



TOWN OF JEROME
 POST OFFICE BOX 335, JEROME, ARIZONA (928) 634-7943

Regular Meeting of the Planning and Zoning Commission
Wednesday, July 21, 2021, 6:00 pm
Place: Jerome Civic Center
600 Clark Street, Jerome, AZ 86331
MINUTES

6:00 (0:06) Item 1: Call to order

Chair Lance Schall called the meeting to order at 6:00 p.m.

Deputy Town Clerk Rosa Cays called the roll. Present were Chair Schall, Vice Chair Chuck Romberger, and Commissioners Jeanie Ready and Lori Riley. Also present was Zoning Administrator John Knight.

6:01 (0:46) Item 2: Petitions from the public – There were no petitions from the public.

6:01 (1:07) Item 3: Approval of Minutes – Regular meeting of June 16, 2021

Motion to Approve the Regular Meeting Minutes of June 16, 2021

Commissioner	Moved	Second	Aye	Nay	Absent	Abstain
Ready	X		X			
Riley			X			
Romberger		X	X			
Schall			X			

Hearings:

6:02 (1:54) Item 4: Ordinance amendments related to temporary and off-premise signs in the commercial and industrial zones (continued from June 16, 2021)

Applicant: Town of Jerome

Amendments include but may not be limited to Section 509 of the Jerome Zoning Ordinance.

Discussion/Possible Action – P&Z Reso. 2021-12

Mr. Knight stated that this public hearing was left open and continued from the June P&Z meeting. He said P&Z and DRB seem to be in agreement on the amendments and summarized some of the comments made at recent meetings about painted historic signs around town; mannequins and skeletons as props but not advertising; enforcement of temporary signs; and changeable-copy signs no larger than 4 square feet. He said there is consensus to control temporary signs and recommended changing the length of time they can be displayed from 45 to 30 days, and to also require a permit. As for off-premise signs, he suggested leaving the code alone for now (prohibiting off-premise signs in the commercial district), and that the ones that already legally exist could be grandfathered in.

Chair Schall said he would be fine with this and advocated for resurrecting the district sign concept. Mr. Knight said better execution of district signs could be more effective and said they could look at this in the future. He moved on to discuss temporary signs and which signs would and would not contribute to the maximum sign footage.

Mr. Knight said members of both boards have suggested that A-frame signs should be allowed if they are on private property and no larger than about 4 square feet. He asked the commission if A-frame signs should be treated the same as other temporary signs and whether they would require a permit or continue to be allowed without a permit.

Ms. Riley said the A-frame signs often display menu of the day, so a 30-day limit doesn't make sense. She did say they should be kept off the sidewalk. Chair Schall agreed, and Ms. Ready said the sign should be taken in at the end of the business day. Discussion followed about where the signs could be displayed: private vs. public right-of-way, then it segued to vehicles advertising businesses, like the tour vans in town. Ms. Riley commented that the vans take up parking spaces throughout the business district. Mr. Knight said the town does not regulate signs on vehicles and that he would have to look into the parking regulations for tour companies, which are addressed in a separate section of the town code.

Chair Schall asked what happened to the P&Z approval of the rotating barber poles. Mr. Knight told him Council disallowed them; Ms. Cays said she believed it was because rotating signs in general were prohibited.

Ms. Ready asked for clarification on the decision regarding A-frame signs. Chair Schall said the wording for A-frames is all that needs work in the amendments.

Ms. Ready had a question about the redline document. Discussion ensued and the edit was explained.

Mr. Knight said he would include T signs in with the A-frame signs revision. Chair Schall and others said not to include T signs.

Motion to leave the hearing open and table it until the August 18, 2021 P&Z meeting

Commissioner	Moved	Second	Aye	Nay	Absent	Abstain
Ready			X			
Riley		X	X			
Romberger			X			
Schall	X		X			

New Business:

6:26 (25:37) Item 5: Work session on affordable/workforce housing

Applicant: Town of Jerome

Work session to review the recent Verde Valley Housing Needs Assessment.

Discussion/Possible Direction

Mr. Knight apprised the commission of the recent affordable housing meeting in Cottonwood and shared key points from the PowerPoint presentation [in agenda packet] produced by Elliott D. Pollack and Company, a consulting business. He said Jerome is projected to lose population in the next 30 years; that he is seeing a strong trend of short-term rentals and vacation homes in Jerome; and there is a need for affordable housing now—and workforce housing. He said the population is also aging and the workforce in the Verde Valley is decreasing in the 15-59 age range. Mr. Knight said people in the region are paying a third of their income on housing and are considered “cost burdened.” He continued through the slideshow and shared some of the statistics gathered by Pollack and Company.

Discussion turned to housing in Jerome, lack of housing for workforce, and the high rents. Mr. Knight made the point of people wanting a simple life in Jerome, a place they can live and work in town. He said this is changing and it’s apparent in the difficulty businesses are having finding employees: the financial incentive is not there for people to drive to Jerome from somewhere else to work. Higher-paying jobs are readily available where they live.

Ms. Ready said workforce housing is probably more important for Jerome than it is for other towns in the Verde Valley.

Ms. Riley said the Hotel Jerome could help relieve the housing issue. Mr. Knight said it was a potential solution but was not close to being built out for inhabitation. He said short-term rentals are obviously changing the housing landscape.

Mr. Knight than shared tools to help with affordable housing (see slideshow):

- Use of city-owned land
- Density bonuses
- Zoning/General plan policies
- Waiver of permit fees
- Flexible design standards
- Expedition of review process
- Reduced parking requirements
- Partnerships with private developers and NPOs

He said one step toward the town’s General Plan, which encourages affordable housing, was rezoning a section of town to R-2, allowing duplexes in homes along 89A by the old high school on Hampshire Avenue.

Mr. Knight said accessory dwelling units (ADUs), or guesthouses, have great potential in Jerome but that care must be taken that ADUs do not turn into short-term rentals. He said the town was against this in the past because sheds were being turned into living spaces. Chair Schall and Ms. Riley acknowledged that this has happened. Chair Schall said other concerns are increased density, vacation rentals, and diminished property value.

Mr. Knight said decreased property value was a misconception. Discussion continued. Chair Schall said Jerome could allow smaller footprints.

Ms. Riley said perhaps it’s time to revisit the history of boarding houses in Jerome. Chair Schall said it was a mistake to impose modern zoning and not overlay onto the existing zoning. Mr. Knight said that if the town were to enforce the all the duplexes in the R-1 zone, Jerome would likely lose a lot of its existing affordable housing.

Ms. Riley asked if the rezoned R-2 district extends down Dundee, which it does not. She said she was able to build an accessory building on her property if she did not install a kitchen. If she did, she would then have to split the property, which Mr. Knight claimed was not the case.

Mr. Knight said the definition of kitchen needs to be thought out and not depend on whether a stove is installed (hot plates and convection ovens suffice). He said the town could permit an accessory dwelling on the condition the owner files a deed restriction stating that they will not use it as a short-term rental for a certain period. This could increase affordable housing. Discussion followed about incentivizing property owners to set up deed restrictions. Ms. Ready asked how the town could be ensured the owner would not go against the deed restriction. Mr. Knight said he would do more research on this and check with the town attorney.

Ms. Riley said they would like to make her studio into an apartment one day, so they can rent it out to a property caretaker long term.

Mr. Knight clarified for Ms. Ready that the town cannot mandate a deed restriction, but it can make it desirable, which currently is the only way Jerome can restrict vacation rentals.

Ms. Riley and Ms. Ready stated how dire the situation is in Jerome.

Vice Chair Romberger said from another perspective, someone with a short-term rental is essentially increasing their income, therefore making their own property more affordable—so it decreases the problem.

Mr. Knight said the high school, Hotel Jerome, and vacant land are potential sites for workforce housing, as are empty apartments in the business district, but the parking situation prevents them from being occupied. The town might need to consider changing the parking requirement in the business district if it wanted to allow affordable housing in the C-1 zone.

Ms. Cays asked about the number of vacant and abandoned homes in Jerome. Mr. Knight said these too are potentially affordable housing but an expensive endeavor; he shared what Bisbee has done with neglected homes in their town.

Chair Schall said this is a common problem in many places, especially bedroom communities where people don't care about the job market or the schools. Discussion continued about the options for workforce housing in Jerome. Chair Schall said apartments in the commercial district would be the quickest solution if the parking requirements were amended.

Mr. Knight said if Council is open to it, he could reach out to the property owners to see if they would be interested in providing housing, although there could be larger issues, such as fire safety.

Talk returned to the high school as affordable housing, with ideas of how it could come to fruition, including a combination of long- and short-term rentals so that the mining company could justify the investment in a fire sprinkler system.

Informational Items (Current Event Summaries):

7:36 (1:36:06) Item 6: Updates of recent and upcoming meetings – John Knight, Zoning Administrator

- a. **July 6, 2021 DRB meeting** – new house at 224 Fourth Street (Lazaro); paint colors at 668 Verde Avenue (Vorves); new signage for Jerome Ghost Tours (Bailey); work session on commercial signage
- b. **July 13, 2021 Council meeting** – first reading of ordinance regarding beekeeping; begin process of updating permit fees; discussion regarding creating a special events ordinance; possible coordination with the University of Arizona to assist with workforce/affordable housing

Mr. Knight updated the commission on recent DRB and Council meetings and highlighted the items above.

7:39 (1:39:32) Item 7: Potential items for Wednesday, August 18, 2021: site plan review for a shed on Allen Springs Road (Barber); site plan review for deck at 630 Main Street (Bauers); site plan review for vacant lot on Juarez (Gale)

Discussion/Possible Direction to Staff

Mr. Knight said Jerome homeowner Thom Bauers wants a variance for his deck, as does the owner of a vacant lot in the AR zone on Juarez Street. Mr. Knight explained the variance process to the commission. Discussion followed about the most efficient way to approach these particular variances.

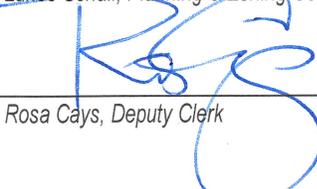
Adjourn

Motion to adjourn at 7:45 p.m.

Commissioner	Moved	Second	Aye	Nay	Absent	Abstain
Ready			X			
Riley		X	X			
Romberger			X			
Schall	X		X			

Approved: 
 Lance Schall, Planning & Zoning Commission Chair

Date: 8/23/2021

Attest: 
 Rosa Cays, Deputy Clerk

Date: 23 August 2021