



TOWN OF JEROME

POST OFFICE BOX 335, JEROME, ARIZONA 86331
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Founded 1876
Incorporated 1899

AGENDA

General Plan Steering Committee
Wednesday, November 16, 2016 6:00 p.m.
Jerome Town Hall, 600 Clark Street

ITEM 1: CALL TO ORDER/ROLL CALL

ITEM 2: APPROVE MEETING MINUTES OF October 5, 2016
Discussion/Possible Action

ITEM 3: PUBLIC COMMENT

ITEM 4: REVIEW CHANGES TO DRAFT PLAN . . . CONT'D
Discussion/Possible Action/Possible Direction to Staff

**ITEM 5: REVIEW AND CONSIDER PAST AND PROPOSED VERSIONS OF DOCUMENTS
PERTAINING TO THE HISTORIC PRESERVATION ELEMENT**
Discussion/Possible Action/Possible Direction to Staff

ITEM 6: FUTURE AGENDA ITEMS
Discussion/Possible Action/Possible Direction to Staff

ITEM 10: ADJOURNMENT
Discussion/Possible Action

The undersigned hereby certifies that this notice and agenda was posted at the following locations on or before 7 p.m. on _____
301 Main Street, second floor, exterior posting case
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120 Main Street, Jerome Post Office, interior posting case

Albert L Sengstock, Zoning Administrator, Attest

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Minutes General Plan Steering Committee Wednesday, October 5, 2016 6:00 p.m. Jerome Town Hall, 600 Clark Street

ITEM 1: Call to Order/Roll Call

Chair Doug Freund called the meeting to order at 6:00 p.m.

Roll call was taken by Jennifer Julian, Minute Taker. Members present were Chair Doug Freund, Jane Moore, Mimi Currier, Suzy Mound, Margie Hardie and Ms. Barlow. Denise Guth was absent.

Staff present were Al Sengstock, Zoning Administrator (via internet video conference) and Jennifer Julian, Minute Taker.

ITEM 2: Approve meeting minutes of August 24, 2016

Ms. Currier made a motion to approve the minutes of August 24, 2016 as amended. Ms. Barlow seconded. The motion passed unanimously.

ITEM 3: Public Comment

There was no public comment.

ITEM 4: REVIEW AND CONSIDER various options for the Historic Preservation Element, including the 2006 Longhurst Concept Draft and the Element from the 1981 Plan

Mr. Freund said that the 2006 Longhurst concept draft contains much of what the committee is looking for in a Historic Preservation Element. He thinks the 1981 plan element contains useful content but lacks specific policies and goals.

Mr. Freund distributed an edited version of the Longhurst concept draft. He has retyped it, making common sense changes and incorporating the editorial remarks. At this point, he has only finished about 9 of 12 pages.

Ms. Hardie pointed out that Anne Bassett worked with Tony Longhurst on the concept draft.

Ms. Barlow liked the Longhurst concept draft, but she also thought that the 1981 plan element had a lot of good information in it. She suggested repeating parts of the 1981 plan element in the new plan.

Mr. Freund said that the 1981 plan element doesn't have policies and goals. However, the historic survey is good (pages 109-113 of 1981 plan). Mr. Freund suggested using that section as the introduction to the architectural inventory.

Ms. Hardie said she thought the zoning ordinance would be added. Mr. Freund said that some of that is in there.

Ms. Moore agreed with Ms. Barlow that the 1981 plan element contains good information. She also thought that the Longhurst concept draft contains more polices about how to maintain things. But she questioned if some of those policies are doable today.

Mr. Sengstock reminded the committee about the context of the Longhurst concept draft. When it was written in 2006, the authors were aware that a lot of the protectionism expressed in the document wouldn't stand up under Proposition 207 and private property rights. We need to consider that, now that we have lived with Proposition 207 for a while. He hasn't heard of the historical review process being challenged under Proposition 207, but it seems likely. He believes it would be best to use portions of both the Longhurst concept draft and 1981 plan element in the new Historic Preservation Element.

Ms. Moore recalled a recent challenge to historic preservation by Proposition 207 in Flagstaff. It was an addition to a historic structure. She didn't know the outcome. Mr. Sengstock said he will try to find out what happened.

Ms. Hardie asked why the focus on Proposition 207 and SB 1350. Aren't we getting too detailed? These things may change next week. We should be focusing on goals for the future.

Mr. Sengstock agreed with Ms. Hardie. He said that the Longhurst concept draft is too specific about "cans and can'ts." The new Historic Preservation Element could use the context from the 1981 plan element (the descriptions) then move to the format of Longhurst concept draft, only more general.

Ms. Barlow referred to page 4 of the Longhurst concept draft. She likes the design review. She also liked the specific design review in the 1981 plan element. She wanted to include item 3: "Retain whenever possible open space." She also liked item 6, because it again mentions open space and the importance of design review.

Ms. Moore said that the Secretary of Interior guidelines for restoring and rehabilitating properties are very strict. How does Proposition 207 affect that? Mr. Sengstock said that those guidelines are for property owners who want to receive a tax credit. The strict guidelines do not apply to historic buildings where the owner doesn't want the tax credit. He warned against confusing Town design review with state or federal historic preservation guidelines.

Ms. Currier disagreed with a statement in the Longhurst concept draft (page 1): "the historical ambience is the reason most of her citizens choose to live here." She doesn't believe that statement is true of "most." She personally came to Jerome for the air and water and safety. Mr. Freund thought the statement could be true of "many." Ms. Currier said she could agree with "many."

Mr. Freund suggested that each member review the retyped Longhurst concept draft and edit out what they feel is not appropriate. Mr. Sengstock reminded the committee to consider general objectives and goals, not specific zoning or regulatory issues.

Ms. Barlow said she would like to see the 1981 plan element added as an appendix, not melded with the Longhurst concept document.

(Mr. Sengstock left the meeting briefly. During his absence there was a discussion of the 1981 plan element contents.)

Ms. Moore thought the description of architecture and other features in the Town in the 1981 plan element is important and should be included as an appendix.

Mr. Freund again asked the committee to review the retyped Longhurst concept draft and pick out what should be included and excluded. Members should also think about anything that may need to be added. Ms. Moore added that the document needs to be shorter and more concise.

Mr. Freund pointed out that he had removed references to annexation from the document.

Ms. Hardie clarified that the committee will still review the 1981 plan element and decide what to include.

ITEM 5: REVIEW AND CONSIDER revised version of Historic Development of Jerome Element from the 1981 Plan

Ms. Currier distributed a revised version of the Historical Development of Jerome document previously submitted by Mr. Freund. She cut-and-pasted paragraphs to make it more chronological, but did not change anything else.

There was confusion about which document was under discussion. To clarify, this document is a version (rewritten by Mr. Freund) of the Historical Development of Jerome found on pages 148 – 154 of the 1981 plan.

Ms. Moore pointed out that the population in the mid-1950's should be "approximately 200" or "just over 200 people." [Minute Taker note: this appears on page 2 of Mr. Freund's version of the document.]

Ms. Hardie asked where the Historical Development of Jerome would appear. Mr. Freund suggested an appendix, the same as in the 1981 plan.

There was some confusion about the Brief History of the Town of Jerome which appears on page 4 of the current draft plan. Mr. Freund said he understood that the consensus was to include that history as well as the longer Historical Development section.

Ms. Moore pointed out that the Town's zoning ordinance was implemented in 1977, before the general plan in 1981 (page 5 of Ms. Currier's version). The consensus was to change it.

Mr. Freund asked the committee to review Ms. Currier's changes to the document and provide feedback on the entire document at the next meeting.

ITEM 6: Discuss Water Element

Mr. Freund said that the committee has agreed to incorporate a water element. He proposed not making a separate element for water, but including it in a summary section focusing on Jerome's unique challenges. He read it into the record. [Minute Taker note: text to be added.] Mr. Freund proposed that each committee member write a summary paragraph for one of the challenges he listed.

Ms. Barlow thinks it is good, but she felt that a lot is already in the plan in sentences and goals. Maybe these challenges already appear in the plan in the appropriate places.

Ms. Hardie pointed out that page 8 of the draft plan, Physical Conditions, contains several sentences about the springs. Ms. Moore said that the flow rate indicated in the draft plan is no longer true and needs to be changed.

Ms. Hardie suggested inserting a paragraph on page 10 of the draft plan about water and sewer challenges. However, she wasn't opposed to a unique challenges summary section.

Ms. Moore agreed with Ms. Barlow to go through the draft plan and see if the unique challenges are included there. She suggested updating the water situation on pages 8-11 of the draft plan and then have a summary in the unique challenges section of anything that doesn't appear in the draft plan. For example, what about the potential for mining coming back?

Ms. Barlow said that the third Key Assumption on page 11 relates to what Mr. Freund is proposing. "The existing

water and sewer infrastructure is in need of improvement.” Mr. Freund said that statement does not address the real scope of the problem.

Mr. Freund said that the committee discussed moving the Historic Preservation Element to the front of the document. He then distributed a proposed Table of Contents.

Ms. Hardie liked having the Historic Preservation Element first, as it leads to all the other elements.

Mr. Freund asked the committee members to write paragraphs for each topic he has listed in the unique challenges section.

Ms. Hardie suggested adding cross references in the body of the general plan to the unique challenges section.

Mr. Freund distributed the proposed unique challenges section. He thought this section would provide an opportunity to go beyond challenges into the implications as well. For example, what are the implications of a water flow that is under 100 gallons per minute?

There was a brief discussion about the recent water shortage and the current situation.

Mr. Sengstock said that a lot of the information about the unique challenges is already in the plan. He recommended supplementing what exists in the plan rather than adding a whole new section. In his opinion, too much narrative – though interesting – doesn’t serve the purpose of the plan. He doesn’t want it to become too subjective or too unwieldy. He recommended going back to the original draft plan and seeing where the challenges can be added.

Ms. Hardie agreed with Mr. Sengstock. Bullet points or an outline is easier to use than a narrative.

Mr. Sengstock suggested possibly adding a summary paragraph to Goal 5 on page 20 of the draft plan: “Manage all development to conserve land, water, air, wildlife, and energy resources.” First describe the challenge, then go on to state the goals or strategies to meet those challenges. For example, if mining were to come back, it would affect all resources.

Ms. Moore thought that the description of the water situation beginning on page 8 needs to be rewritten. Eliminate some of it and stress that developments such as the loss of water may force the Town to consider alternative sources of water in the future.

Mr. Sengstock pointed out how the water situation as described on page 8 has changed just in the time since that section was written. It is an example of the plan’s being too specific by listing resources that could go away at any time. That section should reflect the need to plan ahead based on recent experiences with water.

Ms. Moore pointed out that the section on inhospitable topography needs to be rewritten as well, in light of the Sliding Jail. There is a chance for potential new development on slide areas. She agreed with Mr. Sengstock about elaborating on unique challenges throughout the draft plan without making it too much of a tome.

Mr. Sengstock reminded everyone of the previous decision regarding the Historic Preservation Element. The committee chose to include it, even though it wasn’t required by law, but it would be brief and simple. He believes the committee needs to reestablish what it needs to do. His personal opinion is that the plan does not need a Longhurst-style Historic Preservation Element. Much of what the 1981 Historic Preservation Element contains has been enshrined in the zoning ordinance.

Mr. Freund pointed out that the zoning ordinance preceded the 1981 general plan.

Ms. Moore thought that after reviewing the entire draft plan, the committee would find things that need to be added. For example, unsafe parking places under the Circulation or Economic Elements.

Mr. Sengstock believes that protection and preservation is a fundamental underpinning of the entire general plan.

Mr. Sengstock recommended going through the general plan as it exists to see where a preface of additional comment about unique challenges can be added, without creating a whole new section.

Mr. Freund said that he understood Mr. Sengstock's point. However, the extra section he has proposed would be about 8 paragraphs. It would be a fitting length for a conclusion, which the document does not yet have.

Mr. Sengstock conceded a concluding summary would be appropriate. He suggested including a sentence which says something like "In the time that this plan was written, a number of specific facts changed, which illustrates the need for long-range planning. Some of the unique challenges facing us in the future are . . ."

Ms. Barlow liked Mr. Freund's statement of unique challenges and the statement of how things are today in 2016. She felt there was merit in including it.

Mr. Freund pointed out that many discussions of the challenges did not yield goals and policies, they yielded pros and cons. For example, the tradeoffs of parking, and the fact that we cannot regulate businesses, are a result of the Town's success.

Ms. Hardie wanted to clarify that the committee largely agrees on what the challenges are. The question now is where to put them and how to put them so that they have the most impact. She asked the committee to remember that these are problems which are never going to go away.

Mr. Freund asked the committee to make a decision on this issue at the next meeting.

Ms. Moore agreed with Mr. Sengstock that the water flow information on page 8 is too specific. She suggested something more general such as "Our water is based on springs. Recently, the spring flow has been reduced by two-thirds and we have no idea why. Based on climate change, we need to face that we may not have adequate water supply for the future." She doesn't think it is subjective to speculate about climate change. We cannot predict the adequacy of the spring flow in the future.

Ms. Hardie asked if that statement leads to a policy or goal for dealing with inadequate water in the future. Ms. Moore said yes, the plan needs to plan for what happens when we don't have enough water. Many communities look at importing water from elsewhere.

Mr. Sengstock said he had previously suggested including "search for additional water resources" in the plan, but the committee objected to it, saying that the Town has just enough water for its current size and did not want to add the opportunity for more people. But now the committee is saying that we have to look for additional water resources to take care of the Town as it is now. He believes that "searching for additional water resources" is necessary to include in the plan.

Ms. Moore thought Mr. Sengstock was being subjective about looking for new resources. New resources will be extremely costly and the future residents will have to decide how to protect what they have and if they have to bring it in. In other words, not say "we will be doing this" but say "we will have to consider this."

Mr. Freund said that a goal should be included in the plan to continually monitor the springs. More than a general statement is needed. He believes a full-blown water element would better highlight the importance of water challenges.

Ms. Moore agreed with Mr. Sengstock about rewriting the water information on page 8 of the general plan to make it more general while including the ongoing challenge of adequate water supply.

Mr. Freund asked how realistic it is to say "look for other sources of water." It's not. Including that in the plan implies that future residents can expand the Town if they have alternate sources of water.

Ms. Moore suggested adding an endnote or reference that gives a snapshot of the state of the water supply in 2016.

Mr. Sengstock believed that all of the challenges appear in the draft and can be added on to, rather than creating a separate section for them. He did, however, like including a brief summary as the conclusion. The summary could again stress preservation and briefly address the ongoing challenges.

The homework for the next meeting:

1. Go through Mr. Freund's retyped Longhurst Historic Preservation Element
2. Go through Ms. Currier's rearranged version of Mr. Freund's Historic Development of Jerome
3. Go over the draft plan in its entirety to see what should be added/subtracted/edited to accomplish including unique challenges

There was a brief discussion on a moratorium on new construction during a water shortage.

ITEM 7: Review Changes to Draft Plan

Not done.

ITEM 8: Continue Discussion of Economic Development Element

Not done.

ITEM 9: FUTURE AGENDA ITEMS

The next meeting will be Wednesday, October 26, 2016 at 6 pm.

Agenda items 7 and 8 will carry over to the next meeting.

ITEM 10: ADJOURNMENT

Ms. Currier made a motion to adjourn the meeting. Ms. Barlow seconded. The motion carried unanimously and the meeting adjourned at 8:03 p.m.

Approval on next page.

**General Plan Steering Committee
Wednesday, October 5, 2016 6:00 p.m.**

Respectfully submitted by Jennifer Julian on November 16, 2016.

Approved: _____ Date: _____
Chair

Attest: _____ Date: _____
Vice Chair

The Town of Jerome General Plan 2016



"Respect for the past, looking toward the future".

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(INSERT: Proclamation)

INTRODUCTION

THE PURPOSE OF THE PLAN

The purpose of the Town of Jerome General Plan is to provide residents, business owners, visitors, prospective businesses, elected officials, Town and County departments, the development community, interest groups, and resource agencies with a road map for the future development of Jerome. It describes the goals and policies to support the future vision of the Town's residents and identifies strategies to achieve those goals while balancing preservation, change and environmental well-being. It is a citizen-driven Plan, a document the community can be proud of, which heightens the awareness of development issues through community involvement in the project. The Plan was developed in conformance with A.R.S. 9-461.05, established by the State of Arizona to guide municipal planning and growth management.

The role of the General Plan is:

- An expression of citizen preferences
- A statement of Town policy
- A guide to public and private decision making
- A long-term perspective
- A blueprint to improve residents' quality of life
- A legal requirement under Arizona State Law

THE PLAN BACKGROUND

Because of its rich past, in 1967 Jerome was designated as a State Historic Site and a National Historic Landmark. In 1981, the Department of the Interior, National Park Service partially funded a long range plan and historic preservation study for the Town under provisions of the National Historic Preservations Act of 1966. The goal was to manage growth and sustain Jerome's historic character.

THE PLANNING PROCESS

The Town of Jerome developed the 2016 General Plan in support of the vision identified by the Town residents through community meetings, a town survey and General Plan Steering committee work sessions. Based on extensive community input received as a part of past and present community planning efforts, many of the goals and ideals identified in the 1981 plan still ring true. The basic 1981 plan has been updated to reflect changes that have occurred and plan for changes the Town will likely experience during the next twenty years.

A VISION FOR THE TOWN

“The Town of Jerome maintains its historic character, livability and status as a National Historic Landmark. We welcome visitors and encourage a viable and diverse business and arts community, while preserving the balance that protects a high quality of life for its residents. ”

A BRIEF HISTORY OF THE TOWN OF JEROME

The Hohokam people were the first inhabitants in the vicinity of Jerome. They were peaceful people who farmed the Verde Valley between 700 AD and 1125 AD. Later, other Native American tribes inhabited the area and they worked the ore body on the hills around Jerome to collect pigments for coloring their bodies, blankets and clothes. In the late 16th century, Spanish explorers arrived in search of gold; however they did not stay to mine the area when gold-hungry administrators determined the “poor copper” mines did not warrant exploitation.

In 1875, the first mining claims and a mill site were located near the present site of the Town of Jerome at the base of two large cone shaped hills, later called Cleopatra Hill and Woodchute Mountain. These claims were purchased by the United Verde Copper Company, organized by Frederick

Trifle. The camp was named Jerome for Eugene Jerome, a major financier of the United Verde Copper Company. A small blast furnace was hauled in by wagon and copper was produced in 1883 and 1884. By 1887 the operation closed, and in 1888 William Clark bought a majority of the stock and developed the operations into a profitable business. The small blast furnace produced nearly \$1 million in copper and is on display today in Jerome.

New ore bodies were found and mining operations grew. New smelter and a narrow gauge railroad to the main line were built. Eventually the smelter towns of Clarkdale and Clemenceau, complete with standard gauge railroad, were built to handle the ores being mined in and around Jerome. During the boom years which began in the early 1900's, Jerome was a diverse community, with over 30 different nationalities inhabiting the Town of nearly 15,000 people.

During the latter part of the nineteenth century, at least five major fires ravaged the hastily-constructed frame buildings that made up most of the town. Despite resistance from George W. Hull, Jerome's largest landowner, the woeful lack of an adequate water supply and firefighting equipment drove the residents of Jerome to petition Yavapai County for incorporation. In 1899 the County Board of Supervisors granted incorporation for Jerome. The new council promptly outlined a fire district and a building code was adopted, designed to lessen the occurrence of fire. Jerome prospered until the lack of high grade ores and the Depression signaled its decline.

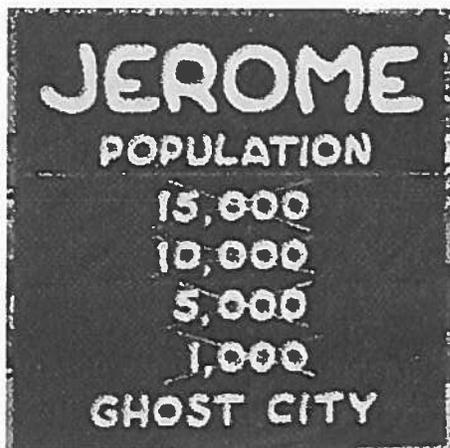
Severe slides plagued Jerome and caused extensive damage. All of the vegetation for miles around Jerome was killed by smelter fumes, causing excessive runoff and soil erosion. The slide areas are unstable geologic formations and after the high-grade ores played out, open pit blasting started. Blasts of 5,000 pounds of explosives rocked the town. Tunnels were dug, then filled with large amounts of explosives (ranging from 50,000 to over 200,000 pounds) and detonated. The major slides took place after these large blasting activities.

Major mining activities ceased in 1953 and the population dropped to under 100 by the late 1950's. The decline of the town was hastened by the

demolition of sound buildings for their materials. Lack of maintenance and a large snowfall in 1967 destroyed more of the remaining structures. In 1953 some of the few remaining residents formed the Historical Society to preserve what remained of the town¹.

JEROME TODAY

Jerome is a town known for its tenacity to survive in the face of impending economic, environmental, health and topographic catastrophe. Crashing copper prices, sliding topography, mud, fires and disease are among the natural and manmade disasters which plagued the Town throughout the 20th century.



The mines, the workers, those who sought its wealth, and those who came later in the 1960's and 1970's formed Jerome's history. Today's Jerome, while still retaining its mining camp heritage, has undergone a personality change. Jerome is now a bustling tourist magnet and artistic community with a population of approximately 444, according to the 2010 U.S. Census². It includes artists, craftspeople, musicians, writers, hermits,

business owners, historians and families. Together, they form a peaceful, colorful, thriving community built on a rich foundation of history, art and lore.

Jerome began its association with the arts when the Verde Valley Art Association was started in the early 1950's and the town today continues to be known for its vibrant and varied art scene. Presently, Jerome's community and cultural activities are represented by the Jerome Historical Society, The Jerome Volunteer Fire Department, the Jerome Chamber of Commerce and the Jerome Humane Society. A library, two churches, and a community center round out the major public facilities and organizations

¹ Young, H. V. (1972). *They came to Jerome*. Jerome, AZ: Jerome Historical Society.

² *US Census 2010*. (2013, June 10). Retrieved July 9, 2013, from US Census 2010: www.census.gov/2010census

in the town.

The Jerome State Historic Park adjoins the town. A major attraction for tourists and residents is the view from the 5000-foot altitude overlooking the Verde Valley and the spectacular red rock cliffs of the Mogollon Rim, capped by the 13,000 foot San Francisco Peaks 50 miles to the north.



INSERT: HISTORIC PRESERVATION ELEMENT

LAND USE ELEMENT

INTRODUCTION

The Town of Jerome General Plan applies to the 448 acres within the Town boundaries. Jerome is located in central Arizona in northeast Yavapai County. The Town takes in parts of Mingus Mountain, Cleopatra Hill and Woodchute Mountain, which are part of the Black Hills mountain range that define the southern edge of the Verde Valley. It is on State Highway 89A between Prescott and Flagstaff and is about 25 miles from Interstate 17, the state's major North - South artery.

The Land Use Element of Jerome's General Plan incorporates three major factors: 1) physical conditions, 2) community identified concerns, and 3) socioeconomic forces driving current and future land use. The goal of this plan is to balance these factors, finding feasible solutions to resolve conflicting and difficult problems.

PHYSICAL CONDITIONS

Inhospitable topography has always shaped Jerome's built environment. Due to the severe sloping topography and unstable hillsides, new development has been mainly limited to restoration and rehabilitation of the remaining damaged and run-down structures for residential and commercial use with a limited amount of new



construction. Presently, only a few restorable structures remain. The town has some major problems associated with new development taking place in what had been a mining ghost town.

The closing of the mines also meant the loss of money and manpower

needed to operate and maintain Town infrastructure. The water system, wastewater system, streets and sidewalks are in need of constant renovation or repair because of age, high use, severe topography and limited money and manpower that are available to the town. Peripheral development of Jerome is largely unfeasible. Projected growth must be primarily absorbed through infill and redevelopment of the urbanized area.

Jerome is fortunate to have several springs that supply an adequate amount of water to serve the Town. Water is captured from 11 springs which flow from the mountains around Jerome to be used by the community. The rate of flow from these springs ranges from more than 320 gallons per minute to under 200 gallons per minute depending on seasonal conditions. The system is completely gravity fed and does not require the use of pumps to move water through the system. The water quality is such that the only treatment performed is disinfection with chlorine.

The same physical features that provide Jerome with the ability to utilize gravity to feed the water system, also affects its ability to upgrade and maintain Town infrastructure. Steep topography, rocky conditions and a legacy of acidic soils left over from the mining days contribute to the infrastructure maintenance and



development challenges facing the Town. In many locations, burying pipes is impossible and where pipes are buried, the acidic soil speeds up the deterioration rate of the metal pipes.

Jerome's water conveyance system was built in the early 1900's. It was originally constructed to protect the town from future fires like the ones that ravaged the town during the latter part of the 19th century. Due to the age of Jerome's system and the acidity of the soils throughout the Town, many of the mains and laterals have deteriorated and are in need of repair. The Jerome

Fire Chief, Rusty Blair, conservatively estimated water losses from the system at around 20 gallons per minute. It is possible that entire sections of pipe need to be replaced³.



Jerome currently has 5 water tanks that store water for the needs of the community: two 100,000 gallon tanks, one 150,000 gallon tank, and two 200,000 gallon tanks. The potable water system currently has about 350 connections and serves the entire population of the Town.

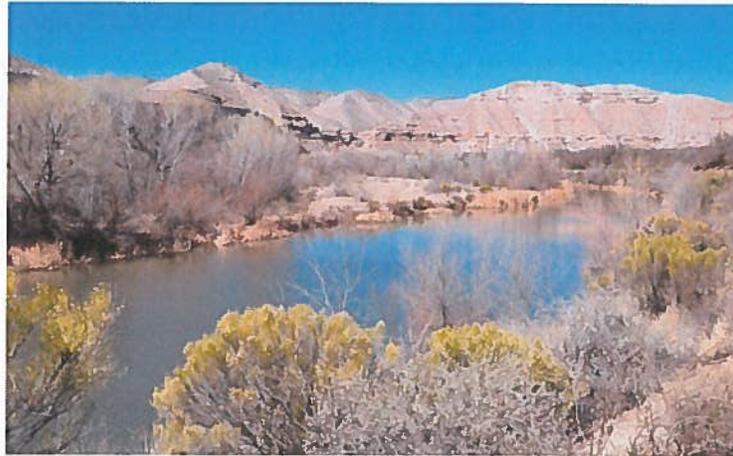
Jerome is serviced by a sewer system which collects wastewater and conveys it to a small wastewater treatment plant downhill from the Town. The treatment plant currently treats an average of 45,000 to 47,000 gallons of wastewater per day. While the plant is designed to treat a maximum capacity of 70,000 gallons of wastewater a day, the optimal maximum is 80%, or 55,000 gallons, which does not leave much room for accommodating higher volumes of wastewater that occurs with increased development⁴.

The treated effluent is released directly into Bitter Creek, which is a dry stream bed, but is designated a tributary of the Verde River. The Verde River is a significant Arizona resource, being one of the deserts last free-flowing rivers sustaining a large regional wildlife population and a lush riparian community. The wastewater flows downhill until it percolates back into the ground. Because of the fragile and protected nature of the Verde River, the wastewater plant does not currently meet strict EPA standards, but solutions such as a leach field or an effluent spray system could alleviate the problem by eliminating the release of effluent into Bitter Creek⁵.

³ Blair, R. (2013, July 23). Town of Jerome Fire Chief.

⁴ MacVittie, H. (2013, July 23). Contract Water and Wastewater Operator.

⁵ *Verde River Greenway*. (2012, December). Retrieved September 4, 2013, from Arizona State Parks: <http://azstateparks.com/Parks/VERI/index.html>



Key Assumptions:

- Most growth must be absorbed through infill and redevelopment of the urbanized area.
- Jerome's development is determined by existing roadways, terrain and historic land use patterns.
- The existing water and sewer infrastructure is in need of improvement.
- Availability of public infrastructure will determine the feasibility of new development.

COMMUNITY IDENTIFIED ISSUES

The results of a survey prepared by the Town and comments received from the public at a meeting held on March 27, 2013, guided the direction of the Land Use Element. Residents stressed the need to build on Jerome's sense of community, recommending that a vibrant full-time residency be actively protected and pursued through land use policy. Further commentary stressed the need to maintain and increase Jerome's socioeconomic diversity, encourage economic and environmental sustainability, and maintain Jerome's historic landmark status.

Concerns were raised by residents of being financially over-dependent on tourism and tourist related revenue. They identified the increased demand for short-term rentals (vacation rentals) as detrimental to the community in whole, resulting in a loss of housing inventory for residents, increased health and safety issues, added stress on public infrastructure and loss of a sense of community in residential neighborhoods.

Preservation of Jerome’s historic integrity remains a community goal. The town is dependent upon the maintenance of Jerome’s character, historic buildings, streetscapes, views and appearance to sustain economic viability. Each incompatible new structure, building, or sign, each incompatible renovation or rehabilitation, and each removal of an old or historic building or wall, will adversely affect the Town’s character to some degree and will add to the erosion of the Town’s economic development potential.

In addition to desiring an economy with the capacity to remain diverse and productive over time, residents also stressed the desire to develop with resilience and respect for the natural environment and natural resources. Land use and new development should be tied to the availability of water and the ability of the Town’s infrastructure (water, waste water systems) to handle the projected tourist and resident population.

Key Assumptions:

- Jerome’s deep sense of community must be built upon.
- Residential neighborhoods should be protected from commercial encroachment.
- The local economy should diversify and become less dependent on tourism.
- The historic integrity of Jerome should remain a high priority.

SOCIOECONOMIC FORCES DRIVING LAND USE

Significant population and economic growth pressures drive the land market in the State of Arizona. The South and West are the fastest-growing regions of the nation, accounting for 84.4 percent of the U.S. population increase from 2000 to 2010, part of a demographic trend of Southwest migration and immigration⁶. The continuation of the U.S. population shift from the Northeast and Midwest to the South and West will mean a steady population increase for the State over the next 20 years. Local population growth will require an accommodative supply of residential and commercial land⁷.

⁶ *US Census 2010*. (2013, June 10). Retrieved September 18, 2013, from US Census 2010: www.census.gov/2010census

⁷ Parker, K. (2010). *Population, Immigration, and the Drying of the American Southwest*.

Generally, land consumption grows proportional to residential consumption. That is, population increases require a proportional amount of businesses to support the growing population of residents. However, tourist destinations like Jerome typically experience greater demands for commercial/retail space to accommodate the tourist industry, thus resulting in economically less productive land uses like residential becoming threatened by commercially driven economic growth pressures.

Key Assumptions:

- Population growth will result in an increased demand for residential and commercial land.
- Jerome's tourist related economy will likely continue to grow proportionately along with population growth trends and vacation/travel trends.
- Disproportionate amount of demand for commercial property is likely.
- An increased demand for commercial properties will exacerbate problems of a shrinking housing stock.

SYNTHESIS OF LAND USE FACTORS

Convergence of the above factors and assumptions required the plan development to focus on the retention and expansion of mixed residential opportunities as well as the establishment of a diversified business sector. Policies and strategies which encourage industry and service oriented businesses to the Town would add jobs and decrease reliance on travel to other communities for basic services. Growth of a diversified full-time residency, supported by local jobs and services that supply day to day goods and services to the local community would lessen Jerome's over-dependence on tourism related revenue. However, taking into account Jerome's appeal as a tourist destination, it is likely Jerome's economic growth will be rooted in tourism related revenue in the future. Therefore, planning land use strategies that blend economic and community development is desirable.

CURRENT LAND USE

Land use in Jerome is influenced by two key factors, zoning and historic turn of the 19th century development patterns. Euclidean Zoning Codes, like Jerome’s, outline where certain types of use may be developed and restricts heights, setbacks, yard widths, parking spaces, decks and other development criteria. The goal of a zoning code is to protect disparate uses from one another for public health and safety, keeping incompatible uses apart⁸. Euclidean zoning presumptions are directly at odds with a town like Jerome, where the ability to provide off-street parking, topography and infrastructure conditions have severely curtailed new development. However, because of Jerome’s compact size and density, this type of zoning does not significantly contribute to sprawl and the imbalance of a work-live relationship like that which may occur with the segregation of land uses.

CURRENT LAND USE DESIGNATION

ZONES/DISTRICTS	CHARACTERISTICS AND DENSITIES
AR ZONE AGRICULTURAL RESIDENTIAL (MIN LOT AREA 10K SQ FT)	INTENDED TO PROMOTE AND PRESERVE LOW DENSITY RESIDENTIAL DEVELOPMENT AND NONCOMMERCIAL FARMING AND AGRICULTURE. LAND USE IS COMPOSED CHIEFLY OF INDIVIDUAL HOMES, TOGETHER WITH REQUIRED RECREATIONAL, RELIGIOUS, AND EDUCATIONAL FACILITIES.
R1-10 ZONE SINGLE FAMILY RESIDENTIAL (MIN LOT AREA 10K SQ FT)	INTENDED TO PROMOTE AND PRESERVE LOW DENSITY RESIDENTIAL DEVELOPMENT. DEVELOPMENT STANDARDS ARE DESIGNED TO PROTECT THE SINGLE FAMILY RESIDENTIAL CHARACTER OF THE DISTRICT. LAND USE IS COMPOSED CHIEFLY OF INDIVIDUAL HOMES, TOGETHER WITH REQUIRED RECREATIONAL, RELIGIOUS, AND EDUCATIONAL FACILITIES.
R1-5 ZONE SINGLE FAMILY RESIDENTIAL (MIN LOT AREA 5K SQ FT)	INTENDED TO FULFILL THE NEED FOR MEDIUM DENSITY SINGLE FAMILY RESIDENTIAL DEVELOPMENT. DEVELOPMENT STANDARDS ARE DESIGNED TO PROTECT THE SINGLE FAMILY RESIDENTIAL CHARACTER OF THE DISTRICT. LAND USE IS COMPOSED CHIEFLY OF INDIVIDUAL HOMES, TOGETHER WITH REQUIRED RECREATIONAL, RELIGIOUS, AND EDUCATIONAL FACILITIES.
R-2 ZONE MULTIPLE FAMILY RESIDENTIAL (MIN LOT AREA 5K SQ FT)	INTENDED TO FULFILL THE NEED FOR MEDIUM DENSITY RESIDENTIAL DEVELOPMENT. DEVELOPMENT STANDARDS ARE DESIGNED TO ALLOW MAXIMUM FLEXIBILITY AND VARIETY IN RESIDENTIAL DEVELOPMENT. LAND USE IS COMPOSED CHIEFLY OF INDIVIDUAL AND MULTI FAMILY HOMES, TOGETHER WITH REQUIRED

⁸ Vinnitskaya, I. (2013, February 27). Where Does Zoning Fit Into Our Future City Planning? *Arch Daily*.

	RECREATIONAL, RELIGIOUS, AND EDUCATIONAL FACILITIES
C-1 ZONE GENERAL COMMERCIAL	INTENDED TO PROVIDE FOR AND ENCOURAGE ORDERLY DEVELOPMENT IN EXISTING AND FUTURE COMMERCIAL AREAS WITHIN THE TOWN. ALLOWS HIGH DENSITY RESIDENTIAL BUILDINGS.
I-1 ZONE LIGHT INDUSTRIAL	INTENDED TO PROVIDE FOR COMMERCIAL, INDUSTRIAL, AND MANUFACTURING ACTIVITIES, WHILE INSURING THAT THESE ACTIVITIES WILL IN NO MANNER DETRIMENTALLY AFFECT SURROUNDING DISTRICTS. ALLOWS HIGH DENSITY RESIDENTIAL BUILDINGS.

TOTAL ACREAGE BY ZONES (NOT INCLUDING RIGHT OF WAY)

ZONING	TOTAL ACREAGE	% OF TOWN
AR ZONE	372.04	80%
C-1 ZONE	17.46	.04%
I-1 ZONE	6.76	.01%
R1-10 ZONE	26.77	.06%
R1-5 ZONE	40.8	.09%
R-2 ZONE	0	0

SOURCE: YAVAPAI COUNTY GIS

DENSITY BASED ON HOUSING UNITS PER ACRE

DENSITY	HOUSING UNITS PER ACRE
LOW DENSITY RESIDENTIAL	1-4 UNITS/ACRE
MEDIUM DENSITY RESIDENTIAL	5-8 UNITS /ACRE
HIGH DENSITY RESIDENTIAL	9 OR MORE UNITS/ACRE

TOTAL IMPROVED AND UNIMPROVED PARCEL ACREAGE BY ZONES AND DENSITY

ZONING	IMPROVED ACREAGE	UNIMPROVED ACREAGE	DENSITY
AR ZONE	25.03	347.01	LOW DENSITY
C-1 ZONE	9.07	8.39	HIGH DENSITY
I-1 ZONE	4.88	1.88	HIGH DENSITY
R1-10 ZONE	0	26.77	LOW DENSITY
R1-5 ZONE	23.59	17.21	MED DENSITY
R-2 ZONE	0	0	MED DENSITY
TOTAL	62.57	374.49	

SOURCE: YAVAPAI COUNTY GIS

LAND USE GOALS, POLICIES AND STRATEGIES:

GOAL 1: Provide all citizens of Jerome with a safe and pleasant environment in which to live, work and play.

Policies:

- A. Develop land-use patterns which minimize the objectionable impact of noise, vibration, odors, glare, fire or explosion hazards, radioactivity, electrical disturbance, smoke, air pollution, liquid or solid waste pollution, visual pollution.

Strategy:

- Evaluate land uses for their potential negative impact to maintain areas of quiet and reduce noise pollution.
- Develop a Dark Skies ordinance to mitigate light impacts on the night sky.
- Work with neighboring communities to improve seasonal air quality by implementing more stringent burn regulations and policies.

- B. Develop land-use patterns which aid in protecting life and property against the threatened effects of natural disasters.

Strategy:

- Encourage brush removal around structures to aid in fire protection.
- Develop policies which mitigate soil erosion.
- Identify downstream impacts of storm water runoff as a result of development, and provide for mitigation measures to address impacts.

- C. Provide and maintain high-quality effectiveness and efficiency in law enforcement, fire and emergency services to the extent that is consistent with governmental operations, plans, public policies, resident and tourist population served and available funding.

- D. Develop and enforce safety and fire protection regulations for all commercial, residential, industrial and public development.

Strategy:

- Enforce regulations pertaining to rubbish and trash storage on properties.

-
- Encourage fire sprinkler systems in new constructions and retrofitting building rehabilitation projects.
- E. Develop a proactive approach to prepare the community for and to minimize the impacts of extreme weather conditions.

Strategy:

- Provide workshops to educate and encourage the community about climate change, how it affects Jerome and strategies to mitigate the impacts.
- Increase the town's preparedness for extreme climate events.
- Develop policies and incentives for reclaimed water and rainwater harvesting systems.

F. (parks and recreation - to be drafted)

- G. Identify and ameliorate ground which has been improperly filled and/or retained.

GOAL 2: Provide orderly and compatible land use development patterns throughout the Town of Jerome.

Policies:

- A. Create and maintain the proper balance of separate areas devoted to residential, commercial, agricultural, public and quasi-public land uses.

Strategy:

- Actively solicit citizen input and participation in the land-use planning and decision-making process.
- Keep the Zoning Map and Zoning Code updated to reflect current conditions and guide future land use patterns.

- B. Promote a policy which coordinates private and public development with the expansion of public services and facilities.

Strategy:

- Prioritize infrastructure upgrades and maintenance to encourage redevelopment and infill and meet land use goals.

- C. Promote intergovernmental cooperation with the neighboring cities, towns, county and state in both long-range planning and current zoning issues to reduce the detrimental effects of political boundaries on land use planning and control.

- D. Promote public/private cooperation with the mining companies to

protect open space and buffer zones.

Strategy:

- Negotiate conservation easements and or leases to conserve land for its natural, recreational, scenic, and historical value.
- E. Promote the location of public facilities to maximize accessibility is provided for all citizens.

GOAL 3: Maintain a distinctive physical image for the Town of Jerome which reflects the historical and architectural character, culture, lifestyle, and natural environment of the area.

Policies:

- A. Discourage the erection of free-standing advertising signs.
- B. Utilize open-space land-use areas to preserve open spaces and to buffer non-compatible land uses.
- C. Promote the downtown sector as mixed-use area.
- D. Encourage historic preservation in all future developments.

Strategy:

- Develop design standards which emphasize historic preservation.
 - Conduct workshops and provide training for members of the Design Review Board.
- E. Encourage visual compatibility in all new development by supporting development which is complimentary to Jerome's community character, environmental setting and urban form.

Strategy:

- Develop design standards for new construction and building modification.
- F. Encourage the in-filling of existing commercial districts, as opposed to the creation of new commercial districts.

Strategy:

- Update/revise parking ordinance to reduce constraints on commercial infill projects.
- G. Strive for the widest variety of activities downtown to create a healthy mix of housing, services, working, shopping, cultural and civic uses.
- H. Preserve the rural character, open spaces, wildlife corridors, and neighborhoods at the periphery of town.

-
- I. Allow and encourage urban agriculture including home gardens, community gardens, urban farms, chickens, greenhouses, on-site sales of produce, and farmer's markets.
 - J. Respect traditions, identifiable styles, proportions, relationships between buildings, yards and roadways; and use historically appropriate and compatible building and structural materials when making changes to existing neighborhoods.

GOAL 4: Protect the value of property for both the individual land owner and the Town of Jerome.

Policies:

- A. Buffer non-compatible land uses so as to reduce the negative impact of more intense land uses upon less intense land uses. This includes such items as noise, odor, vibration, and visual incompatibility.
- B. Encourage the rehabilitation or redevelopment of substandard buildings and prevent such conditions in the future.

Strategy:

- Update Zoning Code to remove constraints on rehabilitating historic structures.
- C. Creatively integrate new development to protect valuable views.

GOAL 5: Manage all development to conserve land, water, air, wildlife, and energy resources.

Policies:

- A. Encourage development which complements the natural and man-made environment and causes the least possible disturbance to soil, vegetation, terrain, other natural resources, and structures of historical significance.

Strategy:

- Update policies so construction projects employ strategies to minimize disturbed area, soil compaction, soil erosion, and destruction of vegetation.
 - Develop guidelines to minimize the use of herbicides, insecticides, and similar materials.
- B. Emphasize water conservation, realizing the fluctuating supply should influence the future growth of the town.

Strategy:

- Maintain population densities, building intensities, and the physical size of the town at a level consistent with the current and projected needs of the citizens.
- Improve infrastructure to provide reliable, safe, and cost-effective water and wastewater services.
- Identify funding sources to pay for infrastructure improvements.
- Develop policies and incentives for reclaimed water and rainwater harvesting systems.
- Impacts on the town's water infrastructure should be a consideration for all development proposals.

C. Encourage businesses that conserve resources.

Strategy:

- Develop policies which require that new construction install low-flow water fixtures.
- Incorporate energy conservation and renewable energy systems in zoning and building codes.

D. Develop population/water demand levels that would trigger increased water conservation, demand management and or growth controls.

E. Protect environmentally sensitive areas.

F. Develop and implement a water conservation education and outreach program to reduce residential water demand.

Strategy:

- Provide workshops to educate and encourage home owners to implement rainwater harvesting strategies on their properties.
- Provide workshops to educate and encourage home owners to implement xeriscaping strategies on their properties.
- Include educational information on water conservation strategies with monthly water bills.

GOAL 6: Manage growth; discourage use which reduces the number of residents.

Policies:

- A. Discourage the extension of commercial activity into residential neighborhoods.
- Update the Zoning Code regularly to ensure land use regulations

reflect the current issues at hand.

- B. Encourage development specific to the opportunities and constraints of Jerome's sectors.

(This should probably go with the ED element)

GOAL 7: Foster cultural, historical and educational opportunities, and arts and entertainment programs offered through public and private efforts.

Policies:

- A. Foster the arts and local culture by encouraging public and private efforts to develop and maintain festivals and other programs.
- B. Encourage public/private cooperation in providing facilities for the arts and education facilities.
- C. Seek methods of funding and partnerships to expand cultural activities and education.

CIRCULATION ELEMENT



The purpose of the circulation element is to provide guidelines which may be used to plan the safe, pleasant and efficient movement of people and materials within and through the Town. Although a primary mode of transportation to and from Jerome is vehicular, pedestrian paths and corridors are the primary mode of circulation within the Town.

CIRCULATION GOALS

1. Provide a transportation system which provides all citizens of Jerome with convenient access to residential areas, employment centers, shopping areas, public facilities, recreational facilities and external transportation systems.
2. Develop transportation alternatives which are safe, convenient and enjoyable, which also enhance the quality of life within Jerome.
3. Improve and create circulation methods which minimize any negative impacts on Jerome, such as noise, odor and vibration.
4. Consider all circulation methods and improvements in context with the town's long-range land-use planning goals and objectives.
5. Insure that fire and emergency vehicles have access to all areas of the town.

-
6. Maximize the use of existing parking.

CIRCULATION POLICIES

1. Enforce fire lane, parking, double parking, and roadway obstruction codes and ordinances.
2. Implement a long-range street and walkway improvement plan providing appropriate maintenance of streets, sidewalks, curbs and gutters.
3. Insure that all transportation systems are clearly marked with appropriate indicators (i.e., speed limit, stop signs and pedestrian crossing lanes).
4. Develop and improve directional/safety signs and street striping, which assure that signage and striping is clear to all pedestrians and drivers.
5. Encourage greater pedestrian activity by developing new parking opportunities and shuttle systems, which will reduce vehicular activity in and through the Town.
6. Review and arrange for the protection of streets, sidewalks and other infrastructure, prior to issuing all building permits.
7. Require off-street parking for all new and expanded residential and commercial uses.



CURRENT TRANSPORTATION ROUTES SERVING JEROME

RAILROAD

During its mining heyday, Jerome relied heavily upon the railroad. The United Verde & Pacific Railroad (completed in 1895) connected the town to the outside world via Jerome Junction in Chino Valley. When open-pit mining began, and the smelting operation was moved to Clarkdale, new rail lines brought the ore down the mountain to the smelter. The Verde Valley Railroad was built in 1911, connecting Clarkdale to Drake through Verde Canyon. This rail line has remained in use long after the mines and the smelter closed. In 1990, the Verde Canyon Railroad began operation as a scenic excursion line. The Verde Canyon Railroad is a popular destination, with an average of 90,000 people per year taking the trip through the unique landscape of the Verde Canyon. Like Jerome, the Verde Canyon Railroad is a destination which attracts history-minded tourists, and although the railroad no longer provides passenger service to the Verde Valley, connecting Jerome to this historical railroad attraction via shuttle services, as well as investigating the possible use of abandoned railroad right-of-ways to be used for non-motorized alternatives, should be investigated. (Doug to rewrite last sentence.)

AIRPORT

It is unlikely that the Cottonwood Airport will ever be able to support significant tourist or commuter traffic. There are now numerous daily airport shuttle trips scheduled between the Verde Valley and Sky Harbor Airport in Phoenix.

SURROUNDING HIGHWAY SYSTEM

During the initial years of Jerome's heyday, the Town relied upon rugged freight and stage roads for vehicles pulled by horses and mules. The mineral wealth of central Arizona both justified and encouraged the establishment of railroads, but roadways too were improved as the automobile replaced the buggy and wagon. The process of developing Arizona's highways continued long after the mine in Jerome had closed. The final link of Interstate I-17 was completed between Phoenix and Flagstaff in 1978.



Interstate 17 is today the primary highway running north/south through the central corridor of Arizona. Many of the visitors to Jerome and the Verde Valley travel on I-17, north from Phoenix, or south from Flagstaff, where the highway connects with I-40 and points east and west. Route 260, which connects I-17 to Cottonwood and intersects State Route 89A, continues to improve with a large section of recently-completed divided roadway and planned traffic circles. The drive from I-17 to Jerome via Route 260 now takes approximately a half to three-quarters of an hour.

State Route 89A winds through the heart of Jerome as it traverses from Prescott over Mingus Mountain, and across the Verde Valley to Sedona. It continues up through Oak Creek Canyon to Flagstaff. The section of roadway between Prescott and Jerome was vitally important during the mining years, but what was once a long, bone jarring journey by wagon and team has become a scenic drive for a Sunday afternoon. State Route 89A over Mingus Mountain remains single-lane in each direction. With its spectacular curves and switchbacks, the route complements the Town of Jerome. The drive is a memorable prelude to a visit to Jerome, to marvel at the accomplishment of constructing and preserving this town on the side of a mountain.

EXISTING CIRCULATION

BACKGROUND

Jerome's internal road system is in need of repair and maintenance. Many of Jerome's residential streets are unpaved or are partially paved, and are barely navigable by today's vehicles. Although 89-A, Jerome's Main Street, is generally well maintained, traffic flow will be improved by paving the Town's on-street parking areas while clearly striping and marking the streets with on-pavement directional arrows, signs and striping. Maintaining its streets, as well as developing creative alternative parking options must be a primary objective of Jerome as it moves into the future.



GOALS AND OBJECTIVES

1. Regularly consider best practices, in order to maintain Jerome's streets and sidewalks.
2. Maintain a current circulation map which prioritizes needed street improvements, based on an updated circulation map which will classify Jerome's streets in the following way:

ARTERIALS – Although such streets normally move high volumes of traffic, with limited direct access from private properties, 89-A is Jerome's only "arterial" which carries high traffic volumes through town. However, due to the historic location of homes and businesses, there is a high volume of access onto this street from individual properties.

COLLECTOR STREETS - Collect traffic from Local Streets and conduct it to Arterials.

LOCAL STREETS – Primarily provide access to residential private property. Such streets generally carry low traffic volume at low design speeds.

Circulation planning was broken down into the following areas for which recommendations were developed:

CIRCULATION PLANNING

SAFETY IMPROVEMENTS



Topography is the primary reason why road configuration options in Jerome are limited. Many of the Town’s existing streets are affected by retaining walls

created by using the “cut and fill” method (see exhibit #) (need some pictures) which are often in need of repair. The challenge is to develop funding mechanisms which will allow the Town to preserve its historic streetscape, while keeping streets and sidewalks safe.

Jerome will protect and rehabilitate its historic cobblestone streets and streetscapes. The Town will also complete an inventory of the location and condition of all traffic signs, guardrails, sidewalks and railings which require replacement, repair or removal. The long-term objective is to reduce sign clutter in an effort to provide safe and clear direction to the driving public. Jerome will do all that it can to make such improvements. (refer to circ map)

Based on a drainage study completed in 2015, by Jerome’s contracted Town engineering firm, Jerome will work in partnership with the Yavapai County Flood Control District and ADOT to determine which projects are the responsibility of ADOT, and which projects are the Town’s. The objective is to reduce the impact of major rain events on those areas most affected by heavy run-off, such as upper Gulch Road. Need flooding pictures

Jerome will continue its ongoing maintenance program, while working with ADOT to create a better directional and safety sign program, as well as a more effective street striping program.

RECOMMENDATIONS AND OBJECTIVES

1. The Town’s Public Works Department shall develop a specific and prioritized maintenance program, which assures that Town roads, road support structures and sidewalks do not deteriorate further, and where possible are improved. The program will identify specific locations which require major work.
2. Investigate and determine possible improvements to the turning radius of Jerome’s most problematic intersections.

PARKING CHALLENGES

Jerome pre-dates the automobile. Subsequently its roads are narrow, and in many cases there is barely room for on-street parking without intruding into the roadway. As a result, especially during peak tourist seasons, parking

opportunities are limited. This can mean that Jerome's residents have to park a significant distance from their homes.



COMMERCIAL

There has been significant progress since the last General Plan, done in 1981. The addition of the 300-level Parking Lot located west of Jerome, has improved visitor parking opportunities. However, due to the increasing popularity of Jerome as a tourist destination, as well as the loss of the lower parking lot due to subsidence, parking is once again backing up into the Town's residential areas. This means that more parking options and improvements may be considered and accomplished as Jerome moves into the future.

RECOMMENDATIONS

1. The existing on- and off-street parking lots and spaces should be improved and clearly delineated. The middle parking lot, south of Hull Avenue, should be re-graded, paved, striped and signed, thus providing more parking spaces, clear guidance for visitors and more efficient use of the parking lot.
2. The parking area on the north side of Main Street, above the middle parking lot, should be improved. It should be restriped for one-way, angled parking. This will eliminate confusion for visitors and will result in more spaces.
3. The Town will continue to investigate possible additional property which could be leased or purchased for additional parking. Doing so will reduce

the downtown parking pressures which cause overflow parking to back-up into the residential areas.

RESIDENTIAL

Past surveys have indicated that Jerome's residential parking problems are exacerbated by the fact that some citizens park on the street, even when onsite parking is available. Additionally, permanently parked and disabled vehicles take up many parking spaces. These problems continue to exist.

RECOMMENDATIONS

1. Initiate a public relations effort and survey as an effort to bring attention to the Town's parking challenges, and to encourage Jerome's citizens to keep all on-site parking spaces available and open, and to use them rather than on-street parking.
2. Identify possible additional property which could be leased or purchased for additional parking.
3. Increase enforcement of Town parking ordinances, as they relate to disabled or permanently parked vehicles.

PEDESTRIAN WALKWAYS TRAILS AND PATHS

Jerome's pedestrian walkway system is an essential part of the Town's character and circulation system. This system includes historic sidewalks along most of the paved streets, stairways from street level to street level, as well as historic boardwalks and footpaths. The Town will maintain safe and convenient pedestrian sidewalks and pathways, while protecting its historic character.

RECOMMENDATIONS

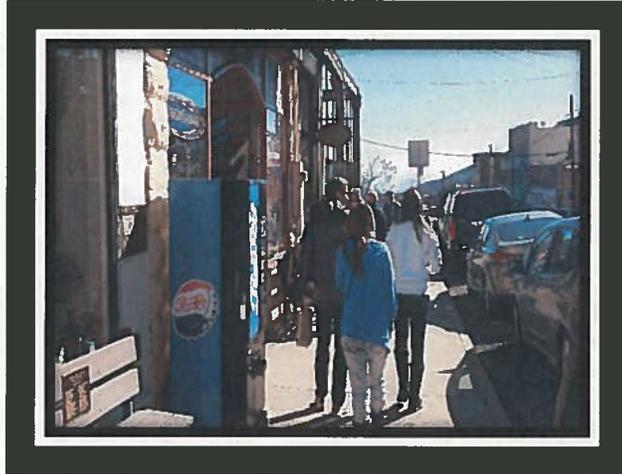
1. Develop a long-range plan for the improvement and maintenance of existing commercial and residential sidewalks and pathways. To the degree possible, ADA standards will be applied.

-
2. Develop a Pedestrian Master Plan which will include the investigation and acquisition of new and historic pedestrian routes within the Town, but which will also connect to regional trail plans.

FUTURE ROADS

Although there are no new roads planned at this time, when new development is considered, all subdivision regulations must be met, and a master corridor plan will be created in an effort to guide vehicular, pedestrian and utility corridors.

ECONOMIC DEVELOPMENT ELEMENT



INTRODUCTION

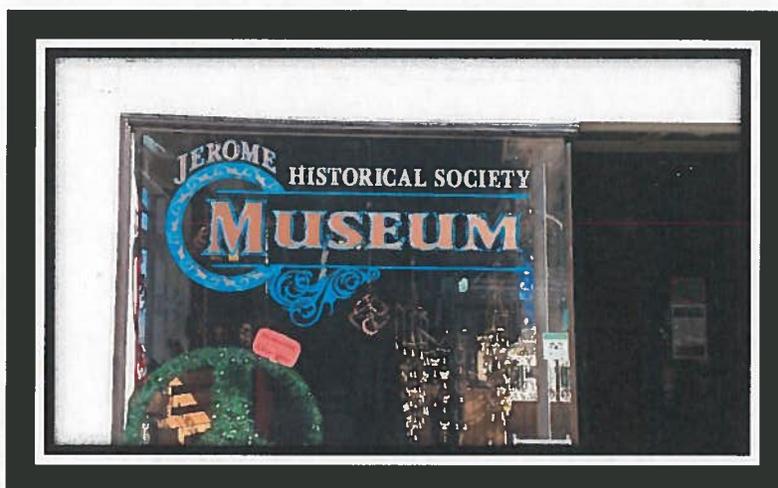
In 1981, the citizens of Jerome looked into the future and created a vision of a vibrant self-sustaining community and made a commitment to being stewards of history. That vision consisted of rehabilitated historic buildings occupied by retail businesses, artists and creative people. Much of that has occurred, and during the past three decades Jerome has demonstrated its stability and staying power by weathering many economic downturns, including the “Great Recession of 2008”. The result of accomplishing these goals is something to celebrate. However, there are concerns. The migration of people to Jerome who wish to share in the special world of panoramic views, clean air and water, mining history and small town comfort, could strain our resources and threaten the very reason why they find Jerome so appealing. This Economic Development Element is intended to describe long-range economic principles and cautions which are intended to keep Jerome economically vital, while not undermining the historic character and sense of community which keeps Jerome . . . “Jerome.”

Jerome’s economy may continue to be based on tourist-serving businesses, but the Town will encourage a wide range of enterprises, such as arts, crafts, products and services unique to Jerome. Specific proposals which benefit the citizens of Jerome, while not forfeiting its small town and historic charm, should be considered.

(The committee wanted to add a concluding transition sentence here.)

GOAL 1: Defend Jerome's integrity as a National Historic Landmark, recognizing that such status is a vital engine of Jerome's economic prosperity.

- a. Continue education of residents, boards, and visitors on the importance of maintaining Jerome's history. Preserving the character of the Town visually/physically will support visitors' and residents' interest in being here.
- b. Acknowledge that Jerome's limitations lend to its charm and attractiveness. Steep topography, historic character, finite water resource and geology are the motivation to always seek the most creative and innovative solutions possible.



GOAL 2: Encourage economic activity which complements Jerome's unique history as an Arizona copper mining town which arose in the 1880s and declined in the early 1950s.

- a. Encourage educational and expressive activities which celebrate copper, mining, and Jerome's place in the history of Arizona and the nation.
- b. Take advantage of any and all propitious anniversaries to celebrate Jerome and its past.

-
- c. Encourage increased communication and cooperation between the Town government, the Jerome Historical Society and the Jerome Chamber of Commerce.
 - d. Increase communication and cooperation between the Town and the mining companies.
 - e. Encourage tour companies operating within the Town of Jerome to present accurate information to their customers.

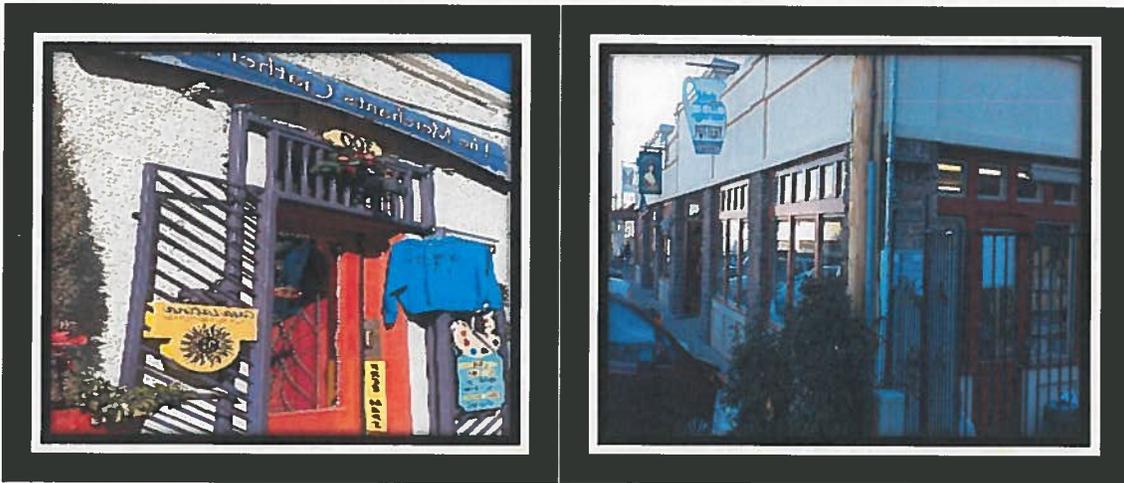
GOAL 3: Encourage a diversity of economic activity to enhance local employment opportunities and reduce the Town's reliance on tourism.

- a. Encourage businesses which will appeal to and hire local residents.
- b. Encourage small-scale manufacturing in the light industrial zone.
- c. Recognize the importance of home occupations to Jerome's economy.
- d. Encourage locally-grown produce, farmer's markets, and businesses which provide services and goods for residents as well as visitors.
- e. Find ways to enhance the multiplier effect in the Town's commerce.

GOAL 4: Maintain the balance between the needs and values of Jerome's residential community and those of its commercial interests.

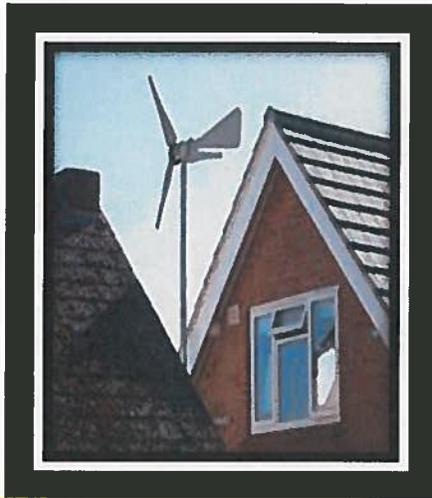
- a. Control growth so that Jerome remains within the constraints posed by size, topography, a limited water supply, and fragile infrastructure.
- b. Encourage commercial activities in the existing commercial zones, while protecting the Town's character and quality of life in the residential zones.
- c. Make affordable housing a priority.
- d. Encourage the best possible experience for Jerome's visitors; respecting the special needs of both young and old.

-
- e. Encourage the highest standards in restaurants, bars, and lodging.
 - f. Encourage a diversity of visitors, including clubs and groups, as well as tours and locals from the Verde Valley.
 - g. Discourage activities which would detract from a visitor's appreciation of Jerome's scenic beauty and historical context.
 - h. Defend the natural resources (such as air and water quality) upon which the Town's health and prosperity depends.
 - i. Acknowledge that Jerome can only accommodate a limited number of visitors and that exclusivity has potential virtues. For example, Jerome's famous *House of Joy* restaurant was very successful while having limited seating and "reservations only."



GOAL 5: Preserve Jerome's identity as an artists' community.

- a. Encourage the creation and sale of high-quality artistic products which are made in Jerome and are unique to the Town.
- b. Preserve an environment which fosters artistic and creative activity in a diversity of media, including music and the performing arts.
- c. Support an environment which encourages artists to live and work here.



(The committee wanted to change this photo to one taken in Jerome)

GOAL 6: Support creative energy use solutions.

- a. Encourage businesses which practice low water use, recycling, repurposing, and new compatible, complementary energy uses/savings.
- b. Support solar use when feasible while maintaining historical integrity.
- c. Support creative shuttle uses wherever possible.

ADD: WATER ELEMENT/unique challenges?

ADD: APPENDIX 1: Architectural Inventory

ADD: APPENDIX 2: Revised Historical Development of Jerome from '81 Plan

ADD: Bibliography?

10.2.2016 DEF - digital text version of Longhurst's "concept draft" preservation element with editorial comments considered and incorporated, as well as a few minor additional changes and corrections... .v.2 (complete)

Historic Preservation Element

- A Background
- B Preservation Goals
 - C A Protect Historical Assets
 - D B Maintain Historical Context
 - E C Provide Structure to Protect Additional Assets
 - F D Optimize Stewardship of TOJ Properties
 - G E Provide Municipal Structure in Support of Preservation Goals
- H F Involve the Public
- I G Partner with Property owners
- J H Coordinate with the State, the County and bordering municipalities

BACKGROUND

The cultural contribution of Jerome to the nation as a virtually intact example of an early Western mining town, perched precariously on the side of a mountain, has been recognized by the overwhelming interest shown over the years by the tourist public and by the Historic District designation assigned to the town by the Department of the Interior, National Park Service. The traveling public contributes to the income of the Town, while the Federal **Government** and State make funds available for restoration projects. Critical to the maintenance of this symbiotic relationship, beneficial to all, is the preservation of Jerome's Historic District status. To this end, and because the historical ambience of Jerome is the reason most of her citizens choose to live here, this preservation element is included in Jerome's Comprehensive Plan.

PRESERVATION GOALS

The following historic preservation goals are established for the Town of Jerome and are discussed in succeeding paragraphs of this section:

- Protect Historical Assets
- Maintain Historical Context
- Provide Structure to Protect Additional Assets
- Optimize Stewardship of TOJ Properties
- Provide Municipal Structure in Support of Preservation Goals

Involve the Public
Partner with Property owners
Coordinate with the State, the County and
bordering municipalities

A. GOAL - PROTECT HISTORICAL ASSETS

Description: Jerome establishes as a goal the preservation of the existing inventory of 260 (?) historical buildings listed as "Contributing Assets" in the formal description of the Jerome National Historical District. These range from the well preserved to some that are little more than a pile of debris. The Town's National Historical District status is predicated on the continued existence of these structures, many of which have fallen into disrepair in recent years or are threatened. In addition, Jerome establishes as a goal the identification and protection of historical assets such as retaining walls, certain streets and other places and structures that do not classify as buildings but are of public interest.

Policy Direction: Policies pre-existing this plan include ordinance protections limiting demolition and managing the process of restorations, alterations and additions. New policies address the categorization of historic buildings in terms of their structural integrity and establish minimum maintenance standards for those in good condition or that can be salvaged. The protection of non-building historical assets is also covered.

Specific Policies:

1. In all cases, the intent of the Secretary of the Interior's Standards for Rehabilitation of Historic Buildings should be applied with respect to maintenance and/or restoration of historic structures.
2. The distinguishing original quality or character of historic properties should be protected. The removal or alteration of any historically valuable material or distinctive architectural features should be avoided when possible. The design of additions should be compatible with the height, scale, materials, color, texture and character of historic property.
3. Demolition of buildings or structures that contribute to historic properties should be permitted only when denial of permission would result in the inability of the owner to use his property or when demolition is necessary to permit the construction of a project of special merit.

4. Historic properties should be protected from demolition by neglect, purpose, or design through the use of appropriate enforcement tools. To this end, a standard for minimum maintenance should be adopted. These standards should be limited to structural concerns that affect the integrity of the building in question such as roof and foundation failure. In cases of financial hardship, the Town should provide assistance in helping the owner of the affected property identify needs and apply for grant monies.

5. When interpreting building and other related codes and regulations, the bias should be toward those actions that permit maximum preservation and protection of historic resources while still ensuring the health and safety of the public.

6. Every effort should be made to minimize the adverse physical impact of motorized vehicles on historic property from vibration or impact damage or, in the case of roadways and sidewalks, wear and tear through misuse.

7. Historic buildings, whose significance is embodied in their sites and settings as well as the buildings themselves, should be moved only when there is no feasible alternative for preservation.

D. B. GOAL - MAINTAIN HISTORICAL CONTEXT

Description: Jerome establishes as a goal the preservation of the historical context within which the Town functioned during the “period of significance.” The term “context” refers to commercial and neighborhood settings as well as mining structures, equipment and sites within Town, and includes the placement of Jerome as an isolated community on the side of Mingus Mountain.

Policy Direction: Policies are directed at preserving the ambience of the Town and its historical definition. The settings of historical buildings are protected by managing new construction so that it fits in with historical structures in terms of size, setbacks, door and window openings and other particulars. The importance of structures, settings and equipment related to the mining industry during the “period of significance “ is recognized and protection ~~and protection~~ is provided accordingly. Furthermore, a policy of monitoring, and to the extent possible, coordination and management is adopted with respect to maintaining Jerome as a visually isolated mountain-**side** community as seen from the valley below.

Policies:

1. Protect the distinguishing qualities or character of historic assets, including the context in which they historically existed. New construction on historic landmarks or in historic districts should be

compatible with the historical architectural character and cultural heritage of the district in which it is located. In the design of new construction, height, proportion, mass, configuration, building materials, texture, color, and location should be compatible with these valuable features of a landmark or district, particularly features in the immediate vicinity to which the new construction will be visually related.

2. Preserve original street patterns by maintaining public rights-of-way. Where alleys, boardwalks or paths continue to provide adequate off-street service and **circulation** ~~transportation~~ functions, they should be retained.

3. Retain whenever possible open space **visually** ~~traditionally~~ associated with privately owned historic properties, such as yards and gardens. If additional development is **desired** ~~permitted~~, sufficient open space should be retained to protect the essential integrity of the particular historic property and its sense of setting.

4. Control the visual quality of historical streetscapes by carefully managing the selection and placement of signs, lighting, street furniture and other elements that may have an adverse affect.

5. Sidewalks, both publically and privately owned, **should be preserved**. They provide an important visual link between roads and historical structures and serve to emphasize the fact that Jerome **evolved** ~~was created~~ as a ~~well-thought-out~~ and primarily pedestrian community. These arteries **also continue to** provide safe walkways for locals and tourists **today** ~~and should be preserved~~.

6. The location of Jerome on the side of a mountain made its original construction extremely difficult and continues to provide many challenges in maintaining the old buildings that are left. The fact that the Town was constructed in such a difficult location speaks to the economic realities of the time. The availability of copper **ore** and the price it could fetch in the market place overrode all other considerations. The visual perspective of Jerome as an isolated community on the side of a precariously steep slope is considered ~~by the Town~~ to be an important historical feature and one that should be maintained ~~to the extent possible~~. To this end, careful management of the open space between Jerome and Clarkdale is of critical importance. Although development cannot be stopped, the extension of Clarkdale and the other valley communities up the hill to Jerome must not in the end yield a single, homogenous suburb.

~~E. C. GOAL - PROVIDE STRUCTURE TO PROTECT ADDITIONAL ASSETS~~

Description: Jerome establishes as a goal the creation of a structure within which any historical assets within the existing Town boundaries that may not have been formally recognized previously may be identified and protected. ~~In addition, Jerome desires to provide protection for any significant historical assets that may be identified, and for which the Town may become responsible, through future annexation.~~

Policy direction: Minimum standards are established for the identification of previously unrecognized historical assets, and a process is developed for their inclusion under existing protection mechanisms.

Historic buildings, structures, monuments, works of art, areas, places, sites, neighborhoods, and historic landscapes or landscape features should be designated as historic districts if they meet the following criteria:

1. They possess sufficient structural integrity to convey represent or contain the values and qualities for which they are judged significant.

~~2. Sufficient time has passed since they achieved significance or were constructed to permit professional evaluation of them in their historical context.~~

~~3.~~ 2. They possess at least one of the following values or qualities:

a) They are sites of significant events or are associated with persons, groups, institutions, or movements that contribute significantly to the heritage, culture, or development of the Town of Jerome;

b) They exemplify the significant or unique social, political, educational, historical, **engineering technological**, economic, archaeological, architectural, or artistic heritage of the Town of Jerome;

c) They embody the distinguishing characteristics of architectural styles; building types; types or methods of construction; landscape architecture; urban design; or other architectural, aesthetic or engineering designs or expressions significant to the appearance and development of the Town of Jerome;

d) They have been identified as notable works of craftsmen sculptors, architects, landscape architects, urban planners, engineers, builders or developers who have influenced the evolution of their fields of endeavor, or the development of ~~the National Capital or the Nation~~ **Jerome**.

e) They represent a significant and distinguishable entity, **one** whose components may lack individual distinction.

F. D. GOAL - OPTIMIZE STEWARDSHIP OF TOWN OF JEROME PROPERTY

Description: Jerome establishes as a goal the continuation of the Town as a role model for historic preservation by providing exemplary standards of stewardship of all property under ~~their~~ **its** ownership or control.

Policy Direction: Guidelines are established with respect to the preservation of Town-owned or controlled historical property. These encourage DRB review of modifications to Town property and include property use and disposition aspects.

Policies:

1. Although exempted by ordinance, The Town should continue its policy of gaining Design Review Board approval before embarking upon modifications or new construction of the type for which its citizens would be subject to review.
2. Ensure that master and project plans for public facilities and improvement plans are consistent with the goals and policies in the **Historic** Preservation Element of the Comprehensive Plan.
3. Use, to the maximum extent feasible, available historic properties when acquiring, constructing or leasing space for carrying out Jerome municipal responsibilities.
4. Undertake whatever measures are necessary, including deed restrictions, before disposing of public historic properties to private use so as to ensure their continued preservation.
5. Protect publically owned land adjacent to private property from being paved over or otherwise compromised for vehicular access and parking.

G. E. GOAL - PROVIDE MUNICIPAL STRUCTURE IN SUPPORT OF HISTORIC PRESERVATION GOALS

Description: Jerome establishes as a goal the provision of a municipal structure that provides for and fosters the preservation of historical assets and context within the Town. This structure includes documentation, ordinances and policies consistent with optimizing the recognition and preservation of the Town's historical past.

Policy Direction: Existing policies and structure for historic preservation are continued, and additional tools are recognized and adopted. These include active management of Jerome's Local Historic District, the augmentation of preservation features of the Town's **P&Z Zoning** Ordinance, the creation of a Design Review Guideline, and the formal adoption of a survey and mapping process for historical assets. A periodic review of all preservation tools is established.

Policies:

1. Adopt/modify design review criteria as needed to address the preservation goals set forth in the Comprehensive Plan, and develop/modify ordinances and guidelines for the treatment and alteration of historic properties, as well as for the design of new buildings in the vicinity of those properties.
2. Continue maintaining a Design Review Board as the Town's primary tool in administering that portion of the Jerome **P&Z Zoning** Ordinance related to preservation and the establishment of design review criteria. This Board should review all plans and programs that affect historic resources.
3. Formally review every ten (10) years and update as necessary, the historical preservation and design review elements of the Jerome ~~Planning and~~ Zoning Ordinance to insure that the regulations within it are still viable and remain suited to the preservation goals outlined in the Comprehensive Plan.
4. Create and maintain a Design Review Guideline for the purpose of enlisting the support of property owners and the general public for the Town's preservation goals, to explain in detail the administrative process for gaining a Certificate of Approval or appealing a denial, and to provide sufficient explanation and specific examples to facilitate compliance with the preservation and design review elements of the ~~Planning and~~ Zoning Ordinance.
5. Establish procedures for the designation of new historical landmarks and historic districts. Specifically, the Town should create at least one Local Historic District to provide the legal basis for protecting historical assets by ordinance.
6. Ensure that all public records relating to the construction, alteration and demolition of historic properties or potential historic properties are retained, physically or electronically, for future use and reference.

7. ~~Conduct~~ **Continue to update** and maintain, in cooperation with SHPO and the Jerome Historical Society, an historic resources inventory. Notations should be made within the inventory listing ~~that~~ **which** identifies individual assets that are failing and may be in need of community action to preserve them. This inventory should be formally reviewed every ten (10) years and updated as necessary. It shall be available for review in the Jerome Town ~~Office~~ **Hall** or the Jerome Public Library.

8. Create and maintain a map or maps depicting historic districts and landmarks. Formally review **such map(s)** every ten (10) years and update as necessary. These maps shall be available for review in the Jerome Town Hall or the Jerome Public Library.

H. F. GOAL - INVOLVE THE PUBLIC

Description: Jerome establishes as a goal the fostering of public involvement in the preservation process.

Policy Direction: Policies address community education in general and partnering with individuals and organizations in reaching specific goals.

Policies:

1. Encourage community interest and participation in historic preservation by providing information about current preservation issues, perhaps in the Town newsletter, and by fostering the idea that preservation is important and relevant to the character **and well being** of Jerome.
2. Actively solicit the involvement of Jerome organizations and individuals in the task of historic preservation, particularly for individual projects, including saving threatened structures ~~that may be beyond the ability of Town resources.~~
3. Take every opportunity to interface with the Jerome Historical Society on preservation issues in recognition that the Historical Society is one of the largest property owners in Jerome and that the Town and Society share many common preservation goals. The Historical Society could assist with or take on completely several of the tasks for which the Town is ~~responsible~~ **provides oversight**, including the maintenance of the historic inventory and maps. In addition, the Historical Society may well be positioned to assist in saving particular assets and in other preservation projects, including public education.

I. G. GOAL - PARTNER WITH PROPERTY OWNERS

Description: Jerome establishes as a goal the recognition that owners of historic property within the Town and the public at large share common preservation goals. Mutual recognition of the concept that historic property is owned by the individual in an economic sense and by the community in a cultural sense, and that both types of owner have a stake in protecting the interests of the other is to the advantage of everyone concerned.

Policy Direction: Policies are directed toward establishing the Town as an information resource in terms of goals, methods, guidelines, ordinances and tax and grant options pertaining to historical assets. It is further recognized that the partnering of the Town and individual property owners in terms of grant applications may provide mutual benefit.

Policies:

1. The Town of Jerome should provide informational assistance to owners of historical assets so as to facilitate their ability to take advantage of the tax incentives provided by the federal government. Property owners should be encouraged to apply for available incentives when applicable to their situation.
2. The Town of Jerome should provide informational and limited practical assistance to owners of historical assets so as to facilitate their ability to take advantage of grant monies available for the preservation, restoration and development of historic properties. This is particularly important in the case of economically challenged owners that are in non-compliance with minimum maintenance standards, The submission of grant applications for publically owned and private properties should be coordinated to the extent possible so as to manage priorities and maximize potential funding. Town sponsorship of a grant application related to private property would be an incentive to the owner for such coordination.
3. **The Town of Jerome should cultivate the best possible relationship with the mining companies, so that lines of communication will be open when needed.**

J. H. GOAL - COORDINATE WITH THE STATE, THE COUNTY, AND BORDERING MUNICIPALITIES

Description: Jerome establishes as a goal the fostering of maximum coordination with other government entities in the furtherance of the Town's preservation goals. This goal is of particular importance in terms of educating and

gaining the cooperation of County and Clarkdale administrations in managing development up Mingus Mountain and in maximizing the interface with SHPO for protecting Jerome's National Historic District status and staying up to date on laws and incentives pertaining to preservation.

Policy Direction: Policies include the maintenance of good communications with relevant government entities on preservation goals in general and a willingness to be proactive in addressing specific issues. The public recognition that maintaining **Jerome's** geographical context is a Town goal may create opportunities for related dialogue. Relations with SHPO are especially important in terms of both educational and practical benefits.

Policies:

1. Partner with Yavapai County and Clarkdale officials to create a workable approach to managing any residential development between Clarkdale and Jerome. Work to stay on top of pending plans, and develop defenses before they are needed. ~~Should development of this land become inevitable, strive for the creation of as much open space as possible.~~
2. Clarkdale has many of the same preservation issues as Jerome and should be recruited as a partner and mutual resource for preservation issues.
3. Involve SHPO in major preservation issues so as to enlist their support and ensure compatibility with their overall goals. SHPO is a major resource for preservation tools and has knowledge of the latest tools and trends in historic ~~protection~~ preservation and how best to work with or counter them as is appropriate.
4. All of those properties ~~that~~ **which** appear to meet the criteria established by the Secretary of the Interior should be nominated to the National Register of Historic Places (or should be requested to be determined eligible to the National Register of Historic Places) in order to obtain maximum recognition of their value and of the desirability of preserving them.