1-10 PCD. This single family neighborhood includes a residential density that is nearly identical to that being proposed herein, thereby creating a future compatibility with the proposed land development plan.

## Topography

There are no significant topographical or natural features on the Property. The site is generally flat, vacant land that has historically been used for agricultural purposes. See Context Plan and Site Photos in **Exhibit 5**.

## D. GENERAL PLAN CONFORMANCE

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The proposed mixed use development is supported by the following goals, policies and objectives of the General Plan.

### **Growth Area, Goal 1 – “The City should maintain a high quality of life and an economically healthy community.”**

- “Future employment growth within any part of the region will be closely linked to the characteristics and growth of the surrounding residential areas located within a 30 to 45 minute commute.”
- “Future sales tax generation will be more tightly linked to providing retain opportunities close to residential areas and employment areas.”
- “The ability to financially provide infrastructure will be the major constraint for growth located at the outer edge of the region’s urban areas.”

High quality developments like Danzeisen Farms PUD help the City maintain a high quality of life and economically health community. The employment growth attributed to this development will support the surrounding residential areas. The limited commercial component will also generate future sales tax. The overall development will help complete the needed area infrastructure and adjacent roadway improvements.

### **Land Use, Goal 2, Employment and Population Balance – “Development of each village’s potential should be encouraged by distributing a diversity of employment and housing in a way that achieves a balanced citywide plan and that it is consistent with commute travel patterns and the current character of each developed village.”**

- “Favor development proposals that improve the existing resident/employment balance when those proposals are consistent with other goals and policies in the General Plan.”

The development will provide new employment and investment in the Estrella Village. The project will create a unique activity node that will offer a special amenity for both new employment opportunities as well as area residents.

### **Land Use, Goal 4, Mixed Land Use Development – “Mixed land use patterns should be developed within urban villages and at smaller scales to minimize the number and length of trips.”**

The proposed PUD allows for a variety of land uses within the project which encourages residents to work and shop in a close proximity to where they live, thereby reducing the number and length of trips.

**Land Use, Goal 11, General Plan Land Use Map and Zoning Conformity – “Zoning granted subsequent to the adoption of the General Plan shall be in conformity with the land use category shown and defined on the General Plan.”**

The proposed PUD is compatible with the General Plan land use designation for the Property which is Mixed Use – Residential/Mixed Use-Agricultural. See General Plan Map at **Exhibit 6**. The proposed development will be a Mixed Use/Agricultural with the option to provide single family residential uses.

**Circulation, Policy 4 – “Support the land use element goals of balancing housing and employment. . . and encouraging a mixture of land uses in neighborhoods to reduce the length and number of vehicle trips.”**

The proposed Danzeisen Farms PUD will provide employment opportunities that support area residents and provide a balance with the existing housing developments. The unique agricultural/educational component of the site is a complimentary amenity to the existing neighborhoods that will help create a unique sense of place to the area.

**Neighborhood, Goal 2, Compatible Neighborhood Development – “New development . . . in or near residential areas should be compatible with existing uses and consistent with adopted plans.”**

- Policy 1: “Encourage new land uses that are specifically supported by the General Plan.”
- Policy 3: “Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impacts on the residential properties.”

The proposed PUD is compatible with area neighborhoods and is supported by the underlying General Plan land use designation. The proposed mixed use/agricultural use is compatible with the historic use of the property and buffers the neighborhoods from the nearby mining uses.

**E. ZONING AND LAND USE COMPATABILITY**

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The area has seen dramatic residential and commercial growth over the years including regional malls, sports and entertainment venues, medical complexes, and master planned communities. See Existing Zoning Map at **Exhibit 7**. This Property is currently zoned S-1, a temporary zoning district until development of the Property is proposed. This proposed PUD for a mixed use/agricultural dairy operation center or a residential subdivision is fully compatible with the surrounding uses. See Proposed Zoning Map at **Exhibit 8**.

Properties to the South, West and East of this property all include vacant property, as follows:

South: Agricultural/Farming; Unincorporated Maricopa County, zoned RU-43.

West: Agricultural/Farming; Unincorporated Maricopa County, zoned RU-43

East: Single family residential; Unincorporated Maricopa County, zoned RU-43

This PUD proposed herein generates the framework to develop the property to a residential density that is nearly identical to existing neighborhoods to the north, but also which acknowledges the modest densities that are seen throughout south Phoenix. The unincorporated Maricopa County properties to the east, currently developed as large lot residential homes in the Western Heritage Estates neighborhood, will be compatible to the proposed residential land uses contained within the application. In particular, the site plan to be developed in connection with the subsequent rezoning case will incorporate high quality neighborhood design that compliments the rural lifestyle of the existing County neighborhoods.

## **F. LIST OF USES**

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Permitted Uses: The following uses are permitted in accordance with the regulations and special standards established below.

1. Farms, including dairies, devoted (as applicable) to raising, breeding, and marketing of cows, subject to the following conditions:
  - a. This use may include commercial feeder lots.
  - b. The total site area shall not exceed 45 acres.
2. Grocery, retail sales, including sales of milk and milk-based products produced on-site.
3. Single Family Residential, subject to the following:
  - a. Residential development on the property shall comply with all development standards contained within the Phoenix Zoning Ordinance, Section 611 (R1-10 Zoning District).

## **G. DEVELOPMENT STANDARDS**

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It is the purpose and intent of the provisions defined within this PUD to promote the development of a flexible mixed-use development program. The provisions of the PUD will ensure compatibility with surrounding properties; provide a variety of land uses, services, and employment opportunities; promote new jobs, and generate new tax revenues to the City of Phoenix. The Danzeisen Farms PUD's development standards and design guidelines are reflective of the mixed-use environment envisioned for the area.

Development of the site shall comply with the provisions governed by the zoning ordinance, unless specifically listed below. If there are conflicts between specific provisions of this PUD, and the Phoenix zoning ordinance or design guidelines, the terms of this PUD shall apply. The PUD only modifies zoning ordinance regulations and does not modify other City Codes or requirements.

**I. Dairy Production Use Development Standards.** The following describes those standards applicable to the subject property while being utilized as a dairy operation and the future development of a dairy production facility and on-site sales of milk and milk-based products.

Standards: All development standards permitted through Section 649 of the Phoenix Zoning Ordinance (MUA Zoning District), except as modified below:

**Height, Building Setbacks, Density and Area Requirements.**

1. For any non-residential uses permitted in the district, the following requirements shall apply:
  - a. A maximum building height of two stories (2) not to exceed 30 feet shall be permitted.
2. Except as provided in Section 649.H.1. the following development standards shall apply:

|   | Ordinance            |  | PUD Standard         |         |
|---|----------------------|--|----------------------|---------|
| 1 | Setbacks             |  |                      |         |
|   | Front                | 40 Feet  | Front                | 40 Feet |
|   | Street Side          | 20 Feet  | Street               | 20 Feet |
|   | Interior             | 15 Feet  | Side                 | 10 Feet |
|   | Rear                 |  | Rear                 | 10 Feet |
| 2 | Maximum Lot Coverage | 35%*   | Maximum Lot Coverage | 35%     |
| 3 | Landscape Setback    | Average 35 feet along arterial/collector streets, minimum 30 feet permitted for up to 50% of the frontage.<br><br>Average 25 feet along local streets, minimum 20 feet for | Landscape Setback    | 10 Feet |

|   |  |   |                                    |          |
|---|--|---|------------------------------------|----------|
|   |  | up 50% of the frontage  |                                    |          |
| 4 | Parking Lot Area   | Min. 10%  | Parking Lot Area                   | Min. 10% |
| 5 | Streetscape Landscape Setback                                    | Min. 2-inch caliper (50% of required trees)   | Streetscape Landscape Setback      | Per Code |
|   |  | Min. 3-inch caliper or multi-trunk (25% of required trees)  |                                    | Per Code |
|   |  | Min. 4-inch caliper or multi-link tree (25% of required trees)  |                                    | Per Code |
| 6 | Streetscape Plant type Shrubs                                    | Min. five (5) 5-gallon shrubs per tree  | Streetscape Plant type             | Per Code |
| 7 | Landscape Planters<br><br>Per Ordinance as written in both cases | At ends of each row of parking and approximately every 110 feet   | Landscape Planters                 | Per Code |
|   |  | Landscape planters, single row of parking, min. 120 SF  |                                    |          |
|   |  | Landscape planters, double row of parking, 240 SF   |                                    |          |
| 8 | Additional parking lot landscaping                               | Per Ordinance as written<br><br>As needed to meet 10% min. requirement, evenly distributed throughout the entire parking lot. Min. interior dimension 5 feet (length and width) | Additional parking lot landscaping | Per Code |
| 9 | Parking lot Plant type Trees                                     | Per Ordinance as written  |                                    | Per Code |
|   |  | Min. 2-inch caliper   |                                    |          |

|    |            |   |       |          |
|----|------------|---|-------|----------|
|    | and Shrubs | (60% of required trees) Mi. 1-inch caliper (40% of required trees)<br>Shrubs Min. five (5) 5-gallon shrubs per tree |       |          |
| 10 | Signs      | Per Ordinance as written  | Signs | Per Code |

\*Shade structures accessory to agricultural or plant nursery uses which are fabric or plastic film covered and which do not exceed 12 in height shall not be included in the coverage calculations

**II. Residential Use Development Standards.** The following development standards shall be applicable to the subject property when the landowner elects to cease operation of the dairy production facility and initiates development of the site as a single-family for development of the subject property.

Applicable Development Standards: All development standards delineated through Section 611 of the Phoenix Zoning Ordinance (R1-10 Zoning District), as reflected herein:

| <b>Single Family</b>                            | <b>Standards Requirements for the District/Land Use</b>  | <b>PUD Standard</b>   |
|---|--|---|
| Development Option                              | PRD  |   |
| Gross Acreage                                   | N/A  | 39.89 acres   |
| Total Units                                     | 140  | 119-MET   |
| Density   | 3.5  | 2.98-MET  |
| Typical Lot Size                                | N/A; Except 110' min depth adjacent to Arterial street; 45' Minimum lot width  | 60' x 120'<br>70' x 120'-MET  |
| Subject to Single Family Design Review          | 10% or more of the lots are equal or less than 65 feet in width  | Yes   |
| PRD Perimeter Setbacks or Conventional Setbacks | Street (front, rear or side): 15' (in addition to landscape setback); Property line (rear): 15' (1-story), 20' (2-story); Property line (side): 10' (1-story), 15' (2-story) | Street (front, rear or side): 15'; Property line (rear): 15' (1-story), 20' (2-story); Property line (side): 10' (1-story), 20' (2-story)-MET |
| Open Space                                      | Min. 5% Common Area  | 16%-MET   |

## H. DESIGN GUIDELINES

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The intent of the Danzeisen Farms PUD is to visually integrate with the site and its context by utilizing building placement, design and form that complement the surrounding rural environment. The development plan will promote flexibility in uses and design while providing consistent development regulations to guide development of the individual parcels within the center.

- I. Dairy Production Land Use Design Guidelines. The following describes those standards applicable to the subject property while being utilized as a dairy operation and the future development of a dairy production facility and on-site sales of milk and milk-based products.

Standards: All development standards permitted through Section 507 Tab A of the Phoenix Zoning Ordinance.

### **Representative Design Themes**

In support of the rural and agrarian design themes intended for the site, the future development of the dairy operation facilities shall conform to the general design themes reflected through **Exhibit 1** herein. As reflected through these images, the limited new construction on the property will include a unified production and sales facility that will allow a continuous and streamlined bottling operation, but also will permit site visitors to effectively witness the process, and also to enjoy the available sales of milk and milk-based products created on site.

- II. Residential Use Design Guidelines. The following design guidelines shall be applicable to the subject property when the landowner elects to cease operation of the dairy production facility and initiates development of the site as a single-family for development of the subject property.

Standards: All development standards permitted through Section 507 Tab A of the Phoenix Zoning Ordinance.

The residential development option is expected to support and strengthen the rural neighborhood character of the existing land uses. In particular, the densities and high quality design characteristics of the planned residential areas will offer qualities and amenities that surpass those reflected in the existing residential area to the north, and will set a precedent for quality within future neighborhoods in the area. This envisioned higher standard in design for the residential element will be reflected through a creative street network and open space system that allows residents to concentrate recreational activities in the center of the neighborhood.



## **I. SUSTAINABILITY**

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The site and structures to comprise the Danzeisen Farms PUD will be developed with consideration for building and landscape sustainability, including the City of Phoenix Green Building Code, Leadership in Energy and Environmental Design (LEED) certification, the use of solar energy, orientation of the building on the parcel and low water use landscape.

However, the true strength of the sustainability aspect of the Danzeisen Farms PUD is the nature of the rural and agrarian lifestyle that is being preserved and enhanced through the activation of the Danzeisen Farms dairy operation. This proposed use will not only preserve several older structures on the site, but will create a sense of place and in fact a lifestyle for a region of the City of Phoenix that no other area can claim. This amenity to the City will further promote a locally-owned business with a considerable heritage in the community, and will generate a pride of local place that may initiate additional investment in the Estrella region of the City.

## **J. INFRASTRUCTURE**

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### **I. Circulation**

**Exhibit 9** herein includes the street rights-of-way and classifications for the external roadways to the site. Currently, Broadway Road is delineated as Street Classification *CM*, which indicates a future ROW width of 110'. The current ROW within this roadway appears to be roughly 80' near the intersection of 75<sup>th</sup> Avenue. 75th Avenue, south of Broadway Road adjacent to the site, is shown as Street Class *D*, which includes a future ROW of 100'. Currently, this roadway section includes a ROW dedication that is roughly 90' adjacent to this site.

As reflected through the attached conceptual site plan the Danzeisen Farms dairy operation will include an access point from Broadway Road. This facility is not expected to generate any significant additional traffic to or from the site. Similarly, the single-family residential option for the development of this site includes 119 homes, which represents a typical density for this area of the City.

Neither of the proposed land use changes for this site are expected to generate a level of automobile service that challenges the arterial roadways that currently exist to support the area. The Maricopa Association of Governments (MAG) data indicates that 75th Avenue carries roughly 7,000 vehicles per weekday north of Broadway Road, and no statistical data was available for 75th Avenue south of Broadway Road. Broadway Road data indicates that roughly 8,100 vehicles travel this roadway east of 75th Avenue, while 8,900 vehicles travel this roadway west of 75th Avenue. All of these figures fall well below the expected volumes of a standard Arterial roadway in Phoenix.

### **II. Grading and Drainage**

This property is very flat and is virtually unencumbered by natural or manmade features. The gentle slope of the site to the south is gradual, without any meaningful landscape elements. The Salt River lies approximately ½ mile to the south. In addition, the New State Canal does lie to

and abuts the south side of the property. This property currently includes structures associated with the operation of a dairy farm, including shade structures, barns, and equipment sheds, and one residential home.

The proposed development will adhere to the City of Phoenix Design Guidelines. The project will provide retention for the 100-year, 2-hour storm event and will retain the half street drainage of the surrounding public rights of way. The project will provide storm water retention using surface retention basins located on individual parcels throughout the site, or if surface retention is not sufficient due to site plan considerations, the project may utilize underground retention. The project will utilize storm drains and catch basins to collect sheet flow in the parking areas as needed to convey water to the retention basins. The retention areas will be limited to a maximum of 3-feet of water depth and graded with maximum side slopes of 3:1. Retention areas provided on individual parcels may be either by retention basin or underground storage. All retention facilities will be drained within 36-hours of a major storm event as required by the City of Phoenix Drainage Design Manual.

### **III. Water and Sewer**

As reflected through **Exhibit 10**, water service for the proposed development will be provided to the site via the City of Phoenix water system through the existing 24" Transmission line and 12" Distribution Line located within the Broadway Road ROW. Additional water service may be provided via the 6" and 8" local lines already placed to the immediate east of the property.

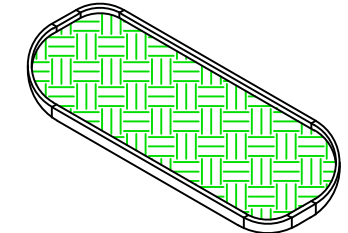
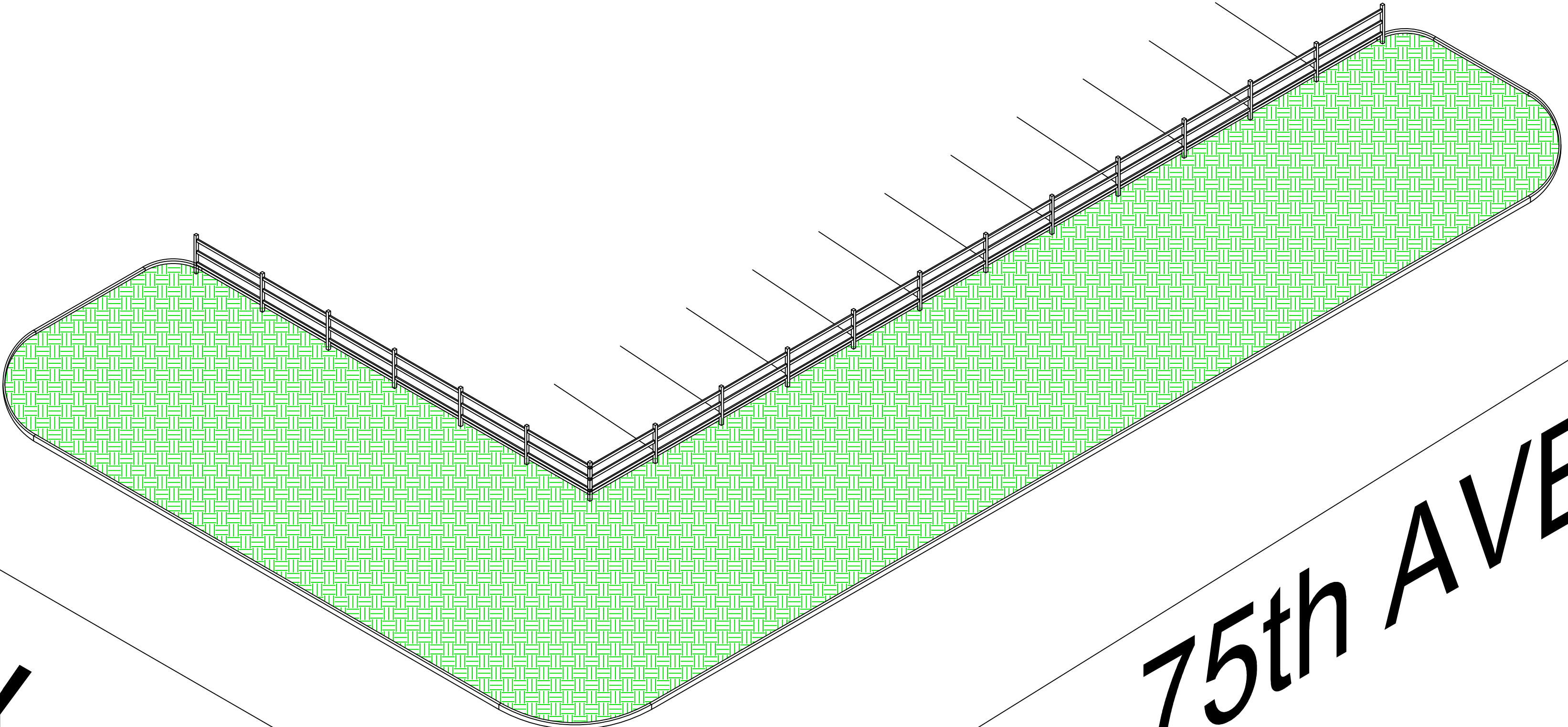
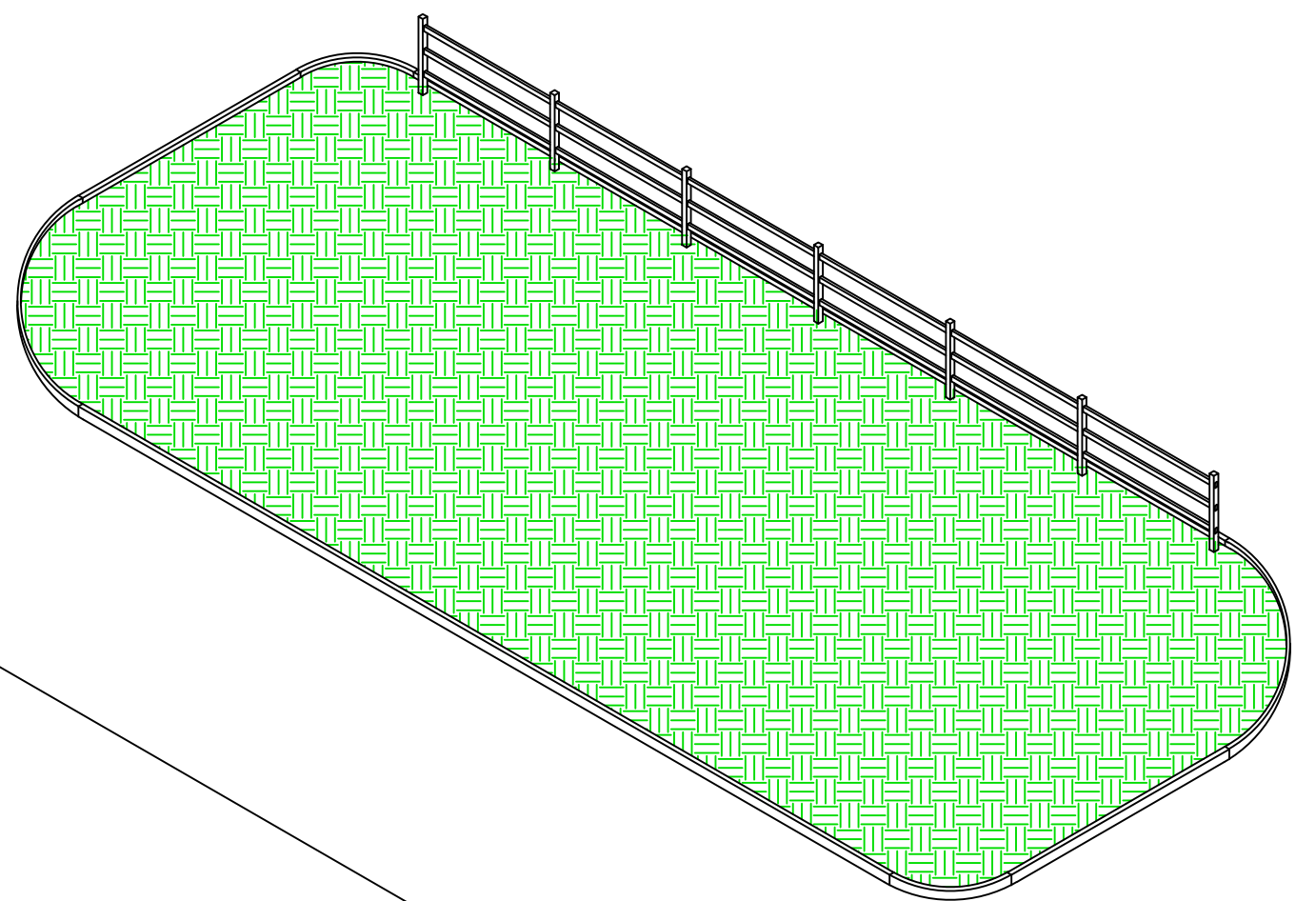
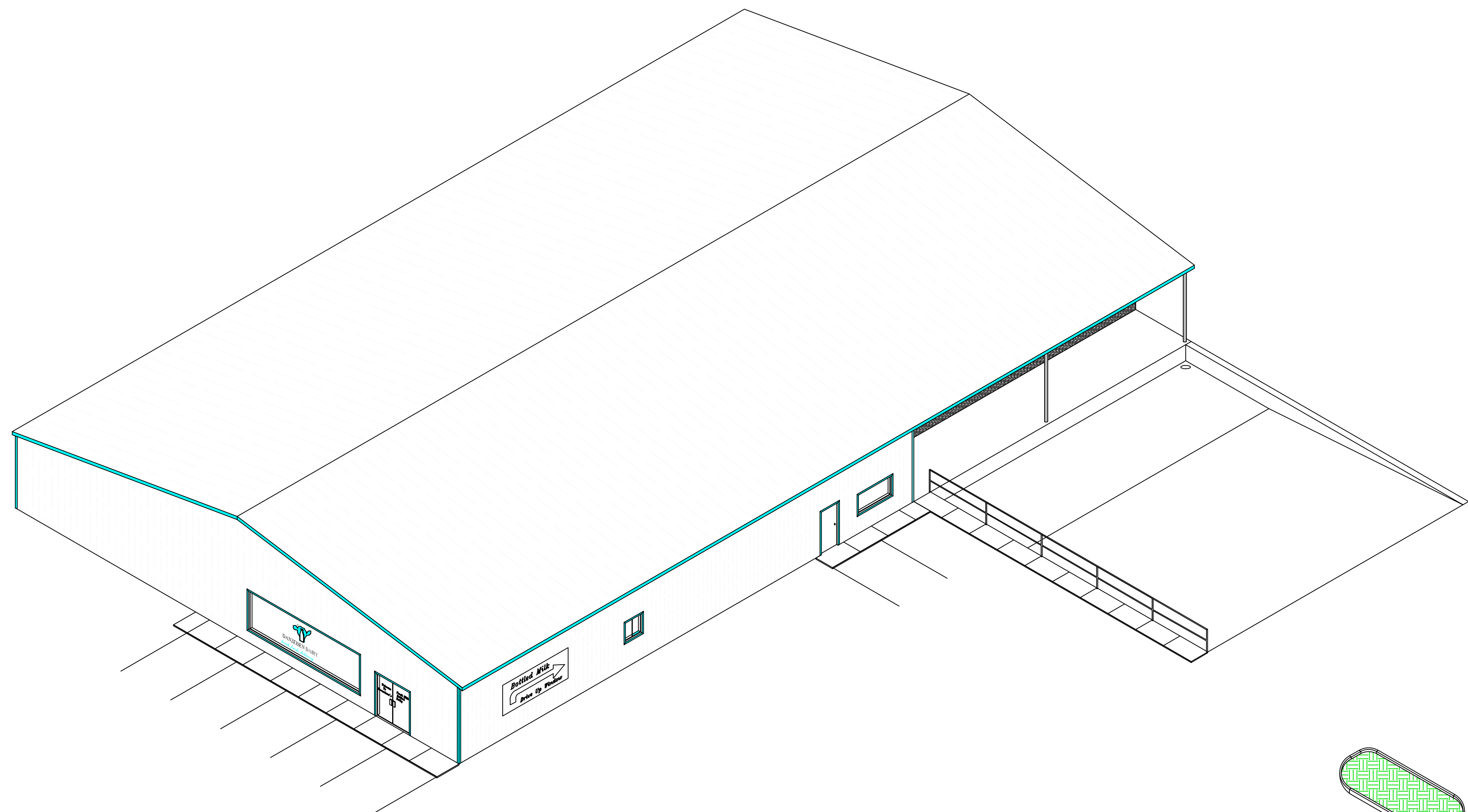
**Exhibit 11** illustrates the locations of the existing wastewater lines to the property. As shown through this exhibit, sewer service for the proposed development will be provided to the site via the City of Phoenix sewer system through the existing 92" and 42" gravity sewer lines located within the Broadway Road ROW, and also through the 24" and 12" force mains located within the 75<sup>th</sup> Avenue ROW.

### **K. PHASING**

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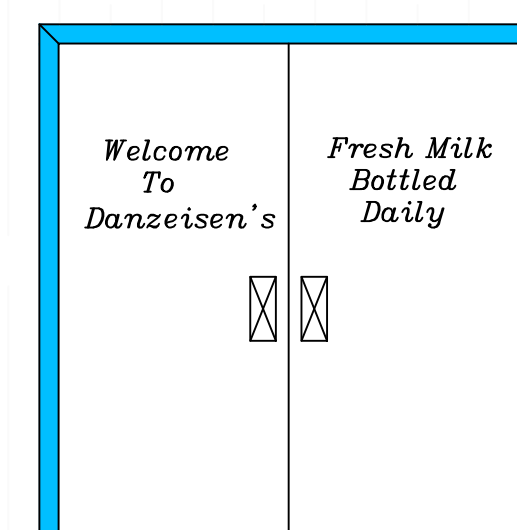
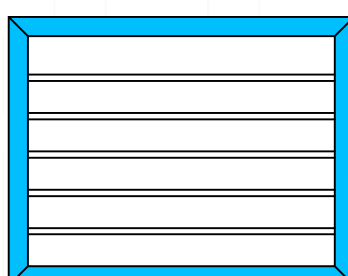
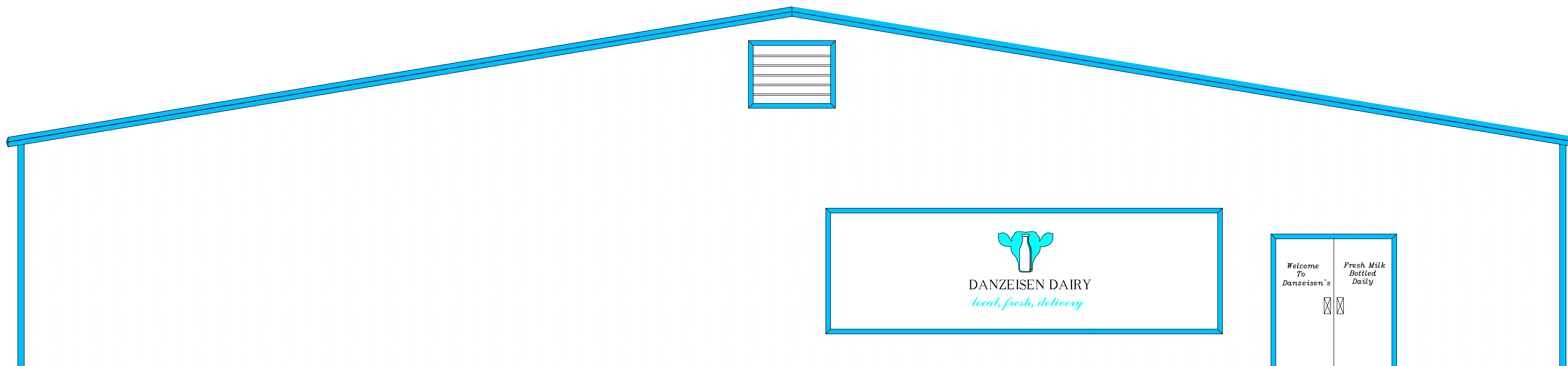
The Danzeisen Dairy Farms operation is expected to develop as a unified "phase", with the primary production facility to be brought online in the 4<sup>th</sup> quarter of 2013. Subsequent expansions of the production facility are difficult to anticipate and, given that the milk processed on site will be generated through the on-site dairy operation, may not become necessary.

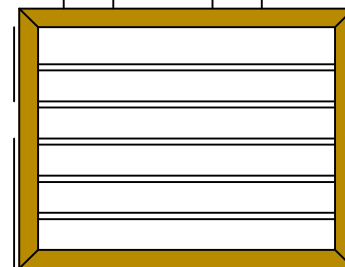
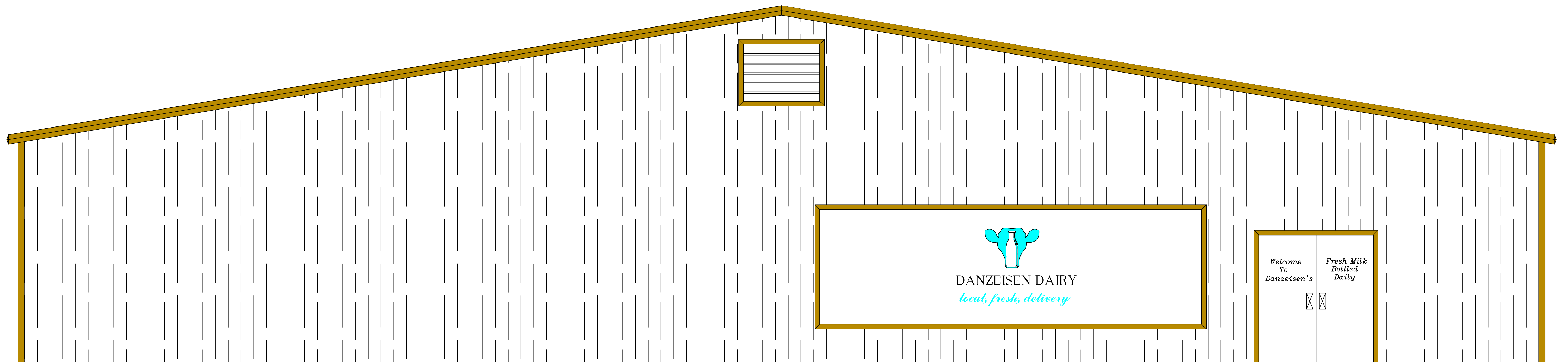
**EXHIBIT 1. REPRESENTATIVE DAIRY FARM DESIGN IMAGES**

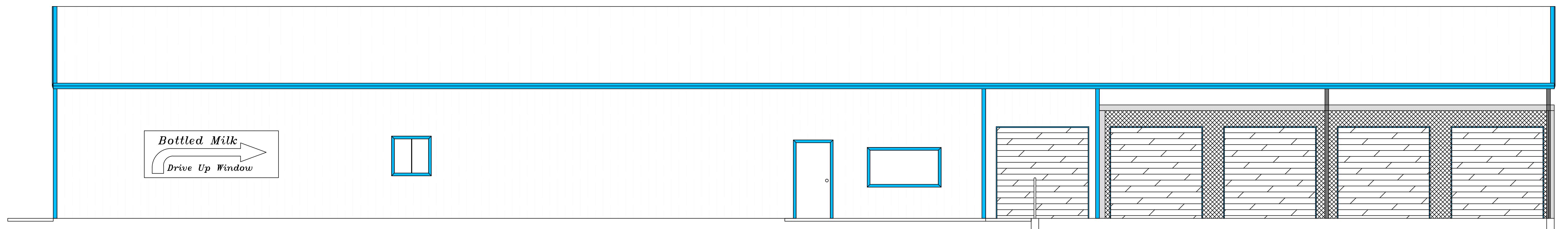


**BROADWAY**

**75th AVENUE**













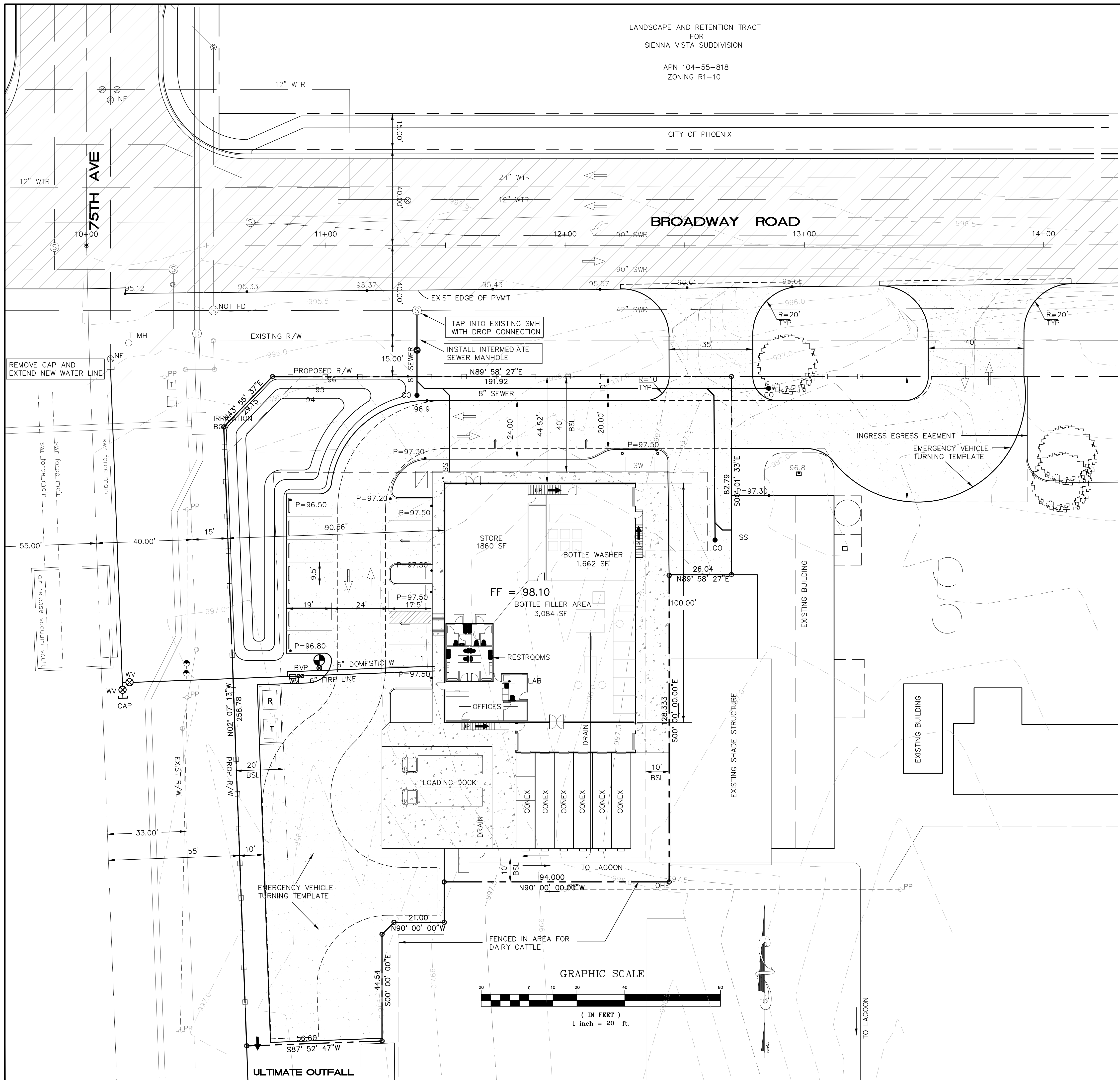


**EXHIBIT 2. CONCEPTUAL DANZSEISEN (DAIRY FARM) SITE PLAN**

LANDSCAPE AND RETENTION TRACT  
FOR  
SIENNA VISTA SUBDIVISION

APN 104-55-818  
ZONING R1-10

CITY OF PHOENIX



VICINITY MAP

**OWNER**

DNZ HOLDINGS LLC  
KEVIN DENZEISEN  
6829 WEST BROADWAY ROAD  
PHOENIX, ARIZONA 85043

**ENGINEER**

FOUR PEAKS DEVELOPMENT  
4401 E MONTE CRISTO AVE.  
PHOENIX, ARIZONA 85032  
CONTACT: JONATHAN D. JOYCE  
PHONE: 602-738-4201

**SITE PLAN NOTES**

- DEVELOPMENT AND USE OF THIS SITE WILL CONFORM WITH ALL APPLICABLE CODES AND ORDINANCES
- THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX WATER SERVICE AREA AND HAS BEEN DESIGNATED AS HAVING AN ASSURED WATER SUPPLY
- ALL NEW OR RELOCATED UTILITIES WILL BE PLACED UNDERGROUND
- ALL SIGNAGE REQUIRES SEPERATE APPROVALS AND PERMITS
- ANY LIGHTING WILL BE PLACES SO AS TO DIRECT LIGHT AWAY FROM THE ADJACENT RESIDENTIAL DISTRICTS AND WILL NOT EXCEED ONE FOOT CANDLE AT THE PROPERTY LINE. NO NOISE, ODOR OR VIBRATION WILL BE EMITTED SO THAT IT EXCEED THE GENERAL LEVEL OF NOISE, ODOR OR VIBRATION EMITTED BY USES OUTSIDE OF SITE
- OWNERS OF PROPERTY ADJACENT TO PUBLIC RIGHT-OF-WAY WILL HAVE THE RESPONSIBILITY FOR MAINTAINING ALL LANDSAPING WITHIN THE RIGHTS-OF-WAY IN ACCORDANCE WITH APPROVED PLANS.

**SITE PARAMETERS TABLE**

| BUILDING SETBACKS | FRONT               | PUD | SITE PLAN |
|-------------------|---------------------|-----|-----------|
|                   |                     | 40' | 40'       |
| PARKING SPACES**  | AREA OF DEVELOPMENT | NA  | 14 SPACES |
|                   | RETENTION           | NA  | 44,921 SF |
|                   | MAX LOT COVERAGE    | 35% | 4,866 CF  |

\*\*PARKING CALCULATION 2,934 SF OF RETAIL SPACE @ 1/300 = 10 SPACES  
PLUS 6 EMPLOYEES @ 1/1.5 = 4 + 10 = 14 SPACES

**SITE DATA**

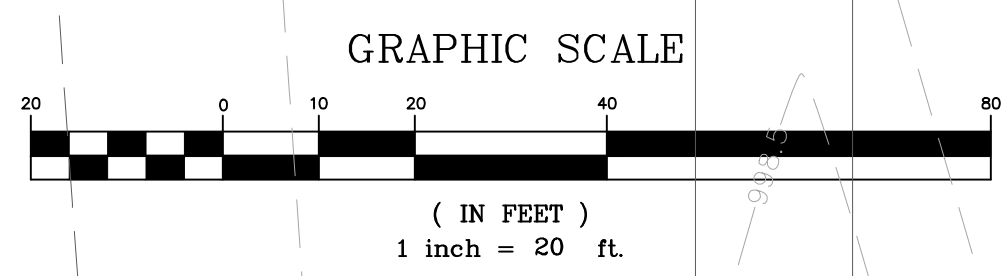
|                         |   |
|-------------------------|---|
| PROJECT DESCRIPTION:    | A MILK BOTTLING FACILITY WITH OUTSIDE SALES |
| EXISTING ZONING =       | RU43  |
| PROPOSED ZONING =       | PUD   |
| BUILDING SQUARE FOOTAGE | 8,633 SF                                    |
| BUILDING HEIGHT         | 30' MAX.                                    |
| BUILDING USE            | SEE PROJECT DESCRIPTION                     |
| GROSS SITE ACREAGE      | 39.89 ACRES                                 |
| NET SITE ACREAGE        | 38.54 ACRES                                 |
| AREA OF DEVELOPMENT     | 1.5 AC OR 65,341 SF                         |
| LOT SALES PROPOSED      | NO  |

**RETENTION CALCULATIONS**

$V_{req} = C \cdot P / 12 \cdot A$   
 $V_{req} = 4,866 \text{ cf}$       $C = 0.50$       $P = 2.6$       $A = 44,921 \text{ SF}$   
 $V_{prov} = 4,954 \text{ CF}$

**LEGEND**

- PROPERTY LINE
- SETBACK LINE
- STREET CENTERLINE
- ASPHALT
- CONCRETE
- DECOMPOSED GRANITE (DUST FREE SURFACE)
- FIRE HYDRANT
- PROPERTY CORNER
- SEWER
- WATER
- OVERHEAD ELECTRIC
- NEW TRANSFORMER
- TELEPHONE
- SEWER SERVICE
- WATER VALVE
- WATER METER
- BACK FLOW PREVENTOR
- EXIST. SWITCH CABINET



| No.  | REVISIONS/SUBMISSIONS | DATE                |
|--|-----------------------|---------------------|
| <b>DANZEISEN BOTTLING FACILITY</b>   |                       |                     |
| A MILK BOTTLING FACILITY WITH OUTSIDE SALES<br>SE CORNER OF 75TH AVENUE AND BROADWAY |                       |                     |
| DRAWING TITLE:<br><b>CONCEPTUAL SITE PLAN</b>  |                       |                     |
|  | DESIGNED BY:<br>JDJ   | PROJECT NO.<br>1302 |
|  | DRAWN BY:<br>STAFF    | SCALE:<br>1" = 20'  |
| CHECKED BY:<br>JDJ   | DRAWING NO.           | <b>SPO1</b>         |
| DATE:<br>10/17/13  |                       | OF 1                |
| DATA FILE:   |                       |                     |

**EXHIBIT 3. RESIDENTIAL SUBDIVISION CONCEPTUAL LAND PLAN**

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**ZONING PARCEL - LEGAL DESCRIPTION**

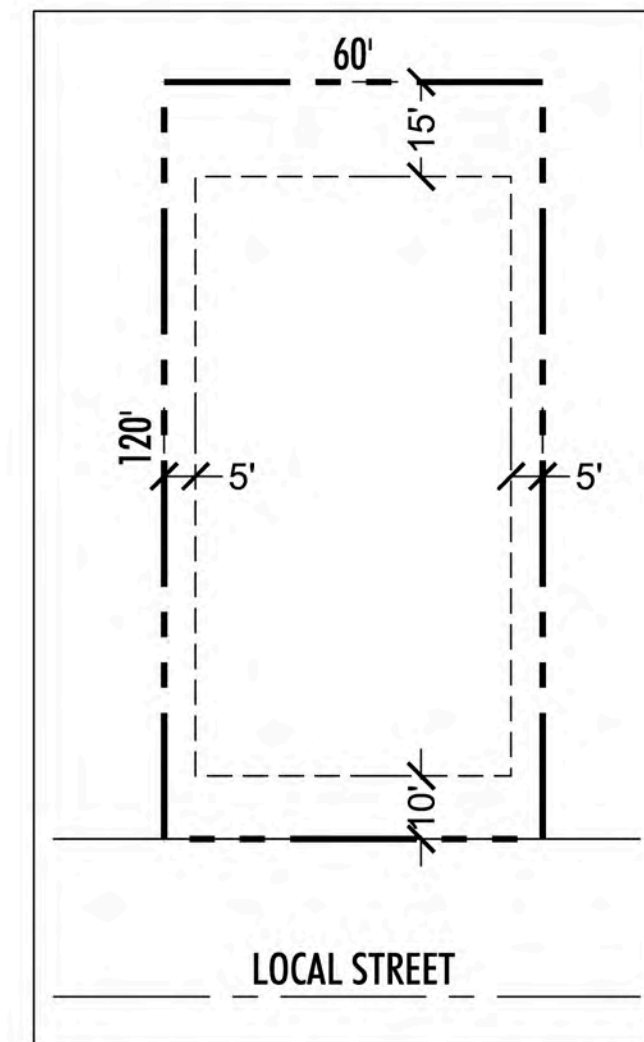
SAID PARCEL BEING A PORTION OF THE NORTHWEST QUARTER OF SECTION 25; TOWNSHIP 1 NORTH; RANGE 1 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN; MARICOPA COUNTY, ARIZONA.

SAID PARCEL more thoroughly described as follows;

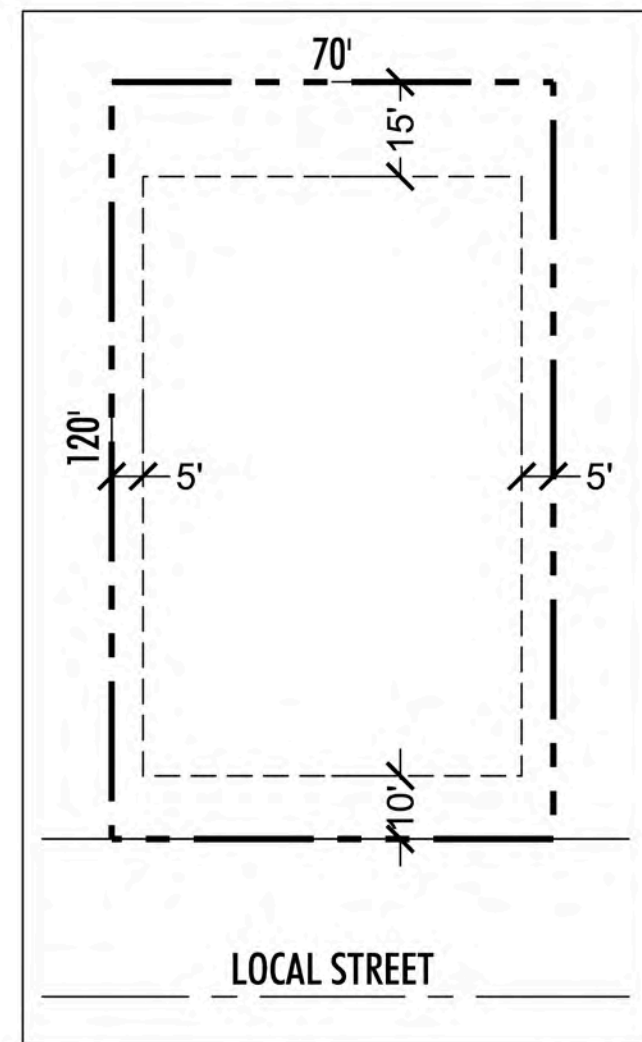
COMMENCING at the Northwest corner of said Section 25, Township 1 North; Range 1 East, said point being the Northwest corner of said parcel and the TRUE POINT OF BEGINNING;  
 THENCE South 89 degrees 58 minutes 59 seconds East, along the North side of the subject parcel, a distance of 1322.42 feet to the Northeast corner of said parcel;  
 THENCE South 00 degrees 10 minutes 23 seconds West, a distance of 1710.09 feet to the Southeast corner of said parcel;  
 THENCE North 48 degrees 53 minutes 24 seconds West, a distance of 79.21 feet;  
 THENCE North 58 degrees 21 minutes 24 seconds West, a distance of 554.08 feet;  
 THENCE North 61 degrees 56 minutes 24 seconds West, a distance of 145.06 feet;  
 THENCE North 69 degrees 10 minutes 24 seconds West, a distance of 196.95 feet;  
 THENCE North 78 degrees 18 minutes 24 seconds West, a distance of 205.96 feet;  
 THENCE North 87 degrees 32 minutes 36 seconds West, a distance of 275.20 feet to the Southwest corner of said parcel;  
 THENCE North 00 degrees 08 minutes 10 seconds East, a distance of 1199.50 feet to the Northwest corner of said Section 25, Township 1 North; Range 1 East, said point being the Northwest corner of said parcel and the TRUE POINT OF BEGINNING.  
 Said Parcel containing 39.89 acres more or less.

**SITE NOTES**

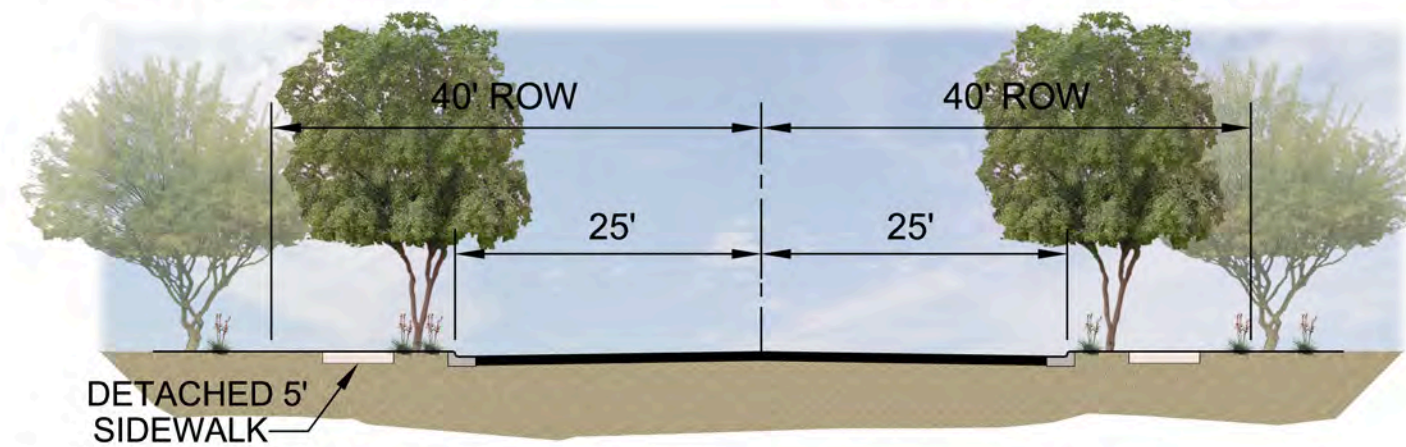
1. DEVELOPMENT AND USE OF THIS SITE WILL CONFORM WITH ALL APPLICABLE CODES AND ORDINANCES.
2. THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX WATER SERVICES AREA AND HAS BEEN DESIGNATED AS HAVING AN ASSURED WATER SUPPLY.
3. ALL NEW OR RELOCATED UTILITIES WILL BE PLACED UNDERGROUND.
4. STRUCTURES AND LANDSCAPING AT THE INTERSECTION OF PUBLIC STREETS AND PRIVATE ACCESSWAYS, WITHIN A TRIANGLE MEASURING 33' ALONG THE PUBLIC STREET AND 15' ALONG THE PRIVATE ACCESSWAY RIGHT-OF-WAY LINES, WILL BE MAINTAINED AT A MAXIMUM HEIGHT OF 3'.
5. A MINIMUM 18" WILL BE PROVIDED FROM BACK OF SIDEWALK TO FACE OF GARAGE DOOR.
6. EACH LOT CONSTITUTES A BUILDING ENVELOPE AND ACCESSORY USES AND STRUCTURES SUCH AS POOLS AND PRIVACY WALLS ARE PERMITTED EXCEPT AS OTHERWISE REGULATED BY OTHER CITY CODES AND ORDINANCES.
7. AN ASSOCIATION, INCLUDING ALL PROPERTY OWNERS IN THE DEVELOPMENT, WILL BE FORMED AND HAVE RESPONSIBILITY FOR MAINTAINING ALL COMMON AREAS NOTED AS "TRACTS" OR "EASEMENTS", INCLUDING PRIVATE STREETS, LANDSCAPED AREAS, AND DRAINAGE FACILITIES IN ACCORDANCE WITH APPROVED PLANS.
8. OWNERS OF PROPERTY ADJACENT TO PUBLIC RIGHTS-OF-WAY WILL HAVE THE RIGHTS-OF-WAY, IN ACCORDANCE WITH APPROVED PLANS.
9. AFTER FINAL APPROVAL THE PROJECT WILL BE INSPECTED FOR ZONING COMPLIANCE DURING CONSTRUCTION AND PRIOR TO OCCUPANCY. THE APPLICANT IS TO NOTIFY DSD PRIOR TO OCCUPANCY TO ARRANGE FOR INSPECTIONS. CALL 262-6981 AND REQUEST A DESIGN REVIEW INSPECTION.



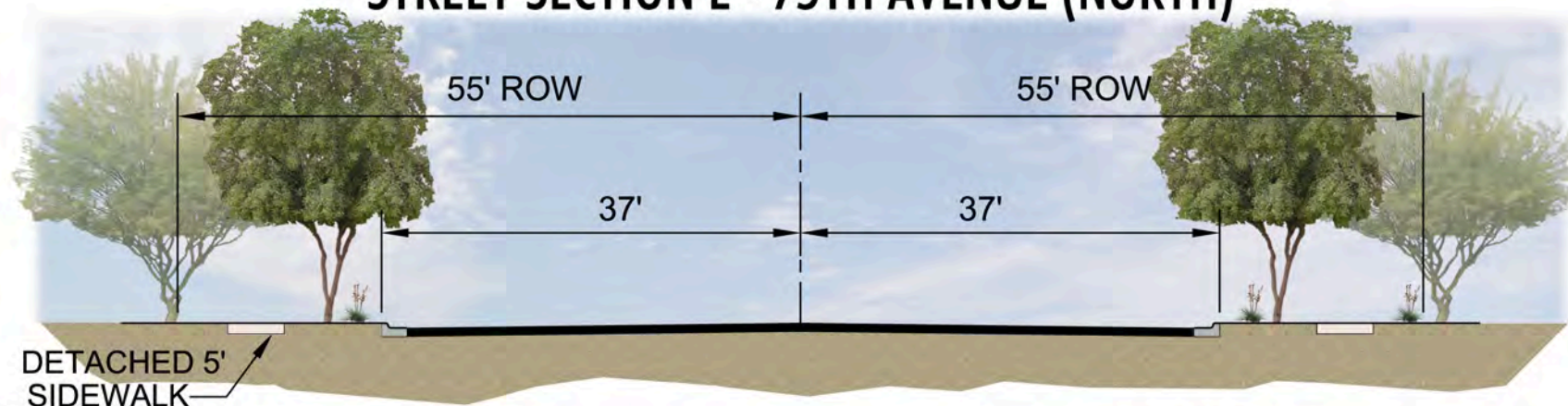
**60'X120' CONCEPTUALLY PLANNED LOT DETAIL**



**70'X120' CONCEPTUALLY PLANNED LOT DETAIL**



**STREET SECTION E - 75TH AVENUE (NORTH)**



**STREET SECTION C - BROADWAY ROAD (EAST)**

COUNTY RURAL 43



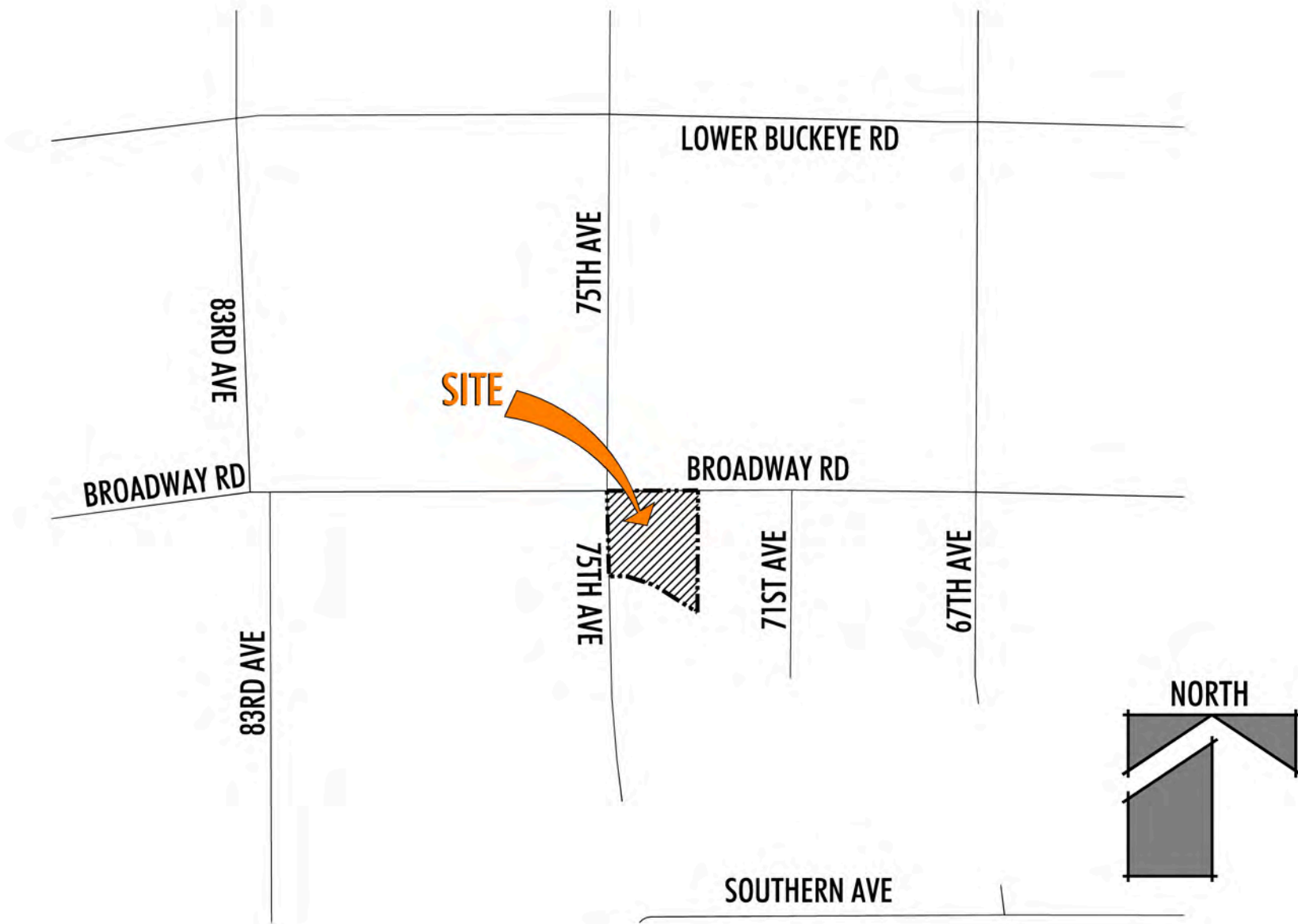
COUNTY RURAL 43

COUNTY RURAL 43

**CONCEPTUAL SITE PLAN FOR SEC 75TH AVENUE AND BROADWAY ROAD**

A PLANNED UNIT DEVELOPMENT

A PORTION OF THE NORTHWEST QUARTER OF SECTION 25, TOWNSHIP 1 NORTH, RANGE 1 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA.



**VICINITY MAP N.T.S.**

**CONCEPTUAL PLAN DATA:**

GROSS SITE AREA: 1,737,237 SQ. FT. OR 39.88 AC.  
 NET SITE AREA: 1,671,193 SQ. FT. OR 38.36 AC.

EXISTING GENERAL PLAN DESIGNATION: 2 to 3.5/ MU-A  
 2 to 3.5 DU/AC  
 EXISTING ZONING: S-1  
 PROPOSED ZONING: PUD

PROPOSED # OF LOTS: 119  
 DENSITY: 2.98 DU/AC

PROPOSED LOT SIZE: 60' x 120': 69 LOTS  
 70' x 120': 50 LOTS

OPEN SPACE PROVIDED: 274,723 SQ. FT. OR 6.30 AC. = 16%

MAX. BLDG. HT.: 2 STORIES OR 24'

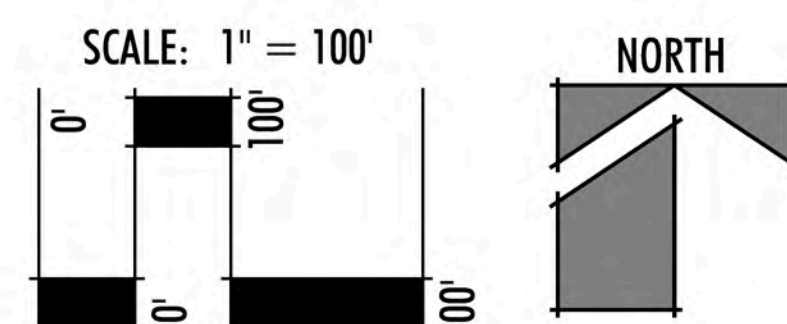
**OWNER**

DNZ HOLDINGS L.L.C.  
 KEVIN DANZEISEN  
 6829 WEST BROADWAY ROAD  
 PHOENIX, AZ. 85043  
 PHONE:  
 FAX:

**LAND PLANNER**

LVA URBAN DESIGN STUDIO L.L.C.  
 ALAN BEAUDOIN  
 120 SOUTH ASH AVENUE  
 TEMPE, AZ. 85281  
 PHONE: (480) 994-0994  
 FAX: (480) 994-7332

**LVA urban design studio**  
 land planning • engineering • landscape architecture  
 120 south ash avenue 4007 e paradise falls dr, #210  
 tempe, arizona 85281 tucson, arizona 85712  
 phone: 480.994.0994 phone: 520.261.2994  
 www.lvadesign.com



**EXHIBIT 4. AERIAL VICINITY MAP**

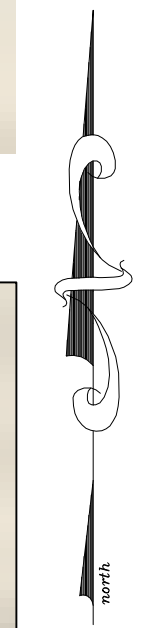
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**EXHIBIT 5. CONTEXT PLAN AND PHOTOGRAPHS**

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| No.  | REVISIONS/SUBMISSIONS | DATE                       |
|--|-----------------------|----------------------------|
| <p><b>DANZEISEN BOTTLING FACILITY</b><br/>           A MILK BOTTLING FACILITY WITH OUTSIDE SALES</p> |                       |                            |
| <p>SE CORNER OF 75TH AVENUE AND BROADWAY</p>   |                       |                            |
| <p>DRAWING TITLE:<br/> <b>EXISTING CONDITIONS EXHIBIT</b></p>  |                       |                            |
|  | DESIGNED BY:<br>JDJ   | PROJECT NO.<br>1302        |
|  | DRAWN BY:<br>STAFF    | SCALE:<br>NTS              |
|  | CHECKED BY:<br>JDJ    | DRAWING NO.<br><b>SP04</b> |
|  | DATE:<br>7/9/13       | OF 4                       |
| DATA FILE:   |                       |                            |

**EXHIBIT 6. GENERAL PLAN MAP**

---

RESOLUTION 21133

A RESOLUTION ADOPTING AN AMENDMENT TO THE 2001 GENERAL PLAN FOR PHOENIX, APPLICATION GPA-EST-2-12-7, CHANGING THE LAND USE CLASSIFICATION FOR THE PARCEL DESCRIBED HEREIN.

---

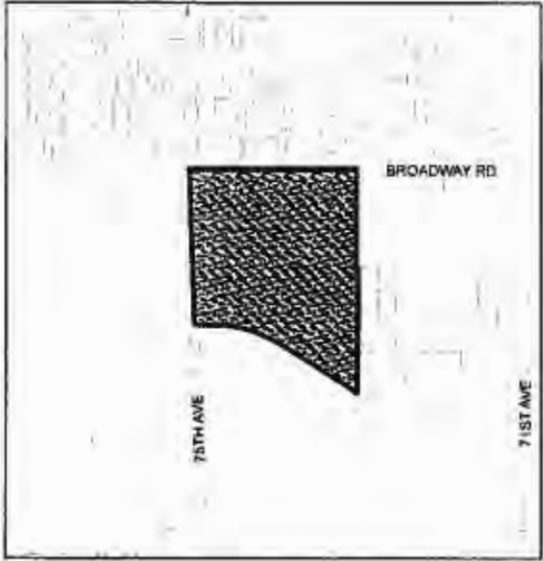
BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1. The 2001 Phoenix General Plan which was adopted by Resolution No. 19731, is hereby amended by adopting GPA-EST-2-12-7, 39.89 acres located at the southeast corner of 75th Avenue and Broadway Road, Mixed-Use (Residential 2-3.5/Mixed Use Agricultural), as approved by City Council on May 1, 2013, and that the Planning and Development Director is instructed to modify The 2001 Phoenix General Plan to reflect this land use classification change as shown below:

# GPA-EST-2-12-7

**PROPOSED CHANGE:**

Proposed Change Area  
 Mixed Use (Residential 2 to 3.5 du/acre - MUA)



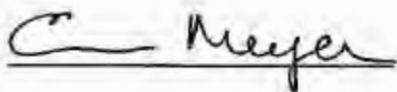
The map displays a rectangular area with a hatched pattern, representing the proposed change area. The area is bounded on the left by 75th Ave, on the right by 71st Ave, and on the top by Broadway Rd. The bottom boundary is a curved line. The map is oriented with Broadway Rd at the top and 71st Ave at the right.

PASSED by the Council of the City of Phoenix this 1st day of May, 2013.

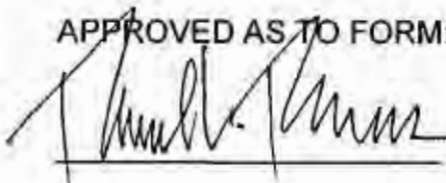


MAYOR

ATTEST:

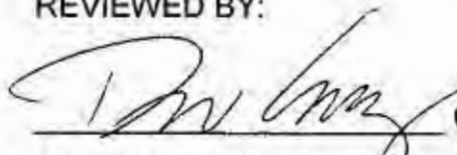
 City Clerk

APPROVED AS TO FORM:

 Acting City Attorney

MLW

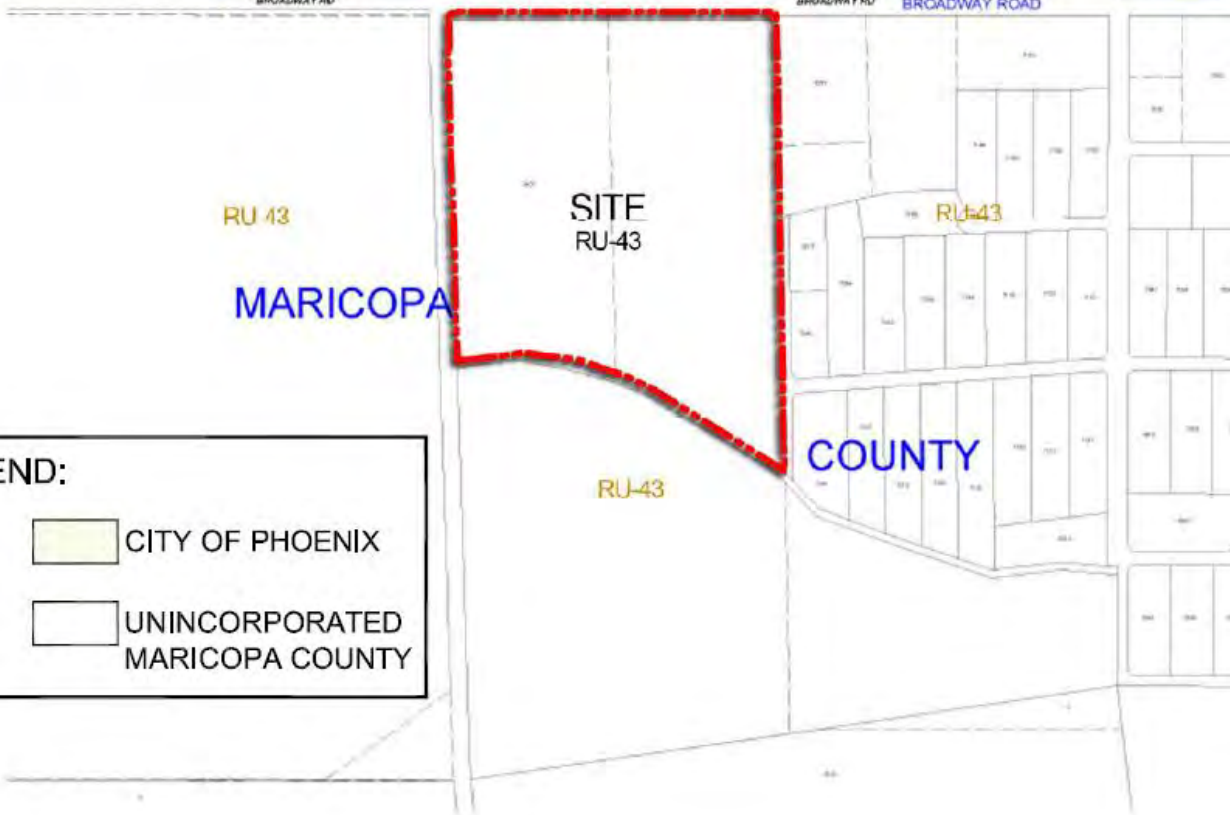
REVIEWED BY:

 City Manager



MLW:tmt:1047329v1 (CM#52) (Item 79) 5/1/13

**EXHIBIT 7. EXISTING ZONING MAP**

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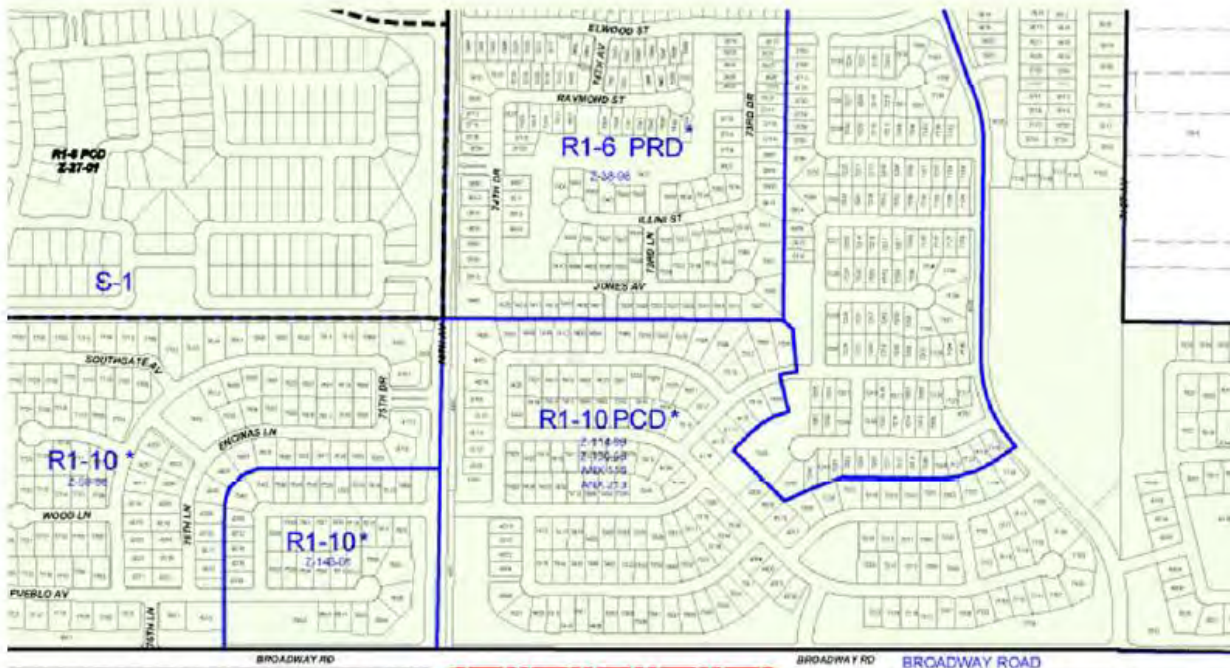
**LEGEND:**

-  CITY OF PHOENIX
-  UNINCORPORATED MARICOPA COUNTY

**EXHIBIT 8. PROPOSED ZONING MAP**

---





PUD Boundary

RU 43

MARICOPA



RU-43

COUNTY

RU-43

**LEGEND:**

- CITY OF PHOENIX
- UNINCORPORATED MARICOPA COUNTY

**EXHIBIT 9. REGIONAL STREET MAP**

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**EXHIBIT 10. WATER SERVICE MAP**

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24-Inch Transmission Main  
(Terminates at 67th Ave)  
12-Inch Distribution Line

Local Service Lines  
8-Inch & 6-Inch

R1-10

R1-10

R1-10

R1-10

RU-43

RU-43

60' FUTURE ROW

RU-43

RU-43

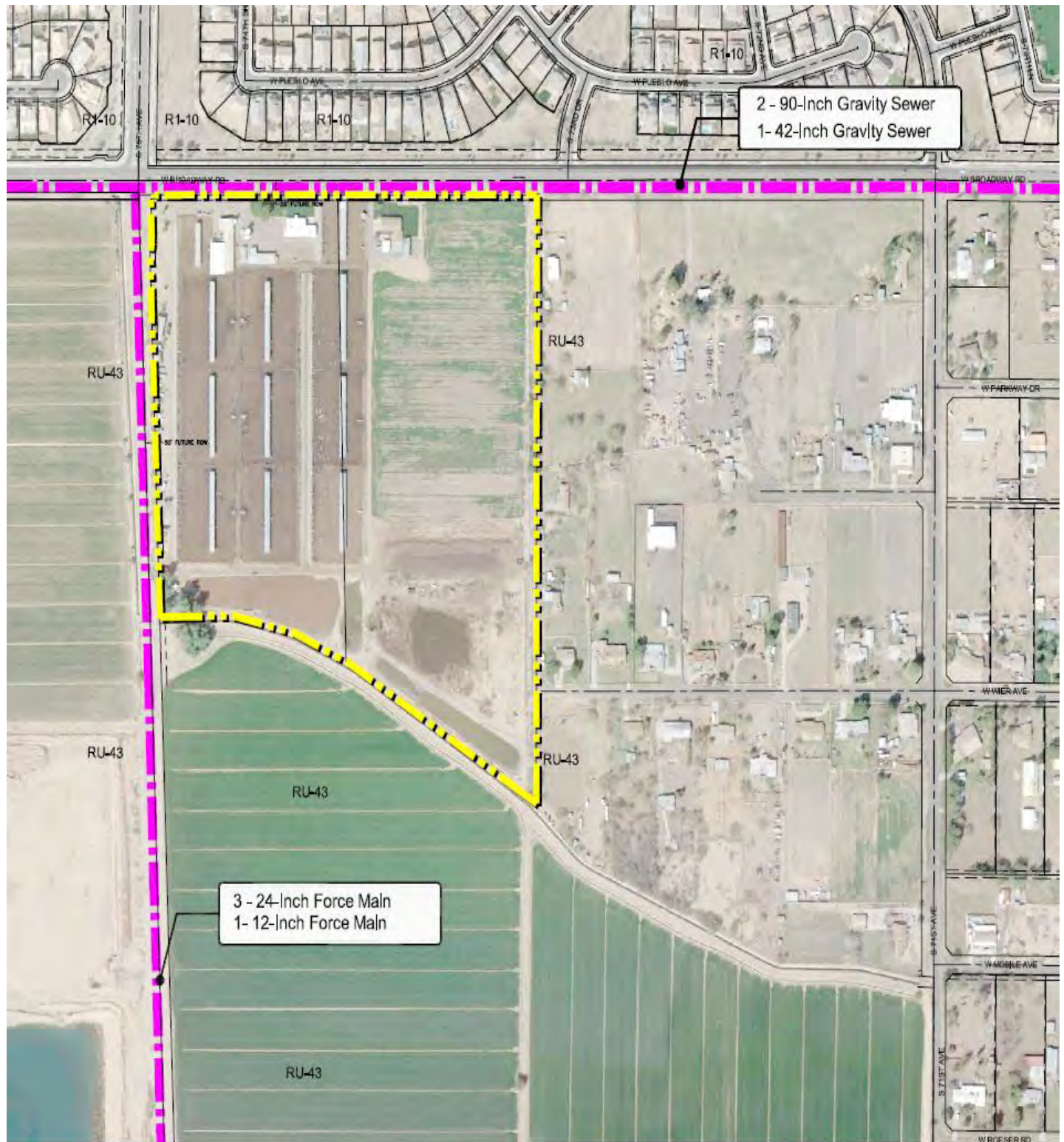
RU-43

RU-43

S. 71ST AVE

**EXHIBIT 11. SEWER SERVICE MAP**

---



2 - 90-Inch Gravity Sewer  
1 - 42-Inch Gravlty Sewer

3 - 24-Inch Force Main  
1 - 12-Inch Force Main

R1-10

R1-10

R1-10

R1-10

RU-43

RU-43

RU-43

RU-43

RU-43

RU-43

W BROADWAY RD

W BROADWAY RD

OF FUTURE BOX

W PARKWAY DR

W HERR AVE

S PINE AVE

W MOBLE AVE

S 71ST AVE

W ROSE RD