

July 2, 2025

Mr. Brett Klein
Town Manager/Clerk
Town of Jerome
600 Clark Street
P.O. Box 335
Jerome, AZ 86331

SUBJECT: ARIZONA GROWING SMARTER TECHNICAL ASSISTANCE – CONSULTING SERVICES SCOPE OF WORK AND FEE

Dear Brett:

We appreciate the opportunity to assist the Town of Jerome in advancing its water conservation efforts through innovative strategies that reflect the community's values, unique context, and commitment to sustainability. Jerome's steep terrain, historic character, limited developable land, and aging infrastructure present distinct yet navigable challenges to applying conventional landscape and stormwater strategies for water conservation. However, these challenges also offer a valuable opportunity to innovate by embedding Low-Impact Development (LID) best practices and green infrastructure into new developments and existing streetscapes in ways that respect the community's identity and support its long-term resilience.

To support this effort, The Planning Center proposes a multi-faceted approach that includes: reviewing current codes, policies, and other guiding strategies with regards to water conservation and low-impact design, developing a user-friendly '*Low-Impact Landscape and Streetscape Design Manual*' that provides general guidance for new residential and commercial development or site improvements rooted in best practices and offering implementable action items (i.e., recommendation(s) for General Plan amendments or Zoning Code updates), while establishing a vision for integrating green infrastructure into public rights-of-way or site-specific locations in a context-sensitive manner.

The *Low-Impact Landscape and Streetscape Design Manual* will not only serve as a practical guide for implementing water-wise practices but will also lay the groundwork for a comprehensive overhaul of the *Jerome Zoning Ordinance* and integration with the *Jerome Subdivision Code*. The best practices and



recommendations identified through this effort will inform a modernized development code that prioritizes predictability, clarity, and flexibility for property owners and developers, but also for Town Staff's development review purposes. Building upon the insights and strategies within the design manual, The Planning Center will work closely with Town Staff to prepare a consolidated and cohesive set of zoning and subdivision regulations that align with contemporary planning principles and support the community's goals. This integrated code will streamline the development review process, remove regulatory inconsistencies, and embed sustainable practices into the fabric of Jerome's built environment, enabling development that is both context-sensitive and resource-conscious.

As an award-winning, multidisciplinary planning and landscape architecture firm with over 40 years of experience across Arizona, The Planning Center is a DBE/SBE/SBC-certified firm known for delivering innovative, place-based solutions through collaborative planning and design. Our team brings extensive experience interpreting and applying zoning regulations in a variety of planning and design contexts, which positions us to develop thoughtful, implementable recommendations that respond to development trends and community priorities. We regularly work with municipalities to evaluate existing zoning frameworks, identify regulatory gaps or barriers, and craft actionable policy and design guidance that lays the foundation for meaningful code updates.

Led by myself and Daniel Bradshaw, PLA, our team integrates land planning, landscape architecture, and sustainable design strategies—including rainwater harvesting, low-impact development, and xeriscaping—into plans, regulations, and design guidelines that are both visionary and practical. We are also deeply experienced in leading and creating public engagement processes that build trust, elevate local voices, and generate community buy-in. We are well-equipped to support the Town of Jerome in modernizing its development tools in a way that conserves natural resources, protects historic character, and reinforces the unique identity and values of the community. Please refer to the accompanying firm bio and our resume for more information pertaining to The Planning Center's qualifications.

The following outlines the proposed scope of work and associated fee for the above-mentioned efforts.

CONSULTING SERVICES - LANDSCAPE & STREETScape DESIGN MANUAL SCOPE OF WORK

- Meet with Town Manager and Staff, verify contract responsibilities
- Define program goals and requirements
- Establish a project schedule
- Visit the Town of Jerome and take photographs



- Gather data and review applicable codes, policies, guiding documents, and other materials related to water conservation practices
- Research Low-Impact Development best practices specifically suited to the Town of Jerome for new residential and commercial development and site improvements
- Prepare *Low-Impact Landscape and Streetscape Design Manual*
- Virtually review the design manual with Town Manager and Staff, incorporating feedback as necessary
- Prepare up to three (3) street/site-level illustrations depicting how LID features can be integrated in various locations throughout the Town (*Note: Locations for illustrations will be determined during the initial meeting and/or during the site visit in coordination with the Town Manager/Clerk and Staff.*)
- Present project at one (1) study session or public hearing before the Town of Jerome Mayor and Council, if necessary
- Finalize *Low-Impact Landscape and Streetscape Design Manual* for Mayor and Council adoption
- Package and deliver final electronic files of the design manual to the Town

CONSULTING SERVICES - ZONING CODE UPDATE SCOPE OF WORK

- Conduct a Zoning Code Update kickoff meeting with Town Manager, Staff, and other key stakeholders (to be identified by the Town) to better understand key issues with the existing Zoning Ordinance and Subdivision Code
- Define Zoning Code Update goals and requirements
- Establish a project schedule
- Perform a thorough review of the existing Zoning Ordinance and Subdivision Code, identifying outdated language, processes, or development regulations as well as inconsistencies and administrative challenges or barriers, and how to integrate the two documents
- Prepare a matrix summarizing findings of the review and recommend areas of reform, including best practices for hillside development and strategies for conservation, adaptive reuse, and infill development
- Review matrix with Town Manager, Staff, Town Leadership, and other key stakeholders virtually
- Prepare a complete rewrite of the Zoning Ordinance into a new, comprehensive *Unified Zoning Code*, reorganized for clarity and usability, with updated definitions, zoning districts, permitted uses, development standards, and administrative procedures, where necessary
- Incorporate the *Low-Impact Landscape and Streetscape Design Manual* and other standards related to Low-Impact Development tools, dark sky protections, hillside development standards, and other necessary provisions identified in coordination and with assistance from Town Staff
- Introduce new or revised overlay districts or special area standards as appropriate to support the Town's historic preservation goals and unique site conditions
- Conduct up to two (2) public meetings to present and gather feedback on draft code language, including preparing presentation materials and visuals to help community members understand the proposed changes (*we anticipate that the meetings will be provided in-person and that Town Staff*



will be available to help prepare mailings, coordinate meetings, set up meeting rooms, prepare meeting summaries, etc.)

- Revise draft code language in track changes based on feedback received from public meetings
- Present draft code language at one (1) joint study session with Planning Commission and Town Council
- Revise draft code in track changes based on feedback received from study session with Planning Commission and Town Council, and finalize draft
- Virtually present final draft of the *Unified Zoning Code* at one (1) public hearing before the Planning Commission, if necessary
- Virtually present final draft of the *Unified Zoning Code* at one (1) public hearing before the Town Council, if necessary
- Finalize *Unified Zoning Code* to incorporate any additional revisions that come out of public hearings
- Deliver final *Unified Zoning Code* document to Town (in print and web-ready formats)

TOTAL CONSULTING SERVICES FEE: \$30,000.00

REIMBURSABLE EXPENSES

Expenses related to travel/mileage, printed materials for internal/team reviews, and public meetings will be billed at cost plus a 12.5% markup. We anticipate making 3-5 trips to the Town of Jerome over the course of this project.

ESTIMATED REIMBURSABLE EXPENSES: \$ 1,000.00

Please let me know if you have any questions or if I can provide other information. We look forward to working with you on this project!

Sincerely,

THE PLANNING CENTER



Lexy Wellott, AICP
Principal

