



# TOWN OF JEROME

POST OFFICE BOX 335, JEROME, ARIZONA 86331

(928) 634-7943 FAX (928) 634-0715

Founded 1876  
Incorporated 1899

## AGENDA

**General Plan Steering Committee**  
**Wednesday, August 24, 2016 6:00 p.m.**  
**Jerome Town Hall, 600 Clark Street**

**ITEM 1: CALL TO ORDER/ROLL CALL**

**ITEM 2: APPROVE MEETING MINUTES OF March 30, 2016**  
*Discussion/Possible Action*

**ITEM 3: PUBLIC COMMENT**

**ITEM 4: REVIEW AND CONSIDER Draft Resolution on SB 1350**  
*Discussion/Possible Action/Possible Direction to Staff*

**ITEM 5: REVIEW AND CONSIDER Inclusion of Proclamation of Anniversary of National Landmark Status**  
*Discussion/Possible Action/Possible Direction to Staff*

**ITEM 6: REVIEW AND CONSIDER Historical Development of Jerome**  
*Discussion/Possible Action/Possible Direction to Staff*

**ITEM 7: DISCUSS Historic Preservation Element: Include or Omit**  
*Discussion/Possible Action/Possible Direction to Staff*

**ITEM 8: DISCUSS Possible Additions to General Plan: What is Missing**  
*Discussion/Possible Action/Possible Direction to Staff*

**ITEM 9: 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  
970 Gulch Road, side of Gulch Fire station, exterior posting case  
600 Clark Street, Jerome Town Hall, exterior posting case  
120 Main Street, Jerome Post Office, interior posting case

\_\_\_\_\_  
*Albert L. Sengstock, Zoning Administrator, Attest*

*Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting the Deputy Town Clerk Joni Savage at (928) 637-7943. Requests should be made as early as possible to allow sufficient time to make arrangements. Anyone needing clarification on a GPSC agenda item may call Jerome Town Hall at 634-7943 and ask to speak with Al Sengstock, Planning & Zoning Administrator and Historic Preservation Officer.*



# TOWN OF JEROME

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## Minutes General Plan Steering Committee Wednesday, March 30, 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 6:08 p.m.

Roll call was taken by Albert Sengstock, Zoning Administrator. Members present were Chair Doug Freund, Jane Moore, Mimi Currier, Suzy Mound, Denise Guth, and Natalie Barlow. Ms. Hardie arrived at 6:15pm.

Staff present were Al Sengstock, Zoning Administrator and Jennifer Julian, Minute Taker.

### ITEM 2: Approve meeting minutes of March 23, 2016

Ms. Moore moved to table approval of the minutes until Ms. Hardie arrived. Mr. Freund seconded. The motion passed unanimously.

*(Returned to after discussion of agenda items below.)*

Ms. Moore made a motion to approve the minutes of March 23, 2016 as presented. Ms. Currier seconded. The motion passed unanimously.

### ITEM 3: Public Comment

There was no public comment.

### ITEM 4: Review Changes to Introduction of Economic Development Element

Ms. Currier said the highlighted items in the Longhurst document were illegible. Mr. Freund said that the committee only has this copy; it does not have an original. He offered to read the illegible items when discussion on that document begins.

Mr. Sengstock pointed out the changes in the introduction of the Economic Development Element (page 32). There was no discussion.

At this point, the committee moved to Item 5 on the agenda.

*(Following Ms. Hardie's arrival, the committee returned to discussion of this agenda item.)*

Ms. Hardie recommended changing the title on page 32 to "Economic Development Element" rather than "Economic Element." The 1981 plan was "Economic Development Element." There were no objections.

Ms. Hardie read the first sentence of the first paragraph on page 32. She thought it was too long. Ms. Moore, Ms. Guth, and Mr. Sengstock offered edits and the new sentences read: In 1981 the citizens of Jerome looked into the future and created a vision of a vibrant self-sustaining community. It consisted of rehabilitated historic buildings

occupied by retail businesses, artists and creative people, and made a commitment to being stewards of history.

In the next sentence, Ms. Hardie recommended changing “Just that has occurred” and changing “three plus decades” to “three decades.” She also thought that “the economic crash of 2008” should be “the Great Recession of 2008.” Mr. Freund recommended putting the phrase in quotation marks.

Ms. Currier pointed out that the Town is not self-sustaining. Ms. Hardie agreed and said that would be addressed in the second paragraph.

Ms. Moore recommended changing “Just that has occurred” to “Much of that has occurred.” The group agreed.

Ms. Hardie recommended deleting “of those early visionaries” and everyone agreed. She also objected to the phrase “cause concern” as being negative, but conceded that negative phrases appear elsewhere in the document.

Ms. Currier suggested adding “clean air and water” to the list of Jerome’s attractions. Ms. Mound recommended adding it after “panoramic views.” Everyone agreed.

Ms. Hardie wondered why the next sentence says “This version of an Economic Development Element” because this document is going to be the current document. Mr. Sengstock suggested “This Economic Development Element” and everyone agreed.

In the same sentence, Ms. Hardie asked for an explanation of the “cautions.” Mr. Sengstock gave the examples of unbridled growth, unregulated uses, and the intrusion of commercial into residential neighborhoods.

The revised paragraph now reads: In 1981, the citizens of Jerome looked into the future and created a vision of a vibrant self-sustaining community. It consisted of rehabilitated historic buildings occupied by retail businesses, artists and creative people, and made a commitment to being stewards of history. 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 the goals is something to both celebrate and cause concern. 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 found Jerome so appealing. This Economic Development Element is intended to describe long-range economic principles, as well as cautions which are intended to keep Jerome economically vital, while not undermining the historic character and sense of community which keeps Jerome... “Jerome.”

In the first sentence of the second paragraph, Ms. Hardie objected to the statement “Jerome may continue to thrive largely based on tourist-serving businesses” and suggested replacing the word “thrive” with “function” or “depend.” She said, “We’re not thriving... The business section may be thriving but what about the residential neighborhoods, what about the infrastructure?” Ms. Currier agreed. Ms. Moore suggested “depend.” Ms. Hardie said that the business district may or may not depend on the townspeople, but the townspeople can exist without the businesses and has done so in the past.

Ms. Currier pointed out that many business owners live out of town and take their money out of town. If they lived here and spent their money here, it would recirculate in the Town.

Mr. Freund asked if there was a consensus that the Town is not thriving. He said he tended to agree with Ms. Hardie, at least about residential neighborhoods.

Ms. Currier said the question is between thriving and surviving. Thriving implies more economic income, while

surviving does not.

There was general discussion about other words to use beside "thrive". Ms. Hardie suggested "function" or "depend." Ms. Currier suggested "survive." Ms. Moore suggested "Jerome's economy may continue to be based on tourist-serving businesses" to prevent saying "depend." The group seemed to agree.

Ms. Currier recalled previous discussions about tourism when it was pointed out all the different ways money come into town besides tourism. If we don't have tourism, we don't have the expenses of all those visitors.

Ms. Currier also wondered how much of the revenue comes from tourism taxes and how much of that is overlapped by the business community.

Ms. Guth said asked about funding from the federal government through the Secretary of the Interior. Mr. Sengstock said that funding was no longer available; it dried up during the economic downturn. He said that there is no SHPO grant money available. Ms. Guth said she was looking at historic landmark grants as well as economic grants.

Ms. Hardie said that CDBG and HUD show current grants available. Mr. Sengstock explained that the state of Arizona is the conduit for federal money; it doesn't come right to the Town. There was a discussion of NACOG between Mr. Sengstock and Ms. Hardie.

Ms. Barlow said that the plan does not have to eliminate the suggestion that the Town look for grants even though there aren't any available now. It should remain in as a focus. Mr. Sengstock suggested that a goal of continuing to look for funding resources be included in the historic element.

Ms. Currier thought that goal should be in the economic element, rather than the historic element, because not all grants are going to be for historic preservation. One example is the fire suppression grant. Mr. Sengstock said that the entire document includes references to seeking funding streams.

Ms. Hardie suggested that an appendix include the all the available sources of funding. Ms. Currier said the references would be vague, just federal and state, because the grants change every year. Ms. Hardie thought a general statement might work, but recalled seeing a list of grants somewhere.

Ms. Currier said that when she did the bus system, it was with Section 8 grants that are no longer available. That is an example of a grant that becomes obsolete and then shows up again. The specific grants change every year, but there are indeed permanent funds available every year from the feds, state, county, private enterprise, and not-for-profit enterprises.

Ms. Guth said that a benefit of being a national historic landmark is that when the Town is being considered for funding, it gets extra points for its historic status. It is a foot in the door. Mr. Freund agreed and said that is another reason for the Town to preserve its status.

Mr. Sengstock suggested to consider adding a goal to the Economic Development Element that states "to continually seek out and stay current with funding opportunities to advance Jerome's objectives." It could reference general categories of federal, state and local grants. Someone should be paying attention on a regular basis to what funding is available. A subpoint could be to seek out grants from private sources and philanthropic organizations.

Mr. Freund pointed out that the Town isn't entirely mendicant. It can accomplish things through taxation and its own fundraising mechanisms.

Ms. Guth and Ms. Currier recalled problems in the past over increased taxation.

Ms. Hardie suggested additional revenue could come from annexation of the State Park.

There was a discussion of the Fire Department charging for services outside of Jerome town limits.

Mr. Sengstock suggested finishing the introduction before adding a goal.

Ms. Hardie thought the first sentence of the second paragraph was too long. Mr. Sengstock suggested ending the sentence after the second "businesses." Ms. Hardie wanted to delete the clause about "locals." Ms. Currier objected to "commercial businesses" and Mr. Freund suggested replacing it with "enterprises." He also suggested adding "the Town" before "will." Mr. Sengstock read: "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 and one-of-a-kind products and services unique to Jerome."

Ms. Currier said that description was too narrow and leaves out things such as JIC and Headland Press. She thought the Town should remain open to a wide variety of things, and preferred to omit the list and end the sentence after "enterprises." Mr. Freund thought that removing "one-of-a-kind" and keeping "products and services unique to Jerome" would include enterprises such as JIC. Ms. Currier disagreed with including the list.

Ms. Hardie liked keeping arts and crafts in the sentence. Ms. Moore said it could be redundant, as arts and crafts are tourist-serving businesses.

The revised sentence reads 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.

In the next sentence, Ms. Moore recommended removing quotes from "the Town" and everyone agreed.

Ms. Hardie objected to the sentence as saying what the Town is going to do. The plan is being written by the committee: it can recommend, or encourage, but cannot say what the Town is going to do.

Ms. Currier agreed with Ms. Hardie. The Town Council has not always been open to specific proposals in the past.

After discussion, Ms. Moore suggested However, specific proposals which benefit the citizens of Jerome, while not forfeiting its small town and historic charm, should be considered. Everyone seemed to agree.

Ms. Hardie suggested a concluding transition sentence. Mr. Freund agreed but wanted to see a fresh version of the introduction before writing one.

Ms. Currier thought the last sentence was important and did not want to delete it. The committee considered several revisions, including Ms. Guth's suggestion to use the words "due process." The group also thought that Zoning may not apply to all proposals. Mr. Sengstock suggested Such proposals should be considered by applying due process provided by all current codes and ordinances. The committee agreed.

A concluding sentence expressing the idea that "the following goals are intended to achieve these objectives" will be drafted later.

Ms. Hardie wanted to replace the photo of the pitched roof on page 36. Mr. Sengstock said that photo is just a placeholder; it can be changed.

### **ITEM 5: Review and Consider Goals for the Historic Preservation Element**

Mr. Sengstock explained how he created his version of the historic preservation element. He pulled out goals and principles from the document provided by Ms. Hardie and fleshed them out with his own ideas. Mr. Freund said the goals from the 1981 plan should also be considered.

Mr. Freund has typed up the historical development section of the 1981 plan and is now editing it. He distributed copies of this revised version for everyone's later consideration.

Ms. Moore said that after reading the historical element in the 1981 plan, she thinks it is important to include it in the new plan. It is a good background of why the Town is what it is.

Ms. Guth said that much of the detail in the 1981 plan is good and she does not want to leave it out. For example, page 114 mentions the Secretary of the Interior guidelines. Also, page 146 is the cultural resource inventory section which she would hate to see eliminated. Mr. Freund pointed out that the inventory is massive. Mr. Sengstock said that another inventory was done in 2007. He suggested that the Committee develop a schedule to re-inventory every 5-10 years to keep up with the status of properties.

Ms. Guth asked if the inventory would be included in the plan, or just mentioned as a reference. Mr. Sengstock said the inventory would be a separate reference material.

Ms. Guth wondered if the historical element would be included at the back of the 1981 plan or if it should be closer to the front of the document. Is the committee following the Table of Contents of the 1981 plan?

Ms. Barlow said she thought the committee agreed that the historical element would be included as an appendix.

Mr. Freund wondered if the state has a preference for the order within the document. He agreed with Ms. Guth that historical preservation is key and should be prominent.

Mr. Sengstock said he was not aware of any law regarding the order of items in the plan. He agreed that historical preservation and context may be better at the beginning of the document considering its importance to the Town.

*(At this point, Ms. Hardie arrived and the committee returned to earlier agenda items.)*

### **ITEM 6: Future Agenda Items**

Mr. Freund said the committee will be in recess for a few months until a new Zoning Administrator is hired. Until then, he asked the group to review his revision of the history from the 1981 plan.

Ms. Hardie requested a list of the maps and illustrations that are needed.

Ms. Barlow would like a sentence about parks and recreation to be included. Mr. Sengstock had previously agreed to draft that. Mr. Sengstock said he will provide it to Mr. Freund. Mr. Freund suggested including it under Goal 1 on page 16. It will become Item F.

Mr. Sengstock will make tonight's changes to the document.

Mr. Freund thought the Longhurst document is useful and offered to retype and distribute it. The committee agreed. Mr. Sengstock said he is still trying to locate the original document. Ms. Hardie said she might have it.

Ms. Hardie thought the minutes should identify Tony Longhurst. He was a long-time resident of Jerome who was a

member of the Planning & Zoning Commission. Mr. Longhurst worked with the Jerome Historical Society to develop a comprehensive preservation element. She will contact him and tell him about the work the committee is doing.

There was a discussion about Open Meeting Law and exchanging documents by email. Mr. Sengstock said it is acceptable for this committee. Mr. Freund said he saw no problem with exchanging documents as long as no decisions are being made outside the committee. Ms. Hardie disagreed. Ms. Barlow asked if two or three people could get together and exchange ideas. She was told that would be acceptable, as long it is not a quorum. Emails between members are okay but should not cc everyone.

Mr. Freund said he did not want to lose momentum on the plan after Mr. Sengstock leaves. If the committee has material it wants to meet to discuss, he could ask Candace to join.

Mr. Freund summarized the three documents to review for the historic preservation element: the Longhurst document, Mr. Sengstock's document, and his own (the revision of the 1981 element).

Ms. Moore asked if anyone was suggesting replacing everything in the 1981 plan with the Longhurst document. Ms. Barlow, Ms. Guth and Mr. Sengstock said no, but the document does contain principles and ideas that can be used.

Ms. Moore said that the Longhurst document emphasizes private property rights. If someone can't afford to do something in a historically accurate way, they can't be made to do it. For example, what about someone with a historically intact house who needs to replace the windows but can only afford aluminum sliding ones?

Mr. Sengstock explained the current Design Review Board guidelines. In order to receive the tax credit, the individual would have to work with SHPO to replace the windows in a historically accurate way. The Town's position is that the windows do not have to be of historic materials but need to match architecturally to what is being replaced. That accomplishes the visual goal.

Ms. Guth said the 1981 plan contains a list of acceptable materials, as does the Secretary of the Interior website. Does the group want to keep that? (There was no clear answer.)

There was discussion about specific Design Review Board principles and decisions.

**ITEM 6: ADJOURNMENT**

Ms. Mound made a motion to adjourn the meeting. Ms. Barlow seconded. The motion carried unanimously and the meeting adjourned at 8:04 p.m.

*Approval on next page.*

**Minutes**  
**General Plan Steering Committee**  
**Wednesday, March 30, 2016 6:00 p.m.**

*Respectfully submitted by Jennifer Julian on August 17, 2016.*

Approved: \_\_\_\_\_ Date: \_\_\_\_\_  
Chair

Attest: \_\_\_\_\_ Date: \_\_\_\_\_  
Vice Chair

TOWN OF JEROME

Proclamation

by Mayor Lew Currier and the Council of the Town of Jerome

upon this, the 50th anniversary of Jerome's recognition as a landmark of national historic significance.

WHEREAS, fifty years ago, in 1966, the United States Department of the Interior designated the Jerome Historic District a National Historic Landmark. In so doing, it was proclaimed that "this site possesses national significance in commemorating the history of the United States of America"; and

WHEREAS, the dramatic location of Jerome's fabulous mineral wealth on a steep, isolated mountainside has presented unique challenges throughout its history. Both miners and town builders struggled with Jerome's topography; but precious ore was extracted and municipal services made Jerome a vital city when Arizona was still a territory. The tons of copper from Jerome served the nation, providing wire for the widespread transmission of electricity and critical materials with which to fight two World Wars. Jerome's challenges have continued in the years following the closure of the mines; but Jerome's place in history and its dramatic vistas have been recognized and celebrated as enduring assets; and

WHEREAS, on April 19th, 1967, the celebration culminated in a dedication of Jerome's Landmark status. The Secretary of the Interior, Stuart Udall, addressed the Town, encouraging the continuing restoration of Jerome, and the preservation of Jerome's proud history. The Governor of Arizona, Jack Williams, proclaimed April 17th through the 23rd, 1967, to be "Jerome Historic District Week." Mayor Tony Lozano served as Chairman of the Dedication Committee, and Councilman John Donald Walsh was Master of Ceremonies; and

WHEREAS, to the accomplishments of Jerome's residents during its mining heyday we now add 50 years of diligent effort by dedicated men and women to preserve this unique National Landmark as a living community;

NOW, THEREFORE, WE DO PROCLAIM the beginning of a new period of celebration, of both revelry and reflection upon the unique circumstances which brought Jerome into being, and the half-century of joyful labor to preserve Jerome for our children and the nation.

This period will culminate in April of 2017 with an event of Jeronian proportions, and the second half-century of Jerome's preservation and commemoration will begin.

Dated this 12th day of April, 2016

[Signature of Lew Currier]
Lew Currier, Mayor

[Signature of Doug Freund]
Doug Freund, Vice Mayor

[Signature of Alex Barber]
Alex Barber, Councilmember

[Signature of Abe Stewart]
Abe Stewart, Councilmember

[Signature of Frank Vander Horst]
Frank Vander Horst, Councilmember



## HISTORICAL DEVELOPMENT OF JEROME

In about 1583, twenty four years before the Pilgrims landed on Plymouth Rock and 193 years before the Declaration of Independence, Antonio de Espejo arrived at the site of what would one day become Jerome. Holding a commission from the Viceroy of Spain, Espejo sought the legendary "Seven Cities of Cibola." He recorded finding traces of mining activity by the indigenous peoples, and then resumed his quest. The site was rediscovered in 1873, by prospectors Capt. John Boyde, Ed Daugherty and John Daugherty. But it was not until 1876, that the first claim was filed by Al Sieber, a scout with General Crook's army. He found implements and wooden crosses from the Espejo expedition, and evidence of rich copper ore. Soon thereafter, M. A. Ruffner and Angus McKinnon filed claims in the same vicinity, and called their mine sites the "Eureka" and the "Wade Hampton." These efforts attracted the first major interest in what came to be known as the "Billion Dollar Copper Camp."

In 1981, the citizens of the Town of Jerome published their first *General Plan*. They used the word "ominous" to describe the challenges posed by the years of neglect, vandalism, scavenging and decay that had endangered the very survival of the Town following the closure of the mine in 1953. In 2016, as in 1981, the Town of Jerome is still wrestling with the conundrum of a small town with an even smaller economic base, facing the responsibility of preserving a city whose population was once twenty five times its current size. However, remarkably, what was once branded "The Most Unique City in America" (until some vandal with no respect for property, tradition and history, stole the sign from Jerome's western approach) has bloomed again. Many of the goals and aspirations of 1981 have been realized, and the Town is now celebrating its first half century on the *National Register of Historic Places*. The *General Plan* of 1981 was an articulate and visionary document. Those who today craft the second *General Plan*, hope that their words will help to continue the process of securing Jerome's future as both a historic site and a living community.

Jerome's story has been one of steady change, of destruction and rebuilding, of planning and revision, of abandonment and rebirth. Early in the Town's history, great fires swept away magnificent structures and subsistence shacks alike. The most disastrous visitation by fire occurring in Sept. of 1898, when the entire business district and a large part of the residential district were consumed. The *Prescott Weekly Courier* headlines read, "Jerome Burns Again!" The entire business district with 24 saloons and 14 chinese restaurants was destroyed, along with several gambling houses and the red light district.

The first structures in Jerome were mostly floored tents with wood interior framing. They were built around the original mining operation of William and John McKinnon, and M.A. Ruffner. After digging a shaft 45' deep, they felt the vein had pinched out and interested Governor Trittle of Arizona Territory in the stope. He interested two eastern financiers in the property James A. Douglas, Sr. and Eugene Murray Jerome, for whom

the town was named, who then formed the United Verde Copper Company in 1882. Mining shacks of wood balloon framing appeared all over the hillside, and the true structural history of Jerome was begun.

Jerome's population, once risen to a booming high of 15,000 in 1929 was reduced to a low of less than 200 in the mid-1950's, when Jerome was declared a "Ghost City." Just as its demise appeared imminent from natural decay and vandalism, Jerome once again was reborn. Its attractions of history, beauty and climate have brought a new wave of renovation, repair, reconstruction and revision. The town population has hovered between 400 and 500 since 1981 while the number of tourist visitors has soared. Having re-established a working police department, volunteer fire department and government functions, as well as installing and maintaining a dependable domestic water system, the town is once again in a position to determine and plan its own future.

An exhibit at the New Orleans Exhibition of 1885 attracted the attention of William A. Clark, Senator from Montana, who purchased the United Verde in 1888. Working rapidly, he constructed a hotel that would house 1,000 miners, called the Montana Hotel. It was the largest stone structure in the Territory; but, nonetheless, it burned to the ground on February 28, 1915. In 1894, Senator Clark had built the "United Verde and Pacific Railroad" which finally linked the burgeoning mining camp to the industrial routes of the manufacturing Northeast United States. Jerome, and later, Clarkdale, were Senator Clark's domain, owned and controlled by the Senator and his company managers. Too many tents and wood shacks huddled together, too many hastily built structures, brought the Jerome fires of 1897 and 1899. This prompted the townspeople to incorporate in March of 1899, as the fifth largest town in Arizona. Controls were then placed on construction and the fire hazards was diminished.

During the same period, the Walnut Creek, just southeast of town, was growing as a settler's community. This area has now become known simply as "the Gulch" though it carries a number of names to this day. Both log and adobe structures were built near the only natural water source. Most of these structures were dissembled in the mid-thirties through the 1950's, though a few examples remain. In 1967 the incorporated town annexed this area. The larger residential and commercial area of town was supplied with water by water haulers, one of whom later became known as Pancho Villa.

The later part of the 19th century brought a wave of professionals intimately tied to the mine but not of it. These were merchants, doctors, lawyers, teachers and "painted ladies." They built away from and within the company town structures. Ethnically, the town was composed of Serbs, Slavs, Mexicans, Germans, Greeks, Portuguese, Dutch, Irish, English, Austrians, Bulgarians, Canadians, Russians, Scottish, Swedish, Italians, and Chinese.

Society Row, or Company Hill as it came to be known, was built in the early turn of the century. These were fine Victorian frame structures and reflected the status of the occupant in the company. Mexicans lived down the hill, north of the central commercial district, and the district became known as "Mexican Town." Chinese generally lived in the central district now at the junction of Hull Ave and Jerome. They lived in attics and basements of their shops. The Eastern Europeans generally moved east of town into a generally residential area and onto the area known as the "Hogback," named so for its geological formation. Many of the structures built in this area came in the 1920's.

Commercial structures reflected the growth of the town. Elegant hotels and sturdy dwellings appeared. The abundant money and constant activity inspired the confidence of the builders to outlay huge sums for the construction of larger structures, often with elaborate detail. Additional buildings rose around commercial activity. Saloons, cribs, brothels, laundries, schools, hospitals, restaurants, gaming houses, hotels, boarding houses, stables (and later, garages), offices, mercantile and retail stores all inspired their own dimensions and characteristics. This commercial construction continued through the turn of the century into the late 1920's when the stock market crash brought a sudden halt to growth.

The first automobile was brought to the Town of Jerome by Dr. L. A. Hawkins, the first dentist, in 1900 (though one account says 1905). This began an era of the automobile and the garages and service facilities which by nature followed. Several such structures remain.

The Little Daisy mine, begun by J. J. Fisher in 1900 was bought by James Douglas in 1910, and began to rival the United Verde Copper Company. The United Verde Extension, as it was called, boomed from 1910 to 1938. James Douglas built a huge mansion downhill from the town and surrounded it with elegant houses intended for his executives and family.

About 1910, when the UVX was beginning to boom, the UVCC began to realize that the mining of the main ore body would require moving the smelter which was then located in upper Jerome. Ground was broken for the new smelter site in Clarkdale, at the bottom of the hill, in 1912. It opened May 26, 1915, and open pit mining began almost immediately. A full scale operation gouged out a major portion of the beginning site of the town, demolishing all but a few buildings of the huge complex and adjacent miner's housing. The pit was dug until the grade became so steep that it was no longer possible to safely occupy the space. In 1935, Phelps Dodge bought the UVCC and reopened the smelter and the mine. A fortune was spent on electronic geophysical explorations and a reasonable profit was returned to the company before they last closed the operation in 1953. United Verde Exploration closed down their main operations in 1938.

The population peak of 15,000, in 1929, dropped to 4,748 by late 1932. The activity slowly waned until the closing of UVCC. The town then fell prey to vandalism, scavenging, decay due to water system failures, decaying foundations and retaining walls, and tumbling boulders, wrecking a large portion of the town. The Census for 1960 recorded a population of only 243. Those who stayed during that period found little work, and the entire company-town system disassembled. Few people and less money remained to hold the town together. Buildings once central to the life of the town were torn down for their raw materials. The huge four-story company store, the T. F. Miller building on Main Street, was one such structure. It had once housed not only the company store, but the bank, a brokerage, several shops, the Opera House (where boxing, wrestling, New York light opera, and other events were scheduled), as well as the Masonic, Elks and Moose lodges where many a dance and meeting were held. The Little Daisy Hotel was sold for salvage for a few hundred dollars.

In the early fifties a man named James Brewer, Jr., who then worked for the Park Service at Toozigoot, urged the remaining townspeople to form some sort of organization to preserve Jerome before it would become completely demolished. The Jerome Historical Society was formed in 1953 to curb the tide of destruction. Many buildings were acquired and a few were renovated as funds became available. Those who worked to preserve the town could only limit, and not prevent, the destruction completely. Many unsafe structures were torn down as potential fire hazards.

In the winter of 1967, a record snowfall of 6' struck, collapsing roofs and many structures; but this time was also the beginning of a new era. Artists, craftsmen and back-to-the-land advocates, generally known as hippies, began to repopulate, renovate and repair portions of the town. The decade of the seventies brought a return to self-contained government and general repair of vital services. It also brought a number of part-time residents who chose Jerome as vacation and retirement homes. Several structures were built which did not conform to the general historic nature of the town. This uncontrolled building and demolition accentuated the need for some control if Jerome was to remain one of the largest truly historic districts in the West.

The district was designated a registered "National Historic Landmark" under the provision of the Historic Sites Act of August 21, 1935. Jerome was proclaimed a site possessing "exceptional value in commemorating and illustrating the history of the U.S." (U. S. Dept. of the Interior, 1967).

By 1981, the town boasted a Zoning Ordinance and a Design Review mechanism to prevent structural abuses of the past. Though small and chronically short of funds, the town government was well on its way to providing the range of services necessary for survival in the modern world. The architectural and structural analysis which accompanied the 1981 General Plan provided guidelines for reconstruction and renovation of the sites listed in an Historic Property Inventory. This Inventory has been periodically updated, and the \_\_\_\_ version is to be considered a part of the present Plan.

History has given today's Jerome a rich heritage and an awesome responsibility. With the broad Verde River Valley below, the rich red tones of the Mogollon Rim across the valley, and vistas of the often-snowcapped San Francisco Peaks, Jerome's perch on the side of Cleopatra Hill continues to attract a multitude of tourists and new residents. With growth comes change, and Jerome's next decades appear to hold a challenge no less imposing than that faced by the 500 people who lived here more than a century ago.

Recently passed State legislation - SB 1350, which will go into effect on Jan. 1, 2017 - pre-empts the right of Jerome to prohibit vacation rentals (a commercial use) in any zone. By thus opening-up Jerome's residential neighborhoods to outside investors, who will convert residential homes into lodging businesses, the State runs counter to language in our existing *General Plan*, makes planning more difficult and renders Jerome's future uncertain.

Cottonwood's Planning & Zoning Commission recently recommended to their city council that "[The Council] take all necessary action, working with the Arizona State Legislators, Yavapai County Supervisors, and the League of Arizona Cities and Towns, to overturn or amend said Senate Bill 1350 to allow the City of Cottonwood to once again protect the residential characteristics of residential zoned areas of the city."

It is worth considering that we, the General Plan Steering Committee, do the same. Given the effect that SB 1350 will have on Jerome's future, it is particularly appropriate that such a resolution originate with this body. We might also urge that similar recommendations be considered by P&Z and Design Review, coming from their specific perspectives.

For your consideration, I have crafted a draft of such a resolution, which would be sent to Council for their consideration and possible adoption.

Respectfully,  
Douglas Freund, chair GPSC

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## A RESOLUTION

Be it resolved by the Council of the Town of Jerome that SB 1350 is not in the best interests of our community.

By denying Jerome the right to enforce its long-standing Zoning Ordinance regarding residential use, and by denying Jerome the right to stand by its General Plan, which opposes the encroachment of commercial use upon residential neighborhoods, SB 1350 endangers the future of Jerome.

The Council of the Town of Jerome therefore stands with other Arizona communities in a desire to take all necessary action, working with the Arizona State Legislators, Yavapai County Supervisors, and the League of Arizona Cities and Towns, to overturn or amend said Senate Bill 1350.

# The Town of Jerome

## General Plan

### 2035



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

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(needed: table of contents)

## **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.

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## **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. ”

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## **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 16<sup>th</sup> 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 Tritle. 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.

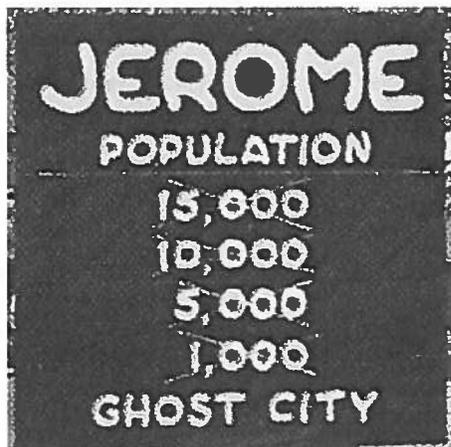
New ore bodies were found and mining operations grew. New smelter and a narrow gauge railroad to the main line were built. Eventually the smelter towns of Clarkdale and Clemenceau, complete with standard gauge railroad, were built to handle the ores being mined in and around Jerome. During the boom years 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

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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 town<sup>1</sup>.

## 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 20<sup>th</sup> century.

The mines, the workers, those who sought its wealth, and those who came

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

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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. Census<sup>2</sup>. 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 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.



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<sup>2</sup> *US Census 2010*. (2013, June 10). Retrieved July 9, 2013, from US Census 2010: [www.census.gov/2010census](http://www.census.gov/2010census)

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## Managing Land Use and Growth

Shouldn't this be "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.



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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 19<sup>th</sup> century. Due to the age of Jerome’s system and the acidity of the soils throughout the Town, many of the

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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 replaced<sup>3</sup>.

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 development<sup>4</sup>.

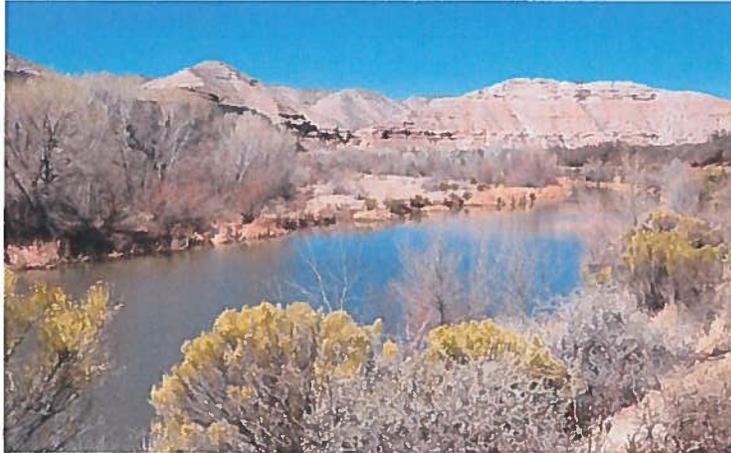
The treated effluent is released directly into Bitter Creek, which is a dry stream bed, but is designated a tributary of the Verde River. The Verde River is a significant Arizona resource, being one of the deserts last free-flowing rivers sustaining a large regional wildlife population and a lush riparian 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 Creek<sup>5</sup>.

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<sup>3</sup> Blair, R. (2013, July 23). Town of Jerome Fire Chief.

<sup>4</sup> MacVittie, H. (2013, July 23). Contract Water and Wastewater Operator.

<sup>5</sup> *Verde River Greenway*. (2012, December). Retrieved September 4, 2013, from Arizona State



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

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Parks: <http://azstateparks.com/Parks/VERI/index.html>

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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 immigration<sup>6</sup>. 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

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<sup>6</sup> *US Census 2010*. (2013, June 10). Retrieved September 18, 2013, from US Census 2010: [www.census.gov/2010census](http://www.census.gov/2010census)

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growth will require an accommodative supply of residential and commercial land<sup>7</sup>.

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

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<sup>7</sup> Parker, K. (2010). *Population, Immigration, and the Drying of the American Southwest*. Washington, D.C.: Center for Immigration Studies.

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desirable.

## **CURRENT LAND USE**

Land use in Jerome is influenced by two key factors, zoning and historic turn of the 19<sup>th</sup> 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 apart<sup>8</sup>. 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.

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

## CURRENT LAND USE DESIGNATION

ZONES/DISTRICTS	CHARACTERISTICS AND DENSITIES
<b>AR ZONE</b> AGRICULTURAL RESIDENTIAL (MIN LOT AREA 10K SQ FT)	INTENDED TO PROMOTE AND PRESERVE <b>LOW DENSITY</b> RESIDENTIAL DEVELOPMENT AND NONCOMMERCIAL FARMING AND AGRICULTURE. LAND USE IS COMPOSED CHIEFLY OF INDIVIDUAL HOMES, TOGETHER WITH REQUIRED RECREATIONAL, RELIGIOUS, AND EDUCATIONAL FACILITIES
<b>R1-10 ZONE</b> SINGLE FAMILY RESIDENTIAL (MIN LOT AREA 10K SQ FT)	INTENDED TO PROMOTE AND PRESERVE <b>LOW DENSITY</b> 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
<b>R1-5 ZONE</b> SINGLE FAMILY RESIDENTIAL (MIN LOT AREA 5K SQ FT)	INTENDED TO FULFILL THE NEED FOR <b>MEDIUM DENSITY</b> 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
<b>R-2 ZONE</b> MULTIPLE FAMILY RESIDENTIAL (MIN LOT AREA 5K SQ FT)	INTENDED TO FULFILL THE NEED FOR <b>MEDIUM DENSITY</b> 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 RECREATIONAL, RELIGIOUS, AND EDUCATIONAL FACILITIES
<b>C-1 ZONE</b> GENERAL COMMERCIAL	INTENDED TO PROVIDE FOR AND ENCOURAGE ORDERLY DEVELOPMENT IN EXISTING AND FUTURE COMMERCIAL AREAS WITHIN THE TOWN. ALLOWS <b>HIGH DENSITY</b> RESIDENTIAL BUILDINGS.
<b>I-1 ZONE</b> 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 <b>HIGH DENSITY</b> 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
<b>TOTAL</b>	<b>62.57</b>	<b>374.49</b>	

SOURCE: YAVAPAI COUNTY GIS

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## 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)

**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

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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.

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- 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.

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- 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

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- 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.

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## 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.

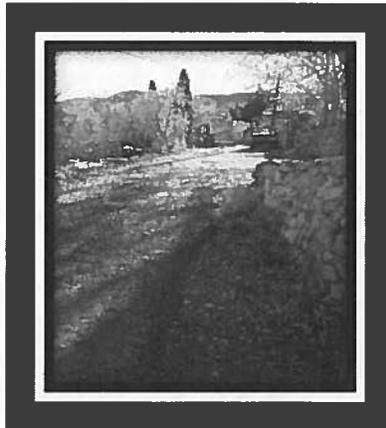
### CIRCULATION GOALS

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.

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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.



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## **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.

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## 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

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location of homes and businesses, there is a high volume of access onto this street from individual properties.

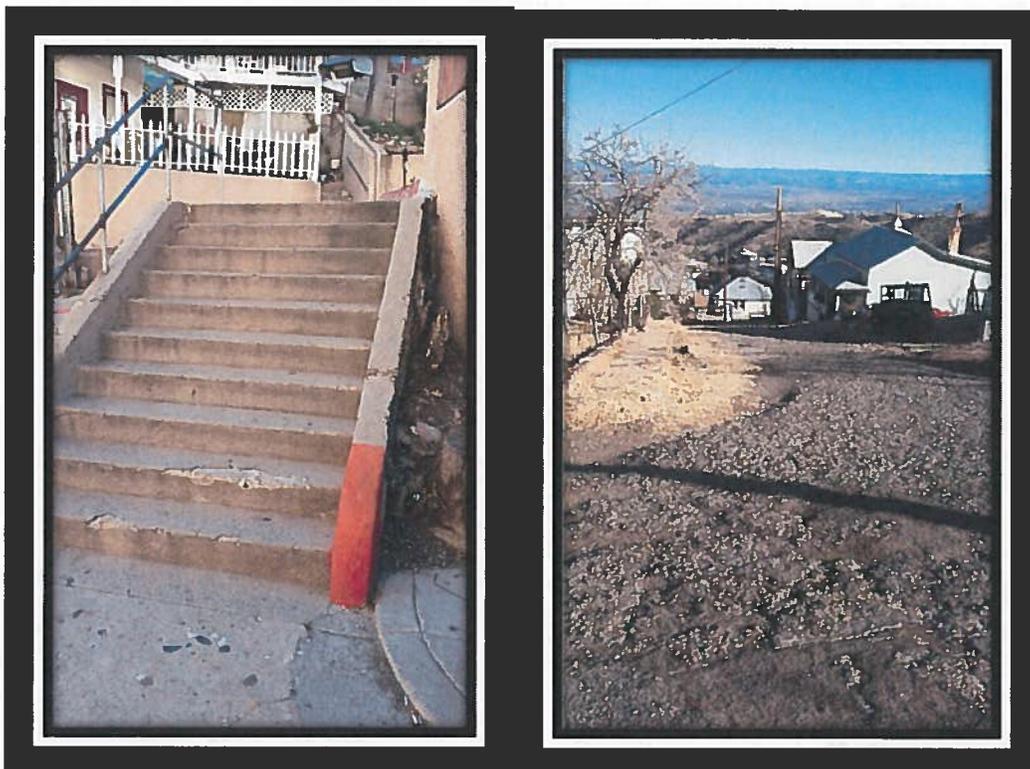
COLLECTOR STREETS - Collect traffic from Local Streets and conduct it to Arterials.

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**



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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.

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## 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,

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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.

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## **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.

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## ECONOMIC DEVELOPMENT ELEMENT



### INTRODUCTION

In 1981 the citizens of Jerome looked into the future and created a vision of a vibrant self-sustaining community. It consisted of rehabilitated historic buildings occupied by retail businesses, artists and creative people, and made a commitment to being stewards of history. 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 the goals is something to both celebrate and cause concern. 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 found Jerome so appealing. This version of an Economic Development Element is intended to describe long-range economic principles, as well as 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. However, specific proposals which benefit the citizens of Jerome, while not forfeiting its small town and historic

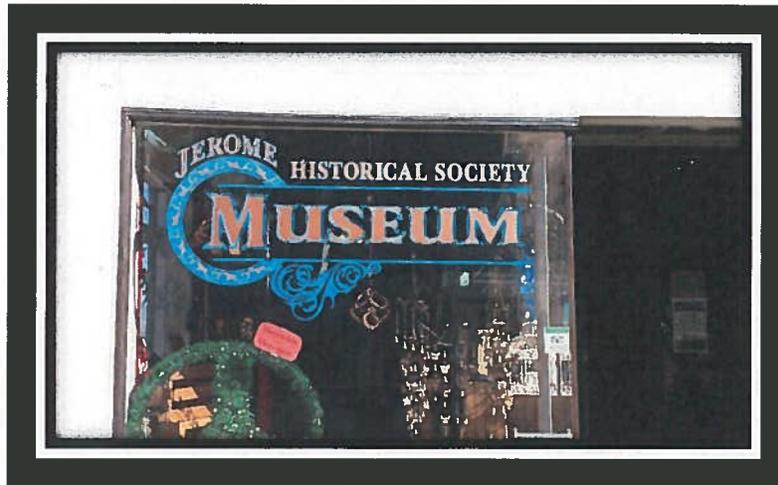
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charm, should be considered. Such proposals should be considered while applying due process provided by all current codes and ordinances.

(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.

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- 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.

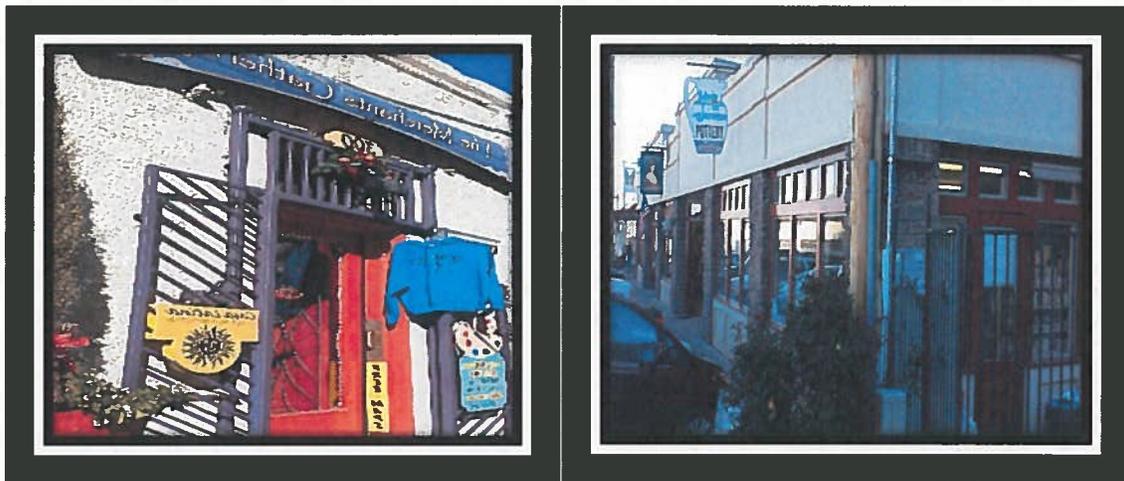
**GOAL 3: Encourage a diversity of economic activity to enhance local employment opportunities and reduce the Town's reliance on tourism.**

- 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.

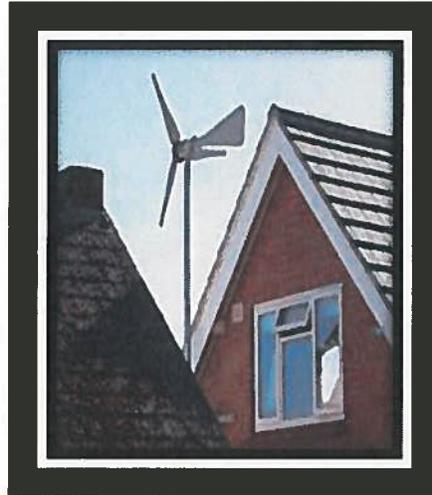
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- d. Encourage the best possible experience for Jerome’s visitors; respecting the special needs of both young and old.
  - e. Encourage the highest standards in restaurants, bars, and lodging.
  - f. Encourage a diversity of visitors, including clubs 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.

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- 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.