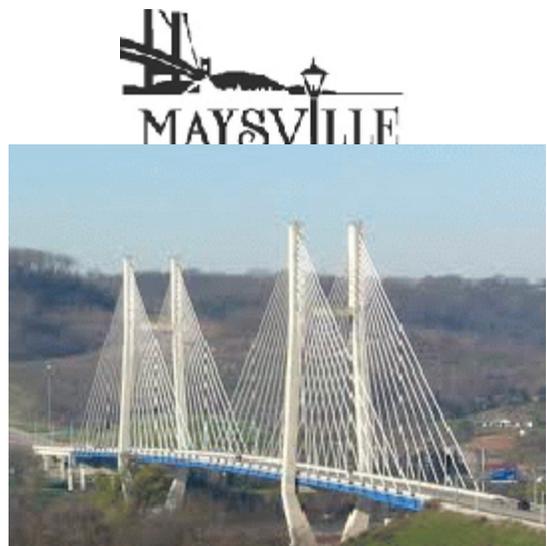


***A COMPREHENSIVE PLAN
FOR
MAYSVILLE/MASON COUNTY
KENTUCKY
2011 2016***



**Prepared for
The Mason County Joint Planning Commission
City of Maysville
Mason County Fiscal Court**

Mason County Comprehensive Plan

2001 Version Prepared by
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Adopted by the Mason County Joint Planning Commission

March 1, 2001

Reviewed, Revised, and Re-adopted

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Reviewed, Revised, and Re-adopted

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Reviewed, Revised, and Re-adopted

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INTRODUCTION

In 1987, Mason County had its first comprehensive plan completed. The plan attempted to address the problems confronting Maysville and Mason County, and made a number of recommendations for improving conditions for both the city and the county. However, the plan's emphasis was largely on the City of Maysville, with very little attention directed to rural/agricultural issues.

In accordance with the requirements of K.R.S. Chapter 100, a planning unit shall review and may revise its comprehensive plan at least once every five years. After 13 years, the joint planning commission contracted with RM Associates, Inc. of Richmond, Kentucky to complete a thorough review and revision of the original plan. In addition to the normal requirements needed to develop a comprehensive plan, the two governments were in agreement that the new plan should address two vital issues; 1) provide a more balanced presentation of city and county interests, and 2) insure that citizen input is maximized in the process.

The initial consultant incorporated these two requests in the planning process by holding monthly meetings with citizen groups and public officials. A special Farm Task Force was appointed by the judge executive to oversee the inclusion of rural/farm issues in the plan. In addition, the Agricultural Extension Office, the Department of Conservation and Natural Resources, and the rural homemakers group have played an important role in the different steps of the process. The City Commission and the Fiscal Court together with city and county staff members were encouraged to play an active role in plan development and review. It is estimated that more than 250 people were involved directly in the planning process from the beginning.

The plan is organized around several principal elements or components; 1) the Physical Setting (the natural environment), 2) Population, 3) Transportation, 4) Economic Development, 5) Housing, 6) Public Facilities and Services, 7) Historic Preservation, and 8) Environmental Quality. Within these plan components, several items were singled out for special emphasis; downtown revitalization, historic values, senior citizen needs, the farm economy, retail trade and tourism.

Planning and development are considered to be interrelated parts that together comprise one process; the planning and development process. The plan has very

little meaning if it is not implemented. At the same time, action without direction will likely result in poor decision-making on the part of governmental officials. Development of this plan followed what is often referred to as the nominal or basic planning approach. This approach begins with 1) an assessment of the community in order to establish an information base and to identify local strengths as well as problem areas. This step also includes a look at some of the trends taking place, and makes projections into the future. Once the assessment has been completed, 2) general directions are provided. This step includes an examination of values and visions, and the development of goals and objectives. Following this step, 3) more specific directions (strategies) are provided. This step focuses on the question how? How does the local government go about accomplishing what they spelled out in their statement of goals and objectives? At this point, most of the planner's efforts have been completed and it is up to local officials (4) to make decisions regarding the strategies that are to be implemented. Once the choices have been made, then it is necessary (5) to take action - to commit the necessary resources to getting the job done. The sixth step actually takes place during the other steps in the process and following implementation, 6) monitoring the process to determine the degree of success resulting from the action taken. Figure 1 puts the various steps in perspective. The diagram attempts to illustrate the cyclical nature of planning and development (an on-going dynamic process), the interrelationships between the different steps, and the feedback of information needed to make adjustments in the process (Figure 1).

The players in the process can be grouped under three headings; 1) citizens, 2) governmental officials, and 3) appointed staff members and agencies. Citizens get involved as individuals or as members of a wide range of interest groups. The plan should be citizen oriented, since the primary goal is to improve the overall quality of life of the community. Governmental officials are elected to represent the people and to make decisions in their best interests. Staff members (such as codes enforcement officer, engineer, road supervisor, etc.) along with agencies (planning commission, board of adjustment, industrial development authority, etc.) are involved in much of the routine nitty-gritty activities that keep the system operating. If planning is to be a success, all of the players need to be moving in the same direction.

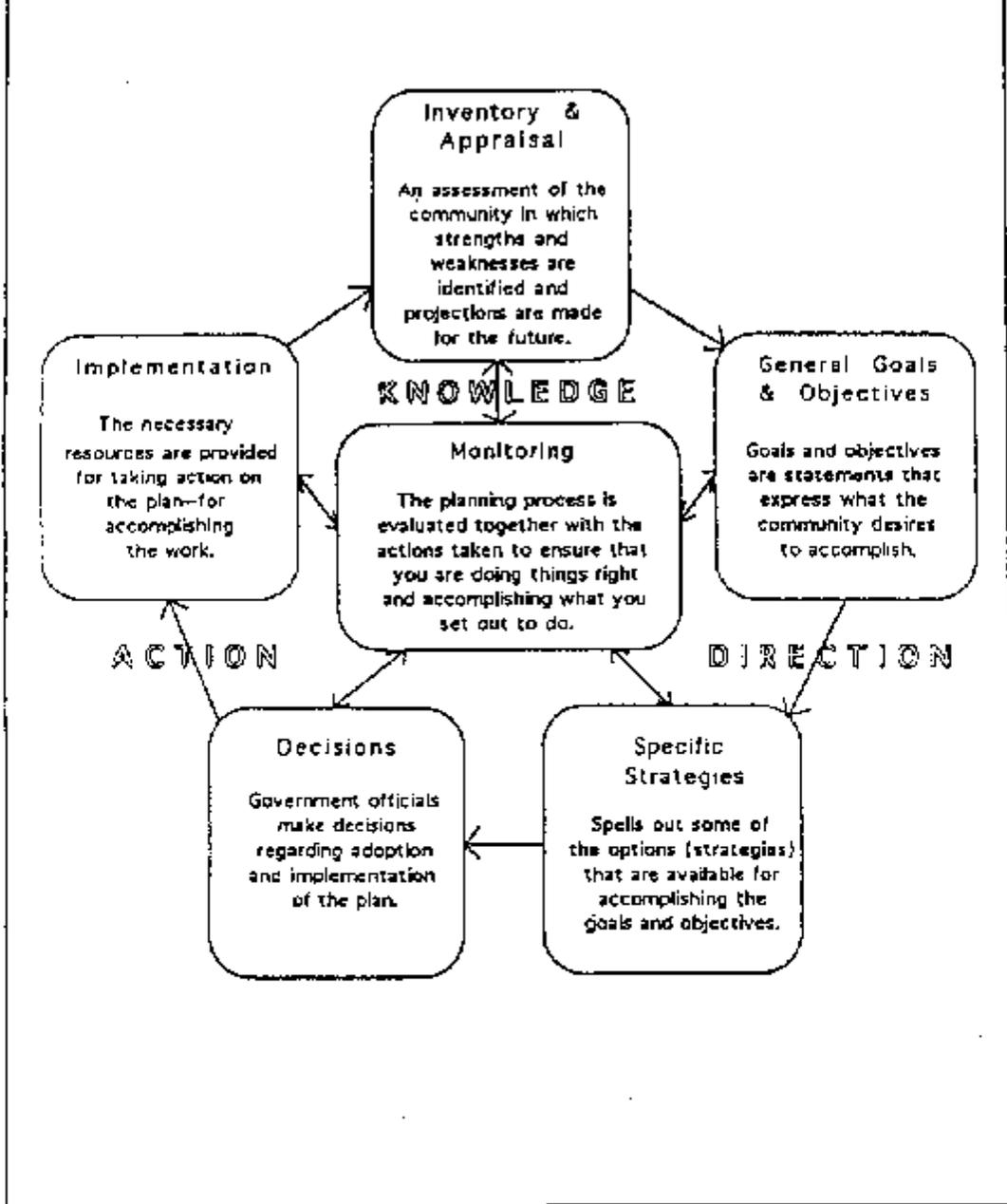


FIGURE 1. THE PLANNING AND DEVELOPMENT PROCESS

The purpose of this assessment is to gain a better understanding of the community through the acquisition and analysis of a wide range of information. In this plan the term community applies to the entire county. While there are several different political units in Mason County, for planning purposes it is important to view the area as one interrelated body.

The assessment is based on a wide range of information sources, both past and present. The effort started with a review of the 1987 plan to determine what had been planned, what had been accomplished, and which components were still applicable. Subsequently, the same effort has been put forth with the 2001, 2006, and 2011 plans. Other past plans (Downtown Revitalization, Market Study, etc.) were examined in a like manner. The 2016 Plan incorporates ideas from several other plans including, but not limited to: Maysville Port Authority Study, Maysville/Mason County Industrial Development Authority Strategic Plan, and Old Washington, Inc Community Plan. Several groups were surveyed (farm committee, rural homemakers, planning commission, etc.) to get input regarding the community's strengths and the problems that needed to be addressed. Several meetings were held with city and county officials in order to determine the present status of operations and to find out what plans and projects were underway or proposed.

The assessment step in the planning and development process serves as the information base which is drawn upon in completing the remaining steps in the process. The information needs to be as complete, current, correct, and comprehensible as possible (within the constraints of resources). Good planning and development is dependent upon good information.

The assessment begins with a look at the physical environment as the foundation upon which human activity takes place. It is essential that such elements as location, landforms, geology, soils, water resources, climate, vegetation, and wildlife be given strong consideration in any plans for development of the landscape. The natural environment provides the resources that are used in the natural state or processed into more useful products.

THE PHYSICAL SETTING

Location:

Mason County is located in the northeastern part of the state on the Ohio River. It has a strategic location in that it is situated within an hours drive of three metropolitan areas; Cincinnati/Northern Kentucky, Lexington, and Ashland/Huntington (Figure 2). In addition, it contains the largest city (Maysville) serving a seven county area that is largely rural/agricultural in its characteristics. Location played an important part in its early settlement and thereby its rich historical heritage. Location is one of the most valuable assets that Mason County has to offer.

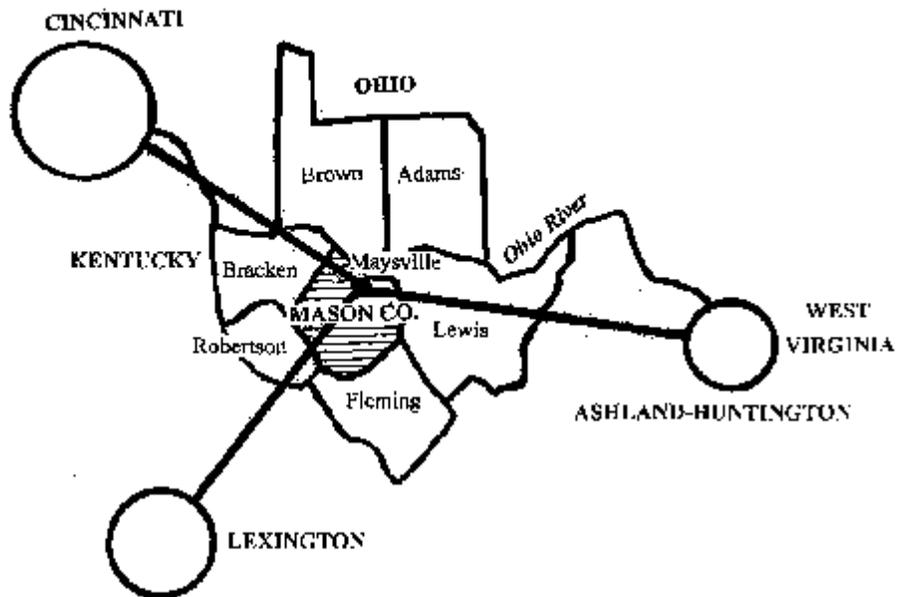


FIGURE 2. MASON COUNTY'S RELATIVE LOCATION

Landforms and Geology:

Mason County is situated in two physiographic regions: the Outer Bluegrass, and the Hills of the Bluegrass. The Outer Bluegrass comprises the majority of the county (central, southern, and eastern parts), and the Hills of the Bluegrass make up the remainder (northern and western). The relief ranges from rolling to very steep. The broadest ridges are found in the central and west-central parts of the county, while the steeper slopes are in the northern, eastern, and western parts of the county and along major streams. The northern third of the county drains to the Ohio River, with the majority of the county draining to the west by the North Fork of the Licking River. A small area in the southwest drains southwest through Robertson and Fleming counties into the Licking River.

Two geologic systems underlie most of the county; the Ordovician System, and the Silurian System. The Ordovician System is the more extensive of the two and consists of interbedded limestone, shale, and siltstone of the Preachersville Member of Drakes Formation, and the Bull Fork, Grant Lake, Fairview, Kope, and Clays Ferry Formations. The Silurian System underlies the eastern part of the county, and consists of dolomite and dolomitic limestone interbedded with clay shales of the Crab Orchard and Brassfield Formations.

Soils:

There are six major groups of soils in Mason County; 1) Wheeling-Nolin-Otwell, 2) Lowell-Faywood-Nicholson, 3) Eden-Lowell, 4) Cynthiana-Faywood-Lowell, 5) Fairmount-Cynthiana-Faywood, and 6) Beasley-Fairmount-Cynthiana (Figure 3). A brief description of soils for general planning purposes is given below:

<u>Soils</u>	<u>General Use</u>
Wheeling-Nolin-Otwell	Well suited to cultivated crops Suited for urban development (with limitations)
Lowell-Faywood-Nicholson	Well suited to cultivated crops (on broad ridges and hillsides) Suited for urban development (with limitations)
Eden-Lowell	Poorly suited to cultivated crops

Cynthiana-Faywood-Lowell

Poorly suited for urban
development

Poorly suited to cultivated crops

Poorly suited for urban
development

Fairmount-Cynthiana-Faywood

Poorly suited to cultivated crops

Poorly suited for urban
development

Beasley-Fairmount-Cynthiana

Suited for cultivated crops (in
smooth areas)

Suited for urban development
(with limitations)

Water Resources:

The Ohio River is obviously the most notable of Mason County's water resources. The county has approximately 20 miles of river front, with potential for commerce and recreation. There are three major watersheds within the county; 1) the North Fork of the Licking River is the largest stream, flowing through the central part of the county in a westward direction, 2) the southern portion of the county drains in the main tributary of the Licking River, and 3) the northern area drains directly into the Ohio River. Figure 4 identifies the major watersheds of Mason County.

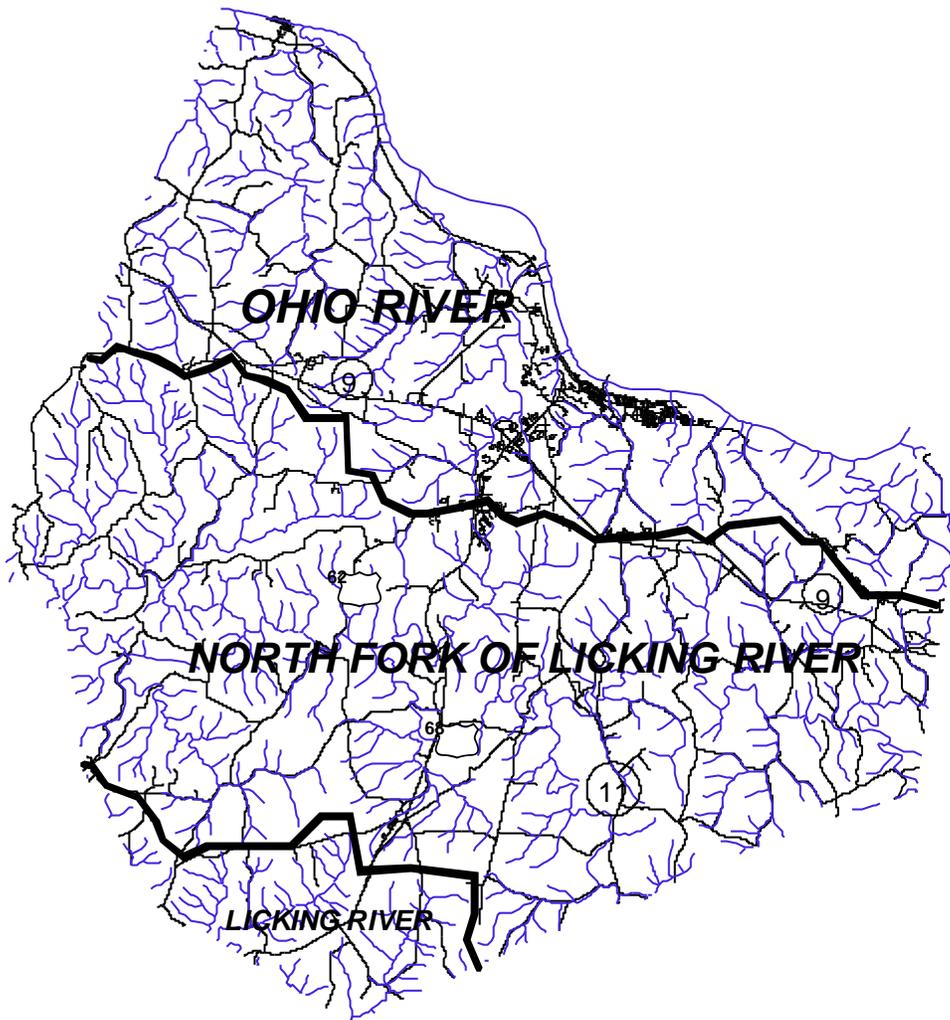


Figure 3. Watersheds of Mason County

Climate:

According to the Koppen Climate Classification System, the climate of Mason County is classified as Cfa humid subtropical. Summers are warm to hot, with moderately cold winters. Rains are fairly well distributed throughout the year. Snow falls nearly every winter but usually stays on the ground for only a few days. In summer the average temperature is 73 degrees, while winter temperatures average 33 degrees. The highest temperature on record (104 degrees) occurred at Maysville on July 15, 1954. The coldest temperature on record (-19 degrees) was reached at Maysville on January 29, 1963.

The total annual precipitation is 44 inches, with 55 percent of this coming from April through September. The heaviest daily rainfall recorded was recorded in Maysville in May of 1988, and 2011 will be one of, if not the wettest year on record. The average seasonal snowfall is 11 inches.

The average relative humidity in mid afternoon is about 60 percent. The sun shines about 70 percent of the time possible in summer and 40 percent in winter. The prevailing wind is from the south-southwest, and the highest average wind-speed (11 mph) occurs in spring.

Vegetation and Wildlife:

Mason County is located in the western Mesophytic Forest Region with such trees as chinquapin oak, bur oak, white oak, hackberry, sugar maple, ash, black walnut, black cherry, Kentucky coffee tree, American elm, and shagbark and butternut hickories commonly found. Approximately 26,600 acres (17 percent of the land area) contains commercial wood. The central mixed-hardwood forest type is the most extensive, covering about 7,000 acres; oak-hickory comprises about 4,000 acres; redcedar-hardwood makes up another 4,000 acres; the remainder of the acreage is in maple-beech, elm-oak-cottonwood, white oak, oak-pine, and southern pine.

It is estimated that there are 34 species of mammals, 33 species of reptiles and amphibians, and 110 species of breeding birds in Mason County. Among the wildlife species that are hunted or trapped are the cottontail rabbit, gray squirrel, fox squirrel, white-tailed deer, raccoon, red fox, mink, muskrat, bobwhite quail,

mourning dove, woodcock, and several species of waterfowl. According to the US Fish and Wildlife Service, the Indiana bat (*Myotis sodalis*) is considered an endangered species, and the Northern Long-Eared bat (*Myotis septentrionalis*) is considered threatened.

In summary, Mason County has a highly diversified natural environment. Its landforms are conducive to a wide range of human activities. Soils support a strong farm economy and under proper conservation and management techniques, lend themselves to development. The climate is generally temperate, but offers clear and distinctive seasonal variations. Vegetative cover is extensive and provides suitable habitat for a substantial wildlife population. Care should be given in future development to insure that natural resources are used wisely so that future generations may continue to benefit from their value.

THE CULTURAL LANDSCAPE

Historical Overview:

Mason County was initially organized as part of Bourbon County, Virginia, and then became the eighth county to be formed when Kentucky became a state in 1792. Settlement actually began before the American Revolutionary War. Christopher Gist came into the area in 1751 to conduct a survey for the Ohio Land Company. Twenty years later Simon Kenton entered the county and played a major role in settlement of the county. The earliest settlers came from Virginia, Pennsylvania, Maryland, and New Jersey.

Maysville (initially named Limestone) was founded as a station on the Ohio River in 1784. It was established as a town in 1787 and eventually became the county seat in 1848. Kenton's Station also was established near the future site of Washington in 1784. One year later, Washington was laid out in a one square mile grid. It became a town in 1786 and served as the county seat when the county was first formed.

A buffalo trail (trace) led from the Ohio River to salt licks near Blue Licks. This trail developed into a wagon road and eventually into a turnpike connecting these settlements with Paris and Lexington. With the invention of the steamboat in the early 1800s, river traffic increased and trade by land to the south declined.

Agriculture was the primary economic activity in the early settlement with tobacco as the major crop. The legislature of Virginia opened a tobacco warehouse, the first

in northern Kentucky, in 1787. Along with tobacco, farmers grew corn, wheat, flax, and hemp.

In the 20th century growth continued to take place, with Maysville becoming the center of activity and Washington experiencing a decline. New highways were constructed along with a bridge over the Ohio River, making Maysville more accessible to surrounding smaller rural communities. In recent years the city has become a diversified small growth center for a seven county area, and has seen a boon in retail trade and banking.

Population:

From its original settlements in the 1700s, Mason County has grown to over 17,000 people. Population changes since 1970 are indicated in Table 1 for both Mason County and the City of Maysville.

Census Year	Mason County		Maysville	
	Total	Change Total %	Total	Change Total %
1970	17,273		7,411	
1980	17,760	488 2.8	7,983	572 7.7
1990	16,666	-1,094 -6.2	8,113	130 1.6
2000	16,803	137 .8	8,993	880 10.9
2010	17,490	687 4.1	9,011	18 .2
2014	17,166	-324 -1.9	8,851	-160 -1.8

TABLE 1. POPULATION CHANGES FOR MASON COUNTY AND MAYSVILLE, 1970 TO 2010. 2014 ESTIMATES COME FROM CENSUS.GOV QUICK FACTS

* Official Census figures for 2000 are somewhat lower than the 1999 Census Bureau estimate of 16,825. The 1999 figure estimated that 39% of the increase was derived from natural increase (births over deaths), and the remaining 61% from net migration. Population numbers have not fluctuated very much over the past 40 years. Local officials feel that the population figures are inaccurate due to an undercounting by the Census Bureau. During the period 1990-1998, the county's population increased by 355, with 70.4% resulting from net migration, and 29.6% from natural increase (births over deaths).

There are three other incorporated areas in the county; Dover (population 246 252), Germantown (population 153 154), and Sardis, (population 101 103).

The sex and racial composition of the population are important characteristics to be noted in understanding the population. Females outnumber males (51.8% 51.6% to

48.2% 48.4%), and the majority of the county's population is white (90.3% 90.7%).
2014

	Totals	% Change from (2000-2010)				
2010 2014 Figures: White Population	15,570	15,801	-1.4	3.5	(15,268)	15,801
Black Population	1,133	1,120	1.1	-6.9	(1,203)	1,120
Hispanic	257	248	3.6	55	(160)	248
Females	8,858	9,056	-2.1	4.4	(8,675)	9,056
Males	8,308	8,434	-1.5	3.8	(8,125)	8,434

TABLE 2. MASON COUNTY POPULATION BY SEX AND RACE (2010).
2014

The county's population is growing older. The median age in 2010 2013 was 40.3, 40.8 above the state median of 38.1 38.2. The population distribution by age groups is given in Table 3 below:

Age Group	Totals	% Change from (2000) 2010				
0-17	4,265	4,231	NA	-.8	(4,265)	
18 & over	13,225	13,221	3.75	-.03	(12,747)	(13,225)
20-24	975	1,012	3.72	3.79	(940)	(1,012)
25-34	1,893	1,970	-13.6	4.06	(2,190)	1,893
35-49 35-44	3,653	2,254	NA	-7.2	(2,429)	
50-64 45-54	3,652	2,601	NA	2.08	(2,548)	
65 & over 55-64	2,645	2,435	1.58	8.07	(2,604)	(2,253)
65 & over		2,622		3.75	(2,527)	

TABLE 3. MASON COUNTY POPULATION BY AGE GROUPS (2010).
American Community Survey 2013

Males constitute a majority in the 0-17 and 18-24 age groups while females make up the majority in the other three groups. The 25-44 45-54 age group is the largest of the five eight categories, accounting for 28.3 20% of the total over 18. The 0-17 and 65+ age groups are often referred to as the dependent sector of the population (outside the work force), and constitute 40.1 39% of the total population. Almost 16 15% of the people are 65 years of age or older.

Transportation:

Mason County is fortunate to have a diversified transportation system; water, rail, air, and highway. Although it's **the County's** location on the Ohio River has not generated much commercial freight traffic, the river does contribute to the county's economy by the visit of river boats bringing tourists to the area.

The county is served by the CSX Railroad, the Trans-Kentucky Railroad; and Maysville is a stopping point on the AMTRAK system.

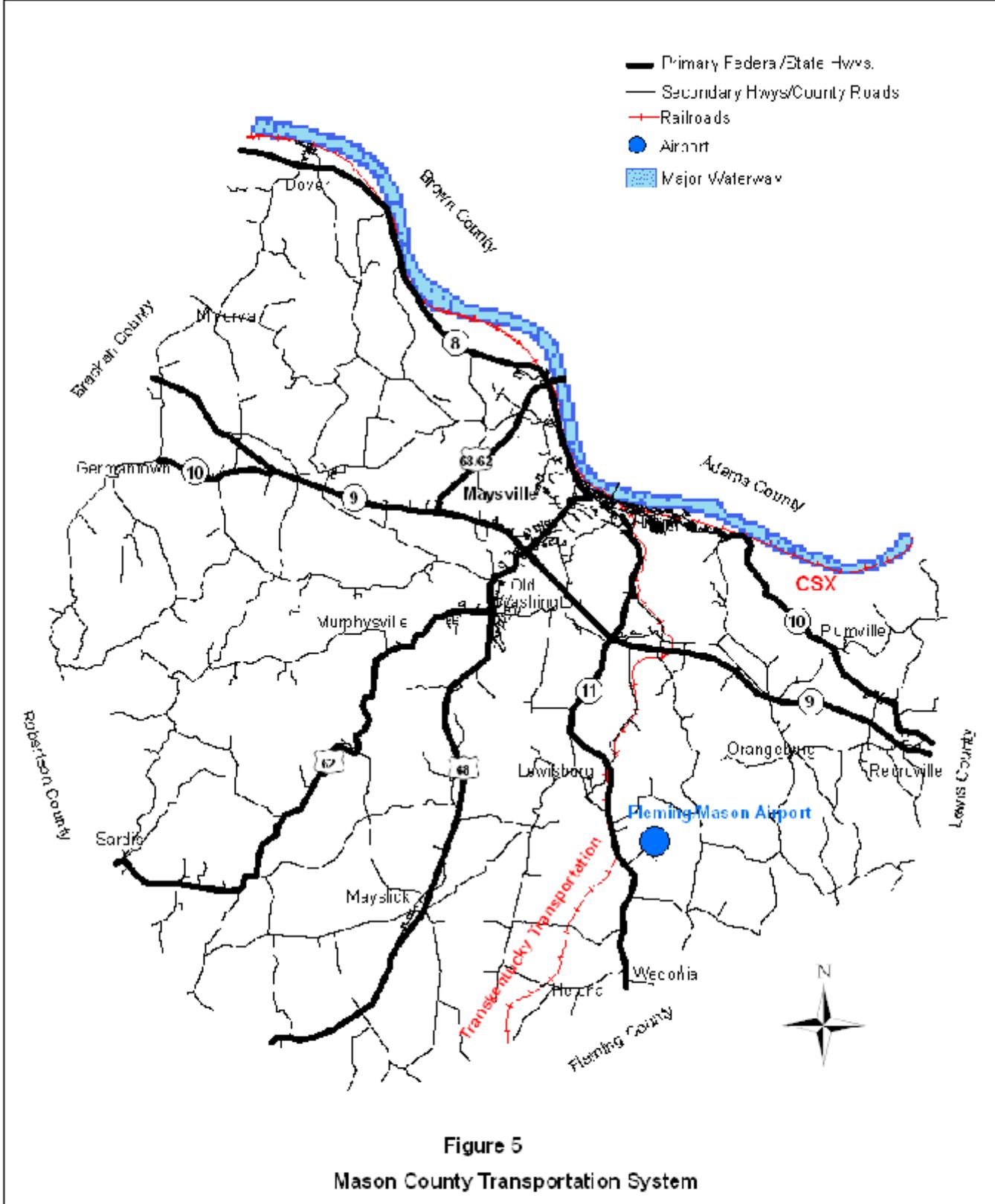
The Fleming-Mason Airport is located about six miles south of Maysville and has a 5,500 ft. (instrument approach) paved runway. **The airport acquired an additional 90 acres in 2015 to the west of the existing runway to be utilized for future safety zone improvements.** The airport is heavily utilized by local industries, and is in the process of making improvements.

Mason County is served by U.S. Highway 62/68, Kentucky Routes 8, 10, and 11, and Kentucky 9 (AA Highway). The Simon Kenton Memorial Bridge connects Maysville with Highway 52 in Ohio. The William Harsha bridge connects Highway 9 in Kentucky with Highway 52 in Ohio and was completed in 2000. Mason County is located approximately 45 miles from Interstate 64 (Rowan Co., KY), and 75 miles from Interstates 75 and 71 (Boone and Kenton Co. KY).

Maysville has a public transportation system that operates within the city limits. Handicapped persons have access to a van that is also operated by the city. Taxi service is available through private companies.

A limited amount of river barge traffic originates from Mason County, but the total amount of freight moving on the Ohio River is extensive. Several river (tour) boats may dock at Maysville during the year. **In 2015, the Maysville/Mason County Port Authority was included into the Greater Cincinnati Port Authority.**

The components of Mason County's transportation system are shown in Figure 4.



The Economy:

The local economy is comprised of four sectors; 1) the Primary Sector which includes extractive activities (farming, mining, logging, etc.), 2) the Secondary Sector which involves processing of raw or semi-finished materials, 3) the Tertiary Sector which is comprised of trade and services, and 4) the Quaternary Sector which is made up of information processing/high tech activities. As the economy develops (matures) its focus increasingly shifts from the primary sector toward the quaternary sector. Mason County's employment by industry classification for 2010 **2013** is shown in-(Table 4).

Industry Classification	Employment
Construction	274 423
Manufacturing	1,424 1,218
Trade, Transportation, & Utilities	1,754 1,865
Information	107 94
Financial Activities	223 232
Services	1,558 2,823
Public Administration	345 347

TABLE 4. EMPLOYMENT IN MASON COUNTY BY INDUSTRY CLASSIFICATION (KY Dept. for Economic Development)

As discussed previously, Mason County has a long history of agricultural production. From its early farm economy orientation, the county, with Maysville as the focal point, has become quite diversified in its economic offerings. It not only serves as a retail/service center, but in the past decade has become a major manufacturing center.

Agriculture is going through a difficult period of transition at the present time. The mainstay of the farm economy was tobacco, which has virtually been abolished in the past decade. Mason county's farm economy can be described as diversified or general farming, with a good mix of crops and livestock. A farmers market and produce/hay auction was established in Lewisburg in 2004. ~~The recent Tobacco Settlement Funding Program (Phases I and II) has provided substantial funds for making adjustments to the decline in tobacco quotas.~~ The section on Rural and Agricultural Areas (page 98) includes information from the county's Comprehensive Farm Plan developed by the Mason County Agricultural Development Council in conjunction with the Agricultural Extension Office.

Comparative figures through the last three agricultural census periods (1997, 2002, and 2007, and 2012) show some of the major changes taking place in county farming (Table 5).

	2002	2007	2012	Change, '97-'07 Total	'02-'12 %
Number of Farms	726	753	1,398	672	0.27 48
Land in Farms (acres)	128,123	139,814	126,722	-1,401	6.4 -1.1
Av. Size of Farm (acres)	176	186	200	24	6.29 13.6
Av. Value of Land & buildings per acre (\$)	1,889	2,528	2,578	50	85.1 2
Crop Land Harvested (acres)	45,732	50,474	50,501	4,769	12.7 10.4
Pasture (acres)	41,294	27,982	14,668	-26,606	-28.6 -64.4

TABLE 5. CHANGES IN SELECTED FARM STATISTICS (USDA- Census of Agriculture).

In summary, the number of farms has increased by 2 672 (0.27% 48%); the amount of land in farms has ~~increased~~ decreased by 8,357 1,401 acres (6.4% -1.1%); the average value of land and buildings per acre has increased by \$1,162 \$50 (85.1% 2%); the amount of cropland has increased 5,681 4,769 acres (12.7% 10.4%); and the amount of pasture has declined by 11,206 26,606 acres (28.6% 64.4%).

Despite these trends, Mason County produced 4,883,089 4,021,275 pounds of burley tobacco in 2007 2012, along with 503,918 610,947 bushels of corn, 89,846 278,730 bushels of soybeans, 27,688 bushels of wheat for grain, 67,157 79,880 tons of all hay, haylage, grass silage and greenchop. The county ranked 7th 15th and 21st 3rd accordingly in the state in production of burley tobacco and alfalfa hay.

In addition, Mason County's farm economy ~~continued to maintain a significant~~ showed a decrease in the livestock sector. As of 2007 2012 the county had 35,988 26,229 head of cattle and calves (14,937 13,318 beef cows). Milk production ranked 16th 21st in the state with a value of sales at \$5,781,000 \$2,612,000 (2007 2012). Agri-tourism has grown in the county and the River Valley Agri-tourism alliance was formed in 2005.

While agriculture has experienced its problems with the loss of a tobacco base, grain ~~has significantly increased~~, and ~~cattle production has increased~~ over the past decade. Manufacturing on the other hand, had a considerable growth spurt in the late 1990's, ~~but has since been in decline~~. Since 2000, several larger employers, including Jockey, Emerson, and Federal Mogul have left the community, although there have been increases in the number of employees at existing facilities helping

to offset these losses. In 1989 there were 2,818 people employed in manufacturing, with that figure rising to 3,394 in 1998, a gain of 575 (20.4%); yet by 2009 that figure had dropped drastically to 1,531. The leading employers (manufacturing, service, and technology firms only) in 2009 as of June 26, 2016 included the following companies (Table 6):

<u>Name of Manufacturer</u>	<u>Employees</u>	
Power Transmission Solutions	338	115
Green Tokai Co. Ltd.	268	241
Inland Paperboard & Packaging International Paper	106	113
Wald Manufacturing Co., Inc.	70	60
Mitsubishi Electric Automotive	204	378
Crouse Corporation	189	165
East Kentucky Power	206	
Carmeuse Lime	200	170
Stober Drive	70	120
The Ripley Corp. Maysville GLENRO	35	42
Meadowview Regional Hospital	300	337
Federal Mogul	182	
Carlson Software Inc.	20	
Comprehend Inc.	66	
JBR Industrial Services	15	
Maysville Materials Co.	14	
Ranger Steel Inc.	31	
Standard Supply Co	20	
Superior Windings LLC	9	
Ledger Independent	42	
UPS	31	

TABLE 6. LEADING MANUFACTURING, TECHNOLOGY AND SERVICE EMPLOYERS, 2011 2016.

(Figures are rounded. Source: Ky. Cabinet for Economic Development www.thinkkentucky.com).

Trade and Services include transportation/communications/utilities, wholesale and retail trade, finance/insurance/real estate, services, and state/local government construction, manufacturing, trade/transportation/utilities, information, financial activities, services, and public administration.

According to the US Department of Labor, Bureau, and Labor Statistics, in 2009 2013 there were 4,036 7,002 trade and service jobs in Mason County. This number has increased noticeably in the intervening five years. Most of the growth in trade and services in recent years has taken place “on the Hill”. Downtown Maysville, with its physical limitations has undergone a transition from retail/office functions to predominantly office functions and has become a mainstay for the cultural arts. It is expected that proposed transportation system improvements (the bypass South Loop) will bring even more change to the distribution of economic activities in the county.

Quaternary activities are difficult to extract from the tertiary sector. Past Census reports have not made a distinction between these two sectors. It can be assumed that a number of employees in Mason County are now involved in information processing, computer programming, research, etc., but the actual percentage is not known. Notable companies include: Carlson Software, TCS Service, and Courika Solutions.

Other measures of economic activity include wages paid, sales figures, bank deposits, income, poverty, labor force, unemployment rate, and related statistics (Table 7).

Average Weekly

Wages Paid in 2009: _____

Manufacturing (millions of \$)	\$838
Wholesale and Retail Trade	\$534
Services	\$342
Government	\$583

Sales Figures (1992):	Retail and Wholesale	415.0 (millions of \$)
	Services	42.4

Bank Deposits (five banks/15 branches): _____ 265 (millions of \$)

Civilian Labor Force

	Mason Co		Labor Market Area	
	2015	Apr. 2016	2015	Apr. 2016
Civilian Labor Force	7,446	7,366	73,691	74,865
Employed	6,993	6,971	68,799	70,318
Unemployed	453	395	4,892	4,547
Unemployment Rate (%)	6.1	5.4	6.6	6.1

(Source: US Department of Labor, Bureau of Labor Statistics)

Labor Market includes Mason, Bracken, Fleming, Lewis, & Robertston Cos in KY

and Brown, Adams, and Highland Cos in Ohio

Unemployment Rate (%)

Year	Mason Co	Labor Market Area	KY	US
2011	8.9	11.4	9.5	8.9
2012	8.4	9.5	8.2	8.1
2013	9.4	9.9	8.3	7.4
2014	7.8	7.9	6.5	6.2
2015	6.1	6.6	5.4	5.3

(Source: US Department of Labor, Bureau of Labor Statistics)

Labor Market includes Mason, Bracken, Fleming, Lewis, Nicholas & Robertston Cos in KY and Brown, Adams, and Highland Cos in Ohio

Average Weekly Wage (\$), 2013

	Mason Co	Kentucky	US
All industries	704	784	957
Construction	1,157	911	1,019
Manufacturing	1,011	1,030	1,176
Trade, Transportation, and Utilities	561	722	817
Information	609	853	1,616
Financial Activities	756	1,069	1,549
Services	551	692	857
Public Administration	561	813	1,097
Other	492	1,109	987

Median Family Income (Mason County):		\$44,676	\$39,783
(2009) 2014	(Kentucky):	\$51,323	\$54,928
	(U.S.):	\$62,363	\$54,482
Per Capita Personal Income: (Mason County):		\$21,023	\$23,694
(2009) 2014	(Kentucky):	\$22,284	\$23,741
	(U.S.):	\$27,041	\$28,555
Percent in Poverty: (Mason County):		20	19.9
(2009) 2014	(Kentucky):	17.4	18.9
	(U.S.):	13.5	15.6

TABLE 7. SELECTED ECONOMIC MEASURES FOR MASON CO.

www.thinkkentucky.com and www.census.gov

Figure 5 identifies the major retail/service, and industrial employment centers.

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Public Facilities and Services:

Local government provision of public facilities and services is an important component in the planning and development process. Government is called upon to provide an increasing amount and diversity of services. This plan element includes administration, streets/roads, utilities, recreation, tourism, education, fire and police protection, emergency services, planning and codes enforcement, and health services.

The City of Maysville has operated under the city manager form of government since 1958. Administration of city policies and programs is conducted by the mayor and board of commissioners (four members), with the city manager serving as the chief executive **administrative** officer. Daily operations are handled through the following departments/agencies; City Attorney, Codes Enforcement, Comptroller, Personnel, Engineering, Fire Department, Port Authority, Industrial Development Authority, Police Department, Public Works, Tourism, and Water and Sewer.

County government operates under the commission form of government with commissioners elected at large from three districts, and the County Judge Executive presiding over the fiscal court. County departments/agencies include Maysville-Mason County Landfill and Recycling Center, Road Department, Sheriff's Office, Emergency Services, Health Department, County Attorney, Mason County Detention Center, Mason County Animal Control/Shelter, County Treasurer, County Property Valuation Administrator, and the County Clerk.

The county has an eight member joint planning commission with four members appointed by the city and four members appointed by the county. Their primary responsibilities include overseeing the completion and maintenance of the comprehensive plan, administering subdivision regulations throughout the county, and making recommendations on zoning changes within the City of Maysville and unincorporated areas of Mason County. In keeping with the requirements of K.R.S. 100, there are also separate city and county Boards of Adjustment established to deal with variances, conditional uses, non-conforming situations, and appeals on interpretations by the administrative official. Both boards are served by the city Zoning Administrator and by legal counsel.

The City of Maysville operates a water treatment plant and sewage treatment plant. Both plants have sufficient capacity to accommodate additional growth at the present time. The sewage treatment plant presently handles an average of 1.5 million gpd, with a capacity of 3.4 million gpd. The system can hold up to 8.5 million gpd for a short time. Seven sewer pump stations have been upgraded recently. In the county, sewage disposal is primarily by means of on-site septic tanks. Reliance upon septic tanks creates an undesirable situation in most areas of the county since the majority of soils have severe restrictions for on-site sewage disposal. The state has approved a county sewer district, which became operational in December 2006 (Western Mason Sanitation District). The District serves approximately 430 households, and ties into the City sewer system. More than 3,800 customers are served by the city sewer system.

The city's water treatment plant pumps an average of 2.4 to 2.8 million gallons per day, peaking at 3 million gpd in the summer. The water treatment plant was upgraded in 1996 to a capacity of 4 million gpd. Water storage includes 2.7 million gallons (in ground), and 350,000 550,000 gallons in tanks. ~~New storage tanks have been constructed recently, and a new line is being extended to Industrial Park #4 on the west side of the city.~~ In 2005, a new storage tank was constructed at Industrial Park 4, along with the extension of a new line.

Water is sold by the city to five water districts in the county. The total number of customers being served is around 15,000 at the present time. The majority of waterlines within the city are 8 inch or larger while in the remainder of the county lines are 4 inches or less (Washington has some 3 and 4 inch lines). There are no accurate maps of older waterlines, especially in the downtown area.

Most of the demand for water and sewer services has been up on the hill in recent years. ~~Completion of the South Loop and anticipated development in that area will necessitate further expansion of the systems.~~ A new tank at Industrial Park 3 will be completed in 2017. This tank will hold 250,000 gallons and provide added fire protection to the Park, as well as increasing usage for domestic services.

Solid waste is disposed of at the Maysville-Mason County Landfill which is located in the eastern part of the county. This site is owned by the city and county and operated by the county. It serves as a regional landfill receiving some 300 tons of waste daily. The facility also has a recycling program (which also handles tires and white goods appliances), composting, and a collection system for methane gas.

Mason County is served by a variety of recreation facilities, both public and private. There are small parks located at Dover, Germantown, and Mayslick. The Mayslick and Germantown parks have a walk path.

~~The 100-acre Cummins Nature Preserve, located off Pickett Lane in Mason County was recently awarded a \$10,000 grant to develop trails for additional recreational use.~~ The area **Cummins** nature preserve fulfills the last wish of Dr. Claude E. Cummins, who wanted the land to be used as a preserve, while opening it for public use and enjoyment. Since 2002, the Mason County Fiscal Court has worked to turn the land into a nature preserve with nature trails, a primitive camp for Scouts and other groups, a wildlife educational area, a rustic shelter and small rest_room.

The largest park is the Maysville-Mason County Recreation Park, located just outside of Old Washington. This park encompasses 57 acres and includes ~~an~~ Olympic-size **two** pools, a par-three golf course, miniature golf course, two softball fields, three tennis courts, picnic sites, a one mile walking path, and a 12 acre fishing lake. Smaller parks are also scattered throughout the city: January Park, Mulberry Park, the West End **Adair** Park, Veterans **AMVETS** Memorial Park, Wood Street Park, **Wald Park** and Beechwood Park.

The Maysville Marina and Campground is located on the Ohio River on the eastern edge of town. This park features 30 camp sites, a boat dock and launch, a picnic area, and playground.

Other recreation facilities include the Limestone YMCA, the Tom Browning Girls and Boys Club, ~~Paradise Breeze Waterpark~~, and three golf courses; Kenton Station Golf Course (public), Laurel Oaks Golf Club (public), and the Maysville Country Club (private). There are a number of small pocket-size parks scattered throughout the county.

Tourism for the county is handled by the Maysville-Mason County Convention and Visitors Bureau located in Maysville. Activities center around the number of historic sites and structures found through-out the county, and on special events that are held throughout the year. One of the leading historic sites is Old Washington, a historic village dating back to the late 1700s. It contains a number of shops, historic buildings, and museums, including the Harriet Beecher Stowe Slavery to Freedom Museum. **In downtown Maysville,** the Russell Theater features Spanish Colonial Revival architecture dating back to 1930. Limestone Landing ~~in downtown~~

Maysville has attractive historic murals painted on the floodwall. The Landing is a stopping point for ~~riverboats traveling the Ohio River~~ ~~the American Queen~~. Visitors can also stop by the Kentucky Gateway Museum Center, which includes the Kaye Savage Browning Miniature Collection, and Washington Opera Theater, ~~which houses the Maysville Players~~.

May's Lick is another settlement dating back to 1787. The community has formed a guild to help promote its history and artistry. The Baptist Church in Minerva, built in 1793 by stonemason and minister Louis Craig, is one of the five oldest still standing structures in Kentucky. The issue of slavery split the church in 1805, and the slave balcony still exists. ~~Charles Young, who was born into slavery in 1864 in a log cabin on the outskirts of May's Lick, that was built around 1800, went on to serve a noteworthy military career from 1869 until his passing in 1922. The cabin was purchased by the Mason County Fiscal Court, and is currently being rehabilitated.~~

Special events and festivals attract a great number of visitors from throughout the region. A list of these activities includes Halloween, ~~Christmas in downtown Maysville~~, ~~numerous theatrical productions by the~~ Maysville Players, "The Old Reliable Germantown Fair", the Maysville Rotary Club Horse Show, ~~Chocolate Festival~~, Simon Kenton Festival, Frontier Christmas, ~~Asparagus Festival~~, ~~Rosemary Clooney Concert~~, Maysville Uncorked, Oktoberfest, Twilight Christmas Parade, Pigout in Maysville, ~~Buffalo Trace Balloon Race~~, and the Buffalo Trails Multi-sport Racing, ~~and numerous 5K races~~.

The citizens of Maysville and Mason County have access to information from a number of different sources. The Ledger-Independent Newspaper ~~and Maysville Mercury~~ provides news coverage throughout the seven county trade area; WFTM Radio (AM/FM) is located in Maysville; cable television services and internet are available through Limestone Cablevision; telephone and internet services are provided by various commercial entities.

Mason County Schools

~~The Mason County School District serves all of Mason County and has a student population of 2,875 students—preschool through twelfth grade (2011/2012). The Mason County School district consists of Charles Straub Elementary School with a student population of 818 (preschool through second grade); Mason County Intermediate School with a student population of 584 students (third through fifth~~

grades); Mason County Middle School with a student population of 656 students (sixth through eighth grades); and Mason County High School with a student population of 817 students (ninth through twelfth grades). Student/teacher classroom ratios range from 14:1 for Straub Elementary to 25:1 for Mason County High School.

The Mason County School District is committed to maintaining a technology program designed to provide students and staff with the best educational technology available. Every school is equipped with 21st Century Classrooms including wireless internet access. Students have access to computer labs, library media centers, and numerous technology instructional devices such as iPads. Content specific educational software or applications (apps) are available on technology instructional devices to enhance student achievement. Students have exposure to both Mac and Windows computer platforms. Teachers have a choice between an Apple MacBook or Dell notebook with Microsoft Office. Ultimately the district is striving toward a 1-1 student to instructional device ratio. Currently our schools are making progress toward this goal by omitting computer desktops, and then replacing the desktops with iPads. The Mason County Technology Program continues to advance by constantly changing with technology trends. A look into the near future envisions the schools with all desktops being replaced by mobile devices, textbooks will be obsolete because of digital textbooks, online testing will be the norm, cloud based applications become standard, and eventually paperless classrooms will prevail.

Every school in the Mason County School district currently has a Student Technology Leadership Program (STLP). This program provides students an opportunity to advance individual capabilities and creates leadership opportunities through the use of technology. Some of the skills performed by our STLP students are: general maintenance, problem solving, showcase work, community involvement, student and teacher training, program setup, product production, website maintenance, and troubleshooting. During the past school year, Straub Elementary, and Mason County High School received the Gold School Status and competed in the STLP state championship.

The Mason County School District implemented a network infrastructure using fiber optics and high speed data lines that connect all buildings, classrooms and offices to The Kentucky Department of Education Wide Area Network. The Mason County School District Local Area Network is equipped with wireless access points

~~in every classroom. Wireless access is available in every location throughout our schools for student, teacher, and community members.~~

~~The Mason County School system provides an information technology department staffed with three technicians. The technicians provide technical assistance, maintain the network, and complete technical repair requests on computer equipment.~~

~~Engaging students through content specific technology applications is a major focus of Mason County Schools. Every classroom within the district is equipped with Intelligent Classrooms. The standard classroom setup includes items listed below:~~

- ~~* Projection system~~
- ~~* Ceiling speaker array with amplifier~~
- ~~* Document camera~~
- ~~* Interactive Smart Board~~
- ~~* DVD/VCR Combo~~
- ~~* Minimum of two student instructional devices per classroom~~

~~All classrooms and office areas in the school district are networked and have internet access available. There are some 1,000 computer workstations, with an average of one computer for each three students. The Distance Learning Lab at the high school is linked to more than 150 sites throughout Kentucky. Mason County has the largest middle-level School Technology Leadership Program in Kentucky. Mason County is one of eight districts in Kentucky that is recognized as a Technology Innovation Center.~~

~~The Mason County School District has been recognized on the state and national levels for school improvement efforts. Students scored above the state average in all content areas on the ACT, which is administered to all high school juniors. Based on the 2010 Kentucky Transition to Adult Life Data from the Kentucky testing system, 100% of high school graduates were successful with 40.3% attending college, 5.9% going to the military, 23.1% transitioning directly to the workplace, 2.2% attending vocational technical institutes, and 28.5% are attending school part time, while being part of the work force. In addition, the National School Board Association awarded Mason County Schools with the distinguished Magna Award in 2010, the only district in Kentucky to ever receive the distinction. Approximately 75% of students at Mason County High School participate in extracurricular activities and many of these programs and clubs have been~~

recognized for their exemplary performance. One hundred percent (100%) of teachers are designated as highly qualified by the Kentucky Department of Education. In addition, there has been tremendous growth in the number of volunteer hours from 8,964 hours in 2001-02 to 70,677 hours in 2010-11.

The Mason County School System is made up of four schools, one at each instructional level, serving 2728 students in grades K-12 and an additional 112 pre-school students. 16% of our student population is minorities with the largest ethnic group being African-Americans and 60% of all students are eligible for free or reduced price meals. Mason County Schools employs 202 certified staff, 6 of whom are National Board Certified, and 168 classified staff. Three of the schools; Straub Elementary, Mason County Middle and Mason County High Schools, are located on the main campus on U.S. 68 approximately 2 miles south of downtown Maysville near the intersection with the AA Highway, a main traffic corridor in Northern Kentucky. The fourth school, Mason County Intermediate School, is located on a secondary campus in the Washington community, the first settlement in Kentucky and the STEAM Academy is located across the street from MCIS.

The purpose of Mason County Schools is to provide the opportunity, resources, facilities, and instruction for all students to graduate with the skills to be self-sufficient in the workplace and the community. To achieve this one must be literate in reading, mathematics, and communication skills and must be able to think critically. Our Mission Statement, developed by a committee of parent, students, teachers, administrators, classified staff, community, and business representatives, is to provide a safe, welcoming community where all students are challenged and inspired to reach their potential and pursue their dreams. Our vision is to know every child by name and face and foster college, career, and life readiness. This same committee, with the leadership of the superintendent, developed a comprehensive Strategic Plan with the following goals:

Goal 1: All classrooms and buildings will be safe, welcoming environments that support next generation learning. The use of "Project Based Learning", implementation of "The Leader in Me", the K-12 implementation of "Project Lead the Way", and the STEAM Academy (science, technology, engineering, agriculture, and mathematics) that opened in August of 2015 are a part of this goal. Through partnerships with MCTCS and Morehead State University, Mason County High School has over 130 students taking college or dual-credit courses. The high

school offers 15 Advanced Placement courses with 334 enrollments in those courses. We have also developed partnerships with local businesses in order to improve our graduation rate and the post-secondary success of our graduates. The Kentucky Center for School Safety will conduct safe school assessments in all schools and will examine each school's learning environment with the purpose of improving the school's climate and culture and provided a needs assessment that was used to revise the School Safety Plan. Finally, five to six teachers per year are trained at the Ron Clark Academy to acquire high energy, high engagement teaching styles to be replicated in their classrooms.

Goal 2: New and lasting partnerships will be formed with community partners. The "Plant the Dream Initiative", a local mentorship program started by the superintendent, will be expanded so that students can see what success looks like in the world of work. Collaboration with the Maysville-Mason County Chamber of Commerce on "Work Ready Community" status, with local agricultural leaders to increase opportunities in this area of the economy, and with community and civic organizations to develop a Graduation Compact will help assure a 100% graduation rate.

Goal 3: Schools will communicate promptly and collaborate effectively with parents and the community. Each school in Mason County will create both a Parent Advisory Council and a Student Advisory Council to solicit input on positive aspects of the school and identify areas for improvement. A committee composed of students, parents, community stakeholders and district staff developed a comprehensive communication plan based on an analysis of target audiences and current effectiveness.

The Mason County school System has moved from no proficient schools to 2 of 3 schools with accountable grades and the district being classified as Proficient. In 2012 Mason County High School became an "iPad one to one" school with distribution of over 800 iPads to all Mason County High School students. The rollout was attended by numerous local dignitaries, business persons, and public servants and was covered by Lexington and Northern Kentucky media. The rollout was rated one of the top 100 in the world for 2012 by Fortune magazine. Also this year, Mason County was the first school system in the state to implement "Project Lead the Way" across all grade levels. We are also remodeling an existing building to house our new STEAM Academy. It is the goal of Mason County Schools that all students will reach academic proficiency and graduate college and/or career ready.

Specifically, the Mason County School System will address four areas for improvement:

- increase the graduation rate annually until all accountable students graduate;
- reduce the non-duplicated achievement gap annually;
- Increase the percent of students who are college and/or career ready annually until all students are able to successfully transition to postsecondary education or the workforce;
- increase the percent of students scoring proficient or higher and lower the number scoring novice annually in the combined reading and mathematics category until all students are academically successful as measured by accountability assessments.

The Mason County School System is known across the state for its choral, orchestral, and art programs. The Mason County Concert Choir has performed a number of times in prestigious venues both in the U. S. and in Europe. Our sports program has produced two state basketball championships. Our track and cross country teams have developed into a state power and our Indoor Track Team was the 2014 state champion. We annually submit the maximum number of applicants to the Governor's Scholar Program with most chosen to participate. Our world language department leads a tour each year to Europe or Central America. This year the tour went to France and Spain.

INFORMATION FOR MASON COUNTY SCHOOLS TAKEN FROM 2015-2016 Mason County Comprehensive District Improvement Plan

Private Schools

St. Patrick's School

St. Patrick's is a parochial school, grades kindergarten through twelve. The school is accredited by the Kentucky Department of Education and the Southern Association of Colleges and Schools. The grade school program offers nine years of education in religion, language arts, math, science, social studies, practical living, and arts and humanities. Students at this level have extracurricular activities in sport competitions, 4-H, girl scouts, boy scouts, and academic teams.

The high school offers a comprehensive program that is primarily college-prep in focus. However, students also have access to vocational education in cooperation with the local state vocational school. High school students who attend St. Patrick's are required to complete a minimum of 27 ~~27~~ 28 credits for graduation. Eighteen and a

half of those credits must meet the requirements of the Kentucky Department of Education. Students must also meet the school requirement of 4 credits in theology.

Students come from all parts of the socio-economic spectrum. Many faiths are represented in the student body, of which approximately ~~70%~~ 60% are Roman Catholic. The total enrollment of St. Patrick's School in ~~2011-2012~~ 2015-2016 school year was ~~237~~ 207 students.

St. Patrick's High School and Maysville Community and Technical College have a dual credit agreement for the following courses: Calculus/Statistics, US History, Advanced Biology, and College English.

~~The school had two National Merit scholars in 2003, and since 2006 has had 100% graduation rate.~~ 2011 ~~2014~~ senior class of ~~32~~ 19 students was offered total scholarship monies in the amount of ~~\$2,176,038.~~ \$2,197,646.

Highland Christian School

Highland Christian School began in the basement of the Highland Christian Church in the fall of 1999 with three faculty members, twelve students, and three grades ranging from Jr. Kindergarten to First grade. Within four years, the school experienced growing pains from the lack of space and an obvious need to expand into further grades.

The school was able to purchase the large building previously occupied by E. A. Robinson at the bottom of the hill on US 68. This purchase took place in May 2003 and the school re-opened for the 2003-2004 school year in September 2003. At the grand opening, six classrooms were fully operational and staffed, a cafeteria was now in operation, and plans for an outdoor playground were on the drawing board.

The school continued to grow and meet community needs by implementing a daycare facility in the spring of 2005. ~~What began with fifteen children has now grown to a current enrollment of 90+ and an average daily attendance of 70.~~ Highland Christian School and Daycare has a current enrollment of over 100 full and part time daycare and preschool students and an average daily attendance of 65. The school also operates an after-care program allowing working mothers and fathers to leave their children after school in a safe and secure environment. Currently, several students from the Mason County public school system ranging in grades from Head Start to early elementary are transported by bus on a daily basis

from the Mason County schools to Highland Christian School and Daycare to use its after-care program.

~~Highland Christian School and Daycare ended the 2010-2011 term with an enrollment of 101 students and grades ranged from Preschool to Twelfth Grade. In May, they celebrated their first senior graduation. They began the 2011-2012 school year with 95 students and 70 enrolled in the daycare and are continuing to grow on a daily basis.~~

In March 2015, Highland Christian School and Daycare became the central kitchen in the Maysville area for the UMC Food Ministry located in Latonia, KY. UMC Food Ministry partners with non-profit organizations to provide food to children in areas of substantial need. As the central kitchen, Highland Christian School and Daycare currently provides meals not only to its own children but also to participants of the Tom Browning Boys and Girls Club, Camp Discovery, and several local churches and church camps. Meals are provided free of charge to all participants regardless of income.

Highland Christian School and Daycare is always accepting applications for full and part-time students ranging in age from newborn to five years old. Please call 606-563-0444 for more information on the daycare or preschool.

Nativity Montessori School

In 1916 a community preschool was started at the Episcopal Church of the Nativity in Maysville, and in 1974 it became the Episcopal Day School. In 2004, the classrooms were converted into one large room and the Nativity Montessori School was born. They had 26 students enrolled in 2011/2012 with three of the students receiving partial scholarships and one receiving a full scholarship.

Their goals for the next 10+ years are below:

1. Attain KY and or National Montessori Accreditation by the beginning of the 2012-2013 school year
2. Continue to remain a financially viable school in uncertain economic times, while remaining a leading High Quality and affordable education for the area.
3. Continue to increase viable financial aid options for our students and families.
4. Maintain and grow Nativity's involvement in the Maysville/Mason County greater community

5. Explore growth and expansion options to Grade 1 and beyond.

Little Hands Learning Center, Maysville Church of the Nazarene

In 2011, the Church of the Nazarene received a conditional use permit from the Maysville Board of Adjustment to establish a private school. The Church was initially equipped with classrooms when constructed in 1998, and their goal is to start with 36 students, with a total capacity for 100 and officially opened in the spring of 2012. They currently have four classrooms (infant room, 1 yr room, 2 & 3 yr room, and Preschool room). They are hoping to open a 5th room in the summer of 2016. They also have a gym for indoor play, and hope to have an outdoor playground constructed by the end of summer, 2016.

Maysville Academy

Maysville Academy provides a unique opportunity for families in and around Maysville to enroll their children in an institution focused on academic excellence and sporting prowess, while fostering a deep understanding of science, mathematics, and technology.

Rooted in the classical liberal arts tradition, delivered by graduates of the world's leading universities, Maysville Academy provides a safe, driven, and caring environment in which positive competition is encouraged, alongside the fostering of character, integrity, and community engagement.

Maysville Academy will seek to combine the best practices of traditional British independent schools, proven components of American curricula, and cutting-edge approaches to science and technology instruction in its endeavor to cultivate the next generation of sophisticated innovators. Set along the idyllic Ohio River and surrounding hills of Maysville, Kentucky, the Academy will provide pupils with unparalleled access to excellent education in the Sciences through individualized attention, the acquisition of practical, in-demand skills in hard technology, and literacy in all forms. Pupil learning will be enhanced by exposure national, global, and international perspectives. Knowledge based teaching, supplemented by instruction in practical and technical skills will foster pupils who are autonomous logical thinkers, capable of solving the challenges proactively.

The Academy will encourage positive competition, integrity, and academic achievement at the highest levels. Outside the classroom, athletic training will instill the virtues of perseverance, teamwork, and self-improvement. Pupils will be positioned to excel in all forms of standardized testing, although will be a by-product of the Academy's unique approach to tuition, not the rationale for it. Finally, Maysville Academy graduates will leave institution with refined manners, etiquette, foreign language proficiency, and an informed understanding of the world around them.

Places are available in January 2016 and August 2016 for pupils aged 5 to 12 years old. Prospective candidates and their families are welcome to visit our management team for more information or email us at enquiries@maysvilleacademy.com, cc: ejarjosa@carlsonsw.com.

Licking Valley Head Start

Licking Valley Head Start provides a comprehensive child development program for low income children three and four ears of age. The four major components of Head Start are: Education_ the Educational program is designed to meet each child's needs. Every child receives a variety of learning experiences to foster intellectual, social, and emotional growth/ Health_ Head Start arranges for every child to receive comprehensive health care, including: medical, dental, mental health, and nutrition services. Parent involvement_ An essential part of every Head Start program is the involvement of parents in Parent Education program planning and operating activities. Social Services_ Services are provided that will build upon individuals strengths of families to meet their needs. Ten percent of the enrollment is available for children with disabilities. ~~Children with disabilities and their families receive the full range of Head Start developmental services. Head Start also subcontracts with the Fleming County Board of Education to provide KERA Preschool services to eligible 3 and 4 year old children. Disabled children and their families receive the full range of Head Start developmental services. Head Start also subcontracts with Fleming, Lewis, and Robertson Boards of Education to provide KERA Preschool services to eligible 3 and 4 year old children.~~

Colleges/Technical Schools

~~Maysville Community and Technical College, a unit of the Kentucky Community and Technical College System, offers a number of Associate degree programs, and presently enrolls some 1,800 students each semester. The college teaches classes~~

off campus in several locations, including Cynthiana and Morehead. The use of computers and related technology is emphasized, and the college plays a vital role in preparing local and areas students for careers in the information-based economy. For example, they offer dual credits with Mason County High School that enables the students to obtain college level credits. A new technology facility was built on the campus in 2002. The College also participates with Morehead State University's Small Business Development Center, with its variety of programs and services, and they have a working relationship through distance learning agreements with several colleges for Bachelor of Arts Degrees.

Maysville Community and Technical College (MCTC) is a two-year college that has been serving the region since 1968. As part of the Kentucky Community and Technical College System, MCTC is a premier education and training provider. The college has campuses in four different locations: Cynthiana, Maysville, Morehead, and Mount Sterling. Their service region consists of 17 northeastern Kentucky counties and 2 southeastern Ohio counties and they are accredited by the Southern Associate of Colleges and Schools Commission on Colleges (SACSCOC).

MCTC awards associate degrees, diplomas and certificates in more than 25 areas of study and students enjoy flexible course scheduling such as day, evening, online, and ITV class options. Upon successful completion of their desired program, students then transfer on to four-year institutions to pursue additional education or engage a fulfilling career in the workforce. The philosophy of "Students First" remains the long-term commitment of MCTC as does a renewed dedication to be different, better and purposeful in all aspects of the college.

The Mason County Area Technology Center serves high school students by enhancing and expanding student career options that lead to continuation of education at the postsecondary level and/or successful employment upon graduation from high school. Feeder schools include: St. Patrick's, Mason County, Bracken County, Robertson County, Augusta Independent, and Tollesboro Christian School. Students are able to learn skilled trades including: auto-body repair, electrical technology, health sciences, welding technology, and automotive technology. The role of the area technology center is vital in the overall scheme of economic development and provides an additional avenue for business and industry personnel to be trained.

Other Services

Home health service, rural home health and personal touch home care services are provided through the Meadowview Regional Medical Center, the Buffalo Trace Cancer Care Center, the Dialysis Clinic, Inc., the County Health Department, Comprehend, Inc., Mental Health-Mental Retardation Board, the Maysville-Mason County Ambulance Service, Hospice of Hope, Hayswood Home Health, Cancer Fighters United Resource Center founded by Janie Hord, and the Radiation Therapy Center. Meadowview has a medical staff of 34 active physicians, 37 courtesy physicians, 87 registered nurses, 20 licensed practical nurses, and 23 nurses aides. There is also a private regional transport service that transports patients from facility to facility. In ~~2011~~ 2013, Hospice of Hope ~~began construction on~~ completed a 32 room assisted living facility as well as an 8 bed in-patient facility located on ~~Rosa Drive~~ Kenton Pointe Way between the AA Highway and Kenton Station Golf Course. Both facilities are designed with room to expand.

The City of Maysville has a fire department manned by ~~20~~ 26 full-time public safety officers who are trained as firemen and EMTs or paramedics. Equipment includes three pumper trucks, 77 ft. ladder truck, and four ambulances. The fire department responds to calls within the city limits while ambulance service is county-wide. They have two stations: Downtown Maysville, and Kenton Station Road near the hospital.

The Washington-Maysville Volunteer Fire and Rescue Department has ~~12~~ 9 members who supplement the paid department and serve outside the city limits. Their equipment includes a pumper, tanker, boat, and a variety of rescue items.

Fire protection in the county is provided by volunteer fire departments located at several sites. Each volunteer fire department has ~~some~~ 24 trained firemen and adequate equipment to cover the unincorporated areas of the county.

Police protection is provided within the City of Maysville by a department with ~~23~~ 26 full-time police officers. The department has a trained Emergency Response Team, cross-trained K-9 units, bike patrol, and a Criminal Investigation Section. Officers utilize twenty-six cruisers for patrolling the area inside the city limits. Police protection is provided in the unincorporated parts of the county through the County Sheriff's Office and the Kentucky State Police. A new county wide communication system is housed at the Maysville Police Department.

HAZMAT 8 is a regional response team that responds to incidents to try and stop a contaminate that has spilled or leaked into the environment, and refine and contain it. The City and County have ordinances that pertain to hazardous material incidents. The ordinance requires the owner of a product to provide the clean-up measures, and bear the cost whenever an incident occurs.

Statistics from the Kentucky Transportation Center at the University of Kentucky regarding traffic safety are shown in Table 8.

2388 total accidents	2,147
181 alcohol-related accidents	160
30 pedestrian accidents	23
12 bicycle accidents	8
72 motorcycle accidents	42
316 truck accidents	229
25 drug-related accidents	
7 school-bus accidents	

TABLE 8. SELECTED TRAFFIC ACCIDENT DATA, 2006–2010 **2008-**
2012

Figures 6A, 6B, **and 6C** shows the location of public **and community** facilities in Maysville and Mason County.

Housing:

The latest detail information on housing was provided in the 2010 Census of Population and Housing. The 2010 Census information is useful in getting a general view of the housing situation, while recognizing that a number of changes have taken place in the past ten years.

In 2010 Mason County had a total of 8,105 housing units, with 4,477 units located in the City of Maysville, and 3,628 units located in the remainder of the county. The breakdown on county housing units is as follows:

Type Unit	Number of Units	Percent
Single family residences	5,763	71.5
Multi-family residences	1,376	17.1
Mobile homes	922	11.4
Total:	8,061	100.0

TABLE 9. HOUSING TYPES IN MASON COUNTY, 2005-2009, 5 yr estimate.

In 2010, approximately 57.4% of the county's occupied housing units (6,847) were at least 30 years old. Only 2.2% of all housing units (7,754) lacked complete plumbing facilities, and 2.9% lacked complete kitchen facilities. Within the City of Maysville 2,228 of the 3,856 housing units (58%) were owner occupied, and 1,628 (42%) were renter occupied. Single family units accounted for 72% of the units, multi-family 25%, and mobile homes 3%. The median value of housing was \$41,100. The homeowner vacancy rate was 1.7% and the rental vacancy rate was 6.6%. A total of 166 people lived in group quarters. There were 3,088 households, with 1,920 (62.2%) being family households, and 1,168 (37.8%) being non-family households.

The Housing Authority of Maysville and Mason County Fiscal Court both operate public housing units.

The Housing Authority of Maysville operates 260 units of Low Income Public Housing in 11 locations, mostly on the East end of Maysville. The average occupancy rate varies between 91% and 95%. The average yearly gross income for a public housing resident is \$9,786.77, which produces an average family rent of \$188.82 per month. The gross income reported in the 2006 Comprehensive Housing Plan compared to the 2011 gross income reported reflects a \$387.89

increase in the public housing resident's annual income. This increase impacts the family's rent by a mere \$8.92 increase over what had been previously reported in 2006.

The Section 8 Rental Assistance Program operates up to 108 units within the community and targets families and individuals meeting the regional Very Low Standard. The Section 8 units have always been inspected using Housing Quality Standards, which are the minimum standards set forth by Housing & Urban Development. The Housing Authority of Maysville has contracted with the City of Maysville to have the Section 8 units inspected by the HQS Inspector, Building Official and Inspector Gary Wells. Since contracting with the City of Maysville the Housing Authority of Maysville has seen an increase in the Section 8 Rental units building integrity. This partnership has had a positive effect not only for the Section 8 client, but the landlord as well. The whole community has benefited from the partnership.

The Housing Authority of Maysville operates several programs for the benefit of all residents:

1. Assistance with activities of daily living for any willing elderly or disabled participant.
2. Masters of Computer Basics program teaching keyboarding, Microsoft products, Internet, email and Quickbooks accounting (18 stations at the Amo Peters Community Center).
3. Summer Lunch Program starting on the day after the last day of school in the spring and finishing on the day before the first day of school in the fall.
4. Partnership with Maysville Community and Technical College to offer GED classes at the Amo Peters Community Center.

The need for affordable housing was expressed by a number of citizens during the assessment process, both in the city and the county during the creation of the 2001 Plan. Most of the population in the Maysville area is an aging population. Housing facilities that would target our elderly population are greatly needed. Ground level one and two bedroom apartments are highly needed for our elderly/disabled citizens.

The Housing Authority of Maysville has 100 units in our current portfolio that are 62 years old. We have made the decision to replace the original "1948" windows

with more energy efficient double-pane windows and central air conditioning. Hopefully this will help make these units more marketable to our clients. As more funding becomes available, we will upgrade each unit kitchen and bath.

The current economic conditions alone indicate that there is a very strong need for affordable housing. Housing goals are achieved through rent from the tenants, subsidy from the federal government and grant money that can be obtained from competitive funding. With many housing authorities nationwide facing extreme budget cuts for both public housing and section 8 we are concerned how we can maintain our existing services. We must look to the future for innovative ways to continue to achieve our housing goals through cooperative partnership with non-profits and individuals.

The Mason County Fiscal Court operates a senior citizen housing complex in which occupants must be 65 or older, and must meet low income guidelines. Five buildings were constructed in 2000, with four more recently being built.

Churches play an important role in the community's well-being, as do a number of civic/volunteer organizations. The Maysville Mason County Chamber of Commerce Resource Guide lists 77 churches and 48 local organizations. Hundreds of individuals contribute their time and energy to a wide array of programs benefitting the community.

The latest information on housing was provided in the U.S. Census Bureau's 2015 QuickFacts estimates and in the 2010-2014 American Community Survey. The Census information contained therein is useful in getting a general view of the housing situation, while recognizing that a number of changes have taken place since 2010.

In 2015 Mason County had a total of 8,138 housing units, a change of only 33 units since 2010. Updated information is not available concerning how many of those housing units are in Maysville as of 2015. However, because of the relatively small change of 33 units since 2010, it is likely that the 2010 housing totals – 4,477 units located in the City of Maysville, and 3,628 units located in the remainder of the county – remain relatively accurate. The breakdown on county housing units is as follows:

Type Unit	Number of Units	Percent
Single-family residences	6,276	77.3
Multi-family residences	854	10.5
Mobile homes	987	12.2
Total:	8,117	100.0

TABLE 9. HOUSING TYPES IN MASON COUNTY, 2010-2014 American Community Survey 5-Year Estimate.

In 2014, approximately 59.4% of Mason County’s 8,117 housing units were at least 34 years old, compared to 68% of Maysville’s 4,382. Only 0.6% of the 6,636 occupied housing units in Mason County lacked complete plumbing facilities, and 0.7% lacked complete kitchen facilities; of the City of Maysville’s 3,575 occupied housing units, only 0.3% lack complete plumbing facilities, and 0.7% lack complete kitchen facilities. In Mason County, 4,567 of the 6,636 occupied housing units (68.8%) were owner-occupied, and 2,069 (31.2%) were renter-occupied; within the City of Maysville, 2,097 of the 3,575 occupied housing units (58.7%) were owner-occupied, and 1,478 (41.3%) were renter-occupied. Single-family housing accounted for 77.3% of all housing in Mason County and 78.9% of all housing in the City of Maysville; multi-family, 10.5% and 19.1%, respectively; and mobile homes, 12.2% and 2.1%, respectively. The homeowner vacancy and rental vacancy rates were less than 1% in both Mason County and in the City of Maysville. In Mason County, of the estimated 6,636 households, 4,714 (71%) were family households and 1,922 (29%) were non-family households. In the City of Maysville, of the estimated 3,575 households, 2,255 (63.1%) were family households and 1,320 (36.9%) were non-family households. The median value of housing in Mason County and in the City of Maysville was \$102,600 and \$108,400, respectively.

The Housing Authority of Maysville and Mason County Fiscal Court both operate public housing units. The Housing Authority of Maysville operates 260 units of Low Income Public Housing in 11 locations, mostly on the East end of Maysville. The average occupancy rate varies between 95% and 98%. The average yearly gross income for a public housing resident is \$10,192.60, which produces an average family rent of \$230.76 per month. The gross income reported in the 2011 Comprehensive Housing Plan compared to the 2016 gross income reported reflects a \$405.83 increase in the public housing resident’s annual income. This increase impacts the family’s rent by a \$41.94 increase over what had been previously reported in 2011.

The Section 8 Rental Assistance Program operates up to 108 units within the community and targets families and individuals meeting the regional Very Low Standard. The Section 8 units have always been inspected using Housing Quality Standards, which are the minimum standards set forth by Housing & Urban Development. The Housing Authority of Maysville has contracted with the City of Maysville to have the Section 8 units inspected by the HQS Inspector, Building Official and Inspector Gary Wells. Since contracting with the City of Maysville, the Housing Authority of Maysville has seen an increase in the building integrity of its Section 8 Rental units. This partnership has had a positive effect not only for Section 8 clients, but for their landlords as well. The whole community has benefited from the partnership.

The Housing Authority of Maysville operates several programs for the benefit of all residents:

5. Assistance with activities of daily living for any willing elderly or disabled participant.
6. Masters of Computer Basics program teaching keyboarding, Microsoft products, Internet, email and Quickbooks accounting (18 stations at the Amo Peters Community Center).
7. Summer Lunch Program starting on the day after the last day of school in the spring and finishing on the day before the first day of school in the fall.
8. Partnership with Maysville Community and Technical College to offer GED classes at the Amo Peters Community Center.

The need for affordable housing has continued to be an issue in the city and the county since it was originally discussed by a number of citizens during the assessment process of the 2001 Comprehensive Plan update. Most of the population in the Maysville area is an aging population. Housing facilities that would target our elderly population are greatly needed. Ground-level one- and two-bedroom apartments are highly needed for our elderly/disabled citizens.

The Housing Authority of Maysville has 100 units in our current portfolio that are 68 years old. We have made the decision to replace the original "1948" windows with more energy-efficient double-pane windows and central air conditioning. Hopefully this will help make these units more marketable to our clients. As more funding becomes available, we will upgrade each unit kitchen and bath.

The current economic conditions alone indicate that there is a very strong need for affordable housing. Housing goals are achieved through rent from the tenants, subsidy from the federal government and grant money that can be obtained from competitive funding. With many housing authorities nationwide facing extreme budget cuts for both public and Section 8 housing, we have concerns about how to maintain our existing affordable housing services. We must look to the future for innovative ways to continue to achieve our housing goals through cooperative partnership with non-profits and individuals.

Since the last update of the Plan in 2011, there have been several facilities constructed or remodeled, that provide affordable housing and housing tailored for the elderly population. These include: the Kenton Pointe Assisted Living Facility, Woodleigh Apartments, the Landings, and Menemsha Townhomes. The Woodleigh Apartments and the Landings are great examples of adaptive re-use projects in the City.

Land Use and Development:

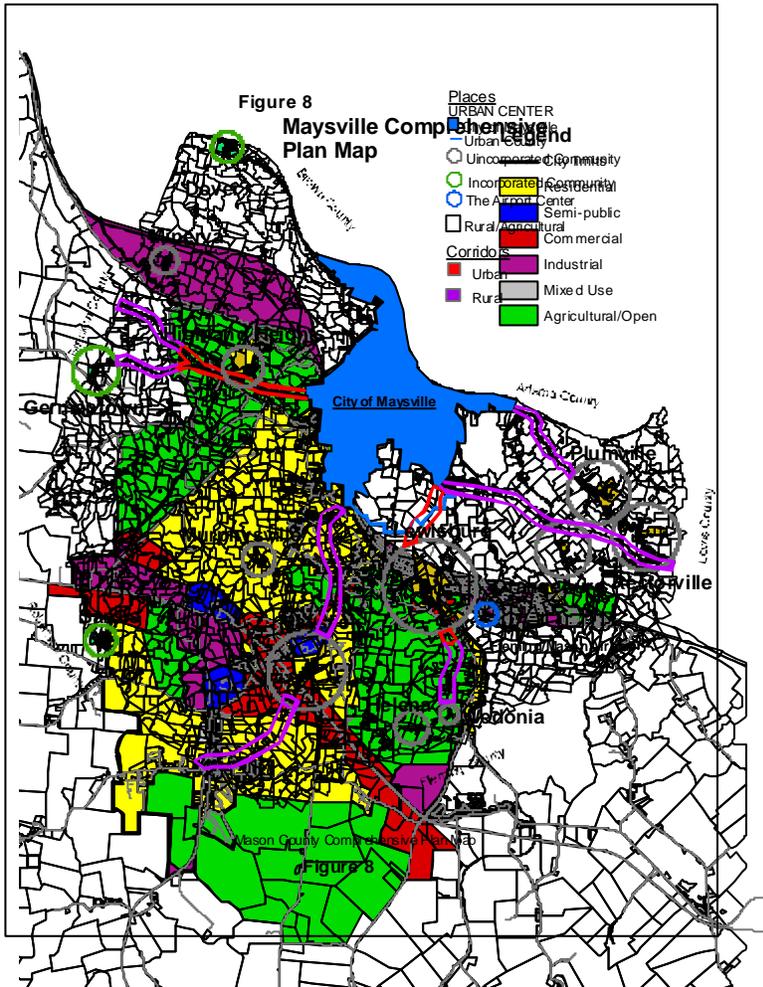
Most of the land in Mason County is used for agricultural activities. There are three small incorporated cities in the western part of the county; Sardis, Dover, and Germantown. Additionally, there are several small rural communities dispersed throughout the county, and a few fairly sizeable residential subdivisions. **Figures 7A, 7B, 7C & 7D** show the general land use patterns for the City of Maysville and Mason County.

Land use within the City of Maysville and unincorporated parts of the County are guided by the land use ordinance. The land use ordinance is closely linked to the comprehensive plan and serves as a means of implementing the plan. Uses of land and structures are regulated to encourage the harmonious arrangement of land uses, and to minimize negative impacts of development on the quality of life in the city and county.

The negative trends affecting tobacco farming are expected to result in more interest in the conversion of rural farmland into urban type developments.

Impact on tobacco farming is expected to result in more pressure being exerted to develop rural land. The plan will recommend an approach for dealing with these problems.

The current pattern of development can be illustrated by examining the records of the city's Codes Enforcement Office for the period ~~2011~~ 2006 through ~~2015~~ 2010 (Table 10). ~~Single and multi-family residential increased with the construction and remodel of several town-homes and apartments, while commercial remained steady and industrial was minimal during the 5-year period.~~ ~~New single-family residential construction took a hit during the 2008/2009 recession, but new commercial construction was consistently strong throughout the five year period while multi-family, and industrial construction was minimal.~~



The Mason County Fiscal Court adopted the Kentucky Building Code and Kentucky Residential Code in 2005. This code, which was previously in place in the City, regulates the construction of residential, commercial, industrial, and accessory structures. The County, in agreement with the City, uses the City Building Inspector for all structural inspections.

Historic Preservation/Revitalization:

History is one of Maysville's and Mason County's outstanding assets. As documented earlier in the text, Maysville and Mason County have an abundance of historic sites and structures, from the early settlement days of the late 1700s, to the Civil War involvement, to distinctive architecture of the 1800s and 1900s. The city has a Tourism Director who oversees efforts to preserve the historic values of downtown Maysville while encouraging the physical and economic revitalization of that area. The Maysville-Washington Board of Architectural Review also plays an important role in preserving the historic and architectural heritage of the

community. Great care should be given by all responsible parties to insure that the community preserves these historic treasures while supporting their use (as appropriate).

COMMUNITY ASSESSMENT (SUMMARY STATEMENT)

Opportunities and Challenges:

In order to determine the directions to be taken in the plan, it is necessary to assess the status of the community and its resources. Part of this community assessment process consisted of asking various individuals and groups for their perception of the community's strengths and problem areas. The statement of goals and objectives, as well as the plan strategies are based on an understanding of those things that need to be changed, and on the community's ability to deal with those changes. The following lists summarize the findings of the community assessment:

Community Strengths:

1. **Location** on the Ohio River roughly within an hour's drive of three metropolitan areas, with two bridges, a diversified transportation system, and a surrounding largely rural-agricultural landscape, gives the county strategic advantages for the future
2. Probably the single most important strength the community has is its **people**. The population is regarded as friendly, willing to support local activities, hard-working, capable of making adjustments to changing circumstances, a positive outlook about the future, etc.
3. The community's **diversified economy** is a major asset. The farm economy has remained strong and viable over the years, **by shifting production away from tobacco to more corn, soybeans and grain.** With a well-established trade and service sector and an expanding industrial base, the county's

economy should be able to weather the short-term ups and downs that will occur from time to time.

4. **Educational resources** are considered to be one of the county's strong points. Improvements in academic measures and the availability of technology in the county and private schools, along with the resources of the community college should help to improve employment opportunities and augment the quality of life for citizens.
5. **Pending Transportation Improvements** will help to alleviate some of the congestion problems, improve access throughout the county, and improve linkages with surrounding counties.
6. The great number of **churches** and the many **civic-volunteer organizations** are seen as **stabilizing factors** in the community.
7. The **richness of historic values** in the community provides strong reference points, and offers additional opportunities for tourism development.
8. The **small size and relative compactness** of the county lends itself to effective administration and community closeness.
9. **Excellent medical facilities and health services.**
10. The **availability of land and the quality of soils for farming.**
11. The **potential** to strengthen the community's role as a **small regional growth center.**
12. The **assistance** of Buffalo Trace Area Development District resources as well as state and federal government offices.
13. **Cooperation of local financial institutions** in local development projects.
14. **People from outside the community** who have been **willing to invest** in preservation and other projects.
15. Cooperation between City and County Governments and the local Area Development District.

16. The emergence of a vibrant cultural arts district including the Maysville Players, Downing Academy of Performing Arts, Maysville Community and Technical College's Culinary Arts Program, Ohio River Valley Art Guild, Kentucky Gateway Museum, local high school art students, and the Arts Commission.
17. The positive impact of commerce via the Ohio River.

Problem Areas:

1. **Inadequate sewage disposal** in the rural areas of the county leading to pollution problems and possible health concerns. Steps should be taken to see that future concentrated development is not dependent upon septic tank systems for sewage disposal.
2. **Visual blight** resulting from littering, dumping of garbage/trash, substandard structures, junkyards, etc., and **lack of attention being paid to aesthetic values**. Most people desire to live in an attractive environment. In addition, a clean landscape is an important component in any tourism development program.
3. The **aging of the population** and the related need for support services, housing, etc. As the local population continues to grow older, it will be necessary to spend more time planning for their needs and to allocate additional resources to this segment of the population.
4. The **need for revisions to the plan and the tools used to implement the plan**. The 1987 plan is being revised through this document, to include recommendations for improving upon the policies and programs needed to carry out the plan's proposals.
5. The impending **problems related to tobacco farming** and the need to fill the void created by its decline. The problems related to the decline in tobacco farming are far reaching, but with the disposition of settlement funds other areas are being explored, such as cattle, increased grain production and agri-tourism.

6. **The need for more assisted/affordable housing.** It is increasingly difficult for a large segment of the population to find decent affordable housing. Increases in land values, housing costs, and down-payments, together with low vacancy rates all contribute to this problem.
7. **The low level of citizen involvement** in community issues. Citizens have a tendency to stay away from meetings on public issues unless there is a very direct/personal tie to their property or to financial concerns.
8. **Inadequate protection of watersheds.** Development is taking place without adequate attention being paid to drainage and soil erosion.
9. **Inadequate protection of historic sites and structures.** As indicated in the list of assets, Mason County has a unique quality due to its rich historic resources. These historic sites and structures cannot be replaced, and their retention should be a high priority item.
10. **Inadequate infrastructure in rural areas** to meet the needs of more intensive development. Much of the county has roads that are too narrow for heavy traffic, waterlines that are too small for domestic use or fire flow, and septic tanks that do not function well.
11. **Aging infrastructure**, including the sewer and floodwall systems in the City and road system in the County. Many of these issues should be alleviated as the City will be completing a Combined Sewer Overflow project in 2017, and is working closely with the Army Corp of Engineers and Federal Emergency Management Agency to make upgrades to the floodwall.
12. **The lack of sufficient local governmental resources** (money, staff, etc.) in meeting increasing demands for services. It is anticipated that both the city and the unincorporated portions of the county will continue to experience growth and development. With most of the economy/revenues concentrated in the city, it will be increasingly difficult for county government to provide an adequate level of services without new revenues.
13. **Traffic congestion** in some areas (largely during peak hours in a few spots). There are a few spots in Maysville where traffic flow reaches undesirable

levels. Completion of pending road improvements should help to reduce these problems.

14. The need for **additional recreational resources** and the **conservation** of natural areas.
15. **Drug addiction to pain killers, heroin, and other illegal drugs has become a major problem in Maysville and Mason County.**

Concluding Remarks:

Many of the findings of this assessment parallel the findings of the 1987 Comprehensive Plan. The 1987 plan stressed the needs of the City of Maysville and placed a high priority on industrial development, transportation (highway) improvements, and land use controls. The recommendations regarding industrial development and transportation were largely acted upon, and since the adoption of the 2001 Plan, recommendations on countywide land use controls have been addressed. The ~~2011~~ **2016** plan shifts the emphasis to a more broad-based approach to meeting the needs over the next 15-20 year period. This shift will become more apparent in the statement of goals and objectives and in the development of strategies for implementing the plan.

PROPOSED GOALS AND OBJECTIVES

TRANSPORTATION

Goal Statement:

To encourage the development and maintenance of a diversified transportation and communication system that will move people, goods, and information effectively.

Objectives:

1. Complete the transportation system improvements that are presently included in the six-year transportation plan.

2. Continue to make recommendations for transportation improvements to be included in the state's long-range and six-year planning cycles.
3. Develop a plan for maximizing use of the proposed ~~bypass~~ **Southloop** around the southside of Maysville while providing for orderly growth and development, **via corridor districts**, that is not detrimental to traffic flow.
4. Continue to reduce traffic congestion problems through operational improvements. The City ~~should~~ **may want to** consider ~~limiting through traffic on Second Street~~ **traffic flow changes** in the downtown business district, **utilizing input from the Maysville Mainstreet Board.**
5. Support the improvement of Kentucky Highway 8 from the ~~new~~ **Harsha** bridge to downtown Maysville.
6. Continue to maintain the ~~old~~ **Simon Kenton** bridge.
7. Stay current with high-tech changes taking place, **including the Kentucky Wired project to bring high-speed fiber optic cable to the entire state.**
8. Increase utilization of the Ohio River for recreation, tourism, and commercial activities **(Port Authority Study), and utilize signage, maps, and mobile technology to help guide visitors throughout the community.**
9. Continue efforts to improve the county road system.
10. Encourage provisions for pedestrian and bicycle traffic along major routes and in residential subdivisions.
11. Continue to support expansion of the airport and promote use of the facilities.
12. Provide a plan for better transportation systems north of the Community into Ohio.
13. **Promote increased use of the local Amtrak station, and support heavy rail usage.**

ECONOMIC DEVELOPMENT

Goal Statement:

To support the development of a broadly-based economic system that leads to improvements in the quality of life by providing enhanced employment opportunities, a diversity of goods and services, and a strong revenue base.

Objectives:

1. Support the attraction of additional industrial and commercial activities from outside the county, including the promotion of recruitment efforts.
1. ~~Establish~~ Continue to support ~~an~~ the entrepreneurial program and incubator program to assist citizens in their efforts to establish new businesses.
2. Expand the potential economic benefits of tourism and recreation related activities.
3. Continue to support revitalization efforts in downtown Maysville and Old Washington.
4. ~~Continue support for a feasibility study of a proposed lake.~~
5. Promote and market Mason County as a retirement community.
6. Support the retention and expansion of existing businesses and industries, utilizing the Chamber of Commerce, Main Street Board, and Maysville Open for Business.
7. Continue efforts to strengthen the agri-business farms, agri-tourism, and marketing of such.
8. Utilize resources to retain the Millennial Generation, as well as providing such amenities that will attract members of the generation from out of the community.

PUBLIC FACILITIES AND SERVICES

Goal Statement:

To provide the people of Maysville and Mason County with an adequate level of

community facilities and services to meet their basic needs to enhance their quality of life.

Objectives:

1. Continue upgrading and expansion of the utilities to meet future development requirements, **including to complete** compliance with mandatory changes to the combined sewer outflow system, as well as integration of new strategies dealing with storm water runoff. Wireless, Cellular Communications, and similar facilities shall be located as not to be offensive to residential or scenic areas; and co-location shall be required when possible.
2. ~~Establish~~ **Continue to support** a leadership/entrepreneurship programs **for all school levels** ~~high school juniors and seniors.~~
3. Continue to support Maysville Community and Technical College and the Kentucky Community and Technical College System for the benefit of existing and proposed industries of Mason County.
4. Continue efforts to increase the levels of educational attainment for all age groups.
5. Provide additional resources for recreational facilities and **programs for all ages**, with special emphasis on senior citizen needs **and expand seasonal opportunities at the Maysville/Mason Co Recreation Park.**
- ~~6. Continue to improve the mandatory county wide garbage collection and encourage recycling in the City and County.~~
7. Maintain adequate staffing and equipment in the protective services to meet increasing demands associated with growth.
8. ~~Encourage consistency~~ **Continue consistent** in the review and enforcement of regulations applicable to land use changes and development.
9. Provide **Continue to support** a comprehensive program of health care and social services for all citizens, **ensuring land use criteria are met.**

HOUSING

Goal Statement:

To support the development of a program that insures an adequate supply of standard housing units for all citizens of Maysville and Mason County.

Objectives:

1. Continue efforts enforcing current ordinances such as Rental License and Vacant Property, to improve neighborhood quality by eliminating blighted and deteriorated housing. Also utilize fire inspections and forced sales.
2. Provide Support additional housing options for senior citizens and Rural Communities.
3. Continue to utilize the full range of governmental programs to renovate existing housing and to provide new housing for low and moderate income families.
4. Encourage the revitalization of Habitat for Humanity housing program.
5. Encourage Continue a program of in-filling of vacant parcels of property within the City of Maysville.
6. Encourage residential subdivision development to take place in areas where the infrastructure is adequate.
7. Encourage development of additional and varied housing options for all citizens.
8. Encourage the revitalization/rehabilitation of structures, when possible.

LAND USE AND THE ENVIRONMENT

Goal Statement:

To ensure that there is an adequate supply of land available to meet residential, commercial, industrial, agricultural, and public needs, managed in such a way as to protect the total environment.

Objectives:

1. Establish, follow, and rewrite when needed, a comprehensive land use management program that will meet the specific development needs of the City of Maysville and the unincorporated areas of Mason County.
2. ~~Develop a plan for~~ Continue to encourage redevelopment/revitalization of the tobacco warehouse areas of the city for other uses.
3. Make revisions to the existing subdivision regulations and zoning ordinance to account for any recent changes in K.R.S. 100, and to meet the needs of changing conditions and concerns in the local area.
4. Continue to strengthen the county's efforts in solid waste management.
5. Strengthen efforts to make citizens aware of the need to reduce littering and to dispose of solid waste in a responsible manner.
6. Reduce the problems of water pollution by requiring developed areas outside the city to tie onto the city sewer system if the capacity is there.
7. Reduce drainage and soil erosion problems through the enforcement strengthening of development requirements and enforcement of regulations.
8. Ensure that all environmental concerns are properly addressed in applications for land use changes and development plans, and that the preservation of existing green space is addressed.
9. ~~Develop a plan for countywide storm water management.~~
10. Promote the creation of a watershed management plan utilizing National Resource and Conservation Services.

HISTORIC PRESERVATION

Goal Statement:

To preserve the historic sites, structures and events of Maysville and Mason County consistent with the wise use of resources.

Objectives:

1. Continue support of downtown Maysville revitalization and Old Washington Preservation programs. (See attached list of proposed goals and objectives for Old Washington).
2. Consider the establishment of protective buffers around major historic and cultural sites and structures.
3. Ensure that historic concerns are addressed in all applications for land use changes and development.
4. Support efforts to better utilize historic sites, structures, and events in the development of tourism and travel related programs; and utilize social media to target specific groups.
5. Encourage property owners to preserve and maintain historic properties countywide, and further protect them from demolition by neglect.
6. Review and revise the list of historic sites and structures to insure currency and comprehensive coverage.
7. Mason County Fiscal Court should create a preservation board to oversee historic districts and landmarks in the unincorporated parts of the county.
8. Create a tree succession and maintenance plan in the Maysville and Washington Historic Districts, and utilize the Master Gardners for upkeep.

OLD WASHINGTON

Goal Statement: To preserve and protect the historical heritage of Old Washington and the built environment.

Objectives:

1. Implement newly created the 2007 Plan for Future Development of Old Washington.
2. Diversify the goods and services available in Old Washington.
3. Strengthen the organization and management of Old Washington, emphasizing the need for cooperation and coordination of activities.
4. Protect Old Washington from further encroachment by undesirable land uses and structures.
5. Examine the feasibility of acquiring additional property and improving parking.
6. Revise the registry format for tracking visitors to the Visitor's Center.
7. Utilize more locations for visitor information.

DOWNTOWN MAYSVILLE:

Goal Statement: To promote a healthy mix of land uses within the Central Business District.

Objectives:

1. Identify and recruit business and retail uses.
2. Increase residential occupancies in and around the Central Business District through infill development and redevelopment in fringe areas, and encourage residential occupancy in upper floors.
3. Encourage and promote evening entertainment and restaurants, as well as daytime residential amenities.

Goal Statement: To encourage continued maintenance and revitalization of storefronts and facades.

Objectives:

1. Develop financial incentive programs to assist property owners (low interest loans, tax moratoriums and abatements, facade grants, etc.).
2. Offer professional design assistance.

Goal Statement: To promote tourism.

Objectives:

1. Continue support of Maysville/Mason County Convention and Visitors Bureau.
2. Increase the advertising range.
3. Expand riverfront development.
4. Continue to market and promote the ~~new~~ downtown Maysville Conference Center, including the use of the newly renovated Cox Building (2012).
5. Help market and promote **target destinations** ~~the newly re-established Pogue Small batch Distillery.~~

Goal Statement: Strengthen historic preservation program.

Objectives:

1. Evaluate existing program, staffing, and resources to identify areas needing improvement.
2. Update and revise Historic Preservation Ordinance.

3. Investigate ways to improve public awareness, education, and communications.
4. Inventory historic resources beyond the boundaries of the Maysville Historic District for possible expansion of the district.
5. Continue expansion of the downtown National Register District.

RURAL/AGRICULTURAL AREAS:

Goal Statement: To insure that the rural farmland areas of Mason County are adequately provided for in the plan.

1. Retain the appointed agricultural task force in the development of new farm strategies that will help to offset the losses sustained by the decline in tobacco farming.
2. Continue to support rural entrepreneurial development programs to assist local farmers in the start-up of new agricultural enterprises.
3. Continue to support and market the farmer's market to serve the needs of the local and regional population.
4. Develop a program to encourage the revitalization of selected rural towns and other communities.
5. Establish a program for maintaining green space and scenic values throughout the county.
6. Develop programs to support the retention of productive farmland.

(Note: A number of the goals and objectives apply to all parts of the county. The items listed above are especially applicable to the rural/agricultural portions of Mason County).

PLAN STRATEGIES

Strategies are more specific statements about how the plan's recommendations are

to be implemented. This section of the plan provides decision-makers with the information needed for making appropriate choices of actions to be taken. The same format used in previous sections is followed to give consistency to the text and to facilitate the reader's understanding. The first plan element to be addressed is transportation.

TRANSPORTATION

As discussed in the plan assessment, Mason County has a well developed and diversified transportation system that provides adequate linkages with adjoining counties and regions. The highway system radiates outward from the City of Maysville in all directions (~~Figure 10~~) and facilitates the flow of vehicular traffic to **and from** important urban centers (Cincinnati, Lexington, Ashland, **Columbus**, etc.). The railroads serve a heavy volume of north-south freight movement as well as passenger traffic east and west by Amtrak. The airport increasingly is becoming a focal point for general aviation traffic. The Ohio River provides Mason County with direct access to one of the major inland waterways in the United States.

Mason County presently has excellent east and west connections via the AA Highway. North-south linkages ~~are somewhat weaker~~ **have recently been improved particularly south of Mason County between Millersburg and Lexington**, ~~limited by older two-lane highways~~. The William Harsha bridge has improved connections with communities in Brown County, Ohio. Current construction projects on U.S. Hwy. 68 in Nicholas and Bourbon Counties will improve Mason County's access southward to the Lexington Metro Area.

Traffic flow figures for ~~2009/2010~~ **2014** show **the following** average daily totals ~~reaching 3,000 (3rd & Market Sts) and 14,000 (3rd & Bridge Sts) in the downtown Maysville area, 13,000 to 19,500 along interior portions of the AA Highway, and 1,000 to 6,000 at various points along the county boundary~~ **3,500 (3rd & Limestone Streets), 12,400 (3rd & Bridge Streets), 12,000 (KY 9 & Marketsquare Drive), 4,700 (Maple Leaf Road and Straub Elementary access point), 17,500 (US 62 & Bon Haven Drive), 8,500 (US 62 & Tucker Drive), 1,200 (South Loop), 5,500 (KY 9 & Lewis Co. line), 5,700 (KY 9 & Fleming Co. line), 3,100 (US 68 & Fleming Co. line), 5,600 (KY 9 & Bracken Co. line), and 800 (KY 8 & Bracken Co. line).** (KY Transportation Cabinet)

The ~~2010-2012~~ **2016-2022** Six Year State Highway Plan includes the following projects for Mason County:

~~7. Relocation of Highway 68 from one mile south of Washington to the AA Highway opposite the new Maysville bridge approach—a 3.8 mile improvement, with \$21.5 million for construction in 2011-2012.~~

~~8. New route from U.S. 68 near Washington east to Ky. 11 and the AA Highway (2.7 and 2.9 miles respectively)—total estimated construction cost for both sections is \$66 million in 2014.~~

~~9. Repair bridge on KY 11 over CSX Railroad and Strodes Run Pike using high strength steel reinforced polymer (srp) fibers. (FY09 FBRD Discretionary Funding).~~

~~10. Major widening of the AA Highway to 4 lanes from the new Maysville bridge approach intersection west to Ky. 10 near Fernleaf (3.5 miles)—estimated construction cost is \$9.3 million in 2012.~~

~~11. Construct a new access road via KY 3161 (Carmeuse Lime).~~

~~12. Reconstruct/Improve KY 1448/Maple Leaf Road from KY 9 to US 68, construction FY 2012.~~

1. New fully controlled access route from US 68 near Washington, east to KY 11 including a new interchange at KY 11. Estimated cost is \$36,630,000 (2020).

2. New fully controlled access route from KY 11 northeast to KY 9 (AA Hwy). Estimated cost is \$37,930,000. (2019)

3. Repair bridge on US 68 (Harsha Bridge access road) over Lawrence Creek, 0.13 miles southwest of KY 3056. Estimated cost is \$2,550,000. (2019)

4. Addition of interchange on Heather French Henry Southern Loop (US 62 and US 68). Estimated cost of construction is \$10,000,000 (2020)

5. Reconstruct US 62 going to Sardis between KY 324 and Sardis (between two bridges). Estimated cost of construction is \$300,000. (2017)

6. Construct right turn lane (SB) into Clarkson-Sherman Road (Landfill) to provide safety for motorists traveling along the AA Highway. Estimated cost of construction is \$300,000. (2017)

See Figure 8 for location of these projects.

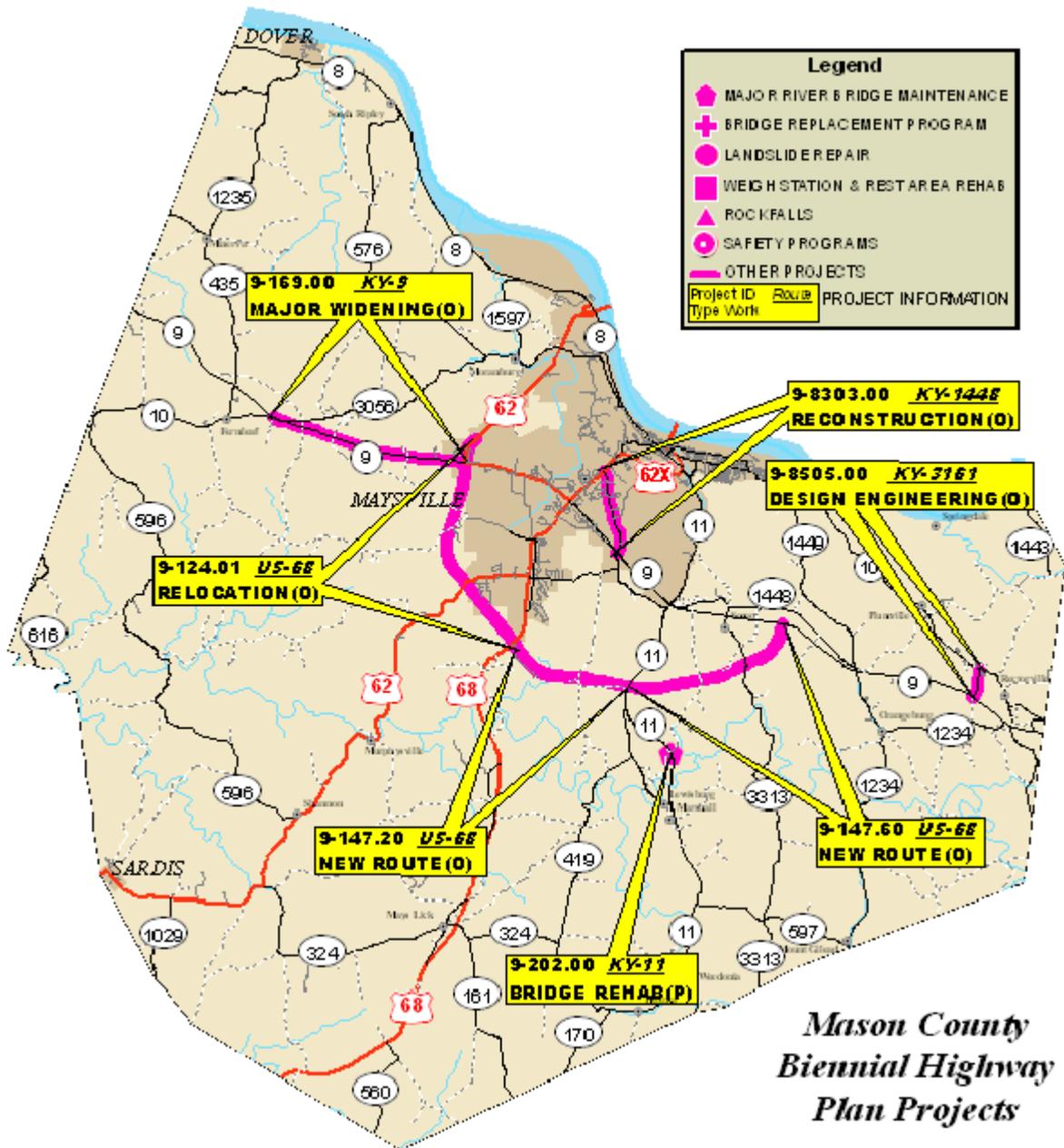
The 2014 2016 prioritization list from the KY Dept. of Highways included the following projects (top 10 out of 21):

1. Widen AA Highway to 4 lanes/increase capacity and decrease conflict points north of the junction with KY 435 to the Bracken County line; and then on in to Bracken County to mile point 5.55 to support 2025 traffic volumes, address sight distance concerns, improve intersection safety and reduce speed differentials.
2. Minor widening and improvements on US 68 from south of KY 324, MP 4.5 to 1.0 mile south of Old Washington, MP 10.854. Add turn lanes to major intersections, evaluate need for additional passing lanes, cut slope revisions to improve intersection sight distances, add other safety measures.
3. Make safety changes to the intersection of US 62/68 and KY 9 within existing right-of-way.
4. Widen KY 9 to 4 lanes/increase capacity and decrease conflict points from the Lewis County line, to the Landfill Road (near MP 5) to support 2025 traffic volumes, address sight distance concerns, improve intersection safety, and reduce speed differentials.
5. Construct right turn lane into Clarkson Sherman Road (Landfill, 4.740) to provide safety for motorists traveling along KY 9.

1. Widen AA Highway to 4 lanes/increase capacity and decrease conflict points north of the junction with KY 435 to the Bracken County line; and then on in to Bracken County to mile-point 5.55 to support 2025 traffic volumes, address sight distance concerns, improve intersection safety and reduce speed differentials.
2. Increase capacity and decrease conflict points on KY 9 from project end at KY 435 to Bracken Co. line.
3. Increase capacity and decrease conflict points on KY 9 from the Lewis County Line, to existing 4 lanes near KY 11 to support 2025 traffic volumes, address sight distance concerns, improve intersection safety and reduce speed differentials.
4. Increase capacity and decrease conflict points on KY 9. from the Mason County Landfill to the KY 11 intersection.
5. Increase capacity, safety, and decrease conflict points on KY9 (AA Hwy) from the Lewis County Line to just North of the Mason County Landfill access road.
6. Relieve congestion on US 68 from KY 2517 (Old US 68 Loop #7 Road), 1.0 mile south of Old Washington, to improve traffic flow.
7. Rehabilitate US 68 to improve pavement conditions, drainage, shoulders, guardrail, etc.
8. Correct geometric and width deficiencies and improve long-term stability of KY 8 from KY 3056 to the new Maysville Bridge.
9. Improve safety and decrease the risk of rear-end collision by adding left & right turn lanes for exit onto KY 597 from KY 11.
10. To begin the truck passing lane on KY 11 between KY 3170 and KY 419 more towards the bottom of the hill, so that the "merge" area can be moved away from the top of the hill/left-hand turn/end of bridge.

The projects with the greatest impact on future traffic flow patterns are the relocation completed section of U.S. 68 from south of Maysville to the new Harsha bridge, and the new connector from near Washington to Highway 11 and the AA Highway in the east. These two projects together comprise a bypass Southloop around Maysville. These projects are being designed as a partial access highway improvements, with direct access allowed at major highway/road crossings. The proposed roadway cuts through rural farmlands and will play a major role in future land use decisions.

Figure 8



The City of Maysville, the Mason County Fiscal Court, and the Planning Commission joined forces to forward recommendations regarding the new South Loop, as follows:

3. Grade separations at all cross roads with grading for future ramps.
4. Limited access. This is critical in maintaining effective traffic flow.
5. Two lanes from AA Highway south to US Highway 68.

6. Two lanes, but grade and drain for four lanes, from US Highway 68 to Ky. 11.
3. At Ky. 11, grade and drain for future grade separation.
4. In order to address the dangerous intersection at the AA Highway and Ky. 11, the City requests that the present intersection be reconstructed to provide grade separation. Alternately, the situation can be addressed by expediting the construction of the remainder of the South Loop from KY. 11 to the AA Highway near Orangeburg. The intersection at that location should consist of a ramp from the South Loop to the AA Highway eastbound and a ramp and overpass from the AA Highway westbound onto the South Loop.
3. ~~Grade and drain for frontage roads at selected intersections with the City of Maysville assuming ownership and maintenance of frontage roads. This will allow for orderly growth and development as public services become available at these locations. This also prevents landowner opposition based on lack of access and reduces political pressure for access to the South Loop.~~

The county road system consists largely of paved roadways that are less than 20 feet in width and not adequate to meet the needs of significant additional development. The system is quite extensive and is faced with difficulties in making future improvements due to limitations of the terrain. ~~The county should design a five year plan for improvements with emphasis placed on those areas that are currently faced with development pressures.~~ **The County works with the State of Kentucky on an annual basis to determine road maintenance priorities.** The minimum paved roadway width should not be less than 20 feet in order to adequately accommodate the level of traffic flow associated with intensive residential (and to some degree) commercial development. **The County should continue to support the subdivision regulations that promote interior development instead of existing road frontage.**

~~A proposed major highway improvement through a predominantly rural/agricultural area of Northern Kentucky is being studied (Figure 9). The improvement is in the conceptual stage, with a proposed corridor that would extend from I-74 in Indiana, cross the Ohio River near the Markland Locks and Dam, proceeds in a southeasterly~~

~~direction through Gallatin, Carroll, Owen, Grant, Pendleton, Braeken, and Mason counties of Kentucky, crosses the Ohio River west of Maysville (new bridge) and terminates in Ohio with a proposed I-74 improvement corridor in that state. If built, the proposed highway would likely take the form of either, 1) a major arterial highway with partial control of access (that is, with at-grade intersections at major routes, but no other local access), or 2) an interstate highway with full control of access (that is, with interchanges at major routes, and no other local access).~~

~~This proposed improvement is at best a long-range project that would not have any appreciable impact on the Mason County area within the next 10-15 years. If it were to be built, it would pull additional traffic through Mason County, and serve as another focal point for development.~~

Mason County's greatest long-term need for regional accessibility is an improved north-south connection in Kentucky. The Harsha Bridge provides a better linkage northward to Highway 52 and Highway 32 (a four lane highway) in Ohio. Lexington is an important southern focal point for interaction with Mason County, but access is very limited by the existing two lane highway (US 68). Selected segments of US 68 are being reconstructed, and local officials should continue to press for the entire route to be upgraded. The sections from Lexington to Paris and Paris to the south side of Millersburg are complete, and the section going around Millersburg started construction in 2016. The Paris by-pass to the north side of Millersburg is scheduled for construction in 2011.

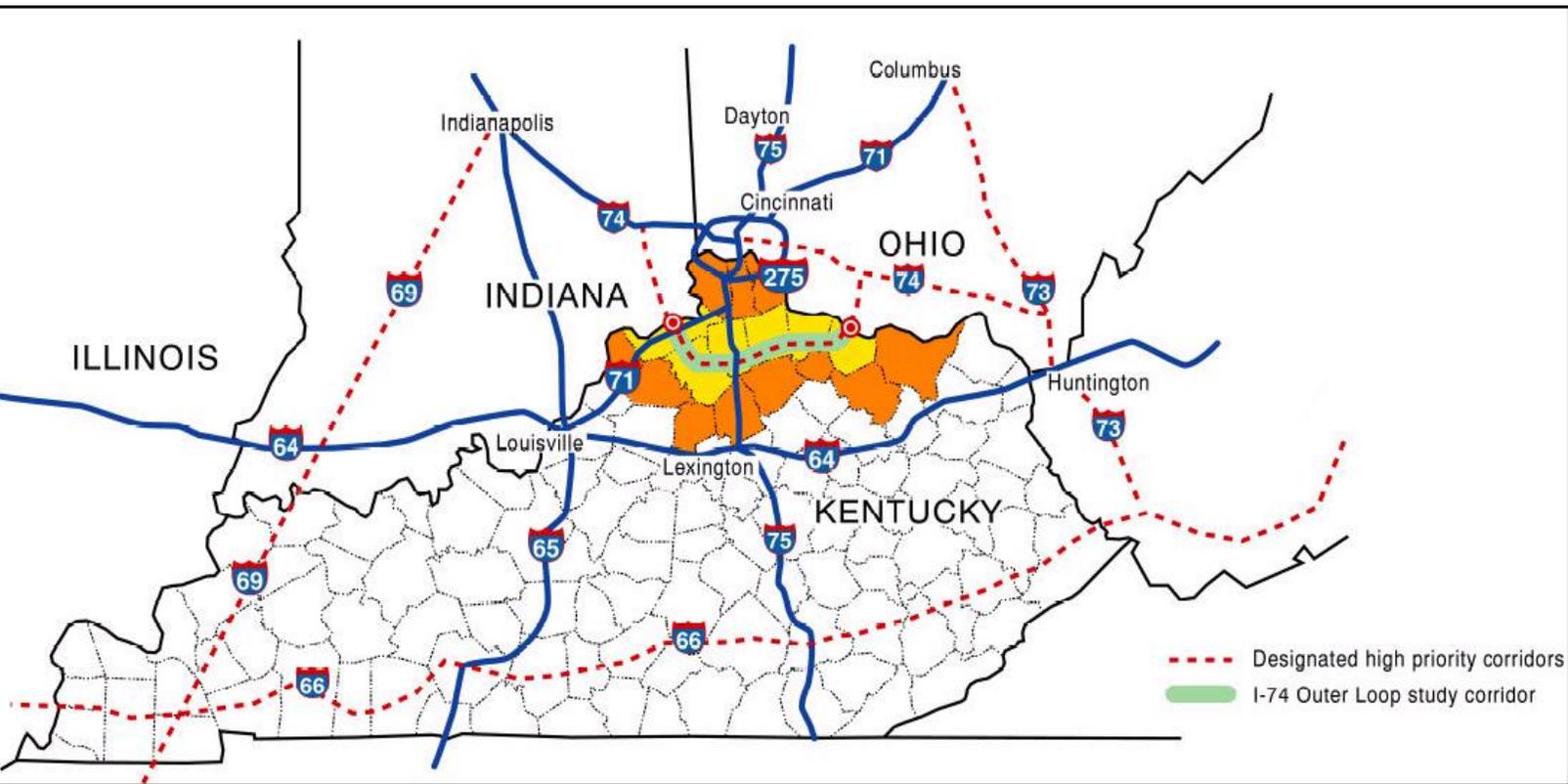


Figure 9

The Fleming-Mason County Airport is located six miles south of Maysville just off of Highway 11. The airport facilities include a paved runway 75 100 feet wide by 5000 feet in length with **navigational** lights. There is a localizer **and GPS approach**

to direct aircraft in bad weather. ~~A new terminal building was recently completed along with new hangers (total of \$430,000).~~ A modern terminal building with pilot lounges is the base of operations for Coleman Aviation, the onsite airport manager for over 20 years. Hangers and deck space can accommodate 40 aircraft. There are some 30 ~~35~~ private aircraft presently based on site. Aircraft operations average about 550 ~~700~~ flights per month ~~comprised of both private planes and industry jets.~~, mostly private prop planes. Freight traffic averages about 3-5 planes per week.

The airport is funded jointly by Maysville and Mason County, and Flemingsburg and Fleming County. Fuel sales ~~and hanger rent~~ provide additional revenues. Other services include plane and pilot rental, flight instruction, certified maintenance personnel and aerial photography. Funding for major capital improvements comes from the F.A.A. and ~~the Commonwealth of Kentucky.~~ state. An Airport board comprised of three representatives from both counties oversees operation. ~~Coleman Air Services is responsible for daily management of airport activities.~~

~~The taxiway has been extended the full length by widening the runway 100 feet, extending it 5,500 feet, and restriping and resealing it. They are currently (2011) in the process of purchasing more property to improve safety zones.~~

~~The airport has recently acquired approximately 90 additional acres to the west of the existing runway for future airport safety enhancements and improvements. Fleming Mason Airport is also in the process of installing above ground tanks that will provide twenty-four hour access to self service fuel.~~

The airport is a vital element in the local economy ~~and industrial recruitment.~~ With future improvements, the level of activity is expected to increase and the airport's general aviation function should take on a much greater role in area growth and development.

Both the city and the county have applied for and received funds for Transportation Enhancement projects to include, the Bierbower House, Minerva Church, Maysville Bridge lighting, Russell Theater, Streetscape Phase II, underground utilities in Old Washington, downtown sidewalks, and the Harriet B. Stowe House.

Maysville-Mason County River Port Authority

Maysville and Mason County's location on the Ohio River is an important asset whose potential has been tapped only partially. Commercial river boats make periodic stops to allow travelers to take in the tourist attractions in the area, and

significant quantities of coal and limestone move out of the area by river barge.

According to ORSANCO (Ohio River Valley Water Sanitation Commission), the Ohio River extends a distance of 981 miles from its origin at the confluence of the Allegheny and Monongahela Rivers in Pittsburgh, Pennsylvania, ending in Cairo, Illinois where it flows into the Mississippi River. The Ohio River Basin covers parts of six states, and is home to more than 27.25 million people (almost 10% 8% of the U.S. population total). The Ohio River System is considered to be the most modern in the country from a navigational standpoint. There are 20 dams and 40.45 power generating facilities on the river, and a nine-foot minimum depth is maintained for navigation. More than 242.230 million tons of cargo are transported on the river each year, with coal and other energy products making up 70% of the commerce traveling by barge.

The Meldahl Hydroelectric Plant in Foster, KY, approximately 30 miles down river from Maysville, ~~is being~~ has been developed under a partnership with American Municipal Power, Inc. and the City of Hamilton, Ohio, which holds a 51 percent share in the ownership of the plant. Plans for distribution of the future power production are being made. An application was made with the Ohio Power Siting Board to run a 138 kilovolt electric transmission line from the Meldahl hydroelectric site to the existing 345 kilovolt Zimmer_Spurlock transmission line, approximately two miles inland from the Ohio_side landing of the river crossing. With an estimated average annual gross output of 558,000 megawatt hours of electricity, completion of the cofferdam means the Ohio River and any flooding issues will be contained. Operation ~~is slated to begin in 2014.~~ began in 2016.

Pittsburgh has the nation's largest inland port, with almost 53 million tons shipped in 1998. Huntington, West Virginia ranks 27th with 24.7 million tons, Cincinnati, Ohio, 50th with 12 million tons, and Louisville, Kentucky 61st with 8.6 million tons. Kentucky ranks 11th in the United States in waterborne traffic with 89.6 million short tons(1998) as a result of its location on both the Ohio and Mississippi Rivers.

There are numerous smaller ports situated along the length of the river (Portsmouth, Ohio; Mt. Vernon, Indiana; Owensboro, Kentucky, etc., Figure 12); Portsmouth, Ohio, located about 63 miles upstream from Maysville, has recently reclaimed a 130 acre brownfield site for riverfront industrial development. Most of the counties in Ohio that are on the river are considered to be priority investment areas, with prospective companies qualifying for higher tax credits, lower than normal interest rates on financing, and other incentives. The Maysville - Mason County River Port

Authority could tap into similar economic incentives offered by the Cabinet for Economic Development in Kentucky.

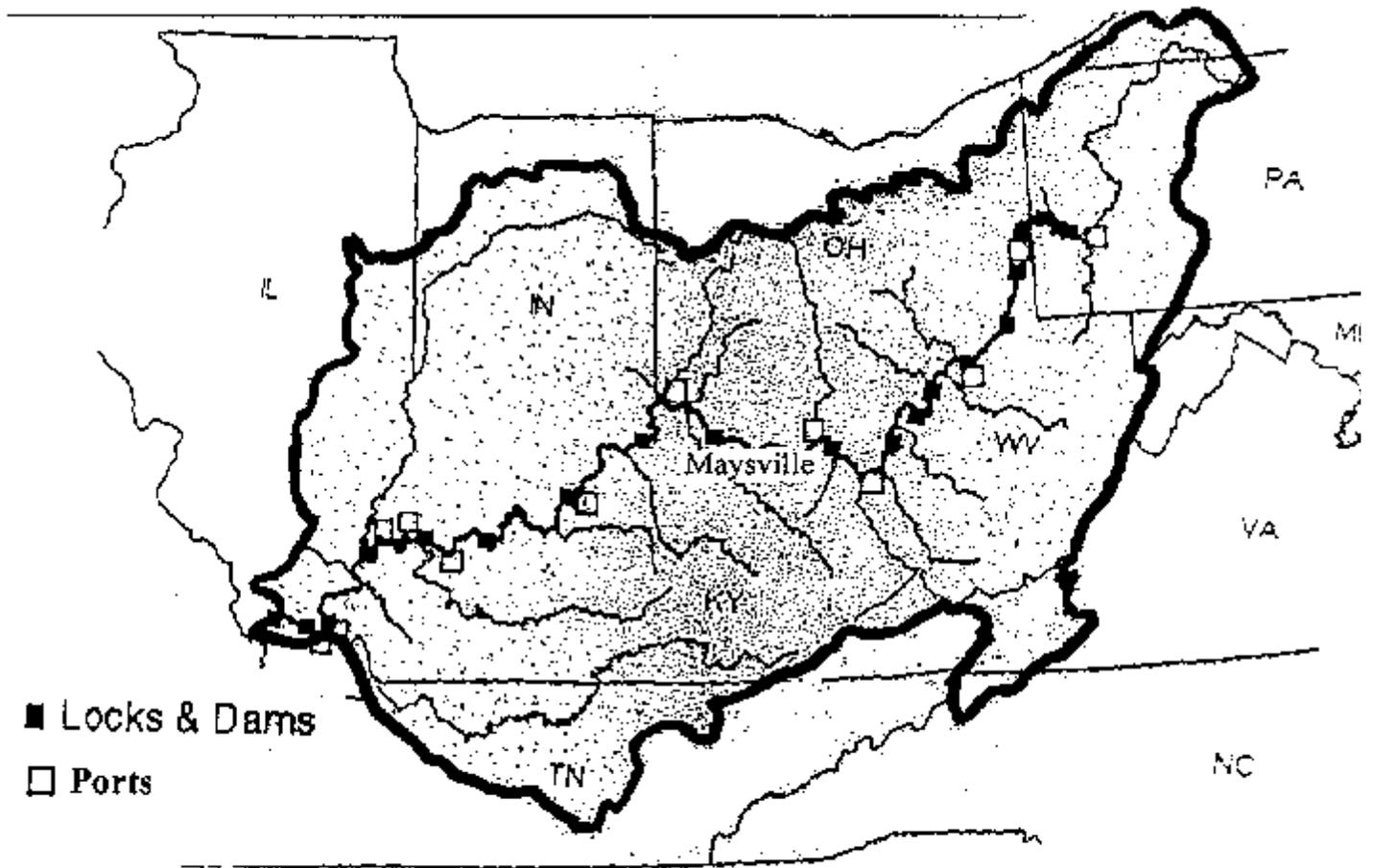


FIGURE 12. THE OHIO RIVER BASIN

The Maysville-Mason County River Port Authority was established to provide a local means of promoting and developing river-related industry, agriculture, and commerce along the Ohio River. The Authority receives revenues from industrial development for its operation. The River Port Authority may borrow money from any source on its own credit in anticipation of revenue to be derived from taxes, appropriations, or other income, and for such purposes the authority may pledge the taxes, appropriations or income anticipated.

A study ~~was~~ should be undertaken to determine the feasibility of developing river-related services and facilities. ~~Recreational use of the Ohio River is under-utilized. Steps need to be taken to improve access to the river, as well as the creation of a large marina. Included in this mix could be a small commercial port to facilitate the shipment of existing export items along with other products (agricultural, industrial); and the development of a marina/river park.~~

ECONOMIC DEVELOPMENT

Mason County's economy has undergone major changes since the 1987 Plan. That plan called for major emphasis to be placed on attracting new industries to the county. As discussed in the community assessment, manufacturing ~~is~~ has made significant gains and now plays ~~and continues to play~~ a major role in the economic mix. The plan also called for retail growth, promotion of tourism, development of a port, and diversification of the farm economy. Those general goals continue to be applicable in the new plan.

The economy is the primary generator of the other components that comprise the community. Economic development is responsible for the creation of job opportunities, production of goods and services for consumers, the generator of revenues for both the public and private sectors, and in many ways impacts the overall quality of life in the community. It is essential that community leaders have a strategic plan in place for strengthening the economy.

ECONOMIC DEVELOPMENT PRINCIPLES:

There are a number of important principles that should be considered in the city/county economic development plan:

4. Place emphasis on **basic** economic activities - those that bring new money into the community from outside. These activities will in turn have a **multiplier effect** on the local economy, generating additional non-basic or supporting activities (restaurants, grocery stores, etc.).
2. Stress the **retention of the viable components** of the local economy. Identify and encourage those businesses and industries that are alive and well by providing assistance as needed.
3. Look for **expansion opportunities**. Identify and encourage those entities that are considering an expansion to their operation and provide appropriate assistance.
3. Continue to **attract** new businesses and industries into the community. Emphasis should be placed on those businesses and industries that will enhance the local economy and will be good community partners.
- X Continue to **diversify** the economy. In the process of attraction and expansion, give consideration to those entities that will broaden the economic base, both across and within the different economic sectors.
- ⇒ **Concentrate** economic activities in selected areas. Guide new businesses and industries into those areas that are zoned for those kinds of activities, and where the advantages of agglomeration may be maximized.
1. **Entrepreneurship development.** Encourage both local people and outside interests to become involved in the creation of new ideas and start-ups through provision of incubator facilities and training programs.
- **2025 Plan.** Utilize the Maysville/Mason Co Industrial Development Authority's 2025 Plan in recruitment of new commercial and industrial projects, as well as the retention of the millennial generation.

THE FARM ECONOMY:

Farming is an important component of Mason County's economy. The number of farms has increased, the amount of land in farms has increased, but more intensive land uses are encroaching into farming areas, and the primary source of farm income, tobacco, has been diminished. Recommendations for dealing with these problems are discussed in the plan element entitled "Rural/Agricultural Areas" on pages 99-102.

MANUFACTURING:

As described in the Community Assessment, manufacturing, service, and technology has experienced a significant increase in employment in the past decade. There are presently 20 manufacturers in Mason County, employing over 3,600 workers, and producing a variety of products. The top 20 manufacturing, service, and technology firms employed 1,813 workers as of April 2016. In 2016 2011, Browning Manufacturing (Emerson Power Transmissions) is Mitsubishi Electric Automotive was the leading employer with some 441 378 employees, followed by Green Tokai (241), HL Spurlock Power Station (206), and Crouse Corporation (165). Mitsubishi (204), Federal Mogul (182) and Green Tokai (261). A complete listing of manufacturers and their products is included in the Appendix.

TOURISM:

Tourism and travel contribute some \$19 million to the local economy (33rd) among the state's 120 counties). Travelers spend about \$505.00 per trip on the average according to the Travel Industry Association of America (1999). In order for Maysville and Mason County to maximize the revenues that come with tourism, the local area must function as a destination for more tourists rather than serve as an intervening opportunity.

The single most important tourism attraction in Maysville and Mason County is **history**. Downtown Maysville, Old Washington, and rural Mason County are rich in historical assets. The major focal points for tourists include Civil War History, the Village of Old Washington, the National Underground Railroad Museum, the Kentucky Gateway Museum Center, Russell Theater, Limestone Landing, Washington Opera Theater, Cox Building and May's Lick, Germantown and Minerva. Estimates for total visitations to Old Washington are figured to be between 15,000 and 20,000 per year. The Underground Railroad Museum, Opera Theater, and Kentucky Gateway Museum Center are being renovated at costs of \$273,000, \$2,000,000, and \$4,000,000 respectively.

In addition to historic sites and structures, there are many special events held in Maysville and other local communities. Almost every month of the year has a special activity designed to draw people from surrounding areas. These special events and their activities are listed below:

- January: _____
- February: _____
- March: _____ Rotary Club _____
 _____ Farm Equipment Sale
- April: _____ Chocolate Festival
- May: _____ Asparagus Festival
 _____ Garden, asparagus cooking
 _____ (May's Lick)
 _____ contest, arts, crafts, food, music
- _____ American Road, Horse
 _____ and Pony Show

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	Racing
	-In Downtown Maysville
June:	Maysville Uncorked
	-Wine tasting featuring
	(Downtown Maysville)
	-Kentucky vineyards, arts music
	and food
July:	4 th of July Parade &
	Fireworks — parades,
	entertainment, 5-K
	(Downtown Maysville)
	-run, contests, fireworks
August:	Old Reliable Germantown
	-Bandstand music, horse shows,
	Fair (Germantown)
	-baby/beauty contests, rides
	Oktoberfest — Authentic German
	cuisine and — beverages

~~September: Simon Kenton Festival~~
~~-Historic re-enactments, pioneer~~
~~(Old Washington)~~
~~-life, old fashioned parade, drama~~
~~Rosemary Clooney~~
~~Concert — Concerts on Friday~~
~~and~~
~~(Downtown Maysville)~~
~~-Saturday nights~~
~~Rotary Club Horse Show~~
~~Pig Out in Maysville~~
~~-BBQ Festival~~

~~October: “R” Farm Pumpkin Fest~~
~~(Strodes Run Road)~~
~~Halloween~~
~~(Downtown Maysville)~~

~~November: Veterans Day Parade~~
~~Downtown Maysville~~

~~December: Twilight Christmas Parade — Parades, Santa’s arrival, open~~
~~(Downtown Maysville)~~
~~-houses for merchants~~
~~Frontier Christmas~~
~~-Pioneer exhibits, carolers,~~
~~(Old Washington)~~
~~-Shopping, food, walking tours~~
~~Downtown Christmas~~
~~Open House~~
~~(Downtown Maysville)~~

~~Emphasis should be placed on retention and enhancement of those events that appear to be successful in attracting visitors. There should be an effort made to add even more special events to the present list. A study such as the one recently conducted in Old Washington might be expanded to examine other sites and structures, identifying needed improvements, and proposing strategies for future development.~~

Most visitors to Maysville and Mason County arrive by automobile. In addition, a number of bus tours include the local area on their itinerary, and the American Queen makes periodic stops at Limestone Landing (which, according to employees of the boat, is one of the best docks along the Ohio River), allowing travelers several hours to tour local attractions. Many of the visitors are senior citizens on fixed incomes who do not spend much during their visits.

A vital component of the city's tourism development plan is the availability of meeting space. At the present time, facilities for hosting conventions or other sizeable meetings are inadequate. The city received \$450,000 initial funding from the state to develop a new conference center, which was completed in 2005. The Maysville Conference Center's expansion into the newly renovated Cox Building will be complete in 2012.

In addition, the community has increased its ability to accommodate the traveling public. There are opportunities for three bed/breakfast inns at the present time, along with five motels/hotels that contain more than 350 rooms.

Tourism:

Tourism and travel contributed \$60,304,577 to the local economy, making Maysville the 4th largest contributor to the Northern Kentucky River Region & 35th among the state's 120 counties. Travelers spend about \$291.00 per trip on the average in Kentucky according to the Travels America Visitor Profile Report for 2014/2015 provided by Kentucky's Travel and Tourism Industry.

Maysville pulls visitors from all over Kentucky, including Ohio, Indiana, Tennessee, West Virginia, and Illinois. In order for Maysville and Mason County to maximize the revenues that come with tourism, the local area must function as a destination for more tourists rather than serve as an intervening opportunity.

Highlighting activities that attract younger visitors and those willing to spend more on their trips, particularly fine dining, wineries, distilleries, shopping, outdoor adventure parks, unique tours, and evening entertainment is a great way to start.

Maysville-Mason County Tourism has always believed in the importance of constantly building a presence online, and with other multi-media outlets to not only update the returning visitor on activities and attractions, but to also entice the new planned and unexpected traveler in staying in Maysville.

Five of the most important tourism attractions in Maysville and Mason County are the arts, outdoor adventure, history, architecture, and dining. Downtown Maysville, Old Washington, and rural Mason County are rich in all of these assets.

Some of the major focal points for tourists include:

The Arts:

1. Ohio River Valley Art Galleries
2. The Washington Opera House
3. The Russell Theatre
4. Floodwall Murals
5. Barn Quilts
6. The Kathleen Savage Browning Miniature Collection

Outdoor Adventures

7. Cummins Nature Preserve
8. Washington Recreational Park
9. Maysville Marina and Campground
10. Maysville Equestrian Center
11. Public Golf Courses
12. Hiking/Biking Trails

History

13. Civil War
 - Albert Sydney Johnston House
9. Slavery
 - The Underground Railroad Museum
 - Harriet Beecher Stowe Slavery to Freedom Museum
 - Underground Railroad Trail
 - The Charles Young Museum
10. Pioneer
 - Meffords Fort
 - The Simon Kenton Shrine
 - The Pioneer Graveyard
11. Other
 - Kentucky Gateway Museum Center
 - Rosemary Clooney
 - Custom Private Tours

Architecture:

12. Old Washington Historic Village
13. Downtown Historic Maysville
14. May's Lick
15. Minerva
16. Germantown

Dining

17. European Style Cafés
18. Boutique Restaurants

In addition to these attractions, there are many special events each month in Maysville and Mason County. Each of these is designed to attract people from the surrounding area, states and other countries. These special events are listed below:

March

19. Quilters Inspiration Weekend
20. MCTC Farm & Family Night

April

21. Maysville Antique & Craft Expo
22. Mason County Spring Musical
23. Maysville Firefighters Association 5K Run/2 Mile Walk
24. Buffalo Trace Children's Advocacy Center 5K Run/2 Mile Walk
25. Historic Washington Art Festival
26. Empty Bowls

May

27. 400 Mile Yard Sale
28. Festival of Hope 5K Run/ 2 Mile Walk
29. Relay for Life
30. Big Rock - Forever Summer Music Series
31. Picker's and Grinner's Open Air Market & Music Festival

June

32. Maysville Uncorked
33. Big Rock - Forever Summer Music Series

July

34. 4th of July Celebration
35. Big Rock - Forever Summer Music Series

August

36. Oktoberfest
37. Old Reliable Germantown Fair
38. Chrome & Cruse
39. Parade for Christ
40. Big Rock - Forever Summer Music Series

September

41. St. Patrick Fall Festival
42. Pig Out in Maysville
43. Simon Kenton Festival
44. Maysville Filthy 5K
45. Big Rock - Forever Summer Music Series

October

46. "R" Farm Pumpkin Festival
47. Halloween Festival
48. Run for you Life 5K Run/2 Mile Walk
49. Kids Fest
50. Big Rock - Forever Summer Music Series

November

51. Veterans Day Parade
52. Downtown Merchants Shopping Weekend
53. Small Business Saturday

December

54. Frontier Christmas Festival
55. Twilight Christmas Parade
56. BJ's Gif of Giving Christmas Party

RENAISSANCE KENTUCKY

The City of Maysville received Silver Status for their involvement in the Renaissance Kentucky program established in 1996. The City elevated to Gold Status in 2001. The city has received \$1,100,000 to place utilities underground in a large area of the downtown, along with \$7,000 for planning, \$250,000 for environmental improvements at the Russell Theater, \$66,000 for facade improvements, \$300,000 for the development of a conference center, \$95,000 for downtown economic development, and \$835,000 for restoration improvements at the Opera Theater.

KENTUCKY MAIN STREET

The City of Maysville was one of the first 5 Main Street programs established in the State of Kentucky in 1980. The program is solely funded by the City of Maysville and contains a 13 person Board who is administered by a Main Street Director. The members of the Board are appointed by the Mayor and approved by the entire Maysville City Commission. These members include: Main Street business owners and residents, as well as participants from the Maysville Community and Technical College; Maysville Regional Entrepreneurial Center; Maysville Players; Arts Commission; Cultural Arts District; Rescue the Russell; Tourism; and, Chamber of Commerce.

The program is tasked with implementing the National Main Street Center's 4 Point Approach: Organization, Design, Economic Restructuring, and Promotion. This approach is centered on historic preservation through economic revitalization. In the past four years, the Main Street Board has been highly successful in joining with the City to implement a Boarded Window/Door Ordinance that provided matching funds for property owners. More recently, the Board implemented a facade program which helped to generate approximately \$270,000 in private investment in the Main Street District.

ECONOMIC REVITALIZATION:

There are sites and areas in Maysville and Mason County that were formerly a viable part of the local economy that have subsequently experienced decline or abandonment. An important strategy in any economic development plan is to redevelop/revitalize these sites and areas so that they will make a positive contribution to the community. Included among these areas are downtown Maysville, Old Washington, and selected rural communities in the county.

Old Washington's revitalization concerns are discussed on page 108.

Mason County has three small incorporated places **towns**, Dover (246 252), Germantown, (153 154), and Sardis (101 103). These three communities have the basic ingredients in place for serving as small growth centers. In addition, there are several small rural communities in various stages of economic viability (Orangeburg, May's Lick, Plumville, Lewisburg, Minerva etc.). Some of these communities could be revitalized to serve as small growth centers. As rural growth centers, these communities could meet some of the future residential, commercial,

recreational, and religious needs of the surrounding areas. A more detailed discussion of this concept is included in the plan element dealing with Land Use Management.

RETENTION AND EXPANSION:

There are a number of businesses in Maysville and Mason County that are in a marginal situation in regards to their continuation. ~~Some of these businesses have very little potential for retention or expansion. On the other hand, there are small businesses with potential for growth, but need some direction from someone with business experience.~~ In order to further assist the recruitment and retention of business, the Maysville Community and Technical College has created a regional entrepreneur center. The office is located within the Chamber of Commerce on East Third Street and assists existing businesses with current and future needs, as well as entrepreneurs looking to locate in the Maysville/Mason County area.

KY-FAME (Federation for Advanced Manufacturing Education) is a partnership of regional manufacturers whose purpose is to implement dualtrack, apprenticeship_style training that will create a pipeline of highly skilled workers. The primary method to achieve this goal is through partnerships with local educational institutions to offer the Advanced Manufacturing Technician Program (AMT). KY-FAME is a vital retention tool and a part of the 2025 Maysville/Mason County Industrial Development Authority's Strategic Plan. The purpose of KY FAME is to be the catalyst for developing world_class technical talent for manufacturing. KY FAME will strive to be a conduit between industry and education with a primary focus on meeting the needs of manufacturers.

KY FAME will specifically implement the industrial maintenance technician development program known as the Advanced Manufacturing Technician Program ("AMT" or "AMT Program") which is a work_study training/apprenticeship_style program designed to produce work_ready, multi_skilled associate degree graduates. KY FAME will work with other workforce development and training organizations, including, but not limited to, The Kentucky Association of Manufacturers (KAM), the National Association of Manufacturers (NAM), the Manufacturing Institute, Kentucky state and local governments, public and private school systems and educational institutions.

In accordance with this purpose, KY FAME will support creation of additional skills training programs in the model of AMT to increase the skills levels of

manufacturing employees by partnering with statewide educational and workforce development providers. (Information acquired from kyfame.com).

RETIREMENT POTENTIAL:

Mason County should be promoted as a destination for people who desire to retire and get away from the problems and pace of living that go with large urban areas. Over the years many former residents of Mason County have migrated to other places in search of better job opportunities. Some of these people are now senior citizens and might be enticed to come back home. Kentucky people have strong ties to the land and maintain those ties throughout their lives. Some of these former residents might be financially able and willing to invest money in development projects in Mason County.

People looking for retirement destinations are usually concerned about “quality of life” issues. They are searching for a place that is not too heavily populated (small town atmosphere), has a good selection of goods and services (to include health/medical services, recreation, continuing education programs), is attractive (aesthetic values), with a relatively low cost of living, housing options, a moderate climate, and recognizable historic reference points associated with the seniors generation. Mason County has most of these qualities in place. There is a need to develop additional housing and recreation opportunities, and to enhance the attractiveness of the area (through cleanup programs, removal of substandard conditions, etc.).

There are a number of publications that are designed to meet the needs of retired people, such as *Activetimes Magazine* (circulation - 7 million), *Mature Outlook* (circulation - 725,000), and *Modern Maturity* (circulation - 20.5 million). Advertisements should be considered for these publications as well as for regional metro newspapers such as *Cincinnati*, *Louisville*, *Dayton*, and *Lexington*.

REGIONAL ECONOMIC CENTER

Mason County should be promoted and marketed as the Regional Growth Center for Northeast Kentucky/Southeast Ohio, in addition to present promotional/marketing efforts. Mason County is presently the strongest economic center between the metro areas of Cincinnati, Lexington, Dayton, and Ashland/Huntington. The county dominates the industrial, retail trade, and service functions of a seven county area in Kentucky and Ohio. In addition, it is the focal point of significant historic assets, medical/health facilities, art/culture, educational resources, and transportation. Its

locational advantages are being enhanced by on-going transportation, and socio-economic improvements. The completion and implementation of an up-to-date comprehensive plan also adds to its competitive position above other small regional urban centers. A Regional Tourism Marketing Plan was established in 2004 and should be updated in the next 2-3 years. Finally, it is noted that the 2025 Plan established by the Industrial Development Authority places a major emphasis on regionalism.

ECONOMIC DEVELOPMENT FUNDS:

Buffalo Trace Area Development District has been heavily involved in securing state and federal funding for a variety of public projects. Both the city and county should continue to utilize the expertise available in the BTADD office to tap government programs and to provide badly needed technical assistance in selected areas. A summary of the primary funding sources is listed in the Appendix.

~~THE LAKE PROJECT:~~

~~Development of a lake in Mason County would be a major attraction for residential development and supporting services. A study should be conducted to determine if a lake project is needed, and whether or not it would be economically feasible. The original proposal called for a very large lake extending across the county and requiring the acquisition of significant rural farmland (Figure 13). The study could look at other options including a smaller lake and other potential sites. In addition to its overall economic impact, the lake would be a major recreational asset for the local population.~~



FIGURE 13. PROPOSED NORTH FORK LAKE PROJECT

PUBLIC FACILITIES & SERVICES

UTILITIES

Water- A goal of both governments is to see that all residents in the community have access to quality water for domestic uses. In addition, the needs of businesses and industries must be met, along with the requirements of fire protection. As described in the assessment, The Maysville Utilities Commission supplies water to the City of Maysville, and sells water to ~~five~~ **four** rural water districts. The city has recently made improvements in its treatment and storage capacities, along with extension of new lines into developing areas. A grant of \$150,000 in state funds has been made available to upgrade waterlines in the rural areas of the county. The distribution of the water system is shown in Figure 12.

Sewer - Maysville's recent improvements in sewage disposal facilities have provided a surplus in capacity that should enable contiguous areas to tie on in the future. The plan calls for the reduction in dependence upon on-site disposal systems where it is economically feasible to do so. In 1999 the Mason County Fiscal Court received over \$2 million in CDBG funds for sewer improvements in the Western Mason Sanitation District, which includes the City of Germantown and the subdivision known as Highland Heights. The project was completed in December 2006 with over 400 households accessing the line which ties into the Maysville sewer system

Wireless and Cellular Communications Facilities

The recent demand for wireless services brings with it the need for quality infrastructure. Cellular, public safety, and wireless communications are quickly surpassing the need for land based telephone and computer infrastructure and services. Until 2004, only two wireless communication towers were present in Mason County. Five cellular communication towers were applied for and approved by the Mason County Joint Planning Commission in 2004. Since 2004, ~~eleven~~ **twelve** cellular communication towers have been approved by the Commission. The siting of new wireless communication infrastructure should take place as not to be a detriment to residential and scenic areas in Maysville and Mason County. Co-location on current infrastructure is encouraged in order to limit the number of towers. If co-location is not an option, the prime areas for these towers are the agricultural and industrial zones. Both the City and County should encourage wireless infrastructure and technology, along with the recruitment of businesses engaged in high-tech practices.

KentuckyWired is a statewide, open_access fiber optic network which will deliver robust, reliable and affordable Internet to communities across the state through broadband technology. Communities need reliable Internet to grow and thrive. Unfortunately, Kentucky ranks at, or near, the bottom of national and international rankings of broadband speed and capacity. This puts our state at a major disadvantage for attracting jobs, growing local business, and expanding education. Broadband, like electricity, water and sewer, is now an essential service. However, it has been too expensive for private carriers to build out a high_speed, high_capacity network across the entire state. With KentuckyWired, the state will be responsible for building out the middle portion of a fiber network. The success of KentuckyWired depends on building state and local partnerships that provide not only a middle mile connection but the last mile connections to local communities and residents. Much like building the interstates did, KentuckyWired will change Kentucky's landscape, by driving economic growth and improving our quality of life. Services in Mason County are expected to be complete by early 2018. (Source: kentuckywired.ky.gov)

WASTE DISPOSAL:

Solid waste is disposed of at the Maysville-Mason County Landfill a 544 acre tract located in the eastern portion of the county. The complex, under a joint local agreement, is owned by the both the city and county, and operated by the county. The facility consist of a contained landfill, a recycling center, a composting operation, and drop-off centers for tires, appliances, ~~used oil~~, and batteries. Wastes from Bracken, Fleming, Lewis, Mason, Nicholas, Bourbon, Greenup, Rowan, and Robertson counties in Kentucky, as well as Adams, Clinton, **Hamilton**, Highland, Lawrence, Pike, and Brown counties in Ohio, are accepted at the complex. Approximately 250 tons of wastes arrive at the site on a daily basis.

The landfill meets all environmental regulations and has a permitted capacity sufficient to last the region about forty-three ~~(43)~~ **(41)** years at the present intake of about 250 tons per day. The Contained landfill cell has a clay-HDPE composite liner and leachate collection system to prevent contamination of groundwater. Air emissions, groundwater, and surface water discharges are monitored to ensure that the facility is not contaminating the environment. A landfill gas collection system has been installed in the landfill to ~~supply natural gas to a local industry that presently uses coal, and to produce electricity with the methane that is generated from the biodegradation of the waste.~~ **control emissions and migrating gasses.**

During ~~2010~~ **2015**, the recycling center diverted ~~1,890~~ **1442** tons, and the compost operation diverted ~~956.77~~ **423** tons of waste from the landfill. This amounts to a total diversion rate of 3.4% or 3,207 cubic yards of bulky material, thus extending the life of the contained landfill about five to seven years (the additions of Butler Recycling, Mitsubishi, Inland Container, and Daniels Metal provides a diversion rate of 30-35%). ~~82,128~~ **86,086** tons of waste was disposed of at the site in ~~2015~~ **2010**. The recycling center collected ~~\$158,928~~ **\$158,928 in 2015** ~~\$136,906.12 in 2010~~. Recycling costs exceeded revenues, resulting in a net loss of ~~\$205,231~~ **\$260,899.62**. The County spent ~~\$23,279.23 (grant money)~~ **\$23,279.23 (grant money)** ~~\$10,626~~ cleaning up ~~illegal dump sites and \$4,640 in~~ litter around the county.

Door-to-door collection is mandatory in the county at a monthly fee of \$10.37 **(over 65 rate is \$8.57)**, with ~~2,751~~ **2,856** households participating. **Roll-off dumpsters are available, for a fee, for any person or business.**

The City of Maysville provides ~~free~~ door-to-door **residential** collection for **\$10/month**, and has ~~approximately 3,800~~ **3,837** households participating. **Dumpsters**

are available for businesses and non-profit organizations for a monthly fee. With an estimated total of ~~6,656~~ 6,588 households county-wide, the participation rate is approximately 100%. In addition, the two governments should examine the possibility of providing trash service to commercial and industrial entities in Maysville and Mason County. Such service would pay for itself in approximately three years, and subsequent revenues could be utilized to strengthen their respective budgets ~~establishing a single solid waste district placing all solid waste service under one umbrella.~~

Considerable progress has been made in recent years in the collection and disposal of solid waste in Mason County. The continuing public education activities and programs of the Solid Waste staff, business and political leaders, homemakers, and conservation districts of the region are the main reasons for success. The recycling center has a daily spot on the local cable/radio station and advertises in the Ledger Independent, promoting recycling efforts with emphasis on special environmental events such as the Commonwealth Cleanup Week and Earth Day activities. All fourth grade students in Mason County and most high schools from the region tour the facility each spring. The solid waste staff gives talks to the various civic groups and on-site lectures to environmental classes ~~from Maysville Community and Technical College.~~

PROTECTIVE SERVICES:

The City of Maysville Police Department has a staff of ~~23~~ 26 full-time police officers. The department is responsible for public safety and officers respond to calls within the city limit. The department also operates the Communications Dispatch Center and Records Department. The department is one of the smallest city police departments to attain accreditation, meeting national and state standards in terms of training and number of personnel based on population served. The department has relocated to the former Coca-cola Building on Government Street to encompass the continued growth in the City. The new location also contains a new communications center.

The Sheriff's Office, which has relocated to the former site of the Buffalo Trace Area Health Department on West Third Street, is responsible for law enforcement in the unincorporated area of the county. In addition, the office has the responsibilities of collecting taxes, providing services to both the district and circuit courts.

The 2010 2014 Crime in Kentucky report put out by the Kentucky State Police, compares Mason County's and Kentucky's five highest crimes and percentage of the total number of crimes: showed that Mason County's crime rates were below the national averages for violent crimes, yet above the averages for property and total crimes:

	Mason County		United States	
	Number	Rate	Number	Rate
Violent Crimes	10	57.0	1,246,248	403.6
Property Crimes	707	4,063.2	9,082,887	2,941.9
Total Crimes	717	4,120.6	10,329,135	3,345.5

TABLE 11. MASON COUNTY CRIME RATES (2010).

	Mason County		Kentucky	
	Number	Rate	Number	Rate
Assault Offenses	192	16.65%	30,193	13.72%
Burglary/ Breaking and Entering	110	9.54%	21,278	9.56%
Destruction/Damage/ Vandalism of Property	129	11.19%	19,928	9.05%
Drug/Narcotic Offense	259	22.46%	44,680	20.3%
Larceny/Theft Offense	344	29.84%	65,074	29.57%

TABLE 11. MASON COUNTY CRIME RATES (2014)

The City of Maysville Fire Department employs 19 24 full-time fire officers, along with a Chief and Assistant Chief, who are also trained in emergency medical response. The department is responsible for fire protection within the city limits, and responds to ambulance calls both within and outside the city limits. This department provides emergency services on a county-wide basis.

The county operates eight volunteer fire departments located in Dover, Fernleaf, Germantown, Lewisburg, Mayslick, Orangeburg, Sardis, and Washington. Each station has at least one pumper and a tanker. Other equipment includes rescue vans, and brush trucks. These departments have an adequate number of trained firefighters and needed equipment to provide fire protection throughout the unincorporated areas of the county. As the county continues to grow in population and more development takes place, it will be necessary for these volunteer fire departments to increase the number of personnel and provide additional fire

equipment. Germantown, Lewisburg, **Dover, Fernleaf** and May's Lick have recently constructed new fire departments and community buildings, ~~and Dover is in the process of completing theirs.~~

HUMAN/SOCIAL SERVICES:

Maysville and Mason County have a broad range of human/social services available. The Resource Guide published by the Maysville-Mason County Area Chamber of Commerce lists some 48 organizations and 76 churches that provide a wide array of resources for meeting human needs (see the Appendix for a listing of organizations and churches). These groups include public, non-profit, and private organizations. Some agencies concentrate on providing a single service, while many are multi-purpose organizations. Resources generally include the following types of programs:

- | | |
|-----------------------------------|--------------------------------------|
| Alzheimer Services | Hospice |
| Alcohol/Drug Abuse | Hospitals |
| Child Care/Preschool | |
| Children's Advocacy Center | Housing Assistance |
| Clothing Assistance | Legal Services |
| Community Services | Medical Assistance |
| Counseling | Mental Health Services |
| Court Appointed Special Advocates | |
| Comprehend, Inc. | |
| Disability Services | Nursing Homes |
| Drug Court | SAP (Substance Abuse Program) |
| Education | Senior Citizen Services |
| Employment Services | Social Services |
| Financial Assistance | Support Groups |
| Food Assistance | Transportation |
| Health Services | Women and Crisis Services |
| Heating Assistance | |

~~There needs to be a study conducted to identify those areas where there is duplication of effort, and other areas where there might be gaps not covered, in order to assure that needed services are provided as efficiently and effectively as possible.~~

The Planning Commission should work with local officials to determine appropriate locations and language in the zoning ordinance for drug rehabilitation/treatment facilities. Statistics will show that an overwhelming number of inmates at the

detention center have been incarcerated for drug related charges. Several attempts have been made to locate half-way homes and residential treatment facilities in Maysville and Mason County, but have been dismissed because of opposition from residents in the nearby area(s). Utilizing existing data in regards to the drug problem in the area, as well as assistance from doctors and local health professionals, may assist the Planning Commission in educating citizens on the need for appropriate facilities.

LEADERSHIP PROGRAM:

~~The Maysville Mason County Chamber of Commerce sponsors a leadership program for adults. In addition to Mason County, future leaders from Bracken, Fleming, Lewis and Robertson counties in Kentucky, and Adams and Brown counties in Ohio are invited. The program is currently in its ninth year of operation with 32 participants enrolled. Goals of the program are designed to provide participants with a broad set of facts, resources, and information about the area, stimulate critical thinking about problems and opportunities in the region, develop a network of potential leaders, and enhance their ability to contribute to positive changes in their communities.~~

~~The Chamber is examining the potential for adding a new program that will prepare high school juniors and seniors for future leadership roles. One of the critical factors in community development is the preparation of future leaders who can replace other leaders as they move up the career ladder or retire.~~

~~The Leadership Program should consider including a unit on community and regional planning and development in their scheduled sessions. (For a summary of Chamber of Commerce activity, see the Appendix).~~

In 1997, the Maysville-Mason County Area Chamber of Commerce with the Fleming County Chamber of Commerce began a leadership program for future leaders. Residents from Bracken, Fleming, Lewis, Mason and Robertson counties in Kentucky, and Adams and Brown counties in Ohio are invited to participate. The 19th class will begin in September 2016. Goals of the program are designed to provide participants with a broad set of facts, resources, and information about the area, stimulate critical thinking about problems and opportunities in the region, develop a network of potential leaders, and enhance their ability to contribute to positive changes in their communities.

The program leads class members in the exploration of all our region has to offer, including sessions on Tourism and Recreation, Education, Media, Health and Human Services, Kentucky State Government, Economic Development and Agri-Business, and Local Government. The first session develops team building skills with emphasis on understanding personality types.

The program has been very popular and the Board is looking at adding a second year for past graduates. The shortened schedule would look at one first year session in greater depth.

Since the 2014-15 school year at Mason County High School, the Maysville-Mason County Area Chamber of Commerce with the Buffalo Trace Education Consortium and Mason County Schools instituted a Work Ethic Seal for Juniors and Seniors. Participants must apply and then meet the following criteria:

- Must maintain a minimum average daily attendance of 98%
- Must have 4 or fewer tardies
- Must have no more than 1 disciplinary referral
- Must maintain a grade point average of 2.5 with NO failures
- Must be involved in at least two of the following: organized team sport, organized non-team sport, extracurricular program, part-time employment, or verifiable community service project
- Must submit a resume and completed application to the Work Ethic Seal Program

The recognition must be earned each year. Recipients receive a letter of recommendation signed by all three organizations. Seniors also receive a gold seal on their letter and a cord to wear at graduation.

St. Patrick's school will be added to the program in the future.

BUFFALO TRACE AREA DEVELOPMENT DISTRICT:

~~Buffalo Trace Area Development District has its office in Maysville, and provides the city and the county (in addition to other surrounding counties and communities) with a wide range of services. One of the most important functions of BTADD is assisting in the writing of grants and acquisition of outside funding to support local programs and projects. A brief listing of the ADD's services is given below.~~

Community and Economic Development

- ~~Community Development Block Grant (CDBG) Projects~~
- ~~Economic Development Admin. Infrastructure Loan Program~~
- ~~Revolving Loan Fund~~
- ~~Water Resource Development~~
- ~~Adult and Year Round Youth Services~~
- ~~Aging Services~~
- ~~Home Care~~
- ~~911 Services~~
- ~~Geographic Informational Services (G.I.S.)~~
- ~~Business Services Team~~

Buffalo Trace Area Development District has its office in Maysville, and provides the city and the county (in addition to other surrounding counties and communities) with a wide range of services. One of the most important functions of BTADD is assisting in the writing of grants and acquisition of outside funding to support local programs and projects. The BTADD mission is to provide regional planning, promote economic development, coordinate social service delivery, and facilitate effective change to ensure the prosperity of our present and future generations. A brief listing of the ADD's services is given below.

- Community and Economic Development
- Community Development Block Grant (CDBG) Projects
- Economic Development Administration Projects
- Kentucky Infrastructure Loan Program
- Land Water Conservation Fund Projects
- National Recreational Trails Fund Projects
- Revolving Loan Fund
- Water and Wastewater Management Planning
- 911 Services
- Geographic Informational Services (GIS)
- Agriculture Diversification Funding
- Aging Services
- Home Care
- Home Delivered Meals
- Long Term Care Ombudsman
- Aging Disability Resource Center
- Consumer Directed Options (Medicaid)

Workforce Development
Business Services Team
Adult and Dislocated Worker Training
On Job Training with Businesses
In School and Out of School Youth Programs

EDUCATION:

Citizens of Mason County have access to an educational system that addresses needs ranging from pre-school through continuing adult programs. In recent years major improvements have been made in both public and private schools to include computers and related technology as well as in achievements in academic programs. There is a continuing need to stress education at all levels, to encourage more high school graduates to continue their education, and to better prepare workers for the new economy.

A new technology Center was built on the Maysville Community & Technical College campus in 2005. The 50,000 square foot facility was constructed at a cost of \$7.5 million and provides training in a variety of technology areas. The new 20,000 sq. ft MCTC Science/Administration Building Project was completed in the amount of \$4,925,661.00 and classes began in January 2010.

~~The Maysville Community & Technical College had an enrollment of 4,518 in 2010, with the following campus totals: Maysville 2,222, Rowan County 1,428, Licking Valley 813, and East Kentucky Corrections 55. The college offers programs leading to the Associate in Applied Science (A.A.S.) Which is designed to prepare graduates for immediate employment, and the Associate in Arts (A.A.), and the Associate in Science (A.S.), both of which are awarded to students planning to transfer to a baccalaureate program. As part of the Workforce and Community Development Program, MCTC offers courses in Computers, Leadership and Supervisory Training, and Professional Development. The College provides courses through the Distance Learning Program, and operates a center in Cynthiana.~~

The Maysville Community & Technical College had an enrollment of 3,184 in the fall of 2015 and operates campuses in Cynthiana, Maysville, Morehead, and Mt. Sterling. The college offers programs leading to the Associate in Applied Science (A.A.S.). Which is designed to prepare graduates for immediate employment, and the Associate in Arts (A.A.), and the Associate in Science (A.S.), both of which are awarded to students planning to transfer to a baccalaureate program. As part of the

Workforce Solutions Program, MCTC offers courses in leadership, technical areas, information technology, safety, quality/lean and many other professional development areas. The College also provides courses through Distance Learning.

GOVERNMENT TECHNOLOGY:

The internet will play an important role in the acquisition and distribution of information for Maysville and Mason County. Maysville was the first city in the state to have high speed cable internet access. The telephone company keeps up with new technology. Both governments, along with the Mason County School System, the Chamber of Commerce, Maysville Community and Technical College, Buffalo Trace Area Development District, and other entities, have web pages. Since these web pages are the point of visibility (image) for the local area, they should be kept current, and should be tracked for number of visits to determine the importance of their functions. The City of Maysville and Mason County Fiscal Court has have recently implemented social media outlets such as Facebook and Twitter as other avenues to provide information to citizens within and outside of the community. A major priority should be the focus of obtaining high speed internet access for everyone in Mason County.

There is a need for local governments to increase training in the use of computers and related technology for staff members, and members of boards and committees (as appropriate). In addition it is recommended that the two governments extend the range of computer usage in their daily operations. One way to accomplish this is by the utilization of tablets for meetings and in the field. Training boards and commissions to use tablets enables the sharing of information in real-time and a reduction in paper cost. An improved capability in providing planning and development information through a Geographic Information System should be a high priority item. Buffalo Trace Area Development has capabilities in this area that could be shared with local governments through a joint program.

PLANNING & DEVELOPMENT:

As described previously, city and county governments share responsibilities in planning and development through a joint planning commission. The commission's responsibilities are as follows:

1. Prepare, review, and revise the comprehensive plan;
2. Administer and amend the subdivision regulations;

3. Review and make recommendations to the City and Fiscal Court **regarding** applications for amendments to the land use regulations and map(s);
4. File certificates of land use restrictions.

The planning commission conducted a comprehensive update of the land use ordinance and subdivision regulations in 2005; and since then has made incremental changes to both documents. **It is recommended that the Commission take another comprehensive look at both documents soon to determine what updates need to be made.** ~~Both documents govern the City and County, and both would benefit from a joint planning and zoning department. This department would handle all activities dealing with land use management, including administration of the planning commission and other similar boards; code enforcement; and building code inspections and enforcement.~~

RECREATION:

Recreational resources in Maysville and Mason County include parks in Maysville, Dover, Germantown, and Mays Lick, school playgrounds and gymnasiums, public and private golf courses, a marina and campground, YMCA, Girls and Boys Club, ~~recreation center,~~ **zip line**, skating rinks, ~~an ATV park,~~ a nature preserve, etc.

There is a need for additional recreational space based on national standards. Recreation and Open Space Standards suggested by the National Park Association call for a total of 6.25 to 10.5 acres per 1,000 population (close- to-home space). For Maysville the recommendation would be about 55 acres of public recreation and open space, and for the remainder of the county an additional 55 to 60 acres, for a total of 110-120 acres. Total public recreation space in Maysville-Mason County is estimated to be about 180 acres. The Maysville-Mason County Recreation Park accounts for most of the public recreation space with some 57 acres. This park is well located to serve the population of both the city and the county. Access will be improved further, upon completion of the South Loop. It is recommended that the two governments look into acquiring additional acreage (40-50 acres) to expand and further diversify recreational activities at this site. The 100-acre Cummins Nature Preserve off of Pickett Lane has created a surplus of recreation acreage for Mason County; and both governments are **open to acquiring** ~~actively pursuing~~ land for additional parks and running/biking trails.

In addition, there is a need for a riverfront recreation area with a marina, public boat dock/launch, picnic shelters, playground, and related activities. One option is to redevelop and expand the Maysville Marina and Campground. The Ohio River is a valuable water recreation resource that should be utilized more intensively.

Rural parks are found at Mayslick (walking trail, playground equipment, and shelter), Germantown (ballfield and playground equipment) and Dover (a small park with playground equipment). The Cummins Wildlife/Nature reserve is located just outside the northwest City limits. The county should continue to make improvements at its small rural community parks on an as needed basis, in conjunction with the rural community revitalization program.

Limestone Parc, located at the intersection of Limestone and East Second Streets, is a new addition to the City. Developed by Bruce Carlson, and opened in 2016, the parc is located on a former car lot and has added greenspace to downtown Maysville. Mr. Carlson is also exploring a walking trail along the Ohio River from Limestone Landing to Wall Street.

Since 2014, Wald Park Inc., a non-profit organization, has started raising money to rehabilitate what was formerly known as Wald Park. Once completed, this park will be the home of St. Patrick baseball, softball, and soccer, and can be utilized by other groups for tournaments, etc.

Several vacant lots located in the east end of Maysville have the potential to be utilized as small neighborhood parks, with the ideal situation being the development of a large downtown park. The City should work with private property owners to obtain land for a large park, as this could be a catalyst for redevelopment and a prime opportunity for open space.

HOUSING:

The goal statement for housing calls for a plan and programs that will insure an adequate supply of standard housing for all citizens of Mason County. During the course of meetings with different group, the question of adequate/affordable housing came up several times. The Kentucky Long-Term Policy Research Center's report, "Visioning Kentucky's Future" listed achieving safe, decent, affordable housing at the state's third most important goal. The report pointed out that many Kentucky families can only afford marginal or substandard housing. A study by the National Housing Conference revealed a 17% increase in the number of working

families being priced out of their own homes, forcing many to spend as much as 50% of their income on housing or live in substandard conditions.

From ~~the aforementioned~~ statistics, ~~discussed earlier~~ it is apparent that a significant number of citizens in the **Mason** County have a difficult time finding decent housing that they can afford. The ~~2010 Census of Housing~~ **2014 American Community Survey of Housing** showed that ~~57.4%~~ **59.4%** of the housing units were at least 30 ~~34~~ years old; ~~2.2/2.9%~~ **0.6/0.7%** of all occupied units lacked either complete plumbing or complete kitchen facilities; 44.8% were not on a public sewer; ~~11.5%~~ **19.8%** of homeowners and ~~27.2%~~ **40.6%** of renters were paying more than 30% of their household income on housing; and ~~8.74%~~ **12.2%** of the housing units in the county were mobile homes. The need for housing options for senior **citizens has been strongly voiced during each Comprehensive Plan update** ~~was especially noted by several people. Recently~~ **Fortunately**, there have been attempts by private developers to address senior citizen needs through proposed assisted-living units, **including the Kenton Pointe Assisted Living facility**.

One of the housing objectives is to improve overall neighborhood quality by eliminating blighted and deteriorated housing. The City of Maysville through its Code Enforcement Office is working to bring all residents up to code standards. A similar program is needed in the unincorporated areas of the county.

Both the City of Maysville (operated by the Housing Authority of Maysville) and Mason County have public housing programs that meet housing needs of low income families. The Housing Authority's program consists of 260 low income public housing units serving a total of 500 people, and provides Section 8 assistance to 108 units housing 197 people. There are four public housing complexes, largely on the east side of the city, and Section 8 units scattered in various parts of the city. The city program is impressive in its comprehensive approach to meeting housing needs. Not only are the physical shelter needs addressed, but the program also seeks to meet recreational and educational/skill development needs of the residents. The Fiscal Court converted buildings on the Carrigan property into six rental housing units for low income elderly along with an Adult Day Care facility.

The plan calls for encouraging residential development to take place in areas where the infrastructure is adequate. Adequate waterlines, public sewer, access to other public facilities and services is most readily available within the city limits of Maysville, or in selected contiguous areas just outside the city boundaries. In addition, within the city there are a number of individual vacant lots that could

provide “infill” housing. In some cases development of these lots would require approval of variances due to their limited building area or insufficient yard areas.

The Maysville/Mason County Zoning Ordinance and Building Codes are broad in scope and allow for almost any type of housing structure to be developed; single-family units, duplexes, multi-family units, condominiums, etc.

There are many programs available to assist with housing needs through the Kentucky Housing Corporation. Through their single-family ownership program the organization has made 50,000 home loans available to low and moderate income households to purchase a single-family dwelling. The agency also has programs to assist renters, and agencies helping to meet housing needs, to include builders, developers, non-profits, for-profit agencies, housing authorities, and local governments.

Another agency that was quite active in building homes for low-income families is Habitat for Humanity. Habitat is an ecumenical Christian housing ministry that builds simple, decent, affordable housing for families around the world. The program is based largely on volunteers who lend their time and skills to constructing homes, thereby reducing the building costs considerably. Lack of volunteers caused the program to be put on hold, but there should be a priority to re-establish the program.

LAND USE:

The 2001 plan divided the county into three different components: 1) Places, 2) Corridors, and 3) Intervening Areas. City and County governments utilize Euclidian Zoning which divides both communities into zones: residential, commercial, industrial, and agricultural.

PLACES:

THE CITY OF MAYSVILLE

Largest incorporated area in the county in population (9,000) and with an area of 24 square miles. Maysville has experienced a real growth in the late 1990's through a vigorous annexation effort. The city serves as the social, economic, and political focal point of Mason County. It should continue to grow at a ~~slow~~, steady pace over the next 20 years. Growth factors include: the William Harsha Bridge, downtown revitalization efforts, the South Loop, expansion of the community college's role, a

new technical school, continuing industrial recruitment, expanded trade/service roles. Maysville, as the focal point of future growth and development, presently has, and will continue to require, the highest level of infrastructure and services. It is the regional hub that serves approximately 180,000 people from 5 counties in Kentucky and 2 in Ohio.

In 2014 and 2015, the state of Kentucky won the Governor's Cup Trophy issued by Site Selection Magazine. The magazine recognizes states for their industrial activity in creating and retaining jobs. With the selection, Maysville was named one of the top micropolitan cities in the United States.

OTHER INCORPORATED AREAS

Included in this category are Dover (population 246 252), Germantown (153 154), and Sardis (101 103). These three small incorporated places are located on the western fringes of Mason County. They serve as small residential service centers for surrounding rural/agricultural areas. Their location on highways tends to encourage development, while their marginal position makes the provision of additional public infrastructure difficult. Their future role would be that of secondary growth centers with a much lower level of development being anticipated.

UNINCORPORATED RURAL COMMUNITIES:

Scattered throughout the county are such small rural communities such as May's Lick, Lewisburg, Wedonia, Plumville, Orangeburg, Murphysville, Helena, Rectorville, Fernleaf, and Minerva. These are very small rural settlements located largely on state maintained rural secondary roads, in varying stages of viability. A number of these communities might be characterized by a small grocery store, a church (or two), and a number of dispersed single-family residences in close proximity.

With a booming Amish community, several residential neighborhoods, the US 68 Bypass South Loop and proximity to Blue Lick's State Park, May's Lick has considerable potential to become a rural hub in Mason County.

CORRIDORS:

Corridors are linear areas that parallel major transportation arteries, serve as locations for public utilities, and often contain much of the development.

Corridors may be designated as either Urban or Rural, depending upon their function. Urban Corridors are those corridors that are located in the urban (city-like) environment, and have a high potential for future development. Beyond the Urban Corridors are the Rural Corridors which are usually in agricultural or natural resource uses, often with scenic views, and less amenable to intensive development because of their distance from urban centers and the lack of necessary infrastructure. The County ~~should~~ **expects to** rezone the urban corridors radiating out from the city limits to prepare for future commercial uses, **once the appropriate infrastructure is in place.**

INTERVENING AREAS:

Intervening Areas are those areas that are located between the various places and corridors **previously** described ~~above~~. Again, they can be designated as Potential Urban Areas, and Rural/Agricultural Areas based on similar characteristics found in the corridors. The intervening areas in close proximity of Maysville have a high potential for urban development. Most of Mason County would be characterized as Rural/Agricultural Areas with limited potential for urban-type development.

For purposes of this plan, the term growth will be used to describe the quantity of change that takes place, and quality will be used to describe the type or kind of change that occurs. Some very basic observations about growth and development in Mason County are as follows:

GROWTH AND DEVELOPMENT TRENDS:

1. Growth has been taking place at a slow steady rate over the long term with a somewhat more rapid rate **experienced in the late 1990's** ~~very recently~~. Population projections indicate that growth over the next 20 years should continue at a fairly slow and steady rate.
2. Growth is reflected in the number of new subdivisions, the amount of automobile traffic, new businesses and industries, number of employees, increases in retail sales, tax revenues, etc.
3. Development is visible in terms of the types of houses being built, the types of jobs being created, the types of stores coming on line, the kinds of recreational activities being added, the degree to which land uses are in harmony with each other, etc. **With an increase in the "baby boomer" and "millennial" populations, efforts should be made to have shovel ready sites for multi-family developments. This can occur by having properties rezoned and ready for this type of use.**

4. There are both good and bad examples of planning and land use management, both in the urban and rural areas. Regulations needed to ensure that future growth and development is positive, ~~appear to be adequate in the city.~~ There is a need to enforce these guidelines in a consistent and reasonable manner.

5. Growth and development in the unincorporated area was addressed in the middle of the last decade by placing incentives in the zoning and subdivision regulations for property owners to develop the interior of their property, and by creating two Rural Residential Zones. We encourage rational and orderly growth in the unincorporated areas, while supporting the farming community and land preservation.

6. ~~Growth and development in the unincorporated area has recently been addressed.~~

7. ~~Rural development is taking place oftentimes at the expense of land that is best suited for farming or some other use.~~

8. ~~The decline in farm revenues based on tobacco losses is resulting in increased pressures to convert farmland into land for development.~~

9. ~~Governments cannot afford to continue paying for the increasing costs of public services and infrastructure required by a sprawl pattern of development.~~

Figure 13 shows the major areas of development over the past decade

FUTURE LAND USE CONSIDERATIONS:

Planning for future land use must take into consideration the conditions **previously** described ~~above~~. It is necessary to know how much change can be expected in terms of the amount of growth, the kind of development, and where (location) these changes are likely to take place.

Two concepts that are widely accepted in community planning today are, 1) Smart Growth, and 2) Sustainable Development. Smart Growth involves balancing the various perceptions of growth so that all interests are fairly represented. Economic interests must be weighed against social and environmental interests. Sustainable Development aims at doing those things that will not deplete the resource base, but will allow the community to sustain itself over the long haul.

The most important projection for planning purposes is that of future population totals. The number of people expected can be used as the reference point for other components; number of houses to be built, additional traffic, number of jobs needed, amount of water to be consumed, etc. The official projections from the Urban Studies Center at the University of Louisville for Mason County indicate an increase of about ~~1,473~~ **1,541** people (8.1%) between **2010 and 2030** ~~over the next 20 years~~.

~~Local officials feel that the Census of Population undercounted the number of people, both in the City of Maysville and Mason County. They feel that the undercount will show up in the official year 2010 figures. In addition, based on building permits issued, it appears that the projections given above are below what is actually expected. Accordingly,~~ **T**his plan will use the following figures as a general guide for population growth:

Mason County

<u>Year</u>	<u>Pop. Total</u>	<u>Change</u>	
		<u>Amt.</u>	<u>Pct.</u>
2000	16,800		
2010	18,700	1,900	11.3
2020	20,200	1,500	8.0
2030	19,031	612	3.3
<u>Totals:</u>			

City of Maysville

<u>Year</u>	<u>Pop. Total</u>	<u>Change</u>	
		<u>Amt.</u>	<u>Pct.</u>
2000	8,993		
2010	10,200	1,207	13.4
2020	11,100	900	8.8
<u>Totals:</u>			

TABLE 12. POPULATION PROJECTIONS FOR 2010-2020-2030.
(Estimations from 2000 Kentucky State Data Center).

In addition to population projections, the amount of land being used for various purposes is an important factor in looking at future land use needs. Residential land uses accounts for most of the developed land and will absorb the largest portion of developed land uses in the future. Estimates for land use in Maysville at the present time are shown in Table 13.

<u>Land Use Category</u>	<u>Acreage</u>	<u>Percent</u>
Residential	1,300	10.16
Commercial	400	3.13
Industrial	480	3.75
Public/Semi-Public	900	7.03

Agriculture/Open	<u>2,880</u>	<u>75.93</u>
Totals:	12,800	100.00

TABLE 13. LAND USE IN MAYSVILLE, 2000 **2016** (estimate)

The table shows that 3/4 of the land within the city limits of Maysville remains undeveloped in urban uses. Residential uses (largely single-family) account for the most land (1,300 acres) followed by public and semi-public (900 acres). The land area within Maysville when the 1987 plan was completed was estimated at 3,150 acres. ~~In the past 13 years the city has added 9,650 acres through annexation. This figure represents a 306% increase in the land area included within the city boundaries.~~

In Mason County, the total land area occupied by the City of Maysville, Dover, Germantown, Sardis, the rural communities, and dispersed residential, commercial, industrial, and public/semi-public land uses is given in Table 14.

As of 1999 **2016**, approximately 85% of the land area in Mason County remained in agricultural and related uses. Maysville's land area comprises over half of the total amount of land occupied by communities and dispersed urban-type uses.

	<u>Acreage</u>	<u>Percent</u>
Maysville	12,800	8.03
Other communities	8,945	5.80
Dispersed development	2,362	1.53
Agriculture/open	<u>131,457</u>	<u>84.64</u>
Totals:	154,240	100.00

TABLE 14. LAND USE IN MASON COUNTY, **2016**

With an expected population increase of some 3,400 over the next 20 years, Mason County could expect an additional 4,400 acres of undeveloped land to be converted into residential, commercial, industrial, or public and semi-public uses.

FUNDAMENTALS OF LAND USE PLANNING:

There are some fundamental planning principles to consider in determining the future distribution of land uses. From a standpoint of governmental administration/costs, it makes sense to encourage growth to be more compact. As the degree of spread (sprawl) increases, costs of services and infrastructure increase. Random development in the county also has a negative effect on farming. Often quality farmland is surrounded by residential development which is not compatible with farm operations. Growth and development in the County have been addressed by changes in the zoning ordinance and subdivision regulations. These changes allow for orderly growth, and take into account the preservation of open space and farmland. ~~Under the present system, growth and development is likely to continue to take place throughout the county with little concern for the overall long term negative effects of this pattern.~~

Growth and development should take place in locations that are best suited for the change, based on site characteristics and the surrounding situation. The most intensive land use changes should occur in and around the City of Maysville, where the required level of public services is most likely to be found. There should be opportunities for somewhat less intensive development in both intervening areas and corridors that are in close proximity to the city. Out beyond this urbanizing area, development should be limited to smaller clusters of residences with supporting convenient type businesses that have adequate access to major highways and roads, water, sewer, and other services.

THE URBAN DEVELOPMENT AREA:

The Urban Development Area would include the City of Maysville and portions of the county that lie within and along the South Loop which extends from the Harsha bridge southward to Highway 68, and then eastward to Highway 11 and northward back to the river. It is bounded by an arterial highway corridor loop, with other urban corridors radiating outward from the center. This relatively compact area of some 35-40 square miles has the highest level of services available to meet the future demands of growth and development, and would require the greatest level of planning and management. This area has sufficient space to accommodate most of the county's growth over the next 50-60 years. Most of the area would be under the jurisdiction of the city, with smaller areas under county jurisdiction. The Urban Development Area

would be treated as one unit from the standpoint of planning and development regulations.

The plan would call for most urban development over the next 20 years to be contained within this Urban Development Area, with clusters of commercial or industrial development taking place around major intersections of the Loop with intersecting highways (AA Highway, Highway 68, and Highway 11). Land along the Loop between the intersections would be largely devoted to residential use. Consideration should be given to development of a circular green belt with hiking-biking trails paralleling the Loop. Direct access to the South Loop should be limited primarily to intersecting highways, with few exceptions. Additional access could be provided by creation of parallel service roads being constructed as areas develop.

~~RURAL~~ URBAN CORRIDORS:

Radiating outward from this core urban area would be ~~Rural~~ Urban Corridors along Highways 8, 10, AA, 11, 62, and 68. These corridors would contain the major public utility lines, would be subject to fewer choices in land uses than the Urban Area, and would be regulated less stringently. At the present time, the AA Highway, Highway 11 south, and a portion of Highway 68 south are best equipped (with water service) to accommodate development than the other ~~rural~~ corridors. In 2011, approximately 500 acres in the Highland Heights area on the AA Highway between the city limits and Bracken County line were rezoned to commercial business. Similar action needs to be taken in other areas, including May's Lick, Orangeburg, and Lewisburg, ~~once infrastructure is improved~~.

RURAL COMMUNITIES:

Outside the corridors there would be selected rural communities in which limited development would be allowed, largely convenient-type businesses and single-family residences, with the hope of revitalizing these places and having them meet the basic needs of the surrounding rural areas.

THE AIRPORT AREA:

The Fleming-Mason County Airport would be treated as a special area because of its transportation and economic development functions. With continuing growth and development of Maysville and Mason County, the role of the airport is expected to

increase along with the needs for additional space. The airport has the potential to attract some commercial and industrial development.

RURAL/AGRICULTURAL AREAS

Most of Mason County would lie within the Rural-Agricultural Areas, with land use regulations geared to accommodate existing and potential agricultural uses, resource activities, recreation, and dispersed (low density) residential uses. One of the primary functions of the Rural-Agricultural Areas would be the retention/strengthening of the farm economy, as well as the preservation of rural values (to include aesthetic concerns).

Within any of these districts there would be land areas that are not suitable for development due to flooding, steep slope, or other physical limitations.

The proposed Land Use Management Plan for Maysville and Mason County is illustrated in Figures 14A, B, C, & D.

LAND USE AND SUBDIVISION REGULATIONS:

The City of Maysville and Mason County Fiscal Court have both zoning regulations and subdivision regulations. The regulations should be reviewed for consistency and revised as needed (to strengthen some items, and to mesh with new statutes and laws).

STAFF FOR MANAGEMENT OF PROGRAMS:

~~The interlocal agreement governing the Planning Commission and other related planning functions between the City and County, needs to be amended as to create a joint department. Since the County has hired a staff person to cover codes enforcement, the City's building inspector is now taking jurisdiction in the entire county, and the City's Zoning Administrator takes care of all planning functions within the City and County, a joint Community Development Department should be created. This department will be funded by the City and County and will be in charge of all planning related issues and items governing both jurisdictions.~~

ENVIRONMENTAL QUALITY

Several environmental quality issues were raised in the Community Assessment: 1) inadequate sewage disposal, 2) solid waste disposal (including problems of litter and illegal dumping), 4) nuisances, 5) protection of green space and open areas, and 5) watershed management (to include problems of flooding and soil erosion).

SEWAGE DISPOSAL:

The Soil Survey points out that a large percentage of land in the county has severe restrictions for septic tanks and absorption fields. In other words, the vast majority of soils are not really suitable for sewage disposal by septic tanks.

As feasible, city sewer services should be extended to targeted development areas, and to those areas where present septic tank systems are not working well. In addition, other sewage disposal options should be examined for their potential use in the county.

SOLID WASTE DISPOSAL:

Public agencies should continue to hold community awareness programs on the need for keeping the county free of litter and illegal dumping, and hold annual cleanup programs; ~~and take the necessary steps to implement a mandatory county-wide solid waste collection program.~~

ENVIRONMENTAL PROTECTION:

Protecting the environment and minimizing negative impact is one of the goals of local governments. The natural environment is the base upon which human activity takes place. It is desirable to use our natural resources wisely and efficiently. It is also in the best interest of the community that a portion of the natural landscape be retained as greenspace, protected from undesirable development. There are a number of tools or techniques that can be used to conserve and protect the natural resource base:

1. Establishment of Conservation Easements. This is a legal agreement between a landowner and a qualified conservation

- organization that provides long-term legal protection for the natural or historic features of a property. Six Agricultural Districts are located throughout the unincorporated limits of Mason County.
2. Creation of a Land Trust. A land trust is a private, non-profit organization that protects natural and cultural resources through land acquisition, conservation easements, and education.
 3. Donations. This involves a transfer of land to a conservation organization in the form of a charitable gift from the property owner.
 4. Outright Purchase. This method is referred to as “fee-simple acquisition” and simply involves the government or a non-profit organization buying the land to protect it from future development.
 5. Land Banking. In this approach, the local government acquires, holds, and subsequently releases land for controlled development or for conservation purposes. In this way open space is protected by acquiring and temporarily holding land, placing permanent conservation restrictions on it, and reselling it, sometimes at a profit.
 6. Purchase of Development Rights. This method allows for government to acquire the development rights to farmland in order to keep it in agricultural use.
 7. Transfer of Development Rights. This is a technique for guiding development away from sensitive areas and toward areas that can better handle it through the transfer of development rights from one area to another.
 8. Agricultural/Large Lot Zoning. This is a method for protecting agricultural land by stipulating minimum lot sizes or limitations on non-farm uses. It might require that each new house be constructed on a minimum number of acres, generally at least five or more.
 9. Right to Farm Law. This legislation (KR413.072) protects a farmer from nuisance lawsuits and from local ordinances that might hinder normal farming practices.
 10. Agricultural Districts. This approach allows a farmer or farmers to voluntarily create an agricultural district of at least 250 contiguous acres of land in agricultural use which protects the area from annexation, and requires state agencies to mitigate the impacts of state projects in that area.

In addition, greenspace or sensitive environmental/cultural sites can be protected through the use of required land landscape buffers. Landscape provisions can be added to the zoning ordinance or subdivision regulations to require the retention or addition of plants in conjunction with development proposals.

WATERSHED MANAGEMENT:

The Maysville/Mason County Zoning Ordinance provides for a Flood Prone Overlay District which is designed to protect certain areas that have been designated as subject to periodic flooding. One of the major problems related to local flooding is the cumulative effect of developed areas coming in upstream without proper considerations being given to the impact downstream. **The Planning Commission should create incentives for subdivisions and developers, that utilize best management practices for water conservation and environmental protection (i.e. pervious instead of impervious surface).** ~~Subdivision plans and development plans should require the submission of calculations on the amount of water entering the site prior to construction, plans for retention on site, and calculations of expected runoff from the site after structures are in place, with the goal of holding post construction runoff to pre construction levels.~~

SOIL EROSION

The Soil Survey points out that the major management problem for soils in Mason County is erosion. This problem applies to 134,296 acres of land (87.1%). Structural development to those areas where the slope does not exceed 20%. About 1/3 of the soils (by acreage) have slopes that are too steep for most structural development.

<u>Slope Category</u>	<u>Acreage</u>	<u>Percent</u>
12 to 20%	16,220	10.3
20 to 40%	30,200	19.2
30 to 60%	<u>6,510</u>	<u>4.1</u>
	52,930	33.6

TABLE 15. PERCENT OF SOILS BY SLOPE CATEGORIES

The Zoning Ordinance includes provisions for a Conservation Overlay District designed to protect environmentally sensitive areas, especially those identified to be steeply sloped. Existing requirements for managing soil erosion in the subdivision

regulations appear to be adequate. More strict enforcement of these guidelines should help to reduce the extent of the problem.

The provisions for reviewing environmental issues in the Zoning Regulations should be extended to the unincorporated areas of the county.

HISTORIC PRESERVATION

HISTORIC OVERVIEW:

In the community assessment, the richness of historic resources in Maysville and Mason County was listed as one of the major community assets. The historic record goes back to the late 1700s when the town of Washington (then in Bourbon County) was created by the Virginia General Assembly in 1786. The following year, the port of Limestone and the town of Charleston were established. Shortly thereafter, the residents petitioned for a division of Bourbon County, and Mason County was created.

Native Americans had long occupied the area and with the arrival of new settlers there were occasional skirmishes. Despite these conflicts, the small settlement of Limestone quickly became a busy port on the Ohio River. In 1789 thirty flatboats per day were arriving at Limestone. By 1793 the original inhabitants had withdrawn from the area and a stream of settlers began to pour into the area. A post road was constructed in 1794 which connected Limestone with the Bluegrass area and with Pittsburgh. With this improvement regular mail service became available.

Early settlers included Scots-Irish, Germans, and English people who came down the Ohio River from source areas largely in the **Mid-Atlantic and** Virginia. Most were intent on earning their living by raising crops and livestock. Limestone was a major disembarkment point for settlers moving south into the Bluegrass. In 1790 Washington already had a population of 460, second only to Lexington in size among Kentucky's settlements. By 1810 Washington had grown to 815, while Maysville's population reached 335. In that same year there were seven communities located in Mason County with a combined population of 1,388, including Washington, Maysville, Mayslick, Charleston Bottoms, Germantown, Lewisburg, and Williamsburg (now Orangeburg).

(Note: Most of this information is taken from Mason County, Kentucky:

Historic Sites Survey Summary Report, by Gibson Worsham, 1990).

Slavery was a fixture in Mason County from the earliest settlements. There were 229 slaves in 1791. The hemp boom from 1830-1850 made Maysville the 2nd largest hemp port in the world. By the 1860s Mason County was 12th among Kentucky's counties in total slave population. People in the county were divided over the slavery issue and fought on both sides during the Civil War. In the post war years freed blacks settled in several of the county's towns where their descendants are still found today.

Roads were improved, rail connections were completed and Mason County continued to grow and prosper. By the 20th century, the strong agricultural base, with tobacco as the dominant crop, was giving way to a more diversified economy with Maysville becoming the focal point of manufacturing, trade, and services. Today the city and county function as the growth center for a seven county trade area.

The Statement of Goals and Objectives dealing with historic preservation stress six primary themes:

- Comprehensive coverage protection of historic sites and structures (Largely completed, with some work continuing).

Support of the Preservation Programs in Maysville and Old Washington.

- Protection of historic areas.
- Adequate review of historic values in all development proposals.
- Better use, promotion/marketing of historic resources.
- Encouragement of maintenance/preservation by property owners.

HISTORIC RESOURCES:

Today, Maysville and Mason County still have many visible reminders of this long and interesting history. Since the 1970s, hundreds of historic sites have been researched. In the most recent study county-wide architectural survey by Gibson Worsham, approximately 500 rural sites were surveyed providing detailed information on structures to include construction, material, number of stories, floor plan, functions, architectural/decorative styles, quality, and age. Thirty percent of contributing historic structures in Old Washington have been depleted since 1990 (Miller).

The 1990 study listed some 50 additional sites to be added to the existing National Register properties in the county. The study also included six proposed or expanded districts being added to the inventory of historic resources (excluding archaeological and Maysville sites).

RENAISSANCE and MAIN STREET PROGRAMS:

Maysville was one of 5 pilot Main Street programs established in Kentucky in 1979. As state funding became prevalent, Main Streets shifted their focus to a "rebirth." With that, the Renaissance Program in Maysville was established in 1998. The city entered the program as a Silver community and was elevated to Gold status in 2001. The City's program focused on restoration and revitalization within the historic core downtown business district. The City received \$1.1 million to make improvements to the streetscape in Downtown Maysville, including underground utilities, removal of overhead wiring, sidewalks and street lighting.

Old Washington entered the Renaissance Program in 2000 at the Silver level, making Maysville the only community in Kentucky with two Renaissance Programs. Washington received \$450,000 for their streetscape improvements. ~~Since the Renaissance Program began, there have been two gubernatorial changes. The current administration has downsized the program, which is now referred to as Renaissance on Main. The Kentucky Heritage Council has taken the lead on community program certifications, while the Department for Local Government administers all available finances. Due to the current economic situation within the state, funding has been at a minimum. With administration changes and downsizing of the program, Maysville was only permitted to have one program—Maysville Renaissance, which is a Certified Community. Even though there is minimal financing from the state, the City of Maysville has proceeded to administer programs using local funds.~~

In June 2010, the City of Maysville retired a very successful locally funded facade program. Twenty-three facades were completed within the renaissance district within a four year period using local funding (50/50 match program). **In 2014, the City initiated another facade grant program which included 20 projects and an approximate reinvestment (public and private) of \$350,000 in the renaissance district.** ~~Currently, the local renaissance board is focusing on economic restructure of the district and are discussing and investigating options to spur occupancy in empty buildings through recruitment incentives.~~

In 2016, the Renaissance Program shifted back to a focus on "Main Street." The current Maysville Main Street is an accredited program within the National Main Street Center. Accredited means that the program meets the 10 standards established by National Main Street. The Main Street Board is composed of 13 members who represent various civic and non-profit entities, as well as business and property owners in the Main Street District. The Board focuses on the National Main Street 4 Point Approach: Organization, Design, Economic Restructuring, and Promotion.

PROTECTING/PRESERVING HISTORIC/CULTURAL RESOURCES:

Maysville's historic preservation program was initiated in 1990 with the adoption of the Historic Preservation Ordinance, creation of the Maysville Board of Architectural Review (now the Maysville/Washington Board of Architectural Review, and the establishment of the Maysville Historic District and Old Washington Historic District). The guidelines for Historic Preservation are included in the Maysville Zoning Regulations and give the Architectural Board broad powers in dealing with these issues. Historic Overlay Districts have been designated for part of Maysville's Downtown area and Old Washington. The Zoning Ordinance also provides a special zone for Oldtown Residential uses and a Historic Overlay District, as well as a Historic Preservation Committee for Mason County. This County would operate in the same fashion as Maysville's Board of Architectural Review. The Mason County Fiscal Court should establish this committee to help protect the valuable historic resources in the unincorporated areas of the County. ~~Mason County needs to establish a similar ordinance in conjunction with the development of its land use regulations.~~

One of the problems of historic preservation review is the tendency to treat these concerns lightly and to allow changes to take place before the appropriate agency has an opportunity to have a meaningful input into the process. In early 2006, the Architectural Review Board met to make changes to the historic district ordinance. Eventually, the City approved changes which included splitting the ordinance: one for Downtown Maysville and one for Old Washington. In 2009, more regulations were put into place in order to better preserve Old Washington, yet still allowing for economic development to take place in Downtown Maysville.

HISTORIC PRESERVATION AND HERITAGE TOURISM:

Heritage Tourism is defined as travel that is motivated by interest in the historical aspects of a given place. It is part of the larger cultural tourism picture. The rise of heritage tourism as a major component of travel/tourism development is related to more travelers being better educated, more affluent, staying closer to home, and desiring a higher quality experience.

History is one of the most valuable resources that Maysville and Mason County have to offer to its residents and to visitors from an extensive market area. Some of the most important historic attractions in the community include the following:

- Old Washington
- Kentucky Gateway Museum Center
- National Underground Railroad Museum
- Limestone Landing- Floodwall Murals
- Downtown Maysville Historic District
- May's Lick
- Bank of Maysville
- Old Mechanics Row
- Washington Opera House
- Phillips Folly
- Pioneer Graveyard
- Rosemary Clooney's Childhood Home
- Russell Theatre
- Simon Kenton Bridge
- Dover Covered Bridge
- Valley Pike Covered Bridge
- Harriet Beecher Stowe Slavery to Freedom Museum
- Mefford Station
- Minerva Baptist Church
- Germantown
- Pogue House Micro-Distillery
- Albert Sydney Johnston House
- Col. Young Cabin
- Cox Building
- Washington Hall
- Cedar Hill
- Federal Hill

In addition to these sites, several historic events are reenacted as part of the

larger festivals, and special events (discussed earlier). These events draw thousands of people into the county each year. There needs to be an adequate mechanism in place to better measure the magnitude of tourism impact on the local economy and other community systems.

OLD WASHINGTON:

The Old Washington **Historic District** is part of the larger Washington community which merged with the City of Maysville in 1991. As mentioned previously, the original settlement of Washington was established in 1785. The community today is much like it was in the 19th century. The uniqueness of Old Washington is not found only in its architecture, but in the overall character of the community. It's one of the only places in the country where 18th century Frontier period cabins survive next door to gracious early 19th century Federal townhouses. It is also the site of important historic events and was linked to a number of dignitaries in its early development. An illustration of the main features of Old Washington is presented in Figure 15.

Information in this portion of the Comprehensive Plan draws largely from ~~three~~ **four** reports:

In 1975 a major study of Washington was completed by John Walden, and Vogt, Sage & Pflum Consultants. The study includes an historic area analysis, design analysis, land use analysis, land use plan, and economic development strategy. In addition, it contains a survey of the historic buildings and an extensive appendix of other related historic documentation.

~~More recently~~ **In 2000**, a Market Study of Old Washington was completed by RM Associates, Inc. in conjunction with an application for designation as a Silver Level Community. The study includes an analysis of the market served by Old Washington as well as recommendations for changes to the community in keeping with the results of visitor surveys and on-site observations by the consultant.

More recently, in 2007 the volunteer community preservation group, Old Washington Inc., in cooperation with the Mason County Fiscal Court and the Maysville Tourism Office, created the *Old Washington Community Plan* (Miller 2007). The Old Washington Community plan defined resources, current conditions, and short-and long-term threats to the community, reviewed the tools available for preservation, advanced proposal for enhancing residential and visitor amenities, and articulated an action plan. The Plan in its final form was the result of a series of public meetings and over two years of volunteer expertise. (The plan is on file at the Maysville Municipal Building for review and research).

OLD WASHINGTON HISTORIC DISTRICT ARCHITECTURAL STUDY

In 2013, a comprehensive study of all properties in the Old Washington Historic District was compiled. This study defines the historic significance of each property by historical content. It also included landscape features that defined the District (Miller and Miller 2013).

RENAISSANCE /MARKET STUDY:

~~In 2007, a comprehensive plan was developed by Old Washington, Inc. with assistance from Dr. Orloff Miller. A similar document to this plan, it solely focuses on Old Washington. A copy of the document is located at the Maysville Municipal Building.~~

ORGANIZATION AND MANAGEMENT:

There should be one group overseeing the promotion and development of historic Old Washington. In the past there have been several organizations formed to guide the future of the community, sometimes with significantly different views on what future policies and programs should be carried out. ~~The newly formed Renaissance Board~~ Old Washington, Inc. would appear to be the most likely group to be given this task.

In addition, there is a need for the shopkeepers to work together in terms of days and hours of operation (as is feasible). Tourists who visit the site during normal working hours expect all shops to be open.

While volunteers have done an excellent job in taking care of the many needs of visitors, there needs to be someone in charge of daily operations (a salaried employee) who would be available on site at least on a part-time basis to deal with problems that arise and to manage the overall affairs of the district.

The City needs to consider providing additional financial support to Old Washington in light of its historic significance and its contribution to the economy of the community. It is a unique historic place that is not duplicated anywhere else. ~~With total visitations estimated to be in the range of 15,000 to 20,000 per year, and approximately 98% of these people coming from outside the~~

county, the county receives a net influx of \$300,000 to \$500,000 yearly. This is basic income that has a multiplier effect, circulating within the community and supporting a number of non-basic employees.

THE MIX OF GOODS AND SERVICES:

The present mix of goods and services, being offered in Old Washington, consists largely of the following items: being offered in Old Washington; 1) antiques and collectibles, 2) prints, frames, books, 3) jewelry, 4) lamps/lampshades, 5) furniture, 6) brass items, 7) toys, dolls, 8) crafts, 9) silk items, 10) herbal gifts, 11) candles, 12) tinware, 13) cards/stationery, and 14) food.

- Antiques & Collectibles
- Crafts
- Fine Art & Prints
- Fine & Costume Jewelry
- Historic Books
- Vintage Style Lamps & Accessories
- Furniture
- Gifts
- Notecards & Postcards
- Pottery
- Glassware
- Tours & Information

Food establishments and antiques/collectibles attract the most visitors. Most visitors were satisfied with the present mix of goods and services. Some 15% of the visitors expressed an interest in a greater variety of shops, with specific mention of additional restaurants and antique shops. Since most of the visitors surveyed are repeat visitors, the addition of new attractions is an important consideration.

Art, antiques, tours and information attract the most visitors. The majority of visitors were satisfied with the present mix of goods and services. 25% of the visitors expressed an interest in a greater variety of shops, with specific mention of wanting restaurants and more antique shops. Most of the visitors surveyed were either regular visitors to the area or first time visitors. The addition of new attractions is an important consideration.

An overwhelming majority of visitors said they would not want to see new businesses **or attractions in Washington** that would take away from the quality of the site and its values. Several comments pointed out the need to keep out fast-food places, flea markets, and similar ubiquitous activities that attract a different clientele. There was also a concern over adding too many new businesses (over-commercializing).

The interest in history and its values as represented in the old buildings, the architecture, genealogy, costumed tour guides, special historic events, and related activities was by far the single most important purpose for people coming to Old Washington. A significant number of visitors wanted to see more historic re-enactments (living history), more historic memorabilia, and more shopkeepers/volunteers in costumes.

A number of visitors were disappointed with the limited amount of time that some of the shops were open, and the late starting time for some of the special events.

SITE ENHANCEMENT:

In 2008, the Architectural Review Board tried to expand the boundary of the historic district to further protect the core of Old Washington. This attempt was unsuccessful as numerous residents in the area opposed the expansion. None-the-less, the Board was successful in implementing new protection measures to the zoning ordinance. The following measures were adopted:

1. Update of the design review guidelines
2. Limitations on the subdivision of existing parcels in the district
- ~~3. Divided the district into “in-lots” and “out-lots”~~ **Acknowledge original inlot/outlot boundaries in planning decisions**
4. Distinguished construction standards for in-lots and out-lots
5. Rezoning requests will be reviewed jointly by the planning commission and architectural board, and **MUST** be accompanied by a development plan
6. New construction on a previously built-upon lot must be the same or similar to the demolished or destroyed structure **or original structure(s) on site**
7. Require the Board’s Administrative Official to survey all properties in the district once a year, and prepare a report on those properties being neglected

The Board, along with existing preservation groups, should continue to make strides in enhancing the overall aesthetics of Old Washington.

PROMOTION/MARKETING:

Old Washington is the single most important travel/tourist attraction in Mason County. The number of visitors to the site each year is not known, but estimates range from 15,000 to 25,000. The majority of these people come from Mason and surrounding counties, and the nearby metropolitan areas of Lexington and Cincinnati. Almost every state in the United States is represented, along with several foreign countries. Of those visitors surveyed, almost all were favorably impressed by their experience, and were repeat visitors.

Some visitor suggestions made were; include more information on special events, keep regular visitors posted as to scheduled events, do more advertising in newspapers, magazines, **on the internet including state official websites, etc. that cover out of the area.** Additional marketing and promotional activities should be targeted to those areas that are the source areas for the majority of visitors (The Target Markets of Mason and its surrounding counties, Cincinnati-Northern Kentucky, Lexington, Dayton, Louisville, and Ashland), as well as to the interests expressed (history, antiques/crafts, genealogy, slavery, architecture), and tour groups (riverboats, school groups, senior citizen groups, etc.)

Four of the Target Market newspapers are included in the top 100 newspapers in the U.S. in total circulation: The Louisville Courier Journal, Cincinnati Enquirer, Dayton Daily News, **and** Lexington Herald-Leader. These four newspapers cover almost all of the Primary Market Area. With a population in excess 4.1 million, these newspapers reach over 2.3 million readers on a daily basis. The focus on advertising should be directed toward these metropolitan areas, especially in regards to special events. **This focus should shift more to online with an increase in internet usage, including online print and social media, and the imminent decline in print media.**

The single-most important special interest group to be targeted is that of Historic Interests. These groups could be reached through promotional materials mailed to historic organizations in Kentucky, Ohio, Indiana, Illinois, Florida, Michigan, Pennsylvania, and other states with high visitation rates. Historic groups can also be reached through leading historic magazines such as American Heritage

(circulation 160,000 300,000), American History (46,000 120,000), America's Civil War (27,000 125,000), and Preservation Magazine (300,000 250,000).

TRACKING VISITORS:

In order to better meet the needs of visitors in terms of marketing, promotional information, etc., and to more effectively measure the success of Old Washington, the Visitor's Register needs to be modified to provide for more information in a format that will be easier to use in future studies (see the Appendix).

DOWNTOWN MAYSVILLE:

Downtown Maysville is an historic district situated along the banks of the Ohio River. Downtown is a relatively small and compact area of land, situated largely between the river on the north, the south side of Third Street on the south, Wall Street on the West, and Limestone Street on the east. The **Main Street District Renaissance Kentucky Community** boundary includes this area as well as additional property to the east. The downtown area consists of a mixture of commercial, residential, and public/semi-public land uses. It is not only an attractive business center, but also is a focal point of much of Maysville's early history.

In 1999, a Downtown Market Study was conducted for the City of Maysville by McGlothlin Marketing to serve as a basis for future economic development in the downtown area. Many of the suggestions have been implemented, and the City should continue to pursue the following ideas:

1. Form a business development team with the goal of adapting industrial recruiting materials and methods to the businesses. Expertise is required in four areas; industrial development, local business development, marketing, and internet/web development.
2. Promote available space. An inventory of all vacant space should be maintained and information made available to realtors, developers, builders, and the general public.
3. Target entrepreneurs outside the community. Promote downtown as a business site via a dedicated web site and public relations materials to magazines such as INC, and Fast Company. Stress Maysville's high quality of life, high speed data capability, and available space.
4. Improve downtown aesthetics. Use existing laws and regulations to enforce owner upkeep of buildings and property. Aggressively apply safety, health, and public nuisance laws to improve downtown

appearance and cleanliness.

Within the city of Maysville, the area presently occupied by a number of large tobacco warehouses is also in need of revitalization. Some of these buildings stand idle, while others are presently underutilized. In light of the decline in tobacco farming, it is likely that further deterioration will take place in this area. The city needs to develop a plan that would examine some options for redevelopment of this area, **including the use/creation of open space for parks.** Some of these structures are sound and suitable for renovation into useable commercial or industrial facilities. ~~The city is presently using one of these structures as a location for an economic incubator.~~ This concept could be expanded to include an entrepreneurship training center. There is adequate public infrastructure in place to support new residential, commercial, or industrial development, thereby reducing the demand for development of raw land and new public infrastructure out on the fringes.

RURAL/AGRICULTURAL AREAS

~~Mason County agriculture has long been dependent upon tobacco for most of its revenues. With recent declines in tobacco production and purchasing, the county is forced to look to other sources for income.~~

~~In keeping with the requirements of the legislation, a County Agricultural Development Council, consisting of eight members has been formed to accomplish the following tasks; 1) evaluate the needs of the local agricultural economy, 2) complete a Comprehensive Farm Plan that will identify those programs that are best suited to support the county's agriculture, and 3) assist local applicants in preparing proposals to spend county funds to be submitted to the State Board.~~

~~Tobacco farmers will be given priority in this program, with small farmers having equal access to funding as do the large farmers. Counties can use these funds for the following uses (not limited to these items only):~~

- ~~—— Low (or no) interest venture capital loans~~
- ~~—— Grants for local agricultural economic development projects~~
- ~~—— Grants for water line extensions~~
- ~~—— Transition assistance to another farm enterprise or off farm employment~~
- ~~—— Environmental clean up of failed farm operations~~

~~Counties may use these funds in multi-county/regional projects or to match state or federal programs. Individuals, groups, educational institutions, governmental entities, cooperatives, and other agriculturally related entities are eligible for funds.~~

~~In addition to the funds that are set aside for Mason County, the State Agricultural Development Board has a pool of \$91 million to be used for statewide projects. There are two programs that have been created for funding and implementation by the state board.~~

~~5. A Farm Market Development & Infrastructure Program, designed to develop regional farm markets and regional or community projects~~

~~1. An Agricultural Entrepreneurship Program, designed to support small farm agricultural diversification.~~

~~Based on input from farmers at meetings of the Agricultural Task Force appointed by the Judge Executive, and input from other agencies (the Agricultural Extension Office, Conservation and Natural Resources, etc.) the following strategies were proposed:~~

~~1. Retain the Agricultural Task Force as a group to oversee the implementation of strategies spelled out in this plan. Perhaps this group could work together with the more recently appointed Agricultural Development Council.~~

~~Develop an on-going Rural Entrepreneurship Program~~
~~Develop policies and programs to protect/retain valuable farmland and greenspace. Selected options include; Purchase of~~

~~Development Rights, Creation of Agricultural Districts, and establishment of Conservation Easements,~~

- ~~○ Upgrade and expand the activities of the local farmer's market.~~
- ~~1. Encourage the revitalization of rural communities as part of the economic development and land use management strategies included in the plan.~~

~~The Agricultural Development Council after a series of meetings and review of surveys and other input from farmers and interested citizens, developed a Comprehensive Farm Plan which include the following Mission Statement and recommendations for improving agriculture in Mason County.~~

~~**AGRICULTURAL MISSION STATEMENT:**~~

~~“The Mason County Agricultural Development Council wants farming to remain a vital part of the rural economy. We are proud farmers who wish to make a stand together to live in a community where agriculture is a valued part of community life. We want everyone to have the opportunity to farm profitably while using environmentally sound farming practices. We want our government to be responsive to the needs of the Mason County farming community. As a council, we have been given a once in a lifetime opportunity to invest in the future of agriculture in Mason County. It is our goal to promote agriculture for current farmers and future generations.”~~

~~The following primary themes are derived from the Mission Statement above:~~

- ~~Retention of farmland as an economic factor~~
- ~~Value of the farming lifestyle (quality of life)~~
- ~~Opportunity to make a profit~~
- ~~Environmental responsibility~~
- ~~Local governmental support~~
- ~~Opportunity to invest in agriculture~~
- ~~Agricultural promotion~~
- ~~Farming as a sustainable activity~~

~~**GOALS AND OBJECTIVES:**~~

~~The Mason County Agricultural Extension Office mailed out a survey to 468 farmers asking for their input as to how the Phase I funds should be spent in Mason County. Some 68 (14.5%) of the farmers responded to the survey. In addition, the Agricultural Development Council met several times to discuss the options to be considered for funding. Proposed actions for meeting future farm needs in Mason County (prioritized on the basis of survey responses) are described below. These categories parallel those that are proposed by the state for funding both at the county and state levels.~~

~~Retention and enhancement of those elements of the farm economy that are viable (development of established agricultural sectors):~~

- ~~2. — Continue to support tobacco farming while exploring ways to improve upon production and new markets for tobacco products.~~
- ~~3. — Add value to livestock production through more efficient management.~~
- ~~4. — Increase forage production through better control of noxious weeds and expansion of pasture land.~~
- ~~5. — Develop a program for land use management and retention of valuable farmland.~~
- ~~6. — Improve upon the removal and disposal of dead animals.~~

~~Diversification/Expansion of the Farm Economy (new and emerging agriculture):~~

- ~~—~~
- ~~○ — Investigate the potential for new farming opportunities to include new crops, livestock, horticulture, aquaculture, etc.~~
- ~~○ — Expand agricultural production into areas presently being underutilized.~~
- ~~—~~

~~Rural/Agricultural Capacity Building (value added/entrepreneurship):~~

- ~~7. — Provide educational assistance to rural young people to help better~~

— prepare for future farming options, or to change to other careers.

- — Assist farmers in their efforts to start new rural/agricultural businesses.

~~Attraction of New Businesses and Industries (value-added processing):~~

- — Seek to attract new businesses and manufacturers to the county that have a connection to the farm economy.

~~Networking/Leveraging:~~

8. — Work with surrounding counties in establishing regional programs, facilities and markets, and seek to leverage local funds with state and federal funds.

- — Work with other surrounding counties to develop regional options that will benefit the agricultural economy.

~~Developing Market Infrastructure:~~

9. — Establish a Multi-Purpose Farm Marketing Center.

- — Improve the local Farmer's Market.

10. — Improve upon marketing skills of local farmers, and seek additional on-site marketing expertise from the state.

The individual plans and projects submitted by farmers and groups serve as the strategies for implementing the goals and objectives of the farm plan.

RURAL/AGRICULTURAL AREAS:

Mason County agriculture has long been dependent upon tobacco for most of its revenues. With recent declines in tobacco production and purchasing, the county is forced to look to other sources for income.

In keeping with the requirements of the legislation, a County Agricultural Development Council, consisting of nine members has been formed to accomplish the following tasks; 1). Evaluate the needs of the local agricultural economy, 2).

Complete a comprehensive farm plan that will identify those programs that are best

suitable to support the county's agriculture, and 3). Assist local applicants in preparing proposals to spend county funds to be submitted to the State Board. Tobacco farmers will be given priority in this program, with small farmers having equal access to funding as do the large farmers. Counties can use these funds for the following uses (not limited to these items only):

- Low (or no) interest venture capital loans
- Grants for local agricultural economic development projects
- Grants for water line extensions
- Transition assistance to another farm enterprise or off-farm employment

Counties may use these funds in multi-county/regional projects or to match state or federal programs. Individuals, groups, educational institutions, government entities, cooperatives, and other agriculturally related entities are eligible for funds.

In addition to the funds that are set aside for Mason County, the State Agricultural Development Board oversees the tobacco settlement funds that are to be used for statewide projects. The local Agriculture Development Council has a prepared and recently updated comprehensive plan.

It is also recommended that an Agriculture Task Force be appointed on an as needed basis by the County Judge Executive. Input will be gathered from citizens of the local agriculture community including input from other agencies, (Agriculture Extension Office, Mason County Conservation District, USDA-Farm Service Agency, and Mason County Farm Bureau).

The following strategies are being proposed:

1. An Agricultural Task Force will be established on an as needed basis to oversee the implementation of strategies as spelled out in this plan. This group could coordinate its efforts with the local Agriculture Development Council.
2. Continue to work with the existing Rural Entrepreneurship Program.
3. Develop policies and programs to protect/retain land that is considered valuable or have soils of prime and or of statewide importance. Selected options may include creation of Agricultural Districts and the establishment of Conservation Easements.
4. Upgrade and expand the activities of the local farmers market.
5. Encourage the revitalization of rural communities as part of the economic development and land use management strategies included in the plan.

AGRICULTURAL MISSION STATEMENT:

"The rural farm sector of Mason County wants farming to remain a vital part of the rural economy. This council recognizes the proud farmers who wish to make a stand together to live in a community where agriculture is a valued part of community life. We want everyone to have the opportunity to farm profitably while using environmentally sound farming practices. Recognizing that landowners want this governing body to be responsive to the needs of the Mason County farming community. As a group of farmers and agri-businesses, they have been given a once in a lifetime opportunity to invest in the future of agriculture in Mason County. It is our goal to promote agriculture for current farmers and future generations."

The following primary themes are derived from the Mission Statement above:

Retention of farmland as an economic factor

Value of the farming lifestyle (quality of life)

Opportunity to make a profit

Environmental responsibility

Local governmental support

Opportunity to invest in agriculture

Agricultural promotion

Farming as a sustainable activity

GOALS AND OBJECTIVES:

The Mason County Agriculture Task Force proposal for actions in meeting future farm needs in Mason County are described below. These categories parallel those that are proposed by the state for funding both at the county and state levels through the Agriculture Development Council.

Retention and enhancement of those elements of the farm economy that are viable (development of established agricultural sectors):

- Continue to support tobacco farming while exploring ways to improve upon production and new markets for tobacco products.
- Add value to livestock production through more efficient management and marketing strategies.
- Increase forage production through the control of noxious weeds, rotational grazing and renovation of pasture land.
- Develop a program for land use management and retention of valuable farmland.

- Improve upon the removal and disposal of dead animals either through the dead animal removal program or an approved composting facility or other approved means of disposal, i.e. on farm burial, to protect water quality.
- Support Kentucky HB 529 in the protection and development of rural water supply for the long term effect in meeting the demand for a growing and profitable agriculture community.

Diversification/Expansion of the farm economy (new and emerging agriculture):

- Investigate the potential for new farming opportunities to include new crops, livestock, horticulture, wildlife and aquaculture.
- Expand agriculture production into areas presently being underutilized.

Rural/Agricultural Capacity Building (value-added/entrepreneurship):

- Provide educational assistance to rural young people to help better prepare for future farming options, or to change to other careers.
- Assists farmers in their efforts to start new rural/agricultural businesses.

Attraction of New Businesses and Industries (value-added processing):

- Seek to attract new businesses and manufacturers to the county that have a connection to the farm economy.

Networking/Leveraging:

- Work with surrounding counties in establishing regional programs, facilities and markets, and seek to leverage local funds with state and federal funds.
- Work with other surrounding counties to develop regional options that will benefit the agricultural economy.

Developing Market Infrastructure:

- Establish a Multi-Purpose Farm Marketing Center.
- Continue to support and improve the farmer markets, encourage the local food movement similar to a “Farm to Table” event.
- Improve upon marketing skills of local farmers, and seek additional on-site marketing expertise from the state.

The individual plans and projects submitted by farmers and groups serve as the strategies for implementing the goals and objectives of the farm plan.

RECOMMENDATIONS FOR PLAN IMPLEMENTATION

The following information summarizes the recommendations of the Comprehensive Plan together with the proposed time lines for implementation, and an indication of the agency that has primary responsibility for initiating action.

<u>PLAN COMPONENT</u>	<u>IMPLEMENTATION SCHEDULE</u>	<u>RESPONSIBLE</u>
Transportation		
Repairs to Simon Kenton Bridge	On Going	State/City
Relocation of Hwy. 68 (South Loop)	2011 (C) 2020	State
Scoping Study-- widening of AA Hwy from Maysville to Campbell Co line Lewis/Greenup Co line through Bracken Co.	On Going	State
Major widening of AA Hwy West to KY 435 10 near Fernleaf	2012/2013 (C) 2016/2017	State
Northern KY Connector from I-74	On Going	State
Widening of KY 1448/Maple Leaf Road, from US 62 68-AA Hwy	2013 (C) 2016/2017	State
Runway/taxiway improvements at Fleming/Mason Co. Airport	On Going	Federal
Feasibility Study for Maysville Port facilities	On Going	Port Auth.
Economic Development		
Attract new industries to industrial parks Maysville/Mason Co.	On Going	Industrial Auth. City/County
Attract new businesses to Maysville/Mason Co.	On Going	City/County
Retention/Enhancement of Special Events	On Going	Tourism

Renovation/reuse of tobacco warehouses	On Going	City
Complete feasibility of Lake Project	On Going	Federal
Promote Maysville/Mason Co. as Regional Growth Center	On Going	City/County
Secure state/federal funding for economic development	On Going	City/County/BTADD
Continue support for 2025 Plan	On Going	City/County/Ind. Auth.

Public Facilities & Services

Continue extension of water lines to unserved areas (as feasible)	On Going	City/County
Separation of combined sewers in downtown Maysville	2011-2017	City
Repairs/Maintenance to floodwall	2012-2014 On Going	City
Continue efforts to assist, from a land use point, the fight against illegal drugs	On Going	City/County
Continue upgrading of landfill operation	On Going	City/County
Continue upgrading of police, fire, and emergency services as determined by demand	On Going	City/County
Continue upgrading of educational facilities and programs	On Going	City/County/State
Increase visibility on the internet	On Going	City/County
Increase employee training in the use of computers and related technology	On Going	City/County
Enhanced training for planning boards	On Going	Staff

Ensure that environmental issues are properly addressed in all development projects	On Going	City/County
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Historic Preservation

Ensure that historic issues are addressed in all land use changes and development projects	On Going	City/County
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Seek funding for historic preservation projects in Old Washington, Downtown, and in rural areas	On Going	City/County
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Old Washington

Improve management of historic/tourist resources	On Going	City (Tourism)
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Seek funding for site improvements	On Going	City
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Continue marketing/promotion program	On Going	City
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Downtown Area

Recruit new compatible businesses to occupy vacant spaces in the downtown area	On Going	City/Chamber
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Develop more dwelling units and make downtown more livable	On Going	City/Chamber
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Convert upper floor spaces into apartments and office space	On Going	City/Chamber
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Attract additional restaurants and evening entertainment	On Going	City/Chamber
--	----------	--------------

Provide tax incentives, grants, and professional design assistance in renovation/revitalization of storefronts	On Going	City/Chamber
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Seek funds for riverfront improvements, floodwall, murals, etc	On Going	City/Chamber
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Enhance downtown as an attraction through signage, streetscape improvements, better parking, etc.	On Going	City/Chamber
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Rural/Agricultural Areas

Establish programs to promote retention of valuable farmland	On Going	County
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Develop a program to revitalize small rural farm communities	On Going	County
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Establish markets for grain products/produce	On Going	County
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Note: The agencies indicated in the right hand column are considered to be the agencies with primary responsibility for implementing a particular component of the plan. This is not an exclusionary listing. There are many other agencies/organizations, as well as individuals that will play important supporting roles in seeing that these recommendations are acted upon.

CONCLUDING REMARKS

Maysville and Mason County are faced with many challenges. Some problems are long-standing, others are more recent, and others are still to be identified. But the community has the necessary resources to meet any challenges and to create a better future for all of its citizens. The critical point is whether or not the community has the will to make these things happen.

In reflecting back upon all that has been said in this plan, there are **seven** ~~five~~ key ideas that come to mind: 1) **Think Regionally** - Maysville and Mason County presently serve as the growth point for a seven county region. There is great potential in building upon this focus; 2) **Look to the River** - the Ohio River is an underutilized resource from both economic and recreational perspectives; 3) Work to **Revitalize the community** - don't allow present assets to deteriorate; 4) **Preserve and Promote History** - the community has an outstanding historic foundation; ~~and~~ 5) **Be Innovative** - encourage local citizens to be creative, to think outside the box,

to move in new directions; 6) **Millenials and Baby Boomers** - provide the appropriate amenities, including housing, entertainment, recreation, etc. to retain the younger generation, all the while making sure the needs for the older generation are provided; 7) **Drug Rehabilitation** - it is a fact that drug addiction is a major problem in the area, and all entities who have a stake in Maysville/Mason County should work together to plan for facilities that can assist in the problem.

This Comprehensive Plan is designed to be a general reference point for guiding future public actions in Mason County. Local governments will need to work together to insure that public resources are used wisely and efficiently and that the best interests of the community are represented. This plan is a beginning point, to be revised and improved upon on a continuing basis. It proposes some fundamental changes in the way Maysville and Mason County have operated in the past.

We cannot forecast what the future might bring with great precision , but we can continue to learn from the past, study and better understand the present, and use this knowledge to prepare for the future. It is with these thoughts in mind that this plan will move from the drawing board to the realization of potential.

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Numerous interviews were conducted with officials from city, county, regional, and state offices, as well as with local citizens. Select information was gathered from the internet from a variety of sources.

APPENDIX

1. Preliminary Population Figures from the 2010 Census, Mason County Population Quick Facts, U.S. Census Bureau and Kentucky Cabinet for Economic Dev.
2. Mason County Farm Statistics (Summary)
3. ~~Mason County Statistical Summaries~~
4. Maysville-Mason County Area Chamber of Commerce Report for 2011
5. Maysville/Mason County Industrial Development Authority 2025 Plan
6. Business Retention & Expansion Program, June 2016

