

# 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 around the southside of Maysville while providing for orderly growth and development that is not detrimental to traffic flow.
4. Continue to reduce traffic congestion problems through operational improvements. The City should consider limiting through traffic on Second Street in the downtown business district.
5. Support the improvement of Kentucky Highway 8 from the new bridge to downtown Maysville.
6. Continue to maintain the old bridge.
7. Stay current with high-tech changes taking place.
8. Increase utilization of the Ohio River for recreation, tourism, and commercial activities.
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.

## **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.
2. Establish an entrepreneurial program and incubator program to assist citizens in their efforts to establish new businesses.
3. Expand the potential economic benefits of tourism and recreation related activities.
4. Continue to support revitalization efforts in downtown Maysville and Old Washington.
5. Continue support for a feasibility study of a proposed lake.
6. Promote and market Mason County as a retirement community.
7. Support the retention and expansion of existing businesses and industries.
8. Continue efforts to strengthen the agri-business farms, agri-tourism, and marketing of such.

## **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 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 a leadership/entrepreneurship program for 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, with special emphasis on senior citizen needs.

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 in the review and enforcement of regulations applicable to land use changes and development.
9. Provide a comprehensive program of health care and social services for all citizens.

## **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 to improve neighborhood quality by eliminating blighted and deteriorated housing.
2. Provide 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 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.

## LAND USE AND THE ENVIRONMENT

### *Goal Statement:*

To insure 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 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 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 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 strengthening of development requirements and enforcement of regulations.
8. Insure 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.

## **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. Insure 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.
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.

## **OLD WASHINGTON**

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

*Objectives:*

1. Implement newly created 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.

## **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.

*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 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.

### **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).