



Mason County Comprehensive Plan Short Report

SUMMER 2025

Prepared for
City of Maysville
Mason County

Prepared by



**Blueprint
Kentucky**



TABLE OF CONTENTS

Introduction	3
Comprehensive theme 1: Community Facilities	5
Comprehensive theme 2: Housing	10
Comprehensive theme 3: Economic Development	13
Comprehensive theme 4: Transportation	16
Comprehensive theme 5: Culture and History	20
Comprehensive theme 6: Agriculture and Rural Livability	24
Comprehensive theme 7: Land Use and the Environment	29



INTRODUCTION

The Purpose of the Plan

A comprehensive land use plan serves as a guiding document for the long-term growth and development of communities in Kentucky, ensuring that land use decisions align with the economic, social, and environmental goals of the region. Under Kentucky Revised Statutes (KRS) Chapter 100, local governments are required to adopt a comprehensive plan to provide a framework for zoning, development regulations, infrastructure investments, and resource management. This plan establishes policies that promote orderly growth, protect natural and historic resources, support economic development, and enhance the quality of life for residents. By engaging the public and stakeholders, the planning process ensures that future development balances private property rights with the broader community's needs, fostering sustainable and well-planned urban and rural areas. Regular updates to the plan allow for adaptability to emerging trends and challenges while maintaining consistency with state and regional planning policies.

In addition, according to KRS Chapter 100, a comprehensive plan “shall be reviewed and may revise its plan at least once every five years.” The City of Maysville and Mason County leadership jointly decided that the 2022 plan should be revised and ultimately hired the Community and Economic Development Initiative of Kentucky (CEDIK) at the University of Kentucky to lead this process.

The Planning Process

CEDIK is an integrated research and engagement center within the College of Agriculture, Food, and Environment at the University of Kentucky. CEDIK works statewide with elected officials, non-profit organizations, economic development professionals, planning organizations, and Cooperative Extension to address community and economic development issues. Steps taken to develop the plan (public meetings, surveys, stakeholder involvement).

CEDIK's planning approach included the following key components: Meeting regularly with the appointed Comprehensive Plan Steering Committee (Committee members listed in Appendix) which included two members of the planning commission, planning staff, elected officials. CEDIK hosted several listening sessions prior to the launch of formal data collection. The purpose was to narrow down the themes of interest that would be covered in the plan. CEDIK then created an online and paper survey that was distributed all over the county and left available for residents to respond to for nearly 5 months.

CEDIK hosted two data walks for each identified theme: 1) Land Use and the Environment, 2) Transportation, 3) Community Facilities, 4) Housing, 5) Culture and History, 6) Economic Development, and 7) Agriculture and Rural Areas (all public meeting dates are provided in the Appendix). For each session, CEDIK created data visualizations for approximately four to six topics for residents to

respond to. Their responses were to provide input on goals, objectives, and strategies. CEDIK then drafted goals and objectives that were shared with the Comprehensive Plan Steering Committee. Subcommittees were then tasked with editing these objectives and creating achievable strategies. Finally, CEDIK conducted public meetings to solicit public comment on the proposed Comprehensive Plan goals, objectives, and strategies.

In addition to these comprehensive primary data collection efforts, CEDIK also collected and compiled a great deal of secondary data, both to inform the Data Walks as well as to provide context to current trends, challenges and opportunities in the County. Finally, given the concerns related to housing prior to the launch of the planning process, CEDIK also completed a housing demand study.

HOW TO READ EACH THEME

This short report focuses on the data, both primary data collection through surveys and listening sessions, as well as secondary data that is useful for describing the current condition beyond what was highlighted in the previous section. For each theme, we have provided the current conditions (a small selection of secondary data), followed by the community's perception of the theme topic (survey data and insights from the listening sessions). At the conclusion of each theme is a list of stated goals and objectives that were drafted as a means to improve the lives and livelihoods of Mason Countians. Data that haven't changed significantly, and many historical moments important to Mason County, were not included in this report because there was a more than adequate description of events and community conditions provided in great detail in the 2016 Maysville/Mason County Comprehensive Plan Update.

To read the full version of this report, visit <<URL>>.



COMMUNITY FACILITIES

Current Conditions

There are numerous ways to describe the conditions of community facilities in Mason County. This report will focus on just two as some of these issues will reemerge in other themes. The table below provides an overview of health characteristics in Mason County. For the most part, Mason County residents are not as healthy as their Kentucky and U.S. counterparts. The data suggest that people suffer from premature death and poor physical and mental health. However, the presence of Meadowview Regional Hospital has clear implications for certain measures of health, including a lower rate of *low birth weight* and *preventable hospital stays*.

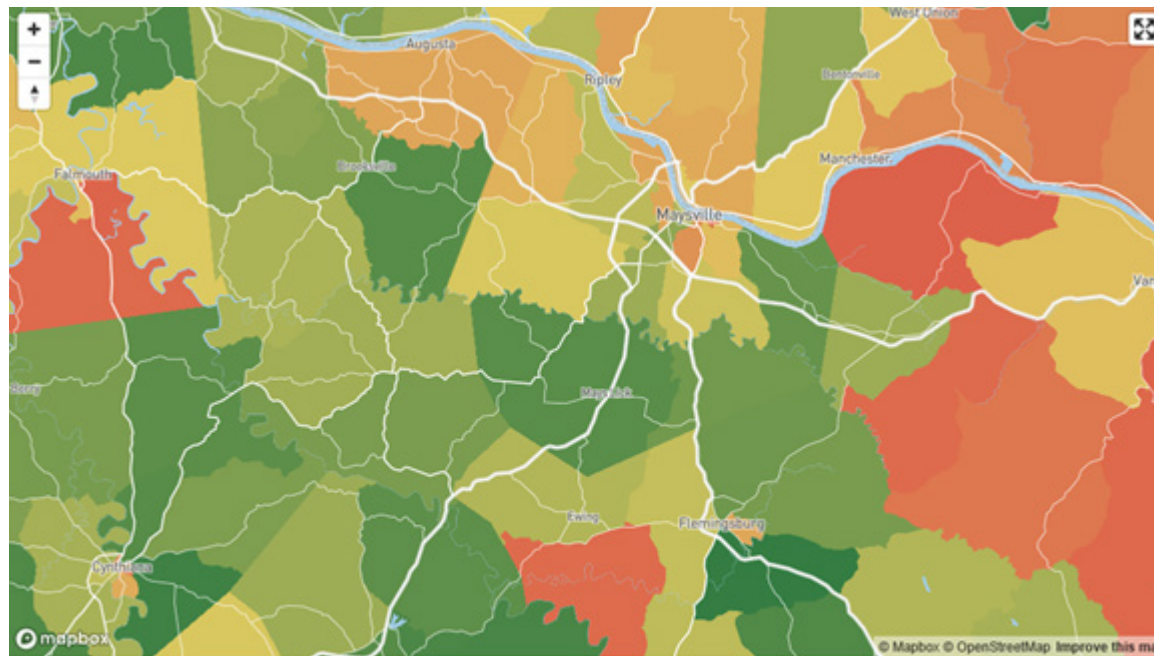
Mason County Health Characteristics

Variable	Mason County	Kentucky	US	Description
<u>Population Health and Well-being</u>				
Premature Death	12,300	11,700	8,400	Years of potential life lost before age 75 per 100,000 population (age-adjusted).
Poor Physical Health Days	4.8	4.5	3.9	Average number of physically unhealthy days reported in past 30 days (age-adjusted).
Low Birth Weight	8%	9%	8%	Percentage of live births with low birth weight (< 2,500 grams).
Poor Mental Health Days	5.2	5	5.1	Average number of mentally unhealthy days reported in past 30 days (age-adjusted).
Poor or Fair Health	25%	20%	17%	Percentage of adults reporting fair or poor health (age-adjusted).
<u>Community Conditions</u>				
Access to Exercise Opportunities	65%	70%	84%	Percentage of population with adequate access to locations for physical activity.
Food Environment Index	7.1	6.6	7.4	Index of factors that contribute to a healthy food environment, from 0 (worst) to 10 (best).
Primary Care Physicians	1,880:1	1,600:1	1,330:1	Ratio of population to primary care physicians
Preventable Hospital Stays	2,439	3,336	2,666	Rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees.
Broadband Access	82%	87%	90%	Percentage of households with broadband internet connection.

Source: County Health Rankings, 2025

COMMUNITY FACILITIES

We also chose to report on crime statistics because as described in the next section, the community identified police and fire services as one of the biggest strengths in the community. While there are pockets of the County that have poor “crime grades”, overall, the county fares significantly better than many of its neighbors. A full list of Group A offenses is provided in the table below. These are reported crimes across city police, county sheriff, and state police.



Crime Grades



A+ (dark green) areas are safest

Group A Offenses Reported in Mason County, 2024 Calendar Year

Most commonly reported Group-A Offenses	2023 County + City + State
Assault Offenses	260
Burglary/Breaking and Entering	51
Counterfeiting/Forgery	21
Vandalism of Property	81
Drug/Narcotics Offenses	200
Fraud Offenses	26
Kidnapping	5
Larceny/Theft	196
Motor Vehicle Theft	19
Sex Offenses	8
Murder	3
Weapon Law Violations	20

Source: Kentucky State Police, 2025 accessed at <https://wp.kentuckystatepolice.ky.gov/wp-content/uploads/2025/07/2024-CIK-Final-with-Letters.pdf>

Violent Crimes per Capita, Mason County

Source: <https://crimegrade.org/violent-crime-maysville-ky/>

COMMUNITY FACILITIES

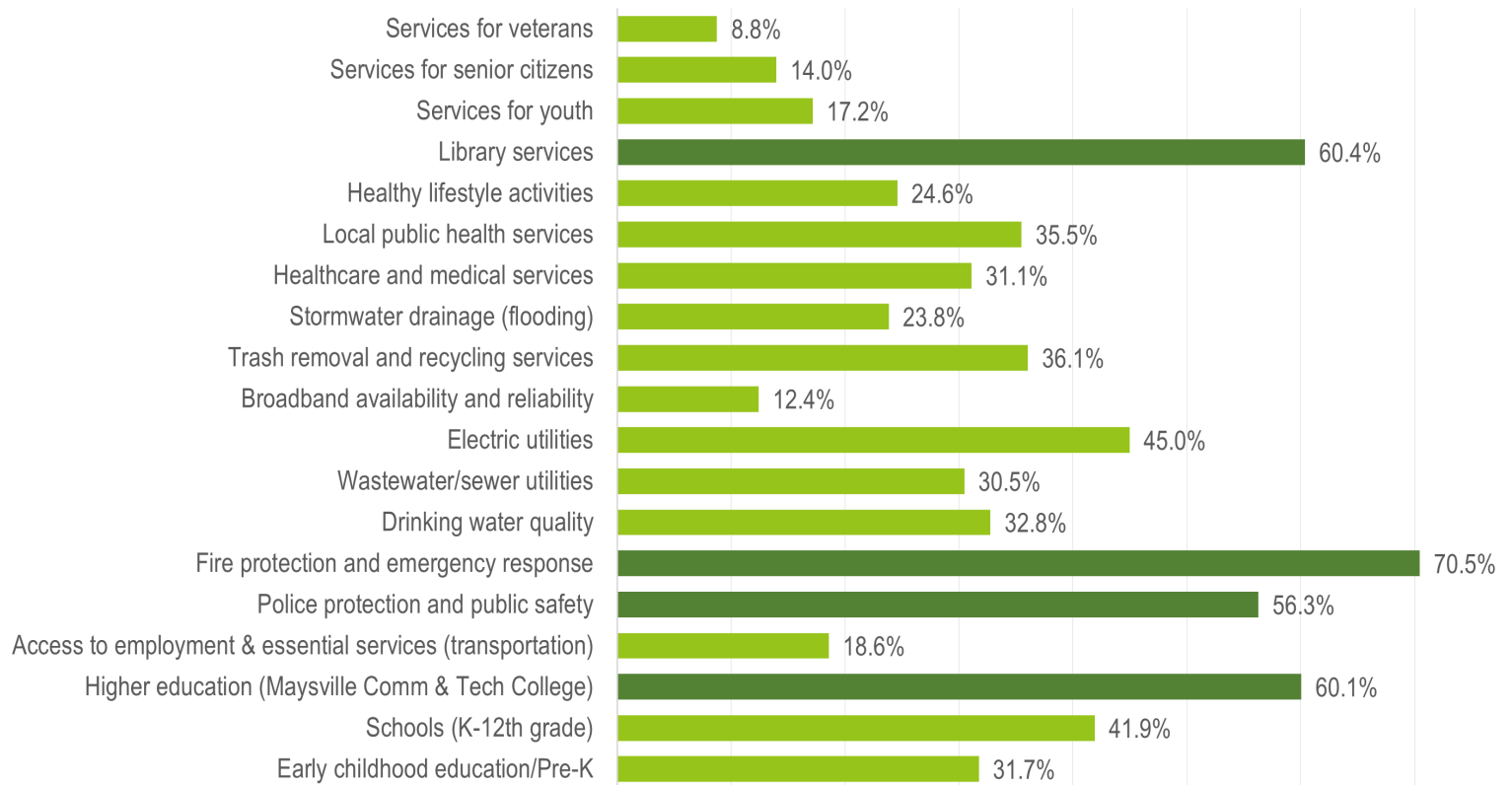
Community Perceptions

Survey Takeaways

The survey instrument asked individuals to assess the strength of each listed asset. The list of assets was determined using surveys from other comprehensive plans and questions that were of particular interest to the steering committee. In total, 1,684 answered at least one of the questions in this section. By far, the asset that was most considered

as a strength was fire protection and emergency response. This was followed by the library, MCTC, and police protection. Assets where fewer than 20% of residents didn't consider the asset to be a strength included services for veterans, broadband availability and reliability, and services for seniors, services for youth, and access to employment and essential services.

Percent of Respondents Who Considered a Community Asset a Strength (n=1,684)



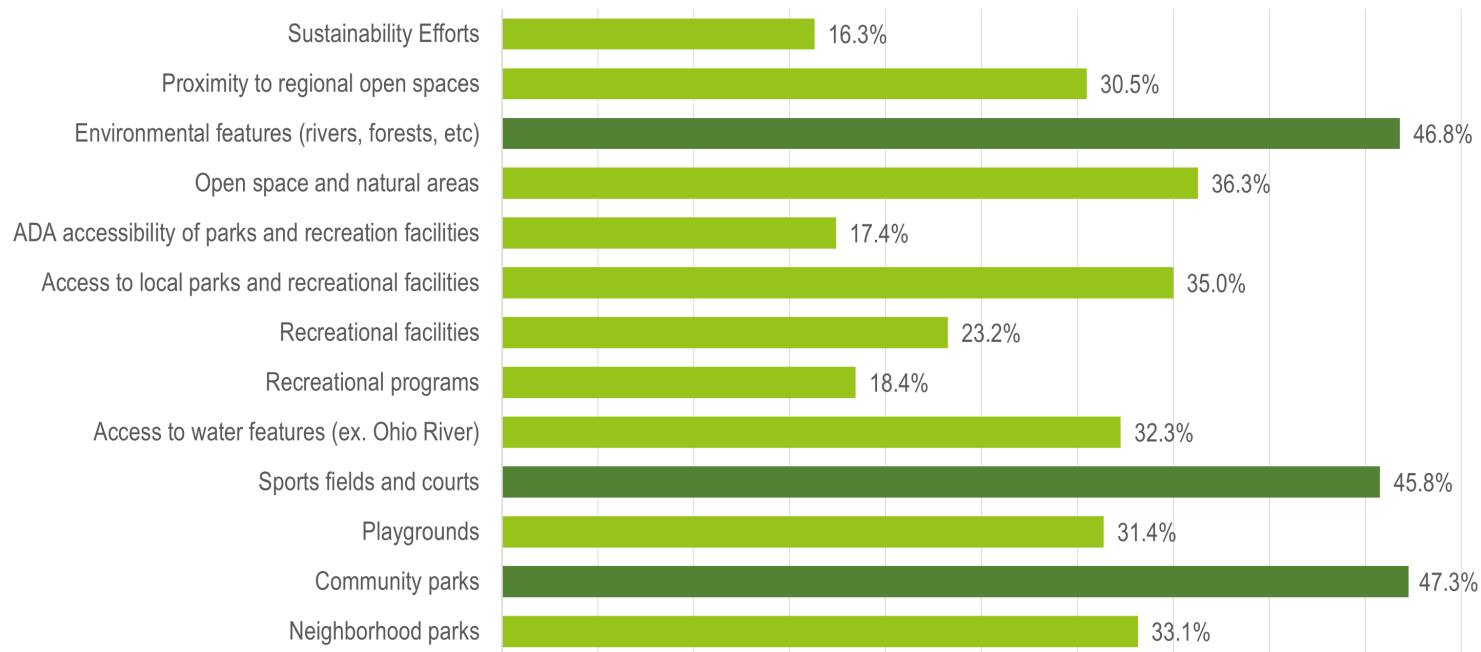
Source: Community facilities strengths, Mason County/Maysville Community Survey, 2023. * Not all questions were answered

COMMUNITY FACILITIES

The largest park in Maysville, located just outside the pioneer village of Old Washington at 2340 Old Main St., is a 57-acre space with a swimming facility, dog park, a par-three golf course, miniature golf, two tennis courts, four pickleball courts, two softball fields, five picnic shelters, several playgrounds and a one-mile walking trail. The park offers sand volleyball and corn hole, all equipment furnished. The park's biggest attraction is a 12-acre fishing lake. The chart below shows the per-

centage of 1,423 respondents who identified various aspects of parks and the environment as community strengths. The top three strengths cited were community parks (47.3%), environmental features like rivers and forests (46.8%), and sports fields and courts (45.8%). Lower-rated strengths included ADA accessibility (17.4%) and sustainability efforts (16.3%), indicating these may be areas for improvement.

Percent of Respondents Who Considered Parks and Environment a Strength (n=1,423)



Source: Parks and environment strengths, Mason County/Maysville Community Survey, 2023



Goal: All people of Mason County will have access to the necessary services and abundance of amenities to meet their needs and the needs of next generations.

A: Address gaps in access to specialty health care services.

B: Improve access to acute/non emergent health care services for individuals regardless of the insurance status or ability to pay.

C: Improve utilization of available early detection health screening services.

D: Identify local initiatives to reduce the negative health impact of housing insecurity.

E: Connect people to mental health and substance use disorder treatment and resources services.

F: Promote community participation with Extension Office and Health Department health behavior improvement programs and services.

A: Address the current weaknesses associated with water and wastewater systems across Mason County.

B: Focus and steer development to areas with existing water/wastewater capacity while increasing communications and awareness to planning and zoning, developers and others, on acceptable land use areas.

C: Continue to expand access to high-speed internet to all families, farms and businesses across Mason County.

D: Continue improving recycling opportunities across Mason County.

A: Provide opportunities for all Mason County residents to participate in Countywide recreational amenities.

B: Identify the demand for new activities and services across the county, including library services, new/updated recreational facilities, campgrounds, sport courts, social clubs, river activities, etc.

A: Remain responsive to community needs, growth and ever-changing community climate.



HOUSING & NEIGHBORHOODS

Current Conditions

Below is a summary of arms-length transactions across Mason County in 2023.

2024 Arms-Length Transactions of Properties with Dwellings

RESIDENTIAL	Number of Transactions	Year Built (Avg)	Sales Price (Avg)	Square Foot (Avg)
County	32	1971	\$ 153,023	1,533
Dover	3	1963	\$ 194,967	2,059
Germantown	1	1890	\$ 142,500	1,890
Maysville	40	1959	\$ 160,408	1,800
FARMS	Number of Transactions	Year Built (Avg)	Sales Price (Avg)	Acreage (Avg)
Maysville				
Improved	1	N/A	\$ 190,000	31.6
County				
Improved	18	1930	\$ 611,542	131.9
Vacant	4	N/A	\$ 80,500	17.4

Source: qPublic, January - December 2024

Percent of Houses By Year Build

	2000 or newer	1980-1999	1960-1979	1940-1959	Before 1940
Kentucky	24%	28%	26%	13%	9%
Mason County	19%	26%	23%	16%	16%

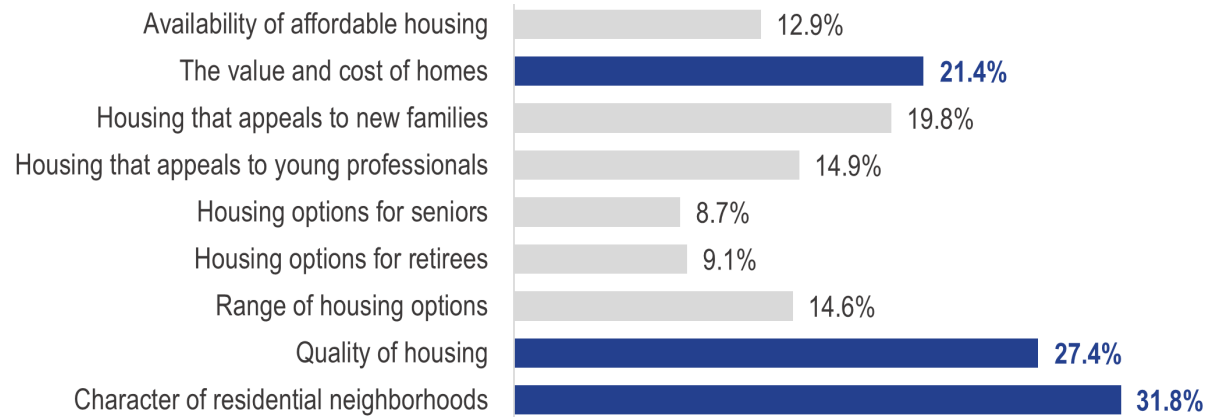
Source: Mason County Housing Units, by Year Build, ACS 2017-2021

A significant number of homes in Mason County were built prior to 1940. Compared to Kentucky, there is a larger share of older homes in Mason County. Older homes may suffer from wear and aging infrastructure, leading to safety hazards, inefficiencies, or uninhabitable conditions if regular up-keep hasn't been maintained. Many older homes lack modern insulation, windows, HVAC systems, and appliances, resulting in higher utility costs and environmental impacts. In addition, older housing often lacks features like ramps, wide doorways, or ground-floor living, making it difficult for seniors or people with disabilities to age in place. Finally, while preserving older homes can retain community character, renovation is often expensive and may deter investment or strain low- to moderate-income homeowners.

HOUSING & NEIGHBORHOODS

Community Perception

Percent of Respondents Who Considered a Housing Characteristic as a Strength (n=1,610)

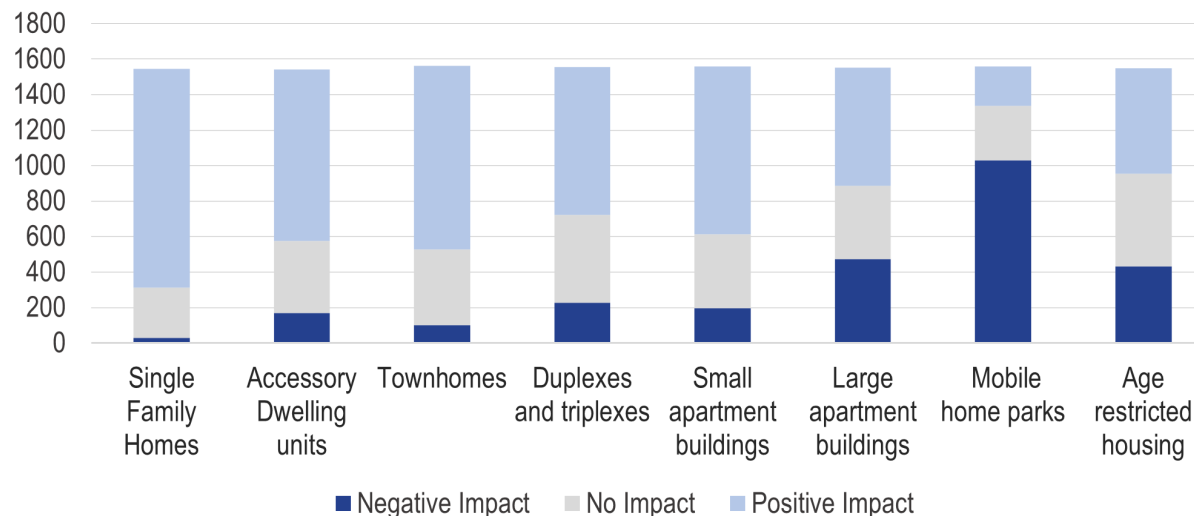


Source: Housing Strengths, Mason County/Maysville Community Survey, 2023

The bar graph at right summarizes which housing characteristics respondents thought were strengths and those that were not. The most commonly cited strength was the “character of residential neighborhoods” (around 32%), followed by the quality of housing (approximately 27%) and the value and cost of homes (about 22%). Lower-rated strengths included housing options for retirees and seniors (both below 10%), indicating limited perceived support for older adult housing needs.

Respondents were asked what type of impact different types of residential development would have on the community (Figure 15). Mobile home parks show the highest proportion of negative impact (blue), while large apartment buildings and age restricted housing also show significant negative impact. Single family homes have the smallest negative impact proportion and a substantial positive impact segment. In addition, respondents were asked to identify what they considered as the largest concerns related to housing. The three biggest concerns were 1) Rising Housing prices 2) Inadequate housing for seniors and 3) A lack of housing options for moderate income households.

Perceived Impact of Residential Development (n= 1,562)



Source: Resident Perception of Residential Development, Mason County/Maysville Community Survey, 2023



HOUSING & NEIGHBORHOODS

Takeaways

- Predicting the need for new housing with stagnant population growth.
- Existing regulations limit future housing (i.e. setbacks).
- Need to build where there is existing infrastructure capacity.
- Housing for seniors is a challenge but also a priority.
- Need more affordable, smaller housing.
- Individuals are living couch to couch.
- Long waitlist for Housing Vouchers and then often leave the region to use elsewhere.
- Better utilize 2nd and 3rd stories in downtown Maysville.

Housing Proposed Goal and Objectives

Goal: Mason County residents will have access to quality affordable housing that accommodates their needs, preferences, and financial capabilities in terms of different types, tenures, density, sizes, costs, and locations.

Objective A: Ensure that there is adequate variety in terms of housing types within Mason County that is aligned with the income of households of all sizes and ages.

Objective B: Create a variety of housing options for senior citizens that enable access to services and promote social inclusion.

Objective C: Prioritize infill development to capitalize on access to transit and amenities while not over burdening infrastructure.

Objective D: Promote mixed-use development in downtowns by converting 2nd story units for residential purposes.

Objective E: When new neighborhoods are considered, encourage the development of housing options that have access to amenities, promote green space and positive social interaction, and use land efficiently.



ECONOMIC DEVELOPMENT

Current Conditions

In 2024, 80.6% of establishments employed fewer than 10 people and only 1.7% of establishments employed more than 100 people. However, 31.2% of all jobs are employed by large establishments and 29.1% of all jobs are either associated with a sole proprietorship or a micro business.

Establishments by Total Employment, Mason County, 2024

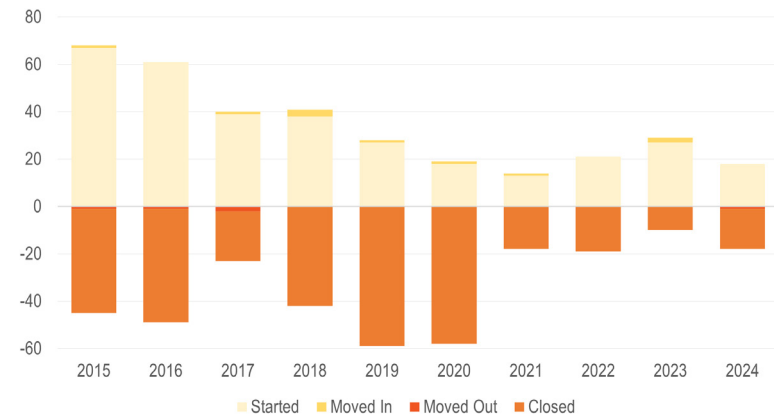
Size	Percent of Total Establishments	Percent of Total Jobs
1 Job (Sole Proprietor)	9.5%	0.9%
2-9 Jobs (Micro Business)	71.1%	28.2%
1-99 Jobs (Small Business)	17.6%	39.6%
100-499 Jobs (Large Business)	1.7%	31.2%
500+ Jobs (Very Large Business)	0%	0%

Source: YourEconomy, University of Wisconsin, 2025

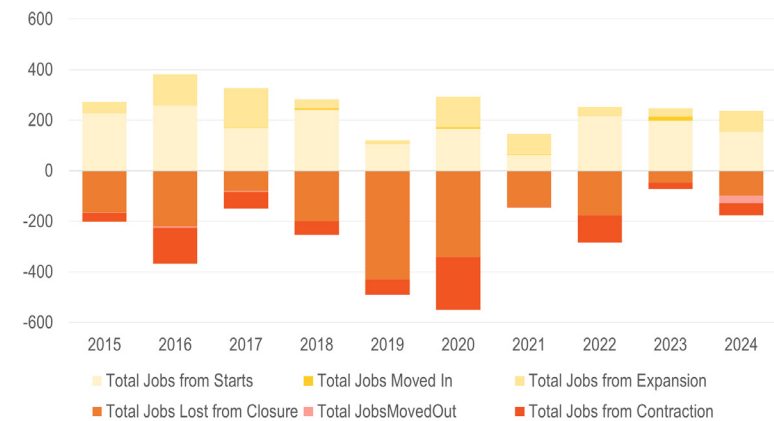
The highest number of new starts were in 2015-2016, with starts decreasing in later years. In 2019-2020, there was the largest number of closures, likely reflecting COVID-19 pandemic effects. Recently (2021-2024), there are smaller movements in both directions, suggesting more stability. The overall trend shows a decline in business volatility over time, with both smaller positive and negative changes in recent years compared to 2015-2016. While a few establishments have “moved in” to Mason County over the last decade, so too have several establishments “moved out.”

Similar trends occurred with job changes in this same period. COVID-19 continues to be a time of significant loss but slow and steady growth afterwards and less volatility than the period that preceded COVID-19.

ESTABLISHMENT CHANGES



JOB CHANGES

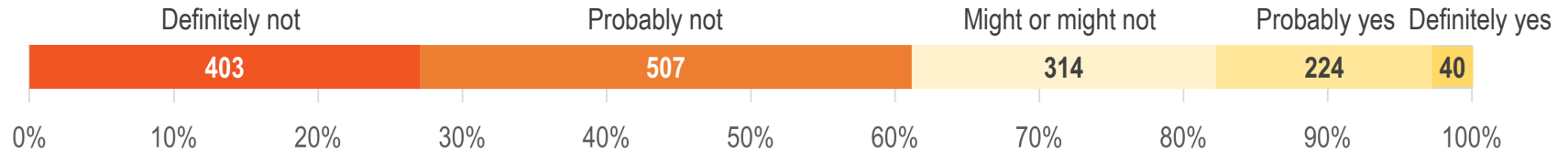


Source: YourEconomy, University of Wisconsin, 2025

ECONOMIC DEVELOPMENT

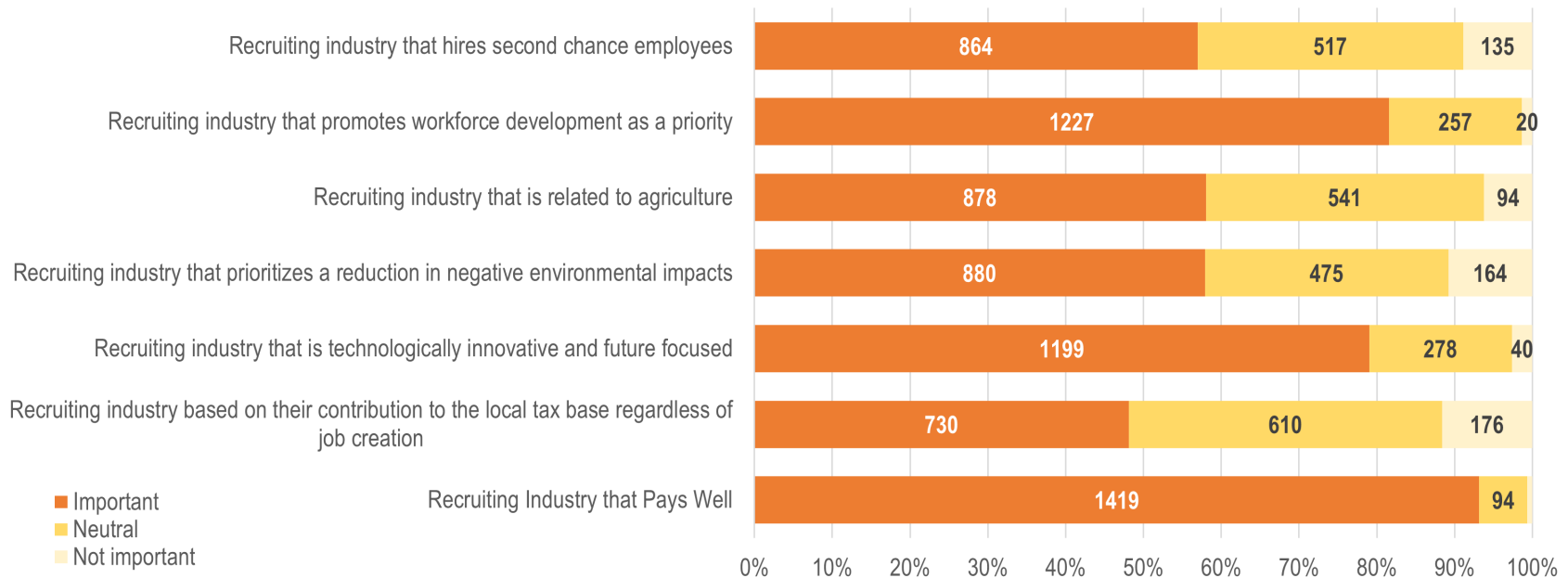
Community Perception

Response to Question: Do you believe that Mason County currently has the quality of life standards that will help attract and retain young talent and workforce? (n=1,488)



Source: Resident perception of quality of life to attract and retain workers, Maysville/Mason County Survey, 2023

Response to Question: How important are the following strategies related to industrial development in Mason County?



Source: Perceived importance of industrial development strategies, Maysville/Mason County Survey, 2023



ECONOMIC DEVELOPMENT

Takeaways

- Concerns about the loss of agriculture as a contributor to the local economy. Look to other revenue generating strategies: Land leases for solar, zoning that supports other business models, other agricultural businesses (processing, manufacturing, equipment repair, sales, etc).
- An interest in growing manufacturing that is compatible with existing assets and resources (workforce, land, zoning, etc).
- Invest in an educated and skilled workforce.
- Understand the potential for new industry by evaluating water, sewer, electric, natural gas capacity.
- Additional restaurants and tourism businesses to attract tourists.
- Capitalize on the airport.

Economic Development Proposed Goal and Objectives

Goal: Mason County will capitalize on its trained workforce, physical infrastructure, regional partners, and transportation network to build a diverse economy and a strong revenue base.

Objective A: Enhance marketing efforts throughout the county and the region as a whole and create a strategic plan for the MMCIDA.

Objective B: Target agricultural industry as an economic development opportunity for county.

Objective C: Amplify communications with existing industry to address pressings needs and opportunities for expansion.

Objective D: Create an entrepreneurial ecosystem that attracts and retains retirees and young professionals.

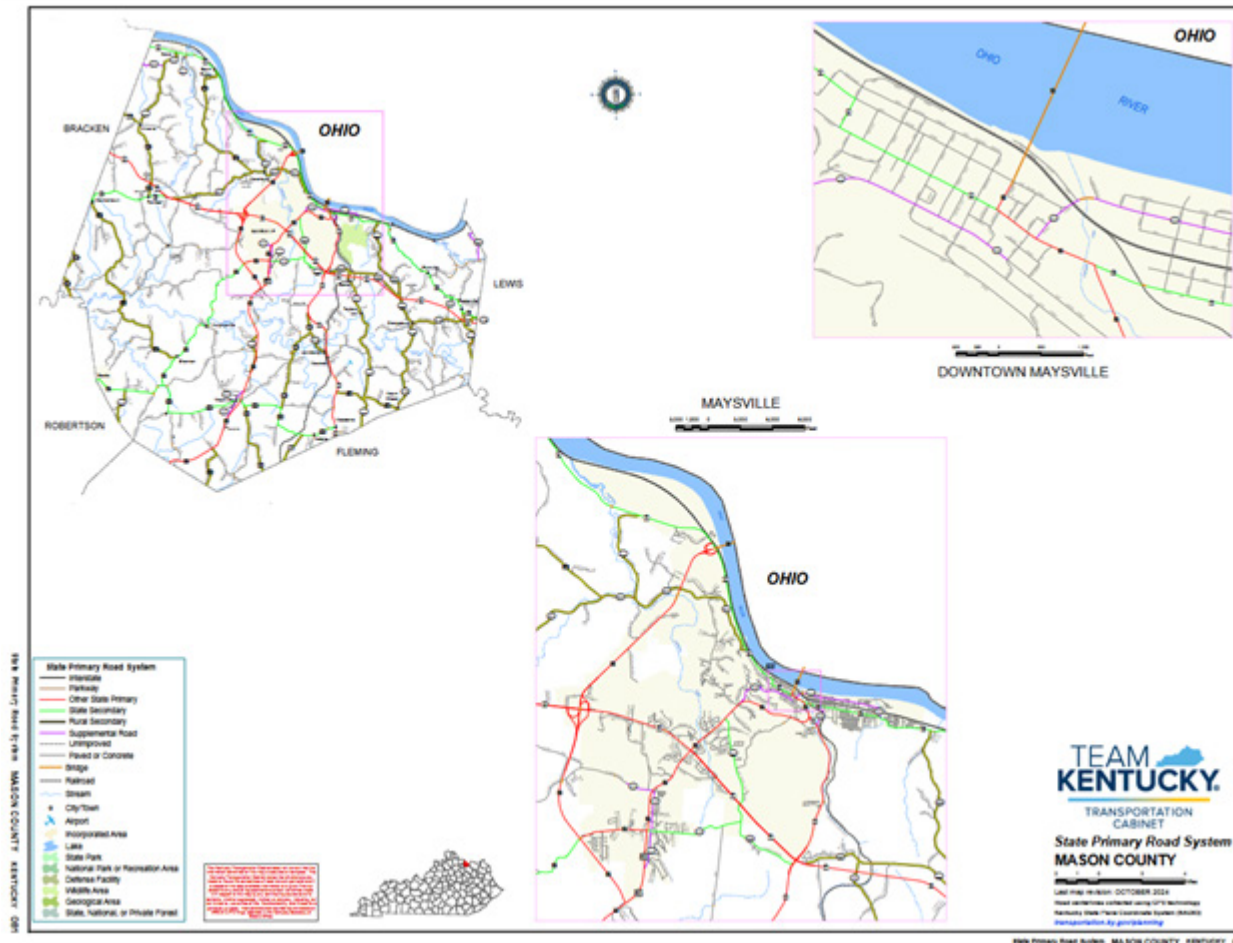
Objective E: Capitalize on recent broadband investments to actively recruit remote work opportunities.

Objective F: Partner with K-12, MCTC and industry to identify state-of-the-art training and education programs to ensure career/college readiness of workers of all abilities.



TRANSPORTATION

Current Conditions



An overview of Mason County's road and rail networks are provided in the image to the left. The robust transportation system in the county is a tremendous asset for the community and one that could be leveraged for additional economic development and tourism opportunities.

The 2024 Enacted Highway Plan is divided into four distinct focus areas including Asset Management (taking care of the existing roads and bridges), Capacity Improvements (providing new and wider roads to handle future traffic), a "ZVARIOUS" category of funds necessary to honor past funding commitments and support various ongoing program activities and a County Priority Projects Program directed by the 2024 General Assembly (there were no Mason County projects). All projects included in the 2024 enacted highway plan are provided in the table on the next page.

The Fleming-Mason Regional Airport is a key transportation asset serving both Fleming and Mason counties, offering vital connectivity for business, agriculture, emergency services, and recreational aviation. Located just south of Maysville, the airport features a 5,001-foot runway capable of accommodating a

TRANSPORTATION

2024 Enacted Highway Plan Projects	Timeline	Total Funding
Existing Highway Asset Management Project Listing		
Install Guardrail on KY 1448	2024	\$90,000
Install Guardrail on KY 62	2025	\$85,000
Install Guardrail on KY 10	2026	\$74,000
Address cables and other deficiencies on William Harsha Bridges	2025	\$8,000,000
Bridge project on US 62x at Ohio River Maysville CSX R	2024-26	\$40,852,000
Bridge project on KY 1234 at Indian Run Creek	2030	\$398,627
Address deficiencies on Bridge of KY 3113 Over Lee Creek	2028	\$793,500
Address condition of KY 9	2027	\$3,000,000
Highway Improvement Project Listing		
New fully controlled access route from KY 11 NE to KY 9 (AA Hwy)	2027-30	\$110,360,000
New fully controlled access route from US-68 to KY 11	2027-30	\$122,560,000
Dover covered bridge restoration	2026-27	\$2,200,000
Improve safety and operational efficiency of KY 9 and US 62 intersection	2025	\$3,300,000

range of general aviation aircraft. It supports local economic development by facilitating corporate travel, attracting aviation-related businesses, and enhancing the region's accessibility. Continued investment in airport infrastructure and services is important for maintaining its role as a regional economic driver and ensuring it meets evolving aviation needs. There are 22 aircraft based on the field, 1 helicopter and 1 glider airplane. On average, there are 47 aircraft operations per day including 62% transient general aviation, 37% local general aviation, and 1% military.

With the addition of flight mechanic educational programming from MCTC, the Fleming-Mason Airport has attracted new resources and aviation en-

thusiasts to the area. In conjunction with the flight school, the presence of airport mechanics has expanded, drawing increased interest and activity from both corporate users and hobbyists. The merger between Fleming-Mason Airport and Maysville Community and Technical College has further encouraged investment, creating a public-private partnership that has successfully attracted grant funding.

Future plans include expanding the taxiway to meet FAA safety standards, increasing structural capacity through the construction of additional hangar and T-hangar space, and enhancing service offerings such as fueling, avionics, and other aviation support. Continued grant investment in the Fleming-Mason Airport will strengthen its role as a key regional gateway—not just Mason and Fleming counties, but for all of Northeastern Kentucky.

In the late 18th and early 19th centuries, when the Ohio River served as a critical lifeline for settlement, trade, and communication, Maysville became one of the most significant river ports in Kentucky due to its strategic location between Cincinnati and the Mississippi River. In the steamboat era of the 1800s, Maysville flourished as a hub for shipping tobacco, hemp, livestock, and other goods, connecting the rural economy of northeastern Kentucky to national and international markets. Although railroads and highways eventually overtook river transport in prominence, the Ohio River continues to play a role in regional commerce and recreation, with Maysville still maintaining riverport facilities.

With Midwest and Bluegrass Rail (MBRail) acquiring the former TTI north-south line, Maysville and Mason County have become a multimodal transportation hub for Northeastern Kentucky. The intersection of CSX's east-west line, which parallels the Ohio River, and MBRail's north-south route presents strong opportunities to grow the region's transportation-driven economy.

The Maysville-Mason County Riverport was recently awarded \$750,000 in grant funding, joining seven other state-designated riverports in securing resources to support multimodal development. In partnership with H.G. Mays, a private company, the Riverport has relaunched river transportation operations, creating opportunities to move aggregate, agricultural bulk goods, and byproducts such as gypsum. While H.G. Mays' location on Maysville's east end poses some access challenges, the port is currently equipped to manage limited traffic with its existing assets.

TRANSPORTATION

City of Maysville Projects

- Federal Lands Access Program Grant (FLAP) funded through the FHA includes \$1.65 million to do upgrades/improvements along/adjacent to the Ohio River from the Maysville River Park, west, to Limestone Landing. Includes floodwall maintenance road, new docks/slips, upgrade to Hardyman Landing (essentially turning it into a small pocket park along the river); portable fueling station; and upgraded utilities.
- Transportation Alternative Program Grant (TAP) funded through KYTC includes \$1.85 million for upgraded and improved sidewalks from Wall Street all the way down East Second Street (both sides).
- Recreational Trails Program Grant funded through KY Dept. for Local Government includes \$138K to construct a separated walking trail around the lake at the Maysville Mason Co Recreational Park.
- Land Water Conservation Fund Grant through KY DLG includes \$100K to branch off of the Maple Leaf Fitness trail that will go around the interior perimeter of the Tom Browning Boys/Girls Club.

Public transit has been available in the City of Maysville since 1883, first as a private enterprise with mule-drawn streetcars and then electric streetcars. The City of Maysville took over operations of public transit

in 1960 and continues today with both a deviated route system (below) and a flexible route system for those who cannot access the deviated-route system. A summary of ridership and collected fares, by month, is provided below.

Transit Riders by Month, January – June, 2023 & 2025

Year	Paid Riders		Cards		Handicap Riders	
	2023	2025	2023	2025	2023	2025
January	355	275	1,227	1,129	296	96
February	327	193	1,447	1,020	256	120
March	528	168	1,186	848	182	108
April	465	219	1,013	985	180	106
May	1,023	197	467	832	204	178
June	543	200	1,255	672	172	196

Community Perception

There were no survey questions that explicitly asked for feedback as it relates specifically to transportation. Issues related to walkability, bikability, road safety and recreational river access are addressed through other themes.

CITY OF MAYSVILLE TRANSIT SCHEDULE																				
City Garage					3rd & Bridge	Limestone & 2nd	West End	Sutton & 3rd	3rd & Post Office	2nd & Lexington	Beechwood	Clark & Forest	Clark & 6th	Wood & Forest Ave	Commerce St	Kenton Station	Hospital	Kroger	Wal-Mart	Tucker Dr
					6:00	6:01	6:05	6:07	6:09	6:10	6:12	6:16	6:17	6:19	6:22	6:27	6:29	6:34	6:38	6:39
6:43					7:00	7:01	7:05	7:08	7:10	7:12	7:15	7:19	7:21	7:23	7:28	7:33	7:36	7:43	7:46	7:49
Washington	Tucker Dr	Wal-Mart	Kroger	Bluegrass Center	3rd & Bridge	Limestone & 2nd	West End	Sutton & 3rd	3rd & Post Office	2nd & Lexington	Beechwood	Clark & Forest	Clark & 6th	Wood & Forest Ave	Commerce St	Kenton Station	Hospital	Gateway Center	College	Garage
7:57				8:04	8:12	8:13	8:17	8:21	8:24	8:25	8:27	8:33	8:35	8:37	8:39	8:45	8:48	8:51	8:53	8:54
9:12	9:15	9:18	9:23	9:28	9:35	9:36	9:43	9:44	9:49	9:51	9:53	9:54	9:55	9:56	9:59	10:05	10:07	10:10	10:12	
10:17	10:20	10:23	10:30	10:35	10:42	10:46	10:50	10:52	10:54	10:55	10:56	10:59	11:00	11:03	11:06	11:12	11:15	11:18	11:20	11:23
SHIFT CHANGE/CITY GARAGE 11:35																				
11:40	11:43	11:45	11:51	11:57	12:05	12:06	12:11	12:14	12:16	12:17	12:19	12:23	12:24	12:25	12:28	12:34	12:38	12:41	12:44	12:46
1:00	1:03	1:05	1:12	1:16	1:22	1:23	1:27	1:30	1:32	1:34	1:36	1:39	1:40	1:42	1:44	1:50	1:54	1:56	2:00	2:01
2:18	2:23	2:25	2:32	2:38	2:45	2:46	2:51	2:54	2:56	3:00	3:02	3:05	3:06	3:09	3:12	3:19	3:22	3:24	3:27	3:28
3:40	3:45	3:48	3:55	4:00	4:07	4:08	4:13	4:16	4:18	4:20	4:23	4:29	4:30	4:31	4:34	4:41	4:44	4:48	4:51	4:52
5:02	5:06	5:08	5:16	5:22	5:29	5:30	5:34	5:37	5:38	5:40	5:52	5:44	5:45	5:47	5:49					
Heritage Square -- call in Limestone Apartments -- call in Tom Browning Boys & Girls Club -- seasonal route Industrial Parks -- Upon request																				
MAYSVILLE																				



TRANSPORTATION

Takeaways

- Need to capitalize on the Fleming/Mason airport by integrating into tourism, industry development, workforce and agriculture.
- Roads are well maintained but not necessarily suited to current needs. Many comments about road widening when resurfacing.
- Continued concern about Amish buggies.
- Discussion about optimal schedule and stop locations for transit to meet the needs of all stakeholders.

Transportation Proposed Goal and Objectives

Goal: Mason County will maintain, upgrade and develop a diverse transportation system that will move people and goods effectively and efficiently both within the county as well as to points outside the county.

Objective A: Better connect the population points around the county.

Objective B: Improve utilization of the river port to increase the flow of goods and tourists coming in and out of the region.

Objective C: Consider road enhancements when resurfacing (widening, turn lanes, etc.).

Objective D: Capitalize on the Fleming Mason Airport as an important transportation and tourism asset.



CULTURE & HISTORY

Current Conditions

Mason County is home to two historic districts, Maysville (Commercial District and Downtown) and Old Washington. Maysville, located along the southern bank of the Ohio River, has a rich history that dates to the late 18th century. Originally known as Limestone, the settlement began as a frontier outpost and river port in the 1780s. Its location made it a key entry point into Kentucky for settlers coming westward from Virginia and Pennsylvania. Daniel Boone, a legendary frontiersman, played a notable role in the early exploration and settlement of the region, helping to blaze trails through the wilderness that connected Maysville to interior settlements like Lexington.

In the first decade of the 19th century Maysville was one of the state's two principal ports, alongside Louisville. Tobacco, whiskey and hemp were major commodities that made their way through Maysville. The advent of steamboat traffic boosted trade and population growth further.

Maysville was an important stop on the Underground Railroad, as the free state of Ohio was just across the river. Abolitionist author Harriet Beecher Stowe visited the area in 1833 and watched a slave auction in front of the courthouse in Washington, the original seat of the county and now a historic district of Maysville. She included the scene in her influential novel *Uncle Tom's Cabin*, published in 1852. Enslaved people seeking freedom often made their way to Maysville for the crossing to Ohio.

Maysville became an important port on the Ohio River for the northeastern part of the state. It exported bourbon whiskey, hemp and tobacco, the latter two produced mainly by African American slaves before the Civil War. It was once a center of wrought iron manufacturing, sending ironwork downriver to decorate buildings in larger cities. Under the leadership of Henry Means Walker, Maysville was home to one of the largest tobacco auction warehouses in the world for most of the 20th century.

DOWNTOWN MAYSVILLE ASSETS

Theatres: The Russell Theatre and Gift Shop, The Washington Opera House, and Laura Lee's Concert House and Folk Theatre.

Museums: Kentucky Gateway Museum Center and Gift Shop, Kathleen Savage Browning Miniatures Collection at the KY Gateway Museum Center.

The Cox Building: The building was originally designed to accommodate three large storefronts on the ground floor, with upscale office spaces on the second floor. The upper three stories were designed for the Masonic Temple, specifically the York Rite "Knights Templar." Now home to the Maysville-Mason County Convention and Visitors Bureau.

Maysville Flood Wall Murals: were created by Robert Dafford of Dafford Murals from Lafayette, Louisiana. Murals on the flood wall serve several purposes, providing a way to highlight the history of the town, beautify the flood wall, and promote tourism.

OLD WASHINGTON ASSETS

National Underground Railroad Museum: Located at the Bierbower House, a safe house, where slaves were once hidden beneath the floorboards for safety.

Harriet Beecher Stowe Slavery to Freedom Museum: The museum is an early antebellum home where Stowe, the author of *Uncle Tom's Cabin* visited and witnessed a slave auction in 1833.

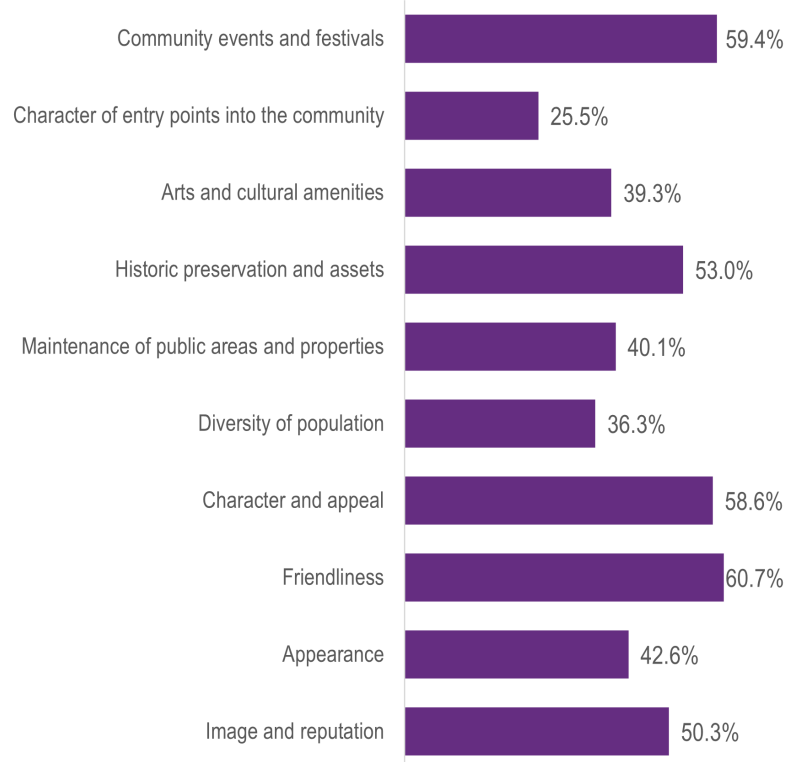
Rosenwald School: The Old Mays Lick Negro School, a Rosenwald school, dedicated July 17, 1921, is considered by the National Trust for Historic Preservation Council to be on its 11 Most Endangered Historic Places list. The Mays Lick Negro School is the only surviving Rosenwald School of its type (brick and mortar) in northern Kentucky. In Mason County, two Rosenwald Schools were built. The school in Old Washington no longer exists, but the Mays Lick Rosenwald School is in the process of being restored.

CULTURE & HISTORY

Colonel Charles Young Birthplace: Birthplace cabin of Colonel Charles Young in 1864 to enslaved parents. Colonel Young went on to attend West Point and was the third African American to graduate from the U.S. Military Academy. He had a 33-year military career of segregated service and was the highest ranking African American in the U.S. Armed Forces from 1894 until his death in 1922.

Community Perception

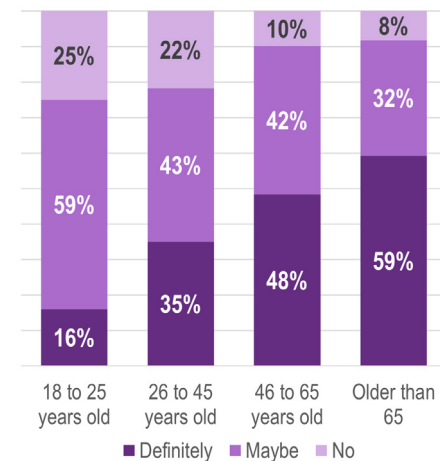
Percentage of respondents who considered components of Mason County's existing image and identity as a strength (n=1,375)



Source: *Mason County Image and Identity Strengths, Maysville/Mason County Survey, 2023*

Community image and identity is often related to community culture and its history. Residents were asked to evaluate the strength of a number of community characteristics that might be used to capture a community's charm, hospitality, and pride. The survey results suggest that residents rank Mason County as a friendly place, a community that hosts quality events and festivals, and its overall character and appeal (Figure 23). However, residents felt that the character of the entry points in the community was lacking and there was not a lot of diversity in its population. In addition, arts and cultural amenities were not considered a strength by many.

Response to Question: *Would you currently recommend Mason County as a place for tourists to visit?*



Source: *Recommend Mason County to Tourists? Maysville/Mason County Survey, 2023*

Residents were asked if they would recommend Mason County as a place for tourists to visit (see above). Only 18% of younger residents (18 to 25 years old), stated they would definitely recommend Mason County, whereas nearly 60% of older residents stated they would definitely recommend. There are clear differences in perceptions across generations.

CULTURE & HISTORY

Top issues for enhancing/vitalizing the downtowns in Mason County:

- Offering tax incentives for businesses and building owners.
- Investing in public infrastructure (streets, broadband, etc).
- Creating a mix of amenities to entice different sectors of the population (retail, restaurant, entertainment, etc).
- Providing a mix of housing options for young professionals.
- More recreational choices.

Top issues for increasing tourism opportunities to attract visitors to Mason County:

- Expanding opportunities for grants and tax incentives for projects on historic buildings.
- Developing the riverfront.
- Developing downtown Maysville.
- Marketing the arts and cultural opportunities in the area.
- Establishing and promoting landmarks and historic properties in Mason County.

Takeaways

The Data Interactive was largely focused on issues around the river, downtown development, and preserving the cultural heritage for current and future generations.

The River

- Concerns that the floodwall constrains any ability to capitalize on the river as the key asset for downtown Maysville.
- There needs to be a comprehensive plan for the river that includes several components (overall design and aesthetics, arts, walkability, accessibility, entertainment, and vibrant shops/restaurants).
- Festivals and events that attract residents and tourists.

- Improve ability to capture tourists arriving by boat.
- Water rentals (kayaks, paddle boards, fishing competitions, and other water sports could contribute to realizing the potential of the river.

Downtown Development

- Improve accessibility and enhance safety features (lighting, emergency buttons) in downtown Maysville.
- Focus on beautification efforts including:
 - Appearance of entries into the downtown.
 - Individual home and business owners need to take better pride in their property.
 - Consider improving the tree canopy.
 - Plants and flowers
 - Façade programs

Preserving the history of Mason County

- Concern that younger generations are not exposed to or are uninterested in the county's history and preserving the culture/traditions of existing and previous generations.
- The county has a significant number of quality artisans. Ensuring their success is critical.

Other comments

- Community undecided about casinos as a good fit for Mason County.
- The flood wall and fear of floods have limited development and investment in downtown.



CULTURE & HISTORY

Culture and History Proposed Goal and Objectives

Goal: Preserve and promote the history and culture of Maysville and Mason County.

Objective A: Support efforts of Downtown Maysville and Historic Old Washington revitalization and preservation programs by focusing on infrastructure enhancement, beautification, and strategic marketing.

Objective B: Focus efforts on protecting and showcasing sites that are significant to Mason County's history, uniqueness, and natural beauty.

Objective C: Create a trained preservation board to oversee historic districts and landmarks in the unincorporated parts of the County.

Objective D: Develop comprehensive marketing strategies for Maysville and Mason County.

Objective E: Promote Maysville and Mason County artisans while recognizing their various contributions to the community.

Objective F: Design Master Plan for the Maysville River Front.



AGRICULTURE & RURAL LIVABILITY

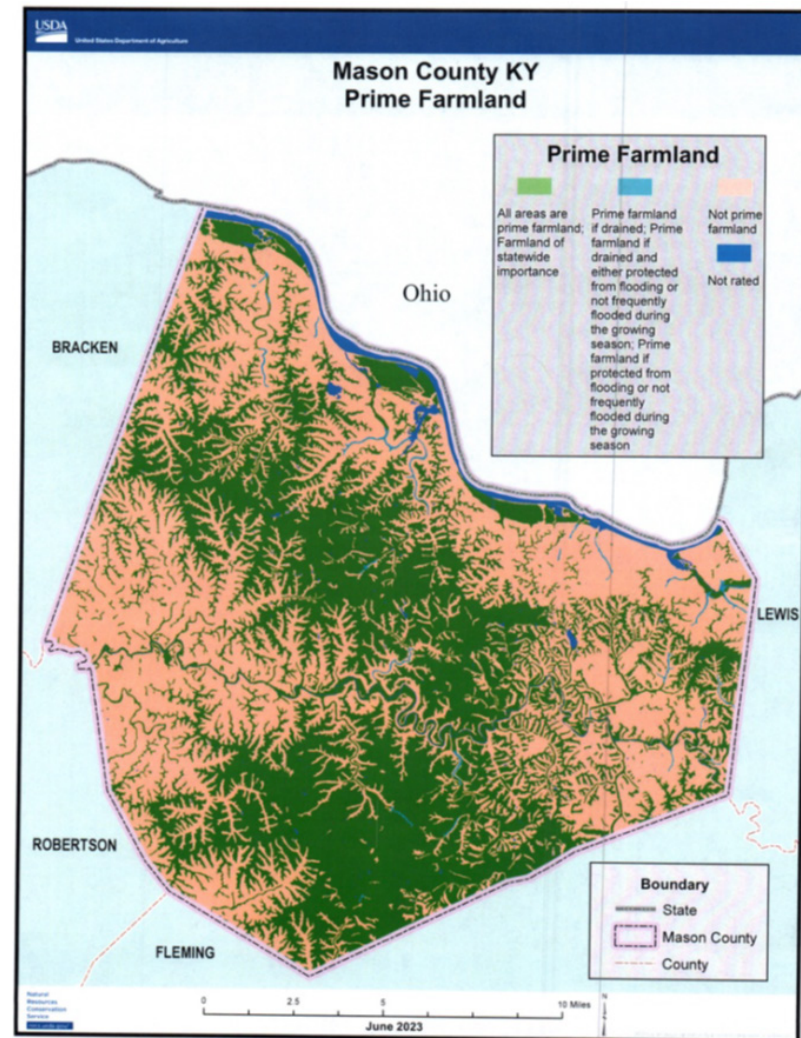
Current Conditions

Prime farmland plays a significant role in guiding land use decisions, particularly in rural and agricultural communities. Designated by the USDA as land with the best combination of physical and chemical characteristics for producing food, feed, fiber, and fuel, prime farmland is considered a valuable and limited resource. Because of its high productivity and importance to long-term food security, comprehensive plans often prioritize the protection of prime farmland from non-agricultural development such as sprawling residential, commercial, or industrial uses. Throughout the planning process, community conversations often referred back to the discussion of prime farmland in Mason County.

Prime farmland is permeable to water and air. It is not excessively erodible or saturated with water for long periods. Slopes range mainly from 0 to 6%. Farmland of statewide importance is land of 6 to 12% which has a good combination of physical and chemical characteristics for the production of crops and is not yet eroded. In total, there are 157,683 acres in Mason County. Of that total, 35,780 acres are classified as prime farmland, and 37,437 acres are “not eroded” farmland of statewide importance. The map at right provides a visual of the landscape of prime farmland across the county. Prime farmland is present in Central Mason County but not as prevalent in the eastern and western parts of the county.

The data on the next page reveals a compelling narrative about the agricultural economy in Mason County over a 44-year period from 1978 to 2022. While Kentucky’s agricultural sector has shown remarkable growth overall, Mason County’s agricultural production tells a more nuanced story of resilience through fluctuating economic cycles.

In 1978, Mason County’s agricultural products generated \$21.6 million in sales, representing just over 1% of Kentucky’s total agricultural output. The early 1980s saw strong growth, before experiencing a significant decline in 1987, likely reflecting the farm crisis that affected much of rural America during this period.



AGRICULTURE & RURAL LIVABILITY

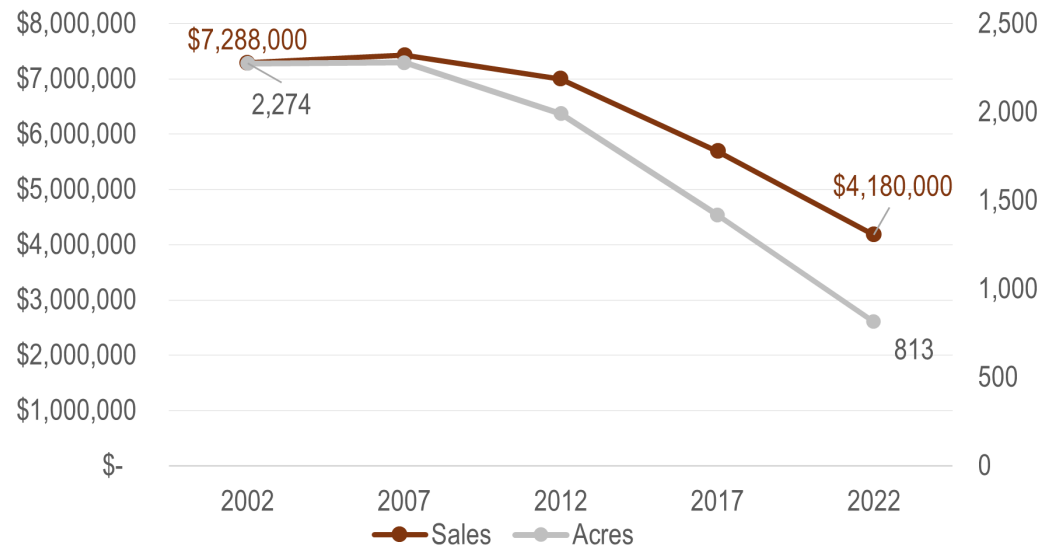
Change in Market Value of Agricultural Products Sold from Census to Census, 1978-2022

	Mason County Sales	Kentucky
1978 - 1982	38%	28%
1982 - 1987	-32%	-13%
1987 - 1992	60%	28%
1992 - 1997	-5%	19%
1997 - 2002	-26%	-2%
2002 - 2007	27%	57%
2007 - 2012	7%	5%
2012 - 2017	3%	13%
2017 - 2022	31%	40%

The 1990s brought recovery and prosperity, with agricultural sales reaching their highest point of that era at \$32.1 million in 1992, followed by a slight decline to \$30.3 million by 1997. The early 2000s introduced another challenging period, with sales dropping to \$22.3 million in 2002. The Tobacco Buyout program was introduced in 2004 and would have a significant impact on Mason County Agriculture. The trendline at right highlights the drastic reduction in farms producing tobacco, from a high of 2,274 farms in 2002 to 813 farms in 2022. The resulting sales decreased as well, although not as sharply as the number of farms.

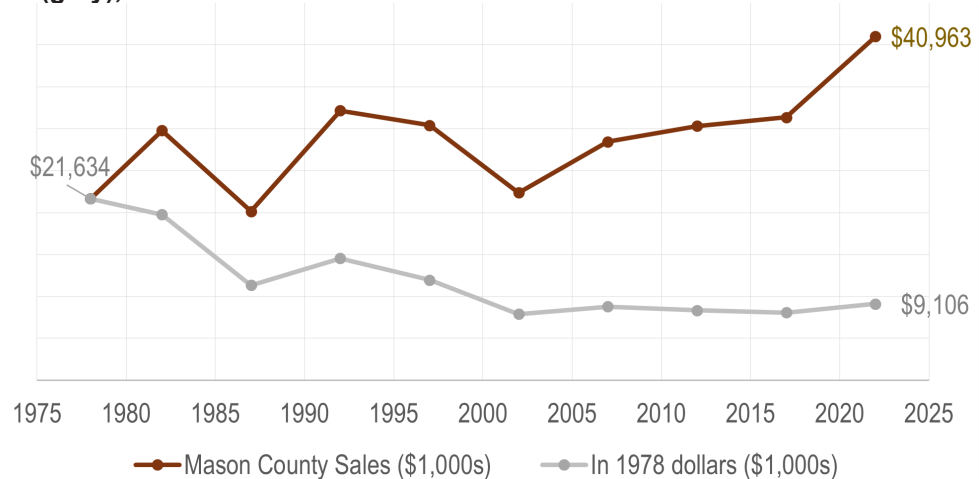
The Census of Agriculture data are provided as nominal values, ignoring inflation. The chart at bottom right provides the trend in sales in both real and nominal dollars between 1978-2022 (1978 base year). Normalizing flattens the cycles and highlights relative stability, albeit still a declining trend.

Mason County Tobacco Sales and Acreage Pre and Post Tobacco Buyout



Source: Census of Ag, 2002, 2007, 2012, 2017, 2022

Mason County Market Value of Ag Products Sold, with Inflation Adjustment Trend-line (gray), 1978-2022



Source: Census of Ag, 1978- 2022

AGRICULTURE & RURAL LIVABILITY



In **Mason County**, between 2017 and 2022:

The number of farms changed by **-20.4%**.

The value of farm land & buildings changed by **2.1%**.

The number of farms in Mason County fell by a little over 20% between 2017 and 2022. Currently, grain, hay, and tobacco sales are the three leading crops in the county. While tobacco has steeply declined in the county and the state, Mason County is ranked 15th in tobacco production in Kentucky. Mason County is also a relatively large cattle producer (ranked 26th in the state).

Market Value of Ag Products Sold, 2022

	Sales (\$1,000s)	Rank in State
Crops		
Grains, oilseeds, dry beans	\$15,605	41
Other crops and hay	\$5,495	7
Tobacco	\$4,180	15
Fruit, tree nuts, berries	\$220	40
Nursery, greenhouse, etc	\$372	40
Livestock, poultry, and products		
Cattle and calves	\$13,776	26
Milk from cows	\$923	27
Horses, ponies, etc	\$133	58
Sheep, goats, wool, mohair	\$97	52

Source: 2022 Census of Agriculture: https://www.nass.usda.gov/Publications/AgCensus/2022/Online_Resources/County_Profiles/Kentucky/cp21161.pdf

Recent Plans

The 2020 Mason County Kentucky Agricultural Council conducted a SWOT analysis to identify programs and projects best suited for agricultural development fund investments in the county.

Short-term goals included:

- Increase management practices on farm to become more efficient with production.
- Maintain tobacco production while seeking diversification for farm operations to offset continued decreases for tobacco.
- Improve forage quality for cash hay sales and livestock consumption.
- Continue to develop farm infrastructure to allow diversification and increase farm income.

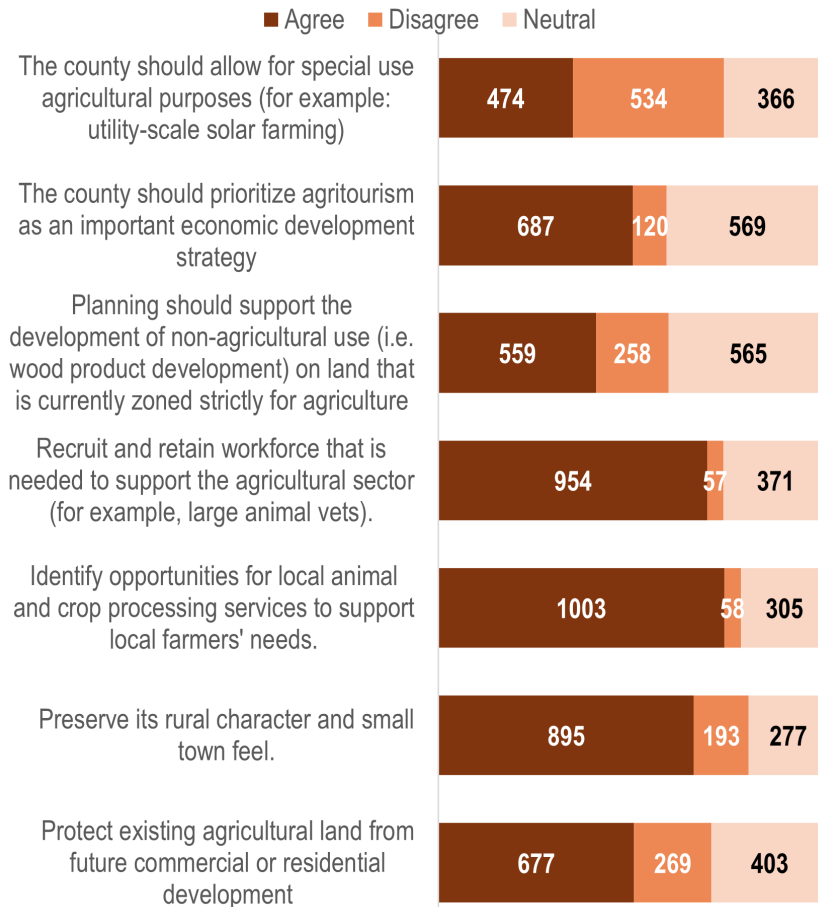
Long-term goals included:

- Develop or improve marketing channels for farm products.
- Develop interest in agriculture as an income generator from younger generations.
- Ultimately provide the network for farm products and markets to generate income on operations across the county to maintain agriculture as a viable business sector.

Access the report here: https://www.kyagr.com/agpolicy/documents/ADF_Councils_Plans_MASON.pdf

Community Perception

Resident Perception Around Strategies to Support the Agricultural Economy (n= 1,382)



Source: Resident Perception Around Strategies to Support the Agricultural Economy, Maysville/ Mason County Survey, 2023

The chart at right highlights strong agreement is evident for several agricultural preservation measures, particularly “Identify opportunities for local animal and crop processing services to support local farmers’ needs” and “Recruit and retain workforce that is needed to support the agricultural sector”. Similarly, “Preserve its rural character and small-town feel” received substantial support. The most controversial proposal was “The county should allow for special use agricultural purposes (for example: utility-scale solar farming)” with significant disagreement and the lowest agreement level. There’s also mixed sentiment regarding “Planning should support the development of non-agricultural use on land currently zoned strictly for agriculture,” where disagreement (258) and neutral responses (565) outweigh agreement (559). Overall, the data indicates strong community support for traditional agricultural preservation, processing infrastructure, and workforce retention, while showing resistance to alternative agricultural uses like utility-scale solar farming.



- There is a deep concern for the future of farming in Mason County. Since the decline of tobacco and dairy, farmers continue to worry about the local ag economy.
- Farmers are aging, children are not as engaged in agriculture. Need to find ways for FFA and 4-H to better connect with the youth.
- Concerns about the erosion of soils.
- Need to consider new business opportunities to support the ag sector. There is a need for a regional processing plant.
- There are potential positive impacts from the riverport project.
- There are opportunities to enhance the farmers market to benefit local producers.
- Disagreement about the role agritourism can play in supporting the ag economy.
- Significant disagreement about other land uses. Utility-scale solar farming solar remains a point of dissonance for the community.
- Some are frustrated that existing zoning does not allow for any small-scale processing or manufacturing on agricultural land.

Objective F: Identify new agriculture enterprises to support existing farmers and actively recruit new agribusinesses or incentivize agribusiness start-ups.

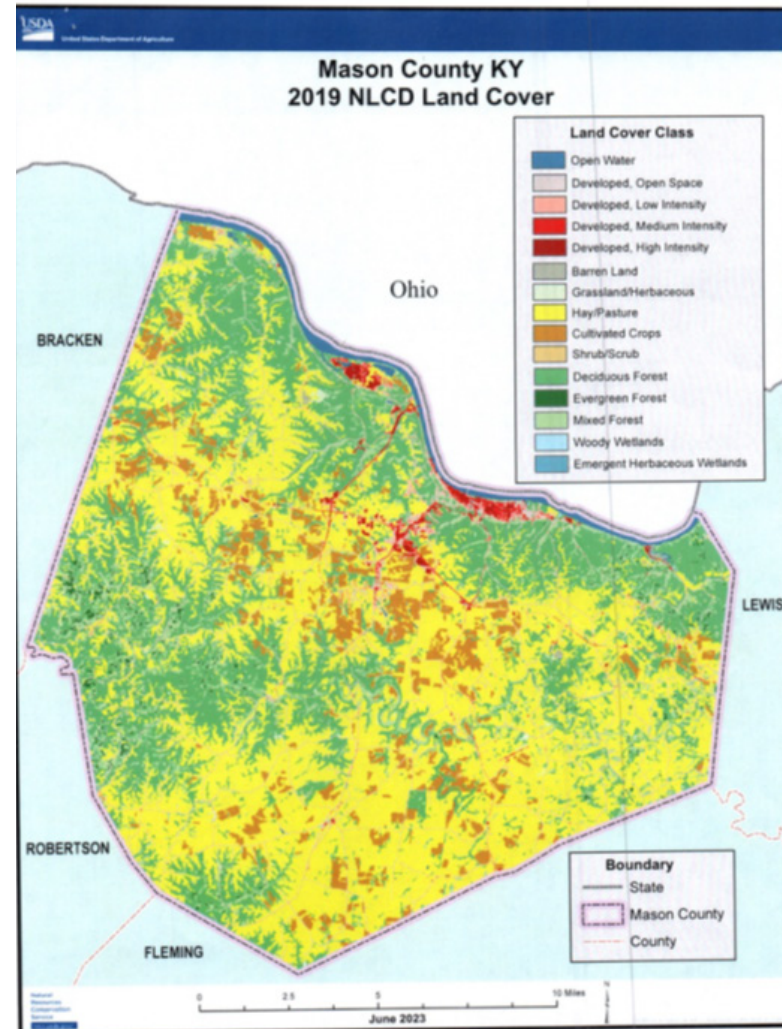


LAND USE & THE ENVIRONMENT

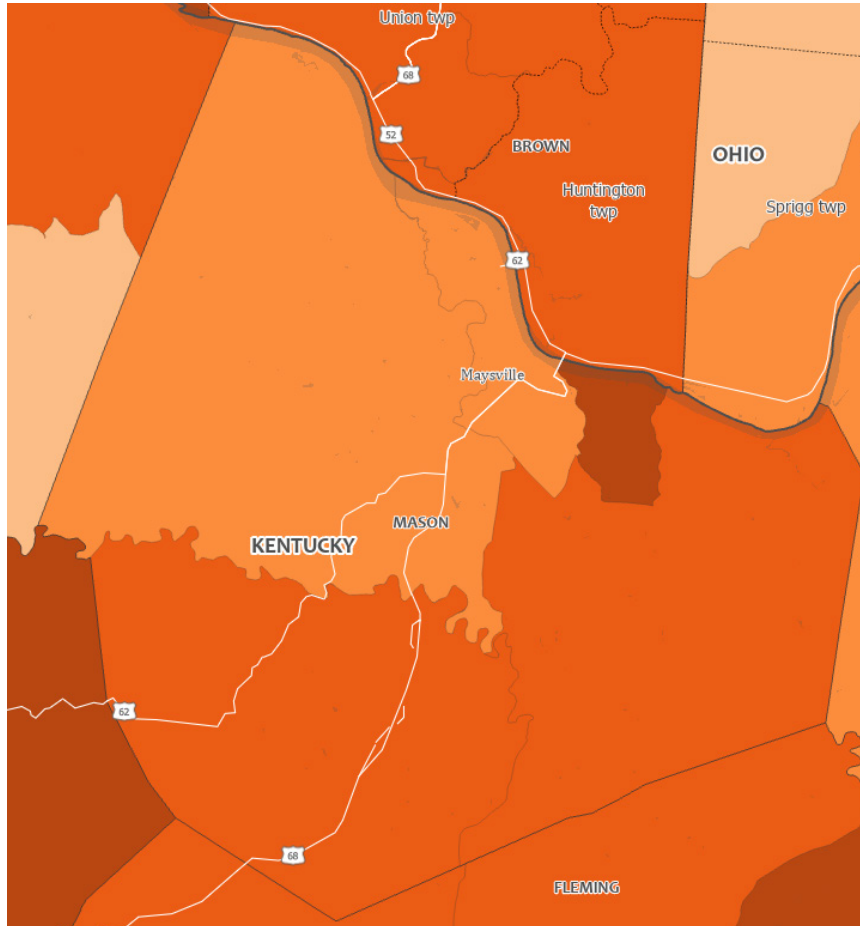
Current Conditions

At right is a map of land cover class covering all of Mason County. Along the river and the AA, the land is largely medium and high density. Moving away from the city of Maysville, the land is agricultural, including hay/pasture (yellow), cultivated crops (brown), and deciduous forest land.

The map provided on the next page is a new tool for communities to assess their vulnerability in the event of a disaster. The shading details the percentage of the population with three or more components of social vulnerability, by census tract. These components include poverty status, number of caregivers in the households, unit-level crowding, communication barrier, employment, disability status, health insurance coverage, age (65+), vehicle access, and broadband internet access. While this figure doesn't necessarily capture "environmental conditions," it has been used widely to highlight areas of concern. The census tract to the east of the city is considered the most vulnerable, however all of Mason County has at least 19% of its population universe with three or more components of social vulnerability. Why does this matter? In the event of a disaster (natural or manmade), these communities tend to have a more difficult time responding and recovering.



Community Resilience Estimates, 2023



Source: U.S. Census Community Resilience Estimates Map Viewer: <https://arcg.is/yD5Pr1>

Map Legend

Percentage of population universe with three or more components of social vulnerability, by census tract



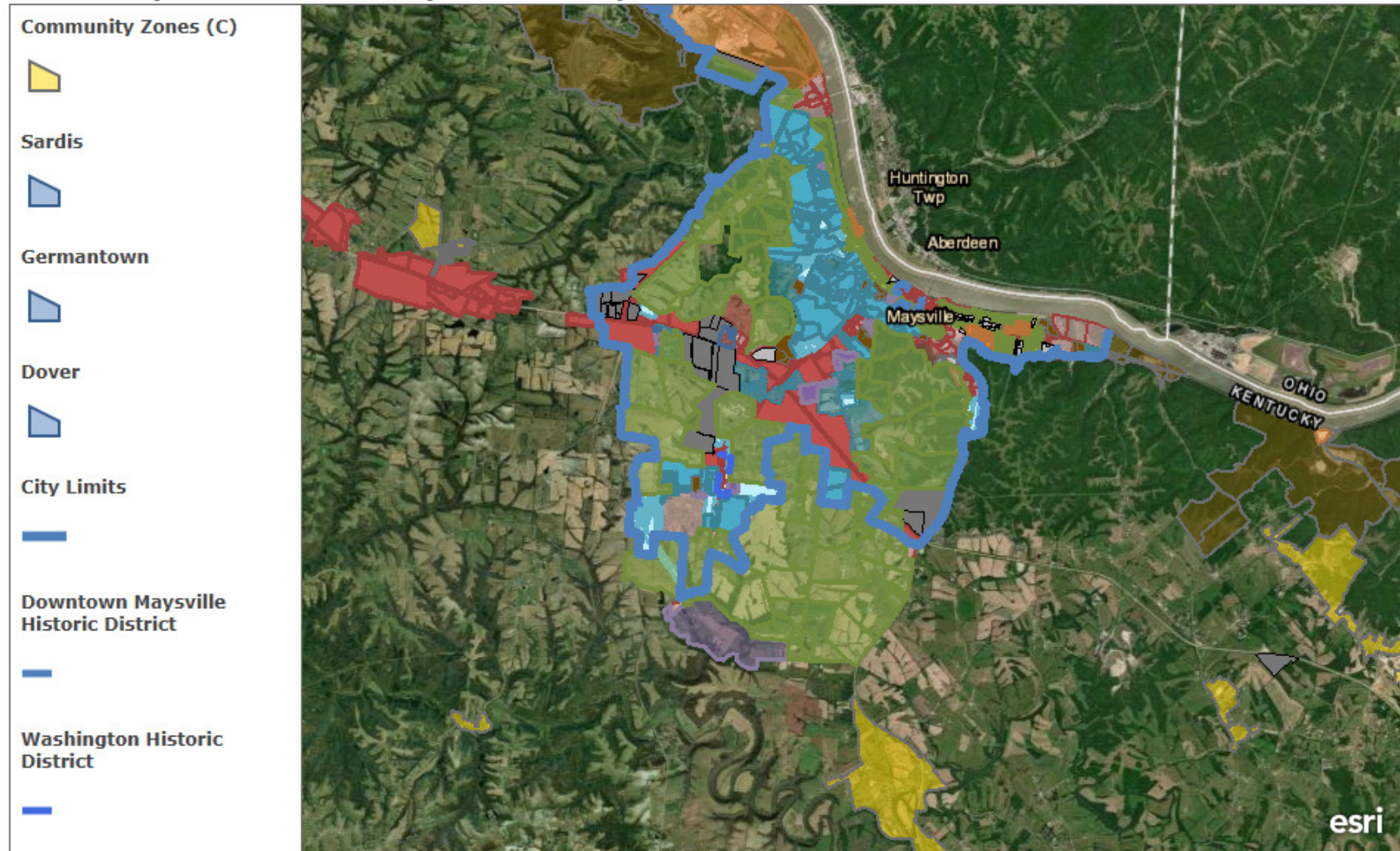
Future Land Use Considerations

The best indicator for planning purposes is future population change. Population growth or decline is one of the most important measures that determines the number of houses that need to be built, future traffic congestion and road maintenance, the number of jobs needed, and the stress on infrastructure (water, wastewater, electricity, broadband). Even in cases where no growth is expected (or decline), maintenance, repair, and rebuilding are essential to meet the needs of the existing population.

There continues to be an expected decline in population over the next 25 years. In 2050, the population is expected to fall to under 15,000 people. Household trends followed a similar pattern. The Buffalo Trace ADD has experienced similar population loss and expected population projects, but the losses, measured as population change rates, are smaller than the county. It is expected that Kentucky will continue to see population gains, but they will be quite modest in size.

When planning for future land use in the context of projected population decline, the focus shifts from expansion to adaptation, efficiency, and resilience. Community feedback throughout the entire planning process as well as specifically solicited during the last Land Use/Environment theme led to the following goals and objectives.

Official Maysville/Mason County Land Use Map



This is the Official Land Use Map for the City of Maysville and Mason County Fiscal Court. If you feel there is an error, or you have a question, please contact Matt Wallingford a ...

Source: City of Maysville website: https://www.cityofmaysvilleky.gov/departments/codes_department/planning___zoning.php#collapse553b0



LAND USE & THE ENVIRONMENT

Takeaways

- There were very few recommendations for changes in current land use.
- As detailed in the housing theme, there was additional discussion around increasing the stock of affordable housing, middle class housing, and housing for seniors.
- The 5-acre minimum rule is attractive for some buyers (particularly new residents) but creates challenges in creating an affordable stock of housing supply for the community.
- Concerns about run-off from agricultural land and soil erosion from land both in active use, as well as passive use.
- Downtown Maysville has the potential to meet some of the housing needs, but accessibility continues to be a concern (no elevators to access 2nd story residential).
- Continued concern about infrastructure upgrades before any new development.
- Mays Lick residents felt that current zoning created a hindrance for locating a small-scale grocery store.

Land Use and Environment Proposed Goal and Objectives

Goal: Support the long-term sustainability of the community by maintaining existing infrastructure efficiently, encouraging the reuse of vacant or underused properties, preserving natural and agricultural lands, and protecting environmental resources to enhance the quality of life for existing residents and to attract future residents and investment.

Objective A: Promote sustainable and fiscally responsible land use by aligning infrastructure and public services with population trends, reducing underutilized assets, and focusing investment in areas with long-term viability.

Objective B: Revitalize vacant and underutilized land through strategic reclamation and adaptive reuse, transforming liabilities into assets that contribute to environmental health, community vitality, and economic resilience.

Objective C: Adapt land use policies to meet the needs of a changing population by supporting age-inclusive communities and promoting access to housing, services, and opportunities for all residents.

Objective D: Ensure land use policies and resulting services are accessible for all populations and communities in Mason County.

Objective E: Enhance community resilience by restoring natural systems, promoting sustainable land use practices, and reducing environmental impacts through strategic land management and infrastructure planning.

Objective F: Support sustainable agricultural practices by encouraging regenerative agricultural practices to maintain soil quality and productivity.

Objective G: Guide Appropriate Renewable Energy Development.