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TOWN OF JEROME

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STAFF SUMMARY REPORT

FROM: Brett Klein, Town Manager/Clerk

ITEM: **Item: Consider Approval of The Planning Center's Proposal for Landscape and Streetscape Design Manual and Zoning Code Update**

MEETING DATE: October 14, 2025

Summary:

The Town's zoning code is quite outdated and becoming more and more out of touch with contemporary best practices. In addition, there are numerous inconsistencies in terms of the vision of the current Town Council and with the most recent General Plan. Moreover, it is a frequent source of frustration with staff when faced with public requests and complaints. Two of the many, many recent examples of this are: void of any language for the haunted house request and complaints of a new driveway. Last year Council indicated they were not in favor of spending money on this much needed item, so staff sought to complete it in-house.

After a year of trying, it is clear that a zoning code update is not possible to complete with our staff resources. We then sought to obtain grant funding and a reputable partner for this process. Grant funding is not typically available solely for zoning code updates, so we combined it with a landscape and streetscape design manual, which the Town also has a need for as there becomes more and more renovations and developments. We then sought a partner that would work with our still limited budget, while providing a quality result. The Planning Center of Tucson was willing to work with our limited grant-funded budget and has a wealth of experience, along with quality references. The attached proposal encapsulates the process.

Fiscal Impact:

The ~\$31,000 project should be entirely or near entirely grant funded. To-date we have received a \$9,500 grant from FMI; \$12,500 grant from The Sonoran Institute; are waiting to hear back on a \$10,000 ACF of Sedona grant that we stand a strong chance of obtaining, with a back-up of prop. 202 funding if needed.

Recommendation:

Staff strongly recommend approval as an opportunity like this is not easy to come by.